

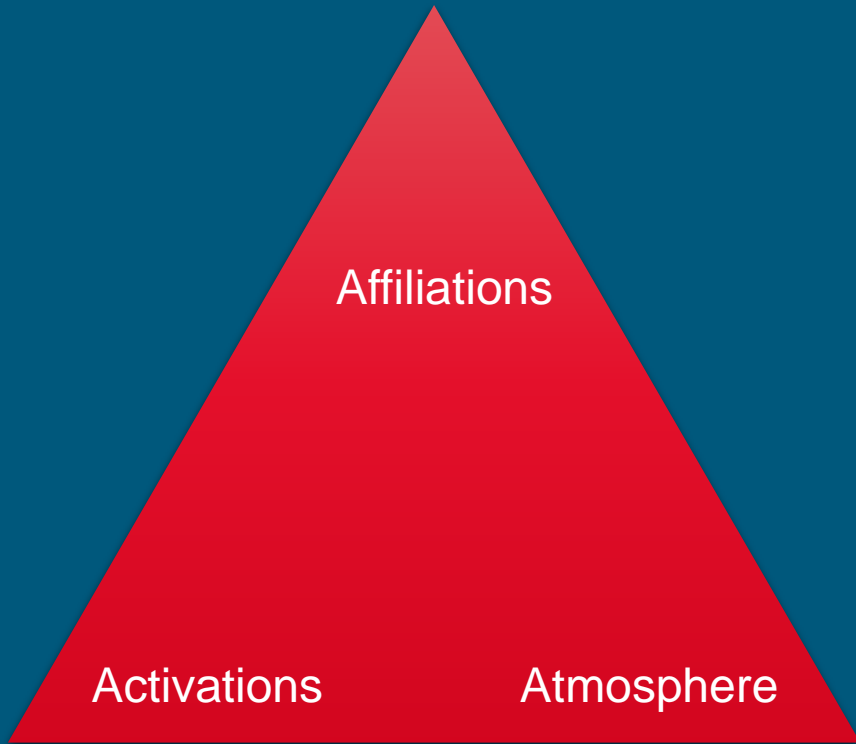
# Marketing Update

Caltrain Bicycle & Active  
Transportation Advisory Committee

July 20, 2023



# Caltrain Customer Acquisition Strategy



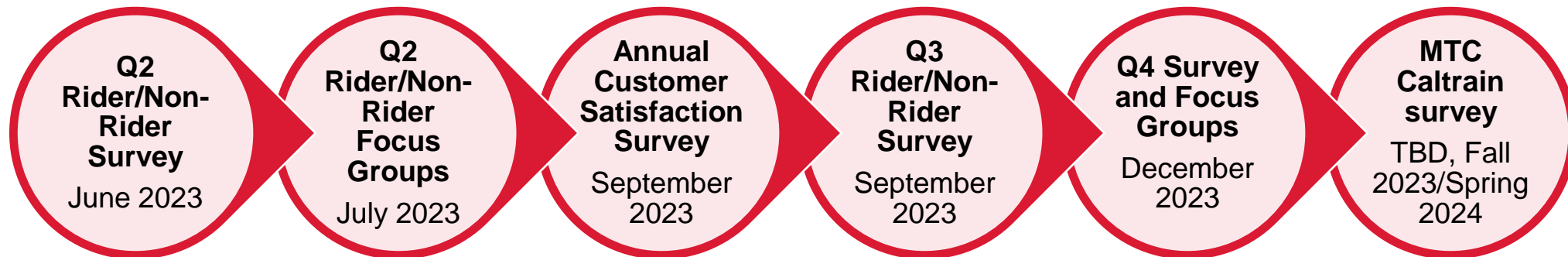
- **Affiliations:** Ridership growth through promotion of specific fare products to affiliates, i.e., partnerships with organizations that align with target consumer segments. Go Pass is the Core product in Caltrain's business-to-business (B2B) marketing strategy.
- **Atmosphere:** Ridership growth through brand campaigns that situate Caltrain competitively and generate atmosphere; this is where Caltrain promotes new service and its bona fides.
- **Activations:** Ridership growth through creative activations of existing assets, delivering earned media and engagement with new communities.
- **All informed by internal and regional data.**

