

Executive Director's Monthly Report: July 2026

Executive Director Michelle Bouchard

Report prepared for August Board meeting; data current through June 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

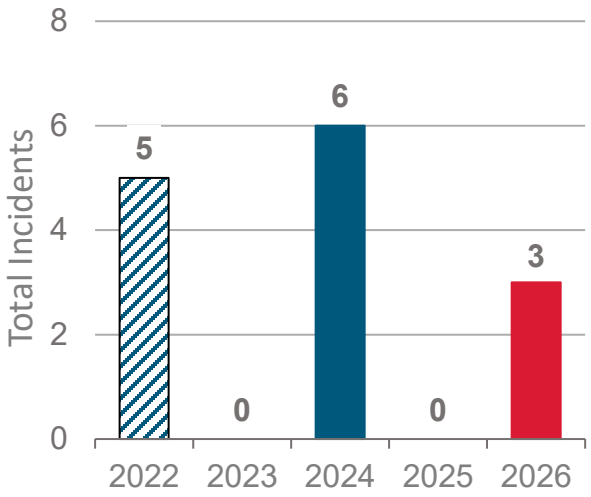
Reportable Injury Trends



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 0.87.

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 7/1/2026

Department	Days Without Injury	Date of Last Injury
Dispatch	2,226	5/27/2020
Operations	141	2/10/2026
Maintenance of Equipment	37	5/25/2026
Maintenance of Way	338	7/28/2025
Other	2,226	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. 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.

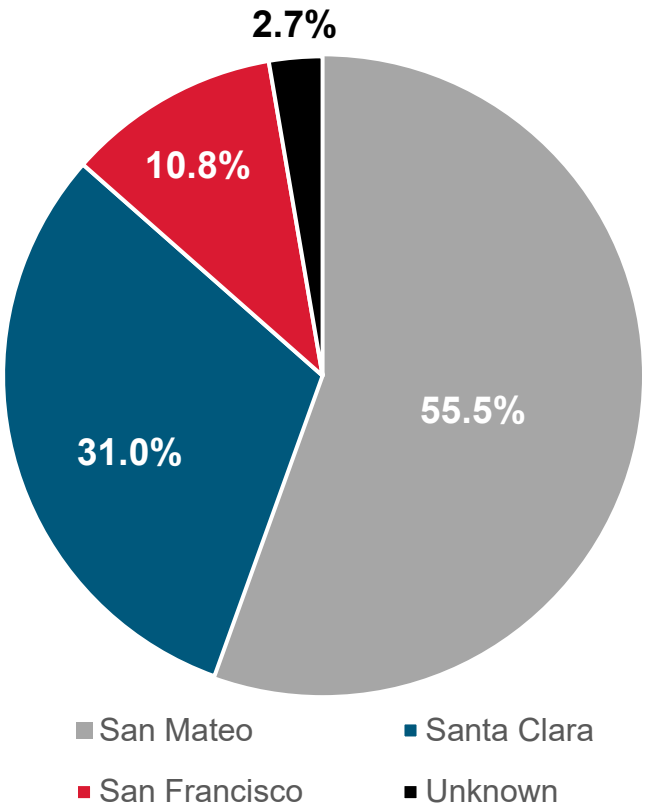
Recent Engagement Activities

- Additional Summer Safety Week 2026 "Summer Spike" occurred during the week of July 26th. The 5-day event consisted of one engagement topic each day. TASI management engaged with over 1200 employees during this safety event.

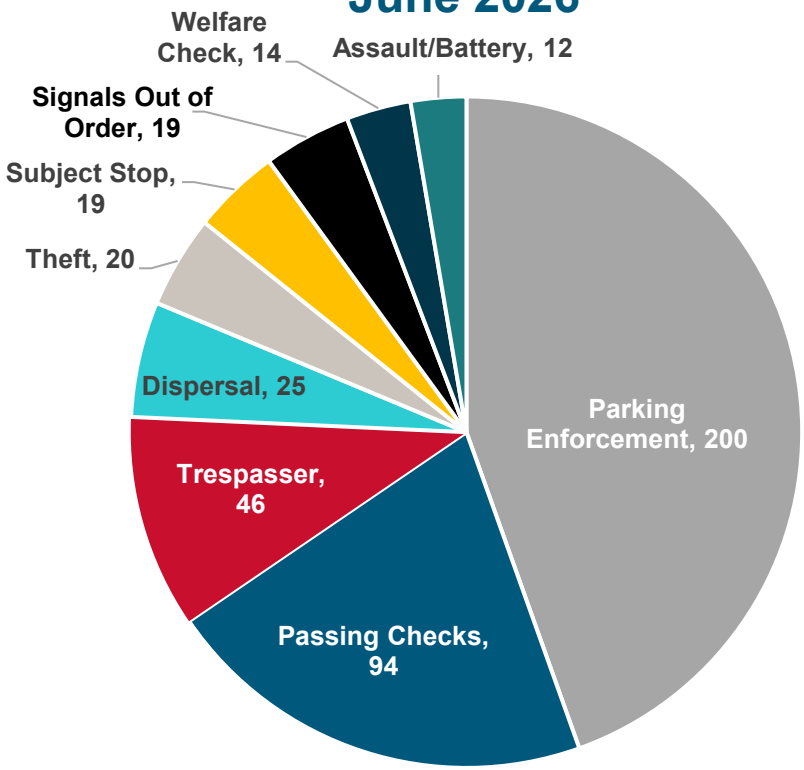
Security Update

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 June 2026



Number of Calls by Category June 2026



June 2026 Service Call Data

Overall Average Response Time: **26:18**
Average Response Time for **Priority 1** Calls***: 19:53**
Average Response Time for **Priority 2** Calls****: 26:33**

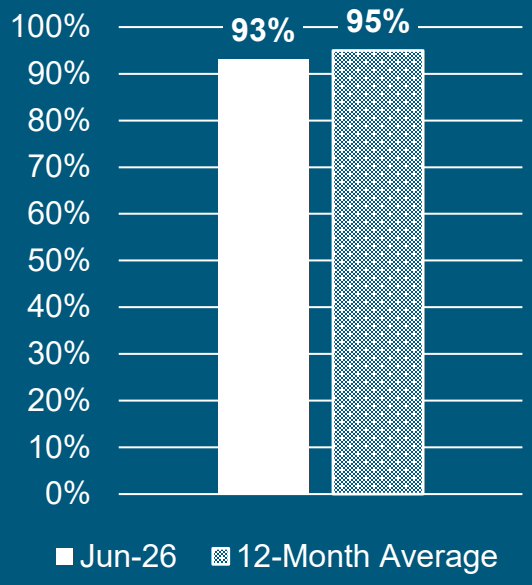
*Priority 1 Calls: *In Progress – Crimes Against Persons*
**Priority 2 Calls: *Just Occurred – Crimes Against Persons/In-Progress Property Crimes*

Footnote 1: Total calls for service totaled 571 in May across 17 categories.
The pie chart shows the top 9 categories representing 449 calls or 79% of the total.

Performance at a Glance

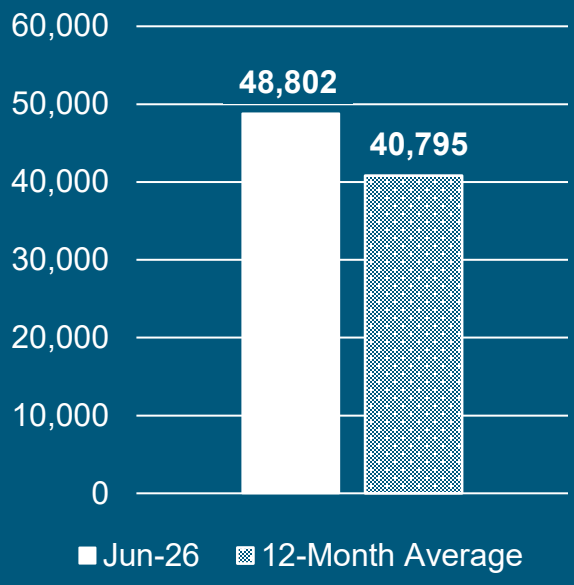
On-Time Performance

Percentage of trains arriving within six minutes of the scheduled time



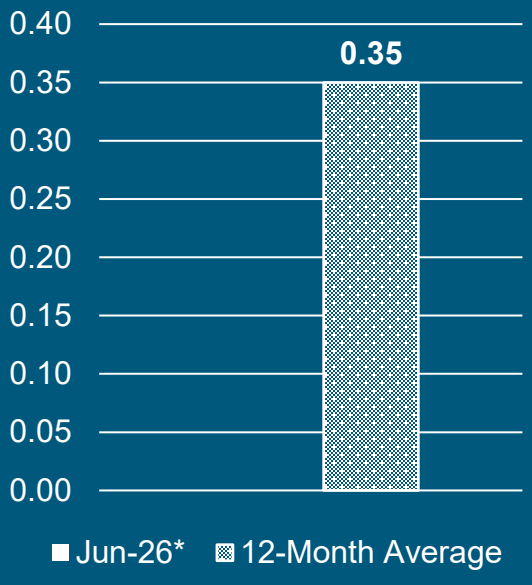
Average Daily Ridership

Average estimated weekday ridership



Farebox Recovery Ratio

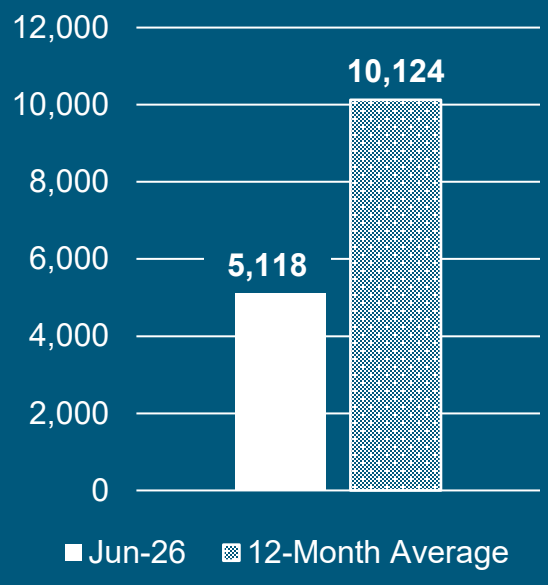
Ratio of fare revenue to operating costs



