



Caltrain Fare Policy Study Overview

Board of Directors
August 4, 2016
Agenda Item 12



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.

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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

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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?

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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

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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

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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

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Next Steps

- **Presentation to CAC (8/17)**
- **Development of Technical Advisory Committee**
- **Consultant solicitation**

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Questions?

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