

2023 Customer Satisfaction Survey Key Findings

**BICYCLE AND ACTIVE
TRANSPORTATION ADVISORY
COMMITTEE**

MARCH 21, 2024



Objectives



Methodology

Timeline

- June 27-July 26, 2023
- Surveyed on weekdays and weekends

Survey Instrument

- Onboard paper survey (also available online)
- Available in English and Spanish

Responses

- 2,239 completed surveys
 - **23% used bike or scooter**
- 75% response rate

Key Takeaways

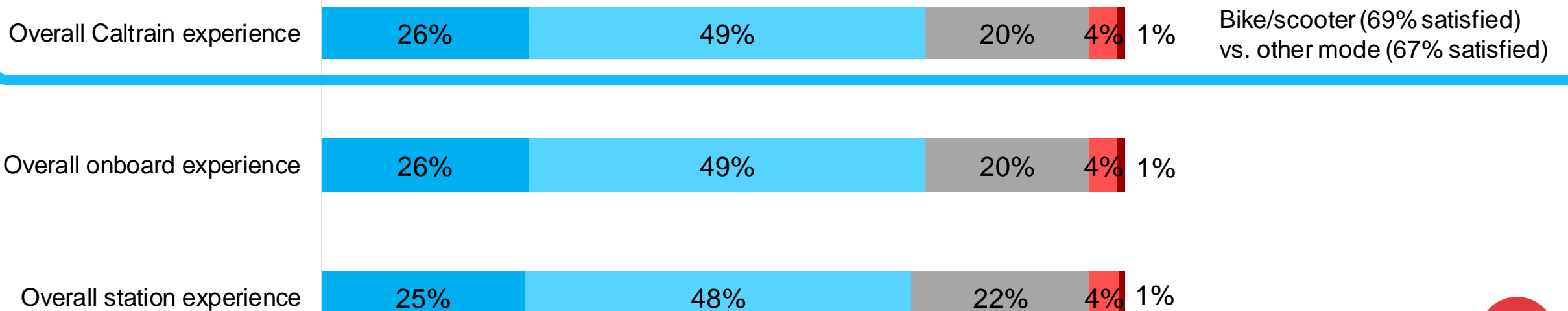
- High overall satisfaction with Caltrain
- High satisfaction with conductors, fare payment systems and sense of safety
- Lower ratings for communications, particularly during service delays
- Customers using a bike or scooter have a similar Caltrain experience to other riders

Overall Ratings

From Customers Using a Bike or Scooter

- 75% are satisfied with their overall experience

■ Very satisfied ■ Satisfied ■ Neutral ■ Dissatisfied ■ Very dissatisfied



Onboard Ratings

From Customers Using a Bike or Scooter

■ Highest ratings for conductors

■ Very satisfied ■ Satisfied ■ Neutral ■ Dissatisfied ■ Very dissatisfied

Politeness and helpfulness of conductors 56% 29% 10% 3% 2%

Sense of safety on the train 46% 41% 11% 2% 1% Satisfied: bike/scooter (87%) vs. other mode (84%)

Frequency of conductor announcements 34% 39% 21% 5% 2%

Adequacy and clarity of onboard announcements 33% 33% 20% 12% 3%

Cleanliness of interiors 23% 36% 28% 9% 3% Satisfied: bike/scooter (60%) vs. other mode (65%)

Being informed of delays 29% 32% 21% 12% 6%

Availability of printed material 29% 24% 29% 12% 5%

Satisfaction with schedule/frequency 21% 31% 26% 17% 6%

Info shown on 3rd party Caltrain apps 23% 24% 30% 14% 9%

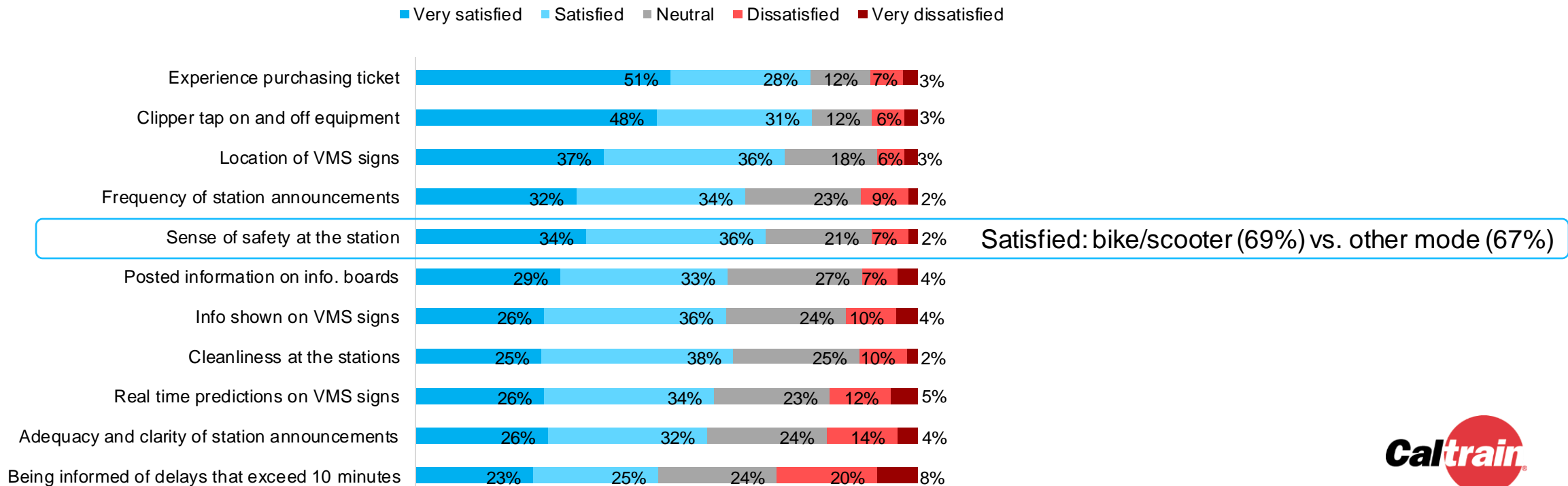
Service delay information 16% 29% 28% 18% 9%



