

Caltrain Marketing Strategies

Citizens Advisory Committee
March 16, 2022
Agenda Item 7



Caltrain Marketing Goals

Align Business and
Marketing Goals

Business Goals

- Increase Caltrain Ridership
- Exceed Customer Expectations

Marketing Goals

- Increase public education and awareness
- Position Caltrain as a competitive option
- Promote brand through content marketing

Caltrain Marketing Strategies

How do we achieve the goals and objectives?

Market Research

- Understand the customer
- Identify Segmented Target Markets

Develop and Execute Campaigns

- Apply Market Research data
- Target Audiences
- Execute Tactics

Market Research

Understanding the existing
and potential customer

Research to identify

- Trip characteristics
- Wants, needs and barriers to riding
- Segmented Target Markets and Demographic Types

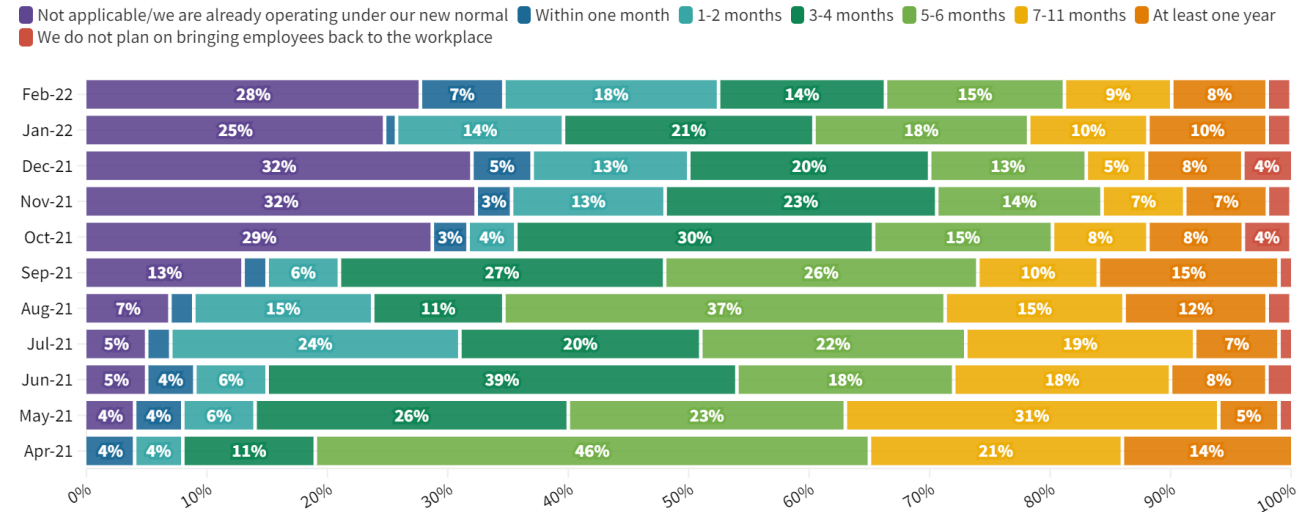
Current Conditions

Bay Area Employers still progressing towards their new normal

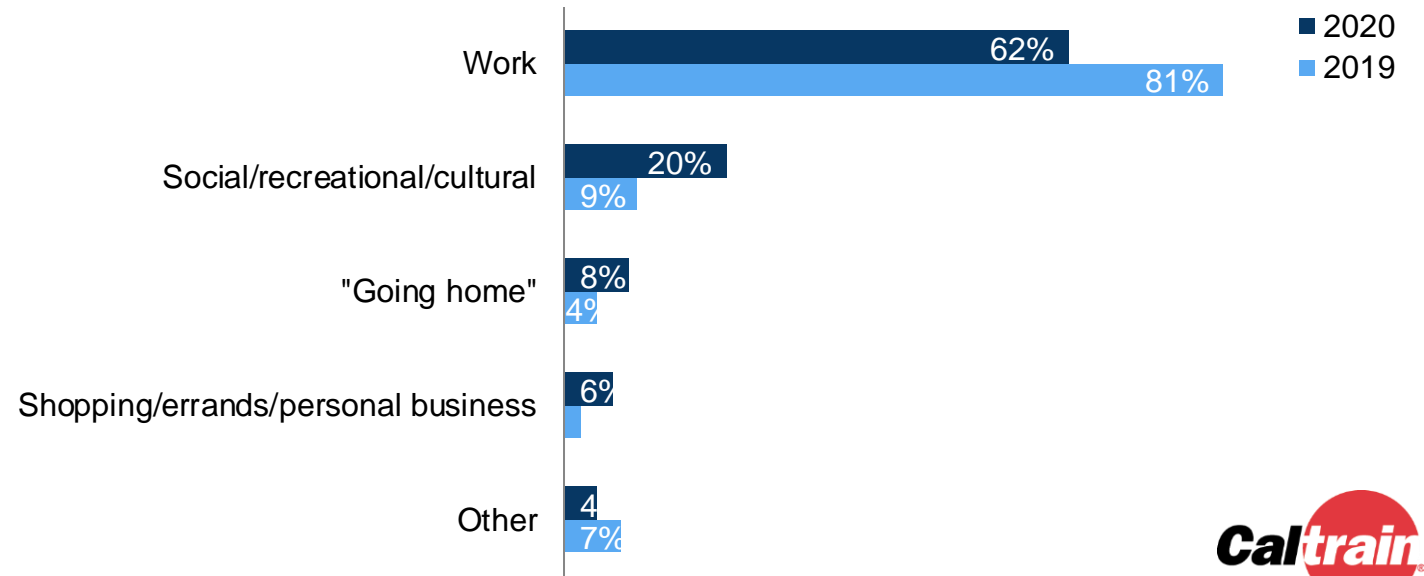
Commuters are a key target market

Leisure riders increasingly important

From today, when do you think your new long-term “normal” will be fully implemented in your organization? (i.e., all employees who you would like to return to the workplace have returned with consistency)



Trip Purpose When Riding Caltrain



Develop Marketing Campaigns

Apply Market Research
data to inform **Strategy**

Identify Target Audience: Rider Types

Commuters: Returning to Office, drivers

Leisure: Sports, Events, Weekends

Location: San Francisco, San Mateo, Santa Clara; Regional Connections

Identify Key Messages

- Increased Frequency, Increased Trains, Temporary Construction

Highlight Incentives

- 50% discount Promo, 20% Off Monthly Pass, Clipper START

Engage Customers

- Welcome Back!, Skateboard Giveaway

Regional Coordination

- MTC "All Aboard" Campaign, Multi-Modal Transit Connections

Execute Marketing Campaigns

Apply Market Research
data to inform **Tactics**

Earned Media and Digital Comms

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

Advertising Campaigns

