

# Pass Forward Program 2024



# Overview

Background

2021- 2023 Overview

CSO Feedback

Goals & Benchmarks

Strategies



# What is the Pass Forward Program?

- Formerly Go Pass Donation Program
- No cost passes for low-income riders
- Passes donated from GoPass partners
- Passes distributed to CSOs
- CSOs give to constituents

# 2023 Successes

23

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Enrolled CSOs  
vs. 10 in 2022

600

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Active riders vs.  
238 in 2022

48,000

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Total rides



# Expanding Access

67%

earn under \$50K

85%

earn under \$80K

48%

Hispanic/Latinx

83%

People of color

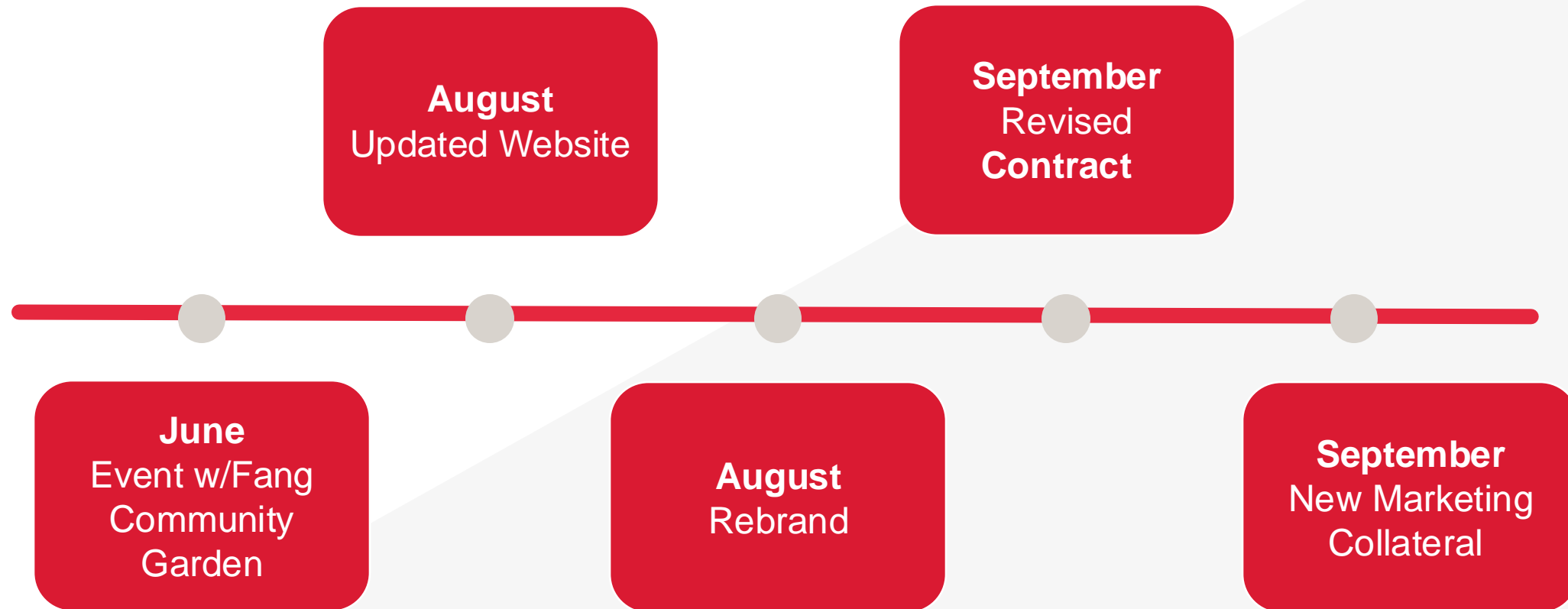
Source: 2023 Pass Forward User Survey



# 2021 - 2022

Metrics	2021	2022
New to Caltrain	40% of Users	48% of users
Weekly Ridership	500 rides/week	650 rides/week

# 2023 Team Accomplishments





# Internal Process Improvements

Procedure for Rider Questions

Automatic Opt-In for Go Pass Companies

Updated Acceptance Criteria



# 2023 CSO Feedback



Increased Data Transparency



Additional Marketing Collateral



Increased Ongoing Support

# 2024 CSO Benchmarks

At least **90%** of  
allocated  
passes in use  
across a year

At least **50%** of  
allocated  
passes in use in  
any one month

At least **8** rides  
per month per  
pass in use (1  
round trip per  
week minimum)

