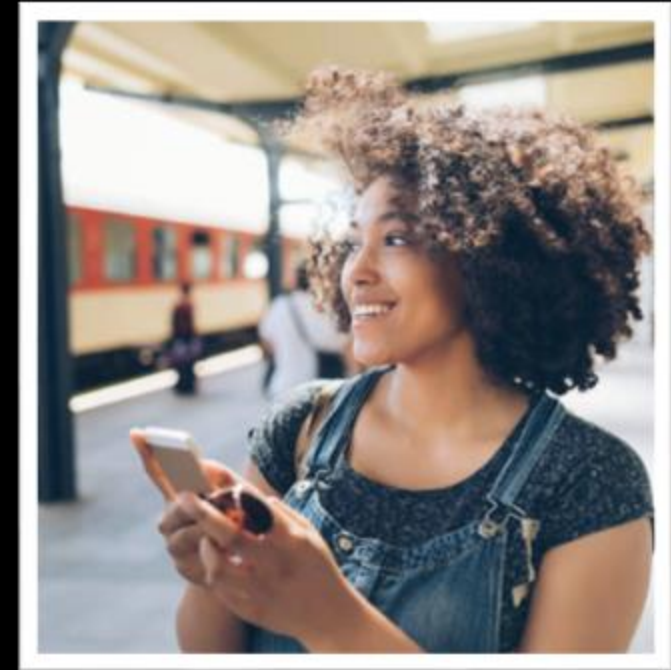
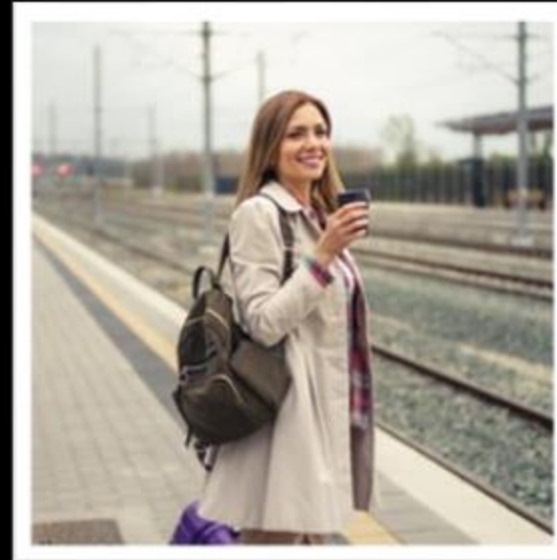


Caltrain Service Alerts Modernization



 **Modified schedule**

Thanksgiving Holiday 11/23: Caltrain on Weekend Schedule · For Thanksgiving – Thursday, November 23, 2023 – Caltrain will be on the Weekend Schedule. Choose "Weekend" on the Schedules tab to view train service at Caltrain.com

caltrain.com

All trains boarding on Northbound platform at stations 22nd St and Bayshore until 4pm beginning with Train 308,124, and 708

 **Caltrain Alerts** @CaltrainAlerts · 42m

The following trains are holding 707 Menlo Park, 125 Palo Alto, 124 San Carlos, 708 Hillsdale due to police activity at Redwood City.



↻ 1


❤ 4


👤 1.4K



Caltrain Alerts @CaltrainAlerts · 3h

Single tracking Belmont, San Carlos & Redwood City until 4:00. Beginning with Train 111. All trains will be on the southbound platform.

 Schedules

 Live Map

 Service Alerts ✕

Oct. 7 and 8: Weekend Service Shutdown between Millbrae and San Francisco. Visit caltrain.com/Status.

Bayshore Northbound and Southbound Elevators Out Of Service.

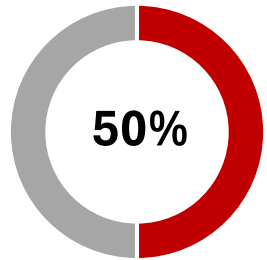
What are service alerts & why are they important?

Alerts are information about current Caltrain service when something changes.

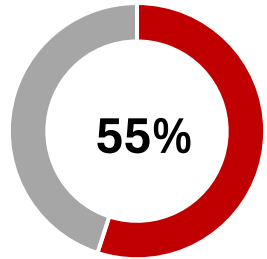
Alerts are a critical piece of the rider's experience. Key so customers so they can plan their day or make alternate transit plans.

From minor delays to systemwide disruptions, we do our best to keep passengers informed.

