



Local Policy Maker Group (LPMG) Meeting

Due to COVID-19, this meeting will be conducted via teleconference only (no physical location) pursuant to the Governor's Executive Orders [N-25-20](#) and [N-29-20](#).

Directors, staff and the public may participate remotely via Zoom at <https://zoom.us/j/94954726853?pwd=TKR1WFg2SEorZVh5U2xLWnhHSUNNdz09> for audio/visual capability or by calling 1-669-900-6833, Webinar ID: # 9495 4726 853 Passcode: 061243 for audio only.

Public Comments: The Board Chair shall have the discretion to manage the Public Comment process in a manner that achieves the purpose of public communication and assures the orderly conduct of the meeting. **Members of the public are encouraged to provide** public comments in the following ways:

- **Email:** Comments may be submitted by emailing video@caltrain.com before each agenda item is presented. Please indicate in your email the agenda item to which your comment applies.
- **Auditory:** Oral comments will also be accepted during the meeting. Web users may use the 'Raise Hand' feature to request to speak. Callers may dial *9 to request to speak. Each commenter will be notified when they are unmuted to speak.

**Thursday, August 26, 2021
5:30 p.m. – 7:30 p.m.**

Agenda

1. Call to Order
2. Staff Report
3. Caltrain Electrification Project
4. Caltrain Update on Service Restoration
5. Caltrain Ridership Promotion
6. Public Comments on Items not on the Agenda
7. LPMG Member Comments/Requests
8. Next Meeting
 - a. Thursday September 23, 2021 at 5:30pm
9. Adjourn

All items on this agenda are subject to action



Memorandum

Date: August 26, 2021

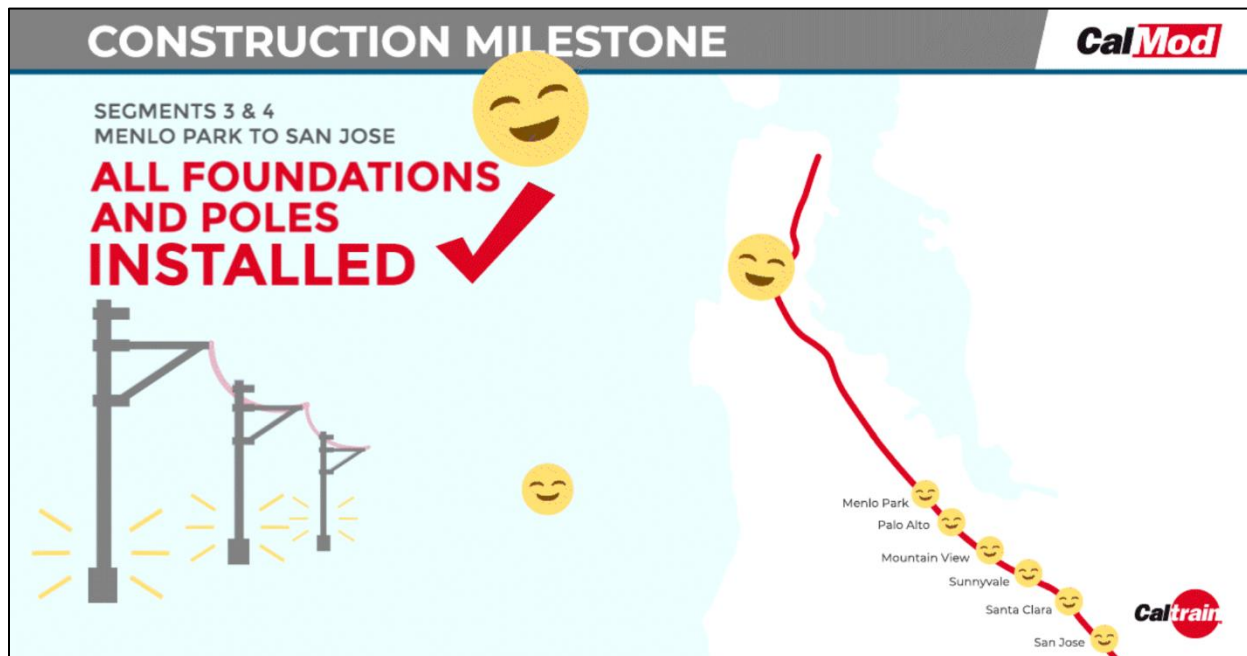
To: CalMod Local Policy Maker Group (LPMG)

From: John Funghi, CalMod Chief Officer; Lori Low, Gov. Affairs Officer

Re: Caltrain Electrification Project E-Update

CONSTRUCTION UPDATE:

In July 2021, Caltrain Electrification completed all foundations and poles between Menlo Park Station and Tamien Station in San Jose. More than 2,700 foundations and 1,600 poles have been installed to date. Crews continue to install foundations, poles and wires from San Francisco to Atherton.



For a detailed update on progress in your area, visit www.calmod.org/construction.

NEW, SAFER 25TH & 31ST AVENUES OPEN IN SAN MATEO

The 25th Avenue Grade Separation Project opened two roads in August! The tracks were separated from the road at E. 25th Avenue, improving safety and traffic flow and reducing horn noise in the community. The project also opened a new east-west connection at 31st Avenue, making the new Hillside Station easily accessible to shopping, dining, and business destinations.



Learn more at www.caltrain.com/25thGS.

PUBLIC MEETINGS:

JPB Board Meeting – September 2 at 9:00 a.m. – Please note, this will be remote only

JPB WPLP Committee Meeting – September 22 at 3:00 p.m. – Please note, this will be remote only

JPB Finance Committee Meeting – September 27 at 2:30 p.m. – Please note, this will be remote only

For more details, and a full list of upcoming meetings, please visit Caltrain.com/Meetings.

DETAILED PROGRESS REPORT:

- [June Monthly Progress Report](#) presented to Caltrain Board on August 5, 2021



Memorandum

Date: August 26, 2021
To: CalMod Local Policy Maker Group (LPMG)
From: Sebastian Petty, Deputy Chief, Caltrain Planning
Re: Caltrain Business Plan

PROJECT UPDATE

At the June 2020 Board Meeting, Peninsula Corridor Joint Powers Board (JPB) staff announced that activity on the Caltrain Business Plan would pause and pivot toward COVID Recovery Planning efforts. At the September 2020 Board Meeting the Board adopted the [Equity, Connectivity, Recovery & Growth Framework](#) (the Framework) – a significant policy document that outlines Caltrain’s approach to recovering from the COVID-19 Pandemic and growing the system in a manner consistent with the larger Business Plan process. The framework includes specific policies and actions that describe how Caltrain can recover in a way that emphasizes improving equity outcomes on the system and enhancing connectivity to the region’s transit network.

