



Executive Director's Monthly Report: May 2026

Executive Director Michelle Bouchard

Report prepared for June Board meeting; data current through April 2026.



Who We Are and What We Do

Caltrain's Mission: Caltrain is a customer-focused rail system offering safe, reliable, accessible, and sustainable transportation service that enhances quality of life for all.

Caltrain's Vision: To be a vital link in the statewide rail network by improving connectivity to other transit systems, contributing to the region's economic vitality, and partnering with local communities to ensure that diverse constituencies receive a world-class travel experience.

Caltrain's Core Values:

- **Safety** – First and Always.
- **Excellence** – In all that we do as a team.
- **Resilience** – Adapt to changing conditions and seize opportunities.
- **Integrity** – Stewards of public trust always doing what is right.
- **Equity and Inclusion** – Welcoming all makes a stronger Caltrain.
- **Sustainability** – Responsible today for the sake of tomorrow.





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Safety Updates – Injuries and Accidents

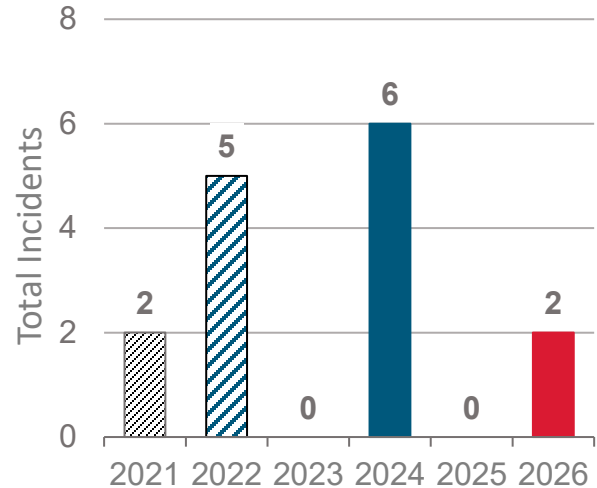
Reportable Injury Trends



Reportable Injury Rates (RIR) are based on the number of railroad worker on duty injuries and illnesses per 200,000 employee-hours annually (equivalent of 100 full time employees). The national average RIR is 3.0 across all industries, per the U.S. Bureau of Labor Statistics. Caltrain’s cumulative RIR for calendar year 2026 is 0.65.

Strains, contusions, and lacerations constitute the majority (83%) of reportable injuries for Caltrain’s operators.

Reportable Rail Equipment Incidents



Reportable railroad accidents/incidents are divided into three groups: (1) Highway-Rail Grade Crossing; (2) Derailment; and (3) Other Incidents.

Reportable Rail Equipment Incidents from recent years peaked at 6 in 2024. There were no reportable incidents in 2023 or 2025; there have been 2 reportable incidents so far in 2026.

Days without a Reportable Injury as of 5/1/2026

Department	Days Without Injury	Date of Last Injury
Dispatch	2,165	5/27/2020
Operations	80	2/10/2026
Maintenance of Equipment	299	7/6/2025
Maintenance of Way	277	7/28/2025
Other	2,165	5/27/2020





Safety Culture Engagement Efforts

Ongoing Safety Culture Efforts

- The Safety Champion program continues to help create safety messaging, encourage safety concern reporting, model safe behaviors, and obtain feedback from peers. Safety Champions are moving forward with high impact projects to advance a strong culture of Safety.
- Chief Safety Officer issues regular correspondence to Caltrain employees about the importance of continuing to put Safety First and Always. Ongoing topics covered include "Why Safety is Important to Me" and safety roadshows. Caltrain will hold a Safety and Quality Roadshow June 24 at BCCF (San Jose) for field employees.
- Caltrain continues a "Safety Leaders of the Quarter" recognition program to acknowledge and celebrate employees who are actively contributing to a positive safety culture. A new group of Safety Leaders (9th cohort) will be recognized at the next quarterly All Hands meetings.
- Caltrain staff significantly expanded the Rail Safety section of the agency's intranet including links to key resources such as the hazard reporting log.

Recent Engagement Activities

- We've been meeting with regional partners in preparation for multiple emergency and security tabletop exercises, and upcoming major events in the Bay Area including FIFA.
- Safety Week 2026 "Summer Spike" began during the week leading up to the Memorial Day Holiday. The 5-day event consisted of one engagement topic each day. Collectively TASI management engaged with 1368 employees during this safety event.

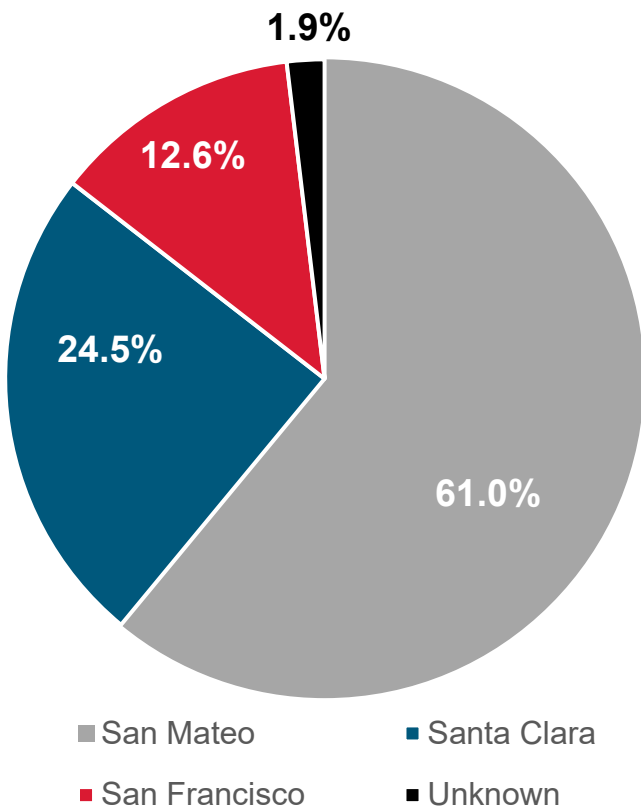




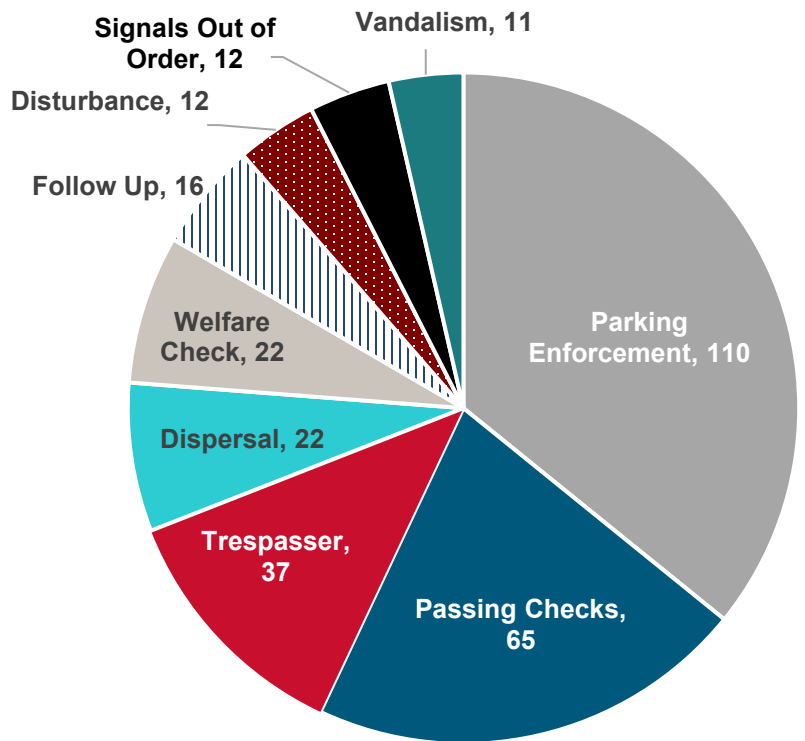
Security Update

The San Mateo County Sheriff's Office Transit Police Bureau is Caltrain's contracted law enforcement provider. The bureau is responsible for policing all Caltrain rail equipment, stations, rights-of-way and facilities throughout San Francisco, San Mateo, and Santa Clara counties.

Calls for Service by County April 2026



Number of Calls by Category April 2026¹



April 2026 Service Call Data

Overall Average Response Time: **28:08**

Average Response Time for **Priority 1** Calls*: **N/A**

Average Response Time for **Priority 2** Calls**: **29:43**

*Priority 1 Calls: *In Progress – Crimes Against Persons*

**Priority 2 Calls: *Just Occurred – Crimes Against Persons/In-Progress Property Crimes*

Footnote 1: Total calls for service totaled 423 in April across 18 categories.

The pie chart shows the top 9 categories representing 307 calls or 73% of the total.

