CALTRAIN CUSTOMER SATISFACTION SURVEY
JUNE 2014

SUMMARY REPORT

Prepared by
COREY, CANAPARY & GALANIS RESEARCH
447 Sutter Street – Penthouse North
San Francisco, CA 94108

CONTENTS

INTRODUCTION 2
EXECUTIVE SUMMARY 4
CHARTS – KEY FINDINGS 5
DETAILED RESULTS 13
Station Ratings
Station Ratings Overall 14
Station Ratings by Time Period 16
Station Ratings by Type of Service 17
Station Ratings by Bike Car 18
Station Ratings by Performance Trend 19

Onboard Ratings
Onboard Ratings Overall 20
Onboard Ratings by Time Period 22
Onboard Ratings by Type of Service 23
Onboard Ratings by Bike Car 24
Onboard Ratings by Performance Trend 25

Overall Satisfaction with Caltrain 26
Overall Satisfaction by Sub-Groups 27

Caltrain Performance Trend 28

Fare Payment 29
Caltrain and Clipper Integration 30

Boarding Station 31
Alighting Station 32

APPENDICES 33
A. Questionnaire
B. Interviewer Training Instructions
C. Schedule
D. Test of Statistical Significance

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 2014. In total, 3,897 surveys were distributed, and 3,462 surveys were conducted and completed. Of the 3,462 completed surveys, 3,459 were English language surveys and 3 were Spanish language surveys.

Key objectives of the survey include:

- Reporting trip characteristics, such as peak/off-peak/Saturday use.
- 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.
- Rider evaluation of Caltrain's performance trend over the past year
- Rider input on potential areas for improvement.

This report includes the following key sections: Executive Overview, Charts/Key Findings, Detailed Results, Crosstabulated Tables and Verbatim Comments. 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: Christiane Kwok, Caltrain, (650) 508-7926.

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 (75%) was calculated by dividing the total number of completes (3,462) by all eligible passengers riding on the sampled trains (4,645).

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 Tuesday, June 17, 2014; Wednesday, June 18, 2014; Thursday, June 19, 2014; and Saturday, June 21, 2014. 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, 3,462 completed surveys were conducted. This total equates to a system-wide margin of error of +/- 1.61% (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 <u>total number</u> of respondents (n =3,462) who participated in the survey, the margin of error is +/- 1.61% at the 95% confidence level. The margins of error for some key sub-groups shown in this report are:

- Weekday peak (n = 2,260). +/- 2.02% at the 95% confidence level;
- Weekday off-peak (n =702). +/- 3.67% at the 95% confidence level;
- Saturday (n = 500). +/- 4.36% at the 95% confidence level.

EXECUTIVE SUMMARY

Overall Satisfaction (station and onboard experience)

- The average (mean) score increased to 4.05 from 4.04 in 2013.
- 82% of riders were somewhat or very satisfied with their overall Caltrain experience, and only 3% were very or somewhat dissatisfied.

Station Specific and Onboard Ratings

- Riders were more satisfied with their onboard experience overall, at a mean rating of 4.11, than with their station experience overall, which received a mean rating of 3.98.
- The overall station experience rating stayed relatively flat at 3.98 in 2014 from 3.97 in 2013.

  There were two statistically significant decreases in the ratings of various station attributes:
  - The rating for posted information on information boards decreased in 2014 to 3.87, compared to 3.92 in 2013. Notably, the only decrease in onboard ratings also pertained to printed information.
  - The rating for being informed of delays that exceed 10 minutes also decreased significantly for stations (although the onboard equivalent did not). This rating dropped from 3.48 in 2013 to 3.42 in 2014.
  - One station attribute – the cleanliness of stations and parking lots – saw a significant increase in 2014. (Notably, cleanliness-related ratings saw increases on the onboard side as well.) The rating for cleanliness of stations and parking lots increased from 4.03 in 2013 to 4.09 in 2014.
- The overall onboard experience rating remained about the same, from 4.10 in 2013 to 4.11 in 2014. While an increase, it was not statistically significant.
  - Only one onboard rating saw a statistically significant decrease – the availability of onboard printed materials dropped from 4.23 in 2013 to 4.17 in 2.014
  - Four onboard ratings saw statistically significant increases in 2014 – and three of these ratings pertained to cleanliness: the cleanliness of train exteriors (4.09 in 2013 to 4.14 in 2014); the cleanliness of train interiors (3.86 in 2013 to 3.92 in 2014); and the cleanliness of onboard restrooms (3.22 in 2013 to 3.30 in 2014).
  - The fourth attribute which saw a statistically significant increase was your sense of personal security onboard the train (increasing from 4.30 in 2013 to 4.35 in 2014).
- For both the overall station rating and the overall onboard rating, both weekday peak and Saturday riders rated their experience in 2014 more highly than in 2013. But weekday off-peak riders rated both their onboard and station experiences lower in 2014.

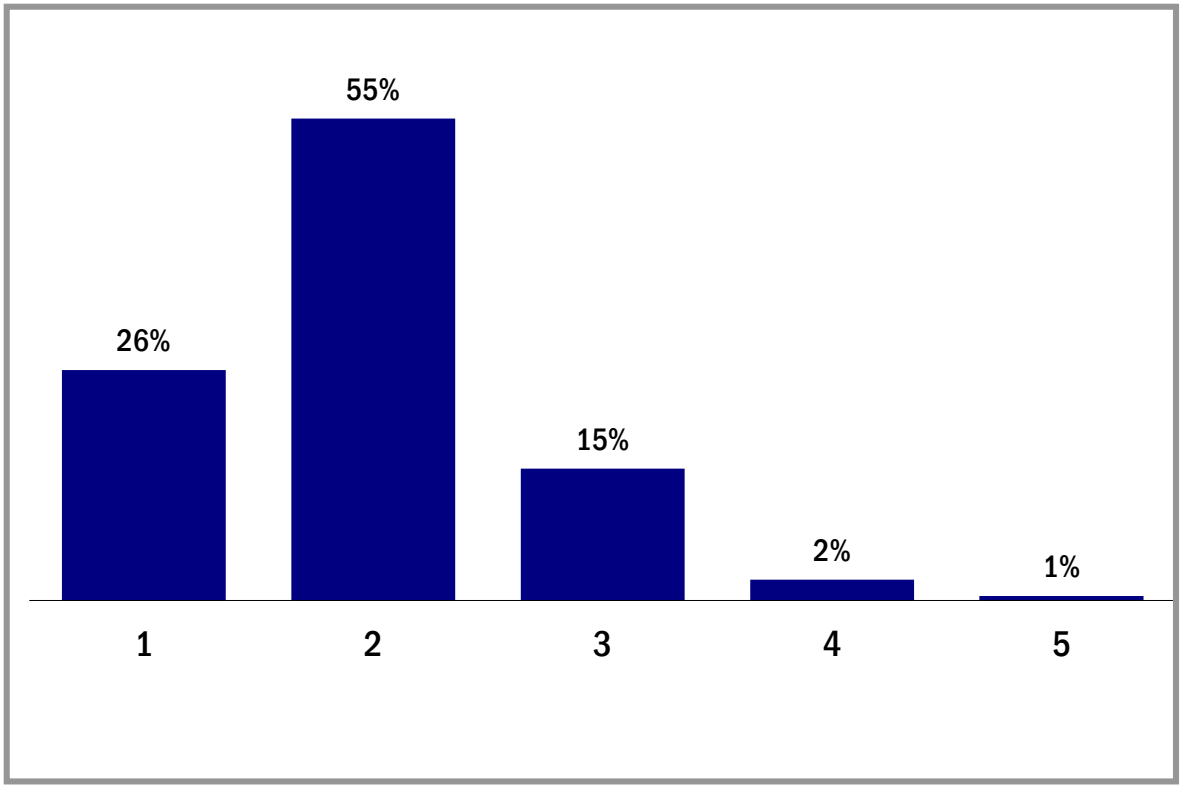
Performance Trends and Clipper Priorities

- Overall, nearly two-thirds of Caltrain's riders (64%) feel that Caltrain's performance has remained the same. Almost 3 in 10 (29%) say Caltrain's performance has improved.
- Nearly half of respondents (49%) would like to see Clipper real-time updates to their account.

