

CONTRACT NO. MS18011

AB 2766/MSRC MAJOR EVENT CENTER

TRANSPORTATION PROGRAMS:

2017 FESTIVAL OF LIGHTS SPECIAL TRAINS

FINAL REPORT

SOUTHERN CALIFORNIA REGIONAL RAIL AUTHORITY

(METROLINK)

MAY 16, 2018

PREPARED FOR THE MOBILE SOURCE AIR POLLUTION REVIEW COMMITTEE (MSRC)

UNDER THE AB 2766 DISCRETIONARY FUND WORK PROGRAM

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## **ACKNOWLEDGEMENTS**

The Southern California Regional Rail Authority (SCRRA) and the Riverside County Transportation Commission (RCTC) extend appreciation to the Mobile Source Air Pollution Reduction Review Committee (MSRC) for awarding a Major Events Center Transportation Program grant to operate special Metrolink train services to the 2017 Festival of Lights in Riverside, CA. SCRRA thanks the MSRC Committee for allowing the substitution of Tier 2 engines due to the Tier 4 locomotives not yet approved by the Federal Railroad Administration at the time of the event.

The MSRC Contract Administrators team, led by Cynthia Ravenstein, Ray Gorski and Leah Alfaro, assisted Metrolink staff to obtain special consideration using Tier 2 locomotives allowing a successful completion of our special train service. MSRC staff was instrumental in providing their professional guidance during the contract process and submittal of the final reporting requirements.

Metrolink would also like to recognize RCTC, The City of Riverside, The Mission Inn Hotel and Spa, Riverside Transit Authority (RTA), Orange County Transportation Authority (OCTA) and Los Angeles County Metropolitan Transportation Authority (Metro) in support of the special train service as a transportation option to the Festival of Lights. Mitigating traffic and the impact for the surrounding community for large events is a shared responsibility for all participants.

Lastly, Metrolink must acknowledge our contractors and co-workers who provide support to operate and service the train equipment for the Festival of Lights season. Both Amtrak and Bombardier have handled train operations and mechanical for Metrolink for both the commuter rail service as well as the special train service for many years. Other Metrolink departments supporting the Festival of Lights special train service includes our Customer Service representatives, Metrolink Operations, Marketing and Public Relations department to promote the service, supervise the operations of the service and to keep our passengers safe while on the train.

This report was submitted in fulfillment of Contract No. MS18011 and Major Events Center Transportation Program by the Southern California Regional Rail Authority under the partial

sponsorship of the Mobile Source Air Pollution Reduction Review Committee (MSRC). The special train service was implemented on November 24, 2017 and completed as of December 16, 2017.

## **DISCLAIMER**

The statement and conclusions in this report are those of the contractor and not necessarily those of the Mobile Source Air Pollution Reduction Review Committee (MSRC) or the South Coast Air Quality Management District (SCAQMD). The mention of commercial products, their sources or their uses in connection with material reported is not to be construed as either an actual or implied endorsement of such products.

## **PROJECT DESCRIPTION AND WORK PERFORMED**

The Festival of Lights is a family event center located in downtown Riverside at the Mission Inn and Spa and surrounding streets. The event location has close access to the 60, 215 and 91 freeways. The Riverside Festival of Lights welcomes guests to experience holiday lights and decoration, live entertainment and lots of goodies in Downtown Riverside. The Riverside Festival of Lights is a time-honored tradition for generations of Southern California residents and beyond, attracting more than 500,000 visitors from all over the world each year.

Attractions at the Riverside Festival of Lights include the Artisans Collective, lighted displays, rides, entertainment, food vendors, Santa Claus and much more.

Metrolink is Southern California's regional commuter rail service starting in 1992 and is governed by the Southern California Regional Rail Authority, a joint powers authority. An 11-member board representing the transportation commissions of Los Angeles, Orange, Riverside, San Bernardino and Ventura counties, governs the service. Metrolink operates over seven routes through a six-county, 538 route-mile network, which includes a portion of San Diego County. Metrolink is the third largest commuter rail agency in the United States based on directional route miles and the eighth largest based on annual ridership.

The MSRC awarded Metrolink a MSRC Major Event Center Transportation Program grant in 2017 in the amount of \$239,565 to operate seven special trains on Friday and Saturday nights providing round-trip service from Oceanside and Los Angeles to the Riverside Festival of

Lights. The new Tier 4 locomotives were required for the special train service as criteria for the grant. Due to a delay in Metrolink's Tier 4 locomotives introduction into revenue service, the MSRC agreed to allow Tier 2 locomotives to run the trains for this special service. The purpose of the project was to reduce the number of vehicles traveling on freeways and mitigate traffic to the event by encouraging event attendees to take Metrolink train service to the Festival of Lights.

