

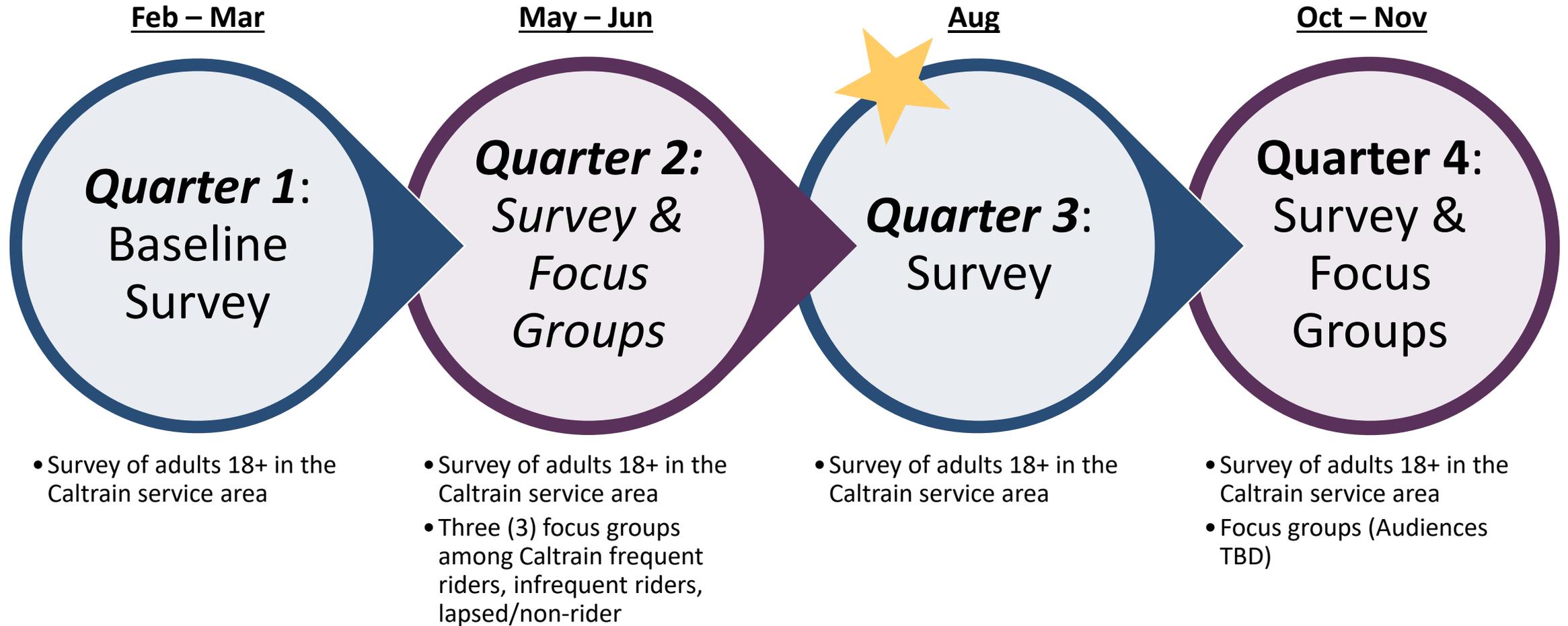


**Caltrain Q3 2023
Ridership Recovery Survey
September 2023**

Project Purpose

- ▶ Track various aspects of residents' travel and commute behavior throughout the San Francisco Peninsula, and track how their behavior may change over time;
- ▶ Measure awareness and perceptions surrounding public transit and Caltrain, specifically, including various aspects of the Agency's communications and the electrification of its system;
- ▶ Identify key barriers to riding Caltrain, with a focus on potential factors and incentives for switching from driving alone to riding public transit;
- ▶ Gauge priorities for service improvement and expansion efforts and interest in concepts like new fare products and other potential service amenities;
- ▶ Understand demographic, behavioral, and attitudinal characteristics of riders, non-riders, and potential riders.

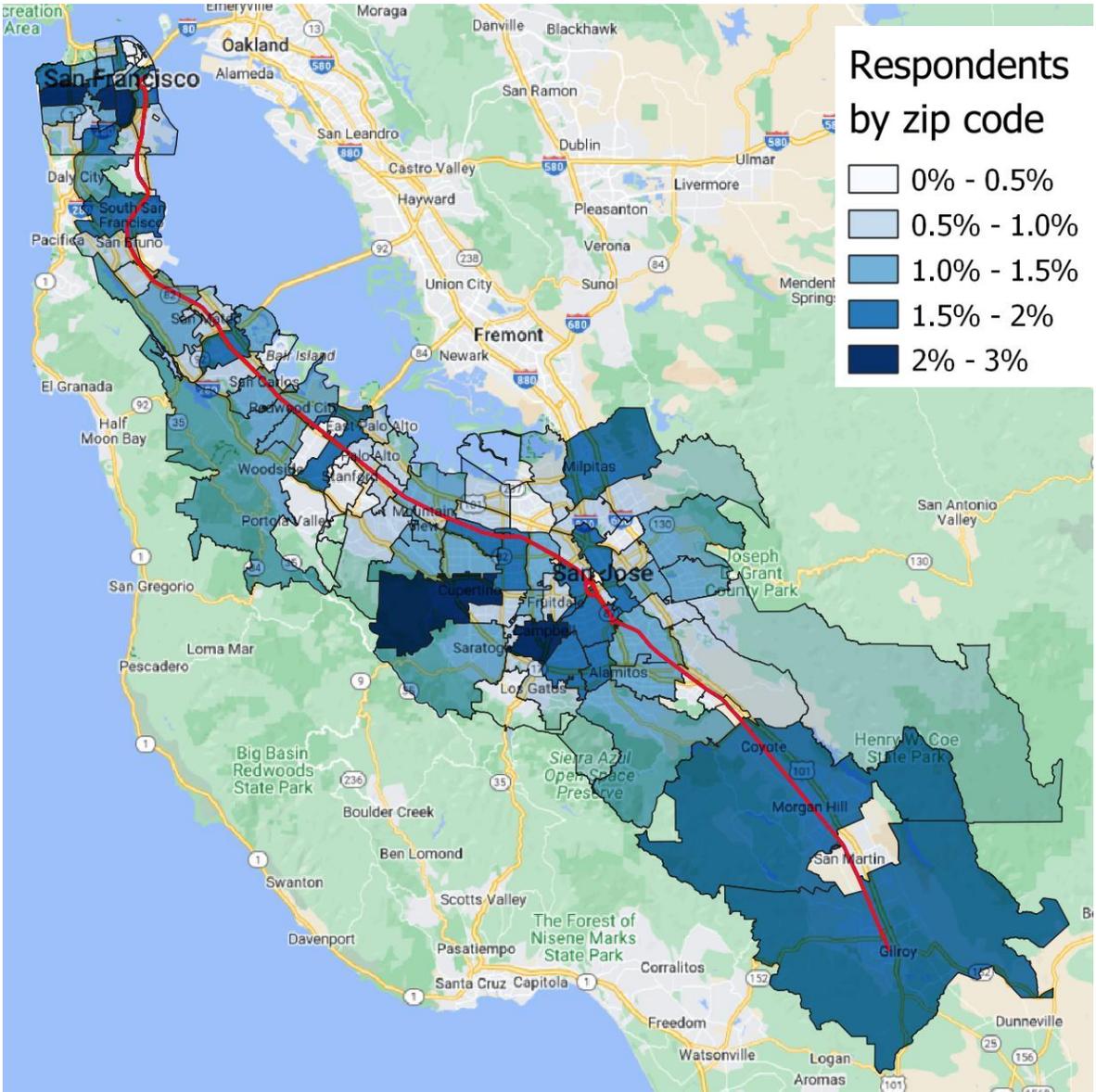
Overview of 2023 Opinion Research



- ▶ Quarterly online survey of adult residents in communities served by Caltrain throughout San Francisco, San Mateo, and Santa Clara Counties
- ▶ Respondents invited to participate via email and text-to-web
- ▶ **Combined Q1, Q2, and Q3:** 4,985 interviews; margin of error $\pm 1.4\%$ percentage points
 - **Quarter 3 (independent random sample survey of adult residents):**
 - Survey conducted August 7-21, 2023
 - 1,637 interviews; margin of error ± 2.4 percentage points
 - **Quarter 2 (independent random sample survey of adult residents):**
 - Survey conducted May 8-22, 2023
 - 1,816 interviews; margin of error ± 2.3 percentage points
 - **Quarter 1 (independent random sample survey of adult residents):**
 - Survey conducted February 23 – March 15, 2023
 - 1,532 interviews; margin of error ± 2.3 percentage points
- ▶ Surveys were conducted in English, Spanish, Chinese, and Vietnamese

Please note that due to rounding, some percentages may not add up to exactly 100%.

Survey Region Map



Respondents by zip code

- 0% - 0.5%
- 0.5% - 1.0%
- 1.0% - 1.5%
- 1.5% - 2%
- 2% - 3%

► Peninsula-corridor residents were sampled from selected zip codes in communities served by the Caltrain rail line.

County of Residence	% of Respondents (Weighted)		
	Q1	Q2	Q3
San Francisco	27%	27%	27%
San Mateo	18%	18%	18%
Santa Clara	55%	55%	55%

General Key Findings

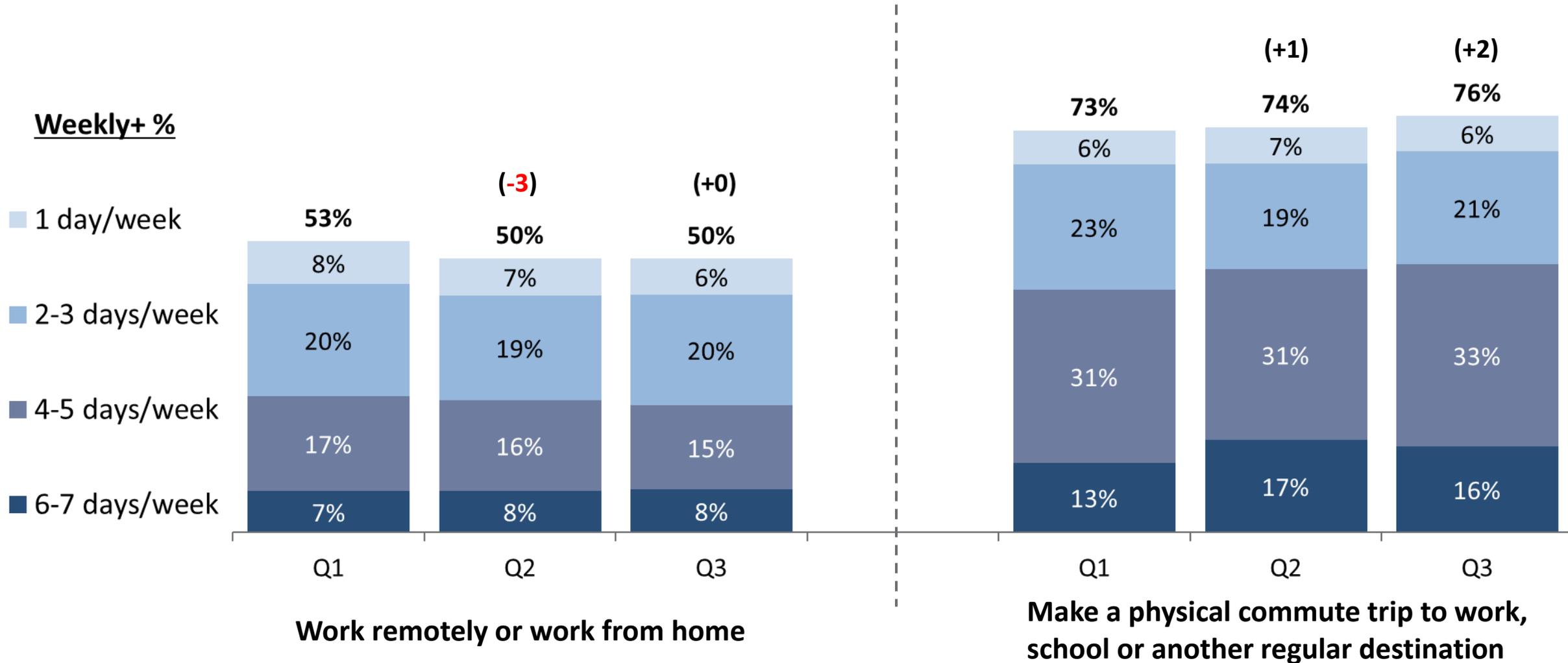
- ▶ Among overall Peninsula residents, travel habits and perceptions of Caltrain have remained steady so far in 2023.
- ▶ Driving alone remains the most commonly-used mode of transportation, with nearly eight-in-ten respondents reporting driving alone at least once a week.
- ▶ In line with the past two quarters, only about one-in-ten residents utilize Caltrain's service monthly, and around a third use it a few times a year for occasional trips.
- ▶ Caltrain favorability remains high, overall, with nearly six-in-ten respondents giving Caltrain a somewhat or strongly favorable rating. These ratings have remained virtually unchanged since the beginning of 2023.
- ▶ Barriers to riding Caltrain more often have also remained consistent across quarters and across ridership levels, and are centered around convenience – schedules, routes, and destinations are some of the most-mentioned barriers to ridership. Further, these barriers align with the top-cited incentives for riding more often; Peninsula residents suggest they would be more likely to ride Caltrain more often with more frequent service and more routes, destinations, and stations.



Travel Behavior

Commute Frequency

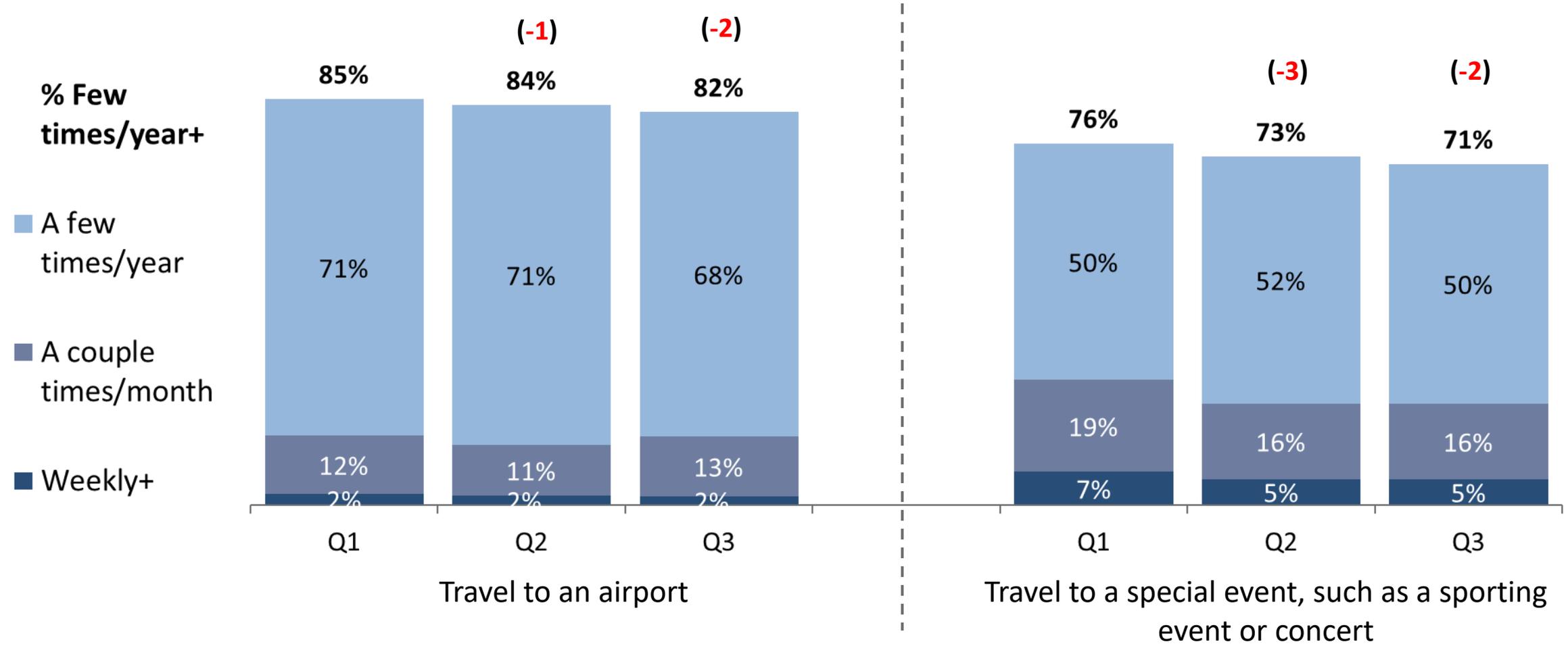
Commute and remote work frequency in Q3 remain generally consistent with both Q1 and Q2.



Q12.-Q15. These next questions are about your local travel around the Bay Area. Please indicate how often you do each of the following, on average.

Other Travel Frequency

The number of respondents who report traveling to an airport at least a few times a year has remained generally consistent, with slight declines. Travel to a special event has declined more year-to-date.