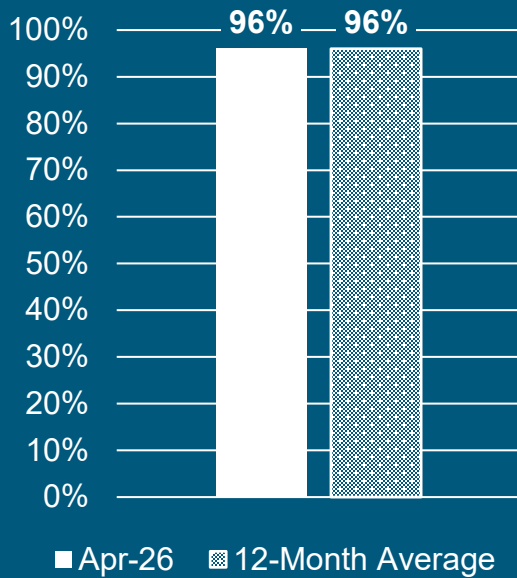




Performance at a Glance

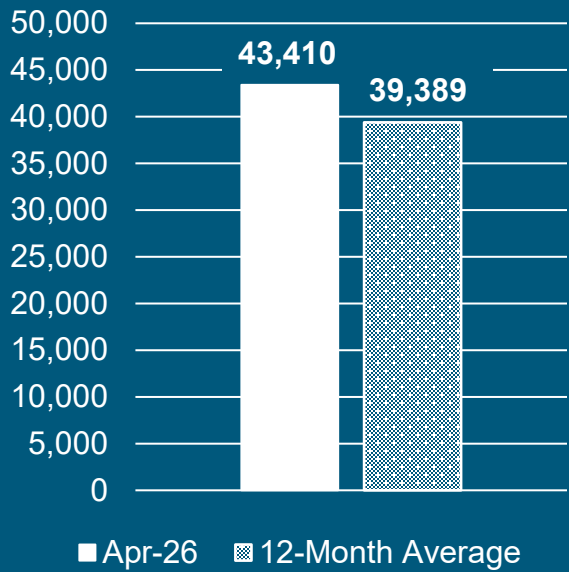
On-Time Performance

Percentage of trains arriving within six minutes of the scheduled time



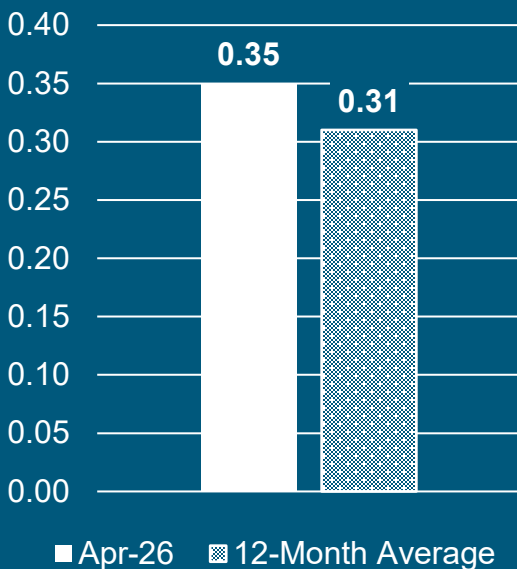
Average Daily Ridership

Average estimated weekday ridership



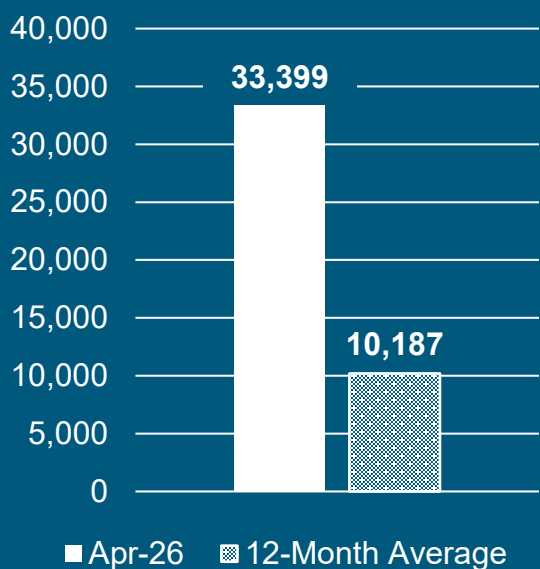
Farebox Recovery Ratio

Ratio of fare revenue to operating costs



Mean Distance Between Failures

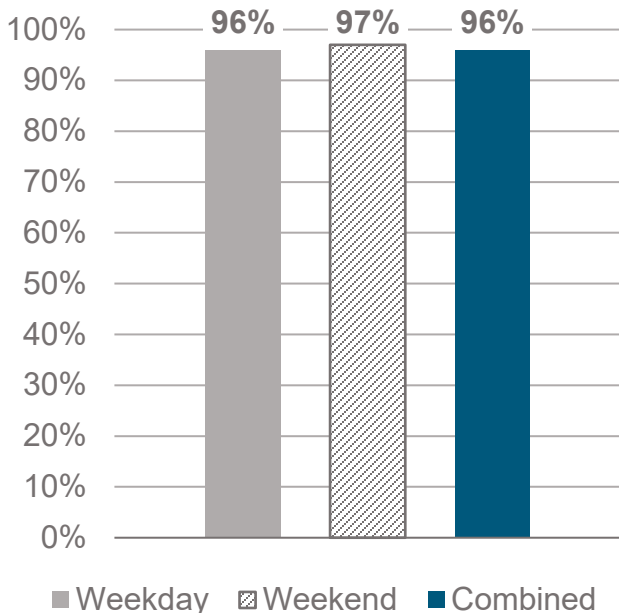
Average miles travelled by locomotives before maintenance/repair is required





On-Time Performance

Performance This Month (Apr-26)

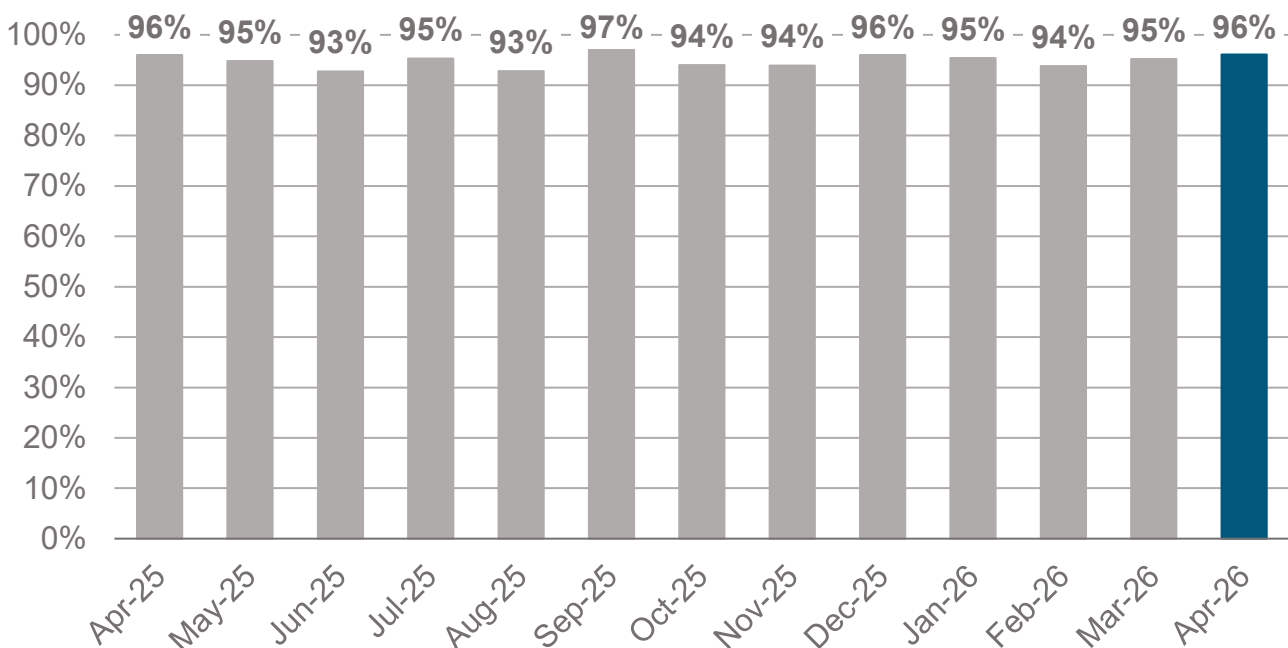


Trains are considered on-time if they arrive within less than six minutes of the scheduled arrival time at end-line locations (i.e. San Francisco, San Jose Diridon, and Gilroy).

The on-time performance (OTP) goal for Caltrain is 95%. Combined OTP for the month of April was 96.1%; trains arriving within 10 minutes of scheduled time was 98.5%.

Note that Weekend OTP includes holidays.

Monthly On-Time Performance in the Past Year





Delays and Cancellations

Feb-26

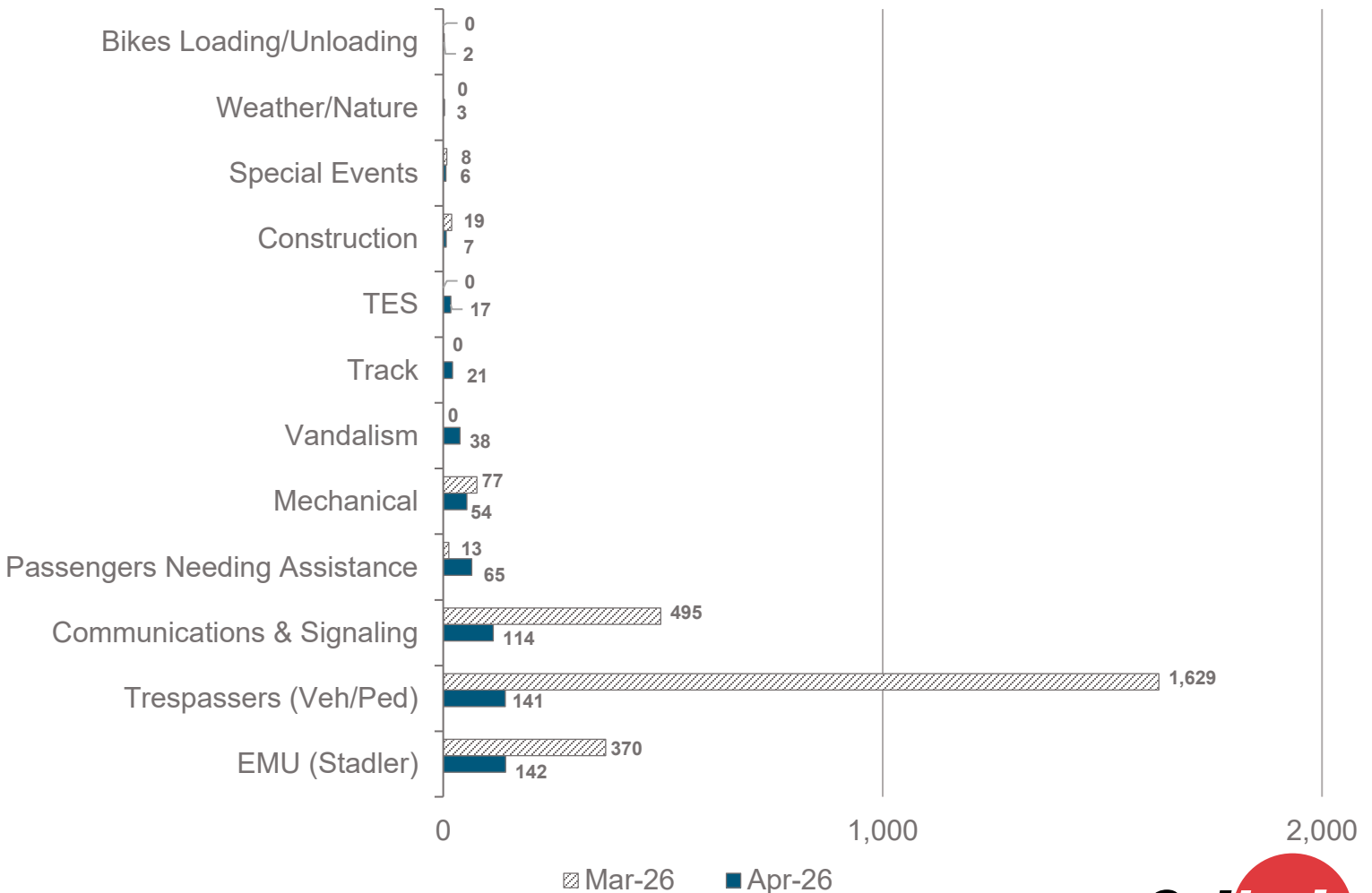
Mar-26

Apr-26

Number of Late Trains	169	146	116
Average Minutes Late for Late Trains	29	22	14
Number of Cancelled Trains	22	7	2

Trains are considered late if they arrive at their end-line destination six minutes or more after the scheduled time. Average Minutes Late represents the average difference in actual arrival time from the scheduled arrival time for late trains. Cancelled Trains includes trains forced to terminate mid-run as well as those that are annulled before they begin to operate.

