



Executive Director's Monthly Report: August 2026

Executive Director Michelle Bouchard

Report prepared for September Board meeting; data current through July 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

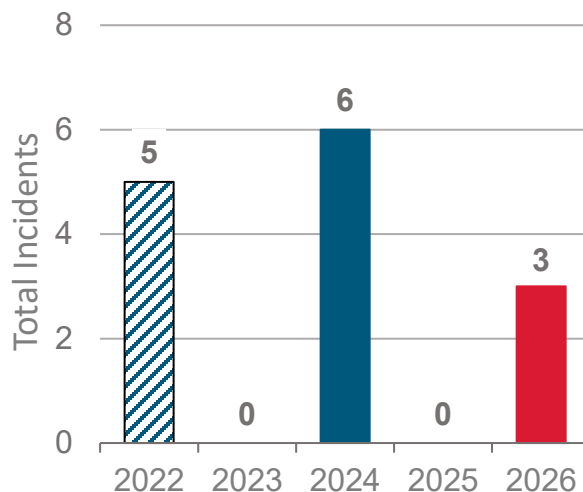
Reportable Injury Trends



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 0.72.

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 3 reportable incidents so far in 2026.

Days without a Reportable Injury as of 8/10/2026

Department	Days Without Injury	Date of Last Injury
Dispatch	2,266	5/27/2020
Operations	181	2/10/2026
Maintenance of Equipment	77	5/25/2026
Maintenance of Way	378	7/28/2025
Other	2,266	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 held a Safety and Quality Roadshow June 24 at BCCF (San Jose) for field employees and July 29th at Menlo Park.
- Caltrain continues a "Safety Leaders of the Quarter" recognition program to acknowledge and celebrate employees who are actively contributing to a positive safety culture. The 9th cohort of Safety Leaders was recognized at a recent quarterly All Hands meetings.

Recent Engagement Activities

- **Summer Spike 2026: 1,632 employee engagements** as of August 2, with the campaign continuing through August 31
 - Topics covered:
 - Effective job briefings and crew alignment.
 - Maintaining situational awareness in changing environment.
 - Understanding sleep debt and how the risk builds.
 - Crew resource management focusing on looking out for each other.
- **Safety Roadshows:** On July 29, Caltrain safety hosted a Safety roadshow for employees at Menlo Park.

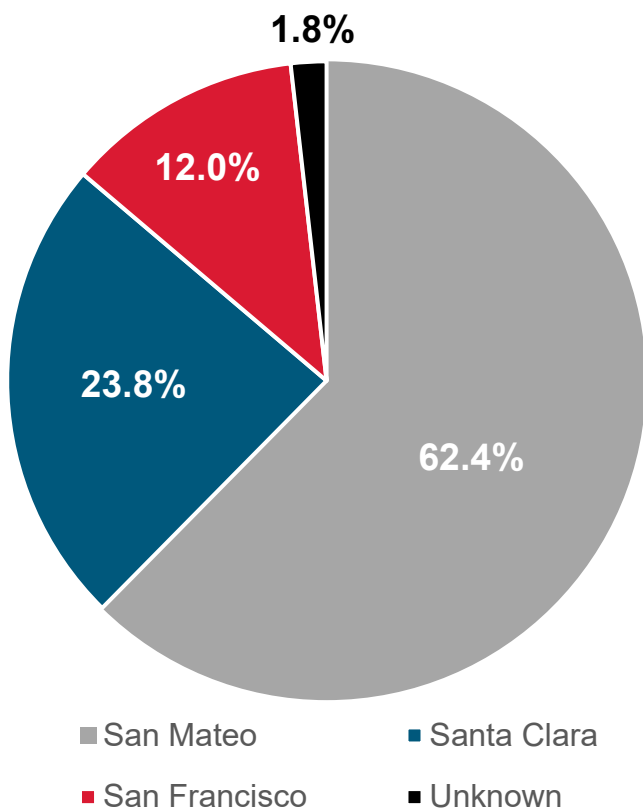




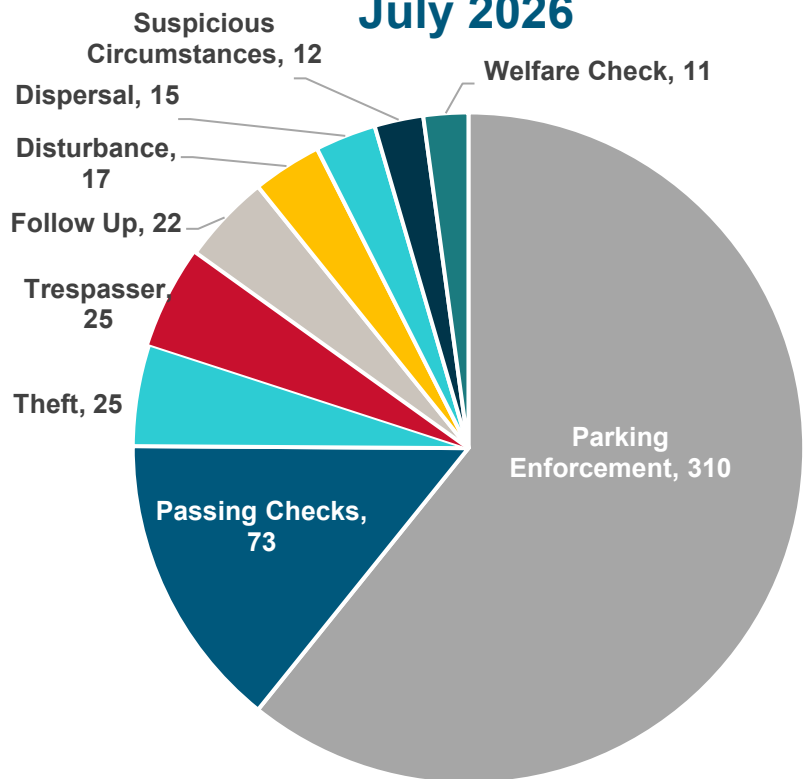
Security Update

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 July 2026



Number of Calls by Category July 2026



July 2026 Service Call Data

Overall Average Response Time: **24:23**

Average Response Time for **Priority 1** Calls*: **17:16**

Average Response Time for **Priority 2** Calls**: **16:41**

*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 644 in July across 18 categories.
The pie chart shows the top 9 categories representing 510 calls or 79% of the total.

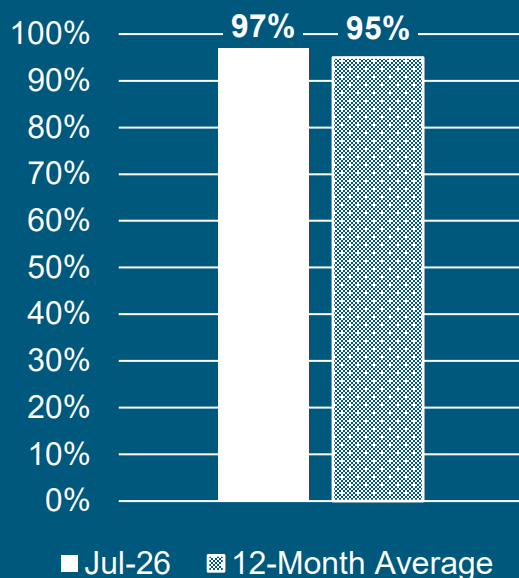




Performance at a Glance

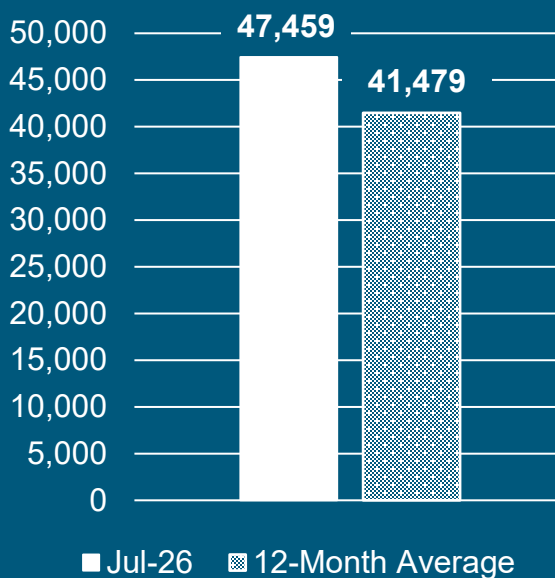
On-Time Performance

Percentage of trains arriving within six minutes of the scheduled time



Average Daily Ridership

Average estimated weekday ridership



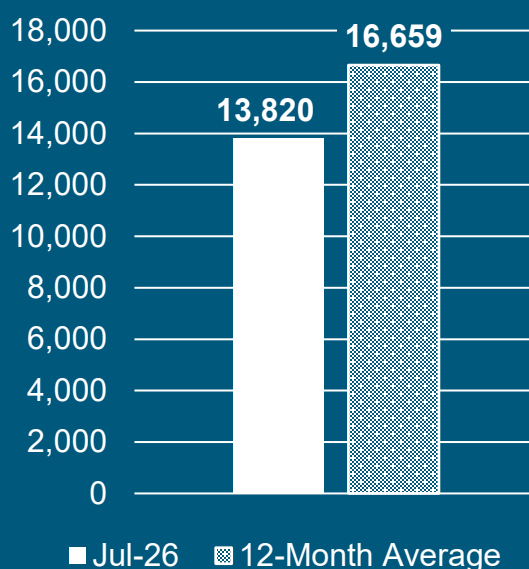
Farebox Recovery Ratio

Ratio of fare revenue to operating costs



Mean Distance Between Failures

Average miles travelled by locomotives before maintenance/repair is required

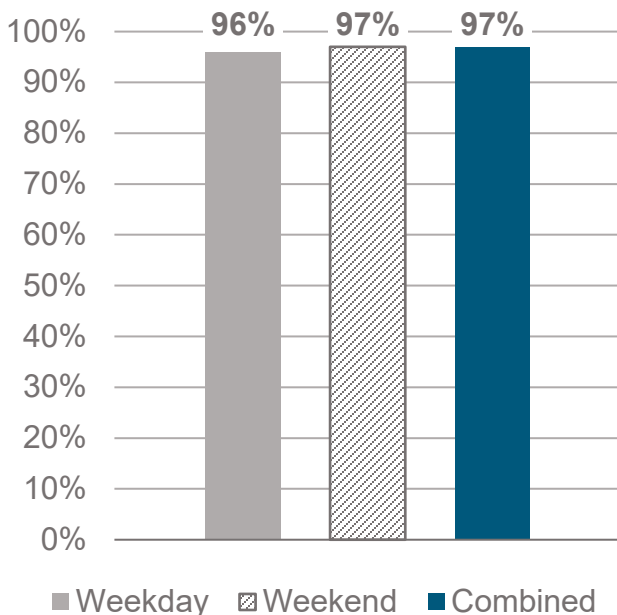


*Farebox Recovery Ratio information is temporarily unavailable due to Fiscal Year End Close. Metric to be updated next month.