Following the adoption of the Framework, Caltrain staff has continued work on recovery planning. On March 22, Caltrain implemented a new service change designed to improve connections and transfers to BART at Millbrae. Caltrain is now looking at options to adjust and expand service in the late summer early fall timeframe – coincident with BART’s planning service expansion. An update on service restoration will be provided to the LPMG in August.

Background

In 2017, the JPB secured full funding for the Peninsula Corridor Electrification Project and issued notices to proceed to its contractors for corridor electrification and purchase of Electric Multiple Unit railcars.

Now that construction on this long-awaited project is underway, the agency has the opportunity to articulate a long-term business strategy for the future of the system. The initial concept for a Caltrain “Business Plan” was brought to the Board in April of 2017. The Board reviewed a draft scope of work for the Business Plan in December of 2017 and adopted a final Business Strategy and Scope of Work in February of 2018. Technical work on the Plan

commenced in the summer of 2018. The Business Plan has been scoped to include long-range demand modeling, and service and infrastructure planning, as well as organizational analysis and an assessment of Caltrain's interface with the communities it traverses. In October of 2019, the JPB marked a major milestone in the Business Plan process with its adoption of a "2040 Service Vision" for the Caltrain system. This action set long-range policy guidance for the future of the Caltrain service and allowed staff to advance toward the completion of the overall plan by summer of 2020.

Starting in March of 2020, however, the emergence of the COVID-19 Pandemic resulted in a rapid and severe crisis for the railroad, with ridership plummeting by as much as 98% and the implementation of significant service cuts. Based on this unprecedented circumstance, staff informed the Board of their decision to temporarily pivot Business Plan efforts toward recovery planning in June of 2020.

Caltrain Business Plan

COVID RECOVERY
PLANNING

UPDATE ON SERVICE
RESTORATION

Local Policy Maker Group (LPMG)
August 26, 2021



Ongoing Recovery Planning Efforts

Caltrain has pivoted its Business Plan effort to focus on COVID-19 Recovery planning. This work is spread across multiple streams as shown on the right

Caltrain staff will engage regularly with the Board, stakeholders and the public as recovery planning proceeds over the next several months



Equity, Connectivity, Recovery,
& Growth Framework



Near Term Service Planning



Financial Analysis



Scenario Planning



Ongoing Recovery Planning Efforts

Caltrain has pivoted its Business Plan effort to focus on COVID-19 Recovery planning. This work is spread across multiple streams as shown on the right

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Equity, Connectivity, Recovery, & Growth Framework



Near Term Service Planning



Financial Analysis



Scenario Planning



Context & Background



Pre-Pandemic Caltrain Service



Caltrain's pre-pandemic service amplified its most successful markets, but restricted greater diversity of riders and travel behavior.



Highly tailored to pre-COVID office schedules



20 different stopping patterns



Inconsistent BART connections



Infrequent midday and evening service



Northbound - WEEKDAY SERVICE to SAN FRANCISCO

100 Local | 200 Limited | 300 Baby Babel

Train No.	101	103	302	307	309	211	313	215	217	319	221	323	225	227	329	231	233	135	237	130	143	NORTHBOUND	147	151	155	
Gilroy										6:06												AM				PM
San Martin										6:15																
Morgan Hill										6:21																
Blossom Hill										6:36																
Capitol										6:42																
Hamilton	4:55		5:51	5:56						6:50	6:55	7:15	7:53	7:59												
San Jose Diridon	4:29	5:03	5:43	6:04	6:23	6:49	6:54	6:59	7:01	7:23	7:49	7:54	7:58	8:04	8:23	8:39	9:13	9:50	10:13	11:13						
College Park																										
Santa Clara	4:33	5:08		6:06	6:28					7:28					8:08											
Lawrence	4:39	5:13		6:12						7:34					8:15											
Sunnyvale	4:43	5:18		6:20	6:15	6:36				7:37	7:30	7:15	7:40		8:27	8:16	8:55	9:29	10:05	10:29	11:29					
Mountain View	4:48	5:23	6:01	6:25	6:42	7:05	7:12	7:25		7:46	8:06	8:12	8:28		8:42	9:00	9:34	10:10	10:33	11:33						
San Antonio	4:52	5:27		6:29						7:29					8:32											
California Avenue	4:57	5:31		6:34		6:48				7:18	7:34	7:51			8:18	8:36										
Palo Alto	5:01	5:36	6:09	6:38	6:27					7:13	7:22	7:38	7:28		8:13	8:22	8:41	8:28								
Menlo Park	5:04	5:39		6:41	6:54					7:41					8:44											
Redwood City	5:10	5:44		6:47	6:33	6:59				7:47	7:35	8:02			8:51	8:57	9:24	9:57	10:32	10:55	11:55					
San Carlos	5:15	5:49			7:04					7:50					8:57	9:30										
Belmont	5:18	5:52			7:07					8:10					9:02	9:28	10:01	10:27	10:59	11:59						
Hillsdale	5:22	5:56	6:19	6:54						7:11	7:24	7:36	7:54		8:14	8:25	8:35	8:09								
Hayward Park	5:25	5:59			7:14					8:17					9:12											
San Mateo	5:29	6:03		6:44	7:19	7:39				7:43	8:21	8:39			8:43	9:15	9:40	10:15	10:49	11:12	12:12					
Burlingame	5:32	6:06			7:21	7:44				8:24					9:19	9:43	10:18	10:52	11:15	12:15						
Milbrae	5:36	6:11	6:20	7:03	6:52	7:26	7:32			8:03	7:53	8:29	8:54		9:08	8:53	9:24	9:48	10:23	10:57	11:20	12:20				
San Bruno	5:41	6:16			7:30					8:33					9:31											
So. San Francisco	5:45	6:20		7:09						8:09					9:32											
Bayshore	5:51	6:26			7:41*					8:45*					9:39											
22nd Street	5:57	6:32			7:50*					8:53*					9:45											
San Francisco	6:03	6:38	6:47	6:24	7:00	7:57	7:52	8:08	8:24	8:19	9:00	8:54	9:08	9:28	9:19	9:52	10:09	10:52	11:19	11:48	12:48					

Caltrain Service - Multiple Phases of Crisis & Response

Initial Triage

March 2020 – May 2020



- Service cut to 42 trains per day during initial shelter-in-place order.