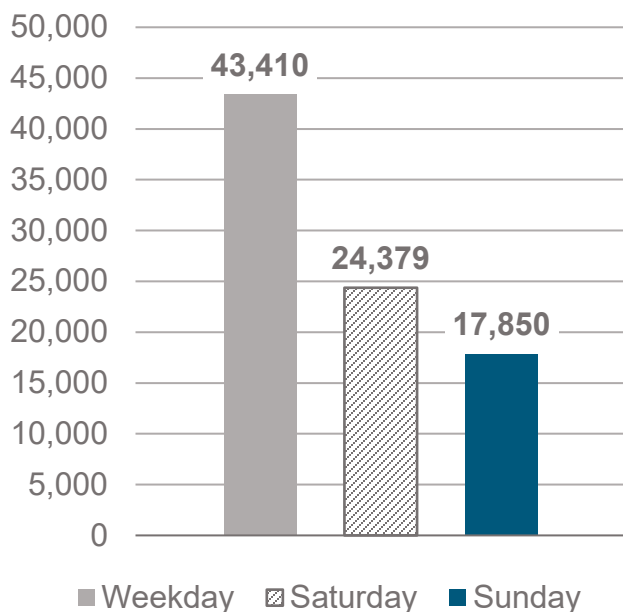
Reasons for Train Delays, by Minutes of Delay





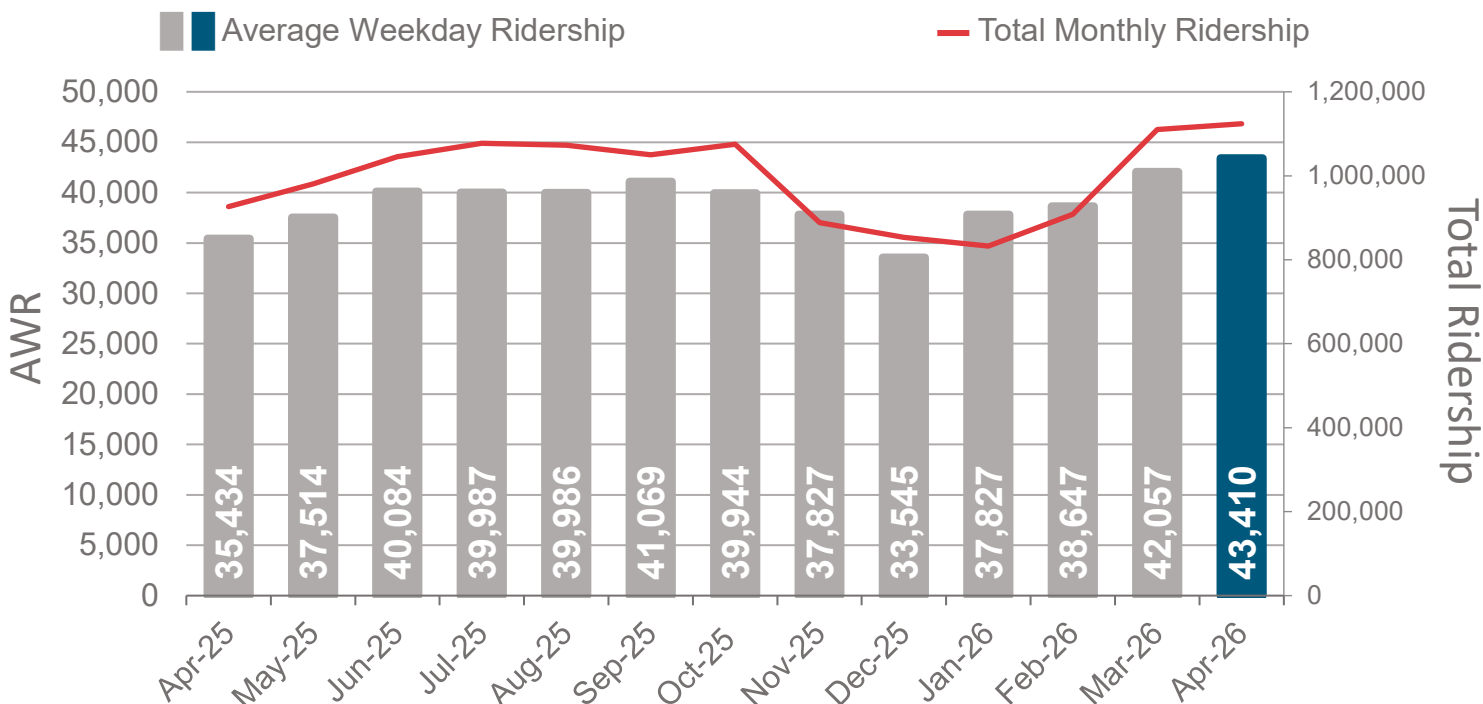
Ridership and Revenue

Average Daily Ridership (Apr-26)



Average weekday ridership (AWR) increased by approximately 23% percent compared to March of last year as riders continue to return to the Caltrain system for increased work and leisure travel.

Ridership in the Past Year



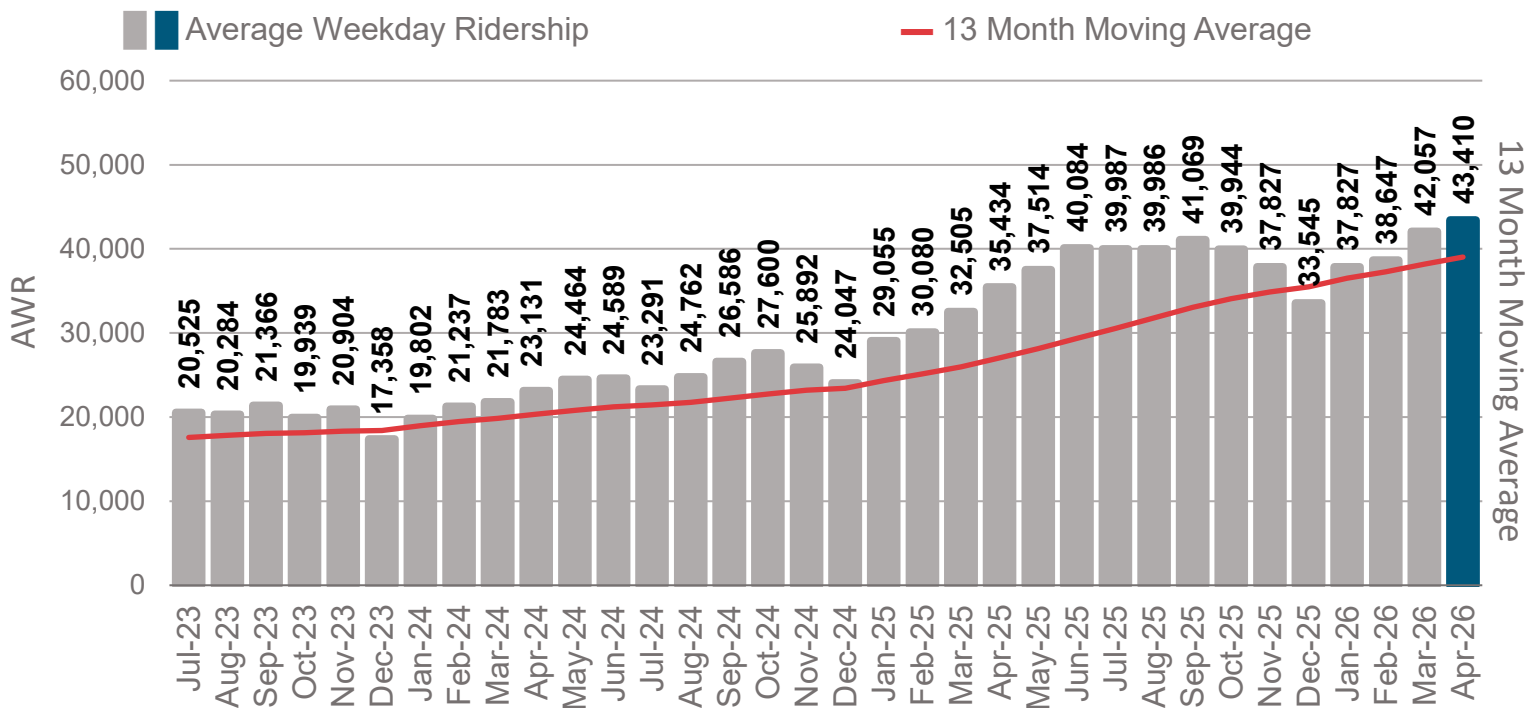
Since DECEMBER 2023, Caltrain's ridership estimation model relies solely on fare media sales data.





Ridership and Revenue

**Average Weekday Ridership & 13 Month Moving Average:
Fiscal Year 2024 to Present**



**Year Over Year AWR Increase
(April 2025 vs. April 2026) : 23%**



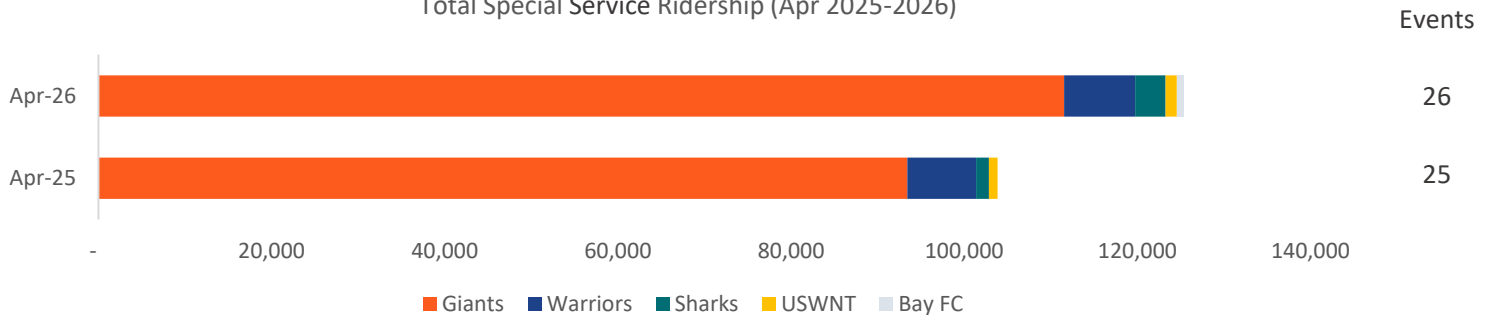


Ridership and Revenue

Special Service Ridership

Caltrain carried 125,350* passengers to special events in April

Total Special Service Ridership (Apr 2025-2026)



*Ridership is gross counts of boarding and/or alighting within an identified "event window" at specified station(s), includes non-event riders, and may overlap with other concurrent events.