On-Time Performance

Performance This Month (Jul-26)

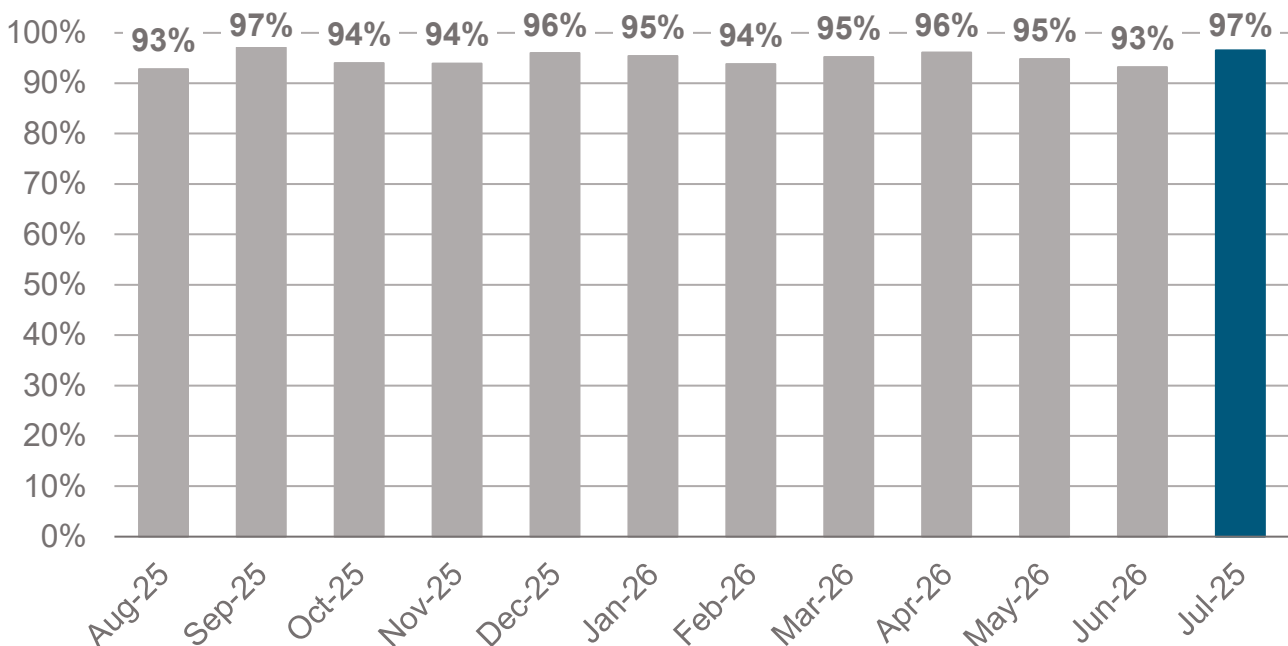


Trains are considered on-time if they arrive within less than six minutes of the scheduled arrival time at end-line locations (i.e. San Francisco, San Jose Diridon, and Gilroy).

The on-time performance (OTP) goal for Caltrain is 95%. Combined OTP for the month of July was 96.5%; trains arriving within 10 minutes of scheduled time was 98.9%.

Note that Weekend OTP includes holidays.

Monthly On-Time Performance in the Past Year





Delays and Cancellations

May-26

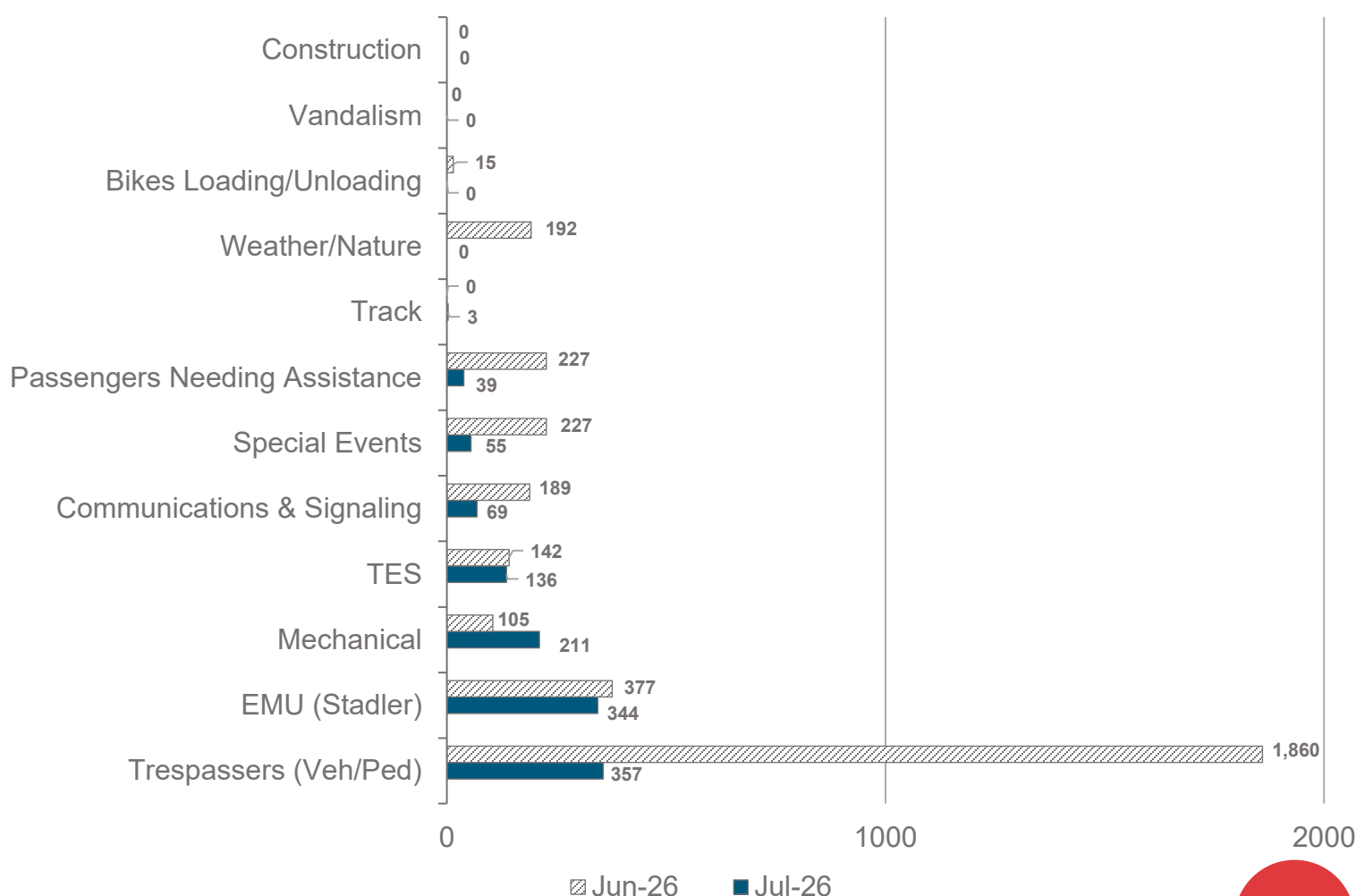
Jun-26

Jul-26

Number of Late Trains	155	204	108
Average Minutes Late for Late Trains	15	18	16
Number of Cancelled Trains	7	15	11

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.

