Caltrain Mobile - Update
Citizens Advisory Committee
January 15, 2020
Agenda Item 8
Agenda

1. Background
2. Caltrain Mobile Stats
3. Daily Parking
4. Q&A
Background

- Alternative to aging ticket machines
- Launched in February 2018
  - One-way
  - Day Pass
  - Zone Upgrade
- More than 1M ticket sold
- More than $9M in revenue collected
Caltrain Mobile Stats – CY 2019

- About 90% of the mobile users purchase Adult tickets
- More than three-quarters of the customers purchased One-way tickets
- Most commonly payment is credit card (53%), followed by Apple Pay (24%) and PayPal (10%). Use of split payments accounts for less than .1%
- Near three-quarters of the users are on iOS platform
Caltrain Mobile Stats – Daily Sales

Daily Sales
Daily Parking

- Customer requested feature
- Further reduce the use of the ticket machines
- Parking enforcement integration
Daily Parking – Purchase Flow

Customer doesn’t need to present proof-of-payment for parking to the conductor.

Sample of the Adult One-way and ED Day Pass ticket.

Customer will be able to verify the expiration date and time (green bar).
Daily Parking – Sales thru 1/12/20
Thank you!

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