

# Marketing Update

**Citizens Advisory Committee  
May 21, 2025  
Agenda Item 9**



# Go Faster. Go Caltrain.



## Marketing Tactics

- Landing page Caltrain.com/go includes amenities, how to ride, events calendar, and key destinations.
- Digital billboards on 101 freeway.
- Spotify Advertising 🔊
- Digital Advertising via AdTaxi (Social, Web)
- DMV Ads
- KOIT Radio Ads





# Go Faster. Go Caltrain.

**Go Faster.  
Go Caltrain.**

**A faster, more frequent, first-class experience for everyone.**

Enjoy Wi-Fi, power outlets, bike storage, and more customer-friendly amenities onboard all-new trains.

Learn more at [caltrain.com/go](http://caltrain.com/go)






**BEAT THE TRAFFIC.**  
**Go Faster. Go Caltrain.**

Learn more at [caltrain.com/go](http://caltrain.com/go)





**Go Explore.  
Go Caltrain.**



**Go Faster. Go Caltrain.**

**A faster, more frequent, first-class experience for everyone.**

Get from San Francisco to San Jose in under an hour on Caltrain's new state-of-the-art electric fleet. Trains show up every 15-20 minutes during the weekday rush and every 30 minutes on weekends, so you're free to travel when you want without the hassle of checking timetables.

Onboard, stay connected with free Wi-Fi, keep devices charged with outlets at every seat, and move comfortably thanks to spacious, fully accessible restrooms and live digital displays. Trade Bay Area gridlock for a faster, higher quality ride to all your favorite destinations on the new Caltrain.

 Free Wi-Fi

 Power Outlets

 Bathrooms

 Digital Displays

Go Caltrain. Go Electric.

Watch later Share



MORE VIDEOS

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CC YouTube



# Sports Partnerships



## SF Giants

- April Giants ridership was **78,651**, with 21,222 pageviews (up 16,000 from March.)
- Paid promotion yielded **264k views**.
- Rights secured with MLB to use Giants copy with Caltrain, including “Go Giants. Go Caltrain.”
- Secured NBC Bay Area Sport sponsorship of “*Electrifying* Play of the Game.”
- 30% Giants ticket discount for CT/ST employees.
- Promotional photoshoot with Lou Seal.



# Sports Partnerships



## BayFC and Valkyries

- BayFC and the Giants will be promoted on the EMU digital displays (summer).
- Social promotion with the Valkyries has begun.
- BayFC and Outfront working on branded exterior/internal train wrap/ads (summer).
- Promotional BayFC-branded train car (fall).

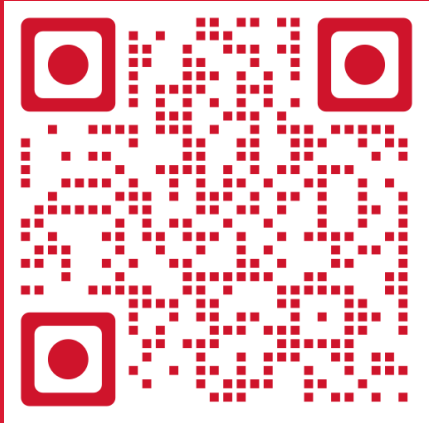
# Go Explore. Go Caltrain.



## Summer Activations Campaigns

- Branded beverage coasters at partner venues.
- Monthly DJ sets at 4th & King Station
- A Tai Chi class and violinist performance.
- Mister Frostee and Hawaiian Ice for passengers, 1 in each county
- Downtown Destinations
- Social media giveaways and prizes
- Specially branded train cars (SZA/Kendrick Lamar, Lady Gaga, Wu-Tang)
- Additional concert and event promotions





# WE'RE HIRING!

FOR MORE INFORMATION

[WWW.CALTRAIN.COM](http://WWW.CALTRAIN.COM)

