



# ***Caltrain Mobile - Update***

Citizens Advisory Committee

January 15, 2020

Agenda Item 8

# Agenda

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

# Background

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- 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

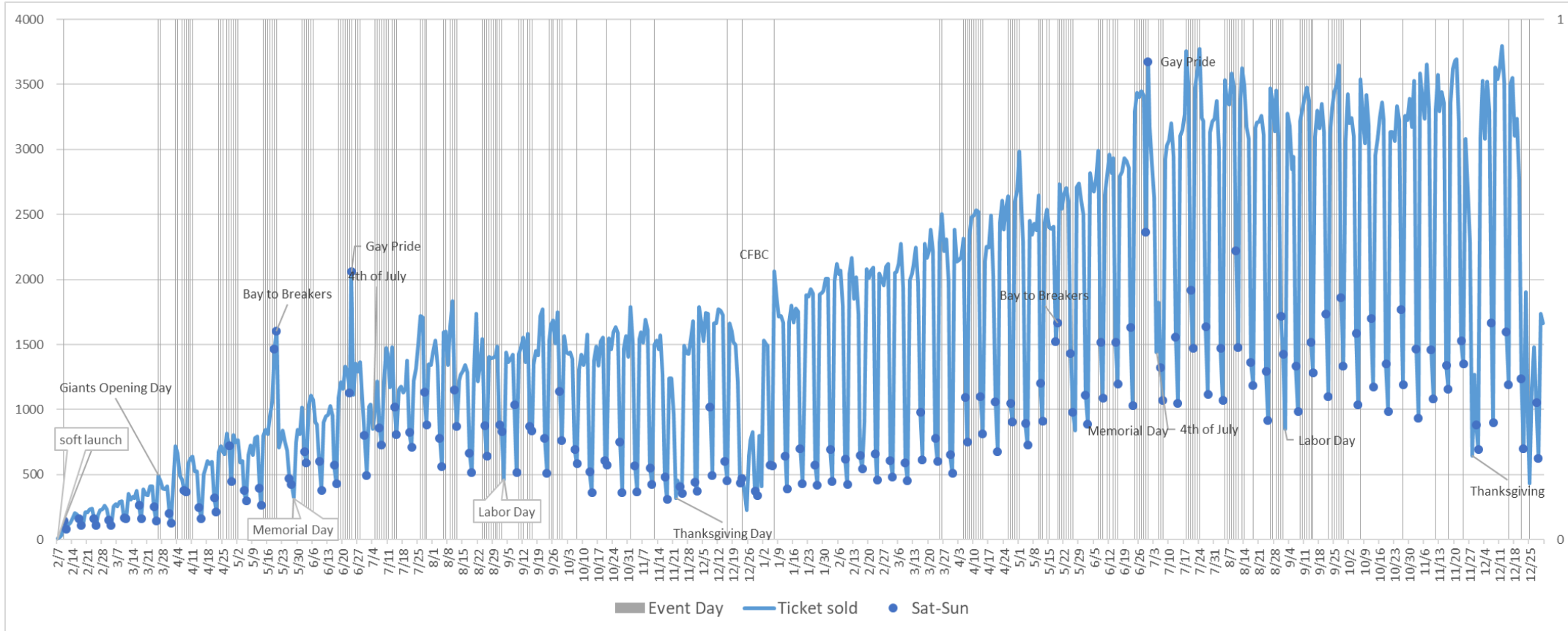
# Caltrain Mobile Stats – CY 2019

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- 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

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- Customer requested feature
- Further reduce the use of the ticket machines
- Parking enforcement integration

Caltrain Mobile (Google Play)

1 new review averaging 5.0 stars.