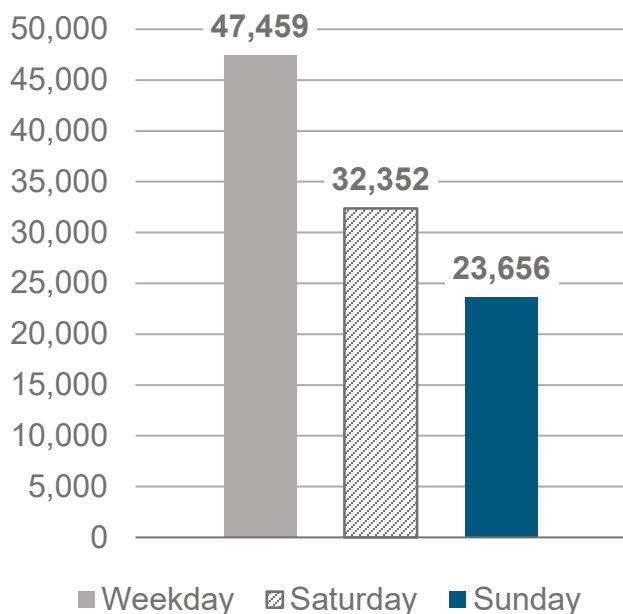
Reasons for Train Delays, by Minutes of Delay





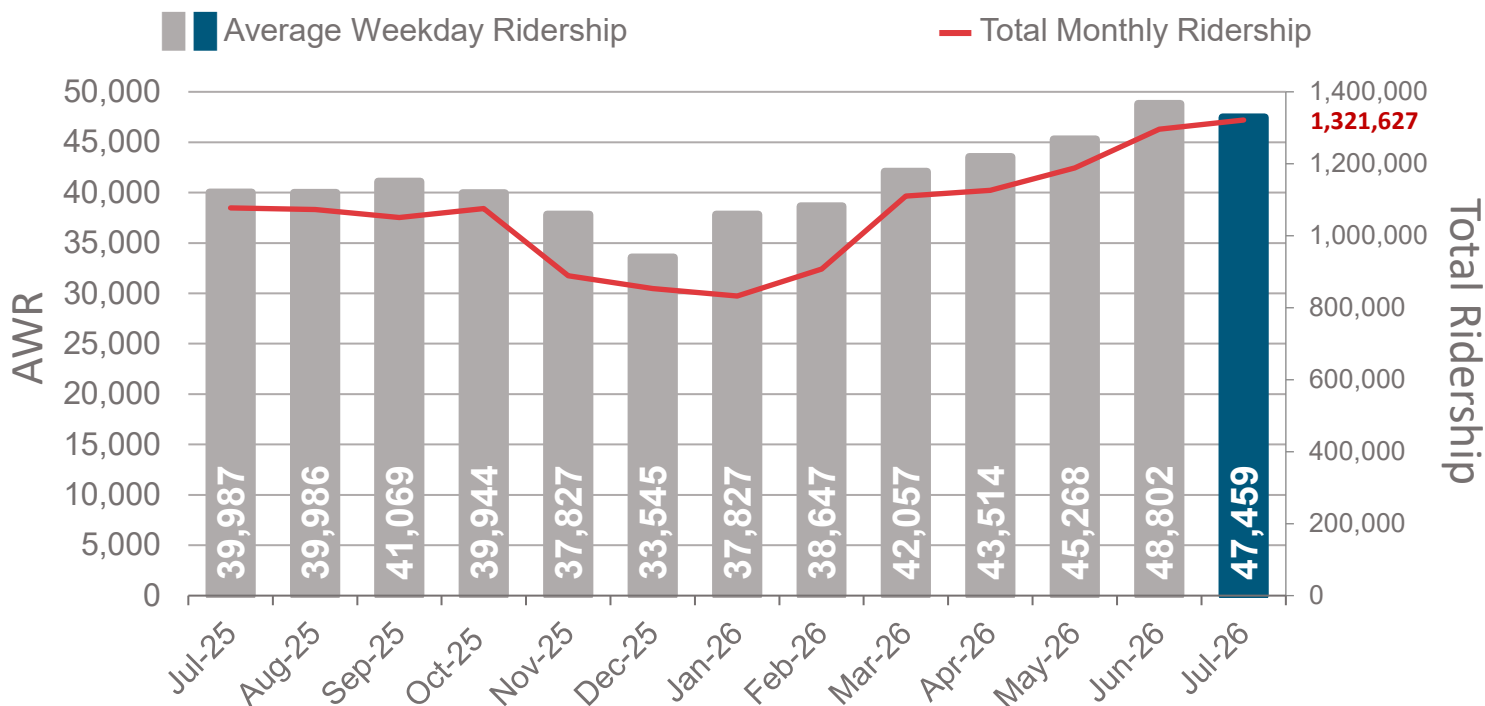
Ridership and Revenue

Average Daily Ridership (Jul-26)



Average weekday ridership (AWR) increased by approximately 19% percent compared to July 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.

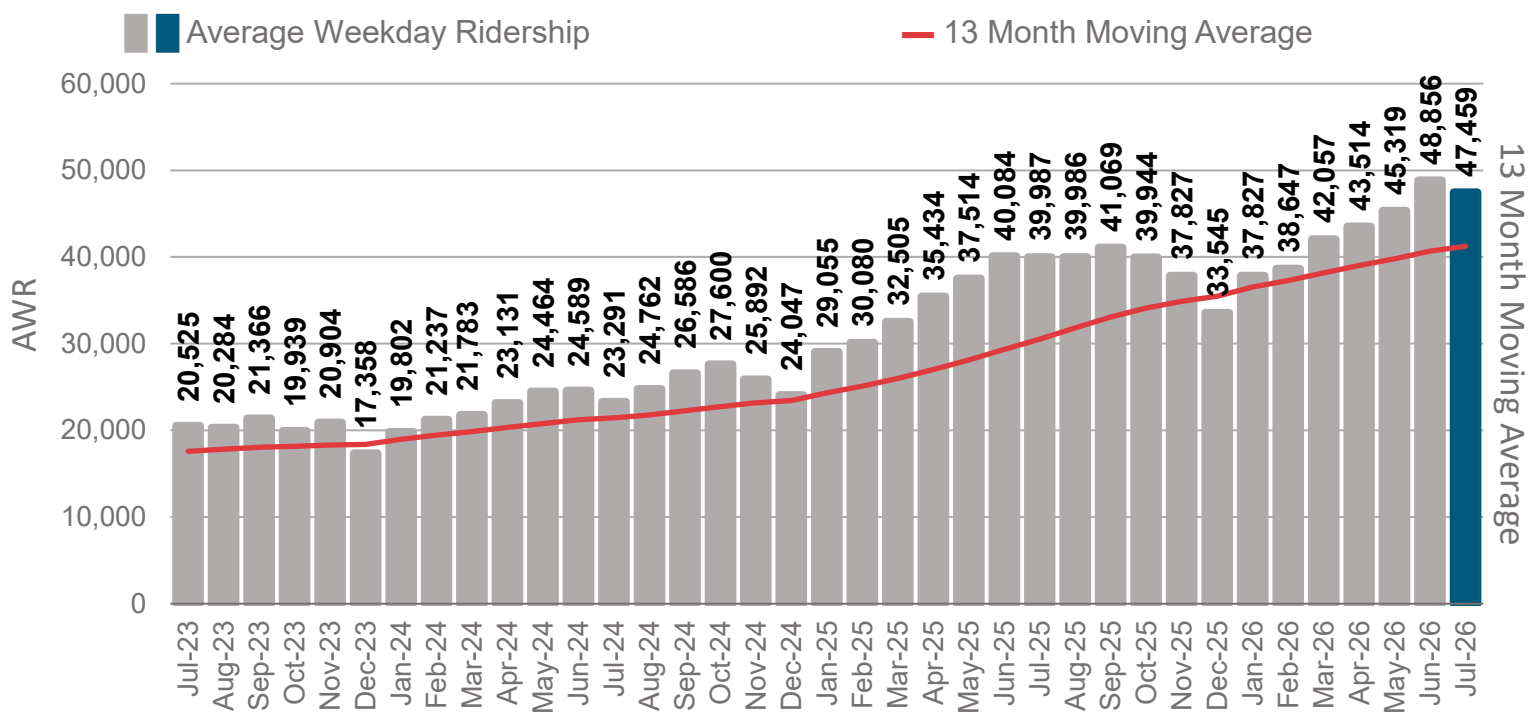




Ridership and Revenue

Average Weekday Ridership & 13 Month Moving Average:

Fiscal Year 2024 to Present



Year Over Year AWR Increase

(July 2025 vs. July 2026)

: 19%

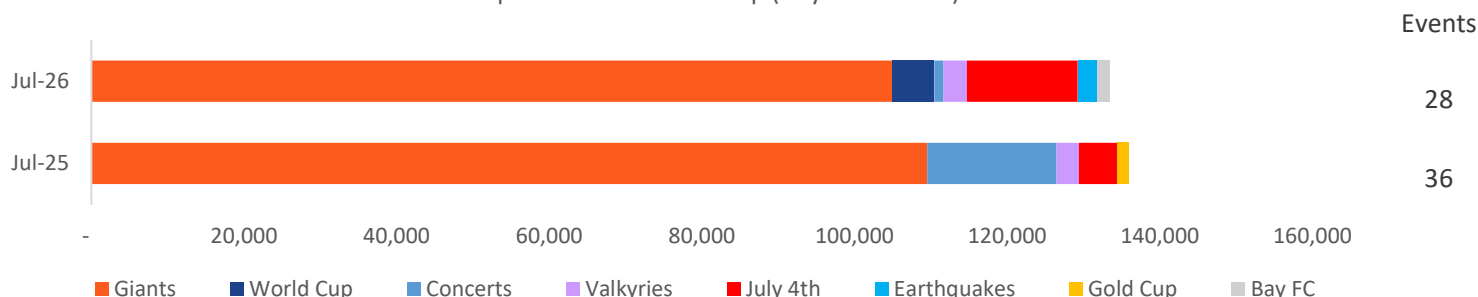




Ridership and Revenue

Caltrain carried 133,450* passengers to special events in July

Total Special Service Ridership (July 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-July			25-July			Ridership Change
		Ridership	Event Count	Avg Ridership per event	Ridership	Event Count	Avg Ridership per Event	
San Francisco	Giants***	105,036	12	8,753	111,468	12	9,289	-5.8%
	July 4 th Fireworks	14,481	1	14,481	5,095	1	5,095	+184.2%
	Valkyries***	3,087	2	1,544	4,802	2	2,401	-35.7%
	Lady Gaga	-	-	-	521	1	521	-
	My Chemical Romance	-	-	-	6,287	1	6,287	-
	Post Malone	-	-	-	6,882	1	6,882	-
	All Events	122,604	15	8,174	131,248	18	7,292	-6.6%
Palo Alto	Earthquakes	2,618	1	2,618	-	-	-	-
	All Events	2,618	1	2,618	-	-	-	-
Mountain View	World Cup	5,450	1	5,450	-	-	-	-
	Ed Sheeran	1,187	1	1,187	-	-	-	-
	The Weeknd	-	-	-	3,251	2	1,626	-
	Gold Cup	-	-	-	1,474	1	1,474	-
	All Events	6,637	2	3,319	4,725	3	1,575	+40.5%
Santa Clara	Bay FC	1,591	2	796	-	-	-	-
	All Events	1,591	2	796	-	-	-	-
All Stations	All Events	133,450	20	6,673	135,973	21	6,475	-1.9%

***Ridership includes trains attributable to more than one event; total ridership has been adjusted to prevent double counting.

