

**CALTRAIN CUSTOMER SATISFACTION SURVEY
JUNE 2015**

SUMMARY REPORT

Prepared by

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Note: Crosstabulated Tables and Verbatim Comments included under separate cover

INTRODUCTION

This report details the findings of an onboard survey of Caltrain riders for the annual Customer Satisfaction Survey. The fieldwork on this study was conducted in June and July 2015. In total, 3,918 surveys were distributed, and 3,356 surveys were conducted and completed. Of the 3,356 completed surveys, 3,342 were English language surveys and 14 were Spanish language surveys.

Key objectives of the survey include:

- Reporting trip characteristics, such as peak/off-peak/Saturday use, as well as rider longevity/frequency.
- Ratings of 18 specific service characteristics, including six various aspects of Caltrain stations, 11 aspects of onboard service, and one overall assessment of the entire Caltrain experience; and
- Rider evaluation of the importance of nine potential on-board amenities, which might be introduced as part of the Electrification Project.

Caltrain introduced several changes since the previous study – notably, the introduction of 6-car trains. Eight of these trains were included in this survey. Other changes include a 50 cent fare differential on a one-way ticket when using a Clipper card, schedule changes, expanding the eligible youth age from 17 to 18, and a new combined ticket/credit card receipt.

This report includes the following key sections: Executive Overview, Charts/Key Findings and Detailed Results. The Appendix of this report includes a copy of the questionnaire, interviewer training instructions, information on routes sampled, and data on statistical significance.

Questions regarding this project may be directed to: Patrick Thompson, Caltrain, 650-508-6245.

Methodology and Response Rate

The survey was conducted as an onboard self-administered questionnaire distributed to Caltrain riders. Surveyors boarded pre-selected trains, and attempted to distribute questionnaires to all passengers on a pre-selected car of the assigned train. Completed surveys were collected by these surveyors who stayed onboard during the train route.

Specific steps were taken to ensure the highest possible response rate. This included using professional, experienced onboard surveyors on the project, making the questionnaire available in English and Spanish, and providing a business reply mail-back option for persons who did not have time to complete the survey onboard.

The overall response rate (71%) was calculated by dividing the total number of completes, (3,356) by all eligible passengers riding on the sampled trains (4,698).

Notes:

- *“All eligible passengers” includes everyone except: children age 13 and younger and riders who had already participated.*
- *Please see the appendix for additional details on distribution procedures and response rate information.*

Field interviewing on this project was conducted on Thursday, June 4, 2015; Tuesday, June 9, 2015, through Thursday, June 11, 2015; Saturday, June 13, 2015; Wednesday, June 17, 2015; Saturday, June 20, 2015; and Saturday, July 11, 2015. The weekday shifts were allocated to allow for surveying during morning and afternoon peak periods, as well as off-peak periods. Saturday trains were also surveyed at various times of the day.

Surveyors returned completed questionnaires to Corey, Canapary & Galanis’ office following the completion of the fieldwork. Data entry, editing, and coding were done in-house once the questionnaires were returned.

Sampling

In total, 3,356 completed surveys were conducted. This total equates to a system-wide margin of error of +/- 1.68% (at the 95% confidence level).

The sampling on the study was designed to achieve a cross section of riders utilizing trains at various times of the day. Surveys were conducted on weekdays and on Saturday. For this study, we sampled a total of 36 weekday trains and eight Saturday trains. Of the 36 weekday trains surveyed, 10 were local trains, eight were bullet trains, and 18 were limited trains. Of the eight Saturday trains surveyed, six were local trains and two were bullet trains. For each train sampled, a specific car was selected, and we attempted to survey every passenger in the selected car.

Statistically Significant Differences

As was mentioned previously, for the total number of respondents (n =3,356) who participated in the survey, the margin of error is +/- 1.68% at the 95% confidence level. The margins of error for some key sub-groups shown in this report are:

- Weekday peak (n = 2,264). +/- 2.05% at the 95% confidence level;
- Weekday off-peak (n =606). +/- 3.97% at the 95% confidence level;
- Saturday (n = 486). +/- 4.44% at the 95% confidence level.

EXECUTIVE SUMMARY

Overall Satisfaction (station and onboard experience)

- The average (mean) score decreased to 3.93 from 4.05 in 2014.
- 75% of riders were somewhat or very satisfied with their overall Caltrain experience, and 5% were very or somewhat dissatisfied.

Station Specific Ratings

- Overall, Caltrain riders rated stations 3.92 – a drop of 0.06 from 2014, and a drop of 0.05 in 2013.
- There were no station ratings which stayed exactly the same or increased.
- Several station ratings stayed relatively flat when compared to 2014 – including posted information on info boards, ease of use of ticket machines, and being informed of delays which exceed 10 minutes. However, all of these ratings did see decreases of 0.05 or more from 2013 to 2014.
- Cleanliness of stations and parking lots saw the largest drop (-0.12) from 2014 (4.09) to 2015 (3.97).

Onboard Ratings

- The overall onboard rating dropped significantly in 2015, to 4.00, compared to 4.11 in 2014 and 4.10 in 2013.
- None of the attributes surveyed saw any ratings gains. Both the professional appearance and courtesy of conductors remained the same, with both attributes retaining their already high rating (4.39 and 4.25, respectively).
- On-time arrival at your destination saw the largest decline, sliding from 4.04 in 2014 to 3.86 in 2015 (-0.18).

Amenities

- Overall, riders indicated that onboard restrooms, onboard bike capacity, interior electronic signs (providing upcoming stop information), and high-back seats were the most important amenities that should be provided on the high-performance electric trains.
- Across various sub-groups, these priorities were generally the same (with the second and third priorities sometimes exchanging places, for example). Those in bike cars rated the onboard bike capacity as their number one priority.

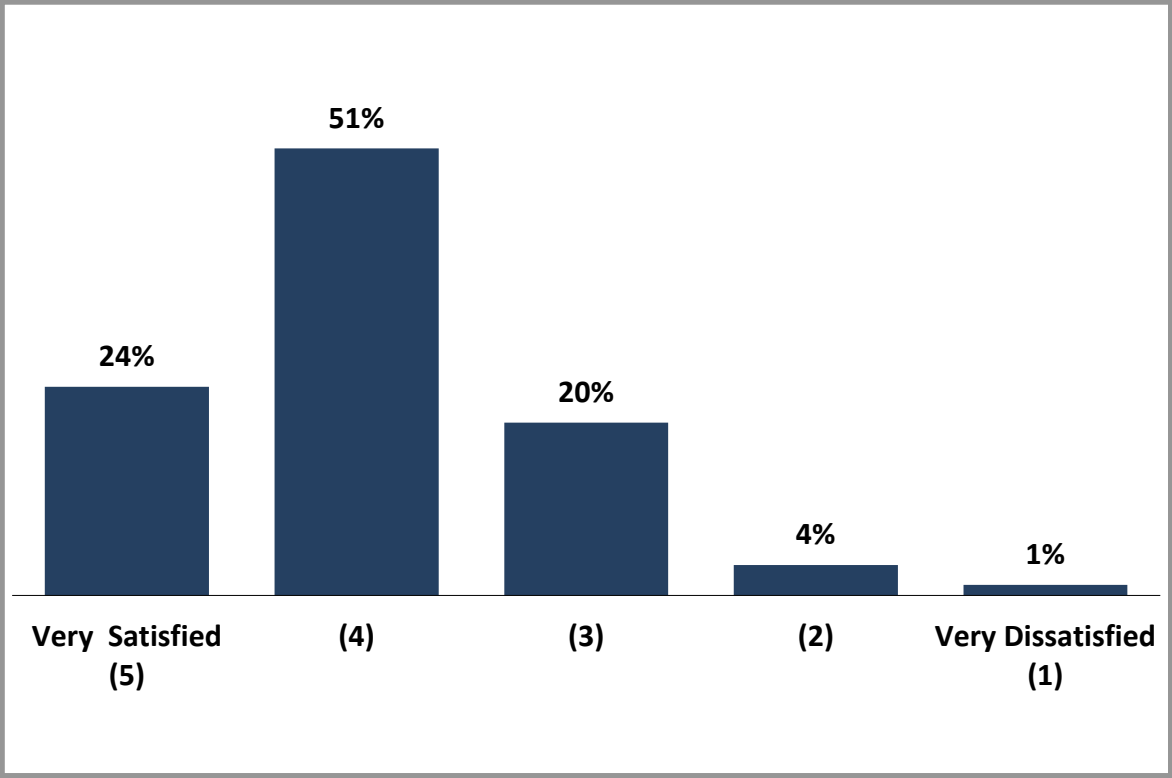
Tenure and Frequency Riding Caltrain

- One-third of riders (33%) have been riding Caltrain less than one year. Nearly another one-third (32%) have been riding Caltrain 4 years or more.
- About two-thirds of riders (63%) ride Caltrain at least 4 days per week.

CHARTS – KEY FINDINGS

OVERALL SATISFACTION (Asked Question)

Q18. Considering both your station and onboard experience, how would you rate your overall Caltrain experience?