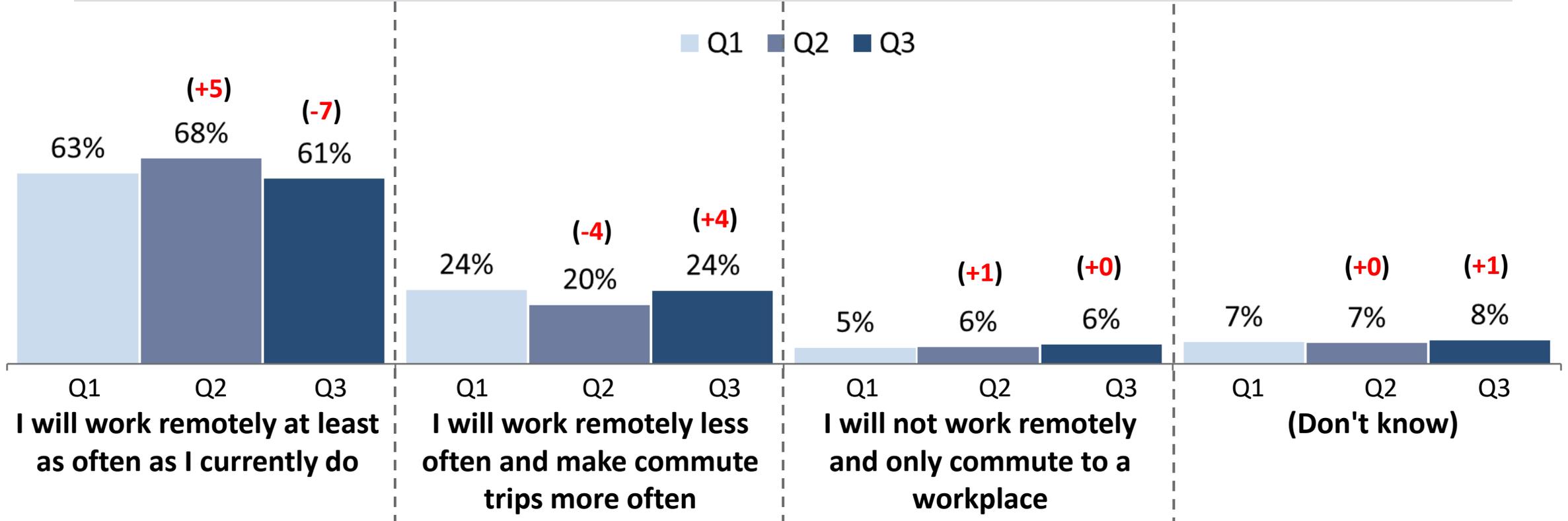
Q12-Q15. These next questions are about your local travel around the Bay Area. Please indicate how often you do each of the following, on average.

Future Remote Work Frequency

A quarter of remote workers plan to work less remotely and commute more in the next 3 months, a slight increase from Q2. Additionally, the number of respondents who stated they will work remotely at least as often as they currently do decreased from Q2.

Asked among those who work remotely a couple times per month or more (Q1 n=875, Q2 n=985, Q3 n=888)

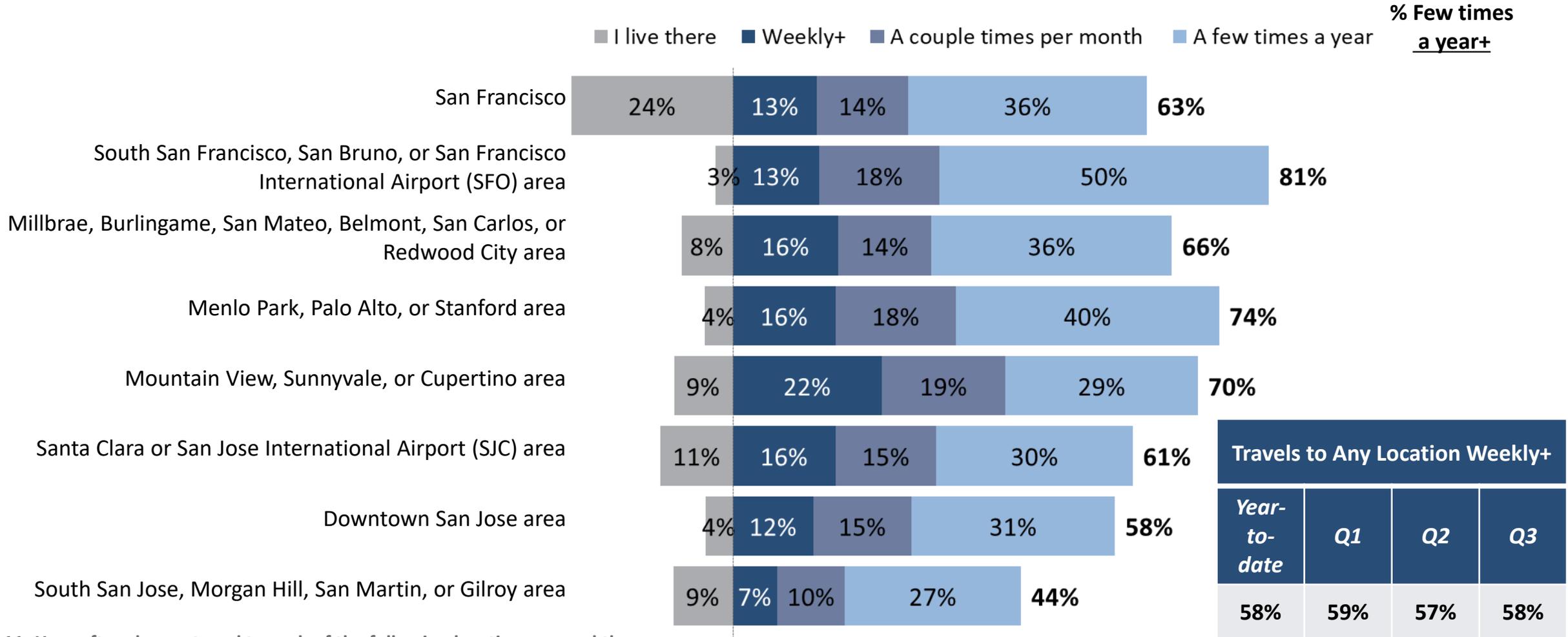
“In the next 3 months, which of the following do you expect will best describe your remote work situation?”



Destination Frequency

The SFO remains the top destination, with 80% of respondents visiting a few times a year. Weekly visits have remained steady.

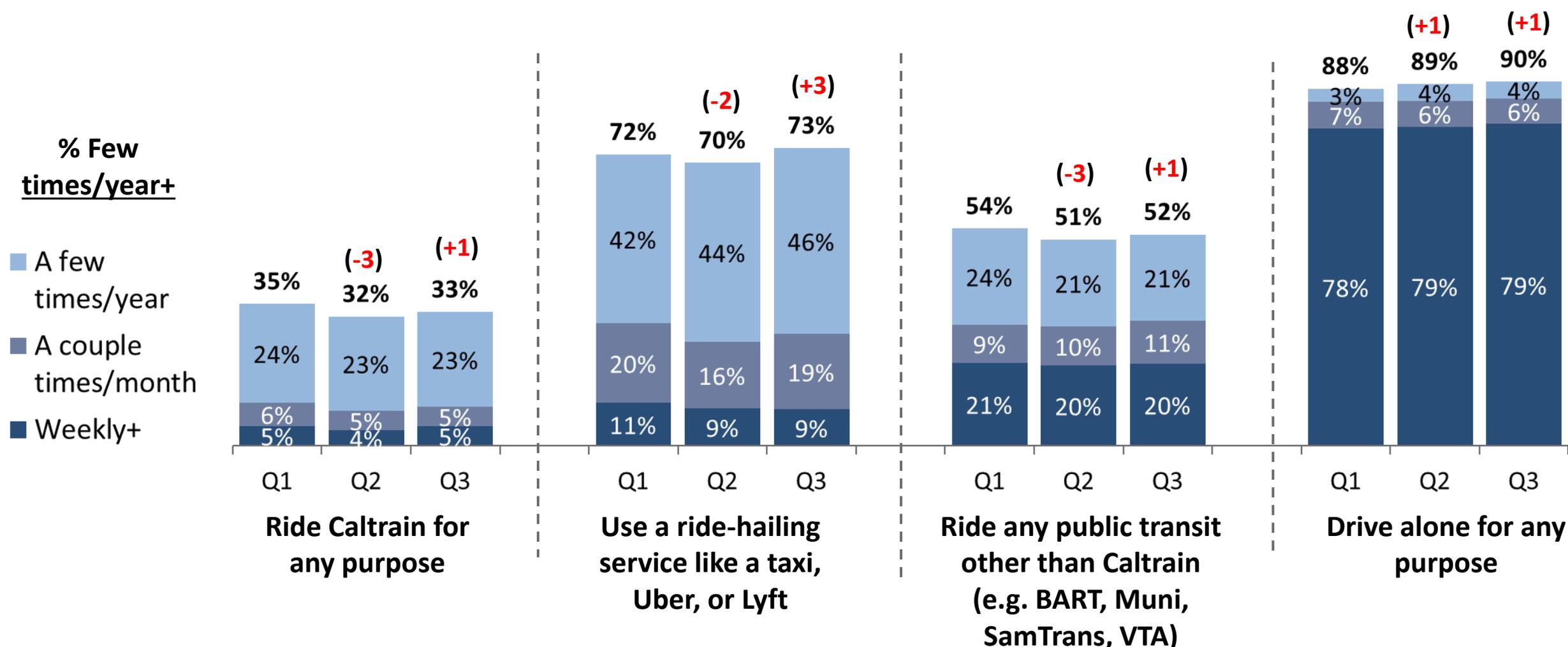
Showing Combined Q1, Q2, and Q3 Data; n=4,985



Q4-11. How often do you travel to each of the following locations around the San Francisco Peninsula, on average? If you live in that area, please just say so.

Typical Travel Modes

Driving alone continues to be the most typical travel mode among respondents, with nine-in-ten indicating they drive alone at least a few times a year. One-third of respondents reported riding Caltrain at least a few times a year.



Q17- Q20. And how often do you do each of the following, on average?

Caltrain Ridership – Year-to-date

Only one-in-ten respondents report riding Caltrain a couple of times per month or more, and a third indicate riding it a few times a year. However, a third don't ride Caltrain and never rode in the past.

Showing Combined Q1, Q2, and Q3 Data; n=4,985

% of All Residents

■ Regular Riders ■ Occasional Riders ■ Lapsed Riders ■ Rare Riders ■ Non-Riders



Regular Riders

Currently rides Caltrain monthly+
(n=422)

Occasional Riders

Currently rides Caltrain a few times a year
(n=1,212)

Lapsed Riders

Rode Caltrain on a regular basis in the past, and currently rides less than yearly or never
(n=511)

Rare Riders

Never rode Caltrain on a regular basis in the past, and currently rides less than yearly
(n=1,094)

Non-Riders

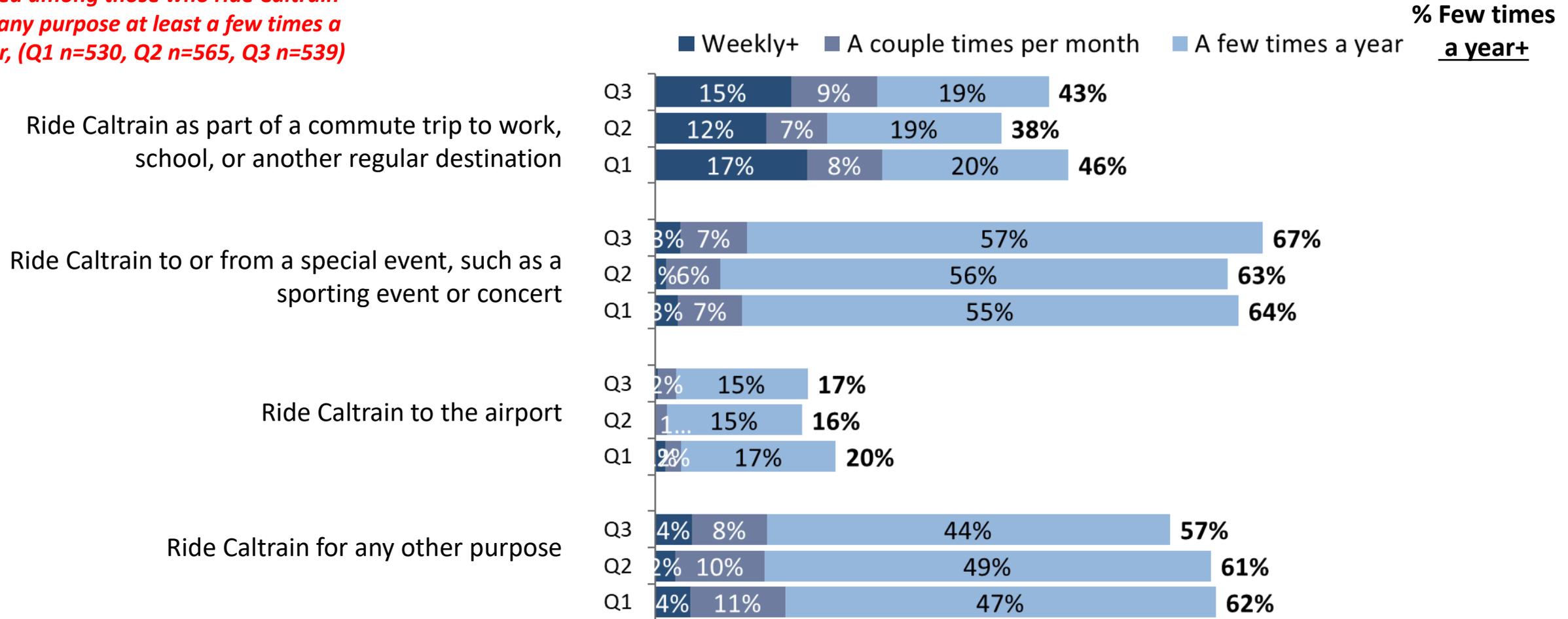
Never rode Caltrain on a regular basis at any point in the past, and currently never rides (n=1,746)

Q4-6. I'm going to read you a few statements about your transportation habits before the pandemic. Please tell me if you did each one more than once a week or less than once a week. Q7-9. Next, I'm going to read you a few statements about your transportation habits currently. Please tell me if you do each one more than once a week or less than once a week.

Caltrain Trip Purpose

Two-thirds of Caltrain riders ride Caltrain to or from a special event at least a few times a year, while the most common weekly trip for Caltrain riders is to a regular commute destination such as work or school.

Asked among those who ride Caltrain for any purpose at least a few times a year, (Q1 n=530, Q2 n=565, Q3 n=539)



Q21 – Q24. And thinking about the reasons you may ride Caltrain, how often do you use the service for each of the following?



Commute Behavior

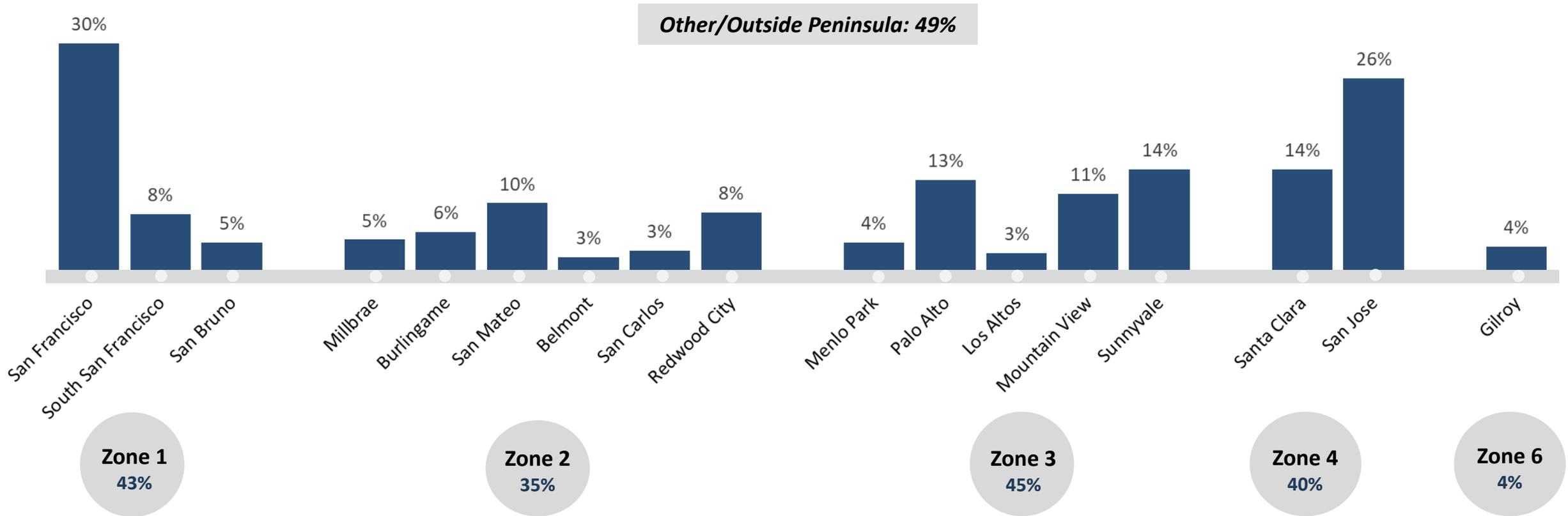
(Those who make physical commute trips;

Q1 n=1,308, Q2 n=1,562, Q3 n=1,421)

Typical Destination – Commuters

San Francisco and San Jose are the most commonly reported destinations by physical commuters.

