

Proposal Abstract

In an effort to address the needs of the people travelling on Cal Trains, Infinity Communications L.L.C. has evaluated and identified a way to bridge the gaps in the area of supportive services which include connectivity and broadband services on the train at a specific price for improved service delivery that have been long forgotten and unresolved for many years. Infinity Communications L.L.C. has developed a comprehensive program for daily travelers to buy a Wifi card if they want unlimited access to the network. Infinity Communications L.L.C is a large firm which dominates the current market with their overall connectivity and services in different areas.

The project title is Infinity Communications L.L.C. and the main purpose of the project is to provide infinite benefits to the customers travelling on Caltrains. The concept of providing Wi-Fi on Caltrain is that it makes it easier for the people to be connected to the digital media while they are travelling. There are some corporate workers who have to work 24/7 to finish their projects. They can easily reap the benefits of unlimited access while travelling on the Caltrain and paying a little extra to enjoy premium quality services. The aim is to provide services for efficient consumer satisfaction by giving them different options.

Our main target population will be students and professionals that live within the San Francisco Bay Area boundaries, especially from San Francisco throughout San Jose cities. Customers with an average income of \$117,000 as of 2013. Most of Caltrain riders are loyal and have been riding it for 4 years or more, so we expect that Caltrain will maintain the same customers for a long time. The age median of the riders is 36 years old, mostly professionals with either high school or graduate degrees, and are most likely to ride Caltrain 5 days a week, mostly during the weekdays.

We are looking at providing free basic Wi-Fi free of charge to Caltrain riders. As mentioned above, a large chunk of Caltrain riders commute to work on the weekdays and wireless internet is the most requested amenity by these regular riders. Wireless internet is deemed as a necessity; people are used to accessing internet on buses, trains and aircrafts. Wireless internet is an amenity that is important to Caltrain riders because they can spend the long commute time being more productive. Wireless internet has been a bone of contention for riders especially since this amenity is provided by some other transit options like VTA. By providing WiFi to Caltrain commuters, we are expecting to achieve higher consumer satisfaction levels. Also, research shows that Wi-Fi can make transport options more appealing to riders and can lead to an increase in ridership. We are looking at satisfying the needs of the current riders and increasing the ridership.

We will measure success by monitoring the increase in the ridership. We are also expecting to hear from customers and get feedback on their satisfaction levels through polls and surveys. Good press can also be considered a sign of success. In an effort to improve the commute experience of employees working in the Bay Area, Infinity offers to provide onboard wireless connection for Caltrain, a popular means of transportation for the local residents. We have done thorough research to come up with a two-tier wifi system that serves the needs of Caltrain passengers.

The first tier guarantees 10 Mbps bandwidth, which allows users to perform basic web surfing, checking emails, occasional streaming, and light online gaming. This first tier will be available at no cost to all passengers, encouraging them to start their workday right onboard. The second tier provides a bandwidth of 40 Mbps, giving users the ability to stream HD videos, engage in

heavy downloading and online gaming. This second tier is priced at \$5 per hour for passengers that would like to get access to higher speed internet. Passengers with the need to use high-quality video conferencing solutions should purchase this package.

Infinity Communications L.L.C. is looking to have a budget of \$20 million that will be used for installing the Wi-Fi system on all Caltrains in the San Francisco Bay Area within a 5 year length, which includes the installation of all the Wi-Fi equipment, labor, etc. Of those \$20 million, \$15 will be funded by Caltrain, and \$5 million will be funded by sponsor companies from the tech industry of Silicon Valley, with their names and quantities to be disclosed later on in the project.

With this project, our goal is to bring Caltrain to a new level, on par with the rest of the Bay Area, in terms of technology. The fact that Caltrain pays attention to improving the commute experience of their passengers can attract large investments from numerous companies in the area that share the same interest in serving the local residents. The second tier of this project will also bring in an additional source of revenue for Caltrain, which can be used to reinvest into future projects.

Group Responsibilities

- **Organization:** Who are you? Where can you be contacted? – student 1
- **Need:** What is the purpose of your project? – student 2
- **Target Population and budget:** Whom will you serve? – student 3
- **Project Overview:** What will you do, and how? What are your project's goals and objectives? – student 4
- **Outcomes:** What do you expect to achieve? How will you measure success? – student 5