

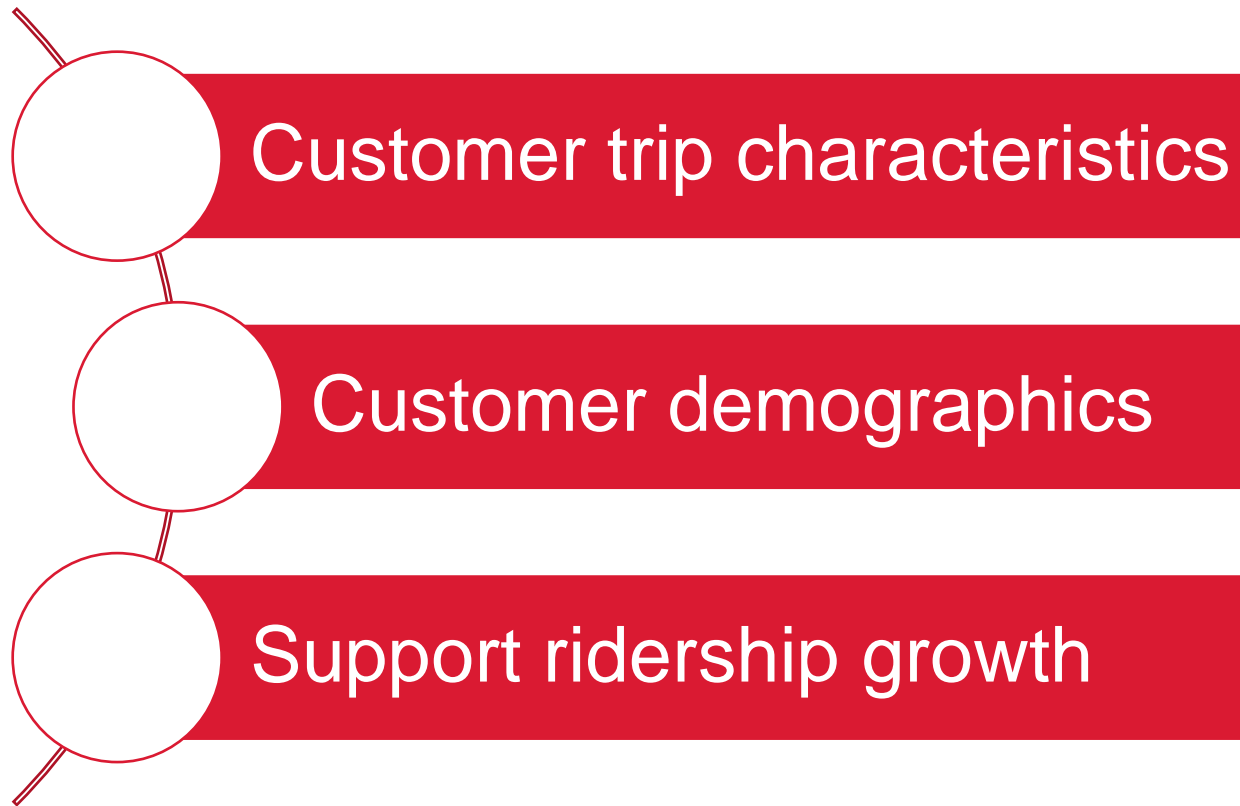
2022 Triennial Customer Survey Key Findings

**BICYCLE AND ACTIVE
TRANSPORTATION ADVISORY
COMMITTEE**

SEPTEMBER 21, 2023



Survey Objectives



Methodology

Timeline

- Oct 8-Dec 1
- Weekdays and weekends

Survey Instrument

- Onboard paper survey (available online)
- English and Spanish

Responses

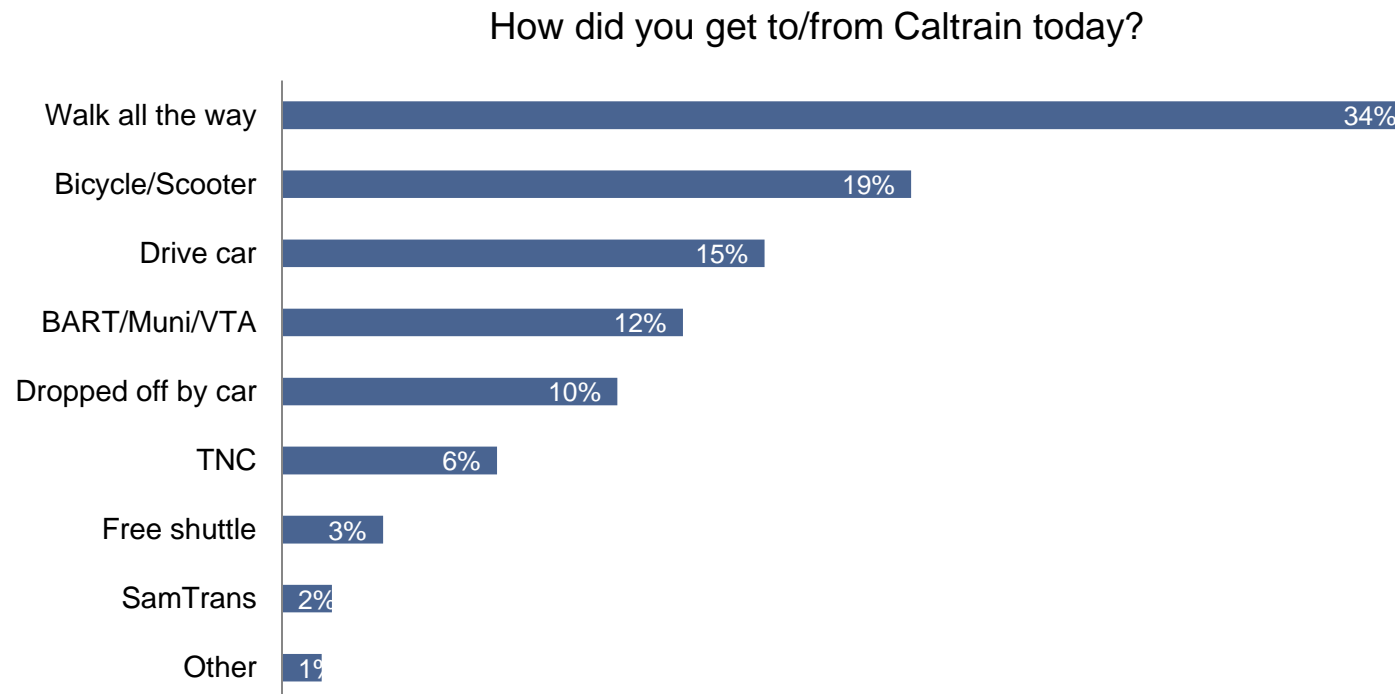
- 2,838 completed surveys
- 66% response rate