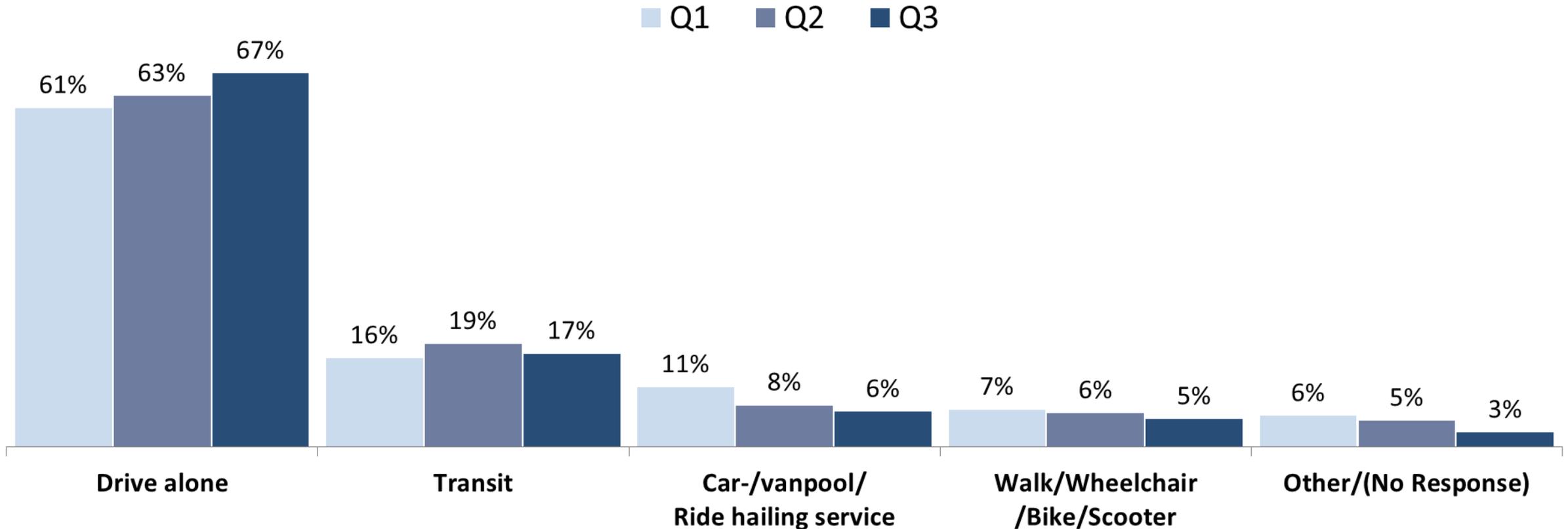
Asked among those who make a physical commute trip (Q3 n=1,421)



Commute Mode – Commuters

The number of commuters who drive alone has increased, with two-thirds of commuters in Q3 indicating that they usually drive alone to their typical commute location.

Asked among those who make a physical commute trip (Q1 n=1,308, Q2 n=1,562, Q3=1,421)



Q31. When you make trips to your typical commute location, how do you usually travel? If you use more than one mode, please select the one you use most often or for the longest distance of your trip.

Commute Times – Commuters

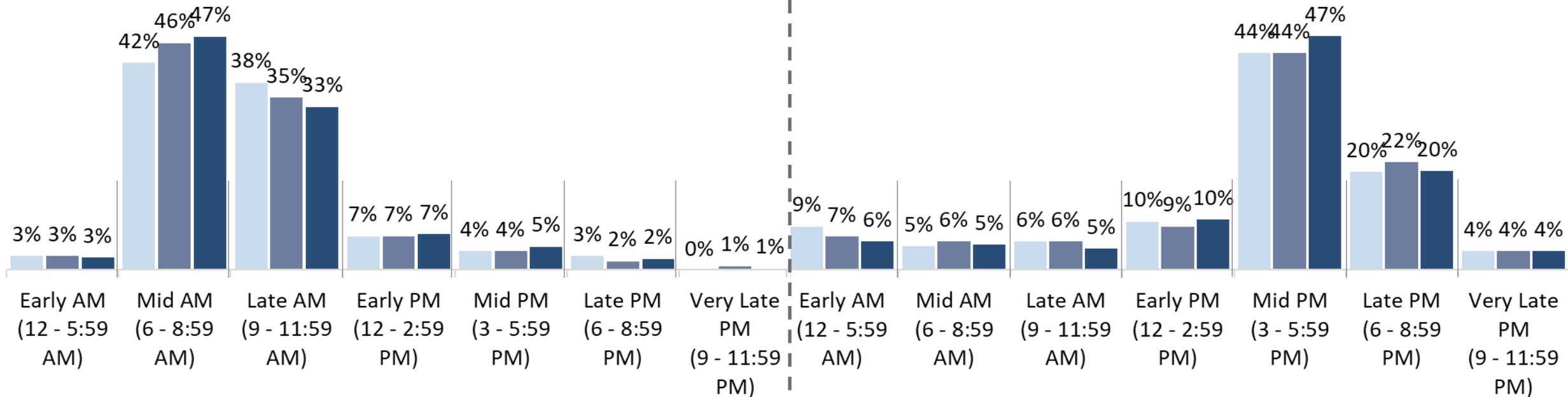
Across quarters, the majority of commuters typically start their commute in the mid or late morning, while the largest group of commuters tends to return from their destination in the mid-afternoon.

Asked among those who make a physical commute trip (Q1 n=1,308, Q2 n=1,562, Q3=1,421)

Q1 Q2 Q3

“What time of day do you usually travel to your typical commute destination?”

“What time of day do you usually leave your typical commute destination?”



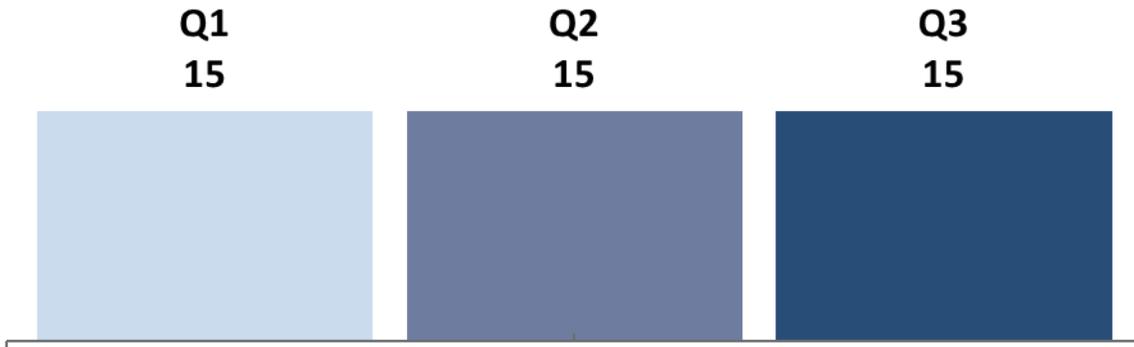
Commute Duration – Commuters

The average distance commuters travel is approximately 15 miles, and the average time needed for that trip is 40 minutes.

Asked among those who make a physical commute trip (Q1 n=1,308, Q2 n=1,562, Q3=1,421)

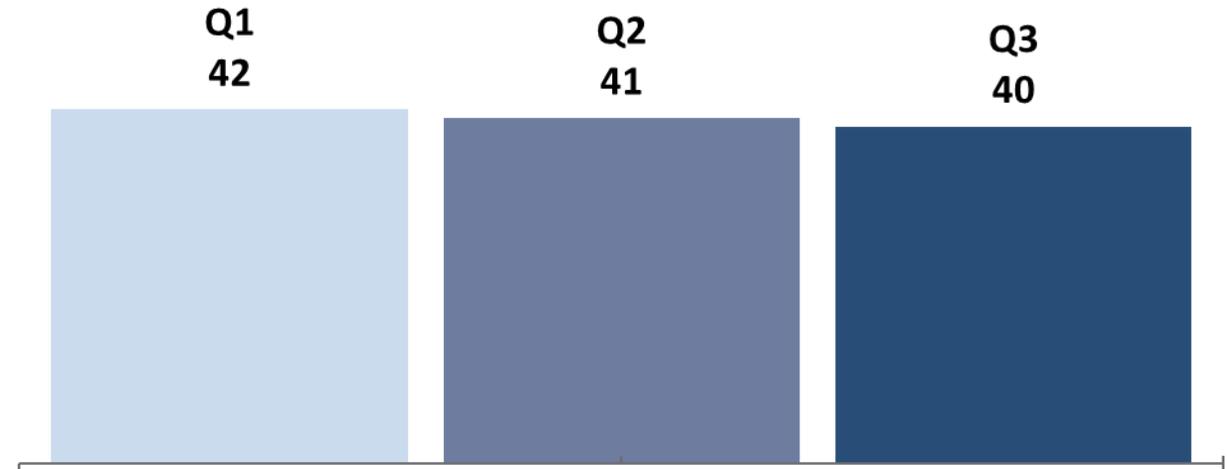
“About how many miles do you live from your typical commute destination?”

Mean Number of Miles



“About how long does that trip usually take you?”

Mean Number of Minutes

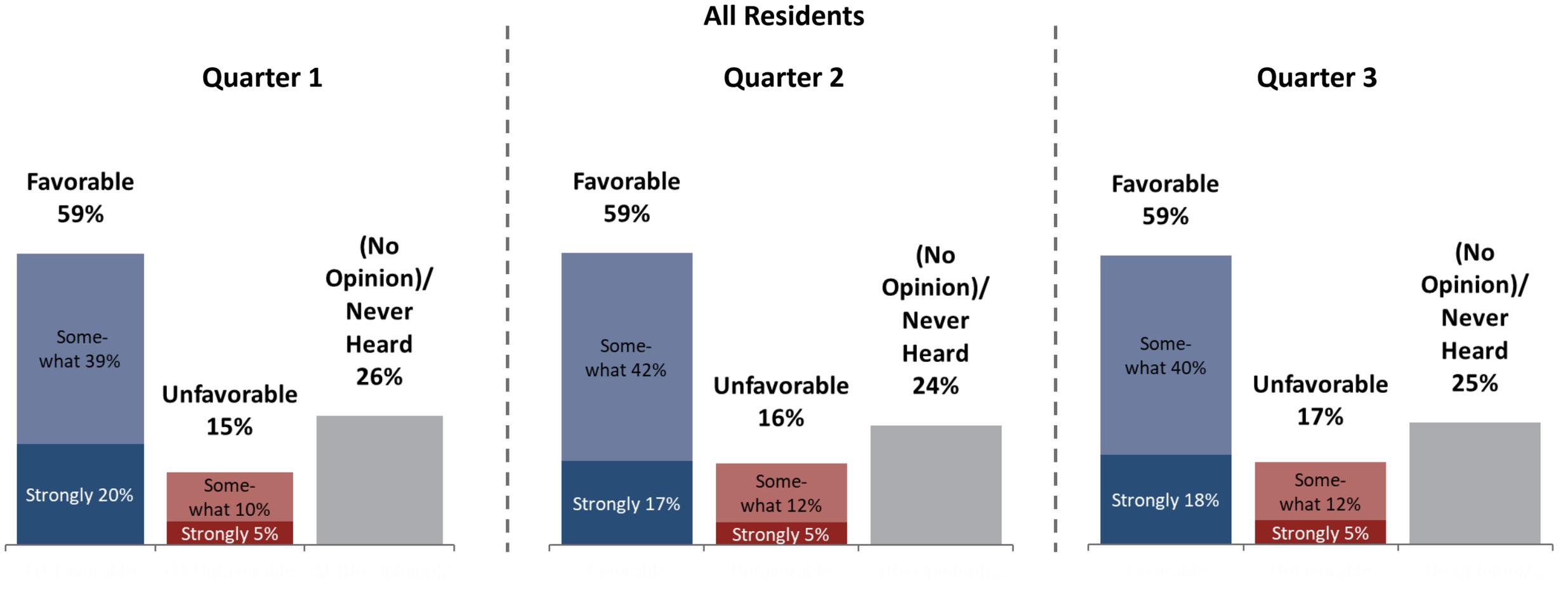




Overall Caltrain Perceptions

Caltrain Favorability Ratings – Overall

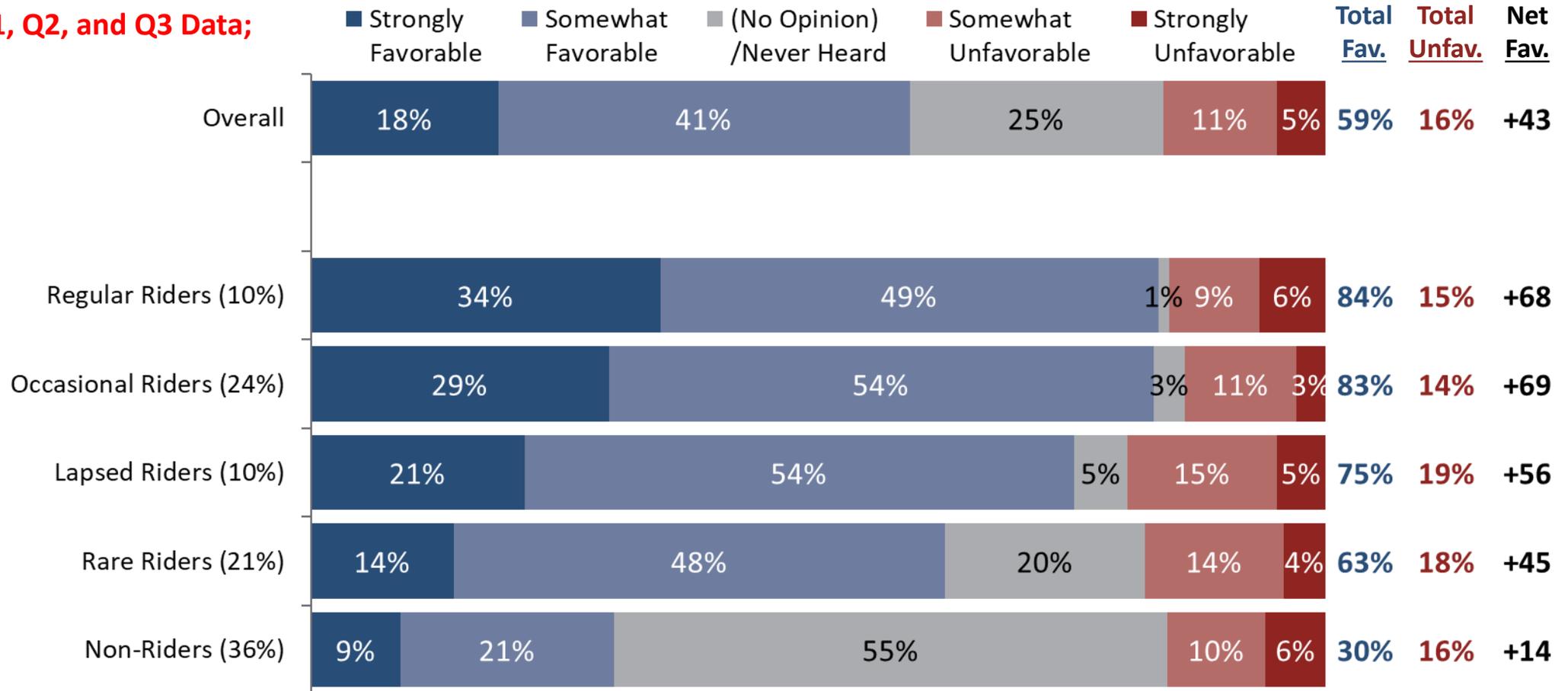
Steady with previous quarters, Peninsula residents continue to rate Caltrain positively, with nearly six-in-ten respondents rating Caltrain either somewhat or strongly favorable. Fewer than one-in-five have an unfavorable view of the service, with very low intensity behind those sentiments. About a quarter have no opinion of Caltrain either way.



Caltrain Favorability Ratings – Ridership

Three-quarters or more of Lapsed, Occasional, and Regular Riders rate Caltrain as generally favorable, and this positive rating is most intense among Regular Riders. Over half of Non-Riders have no opinion about Caltrain, perhaps because their lack of direct engagement with the agency limits their ability to form strong opinions.

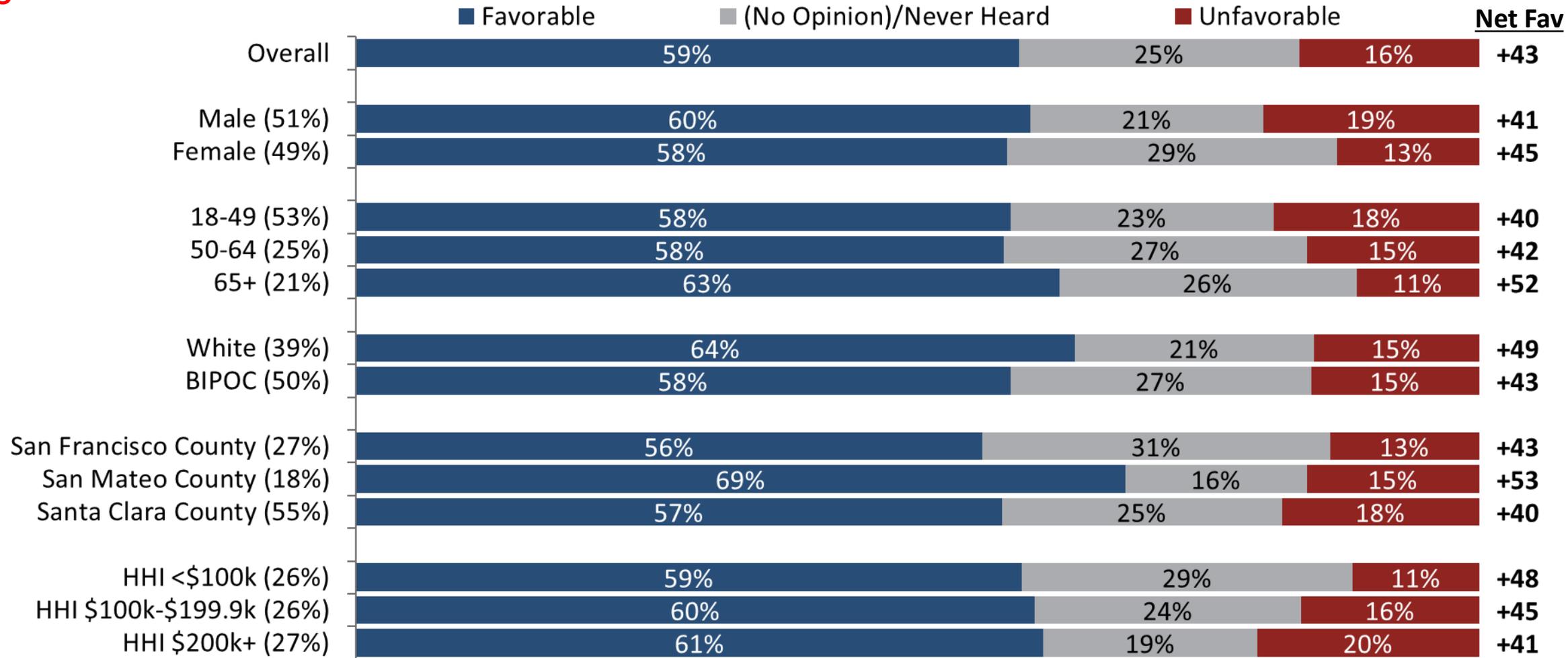
Showing Combined Q1, Q2, and Q3 Data;
n=4,985



Caltrain Favorability Ratings – Subgroups

Respondents aged 65 or over and San Mateo County Residents are more likely to have a favorable opinion of Caltrain.