Additional Event Trains

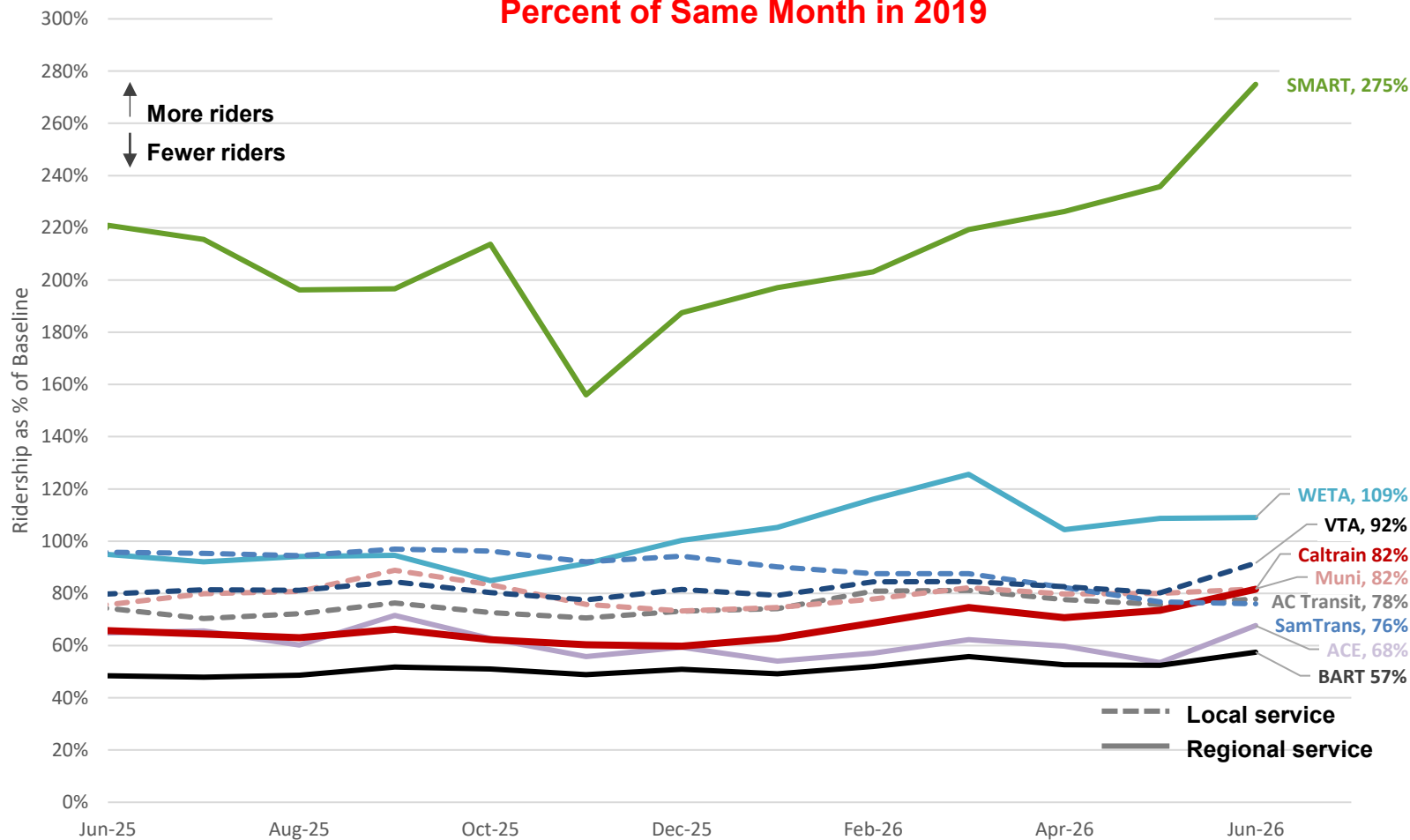
Event Type	26-July			25-July			Ridership Change
	Ridership	Train Count	Avg Ridership per Train	Ridership	Train Count	Avg Ridership per Train	
Giants	7,101	10	710	7,056	8	882	+0.6%
Fireworks	3,156	2	1,578	-	-	-	-
World Cup	1,492	4	373	-	-	-	-
Concert	184	1	184	-	-	-	-
All Events	11,933	17	702	7,056	8	882	+69.1%



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-Jun	25-Jul	25-Aug	25-Sep	25-Oct	25-Nov	25-Dec	26-Jan	26-Feb	26-Mar	26-Apr	26-May	26-Jun
Muni	13,740	14,455	15,170	15,233	15,646	13,456	13,062	14,072	13,295	15,488	14,981	15,310	14,835
BART	5,174	5,220	5,452	5,589	5,922	4,883	4,868	5,092	5,036	5,985	5,816	5,804	6,138
AC Transit	3,022	3,079	3,452	3,735	3,837	3,206	3,113	3,261	3,364	3,773	3,681	3,573	3,168
VTA	2,273	2,368	2,538	2,666	2,772	2,336	2,323	2,329	2,262	2,605	2,516	2,526	2,611
Caltrain	1,045	1,078	1,073	1,050	1,075	889	853	933	908	1,111	1,126	1,190	1,298
SamTrans	832	832	952	1,026	1,074	887	855	827	727	849	775	778	661
WETA	287	301	313	277	264	216	214	229	227	301	286	301	330
SMART	123	135	128	124	122	101	109	113	104	127	136	151	153
ACE	73	81	81	89	89	64	60	69	66	78	79	75	76

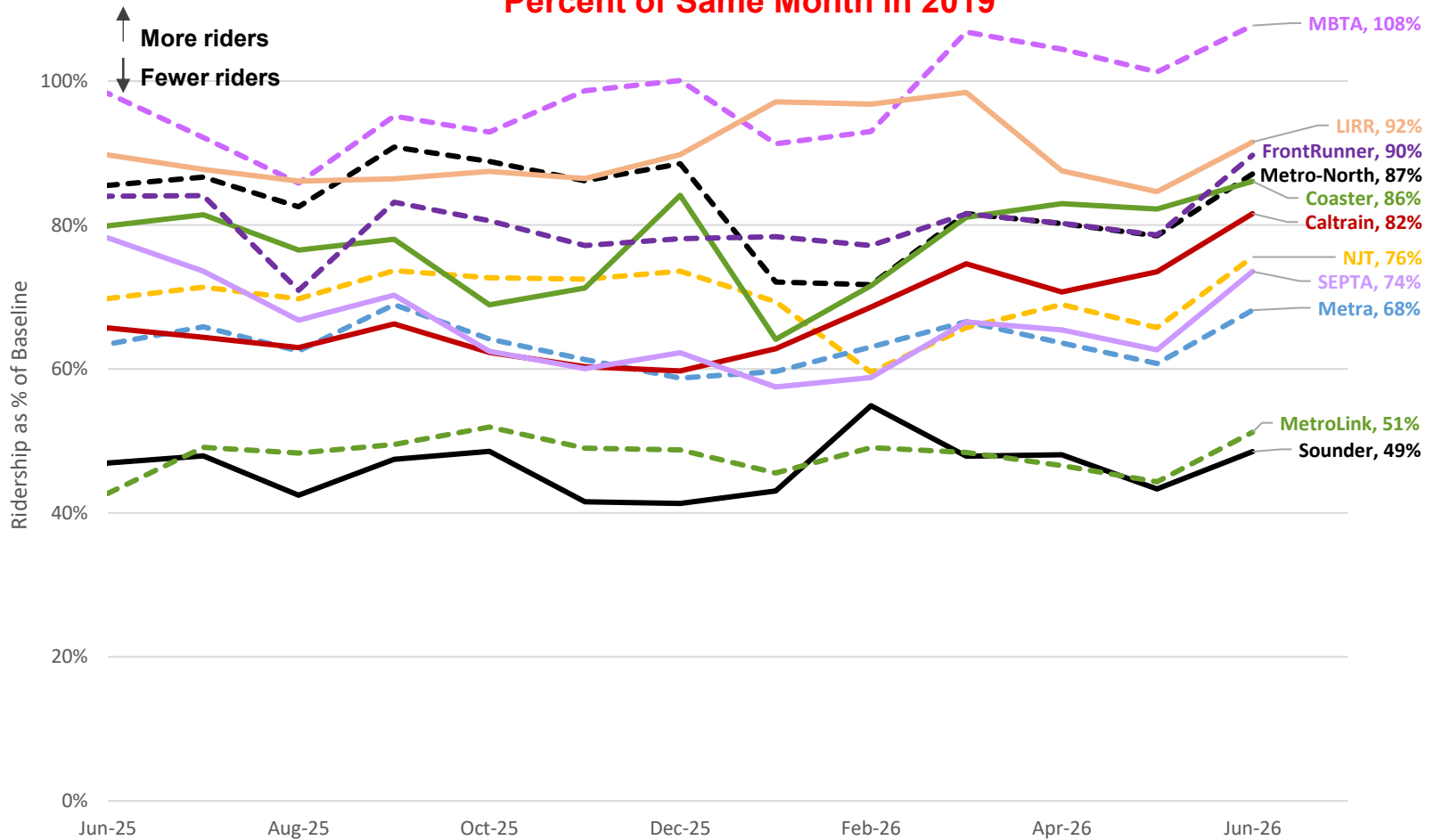


Ridership Recovery for Similar Commuter Railroads

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.

