

All Aboard Caltrain Update

COMMUNICATIONS,
MARKETING AND PROMOTION

OCTOBER 7, 2021



MTC All Aboard Regional Campaign

Impressions

- Display Ads: 6,153,846
- Traffic Radio: 11,566,644
- Digital Radio: 2,236,842
- Paid Social: 10,000,000
- Languages: English, Spanish, Chinese, Vietnamese and Tagalog
- Aug. 9 - 30 advertising metrics

mtc Metropolitan Transportation Commission ✓
@MTCBATA

27 transit agencies. 1 mission: connecting you to the Bay Area you love.

Wherever you're headed, get there on Bay Area transit.
🚆 🚊 🚢
allaboardbayarea.com

The video player shows a grid of 27 transit agency logos:

- AC TRANSIT, BART, Caltrain, SFMTA, samTrans, SolTrans
- Solano Express, Golden Gate Bridge, Capitol Corridor, County Connection, DELTA BREEZE, Santa Rosa CityBus
- FAST, PT, NVTA, WALLEN COUNTY TRANSIT, ACE, CITY COACH
- WESTCAT, TRI DELTA TRANSIT, Sonoma County Transit, San Francisco Bay Ferry
- DUMBARTON EXPRESS, UNION CITY, MARTIN TRANSIT, SMART, VALLEY TRANSPORTATION AUTHORITY, TJPA

1.8K views | 0:02 / 0:15

All Aboard Caltrain Campaign

Impressions / Hits

- TV/Streaming: 1,373,220
- Website Ads: 725,035
- Social (FB, Twitter, Pinterest): 289,005
- caltrain.com/AllAboard: 18,865
- Aug. 9 – Sept. 12 metrics

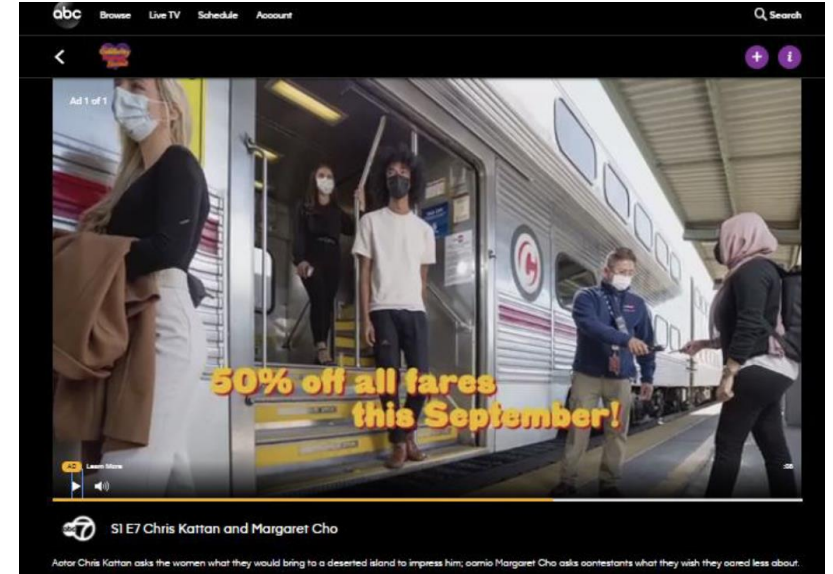


Caltrain @Caltrain · Aug 30
La mayor expansión de servicio a partir de hoy, 30 de agosto!
bit.ly/3jvFhnt

- Más trenes disponibles de lunes a viernes, los fines de semana y por las noches
- Regresó del servicio Baby Bullet
- AHORRE EL 50 % de todas las tarifas (del 1 al 30 de septiembre de 2021)

**A BORDO
AL TRANSPORTE
PÚBLICO DEL
ÁREA DE LA BAHÍA**

Caltrain



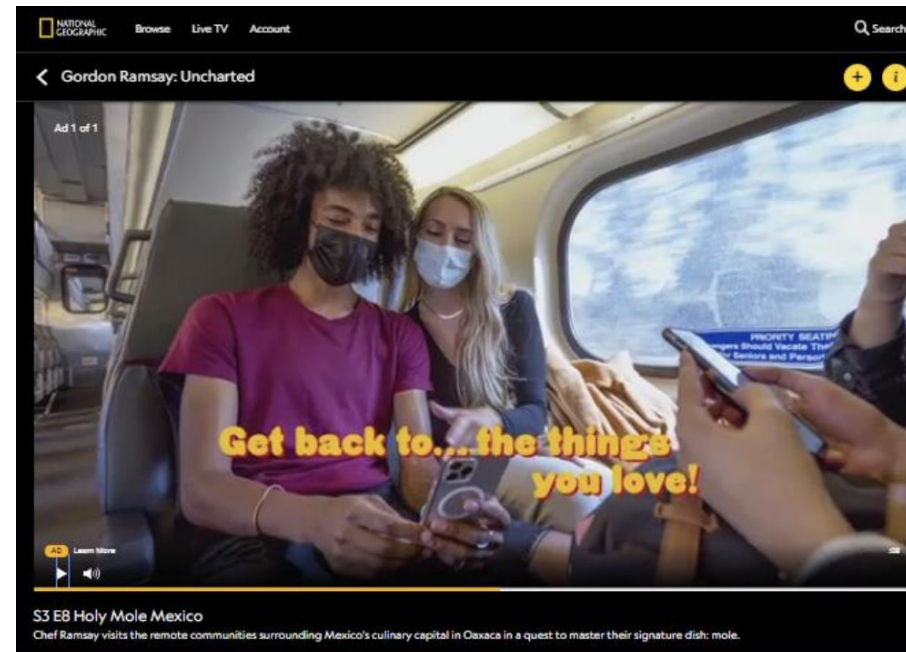
abc Browse Live TV Schedule Account Search

