Caltrain Ridership Fiscal Year 2025 Annual Report





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Glossary of Acronyms

AMWR	Average Mid-Week Ridership
APC	Automated Passenger Counters
AWR	Average Weekday Ridership
FY	Fiscal Year
JPB	Peninsula Corridor Joint Powers Board
Muni	San Francisco Municipal Railway
NTD	National Transit Database
SamTrans	San Mateo County Transit District
TVM	Ticket Vending Machine
VTA	Santa Clara Valley Transportation Authority



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1. Executive Summary

The following report summarizes Caltrain ridership estimates for Fiscal Year 2025 (FY2025). FY2025 covers July 2024 through June 2025. The ridership estimates in this document have been reported monthly to the Board of Directors (Board) of the Peninsula Corridor Joint Powers Board (JPB) through the Executive Director's Report. The ridership figures in this report are derived from methodologies that are distinct from ridership reports submitted to the National Transit Database (visit NTD website for more information).

Compared to FY2024, Caltrain's total FY2025 ridership increased by 47%. Much of this growth is attributable to the September 2024 electrification of the main line between San Francisco and San Jose, which enabled faster, more frequent, and more reliable service. From October 2024 to June 2025, ridership rose 52.5% compared to the same period of the previous year.

The most significant post-electrification service change was on weekends, with the number of daily trains more than doubling from 32 to 66. As a result, weekend ridership approximately doubled compared to the previous year and surpassed pre-pandemic levels.

Following a successful pilot program, Caltrain introduced \$1 one-way and \$2 Day Pass youth fares in September 2024. Youth ridership increased sharply following the introduction of this program. Estimated one-way and Day Pass youth ridership reached over 80,000 total monthly ridership in June 2025.

San Francisco Giants baseball games remained a major driver of Caltrain ridership in FY2025, leading to increases in systemwide ridership of 15-19%, depending on the day of the week.

2. Background

FY2025 was a transformative year for Caltrain. For the first time in the railroad's 160-year history, diesel service was replaced with electric service along the 50-mile main line between San Francisco and San Jose. Electrification enabled the system to provide faster, quieter, and more reliable service. While Caltrain's ridership had been steadily recovering since the COVID-19 pandemic, the rate of growth accelerated significantly following the launch of electrified service.

Because Caltrain lacks systemwide fare gates and automated passenger counters (APCs), official monthly ridership estimates are based on available fare media sales data. This includes all ticket purchases across platforms such as Clipper Card, Ticket Vending Machines (TVMs), and Caltrain Mobile. Caltrain also offers unlimited ride access to employees and students through its GoPass program, which companies and schools can purchase. Historically, GoPasses were distributed as physical stickers shown to conductors as proof of payment. By FY2025, most GoPasses had transitioned to Clipper, with the remaining sticker versions set to migrate to Clipper once the next-generation Clipper system is launched.

Prior to the COVID-19 pandemic, Caltrain conducted a comprehensive annual ridership count each winter. These counts served as a full census of all passenger and bicycle boardings and alightings for every train at every station. The ridership count previously served as Caltrain's official annual ridership report, however, the program was discontinued in 2020 due to changing ridership during the pandemic and increasing costs. More information on previous years' annual ridership counts can be found on the Caltrain website.



While not included in this report, Caltrain collects a limited set of data from APCs at San Francisco Station, which track passengers as they enter and exit the platform doors. This data is not robust enough for official ridership reporting and is used solely for internal operational and planning purposes.

Caltrain is also in the process of establishing an on-board APC system for its new electric fleet. The system will use APC sensors installed above each door to count riders as they board and exit the trains. Once fully operational and validated, this system will serve as Caltrain's primary source for ridership statistics.

3. Methodology and Limitations

3.1 Fare Media Sales-Based Ridership Estimation Model

Unless otherwise noted, all ridership data in this report was generated from the Fare Media Sales-Based Ridership Estimation Model (Fare Media Model). This model uses sales data from Caltrain's various ticket/pass products (fare media) to estimate ridership. While these ridership estimates are strongly correlated with fare revenue, the two may not be exactly proportional due to factors like trip lengths, discount level, and multi-ride pass usage. Based on the type of ticket or pass, the model uses data-informed assumptions to estimate the number of trips generated by the sale and assigns those trips to specific days and origin stations (see Table 1, below). The model does not account for trips made without the purchase of valid fare.