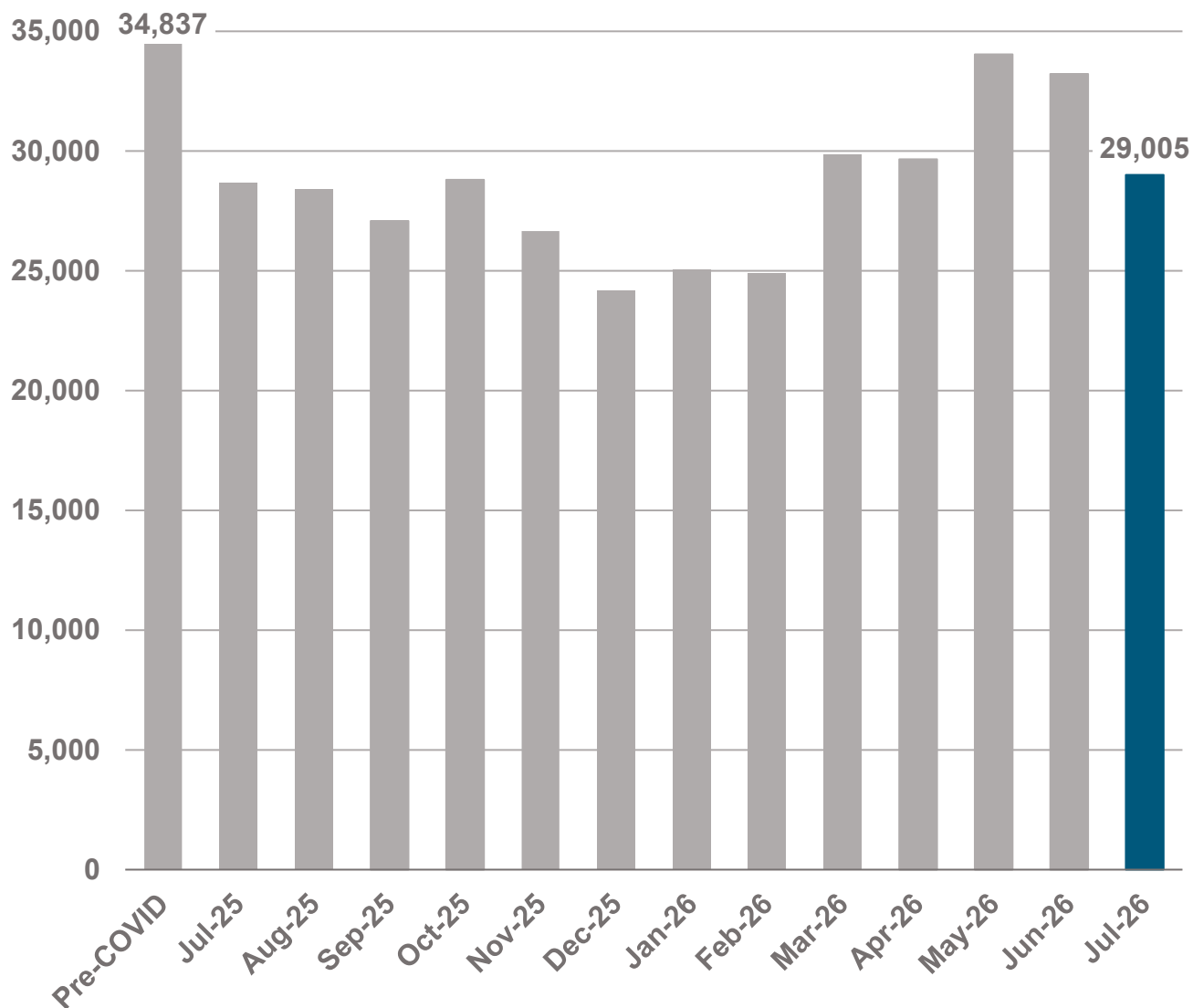
Total Monthly Ridership Estimates (in thousands)

Transit Operator	25-Jun	25-Jul	25-Aug	25-Sep	25-Oct	25-Nov	25-Dec	26-Jan	26-Feb	26-Mar	26-Apr	26-May	26-Jun
LIRR	8,441	8,769	8,629	8,441	8,938	8,131	8,769	8,629	7,784	8,769	8,610	8,459	8,610
Metro-North	6,655	6,880	6,383	6,843	7,379	6,307	6,792	5,219	4,715	6,099	6,317	6,265	6,777
NJ Transit	5,365	5,463	5,285	5,700	5,799	5,471	5,512	4,773	4,083	4,855	5,170	5,056	5,809
Metra	3,342	3,651	3,471	3,566	3,662	2,898	2,657	2,825	2,884	3,301	3,378	3,275	3,590
MBTA	2,424	2,551	2,404	2,430	2,706	2,558	2,683	2,470	2,218	2,808	2,810	2,736	2,656
SEPTA	2,099	2,023	1,823	2,170	2,042	1,723	1,809	1,760	1,623	1,938	2,010	1,892	1,974
Caltrain	1,045	1,078	1,073	1,050	1,075	889	853	933	908	1,111	1,126	1,190	1,298
MetroLink	446	504	504	522	567	501	470	476	476	533	535	503	534
FrontRunner	327	341	322	393	406	330	320	341	310	356	346	335	349
Sounder	171	188	169	182	215	153	145	180	173	181	196	171	176
SD Coaster	104	122	102	89	77	67	71	66	66	89	97	101	112



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.

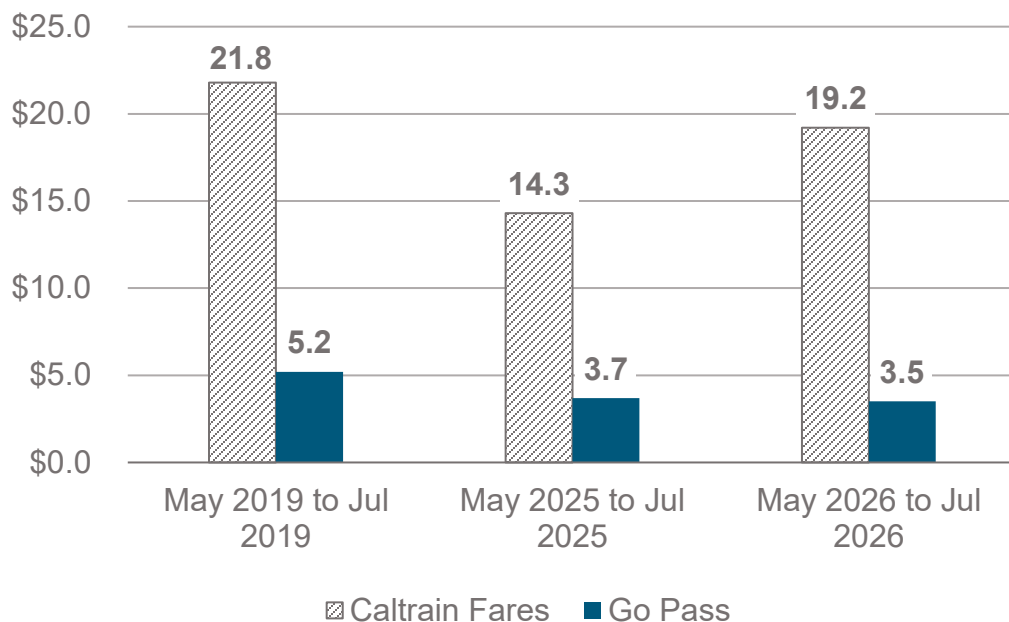
Pre-COVID data is provided for comparison purposes and represents average monthly transfers during the one-year period from March 2019 to February 2020.





Ridership and Revenue

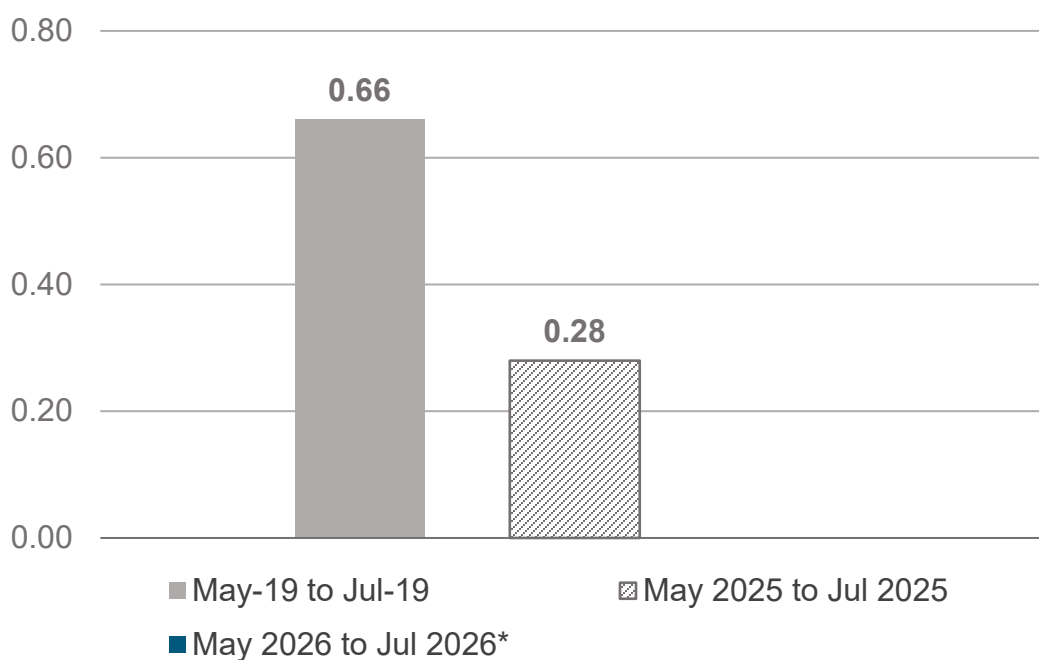
Total Fare Revenues (\$M) - Past 3 Months Comparison



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.