Special Event Ridership by Station and Event

Station	Event Type	26-Apr			25-Apr			Ridership Change
		Ridership	Event Count	Avg Ridership per event	Ridership	Event Count	Avg Ridership per Event	
San Francisco	Giants	111,571	13	8,582	93,454	13	7,189	+19.4%
	Warriors	8,217	5	1,643	7,958	7	1,137	+3.3%
	All Events	119,788	18	6,655	101,412	20	5,071	+18.1%
Santa Clara	Bay FC**	764	1	764	-	-	-	-
	USWNT	1,295	1	1,295	984	1	984	+31.6%
	All Events	2,059	2	1,030	984	1	984	+109.2%
San Jose Diridon	Sharks	3,503	6	584	1,483	4	371	+136.2%
	All Events	3,503	6	584	1,483	4	371	+136.2%
All Stations	All Events	125,350	26	4,821	103,879	25	4,155	+20.7%

**Event(s) occurred in previous year but was not counted.

Additional Event Trains

Event Type	26-Apr			25-Apr			Ridership Change
	Ridership	Train Count	Avg Ridership per Train	Ridership	Train Count	Avg Ridership per Train	
Giants	9,326	11	848	-	-	-	-
All Events	9,326	11	848	-	-	-	-

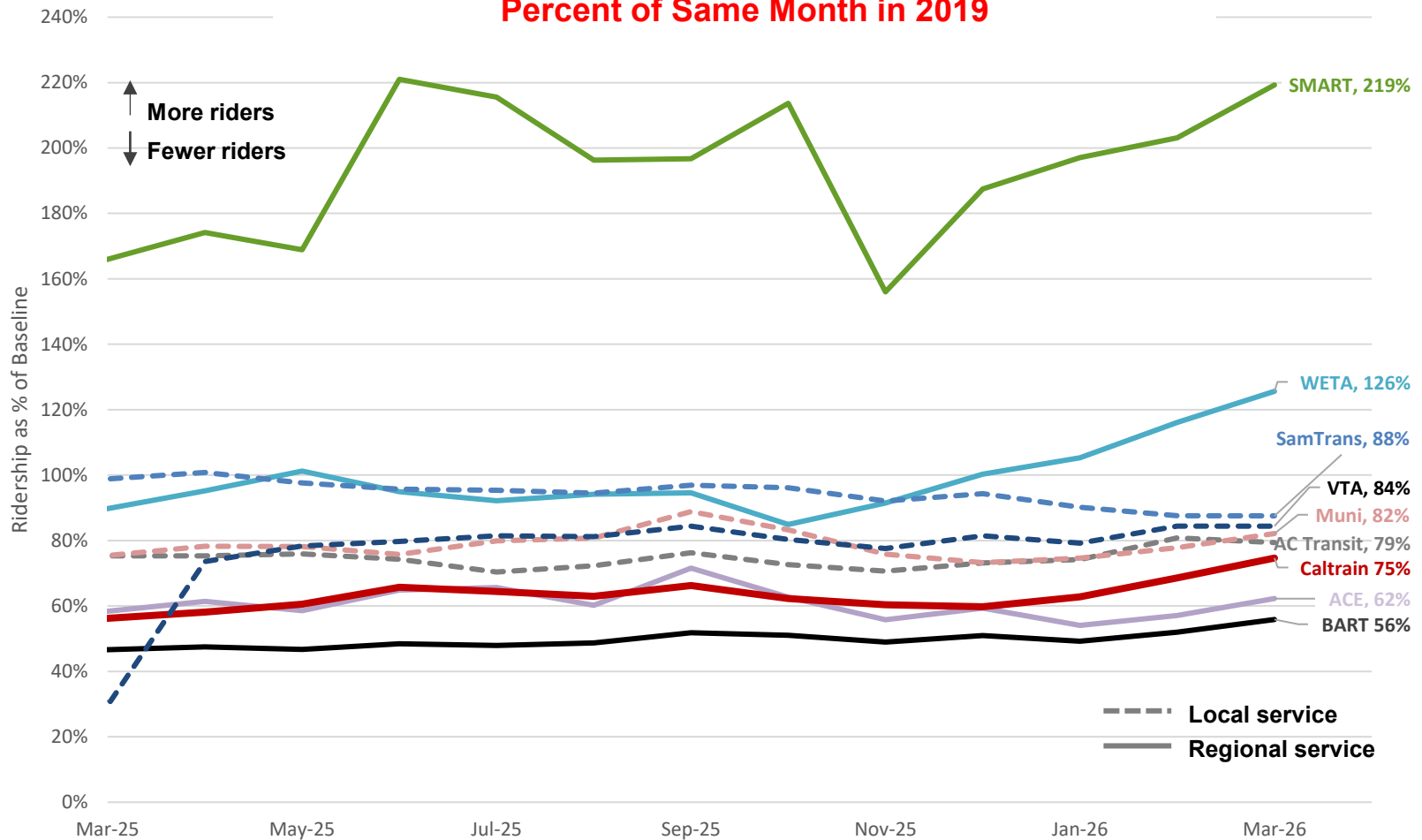




Public Transit Ridership Recovery in the Bay Area

The below chart estimates pandemic ridership recovery by comparing each month's total ridership to that of the same pre-pandemic month in 2019.

Total Monthly Ridership as a Share of Pre-Pandemic Levels Percent of Same Month in 2019



- Notes:
- As of August 2024, ridership recovery percentages for each agency are calculated in comparison to the same month from 2019.
 - Starting in December 2023, Caltrain ridership estimates use a fare media sales-based model. Prior to then, Caltrain ridership estimates were based on a combination of conductor counts & Clipper data.
 - Ridership data for all other agencies retrieved from the National Transit Database.

Total Monthly Ridership Estimates (in thousands)

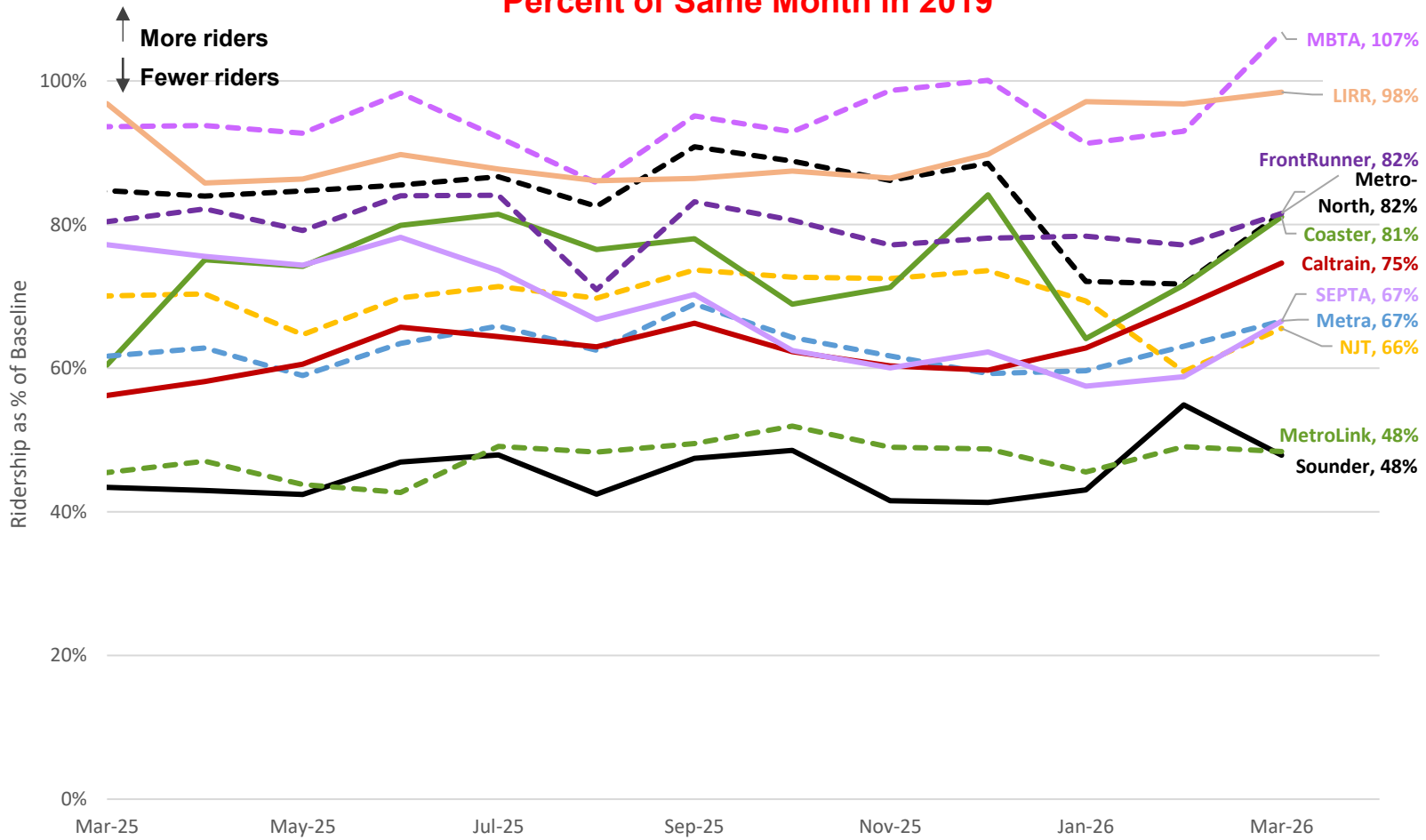
Transit Operator	25-Mar	25-Apr	25-May	25-Jun	25-Jul	25-Aug	25-Sep	25-Oct	25-Nov	25-Dec	26-Jan	26-Feb	26-Mar
Muni	14,222	14,696	14,957	13,740	14,455	15,170	15,233	15,646	13,456	13,062	14,072	13,295	15,488
BART	4,998	5,244	5,172	5,174	5,220	5,452	5,589	5,922	4,883	4,868	5,092	5,036	5,993
AC Transit	3,502	3,575	3,579	3,022	3,079	3,452	3,735	3,837	3,206	3,113	3,261	3,364	3,690
VTA	908	2,241	2,465	2,273	2,368	2,538	2,666	2,772	2,336	2,323	2,329	2,262	2,600
Caltrain	836	927	981	1,045	1,078	1,073	1,050	1,075	888	853	933	908	1,111
SamTrans	958	949	989	832	832	952	1,026	1,074	887	855	827	727	849
WETA	181	215	261	280	287	301	313	277	264	216	214	229	227
SMART	96	105	108	123	135	128	124	122	101	109	113	104	127
ACE	73	81	83	73	81	81	89	89	64	60	69	66	78



Ridership Recovery for Similar Commuter Railroads

The below chart estimates pandemic ridership recovery by comparing each month's total ridership to that of the same pre-pandemic month in 2019.

