

## **Attachment 1: Proposed Caltrain “Business Strategy” Policy Principles**

The following broad principles have been developed based on stakeholder outreach conducted during Phase 1 of the Business Plan. They are proposed for Board adoption as policy principles that will be used to guide the development of the Caltrain Business Plan:

- Caltrain’s core business is rail service. The Caltrain organization exists to manage the delivery of rail service, as well as the assets, infrastructure and ancillary activities that are required to support that delivery.
- Today Caltrain provides a commuter rail service that primarily serves weekday commuters and special event attendees. After electrification, Caltrain will face choices about how best to expand and tailor its service to support a much broader range of mobility markets. The primary task of the Business Plan is to aid in the selection of a detailed, achievable Service Vision for Caltrain that provides maximum value to its customers. The development of this Service Vision will require an understanding of the near-, medium and long term market for rail service in the corridor and an analysis of the different service approaches that could satisfy these demands. A “business case” approach to the analysis of service options will allow ridership and other mobility benefits to be weighed against costs and infrastructure requirements.
- The Caltrain corridor has a complex interface with the communities it traverses. The implementation of new services and infrastructure on the corridor will create a range of community benefits, opportunities and impacts. The Business Plan can address this reality by exploring economic, policy and technical approaches that will allow Caltrain to strategically and equitably manage its interface with communities in a way that minimizes impacts, generates value, and supports the Service Vision.
- Finally, the selection of a Service Vision will influence how the Caltrain organization evolves over time. Caltrain’s organizational, governance, and commercial and contracting strategies will be evaluated as part of a comprehensive structural assessment of what is needed to deliver value and support the long term success of the Service Vision.