



JPB Board of Directors
Meeting of May 5, 2022

Correspondence as of April 8, 2022

Subject

- 1 Reimagining Engineering Newsletter
- 2 Response to Insufficient Notice For Schedule Change

From: [Tony Hansen](#)
To: [Board \(@caltrain.com\)](#)
Subject: April 2022 GII Voices is live: Reimagining engineering and project development to meet net-zero targets
Date: Friday, April 8, 2022 12:04:56 AM

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Dear Jeannie,

We have just launched our [new issue of Voices on Infrastructure](#) on **reimagining engineering and project development to meet net-zero targets**.

Delivering the net-zero transition will require the largest capital reallocation in history, at an unprecedented pace and scale. To accomplish this, the infrastructure

industry will need to rethink project engineering and project development while reducing project life cycles. In this edition, we look at how leaders are evolving to meet the needs of the net-zero transition, creating new competitive advantages, changing processes, and financing capital requirements.

[Read Voices](#)

I hope these perspectives will inspire leaders to engage in collaborative discussions on what it will take to successfully scale up the delivery of capital projects to meet net-zero targets.

Best regards,

Tony Hansen

Managing Director of the Global Infrastructure Initiative

Voices is the monthly publication of McKinsey's Global Infrastructure Initiative. To ensure you receive future issues, opt in: [I want to receive Voices](#)

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From: [Cliff Bargar](#)
To: [Low, Lori](#)
Cc: [Board \(@caltrain.com\)](#)
Subject: Re: Insufficient notice for schedule change
Date: Friday, April 8, 2022 7:39:58 AM

You don't often get email from cliff.bargar@gmail.com. [Learn why this is important](#)

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Hi Lori,

Thanks for the quick response. I'm glad to hear that there will be seating restored to 4th and King and can appreciate the current logistics situation slowing that down.

As far as communications, I do see at least one press release I got via email in the middle of last week titled "Caltrain to Cut Fares 50% in April, Regular Weekday Service Resumes April 4" (though the subject was just "Updated Webpages"), so this is at least partially on me for overlooking it. But I get a lot of emails, including many from Caltrain, and one that very same day titled "SSF Station Ribbon Cutting Celebration: Save the Date - April 8".

Given the amount of publicity that the 50% off fares had already received and the fact that Caltrain had already informed riders that the temporary schedule change would extend some unspecified amount of time into April I think that the press release not only should have led with the schedule change but there should have been an email sent with that as the subject line. In talking with a few friends who also commute on the train it seemed like results were pretty mixed as to whether or not they knew about the schedule change before this week, but most of the ones who didn't were lucky enough to not show up at the station on Monday morning expecting a different schedule. Perhaps I'm somewhat of a special case in that I'm now riding the train often enough that I've been tuning out most conductor announcements and have timed my commute to the schedule enough such that I don't spend long enough at the station to see/hear the announcements there, unless there are actual flyers. I also didn't observe any sort of notice at 4th and King on Monday morning indicating that the schedule had changed until I had already grabbed my coffee from Taza D'Amore and went to find the platform for the 7:55 AM train (there wasn't one).

I really hope that next time there's a schedule change (whether temporary or permanent) it can be done with sufficient time to actually post flyers and other materials at stations and on trains so that riders don't miss the message.

On a happier note, I had a flight out of SJC last night and found the connection between Caltrain and the VTA 60 bus even easier than the 10 used to be. I was able to leave my office, walk to Lawrence, transfer at Santa Clara, and get through security in less than 40 minutes. Definitely a coordination success between Caltrain and VTA! I hope the ribbon cutting goes well this morning.

Thanks,
Cliff

On Mon, Apr 4, 2022 at 7:46 PM Low, Lori <LowL@samtrans.com> wrote:

Dear Cliff,

Thank you for reaching out and for your long-time ridership and involvement with Caltrain. The seats at 4th and King Station are in the process of being replaced; however, the order has taken longer than anticipated due to COVID-19 supply chain issues. We are working to reinstall the seats in the near future.

In regards to communication, we agree that our riders should be as fully informed as possible about any schedule changes. We also understand there is always room for improvement. Below is how we let our riders know of the March and April changes. If you have additional suggestions on how we can better reach riders, please feel free to send them to me at lowl@samtrans.com. We're always open to new ideas on how to better communicate.

April Service Change

- Onboard: conductor announcements
- Stations: Ambassadors (4/1, 4/4 and planned for 4/5), announcements, digital signs
- Social media: multiple pushes on Twitter/FB, pinned on Caltrain Alerts
- Website: home page, March service change page, schedules landing page
- [Press release](#) (stories ran prior to today on KPIX, NBC, Telemundo, KTSF, San Mateo Journal, Climate Online)

Mid-March Service Change

- Onboard: Conductor announcements and seat drops
- Stations: Announcements and digital signs
- Social media
- Website: creation of March service change page, schedules landing page
- Print and digital newspaper ads
- Caltrain eNewsletter
- Board announcements
- Press release

Thank you again for your feedback.

All best,

Lori

From: Cliff Bargar <cliff.bargar@gmail.com>
Sent: Monday, April 4, 2022 8:11 AM
To: Public Comment <PublicComment@samtrans.com>
Subject: Insufficient notice for schedule change

You don't often get email from cliff.bargar@gmail.com. [Learn why this is important](#)

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Dear Members of the Caltrain Board of Directors,

I currently write this email while sitting on the floor at 4th and King, where I have been afforded an extra 40 minutes in my morning commute. As a 5+ year member of the BATAC I think it's safe to say that I'm more engaged than most passengers, and yet on my commute on Friday I didn't hear or see any announcement on board or at any stations indicating a service change today. The last I had seen or heard was in mid-March, when it was announced that the temporary schedule would last into April (<https://twitter.com/Caltrain/status/1503180345146953730?t=nEHhZ37Fedct6F7DtTfGOQ&s=19>) - I assumed this meant more than 1 day.

The schedule change in March also lacked sufficient notice at the stations and on the train but at least it was announced online weeks in advance. Instead Caltrain seems to have mislead riders on the duration of this temporary schedule and decided it was OK just to announce it on Twitter on Friday afternoon (I didn't even get an email press release, which get sent for much smaller changes). Riders shouldn't be expected to check your Twitter feed before every ride.

While I'm here it's also worth emphasizing that I'm currently sitting on the floor because there is no seating for riders anywhere in this station or immediately outside of it, not even a single bench.

I'm glad that the regular schedule is back now and that Caltrain is continuing to make progress on electrification but the level of notice provided for planned schedule changes is simply unacceptable. Caltrain needs to do better next time.

Thanks,
Cliff

From: Low, Lori
To: cliff.bargar@gmail.com
Cc: [Board \(@caltrain.com\)](mailto:Board (@caltrain.com))
Subject: RE: Insufficient notice for schedule change
Date: Friday, April 8, 2022 1:20:49 PM

Thanks Cliff. This is very helpful information and great suggestions. I will make sure it is shared with the communications division. And thank you for the kind feedback about the connection! Safe travels.

All best,
Lori

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