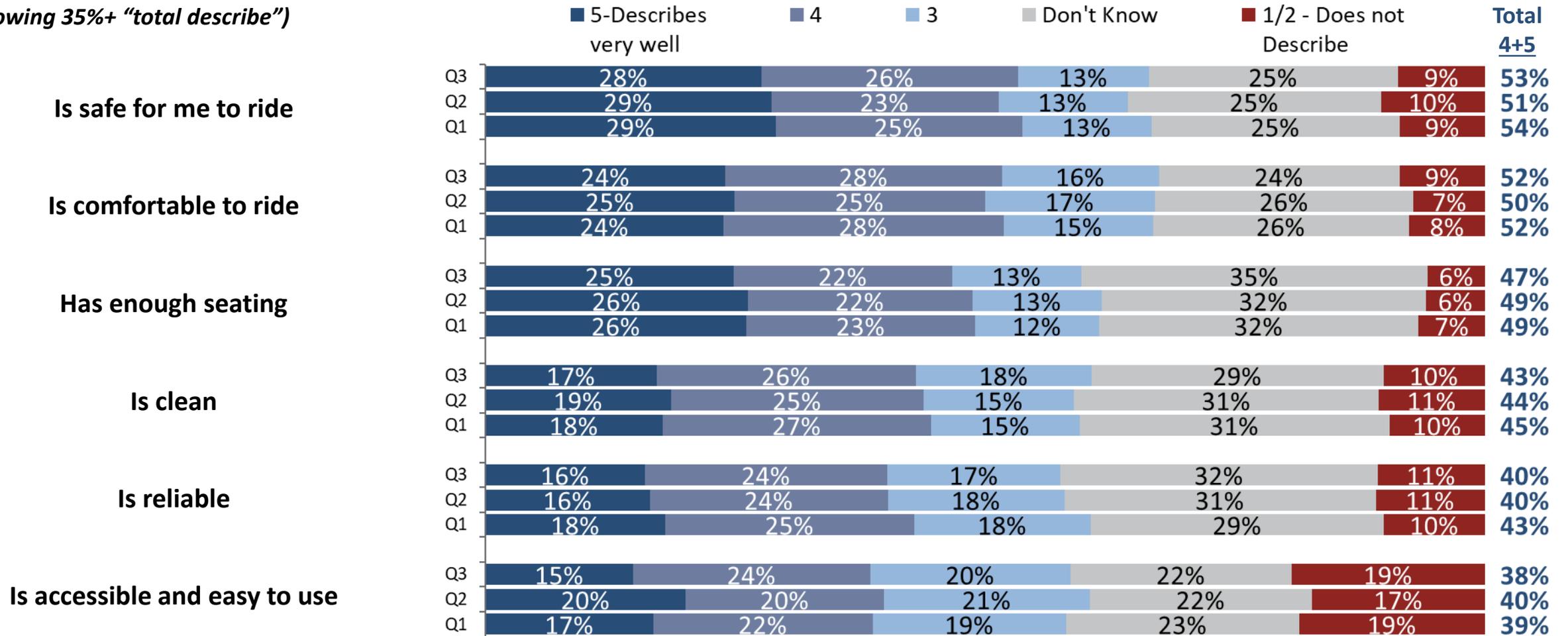
**Showing Combined Q1, Q2, and Q3 Data;
n=4,985**



Caltrain Attributes – Overall (Top Tier)

The plurality of residents in Q3 indicated that Caltrain has enough seating, is clean, reliable, and is accessible and easy to use. A majority agreed that Caltrain is safe and comfortable to ride.

(Showing 35%+ “total describe”)

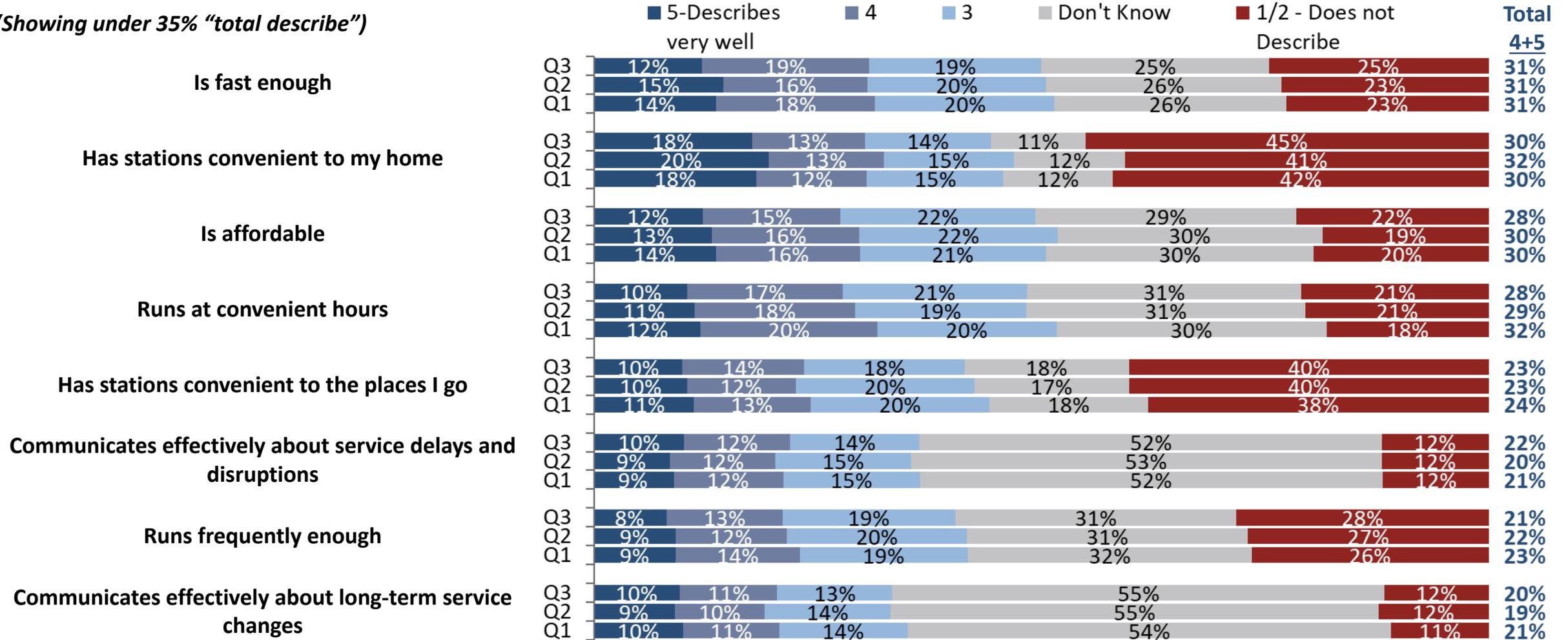


Q34-47. Based on what you may have experienced or heard regarding Caltrain, for each of the following phrases, please indicate how well you think that phrase describes Caltrain.

Caltrain Attributes – Overall (Bottom Tier)

However, a plurality of respondents across all three quarters indicate that Caltrain stations are not convenient to their home or the places they travel.

(Showing under 35% “total describe”)



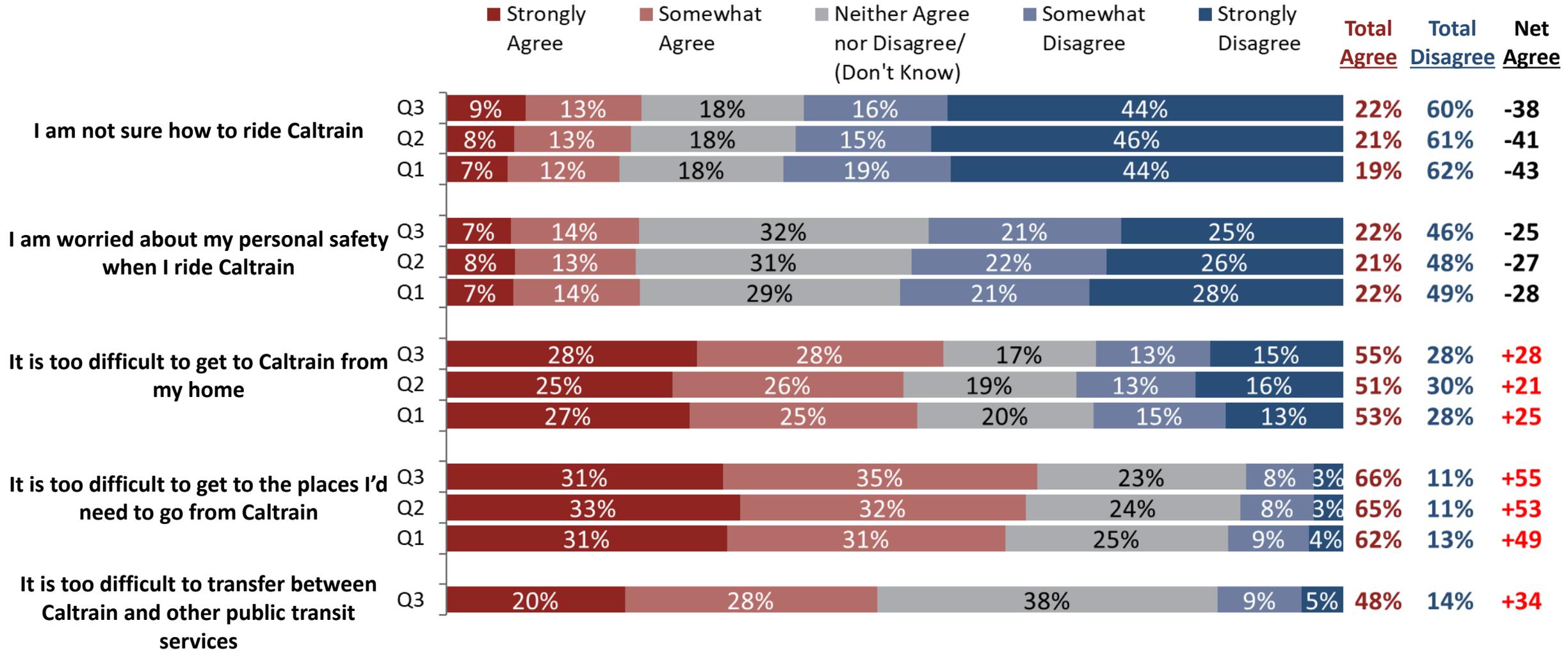
Q34-47. Based on what you may have experienced or heard regarding Caltrain, for each of the following phrases, please indicate how well you think that phrase describes Caltrain.



Caltrain Attitudes, Barriers & Incentives

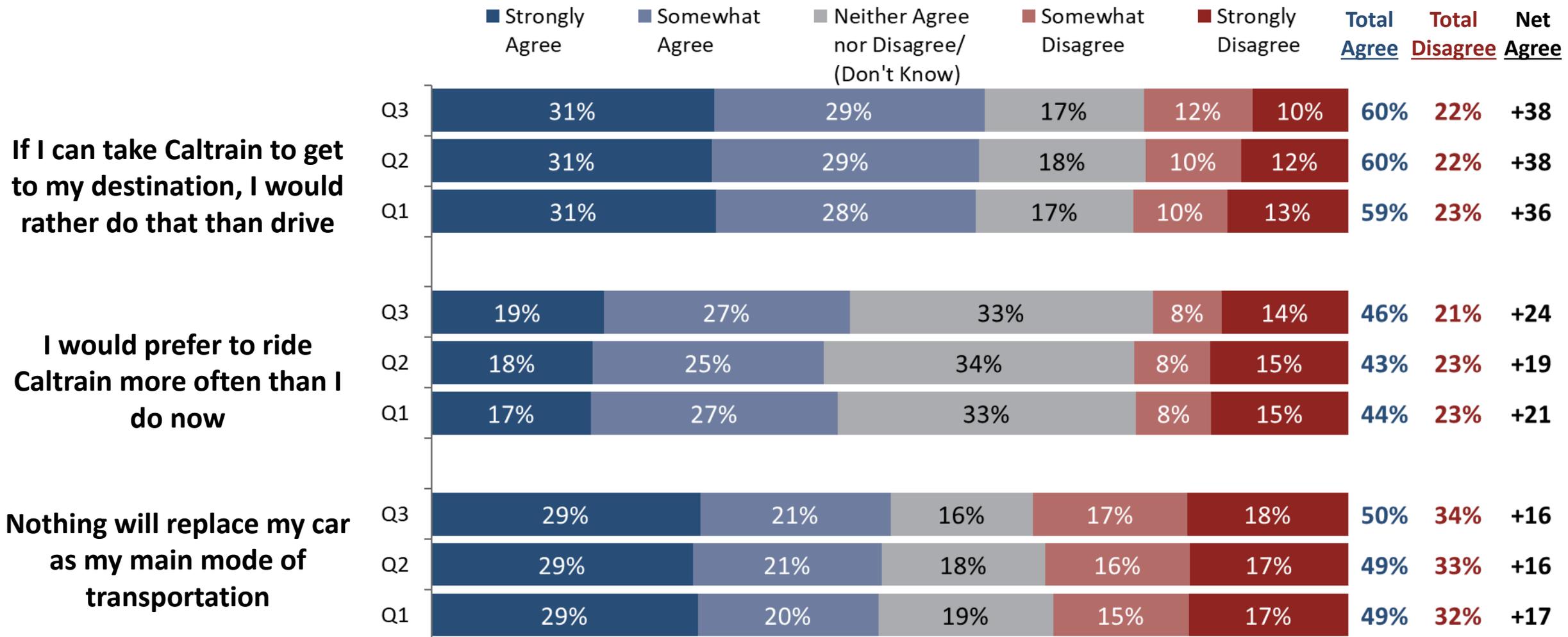
Caltrain Barriers - Overall

Nearly half of respondents agree that it is too difficult to transfer between Caltrain and other public transit services, a new question asked in Q3.



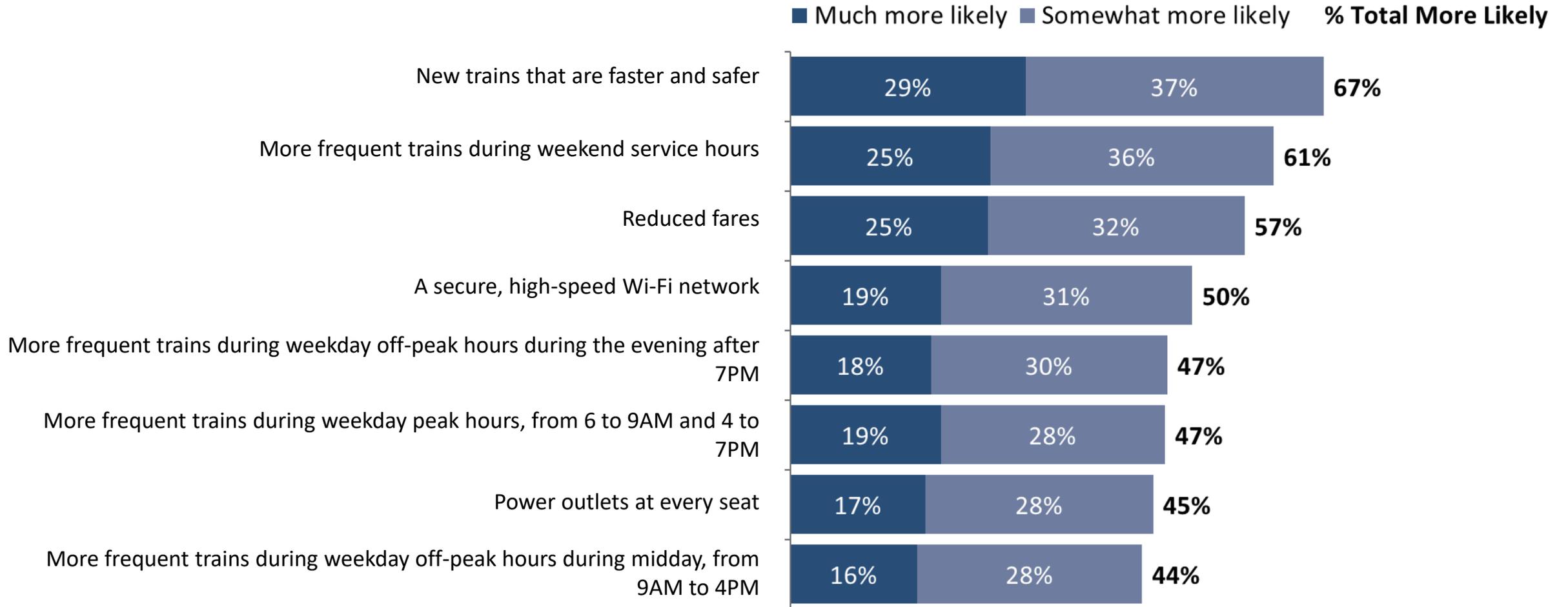
Transportation Preferences - Overall

Six-in-ten respondents indicate they would rather take Caltrain to their destination than drive, when possible. Still, car dependency is high, as half of respondents state that nothing will replace their car as their primary mode of transportation.