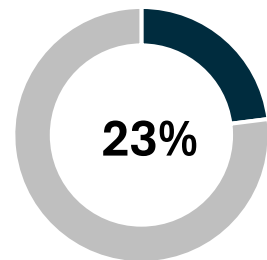
Surveys: Customer Satisfaction



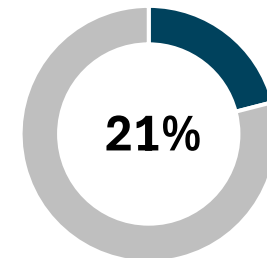
Service Delay Information



Having trip Info on 3rd party apps



Communicates effectively about long term service changes



Communicates effectively about service delays & disruptions

Customer Voice Matters: Alerts

SWIFT

ACCURATE

ACCESSIBLE

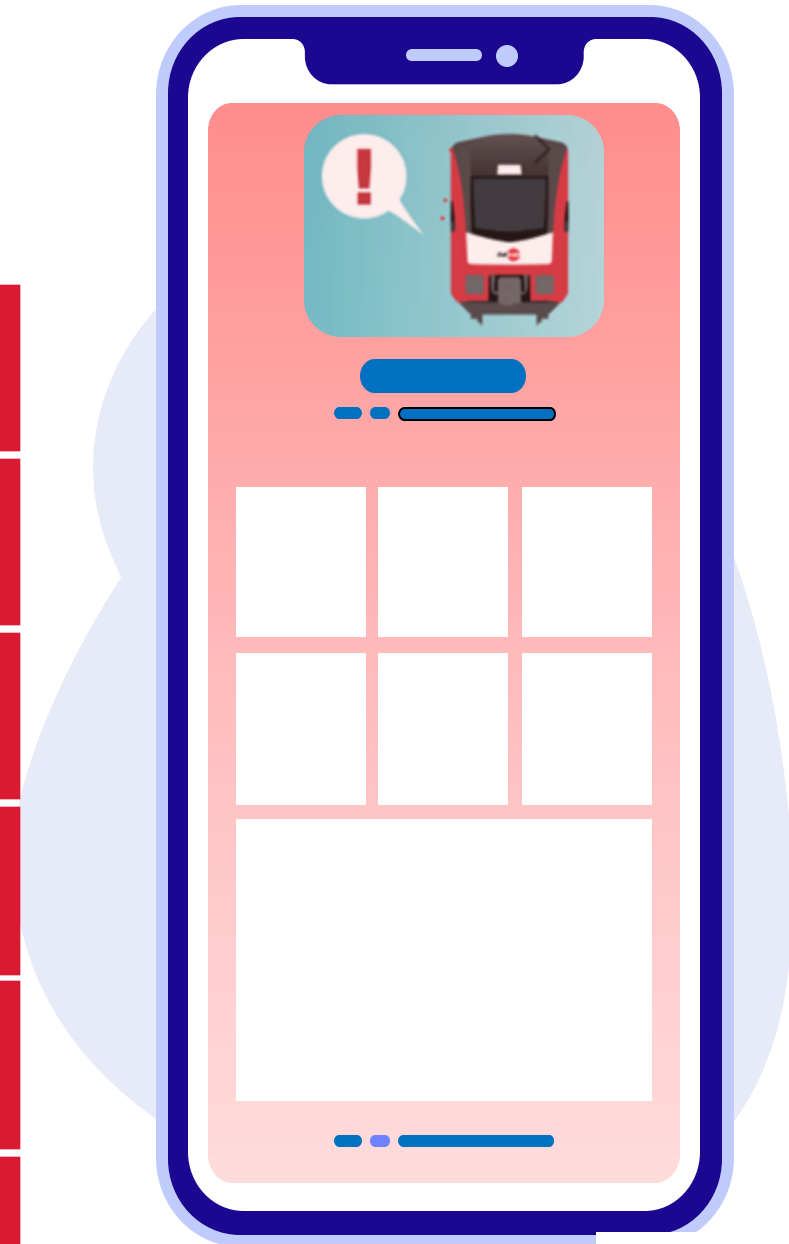
The Customers' Experience



Alert Opportunities


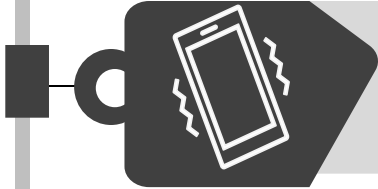
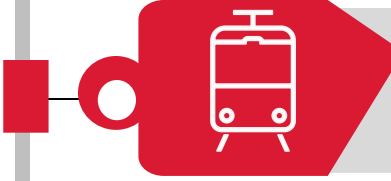


We found the following opportunities to improve the experience.

Provide	Proactive text and email alert subscription option, customizable to rider trains, stations, and elevators
Provide	Options to alleviate barrier with X (Twitter) where a rider would have to have an account to view current alerts
Ensure	Third-party trip planning apps have all alert information
Offer	Additional methods for service alerts for South County Stations, as Caltrain does not have platform VMS for those locations
Provide	Five languages for text and email service alert subscriptions
Provide	A consistent and uniform method of displaying alerts