Key Take-Aways: Active Transportation Customers

- Primarily commuters, multi-year use of Caltrain
- Frequent riders, high use of season passes
- Prioritize improvements to service levels and fares
- Majority of riders without access to a car

Mode To/From Caltrain

- More than one half of riders use active transportation to get to or from Caltrain



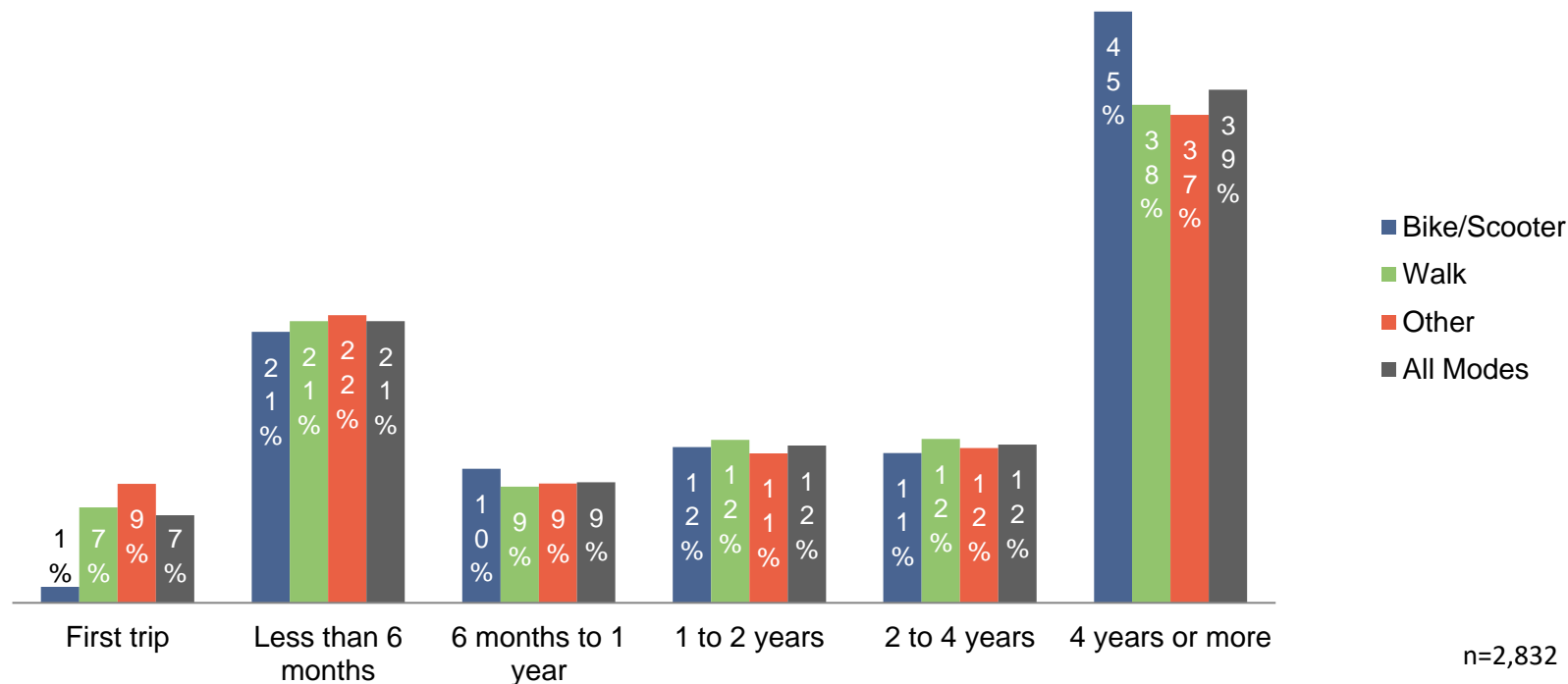
n=2,823



