

Caltrain Ridership Promotion

August 5, 2021



OPPORTUNITY FOR SUCCESS

- Fall: Expected increase in traffic with return to work and in-person school
- Regional Marketing Campaign
- Caltrain Campaign
 - August 30 service change, dramatic increase
 - 50% Off Fare Promotion month of September
 - Safety
- COVID: watch, react, change plans if needed

OVERALL CAMPAIGN STRATEGY

- Caltrain awareness and reach
- High message frequency
- In concentrated window of time
- Supports behavior change
- Our goal: 10-20x over 12-week flight (8/9 – 10/31) across a diverse multilingual audience
 - Spanish, Chinese, Vietnamese and Tagalog

REGIONAL CAMPAIGN (8/9 - 9/30)

- “All Aboard Bay Area Transit” – led by MTC, participation from 27 transit agencies
- Informed by market research:
 - Surveys
 - Data collection
 - Message testing



REGIONAL TACTICS

- Launch of regional landing page – AllAboardBayArea.com
- Terrestrial Radio (AM/FM, Spanish and Chinese)
- Digital Radio (e.g., Spotify, iHeartRadio and other apps)
- Paid Social
- Digital Advertising
- Joint Press Release (27 Bay Area transit operators)



EXAMPLES



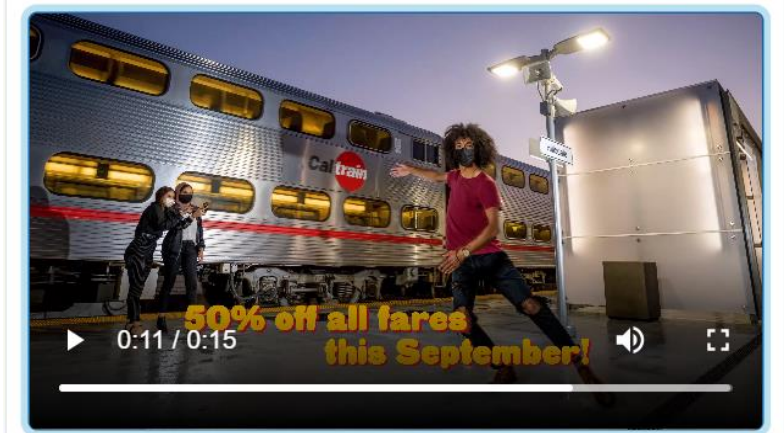
CALTRAIN APPROACH (8/16 - 10/31)

- Building on “All Aboard” Campaign
- Local Focus and Outreach
- Highlighting
 - First Tier:
 - Improved Service (August 30)
 - 50% off promotion (September)
 - Second Tier:
 - Promoting special service (e.g., Giants)
 - 20% off monthly pass (Starting October 1)
 - Clipper Start
 - Clipper Mobile



CALTRAIN TACTICS (DIGITAL)

- Launch of Caltrain landing page: Caltrain.com/AllAboard
- Paid Social (FB, IG, Messenger and Twitter)
- Organic Social (Twitter, FB, IG, Nextdoor, Tiktok)
- Social Media Contests
- Instagram Live "Caltrain Chats"
- Email Blasts
- Mobile App Alerts
- Amplify message via elected officials, cities, counties, Board Members, CBOs, key stakeholders, business groups
- Press Release, pitch to local papers, press kit
- Advertising (eg Google Ads)
 - Video
 - Commercial spot on Hulu, YouTube and Social Media Channels



CALTRAIN TACTICS (PHYSICAL)

- Train Wrap
- Ad Cards
- Audio Announcements onboard and at stations
- Digital Displays
- Mailers households ¼ miles around stations
- Print Ads
- Banners
- Visual Message System
- In-person Community Events
- Flyers



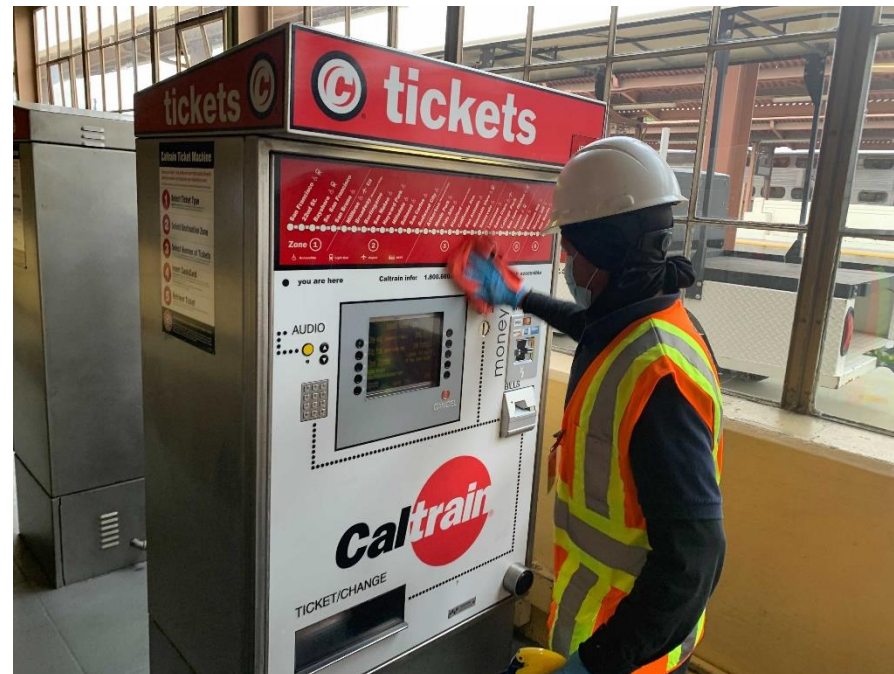
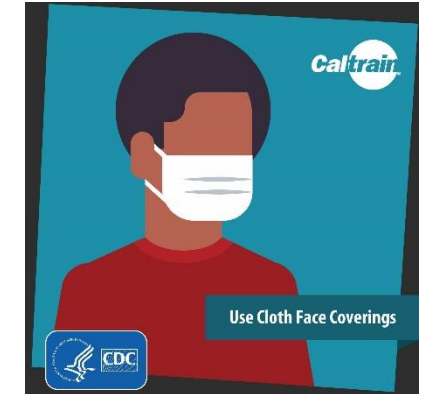
REMINDERS SAFETY PROTOCOLS

Caltrain @Caltrain · 7/19/21
Thank you for riding with us Giuliana!! Oh and welcome back of course 🥰

Giuliana @gpiacalia · 7/19/21
Riding @Caltrain to my first day of work in SF today! #tixfortransit @BayAreaCouncil



7



Caltrain @Caltrain · 7/16/21
As a reminder masks and face coverings have remained mandatory on public transit, please do your part. Thank you for understanding!

SFDPH @SF_DPH · 7/16/21
Due to the rise in COVID-19 cases and increased circulation of the highly transmissible delta variant, masks are now recommended indoors for everyone regardless of vaccination st...

6 25

EXAMPLE



MONITOR / ADJUST / IMPROVE

- During the campaign
 - Pulse Survey
 - Metrics views / hits
 - Ops feedback ridership hotspots

QUESTIONS