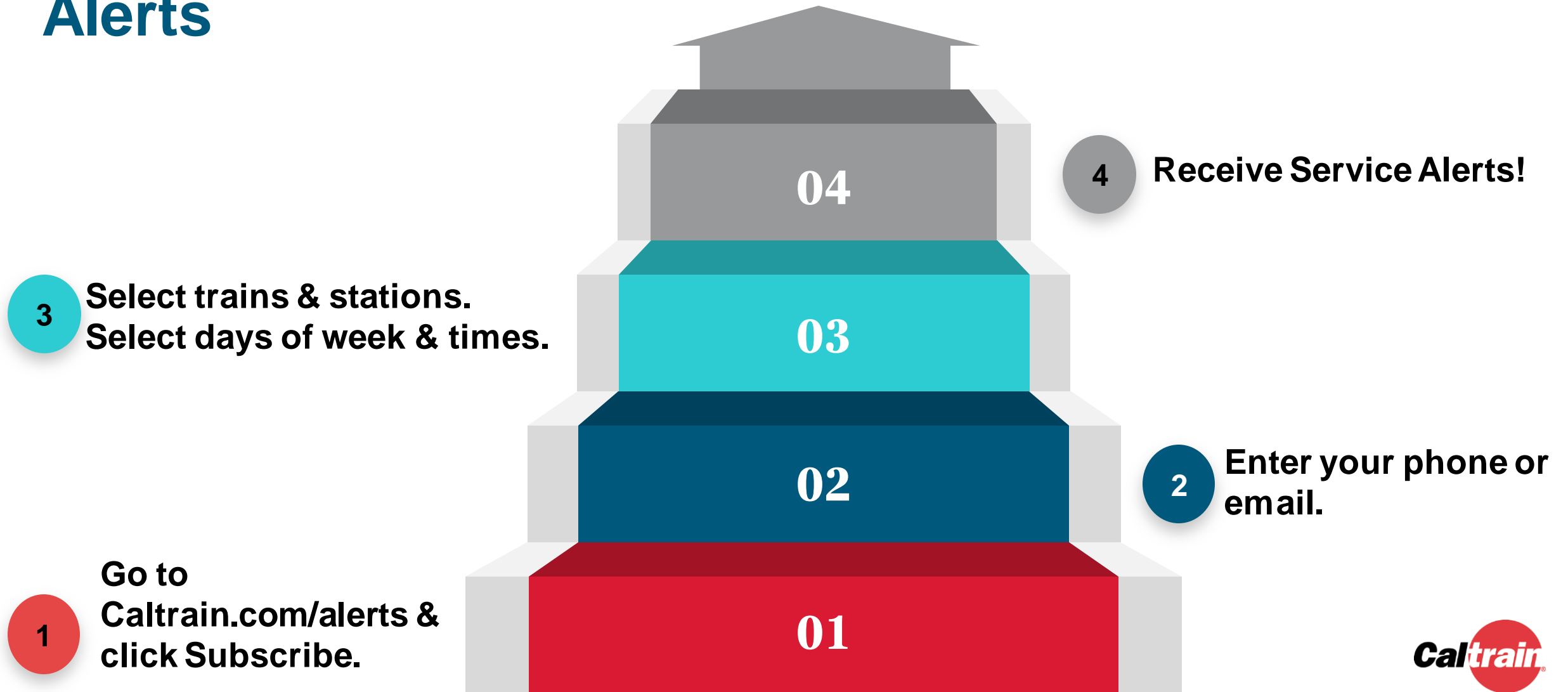


Where are Caltrain Service Alerts Displayed or Shared?