Base: Total (3,356)

(See Statistical Table 18)

STATION ATTRIBUTE RATINGS (MEAN SCORES – ASKED QUESTIONS)

	<u>Mean Score</u> (5 point scale)
Functioning of lights at stations/parking lots....	4.23
Cleanliness of stations/parking lots	3.97
Posted information on info. boards.....	3.85
Ease of use of ticket machines.....	3.76
Being informed of delays that exceed 10 minutes.....	3.40
▶ OVERALL EXPERIENCE AT CALTRAIN STATIONS	3.92 ◀

Note: Mean score based on a 5 point scale. 5.00 is the optimal positive score and 1.00 is the lowest score.
Base: Total (3,356)

(See Statistical Tables 1-6)

ONBOARD RATINGS (MEAN SCORES – ASKED QUESTIONS)

	<u>Mean Score</u> (5 point scale)
Professional appearance of the conductors	4.39
Your sense of personal security while on the train	4.28
Courtesy of conductors.....	4.25
Availability of printed materials.....	4.14
Cleanliness of train exteriors	4.07
On-time arrival at your destination	3.86
Cleanliness of train interiors.....	3.86
Adequacy & clarity of onboard announcements	3.63
Being informed of delays that exceed 10 minutes	3.58
Cleanliness of onboard restrooms.....	3.27
▶ OVERALL EXPERIENCE ONBOARD TRAINS.....	4.00 ◀

Note: Mean score based on a 5 point scale. 5.00 is the optimal positive score and 1.00 is the lowest score.
Base: Total (3,356)

(See Statistical Tables 7-17)

Average Scores, Caltrain Onboard Survey -- June 2015							
Question	Blank, N/A, Don't know	1	2	3	4	5	Average
1. Cleanliness of stations/parking lots	61	64	136	639	1439	1017	3.97
2. Functioning of lights at stations	298	21	61	422	1233	1321	4.23
3. Posted information on info. boards (schedules, flyers)	187	62	224	802	1109	972	3.85
4. Ease of use of ticket machines	283	130	283	723	1001	936	3.76
5. Being informed of delays that exceed 10 minutes	323	312	423	723	875	700	3.40
6. Everything considered, how would you rate your overall experience at Caltrain stations?	36	29	114	750	1643	784	3.92
TOTAL STATIONS AND PARKING^^	1188	618	1241	4059	7300	5730	3.86
7. Courtesy of conductors	110	31	85	433	1202	1495	4.25
8. Professional appearance of the conductors	140	15	40	293	1206	1662	4.39
9. Availability of printed materials (schedules, brochures, notices)	361	32	99	513	1127	1224	4.14
10. Cleanliness of train exteriors	81	23	127	618	1339	1168	4.07
11. Cleanliness of train interiors	45	60	199	817	1314	921	3.86
12. Cleanliness of onboard restrooms	1074	193	367	729	613	380	3.27
13. Adequacy and clarity of routine onboard announcements (station delays, special events)	169	175	316	836	1054	806	3.63
14. Being informed of delays that exceed 10 minutes	383	210	302	749	964	748	3.58
15. On-time arrival at your destination (within five minutes of scheduled arrival time)	73	91	239	681	1311	961	3.86
16. Your sense of personal security while on the train	32	22	59	397	1347	1499	4.28
17. Everything considered, how would you rate your onboard experience on Caltrain	31	17	96	621	1718	873	4.00
TOTAL ONBOARD^^	2499	869	1929	6687	13195	11737	3.96
TOTAL STATIONS AND ONBOARD^^	1844	744	1585	5373	10248	8734	3.92
18. Considering both your station and onboard experience, how would you rate your overall Caltrain experience?	74	41	117	651	1686	787	3.93

^Asked question ratings are based on the actual number of responses for each particular question.

^^Weighted averages are calculated as follows: "Total Stations and Parking" is calculated using the total responses for Question 1 through Question 6. "Total Onboard Experience" is calculated using the total responses for Question 7 through Question 17. "Total Stations & Onboard" is calculated by taking the average of "Total Stations and Parking" and "Total Onboard Experience." The total number of responses shown for "Total Stations & Onboard Experience" is thus an average of these two sub-categories.

(See Statistical Tables 1-18)

MEAN SCORES - 2015 COMPARED TO 2014

SCALE: 1=Poor, 5=Excellent	2015 Mean	2014 Mean	Mean Difference	Statistically Significant?
ASKED QUESTIONS[^]				
1. CLEANLINESS	3.97	4.09	-0.12	yes
2. FUNCTIONING OF LIGHTS	4.23	4.28	-0.05	yes
3. POSTED INFORMATION	3.85	3.87	-0.02	no
4. EASE OF USE/TICKET MACHINE	3.76	3.78	-0.02	no
5. BEING INFORMED OF DELAYS	3.40	3.42	-0.02	no
6. OVERALL STATIONS	3.92	3.98	-0.06	yes
7. COURTESY OF CONDUCTORS	4.25	4.25	0.00	no
8. PROF. APPEARANCE OF CONDUCTORS	4.39	4.39	0.00	no
9. AVAILABILITY OF PRINTED MATERIALS	4.14	4.17	-0.03	no
10. CLEANLINESS/TRAIN EXTERIORS	4.07	4.14	-0.07	yes
11. CLEANLINESS/TRAIN INTERIORS	3.86	3.92	-0.06	yes
12. CLEANLINESS/ONBOARD RESTROOMS	3.27	3.30	-0.03	no
13. ADEQUACY/CLARITY ONBOARD ANN	3.63	3.68	-0.05	no
14. BEING INFORMED OF DELAYS	3.58	3.68	-0.10	yes
15. ONTIME ARRIVAL AT DESTINATION	3.86	4.04	-0.18	yes
16. YOUR SENSE OF PERSONAL SECURITY	4.28	4.35	-0.07	yes
17. OVERALL ONBOARD	4.00	4.11	-0.10	yes
18. BOTH STATION/ONBOARD	3.93	4.05	-0.11	yes
WEIGHTED AVERAGES^{^^}				
TOTAL STATIONS AND PARKING	3.86	3.91	-0.04	yes
TOTAL ONBOARD EXPERIENCE	3.96	4.03	-0.05	yes
TOTAL STATIONS & ONBOARD	3.92	3.99	-0.05	yes

[^]Asked question ratings are based on the actual number of responses for each particular question.

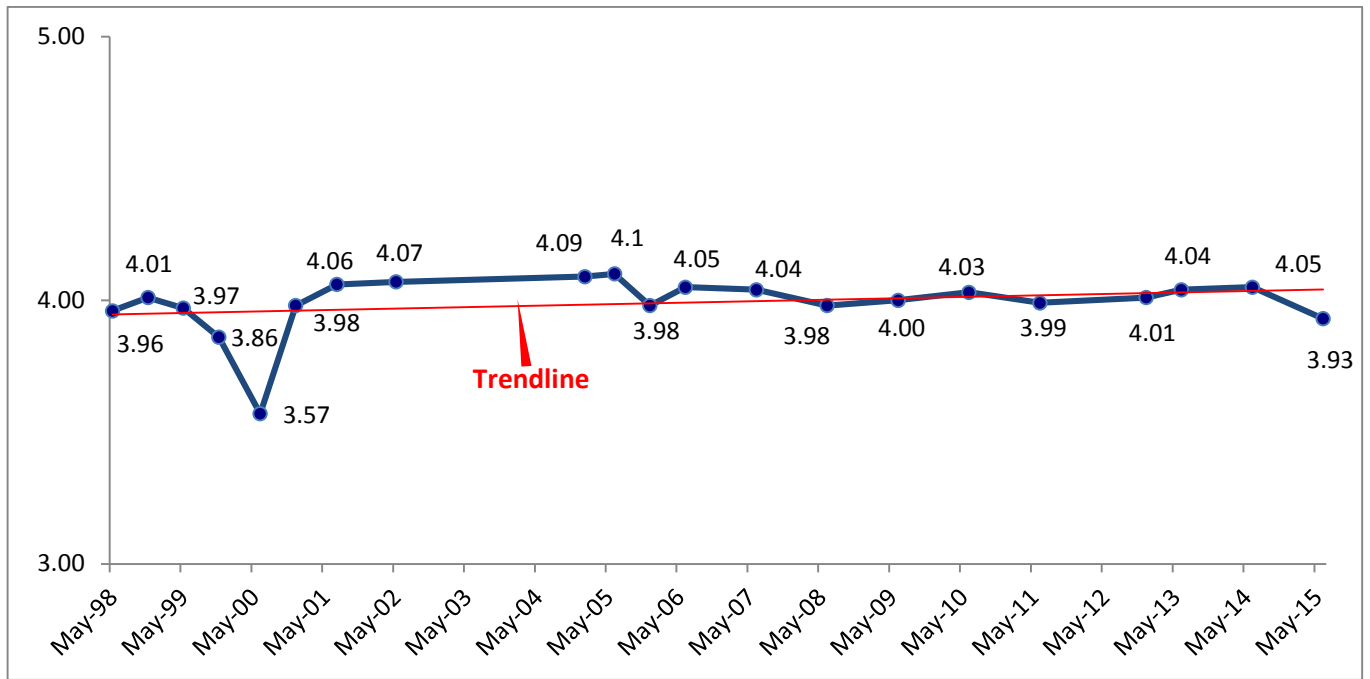
^{^^}Weighted averages are calculated as follows: "Total Stations and Parking" is calculated using the total responses for Question 1. through Question 6. "Total Onboard Experience" is calculated using the total responses for Question 7 through Question 17. "Total Stations & Onboard" is calculated by taking the average of "Total Stations and Parking" and "Total Onboard Experience."

(See Statistical Tables 1-18)

LONG-TERM TRENDS IN OVERALL SATISFACTION

Q18. Considering both your station and onboard experience, how would you rate your overall Caltrain experience?

Mean Scores, Overall Satisfaction, 1998-2015



Points represent surveys (May 98, Nov 98, May 99, Nov 99, Jun 00, Dec 00, Jul 01, May 02, Jan 05, Jun 05, Dec 05, Jun 06, Jun 07, Jun 08, Jun 09, Jun 10, Jun 11, Dec 12, Jun 13, Jun 14, and Jun 15). No data available for late 2002-late 2004.

(See Historical Data and Statistical Table Q18)

DETAILED RESULTS

RATING OF CALTRAIN SERVICE

STATION RATINGS OVERALL

Overall, Caltrain riders rated stations 3.92 – a drop of 0.06 from 2014, and a drop of 0.05 in 2013.

There were no station ratings which stayed exactly the same or increased. Several station ratings stayed relatively flat when compared to 2014 – including posted information on info boards, ease of use of ticket machines, and being informed of delays which exceed 10 minutes.

Cleanliness of stations and parking lots saw the largest drop (-0.12) from 2014 (4.09) to 2015 (3.97).

	Mean Scores (5 point scale)		
	JUNE 2015	JUNE 2014	JUNE 2013
Base: (All Respondents)*	3,356	3,462	2,904
Functioning of lights at stations/parking lots	4.23	4.28	4.27
Cleanliness of stations/parking lots	3.97	4.09	4.03
Posted information on info. boards (schedules, flyers)	3.85	3.87	3.92
Ease of use of ticket machines	3.76	3.78	3.73
Being informed of delays that exceed 10 minutes	3.40	3.42	3.48
Everything considered, how would you rate your overall experience at Caltrain stations?	3.92	3.98	3.97

Mean score is based on number giving a rating, eliminating not applicable and blanks. The higher the mean the better the rating. Optimum positive mean score = 5.00. Lowest negative mean score possible = 1.00.