Ridership Incentives - Overall

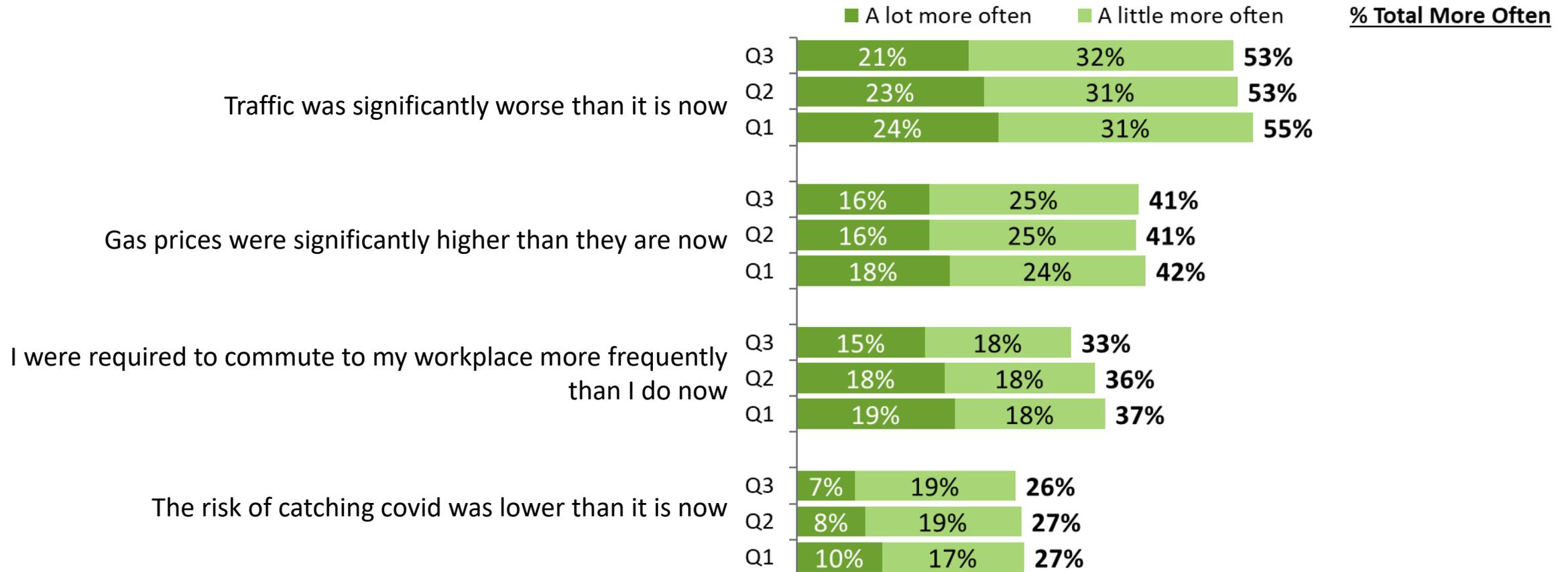
New trains that are faster and safer, more frequent weekend service, and reduced fares are the top changes respondents indicate would make them more likely to ride Caltrain more often.



Q63-70. Next, you will read about some changes Caltrain made recently or is currently making. For each one, please indicate whether that change makes you much more likely, somewhat more likely, or not more likely to ride Caltrain more often.

Future Ridership Factors - Overall

Consistent with the first two quarters, respondents in Q3 indicate that worse traffic and higher gas prices would be the most likely factors to increase their Caltrain ridership.



Q56-59. After each of the following, please indicate if you would ride Caltrain a lot more often, a little more often, or no more often.

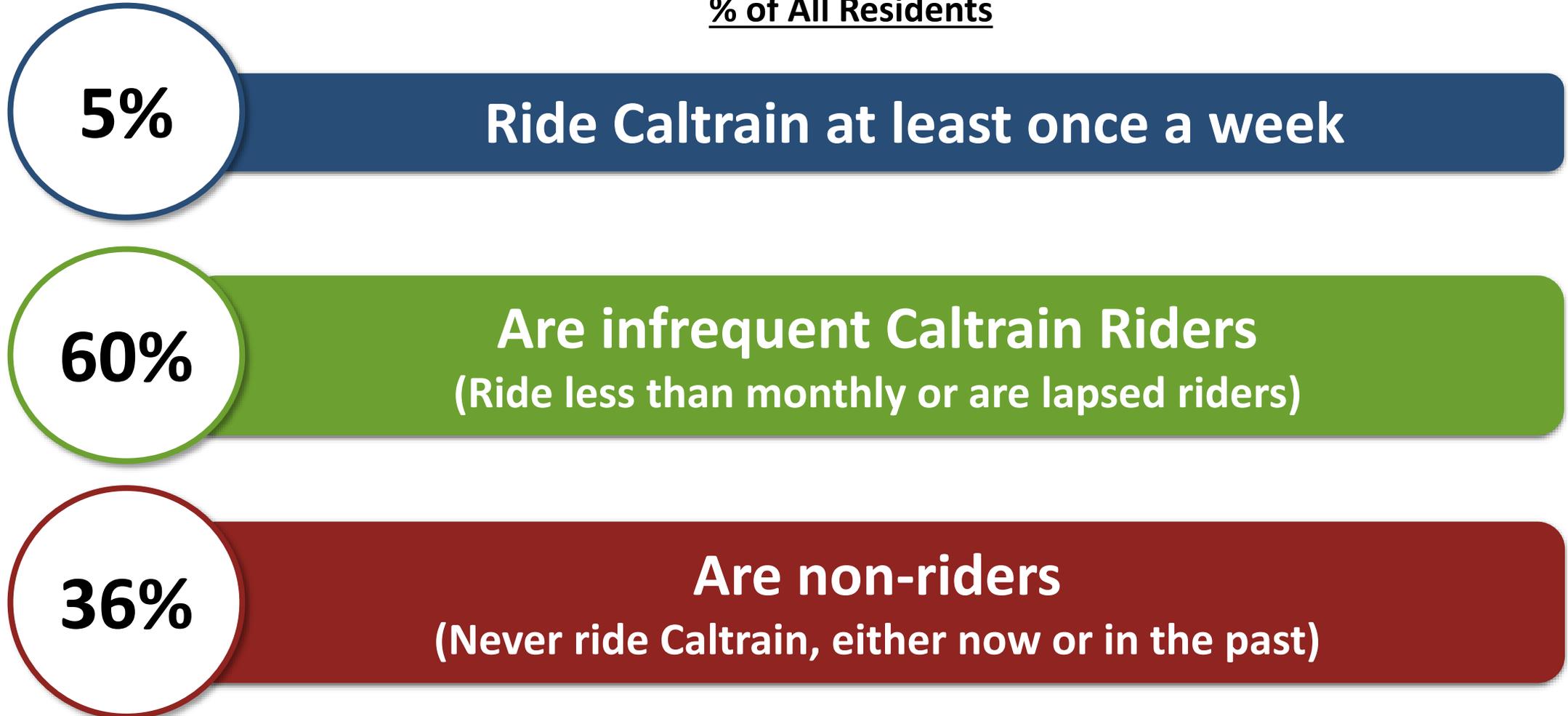


Potential Ridership Segmentation

Potential Rider Segmentation – Key Questions

Showing Combined Q1, Q2, and Q3 Data; n=4,985

% of All Residents



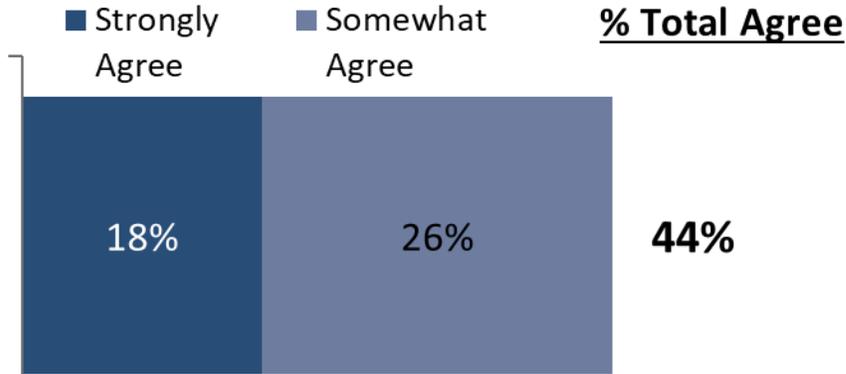
Potential Rider Segmentation – Key Questions

% of All Residents

Showing Combined Q1, Q2, and Q3 Data; n=4,985

Interest in Riding Caltrain

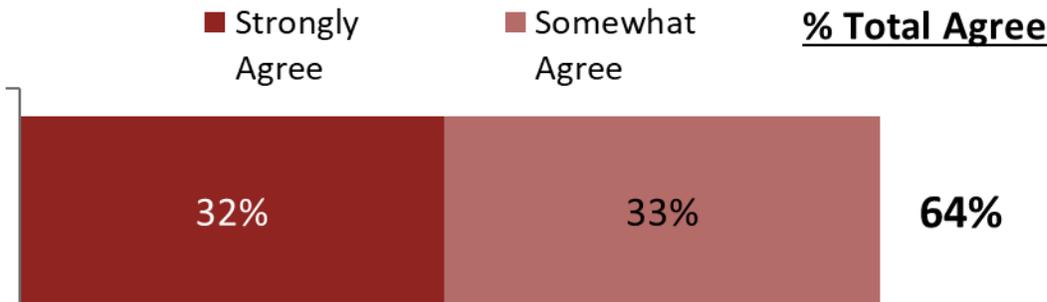
I would prefer to ride Caltrain more often than I do now



High Interest: “Strongly” agree (18%)
Medium Interest: “Somewhat” agree (26%)
Low Interest: Do not agree (56%)

Barriers to Riding Caltrain

It is too difficult to get to the places I'd need to go from Caltrain



High Barrier: “Strongly” agree with either statement (42%)
Medium Barrier: Somewhat agree with both statements (12%)
Low Barrier: Do not agree with either statement (46%)

It is too difficult to get to Caltrain from my home

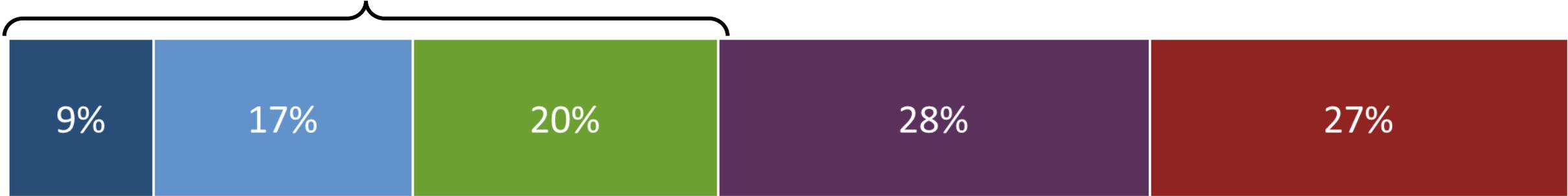


Potential Rider Segmentation Definition

Showing Combined Q1, Q2, and Q3 Data; n=4,985

% of All Residents

Total Reachable Target: 46%



Maximize Engagement

Weekly+ Caltrain riders or riders with strong interest in riding more often, and have low or no barriers to riding (n=435)

Strengthen Engagement

Less than weekly Caltrain riders with either medium interest or medium barriers OR non-riders with low or no barriers & high interest in riding Caltrain (n=839)

Longer-Term Convertible

Infrequent or lapsed riders or non-riders with some interest in riding Caltrain more often, but believe it is too difficult to get to Caltrain or where they would need to go via Caltrain (n=968)

Monitor

Infrequent or lapsed riders who are not immediately interested in riding Caltrain more often (n=1,408)

Out of Target

Non-riders who are not interested in riding Caltrain (n=1,335)

Q4-11. I'm going to read you a few statements about your transportation habits before the pandemic. Please tell me if you did each one more than once a week or less than once a week.

Q19. / Q50./ Q53./Q54

Segmentation Summary

Maximize Engagement (9%):

Riders who are on board – attitudinally and behaviorally – and hopefully, amenity or scheduling-based improvements of Caltrain can increase Caltrain ridership and satisfaction with service.

Strengthen Engagement (17%):

Infrequent and non-riders who can viably ride more often. They are interested in riding more and have low barriers to riding. These riders may or may not need Caltrain for their commute, but faster service will be a compelling proposition, as well as off-peak and weekend service frequency.

Longer-Term Convertible (20%):

Caltrain doesn't currently work for these riders, and most short- and medium-term improvements are unlikely to change that. Still, Caltrain may well be a top-of-mind option if circumstances change. In the meantime, these riders are more open to riding for more occasional/special event trips as they come up.

Monitor (28%):

This group sometimes rides Caltrain, and most like the service, but short of a complete system overhaul, they're probably not going to ride any more than they already do.

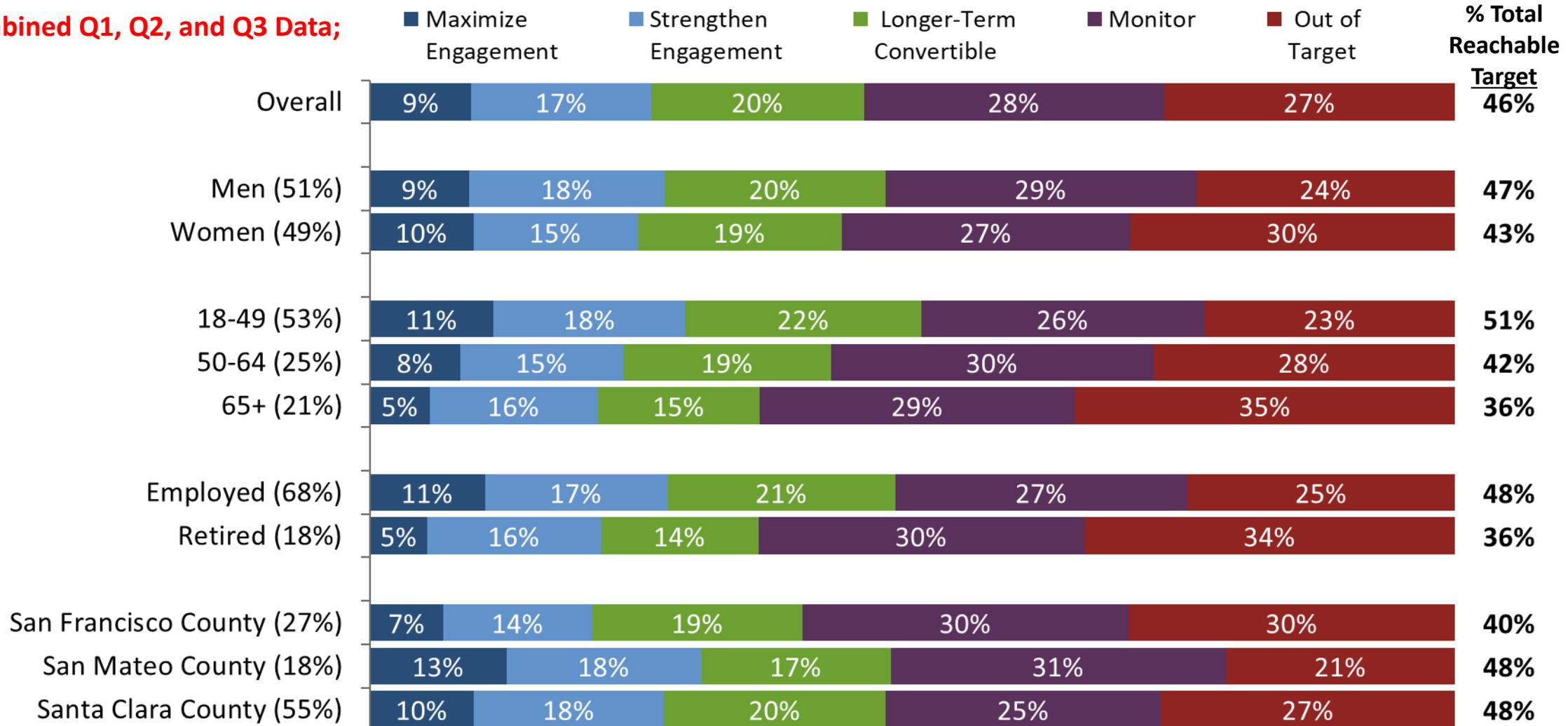
Out of Target (27%):

Caltrain isn't relevant to these people and most likely never will be.

Segmentation by Demographic Subgroups

Among all year-to-date respondents in 2023, short or long-term Caltrain rider targets are highest among those under 50, people currently employed, and those living in San Mateo or Santa Clara Counties.