Surviving the Pandemic

May 2020 – Summer 2021

- Service restored to 68 trains per day.
- After board adoption of Equity, Connectivity, Recovery, and Growth Policy, service increased to 70 trains per day with a focus on off-peak service and BART connections.

Preparing for the Next Reality

Fall 2021 and Beyond

- Opportunity to rebuild service to capture post-pandemic markets and build upon ECRG policy.

Equity, Connectivity, Recovery, and Growth Policy



Equity

Undertake service changes in a manner that enhances equity and access for historically disadvantaged and underserved groups and communities.



Connectivity

Plan for a standardized schedule with consistent station arrivals so that transit providers can coordinate with Caltrain's service.

Prioritize coordination of major intermodal transfers within service planning, focusing on the connection to BART at Millbrae



Recovery & Growth

Strive to deliver specific elements and benefits of the Long Range Service Vision as soon as practical and supported by market demand and financial circumstances of the railroad.



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Service Planning



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Post-Pandemic Uncertainty

There is substantial uncertainty around post-pandemic travel behavior, especially when and how regular commuting patterns will return. Caltrain travel patterns could look substantially different than before the pandemic, given that many tech companies may shift to regular remote or flexible work schedules. A post-pandemic Caltrain service will need to be diverse and adapt to changing corridor needs while also capturing new markets.

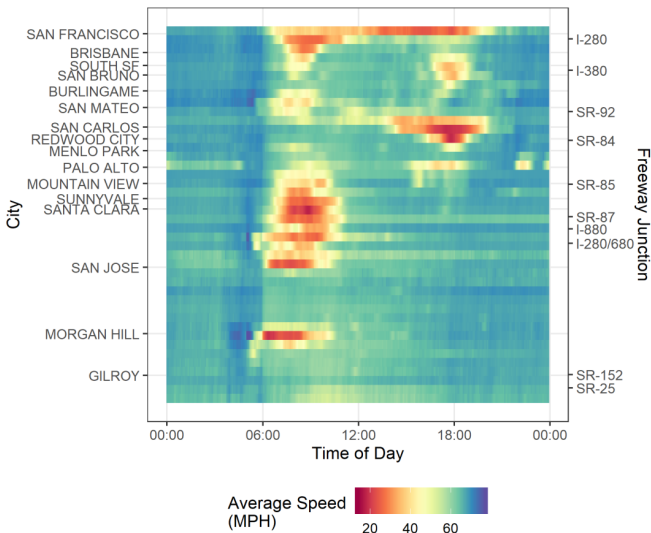
Tracking Data & Trends to Inform Service Planning

- Pre-Pandemic Ridership Patterns & Surveys
- Pandemic Ridership & Feedback
- Vaccinations & Variants
- GoPass Participation
- University Reopening Plans (Stanford, Santa Clara, San Jose State, UCSF, etc.)
- Gas Prices
- Travel Behavior Trends (Office Reopenings & Remote/Flexible Work Schedules)
- Economic Trends (Office Vacancies, Unemployment Rates, & Development Activity)
- Freeway Congestion
- Restoring Special Events (Giants, Warriors, Sharks, etc.)

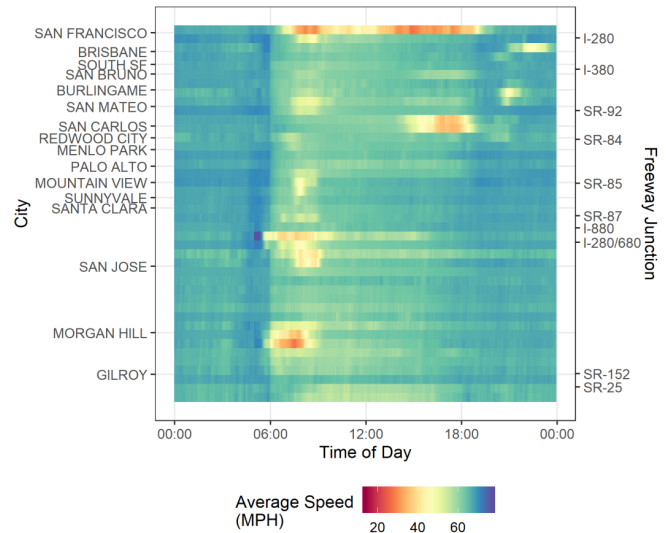
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Background Analysis: Freeway Speed Comparison (Pre- vs. Post-Pandemic)

US-101 Mid-Week NB Traffic Speeds, Jun 2019



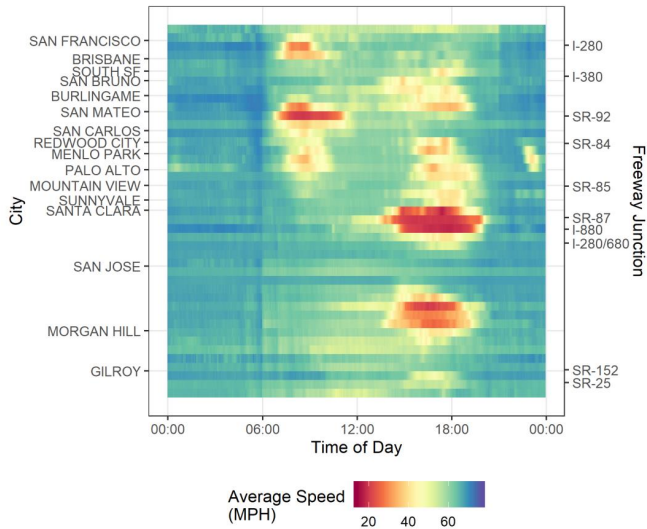
US-101 Mid-Week NB Traffic Speeds, Jun 2021



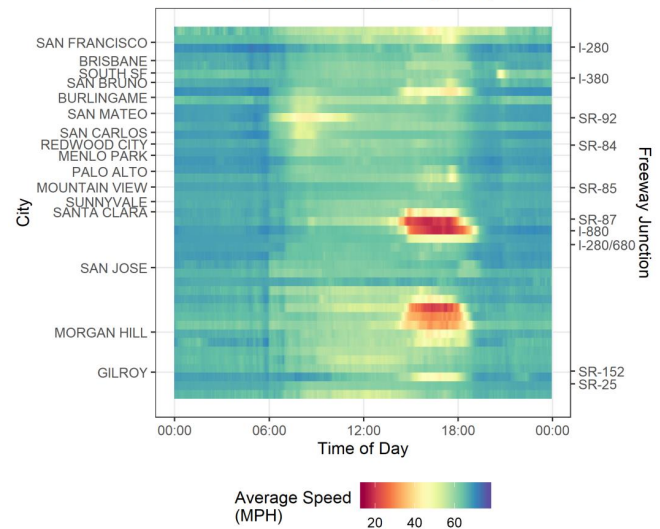
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Background Analysis: Freeway Speed Comparison (Pre- vs. Post-Pandemic)

US-101 Mid-Week SB Traffic Speeds, Jun 2019



US-101 Mid-Week SB Traffic Speeds, Jun 2021



Background Analysis: What are other railroads doing?