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 (3,462)

(See Statistical Table 18)

STATION ATTRIBUTE RATINGS (MEAN SCORES – ASKED QUESTIONS)

	Mean Score (5 point scale)
Functioning of lights at stations/parking lots....	**4.28**
Cleanliness of stations/parking lots	**4.09**
Posted information on info. boards.....	**3.87**
Ease of use of ticket vending machines	**3.78**
Being informed of delays that exceed 10 minutes	**3.42**
▸ OVERALL EXPERIENCE AT CALTRAIN STATIONS	**3.98** ◂

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 (3,462)

(See Statistical Tables 1-6)

ONBOARD RATINGS (MEAN SCORES – ASKED QUESTIONS)

	Mean Score (5 point scale)
Professional appearance of the conductors	**4.39**
Your sense of personal security while on the train	**4.35**
Courtesy of conductors.....	**4.25**
Availability of printed materials.....	**4.17**
Cleanliness of train exteriors	**4.14**
On-time arrival at your destination	**4.04**
Cleanliness of train interiors	**3.92**
Adequacy & clarity of onboard announcements	**3.68**
Being informed of delays that exceed 10 minutes	**3.68**
Cleanliness of onboard restrooms	**3.30**
▸ OVERALL EXPERIENCE ONBOARD TRAINS.....	**4.11** ◂

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 (3,462)

(See Statistical Tables 7-17)

Question	Blank, N/A, Don't know	1	2	3	4	5	Average
1. Cleanliness of stations/parking lots	87	19	94	565	1569	1128	4.09
2. Functioning of lights at stations	388	18	34	351	1339	1332	4.28
3. Posted information on info. boards (schedules, flyers)	162	66	203	847	1174	1010	3.87
4. Ease of use of ticket vending machines	299	120	290	730	1062	961	3.78
5. Being informed of delays that exceed 10 minutes	431	238	480	786	820	707	3.42
6. Everything considered, how would you rate your overall experience at Caltrain stations?	**20**	**16**	**79**	**684**	**1843**	**820**	**3.98**
TOTAL STATIONS AND PARKING^^	**1387**	**477**	**1180**	**3963**	**7807**	**5958**	**3.91**
7. Courtesy of conductors	101	26	83	446	1290	1516	4.25
8. Professional appearance of the conductors	124	6	38	284	1324	1686	4.39
9. Availability of printed materials (schedules, brochures, notices)	358	21	68	525	1238	1252	4.17
10. Cleanliness of train exteriors	70	23	95	550	1440	1284	4.14
11. Cleanliness of train interiors	33	48	179	781	1428	993	3.92
12. Cleanliness of onboard restrooms	1239	176	343	727	603	374	3.30
13. Adequacy and clarity of routine onboard announcements (station delays, special events)	152	139	309	863	1144	855	3.68
14. Being informed of delays that exceed 10 minutes	468	165	305	667	1029	828	3.68
15. On-time arrival at your destination (within five minutes of scheduled arrival time)	82	60	170	583	1341	1226	4.04
16. Your sense of personal security while on the train	28	10	24	332	1455	1613	4.35
17. Everything considered, how would you rate your onboard experience on Caltrain	**22**	**14**	**61**	**493**	**1823**	**1049**	**4.11**
TOTAL ONBOARD^^	**2677**	**688**	**1675**	**6251**	**14115**	**12676**	**4.03**
TOTAL STATIONS AND ONBOARD^^	**2032**	**583**	**1428**	**5107**	**10961**	**9317**	**3.99**
18. Considering both your station and onboard experience, how would you rate your overall Caltrain experience?	**55**	**18**	**83**	**516**	**1888**	**902**	**4.05**

^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 - 2014 COMPARED TO 2013

SCALE: 1=Poor, 5=Excellent	2014 Mean	2013 Mean	Mean Difference	Statistically Significant?
ASKED QUESTIONS^				
1. CLEANLINESS	4.09	4.03	0.06	yes
2. FUNCTIONING OF LIGHTS	4.28	4.27	0.01	no
3. POSTED INFORMATION	3.87	3.92	-0.05	yes
4. EASE OF USE/TICKET VENDING	3.78	3.73	0.05	no
5. BEING INFORMED OF DELAYS	3.42	3.48	-0.06	no
6. OVERALL STATIONS	**3.98**	**3.97**	**0.01**	**no**
7. COURTESY OF CONDUCTORS	4.25	4.24	0.01	no
8. PROF. APPEARANCE OF CONDUCTORS	4.39	4.37	0.02	no
9. AVAILABILITY OF PRINTED MATERIALS	4.17	4.23	-0.06	yes
10. CLEANLINESS/TRAIN EXTERIORS	4.14	4.09	0.05	yes
11. CLEANLINESS/TRAIN INTERIORS	3.92	3.86	0.06	yes
12. CLEANLINESS/ONBOARD RESTROOMS	3.30	3.22	0.08	yes
13. ADEQUACY/CLARITY ONBOARD ANN	3.68	3.68	0.00	no
14. BEING INFORMED OF DELAYS	3.68	3.68	0.00	no
15. ONTIME ARRIVAL AT DESTINATION	4.04	4.01	0.03	no
16. YOUR SENSE OF PERSONAL SECURITY	4.35	4.30	0.05	yes
17. OVERALL ONBOARD	**4.11**	**4.10**	**0.01**	**no**
18. BOTH STATION/ONBOARD	**4.05**	**4.04**	**0.01**	**no**
WEIGHTED AVERAGES^^				
TOTAL STATIONS AND PARKING	**3.91**	**3.90**	**.01**	**no**
TOTAL ONBOARD EXPERIENCE	**4.03**	**4.01**	**.02**	**yes**
TOTAL STATIONS & ONBOARD	**3.99**	**3.97**	**.02**	**yes**

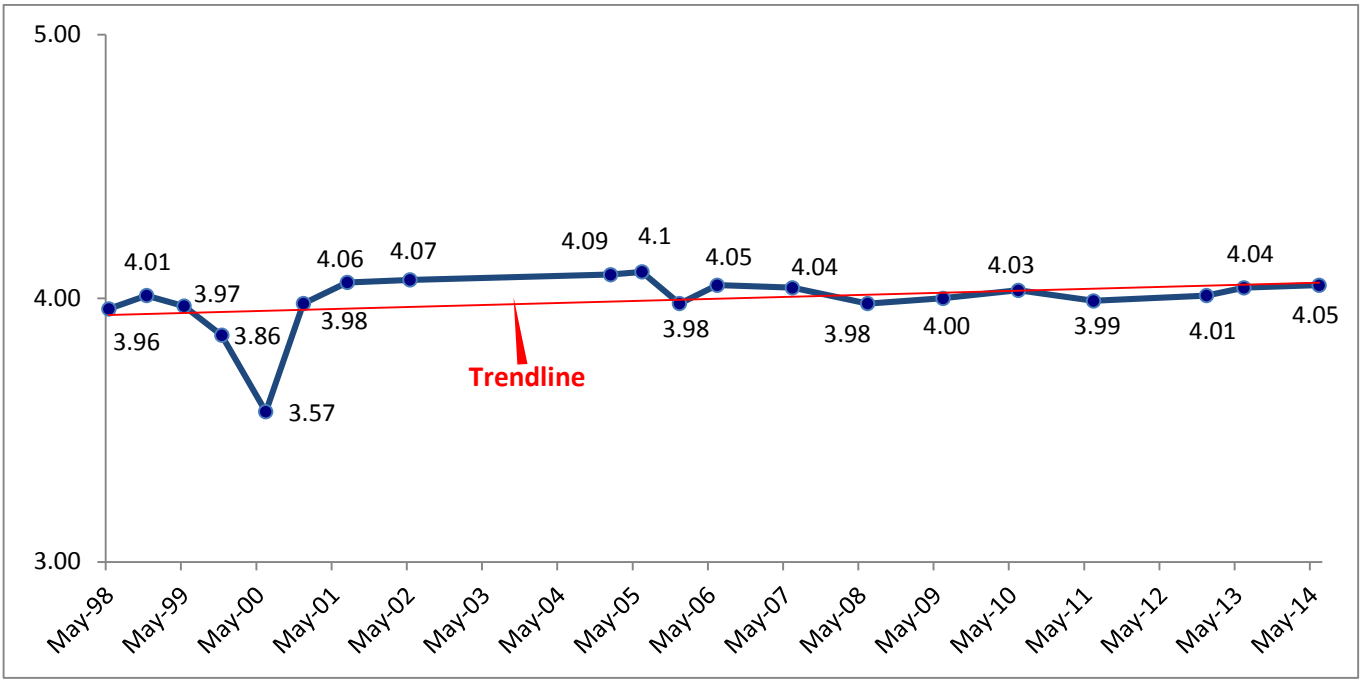
^Asked question ratings are based on the actual number of responses for each particular question.
^^Weighted averages are calculated as follows: "Total Stations and Parking" is calculated using the total responses for Question 1. through Question 6. "Total Onboard Experience" is calculated using the 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, 1998-2014