Total Monthly Ridership as a Share of Pre-Pandemic Levels Percent of Same Month in 2019



Notes:

- As of October 2025, ridership recovery percentages for each agency are calculated in comparison to the same month from 2019.
- Ridership data for all agencies retrieved from the National Transit Database.

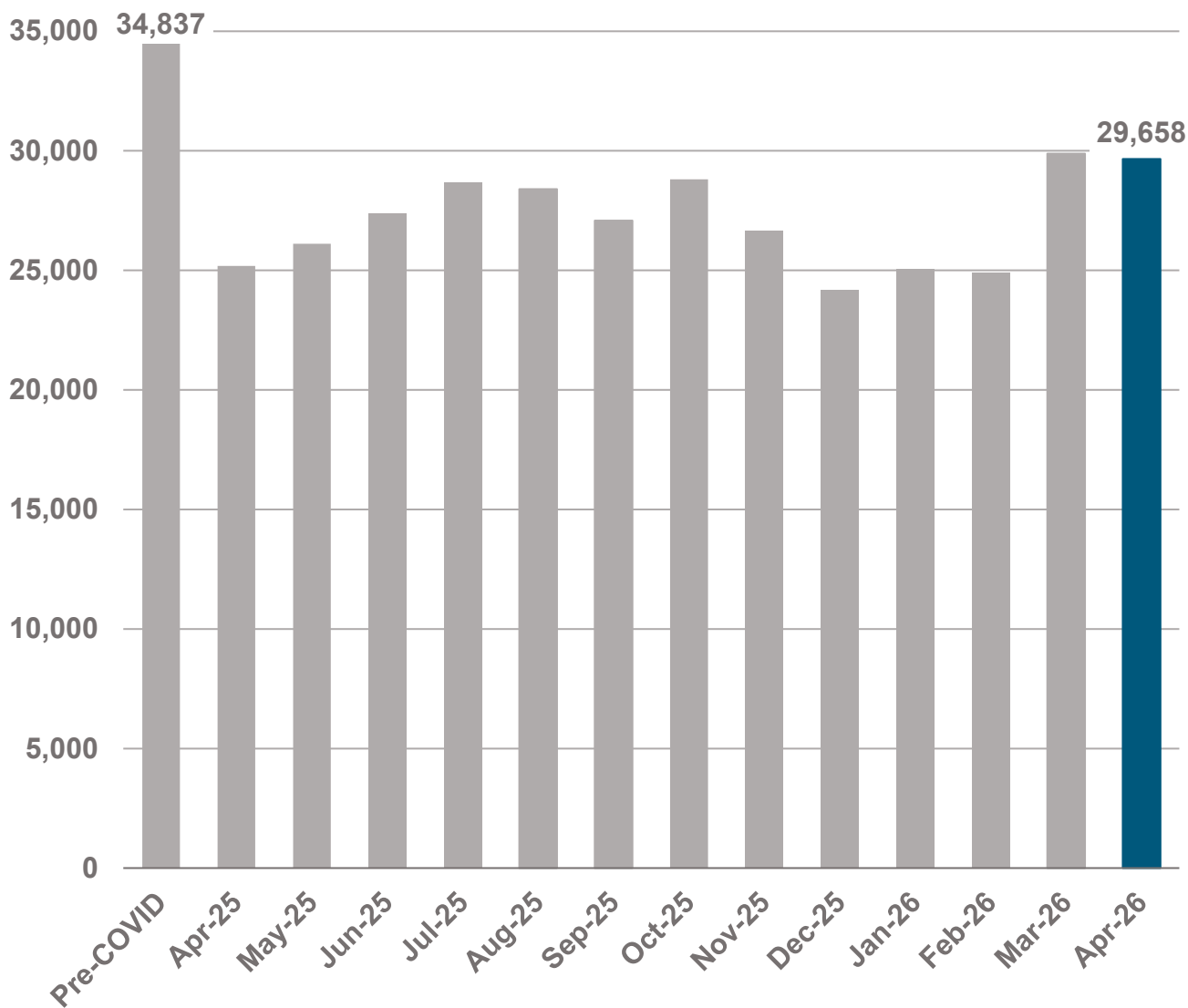
Total Monthly Ridership Estimates (in thousands)

Transit Operator	25-Mar	25-Apr	25-May	25-Jun	25-Jul	25-Aug	25-Sep	25-Oct	25-Nov	25-Dec	26-Jan	26-Feb	26-Mar
LIRR	8,629	8,441	8,629	8,441	8,769	8,629	8,441	8,938	8,131	8,769	8,629	7,784	8,769
Metro-North	6,335	6,614	6,759	6,655	6,880	6,383	6,843	7,379	6,307	6,792	5,219	4,715	6,099
NJ Transit	5,173	5,274	4,972	5,365	5,463	5,285	5,700	5,799	5,471	5,512	4,773	4,083	4,841
Metra	3,058	3,338	3,179	3,342	3,651	3,471	3,566	3,670	2,917	2,681	2,825	2,884	3,301
MBTA	2,462	2,522	2,506	2,424	2,551	2,404	2,430	2,706	2,558	2,683	2,470	2,218	2,808
SEPTA	2,248	2,321	2,244	2,099	2,023	1,823	2,170	2,042	1,723	1,809	1,760	1,623	1,938
Caltrain	836	927	981	1,045	1,078	1,073	1,050	1,075	888	853	933	908	1,111
MetroLink	500	540	497	446	504	504	522	567	501	470	476	476	533
FrontRunner	351	355	337	327	341	322	393	406	330	320	341	310	356
Sounder	164	175	167	171	188	169	182	215	153	145	180	173	181
SD Coaster	67	88	91	104	122	102	89	77	67	71	66	66	89



Ridership and Revenue

Monthly BART Transfers at Millbrae in the Past Year



BART Transfers at Millbrae represents the total number of BART-to-Caltrain and Caltrain-to-BART transfers, as measured by Clipper Card data.

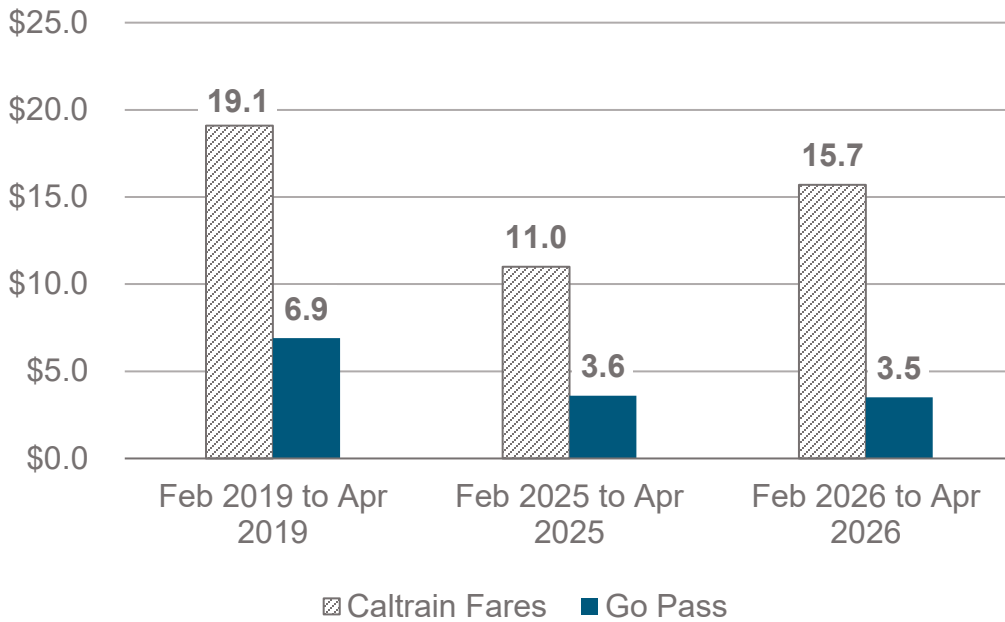
Pre-COVID data is provided for comparison purposes and represents average monthly transfers during the one-year period from March 2019 to February 2020.





Ridership and Revenue

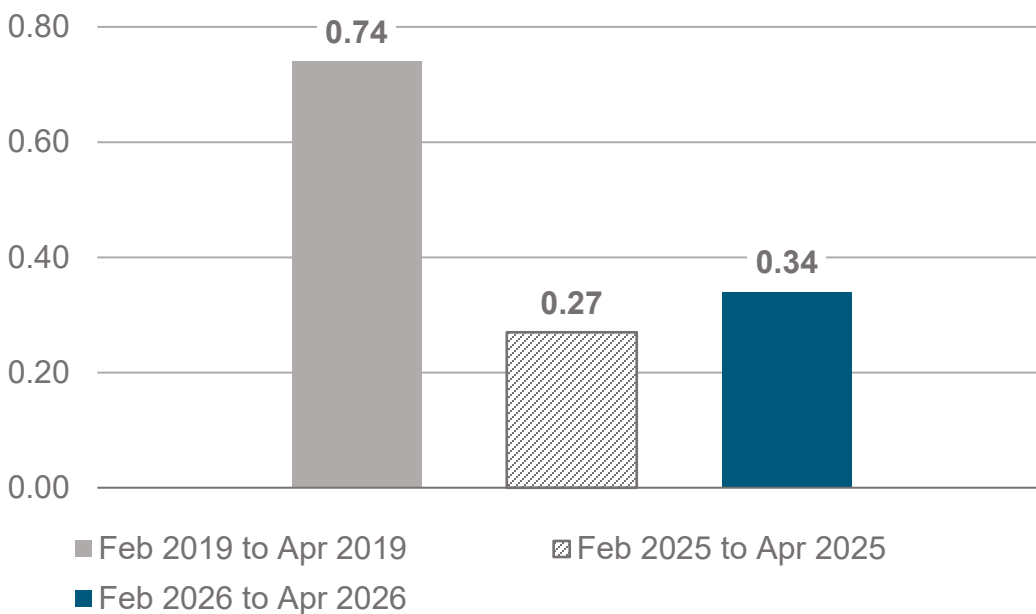
Total Fare Revenues (\$M) - Past 3 Months Comparison



Fare revenue comes in the form of one-way tickets, daily or monthly passes (“Caltrain Fares”), and the Go Pass program.