Ticket Type
One-Way
One trip per ticket sold

Day Pass
Two trips per ticket sold

- Pre-January 2025: Average 26 trips per ticket sold (weighted by day of week)
- January 2025, on: Average 37 trips per ticket sold (weighted by day of week)

GoPass
On average, Sticker GoPasses generate the same number of monthly trips as
Clipper GoPasses

Table 1: Fare Media Sales-Based Ridership Estimation Model Key Assumptions

In January 2025, the Fare Media Model's assumption for monthly pass usage was revised from an average of 26 to 37 trips per pass, per month (weighted by day of the week). This adjustment was based on findings from the 2024 Origin & Destination Survey, conducted by Caltrain and the Metropolitan Transportation Commission, which found that monthly pass holders used Caltrain more frequently than previously assumed.

The Fare Media Model did not generate ridership estimates for the first two days of electrified service, when Caltrain offered free fares to all riders to promote the new service (see Section 5.2). Preliminary data from the on-board APC system was used to generate approximate ridership estimates for these two days.

The Fare Media Model provides ridership estimates by specific day, origin station, fare distribution channel (Clipper, Ticket Vending Machine, Mobile App, and GoPass Sticker), pass type (One-Way, Day Pass, Monthly Pass, and GoPass), and discount level (Adult fare and Eligible Discount fare).

Previous ridership reports from the annual passenger counts provided data on ridership by train, time of day, direction of travel, and bike boardings. The previous reports also included information on bike



bumps (instances when bikes could not board due to capacity constraints on the train) and the number of riders who required conductor assistance when boarding the train (Passengers Needing Assistance). Due to limitations in Caltrain's current estimation methodologies, Caltrain is not able to provide these data for FY2025.

3.2 NTD Ridership Reporting

As a recipient of federal funding, Caltrain is required to report ridership data to the National Transit Database (NTD). In accordance with NTD program guidelines, this reported ridership is generated using a methodology based on randomly sampled ride checks. While this sampling method is statistically valid at the annual level, the limited sample size means Caltrain's NTD ridership figures are not statistically reliable at the monthly level.

Because the NTD-reported estimates and Caltrain's Fare Media Model rely on different data sources and estimation methodologies, their resulting ridership estimates may differ. In recent years, the annual NTD-reported ridership has been higher than the Fare Media Model estimates. This may be due to a variety of factors, including the fact that the Fare Media Model does not account for ridership made without valid fare. Additionally, Caltrain was relatively conservative when designing the assumptions that the Fare Media Model uses to estimate ridership from fare products that do not report trip-level data. For example, as described in the section above, Caltrain used new survey data to update the model's assumption for monthly pass usage which was likely underestimating ridership.

As of the writing of this report, Caltrain's official NTD-reported annual ridership for FY2025 has not yet been finalized.

4. Service Changes

Caltrain service underwent three changes over the course of FY2025.

4.1 Beginning of FY2025: Diesel Service

At the start of FY2025, Caltrain operated an all-diesel service, with 104 weekday trains and 32 weekend trains. Weekday service included Local, Limited, and Baby Bullet patterns, along with four daily round trips to southern Santa Clara County (northbound in the morning, southbound in the evening).

In August 2024, Caltrain began occasional testing of its new electric trains in revenue service. These trains followed the same schedule as the diesel trains.

4.2 September 21, 2024: Electrification

On Saturday, September 21, 2024, Caltrain transitioned to fully electrified service along the main line between San Francisco and San Jose. To capitalize on the superior acceleration and deceleration of the new electric trains, Caltrain introduced a new schedule featuring faster travel times and 20% more service to stations on weekdays. The updated schedule also featured predictable "clock-face" departures and 30-minute off-peak frequencies. Furthermore, the new electric trains run in fixed sevencar sets, which have a higher carrying capacity than the four to five car diesel sets that operated prior to electrification.