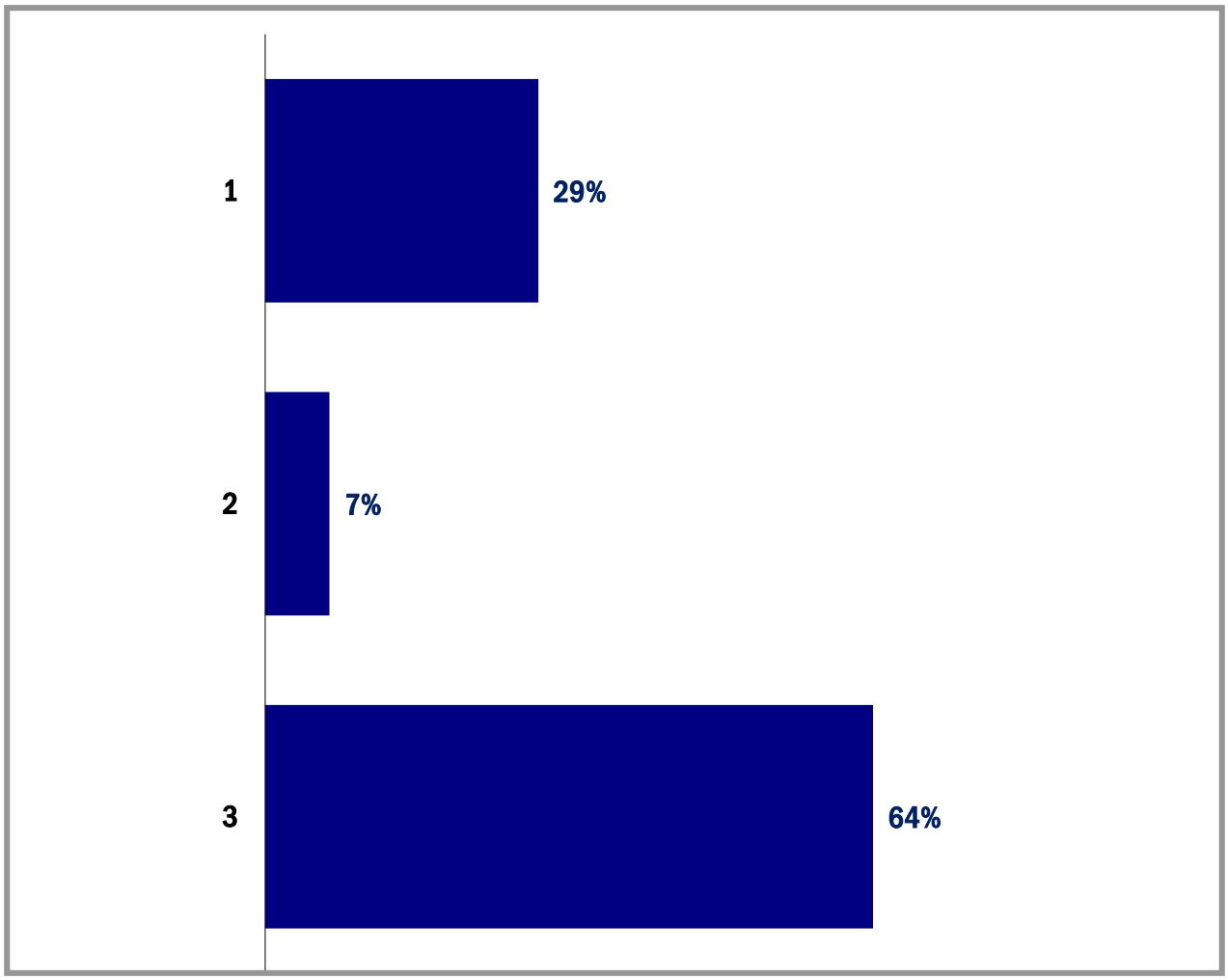


Points represent surveys (May 98, Nov 98, May 99, Nov 99, Jun 00, Dec 00, Jul 01, May 02, Jan 05, Jun 05, Dec 05, Jun 06, Jun 07, Jun 08, Jun 09, Jun 10, Jun 11, Dec 12, Jun 13, and Jun 14). No data available for late 2002-late 2004.

(See Historical Data and Statistical Table Q18)

CALTRAIN PERFORMANCE TREND

Q21. Has Caltrain performance improved or declined over the past year?



Base: Total (3,462)

(See Statistical Table 19)

DETAILED RESULTS

RATING OF CALTRAIN SERVICE

STATION RATINGS OVERALL

Overall, Caltrain riders rated stations 3.98 – maintaining the significant gain from 3.92 in 2012 to 3.97 in 2013.

Other station attributes did not maintain the rating increases from 2013, with posted information declining to 3.87 in 2014 (down from 3.92 in 2013, but still higher than 3.81 in 2012).

	MEAN SCORES (5 point scale)		
	JUNE 2014	JUNE 2013	DECEMBER 2012
Base: (All Respondents)	3,462	2,904*	1,856*
Functioning of lights at stations/parking lots....	4.28	4.27	4.22
Cleanliness of stations/parking lots.....	4.09	4.03	4.05
Posted information on info. boards (schedules, flyers)	3.87	3.92	3.81
Ease of use of ticket vending machines.....	3.78	3.73	3.77
Being informed of delays that exceed 10 minutes	3.42	3.48	3.17
Everything considered, how would you rate your overall experience at Caltrain stations?.....	3.98	3.97	3.92

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

JUNE 2014 N=3,462*	VERY SATISFIED				VERY DISSATISFIED	NOT APPLICABLE	MEAN SCORE
JUNE 2013 N=2,904*							
DECEMBER 2012 N=1,856*	5	4	3	2	1	[ ]	(5 Pt. Scale)
	read % across						
Functioning of lights at stations							
JUNE 2014	**39**	**39**	**10**	**1**	**1**	**11**	**4.28**
JUNE 2013	39	39	11	1	1	10	4.27
DECEMBER 2012	39	39	14	2	<1	6	4.22
Cleanliness of stations/parking lots							
JUNE 2014	**33**	**46**	**16**	**3**	**1**	**2**	**4.09**
JUNE 2013	30	45	19	3	1	2	4.03
DECEMBER 2012	32	44	19	3	1	2	4.05
Posted information on info. boards							
JUNE 2014	**29**	**34**	**25**	**6**	**2**	**4**	**3.87**
JUNE 2013	31	20	6	2	2	4	3.92
DECEMBER 2012	30	33	25	7	3	3	3.81
Ease of use of ticket vending machines							
JUNE 2014	**28**	**31**	**21**	**8**	**4**	**8**	**3.78**
JUNE 2013	27	32	20	9	5	8	3.73
DECEMBER 2012	30	29	22	9	4	7	3.77
Being informed of delays that exceed 10 minutes							
JUNE 2014	**21**	**24**	**23**	**14**	**7**	**12**	**3.42**
JUNE 2013	23	26	21	13	7	10	3.48
DECEMBER 2012	17	20	24	15	12	12	3.17
Everything considered, how would you rate your overall experience at Caltrain stations?							
JUNE 2014	**24**	**53**	**20**	**2**	**1**	**<1**	**3.98**
JUNE 2013	24	52	20	3	1	1	3.97
DECEMBER 2012	23	49	25	2	1	<1	3.92

(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 less than weekday off-peak and Saturday riders.
- However, weekday off-peak riders rated their experience lower in 2014 (4.05) than in 2013 (4.10), while both Saturday and weekday peak riders gave ratings which were higher than those in 2013.