*Number of passengers 18 years and older responding to the survey. Respondents may or may not have responded to the individual question.

(See Statistical Tables 1-6)

STATION RATINGS OVERALL (continued)

N=base of survey participants

	VERY SATISFIED			VERY DISSATISFIED		NOT APPLICABLE	MEAN SCORE
	5	4	3	2	1	[]	(5 Pt. Scale)

----- read % across ▶ -----

Functioning of lights at stations

JUNE 2015	40	37	13	2	1	8	4.23
JUNE 2014	39	39	10	1	1	11	4.28
JUNE 2013	39	39	11	1	1	10	4.27

Cleanliness of stations/parking lots

JUNE 2015	30	43	19	4	2	1	3.97
JUNE 2014	33	46	16	3	1	2	4.09
JUNE 2013	30	45	19	3	1	2	4.03

Posted information on info. boards

JUNE 2015	29	33	24	7	2	5	3.85
JUNE 2014	29	34	25	6	2	4	3.87
JUNE 2013	31	20	6	2	2	4	3.92

Ease of use of ticket machines

JUNE 2015	28	30	22	9	4	8	3.76
JUNE 2014	28	31	21	8	4	8	3.78
JUNE 2013	27	32	20	9	5	8	3.73

Being informed of delays that exceed 10 minutes

JUNE 2015	21	26	22	13	9	9	3.40
JUNE 2014	21	24	23	14	7	12	3.42
JUNE 2013	23	26	21	13	7	10	3.48

Everything considered, how would you rate your overall experience at Caltrain stations?

JUNE 2015	24	49	23	3	1	<1	3.92
JUNE 2014	24	53	20	2	1	<1	3.98
JUNE 2013	24	52	20	3	1	1	3.97

(See Statistical Tables 1-6)

Mean score is based on number giving a rating, eliminating not applicable and blanks. The higher the mean the better the rating. Optimum positive mean score = 5.00. Lowest negative mean score possible = 1.00.

*Number of passengers 18 years and older responding to the survey. Respondents may or may not have responded to the individual question.

STATION RATINGS BY TIME PERIOD

- By time period, weekday peak riders rated their overall station experience lower than weekday off-peak and Saturday riders.
- However, riders in all three time periods rated their experience lower in 2015 than in 2014:
 - Weekday Peak: 3.86 (2015) vs. 3.92 (2014)
 - Weekday Off-peak: 3.99 (2015) vs. 4.05 (2014)
 - Saturday: 4.08 (2015) vs. 4.18 (2014)

	Overall Mean Score	----- read across ► -----		
		Weekday Peak	Weekday Off-Peak	Saturday
(Base = All Respondents) (5 point scale)*	3,356	2,249	601	479
Functioning of lights at stations/parking lots	4.23	4.22	4.24	4.31
Cleanliness of stations/parking lots.....	3.97	3.97	3.94	4.04
Posted information on info. boards	3.85	3.79	3.97	3.99
Ease of use of ticket machines	3.76	3.66	3.92	4.02
Being informed of delays that exceed 10 minutes	3.40	3.28	3.61	3.83
Overall experience at Caltrain stations	3.92	3.86	3.99	4.08

Mean score is based on number giving a rating, eliminating not applicable and blanks. The higher the mean the better the rating. Optimum positive mean score = 5.00. Lowest negative mean score possible = 1.00.

* Number of passengers 18 years and older responding to the survey. Respondents may or may not have responded to the individual question.

(See Statistical Tables 1-6)

STATION RATINGS BY TYPE OF SERVICE

- By service type, Weekday Bullet riders gave the lowest rating of their overall station experience with Caltrain, rating it 3.84. Saturday Local riders gave the highest rating, at 4.11, while Saturday Bullet and Weekday Local riders gave the second-highest ratings, at 3.99.
- Saturday Local riders provided the highest ratings for *all* attributes as well.
- Saturday Bullet riders provided the lowest ratings for parking lot-related attributes (functioning of lights at stations/parking lots and cleanliness of stations/parking lots). Weekday Bullet riders provided the lowest ratings for info boards, ticket machines, and being informed of delays longer than 10 minutes.

----- read across ► -----

	Overall Mean Score	Weekday Local	Weekday Limited	Weekday Bullet	Saturday Local	Saturday Bullet
(Base = All Respondents) (5 point scale)*	3,356	519	1,606	745	338	148
Functioning of lights at stations/parking lots	4.23	4.22	4.24	4.19	4.37	4.17
Cleanliness of stations/parking lots.....	3.97	3.94	3.97	3.96	4.08	3.92
Posted information on info. boards	3.85	3.97	3.82	3.76	4.03	3.91
Ease of use of ticket machines	3.76	3.92	3.69	3.62	4.06	3.93
Being informed of delays that exceed 10 minutes	3.40	3.62	3.32	3.21	3.86	3.75
Overall experience at Caltrain stations	3.92	3.99	3.88	3.84	4.11	3.99

Mean score is based on number giving a rating, eliminating not applicable and blanks. The higher the mean the better the rating. Optimum positive mean score = 5.00. Lowest negative mean score possible = 1.00.

* Number of passengers 18 years and older responding to the survey. Respondents may or may not have responded to the individual question.

(See Statistical Tables 1-7)

STATION RATINGS BY BIKE CAR

- Riders in regular and bike cars rate their overall experience with Caltrain similarly.
- However, riders in regular cars rate posted information on info boards, ease of ticket machines, and being informed of delays that exceed 10 minutes more highly.
- Riders in bike cars rate the cleanliness of stations/parking lots more highly than riders in regular cars.

	Overall Mean Score	Car Type	
		Regular	Bike
(Base = All Respondents) (5 point scale)*	3,356	2,197	1,159
Functioning of lights at stations/ parking lots	4.23	4.22	4.25
Cleanliness of stations/parking lots.....	3.97	3.96	4.01
Posted information on info. boards	3.85	3.87	3.83
Ease of use of ticket machines	3.76	3.78	3.71
Being informed of delays that exceed 10 minutes	3.40	3.43	3.36
Overall experience at Caltrain stations	3.92	3.92	3.90

Mean score is based on number giving a rating, eliminating not applicable and blanks. The higher the mean the better the rating. Optimum positive mean score = 5.00. Lowest negative mean score possible = 1.00.

* Number of passengers 18 years and older responding to the survey. Respondents may or may not have responded to the individual question.

(See Statistical Tables 1-6)

ONBOARD RATINGS OVERALL

The overall onboard rating dropped significantly in 2015, to 4.00, compared to 4.11 in 2014 and 4.10 in 2013. None of the attributes surveyed saw any ratings gains. Both the professional appearance and courtesy of conductors remained the same, with both attributes retaining their already high rating (4.39 and 4.25, respectively).

On-time arrival at your destination saw the largest decline, sliding from 4.04 in 2014 to 3.86 in 2015 (-0.18).

	MEAN SCORES (5 point scale)		
	JUNE 2015	JUNE 2014	JUNE 2013
Base: (All Respondents)*	3,356	3,462	2,904
Professional appearance of conductors.....	4.39	4.39	4.37
Your sense of personal security while on the train	4.28	4.35	4.30
Courtesy of conductors	4.25	4.25	4.24
Availability of printed materials.....	4.14	4.17	4.23
Cleanliness of train exteriors.....	4.07	4.14	4.09
On-time arrival at your destination.....	3.86	4.04	4.01
Cleanliness of train interiors	3.86	3.92	3.86
Adequacy and clarity of routine onboard announcements.....	3.63	3.68	3.68
Being informed of delays that exceed 10 minutes	3.58	3.68	3.68
Cleanliness of onboard restrooms.....	3.27	3.30	3.22
Onboard experience (overall) on Caltrain	4.00	4.11	4.10

Mean score is based on number giving a rating, eliminating not applicable and blanks. The higher the mean the better the rating. Optimum positive mean score = 5.00. Lowest negative mean score possible = 1.00.

*Number of passengers 18 years and older responding to the survey. Respondents may or may not have responded to the individual question.

(See Statistical Tables 7-17)

ONBOARD RATINGS OVERALL (continued)

N=base of survey participants

----- read % across -----
JUNE 2015 N=3,356* VERY VERY NOT MEAN
 JUNE 2014 N=3,462* SATISFIED DISSATISFIED APPLICABLE SCORE
 JUNE 2013 N=2,904* 5 4 3 2 1 [] (5 Pt. Scale)

Professional appearance of the conductors

JUNE 2015	50	36	9	1	<1	4	4.39
JUNE 2014	49	39	8	1	<1	3	4.39
JUNE 2013	48	39	9	1	<1	3	4.37

Your sense of personal security while on the train

JUNE 2015	45	40	12	2	1	1	4.28
JUNE 2014	47	42	10	1	<1	<1	4.35
JUNE 2013	44	43	11	2	<1	1	4.30

Courtesy of conductors

JUNE 2015	45	36	13	3	1	3	4.25
JUNE 2014	44	38	13	2	1	2	4.25
JUNE 2013	44	38	12	3	1	3	4.24

Availability of printed materials

JUNE 2015	37	34	15	3	1	10	4.14
JUNE 2014	36	36	15	2	1	10	4.17
JUNE 2013	41	35	13	3	<1	8	4.23

Cleanliness of train exteriors

JUNE 2015	35	40	19	4	1	2	4.07
JUNE 2014	37	42	16	3	1	2	4.14
JUNE 2013	35	42	18	3	1	2	4.09

On-time arrival at your destination

JUNE 2015	29	39	20	7	3	1	3.86
JUNE 2014	36	39	17	5	2	1	4.04
JUNE 2013	34	41	17	5	2	2	4.01

Cleanliness of train interiors

JUNE 2015	28	39	25	6	2	1	3.86
JUNE 2014	29	42	23	5	1	1	3.92
JUNE 2013	28	40	24	7	2	1	3.86

Adequacy and clarity of routine onboard announcements

JUNE 2015	24	32	25	10	5	4	3.63
JUNE 2014	25	33	25	9	4	4	3.68
JUNE 2013	24	36	24	10	4	4	3.68

Being informed of delays that exceed 10 minutes

JUNE 2015	22	29	23	9	6	11	3.58
JUNE 2014	24	30	19	9	5	13	3.68
JUNE 2013	23	31	20	9	5	12	3.68

Cleanliness of onboard restrooms

JUNE 2015	12	19	22	11	6	31	3.27
JUNE 2014	11	18	21	10	5	35	3.30
JUNE 2013	11	17	21	12	6	33	3.22

Everything considered, how would you rate your **onboard** experience on Caltrain?