Ad 1 of 1

**50% off all fares
this September!**

SI E7 Chris Kattan and Margaret Cho

Astor Chris Kattan asks the women what they would bring to a deserted island to impress him; oamio Margaret Cho asks contestants what they wish they aced less about.



NATIONAL GEOGRAPHIC Browse Live TV Account Search

Gordon Ramsay: Uncharted

Ad 1 of 1

**Get back to... the things
you love!**

S3 E8 Holy Mole Mexico
Chef Ramsay visits the remote communities surrounding Mexico's culinary capital in Oaxaca in a quest to master their signature dish: mole.

Video / IG Chat



<https://www.youtube.com/watch?v=B6lz8gxQqY4>

**ALL ABOARD
BAY AREA TRANSIT**

Michelle
Acting Executive Director,
Caltrain

STEPHANIE
Social Media Specialist

LIVE CHAT | **SEPT 10** | **THIS FRIDAY @ 12:15pm**

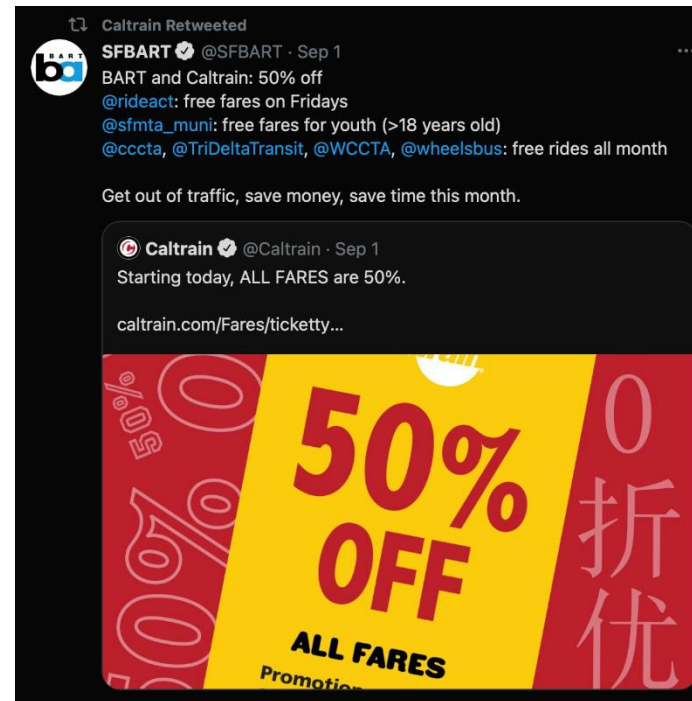
Caltrain

<https://youtu.be/8mqWI7SpuzU>

All Aboard Caltrain Campaign

Social Engagement

- Appreciate 50% Off / Increased Service



All Aboard Caltrain Campaign

Caltrain Retweeted

christine ibanez @quattrogirl818 · Aug 30
 Replying to @Caltrain and @SFBART
 Upper level of L3 train #305, all to myself so far! Thank You to @Caltrain and all working at the stations today to make our RTO trips smooth, clean and easy! Friendly waves 🙋 to all traveling today!




Caltrain Retweeted

Shamann Walton @shamannwalton · Aug 30
 Expanded Caltrain service! With more trains than ever before @Caltrain has expanded peak hour, evening and weekend service. In addition there's a big 50% discount off all fares. Check out the details: caltrain.com/allaboard

Caltrain Retweeted

SV Leadership Group @SVLeadershipGrp · Aug 25
 ALL ABOARD! @Caltrain will have 50% off all fares in Sept., better @SFBART access, & the Baby Bullet is back! 🚆 Thank you to voters for passing Measure RR, the SVLG-backed legislation that saved Caltrain last year! 🌟 #transportation #BayArea

Info: loom.ly/tTyTHhA



ALL ABOARD BAY AREA TRANSIT


Moving forward together

Amie @ViewsWithLulu · Sep 10
 Man have I missed you baby bullet @Caltrain



Caltrain @Caltrain · Sep 1
 .@Ash_Kalra this is incredible! Thank you for supporting public transit!