Longevity Riding Caltrain

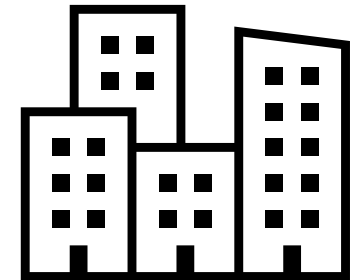
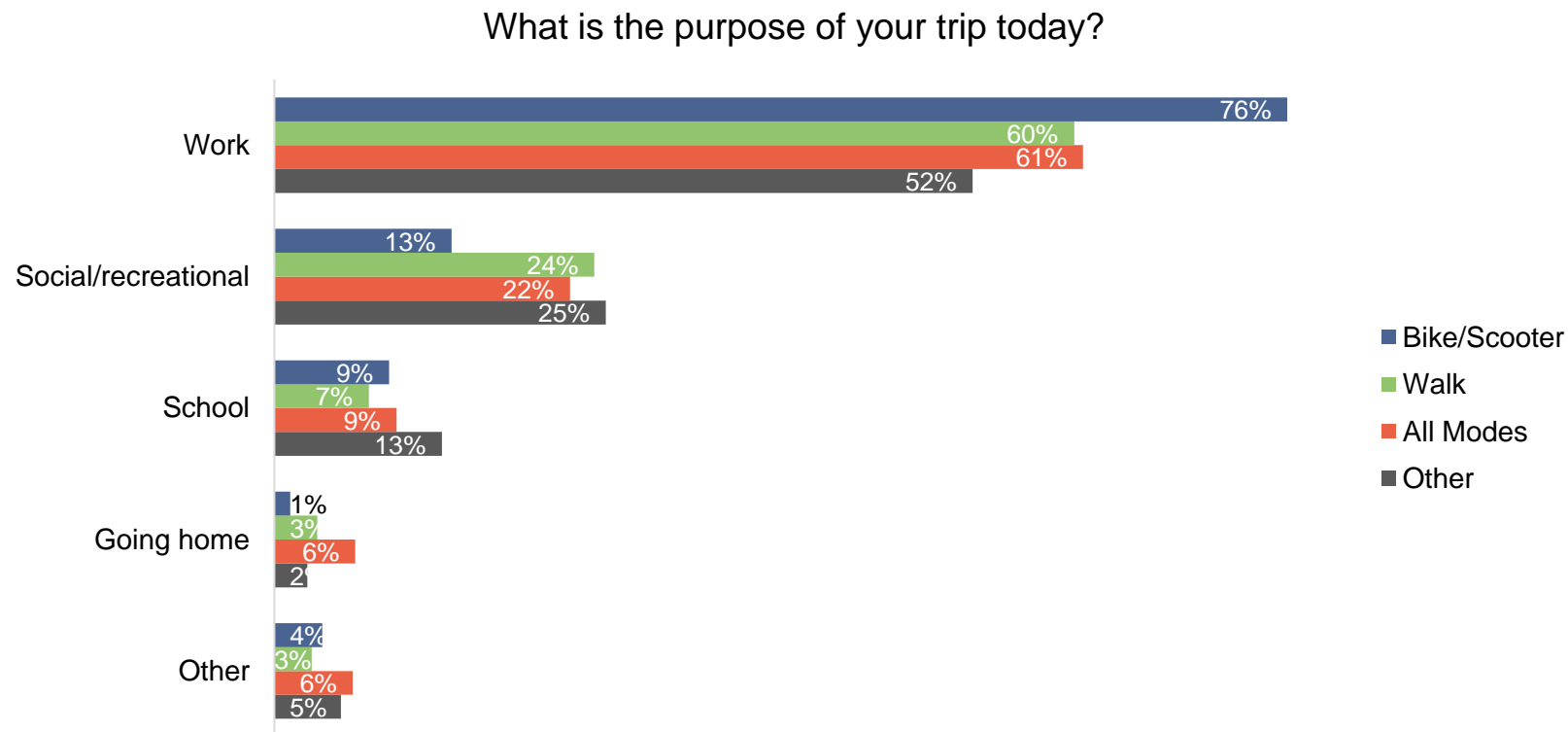
- About one half of respondents started riding Caltrain during the Pandemic

How long have you been riding Caltrain?



Trip Purpose

- **Bike/scooter customers are primarily riding Caltrain to work**



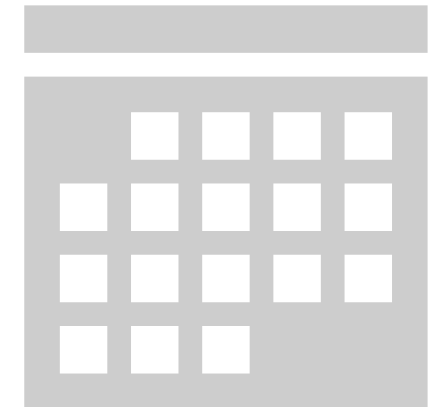
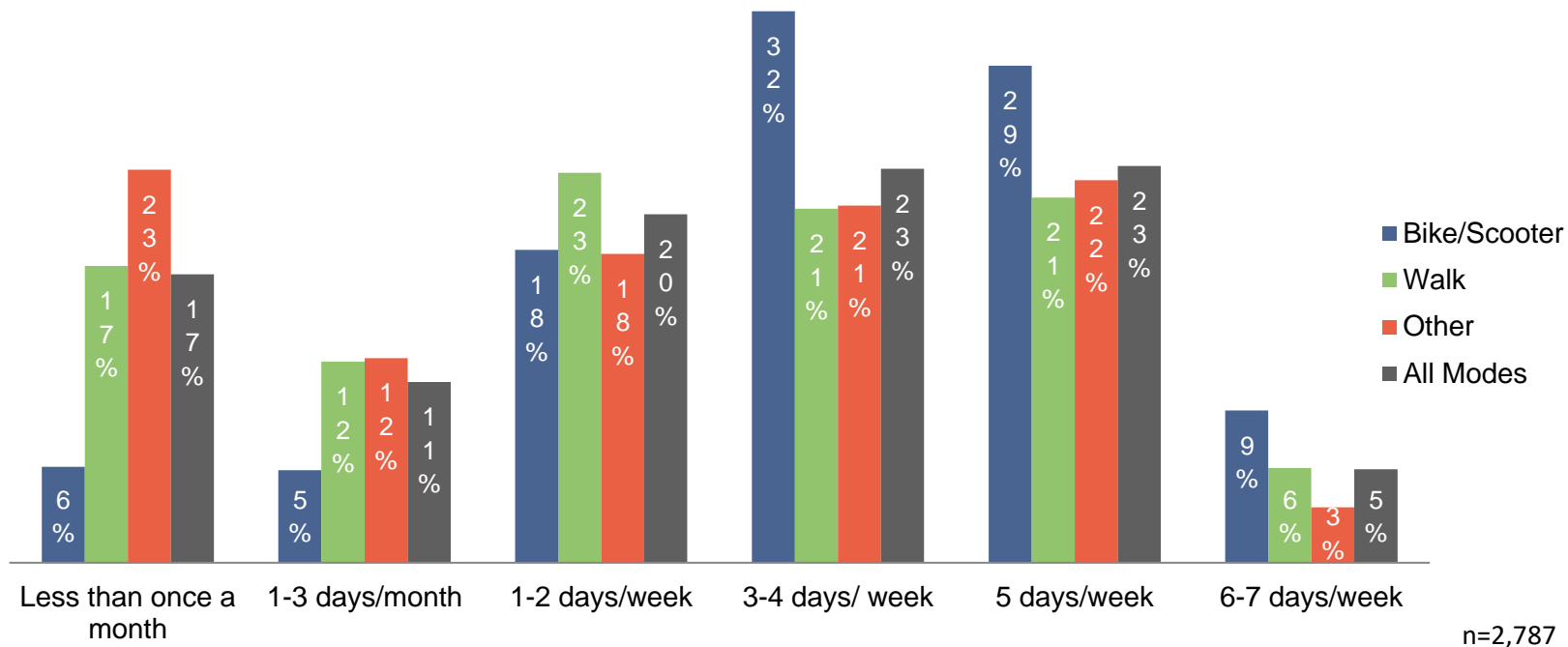
n=2,822