The former Baby Bullet service was rebranded as the "Express," with additional stops at South San Francisco, San Mateo, and Sunnyvale. The new Express service was scheduled to run between San Francisco and San Jose in under an hour. Local service end-to-end travel times were also significantly reduced, from 100 minutes to 77 minutes.

Because the new electric trains cannot operate on Union Pacific Railroad-owned track south of Tamien Station, Caltrain implemented a new "South County Connector" service. This diesel shuttle operates between Gilroy and San Jose Diridon, providing a timed, three-minute cross-platform transfer to and from electric trains at San Jose Diridon. Including the transfer at San Jose Diridon, travel time from southern Santa Clara County to San Francisco was cut by up to 20 minutes. As in the previous schedule, the South County Connector runs four daily round trips—northbound in the morning and southbound in the evening.

Caltrain also more than doubled its weekend service to 66 trains per day, with half-hourly service at stations for the majority of the day.

4.3 January 27, 2025: Performance Related Adjustments

Following the implementation of electrified service, Caltrain made a series of mostly minor schedule changes on Monday, January 27, 2025. These adjustments were primarily intended to improve on-time performance and respond to customer feedback. Most affected trains were shifted by only one to four minutes; however, Train 104 was rescheduled to depart San Francisco 25 minutes earlier, at 5:30 a.m.

4.4 June 16, 2025: Tamien Electrified Service Suspension and Bus Bridge

Due to construction on the Guadalupe Bridges, Caltrain temporarily suspended all electric train service to Tamien Station beginning Monday, June 16, 2025, and continuing through the end of FY2025. During this period, diesel South County Connector trains continued to serve Tamien, and Caltrain provided supplemental bus bridge service between San Jose Diridon and Tamien stations. Ridership from the bus bridge is not included in this report.

Under the temporary construction schedule, all trains that previously served Tamien were adjusted to originate or terminate at San Jose Diridon. The schedules for the South County Connector and for main line service between San Francisco and San Jose remained unchanged, except for minor adjustments to the arrival times of two southbound trains at San Jose Diridon.

5. Fare Changes

5.1 Youth Fare Program

Following a successful pilot in FY2024, Caltrain's reduced youth fare program was launched on Sunday, September 1, 2024. This program offers \$1 All Zone One-way youth fare on all fare payment methods (which were previously only available on youth Clipper cards) and \$2 All Zone Day Pass on Caltrain Mobile and Caltrain ticket vending machines.

5.2 Fare-Free Opening Weekend

To promote the new electrified service, Caltrain offered free rides on the first weekend of operation, September 21–22, 2024. Because no tickets were sold during the free weekend, the Fare Media Model



did not generate ridership estimates. Instead, preliminary data from the on-board APC system was used to provide a rough estimate of ridership for those two days.

Caltrain also offered free rides after 8 p.m. on New Year's Eve (December 31, 2024) and for the Martin Luther King Celebration Train on January 20, 2025. The ridership model was not adjusted to reflect these events, and APC data was not used for them either.

6. Ridership Summary

6.1 Total Monthly and Average Weekday Ridership

Caltrain's average monthly total ridership in FY2025 was 760,386, with an average weekday ridership (AWR) of 29,754 for the fiscal year. June 2025 recorded the highest AWR at 39,872 and was the first month to record over 1 million riders since March 2020. The total annual ridership for FY2025 was 9.1 million, up 47% from FY2024. This figure may be different from the NTD-reported annual ridership, which has not yet been finalized as of the writing of this report.

Ridership typically declines during the winter months due to holidays, cold weather, and rain. As shown in Figure 1, total monthly ridership in December 2024 was 19% below the fiscal year average. In contrast, summer months tend to see higher ridership, driven in part by popular events such as sports games and festivals.

Monthly ridership was also influenced by the number of weekdays and total days in each month.