JUNE 2015	26	52	19	3	1	<1	4.00
JUNE 2014	30	53	14	2	<1	<1	4.11
JUNE 2013	29	54	15	2	<1	<1	4.10

(See Statistical Tables 7-17)

ONBOARD RATINGS BY TIME PERIOD

- Generally, Saturday riders tend to be most satisfied, normally giving the highest onboard ratings (including the overall onboard rating), with Weekday Peak riders generally providing the lowest rating. However, the overall onboard rating by Saturday riders saw the largest decline from 2014 to 2015. The ratings by time period (2015 vs. 2014) are as follows:
 - Weekday Peak: 3.95 (2015) vs. 4.07 (2014)
 - Weekday Off-peak: 4.11 (2015) vs. 4.16 (2014)
 - Saturday: 4.13 (2015) vs. 4.27 (2014)
- Four onboard ratings depart from this trend: Weekday Peak riders rate the courtesy of conductors and availability of printed materials the highest, while Saturday riders rate both of these the lowest. Similarly, Weekday Off-peak riders rated professional appearance of the conductors slightly above Saturday riders. And, Weekday Off-peak riders rated their sense of personal security while on the train the lowest.

	Overall Mean Score	Weekday Peak	Weekday Off-Peak	Saturday
(Base = All Respondents) (5 point scale)	3,356	2,264	606	486
Professional appearance of the conductors	4.39	4.38	4.42	4.40
Your sense of personal security while on the train	4.28	4.26	4.23	4.39
Courtesy of conductors.....	4.25	4.25	4.24	4.22
Availability of printed materials	4.14	4.17	4.08	4.05
Cleanliness of train exteriors	4.07	4.05	4.08	4.13
On-time arrival at your destination.....	3.86	3.77	3.97	4.14
Cleanliness of train interiors.....	3.86	3.81	3.90	4.04
Adequacy and clarity of routine onboard announcements	3.63	3.55	3.76	3.83
Being informed of delays that exceed 10 minutes	3.58	3.50	3.69	3.92
Cleanliness of onboard restrooms.....	3.27	3.22	3.33	3.48
Onboard experience (overall) on Caltrain ..	4.00	3.95	4.11	4.13

Mean score is based on number giving a rating, eliminating not applicable and blanks. The higher the mean the better the rating. Optimum positive mean score = 5.00. Lowest negative mean score possible = 1.00.

* Number of passengers 18 years and older responding to the survey. Respondents may or may not have responded to the individual question.

(See Statistical Tables 7-17)

ONBOARD RATINGS BY TYPE OF SERVICE

- In general, Weekday Bullet riders gave lower scores, while Saturday Bullet and Saturday Local riders provided the highest ratings.
- Saturday Local riders rated their overall onboard experience higher than any other service type, followed closely by Weekday Local riders.
- However, one rating did not follow this trend: Weekday Limited and Weekday Bullet riders rated the availability of printed materials onboard more highly than those riding other types of service.

	Overall Mean Score	Weekday Local	Weekday Limited	Weekday Bullet	Saturday Local	Saturday Bullet
(Base = All Respondents) (5 point scale)	3,356	519	1,606	745	338	148
Professional appearance of the conductors.....	4.39	4.42	4.39	4.35	4.44	4.31
Your sense of personal security while on the train	4.28	4.23	4.27	4.24	4.37	4.44
Courtesy of conductors.....	4.25	4.27	4.25	4.23	4.24	4.19
Cleanliness of train exteriors	4.07	4.08	4.06	4.03	4.15	4.09
Availability of printed materials	4.14	4.10	4.17	4.15	4.09	3.96
On-time arrival at your destination	3.86	3.99	3.78	3.76	4.12	4.17
Cleanliness of train interiors.....	3.86	3.87	3.84	3.76	4.06	3.98
Adequacy and clarity of routine onboard announcements	3.63	3.74	3.58	3.53	3.92	3.62
Being informed of delays that exceed 10 minutes	3.58	3.67	3.52	3.49	3.98	3.79
Cleanliness of onboard restrooms.....	3.27	3.31	3.28	3.11	3.46	3.53
Onboard experience (overall) on Caltrain ..	4.00	4.12	3.96	3.93	4.16	4.05

Mean score is based on number giving a rating, eliminating not applicable and blanks. The higher the mean the better the rating. Optimum positive mean score = 5.00. Lowest negative mean score possible = 1.00.

* Number of passengers 18 years and older responding to the survey. Respondents may or may not have responded to the individual question.

(See Statistical Tables 7-17)

ONBOARD RATINGS BY BIKE CAR

- For onboard ratings, those riding in a regular and bike car rated their overall onboard experience very similarly.
- However, there are a few exceptions:
 - Those in bike cars rate the courtesy of conductors somewhat lower (4.21) than those in regular cars (4.26).
 - Those in bike cars rate the cleanliness of train exteriors (4.11) somewhat higher than those in regular cars (4.05).
 - Those in bike cars also rate the adequacy and clarity of routine onboard announcements (3.67) somewhat higher than those in regular cars (3.61).

	Overall Mean Score	Car Type	
		Regular	Bike
(Base = All Respondents) (5 point scale)*	3,356	2,197	1,159
Professional appearance of the conductors	4.39	4.39	4.38
Your sense of personal security while on the train	4.28	4.27	4.29
Courtesy of conductors.....	4.25	4.26	4.21
Cleanliness of train exteriors	4.07	4.05	4.11
Availability of printed materials	4.14	4.14	4.13
On-time arrival at your destination	3.86	3.86	3.85
Cleanliness of train interiors.....	3.86	3.84	3.88
Adequacy and clarity of routine onboard announcements	3.63	3.61	3.67
Being informed of delays that exceed 10 minutes	3.58	3.58	3.60
Cleanliness of onboard restrooms.....	3.27	3.27	3.28
Onboard experience (overall) on Caltrain ..	4.00	3.99	4.02

Mean score is based on number giving a rating, eliminating not applicable and blanks. The higher the mean the better the rating. Optimum positive mean score = 5.00. Lowest negative mean score possible = 1.00.

*Number of passengers 18 years and older responding to the survey. Respondents may or may not have responded to the individual question.

(See Statistical Tables 7-17)

OVERALL SATISFACTION WITH CALTRAIN

How would you rate your overall Caltrain experience?

Overall satisfaction with Caltrain dropped to 3.93 in 2015, from 4.05 in 2014.

Newer and less frequent riders were more likely to rate their overall satisfaction with Caltrain higher. This is typical of transit ratings, in that those who ride more frequently and/or have ridden the service for a longer period of time are more likely to notice imperfections. Similarly, Saturday and Weekday Off-Peak services rated their overall satisfaction with Caltrain more highly than Weekday Peak riders.

	2015	2014	2013
	Total	Total	Total
Base: (All Respondents)*	3,356	3,462	2,904
	%	%	%
Very Satisfied (5)	24	26	26
(4)	51	55	55
(3)	20	15	16
(2)	4	2	2
Very Dissatisfied (1)	1	1	1
Not Applicable	<1	<1	<1
	100	100	100
RECAP %:			
Satisfied (5 or 4)	75	82	81
Neutral (3)	20	15	16
Dissatisfied (1 or 2)	5	3	3
MEAN	3.93	4.05	4.04

* Number of passengers 18 years and older responding to the survey. Respondents may or may not have responded to the individual question.

(See Statistical Table 18)

OVERALL SATISFACTION WITH CALTRAIN – BY SUB-GROUPS

			read across ▶			
	BASE	MEAN	Very	Satisfied	Dissatisfied	Neutral/NA
	#	(5 pt scale)	(5 rating)	(4 rating)	(2 or 1 rating)	(3 rating)
			%	%	%	%
TOTAL	3,356	3.93	24	51	5	20
BY RIDERSHIP SEGMENT						
Weekday Peak	2,264	3.87	21	52	5	22
Weekday Off-peak	606	4.01	28	49	5	18
Saturday	486	4.12	31	51	2	15
BY TYPE OF SERVICE						
Weekday Local	519	4.02	28	51	4	17
Weekday Limited	1,606	3.89	23	50	6	21
Weekday Bullet	745	3.84	18	53	5	23
Saturday Local	338	4.13	33	50	2	15
Saturday Bullet	148	4.08	28	53	2	17
BY CAR TYPE						
Regular	2,197	3.93	23	52	4	21
Bike	1,159	3.93	25	50	6	19
BY LENGTH OF TIME RIDING CALTRAIN						
Less than 1 year	1,088	4.05	28	52	4	16
1 year to less than 4 years	1,175	3.89	21	52	5	22
4 years or more	1,059	3.86	22	50	6	22
BY HOW FREQUENTLY RIDE CALTRAIN						
5-7 days/week	1,744	3.84	21	51	6	23
3-4 days/week	607	3.90	20	53	4	22
1-2 days/week	325	3.98	25	53	4	18
Less than once a week	606	4.18	35	51	2	12

(See Statistical Table 18)

TRAIN AMENITIES – ELECTRIFICATION PROJECT (OVERVIEW)

As part of the Electrification Project, Caltrain will be replacing the current diesel trains with high-performance electric trains. Please rate each of the following amenities to be included on the new trains where: 5=Very Important and 1=Not at all Important. Circle NA for Not Applicable.

Overall, riders indicated that onboard restrooms, onboard bike capacity, interior electronic signs (providing upcoming stop information), and high-back seats were the most important amenities that should be provided on the high-performance electric trains.

Across various sub-groups, these priorities were generally the same (with the second and third priorities sometimes exchanging places, for example). Those in bike cars rated the onboard bike capacity as their number one priority.