Frequency Riding Caltrain

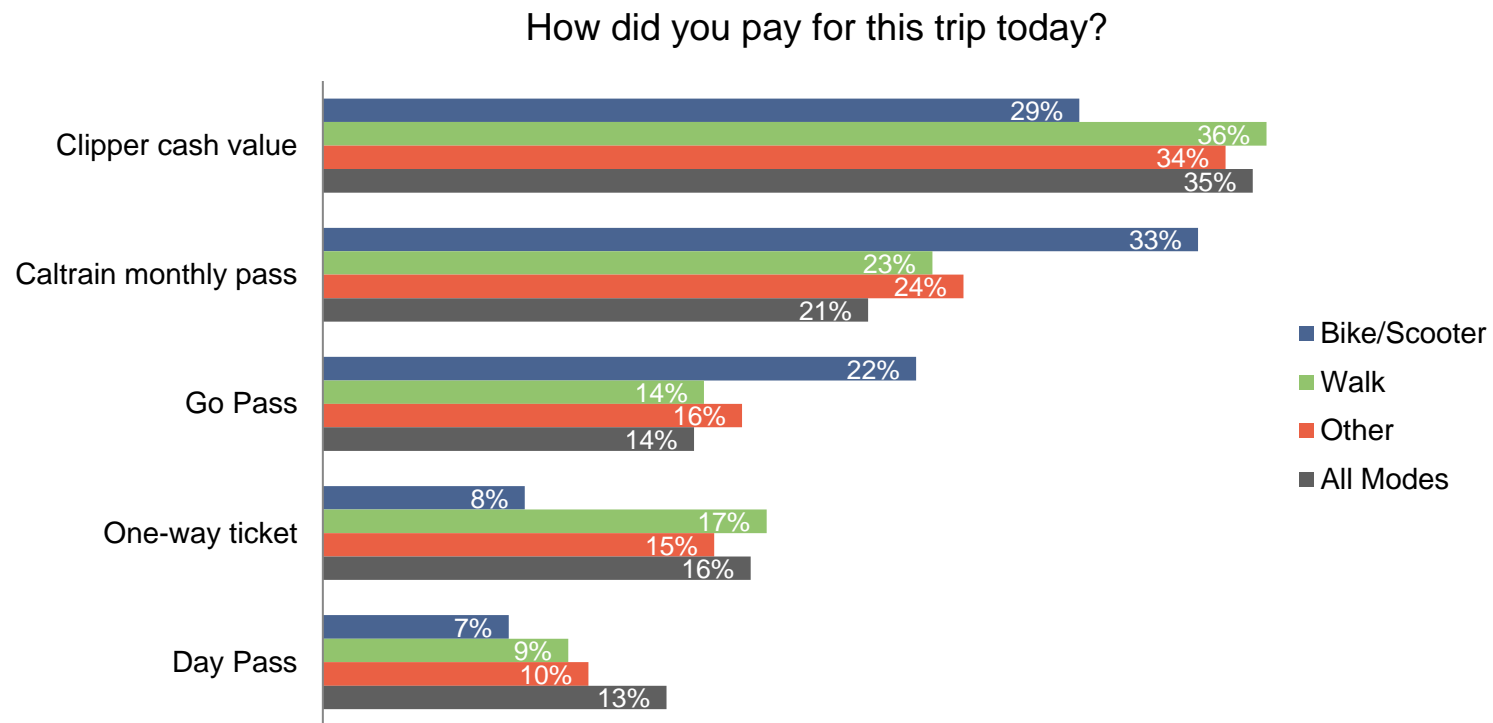
- **Bike/scooter riders tend to ride three or more days/week**

How often do you usually ride Caltrain?



Fare Media Usage

- **Bike/scooter customers primarily use season passes**



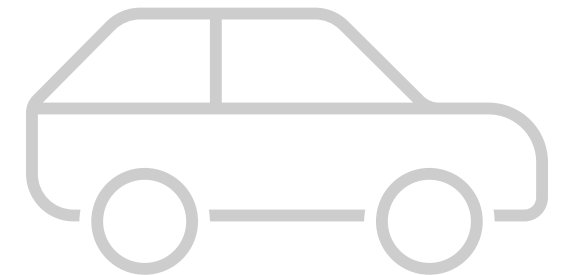
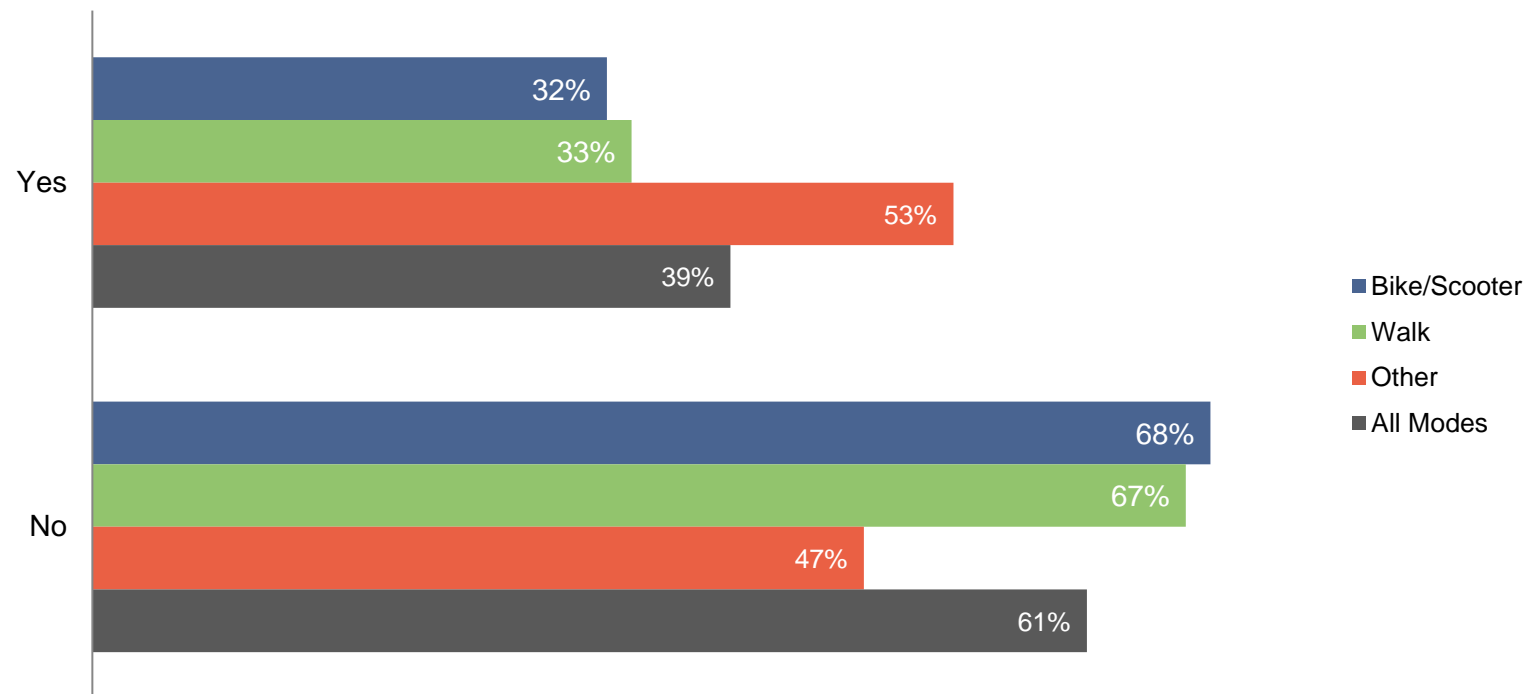
n=2,781