  - Weekday Peak: 3.92 (2014) vs. 3.90 (2013)
  - Weekday Off-peak: 4.05 (2014) vs. 4.10 (2013)
  - Saturday: 4.18 (2014) vs. 4.13 (2013)

read across ▸

	Overall Mean Score	Weekday Peak	Weekday Off-Peak	Saturday
(Base = All Respondents) (5 point scale)	3,462*	2,260*	702*	500*
Functioning of lights at stations/parking lots	4.28	4.25	4.33	4.35
Cleanliness of stations/parking lots	4.09	4.05	4.14	4.23
Posted information on info. boards	3.87	3.81	3.93	4.02
Ease of use of ticket vending machines	3.78	3.66	3.91	4.09
Being informed of delays that exceed 10 minutes	3.42	3.27	3.66	3.85
Overall experience at Caltrain stations	3.98	3.92	4.05	4.18

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

- Saturday local riders provided the highest station ratings in all but one category, while Weekday Bullet riders provided the lowest rating for every rated attribute.

read across ▸

	Overall Mean Score	Weekday Local	Weekday Limited	Weekday Bullet	Saturday Local	Saturday Bullet
(Base = All Respondents) (5 point scale)	3,462*	591*	1,661*	710*	351*	149*
Functioning of lights at stations/parking lots	4.28	4.32	4.29	4.18	4.34	4.37
Cleanliness of stations/parking lots	4.09	4.15	4.09	3.97	4.16	4.39
Posted information on info. boards	3.87	3.94	3.86	3.71	4.05	3.93
Ease of use of ticket vending machines	3.78	3.92	3.71	3.56	4.11	4.02
Being informed of delays that exceed 10 minutes	3.42	3.66	3.33	3.20	3.90	3.73
Overall experience at Caltrain stations	3.98	4.04	3.95	3.86	4.19	4.14

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 cars are only slightly more satisfied than those in bike cars regarding the "Overall experience at Caltrain stations."
- However, those in bike cars rated functioning of lights and station cleanliness higher than riders in regular cars.
- By contrast, riders in regular cars rated ease of use of ticket vending machines significantly higher than those using bike cars.

read across ▸

	Overall Mean Score	Car Type: Regular	Car Type: Bike
(Base = All Respondents) (5 point scale)	3,462*	2,343*	1,119*
Functioning of lights at stations/ parking lots	4.28	4.26	4.32
Cleanliness of stations/parking lots	4.09	4.07	4.14
Posted information on info. boards	3.87	3.86	3.88
Ease of use of ticket vending machines	3.78	3.82	3.68
Being informed of delays that exceed 10 minutes	3.42	3.45	3.36
Overall experience at Caltrain stations	3.98	4.19	4.14

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 PERFORMANCE TREND

As might be expected, riders who said Caltrain performance overall is improving also rated station attributes the highest, while those who said Caltrain performance overall is declining rated station attributes the lowest.

read across ▸

	Overall Mean Score	Caltrain's performance is: Improving	Declining	Staying the same
(Base = All Respondents) (5 point scale)	3,462*	875*	206*	1946*
Functioning of lights at stations/ parking lots	4.28	4.40	3.93	4.25
Cleanliness of stations/parking lots	4.09	4.24	3.66	4.04
Posted information on info. boards	3.87	4.12	3.32	3.80
Ease of use of ticket vending machines	3.78	4.03	3.21	3.66
Being informed of delays that exceed 10 minutes	3.42	3.76	2.57	3.29
Overall experience at Caltrain stations	3.98	4.18	3.25	3.93

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 remained relatively flat in 2014 compared to 2013 (4.11 vs. 4.10); however, the long-term trend is continuing upwards (as 2012 was 4.09).

As with station ratings, the onboard rating for printed materials saw a significant decrease (to 4.17 in 2014 from 4.23 in 2013).

Also in line with station ratings, those onboard ratings pertaining to cleanliness saw significant increases – as did the rating for personal security.

MEAN SCORES (5 point scale)

	JUNE 2014	JUNE 2013	DECEMBER 2012
Base: (All Respondents)	3,462*	2,904*	1,856*
Professional appearance of conductors	4.39	4.37	4.35
Your sense of personal security while on the train	4.35	4.30	4.31
Courtesy of conductors	4.25	4.24	4.22
Availability of printed materials	4.17	4.23	4.22
Cleanliness of train exteriors	4.14	4.09	4.14
On-time arrival at your destination	4.04	4.01	3.82
Cleanliness of train interiors	3.92	3.86	3.91
Adequacy and clarity of routine onboard announcements	3.68	3.68	3.64
Being informed of delays that exceed 10 minutes	3.68	3.68	3.57
Cleanliness of onboard restrooms	3.30	3.22	3.23
Onboard experience (overall) on Caltrain	4.11	4.10	4.09

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

JUNE 2014 N=3,462 JUNE 2013 N=2,904* DECEMBER 2012 N=1,856*	VERY SATISFIED 5	4	3	2	VERY DISSATISFIED 1	NOT APPLICABLE [ ]	MEAN SCORE (5 Pt. Scale)
	- - - - - - read % across ▸ - - - -						
Professional appearance of the conductors							
JUNE 2014	**49**	**39**	**8**	**1**	**<1**	**3**	**4.39**
JUNE 2013	48	39	9	1	<1	3	4.37
DECEMBER 2012	48	38	10	1	1	2	4.35
Your sense of personal security while on the train							
JUNE 2014	**47**	**42**	**10**	**1**	**<1**	**<1**	**4.35**
JUNE 2013	44	43	11	2	<1	1	4.30
DECEMBER 2012	46	41	10	2	1	1	4.31
Courtesy of conductors							
JUNE 2014	**44**	**38**	**13**	**2**	**1**	**2**	**4.25**
JUNE 2013	44	38	12	3	1	3	4.24
DECEMBER 2012	43	39	12	3	1	2	4.22
Availability of printed materials							
JUNE 2014	**36**	**36**	**15**	**2**	**1**	**10**	**4.17**
JUNE 2013	41	35	13	3	<1	8	4.23
DECEMBER 2012	41	37	14	2	1	6	4.22
Cleanliness of train exteriors							
JUNE 2014	**37**	**42**	**16**	**3**	**1**	**2**	**4.14**
JUNE 2013	35	42	18	3	1	2	4.09
DECEMBER 2012	37	43	15	3	1	2	4.14
On-time arrival at your destination							
JUNE 2014	**36**	**39**	**17**	**5**	**2**	**1**	**4.04**
JUNE 2013	34	41	17	5	2	2	4.01
DECEMBER 2012	28	38	22	6	4	2	3.82
Cleanliness of train interiors							
JUNE 2014	**29**	**42**	**23**	**5**	**1**	**1**	**3.92**
JUNE 2013	28	40	24	7	2	1	3.86
DECEMBER 2012	29	43	21	6	2	<1	3.91
Adequacy and clarity of routine onboard announcements							
JUNE 2014	**25**	**33**	**25**	**9**	**4**	**4**	**3.68**
JUNE 2013	24	36	24	10	4	4	3.68
DECEMBER 2012	25	32	25	11	5	3	3.64
Being informed of delays that exceed 10 minutes							
JUNE 2014	**24**	**30**	**19**	**9**	**5**	**13**	**3.68**
JUNE 2013	23	31	20	9	5	12	3.68
DECEMBER 2012	23	27	21	11	6	13	3.57
Cleanliness of onboard restrooms							
JUNE 2014	**11**	**18**	**21**	**10**	**5**	**35**	**3.30**
JUNE 2013	11	17	21	12	6	33	3.22
DECEMBER 2012	12	18	23	11	7	31	3.23
Everything considered, how would you rate your **onboard** experience on Caltrain?							
JUNE 2014	**30**	**53**	**14**	**2**	**<1**	**<1**	**4.11**
JUNE 2013	29	54	15	2	<1	<1	4.10
DECEMBER 2012	30	51	16	2	<1	<1	4.09

(See Statistical Tables 7-17)

ONBOARD RATINGS BY TIME PERIOD

For both the overall station rating and the overall onboard rating, both weekday peak and Saturday riders rated their experience in 2014 more highly than in 2013. But weekday offpeak riders rated both their onboard and station experiences lower in 2014.

