

Marketing and Outreach: Preliminary Report

Citizens Advisory Committee
October 16, 2024
Agenda Item 10



Electrified Service Celebrations!



Sept 21 and 22 Events



- Over 16,000 RSVPs
- 20 events, at least one in every city from San Francisco to Gilroy
- 50+ community / performing arts orgs participated
- Largest ridership weekend in 2024
- 100+ Volunteers

Ridership Data: Sept 2024



Ridership Executive Summary - Sep 2024

| <u>Monthly Performance</u> | Current Year Sep 2024 | Pre-Pandemic Sep 2019 | Sep 2024 % of Pre-Pandemic | Last Year Sep 2023 | Sep 2023 to Sep 2024 % Change |
|-----------------------------------|--------------------------|--------------------------|-------------------------------|-----------------------|----------------------------------|
| Total Ridership | 686,597 | 1,584,833 | 43.3% | 505,078 | + 35.9% |
| Average Weekday Ridership | 26,045 | 72,387 | 36.0% | 21,366 | + 21.9% |
| Average Saturday Ridership | 18,233 | 16,503 | 110.5% | 8,877 | + 105.4% |
| Average Sunday Ridership | 17,240 | 11,848 | 145.5% | 6,792 | + 153.8% |

Marketing the Movement: Our Biggest Campaign Ever

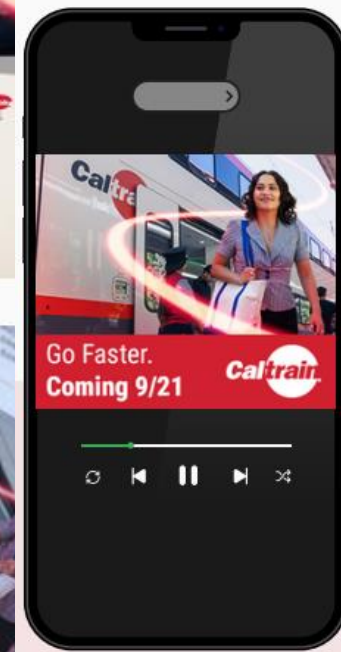
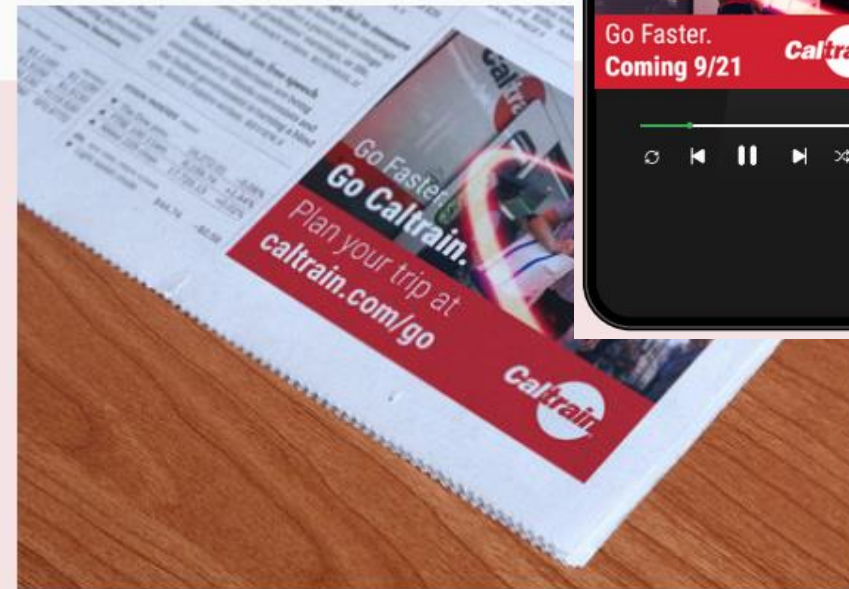
Overview

“Go Faster. Go Caltrain.” campaign promotes the groundbreaking nature of Caltrain's electric transformation. This multi-faceted media strategy spans digital, print, and broadcast platforms, ensuring broad visibility and engagement across various channels.



Marketing Tactics

- Influencer and User-Generated Content
- Paid Social Advertising
- E-Mail Marketing
- Search Engine Marketing
- Out-of-Home
- Newspapers
- Radio/Streaming
- Direct Mail





Preliminary Outcomes

4,514,757

impressions...and counting



Impressions = number of times
content was seen

Encouraging Positive Sentiment

Hundreds of daily positive comments, 4,700+ content saves, 31k shares, and 759 comments.

