

Fare Promotions: Marketing and Outreach

Citizens Advisory Committee
September 18, 2024
Agenda Item 9



Product Overview

- **3-Day Pass**
 - Valid across zones purchased for three consecutive days.
- **Group Day Pass**
 - Allows 4 riders in the same fare category to travel for the price of 3 in zones purchased.
- **Family Day Pass**
 - Allows two adults and up to four youth to travel for the price of two adults and one youth.
- **\$1 Youth Pass**
 - \$1 cost for youth 18 and under across all zones.
- **50% off Parking**



Fare Media Data: Sept 2023 – Aug 2024



New Promotional Products Performance Summary - Dashboard



Ticket Sales



Revenue



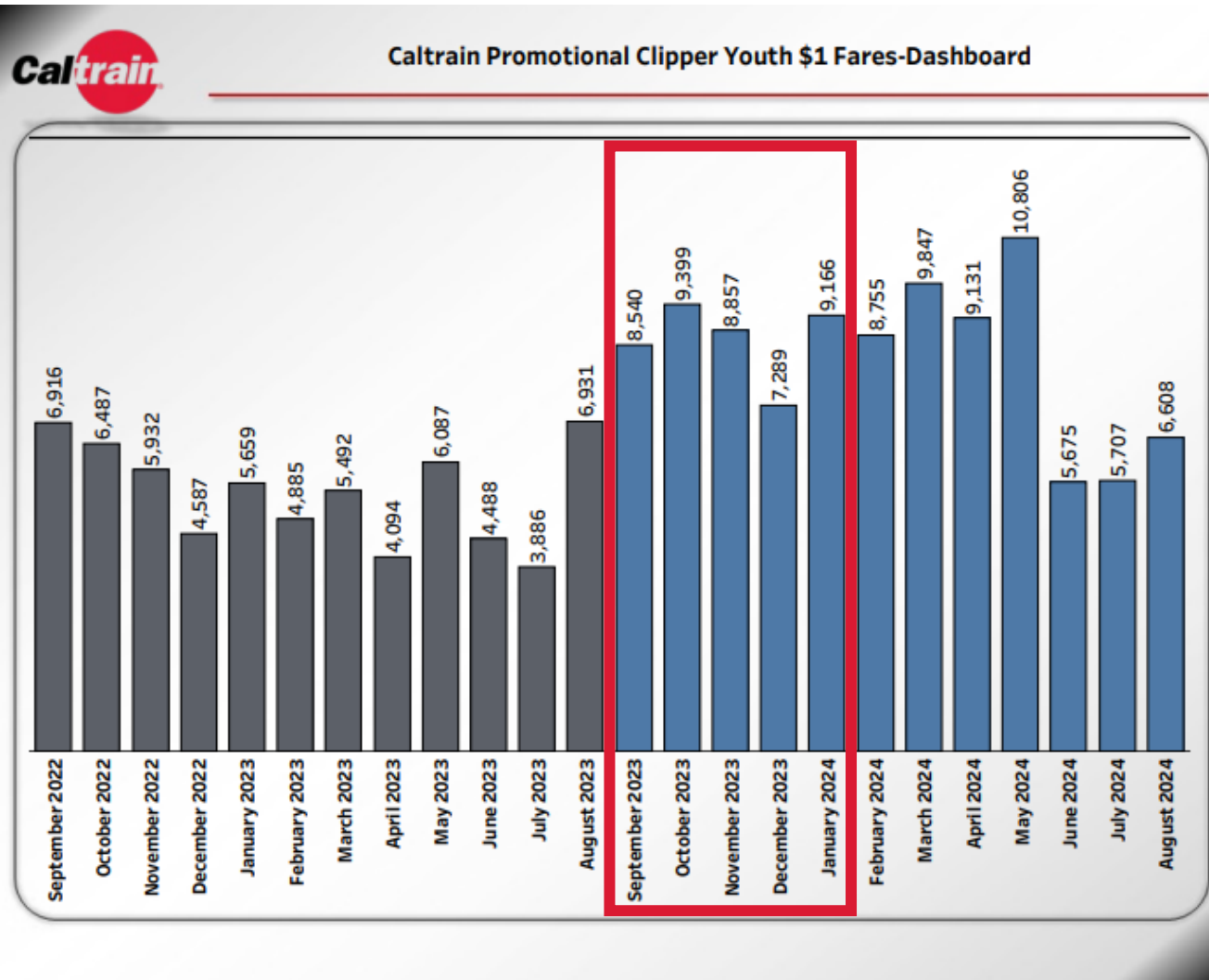
Ridership*



*Ridership assumes 6 trips per 3 Day Pass and 8 trips per Family and Group Day Passes

- Group Day Pass least popular promotional fare.
- 3-Day Pass most popular; however, the consecutive requirement may have discouraged greater adoption among commuters who work hybrid schedules that are non-consecutive.

Fare Media Data: Sept 2023 – Aug 2024



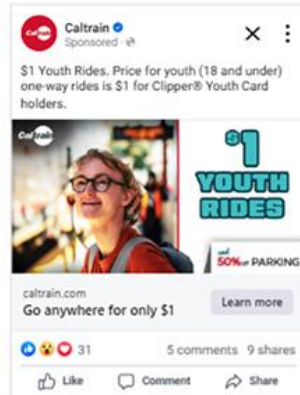
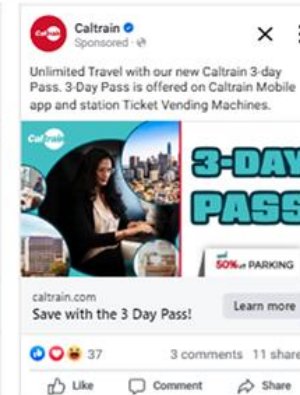
- Statistically significant ridership increase among youth when school is in session.
- Red box indicates active marketing spend.

Marketing Spend Overview

METRICS REPORT - Caltrain Fare Promos														TOTAL	
	2023					2024									
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
Website Impressions (/Promos)	9,534	26,614	17,658	36,882	39,415	44,761	15,085	5,438	5,460	1,841	1,779	1,606	1,656	207,729	
TOTAL Impressions, Engagement, Link Clicks	913	3,220,048	3,859,627	3,534,052	3,298,439	2,337,105								16,250,184	
Paid Media Buys															
Radio (KOIT, KFOX)		\$6,000													
Radio (KNBR)		\$7,000													
Bay Area News Group (Antaxi)		\$16,000	\$10,000	\$10,000	\$10,000	\$10,000									
News for Chinese		\$2,600	\$2,600	\$2,600	\$2,600	\$2,600									
Univision Radio (KBRG)		\$6,005	\$4,000	\$4,000	\$1,000	\$1,000									
Direct Mailer			\$20,000												
Total		\$37,605	\$36,600	\$16,600	\$13,600	\$13,600								\$118,005	
		phase 1	phase 2	phase 2	phase 2	phase 2		phase 3	phase 3	phase 3	phase 3	phase 3	phase 3		
		\$37,605				\$80,400		organic, non-paid							

Marketing Tactics

- Digital Advertisements (Multilingual; Paid / Organic)
- Direct Mail (1/4 Mile from Stations)
- TVM Decals
- Radio (Multilingual)
- Email Marketing
- Outreach



Outcomes

- After analysis, \$1 Youth Fare usage correlated most strongly with marketing spend.
- The Caltrain Board of Directors permanently implemented the \$1 Youth Fare on September 1, 2024.
- Other promotional fares did not significantly drive either ridership or revenue and were discontinued.



Thank you!

huckabyt@samtrans.com

FOR MORE INFORMATION

WWW.CALTRAIN.COM