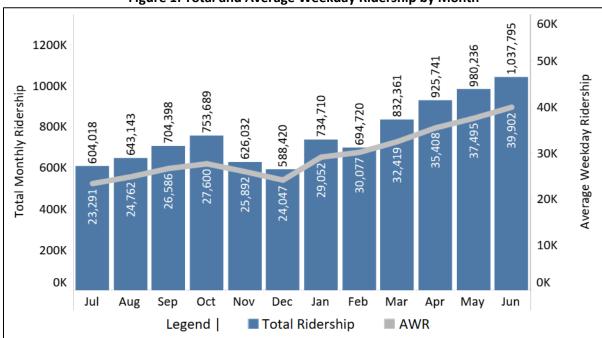


Figure 1: Total and Average Weekday Ridership by Month

6.2 Impacts of Electrification

As described in Section 4.2, the electrification of the main line between San Francisco and San Jose in September 2024 significantly reshaped Caltrain service by enabling faster travel times and more



frequent station service. In the months following electrification (October 2024–June 2025), ridership increased by 52.5% compared to the same period the previous year.

As shown in Table 2, post-electrification ridership growth was particularly strong on the weekends, which saw service more than double from 32 to 66 trains per day following electrification.

Table 2: Ridership Growth in Post-Electrification Months by Day Type
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Day Type	Oct 2023 - June 2024	Oct 2024 - June 2025	% Growth
Weekday	21,494	31,450	46.3%
Saturday	8,610	17,367	101.7%
Sunday	6,968	13,799	98.0%

6.3 Pandemic Recovery

During the COVID-19 pandemic, Caltrain experienced one of the steepest ridership declines of any railroad in the nation. By April 2020, ridership had dropped to just 2.4% of its April 2019 level. Although ridership steadily increased over the four years following the initial lockdowns, it remained well below pre-pandemic levels. As shown in Figure 2, total annual ridership grew by 35% from FY2022 to FY2023 and 21% from FY2023 to FY2024. However, fueled by the launch of electrified service and a continued regional return to in-person work, FY2025 marked Caltrain's strongest year of ridership growth since the pandemic. Between FY2024 and FY2025, total annual ridership grew by 47%.

1800K 1600K 1400K **Fotal Monthly Ridership** 1200K 1000K 800K 600K 400K 200K ОК Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun Legend | FY 2019 FY 2020 FY 2021 FY 2022 FY 2023 FY 2024 FY 2025

Figure 2: Monthly Ridership by Fiscal Year

At the start of FY2025, Caltrain ridership was 36.1% of 2019 levels. By June 2025, ridership recovery was up to 65.2%.



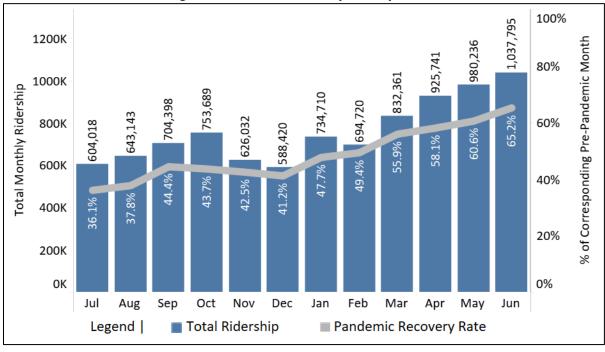


Figure 3: Pandemic Recovery Rate by Month

6.4 Ridership by Weekday

Prior to the pandemic, Caltrain ridership was slightly higher on mid-weekdays (Tuesday, Wednesday, and Thursday) compared to Mondays and Fridays. According to data from the 2013–2017 annual passenger counts, ridership on Mondays and Fridays was, on average, 1% and 9% lower than mid-week ridership, respectively. The 2018 and 2019 counts did not include data for Mondays or Fridays.

In FY2025, this trend was more pronounced, with ridership significantly more concentrated in the middle of the week. On average, Monday and Friday ridership was 21.6% lower than mid-week levels.

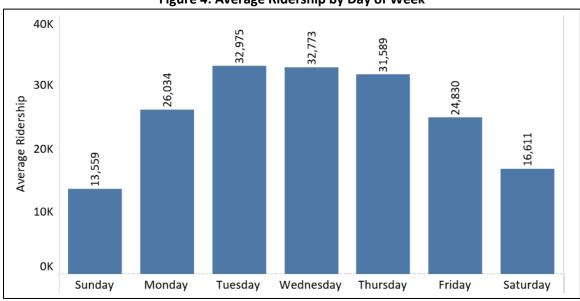


Figure 4: Average Ridership by Day of Week



Caltrain's average Saturday and Sunday ridership spiked in September 2024, driven by free fares and community celebrations at stations along the corridor during the first two days of electrified service. Both weekday and weekend ridership experienced the typical seasonal dip during the winter months but increased steadily between March 2025 and June 2025.