Fare revenue is generally more stable than ridership due to many riders paying for monthly passes, which provide consistent revenue regardless of usage.

Farebox Recovery Ratio (3-Month Rolling Average)



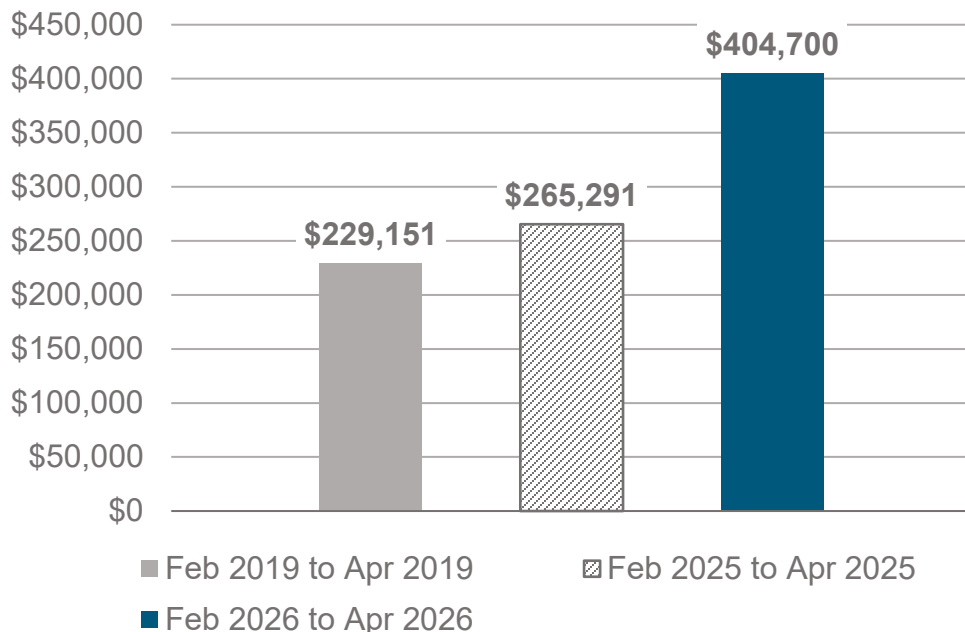
Farebox Recovery Ratio represents how much of the cost of providing service is covered by customer fares. A higher ratio indicates that a greater share of costs are covered by riders.





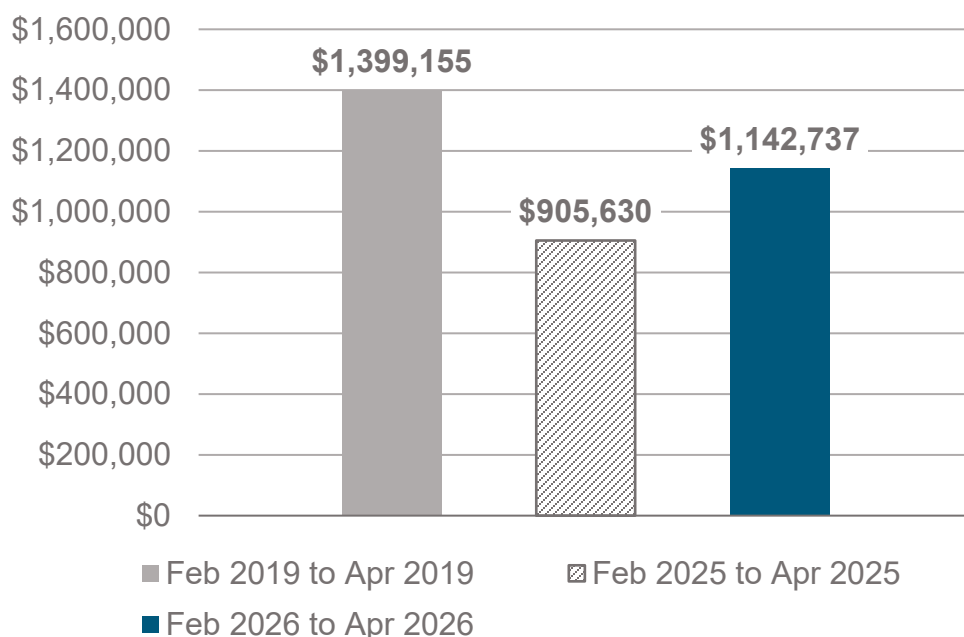
Ridership and Revenue

Advertising Revenue (3-Month Rolling Average)



Advertising Revenue declined substantially for transit agencies throughout the country with the onset of the COVID-19 pandemic.

Parking Revenue (3-Month Rolling Average)



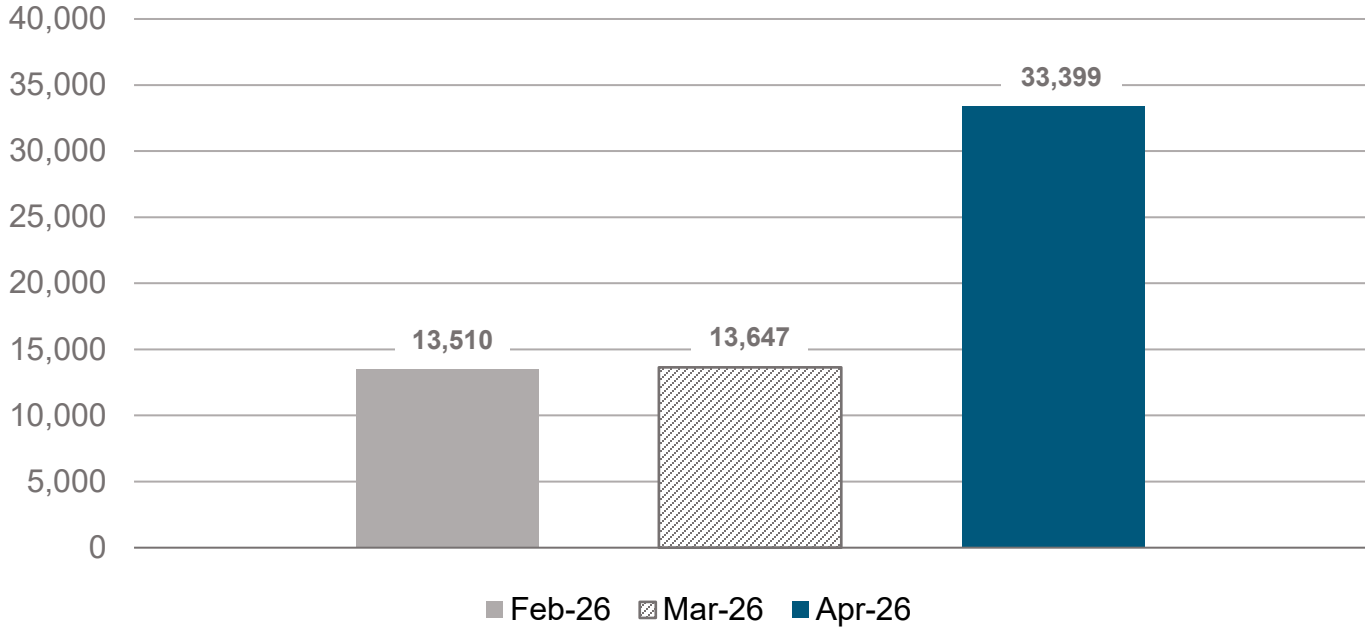
Parking Revenue is generated by purchases of daily and monthly parking permits for parking at Caltrain-owned lots.





Maintenance Performance (EMU Fleet)

Mean Distance Between Failure (EMU Trainset)



Mean Distance Between Failure (MBDF) is a measure of fleet reliability that represents the average distance traveled by revenue vehicles before maintenance or repair is required. A higher value indicates an improvement in reliability. Data is measured in miles.

As of October 2025, the data shown is now determined by the total miles traveled by the entire train configuration divided by the number of failures.

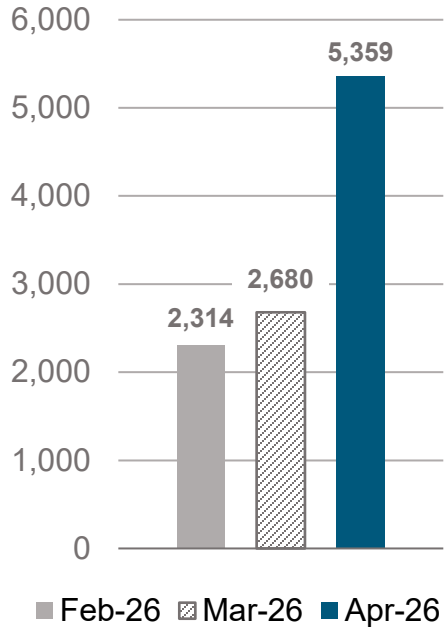
The graph on this page represents MDBF for all EMU (electric) passenger locomotives and cars in Caltrain's fleet. Diesel fleet data is on the following page.