- **Metra (Chicago):**

New pilot schedules will start July 12 on the UP North, BNSF and Metra Electric lines and July 19 on the Rock Island Line. In response to riders' evolving needs and global best practices, the pilot schedules step away from pre-pandemic schedules that prioritized peak rush-hour service in favor of a more balanced approach that spreads out the service to offer better off-peak options. The schedules also have been reimagined with more memorable timetables and service patterns.

- **MBTA (Boston):**

Over the last year, though Commuter Rail ridership has remained low overall, midday trains retained a higher percentage of their ridership than the traditional AM and PM peak trains with ridership more evenly distributed throughout the day. Recognizing that commuting needs have changed and will continue to evolve, the MBTA and Keolis have developed a Regional Rail style of service that offers more options to returning pre-pandemic commuters as well as new riders who may not have considered the service previously.

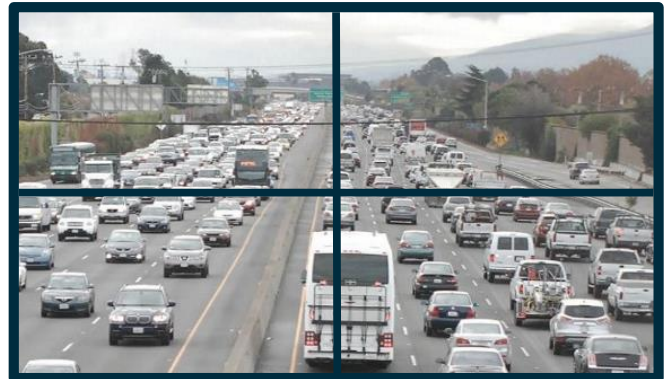
A Window of Opportunity

As workplaces, universities, and events establish a “new normal,” Caltrain has a window of opportunity to shape post-pandemic travel behavior:



Caltrain recaptures ridership and attract new riders by increasing service

OR



Former riders shift to driving because Caltrain service does not meet their needs

Service Planning Strategy



Match Flexibility of Future Workplace & Recapture Commuter Market



Address Systemic Inequities of Caltrain Service



Build New Ridership Markets

1. Match Flexibility of Future Workplace & Recapture Commuter Market

Key Findings

Uncertainty

Most office-based employers do not have a clear picture of the post-pandemic “new normal” – employer policies and employee preferences continue to evolve

Evolution Over Time

It may take months or years for clear trends to emerge and a new normal to be established. Caltrain will need to monitor and adapt to new travel behavior.

Greater Flexibility

Increased work from home and flexible work hours are expected, but will vary widely by employer:

- Universities, life sciences, logistics, and hospitality/services more likely to be in person all or most of the time
- Offices (especially tech) more likely to have a remote work option, but adoption will be different between employers



2. Address Systemic Inequities of Caltrain Service

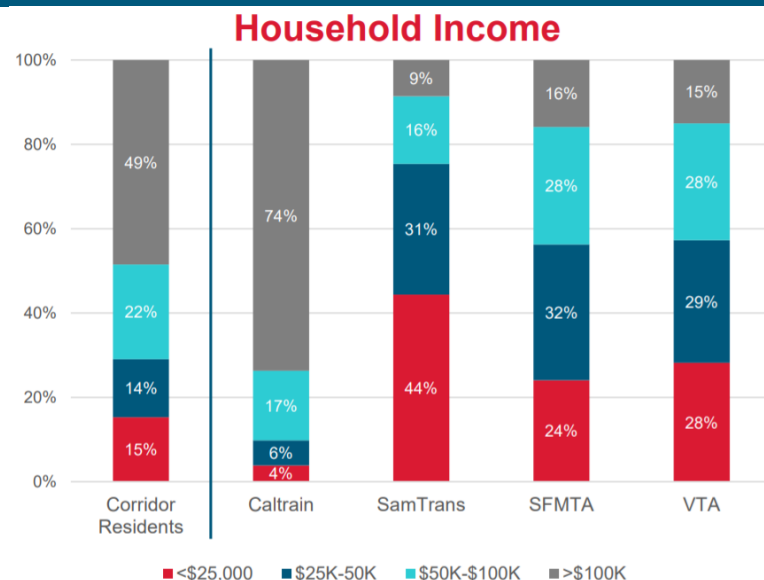
Key Findings

Schedule-Imposed Barriers

Prior to the pandemic, Caltrain’s highly-customized schedule posed barriers for off-peak/ weekend trips, intermodal transfers, and “novice” riders.

Disproportionate Outcomes

Schedule-imposed barriers particularly affected people who are transit-reliant or work nontraditional schedules – populations that are disproportionately lower income and people of color



3. Build New Ridership Markets

Key Findings

Latent Demand & Development Activity

Prior to the pandemic, Caltrain experienced significant latent demand due to low frequencies and limited connectivity for many stations. Construction activity along the corridor remains strong, and recently-completed developments provide potential for new ridership growth.

Special Events & Non-Commute Trips

Recent ridership data show that the traditional Giants game market is rebounding quickly, and Caltrain has an opportunity to better serve Warriors and Sharks games, concerts and special events, airport travel, medical appointments, and other non-commute trips – especially during evenings and weekends.