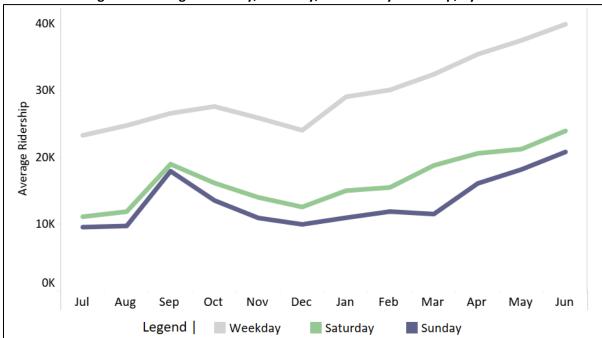


Figure 5: Average Weekday, Saturday, and Sunday Ridership, by Month

6.5 Average Mid-Week Ridership by Origin Station

The Fare Media Model uses ticket sales data to estimate the station that each trip originates from. There is currently insufficient data to estimate the destination station of trips.

Caltrain's most recently-reported pre-pandemic ridership data at the station level was from the 2019 Annual Passenger Count. Since the 2019 count reported Average Mid-Week Ridership (AMWR), the following station-level ridership also uses AMWR for comparison purposes. Because the Fare Media Model was first implemented in November 2023, station level FY2024 data does not include July 2023 – October 2023.

The stations that received the most significant increases in weekday service following the September 2024 electrification were South San Francisco, Bayshore, Hayward Park, California Ave, Lawrence, and San Antonio.



Table 3: Average Mid-Week Ridership by Origin Station

Origin Station	2019 Count Rank	2019 Count AMWR	FY2024 Rank	FY2024* AMWR	FY2025 Rank	FY2025 AMWR	% Growth, FY24 to FY25
San Francisco	1	15,027	1	4,803	1	6,874	+43%
Palo Alto	2	7,384	2	2,889	2	3,603	+25%
Mountain View	4	4,560	3	1,703	3	2,288	+34%
San Jose Diridon	3	4,795	5	1,547	4	2,136	+38%
Redwood City	5	4,220	4	1,624	5	2,111	+30%
Sunnyvale	7	3,208	8	1,140	6	1,770	+55%
Hillsdale	6	3,217	7	1,212	7	1,596	+32%
Millbrae	8	3,194	6	1,222	8	1,489	+22%
San Mateo	9	2,324	9	914	9	1,270	+39%
22nd Street	10	1,872	10	854	10	1,261	+48%
Menlo Park	11	1,639	11	646	11	863	+34%
Santa Clara	16	1,074	12	595	12	839	+41%
California Ave	12	1,634	16	458	13	817	+78%
South San Francisco	22	453	18	418	14	692	+66%
Lawrence	18	1,004	13	513	15	686	+34%
San Antonio	17	1,017	19	414	16	655	+58%
Belmont	20	718	17	454	17	654	+44%
San Carlos	14	1,341	15	471	18	644	+37%
Burlingame	15	1,131	14	474	19	620	+31%
San Bruno	19	751	20	233	20	377	+62%
Hayward Park	21	506	21	225	21	366	+63%
Tamien	13	1,422	22	211	22	243	+15%
Bayshore	23	260	25	95	23	168	+77%
Morgan Hill	24	251	23	100	24	130	+30%
Gilroy	25	187	24	95	25	110	+16%
Blossom Hill	26	159	26	57	26	71	+25%
Capitol	29	71	28	38	27	49	+29%
College Park	27	103	27	43	28	41	-5%
San Martin	28	84	29	29	29	25	-14%

^{*}Fiscal Year 2024 data is for November 2023 – June 2024.

Caltrain's southern Santa Clara County service includes peak-direction service to Capitol, Blossom Hill, Morgan Hill, San Martin, and Gilroy stations. Total estimated AMWR at these stations was 385 in FY2025, up from 319 in FY2024.

Table 4, below, compares average mid-week ridership by the three counties Caltrain serves, Santa Clara County, San Mateo County, and San Francisco County.