Metrolink, RCTC, OCTA, Metro, RTA and the Mission Inn and Spa began planning for the special train service in the July 2017 in preparation to submit a MSRC Major Event Center Transportation Program proposal. Staff met to review the train operations schedule and discuss marketing and advertising outreach to the community. The Metrolink Operations and Equipment departments confirmed availability of equipment and train crews to operate the special train schedules for the 2017 season. Based on high ridership and standing room only trains the previous year, the group decided to increase the special service by 133%.

The special service ran on Friday and Saturday nights from the season kick-off on November 24 through December 16. The special service ran from Oceanside and Los Angeles to the event. There was one inbound train from Los Angeles arriving at the Riverside – Downtown station at 4:31 p.m. and two outbound trains back to Los Angeles departing the Riverside – Downtown station at 8:45 p.m. and 9:00 p.m. There was one inbound train from Laguna Niguel/Mission Viejo arriving at Riverside – Downtown at 4:21 p.m. and one outbound train to Oceanside that departed Riverside – Downtown at 9:15 p.m. Once at the Riverside – Downtown station, RTA provided shuttle service to the Festival of Lights event, with ten shuttles on a constant rotation.

Metrolink was committed to increasing ridership on the train and removing vehicle trips for the annual Festival of Lights event season. The ridership strategy called for discounted tickets with children under 18 riding free. Metrolink, RCTC, OCTA, Metro, RTA, and the Mission Inn and Spa committed their support and resources to co-fund \$360,435 in marketing and advertising in 2017 to promote the special train service. Targeting a demographic of families, social media strategies were implemented for the special train service. All of the participating agencies used Facebook, Twitter and Instagram as well as other paid and traditional media to reach the audience with the hassle-free lower fare Metrolink option to attend the event.

## Purpose of the Project

Metrolink, RCTC, OCTA, Metro, RTA and the Mission Inn and Spa partnered to provide special train service to Southern California families encouraging use of public transportation resulting in reduction of automobile trips, relieve traffic congestion, and associated emissions reduction from the three counties where service was offered – Los Angeles, Riverside and Orange counties. Offering discounted special train service to the Festival of Lights provided an incentive to encourage use of public transportation to families attending a holiday event destination and also mitigate vehicular traffic along local arterials and neighborhoods. Through the use of MSRC grants, events such as the Festival of Lights and Metrolink as a transportation provider can influence commuting behavior of Southern California drivers.

## Operations Plan

Special Metrolink trains provided Festival of Lights attendees the opportunity to leave their cars at home and utilize public transportation to the event. The special service inbound train routes were from Los Angeles and Laguna Niguel/Mission Viejo to the Riverside – Downtown Station. The Los Angeles route ran along the 91/Perris Valley Line and included stops at Los Angeles Union Station, Norwalk/Santa Fe Springs, Buena Park, Fullerton, Corona – West, Corona – North Main, Riverside – La Sierra and Riverside - Downtown. The Laguna Niguel/Mission Viejo route ran along the Inland Empire/Orange County Line and included stops at Laguna Niguel/Mission Viejo, Irvine, Tustin, Santa Ana, Orange, Anaheim Canyon, Corona – West, Corona – North Main, Riverside - La Sierra and Riverside – Downtown. The special service outbound train routes were to Los Angeles along the same route as the inbound trains, and to Oceanside along the same route as the Laguna Niguel/Mission Viejo trains making additional stops at San Juan Capistrano, San Clemente, San Clemente Pier and Oceanside. There were seven special trains operating each night of service, with fourteen special trains each weekend over four weekends. In total Metrolink operated 56 special trains, providing 17,000 available seats for all trains at 100% capacity. There were ten RTA shuttles that circulated the route from the Riverside – Downtown Metrolink station to the Festival of Lights event.

Service operations included all logistics to plan, develop, and implement the train service to the event. Starting in October, the Festival of Lights operational plan was discussed at the weekly

Metrolink Interdepartmental meetings which also included ticket sales, logistical issues and staffing requirements. The Operations department was responsible for scheduling crews, coordinating with freight railroads and dispatching the special trains. The Equipment department coordinated the contractors to clean the trains, water and fuel the trains before their return trip.

The special Metrolink trains were scheduled to arrive at the Riverside - Downtown station by 4:31 p.m. Upon arrival at the station, Metrolink customer service and station security directed passengers to the RTA shuttles at the North and South sides of the station. At the end of each night, around 7:45 p.m. Metrolink customer service staff and station security directed passengers to their return trains.