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

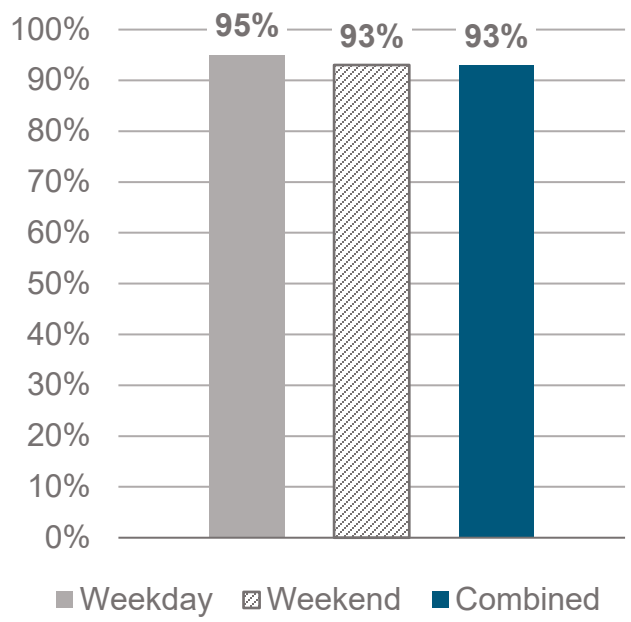
Mean Distance Between Failures

Average miles travelled by locomotives before maintenance/repair is required



On-Time Performance

Performance This Month (Jun-26)

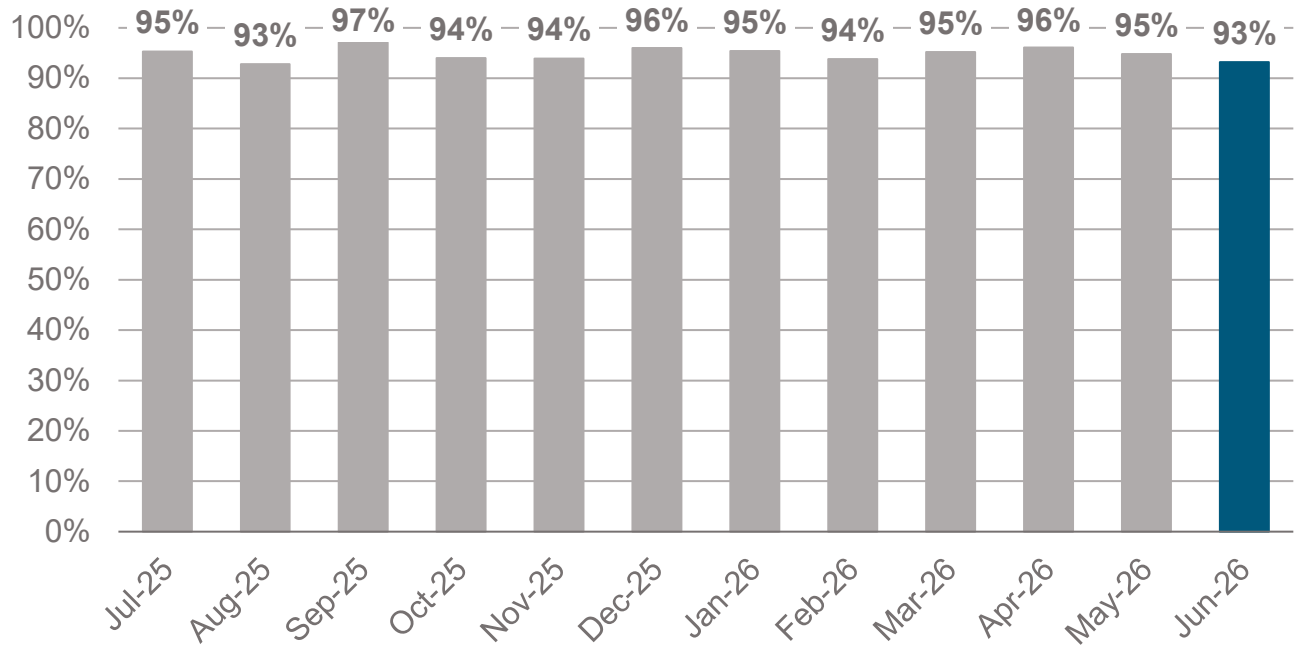


Trains are considered on-time if they arrive within less than six minutes of the scheduled arrival time at end-line locations (i.e. San Francisco, San Jose Diridon, and Gilroy).

The on-time performance (OTP) goal for Caltrain is 95%. Combined OTP for the month of June was 93.2%; trains arriving within 10 minutes of scheduled time was 97.1%.

Note that Weekend OTP includes holidays.

Monthly On-Time Performance in the Past Year

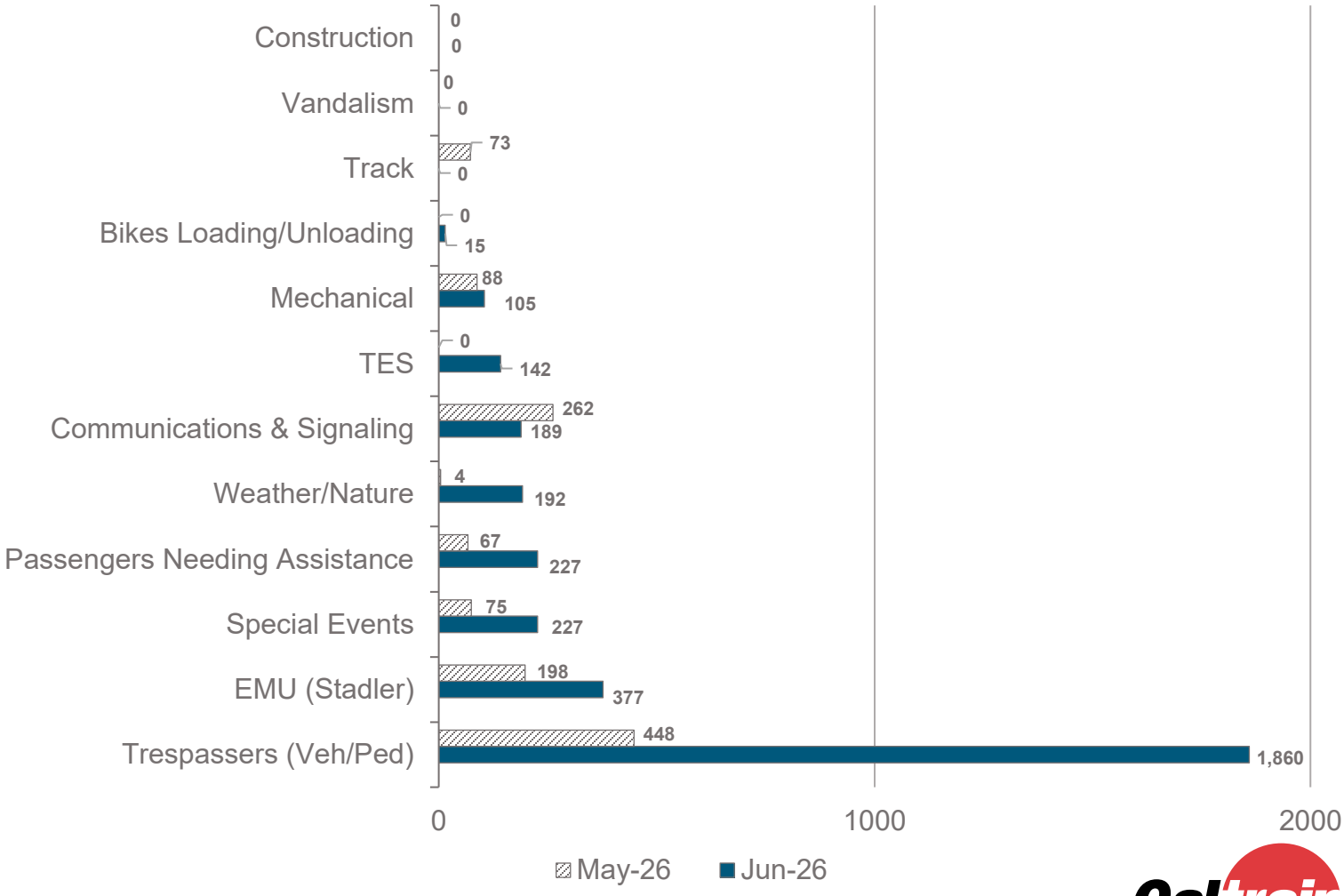


Delays and Cancellations

	Apr-26	May-26	Jun-26
Number of Late Trains	116	155	204
Average Minutes Late for Late Trains	14	15	18
Number of Cancelled Trains	2	7	15

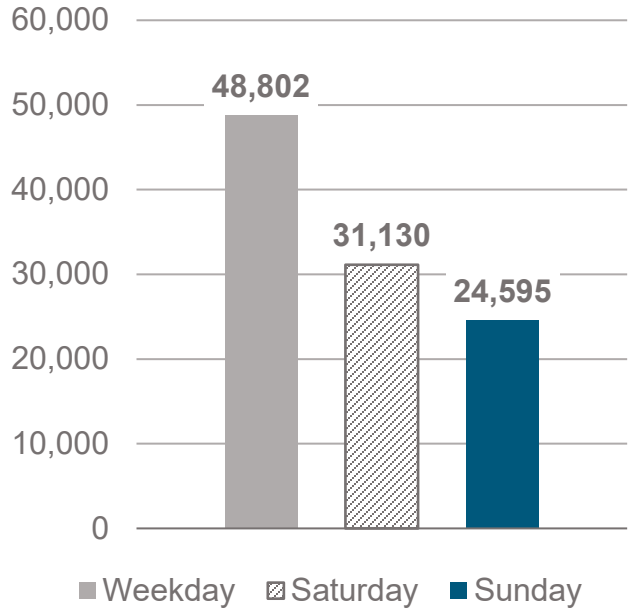
Trains are considered late if they arrive at their end-line destination six minutes or more after the scheduled time. Average Minutes Late represents the average difference in actual arrival time from the scheduled arrival time for late trains. Cancelled Trains includes trains forced to terminate mid-run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