[Compare Apps](#) | [Sentiment](#) | [Dashboards](#) |

 **Vadim Maximov**

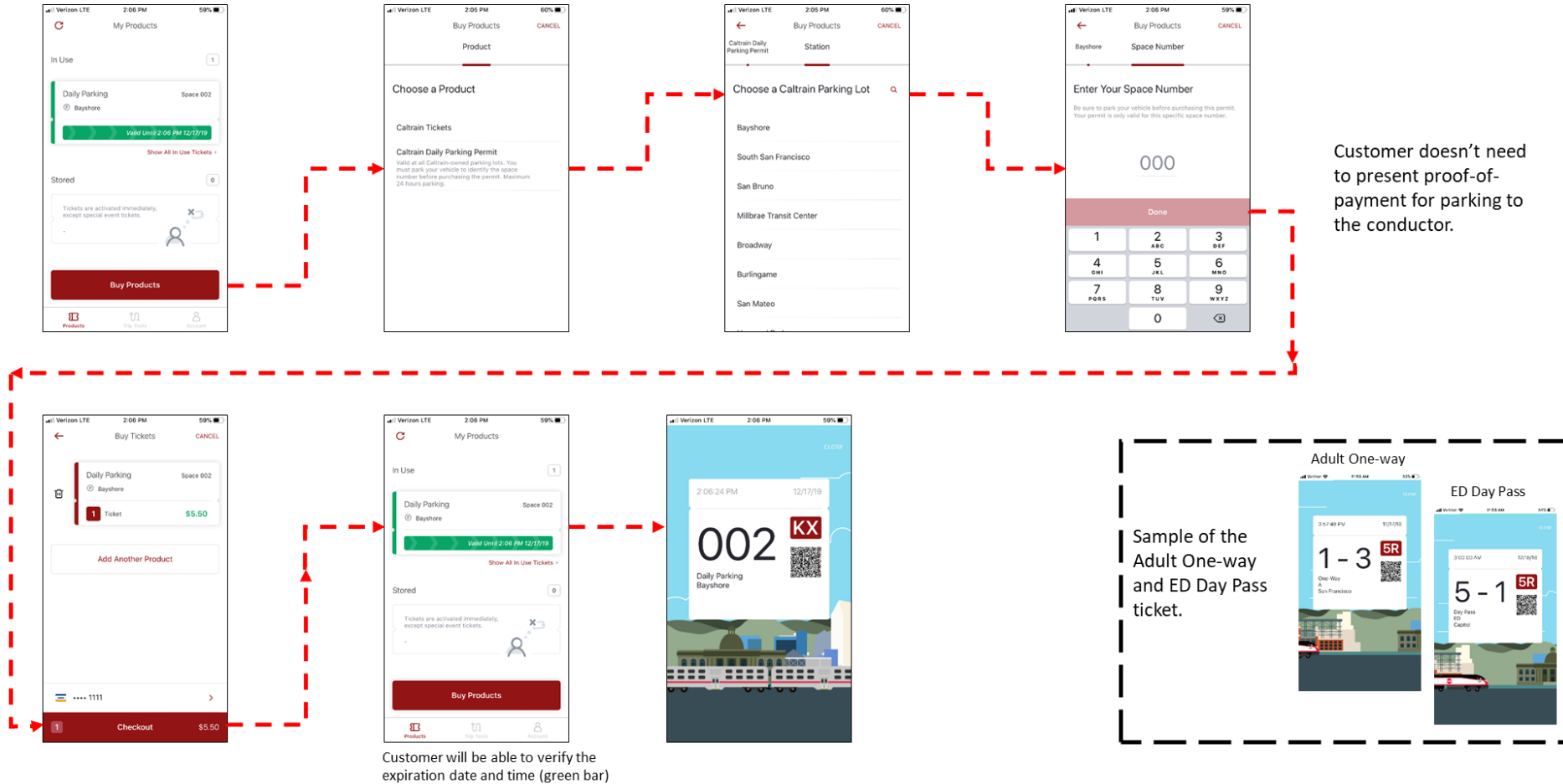
★★★★★

Thanks for adding parking support!