TRAIN AMENITIES N=base of survey participants JUNE 2015 N=3,356*	----- read % across ► -----					NOT APPLICABLE []	MEAN SCORE (5 Pt. Scale)
	VERY IMPORTANT 5	4	3	2	NOT AT ALL IMPORTANT 1		
Onboard restrooms	55	23	14	3	3	3	4.28
Onboard bike capacity.....	51	19	12	4	5	9	4.17
Interior electronic signs (upcoming stop information)	49	27	14	4	4	2	4.13
High-back seats	40	28	15	5	7	5	3.94
Exterior electronic sign (upcoming stop information)	42	24	17	6	8	3	3.88
Vinyl seats.....	32	22	20	10	11	6	3.58
Interior electronic display (ads, promotions, service)	20	13	20	15	29	3	2.80
Low-back seats	12	10	22	19	29	7	2.54
Cloth seats	11	13	21	16	32	7	2.52

TRAIN AMENITIES – ELECTRIFICATION PROJECT (CONTINUED)

As part of the Electrification Project, Caltrain will be replacing the current diesel trains with high-performance electric trains. Please rate each of the following amenities to be included on the new trains where: 5=Very Important and 1=Not at all Important. Circle NA for Not Applicable.

Amenity	Overall Rating	Time Period			Car Type	
		Weekday Peak	Weekday Off-Peak	Saturday	Regular Car	Bike Car
Onboard restrooms	4.28	4.23	4.35	4.45	4.31	4.23
Onboard bike capacity	4.17	4.14	4.20	4.28	4.08	4.34
Interior electronic signs	4.13	4.05	4.25	4.38	4.17	4.06
High-back seats	3.94	3.92	3.96	4.02	3.99	3.86
Exterior electronic sign	3.88	3.82	3.96	4.09	3.92	3.80
Vinyl seats	3.58	3.54	3.68	3.64	3.60	3.53
Interior electronic display	2.80	2.66	3.05	3.13	2.78	2.84
Low-back seats	2.54	2.42	2.88	2.69	2.53	2.56
Cloth seats	2.52	2.42	2.74	2.76	2.52	2.52

Amenity	Overall Rating	Train Type				
		Weekday Local	Weekday Limited	Weekday Bullet	Saturday Local	Saturday Bullet
Onboard restrooms	4.28	4.34	4.21	4.29	4.46	4.42
Onboard bike capacity	4.17	4.20	4.18	4.05	4.30	4.25
Interior electronic signs	4.13	4.20	4.07	4.07	4.38	4.40
High-back seats	3.94	3.96	3.86	4.05	4.02	4.03
Exterior electronic sign	3.88	3.90	3.86	3.77	4.14	3.95
Vinyl seats	3.58	3.65	3.56	3.53	3.64	3.65
Interior electronic display	2.80	2.99	2.75	2.57	3.15	3.07
Low-back seats	2.54	2.82	2.50	2.33	2.73	2.58
Cloth seats	2.52	2.71	2.45	2.40	2.82	2.61

Amenity	Overall Rating	Overall Satisfaction with Caltrain			
		"4" or "5"	"2"	"1"	"3" or "NA"
Onboard restrooms	4.28	4.34	4.07	4.18	4.10
Onboard bike capacity	4.17	4.27	3.75	3.50	3.95
Interior electronic signs	4.13	4.20	3.79	3.50	4.01
High-back seats	3.94	4.05	3.36	2.64	3.76
Exterior electronic sign	3.88	3.94	3.61	3.66	3.72
Vinyl seats	3.58	3.63	3.27	3.90	3.41
Interior electronic display	2.80	2.84	2.55	2.50	2.69
Low-back seats	2.54	2.53	2.40	3.24	2.53
Cloth seats	2.52	2.54	2.06	3.27	2.49

TRAIN AMENITIES – ELECTRIFICATION PROJECT (CONTINUED)

As part of the Electrification Project, Caltrain will be replacing the current diesel trains with high-performance electric trains. Please rate each of the following amenities to be included on the new trains where: 5=Very Important and 1=Not at all Important. Circle NA for Not Applicable.

Amenity	Overall Rating	How Long Riding		
		Less than 1 year	1 year to less than 4 years	4 years or more
Onboard restrooms	4.28	4.27	4.21	4.38
Onboard bike capacity	4.17	4.20	4.20	4.13
Interior electronic signs	4.13	4.24	4.09	4.09
High-back seats	3.94	3.99	3.94	3.90
Exterior electronic sign	3.88	3.96	3.75	3.95
Vinyl seats	3.58	3.52	3.57	3.65
Interior electronic display	2.80	2.93	2.75	2.71
Low-back seats	2.54	2.61	2.49	2.51
Cloth seats	2.52	2.74	2.41	2.41

Amenity	Overall Rating	How Often Ride			
		5-7 days/week	3-4 days/week	1-2 days/week	<1 day/week
Onboard restrooms	4.28	4.25	4.23	4.35	4.36
Onboard bike capacity	4.17	4.16	4.15	4.34	4.13
Interior electronic signs	4.13	4.05	4.11	4.27	4.31
High-back seats	3.94	3.91	4.04	3.91	3.98
Exterior electronic sign	3.88	3.86	3.81	3.89	4.00
Vinyl seats	3.58	3.62	3.60	3.40	3.52
Interior electronic display	2.80	2.71	2.69	3.02	2.98
Low-back seats	2.54	2.47	2.49	2.69	2.61
Cloth seats	2.52	2.42	2.42	2.76	2.74

HOW LONG RIDING CALTRAIN

How long have you been riding Caltrain?

One-third of riders (33%) have been riding Caltrain less than one year. Nearly another one-third (32%) have been riding Caltrain 4 years or more.

	2015
	Total
Base: (All Respondents)*	3,356
	%
This is my first trip.....	5
Less than 6 months	16
6 months to less than 1 year	12
1 year to less than 2 years	16
2 years to less than 4 years.....	19
4 years or more.....	32
	100

HOW OFTEN RIDING CALTRAIN

How often do you usually ride Caltrain?

About two-thirds of riders (63%) usually ride Caltrain 4 days per week or more.

	2015
	Total
Base: (All Respondents)*	3,356
	%
6-7 days/week	7
5 days/week.....	46
4 days/week.....	10
3 days/week.....	8
2 days/week.....	6
1 day/week	4
1-3 days/month	7
Less than once a month.....	11
	100

APPENDICES

APPENDIX A - QUESTIONNAIRES

The following questions refer to your experience at stations and onboard the train.

If you have already filled out this survey, please do not fill it out again.

At Stations		Very Satisfied		Very Dissatisfied		Not Applicable
1. Cleanliness of stations & parking lots	5	4	3	2	1	NA
2. Functioning of lights at stations & parking lots	5	4	3	2	1	NA
3. Posted information on info. boards (schedules, flyers)	5	4	3	2	1	NA
4. Ease of use of ticket machines	5	4	3	2	1	NA
5. Being informed of delays that exceed 10 minutes	5	4	3	2	1	NA
6. Everything considered, how would you rate your experience at Caltrain stations?	5	4	3	2	1	NA

Onboard Trains		Very Satisfied		Very Dissatisfied		Not Applicable
7. Courtesy of conductors	5	4	3	2	1	NA
8. Professional appearance of the conductors	5	4	3	2	1	NA
9. Availability of printed materials (schedules, brochures, notices)	5	4	3	2	1	NA
10. Cleanliness of train exteriors	5	4	3	2	1	NA
11. Cleanliness of train interiors	5	4	3	2	1	NA
12. Cleanliness of onboard restrooms	5	4	3	2	1	NA
13. Adequacy and clarity of onboard announcements (train delays, special events)	5	4	3	2	1	NA
14. Being informed of delays that exceed 10 minutes	5	4	3	2	1	NA
15. On-time arrival at your destination (within five minutes of scheduled arrival time)	5	4	3	2	1	NA
16. Your sense of personal security while on the train	5	4	3	2	1	NA

	Very Satisfied		Very Dissatisfied		Not Applicable	
17. Everything considered, how would you rate your onboard experience on Caltrain?	5	4	3	2	1	NA
18. How would you rate your overall Caltrain experience?	5	4	3	2	1	NA

General Information

19. As part of the Electrification Project, Caltrain will be replacing the current diesel trains with high-performance electric trains. Please rate each of the following amenities to be included on the new trains where: **5=Very Important** and **1=Not at all Important**. Circle NA for Not Applicable.

	Very Important		Not at all Important		Not Applicable	
a. Cloth seats	5	4	3	2	1	NA
b. Vinyl seats	5	4	3	2	1	NA
c. High-back seats	5	4	3	2	1	NA
d. Low-back seats	5	4	3	2	1	NA
e. Onboard restrooms	5	4	3	2	1	NA
f. Onboard bike capacity	5	4	3	2	1	NA
g. Interior electronic sign (upcoming stop information)	5	4	3	2	1	NA
h. Interior electronic display (ads, promotions, service)	5	4	3	2	1	NA
i. Exterior electronic sign (upcoming stop information)	5	4	3	2	1	NA

20. How long have you been riding Caltrain?

This is my first trip 1 year to less than 2 years

Less than 6 months 2 years to less than 4 years

6 months to less than 1 year 4 years or more

21. How often do you usually ride Caltrain?

6-7 days/week 3 days/week 1-3 days/month

5 days/week 2 days/week Less than once a month

4 days/week 1 day/week

Thank you for participating in our survey.

6/15-5K-PBT-E


 CUSTOMER SATISFACTION SURVEY
 CALTRAIN
 PO BOX 3006
 SAN CARLOS CA 94070-9927


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 IF MAILED
 IN THE
 UNITED STATES



BUSINESS REPLY MAIL
 FIRST-CLASS MAIL PERMIT NO. 15 SAN CARLOS CA
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Dear Caltrain Customer:

Thank you for participating in the **June 2015 Caltrain Customer Satisfaction Survey**, part of our ongoing program to solicit input about our performance in providing you with convenient and safe rail service. Your response helps us to know which areas of Caltrain service are meeting or exceeding your expectations and where we can improve. Please respond to all questions by circling the number that best reflects your rating of Caltrain service where: **5=Very Satisfied** and **1=Very Dissatisfied**. If the question does not apply to your trip, circle **NA for Not Applicable**.

Please return your completed survey to the onboard survey taker, or fold and tape where noted, and then place in the mail. *Please do not staple closed. No postage is necessary.* We look forward to hearing from you, and thank you for riding Caltrain.