- Weekday Peak: 4.07 (2014) vs. 4.03 (2013)
- Weekday Off-peak: 4.16 (2014) vs. 4.20 (2013)
- Saturday: 4.27 (2014) vs. 4.25 (2013)

read across ▸

	Overall Mean Score	Weekday Peak	Weekday Off-Peak	Saturday
(Base = All Respondents) (5 point scale)	3,462*	2,260*	702*	500*
Professional appearance of the conductors	4.39	4.37	4.41	4.45
Your sense of personal security while on the train	4.35	4.35	4.34	4.38
Courtesy of conductors	4.25	4.23	4.24	4.34
Cleanliness of train exteriors	4.14	4.10	4.19	4.24
Availability of printed materials	4.17	4.16	4.17	4.22
On-time arrival at your destination	4.04	3.98	4.08	4.27
Cleanliness of train interiors	3.92	3.86	4.02	4.03
Adequacy and clarity of routine onboard announcements	3.68	3.59	3.84	3.91
Being informed of delays that exceed 10 minutes	3.68	3.59	3.82	3.99
Cleanliness of onboard restrooms	3.30	3.22	3.42	3.46
Onboard experience (overall) on Caltrain	4.11	4.07	4.16	4.27

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 riders provided the highest ratings.
- Saturday Local riders rated their overall onboard experience higher than any other service type.

read across ▸

	Overall Mean Score	Weekday Local	Weekday Limited	Weekday Bullet	Saturday Local	Saturday Bullet
(Base = All Respondents) (5 point scale)	3,462*	591*	1,661*	710*	351*	149*
Professional appearance of the conductors	4.39	4.43	4.37	4.36	4.41	4.57
Your sense of personal security while on the train	4.35	4.36	4.34	4.33	4.41	4.34
Courtesy of conductors	4.25	4.25	4.24	4.19	4.30	4.45
Cleanliness of train exteriors	4.14	4.19	4.11	4.10	4.20	4.33
Availability of printed materials	4.17	4.19	4.17	4.13	4.19	4.32
On-time arrival at your destination	4.04	4.05	3.99	3.97	4.26	4.28
Cleanliness of train interiors	3.92	4.04	3.87	3.83	4.01	4.08
Adequacy and clarity of routine onboard announcements	3.68	3.86	3.61	3.56	3.92	3.90
Being informed of delays that exceed 10 minutes	3.68	3.82	3.63	3.53	3.98	4.03
Cleanliness of onboard restrooms	3.30	3.43	3.24	3.20	3.39	3.65
Onboard experience (overall) on Caltrain	4.11	4.16	4.08	4.05	4.29	4.22

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 car and those riding in a bike car rated their overall onboard experience very similarly.

read across ▸

	Overall Mean Score	Car Type: Regular	Car Type: Bike
(Base = All Respondents) (5 point scale)	3,462*	2,343*	1,119*
Professional appearance of the conductors	4.39	4.39	4.39
Your sense of personal security while on the train	4.35	4.33	4.39
Courtesy of conductors	4.25	4.26	4.21
Cleanliness of train exteriors	4.14	4.12	4.17
Availability of printed materials	4.17	4.17	4.16
On-time arrival at your destination	4.04	4.06	3.99
Cleanliness of train interiors	3.92	3.90	3.94
Adequacy and clarity of routine onboard announcements	3.68	3.70	3.65
Being informed of delays that exceed 10 minutes	3.68	3.69	3.68
Cleanliness of onboard restrooms	3.30	3.30	3.29
Onboard experience (overall) on Caltrain	4.11	4.12	4.11

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 PERFORMANCE TREND

Those who believe Caltrain's performance overall is improving tended to give higher onboard ratings, while those who believe Caltrain's performance overall is declining tended to give lower onboard ratings.

read across ▸

	Overall Mean Score	Caltrain's performance is: Improving	Declining	Staying the same
(Base = All Respondents) (5 point scale)	3,462*	875*	206*	1946*
Professional appearance of the conductors	4.39	4.51	3.98	4.35
Your sense of personal security while on the train	4.35	4.47	3.89	4.32
Courtesy of conductors	4.25	4.45	3.67	4.17
Cleanliness of train exteriors	4.14	4.31	3.70	4.07
Availability of printed materials	4.17	4.37	3.86	4.10
On-time arrival at your destination	4.04	4.27	3.02	3.98
Cleanliness of train interiors	3.92	4.12	3.39	3.82
Adequacy and clarity of routine onboard announcements	3.68	3.98	2.97	3.59
Being informed of delays that exceed 10 minutes	3.68	4.00	2.78	3.59
Cleanliness of onboard restrooms	3.30	3.55	2.71	3.18
Onboard experience (overall) on Caltrain	4.11	4.35	3.28	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)

OVERALL SATISFACTION WITH CALTRAIN

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

Over time, overall satisfaction with Caltrain is steadily increasing, from 4.01 in 2012 to 4.05 in 2014.

	2014 Total	2013 Total	2012 Total
Base: (All Respondents)	3,462	2,904*	1,856*
	%	%	%
Very Satisfied (5)	26	26	27
(4)	55	55	50
(3)	15	16	20
(2)	2	2	2
Very Dissatisfied (1)	1	1	1
Not Applicable	<1	<1	<1
	100	100	100
RECAP %:			
Satisfied (5 or 4)	82	81	81
Neutral (3)	15	16	20
Dissatisfied (1 or 2)	3	3	3
MEAN	**4.05**	**4.04**	**4.01**

* 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 (5 pt scale)	Very Satisfied (5 rating) %	Satisfied (4 rating) %	Dissatisfied (2 or 1 rating) %	Neutral/NA (3 rating) %
TOTAL	(3,462)	4.05	26	55	3	16
BY RIDERSHIP SEGMENT						
Weekday Peak	(2,260)	4.00	25	55	3	17
Weekday Off-peak	(702)	4.10	32	50	4	14
Saturday	(500)	4.21	33	55	1	11
BY TYPE OF SERVICE						
Weekday Local	(591)	4.09	32	50	4	13
Weekday Limited	(1,661)	4.02	24	56	3	17
Weekday Bullet	(710)	3.97	22	58	3	17
Saturday Local	(351)	4.23	34	56	1	9
Saturday Bullet	(149)	4.15	31	53	1	15
BY CAR TYPE						
Regular	(2,343)	4.06	28	54	3	16
Bike	(1,119)	4.02	24	59	3	15
BY PERFORMANCE TREND						
Caltrain's performance is:						
Improving	(875)	4.31	39	53	1	7
Declining	(206)	3.13	5	32	22	41
Staying the same	(1,946)	3.99	21	59	2	17

(See Statistical Table 18)

CALTRAIN PERFORMANCE TREND

Has Caltrain performance improved or declined over the past year?

- Nearly two-thirds of riders (64%) feel that Caltrain's performance has remained the same, while 29% say it has improved.

Ridership Segment	Overall	Weekday Peak	Weekday Off-Peak	Saturday
(Base = All Respondents) (5 point scale)	3,462*	2,260*	702*	500*
	%	%	%	%
Improved	29	28	30	34
Declined	7	7	8	3
Stayed the same	64	65	63	62
	100	100	100	100

read across

	Overall Mean Score	Weekday Local	Weekday Limited	Weekday Bullet	Saturday Local	Saturday Bullet
(Base = All Respondents) (5 point scale)	3,462*	591*	1,661*	710*	351*	149*
	%	%	%	%	%	%
Improved	29	30	29	24	34	35
Declined	7	8	7	7	4	2
Stayed the same	64	63	63	69	62	63
	100	100	100	100	100	100

Bike Car	Overall	Car Type: Regular	Car Type: Bike
(Base = All Respondents) (5 point scale)	3,462*	2,343*	1,119*
Improved	29	29	28
Declined	7	7	6
Stayed the same	64	64	66
	100	100	100

* 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 19)

FARE PAYMENT

How did you pay for this trip today?

More than half of Caltrain riders (55%) use some form of Clipper-based payment to pay their fare.

Saturday riders were most likely to use a Day Pass, with 22% of them opting for this form of fare payment.

