Caltrain Marketing Goals

Align Business and Marketing Goals

Business Goals

• Increase Caltrain Ridership
• Exceed Customer Expectations

Marketing Goals

• Increase public education and awareness
• Position Caltrain as a competitive option
• Promote brand through content marketing
Caltrain Marketing Strategies

How do we achieve the goals and objectives?

Market Research
- Understand the customer
- Identify Segmented Target Markets

Develop and Execute Campaigns
- Apply Market Research data
- Target Audiences
- Execute Tactics
Market Research

Understanding the existing and potential customer

Research to identify

- Trip characteristics
- Wants, needs and barriers to riding
- Segmented Target Markets and Demographic Types
Current Conditions

Bay Area Employers still progressing towards their new normal
Commuters are a key target market
Leisure riders increasingly important

From today, when do you think your new long-term “normal” will be fully implemented in your organization? (i.e., all employees who you would like to return to the workplace have returned with consistency)

<table>
<thead>
<tr>
<th>Time Period</th>
<th>Not applicable/we are already operating under new normal</th>
<th>Within one month</th>
<th>1-2 months</th>
<th>3-4 months</th>
<th>5-6 months</th>
<th>7-11 months</th>
<th>At least one year</th>
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Develop Marketing Campaigns

Identify Target Audience: Rider Types

**Commuters:** Returning to Office, drivers

**Leisure:** Sports, Events, Weekends

**Location:** San Francisco, San Mateo, Santa Clara; Regional Connections

Identify Key Messages

- Increased Frequency, Increased Trains, Temporary Construction

Highlight Incentives

- 50% discount Promo, 20% Off Monthly Pass, Clipper START

Engage Customers

- Welcome Back!, Skateboard Giveaway

Regional Coordination

- MTC "All Aboard" Campaign, Multi-Modal Transit Connections

Apply Market Research data to inform Strategy
Execute Marketing Campaigns

Earned Media and Digital Comms
- Press Releases, News Media Coverage
- Social Media Engagement: Twitter, Facebook, Instagram, YouTube

Advertising Campaigns
- Newspapers; News/Traffic Radio; Streaming Radio; Multilingual channels; Website Banner Ads; Social Media Boosted Posts; Google Search; Direct Mail; Email Blasts; Television; Video Streaming; Billboards; Train Wraps

Apply Market Research data to inform Tactics
Caltrain - Mar 2
Who is going back to the office this month?

Meese
What's an office
Fully remote

150 votes - Final results

3 2 1 4

Caltrain - Mar 7
Move folks are back on @caltrain. High gas prices, traffic, & return to office appear to be factors.

Charles Stone @StoneInFront - Mar 7
Mid day meeting in Palo Alto. Gas prices through the roof. It's a no brainer -- take @Caltrain! It’s for the safe and fast ride. @Matesulu @stevia_basombok @SF2Oakland @jazzyjan @paul_rizzo @MaxxinChung68 @EasyBayBeach650 @Jennewsin @nicoleannette00 @CaroleSanMateo2

Caltrain - Mar 8
Welcome back to the new normal 😊

Survey Corps Sourir @ChairChopin2 - Mar 8
First Caltrain ride since July 30, 2021 (and first of 2022?)
Preparing for the Future

**RIDER BENEFITS**

**IMPROVED TRAIN PERFORMANCE**
Electric trains can accelerate and decelerate faster and easier than previous models, meaning the trains can provide faster and more frequent service.

**IMPROVED TRAIN CAPACITY**
Faster and more frequent service means that the trains will provide an additional 30% capacity for riders.

**REDUCED ENGINE NOISE**
Electric trains produce significantly less noise than diesel engines, meaning a quieter, more comfortable experience for riders.

**REDUCED AIR POLLUTION**
Riders can breathe easier knowing the electric trains will produce substantially less corridor air pollution compared with diesel trains.

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**South San Francisco Station Improvement Project**

**EXPERIENCE THE FUTURE OF CALTRAIN**
Tour the New Electric Trains with #CaltrainVR!

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**Electric train interior sign rendering**

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**The New Electric Trains Are Being Built...**

**We have riders to serve!**
Questions?