All Aboard Caltrain Update

COMMUNICATIONS, MARKETING AND PROMOTION

OCTOBER 7, 2021
MTC All Aboard Regional Campaign

Impressions

- Display Ads: 6,153,846
- Traffic Radio: 11,566,644
- Digital Radio: 2,236,842
- Paid Social: 10,000,000
- Languages: English, Spanish, Chinese, Vietnamese and Tagalog
- Aug. 9 - 30 advertising metrics
All Aboard Caltrain Campaign

Impressions / Hits
- TV/Streaming: 1,373,220
- Website Ads: 725,035
- Social (FB, Twitter, Pinterest): 289,005
- caltrain.com/AllAboard: 18,865
- Aug. 9 – Sept. 12 metrics
Video / IG Chat

https://www.youtube.com/watch?v=B6Iz8gxQqY4

https://youtu.be/8mqWl7SpuzU
All Aboard Caltrain Campaign

Social Engagement

• Appreciate 50% Off / Increased Service
All Aboard Caltrain Campaign

Caltrain Retweeted
Christine Ibanez @quattrogirl818 · Aug 30
Replying to @Caltrain and @SFBART
Upper level of L3 train #305, all to myself so far! Thank You to @Caltrain and all working at the stations today to make our RTO trips smooth, clean and easy! Friendly waves 🙏 to all traveling today!

Caltrain Retweeted
Shannon Walton 🍃 @shannonswallon · Aug 30
Expanded Caltrain service! With more trains than ever before @Caltrain has expanded peak hour, evening and weekend service. In addition there’s a big 50% discount off all fares. Check out the details: caltrain.com/allaboard

Caltrain Retweeted
SV Leadership Group 🍃 @SVLeadershipGrp · Aug 25
ALL ABOARD! @Caltrain will have 50% off all fares in Sept., better @SFBART access, & the Baby Bullet is back! 🎉 Thank you to voters for passing Measure RR, the SVLG-backed legislation that saved Caltrain last year! ⚖️ transportation BayArea

Caltrain Retweeted
Amie @ViewsWithA · Sep 10
Man have I missed you baby bullet @Caltrain

Caltrain · Sep 1
@Caltrain · @Ash_Kalra this is incredible! Thank you for supporting public transit!

Ash Kalra 🍃 @Ash_Kalra · Sep 1
For the month of September, @Caltrain is 50% off! @SFBART is also 50% off & @BART light rail is back in business. September is transit month and your time to get back on the train. All aboard! #Caltrain #takeatrain #BayArea

Caltrain Retweeted
Justin #MaybeNoLongerCryingAboutProp22 🎁 @manul · Sep 1
took a moment this morning to appreciate how much @Caltrain service there is and fares are half off this month, too! @GoCaltrain

Caltrain

Why should you ride Caltrain?


Fares 50% off for September

©️5 2.1K views
All Aboard Caltrain Campaign

Caltrain @Caltrain - Aug 17
Winner winner!!! Please DM us!

Mike Liu @Dear_92 - Aug 17
Replying to @Caltrain
Saw it yesterday and was hoping the same trainset was being used today. Lucky! NB 263 at Santa Clara.

Caltrain Retweeted
Emily Beach @EmilyBeach650 - Sep 14
It’s Bay Area #TransitMonth! Riding @Caltrain is comfortable, safe, convenient + plus half-price rides this month! Try publictransit @SupClavePine @Steve_Ratto @JPowellBelmont @RicciEMedina @MAdesJulia @PeninsulaMoves @SVLeadershipCgr @seamistsbayarea @TransForm_Air @SierraClubLP

Caltrain Retweeted
Otto Lee @SupOttoLee - Aug 31
BIG NEWS!
Thank you @Caltrain for offering these discounts. Let’s all ride public transit together in September!

Caltrain Retweeted
Councilmember David Cohen @DaveSanJose - Aug 27
With more trains than ever before @Caltrain has expanded peak hour, evening and weekend service. In addition there's a big 50% discount off all fares. Check out the details: caltrain.com/all aboard

Baby Bullet is Back!
More trains than ever

We make it easy for you to get back to the people, places and things you love

50% OFF ALL FARES
### Caltrain Ticket Sales
Through Sept 15

<table>
<thead>
<tr>
<th></th>
<th>September FY22 to August FY22</th>
<th>September FY22 to September FY21</th>
<th>September FY22 to September FY20 (Pre-COVID)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day Pass</td>
<td>12%</td>
<td>613%</td>
<td>-55%</td>
</tr>
<tr>
<td>Monthly Pass</td>
<td>17%</td>
<td>202%</td>
<td>-88%</td>
</tr>
<tr>
<td>One-Way</td>
<td>19%</td>
<td>229%</td>
<td>-68%</td>
</tr>
<tr>
<td><strong>Ticket Total</strong></td>
<td><strong>18%</strong></td>
<td><strong>261%</strong></td>
<td><strong>-67%</strong></td>
</tr>
</tbody>
</table>

- As of Sept 15, all non-Go Pass fares total ticket sales increased by 18% compared to August
- Ticket sales recovery has been strongest in the day pass
What we know and don’t know
Ridership

Pre-Pandemic (2019 Caltrain Triennial Survey)
• Caltrain riders mostly white or Asian (88%), average income $158,000
• Average Weekday Ridership: 64,000

Riders (2020 Caltrain Survey)
• Greater ethnic diversity (share of Hispanic/Latino & Black/African American Caltrain riders doubled)
• Lower income riders most likely to still be riding, average income of Caltrain riders dropped by 40% to $95,000
Caltrain Pulse Survey

• Purpose: Input plans and attitudes towards riding Caltrain
• Launched August 2021 (434 response)
• Current and former riders
• Online with Phone Option; English, Spanish and Chinese options

Results

COVID safety (rank choice)
• 54% wearing masks most important
• 17% ventilation

Encourage Ridership
• 41% increase service most important
• 39% low COVID cases
• 31% Employer mandate to return

Future Frequency
• 23% ride 2-3 days a week
• 15% I don't know
BAC Survey August Results

- 33% employers expect return to workplaces 4 or more days/week (compared 96% pre-pandemic)
- 95% of employers would support or encourage transit
Next Steps

• 50% Fares / All Aboard Campaign Through September
• Continue Caltrain Pulse Surveys (next one September)
• Continue monitor employer back to work decisions
• Service Planning Survey
  ▪ Current & former riders
  ▪ Fieldwork Oct – Nov, results Dec
  ▪ Inform service changes early 2022
• New Markets
• Flexibility – COVID Status