- Newspapers; News/Traffic Radio; Streaming Radio; Multilingual channels; Website Banner Ads; Social Media Boosted Posts; Google Search; Direct Mail; Email Blasts; Television; Video Streaming; Billboards; Train Wraps

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

1.8K views 0:02 / 0:15

NATIONAL GEOGRAPHIC | 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.

Caltrain @Caltrain · Sep 16, 2021

Right now gas costs around 4.45 per gallon. Let's assume you don't drive an electric car or a hybrid that's anywhere from \$30-60 to fill your tank (if that). That's not taking into account the car payment and insurance. So why not save some \$\$\$ and hop on the train!

50% OFF ALL FARES
Promotion valid from 9/1/2021 to 9/30/2021

Caltrain @Caltrain · Mar 1

You have one more opportunity this week to catch @justinbieber @SAPCenter in San Jose! Take Caltrain and be one less lonely person sitting in traffic!

SAP Center @SAPCenter · Feb 28
@justinbieber is here!

We can't wait for two full nights of the Justice World Tour at SAP Center tonight and Wednesday!
[Show this thread](#)

20% OFF
Caltrain Monthly Pass

Caltrain Retweeted

BART @SFBART · Feb 7

Last September, BART and @Caltrain came together to create a transfer timetable for riders transferring at Millbrae Station.

With BART's schedule change on February 14, we are providing riders with updated timetables now. Attached are weekday, Saturday and Sunday timetables.

BART & Caltrain Transfer Timetables

BART and Caltrain are working together to provide better transfer connections at Millbrae Station. We've listed the times of all trains and their connection wait times. Yellow highlighted trips offer the most convenient transfer times. All times subject to delays and changes.

Caltrain

9 14 64

Caltrain @Caltrain · Feb 18

Our new slogan, "Caltrain, get things done!" We had to go for the clean version 😊

Cameron Pfiffer @cameron_pfiffer · Feb 18

Dude, I cannot tell you how much s*** I get done on Caltrain. It's an hour of like 5x productivity!

1 1 21

Caltrain @Caltrain · Jan 24

A huge congratulations to the @49ers! Over the weekend they became one step closer to becoming the NFC champions!

3 10 59



Caltrain @Caltrain · Mar 2

Who is going back to the office this month?