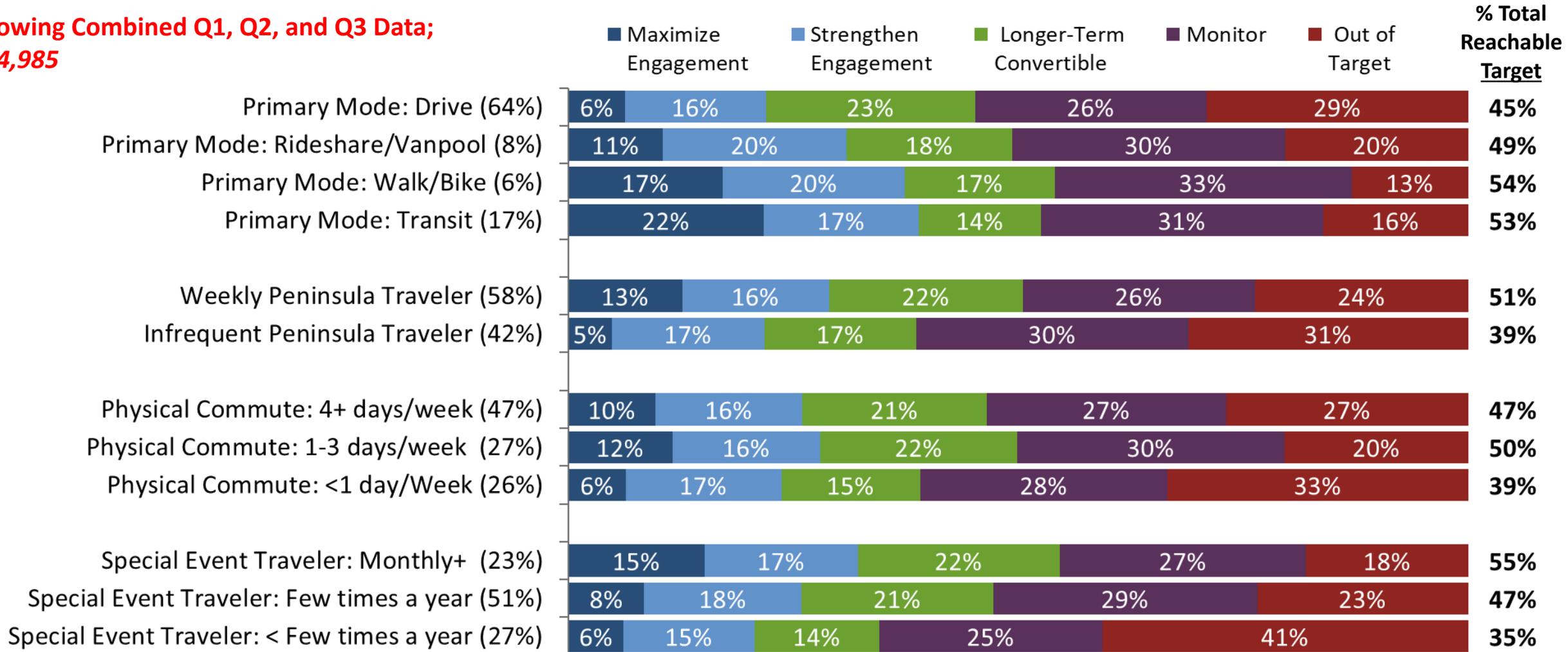
Showing Combined Q1, Q2, and Q3 Data; n=4,985



Segmentation by Travel Subgroups

Over half of weekly Peninsula travelers, 1-3 day/week commuters, current public transit and non-motorized travel users, and monthly special event travelers are reachable targets.

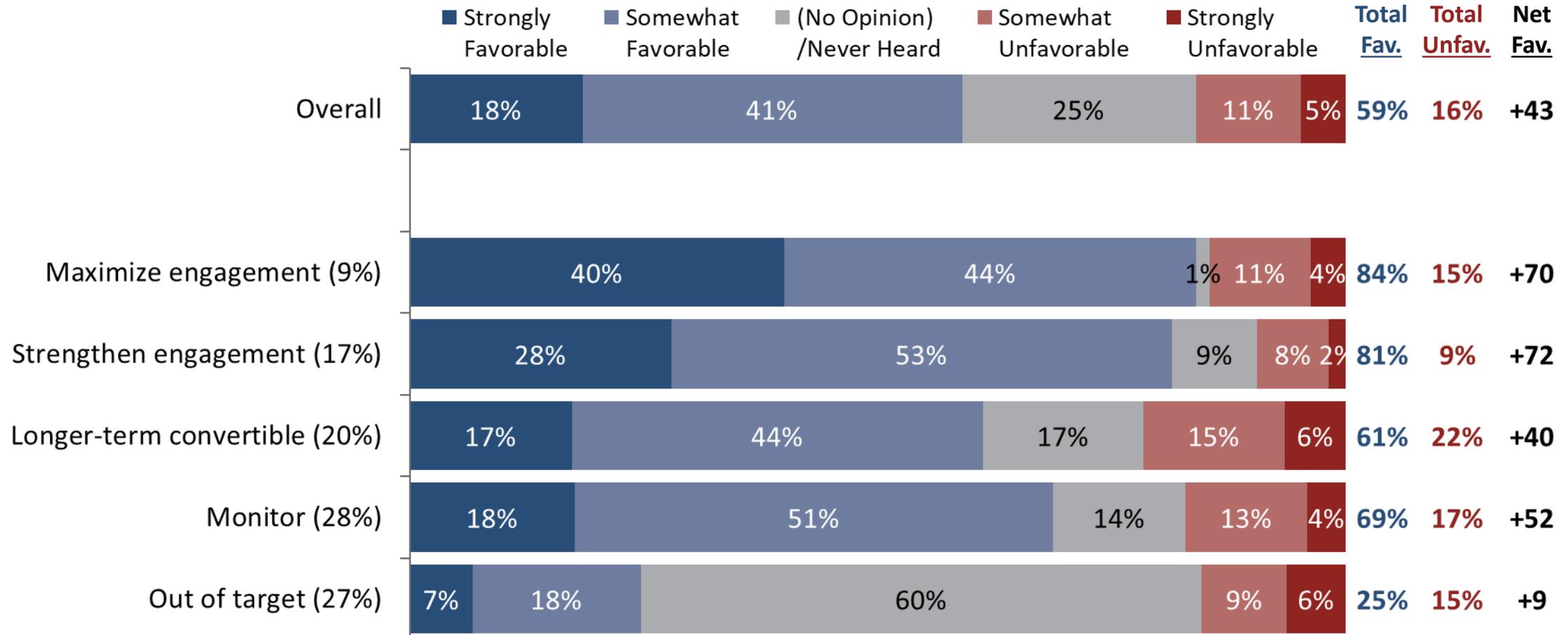
Showing Combined Q1, Q2, and Q3 Data;
n=4,985



Caltrain Favorability by Potential Rider Segmentation

Caltrain is most highly rated by those in the Maximize and Strengthen categories. Those in the Monitor category rate it higher than Longer-term convertible, but both are favorable. Most in the Out of Target group have no opinion or are unaware of Caltrain.

Showing Combined Q1, Q2, and Q3 Data;
n=4,985

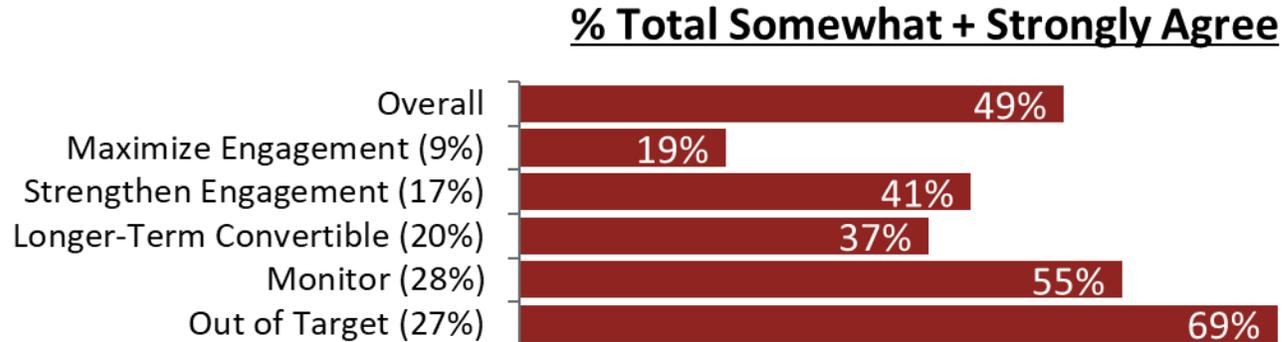


Caltrain Barriers by Potential Rider Segmentation

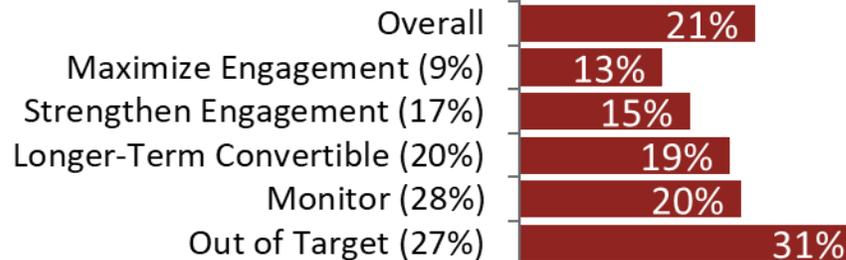
Significant shares of each potential rider target indicated that nothing would replace their car as their main mode of transportation. Personal safety and uncertainty do not constitute nearly as high a barrier to ridership.

Showing Combined Q1, Q2, and Q3 Data;
n=4,985

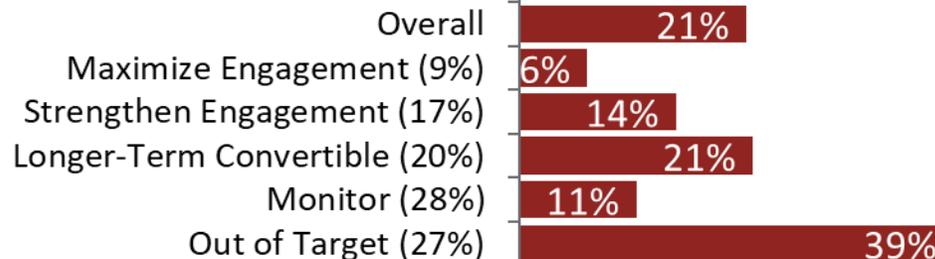
Nothing will replace my car as my main mode of transportation



I am worried about my personal safety when I ride Caltrain



I am not sure how to ride Caltrain



Maximize Engagement (9%) Key Findings

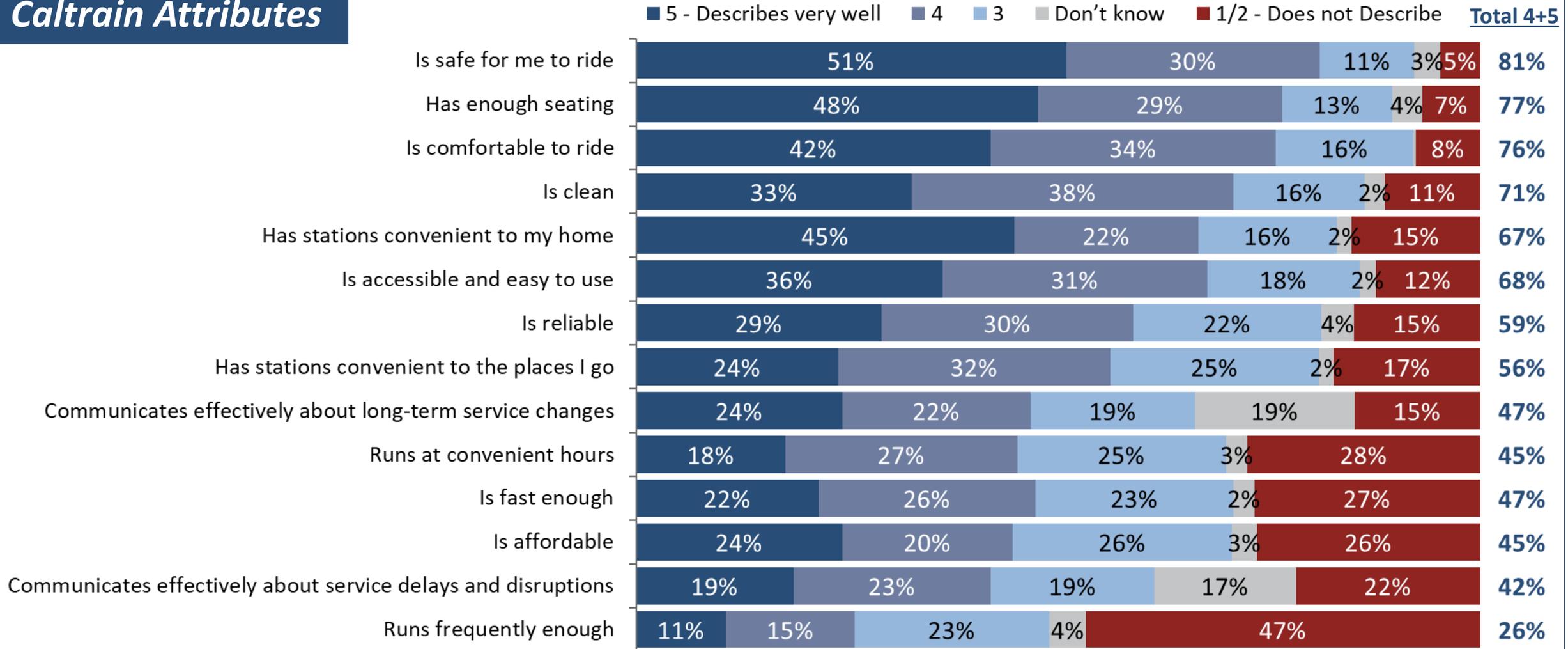
▶ Maximize Engagement:

- ▶ This segmentation target consists of residents who already use Caltrain and exhibit strong interest in riding even more often.
- ▶ This group has strongly positive perceptions of the Agency and most of its service attributes.
- ▶ However, this group is strongly critical of Caltrain's service frequency. They are also critical, to a lesser extent, of the agency's operating hours, speed of travel, affordability, and service disruption-related communications.
- ▶ The most prominent top-of-mind barrier to riding Caltrain is its schedule, with nearly one-third mentioning this. Similarly, more frequent service is their primary suggestion for getting them to ride more often.
- ▶ When asked about improvements Caltrain is making that could serve as an incentive to ride more often, this group reacted very positively to faster trains, more frequent service during off-peak hours and weekends, and reduced fares.

Maximize Engagement (9%) Snapshot

Showing Combined Q1, Q2, and Q3 Data; n=435

Caltrain Attributes



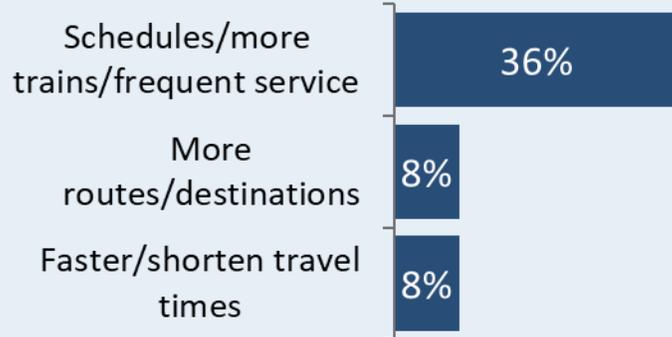
Q34-47. Based on what you may have experienced or heard regarding Caltrain, for each of the following phrases, please indicate how well you think that phrase describes Caltrain.

Maximize Engagement (9%) Snapshot

Showing Combined Q1, Q2, and Q3 Data; n=435

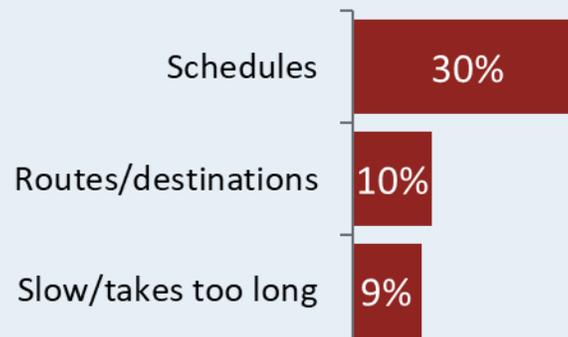
Top-of-mind Incentives

Open-ended verbatims coded into categories shown below



Top-of-mind Barriers

Open-ended verbatims coded into categories shown below



Top 3 Attributes

Caltrain...