Ash Kalra @Ash_Kalra · Sep 1
 For the month of September, @Caltrain is 50% off! @SFBART is also 50% off & @VTA light rail is back in business. September is transit month and your time to get back on the train. All aboard! 🚆🚆🚆 #Caltrain #takethetrain #BayArea



0:05 2.1K views

Caltrain Retweeted

Justin #MaybeNoLongerCryingAboutProp22 @marxl... · Sep 1
 took a moment this morning to appreciate how much @Caltrain service there is! and fares are half off this month, too! @GoCaltrain



All Aboard Caltrain Campaign

Caltrain Retweeted

Emily Beach @EmilyBeach650 · Sep 14

It's Bay Area #TransitMonth! Riding @Caltrain is comfortable, safe, convenient +plus half-price rides this month! Try #publictransit @SupDavePine @pete_ratto @JPowellBelmont @RicoEMedina @MatesJulia @PeninsulaMoves @SVLeadershipGrp @seamlessbayarea @TransForm_Alert @SierraClubLP



Boris Lipkin @Blipkin · Sep 10

- ✓ Restored Baby Bullet and more mid-day service
- ✓✓ 50% off during September
- ✓✓✓ Seeing the poles and wires going up for electrification and thinking of what the future will hold.

Thanks for the great ride @Caltrain!



Caltrain @Caltrain · Aug 17

Winner winner!!!! Please DM us!

Mike Liu @DearJ_92 · Aug 17

Replying to @Caltrain

Saw it yesterday and was hoping the same trainset was being used today. Lucky! NB 263 at Santa Clara.



Caltrain Retweeted

Otto Lee @SupOttoLee · Aug 31

BIG NEWS!

Thank you @Caltrain for offering these discounts. Let's all ride public transit together in September!

Caltrain Retweeted

Councilmember David Cohen @D4SanJose · Aug 27

With more trains than ever before @Caltrain has expanded peak hour, evening and weekend service. In addition there's a big 50% discount off all fares. Check out the details: caltrain.com/allaboard

Baby Bullet is Back!
More trains than ever

We make it easy for you to get back to the people, places and things you love

Promotion valid from 9/1/2021 to 9/30/2021

50% OFF ALL FARES*





Marcus Ismael @marcus_ismael · Sep 2

Got a practically empty @Caltrain Baby Bullet, for HALF the cost of usual fare. This leg of my journey normally goes for \$7.70, but it's \$3.85 to get down to Diridon from Millbrae! #TransitMonth

Should I do a @monicamallon inspired commute thread? 🤔

[Show this thread](#)



Caltrain Ticket Sales

Through Sept 15



	September FY22 to August FY22	September FY22 to September FY21	September FY22 to September FY20 (Pre-COVID)
Day Pass	12%	613%	-55%
Monthly Pass	17%	202%	-88%
One-Way	19%	229%	-68%
Ticket Total	18%	261%	-67%

- As of Sept 15, all non-Go Pass fares total ticket sales increased by 18% compared to August
- Ticket sales recovery has been strongest in the day pass

What we know and don't know

Ridership

Pre-Pandemic (2019 Caltrain Triennial Survey)

- Caltrain riders mostly white or Asian (88%), average income \$158,000
- Average Weekday Ridership: 64,000

Riders (2020 Caltrain Survey)

- Greater ethnic diversity (share of Hispanic/Latino & Black/African American Caltrain riders doubled)
- Lower income riders most likely to still be riding, average income of Caltrain riders dropped by 40% to \$95,000

Caltrain Pulse Survey

- Purpose: Input plans and attitudes towards riding Caltrain
- Launched August 2021 (434 response)
- Current and former riders
- Online with Phone Option; English, Spanish and Chinese options

Results

COVID safety (rank choice)

- 54% wearing masks most important
- 17% ventilation

Encourage Ridership

- 41% increase service most important
- 39% low COVID cases
- 31% Employer mandate to return

Future Frequency

- 23% ride 2-3 days a week
- 15% I don't know

Data Points



FINANCIAL TIMES

Gartner

BAC Survey August Results

- 33% employers expect return to workplaces 4 or more days/week (compared 96% pre-pandemic)
- 95% of employers would support or encourage transit

On Tuesday, [Google](#) became the latest major company to announce another delay in its return-to-office plan, pushing its reopening date to January 2022. Most recently, the tech giant planned its return for October, which was a delay from September, which was a delay from July 2021.

The flexibility factor: who is going back to the office?

Tech and telecoms companies are among the most flexible ...

COMPANY	FLEXIBILITY
Dropbox	lots
Spotify	lots
Yelp	lots
Amazon	some
Okta	lots
Salesforce	some

The string of events has officially turned return-to-office plans into "The Great Wait," says [Kate Bullinger](#), CEO of the management consultancy United Minds, which advises Fortune 500 clients on organizational change. As of late August, 66% of organizations are delaying office reopenings due to Covid variants, according to a [Gartner survey](#) of 238 executive leaders.

Next Steps

- 50% Fares / All Aboard Campaign Through September
- Continue Caltrain Pulse Surveys (next one September)
- Continue monitor employer back to work decisions
- Service Planning Survey
 - Current & former riders
 - Fieldwork Oct – Nov, results Dec
 - Inform service changes early 2022
- New Markets
- Flexibility – COVID Status

FOR MORE INFORMATION

WWW.CALTRAIN.COM