Caltrain Fare Policy Study Overview

Citizens Advisory Committee
August 17, 2016
Agenda Item 7

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?