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Service Planning Strategy

Strategies

Match Flexibility of Future Workplace & Recapture Commuter Market

Address Systemic Inequities of Caltrain Service

Build New Ridership Markets

Approach

Competitive Service

Restore Baby Bullet and zone express service to recapture riders adjusting to new travel behavior

Simple Service

Simplify structure while expanding train options and frequency at as many stations as possible

All-Day Service

Maintain expanded midday, evening, and weekend service to broaden Caltrain's reach

Coordinated Service

Coordinate connections with BART and other operators

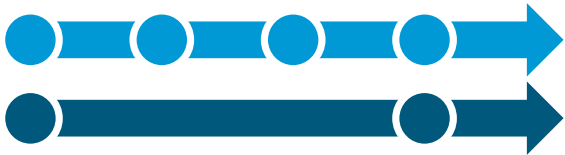
Optimized Service

Adjust stopping patterns to serve latent demand and growing station areas

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Key Tradeoffs

Number of Stops



Types of Service



		Number of Stops	
		More Stops	Less Stops
Types of Service	All Trains the Same	Pros: Frequent service to all stations. Consistent headways with good connectivity. Cons: Trains are slow.	Pros: Reasonable travel times at all stations. Frequent service at consistent headways for major stations only. Cons: Infrequent service with challenging connectivity at most stations. Complicated service.
	Different Types of Trains	Pros: Faster travel times between major stations. Good connectivity between all stations. Cons: Slow travel times for all other stations. Inconsistent headways at major stations. Somewhat complicated service.	

Ongoing Constraints

Caltrain's primary goal of the fall schedule change is to increase service. Still, the railroad must continue to operate within significant schedule constraints, including:



Financial Constraints

- Farebox revenue remains low and will take time to recover
- Service levels must be aligned with financial capacity



Major Construction Projects

- South San Francisco and Electrification projects require track access to complete
- Train schedules must be tailored to accommodate ongoing single-tracking operations

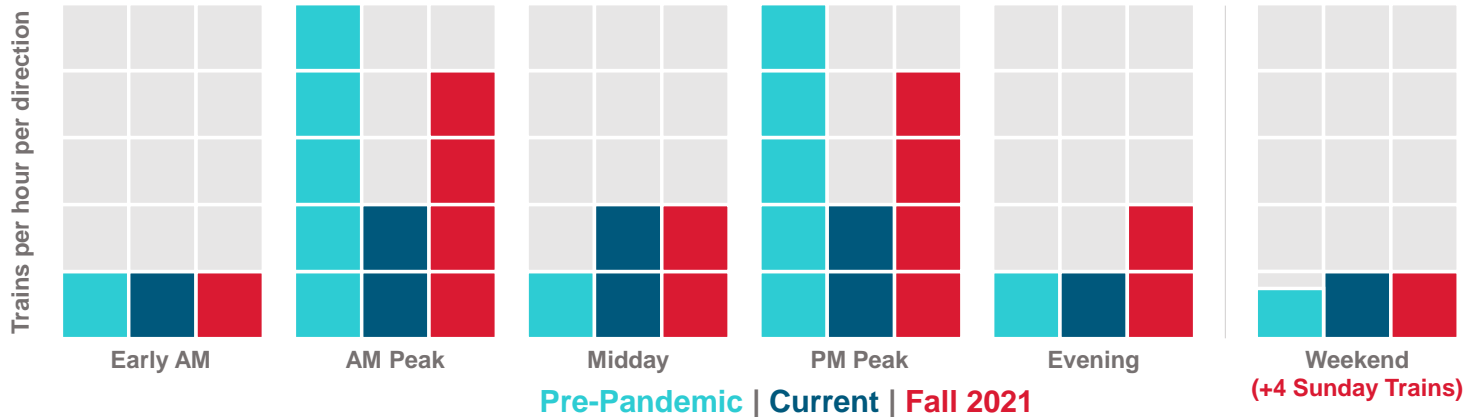


Staffing

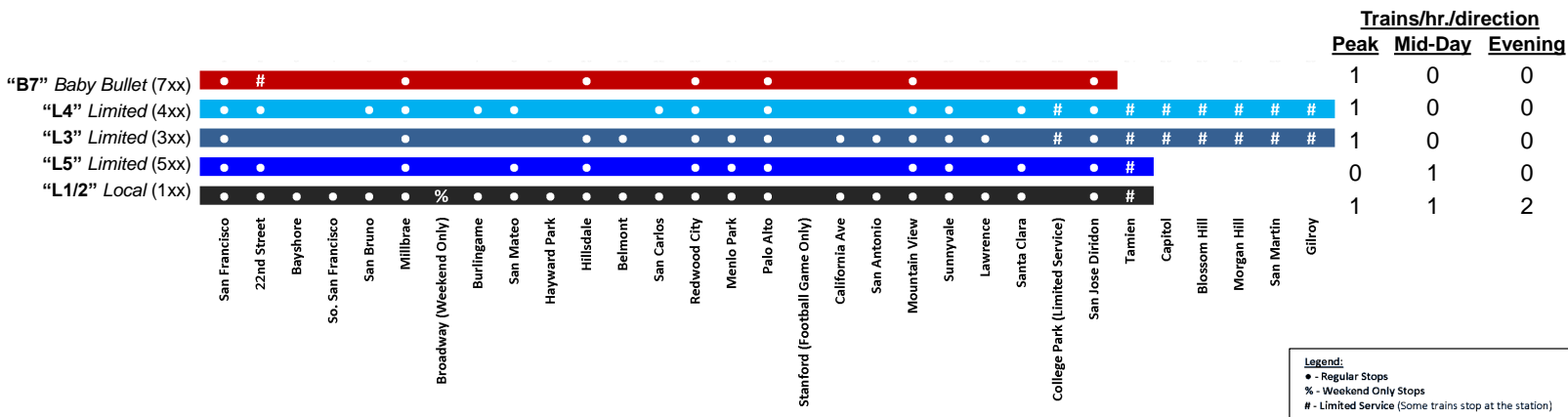
- Service reductions during the pandemic were achieved through attrition (retirements)
- Replenishing through hiring and training will take months.

August 2021 Service Expansion

The August 2021 service plan focuses on expanding peak period and evening frequency as well as adjusting stopping patterns. Overall weekday span of service will not change. Sunday service will be expanded to match Saturday Service.



August 2021 Service Plan (Weekdays)



Note: Colors are for illustrative purposes only and do not reflect what is shown on the actual timetable.