Ridership Segment	Overall	Weekday Peak	Weekday Off-Peak	Saturday
(Base = All Respondents)	3,462*	2,260*	702*	500*
	%	%	%	%
Clipper Caltrain Monthly Pass	37	40	38	20
One-way Ticket	17	15	18	25
Go Pass	15	15	15	14
Clipper e-cash	13	12	15	14
Day pass	13	12	9	22
Clipper 8-ride Ticket	5	6	5	4
Other (not specified)	1	1	1	1
	100	100	100	100

CALTRAIN AND CLIPPER INTEGRATION

What are the 3 top improvements you would like to see? (Multiple responses accepted)

Nearly half of respondents (49%) cited real-time updates to their Clipper account as an improvement they would like to see.

The top comment provided which was not on the survey questionnaire was a request for greater simplicity/flexibility in fare pricing, which included suggestions for 30-day passes (instead of monthly), flat-rate fares, and auto-renew for monthly passes.

Ridership Segment	Overall	Weekday Peak	Weekday Off-Peak	Saturday
(Base = All Respondents)	3,462*	2,260*	702*	500*
	%	%	%	%
Clipper real-time updates to account	49	52	45	41
Pricing based on # of rides/month	41	42	41	35
Automatic zone upgrades	31	31	34	27
Pricing based on # of stations traveled	28	26	36	26
Satisfied with the current system	25	22	26	38
*Simplify/improve fare payment (e.g. flat rate/ payment options/pass length/autorenew)	6	6	4	4
*WiFi/add trains/other non-fare related comment	4	4	5	3
*Should never have to tag on/off – use GPS/RFID	3	4	2	-
*Allow tag on/tag off in other ways – e.g. on board	3	3	3	3
*Improve quality of Clipper card readers/equipment	3	3	3	1
*Provide mobile app for full fare management/ allow me to manage fares fully online/mobile	2	2	2	1

*Items with an asterisk were written in by users and not on the survey questionnaire.

Not a full list; only items provided by at least 2% of respondents are included above. See Table 20 for a full list.

BOARDING STATION

At which station did you get on this train?

- Among all Caltrain riders, 25% boarded at San Francisco station.
- Five stations – San Francisco, Palo Alto, Mountain View, San Jose-Diridon, and Sunnyvale – account for more than half (56%) of all boardings.

Ridership Segment	Overall	Weekday Peak	Weekday Off-Peak	Saturday
	read % across ▸			
(Base = All Respondents) (5 point scale)	3,462*	2,260*	702*	500*
San Francisco	25	27	24	20
San Jose Diridon	13	12	11	19
Palo Alto	10	10	10	4
Mountain View	9	8	11	9
Sunnyvale	6	6	5	7
Hillsdale	5	5	3	4
Redwood City	4	3	5	5
Millbrae	4	3	5	7
San Mateo	3	3	3	4
Tamien	3	4	1	-
22nd St	2	3	1	1
Menlo Park	2	2	3	3
Lawrence	2	2	2	2
California Ave	2	2	3	1
San Carlos	2	2	2	2
Burlingame	2	2	2	2
Santa Clara	2	2	3	1
San Bruno	1	1	2	2
San Antonio	1	1	1	3
Belmont	1	<1	2	2
Bayshore	<1	<1	<1	1
Morgan Hill	<1	1	-	-
South San Francisco	<1	<1	<1	<1
Hayward Park	<1	<1	<1	<1
Gilroy	<1	1	-	-
Blossom Hill	<1	<1	-	-
Broadway	<1	-	-	1
San Martin	<1	<1	-	-
Capitol	<1	<1	-	-

* 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 22)

ALIGHTING STATION

At which station will you get off this train?

- Nearly one-third (30%) of all riders alighted at San Francisco station.
- Half of all riders (51%) exit at one of three stations - San Francisco, Palo Alto, or Mountain View.

Ridership Segment	Overall	Weekday Peak	Weekday Off-Peak	Saturday
(Base = All Respondents) (5 point scale)	3,462*	2,260*	702*	500*
San Francisco	30	29	27	40
Palo Alto	13	16	8	10
Mountain View	8	8	6	8
San Jose Diridon	7	6	9	8
Sunnyvale	5	5	4	4
Millbrae	5	4	8	5
Redwood City	5	4	6	5
Hillsdale	4	4	5	3
San Mateo	3	3	3	5
California Ave	3	3	3	1
22nd St	3	3	2	1
San Carlos	2	2	3	2
Menlo Park	2	2	3	1
Burlingame	2	1	3	1
Tamien	1	2	1	-
San Antonio	1	1	1	1
Belmont	1	1	3	1
Lawrence	1	1	1	<1
San Bruno	1	1	1	1
Santa Clara	1	1	2	1
South San Francisco	1	1	1	<1
Morgan Hill	<1	1	-	-
Hayward Park	<1	<1	<1	1
Gilroy	<1	<1	-	-
Bayshore	<1	<1	<1	-
Capitol	<1	<1	-	<1
Broadway	<1	-	<1	<1
Blossom Hill	<1	<1	-	-
San Martin	<1	<1	-	-

* 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 23)

APPENDICES

APPENDIX A
QUESTIONNAIRES

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

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

	Very Satisfied				Very Dissatisfied	Not Applicable
16. Your sense of personal security while on the train	5	4	3	2	1	NA
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. How did you pay for this train trip (today)?
- ☐ One-way ticket ☐ Go Pass ☐ Clipper 8-ride Ticket
- ☐ Day Pass ☐ Clipper e-cash ☐ Clipper Caltrain Monthly Pass
- ☐ Other - specify: _____

20. Currently Clipper is evaluating its system and developing an upgrade plan to be implemented in 2019. Having Caltrain and Clipper integration in mind, what are the **top three** improvements you would like to see in the next Clipper generation? (Select top THREE)
- ☐ Clipper real-time updates to my account
- ☐ Pricing based on number of rides in a calendar month (ride accumulator)
- ☐ Pricing based on number of stations travelled
- ☐ Automatic zone upgrades
- ☐ I am satisfied with the current system
- ☐ Other - *specify*: _____
- ☐ Other - *specify*: _____

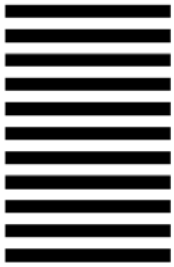
21. Has Caltrain service improved or declined over the last year?
- ☐ Improved ☐ Declined ☐ Stayed the same

22. At which station did you **get ON** this train? _____

23. At which station will you **get OFF** this train? _____

Thank you for participating in our survey. Feel free to add any additional comments or suggestions you may have about Caltrain service on the reverse side of this sheet.

6/14-4.2K-CFK-E



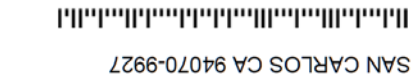
NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 15 SAN CARLOS CA

POSTAGE WILL BE PAID BY ADDRESSEE

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



Dear Caltrain Customer:

Thank you for participating in the **June 2014 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.

Please tape here.

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

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
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

General Information

19. ¿Cómo pagó por ***este viaje en el tren***?

- ☐ Boleto de un viaje
- ☐ Go Pass
- ☐ Clipper boleto de 8 viajes
- ☐ Pase diario
- ☐ Clipper e-cash
- ☐ Clipper pase mensual de Caltrain
- ☐ Otro - *especifique:* _____

20. Actualmente Clipper está evaluando su sistema y desarollando un plan de actualización para llevar a cabo en 2019. Considerando Caltrain y la integración con Clipper, ¿cuáles son los **tres principales mejoras** que le gustaría ver en la próxima generación de Clipper? (Seleccione solo TRES)

- ☐ Actualizaciones en tiempo real a mi cuenta de Clipper
- ☐ Precios basados en el número de carreras en un mes calendario (acumulador de viaje)
- ☐ Precios basada en el número de estaciones viajados
- ☐ Actualizaciones de zona automática
- ☐ Estoy satisfecho con el sistema actual
- ☐ Otro - *especifique:* _____
- ☐ Otro - *especifique:* _____

21. ¿Ha mejorado o disminuido el servicio de Caltrain en el último año?

☐ Mejorado ☐ Disminuido ☐ Sigue igual

22. ¿En qué estación **abordó** en este tren? _____

23. ¿En qué estación se **bajará** de este tren?_____

Gracias por participar en nuestra encuesta. Siéntase libre de agregar cualquier comentario o sugerencia que tenga acerca del servicio de Caltrain en el reverso de esta hoja.

