

50 Percent Off Promotional Campaign



50% Off Promo Campaign

Goals

- Create awareness through content marketing
- Position Caltrain as a competitive option to avoid traffic congestion and high gas prices

Strategy

- Target Commuters: Employees Returning to Office, Solo drivers on 101
- Target Leisure Riders: Sports, Events, Weekend Excursion
- Engagement with Riders



When you have public transit there's no need to worry about gas prices. 😊



9:51 AM · Apr 6, 2022 · Twitter for iPhone

10 Retweets 67 Likes



Campaign Tactics

Earned Media and Digital Comms

- Press Releases, News Media Coverage
- Social Media Engagement: Twitter, Facebook

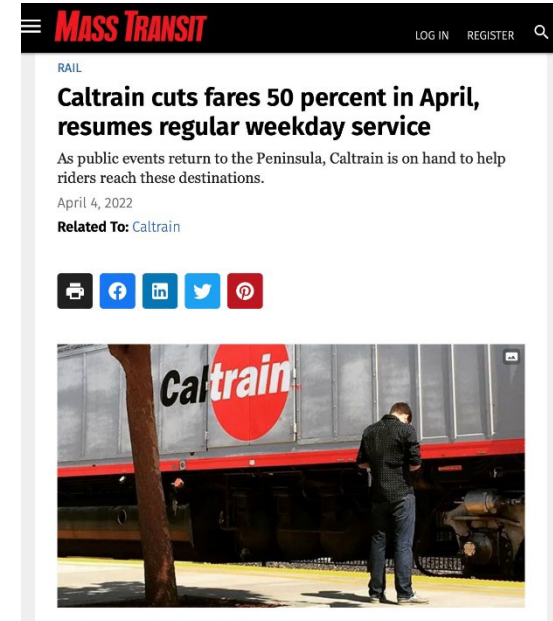
Media Advertising

- Newspapers: SF Chronicle, Mercury News, Daily Journal
- KCBS Radio: News, Traffic, Sports
- Streaming Audio: Spotify, iHeart Radio, Pandora, Apple
- Multilingual channels: El Observador, News for Chinese
- Billboards: Static and Digital Displays
- Email Blasts



Caltrain to cut fares by 50% in April

Sierra Lopez Daily Journal staff Mar 31, 2022 1



Campaign Performance

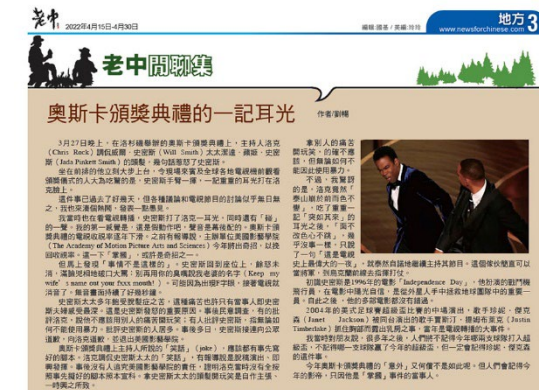
Website, Social Metrics (9/21 vs. 4/22)*

- Website Hits: 7,300 / 27,200
- Total Engagements: 1,400 / 3,400
- Post Clicks: 2,235 / 2,697

Ad Impressions (9/21 vs. 4/22)*

- Digital Display: 658,000 / 1,129,000
- Facebook Ads: 586,300 / 493,000
- Digital Newsletters: 35,000 / 42,000

*September 2021 vs. April 2022: 50% Off Promo Campaign comparison



April Results

Ticket Sales

50% Off Promotion (April 2022)

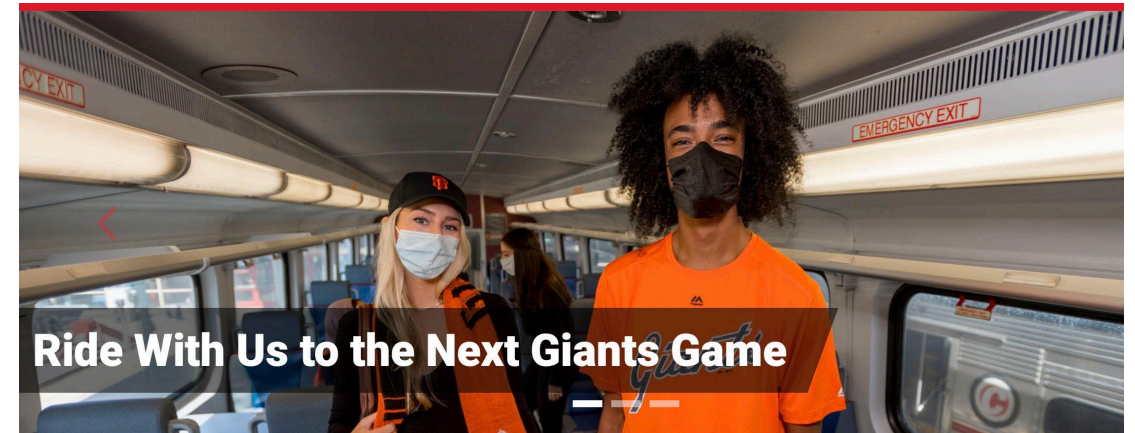
- 24% increase from March 2022

Previous 50% Off Promotion (September 2021)

- 19% increase from August 2021

Other April Factors

- SF Giants (10 home games, high ridership counts)
- Return to office, BAC Survey (85% companies returning to office. 50% companies started new office schedules)



Future Efforts

Ridership Recovery Taskforce Formed



- Regional All Aboard Campaign (launched May)
- Continue coordination with BART (focus on Millbrae connection)
- Special event promotion (new website enhancement)
- Engagement w/corridor organizations for transit promotion
- Go Pass donation program (diversify ridership)
- Proactive media calendar (pitching stories of Caltrain benefits)
- Partnering with sister agencies and organizations on best practices
- Fall '22 Electrification events (building excitement about Caltrain)
- Fall '22 Service changes

Questions?

FOR MORE INFORMATION

WWW.CALTRAIN.COM