	Table 4: Average	Mid-Week	Ridership	p by	County
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County	2019 AMWR	% of Total	FY2024 AMWR*	% of Total	FY2025 AMWR	% of Total
San Francisco	17,159	27.0%	5,752	24.5%	8,303	25.6%
San Mateo	19,494	30.6%	7,893	33.6%	10,682	32.9%
Santa Clara	26,953	42.4%	9,832	41.9%	13,463	41.5%
TOTAL	63,606	100.0%	23,477	100.0%	32,448	100.0%

^{*}Fiscal Year 2024 data is for November 2023 – June 2024.

6.6 Average Weekend Ridership by Origin Station

Caltrain's most recently-reported pre-pandemic *weekend* ridership data at the station level is from the 2018 Annual Passenger Count. Weekend ridership was not recorded during the 2019 Annual Passenger Count due to the closure of San Francisco and 22nd Street stations for construction in nearby tunnels.

Broadway was Caltrain's only weekend-only station in FY2025.



Table 5: Average Weekend Ridership by Origin Station

Origin Station	2018 Count Rank	2018 Count Average Weekend Ridership	FY2024 Rank	FY2024* Average Weekend Ridership	FY2025 Rank	FY2025 Average Weekend Ridership	% Growth, FY24 to FY25
San Francisco	1	3,212	1	2,118	1	3,874	+83%
Palo Alto	2	1,097	2	703	2	1,272	+81%
Mountain View	5	767	3	536	3	1,003	+87%
San Jose Diridon	3	966	5	507	4	974	+92%
Millbrae	4	772	4	513	5	842	+64%
Redwood City	6	691	6	457	6	830	+82%
Sunnyvale	7	683	7	398	7	814	+105%
San Mateo	8	420	8	307	8	620	+102%
Santa Clara	12	302	9	281	9	542	+93%
Hillsdale	9	352	10	266	10	509	+91%
22nd Street	14	269	12	240	11	471	+96%
Menlo Park	10	338	11	247	12	453	+83%
California Ave	11	329	13	199	13	415	+109%
San Antonio	15	235	15	181	14	364	+101%
Burlingame	13	279	14	182	15	350	+92%
San Carlos	16	197	16	162	16	299	+85%
Lawrence	19	147	17	150	17	291	+94%
Belmont	18	159	18	136	18	275	+102%
San Bruno	17	172	19	127	19	234	+84%
South San Francisco	22	67	20	106	20	220	+108%
Hayward Park	21	114	21	78	21	153	+96%
Bayshore	20	119	22	59	22	124	+110%
Broadway	23	57	23	43	23	91	+112%
Tamien	-	-	24	36	24	64	+78%

^{*}Fiscal Year 2024 data is for November 2023 – June 2024.

Table 6, below, compares average weekend ridership by the three counties Caltrain serves, Santa Clara County, San Mateo County, and San Francisco County.

Table 6: Average Weekend Ridership by County

County	2018 Average Weekend Ridership	% of Total	FY2024* Average Weekend Ridership*	% of Total	FY2025 Average Weekend Ridership	% of Total
San Francisco	3,599	30.7%	2,417	30.1%	4,469	29.6%
San Mateo	3,617	30.8%	2,624	32.7%	4,876	32.3%
Santa Clara	4,523	38.5%	2,991	37.2%	5,739	38.0%
TOTAL	11,738	100.0%	8,032	100.0%	15,084	100.0%

^{*}Fiscal Year 2024 data is for November 2023 – June 2024.



6.7 Ridership by Fare Product and Ticket Type

Fare Type refers to the two categories of fares available to Caltrain riders: Adult (full price) and Eligible Discount. Eligible Discount tickets are available to seniors, persons with disabilities, and Medicare cardholders at approximately 50% of the full Adult fare. Ridership from the Youth Fare Program described in section 5.2 is also included in the Eligible Discount estimates. In FY2025, an estimated 12.2% of trips were taken using Eligible Discount tickets, while the remaining 87.8% were taken using Adult fare tickets.