Key Peak Hour Metrics: AM Peak Trains per Hour by Station Pair

From Origin Station to Destination Station	San Francisco	22nd Street	Bayshore	South San Francisco	San Bruno	Millbrae	Burlingame	San Mateo	Hayward Park	Hillsdale	Belmont	San Carlos	Redwood City	Menlo Park	Palo Alto	California Avenue	San Antonio	Mountain View	Sunnyvale	Lawrence	Santa Clara	San Jose Diridon	Tamien
San Francisco	3	1	1	2	4	2	2	1	3	2	2	2	4	2	4	2	4	3	2	2	4	1	
22nd Street	2	1	1	2	3	2	2	1	2	1	2	3	1	3	1	3	2	1	2	3	1	1	
Bayshore	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
South San Francisco	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
San Bruno	2	2	1	2	2	2	2	1	1	2	2	1	2	2	1	2	2	1	2	2	2	1	
Millbrae	4	2	1	2	2	2	2	1	3	2	2	4	2	4	2	4	3	2	2	4	1	1	
Burlingame	2	2	1	2	2	2	1	1	2	2	1	2	2	1	2	1	2	2	1	2	2	1	
San Mateo	2	2	1	2	2	2	2	1	1	1	2	2	1	2	1	2	2	1	2	2	2	1	
Hayward Park	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
Hillsdale	3	1	1	1	3	1	1	1	2	1	3	2	3	2	3	2	2	1	3	2	1	3	
Belmont	2	1	1	1	2	1	1	1	2	1	2	2	2	2	2	2	2	1	2	1	2	1	
San Carlos	2	2	1	2	2	2	2	1	1	1	2	1	2	1	2	1	2	1	2	2	2	1	
Redwood City	4	2	1	2	4	2	2	1	3	2	2	4	2	4	2	4	3	2	2	4	1	1	
Menlo Park	2	1	1	1	2	1	1	2	1	2	1	2	2	2	2	2	2	1	2	2	1	2	
Palo Alto	4	2	1	2	4	2	2	1	3	2	2	4	2	4	2	4	3	2	2	4	1	1	
California Avenue	2	1	1	1	2	2	2	1	2	2	1	2	2	2	2	2	2	1	2	2	2	1	
San Antonio	2	1	1	1	2	2	2	1	2	2	2	2	2	2	2	2	2	1	2	2	2	1	
Mountain View	4	2	1	2	4	2	2	1	3	2	2	4	2	4	2	4	3	2	2	4	1	1	
Sunnyvale	3	2	1	2	3	2	2	1	2	2	3	2	3	2	3	2	3	2	3	2	3	1	
Lawrence	2	1	1	1	2	1	1	1	2	1	2	2	2	2	2	2	2	1	2	2	1	2	
Santa Clara	2	2	1	2	2	2	2	1	1	1	2	2	1	2	1	2	1	2	2	1	2	1	
San Jose Diridon	4	2	1	2	4	2	2	1	3	2	2	4	2	4	2	4	3	2	2	4	1	1	
Tamien	2	1	1	1	2	1	1	1	2	1	2	2	2	2	2	2	2	1	2	2	1	2	

