

**CITIZENS ADVISORY COMMITTEE (CAC)
PENINSULA CORRIDOR JOINT POWERS BOARD (JPB)
SAN MATEO COUNTY TRANSIT DISTRICT ADMINISTRATIVE BUILDING
Bacciocco Auditorium, 2nd Floor
1250 San Carlos Avenue, San Carlos CA 94070**

FINAL MINUTES OF JUNE 19, 2024

MEMBERS PRESENT: D. Albohm, A. Brandt, R. Jaques (Alternate), J. Torres, M. Pagee (Alternate), B. Shaw (Chair)

MEMBERS ABSENT: D. Hernandez (Alternate), R. Kutler, P. Leung, A. Lohe, S. Seebart

STAFF PRESENT: J. Hogan, J. Navarrete, B. Thompson

Chair Brian Shaw called the meeting to order at 5:40 pm and led the Pledge of Allegiance.

CONSIDERATION OF REQUESTS

There were none.

APPROVAL OF MEETING MINUTES OF MAY 15, 2024

Amendments to the May 15 meeting minutes were reviewed and approved.

Motion/Second: Jaques/ Torres

Ayes: Albohm, Brandt

Abstain: Pagee, Shaw

Absent: Hernandez, Kutler, Leung, Lohe, Seebart

PUBLIC COMMENT FOR ITEMS NOT ON THE AGENDA

Jeff Carter shared his comments during the public comment portion of the meeting.

Doug DeLong shared his comments during the public comment portion of the meeting.

CHAIRPERSON'S REPORT

Chair Brian Shaw reported that the Fare Promotions topic has been moved to August in the proposed agenda topics.

Public Comment

None

2024 FARE CHANGE RECOMMENDATIONS – YOUTH FARE DISCOUNTS

Bruce Thompson, Manager, Fare Program Operations, provided the presentation which included the following:

- The Fare Structure Change Recommendations.
- Financial Investment Analysis
- Fare Policy Impacts

The full Power Point presentation can be found on caltrain.com.

Mr. Thompson reported that in September 2023, Caltrain introduced four promotional products to provide enhanced value and promote additional ridership. While the 3-Day Pass, Family Day Pass, and Group Day Pass saw modest adoption, the \$1 One-way all zone youth fare, available only on Youth Clipper cards, resulted in a 43% year-over-year increase in Youth Clipper utilization compared to overall ticket sales growth of 18%.

He also reported to build on this success and promote further ridership increases, staff recommends providing an expanded permanent discounted fare program for Youth. This program will provide Youth the opportunity to purchase \$1 one-way fares through Caltrain TVMs, Caltrain Mobile, and Youth Clipper cards; \$2 Day passes at TVMs and Caltrain mobile; and \$24 monthly passes on Youth Clipper cards upon Clipper Next Generation execution. This expanded program with multiple purchase options makes youth ridership much more affordable, easy to understand, and without barriers to purchase, promoting current and future ridership growth and frequency.

The Committee had a discussion and staff provided further clarification in response to the Committee comments and questions. Committee suggested marketing improvements regarding marketing for the promotional products and would like to see additional focus on ensuring the youth fares received more effort.

Public Comment

Jeff Carter shared comments regarding fare changes during this portion of the meeting.

FARE ENFORCEMENT UPDATE

John Hogan, Chief Rail Operations Officer provided a fare enforcement update.

The Committee had a discussion and staff provided further clarification in response to the Committee comments and questions. It was confirmed that if passengers are found without a valid fare, they may purchase a fare on their mobile devices instead of being asked to get off the train, when it is appropriate to enforce this condition.

Public Comment

Jeff Carter shared comments regarding fare enforcement during this portion of the meeting.

Doug Delong shared comments regarding fare enforcement during this portion of the meeting.

STAFF REPORT

- a) Customer Experience Task Force Update
- b) JPB CAC Work Plan Update

John Hogan, Chief Rail Operations Officer, presented the staff report.

COMMITTEE COMMENTS

Members of the Committee shared their comments during this portion of the meeting, including discussion regarding the damaged electric trains.

Public Comment

Doug DeLong shared comments regarding ridership during this portion of the meeting.

DATE, TIME, AND LOCATION OF NEXT REGULAR MEETING

July 17, 2024, at 5:40 pm, via Zoom teleconference or at the Bacciocco Auditorium, 2nd Floor, 1250 San Carlos Avenue, San Carlos, CA.

ADJOURNMENT

Meeting adjourned at 7:10 pm