Note: If you have already filled out this survey, please do not fill it out again.

Comments: _____

Train # _____
 Please tape here.



Las siguientes preguntas son en referencia a sus experiencias en las estaciones y a bordo del tren.

Si usted ya ha completado esta encuesta, por favor no la llene de nuevo.

En la Estación		Muy Satisfecho		Muy Insatisfecho		No Aplica	
1.	Limpieza de las estaciones y estacionamiento	5	4	3	2	1	NA
2.	Funcionamiento de las luces en las estaciones y el estacionamiento	5	4	3	2	1	NA
3.	Información colocada en las tablas de información (horarios, folletos)	5	4	3	2	1	NA
4.	Facilidad del uso de las maquinas de boletos	5	4	3	2	1	NA
5.	Información cuando hay retrasos que excedan 10 minutos	5	4	3	2	1	NA
6.	¿Considerando todo, como calificaría su experiencia general en las estaciones de Caltrain?	5	4	3	2	1	NA

A Bordo del Tren		Muy Satisfecho		Muy Insatisfecho		No Aplica	
7.	Cortesía de los conductores	5	4	3	2	1	NA
8.	Apariencia profesional de los conductores	5	4	3	2	1	NA
9.	Disponibles materiales impresos (horarios, folletos, notas)	5	4	3	2	1	NA
10.	Limpieza del exterior de los trenes	5	4	3	2	1	NA
11.	Limpieza del interior de los trenes	5	4	3	2	1	NA
12.	Limpieza de los baños a bordo	5	4	3	2	1	NA
13.	Adecuación y claridad de los anuncios a bordo (retrasos del tren, eventos especiales)	5	4	3	2	1	NA
14.	Información sobre los retrasos que exceden 10 minutos:	5	4	3	2	1	NA
15.	Arribo a su destino final a tiempo (dentro de cinco minutos del horario de llegada)	5	4	3	2	1	NA
16.	Su sentido de seguridad personal estando en el tren	5	4	3	2	1	NA

	Muy Satisfecho		Muy Insatisfecho		No Aplica	
17. Considerándolo todo, ¿Cómo calificaría su experiencia a bordo de Caltrain?	5	4	3	2	1	NA

18. ¿Cómo calificaría su experiencia general con Caltrain?	5	4	3	2	1	NA
---	---	---	---	---	---	----

Información General

19. Como parte del Proyecto de Electrificación, Caltrain reemplazará los trenes actuales de diesel con trenes eléctricos de alto rendimiento. Por favor califique cada una de las siguientes comodidades para ser incluidos en los nuevos trenes: **5= muy importante y 1= no importante en absoluto.** Círcule NA para no aplicable.

	Muy Importante		No Importante en Absoluto		No Aplica	
a. Asientos de tela	5	4	3	2	1	NA
b. Asientos de vinilo	5	4	3	2	1	NA
c. Asientos de respaldo alto	5	4	3	2	1	NA
d. Asientos de respaldo bajo	5	4	3	2	1	NA
e. Baños a bordo	5	4	3	2	1	NA
f. Capacidad para bicicletas a bordo	5	4	3	2	1	NA
g. Señal electrónica interior (información sobre próxima parada)	5	4	3	2	1	NA
h. Pantalla electrónica interior (anuncios, promociones, servicio)	5	4	3	2	1	NA
i. Señal electrónica exterior (información sobre próxima parada)	5	4	3	2	1	NA

20. ¿Por cuánto tiempo ha viajado con Caltrain?

Este es mi primer viaje De 1 año a menos de 2 años

Menos de 6 meses De 2 años a menos de 4 años

De 6 meses a menos de 1 año 4 años o más

21. ¿Con qué frecuencia suele viajar con Caltrain?

6 a 7 días/semana 3 días/semana 1 a 3 días al mes

5 días/semana 2 días/semana Menos de una vez al mes

4 días/semana 1 día/semana

Gracias por participar en nuestra encuesta.

6/15-0.3-PBT-S



BUSINESS REPLY MAIL

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CUSTOMER SATISFACTION SURVEY

 CALTRAIN

 PO BOX 3006

 SAN CARLOS CA 94070-9927





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 NECESSARY

 IF MAILED

 IN THE

 UNITED STATES

Estimado Cliente de Caltrain:

Gracias por su participación en la **Encuesta de Satisfacción del Cliente de Caltrain, junio del 2015**, que es parte de nuestro programa actual de solicitar opiniones acerca de nuestro trabajo y proveerle con un servicio de transporte en riel conveniente y seguro. Sus respuestas nos ayudan a reconocer cuáles áreas del servicio de Caltrain están alcanzando o excediendo sus expectativas y dónde podemos mejorar.

Por favor responda a todas las preguntas al otro lado de esta hoja circulando el número que mejor refleja su calificación del servicio de Caltrain, siendo: **5=Muy Satisfecho** y **1=Muy Insatisfecho**. Si la pregunta no se aplica a su viaje, circule **NA para No Aplica**.

Por favor regrese su encuesta completa al encuestador a bordo o dobre y cierre con una cinta adhesiva donde está marcada. *Por favor no use grapa. No necesita sello.* Estaremos esperando noticias tuyas y gracias por viajar en Caltrain.

Nota: Si usted ya ha completado esta encuesta, por favor no la llene de nuevo.

Comentarios: _____

Train # _____

Por favor cierre aquí con cinta adhesiva.



Por favor cierre aquí con cinta adhesiva.

APPENDIX B - INTERVIEWER TRAINING INSTRUCTIONS

INTERVIEWER INSTRUCTIONS

Caltrain On-Board Survey (June 2015)

PROJECT OVERVIEW: This project is a passenger survey being conducted to assess how well Caltrain is meeting the needs of its passengers. It is an onboard self-administered questionnaire to be distributed on Caltrain trains. The questionnaires will be handed out and collected on sampled Caltrain routes. The fieldwork will take place June 3-13, 2015. One or two surveyors will be used on each sampled route.

GENERAL GUIDELINES

- Arrive at the station at least 15 minutes prior to train departure time.
- Please act professionally at all times.
- As representatives of Caltrain/Corey, Canapary & Galanis, dress in professional casual business attire: long trousers and collared shirts for men, slacks/skirt/blouse/dress for women. Wear comfortable, closed toed shoes.
- All surveyors must wear their ID badges and have a valid photo ID at all times while surveying.
- Each train will have **5 or 6** cars. ***Trains expected to have 6 cars are highlighted on the schedule.*** The average number of passengers will vary significantly by run. We anticipate a high response rate based on experience with on-board surveys. Please have sufficient surveys and pencils at the start of each shift.
- As appropriate, please identify yourself to the train conductor and explain that you will be surveying one car on the train.
- If asked what the purpose of the survey is, you may tell passengers that the study is designed to measure customer satisfaction and solicit rider suggestions. Caltrain is interested in their opinion.
- It is important to adhere to the assigned shifts. If you cannot make an assigned shift, please notify CC&G as soon as possible. Starting shifts late, missed shifts, failing to notify CC&G regarding late/missed shifts in a timely fashion, or covering shifts other than those assigned may be cause for dismissal.
- All survey data collected is confidential and must be treated with care. Any sharing or use of data is cause for immediate dismissal.

SAFETY

Working on a moving train can be challenging at times. Your safety and the safety of the passengers around you is your most important concern. Please hold on to a handrail or bar at all times when you are standing or walking on the train. Allow passengers the time to find a seat or a safe place to stand before offering them a survey. Do not block passengers entering or exiting the train.

DISTRIBUTION OF QUESTIONNAIRES

Distributing (and collecting) questionnaires from passengers is your primary task on this project. For each of your runs, you should strive to get the questionnaire into the hands of every (or nearly every) passenger on your assigned train car. Your approach as a surveyor will make a tremendous difference in whether or not riders agree to do the survey.

BEGINNING OF SHIFT

You must have your Caltrain schedule(s), system authorization badge, photo ID, Interviewer Schedule, apron, pencils, questionnaires, Completed Questionnaire Envelope(s), survey control sheets, rubber bands, Interviewer Instructions, clipboard, and time sheet.

Your Interviewer Schedule will include the location and time of trains you are responsible for surveying each day.

Note that some trains have 6 cars. These trains are highlighted on the schedule.

If you are scheduled to have a 6-car train, but it is only 5 cars:

- **If you are on car 1, 2, 3, 4, or 5 – then take the same car as assigned.**
- **If you are assigned car 6 – and the train is only 5 cars – then survey car 5 instead.**

SURVEY CONTROL SHEET (Yellow Card)

It is very important that you enter information accurately on your survey control sheet. A separate survey control sheet (**small bright yellow card**) will be used for each surveyor on each train run. A run is one trip on one train from the boarding point to the end of the line or the point at which you exit the train.

AT THE START OF EACH RUN YOU SHOULD ENTER THE:

- current date and day
- train number
- your last name
- specific station where you are boarding the train to start the run. (*“Trip Start Location”*)
- time the train departed

PROCEDURE FOR DISTRIBUTING QUESTIONNAIRES

You must write the train # on all questionnaires that are distributed. To do this, pre-number questionnaires prior to each train run. Use the riders per car estimate on your schedule to determine the amount of questionnaires that you should pre-number. You may need to number additional questionnaires on some runs.

Caltrain trains have a total of 5 or 6 cars. You will be distributing questionnaires on only one of these cars. The train car for you to survey will be pre-assigned and listed on your Interviewer Survey Schedule. For example - “Train car number: 2” – means that you will survey the second car on the train. Be sure to only survey this assigned car. See the “Car Selection” section on page 5 of these specifications for detailed instructions on how to determine the car number.

Attempt to distribute surveys to all passengers on this car who appear to be 13 or older. All riders traveling in a group should be given a questionnaire.

Do not distribute questionnaires to:

- Passengers who appear to be under 13 years of age
- Employees of Caltrain or members of law enforcement on duty while on the train
- Passengers who tell you that they have already participated in this survey on a previous trip (within the last week or so). But do include passengers that may have participated in other previous surveys.
- Sleeping passengers
- Employees of CC&G traveling to/from their shift.

As you hand out surveys, give a short introduction. Be easygoing and friendly. Do not ask riders if they want to fill out the survey; rather, use a positive approach. Phrases we have found to work well include: “We need your opinions on this Caltrain survey.” If they hesitate you might add: “We want to know what you think.”