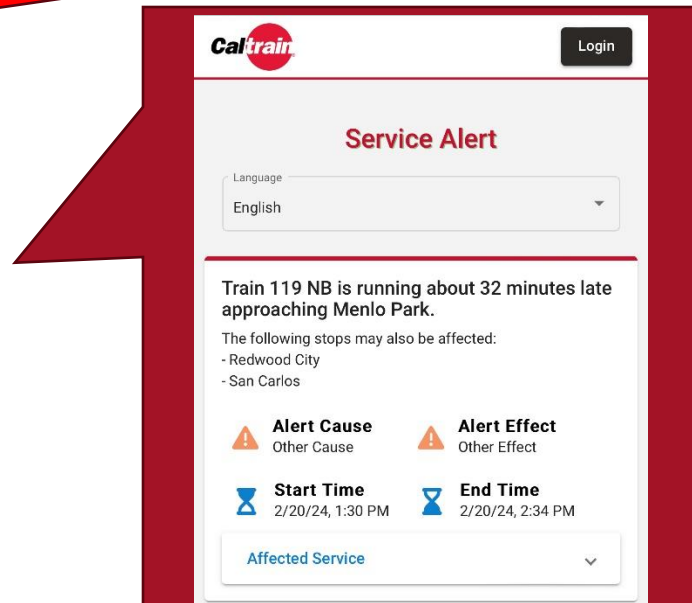
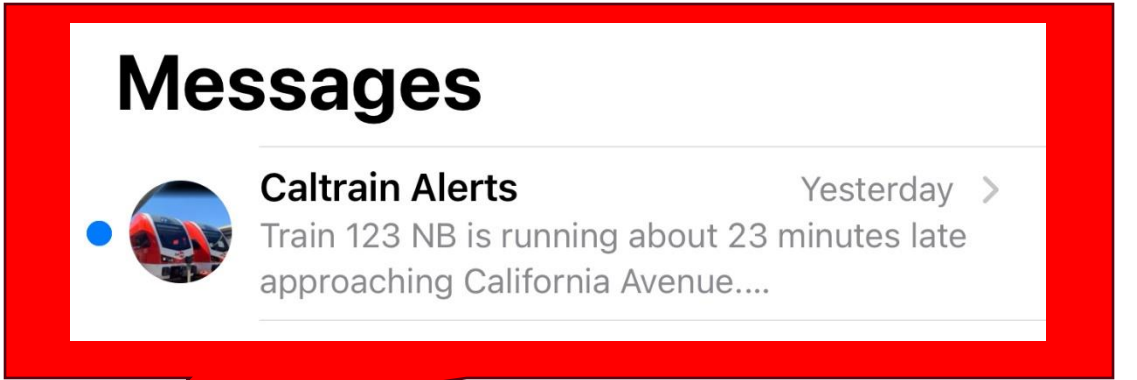
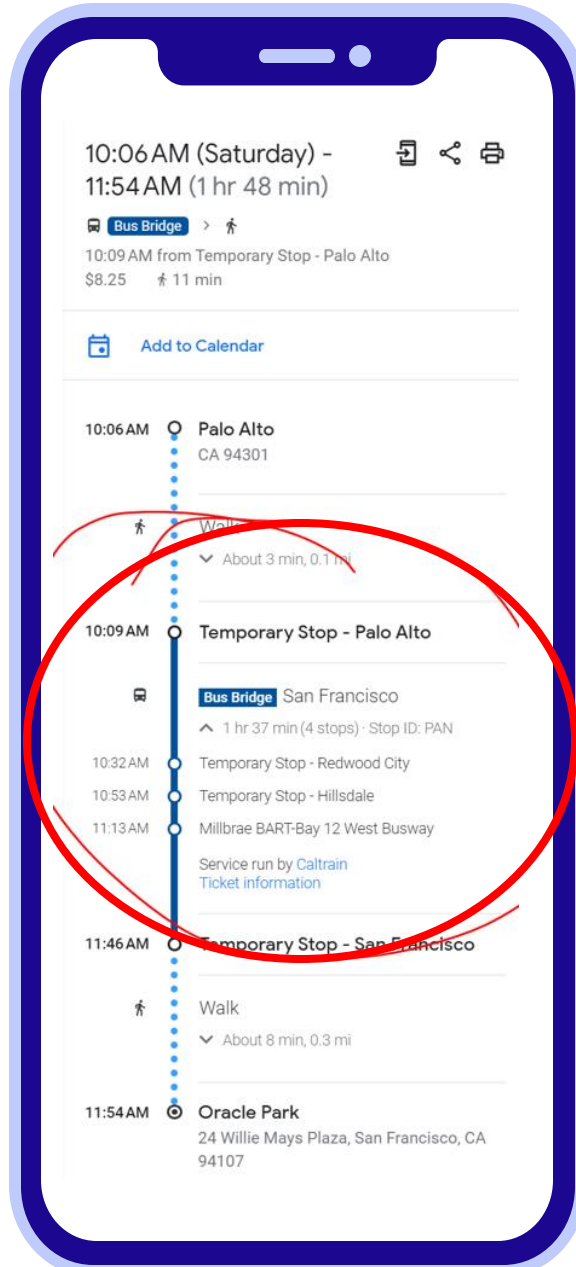
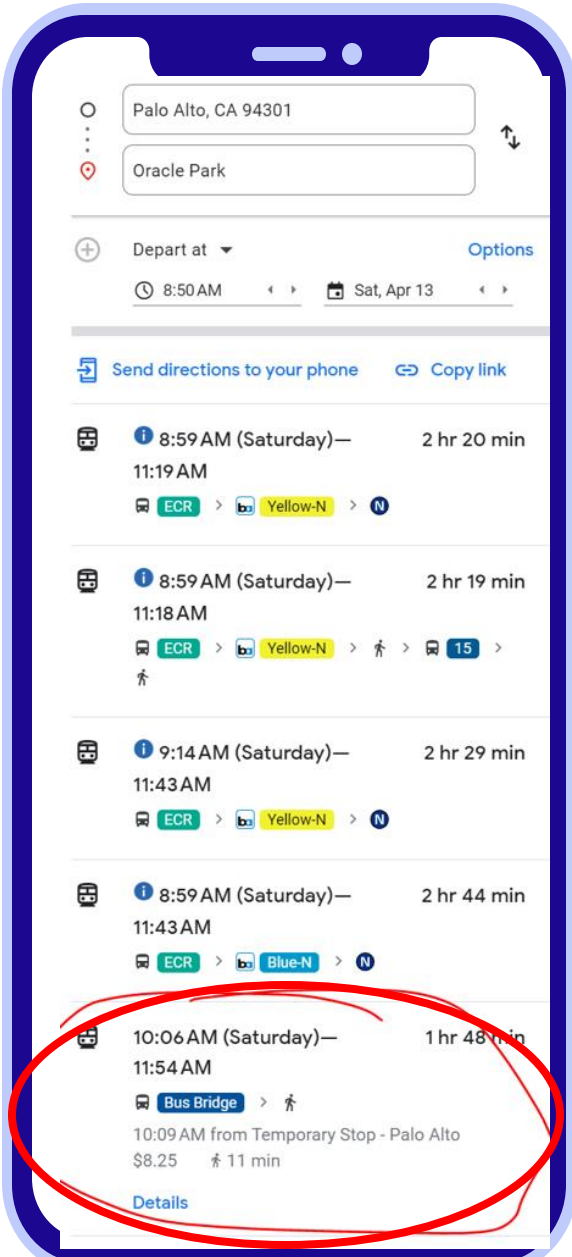


