

Bike and Scooter Campaign

BICYCLE AND ACTIVE
TRANSPORTATION ADVISORY
COMMITTEE

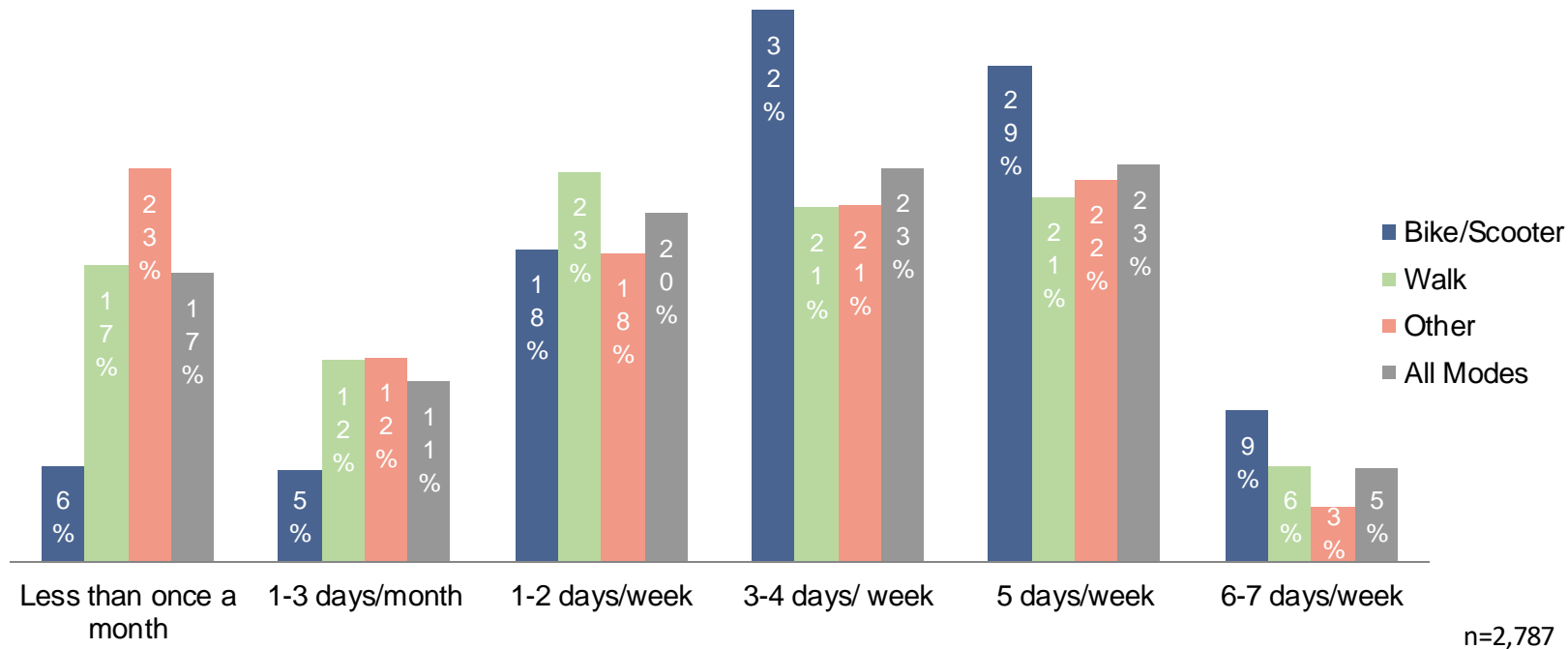
MARCH 21, 2024



Potential for Growing Ridership

- **Bike/scooter riders tend to ride three to four days/week**

How often do you usually ride Caltrain?



“My fav way of commuting!”

Bike and Scooter Campaign

- **Bike and scooter riders are a key demographic.**
- **Campaign to increase ridership by targeting new and current Caltrain riders.**
- **Utilize promotional activities and channels to reach the target audience.**
 - Website content and creative assets.
 - “Bike to Wherever Day” (May 16).
 - Social media channels and paid digital media.
 - Press release.