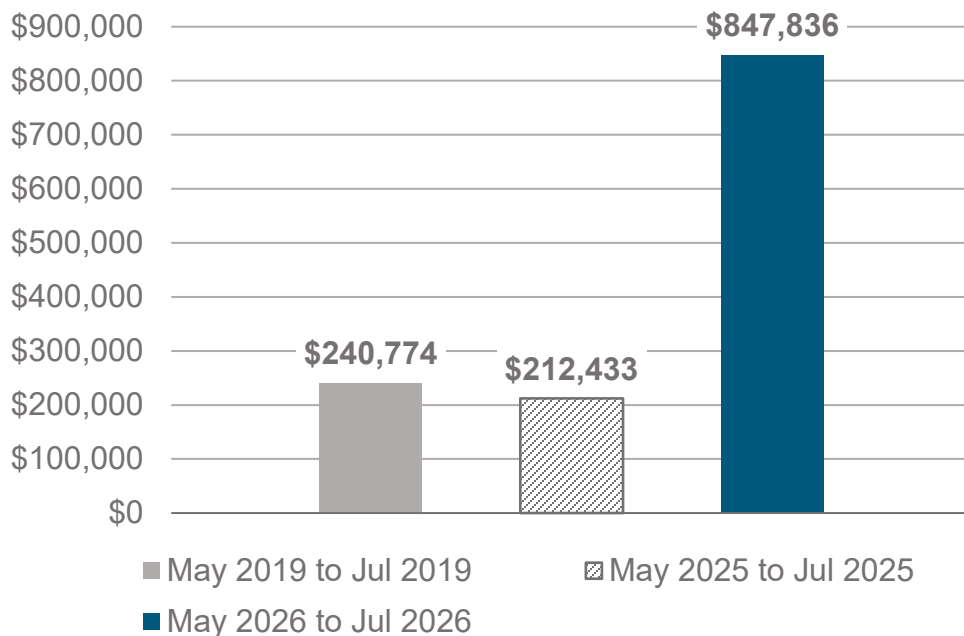
**Farebox Recovery Ratio information is temporarily unavailable due to Fiscal Year End Close. Metric to be updated next month.*





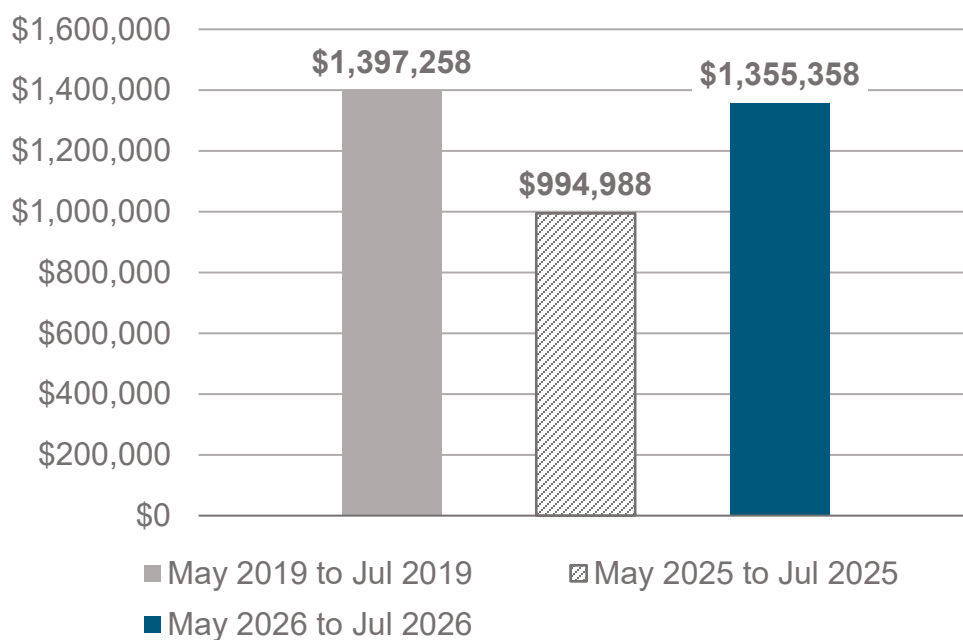
Ridership and Revenue

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)



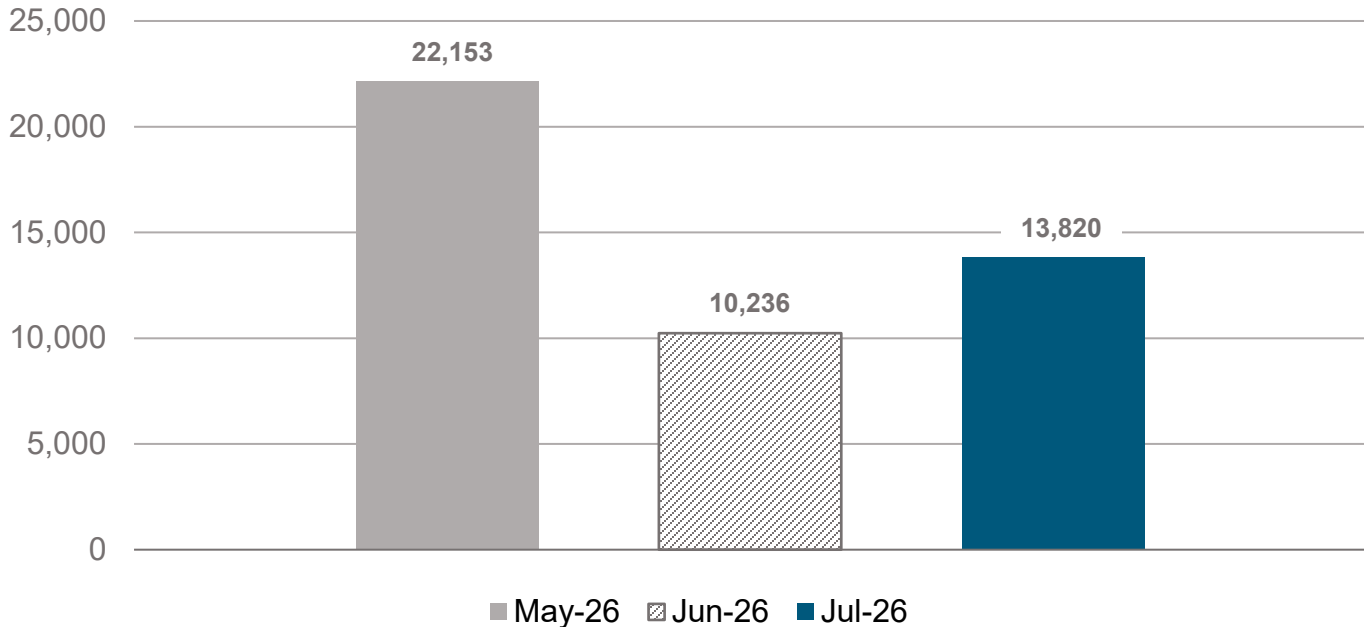
Parking Revenue is generated by purchases of daily and monthly parking permits for parking at Caltrain-owned lots.





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.

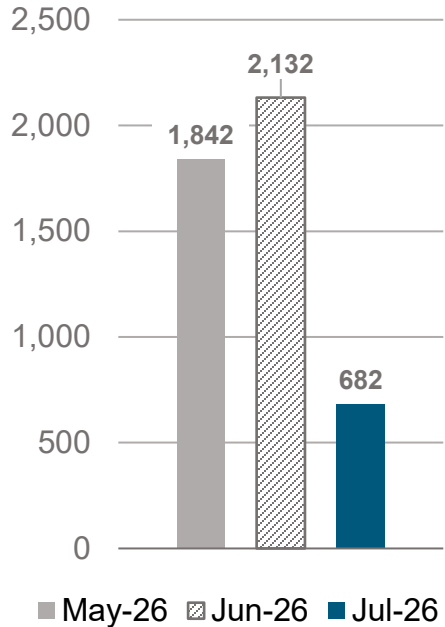
The graph on this page represents MDBF for all EMU (electric) passenger locomotives and cars in Caltrain's fleet. Diesel fleet data is on the following page.