-  **Caltrain.com/alerts**
-  **Coming Soon! Text & Email Subscription Alerts**
Your trains, Your Stations, Your Times
-  **Caltrain Website: Station Pages**
View specific station + station alerts
-  **Social Media**
On 'X' at @Caltrainalerts & Coming soon to Discord!
-  **MTC 511 and third-party trip planning apps**
Google & Apple Maps | Moovit | Transit | City Mapper


Creating a Subscription for Alerts



Sample Alerts



Sample Alerts

 **Caltrain Alerts** Yesterday >
 Train 705 NB is running about 24 minutes late approaching Millbrae....

All trains boarding on Northbound platform at stations 22nd St and Bayshore until 4pm beginning with Train 308,124, and 708



Caltrain

All trains boarding at NB platform at 22nd St until 4:00 beginning with Train 407 due to a mechanical problem





Cause	Effect
Technical problem	Modified service
Starts	Ends
09/20/23 10:19 AM	


Caltrain Login

Service Alert

Language: English

Train 117 NB is running about 11 minutes late approaching San Bruno.
 The following stops may also be affected:
 - South San Francisco
 - Bayshore

 Alert Cause Other Cause	 Alert Effect Other Effect
 Start Time 9/21/23, 1:10 PM	 End Time 9/21/23, 1:32 PM

 10:35 AM >
 All trains boarding at NB platform at 22nd St until 4:00 beginning with Train 407 due to a...



THE CUSTOMER'S EXPERIENCE

The customer can subscribe to receive notifications on Caltrain service alerts via text and/or email.

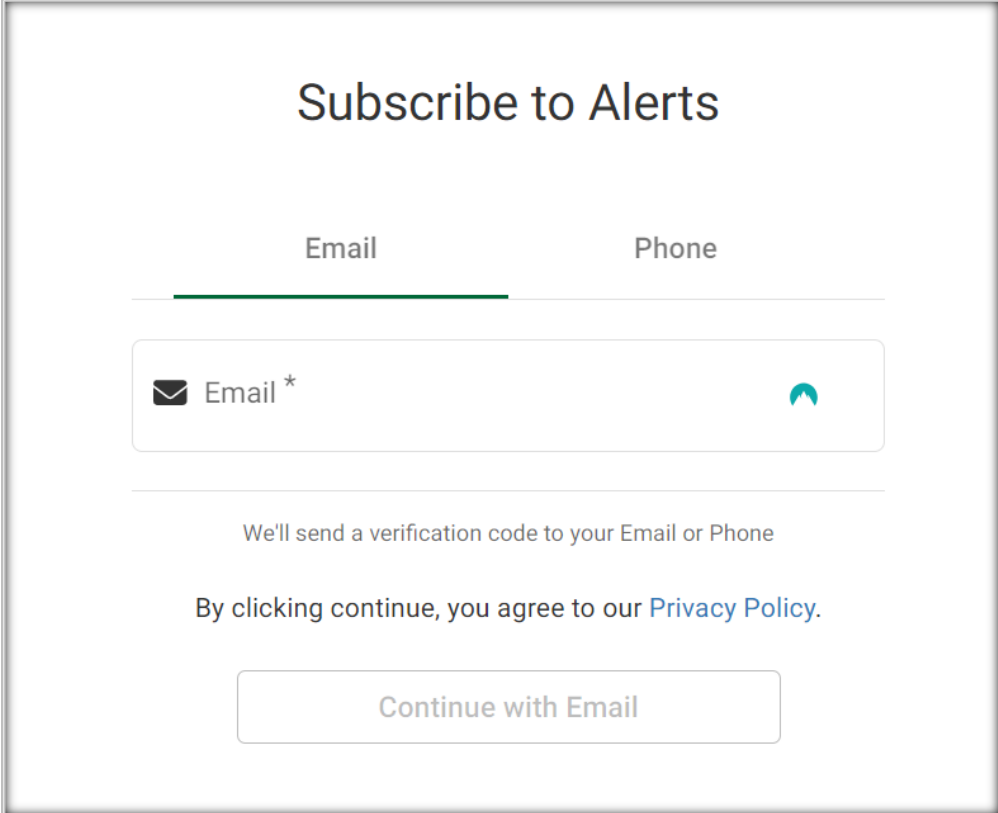
Where? The link for subscriptions will be on the service alerts page of the Caltrain website [Caltrain.com/alerts]. The page on the site will also have FAQ and a step-by-step “how to” for customers.