Reasons for Train Delays, by Minutes of Delay



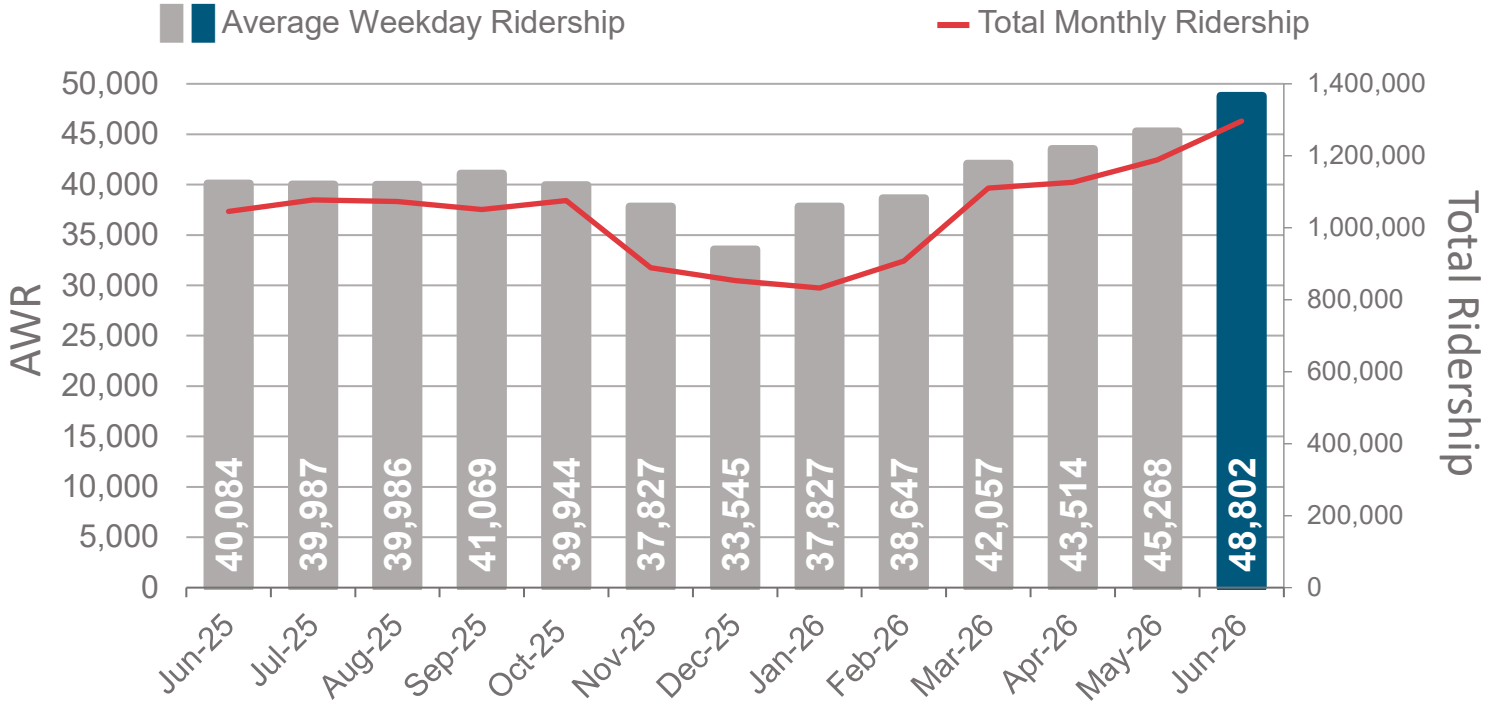
Ridership and Revenue

Average Daily Ridership (Jun-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

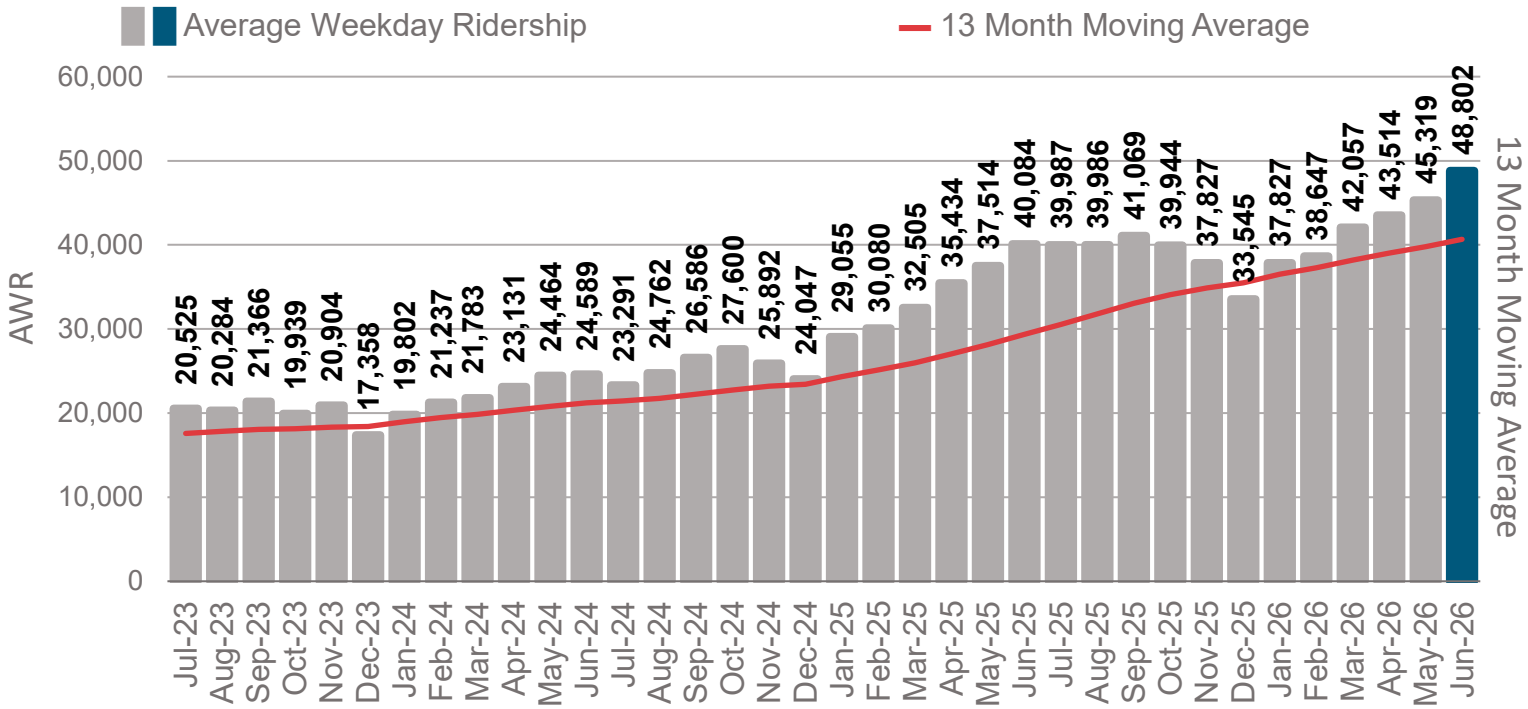


Since DECEMBER 2023, Caltrain's ridership estimation model relies solely on fare media sales data.

Ridership and Revenue

Average Weekday Ridership & 13 Month Moving Average:

Fiscal Year 2024 to Present

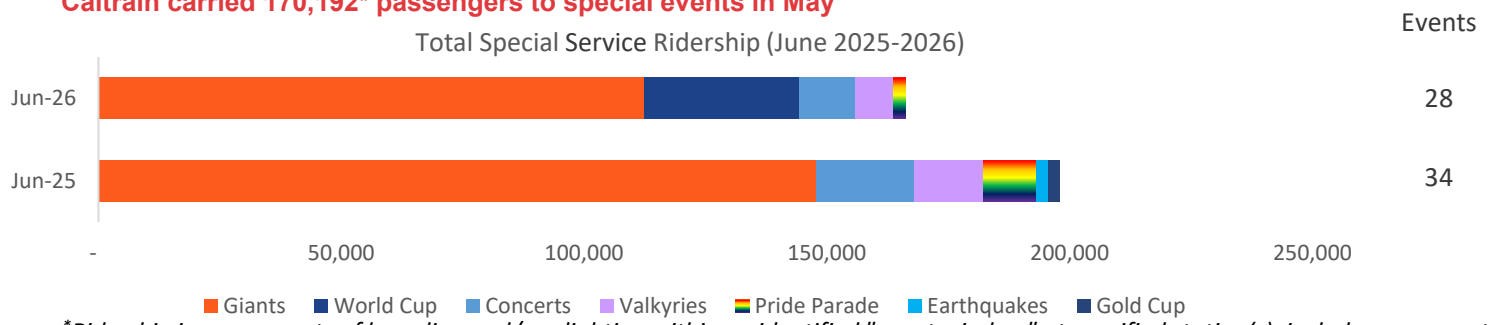


Year Over Year AWR Increase (June 2025 vs. June 2026) : **22%**

Ridership and Revenue

Special Service Ridership

Caltrain carried 170,192* passengers to special events in May



**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-June			25-June			Ridership Change
		Ridership	Event Count	Avg Ridership per event	Ridership	Event Count	Avg Ridership per Event	
San Francisco	Giants***	112,422	12	9,368	147,800	16	9,237	-23.9%
	Valkyries***	20,944	8	2,618	16,211	8	2,026	+29.2%
	Pride Parade***	14,482	1	14,482	10,912	1	10,912	+32.7%
	Private Concert	5,882	1	5,882	6,317	1	6,317	-6.9%
	Fuerza Regida	5,648	1	5,648	-	-	-	-
	Shakira	-	-	-	7,026	1	7,026	-
	All Events	**140,305**	**23**	**5,839**	**186,015**	**27**	**6,889**	**-24.6%**
Palo Alto	Coldplay	-	-	-	5,512	1	5,512	-
	Earthquakes	-	-	-	2,625	1	2,625	-
	All Events	**-**	**-**	**-**	**8,137**	**2**	**4,068**	**-**
Mountain View	World Cup	31,887	5	6,377	-	-	-	-
	Metallica	-	-	-	1,554	2	777	-
	All Events	**31,887**	**5**	**6,377**	**1,554**	**2**	**777**	**+1,951.9%**
Santa Clara	Gold Cup	-	-	-	2,282	4	570	-
	All Events	**-**	**-**	**-**	**2,282**	**4**	**570**	**-**
All Stations	**All Events**	**170,192**	**28**	**6,078**	**197,988**	**34**	**5,823**	**-14.0%**