Instruct passengers to return completed surveys to you.

After surveys are distributed, walk through the train car every few minutes and watch for people who may have questions or are finished. Be polite: “I’ll take the survey if you are done”, or “I can take that for you”. Attempt to collect every survey you distribute. *Note: Pencils can be replaced and it is OK if they are not returned. Focus on getting returned/completed surveys.*

Passengers who do not have the time or inclination to complete the questionnaire on board can mail the survey, postage paid (note mail panel on survey instrument). Mention this option as a last resort. We have found that when a potential respondent takes the questionnaire home, they are less likely to complete and return the questionnaire.

If time permits, offer assistance to patrons who are blind or unable to fill out the survey (you will need to excuse yourself to hand out questionnaires to new riders boarding the train).

Keep a tally of all non-responses (passengers under 13, refusals, already participated, etc.) on your survey control sheet.

DEFINITIONS:

LANGUAGE BARRIER: Spanish speaking passengers who refuse a questionnaire are tallied as “refusals” since we have a Spanish survey instrument. Only passengers who speak a language other

than English or Spanish are tallied as language barrier.

LEFT TRAIN: This is a non-response that occurs when the surveyor cannot offer a questionnaire because of the short distance of the rider’s trip. If the rider refuses because of time constraints, it is important to offer the “mail back option”. We anticipate very few “Left Train” dispositions on this project.

AT THE END OF EACH RUN

On the Survey Control Sheet enter:

1. Location/station where you exited the train
2. The time that the train arrived at the final station on the run
3. The total number of questionnaires *DISTRIBUTED* for both English and Spanish.
4. The total number of questionnaires *RETURNED* (combine English and Spanish)

All returned surveys and the completed survey control sheet should be rubber banded together and placed in the Completed Questionnaire Envelope labeled for that specific run. You will have several Completed Questionnaire Envelopes at the end of your shift. The bottom half of the Completed Questionnaires envelope should be filled in by you at the end of your run. Fill in all information and *combine* the information from individual tally sheets (if working in teams) here.

AT THE END OF THE SHIFT

Make sure that all completed work from all the runs you have done that day are placed in your “Completed Questionnaire Envelope”. Fill out the information requested and return these envelopes to the CC&G office.

Regular in-person check-ins and return of completed surveys are required for this project. See the separate handout regarding required check-ins, travel, and drop-off.

CONTACT INFORMATION

COREY, CANAPARY & GALANIS - CCG Office Number is 415-397-1200

For urgent matters outside normal business hours – Jon Canapary (415-577-2428)

CALTRAIN – Our client contact is:

Patrick Thompson, SamTrans/Caltrain Market Research Specialist, 650-508-6245

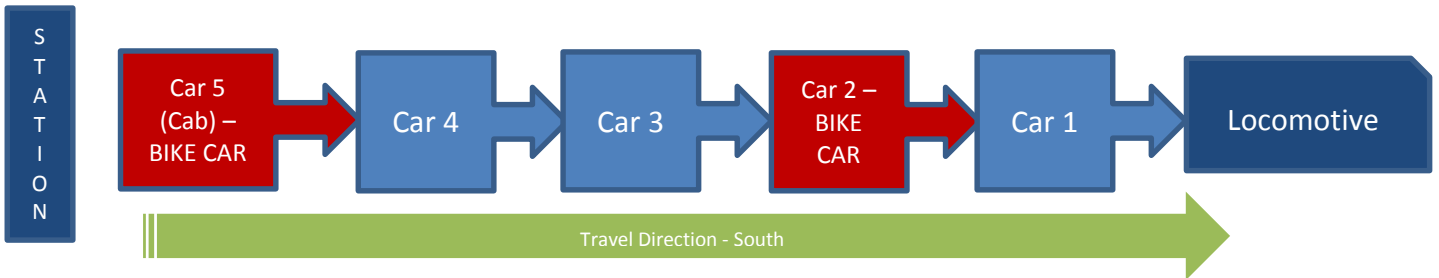
CAR ORIENTATION, E.G. “WHICH CAR IS MY ASSIGNED CAR?”

Car #1 is always at the FRONT of the train, depending on the direction of travel. When travelling

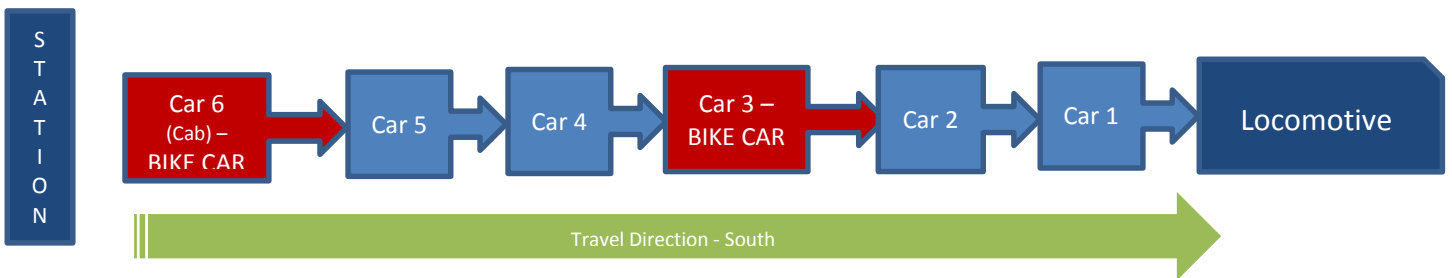
south, the locomotive is in front of the train and PULLS the train. Car #1 is directly behind the locomotive. When travelling north, the locomotive is at the back of the train and PUSHES the train. Car #1 is on the opposite end of the train from the locomotive.

For example:

At San Francisco/4th & King – 5 cars:

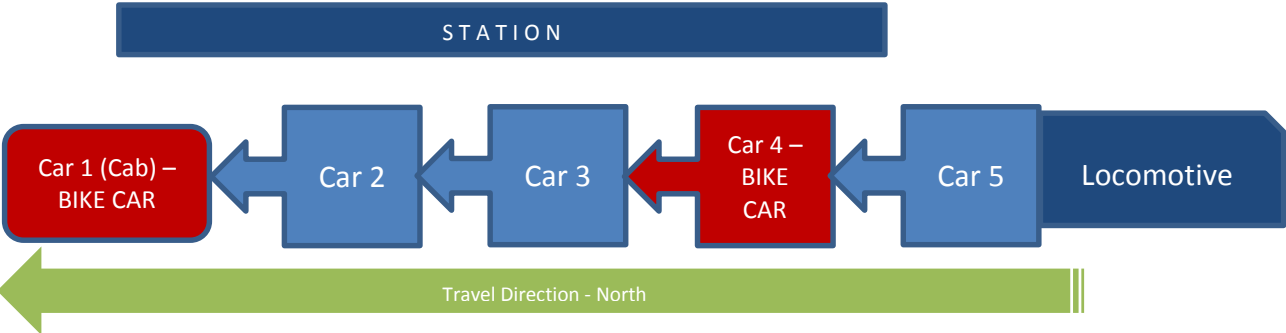


At San Francisco/4th & King – 6 cars:

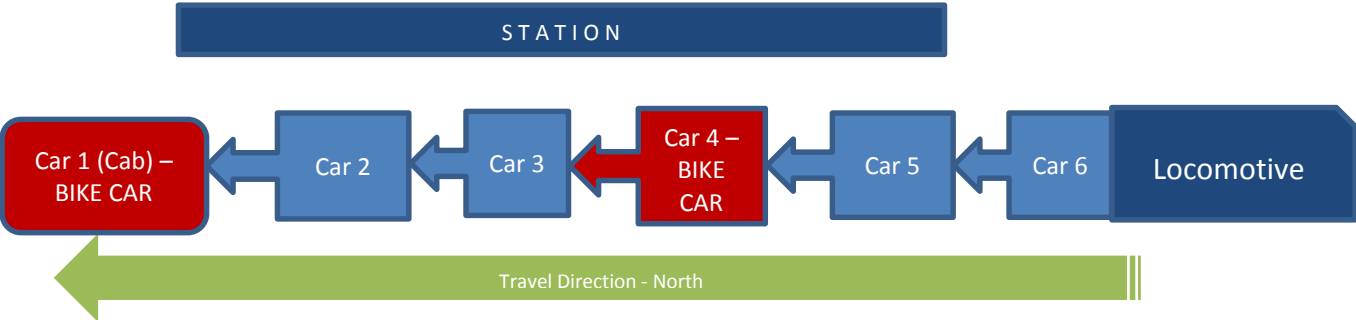


SEE NEXT PAGE FOR NORTHBOUND CONFIGURATIONS →

At San Jose/Diridon – 5 cars:



At San Jose/Diridon – 6 cars:



APPENDIX C - SCHEDULE

2015 On-Board Schedule

Caltrain 2015 Onboard Survey										
TRAIN#	TYPE	TIME PERIOD	BOARDING STATION	DEPARTURE TIME	EXIT STATION	END TIME	DIRECTION	PACKET ID#	CAR #	BIKE CAR?
THURSDAY, JUNE 4, 2015										
101	LOCAL	PEAK	SJ-Diridon	4:30 AM	SF-4th/King	6:03 AM	N	1	1	YES
216	LIMITED	PEAK	SF-4th/King	7:19 AM	SJ-Diridon	8:32 AM	S	2	5	YES
233	LIMITED	PEAK	SJ-Diridon	8:40 AM	SF-4th/King	10:08 AM	N	3	2	
257	LIMITED	OFF-PEAK	SJ-Diridon	2:40 PM	SF-4th/King	4:04 PM	N	7/8	4	YES
262	LIMITED	PEAK	SF-4th/King	4:19 PM	SJ-Diridon	5:29 PM	S	9	3	
385	BULLET	PEAK	SJ-Diridon	6:23 PM	SF-4th/King	7:26 PM	N	10	2	
142	LOCAL	OFF-PEAK	SF-4th/King	11:07 AM	SJ-Diridon	12:40 PM	S	11/12	5	YES
151	LOCAL	OFF-PEAK	SJ-Diridon	1:10 PM	SF-4th/King	2:43 PM	N	13	2	
360	BULLET	PEAK	SF-4th/King	4:09 PM	SJ-Diridon	5:08 PM	S	14	2	YES
277	LIMITED	PEAK	SJ-Diridon	5:31 PM	SF-4th/King	6:43 PM	N	15	1	YES
TUESDAY, JUNE 9, 2015										
207	LIMITED	PEAK	SJ-Diridon	5:57 AM	SF-4th/King	7:21 AM	N	16	4	YES
220	LIMITED	PEAK	SF-4th/King	7:44 AM	SJ-Diridon	9:07 AM	S	17	4	
143	LOCAL	OFF-PEAK	SJ-Diridon	11:10 AM	SF-4th/King	12:43 PM	N	18	5	
254	LIMITED	OFF-PEAK	SF-4th/King	2:37 PM	SJ-Diridon	4:02 PM	S	19	1	
267	LIMITED	PEAK	SJ-Diridon	4:31 PM	SF-4th/King	5:43 PM	N	20	6	
282	LIMITED	PEAK	SF-4th/King	6:20 PM	SJ-Diridon	7:30 PM	S	21	6	YES
381	BULLET	PEAK	SJ-Diridon	5:45 PM	SF-4th/King	6:47 PM	N	22	3	
190	LOCAL	OFF-PEAK	SF-4th/King	7:30 PM	SJ-Diridon	9:03 PM	S	23	3	
197	LOCAL	OFF-PEAK	SJ-Diridon	9:30 PM	SF-4th/King	11:03 PM	N	24	5	
268	LIMITED	PEAK	SF-4th/King	4:56 PM	Gilroy	7:09 PM	S	25	1	
WEDNESDAY, JUNE 10, 2015										
217	LIMITED	PEAK	Gilroy	6:07 AM	SF-4th/King	8:21 AM	N	26	5	
230	LIMITED	PEAK	SF-4th/King	8:44 AM	SJ-Diridon	10:07 AM	S	27	3	
206	LIMITED	PEAK	SF-4th/King	6:11 AM	SJ-Diridon	7:26 AM	S	28	2	
225	LIMITED	PEAK	SJ-Diridon	7:50 AM	SF-4th/King	8:59 AM	N	29	1	YES
150	LOCAL	OFF-PEAK	SF-4th/King	1:07 PM	SJ-Diridon	2:40 PM	S	30	1	
273	LIMITED	PEAK	SJ-Diridon	5:06 PM	SF-4th/King	6:33 PM	N	31	4	YES
288	LIMITED	PEAK	SF-4th/King	6:56 PM	SJ-Diridon	8:14 PM	S	32	2	YES
195	LOCAL	OFF-PEAK	SJ-Diridon	8:30 PM	SF-4th/King	10:03 PM	N	33	5	
THURSDAY, JUNE 11, 2015										
332	BULLET	PEAK	SF-4th/King	8:57 AM	SJ-Diridon	10:00 AM	S	34	4	
329	BULLET	PEAK	SJ-Diridon	8:03 AM	SF-4th/King	9:07 AM	N	35	3	
376	BULLET	PEAK	SF-4th/King	5:33 PM	SJ-Diridon	6:35 PM	S	36	3	
289	LIMITED	PEAK	SJ-Diridon	6:45 PM	SF-4th/King	8:02 PM	N	37	1	YES
192	LOCAL	OFF-PEAK	SF-4th/King	8:40 PM	SJ-Diridon	10:13 PM	S	38	5	YES
SATURDAY, JUNE 13, 2015										
421	SAT LOCAL	SATURDAY	SJ-Diridon	7:00 AM	SF-4th/King	8:38 AM	N	39	5	
424	SAT LOCAL	SATURDAY	SF-4th/King	9:15 AM	SJ-Diridon	10:53 AM	S	40	4	
801	SAT BULLET	SATURDAY	SJ-Diridon	10:35 AM	SF-4th/King	11:41 AM	N	41	1	YES
432	SAT LOCAL	SATURDAY	SF-4th/King	1:15 PM	SJ-Diridon	2:53 PM	S	42	2	YES

Caltrain Customer Satisfaction Survey – June 2015 | Summary Report

Caltrain 2015 Onboard Survey										
TRAIN#	TYPE	TIME PERIOD	BOARDING STATION	DEPARTURE TIME	EXIT STATION	END TIME	DIRECTION	PACKET ID#	CAR #	BIKE CAR?
WEDNESDAY, JUNE 17, 2015										
102	LOCAL	PEAK	SF-4th/King	4:55 AM	SJ-Diridon	6:28 AM	S	4	4	
313	BULLET	PEAK	SJ-Diridon	6:45 AM	SF-4th/King	7:44 AM	N	5	3	
324	BULLET	PEAK	SF-4th/King	8:14 AM	SJ-Diridon	9:15 AM	S	6	5	YES
SATURDAY, JUNE 20, 2015										
441	SAT LOCAL	SATURDAY	SJ-Diridon	5:00 PM	SF-4th/King	6:38 PM	N	43	2	
433	SAT LOCAL	SATURDAY	SJ-Diridon	1:00 PM	SF-4th/King	2:38 PM	N	45	4	YES
438	SAT LOCAL	SATURDAY	SF-4th/King	4:15 PM	SJ-Diridon	5:53 PM	S	46	4	
SATURDAY, JULY 11, 2015										
804	SAT BULLET	SATURDAY	SF-4th/King	6:59 PM	SJ-Diridon	8:05 PM	S	44	3	

Time period: Based on Departure Time. Weekday Peak = 6:00am-9:00am OR 3:30pm – 6:30pm; Weekday Off-peak = all other times; Saturday = any Saturday train, P: Weekday Peak, O: Weekday Off-peak, S: Saturday, Direction: N: North, S: South
 The train car number is determined by counting from the direction the train is traveling. On Southbound trains car number one is the southernmost car; on Northbound trains car number one is the northernmost car.

APPENDIX D - TEST OF STATISTICAL SIGNIFICANCE

TEST OF STATISTICAL SIGNIFICANCE

95% Confidence Level

SCALE: 1=Poor, 5=Excellent

	2015					2014					Mean Difference	T-Score	Statistically Significant?
	Total Response	Don't Know/NA	Sample Size	Mean	Standard Deviation	Total Response	Don't Know/NA	Sample Size	Mean	Standard Deviation			
ASKED QUESTIONS[^]													
1. CLEANLINESS	3,341	46	3,295	3.97	0.92	3,462	73	3,389	4.09	0.84	-0.12	-5.56	yes
2. FUNCTIONING OF LIGHTS	3,330	272	3,058	4.23	0.81	3,462	369	3,093	4.28	0.76	-0.05	-2.50	yes
3. POSTED INFORMATION	3,330	161	3,169	3.85	1.00	3,462	142	3,320	3.87	0.98	-0.02	-0.81	no
4. EASE OF USE/TICKET MACHINE	3,338	265	3,073	3.76	1.11	3,462	283	3,179	3.78	1.13	-0.02	-0.71	no
5. BEING INFORMED OF DELAYS	3,332	299	3,033	3.4	1.26	3,462	406	3,056	3.42	1.24	-0.02	-0.62	no
6. OVERALL STATIONS	3,333	13	3,320	3.92	0.82	3,462	20	3,442	3.98	0.77	-0.06	-3.10	yes
7. COURTESY OF CONDUCTORS	3,336	90	3,246	4.25	0.85	3,462	81	3,381	4.25	0.84	0.00	0.00	no
8. PROF. APPEARANCE OF CONDUCTORS	3,335	119	3,216	4.39	0.74	3,462	104	3,358	4.39	0.72	0.00	0.00	no
9. AVAILABILITY OF PRINTED MATERIALS	3,331	336	2,995	4.14	0.89	3,462	332	3,130	4.17	0.83	-0.03	-1.36	no
10. CLEANLINESS/TRAIN EXTERIORS	3,340	65	3,275	4.07	0.87	3,462	55	3,407	4.14	0.85	-0.07	-3.33	yes
11. CLEANLINESS/TRAIN INTERIORS	3,341	30	3,311	3.86	0.95	3,462	16	3,446	3.92	0.95	-0.06	-2.60	yes
12. CLEANLINESS/ONBOARD RESTROOMS	3,295	1,013	2,282	3.27	1.17	3,462	1,181	2,281	3.30	1.17	-0.03	-0.87	no
13. ADEQUACY/CLARITY ONBOARD ANNOUNCEMENTS	3,315	128	3,187	3.63	1.13	3,462	125	3,337	3.68	1.07	-0.05	-1.83	no
14. BEING INFORMED OF DELAYS	3,333	360	2,973	3.58	1.17	3,462	440	3,022	3.68	1.13	-0.10	-3.37	yes
15. ONTIME ARRIVAL AT DESTINATION	3,331	48	3,283	3.86	1.01	3,462	47	3,415	4.04	0.94	-0.18	-7.54	yes
16. YOUR SENSE OF PERSONAL SECURITY	3,343	19	3,324	4.28	0.79	3,462	14	3,448	4.35	0.74	-0.07	-3.76	yes
17. OVERALL ONBOARD	3,329	4	3,325	4.00	0.78	2,904	7	2,881	4.10	0.72	-0.10	-5.25	yes
18. BOTH STATION/ONBOARD	3,296	14	3,282	3.93	0.83	2,904	8	2,842	4.04	0.76	-0.11	-5.41	yes
WEIGHTED AVERAGES^{^^}													
TOTAL STATIONS AND PARKING	20,004	1,056	18,948	3.86	1.03	20,772	1,293	19,479	3.90	1.00	-0.04	-5.58	yes
TOTAL ONBOARD EXPERIENCE	36,629	2,212	34,417	3.96	1.43	37,524	2,402	35,122	4.01	0.96	-0.05	-9.76	yes
TOTAL STATIONS & ONBOARD	28,317	1,634	26,683	3.92	1.22	29,148	1,848	27,301	3.97	0.97	-0.05	-8.52	yes

[^]Asked question ratings are based on the actual number of responses for each particular question.

^{^^}Weighted averages are calculated as follows: "Total Stations and Parking" is calculated using the total responses for Question 1 through Question 6. "Total Onboard Experience" is calculated using the total responses for Question 7 through Question 17. "Total Stations & Onboard" is calculated by taking the average of "Total Stations and Parking" and "Total Onboard Experience."