

Marketing Update

Thursday, September 17, 2026

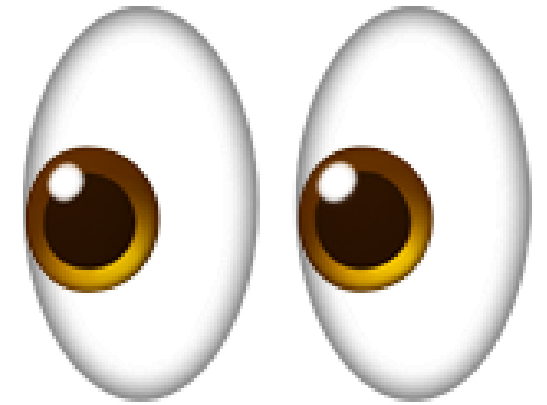
Caltrain

- **FIFA**
 - Six Games, 172 Ambassadors
- **Go Vibe. Go Caltrain.**
 - Youth Ridership Update
- **Theme Trains**
 - Reggaeton Theme Train
 - iHeartRadio Promotion Pilot



Lookahead (cont.)

- **Go Faster. Go Caltrain.**
 - APTA + Fastest Growing Transit Agency
 - BayFC + Giants Caltrain Games
 - LinkedIn B2B GoPass Promotions
 - I ❤️ Caltrain Business Promotions
 - SJCE/WestLight Energy Co-Marketing Partnership
 - Future Commuter Campaign: Go Save. Go Caltrain.



Ridership Numbers



Ridership Growth Continues

 Ridership Executive Summary - Jul 2026					
Monthly Performance	Current Year Jul 2026	Pre-Pandemic Jul 2019	Jul 2026 % of Pre-Pandemic	Last Year Jul 2025	Jul 2025 to Jul 2026 % Change
Total Monthly Ridership	1,321,627	1,672,672	79.0%	1,077,619	+ 22.6%
Average Weekday Ridership	47,459	70,493	67.3%	39,989	+ 18.7%
Average Saturday Ridership	32,352	16,060	201.4%	24,818	+ 30.4%
Average Sunday Ridership	23,656	11,518	205.4%	19,699	+ 20.1%

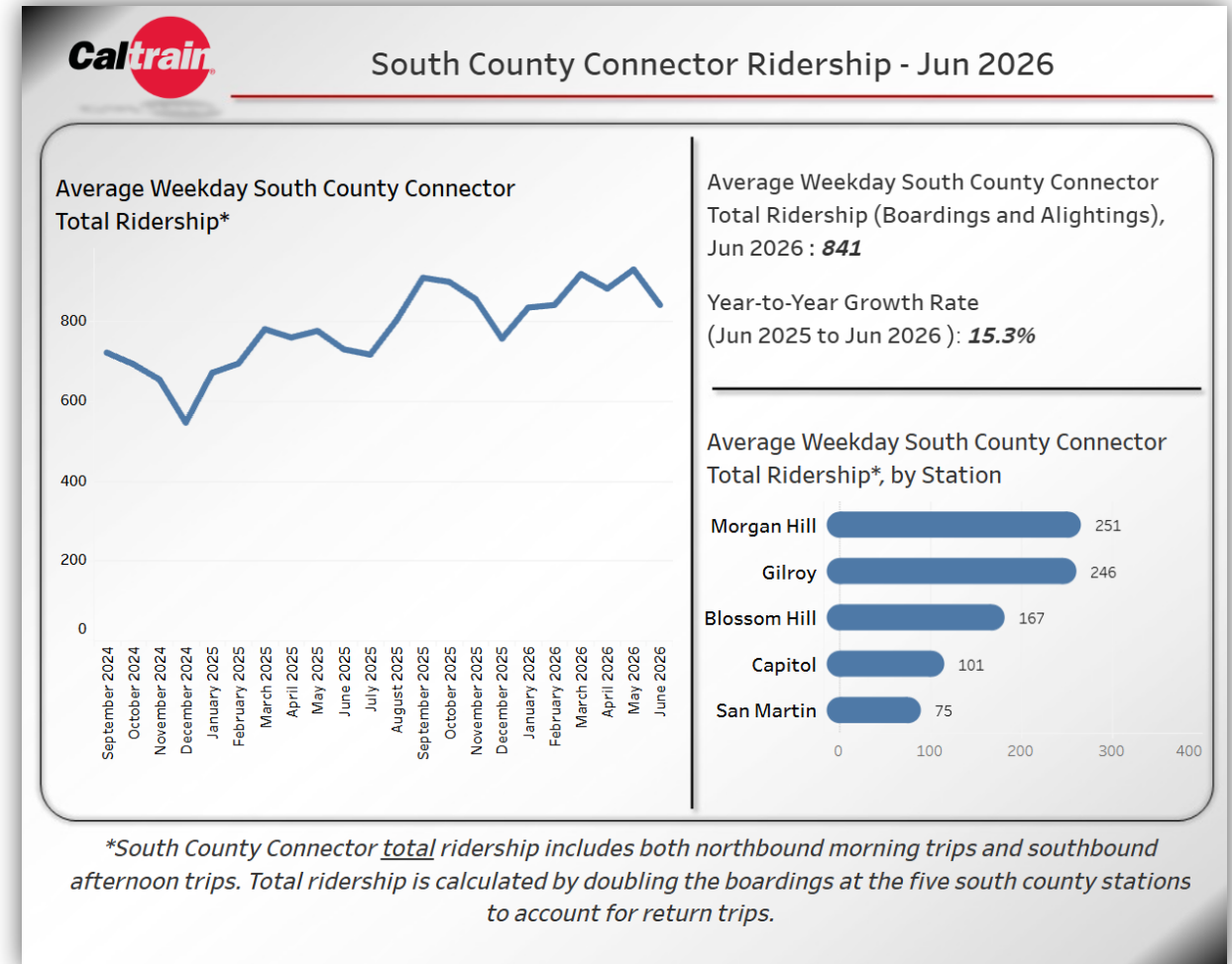
Overall Ridership Growth Continues

- July up 22.6% year-over-year (YoY)
- 79% of pre-pandemic ridership*
 - Weekdays at 67%
 - Weekends at 203%

South County Connector

South County Connector Ridership Trend

- South County Connector ridership up 15% YoY



Special Events Ridership

BTS

- 3 concerts
- 44,262 gross ridership
- Estimated 42,000 additional riders

FIFA World Cup

- 6 games
- 38,643 gross ridership

July 4th

- 14,482 gross ridership (+184.2% vs 2025)

SF Pride

- 14,481 gross ridership (+32.7% vs 2025)

Bay to Breakers

- 3,949 gross ridership (+4.5% vs 2025)



Special Events Ridership

Giants

- 37 games (vs 42 in 2025)
- 334,375 gross ridership (-2.9% vs 2025)
- 9,037 per game average (+10.2% vs 2025)

Warriors

- 5 games (vs 10 in 2025)
- 8,217 gross ridership (-47.4% vs 2025)
- 1,643 per game average (+5.2% vs 2025)

Sharks

- 6 games (vs 4 in 2025)
- 3,503 gross ridership (136.2% vs 2025)
- 584 per game average (+57.4% vs 2025)

Bay FC (not counted 2025)

- 4 games
- 3,398 gross ridership
- 850 per game average



...and one more thing

Caltrain:

Recipient of the Grand Award in APTA's 2026 AdWheel Awards



"Driving is for Dodgers Fans"

THANK YOU!