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

Additional Event Trains

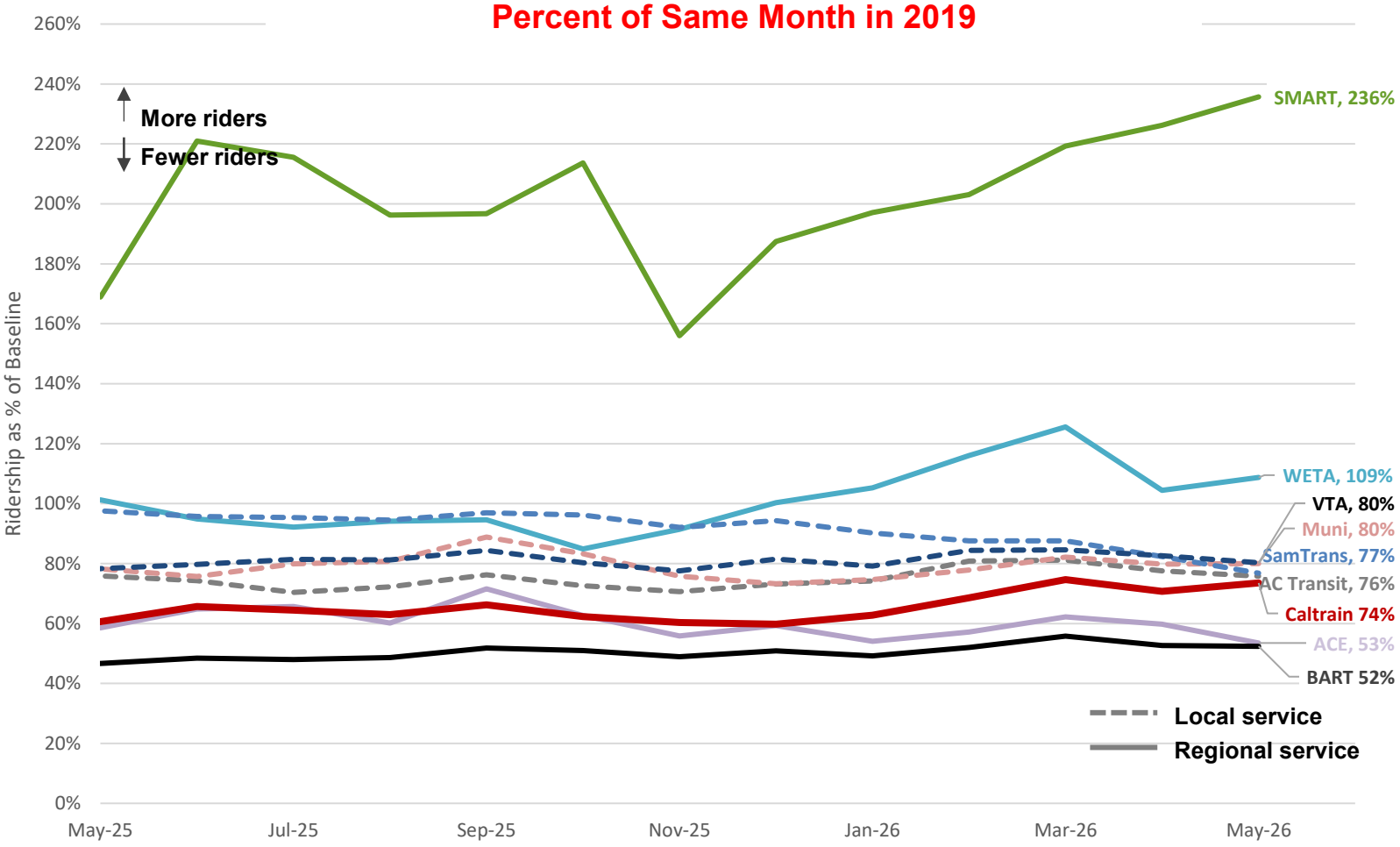
Event Type	26-June			25-June			Ridership Change
	Ridership	Train Count	Avg Ridership per Train	Ridership	Train Count	Avg Ridership per Train	
Giants	7,305	10	731	-	-	-	-
World Cup	6,870	13	528	-	-	-	-
Fuerza Regida	935	1	935	-	-	-	-
Pride Parade	275	1	275	261	1	261	+5.4%
All Events	**15,385**	**25**	**615**	**261**	**1**	**261**	**+5,794.6%**

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)

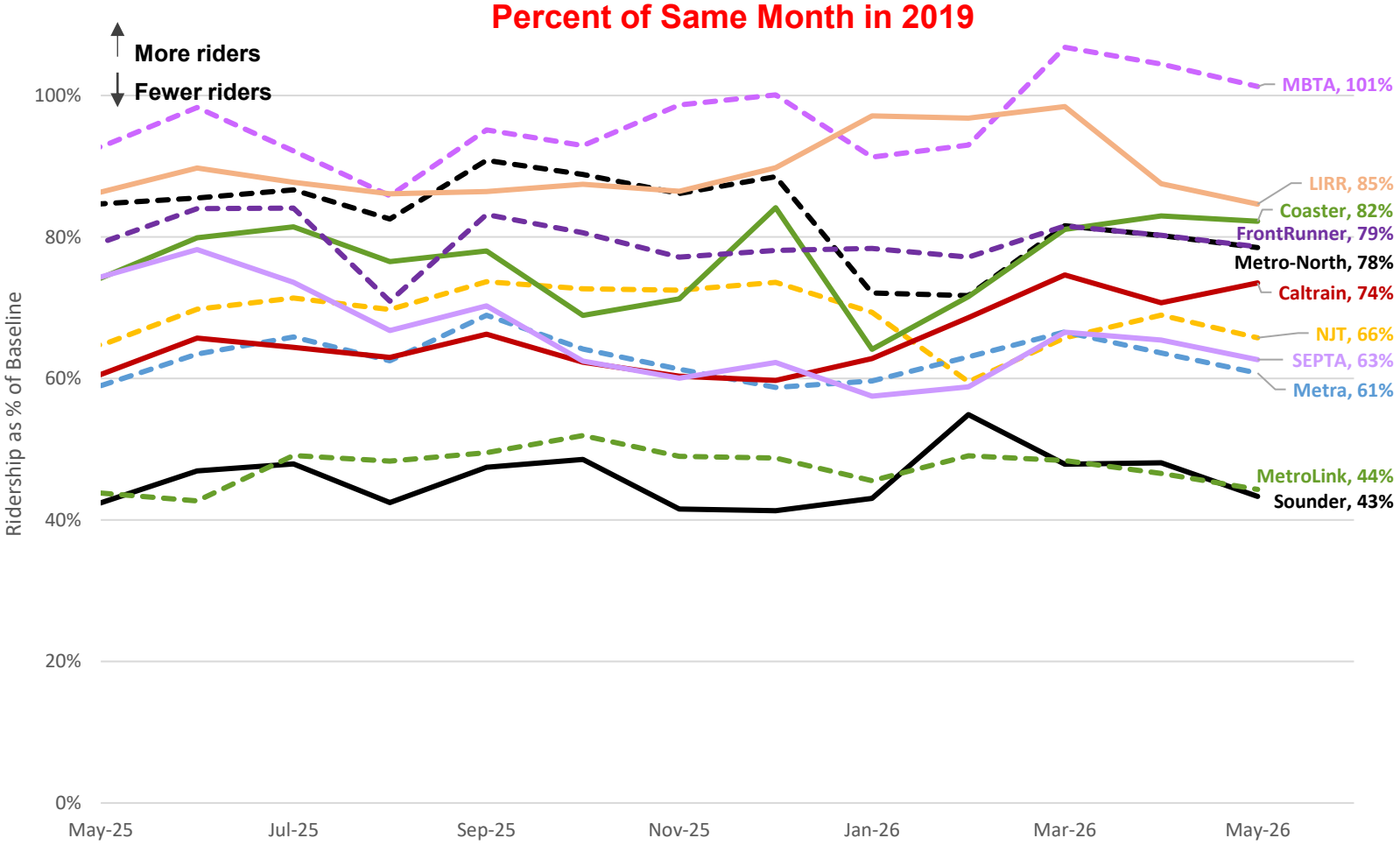
Transit Operator	25-May	25-Jun	25-Jul	25-Aug	25-Sep	25-Oct	25-Nov	25-Dec	26-Jan	26-Feb	26-Mar	26-Apr	26-May
Muni	14,957	13,740	14,455	15,170	15,233	15,646	13,456	13,062	14,072	13,295	15,488	14,981	15,310
BART	5,172	5,174	5,220	5,452	5,589	5,922	4,883	4,868	5,092	5,036	5,985	5,816	5,804
AC Transit	3,579	3,022	3,079	3,452	3,735	3,837	3,206	3,113	3,261	3,364	3,773	3,681	3,573
VTA	2,465	2,273	2,368	2,538	2,666	2,772	2,336	2,323	2,329	2,262	2,605	2,516	2,526
Caltrain	**981**	**1,045**	**1,078**	**1,073**	**1,050**	**1,075**	**889**	**853**	**933**	**908**	**1,111**	**1,126**	**1,190**
SamTrans	989	832	832	952	1,026	1,074	887	855	827	727	849	775	778
WETA	280	287	301	313	277	264	216	214	229	227	301	286	301
SMART	108	123	135	128	124	122	101	109	113	104	127	136	151
ACE	83	73	81	81	89	89	64	60	69	66	78	79	75

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:

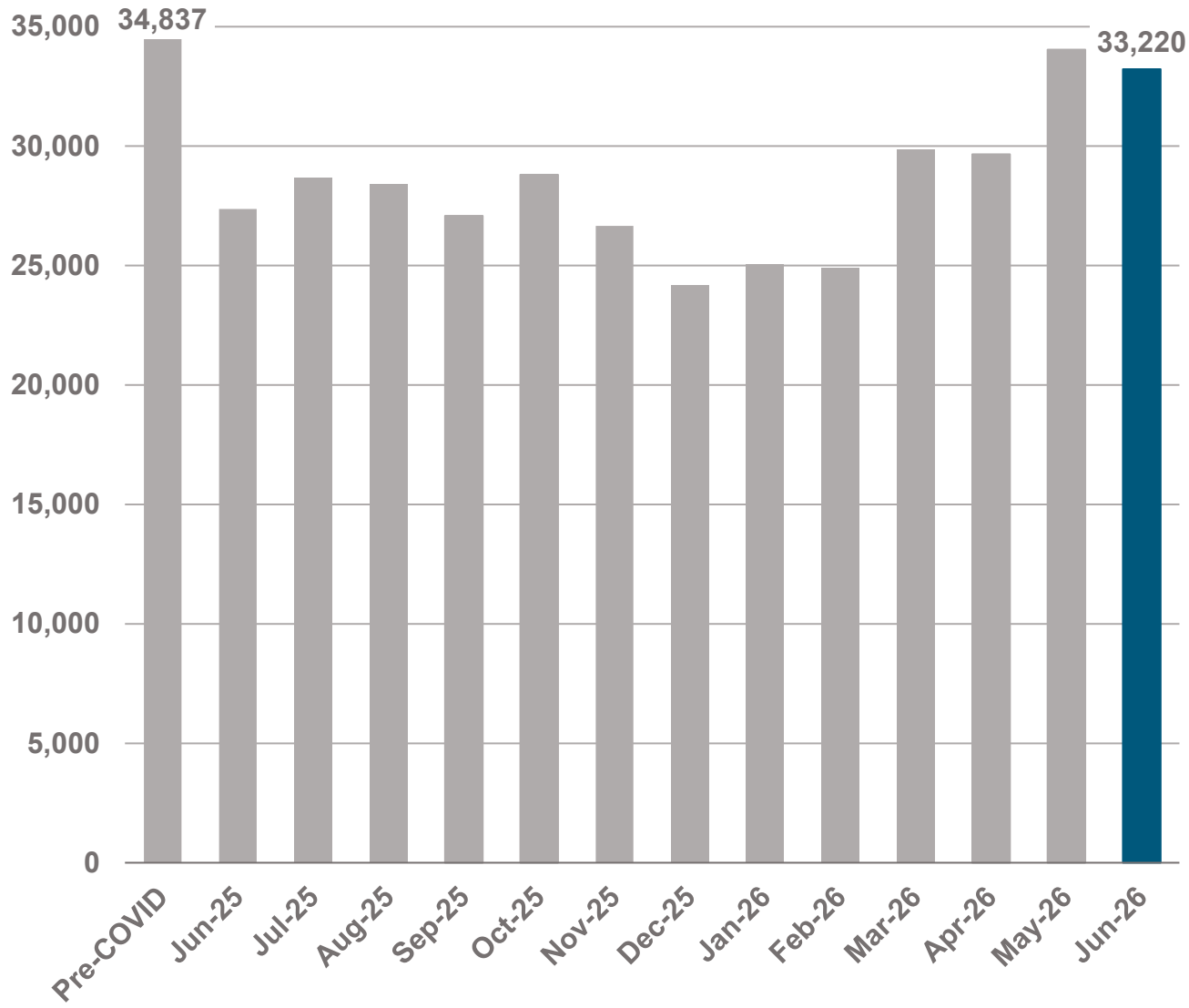
- As of October 2025, ridership recovery percentages for each agency are calculated in comparison to the same month from 2019.
- Ridership data for all agencies retrieved from the National Transit Database.

Total Monthly Ridership Estimates (in thousands)

Transit Operator	25-May	25-Jun	25-Jul	25-Aug	25-Sep	25-Oct	25-Nov	25-Dec	26-Jan	26-Feb	26-Mar	26-Apr	26-May
LIRR	8,629	8,441	8,769	8,629	8,441	8,938	8,131	8,769	8,629	7,784	8,769	8,610	8,459
Metro-North	6,759	6,655	6,880	6,383	6,843	7,379	6,307	6,792	5,219	4,715	6,099	6,317	6,265
NJ Transit	4,972	5,365	5,463	5,285	5,700	5,799	5,471	5,512	4,773	4,083	4,855	5,170	5,056
Metra	3,179	3,342	3,651	3,471	3,566	3,662	2,898	2,657	2,825	2,884	3,301	3,378	3,275
MBTA	2,506	2,424	2,551	2,404	2,430	2,706	2,558	2,683	2,470	2,218	2,808	2,810	2,736
SEPTA	2,244	2,099	2,023	1,823	2,170	2,042	1,723	1,809	1,760	1,623	1,938	2,010	1,892
Caltrain	**981**	**1,045**	**1,078**	**1,073**	**1,050**	**1,075**	**889**	**853**	**933**	**908**	**1,111**	**1,126**	**1,190**
MetroLink	497	446	504	504	522	567	501	470	476	476	533	535	503
FrontRunner	337	327	341	322	393	406	330	320	341	310	356	346	335
Sounder	167	171	188	169	182	215	153	145	180	173	181	196	171
SD Coaster	91	104	122	102	89	77	67	71	66	66	89	97	101

Ridership and Revenue

Monthly BART Transfers at Millbrae in the Past Year

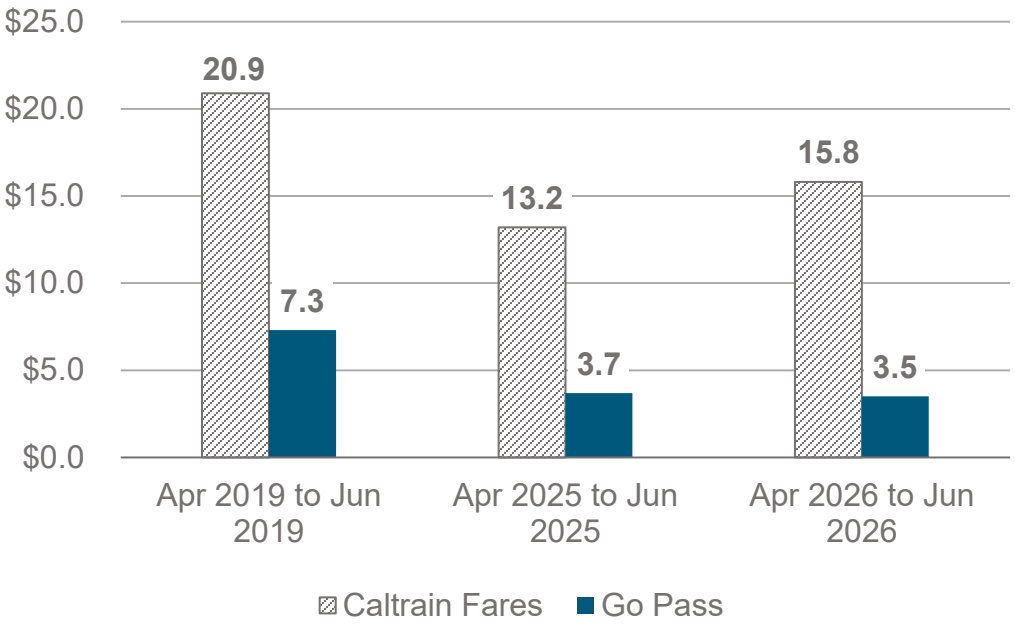


BART Transfers at Millbrae represents the total number of BART-to-Caltrain and Caltrain-to-BART transfers, as measured by Clipper Card data.

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

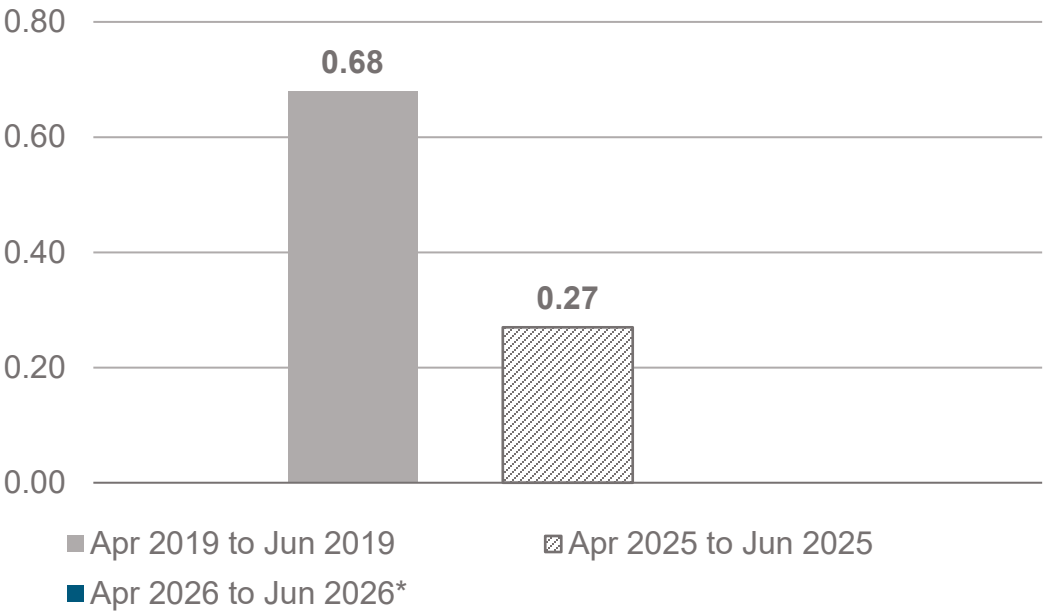
Total Fare Revenues ($M) - Past 3 Months Comparison



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)

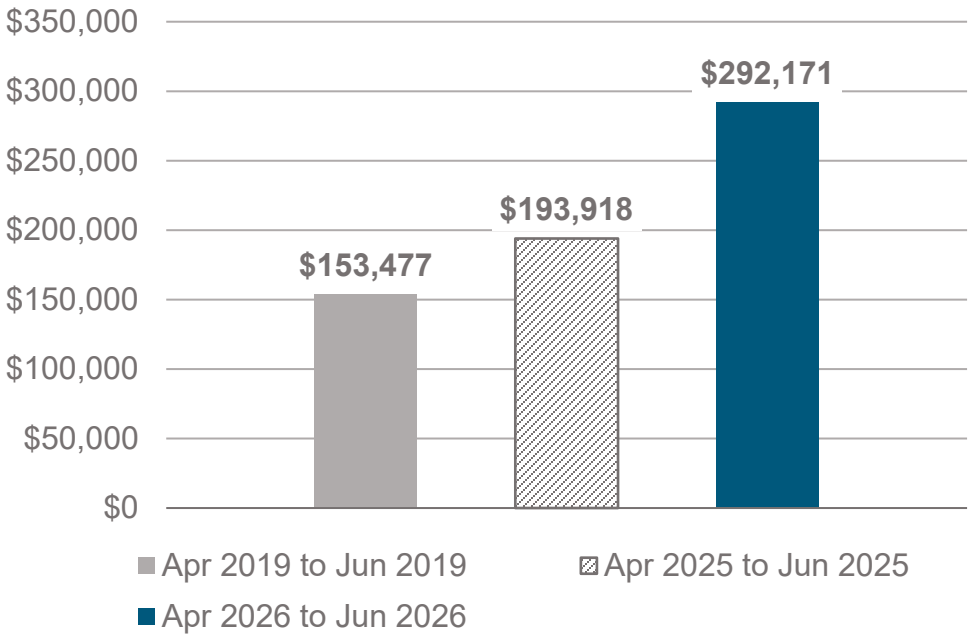


Farebox Recovery Ratio represents how much of the cost of providing service is covered by customer fares. A higher ratio indicates that a greater share of costs are covered by riders.