**Riverside Festival of Lights Trains**

From Los Angeles to Riverside	South Side			
Day	Friday	Friday	Saturday	Saturday
Train Number / Station	756X	702	756X	752
Los Angeles (LAUS)	3:03 PM	3:35 PM	3:03 PM	3:15 PM
Norwalk / Santa Fe Springs	3:24 PM	3:56 PM	3:24 PM	3:36 PM
Buena Park	3:31 PM	4:03 PM	3:31 PM	3:42 PM
Fullerton	3:37 PM	4:09 PM	3:37 PM	3:49 PM
Corona - West	4:03 PM	4:35 PM	4:03 PM	4:13 PM
Corona - North Main	4:09 PM	4:41 PM	4:09 PM	4:20 PM
Riverside - La Sierra	4:18 PM	4:50 PM	4:18 PM	4:29 PM
Riverside - Downtown	4:31 PM	5:03 PM	4:31 PM	4:52 PM
CP 704	4:40 PM	To SPS	4:40 PM	
EMF (DH)	4:54 PM		4:54 PM	

From Riverside to Los Angeles	South Side			
Day	Friday	Friday	Saturday	Saturday
Train Number / Station	757X	759X	757X	759X
EMF (DH)		8:30 PM		8:30 PM
Riverside - Downtown	8:45 PM	9:00 PM	8:45 PM	9:00 PM
Riverside - La Sierra	8:55 PM	9:10 PM	8:55 PM	9:10 PM
Corona - North Main	9:03 PM	9:18 PM	9:03 PM	9:18 PM
Corona - West	9:09 PM	9:24 PM	9:09 PM	9:24 PM
Fullerton	9:31 PM	9:46 PM	9:31 PM	9:46 PM
Buena Park	9:37 PM	9:52 PM	9:37 PM	9:52 PM
Norwalk / Santa Fe Springs	9:43 PM	9:58 PM	9:43 PM	9:58 PM
Los Angeles (LAUS)	10:15 PM	10:30 PM	10:15 PM	10:30 PM

From Perris South to Riverside	South Side	
Day	Friday	Saturday
Train number / station	737X	737X
Perris - South	3:55 PM	3:55 PM
Perris - Downtown	3:59 PM	3:59 PM
Moreno Valley / March Field	4:08 PM	4:08 PM
Riverside / Hunter Park / UCR	4:27 PM	4:27 PM
Riverside - Downtown	4:35 PM	4:35 PM

From Riverside to Perris South	South Side	
Day	Friday	Saturday
Train number / station	738X	738X
Riverside - Downtown	9:30 PM	9:30 PM
Riverside / Hunter Park / UCR	9:42 PM	9:42 PM
Moreno Valley / March Field	9:55 PM	9:55 PM
Perris - Downtown	10:06 PM	10:06 PM
Perris - South	10:15 PM	10:15 PM

From Laguna Niguel to Riverside	South Side	
Day	Friday	Saturday
Train number / station	856X	856X
Stuart Mesa (DH)	2:00 PM	2:00 PM
Laguna Niguel / Mission Viejo	3:00 PM	3:00 PM
Irvine	3:10 PM	3:10 PM
Tustin	3:16 PM	3:16 PM
Santa Ana	3:22 PM	3:22 PM
Orange	3:27 PM	3:27 PM
Anaheim Canyon	3:33 PM	3:33 PM
Corona - West	3:54 PM	3:54 PM
Corona - North Main	4:00 PM	4:00 PM
Riverside - La Sierra	4:08 PM	4:08 PM
Riverside - Downtown	4:21 PM	4:21 PM
CP 704	4:28 PM	4:28 PM
EMF (DH)	4:58 PM	4:58 PM

From Riverside to Oceanside	South Side	
Day	Friday	Saturday
Train number / station	855X	855X
EMF (DH)	8:45 PM	8:45 PM
Riverside - Downtown	9:15 PM	9:15 PM
Riverside - La Sierra	9:26 PM	9:26 PM
Corona - North Main	9:34 PM	9:34 PM
Corona - West	9:39 PM	9:39 PM
Anaheim Canyon	10:01 PM	10:01 PM
Orange	10:12 PM	10:12 PM
Santa Ana	10:17 PM	10:17 PM
Tustin	10:24 PM	10:24 PM
Irvine	10:32 PM	10:32 PM
Laguna Niguel / Mission Viejo	10:43 PM	10:43 PM
San Juan Capistrano	10:51 PM	10:51 PM
San Clemente	11:01 PM	11:01 PM
San Clemente Pier	11:04 PM	11:04 PM
Oceanside	11:31 PM	11:31 PM

All trains used Tier 2 locomotives for the Festival of Lights season per the modified agreement. All trains were on time except train 756X on December 1, 2017. Due to a signal system issues, all Metrolink trains departing L.A. Union Station, including 756X, experienced delays of up to 45 minutes.

