

Growing Our Rider Community Online



Caltrain Bikes: Social Media Engagement



Caltrain is expanding our digital presence to better engage with active transportation riders.

- Now live: [#caltrain-bikes channel](#) on the official Bay Area Transit Caltrain Discord
- Casual, real-time discussions with community members and Caltrain customers
- Share feedback, ideas, and photos
- Get updates on bike-related service, events, and policy



Welcome to #caltrain-bikes!

This is the start of the #caltrain-bikes channel. Got a bike? Riding Caltrain? You're in the right place.



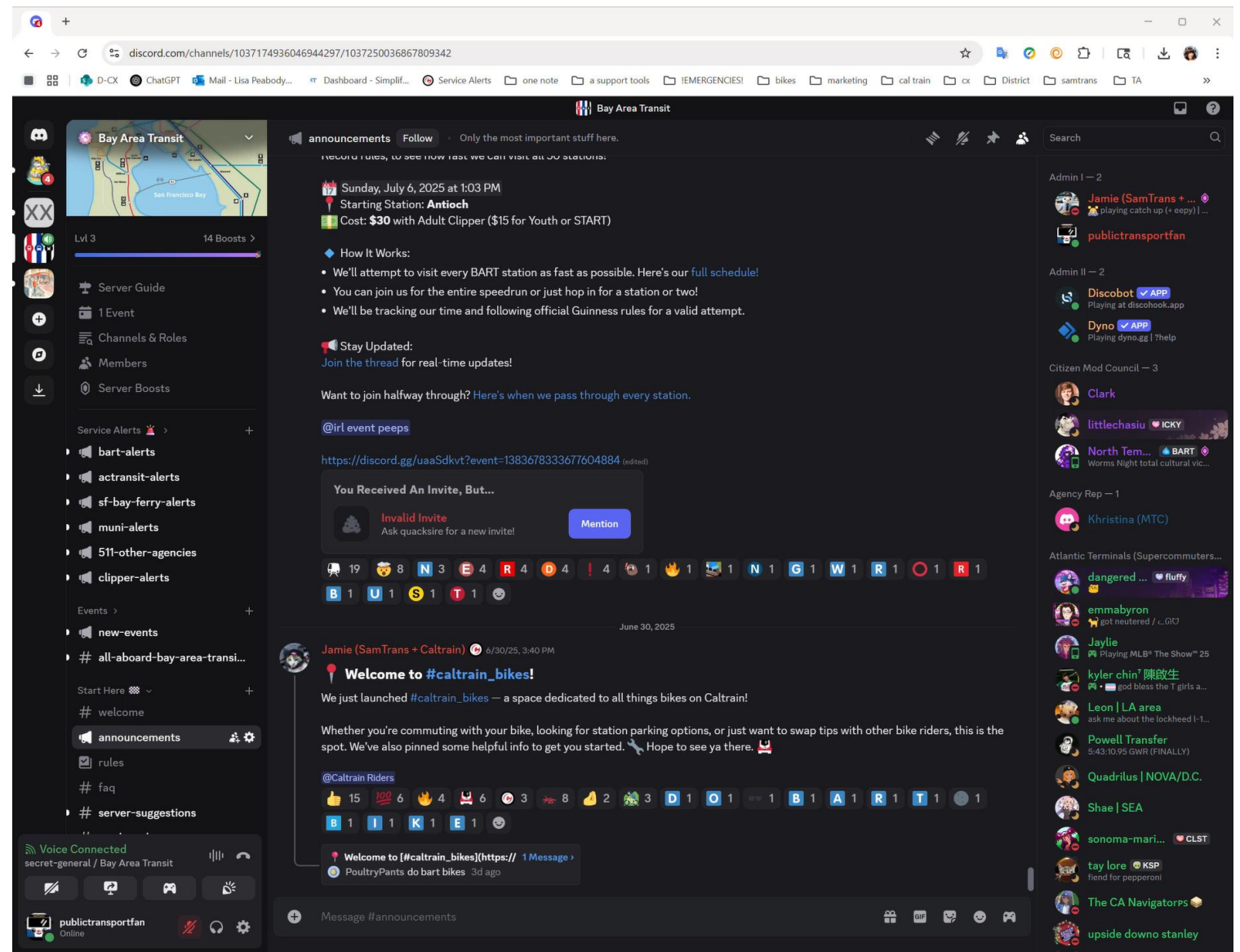
What is Discord

Discord is a free app for real-time chat, organized by topic channels. Think: group text meets forum.

Bay Area Transit Discord is a Discord created as a space for riders, advocates & staff to connect.

How to Join: Visit discord.gg/bayareatransit

- Create a free account & jump in.
- Join conversations in channels that interest you.



Caltrain Bikes: Social Media

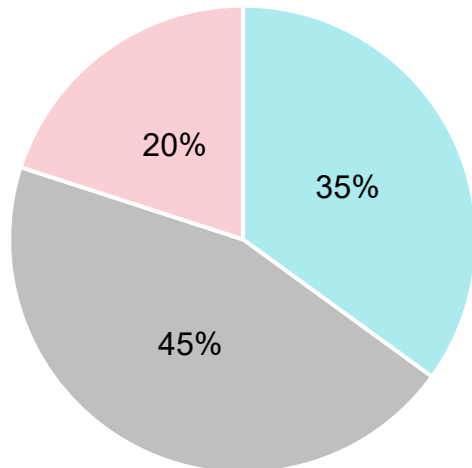


🔔 Social Media Engagement Opportunities

- Cross-posting on BlueSky, Instagram, Facebook, and Reddit with bike-specific content
- Promoting bike-friendly initiatives (Bike to Wherever Days, eLockers, bike valet)
- Gathering input via polls, Q&As, and rider spotlights

Caltrain Bikes: Discord

#caltrain-bikes sentiment



- Positive – jokes, community engagement
- Neutral – questions, clarifications
- Negative – tag compliance and capacity

Metrics

- 120+ members joined #caltrain-bikes in first 4 weeks
- Over 520 messages since creation of the channel on June 30th

Key Themes

- Debate over bike tag usage & etiquette
- Frustration with improper bike stacking
- Strong community vibe with humor, tips, and camaraderie
- General support for fellow riders, with creative contributions

Thank You