Station Ratings

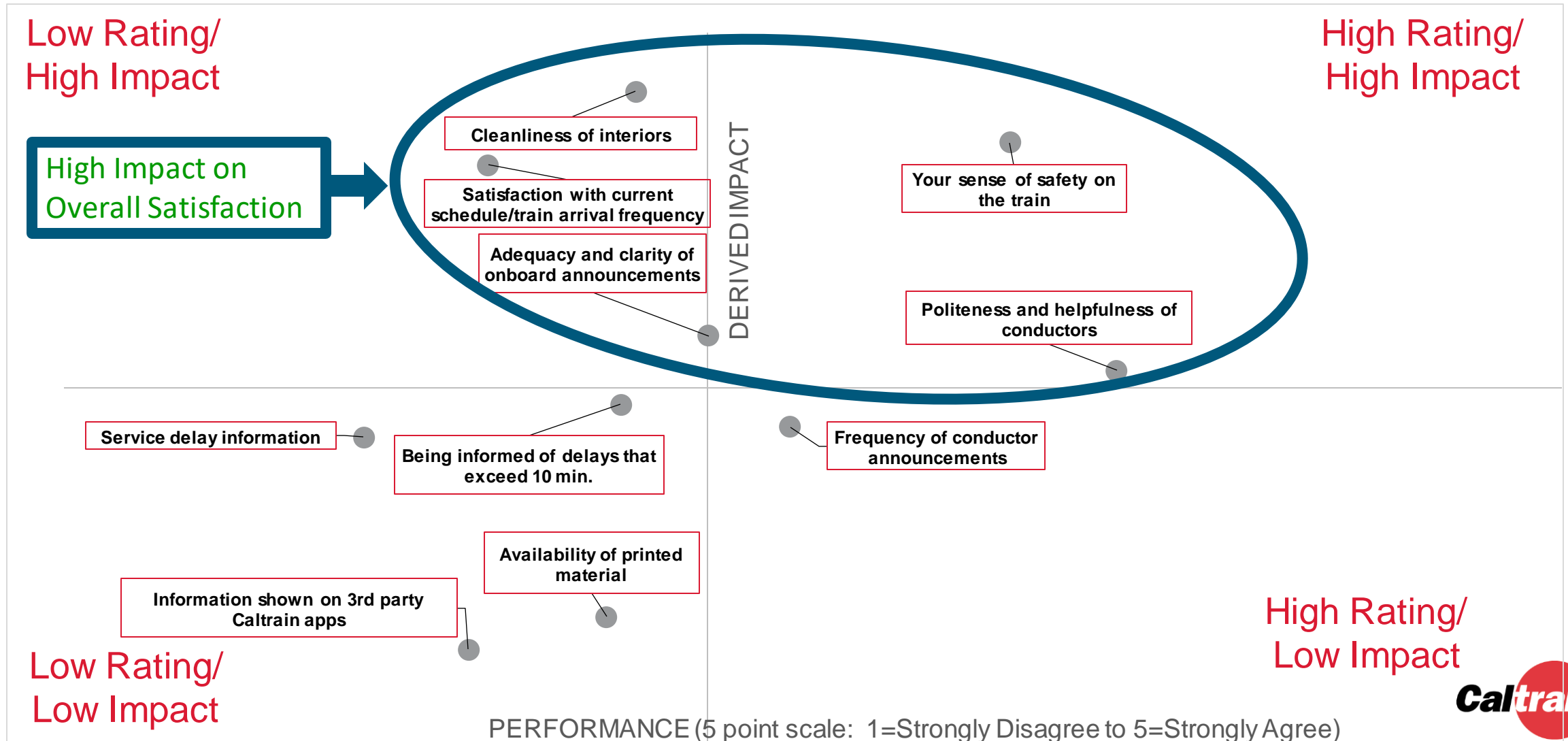
From Customers Using a Bike or Scooter

■ Highest ratings for experience purchasing a ticket



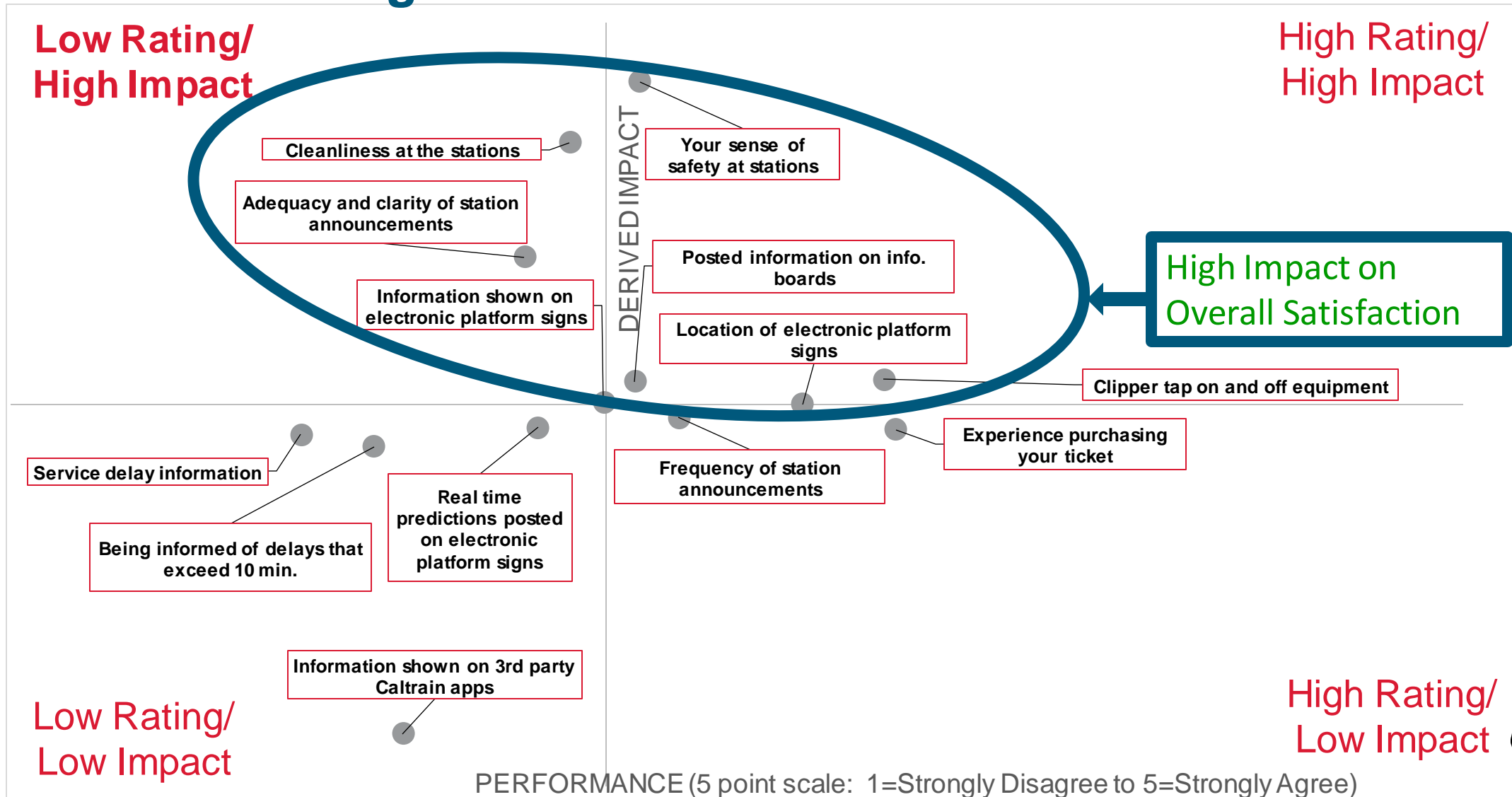
Key Drivers of Overall Satisfaction

Onboard/Service Ratings



Key Drivers of Overall Satisfaction

Station Ratings



Customer Experience Improvements

- **Station**
 - Graffiti cleanup, cleanliness assessment & improvements
 - Pilot digital displays for multi-level stations
 - New Visual Message Signs (VMS) at platforms
- **Onboard (electrification)**
 - Frequency of service
 - EMU trains – cleanliness



Bike/Scooter Customer Experience Improvements

- **Service alerts via text & email**
 - Including any reported bike car capacity issues
- **Station**
 - EMU trains – pilot for designated areas for bike car loading/unloading

Comments, questions?

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