Meeeee	32.3%
What's an office	43%
Fully remote now	24.7%

158 votes · Final results

Caltrain Retweeted

Andy Chow #GotVaxxed @acnetj · Mar 7

More folks are back on @caltrain. High gas prices, traffic, & return to office appear to be factors.



2 replies · 2 retweets · 16 likes

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

Caltrain Retweeted

Bay Area Council @BayAreaCouncil · Mar 7

If only there was some way to avoid high gas prices @SFBART @SFBayFerry @Caltrain @CapitolCorridor @VTA @sfmta_muni @ACE_train @rideact @SamTrans @smartrain

6 replies · 9 retweets · 26 likes

Caltrain @Caltrain · Mar 7

Thank you for riding with us @CStoneBmont!

Charles Stone @CStoneBmont · Mar 7

Mid day meeting in Palo Alto. Gas prices through the roof. It's a no brainer -- take @Caltrain! Thx for the safe and fast ride. @MatesJulia @davina_belmont @SupDavePine @jeffgeerwc @pete_ratto @MarieChuang888 @EmilyBeach650 @kevinmullin @nicoleannette00 @CaroleSanMateo2



11 likes

Caltrain @Caltrain · Jan 13

We will say it again, take public transit because this does not look fun at all 😊

KCBS Radio - The Traffic Leader @KCBSAMFMTraffic · Jan 13

An absolutely miserable commute on the #BayBridge. The crash is westbound near the middle of the upper deck and the three right lanes remain blocked leaving the two left lanes open. Traffic is crawling from #Oakland to #SanFrancisco. #KCBSTraffic Photos: Caltrans

Thursday, January 13, 2022 05:51:06 PM

Caltrain @Caltrain · Jan 31

Thank you, you're actually great too 🙏

lisa @lisawehden · Jan 31

Public transport in SF gets a lot of criticism (which is mostly fair) but @Caltrain is actually great

1 retweet · 21 likes

Caltrain @Caltrain · Feb 11

Welcome back to the new normal :-)!

Boris Lipkin @Blipkin · Feb 10

Riding @Caltrain home after a day of meetings all over the Bay Area. It almost feels... normal.

16 likes

Caltrain @Caltrain · Mar 8

Welcome back!!!

Survey Corps Soarin' @ChainChomp2 · Mar 8

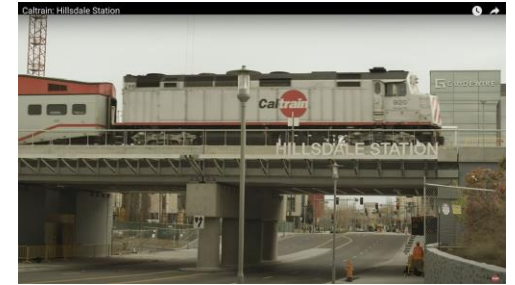
First Caltrain ride since July 30, 2021 (and first of 2022!)

8 likes





South San Francisco Station Improvement Project



Preparing for the Future

RIDER BENEFITS



IMPROVED TRAIN PERFORMANCE

Electric trains can accelerate and decelerate faster and easier than previous models, meaning the trains can provide faster and more frequent service.



IMPROVED TRAIN CAPACITY

Faster and more frequent service means that the trains will provide an additional 30% capacity for riders.



REDUCED ENGINE NOISE

Electric trains produce significantly less noise than diesel engines, meaning a quieter, more comfortable experience for riders.



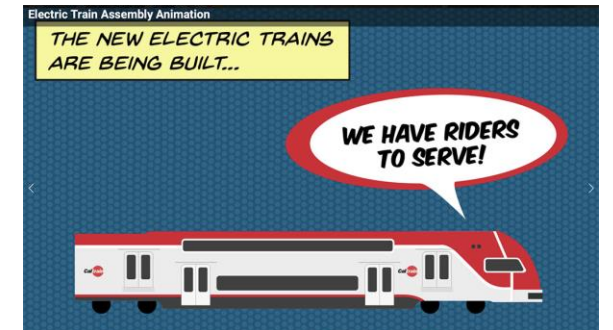
REDUCED AIR POLLUTION

Riders can breathe easy knowing the electric trains will produce substantially less corridor air pollution compared with diesel trains.

EXPERIENCE THE **FUTURE OF CALTRAIN**

Tour the New Electric Trains with #CaltrainVR!

[LEARN MORE](#)



Questions?

FOR MORE INFORMATION

WWW.CALTRAIN.COM

Keep white box area clear if possible.
Video will cover your content.