What's an Alert Subscription?

Customers can subscribe to alerts via text or email for personalized alerts on their routes/trains, stops/stations, schedule, and language.

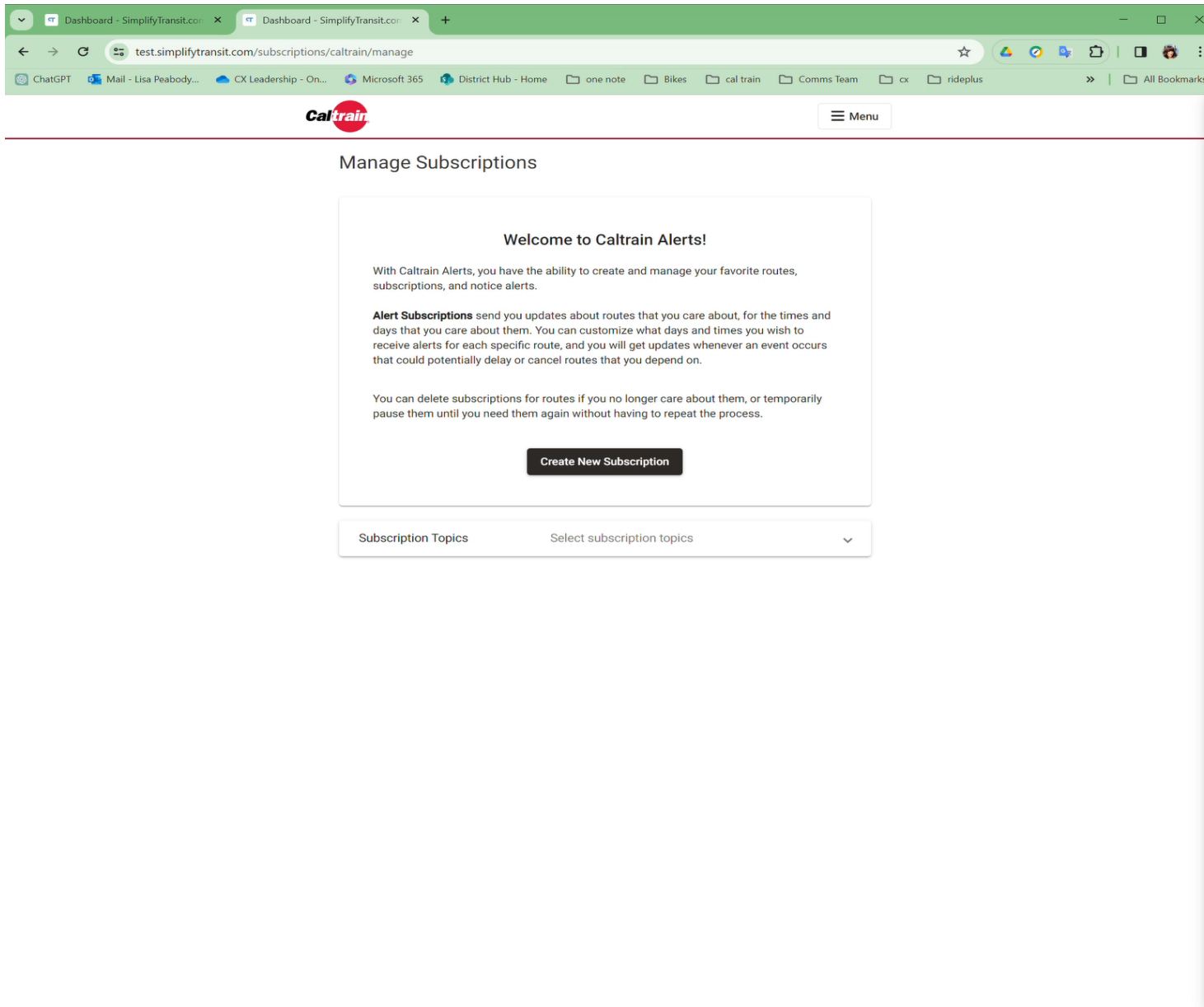
Choose How to Be Notified

We'll ask if you want to receive alerts via text, email, or both. There is no password to create – just use your phone number or email and enter a verification code to start up your subscription.



The screenshot shows a web form titled "Subscribe to Alerts". At the top, there are two tabs: "Email" and "Phone". The "Email" tab is selected, indicated by a green underline. Below the tabs is a text input field with a mail icon on the left and a blue checkmark on the right. The text inside the field is "Email *". Below the input field, there is a line of text: "We'll send a verification code to your Email or Phone". Underneath that is another line: "By clicking continue, you agree to our [Privacy Policy](#).". At the bottom of the form is a button labeled "Continue with Email".

Customers: Creating a Subscription for Alerts



Here is how simple it is to create a subscription as a customer.