# 2024 Goals & Strategies



## Utilization

- Welcome Pack
- Quarterly Update



## Ridership

- Toolkit



## Partnership

- CSO Summit
- Expanding Santa Clara and San Francisco

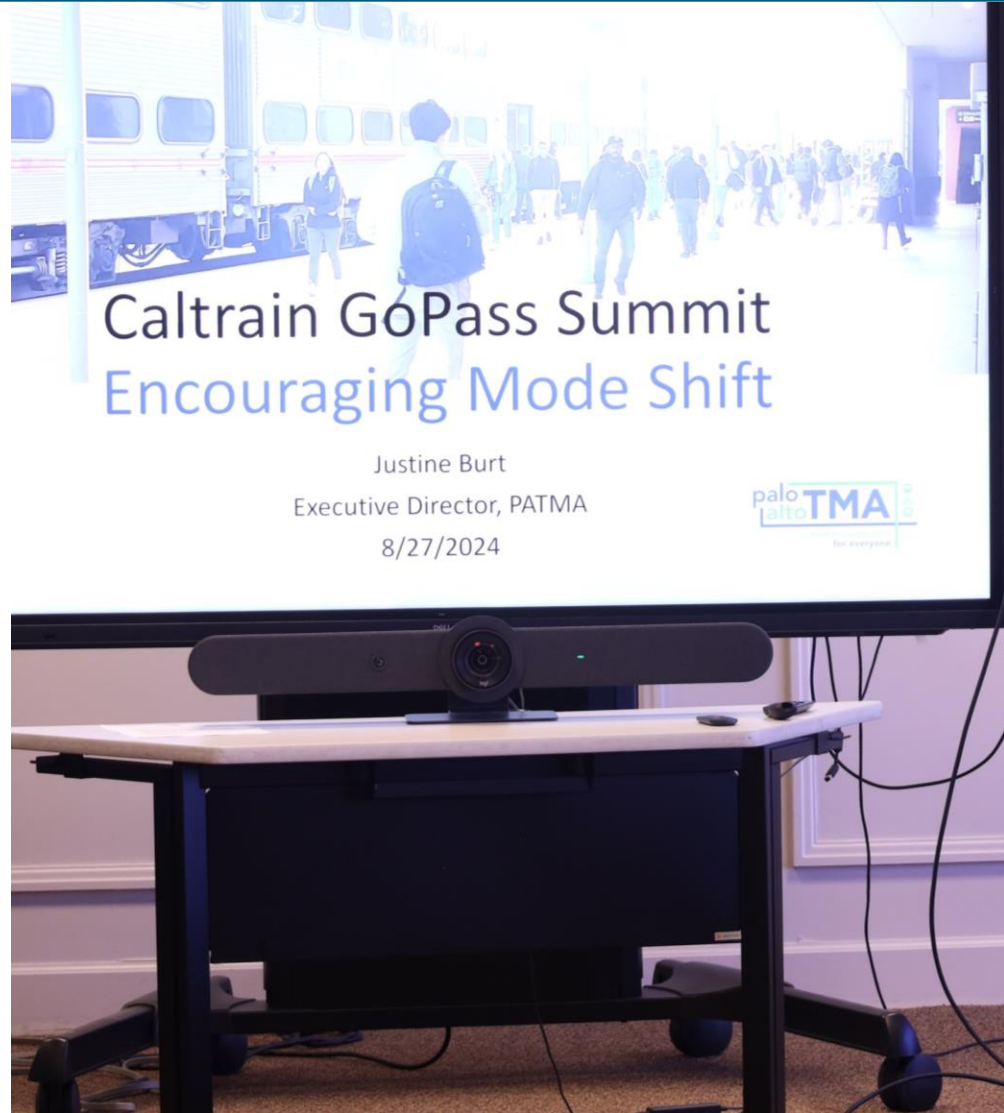


## Staffing

- Point Organizations

# Pass Forward Inaugural Summit

- 20+ attendees
- Mutual learning
- Presentations from Palo Alto TMA, Commute.org



# Summit



# Looking Forward

- Enforcement education
- “Point” CSOs in each county
  - 250+ passes
  - Webpage



*“I love the ease, and calmness of the train. it's fast and economical. No worries about traffic or gas prices or wear and tear on my car.”– Kimberly Koch, Dion Health*

*“The Belmont Caltrain station is conveniently down the hill and then when I go home I get exercise biking up the hill. Plus it's fun taking the train home on Friday afternoon because people are happy it's the weekend.”–Rene Rivera Rosales, Sheraton*

*“The train from San Jose is faster than driving. Not being in bumper-to-bumper traffic reduces the stress of my commute.”.– Alan Kayser, Palo Alto Bicycles*

*“Taking transit saves me money so I have more to take care of my family.” – Geraldo Valencia, Pass Forward GoPass Holder*





# Thank you!

FOR MORE INFORMATION

[WWW.CALTRAIN.COM](http://WWW.CALTRAIN.COM)

