

2024 Fare Change Recommendations- Youth Fare Discounts

**Citizens Advisory Committee
June 19, 2024
Agenda Item 7**



Agenda

Context

Fare Structure Change
Recommendations

Financial Investment
Analysis

Fare Policy Impacts

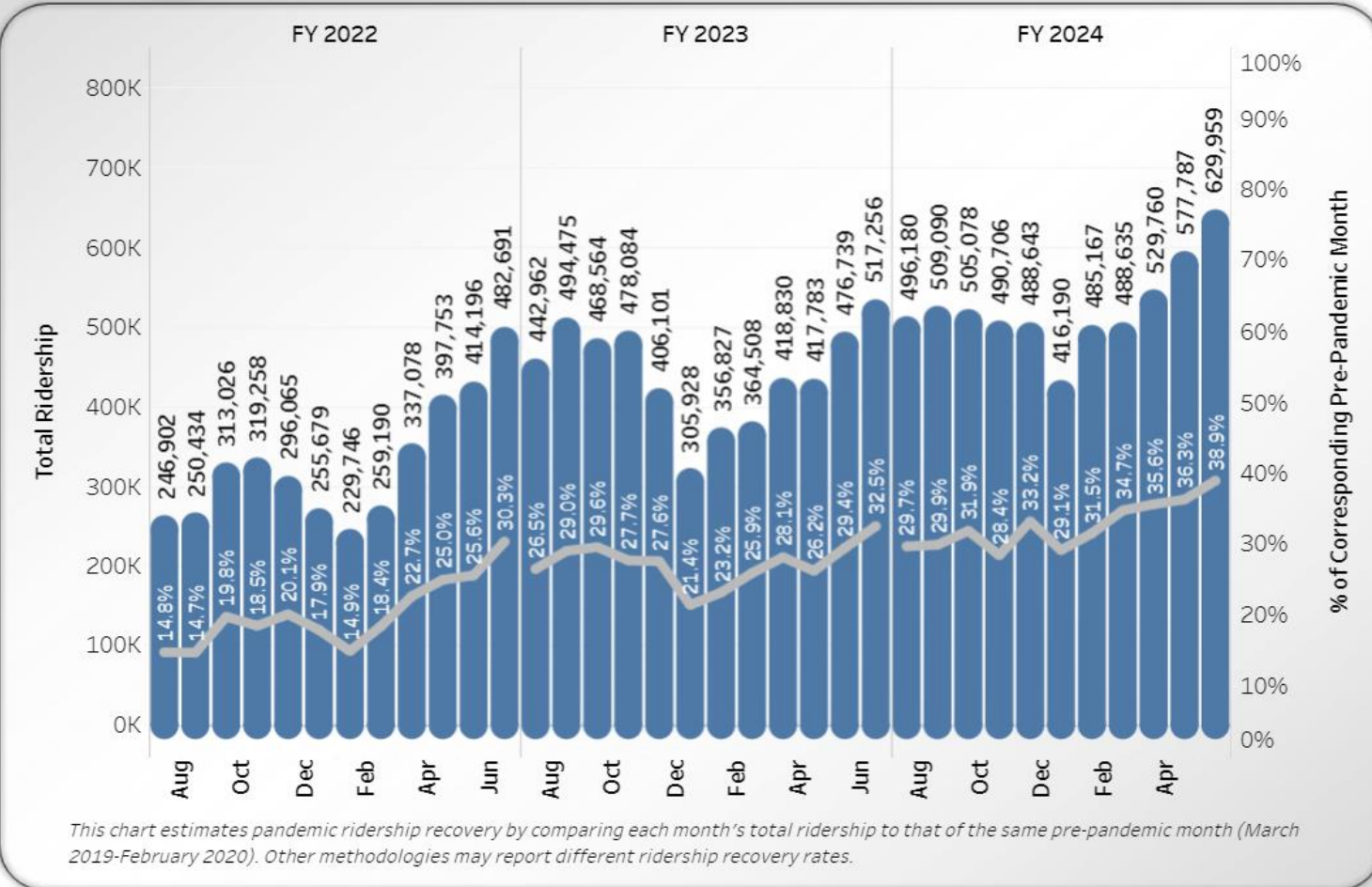
Q&A

Context

While Caltrain ridership is increasing steadily, it remains lower amidst changed travel behavior stemming from the pandemic with May ridership at 38.9% vs the corresponding month Pre-Pandemic



Total Ridership & % of Pre-Covid Month Ridership - May 2024



This chart estimates pandemic ridership recovery by comparing each month's total ridership to that of the same pre-pandemic month (March 2019-February 2020). Other methodologies may report different ridership recovery rates.