I can receive text for the trains and stations I use for my commute. I only commute three days a week during the week to my office.

Setting up this subscription only took 45 seconds!

As a customer, I will now receive text alerts anytime my train numbers are impacted on the days and times I selected. If there is a station-specific alert for the days & times I selected - I will also receive a text.

I can change or stop my subscription at any time.

I can create additional subscriptions too. Example: Follow my partners' trains, as I drop them off at the station every day.



Customers: Editing an Alert Subscription

Customers can edit their subscriptions too! This could include editing to change a train stop or a station, or it could be to pause a subscription.

Why would a customer edit a Caltrain alert subscription? Various reasons such as: going on vacation (pause), change in work schedule (edit), partner has a transit alert needed (new/edit).

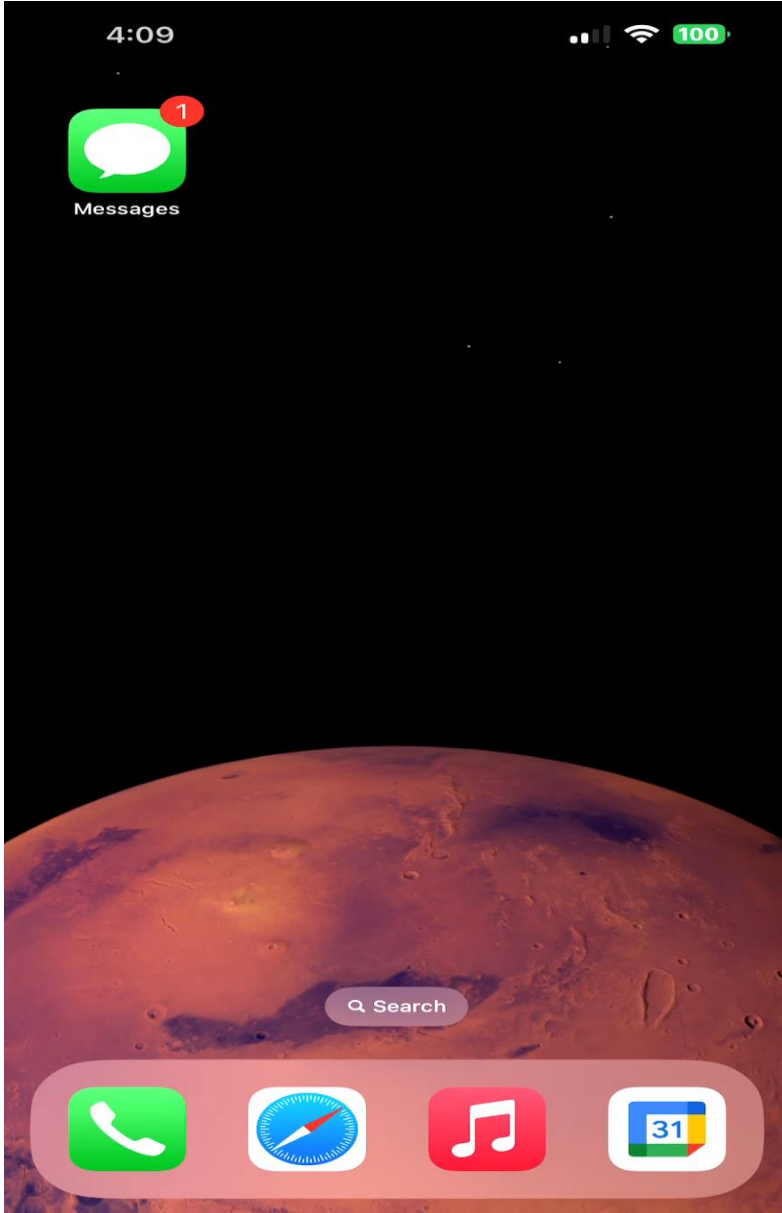
Customers can log in to their subscription account, and all their subscriptions will display. All subscriptions will display, including active and paused.

The screenshot shows the Caltrain 'Manage Subscriptions' page. At the top left is the Caltrain logo, and at the top right is a 'Menu' button. Below the title 'Manage Subscriptions' is a 'Create Subscription' button. There are three subscription cards listed:

- Morning Train**: ID 405, route Stop 70131 - San Carlos Caltrain Northbound to Stop 70271 - Tamien Caltrain Northbound, Weekdays, Mornings, MIDDAYS, Afternoons, Evenings. Status: Active (toggle is on).
- Southbound Train Home_Work**: ID 124, route Stop 70132 - San Carlos Caltrain Southbound to Stop 70272 - Tamien Caltrain Southbound, Weekdays, Mornings, MIDDAYS, Afternoons, Evenings. Status: Active (toggle is on).
- Suzie's Birthday Trip to SF**: ID 705, 707, route Stop 70021 - 22nd Street Caltrain Northbound to Stop 70261 - San Jose Diridon Caltrain Northbound, Tuesdays, Wednesdays, Thursdays, Fridays, Mornings, MIDDAYS, Afternoons, Evenings. Status: Paused (toggle is off).