6/14-0.3-CFK-E

BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 15 SAN CARLOS CA
POSTAGE WILL BE PAID BY ADDRESSEE

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

NO POSTAGE
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 2014**, 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 viajen, circule **NA para No Aplica.**

Por favor regrese su encuesta completa al encuestador a bordo o dobre y cierre con una cinta adhesiva dónde está marcada. *Por favor no use grapa. No necesita sello.* Estaremos esperando noticias suyas 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 Onboard Survey (June 2014)

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 16-21, 2014. One or two surveyors will be used on each sampled route.

GENERAL GUIDELINES

- Arrive at the station 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 cars. The average number of passengers will vary significantly by run. We anticipate a high response rate based on experience with onboard 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, 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.

SURVEY CONTROL SHEET (Bright Green Card)

It is very important that you enter information accurately on your survey control sheet. A separate survey control sheet (small bright green 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
- route number of the train
- your last name
- specific station where you are boarding the train to start the run. ("*Trip Start Location*")
- time you boarded the train

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 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
- 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

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.

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 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 run ended
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.

CONTACT INFORMATION

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

For urgent matters outside normal business hours:
AM (before 8 am M-F; before 12 noon SAT/SUN) – Carol Anne Carroll (415-200-5277)
PM (after 4 pm M-F; after 12 noon SAT/SUN) – Jon Canapary (415-577-2428)

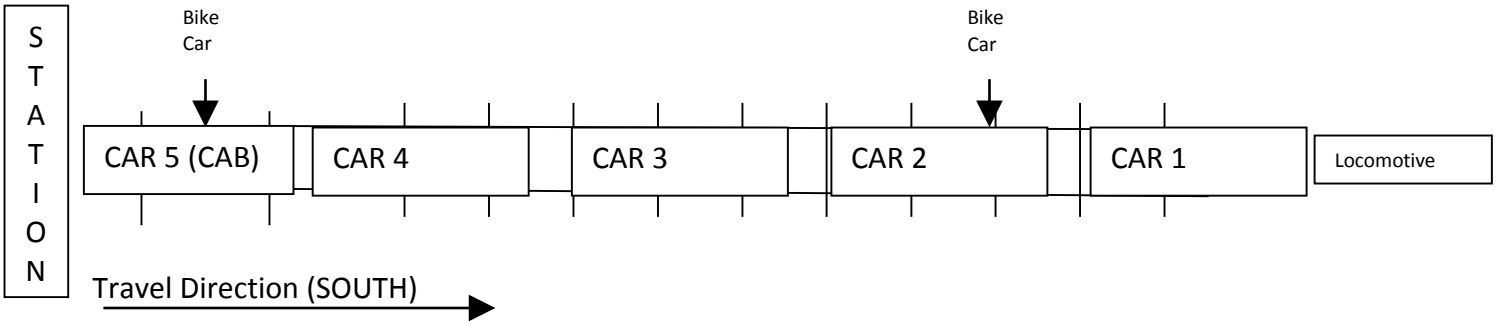
CALTRAIN
Christianne Kwok, SamTrans/Caltrain Marketing
650-508-7926

CAR ORIENTATION, E.G. "WHICH CAR IS CAR #1?"

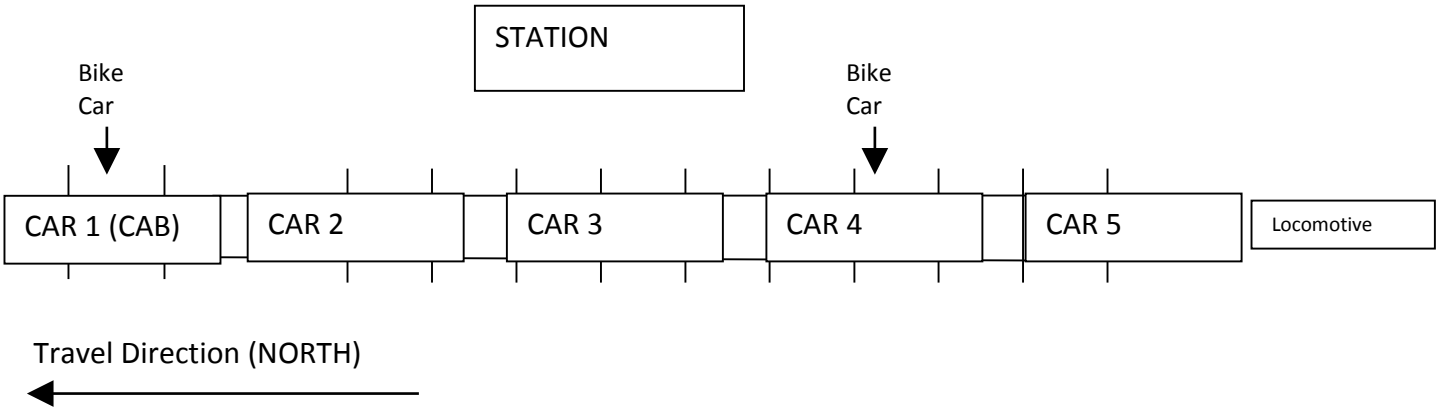
Car #1 is always at the FRONT of the train, depending on the direction of travel. When travelling south, the locomotive is in front of the train and PULLS the train. Car #1 is directly behind the locomotive. When travelling north, the locomotive is at the back of the train and PUSHES the train. Car #1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

For example:

At San Francisco/4th & King:



At San Jose-Diridon



APPENDIX C
SCHEDULE

June 2014 Schedule

Caltrain 2014 Onboard Survey

TRAIN#	TYPE	TIME PERIOD	BOARDING STATION	DEPARTURE TIME		EXIT STATION	END TIME	DIRECTION	CAR #	BIKE CAR?
TUESDAY, JUNE 17, 2014										
101	LOCAL	PEAK	**SJ-Diridon**	**4:30 AM**		SF-4th/King	6:01 AM	N	**1**	YES
206	LIMITED	PEAK	**SF-4th/King**	**6:11 AM**		SJ-Diridon	7:24 AM	S	**4**	
225	LIMITED	PEAK	**SJ-Diridon**	**7:50 AM**		SF-4th/King	8:57 AM	N	**5**	
102	LOCAL	PEAK	**SF-4th/King**	**4:55 AM**		SJ-Diridon	6:26 AM	S	**2**	YES
313	BULLET	PEAK	**SJ-Diridon**	**6:45 AM**		SF-4th/King	7:42 AM	N	**2**	
324	BULLET	PEAK	**SF-4th/King**	**8:14 AM**		SJ-Diridon	9:13 AM	S	**3**	
150	LOCAL	OFF-PEAK	**SF-4th/King**	**1:07 PM**		SJ-Diridon	2:38 PM	S	**2**	YES
254	LIMITED	OFF-PEAK	**SF-4th/King**	**2:37 PM**		SJ-Diridon	4:00 PM	S	**1**	
267	LIMITED	PEAK	**SJ-Diridon**	**4:31 PM**		SF-4th/King	5:39 PM	N	**5**	YES
282	LIMITED	PEAK	**SF-4th/King**	**6:20 PM**		SJ-Diridon	7:28 PM	S	**2**	YES
195	LOCAL	OFF-PEAK	**SJ-Diridon**	**8:30 PM**		SF-4th/King	10:01 PM	N	**4**	
360	BULLET	PEAK	**SF-4th/King**	**4:09 PM**		SJ-Diridon	5:06 PM	S	**3**	
277	LIMITED	PEAK	**SJ-Diridon**	**5:31 PM**		SF-4th/King	6:39 PM	N	**4**	YES
288	LIMITED	PEAK	**SF-4th/King**	**6:56 PM**		SJ-Diridon	8:12 PM	S	**5**	YES
268	LIMITED	PEAK	**SF-4th/King**	**4:56 PM**		Gilroy	7:07 PM	S	**4**	
WEDNESDAY, JUNE 18, 2014										
217	LIMITED	PEAK	**Gilroy**	**6:07 AM**		SF-4th/King	8:19 AM	N	**3**	
230	LIMITED	PEAK	**SF-4th/King**	**8:44 AM**		SJ-Diridon	10:05 AM	S	**5**	YES
143	LOCAL	OFF-PEAK	**SJ-Diridon**	**11:10 AM**		SF-4th/King	12:41 PM	N	**2**	
207	LIMITED	PEAK	**SJ-Diridon**	**5:57 AM**		SF-4th/King	7:19 AM	N	**3**	
220	LIMITED	PEAK	**SF-4th/King**	**7:44 AM**		SJ-Diridon	9:05 AM	S	**5**	YES
216	LIMITED	PEAK	**SF-4th/King**	**7:19 AM**		SJ-Diridon	8:28 AM	S	**1**	
233	LIMITED	PEAK	**SJ-Diridon**	**8:40 AM**		SF-4th/King	10:02 AM	N	**2**	
142	LOCAL	OFF-PEAK	**SF-4th/King**	**11:07 AM**		SJ-Diridon	12:38 PM	S	**5**	YES
151	LOCAL	OFF-PEAK	**SJ-Diridon**	**1:10 PM**		SF-4th/King	2:41 PM	N	**2**	
329	BULLET	PEAK	**SJ-Diridon**	**8:03 AM**		SF-4th/King	9:02 AM	N	**1**	YES