Fare Distribution Channel refers to the platform through which Caltrain fares are purchased and/or stored. As shown in Table 7, the most commonly used distribution channel was the Clipper card, which accounted for an estimated 71.6% of trips in FY2025. Compared to paper tickets purchased from Ticket Vending Machines (TVMs), Clipper one-way fares are discounted by \$0.55 for Adult riders and \$0.15 for Eligible Discount riders. Some discounts are also available on Clipper for transfers to connecting services such as Muni, SamTrans, and VTA.

As shown in Table 7, the most frequently used Ticket Type was the One-Way ticket, accounting for 52.8% of trips.

Fare Distribution Channel Ticket Mobile Clipper Sticker **TOTAL** Vending App Machine **Ticket Type Day Pass** 4.4% 6.3% 10.7% **Go Pass** 13.7% 3.9% 17.6% **Monthly Pass** 18.1% 18.1% One-Way 39.8% -52.8% 5.6% 7.4% **TOTAL** 71.6% 10.0% 3.9% 13.6% 100.0%

Table 7: Trip Distribution by Fare Distribution Channel and Ticket Type

6.8 Youth Fare Ridership

Caltrain saw a marked increase in youth ridership following implementation of its youth fare program. Monthly youth ridership (as calculated by sales of the youth one-way tickets and day passes) approximately doubled from about 39,000 in September 2024 to over 78,000 in June 2025.



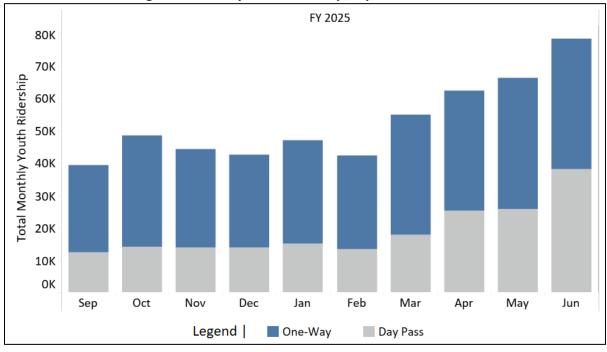


Figure 6: Monthly Youth Ridership, Sep 2024 – Jun 2025

6.9 Ridership Impact of Giants Games

Because Oracle Park is located less than a quarter mile from San Francisco Station, Caltrain is a popular transportation option for San Francisco Giants home game attendees. During the Major League Baseball season (typically April through October), Giants games contribute significantly to Caltrain's ridership. Although there is no direct data identifying which passengers attend events at Oracle Park, systemwide ridership is consistently higher on days when the Giants play at home. Table 8 compares average Caltrain ridership on home game days versus away game days during the Giants' season.

April 2025 marked the first month of regular-season Giants baseball following electrification. Compared to the previous month, ridership at San Francisco Station increased by 20%, while ridership at all other stations grew by 9% during the same period.

Table 8: Average Ridership by Day Type and Giants Game Location

	Giants Gan	ne Location	Differ	ence
Day Type	Away Home		Absolute	Percent
Weekday	29,174	34,659	5,485	18.8%
Saturday	16,740	19,297	2,557	15.3%
Sunday	14,442	16,898	2,456	17.0%

Other special events that contributed to Caltrain ridership in FY2025 included the NBA All-Star Game and related events in February 2025, the inaugural Golden State Valkyries WNBA season starting in May 2025, and several high-attendance concerts at Oracle Park, Chase Center, Frost Amphitheater, Stanford Stadium, Levi's Stadium, and SAP Center throughout the year. With remote work having a lasting impact on commute behavior, Caltrain has emphasized special events as key method of recovering ridership.



This has included dedicated marketing efforts like themed trains for high-attendance concerts like Kendrick Lamar/SZA, Billie Eilish, and the Wu-Tang Clan.

7. Next Steps

Caltrain will continue to use the Fare Media Model for its monthly ridership reporting in FY2026. Caltrain's new electric trains have been equipped with APCs above every door, which are currently undergoing a thorough calibration and validation process. Once fully validated, this on-board APC system will take the place of the Fare Media Model for reporting purposes, as it will provide more granular and precise ridership data. The Fare Media Model may still be maintained for internal planning purposes, as it provides valuable ridership estimates by fare distribution channel, fare type, and ticket type.