On the right side of the interface, there are two callout boxes: a green one labeled 'Active subscriptions' pointing to the first two cards, and a red one labeled 'Paused subscription' pointing to the third card.

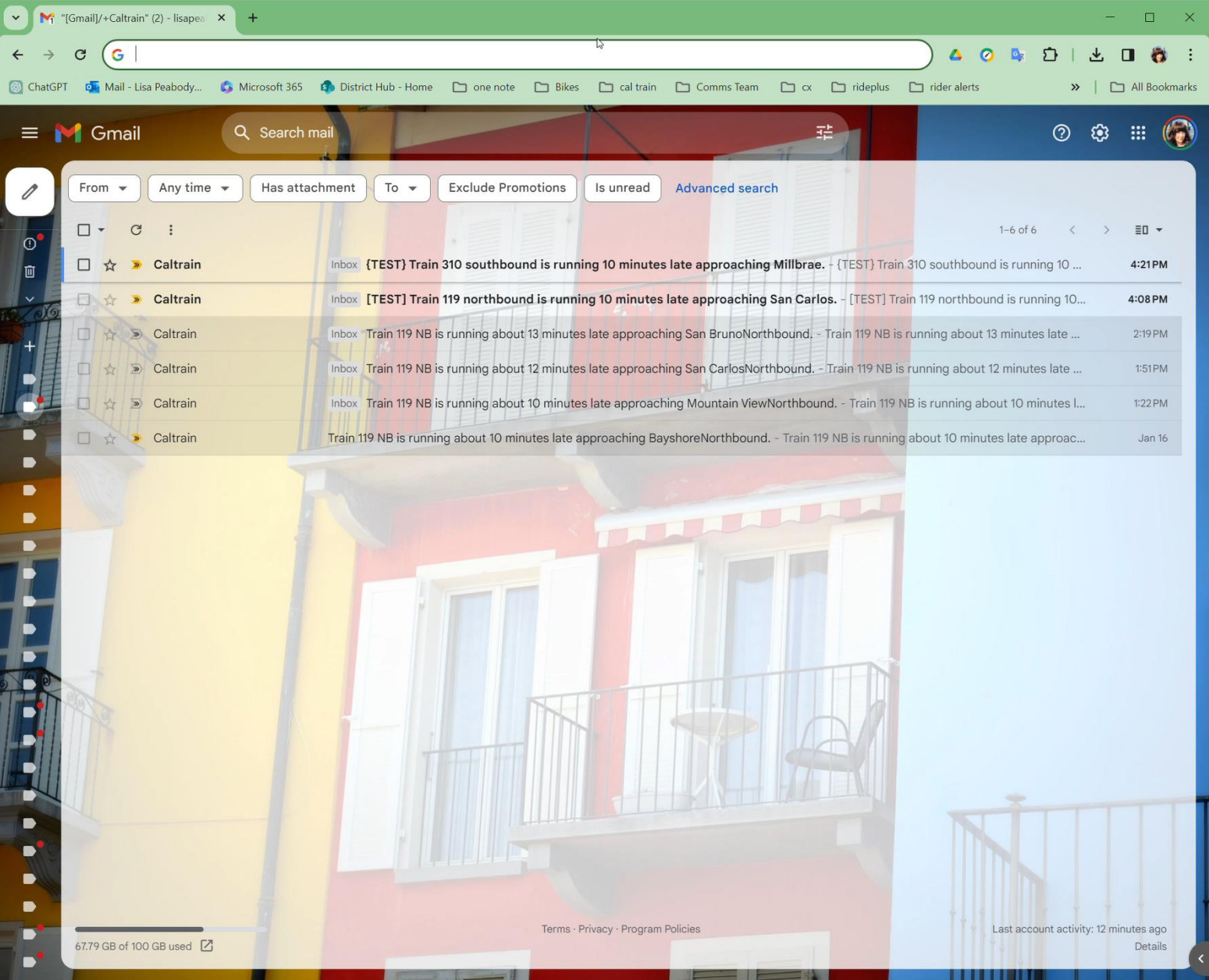
Receiving a Caltrain text for a Service Alert



Here is what it looks like to receive a text Service Alert.

- I will be able to view the subject information without even opening the text in full.
- I can see the new text alert that train 119 northbound is running late approaching San Carlos.
 - Note: it says “TEST” as we were using our test environment.
- If I click to open the text in full, I’ll see all the other text alerts I’ve received for the trains & stations I’ve set up my subscription for.

Receiving a Caltrain email for a Service Alert



Here is what it looks like to receive an email Service Alert.

- I will be able to view the “Header” (Title) without even opening the email in full.
- I can see the new text alert that train 310 southbound is running late approaching Millbrae.
 - Note: it says “TEST” as we were using our test environment.
- If I click to open the email in full, I’ll also see additional details that the delay is due to police activity, but all other trains are running as scheduled.
- At the bottom of the email, I can unsubscribe or manage my subscriptions.



Questions?