# Data: Current and Future Sources

## Current Sources

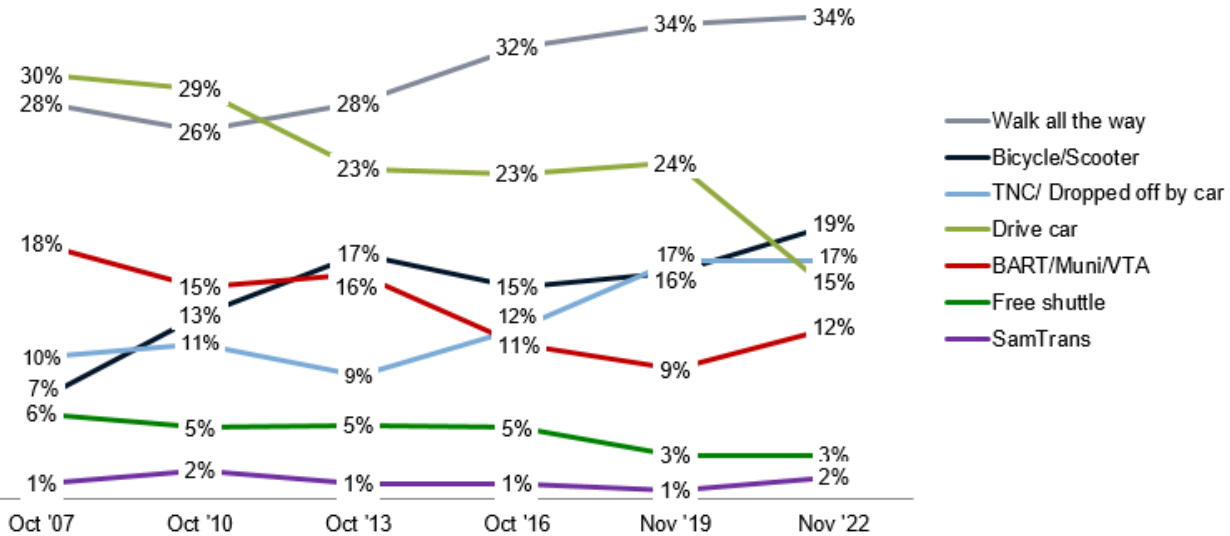
- Triennial Customer Survey (Fall 2022): Detailed survey polled existing riders
- Ridership Growth Survey (Q1 2023): General market segmentation data of adult residents of communities served by Caltrain from San Francisco to Gilroy
- Bay Area Council (Bi-monthly): Survey of employers' return to workplace plans

## Future Sources

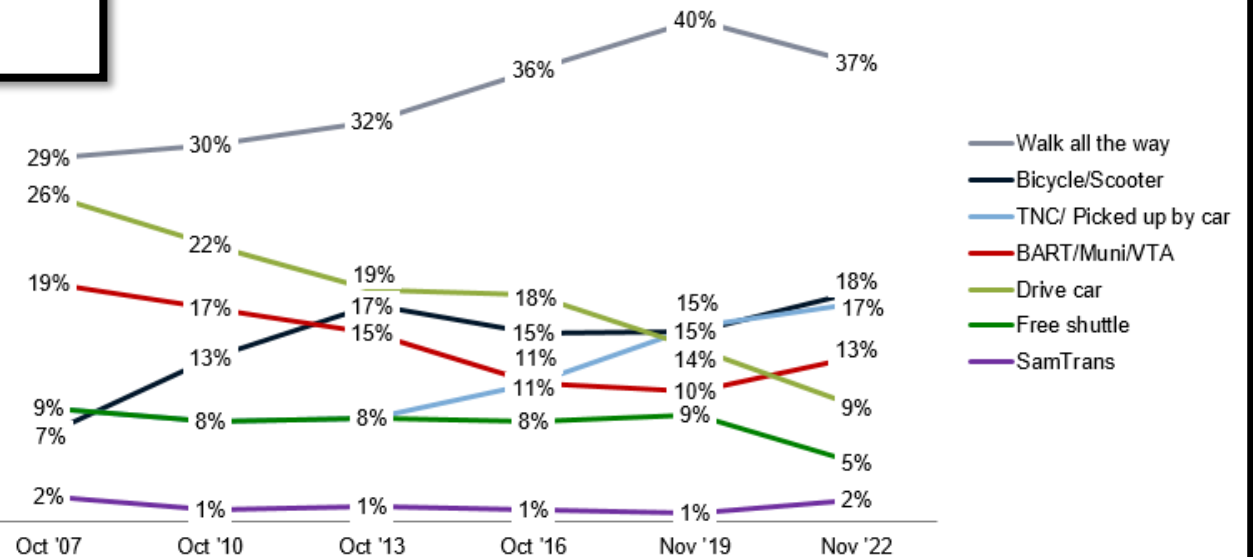


# More Bikes than Ever as Percent of Ridership

How did you get to Caltrain today?



