

Customer Experience Update 2025

Citizens Advisory Committee
February 19, 2025
Agenda Item 8



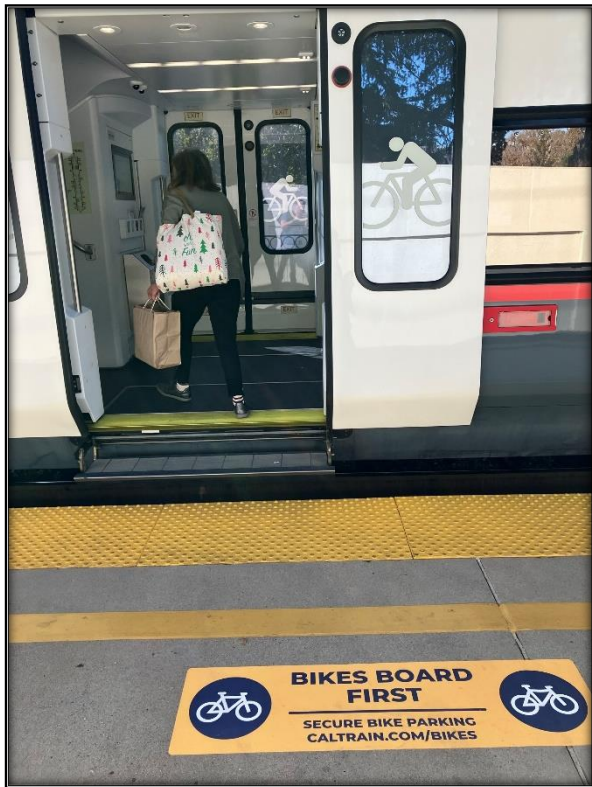
Better Journeys Ahead: Improving Customer Experience



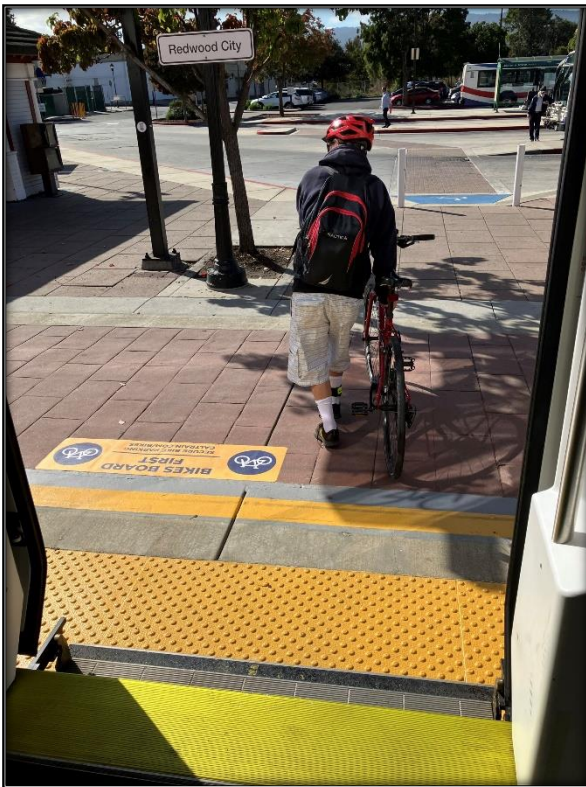
- “Bikes Board Here” Expands:** Boarding zone markings are coming to all stations for safer, smoother boarding. Stay tuned for Spring rollout.
- Know before you board:** Soon, station signage will show the train’s layout, and onboard signs will guide you to restrooms—because a smoother ride starts with knowing your way.
- Next-Gen Clipper is coming:** Partnering with MTC to modernize Clipper, ensuring a smooth transition to enhanced fare payment and account management.
- Refreshed Rider Help Videos Coming Soon!** We’re updating our **how-to videos** with the latest info on **ticketing, Clipper, accessibility, and boarding**—expected by end of March.
- Caltrain Service Alerts:** We are continuing to improve usefulness of alerts from user feedback, and the subscriber base continues to grow.

“Bikes Board Here” Expansion

Our boarding zone markings pilot is complete. We’re working on rolling out to all stations. These markers will enhance safety, streamline boarding, and reduce platform confusion for cyclists & scooter riders. Feedback from customers and Station Team shaped the final design for better durability and clarity.