Access to a Car

- Access to a car is lowest amongst active transportation riders

Did you have access to a car for this particular trip?

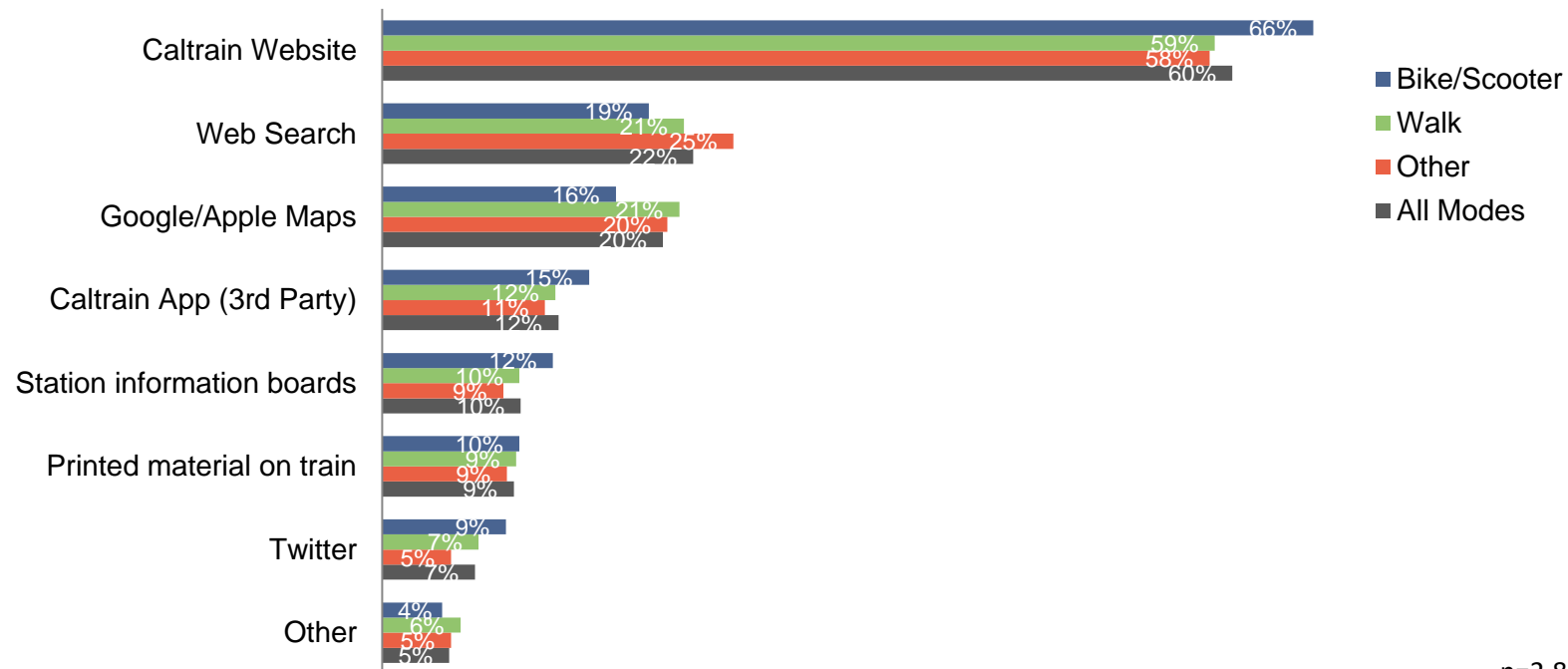


n=2,725

Access to Caltrain Information

- Caltrain website primary source for Caltrain information

How do you get schedules and other Caltrain information?