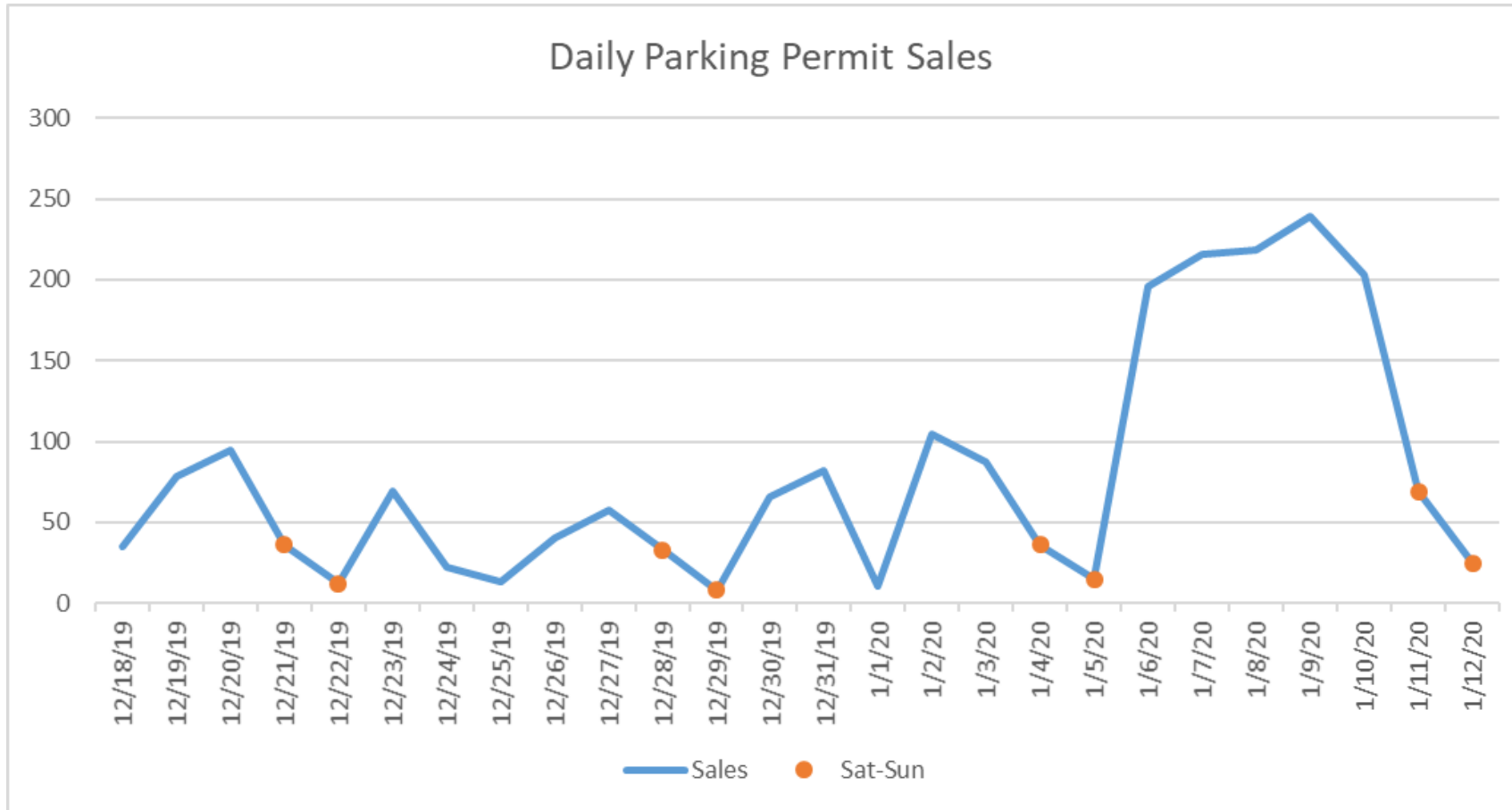
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English · Google Play

# Daily Parking – Purchase Flow



# Daily Parking – Sales thru 1/12/20





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# Thank you!

Christiane Kwok

Manager, Fare Program Operations