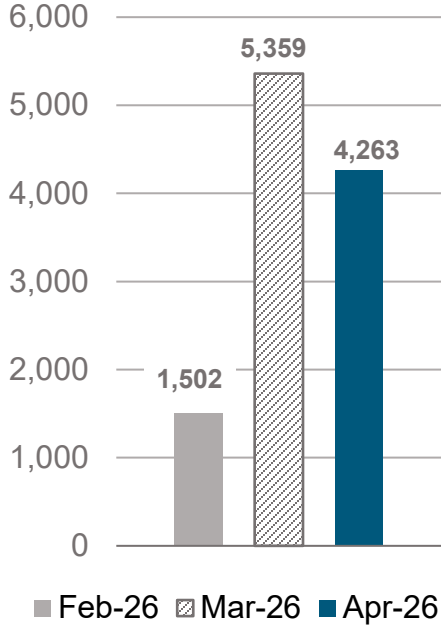


Maintenance Performance (Diesel Fleet)

Mean Distance Between Failure (Locomotives)



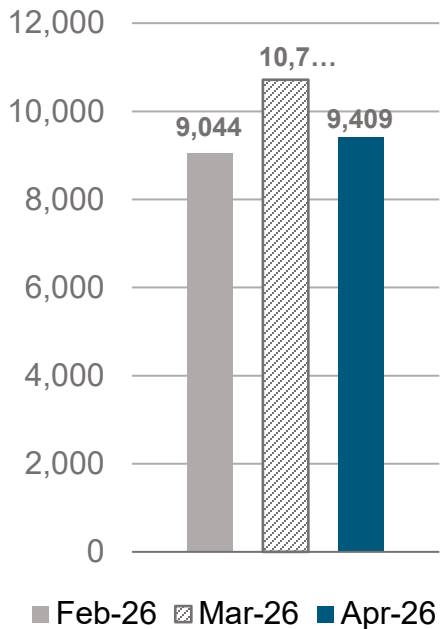
Mean Distance Between Failure (Cab Cars)



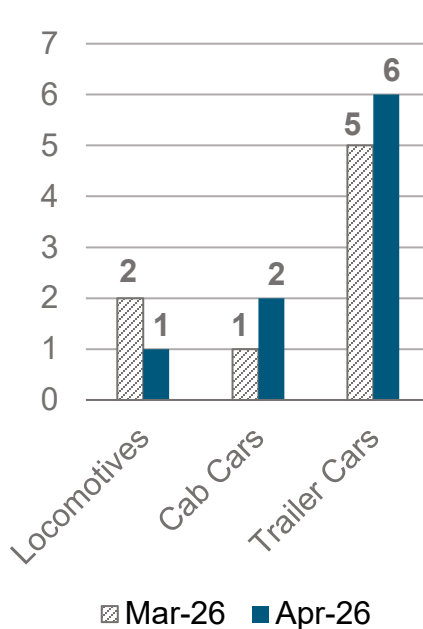
Mean Distance Between Failure (MBDF) is a measure of fleet reliability that represents the average distance traveled by revenue vehicles before maintenance or repair is required. A higher value indicates an improvement in reliability. Data is measured in miles.

The graph to the left represents MDBF for all diesel passenger locomotives in Caltrain’s fleet. EMU data is on the previous page.

Mean Distance Between Failure (Trailer Cars)



Equipment in Maintenance/Repair



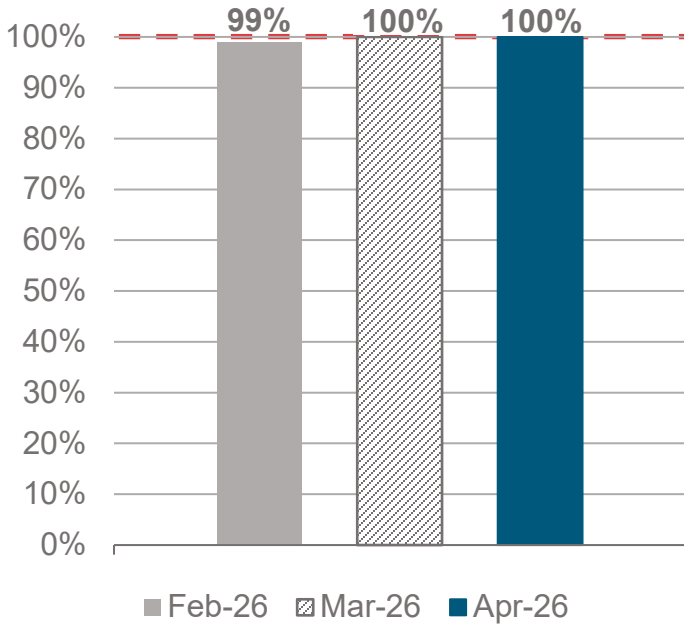
Equipment in Maintenance/Repair represents the number of diesel locomotives and passenger cars that are out of service on an average day each month due to routine and preventative maintenance or other repairs. EMU data is on the previous page.





Maintenance Performance

Equipment Availability (EMUs)

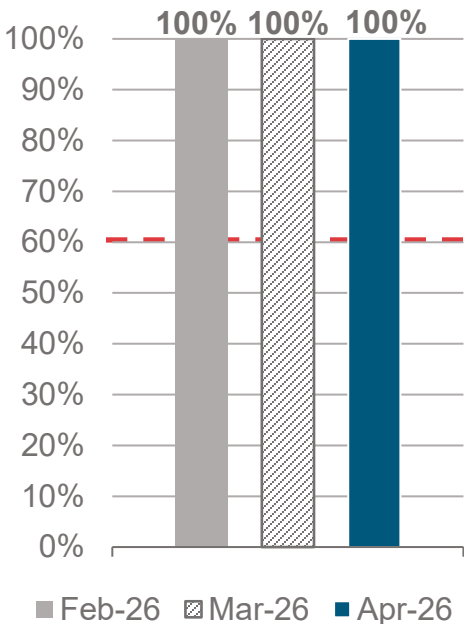


Equipment Availability is the number of trainsets, locomotives, or cars available for service on an average day each month as a percentage of the daily equipment required to run base service.

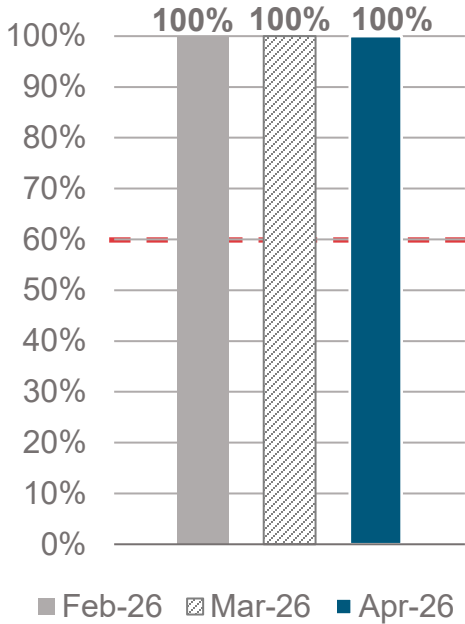
The graph to the left represents EMUs whereas the graphs below represent diesel equipment data, displaying Caltrain's mixed revenue fleet. Fourteen (14) EMUs are needed to operate the new weekday electric service.

Post-electrification, Caltrain retains 41 Bombardier passenger cars and 9 diesel locomotives to operate South County service and maintain fleet resiliency.

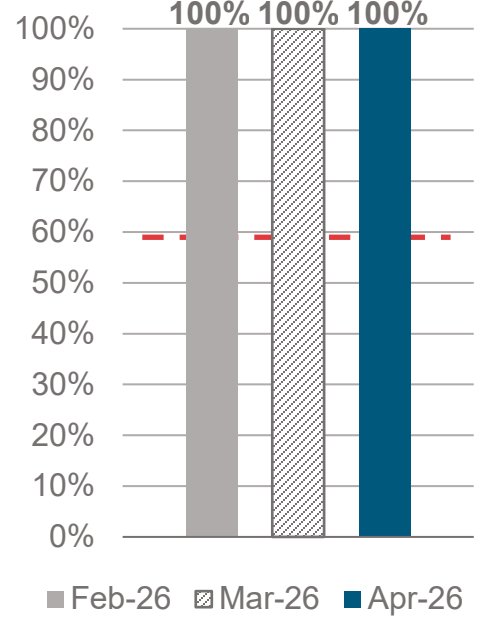
Equipment Availability (Diesel Locomotives)



Equipment Availability (Cab Cars)



Equipment Availability (Trailer Cars)



Note: The dotted red line (- - -) on each graph represents the target line (i.e., the percentage of each equipment type required to run base service on an average weekday).





Service and Program Updates

Caltrain Outlines Potential Service Cuts Absent New Funding Source

The Peninsula Corridor Joint Powers Board of Directors (Caltrain) met in April for a budget workshop where staff outlined the significant service reductions Caltrain could be forced to make without new external funding.

Senate Bill 63 authorized the formation of a new, five-county Public Transit Revenue Measure District that allows the board of that District or citizens using the initiative process to place a revenue measure on the November 2026 ballot. A group of citizens has already begun gathering signatures for a citizen’s initiative to bring the measure to the ballot.

Absent a new, reliable funding source—through a regional measure or other external support—Caltrain will be forced to make significant service and staffing cuts, with potentially long-lasting consequences for the tens of thousands of people and businesses that depend on—and have begun to benefit from—the newly electrified system. Daily, Caltrain carries the equivalent of three lanes of Highway 101 traffic and reduced service would result in more traffic and more pollution—36,000 additional daily car trips, adding 828,000 miles of driving and generating 220 additional metric tons of CO₂ each day.

Caltrain also contributes to the local tax bases and provides major benefits in terms of economic development along its corridor. Cuts would weaken access to major job centers and station areas that anchor transit-oriented development and business decisions.

The potential cuts that were presented to the Caltrain Board as part of a “no external funding” scenario included:

- Closing more than one-third of stations;
- Eliminating all weekend service;
- Reducing train frequency to once an hour;
- Ending service by 9 p.m.; and
- Cutting segments of services

Caltrain delivers a friendly ride to the match between the U.S. and Japan

Caltrain was the way to go for the International Friendly soccer match between the United States Women’s National Team and Japan on Saturday, April 11, at 2:30 p.m. Fans could take the train to Santa Clara Station and connect to VTA service for a quick trip to PayPal Park, or enjoy a short walk from the station.





Service and Program Updates

Caltrain seeks volunteers for Citizens Advisory Committee

Caltrain geared up to move fans across the Peninsula as Bay FC opened the soccer season Saturday March 14 against Denver Summit FC. Kickoff was scheduled for 3:30 p.m., and Caltrain offered a convenient option for supporters heading to the match.

Caltrain seeks volunteers for Citizens Advisory Committee

The Peninsula Corridor Joint Powers Board, which manages Caltrain, sought volunteers from San Francisco, San Mateo and Santa Clara counties to serve on its Citizens Advisory Committee. The committee had five open seats: two representing San Francisco County (one regular and one alternate), one representing San Mateo County and two representing Santa Clara County (one regular and one alternate). Members serve three-year terms.

The nine-member Citizens Advisory Committee advises the JPB Board of Directors and provides input on the needs of current and potential rail customers.

Caltrain to Run Giants-Themed Train for Giants vs. Dodgers

The San Francisco Giants took on the Los Angeles Dodgers the week of April 20, 2026, and on Thursday, April 23, Caltrain ran a Giants themed-train delivering fans to Oracle Park. The themed train took place on the Northbound Local 121, departing Tamien Station at 9:52 a.m. and arriving at San Francisco Station at 11:16 a.m. for the 12:45 p.m. game.

