

From: VTA Board Secretary

Sent: Thursday, July 30, 2026 8:40 AM

To: VTA Board of Directors

Cc: Gonot, Carolyn <>; Greene, Beverly <>; Haywood, Scott <>; Richardson, Greg

Subject: From VTA: Farebox Recovery During FIFA World Cup Service

Board of Directors,

Attached is a memo from Carolyn M. Gonot, General Manager/CEO, providing additional information on farebox recovery during FIFA.

Please respond to this email if you have any questions.

Thank you,

Office of the Board Secretary

Santa Clara Valley Transportation Authority

3331 North First Street, Building B

San Jose, CA 95134-1927

Phone **408-321-5680**



MEMORANDUM

TO: VTA Board of Directors

FROM: Carolyn M. Gonot, General Manager/CEO 

DATE: July 30, 2026

SUBJECT: Context Regarding VTA Farebox Recovery During FIFA World Cup Service

A recent [news article](#) raised questions regarding VTA's farebox recovery during service provided for the FIFA World Cup matches at San Francisco Bay Area Stadium. While fare collection and farebox recovery are important measures of agency performance, they should be considered in the context of the operational objectives established for this unique, once-in-a-generation event.

This memorandum provides the Board with additional context regarding VTA's operational approach to the FIFA World Cup, as well as the broader factors that influence farebox recovery.

FIFA World Cup Operations

VTA's primary objective during the FIFA World Cup was to safely, efficiently, and reliably transport tens of thousands of international, national, and local visitors while delivering a customer experience that reflected positively on the City, County, and Bay Area. Success was measured not only by fare revenue, but also by the agency's ability to move unprecedented passenger volumes safely, maintain reliable service, and support the region's successful hosting of a global event.

Prior to the tournament, staff recognized that fare collection would be more challenging than under normal operating conditions. Limitations in VTA's fare validation system, the need to quickly clear station platforms following each match and known issues with the regional Clipper system all affected fare collection. To improve payment opportunities, VTA introduced Token Transit as an additional mobile payment option.

While additional fare enforcement personnel or expanded fare validation equipment could have increased fare collection, those measures would have also slowed boarding, increased platform congestion, and diminished the customer experience. Staff therefore made a deliberate operational decision to prioritize safety, passenger flow, and regional mobility, recognizing that these priorities could result in lower fare recovery than under normal operating conditions.

Several factors unique to FIFA World Cup operations also affected fare collection and recovery. Many attendees traveled via regional transit providers, including BART and Caltrain, before transferring to VTA light rail for the final segment of their trip. Under VTA's fare policies and regional transfer arrangements, many of these riders did not pay an additional VTA fare, increasing ridership without a corresponding increase in VTA fare revenue.

Operational conditions immediately following each match further influenced fare collection. VTA's priority during these periods was to safely and efficiently move thousands of passengers from the stadium area. Given the exceptionally high passenger volumes, staff focused on maintaining safe platform operations and expediting passenger movement. Under these conditions, many customers boarded trains without tapping before departure, reducing the number of fares recorded during post-event service.

Farebox Recovery

Farebox recovery remains an important financial and operational performance measure, and staff remains committed to improving fare collection and maximizing fare revenue wherever practical. However, farebox recovery is influenced by numerous factors beyond fare enforcement and should be evaluated within the broader context of Board policy, regional fare integration, operating conditions, and customer travel patterns.

VTA's fare structure is established through Board-adopted policy. Fare levels, transfer policies, and discounted fare programs are designed to balance financial sustainability with affordability, equity, and regional mobility objectives.

In addition, VTA's Board-approved discounted fare programs for youth, seniors, individuals with disabilities, and other eligible riders reduce the average fare collected per passenger trip in support of the Board's affordability and accessibility objectives.

Taken together, these factors demonstrate that farebox recovery is influenced by Board policy, regional fare integration, fare collection technology, operating conditions, and customer travel behavior. Accordingly, farebox recovery should be evaluated alongside other key performance measures, including ridership, service reliability, safety, customer experience, and operational effectiveness such as operating cost per passenger, when assessing overall agency performance.

Staff will continue to monitor fare recovery trends, improve fare collection processes where appropriate, address technology challenges, and pursue opportunities to increase both ridership and fare revenue while advancing the Board's policy objectives for safe, reliable, and accessible public transportation.

From: VTA Board Secretary < >

Sent: Thursday, July 30, 2026 3:12 PM

To: VTA Board of Directors

Cc: Gonot, Carolyn < >; Greene, Beverly < Haywood, Scott < >; Richardson, Greg <G >; Smith, Patrice < >

Subject: From VTA: Logo Refresh

Board of Directors:

Please see the attached memo from Carolyn M. Gonot, General Manager/CEO regarding VTA logo refresh.

Respond to this email if you have any questions.