Pilot Design

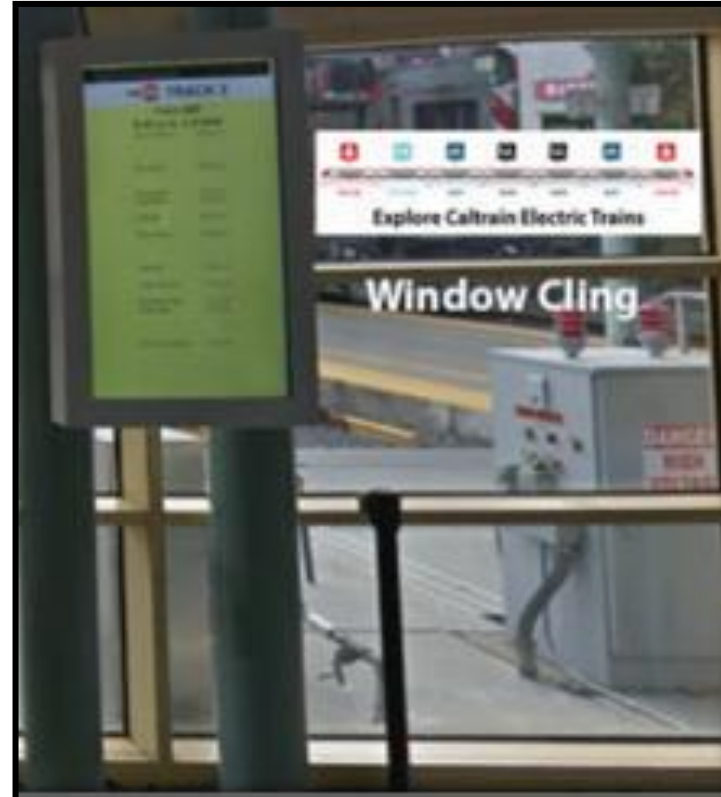


Updated Design



Know Before You Board

Riders have noted a struggle to locate bike storage, restrooms, and seating areas on the new electric trains. This lack of info can cause boarding delays and confusion. Why it matters? Better knowledge means smoother boarding, less confusion, and improved efficiency and more satisfaction with our beautiful new EMUs.



Concept Only: For Illustration Purposes – Not Final Design



Next Gen Clipper

Partnering with MTC for a Comprehensive Regional Communications Plan. Promote awareness & adoption of “Next Gen” Clipper, ensuring a smooth transition to enhanced fare payment and account management.

Communications Department is collaborating with MTC, Regional Transit Agencies, and Caltrain on a comprehensive plan to inform customers.

Goal: Ensure riders understand the improved features, products, and services that will make transit payments faster & more convenient. Riders may not be aware of Clipper’s new features, leading to missed benefits.



Caltrain Service Alerts

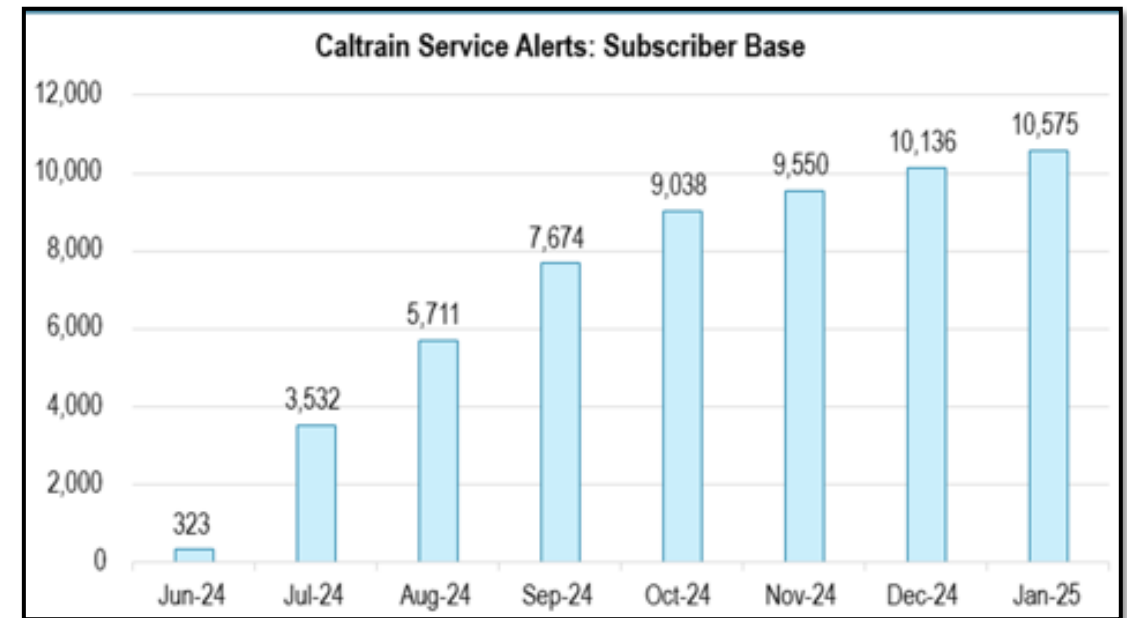
As more riders rely on Caltrain alerts, we're improving how we deliver timely service updates. We're enhancing the system to provide more accurate, consistent, and user-friendly alerts—so you can stay informed and travel with confidence.

Customer-Facing Features

- **Personalized Welcome Messages** – New subscribers get instant guidance on customizing their alerts.
- **Tailored Notifications** – Set up custom automations based on your communication style.
- **Real-Time Info, Your Way** – Get next three train times via **text or phone**, with option for real time updates on service alerts.

Administrative Features

- **Staff Notifications** – Ensure real-time visibility for improved response.
- **Improved Insights:** See which trains, stations, and times are most popular.





Thank You