Onboard, fans found decorated train cars, fun giveaways and prizes and a festive attitude as fans get to the game as all true Giants fans should.

Caltrain is the Ticket to Taste the Flavors of the Peninsula

From Thursday, April 23 to Sunday, May 3, Flavors of the Peninsula brought restaurants and foodies together to celebrate our region's diverse culinary landscape, and Caltrain is the best way to get there. Over 130 restaurants participated, offering curated prix-fixe menus and special events at many locations along the Caltrain corridor.





Service and Program Updates

Caltrain Releases Triennial Survey Showing Record-High Rider Approval

Caltrain's Technology, Operations, Planning and Safety (TOPS) Committee heard a report on the rail agency's 2025 Triennial Survey on April 29, 2026. The survey showed consistently high reviews for the faster and more frequent electrified Caltrain amongst its riders and revealed that a third of Caltrain riders are new to the system.

The survey showed that commute trips still make up the majority of ridership, with most riders getting on board two to three days a week, reflecting hybrid work schedules. Two-thirds of Caltrain riders have access to a car, while 37% of Caltrain riders are considered low-income.

Customer satisfaction is up, with the current schedule being rated 4.1 out of 5, up from 3.7 in 2022. On-time performance has gone from 3.9 to 4.4, and the Overall Caltrain experience is now rated 4.5 over 4.1 in the last survey. This is in line with other surveys since Caltrain launched its faster, more frequent, electrified service that show Caltrain's growing approval.

The survey showed that 33% of Caltrain riders walk to their origin station, while 18% take transit, 17% use active transportation like bikes and scooters, 17% are dropped off via car or ride share and 16% drive and park at their station. The survey also shows growing use of Clipper, with 86% of respondents using it to pay fares, as paper ticket usage has fallen off.

San Francisco Station remains the most popular station for both boardings (28%) and departures (19%). The other stations are spread throughout the three counties Caltrain serves, with Palo Alto (9%), San Jose Diridon (8%), Redwood City and Mountain View (5%), and Millbrae and Hillsdale (4%) in the lead for boardings and San Jose Diridon (11%), Palo Alto (10%), Mountain View and Sunnyvale (7%) and Redwood City (6%) leading for departures.

Caltrain received 3,622 responses over a four-week period last Fall, with a margin of error of +/- 1.47 percent, representing a 69% response rate. Caltrain uses this data to develop its service and better target promotion strategies.





Communications and Marketing Update

Strategic Communications (Media and Social)

Press Releases/Blogs/Podcasts:

- Caltrain Outlines Potential Service Cuts Absent New Funding Source | Caltrain
- Caltrain delivers a friendly ride to the match between the U.S. and Japan | Caltrain
- Caltrain seeks volunteers for Citizens Advisory Committee | Caltrain
- Caltrain to Run Giants-Themed Train for Giants vs. Dodgers | Caltrain
- Caltrain is the Ticket to Taste the Flavors of the Peninsula | Caltrain

Earned Media:

- Caltrain could close one-third of stations if it can't find funding - USA Today
- The Housing Loophole Arms Race - by Jeremy Levine - Substack
- Why Are BART and MUNI always broke(n)? - by Aakash Japi - Substack
- Rod Diridon Sr., 'father of modern' South Bay transit, dies at 87 - SF Chronicle
- The cap-and-worry - Politico
- AC Transit, Muni, Caltrain Predict Service Collapse Without More Funding - SF Streetsblog
- Where does Caltrain get its money? - The Almanac
- Public transportation to consider service cuts - Verde Magazine
- Bay Area transit agencies are seeing ridership climb as gas prices rise, weather improves - NewsBreak - ABC7
- California Rail Riders Increase as Gas Prices Climb Near \$6 a Gallon - NewsBreak – MuckRack

Caltrain E-Newsletter Metrics:

	APRIL 2026	MAY 2025*
Subscribers	15,959	15,157
Open Rate	17.2%	27.6%
Click Rate	2.8%	3.1%

- **There was no Caltrain eNews published in April 2025. Metrics for May 2025 have been included as an alternative reference point.*





Communications and Marketing Update

Strategic Communications (Media and Social, cont.)

Caltrain Social Media Messaging Highlights:

April was a significant month for Giants service and engagement efforts. Additional trains supporting Giants games proved successful, with ridership increasing 30% compared with the previous year. It is important to note that the baseball season began earlier this year, and other contributing factors may have influenced ridership growth. Building on the success of previous themed trains, Caltrain hosted a Giants vs. Dodgers themed train on April 23. The themed service operated on northbound Train 121, the typical 12:45 p.m. Giants game train, which normally averages approximately 640 riders. The event train carried 980 riders.

Strategic Communications continued supporting multiple events and marketing initiatives across a variety of channels, including in-person activations, media relations and social media. The latest installment of the “Destination Downtown” campaign launched featuring Redwood City. This original campaign, developed by the Caltrain social media team, highlights downtown destinations along the corridor. In addition, the team introduced a new social media plan promoting the Dollar Youth Fare program. The campaign, edited and produced by the Caltrain social media team, features youth riders sharing why they enjoy riding Caltrain and runs weekly every Friday.

Other messaging highlights included:

- Downtown First Thursdays – trade partnership, social promotion
- Sharks Social Media Partnership - ticket bundle
- 988 / NAMI messaging
- Marketing - Go Explore
- South County Survey
- World Public Transport Day
- Caltrans Freeway closure – suggesting public transit as a great alternative
- Earth Day
- Flavors of the Peninsula – Trade partnership + social giveaway
- 10 Most Influential Transportation Companies of 2026 – TIME Magazine feature





Communications and Marketing Update

Strategic Communications (Media and Social, cont.)

Social Metrics: (Year to Year)

An impression is anytime our content (post, webpage, IG photo) is seen in a user’s feed or browser. Engagement is any action taken, such as a click, like, retweet or comment.

APRIL 2026*	APRIL 2025
Impressions: 302,132	Impressions: 590,175
Engagements: 7,384	Engagements: 17,645
Post Link Clicks: 1,117	Post Link Clicks: 5,409

**Social Metrics were down year-over-year in part due to timing shifts in the MLB season as well as staff availability. Engagement continues to be strong on real-time messaging.*

Marketing Activities

- **Theme Train: K-Pop Experience**

- Marketing is gearing up for the second 2026 theme train to take place May 19 for the BTS Concert at Stanford Stadium in Palo Alto.

- **Go Vibe. Go Caltrain.**

- Marketing has begun paid boosting for ads targeting potential youth riders and promoting the \$1 youth fare, with an updated youth fare webpage.
- Edited interview videos asking young people what they like about Caltrain posted organically and boosted on social media.
- Additional paid media (geotargeting and google map ads) and social media plan written and in review for creative development needs.





Communications and Marketing Update

Marketing Activities (cont'd)

- **Sharks Bundled Tickets**

- Our agreement with the Giants and with NBC Bay Area Sports has started and we began co-marketing in earnest in April with a variety of activities, in-stadium advertising, broadcast TV and onboard advertising.

- **Giants Contract Signed**

- Co-marketing has also begun with BayFC to include in stadium advertising, radio broadcasts, and a variety of activities around transit month

- **GoPass**

- Grant outline reviewed and marketing plan written, which includes: paid LinkedIn lead gen campaign, enewsletter to account admins and subscribers, website updates in review and live event for current admin level customers (Sept or Oct).

- **Go World Cup. Go Caltrain.**

- Plan is written and being socialized to drive Caltrain awareness to all games and local events. It will use paid digital marketing: geotargeting, Google Ads, YouTube ad reels, as well as organic social media.



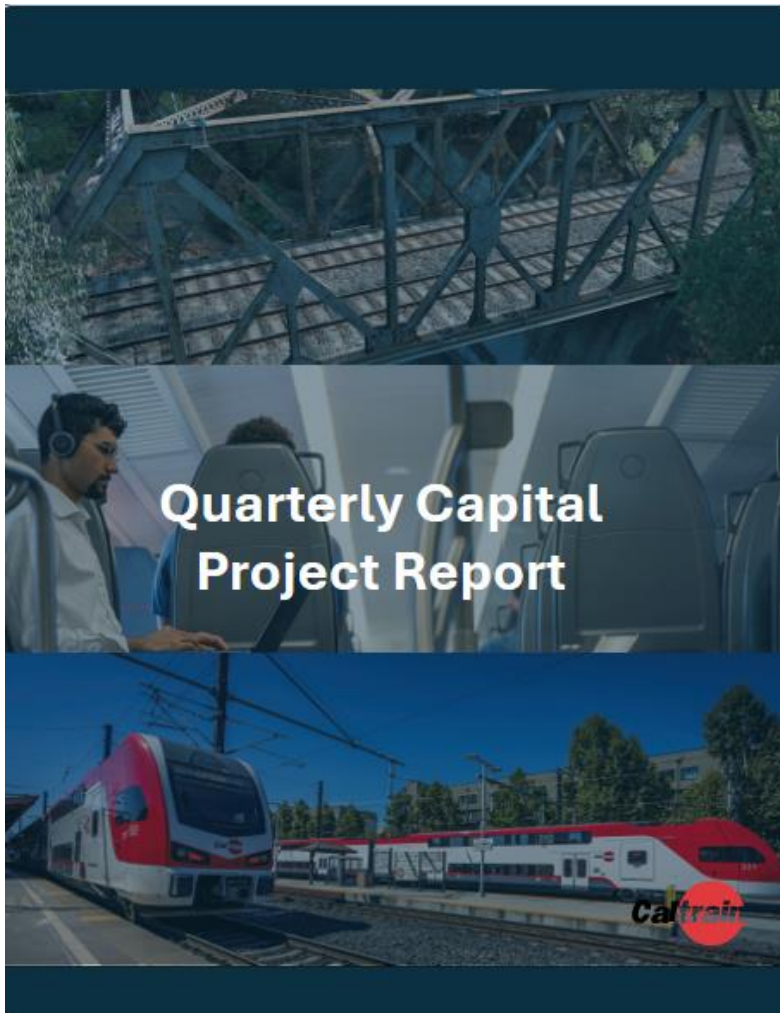


Capital Projects Update

As of the December 2025 Executive Director's Monthly Report, Capital Projects notes will be a separate item posted online.

Please refer to the most recent [Quarterly Capital Projects Report for Quarter 3 of FY2026](#) (January 2026-March 2026) using the hyperlink provided below.

Link: <https://www.caltrain.com/about-caltrain/statistics-reports/quarterly-capital-program-status-report>





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