Thank you,

Office of the Board Secretary

Santa Clara Valley Transportation Authority

3331 North First Street, Building B

San Jose, CA 95134-1927

Phone **408-321-5680**



MEMORANDUM

TO: VTA Board of Directors

FROM: Carolyn M. Gonot, General Manager/CEO



DATE: July 30, 2026

SUBJECT: VTA Logo Refresh

I want to share an upcoming refinement to VTA's visual identity that is intended to strengthen our brand while preserving the recognition and equity our logo has built over time.

Attached to this memo is the refreshed VTA logo.

As VTA prepares to move into our new headquarters, we have a timely opportunity to introduce a subtle update to our logo that better emphasizes the "T" for Transportation, the core of our mission and the essential mobility services we provide throughout Santa Clara County. The new headquarters will prominently feature VTA branding, making this an appropriate time to modernize our visual identity while maintaining the familiar look our riders, employees, and community recognize.

Our logo has remained unchanged since 2016. As part of good brand stewardship, many organizations refresh their visual identity every five to ten years to ensure it remains current, visible, and effective across evolving platforms.

The updated design preserves the existing VTA logo while introducing a vibrant green accent to highlight the "T" for Transportation. Green was intentionally selected to reflect the experience we strive to provide our riders -- a safe, comfortable, and welcoming transit system -- while also reinforcing VTA's commitment to sustainability and environmentally responsible transportation.

Implementation will begin with branding at our new headquarters and will be incorporated gradually across our fleet, including buses, light rail vehicles, and Paratransit services, as vehicles and assets are replaced or refurbished through their normal lifecycle. As a result, there are no immediate costs associated with this update.

If you have any questions, please don't hesitate to contact me directly.

Thank you for your continued support.

From: VTA Board Secretary < >

Sent: Friday, July 31, 2026 3:23 PM

To: VTA Board of Directors < >

Cc: Gonot, Carolyn < >; Richardson, Greg < >; Haywood, Scott < >; Greene, Beverly < >

Subject: From VTA: VTA Correspondence: Week Ending July 31, 2026

Board of Directors,

Attached is correspondence for the week ending July 31, 2026 as described below.

From	Topic
CCJPA	Capitol Corridor Service Disruption: Train 733 Trespasser Incident
Caltrain	Caltrain eNews – July 2026

Thank you,

Office of the Board Secretary

Santa Clara Valley Transportation Authority

3331 North First Street, Building B

San Jose, CA 95134-1927

Phone **408-321-5680**



MEMO



To: CCJPA Board Directors
From: Robert Padgette, Managing Director
Date: July 28, 2026
Subject: Capitol Corridor Service Disruption: Train 733 Trespasser Incident – Martinez, CA

CAPITOL CORRIDOR
JOINT POWERS AUTHORITY
2150 WEBSTER STREET
3RD FLOOR
OAKLAND, CA 94612
(V) 510.464.6995
(F) 510.464.6901
www.capitolcorridor.org

This memo is regarding a Trespasser incident in an unincorporated area of Contra Costa County, west of Martinez, that occurred on Saturday morning, July 25, 2026, as well as mechanical issues that compounded delays that day.

Incident Summary:

At around 11:14am, train 733 struck and fatally injured a trespasser in Contra Costa County, approximately 13 miles west of Martinez, not at a public grade crossing. Local East Bay Regional Park and Union Pacific Railroad police, along with Amtrak Police and division management, responded to the scene. There were no initial reports of injuries to passengers or crew and no reports of damage to equipment. Incident recovery was severely delayed. The East Bay Regional Parks officer investigated the scene from approximately 11:30am – 1:30pm, before calling for the Contra Costa County Coroner at 1:25pm, who was not onsite until approximately 2:45pm. The response time by the coroner was atypical for trespasser incidents. The adjacent main track was opened at approximately 2:30pm, and train 741 rescued the incident train's passengers, departing around 3pm. The scene was fully released by the coroner at approximately 4:30pm.

Unfortunately, this 5+ hour interruption had significant downstream impacts to service, outlined below. It also eliminated our ability to properly serve two special events planned for the day – Ed Sheeran at Levi's Center, and the Oakland Roots at the Oakland Coliseum. Additional significant delays were incurred by 732 and 734 due to mechanical failures at Suisun. Due to late approval of an adjusted schedule to serve the Ed Sheeran event, advance ticket sales for those trains intended to serve the concert were relatively low.

Associated CCJPA Train Delays due to Strike:

733 – Terminated at the scene, passengers transferred to 741
746, 745, 738 – cancelled
734 – 2 hours
741 – 1 hour
732 – 3 hours
737 – 1 hour 30 minutes
728 – 3 hours 52 minutes
744 – 1 hour
736 – 1 hour 52 minutes
743 – 1 hour 25 minutes

Associated CCJPA Train Delays due to Mechanical Failure:

732 – 1 hour 18 minutes
734 – 1 hour 26 minutes
749 – cancelled
747 – 2 hours 24 minutes
751 – terminated at Emeryville

If you have any questions, please feel free to reach out to Charles Franz, Manager of Transportation at CharlesF@capitolcorridor.org.