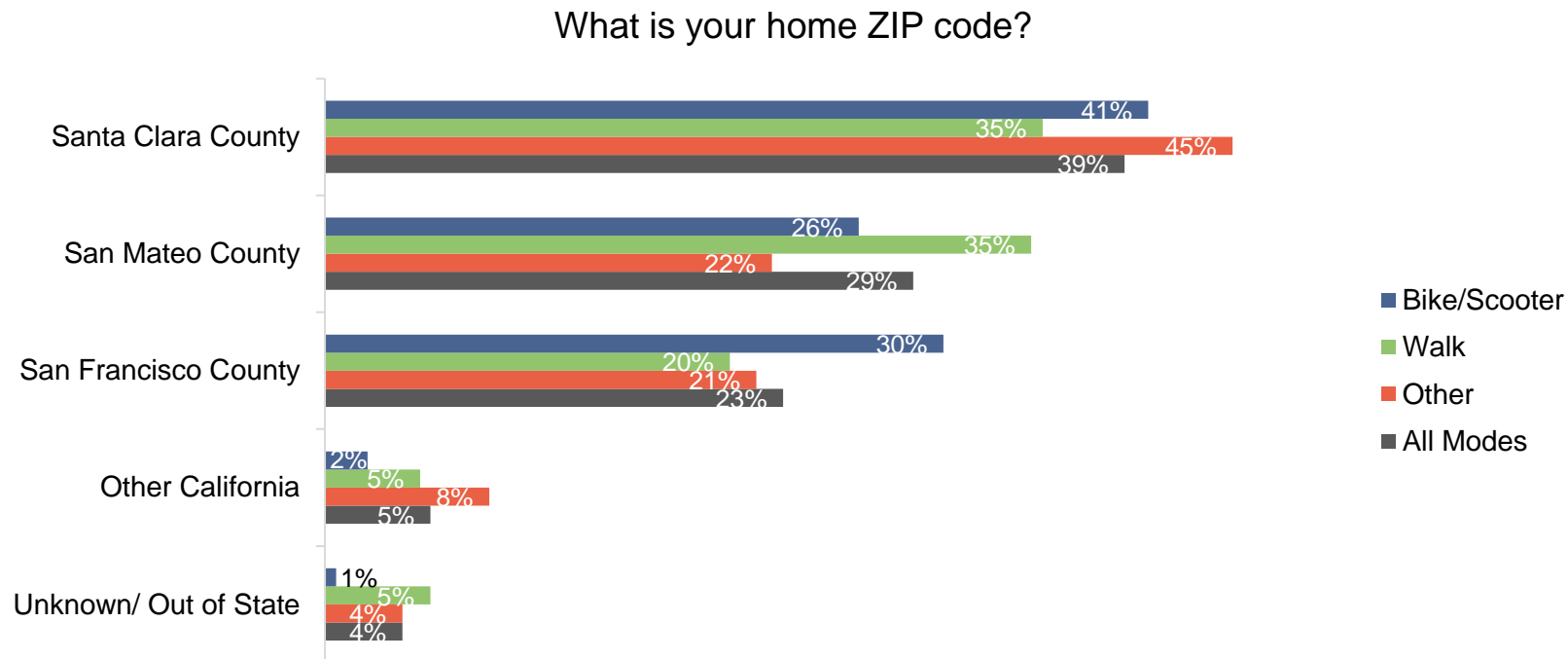


n=2,838



Home ZIP Code

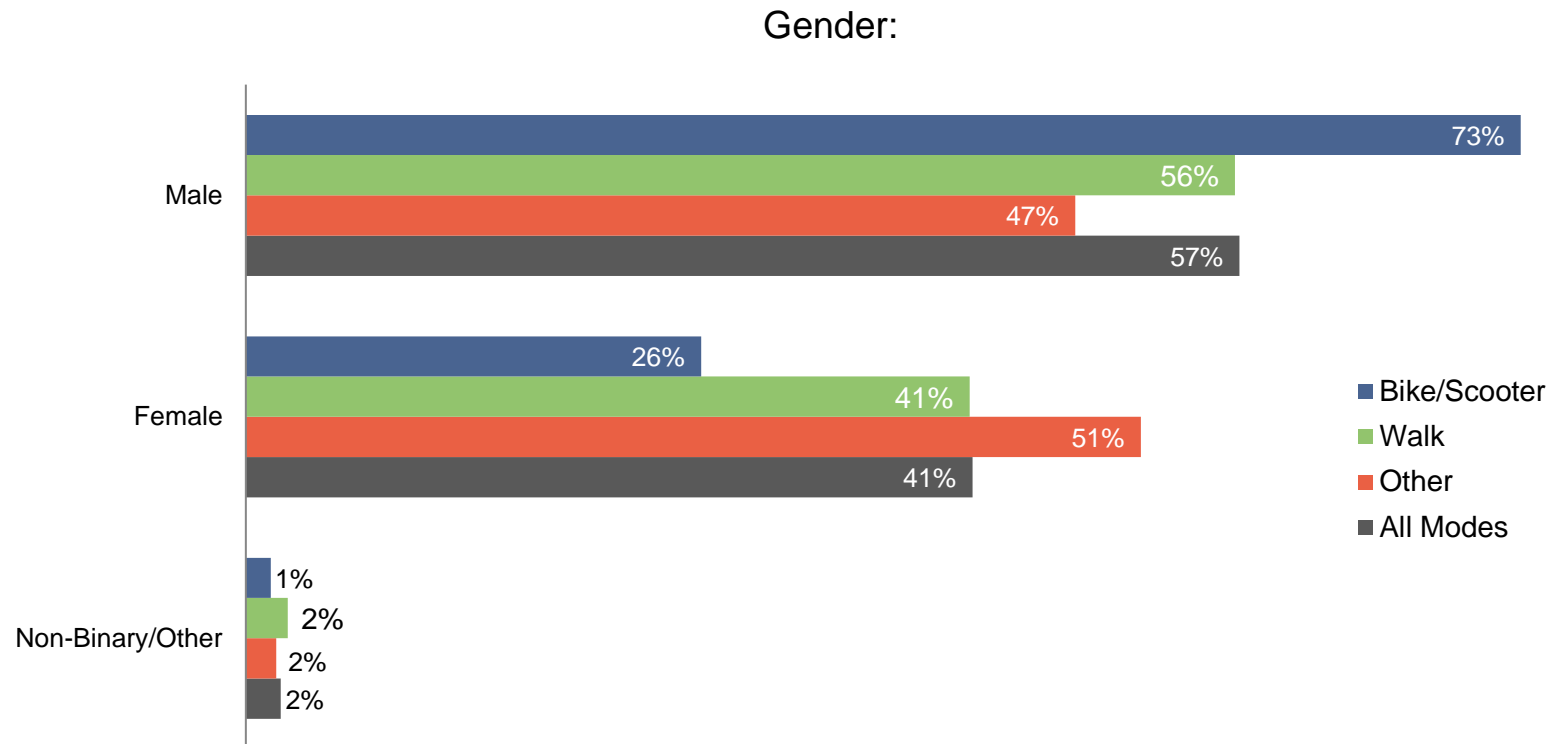
- Riders living in San Francisco and San Mateo counties more likely to use active transportation



