

Appendix A | Relevant *2004 Caltrain Strategic Plan* Guiding Principles

Strategic Plan Guiding Principle 1: Satisfy passengers and build ridership

- B. Provide a flexible mix of local and express service that reflects the travel needs of Caltrain passengers. Reduce overall travel time with operational and platform improvements to facilitate faster boarding. Increase frequency of service.
- C. Address station access needs with a balanced approach that includes coordinating service with connecting transit operators in San Francisco, San Mateo, and Santa Clara counties; promoting walking, bicycling, carpooling, and carsharing to and from stations; improving access for persons with disabilities; and finding innovative and effective solutions for meeting parking demand.
- D. Continually strive to improve the passenger experience and the Caltrain organization as a whole.
- E. Station access for all passengers, including seniors and persons with disabilities, should be addressed by balancing the need for adequate parking facilities with the need for improved access for pedestrians, transit and bicycle.

Strategic Plan Guiding Principle 2: Invest wisely in system improvements

- A. Use valuable market research to inform decisions about service improvements that will attract more riders, such as employing “universal design elements” that appeal to many travelers.
- B. Find balanced and cost-effective solutions for improving station access for all passengers. Ensure that Caltrain passengers can access rail stations via transit, bicycle, or walking. Facilitate transfers by coordinating schedules with other transit operators and promoting increased feeder service to Caltrain stations. Encourage bicycling and walking to stations by providing related facilities and amenities. Balance the need for adequate parking facilities at stations where it is appropriate.
- C. Capitalize on opportunities presented by partnerships and third party investments to improve the system. (These may include route extensions, station enhancements, or other system improvements that are funded by other organizations.)

Strategic Plan Guiding Principle 4: Partner with communities and broaden communications with the public

- A. Continue to improve system safety and security as necessary as necessary and work with local jurisdictions and law enforcement to effectively implement safety measures. Safety issues are critical as they affect passengers, operators and people in the communities along the Caltrain route. Several system improvements, such as fencing and station/platform enhancements, can address immediate safety concerns.