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

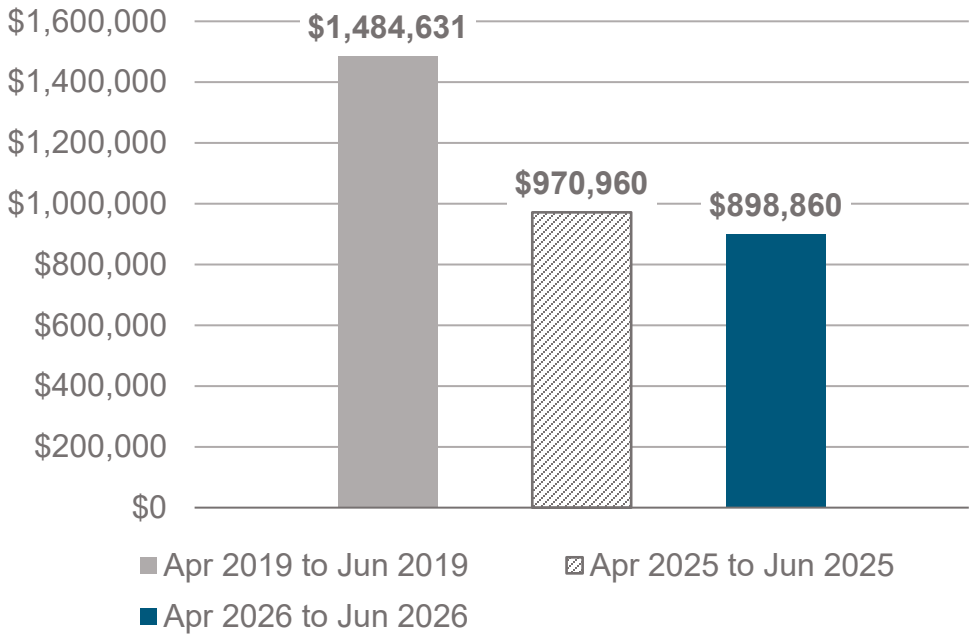
Ridership and Revenue

Advertising Revenue (3-Month Rolling Average)



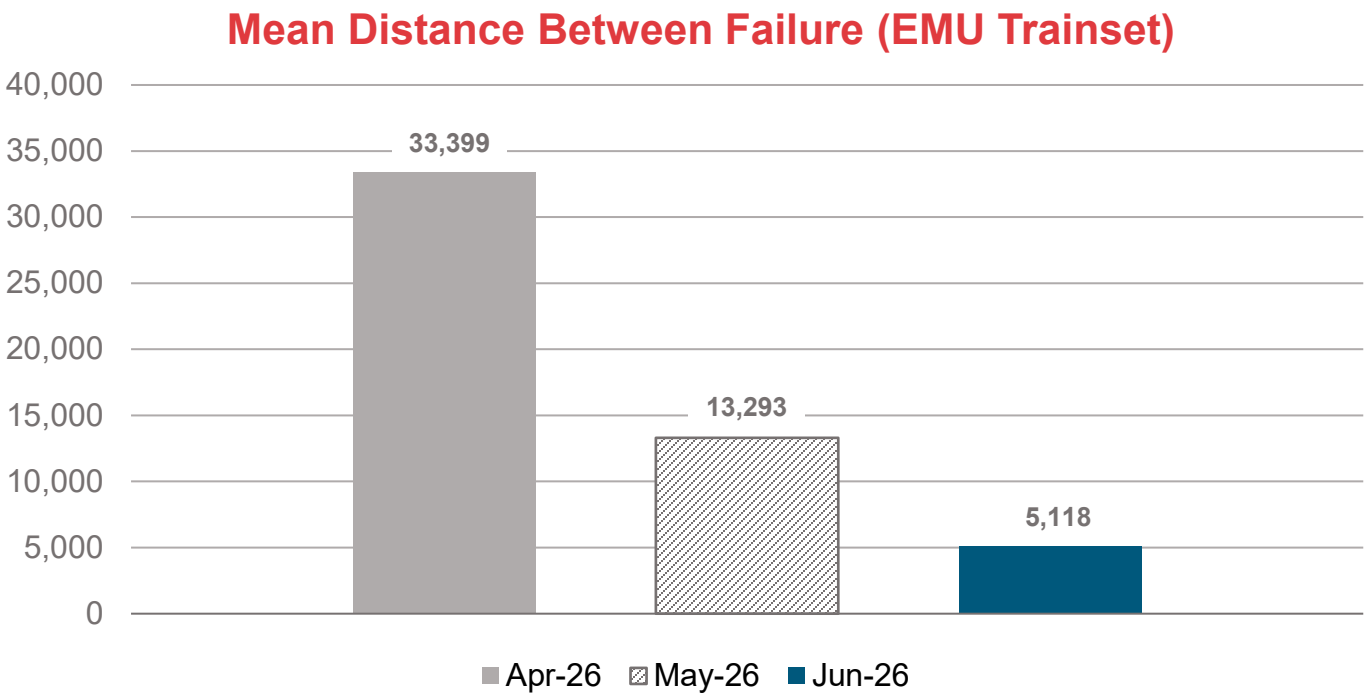
Advertising Revenue declined substantially for transit agencies throughout the country with the onset of the COVID-19 pandemic.

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)



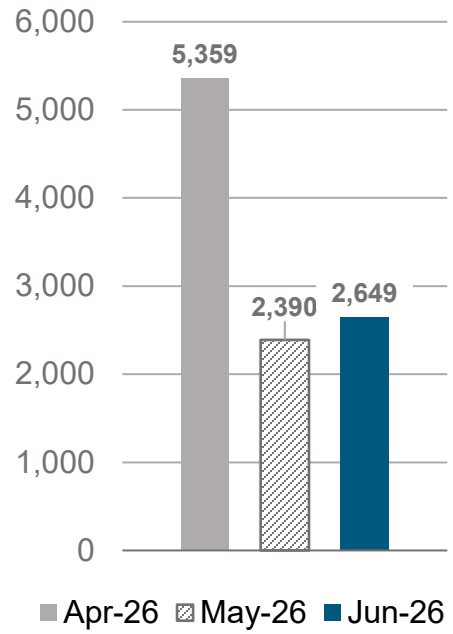
Mean Distance Between Failure (MBDF) is a measure of fleet reliability that represents the average distance traveled by revenue vehicles before maintenance or repair is required. A higher value indicates an improvement in reliability. Data is measured in miles.

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.

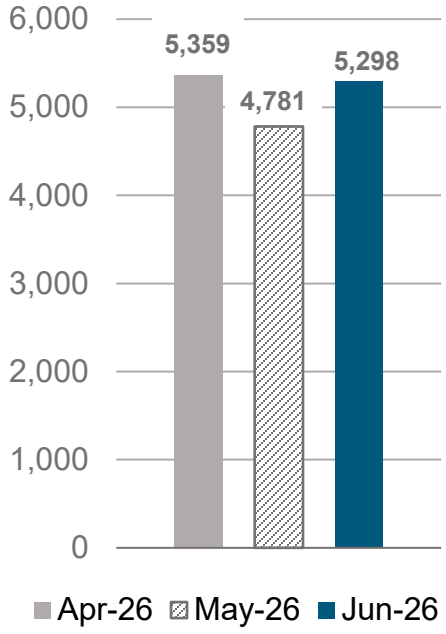
The graph on this page represents MDBF for all EMU (electric) passenger locomotives and cars in Caltrain's fleet. Diesel fleet data is on the following page.

Maintenance Performance (Diesel Fleet)

Mean Distance Between Failure (Locomotives)



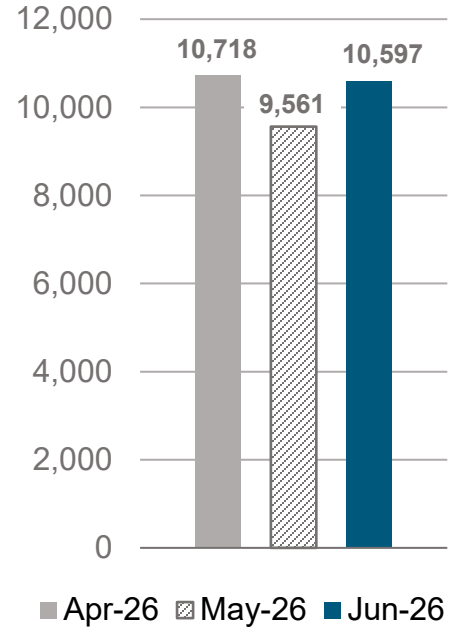
Mean Distance Between Failure (Cab Cars)



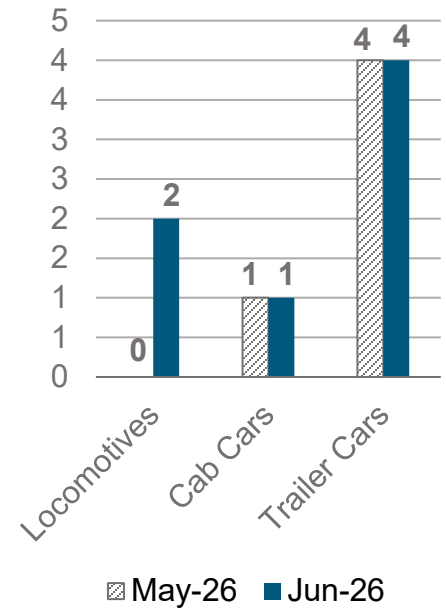
Mean Distance Between Failure (MBDF) is a measure of fleet reliability that represents the average distance traveled by revenue vehicles before maintenance or repair is required. A higher value indicates an improvement in reliability. Data is measured in miles.