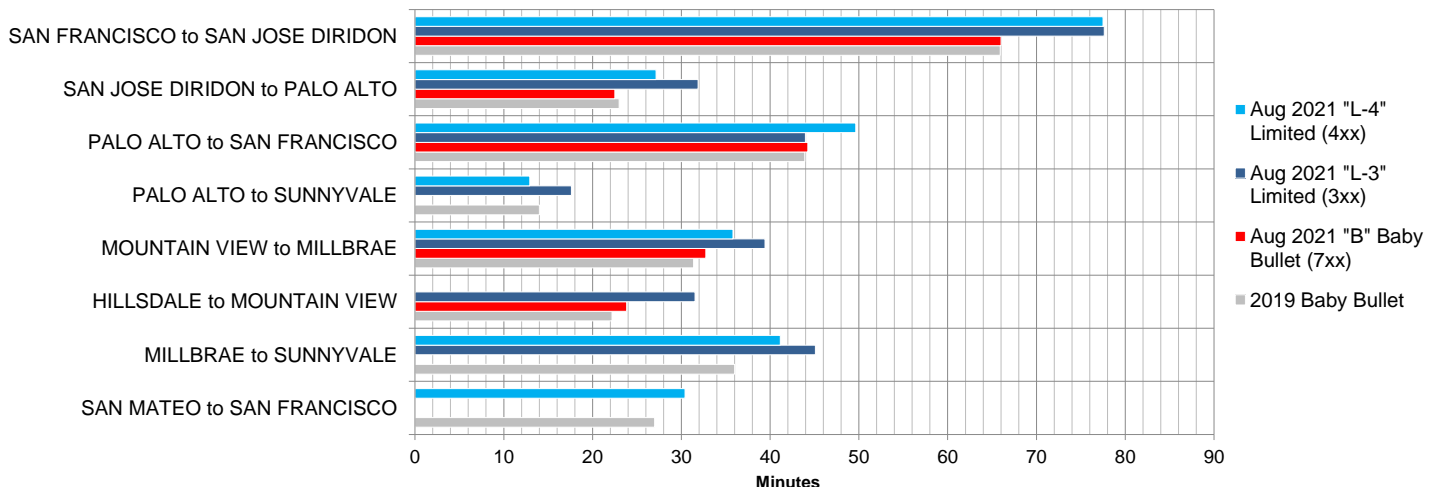
August 30, 2021

From Origin Station to Destination Station	San Francisco	22nd Street	Bayshore	South San Francisco	San Bruno	Millbrae	Burlingame	San Mateo	Hayward Park	Hillsdale	Belmont	San Carlos	Redwood City	Menlo Park	Palo Alto	California Avenue	San Antonio	Mountain View	Sunnyvale	Lawrence	Santa Clara	San Jose Diridon	Tamien
San Francisco	5	1	1	1	5	2	3	1	3	1	3	5	3	5	3	5	2	1	4	1	2	2	5
22nd Street	1	1	1	1	5	2	3	1	3	1	3	5	3	5	3	5	2	1	4	1	2	2	5
Bayshore	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	0	0	0	0	0	1	1	0
South San Francisco	2	1	1	1	1	1	1	1	1	1	1	1	1	0	1	0	0	0	0	0	1	1	0
San Bruno	2	1	1	1	1	1	1	1	1	1	1	1	1	0	1	0	0	0	0	0	1	1	0
Millbrae	4	1	1	2	1	2	3	1	3	1	3	5	3	5	2	1	4	1	2	2	5	1	1
Burlingame	2	1	1	2	1	2	1	2	1	2	1	2	2	1	2	1	2	1	0	1	1	2	0
San Mateo	3	1	1	1	2	2	2	1	2	1	2	1	3	2	3	2	1	2	1	2	2	3	0
Hayward Park	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	0	0	0	0	0	1	1	0
Hillsdale	4	1	1	2	2	3	2	2	1	2	3	1	3	1	3	1	1	2	0	1	1	3	0
Belmont	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	0	0	0	0	0	1	1	0
San Carlos	2	1	1	2	1	2	1	2	1	2	1	3	2	3	2	1	2	1	2	2	3	0	0
Redwood City	3	1	1	2	1	3	1	2	1	2	1	3	5	2	1	4	1	2	2	5	1	1	0
Menlo Park	2	1	1	2	1	2	1	1	2	1	2	3	2	1	3	1	2	1	3	1	2	1	3
Palo Alto	4	0	0	1	3	1	2	0	3	0	1	2	1	2	1	4	1	2	2	5	1	1	0
California Avenue	3	1	1	2	2	3	2	1	3	1	2	2	2	1	2	1	2	1	2	1	2	0	0
San Antonio	1	0	0	1	0	1	0	1	0	1	0	1	0	1	1	1	1	1	1	1	1	1	0
Mountain View	4	1	1	2	2	3	2	1	4	1	2	2	2	3	3	1	1	2	1	4	1	1	0
Sunnyvale	4	1	1	2	3	2	3	1	3	1	3	1	2	3	3	3	1	3	1	3	1	1	0
Lawrence	1	0	0	1	0	0	0	1	0	0	1	0	0	1	1	1	1	1	1	1	1	2	0
Santa Clara	2	1	1	2	1	2	1	1	2	1	2	1	2	2	1	2	1	2	2	1	2	2	0
San Jose Diridon	5	1	1	2	4	2	3	1	4	1	2	3	2	4	3	1	4	3	1	4	3	1	2
Tamien	2	0	0	1	0	2	0	1	0	1	0	0	2	1	2	1	1	1	2	1	1	2	1

October 7, 2019

Key Travel Time Metrics (Weekday Peak Periods)

Trip Time Comparison 2019 vs. August 2021 Proposed (Average by Type)



Note: Colors are for illustrative purposes only and do not reflect what is shown on the actual timetable.

Gilroy Service

This service change restores the third Gilroy round trip. Service was designed to offer customers multiple options for one-seat rides along the Peninsula, including direct service to College Park on one train in each direction.

Arrival and departure times at Gilroy were coordinated with VTA based on feedback received during the South County survey conducted in 2019. Discussions are ongoing regarding the timing of implementing a 4th round trip in the near future.



Northbound trains leave from Gilroy at 5:54AM, 6:31AM, and 6:52AM.

Southbound trains arrive in Gilroy at 5:21PM, 6:42PM, and 7:19PM.



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Overall Benefits

The new Caltrain schedule will attract both former and prospective customers by providing:

- One-seat ride between all station pairs, all day long
- Competitive peak-period trip time in more station pairs
- Faster service during midday periods
- More frequent evening service for special events
 - *New Sunday evening trains will provide service from Chase and SAP Centers*

Scalable to adjust to emerging ridership patterns

Provides adequate connections with BART at Millbrae

Accommodates construction activities during off peak hours



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Future Considerations

- Collaborate with BART to improve Evening and Sunday Millbrae Connections
- Schedule is designed to allow for the addition of a 5th train per hour (second Baby Bullet) during peak periods when demand increases
- Increasing work windows to accelerate upcoming construction work for PCEP



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Next Steps

- Ongoing “All Aboard Transit” Marketing Campaign
- Monitor ridership patterns on specific trains
- Continue to analyze market trends and regional developments to guide future service adjustments
- Collaborate with BART and other partner agencies to continue to improve transit connections



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Caltrain Ridership Promotion

August 18, 2021



1

OPPORTUNITY FOR SUCCESS

- Fall: Expected increase in traffic with return to work and in-person school
- Regional Marketing Campaign
- Caltrain Campaign
 - August 30 service change, dramatic increase
 - 50% Off Fare Promotion month of September
 - Safety
- COVID: watch, react, change plans if needed



2

OVERALL CAMPAIGN STRATEGY

- Caltrain awareness and reach
- High message frequency
- In concentrated window of time
- Supports behavior change
- Our goal: 10-20x over 12-week flight (8/9 – 10/31) across a diverse multilingual audience
 - Spanish, Chinese, Vietnamese and Tagalog



3

REGIONAL CAMPAIGN (8/9 - 9/30)

- “All Aboard Bay Area Transit” – led by MTC, participation from 27 transit agencies
- Informed by market research:
 - Surveys
 - Data collection
 - Message testing



4

REGIONAL TACTICS

- Launch of regional landing page – AllAboardBayArea.com
- Terrestrial Radio (AM/FM, Spanish and Chinese)
- Digital Radio (e.g., Spotify, iHeartRadio and other apps)
- Paid Social
- Digital Advertising
- Joint Press Release (27 Bay Area transit operators)



5

EXAMPLES



6

CALTRAIN APPROACH (8/16 - 10/31)

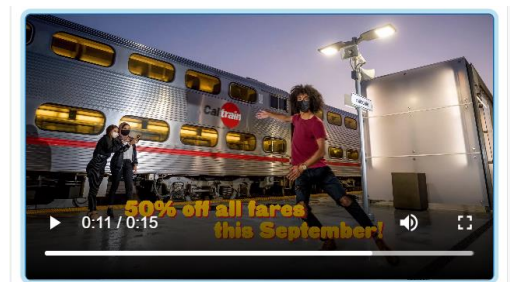
- Building on “All Aboard” Campaign
- Local Focus and Outreach
- Highlighting
 - First Tier:
 - Improved Service (August 30)
 - 50% off promotion (September)
 - Second Tier:
 - Promoting special service (e.g., Giants)
 - 20% off monthly pass (Starting October 1)
 - Clipper Start
 - Clipper Mobile



7

CALTRAIN TACTICS (DIGITAL)

- Launch of Caltrain landing page: [Caltrain.com/AllAboard](https://caltrain.com/AllAboard)
- Paid Social (FB, IG, Messenger and Twitter)
- Organic Social (Twitter, FB, IG, Nextdoor, Tiktok)
- Social Media Contests
- Instagram Live "Caltrain Chats"
- Email Blasts
- Mobile App Alerts
- Amplify message via elected officials, cities, counties, Board Members, CBOs, key stakeholders, business groups
- Press Release, pitch to local papers, press kit
- Advertising (eg Google Ads)
 - Video
 - Commercial spot on Hulu, YouTube and Social Media Channels