Caltrain 2014 Onboard Survey

TRAIN#	TYPE	TIME PERIOD	BOARDING STATION	DEPARTURE TIME		EXIT STATION	END TIME	DIRECTION	CAR #	BIKE CAR?
257	LIMITED	OFF-PEAK	**SJ-Diridon**	**2:40 PM**		SF-4th/King	4:02 PM	N	**5**	
262	LIMITED	PEAK	**SF-4th/King**	**4:19 PM**		SJ-Diridon	5:27 PM	S	**1**	
381	BULLET	PEAK	**SJ-Diridon**	**5:45 PM**		SF-4th/King	6:44 PM	N	**4**	YES
385	BULLET	PEAK	**SJ-Diridon**	**6:23 PM**		SF-4th/King	7:24 PM	N	**4**	YES
192	LOCAL	OFF-PEAK	**SF-4th/King**	**8:40 PM**		SJ-Diridon	10:11 PM	S	**3**	

THURSDAY, JUNE 19, 2014

332	BULLET	PEAK	**SF-4th/King**	**8:57 AM**		SJ-Diridon	9:58 AM	S	**1**	
273	LIMITED	PEAK	**SJ-Diridon**	**5:05 PM**		SF-4th/King	6:29 PM	N	**2**	
190	LOCAL	OFF-PEAK	**SF-4th/King**	**7:30 PM**		SJ-Diridon	9:01 PM	S	**1**	
197	LOCAL	OFF-PEAK	**SJ-Diridon**	**9:30 PM**		SF-4th/King	11:01 PM	N	**3**	
376	BULLET	PEAK	**SF-4th/King**	**5:33 PM**		SJ-Diridon	6:32 PM	S	**3**	
289	LIMITED	PEAK	**SJ-Diridon**	**6:45 PM**		SF-4th/King	8:00 PM	N	**4**	YES

SATURDAY, JUNE 21, 2014

421	SAT LOCAL	SATURDAY	**SJ-Diridon**	**7:00 AM**		SF-4th/King	8:36 AM	N	**1**	YES
424	SAT LOCAL	SATURDAY	**SF-4th/King**	**9:15 AM**		SJ-Diridon	10:51 AM	S	**4**	
801	SAT BULLET	SATURDAY	**SJ-Diridon**	**10:35 AM**		SF-4th/King	11:39 AM	N	**2**	
432	SAT LOCAL	SATURDAY	**SF-4th/King**	**1:15 PM**		SJ-Diridon	2:51 PM	S	**1**	
441	SAT LOCAL	SATURDAY	**SJ-Diridon**	**5:00 PM**		SF-4th/King	6:36 PM	N	**3**	
804	SAT BULLET	SATURDAY	**SF-4th/King**	**6:59 PM**		SJ-Diridon	8:03 PM	S	**5**	YES
433	SAT LOCAL	SATURDAY	**SJ-Diridon**	**1:00 PM**		SF-4th/King	2:36 PM	N	**5**	
438	SAT LOCAL	SATURDAY	**SF-4th/King**	**4:15 PM**		SJ-Diridon	5:51 PM	S	**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: Wkday Peak, O: Wkday Offpeak, 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	2014 Total Response	2014 Don't Know/NA	2014 Sample Size	2014 Mean	2014 Standard Deviation	2013 Total Response	2013 Don't Know/NA	2013 Sample Size	2013 Mean	2013 Standard Deviation	Mean Difference	T-Score	Statistically Significant?
ASKED QUESTIONS^													
1. CLEANLINESS	3,462	73	3,389	4.09	0.81	2,904	47	2,883	4.03	0.84	0.06	2.87	yes
2. FUNCTIONING OF LIGHTS	3,462	369	3,093	4.28	0.75	2,904	280	2,881	4.27	0.76	0.01	0.51	no
3. POSTED INFORMATION	3,462	142	3,320	3.87	0.99	2,904	116	2,877	3.92	0.98	-0.05	-1.99	yes
4. EASE OF USE/TICKET VENDING	3,462	283	3,179	3.78	1.09	2,904	227	2,890	3.73	1.13	0.05	1.75	no
5. BEING INFORMED OF DELAYS	3,462	406	3,056	3.42	1.22	2,904	293	2875	3.48	1.24	-0.06	-1.88	no
6. OVERALL STATIONS	**3,462**	**20**	**3,442**	**3.98**	**0.76**	**2,904**	**13**	**2,884**	**3.97**	**0.77**	**0.01**	**0.52**	**no**
7. COURTESY OF CONDUCTORS	3,462	81	3,381	4.25	0.83	2,904	77	2,878	4.24	0.84	0.01	0.47	no
8. PROF. APPEARANCE OF CONDUCTORS	3,462	104	3,358	4.39	0.71	2,904	87	2,884	4.37	0.72	0.02	1.10	no
9. AVAILABILITY OF PRINTED MATERIALS	3,462	332	3,130	4.17	0.83	2,904	229	2,876	4.23	0.83	-0.06	-2.80	yes
10. CLEANLINESS/TRAIN EXTERIORS	3,462	55	3,407	4.14	0.83	2,904	51	2,881	4.09	0.85	0.05	2.35	yes
11. CLEANLINESS/TRAIN INTERIORS	3,462	16	3,446	3.92	0.92	2,904	20	2,886	3.86	0.95	0.06	2.54	yes
12. CLEANLINESS/ONBOARD RESTROOMS	3,462	1,181	2,281	3.30	1.15	2,904	943	2,849	3.22	1.17	0.08	2.46	yes
13. ADEQUACY/CLARITY ONBOARD ANN	3,462	125	3,337	3.68	1.08	2,904	107	2,873	3.68	1.07	0.00	0.00	no
14. BEING INFORMED OF DELAYS	3,462	440	3,022	3.68	1.14	2,904	355	2,881	3.68	1.13	0.00	0.00	no
15. ONTIME ARRIVAL AT DESTINATION	3,462	47	3,415	4.04	0.95	2,904	48	2,874	4.01	0.94	0.03	1.25	no
16. YOUR SENSE OF PERSONAL SECURITY	3,462	14	3,448	4.35	0.71	2,904	14	2,888	4.30	0.74	0.05	2.73	yes
17. OVERALL ONBOARD	**3,462**	**10**	**3,452**	**4.11**	**0.74**	**2,904**	**7**	**2,881**	**4.10**	**0.72**	**0.01**	**0.54**	**no**
18. BOTH STATION/ONBOARD	**3,462**	**15**	**3,447**	**4.05**	**0.75**	**2,904**	**8**	**2,842**	**4.04**	**0.76**	**0.01**	**0.52**	**no**
WEIGHTED AVERAGES^^													
TOTAL STATIONS AND PARKING	**20,772**	**1,293**	**19,479**	**3.91**	**0.98**	**17,424**	**976**	**16,448**	**3.90**	**1.00**	**0.01**	**0.95**	**no**
TOTAL ONBOARD EXPERIENCE	**38,082**	**2,405**	**35,677**	**4.03**	**0.95**	**31,944**	**1,938**	**30,006**	**4.01**	**0.96**	**0.02**	**2.67**	**yes**
TOTAL STATIONS & ONBOARD	**29,427**	**1,849**	**27,578**	**3.99**	**0.96**	**24,684**	**1,457**	**23,227**	**3.97**	**0.97**	**0.02**	**2.33**	**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."