n=2,479

Gender

- Male riders most likely to use active transportation



n=2,728

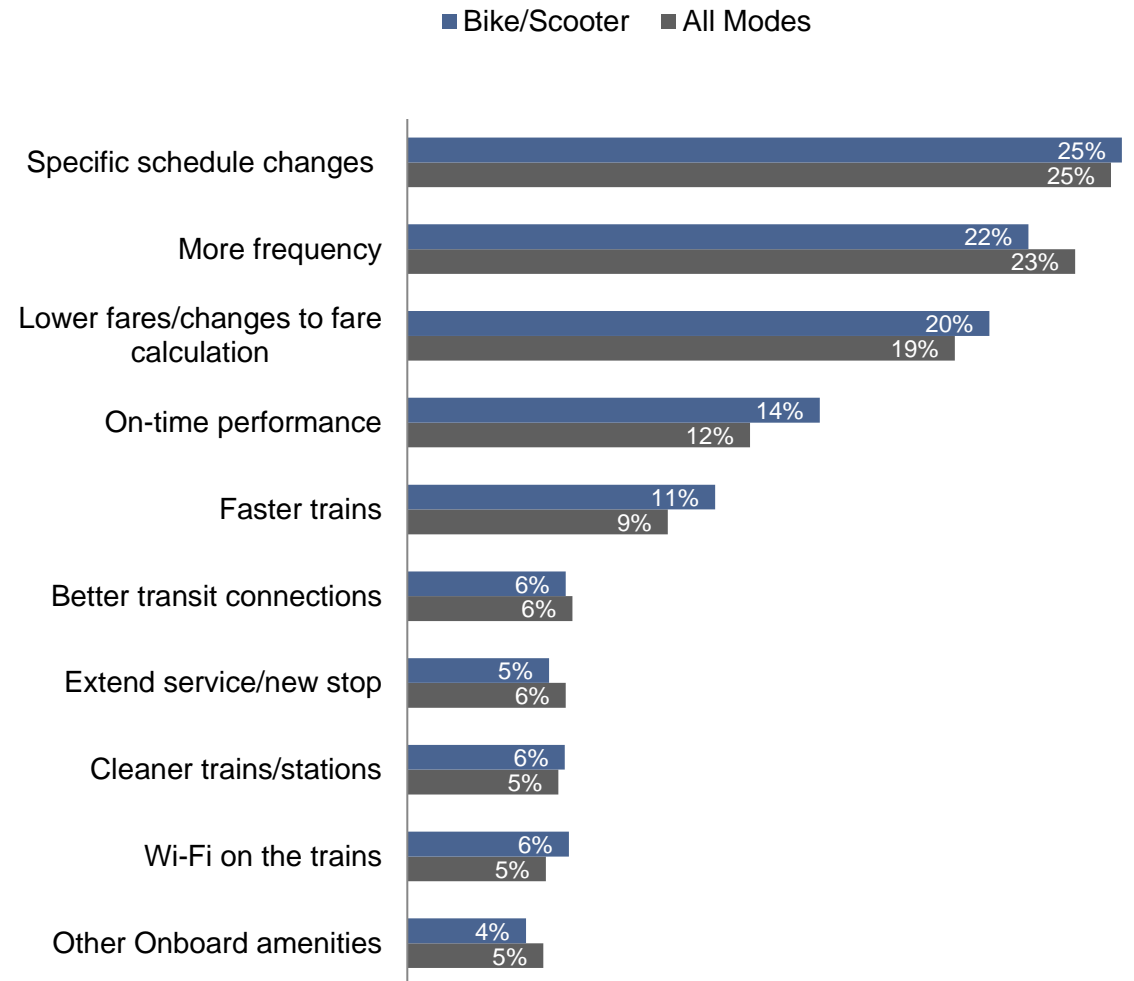


What Will it Take to Ride More Frequently

MODE TO/FROM CALTRAIN:
BIKE/SCOOTER

Improvements to schedules and frequency most important

What would encourage you to ride Caltrain more often?