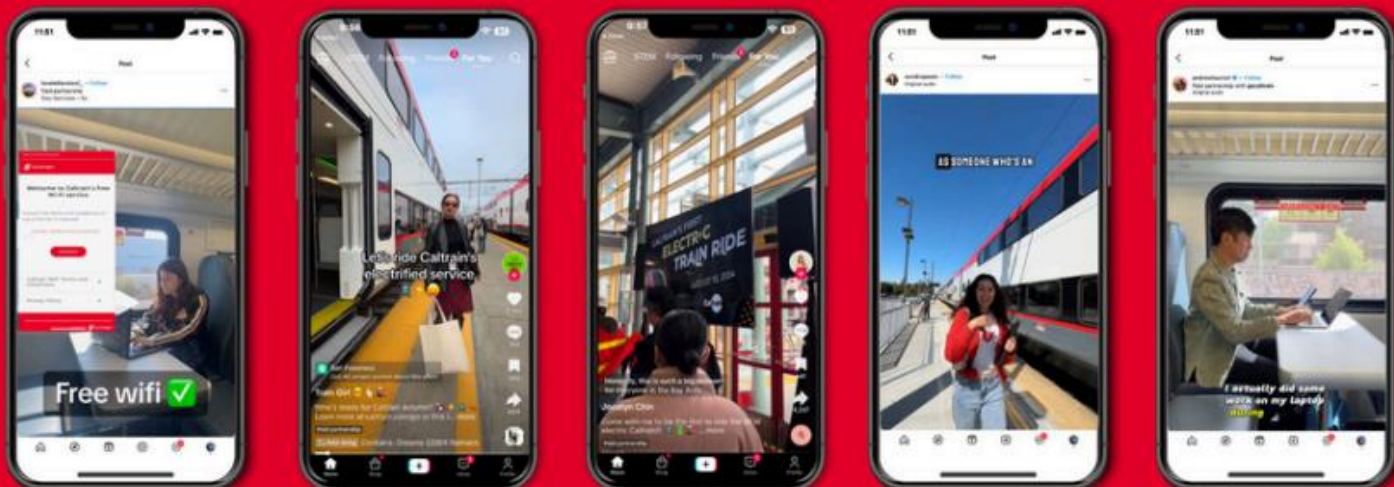
Press Buzz

Over 50 positive news articles in the last 30 days alone.

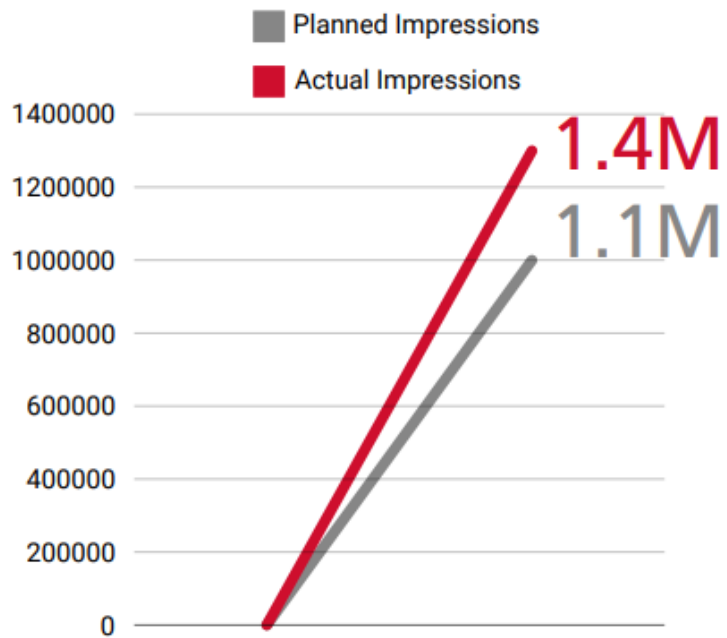
Web Traffic Boost

Website visits up 33% since the campaign launch compared to the previous period. Most of this increase is as a result of the new /wifi landing page and /go (campaign landing page).





Influencers: Goal Exceeded by 40%... and Counting



128,000

Engagements (shares, comments, saves)