How will you get from Caltrain to your final destination?



# Atmospheric Campaigns

**Brand campaigns that position Caltrain competitively through launching new and better service while promoting bona fides.**



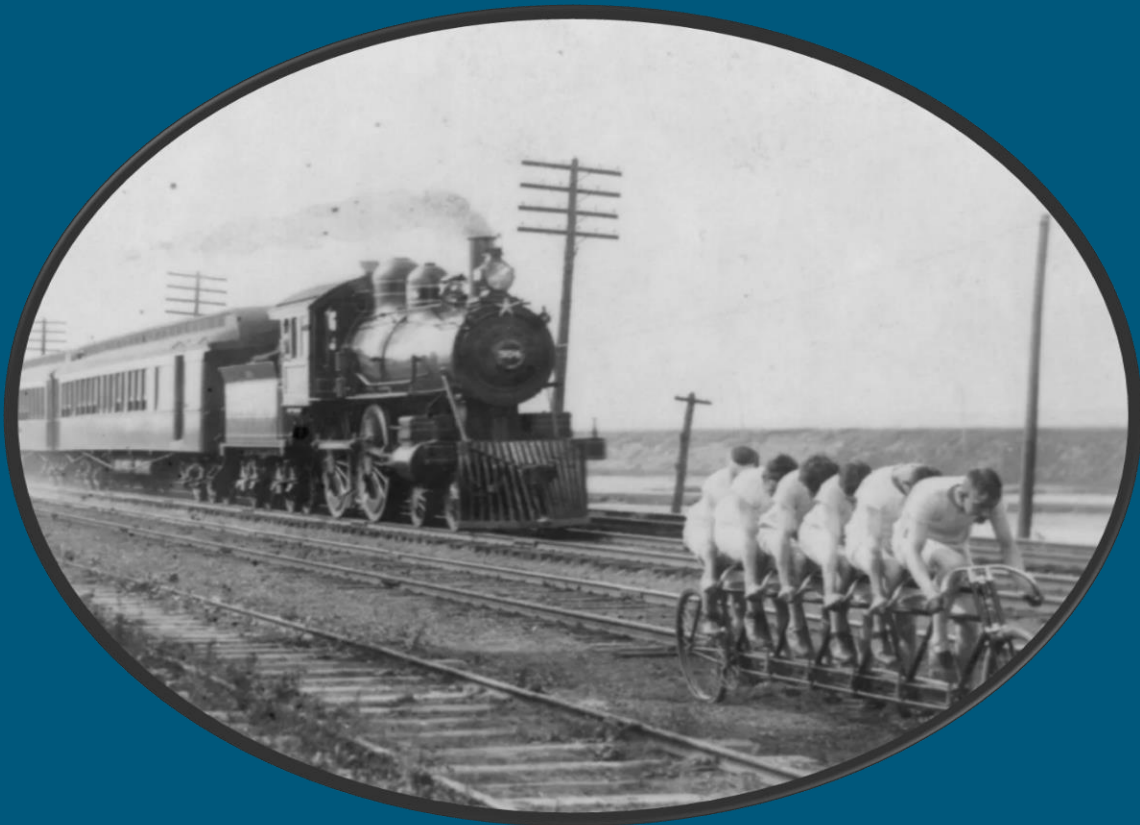


# Bike Campaign: Spring 2024



- **Marketing campaign specifically geared toward multi-modal bikers.** Coming Spring 2024.
- Identifying the Target Audience: Multi-modal individuals who use bikes and Caltrain for daily commute and leisure.
- Understanding the Need: Enhancing convenience, efficiency and sustainability of multi-modal commuting.
- Objective of the Campaign: Promote a seamless, healthy, fun, and sustainable commuting experience – or for your next Bay Area adventure.

# Bike Campaign: Spring 2024



- **Digital ads.** Targeted to users within easy biking distance to Caltrain stations.
- **Print ads.** In-station and multi-use advertisements.
- **Swag.** Caltrain store will be fully operational by spring; items may include branded helmets, bike locks, or (potentially!) even branded scooters/bikes.
- **Digital badging.** Caltrain plans to launch a Discord server this summer, with digital badging campaigns to accompany real-life activities such as biking to Caltrain.
- **Get Social.** Hashtags, challenges – a full array of social tactics will accompany the campaign.

# Questions



FOR MORE INFORMATION

[WWW.CALTRAIN.COM](http://WWW.CALTRAIN.COM)