Robert Padgette
Managing Director

Cc:

Robert Powers	Alicia Trost
Jeana Zelan	Byron Toma
Joe Beach	Steven Shatz
Bob Franklin	Kyle Gradinger, Caltrans Division of Rail and Mass Transit
Sylvia Lamb	SCG Members

From: Caltrain eNews
Sent: Friday, July 31, 2026 2:36 PM
To: VTA Board Secretary
Subject: [EXTERNAL] Caltrain eNews - July 2026

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ALL ABOARD
e-News



Life, liberty and the pursuit of outstanding public transportation

Caltrain was just named as one of the American Public Transportation Association's (APTA) Outstanding Public Transportation Systems, and we're still hard at work trying to make our system safer and more accessible. In this issue, we discuss repairs to the Guadalupe Bridge, the dollar youth fare, and the upcoming Outside Lands music festival.



Caltrain named “Outstanding Public Transportation System”

Caltrain was named as one of the APTA's outstanding transportation systems, the highest honor an American public transit system can receive.

[Learn More about the APTA Award](#)

12.5 million rides in FY26

Caltrain carried more than 12.5 million riders in the last 12 months, marking a 36.9% increase over FY25 while average weekday ridership broke 40,000 for the first time since 2020.



[Learn More about Caltrain's Ridership](#)



\$1 youth fare brings young people on board

Caltrain's youth ridership has jumped 26% in the first half of 2026, motivated in no small part by the \$1 Youth Fare for all riders 18 and under.

[Learn More about Dollar Youth Fares](#)

Guadalupe Bridge work resumes for dry season

Construction crews resumed work on the Guadalupe River Bridge, with service suspensions between San Jose Diridon and Tamien Stations coming on the weekends of Aug. 22-23 and Sept. 19-20.



[**Learn More about Guadalupe Bridge Repairs**](#)



Over 38,000 Caltrain riders for the World Cup

Caltrain helped more than 38,000 fans get to World Cup matches and events, including the final match between the United States and Bosnia and Herzegovina.

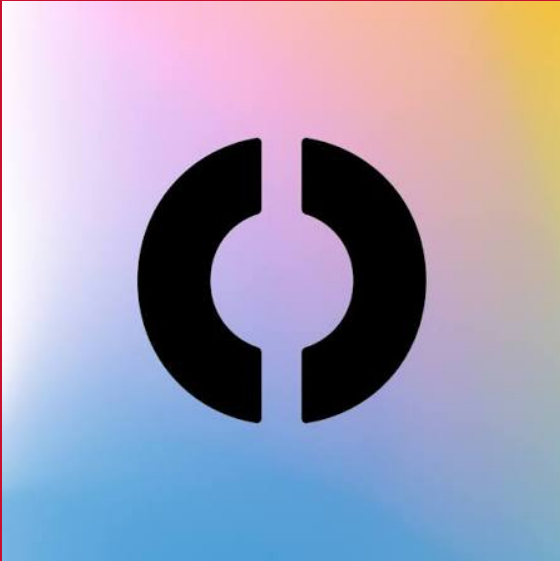
[**Learn More about the World Cup**](#)

Caltrain carried big crowds for the Fourth of July

Caltrain carried more than 14,000 riders to and from Fourth of July celebrations and was able to provide an additional train at the last minute to ensure everyone got home on time, celebrating their independence from traffic.



[**Learn More about 4th of July Service**](#)



Allcove offers support to youth near Hillsdale Station

Allcove is a youth wellness center offering a host of services for young people, and it's easily accessible via Caltrain located a brief walk from Hillsdale Station.

[**Learn More about Allcove**](#)

Connections to art at Stanford every half hour

Stanford University's Cantor Arts Center and Anderson Collection offer impressive collections of art from around the world — and are located just a short walk from Palo Alto Station.



[**Learn More about Art at Stanford**](#)



Caltrain plans for Outside Lands

Outside Lands is coming to Golden Gate Park on Aug. 7-9, and Caltrain will take attendees to San Francisco Station, just a short walk from the Muni N-Judah.

Learn More about Outside Lands

••• Get ***All Aboard*** sent to your inbox | [Subscribe](#)•••

UPCOMING EVENTS

- Aug. 6 - [Caltrain Board Meeting](#) - Millbrae Station
- Aug. 7-9 - [Outside Lands](#) - San Francisco Station
- Aug. 21-22 - [Karol G](#) - Mountain View Station



Join our team!

- [Director, Rail Systems Engineering](#)
- [Manager, Positive Train Control](#)
- [Senior Project Manager](#)

Learn More about Job Opportunities at Caltrain



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Editor: Dan Lieberman

LiebermanD@Samtrans.com

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Our mailing address is:

166 North Rollins Road, Millbrae, CA 94030

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