1.) Is safe for me to ride

81% Describes, 51% Very well

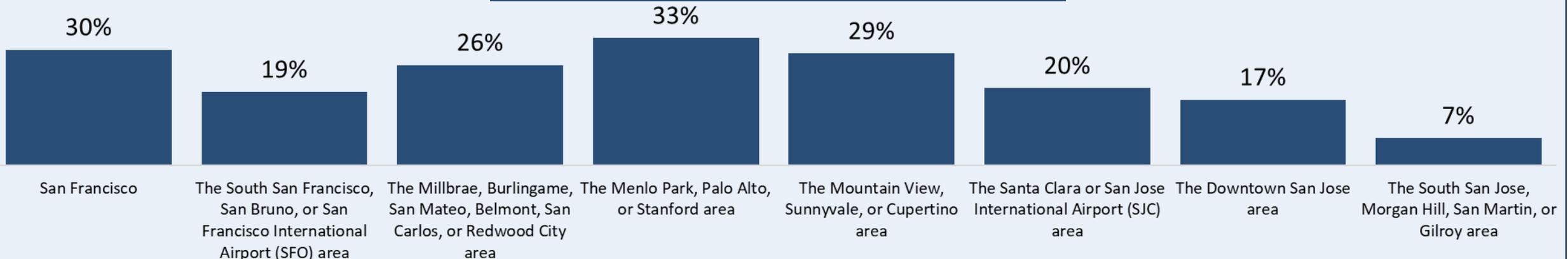
2.) Has enough seating

77% Describes, 48% Very well

3.) Is comfortable to ride

76% Describes, 42% Very well

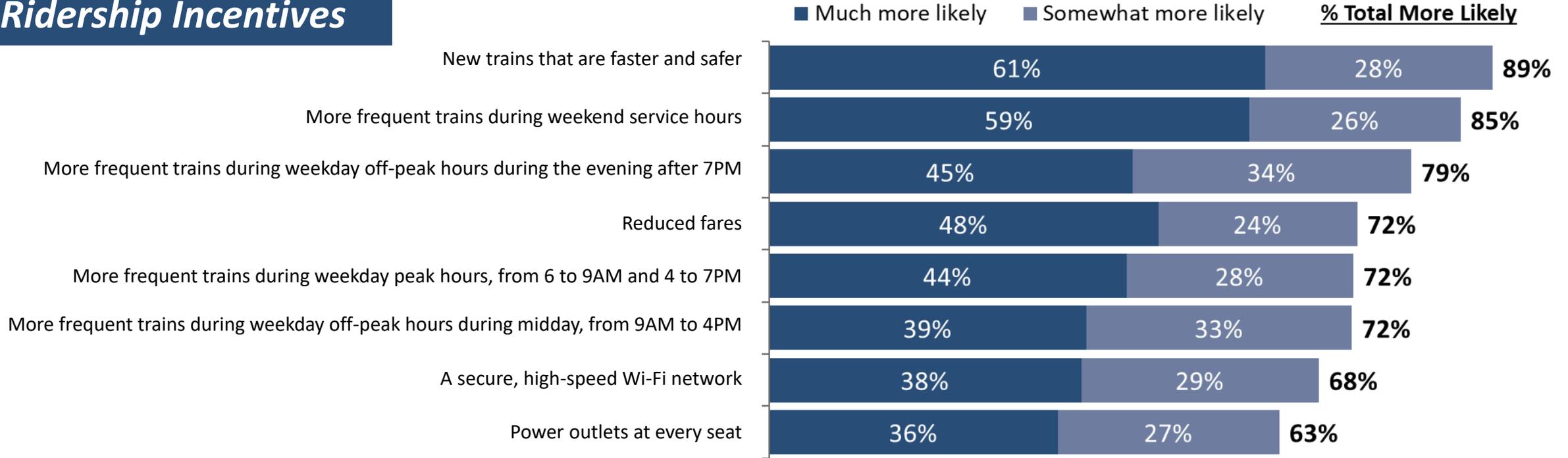
Destination Frequency; Weekly+



Maximize Engagement (9%) Snapshot

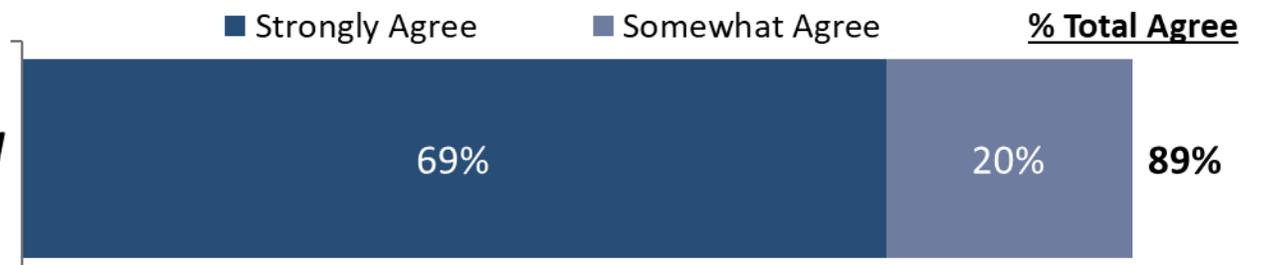
Showing Combined Q1, Q2, and Q3 Data; n=435

Ridership Incentives



Would Prefer to Take Caltrain

“If I can take Caltrain to get to my destination, I would rather do that than drive”



Strengthen Engagement (17%) Key Findings

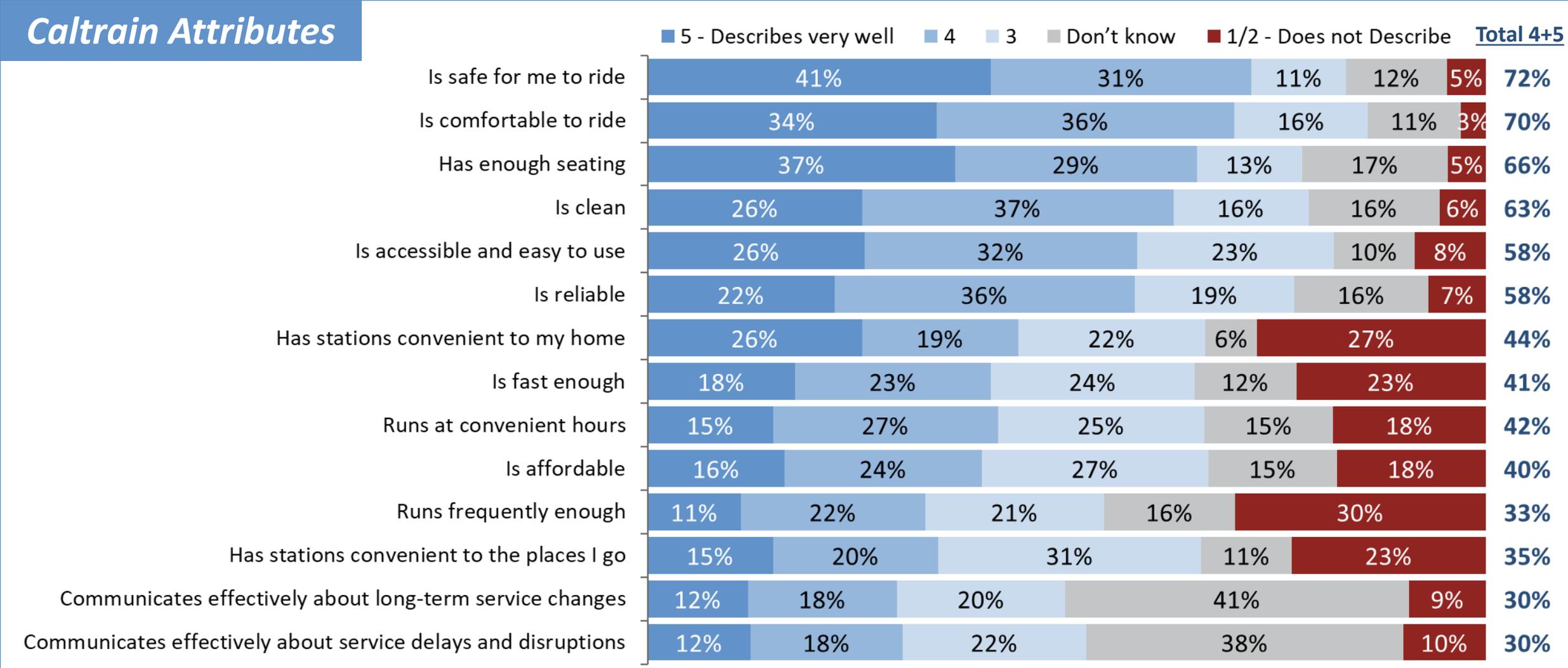
▶ Strengthen Engagement:

- This segmentation target includes those who may ride Caltrain infrequently – or not at all – but express at least moderate interest in riding more often and do not consider accessing the stations as prohibitively difficult for where they live and would need to go.
- This group generally views Caltrain’s service positively, agreeing that it is a safe, comfortable, clean, and reliable service. Still, some are critical of the convenience of station locations and service frequency.
- The most mentioned top-of-mind barriers to riding Caltrain include a lack of sufficient routes and destinations, as well as Caltrain’s schedule.
- Among those in this target group, new trains with faster service is a compelling incentive to ride Caltrain more often, along with increased weekend service frequency and reduced fares.

Strengthen Engagement (17%) Snapshot

Showing Combined Q1, Q2, and Q3 Data; n=839

Caltrain Attributes



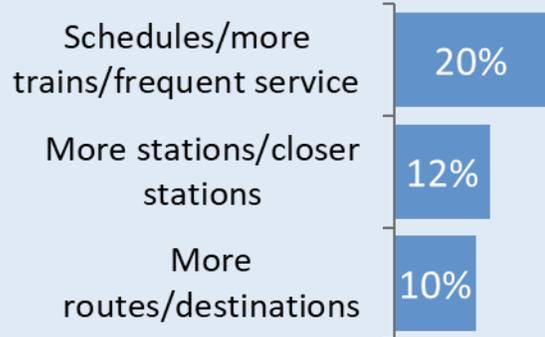
Q34-47. Based on what you may have experienced or heard regarding Caltrain, for each of the following phrases, please indicate how well you think that phrase describes Caltrain.

Strengthen Engagement (17%) Snapshot

Showing Combined Q1, Q2, and Q3 Data; n=839

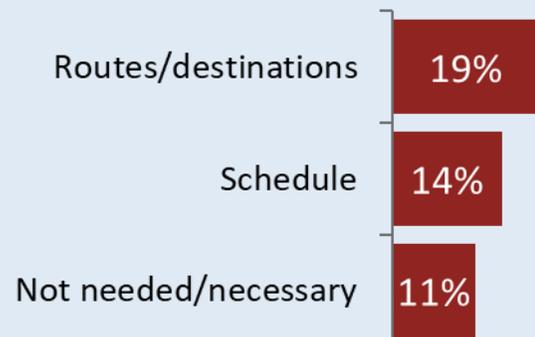
Top-of-mind Incentives

Open-ended verbatims coded into categories shown below



Top-of-mind Barriers

Open-ended verbatims coded into categories shown below



Top 3 Attributes

Caltrain...

1.) Is safe for me to ride

72% Describes, 41% Very well

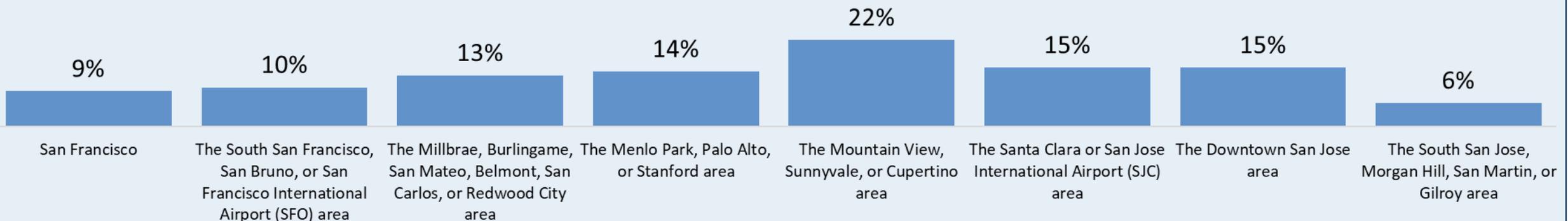
2.) Is comfortable to ride

70% Describes, 34% Very well

3.) Has enough seating

66% Describes, 37% Very well

Destination Frequency; Weekly+

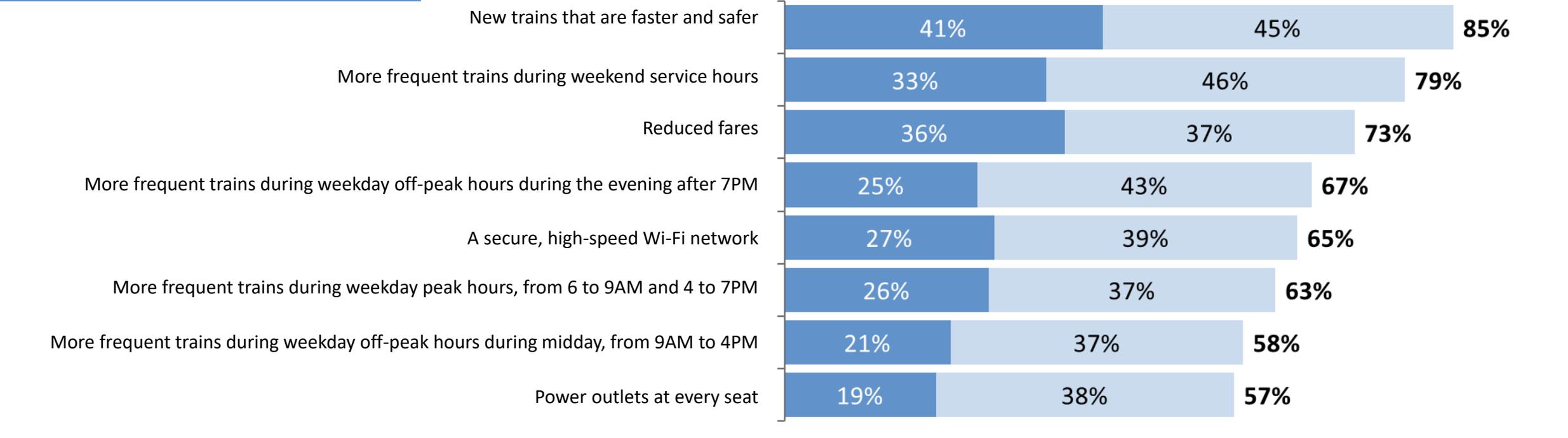


Strengthen Engagement (17%) Snapshot



Showing Combined Q1, Q2, and Q3 Data; n=839

Ridership Incentives



Would Prefer to Take Caltrain



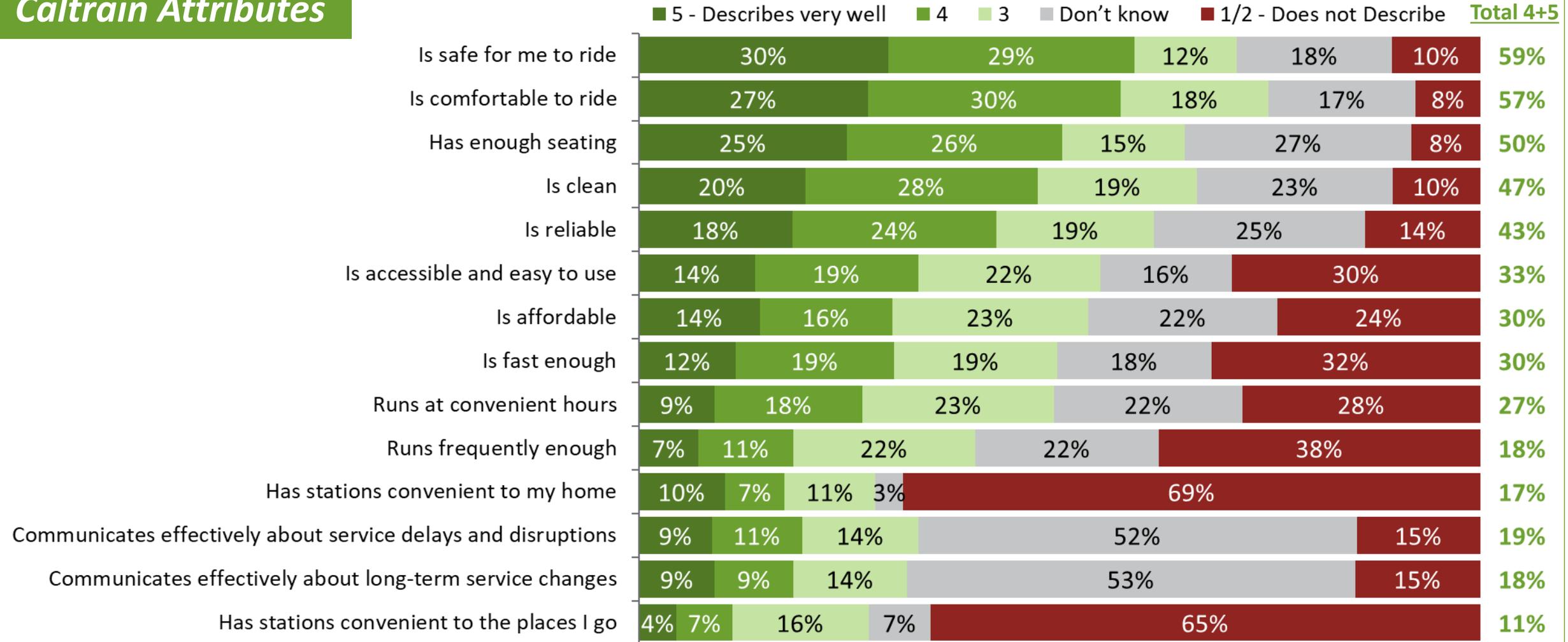
▶ Longer-term Convertible:

- By definition, residents in this longer-term target use Caltrain infrequently but are at least moderately interested in riding more often. However, they currently believe the service does not serve where they live or go to the places they would want to go.
- Although over eight-in-ten of longer-term convertibles would prefer to take Caltrain over driving if they could, limited routes/destinations and a lack of access/nearby stations are significant barriers to them riding more often.
- For most, riding Caltrain currently isn't viable. There currently aren't stations near their destinations or homes, but they may keep Caltrain top-of-mind if their situation changes in the future.
- For some, new, faster trains and increased service frequency may help increase their ridership over time, particularly if travel time and flexibility grow closer to parity with driving alone.

Longer-term Convertible (20%) Snapshot

Showing Combined Q1, Q2, and Q3 Data; n=968

Caltrain Attributes



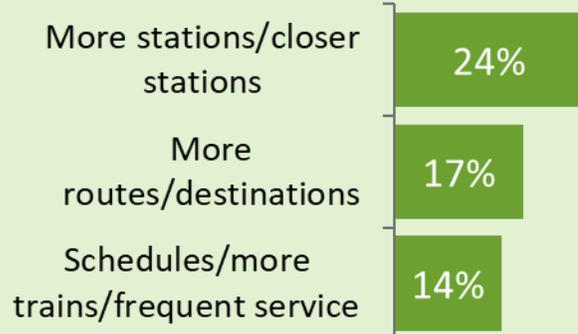
Q34-47. Based on what you may have experienced or heard regarding Caltrain, for each of the following phrases, please indicate how well you think that phrase describes Caltrain.