\$3.78

Avg. Cost Per Engagement

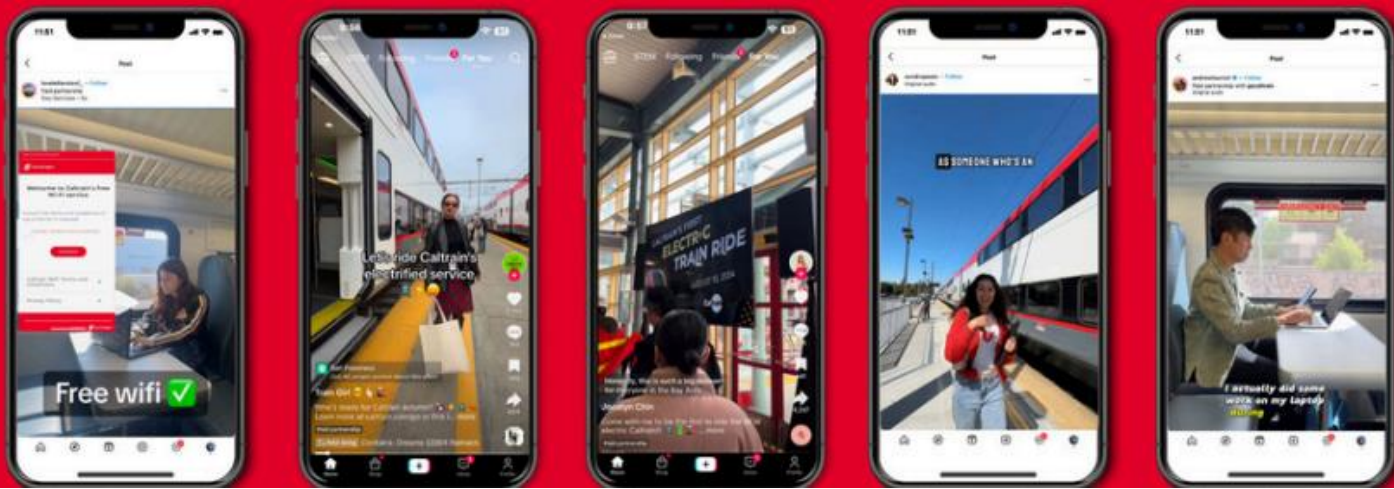
24

creators live (out of 40)



Top performer: @charweezy





Digital: Success by the Numbers

Total Impressions

4,514,757

Total Views

2,093,383

Total Engagement

170,432

Best performers

- Display ads had the most impressions (1,415,954)
- YouTube ads had the most views (405,209)
- Facebook had the highest engagement (70,404)
- Search ads had the most clicks (39,839)
- A single influencer video had more views than any other tactic (@charweezy.)



Earned Media

People Are Talking: A few of Caltrains 50+ positive articles

- [It's electrifying: Caltrain celebrates a historic switch](#)
- [Caltrain sets 'launch party' for start of electrified operation](#)
- [Caltrain releases electric trains service schedule](#)
- [California's new electric train makes for a shockingly better trip—we tried it](#)
- [Caltrain Electrifies Bay Area Commute: Faster and More Frequent San Jose to San Francisco Service Starting September](#)
- [Caltrain Begins Electric Train Passenger Service](#)
- [Calling all Bay Area train enthusiasts! Want to own a piece of Caltrain's history?: Here's how](#)
- [Caltrain debuts electric train, first of its kind in California](#)

Sentiment Analysis



Digital Buzz Soars: Influencers drive a wave of love for Caltrain

travelrealizations 5d
Exciting times for Bay Area transit!
👉👉 Can't wait to see these new electric trains in action. This is definitely a game-changer! 🙌

candieseatsworld 5d
Omggg I want to take this next time I'm in San Jose!! 😍
2 likes Reply

Val
omg I take the train everyday for work and I've been so excited to ride one of these.
3d ago 1 Reply

sf.eatss 5d
This was enough to convince me to take Caltrain instead of driving to SJ 🙌
42 likes Reply

meishealthybowl 5d
I used to take Caltrain to work from SJ to Stanford 🙌 these look upgraded
10 likes Reply

julie
Omg I take Caltrain all the time!! When does this roll out? How exciting!!
6d ago 139 Reply

Jocelyn Chin - Creator
Sep 21!!!!
6d ago 50 Reply

ambi
The increased smoothness of the ride is so noticable compared to the old trains. I'm glad they're improving our public transit 🙌
17h ago 0 Reply

sp
I use to ride caltrain in Redwood City as a kid myself!! But I'm so excited 🙌
6d ago 147 Reply

Jessica | NICU RN+NNP Student
Nice! I utilized the train when I was on a travel assignment there.
3d ago 0 Reply

scvkids 5d
Ohh this will be so nice for getting to Giants games from South Bay!

duh_lish 5d
Can't wait to try them 🙌
2 likes Reply

trev_yerks 5d
This is so epic. South Bay resident who loves visiting SF feeling really good about these changes. Probs even more significant for regular commuters
41 likes Reply

california_185099 5d
Yasssss 🙌 let's go Bay Area transportation 🙌
1 like Reply ...

itsrubychavez 5d
Oooooohhh gonna have to take this for more city trips 🙌
1 like Reply

missshastaowen 3d
This might be helpful for trips from Santa Cruz to the city! It would cut my driving in half if I just drove to San Jose and took this train to the city! Very cool! Will be keeping an eye out for the routes!!
9 likes Reply

- Overwhelmingly **positive sentiment** generated for the Caltrain brand through organic, paid, and influencer marketing efforts.



Thank you!

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FOR MORE INFORMATION

WWW.CALTRAIN.COM

