Caltrain Fare Policy Study Overview

Board of Directors
August 4, 2016
Agenda Item 12

Background

- Last Caltrain Fare Study 2001
- Much has changed since 2001
- Caltrain lacks dedicated funding source
- Strategic Plan includes number of objectives related to fares and revenue
Study Purpose

- JPB requested study of Fare policy and structure to
  - Identify potential opportunities to maximize revenue;
  - Enhance ridership; and
  - Safeguard social and geographic equity.

Scope of Study

- Two Phases planned
- Phase I
  - Technical studies to determine correct fare elasticity's;
  - Includes study of current structure & passes as well as industry best practices; and
  - Using technical data, fully scope Phase II
- Phase II
  - Draft and evaluate fare policy
  - Public and stakeholder outreach
Key Questions to Explore

• How much revenue can/should Caltrain generate from fares?
• Is the current fare and pass structure the right fit for Caltrain?
• How should Caltrain phase and implement changes to its fare system?

Phase I Tasks:

• Task 1 - Refine Purpose & Need
• Task 2 – Existing Conditions & Background
• Task 3 – Develop Survey Scope
• Task 4 – Research and Peer Review
• Task 5 – Fare Elasticity Modeling
• Task 6 – Develop Phase 2 Scope
Study Timeline:

• Summer/Fall 2016
  - JPB and CAC update
  - Consultant solicitation and selection
  - Complete Task 1 - 3
• Winter/Spring 2017
  - Complete Task 4 and 5
  - JPB and CAC milestone update
• Summer/Fall 2017
  - Complete Task 6
  - JPB and CAC milestone update
  - Initiate Phase 2

Outreach & Stakeholder Engagement

• Phase I – research oriented
  - Technical Advisory Committee
  - Rider surveys
  - JPB and CAC
• Phase II – policy promulgation and implementation
  - All of the above plus
  - Public meetings
  - Title VI process
Next Steps

• Presentation to CAC (8/17)
• Development of Technical Advisory Committee
• Consultant solicitation

Questions?