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)



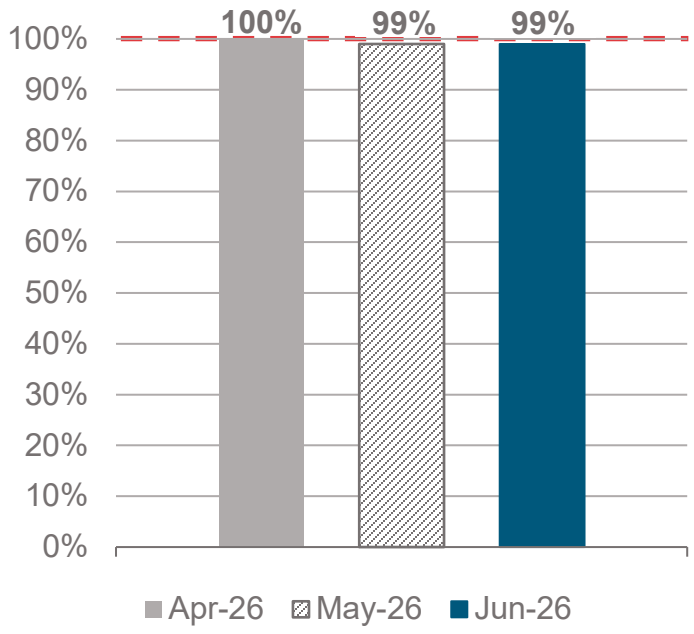
Equipment in Maintenance/Repair



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)

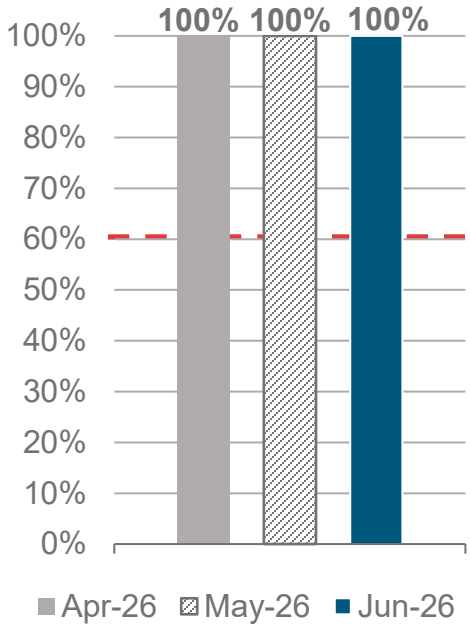


Equipment Availability is the number of trainsets, locomotives, or cars available for service on an average day each month as a percentage of the daily equipment required to run base service.

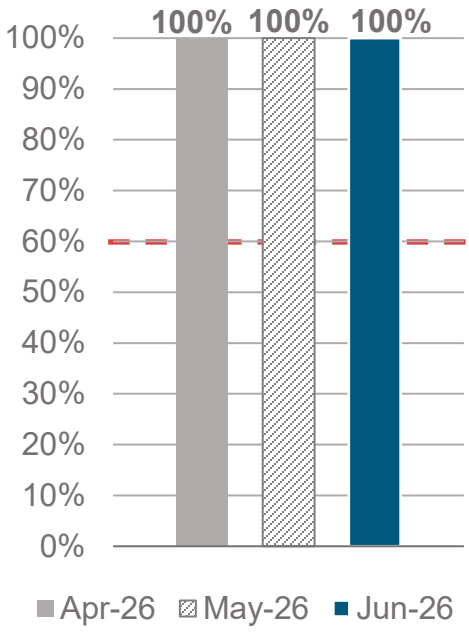
The graph to the left represents EMUs whereas the graphs below represent diesel equipment data, displaying Caltrain's mixed revenue fleet. Fourteen (14) EMUs are needed to operate the new weekday electric service.

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

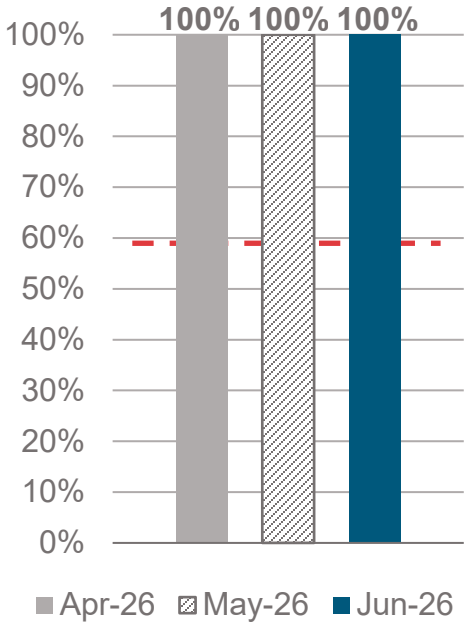
Equipment Availability (Diesel Locomotives)



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 Adopts FY27 Operating Budget and All Independent Efficiency Report Recommendations

Caltrain's Board of Directors has approved the FY27 operating budget, along with all early-action efficiency recommendations from the SB 63 Financial Efficiency Review Independent Oversight Committee. The nearly $270 million operating budget is balanced through a mix of fares, GoPass revenue, Measure RR funds, parking and rental income, State Transit Assistance and a one-time state loan administered by the Metropolitan Transportation Commission, allowing Caltrain to continue its electrified service with trains every 15 minutes at most stations during peak hours and half-hourly at other times, including weekends.

Since 2020, Caltrain has achieved over $76 million in cost savings—about 7% of its operating budget—through workforce controls, service optimization and operating efficiencies, including a targeted hiring freeze, improved crew efficiency and overtime reductions, consolidating maintenance contracts, and limiting professional services and fuel and electricity costs. The Efficiency Report also highlights non-fare revenue strategies such as growing parking income, leasing fiber and communications assets, exploring energy storage projects, expanding BayPass and GoPass customers, and activating retail and real estate at stations, and the Board has voted to move forward with these early-action strategies.

Despite these steps and record ridership growth that has made Caltrain the fastest-growing transit agency in the country, the railroad still faces an average annual deficit of about $75 million beginning in FY28. Without a new, reliable funding source, Caltrain warns that significant service and staffing cuts may be required, with long-term consequences for tens of thousands of riders and businesses that rely on the newly electrified service, which currently carries the equivalent of three lanes of Highway 101 traffic and prevents tens of thousands of additional daily car trips and associated emissions.

Caltrain to Run Extra Service to Fuerza Regida at Oracle Park

Fuerza Regida performed at Oracle Park on Saturday, June 20, and Caltrain ran an additional post-concert train making all stops so fans had a late-night ride home. Fans could walk from San Francisco Station to the ballpark, and the last regularly scheduled southbound train departed San Francisco Station at 12:05 a.m.

Service and Program Updates

Caltrain Board Plans for Potential Cuts

Caltrain's Board of Directors has adopted a framework to address budget shortfalls if new external funding does not materialize, outlining a "no external funding" scenario that could require closing more than one-third of stations, eliminating weekend and special event service, reducing trains to hourly frequency, ending service by 9 p.m. and cutting segments of the system. The framework sets guiding principles around safety, regulatory compliance, minimizing operating costs, maximizing ridership and revenue, and protecting access for low-income and minority communities, while identifying possible cost-saving measures such as reduced service span and frequency, station or segment closures, staff cuts, deferred State of Good Repair work, lower cleaning and maintenance levels, and retiring portions of the fleet, alongside revenue strategies like bridge funding, member agency contributions, monetizing assets and fare increases.

Despite strong ridership growth and high customer satisfaction that have made Caltrain the fastest-growing transit agency in the United States, the railroad faces an average annual deficit of about $75 million beginning in FY28, and warns that significant service and staffing cuts could have long-lasting consequences for riders, businesses and local economies along the corridor. Daily, Caltrain carries the equivalent of three lanes of Highway 101 traffic, helping avoid tens of thousands of additional car trips and associated emissions, and also supports local tax bases and transit-oriented development. Polling shows broad public support for Caltrain, and the Board has backed SB 63 and the proposed Connect Bay Area regional tax measure, which would create a 14-year sales tax and allocate a share of revenues to fully cover Caltrain's operating deficit if approved by voters.

Caltrain Connects Fans to Qatar vs. Switzerland as the FIFA World Cup 2026 Kicks Off

World Cup soccer came to San Francisco Bay Area Stadium on Saturday, June 13, and Caltrain provided trains every 30 minutes to Mountain View Station, where fans could connect directly to VTA light rail for the noon kickoff between Qatar and Switzerland. Caltrain had extra trains on standby to accommodate crowds, with ambassadors at major stations on game days to help new riders reach matches, fan events and watch parties across the Peninsula.

Service and Program Updates

Caltrain Delivers Fans to Austria vs. Jordan for the Second Bay Area FIFA World Cup Match

World Cup soccer returned to San Francisco Bay Area Stadium on Tuesday, June 16, and Caltrain carried fans to the 9 p.m. kickoff between Austria and Jordan, following nearly 7,000 riders carried to the Qatar vs. Switzerland opener. Fans could take trains running every 30 minutes all day, plus limited and express service from 3–8 p.m., to Mountain View Station and connect directly to VTA light rail for the trip to the stadium, with extra northbound trains on standby and late-night service extended so riders could get home after the match, including an added northbound departure at 12:28 a.m. and last northbound and southbound trains at 1:28 a.m. and 1:04 a.m. respectively.

Ridership Records Broken for FIFA World Cup Stadium Opener

A coordinated network of VTA, BART, Caltrain, ACE and Capitol Corridor transported more than 37,000 passengers to and from the opening FIFA World Cup match between Qatar and Switzerland at San Francisco Bay Area Stadium, setting a new ridership record for a major event there. VTA cleared its stadium light rail platforms in under 90 minutes—far ahead of the two-hour industry benchmark—with BART bringing riders to Milpitas Transit Center and Caltrain carrying nearly 7,000 fans to Mountain View Transit Center for transfers to VTA light rail, all supported by additional trains, coordinated staffing and crowd-management measures that delivered a smooth travel experience for fans throughout the day.