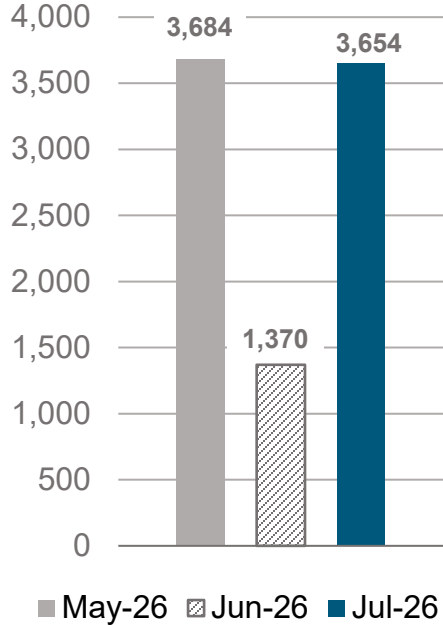


Maintenance Performance (Diesel Fleet)

Mean Distance Between Failure (Locomotives)



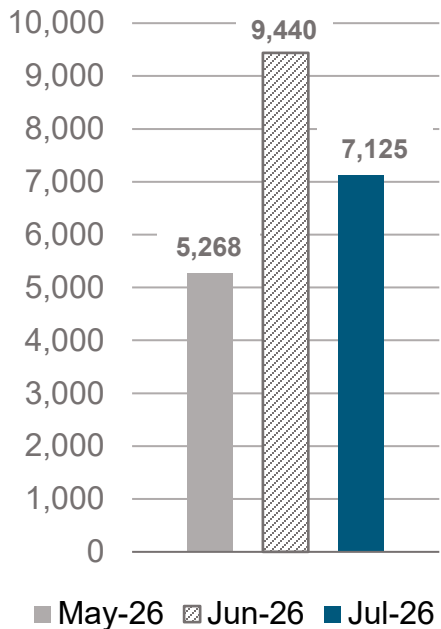
Mean Distance Between Failure (Cab Cars)



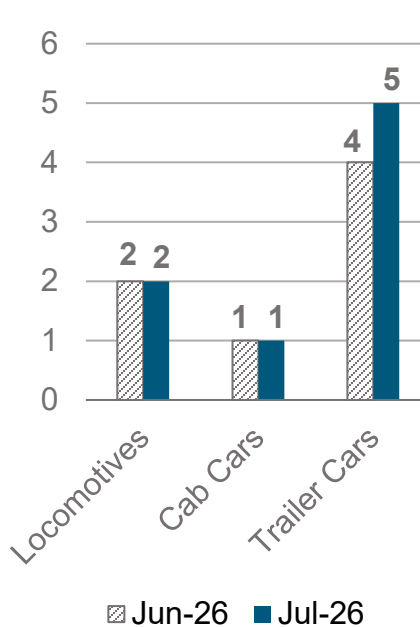
Mean Distance Between Failure (MBDF) is a measure of fleet reliability that represents the average distance traveled by revenue vehicles before maintenance or repair is required. A higher value indicates an improvement in reliability. Data is measured in miles.

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



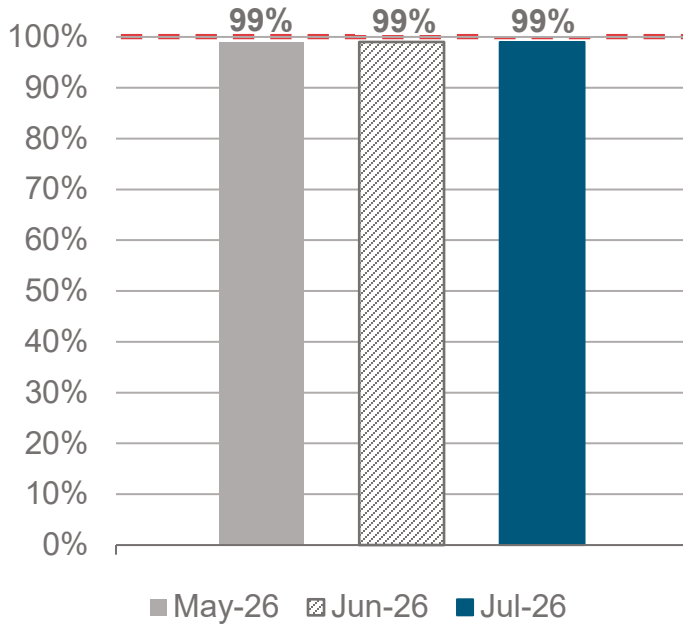
Equipment in Maintenance/Repair represents the number of diesel locomotives and passenger cars that are out of service on an average day each month due to routine and preventative maintenance or other repairs. EMU data is on the previous page.





Maintenance Performance

Equipment Availability (EMUs)

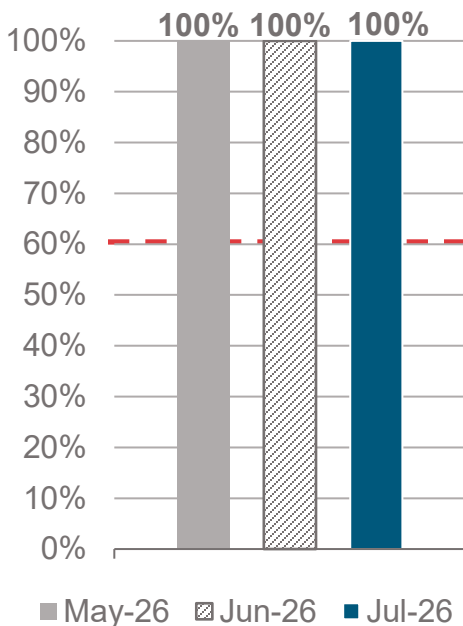


Equipment Availability is the number of trainsets, locomotives, or cars available for service on an average day each month as a percentage of the daily equipment required to run base service.

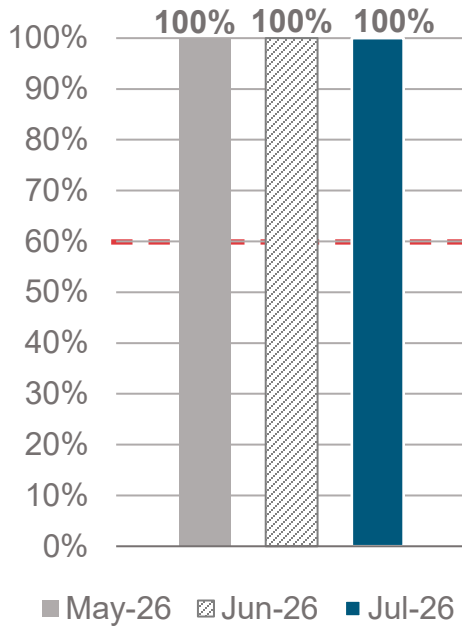
The graph to the left represents EMUs whereas the graphs below represent diesel equipment data, displaying Caltrain's mixed revenue fleet. Fourteen (14) EMUs are needed to operate the new weekday electric service.

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

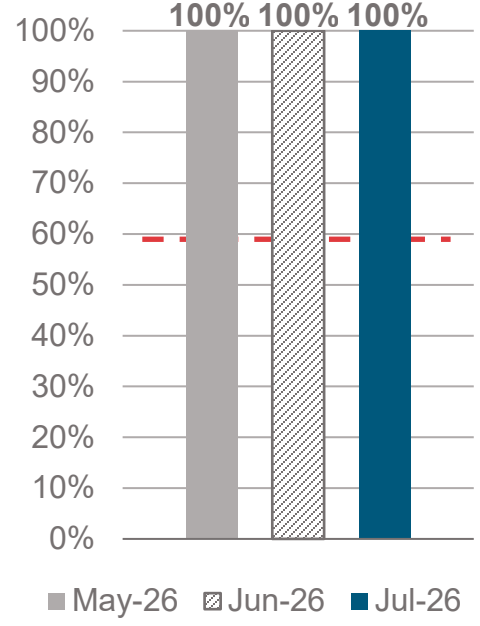
Equipment Availability (Diesel Locomotives)



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

Take Caltrain to see San Francisco's Independence Day fireworks

Caltrain operated its regular weekend schedule on Saturday, July 4, providing riders with service to and from San Francisco for the city's annual Independence Day fireworks display, with viewing areas near Pier 39, Crissy Field and the Golden Gate Bridge. To support return travel after the 9:30 p.m. fireworks, Caltrain operated an additional southbound train, followed by the final train of the night departing at 12:05 a.m.

Caltrain Temporarily Suspending Train Service Between San Jose Diridon and Tamien to Complete Repairs to Guadalupe River Bridge

Caltrain temporarily suspended weekend service between Tamien and San Jose Diridon on July 11–12 to complete repairs on the Guadalupe River Bridge; work scheduled for July 25–26 and August 8–9 was completed ahead of schedule and those closures were cancelled. Additional weekend closures remained scheduled for August 22–23 and September 19–20, while weekday service continued without disruption.

The approximately \$171 million Guadalupe Bridge Replacement Project replaced components of the original 1935 bridge, improved creek erosion protection and habitat conditions, and was expected to be completed by October. The bridge also supported Union Pacific, Amtrak and Altamont Commuter Express service.

Caltrain seeks volunteer for Citizens Advisory Committee

Caltrain sought a San Mateo County resident to fill a three-year term on its nine-member Citizens Advisory Committee, which advises the Joint Powers Board on the needs of current and future riders. Applications were due August 14 for a term running through June 30, 2029; the committee generally met on the third Wednesday of each month at Caltrain headquarters in Millbrae, with meetings open to the public.

Young People Ride Caltrain for \$1, From the Mall to Outside Lands

Caltrain highlights its \$1 youth fare for riders ages 5–18, while children age 4 and under continued to ride free. Youth ridership reached 355,000 trips in the first five months of 2026, a 26% increase from the same period in 2025, with young riders especially likely to travel on weekends. College Park, Broadway, Belmont, Menlo Park and Bayshore recorded the highest shares of youth riders.





Service and Program Updates

Caltrain wins national safety award for second straight year

Caltrain has won one of the public transit industry's highest honors for safety for the second consecutive year. The American Public Transportation Association (APTA) Safety Awards presented to 10 public transportation providers from across the country and were based on the effectiveness, benefits, innovation and transferability of their safety practices. This year, Caltrain received a certificate of merit for APTA's Rail Safety Award. Last year, Caltrain won gold for APTA's Commuter Rail Safety Award.

Caltrain Ridership Remains Strong Through FY26

Caltrain provided more than 12.5 million rides in FY26, with average weekday ridership surpassing 40,000, an increase of 36.9% over the prior fiscal year, and weekend ridership reaching about 150% of pre-pandemic levels. Ridership rose from 64.4% of pre-pandemic levels at the start of FY26 to 81.5% by year-end, while monthly ridership exceeded one million beginning in March and continued to do so each month afterward. Major events, including the FIFA World Cup, Super Bowl and BTS concerts, helped attract new riders, although Caltrain stated that fare growth alone remained insufficient to close its operating funding gap.