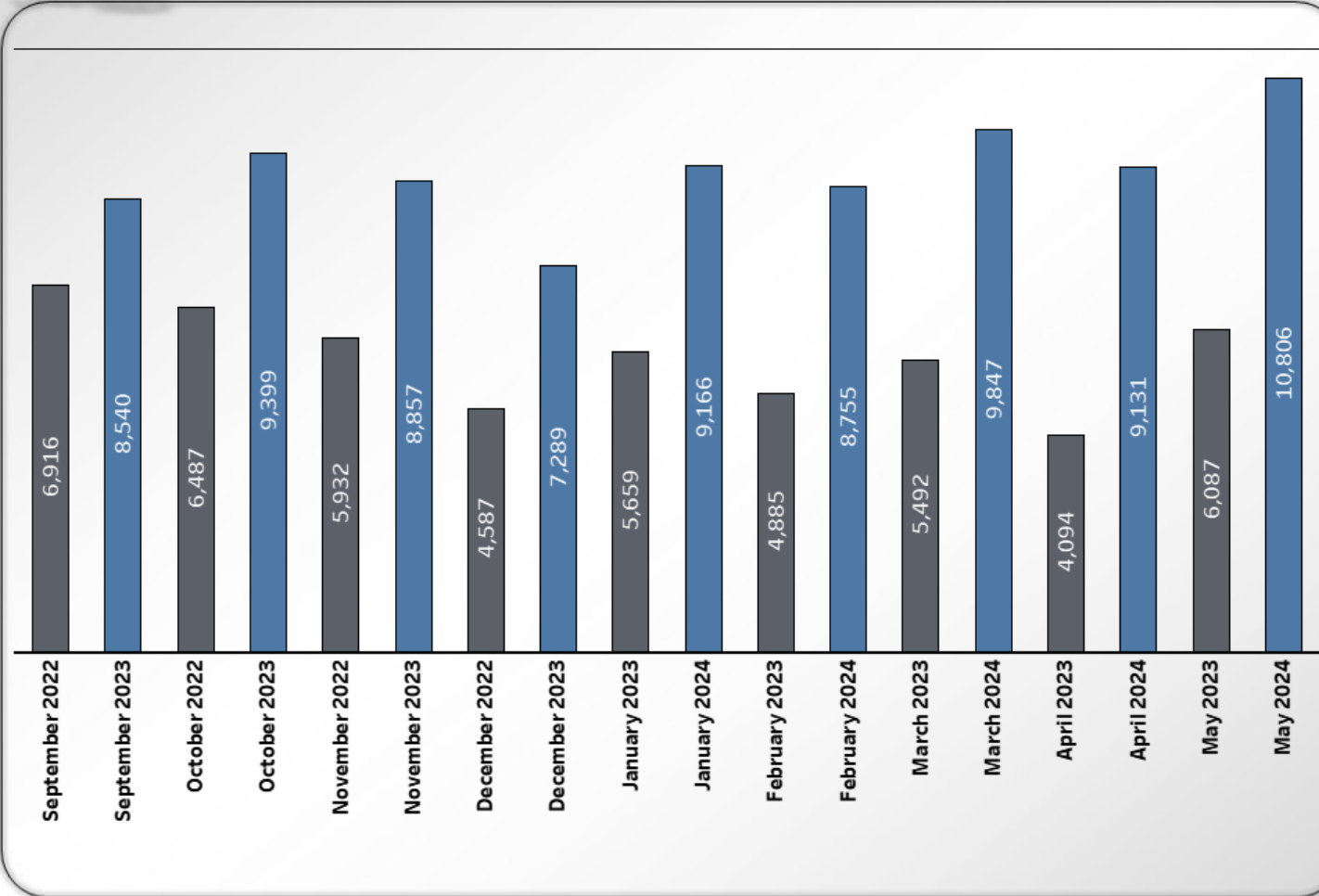
Context

In effort to increase ridership four promotional products were introduced in September 2023

- \$1 One-way all zone youth fares on Clipper was the most successful of the promotions
- Youth Clipper ticket sales have increased 43% YOY during the promotional period compared to an overall ticket sales increase of 18% during the same period.



Caltrain Promotional Clipper Youth \$1-Promotion Information



Fare Structure Change Recommendations

Provide an expanded permanent Youth Discounted Fare

- **9/1/2024** - \$1 All Zone One-way youth fares available on all platforms
- **9/1/2024** - \$2 All Zone Day Pass available on TVM's and Mobile App (while available)
- **Upon Clipper Next Generation Execution** - \$24 All Zone Monthly Pass available on Youth Clipper Card

Benefits

- Opportunities for increased youth, family, and future ridership
- Easier for Customers to understand
- Purchase options with no barrier to entry

Financial Investment Analysis

Investment amount is based on 2024 historical data assuming all prior riders paid the new youth fares with the following caveats-

- Investment will change based on future youth ridership patterns
- All investment costs could be reduced by-
 - Incremental riders
 - Increases in youth rider frequency
 - Increased adult ridership with youth riders
 - Future increase in ridership

	Annual Investment Estimate
Estimated Clipper One-Way	\$ (273,230)
Estimated Mobile	\$ (188,367)
Estimated TVM	\$ (291,112)
Total	\$ (752,709)

Review Fare Policy

Caltrain Fare Policy goals:

- **Financial Sustainability** - ensure financial health
 - Annual investment of \$750K that has potential near and long-term offsets/benefits
- **Equity** - participate programs that promote affordable transit
 - Makes youth ridership much more affordable
- **Customer - Experience** – ease of use and predicable fare changes
 - Easy to understand and no barriers to purchase
- **Ridership** - maximize use of agency's assets
 - Promotes current and future ridership growth and frequency

Q&A