Longer-term Convertible (20%) Snapshot

Showing Combined Q1, Q2, and Q3 Data; n=968

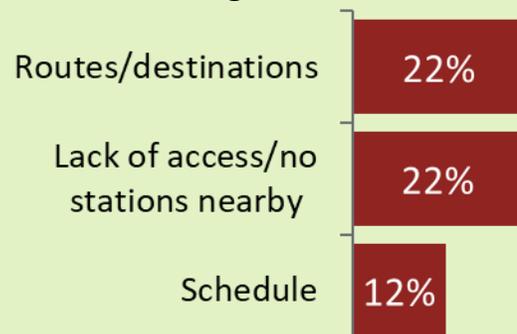
Top-of-mind Incentives

Open-ended verbatims coded into categories shown below



Top-of-mind Barriers

Open-ended verbatims coded into categories shown below



Top 3 Attributes

Caltrain...

1.) Is safe for me to ride

59% Describes, 30% Very well

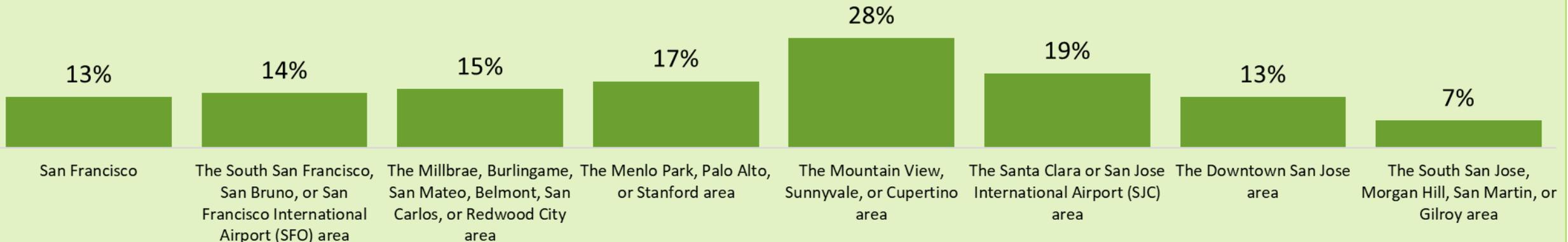
2.) Is comfortable to ride

57% Describes, 27% Very well

3.) Has enough seating

50% Describes, 25% Very well

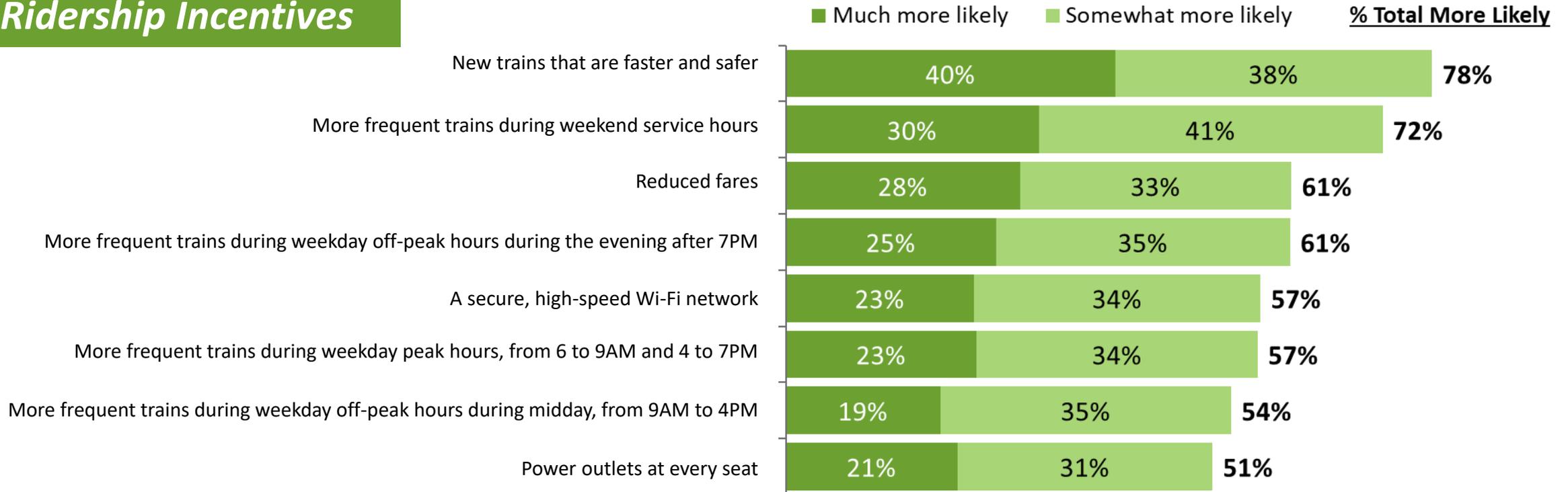
Destination Frequency; Weekly+



Longer-term Convertible (20%) Snapshot

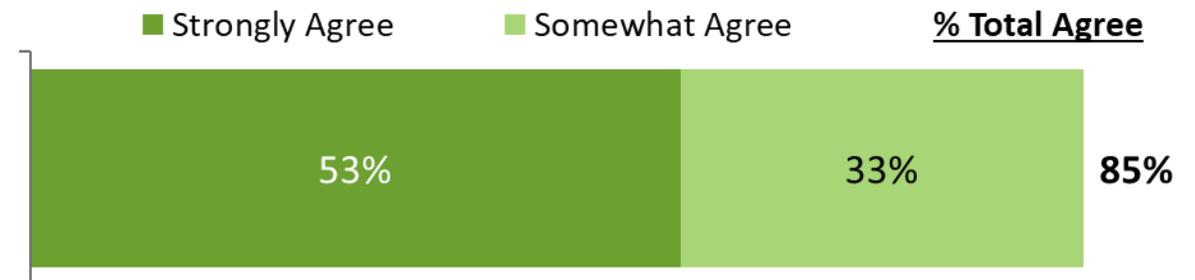
Showing Combined Q1, Q2, and Q3 Data; n=968

Ridership Incentives



Would Prefer to Take Caltrain

“If I can take Caltrain to get to my destination, I would rather do that than drive”



Top-of-Mind Barriers to Riding Caltrain

Showing Combined Q1, Q2, and Q3 Data; n=4,985

In general, what is the main thing that keeps you from riding Caltrain, if anything?

(Open-ended question; verbatim responses coded into categories shown)

	Overall	Maximize Engagement (9%)	Strengthen Engagement (17%)	Longer-Term Convertible (20%)	Monitor (28%)	Out of Target (27%)
Routes/destinations	18%	10%	19%	22%	17%	17%
Not needed/necessary	13%	2%	11%	6%	16%	21%
Lack of access/no stations nearby	12%	6%	10%	22%	9%	11%
Schedule	10%	30%	14%	12%	8%	2%
Slow/takes too long	8%	9%	8%	9%	8%	5%
Not convenient	6%	3%	5%	6%	6%	8%
Have a car/prefer to drive	4%	0%	2%	1%	5%	9%
Cost	4%	5%	5%	4%	5%	3%
No longer commute/retired/work remotely	3%	3%	5%	1%	5%	1%
Safety concerns/crime	3%	2%	2%	2%	2%	4%
Transportation to/from station	2%	3%	2%	5%	2%	1%
Short commute/live near my destination	2%	1%	2%	1%	2%	2%

Q33. Note: excluding responses under 2% and those coded as "Other," "Nothing," and "Don't know"

Caltrain Ridership Factors by Potential Rider Segmentation



Showing Combined Q1, Q2, and Q3 Data; n=4,985

% More Often (a lot + a little)

	Overall	Maximize Engagement (9%)	Strengthen Engagement (17%)	Longer-Term Convertible (20%)	Monitor (28%)	Out of Target (27%)
Traffic was significantly worse than it is now	54%	72%	73%	60%	50%	33%
Gas prices were significantly higher than they are now	41%	57%	56%	46%	37%	28%
I were required to commute to my workplace more frequently than I do now	35%	65%	50%	39%	30%	20%
The risk of catching covid was lower than it is now	27%	35%	37%	31%	24%	18%

Q56-59. After each of the following, please indicate if you would ride Caltrain a lot more often, a little more often, or no more often.

Ridership Incentives by Potential Rider Segmentation

Showing Combined Q1, Q2, and Q3 Data; n=4,985

% More Likely (Much + Somewhat)

	Overall	Maximize Engagement (9%)	Strengthen Engagement (17%)	Longer-Term Convertible (20%)	Monitor (28%)	Out of Target (27%)
New trains that are faster and safer	66%	89%	85%	78%	65%	40%
More frequent trains during weekend service hours	60%	85%	79%	72%	58%	31%
Reduced fares	56%	72%	73%	61%	56%	36%
A secure, high-speed Wi-Fi network	48%	68%	65%	57%	47%	26%
More frequent trains during weekday off-peak hours during the evening after 7PM	49%	79%	67%	61%	47%	22%
More frequent trains during weekday peak hours, from 6-9AM and 4 -7PM	45%	72%	63%	57%	38%	23%
Power outlets at every seat	44%	63%	57%	51%	41%	27%
More frequent trains during weekday off-peak hours during midday, from 9AM-4PM	44%	72%	58%	54%	40%	22%

Q63.-Q70. Next, you will read about some changes Caltrain made recently or is currently making. For each one, please indicate whether that change makes you much more likely, somewhat more likely, or not more likely to ride Caltrain more often.

Top-of-Mind Ridership Incentives

Showing Combined Q1, Q2, and Q3 Data; n=4,985

And what is the main thing Caltrain could change to make you more likely to ride more often in the future, if anything?

(Open-ended question; verbatim responses coded into categories shown)

	Overall	Maximize Engagement (9%)	Strengthen Engagement (17%)	Longer-Term Convertible (20%)	Monitor (28%)	Out of Target (27%)
More stations/closer stations	15%	5%	12%	24%	11%	17%
Schedules/more trains/frequent service	13%	36%	20%	14%	11%	3%
More routes/destinations	11%	8%	10%	17%	10%	10%
Personal circumstances	7%	3%	6%	2%	9%	10%
Lower cost/cheaper	6%	8%	8%	4%	8%	5%
Faster/shorten travel time	5%	8%	6%	7%	6%	2%
Transportation to/from station	5%	3%	6%	11%	4%	3%
Improve safety	3%	2%	3%	2%	4%	5%
Improve convenience/ease of use	2%	1%	1%	2%	2%	2%

Note: excluding responses under 2% and those coded as "Other," "Nothing," and "Don't know"

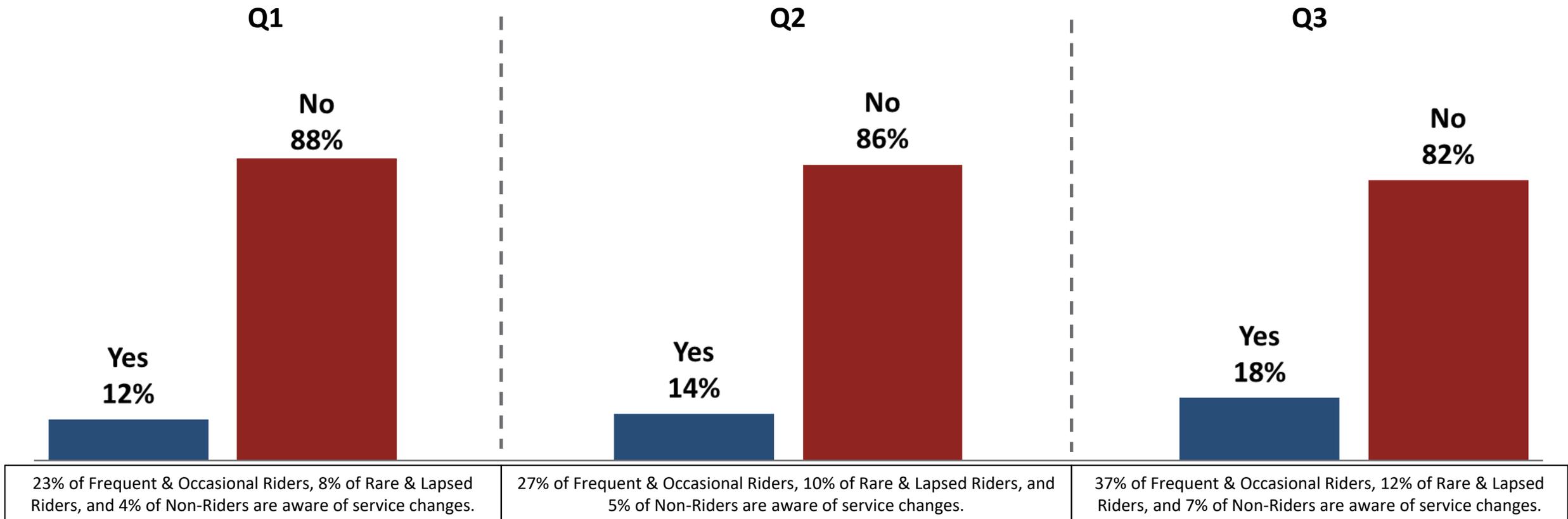


Information

Caltrain Service Changes Awareness

A large majority of respondents have not heard anything about Caltrain service changes recently, but the share of those who have has steadily grown since the beginning of 2023.

Have you heard anything about Caltrain service changes recently?



Caltrain Service Changes Awareness

Among respondents who have heard about any changes, over one-third mentioned hearing about electrification, an increase from the last two quarters.

What have you heard about Caltrain service changes recently?

	Q1	Q2	Q3
<i>Asked among those who have heard about Caltrain service changes recently</i>	n=186	n=238	n=311
Electrification	27%	27%	35%
Weekend service changes/disruptions	24%	15%	15%
Schedule changes	5%	10%	10%
Reduced service/disruptions	-	-	7%
Service suspensions/shutdowns	8%	6%	5%
Frequency decrease/fewer trains	3%	7%	4%
Frequency increase/more trains	4%	4%	4%
Bus bridge	10%	7%	2%
Fare/rate changes	-	-	2%
Construction/track updates/extensions	-	5%	1%
Information source mentions	3%	1%	1%
Slower service/delays	2%	2%	1%
Other	7%	7%	9%
Nothing	5%	9%	2%
Don't know	0%	0%	1%

Caltrain Information Sources

The Caltrain website, by a large margin, continues to be the most mentioned source where respondents typically find information about Caltrain’s service and schedule.

How do you typically find information about Caltrain’s service and schedules? Please select all that apply.
(Multiple responses accepted) (Open-ended question; verbatim responses coded into categories shown)

	Q1	Q2	Q3
Caltrain website	56%	55%	56%
Caltrain’s online timetable	24%	21%	21%
Caltrain smartphone app	14%	14%	13%
Caltrain station announcements or digital displays	8%	8%	8%
Advertisement on a website	8%	8%	8%
Caltrain’s printed timetable	8%	6%	7%
Flyers on board Caltrain or at stations	6%	5%	5%
Advertisement on TV or a TV streaming app	4%	5%	4%
Twitter	5%	4%	5%
Email	4%	4%	5%
Facebook	3%	2%	3%
Instagram	3%	2%	3%
YouTube	2%	2%	2%
Newspaper website	2%	1%	1%
Print newspaper	1%	1%	1%
Some other source	9%	10%	11%
(No response)	5%	6%	4%

Demographic Profile



	Overall			Regular & Occasional Riders			Rare & Lapsed Riders			Non-Riders		
	Q1	Q2	Q3	Q1 (35%)	Q2 (32%)	Q3 (33%)	Q1 (32%)	Q2 (32%)	Q3 (29%)	Q1 (33%)	Q2 (36%)	Q3 (38%)
Male	51%	51%	51%	58%	51%	53%	50%	56%	52%	44%	47%	48%
Female	49%	49%	49%	42%	49%	47%	50%	44%	48%	56%	53%	52%
18-29	14%	13%	14%	17%	21%	21%	9%	9%	10%	15%	10%	10%
30-39	21%	21%	20%	25%	24%	23%	21%	18%	23%	16%	21%	17%
40-49	19%	19%	19%	20%	14%	17%	18%	22%	23%	19%	22%	18%
50-64	25%	25%	25%	23%	24%	25%	27%	28%	24%	26%	24%	27%
65+	21%	21%	21%	15%	17%	14%	24%	23%	21%	24%	24%	28%
White	39%	39%	40%	43%	46%	40%	41%	40%	40%	33%	33%	39%
Hispanic/Latino	15%	15%	15%	17%	13%	16%	14%	14%	15%	13%	18%	13%
AAPI	28%	27%	27%	25%	24%	26%	27%	29%	28%	32%	29%	28%
Other BIPOC	7%	7%	7%	8%	7%	8%	6%	8%	7%	7%	6%	6%
Homeowner	55%	55%	55%	51%	47%	48%	59%	63%	60%	56%	56%	58%
Renter/Other	45%	45%	45%	49%	53%	52%	41%	37%	40%	44%	44%	42%
San Francisco County	27%	27%	27%	26%	24%	23%	27%	28%	29%	28%	29%	29%
San Mateo County	18%	18%	18%	24%	24%	25%	16%	18%	17%	14%	13%	13%
Santa Clara County	55%	55%	55%	51%	52%	52%	57%	54%	54%	58%	58%	58%



Conclusions

Summary

- ▶ In general, residents' travel and commute behavior has held steady since the beginning of 2023. Most drive alone and their reported Caltrain usage remains unchanged in Q3. Around a third ride Caltrain at least a few times a year, and most who use the service do so infrequently.
- ▶ Caltrain favorability remains high and stable. The service earns its highest marks for safety, comfort, and cleanliness.
- ▶ Overall, residents are relatively more critical of the convenience of station locations, service frequency, speed, and operating hours, which pose more tangible barriers to those who may be interested in riding more often.

Summary

- ▶ Residents express interest in new trains that are faster and safer, as well as more frequent weekend service, and these are the top incentives that could increase their ridership.
- ▶ Loyal Caltrain riders remain relatively critical of Caltrain's service frequency; they also welcome faster trains and more frequent service during off-peak hours and weekends (especially after 7pm).
- ▶ Among those who have heard about Caltrain service changes recently, awareness of electrification has grown, but most residents remain unaware.



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