Caltrain to deliver fans to Ed Sheeran at Levi's Stadium

Caltrain provided service for Ed Sheeran's Loop Tour concert at Levi's Stadium on July 25, including regular half-hourly weekend service to Mountain View Station and a VTA light-rail connection to the venue. To support the trip home, Caltrain operated an additional northbound train that departed Mountain View 90 minutes after the concert ended, waited for the final special VTA train, and made all stops to San Francisco.

Caltrain is your ride to the Earthquakes and Galaxy rivalry at Stanford

Caltrain provided service for the San Jose Earthquakes versus LA Galaxy match at Stanford Stadium on Saturday, July 25, with fans riding to Palo Alto Station and walking a short distance to the venue. Riders could pay before boarding with Clipper, contactless cards or digital wallets, while youth riders age 18 and under could use \$1 one-way fares or \$2 youth day passes.





Service and Program Updates

AC/DC fans can enjoy extra Caltrain service

Caltrain provided service for AC/DC's Power Up North American Tour concert at Levi's Stadium on August 5, with regular half-hourly service to Mountain View Station and connections to VTA light rail for the stadium. An additional northbound train departed Mountain View 90 minutes after the concert ended, waited for the final special VTA train, and made all stops to San Francisco.

Caltrain named one of North America's top transit agencies

The American Public Transportation Association selected Caltrain for its 2026 Outstanding Public Transportation System Achievement Award in the category for agencies with more than 3 million but fewer than 15 million annual passenger trips. The award recognized Caltrain's 57% year-over-year ridership growth in 2025, transition to 100% renewable electricity, 4.5-out-of-5 customer rating, 91% rider approval rating, and more than \$76 million in cost savings over five years; Caltrain representatives were scheduled to accept the award at APTA's fall conference in Chicago.





Communications and Marketing Update

Strategic Communications (Media and Social)

Press Releases/Blogs/Podcasts:

- Take Caltrain to see San Francisco's Independence Day fireworks
- Caltrain Temporarily Suspending Train Service Between San Jose Diridon and Tamien to Complete Repairs to Guadalupe River Bridge
- Caltrain seeks volunteer for Citizens Advisory Committee
- Young People Ride Caltrain for \$1, From the Mall to Outside Lands
- Caltrain wins national safety award for second straight year
- Caltrain Ridership Remains Strong Through FY26
- Caltrain to deliver fans to Ed Sheeran at Levi's Stadium
- Caltrain is your ride to the Earthquakes and Galaxy rivalry at Stanford
- AC/DC fans can enjoy extra Caltrain service
- Caltrain named one of North America's top transit agencies

Caltrain E-Newsletter Metrics:

	July 2026	July 2025
Subscribers	15,499	14,962
Open Rate	28%	28.7%
Click Rate	2.4%	3.2%





Communications and Marketing Update

Strategic Communications (Media and Social, cont.)

Earned Media:

- World Cup matches shatter VTA's transit records, outpacing Super Bowl LX – KTVU FOX 2
- Redwood City council embraces new state law promoting housing near transit – Bay City News
- Dog rescued from Caltrain tunnel after two days – KRON4
- Apartments could replace Palo Alto office site under nonprofit's plan – SiliconValley.com
- KTGy and SHAC Mark Groundbreaking of 11 El Camino Real in San Carlos, California – USA Today
- San Jose Plans \$13B BART Subway Extension. How About <\$1B? – Forbes
- What's Going Through My Head in 27 Innings (in Under 36 Hours) | by The Logbook | Jul, 2026 – Medium
- Geary metro, purpose-built for SF | by InfrastructureWeak | Jul, 2026 – Medium
- World Cup matches shatter VTA's transit records, outpacing Super Bowl LX – KTVU
- Caltrain sets five weekends of service outages in San Jose – Trains.com
- Dog Rescued After Spending 2 Days in San Francisco Train Tunnel – Storyful
- Fans pack Caltrain to South Bay for World Cup match – CBS
- World Cup 2026 San Francisco Tickets Guide: Levi's Stadium schedule, fixtures & everything you need to know about World Cup 2026 venue – Goal
- Ed Sheeran at Levi's Stadium: What to know about parking, transit and bag rules – SF Chronicle
- Mallon: When transit meets the moment and riders show up en masse – SJ Spotlight





Communications and Marketing Update

Strategic Communications (Media and Social, cont.)

Caltrain Organic Social Media Messaging Highlights:

July marked the end of the World Cup in the Bay Area. Caltrain saw more than 14,000 riders using the system that weekend, including watch parties and the Fourth of July holiday. APTA named Caltrain one of their Outstanding Public Transportation Systems, not excluding other messaging. In recognition of Disability Pride Month, Caltrain posted messages throughout July sharing local resources and educational facts about the month.

Strategic Comms continued supporting multiple events and marketing efforts across different mediums, whether it was in person, via media relations or social media. Some additional events that were highlighted throughout the month are listed below.

Other Messaging Highlights (Includes rotational messaging):

- July Board Meeting
- Fourth of July
- Tuesday Tip: VMS - Social messaging - Conductor Etiquette
- Dollar Youth Fare
- Ed Sheeran @ Levi's
- Caltrain Merch Store
- Hope Mural @ San Mateo Station
- Portable Clipper Towers
- Service Suspension due to Guadalupe River Bridge repairs
- Citizens Advisory Committee
- Survey Results
- Caltrain Wins National Safety Award
- Cali Clasico
- Caltrain named one of North America's top transit agencies by APTA
- AC/DC @ Levi's





Communications and Marketing Update

Strategic Communications (Media and Social, cont.)

Social Metrics: (Year to Year)

July 2026	July 2025
Impressions: 678,990	Impressions: 2,062,135
Engagements: 10,661	Engagements: 103,450
Post Link Clicks: 1,971	Post Link Clicks: 6,947

*An API issue in our social media management tool caused traffic to trend downward; consequently, some traffic is not accounted for in these metrics. Additionally, in 2025, the “Driving is for Dodgers” campaign launched and drove additional traffic to our social media profiles.

**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.*





Communications and Marketing Update

Marketing Activities

Paid Digital Performance Review

FIFA World Cup 2026 Campaign | June 11 – July 6 2026

YouTube Pre-Roll Performance

Reporting period: June 10 – July 1, 2026 | Source: YouTube Studio Analytics

Paid Search (Google Ads)

\$1,216.64 spend • 1,764 total conversions • \$0.69 cost per total conversion • 314 primary (Hours & Directions) conversions at \$3.87 each

English campaign drove the volume at efficient cost (\$3.50/primary); Spanish campaign converted at \$16.68/primary on low volume. Overall search impression share is 33.48%, with the English campaign capturing only 32.53% of available impressions, the clearest opportunity to grow.

YouTube Pre-Roll

\$1,793.54 spend • 112.9K views • 277 unique viewers • \$0.016 cost per view • ~80% average watch-through on a 15-second pre-roll spot

Strong low-cost reach and engagement; best read as an awareness play, not direct response.

Site Traffic Context

Organic (10,636) and direct (3,983) sessions lead overall site traffic. Paid search added 2,188 sessions. Event-related referral traffic was notable from sfbayareaafc26.com (1,978) and QR-code sources (1,107).

Bottom Line

Paid Search is the efficiency win, with clear headroom to grow via English-campaign impression share. YouTube pre-roll delivered high-volume, low-cost reach with strong watch-through.



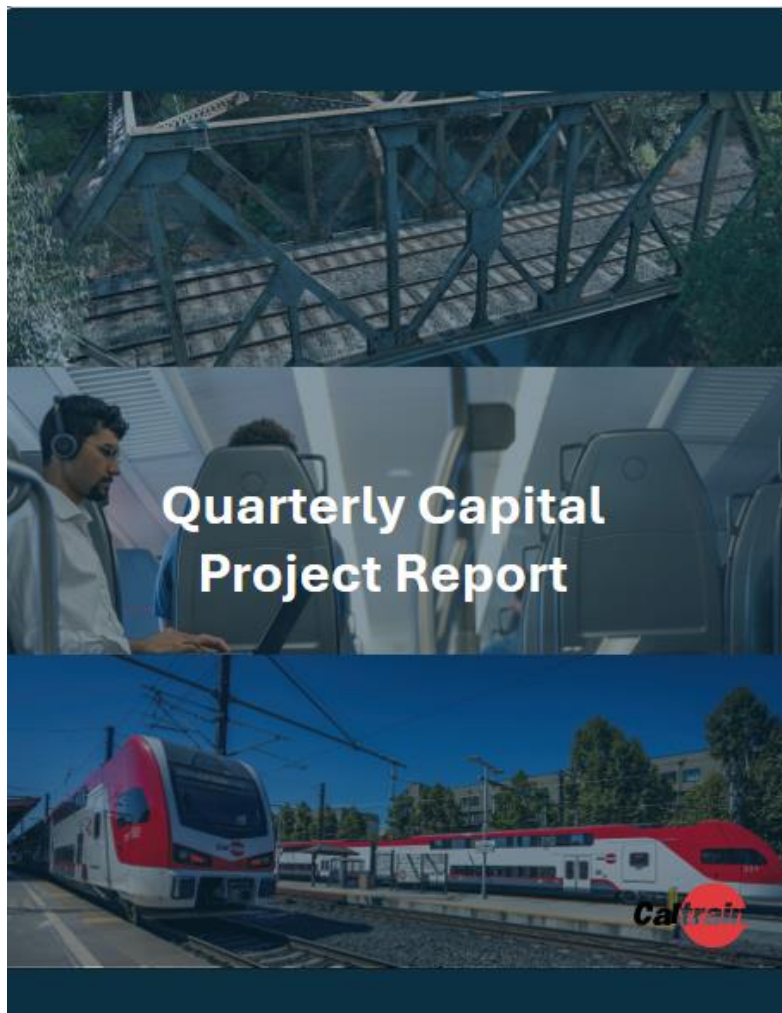


Capital Projects Update

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 4 of FY2026](#) (April 2026-June 2026) using the hyperlink provided below.

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





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