n=1,754

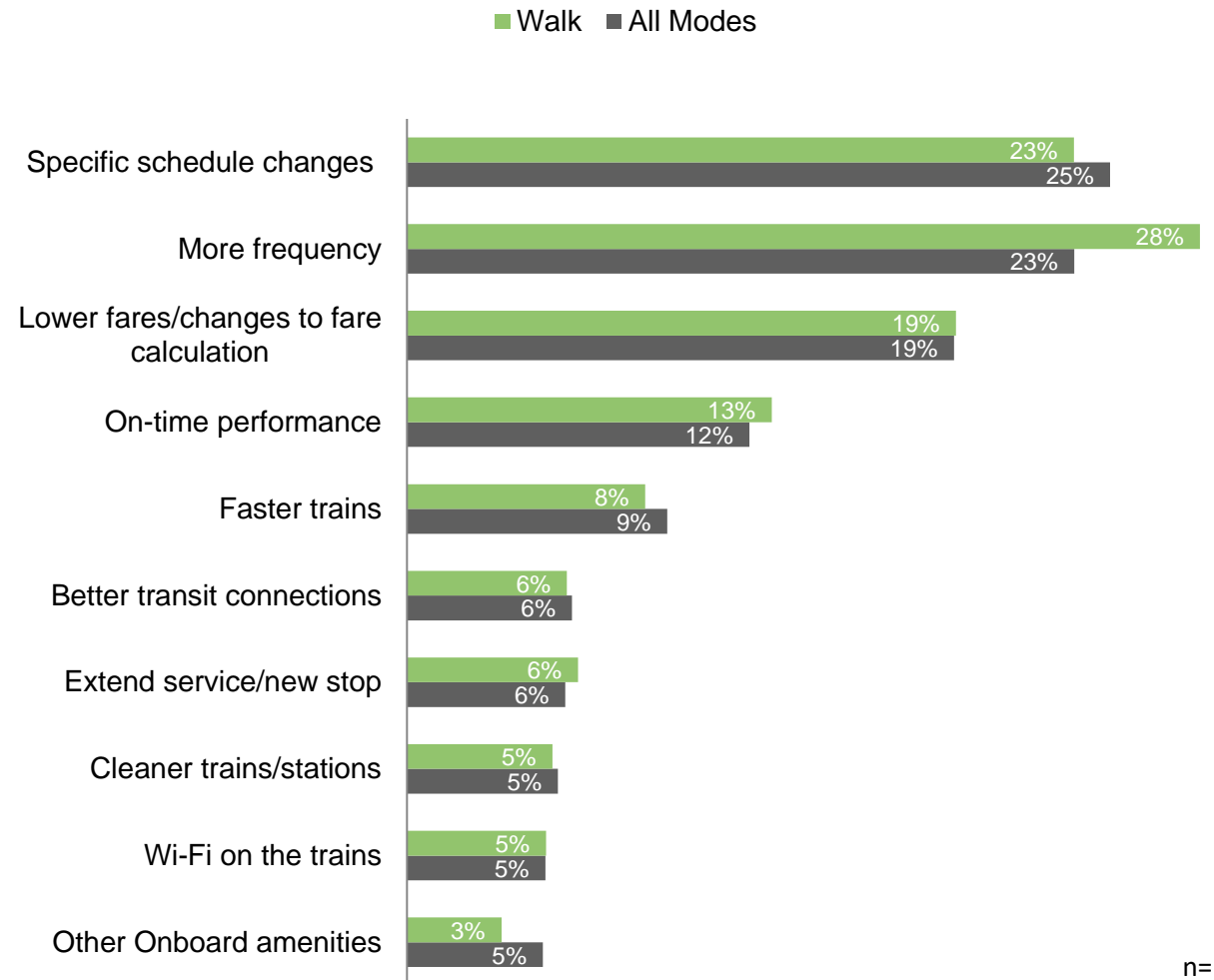


What Will it Take to Ride More Frequently

MODE TO/FROM CALTRAIN: WALK

Improvements to schedules and frequency most important

What would encourage you to ride Caltrain more often?

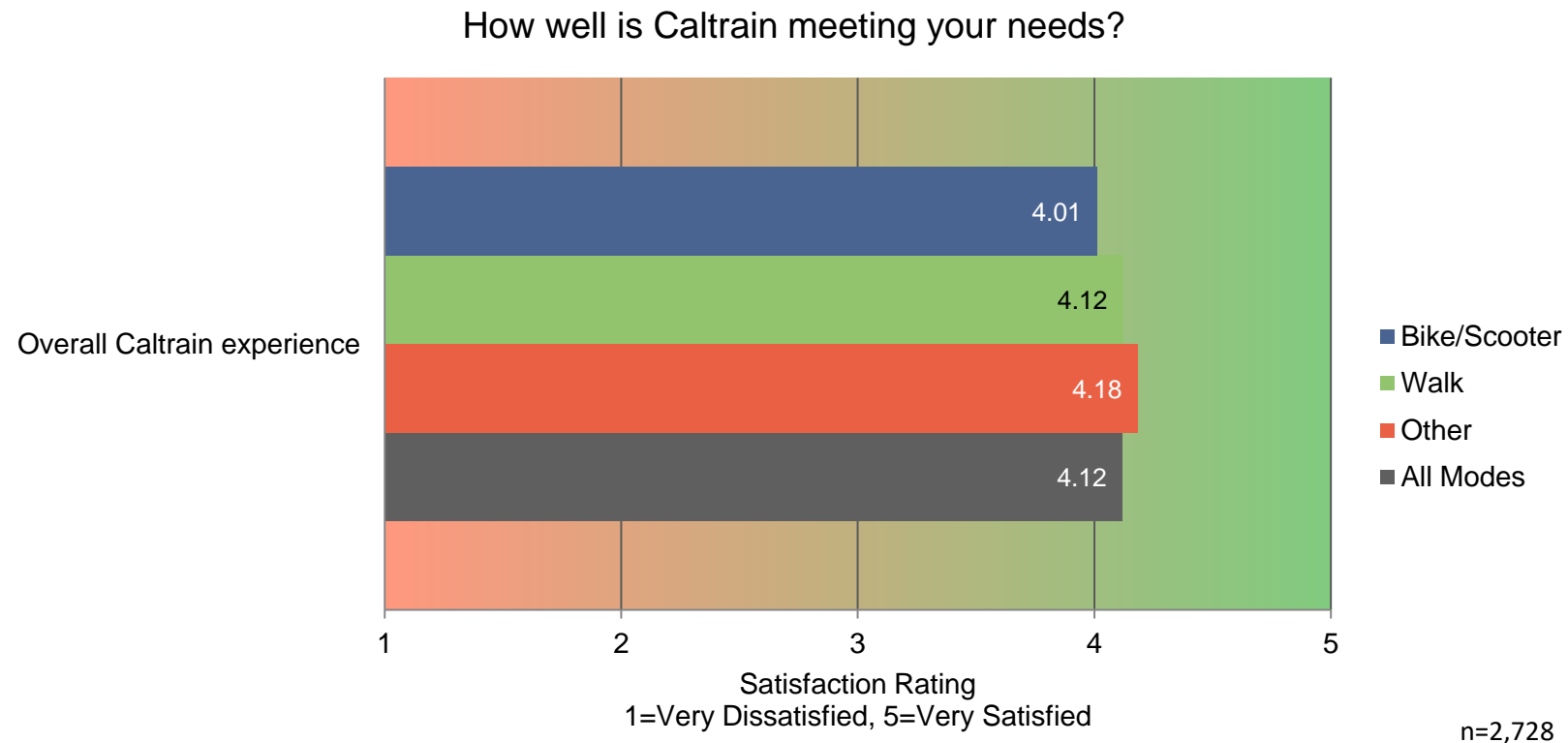


n=1,754



Customer Satisfaction

- High overall satisfaction with Caltrain experience



Next Steps

- ❑ Grow ridership through bike/scooter marketing campaign and new fare products.
- ❑ Identify opportunities to increase active transportation usage in Santa Clara County.
- ❑ Maintain how-to ride materials.
- ❑ Explore opportunities with active transportation organizations.

Upcoming Research

Annual Customer Satisfaction Survey Results

Q1 2024

MTC Caltrain Survey

Spring 2024

Comments, questions?

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