Caltrain Delivers Fans to Türkiye vs. Paraguay for the Third Bay Area FIFA World Cup Match

World Cup soccer returned to San Francisco Bay Area Stadium on Friday, June 19, and Caltrain carried fans to the 8 p.m. kickoff between Türkiye and Paraguay with trains every 30 minutes all day plus limited and express service from 3–8 p.m. Riders could travel to Mountain View Station and connect directly to VTA light rail for the trip to the stadium, with extra northbound trains on standby and late-night service extended so fans could get home after the match, including an added northbound departure at 11:28 p.m. and last northbound and southbound trains at 12:28 a.m. and 1:04 a.m. respectively, all supporting tens of thousands of riders traveling to World Cup matches and events across the Peninsula.

Service and Program Updates

Caltrain Delivers Fans to Paraguay vs. Australia for the Penultimate Bay Area FIFA World Cup Match

Caltrain carried fans to the penultimate Bay Area FIFA World Cup match between Paraguay and Australia at San Francisco Bay Area Stadium on Thursday, June 25, with trains every 30 minutes all day plus limited and express service from 3–8 p.m. Riders could travel to Mountain View Station and connect directly to VTA light rail, with extra northbound trains on standby, an added northbound departure at 11:28 p.m. (or when full), and last northbound and southbound departures from Mountain View at 11:48 p.m. and 1:04 a.m., respectively, giving fans a convenient way to reach the match, fan events and watch parties across the Peninsula before the final Bay Area World Cup game on July 1.

Caltrain to Deliver Thousands to San Francisco Pride

Caltrain provided half-hourly service to San Francisco Pride events all weekend, giving celebrants an easy way to reach festivities throughout the city. The agency marched in the parade with other Bay Area transit operators as Contingent 78 under the banner “Moving the Bay Area with Pride,” highlighting its commitment to inclusion and community. On Sunday, June 28, Caltrain welcomed paradegoers at San Francisco Station from 9 a.m. to 1 p.m., offering giveaways, commemorative swag, and music from Caltrain’s DJ team to create an upbeat atmosphere. An additional northbound train was on standby to provide supplemental service as needed so riders had a convenient trip to and from the parade.

Caltrain Delivers Fans to United States vs. Bosnia and Herzegovina for the Final Bay Area FIFA World Cup Match

Caltrain carried fans to the final Bay Area FIFA World Cup match between the United States and Bosnia and Herzegovina at San Francisco Bay Area Stadium on Wednesday, July 1, offering trains every 30 minutes all day plus limited and express service from 3–8 p.m., riders could travel to Mountain View Station to connect directly to VTA light rail, with two added southbound pre-event trains (904 at 11:40 a.m. and 906 at 1:40 p.m. from San Francisco Station) and the last northbound and southbound departures from Mountain View at 11:48 p.m. and 1:04 a.m., respectively, all supporting roughly a 20% World Cup game-day ridership increase and giving fans a convenient way to reach matches, fan events and watch parties across the Peninsula.

Communications and Marketing Update

Strategic Communications (Media and Social)

Press Releases/Blogs/Podcasts:

- Caltrain Adopts FY27 Operating Budget and All Independent Efficiency Report Recommendations
- Caltrain Board Plans for Potential Cuts
- Caltrain Connects Fans to Qatar vs. Switzerland as the FIFA World Cup 2026 Kicks Off
- Caltrain Delivers Fans to Austria vs. Jordan for the Second Bay Area FIFA World Cup Match
- Ridership Records Broken for FIFA World Cup Stadium Opener
- Caltrain Delivers Fans to Türkiye vs. Paraguay for the Third Bay Area FIFA World Cup Match
- Caltrain to Run Extra Service to Fuerza Regida at Oracle Park
- Caltrain recognizes Juneteenth, will run weekday schedule June 19
- Caltrain Delivers Fans to Paraguay vs. Australia for the Penultimate Bay Area FIFA World Cup Match
- Caltrain to Deliver Thousands to San Francisco Pride
- Caltrain Delivers Fans to United States vs. Bosnia and Herzegovina for the Final Bay Area FIFA World Cup Match

Caltrain E-Newsletter Metrics:

	June 2026	June 2025
Subscribers	15,606	15,239
Open Rate	20.2%	27.8%
Click Rate	2.6%	4.2%

Communications and Marketing Update

Strategic Communications (Media and Social, cont.)

Earned Media:

- Heading to Levi's Stadium for the World Cup? Road closures, parking, more - USA Today
- Parking, cost concerns spur spectators to take trains to Levi's Stadium for opening match - Local News Matters
- FIFA World Cup fans boost record ridership for public transit at Bay Area's first match - Bay City News
- Moving crowds is the goal: Bay Area transit agencies add late-night World Cup service - Bay City News
- Caltrain board adopts framework for dealing with long-term budget deficits - Bay City News
- Santa Clara County's Transit Tax Is a Bailout for the BART Extension - Substack
- 49 Miles of the Fastest Track in America, and We're Running Diesel on It - The Transit Guy
- Pride Parade will shut down S.F. roads. This map shows what to avoid - SF Chronicle
- Bay Area public transit proving to be winning option for World Cup fans - KRON
- Wealthier riders once flocked to Bay Area public transit. New data suggests that's over - SF Chronicle
- The Bay Area's trains and buses are filling up again. Even experts aren't sure why - SF Chronicle
- Bay Area FIFA World Cup match breaks ridership records - KTVU

Communications and Marketing Update

Strategic Communications (Media and Social, cont.)

Caltrain Organic Social Media Messaging Highlights:

June messaging centered on Pride Month and the FIFA World Cup.

In recognition of Pride Month, Caltrain joined partner agencies under the theme "Moving the Bay Area with Pride." Throughout the month, Caltrain promoted Pride events and resources on social media, hosted outreach at the 4th and King Station, and participated in the Pride Parade. The annual campaign was well received and reinforced Caltrain's commitment to inclusivity and community engagement.

Building on the region's successful Super Bowl transit operations, the Strategic Communications team supported the Bay Area's World Cup efforts in collaboration with the Bay Area Host Committee, BART, and VTA. The team developed coordinated social media content to help riders travel to stadium events and community watch parties throughout the region. Communications support included station staffing, multiple press releases, and daily social media content to keep riders informed before and during the tournament.

Strategic Communications also continued to support a wide range of events and marketing initiatives through community outreach, media relations, and social media. Additional highlights from the month are listed below:

- June Board Meeting
- Juneteenth
- Broadway Grade Separation Project
- Tuesday Tip: VMS - Social messaging - Conductor Etiquette
- Dollar Youth Fare
- Giants
- World Cup
- Fuerza Regida
- San Mateo County Fair
- Caltrain Merch Store

Communications and Marketing Update

Strategic Communications (Media and Social, cont.)

Social Metrics: (Year to Year)

June 2026	June 2025
Impressions: 353,935	Impressions: 677,196
Engagements: 11,206	Engagements: 14,084
Post Link Clicks: 2,608	Post Link Clicks: 3,968

Last year, SF Giants messaging was more frequent due to a greater number of home games, and a themed train campaign in June likely contributed to the higher impression totals.

**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.*

Marketing Activities

Caltrain FIFA World Cup Campaign: June 1 - July 6

YouTube Pre-Roll Performance

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

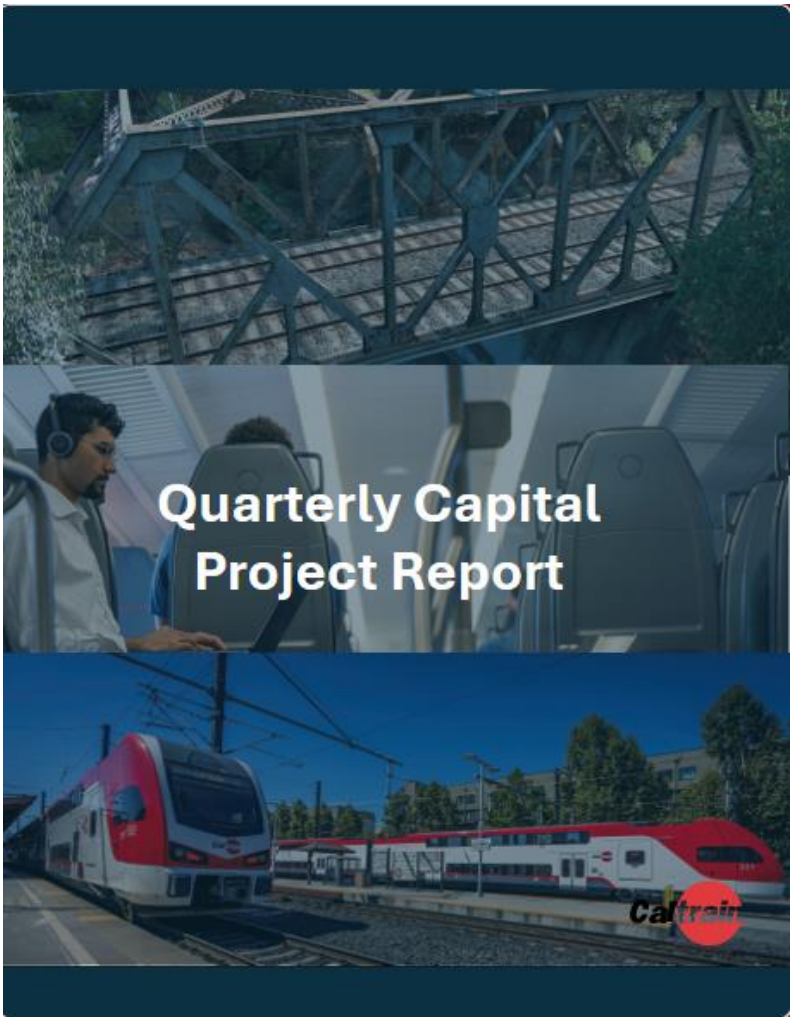
This campaign ran as a YouTube pre-roll placement, not a standalone TrueView video-discovery unit. Engagement quality was strong: viewers watched roughly 80% of the 15-second spot on average before it ended or became skippable, well above typical pre-roll skip behavior. Impressions CTR came in at 4.9%. Across the flight, the campaign generated 112.9K total views and reached 277 unique viewers.

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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Rail Design & Construction
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