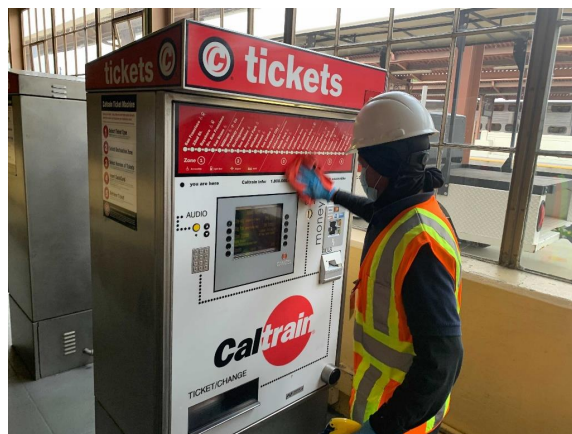
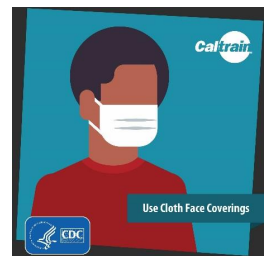
8

CALTRAIN TACTICS (PHYSICAL)

- Train Wrap
- Ad Cards
- Audio Announcements onboard and at stations
- Digital Displays
- Mailers households ¼ miles around stations
- Print Ads
- Banners
- Visual Message System
- In-person Community Events
- Flyers



REMINDERS SAFETY PROTOCOLS



EXAMPLE



11

MONITOR / ADJUST / IMPROVE

- During the campaign
 - Pulse Survey
 - Metrics views / hits
 - Ops feedback ridership hotspots



12

QUESTIONS





CALIFORNIA High-Speed Rail Authority

Memorandum

Date: August 26, 2020
To: Local Policy Maker Group (LPMG)
From: Boris Lipkin, Northern California Regional Director
Re: California High-Speed Rail Program Update

STATEWIDE UPDATE

Bakersfield to Palmdale Project Section Final Environmental Impact

Report/Environmental Impact Statement and Record of Decision: On June 25, 2021, the California High-Speed Rail Authority (Authority) released the Final Environmental Impact Report/Environmental Impact Statement (EIR/EIS) for the approximately 80-mile Bakersfield to Palmdale Project Section.

The document was approved by the Authority's Board of Directors during a two-day board meeting August 18-19. **This is the first high-speed rail segment in Southern California to be environmentally cleared.** This milestone allows the project section to move toward construction. This is the third project section to complete the environmental clearance process in the last two years and is an important part of meeting the Authority's commitment to complete the environmental clearance process for the full Phase 1 California High-Speed Rail System from San Francisco to Los Angeles/Anaheim as soon as possible.

Construction Update: On August 6, 2021, the Authority released its [August 2021 construction update](#) highlighting the progress being made in the Central Valley. Below are notable updates:

- Since the start of construction, the Authority has created 5,394 construction jobs, 3,595 of which went to disadvantaged workers
- The Authority has hosted virtual workshops and collected feedback about plans for Fresno's high-speed rail station. Looking ahead, the Authority will advance station-side planning and coordination in the Central Valley, leading to initiation of design work for the station-side facility
- For more information on the August 2021 construction updates, visit: <https://www.youtube.com/watch?v=JjPI8FBrbCw>
- To stay informed about the latest construction updates, visit: https://buildhsr.com/construction_update/.

NORTHERN CALIFORNIA UPDATE

Recirculated Environmental Document for the San Francisco to San Jose Project Section:

The Authority issued a limited revision to its previously published Draft Environmental Impact (EIR)/Environmental Impact Statement (EIS) for the San Francisco to San Jose Project Section. The Revised/Supplemental Draft EIR/EIS includes a new design variant for the Millbrae-SFO station and additional analysis related to the monarch butterfly. The Revised/Supplemental Draft EIR/EIS was released on July 23, 2021 and is available for public review and comment until **September 8, 2021**. The Revised/Supplemental Draft EIR/EIS can be downloaded from the Authority website at hsr.ca.gov, and a fact sheet and other resources are available at MeetHSRNorCal.org. The Authority is asking that reviewers limit the scope of their comments only to the new information within the Revised/Supplemental Draft EIR/EIS.

Comments can be submitted through the following methods:

- Online: [Web comment form](#)
- Email: san.francisco_san.jose@hsr.ca.gov with the subject line “Revised/Supplemental Draft EIR/EIS Comment”
- Mail:
Attn: San Francisco to San Jose Project Section: Revised/Supplemental Draft EIR/EIS
Northern California Regional Office
California High-Speed Rail Authority
100 Paseo de San Antonio, Suite 300, San Jose, CA 95113
- Voicemail: San Francisco to San Jose Project Section Helpline, (800) 435-8670

After receiving comments, the Authority will respond to all comments and will prepare the Final EIR/EIS, which is expected to be released in spring 2022.

Tabling Events in Millbrae: The Authority’s Northern California outreach team recently went out into the community for the first time after a 16-month hiatus to meet with Millbrae residents. Authority staff spoke with over 100 community members at a series of pop-up tabling events at the Millbrae BART Station and the Millbrae Farmers’ Market. During these events, the outreach team shared information about the Millbrae station design options, Revised/Supplemental Draft EIR/EIS, and the online Millbrae Community Meeting (on August 11).



July 27, 2021
Millbrae BART Station



July 31, 2021
Millbrae Farmers' Market



August 3, 2021
Millbrae BART Station



CALIFORNIA High-Speed Rail Authority

Virtual Millbrae Community Meeting: On August 11, 2021, the Authority hosted a virtual Millbrae Community Meeting to share information about the Millbrae Station design options and the Revised/Supplemental Draft EIR/EIS. The presentation included an overview of the high-speed rail program, content from the Revised/Supplemental Draft EIR/EIS, instructions to provide comment, and opportunities to ask questions of the presenters. A total of 55 individuals attended the two-hour meeting.

The presentation slides are available here: https://hsr.ca.gov/wp-content/uploads/2021/08/millbrae_community_meeting_ppt_final_for_meeting_08102921.pdf

RECENT AND UPCOMING OUTREACH ACTIVITIES

- August 11: Millbrae Community Meeting – Online Webinar
- August 18: Caltrain Citizen Advisory Committee Presentation
- September 15: [Northern California Virtual Town Hall from Salesforce Transit Center](#)
- September 19: [Viva Calle San Jose](#) Tabling Event