### **PROBLEMS ENCOUNTERED**

In January 2017, Metrolink became aware the Tier 4 locomotives would not be available for regular revenue or any special train service until the Federal Railroad Administration approved the final drawings and report and all testing had been completed. Since the Tier 4 locomotive was a requirement of the MSRC grant awarded, Metrolink staff notified the MSRC Contracts Administrator, Cynthia Ravenstein and Ray Gorski and requested consideration to use Tier 2 locomotives for the special train service. MSRC staff was extremely understanding of the Tier 4 locomotive issue and arranged for a special MSRC Committee meeting to consider Metrolink's request to substitute Tier 2 engines for the special train service. On January 25, 2017 the MSRC Committee approved Metrolink's request to use the Tier 2 locomotives and the AQMD Board approved the changes at its February meeting. Metrolink staff notified the MSRC that Tier 2 locomotives would be used for the Festival of Lights pending final FRA approval of the Tier 4 locomotives and that under no circumstances would they be allowed for any special trains beginning in January 1, 2018.

All the special Festival of Lights trains arrived and departed as scheduled. The only exception was on the afternoon and evening of December 1, 2017, all Metrolink trains departing L.A. Union Station, including 756X, experienced delays of up to 45 minutes due to a signal systems issue. Otherwise, there were no other problems encountered.

### **EMISSIONS BENEFITS**

Metrolink reported that the Festival of Lights 2017 Season Ridership was 11,274 on the special service trains, a 127.76% increase over 2016. Festival of Lights 2016 Season Ridership was

Festival of Lights Ridership (2017 Season)

Date	Day Type	855X	856X	737X	738X	756X	757X	759X	IEOC Line Special Trains Total	Perris Extension Special Trians Total	LA 91 Line Special Trains Total	Daily Total
Arr/Dep Riverside Downtown		Dep	Arr	Arr	Dep	Arr	Dep	Dep				
Scheduled Time		9:15 PM	4:21 PM	4:35 PM	9:30 PM	4:31 PM	8:45 PM	9:00 PM				
11/24/2017	FOL Friday	309	331	113	91	367	450	54	640	204	871	1715
11/25/2017	FOL Saturday	200	249	57	45	256	265	22	449	102	543	1094
12/1/2017	FOL Friday	105	141	23	18	95	65	7	246	41	167	454
12/2/2017	FOL Saturday	270	320	40	66	497	373	64	590	106	934	1630
12/8/2017	FOL Friday	131	165	18	16	114	168	6	296	34	288	618
12/9/2017	FOL Saturday	380	455	60	33	641	645	111	835	93	1397	2325
12/15/2017	FOL Friday	180	155	45	25	268	317	20	335	70	605	1010
12/16/2017	FOL Saturday	740	535	58	28	302	592	173	1275	86	1067	2428
TOTAL		2,315	2,351	414	322	2,540	2,875	457	4,666	736	5,872	11,274

4,950 on the special service trains. Overall train ridership by route is as follows:

## PROMOTION AND OUTREACH

The 2017 Festival of Lights Marketing Plan was designed to promote, educate and increase ridership on Metrolink Train Service and connectivity on its 91/Perris Valley Lines and IEOC Lines, and to reduce emissions by taking cars off the major arterial freeways into Downtown (91 Freeway, 215 and 60 Freeways) by providing a special experience for current and new riders with the value of easily attending one of California’s most fabulous holiday events.

In 2017, we provided discounted tickets and a free children’s promotional offer. The special event pricing was \$7.00 for adults and children 18 and under rode free, which was well received. Most of the riders were traveling long distances from Los Angeles Union Station or Fullerton. For the Friday trains the regular adult round-trip fare from Los Angeles is \$26 and from Fullerton is \$20. This promotional fare is a significant step to introduce riders to the special events trains, but also gives new riders an opportunity to try Metrolink and potentially become regular riders throughout the year. This approach is a meaningful step to change travel behavior to more air quality friendly modes in Southern California.

The following strategy was implemented to achieve multiple goals:

- Awareness: The discounted/free ticket offer has created a new and exciting platform for PR and promotional activities, particularly social and digital outreach.
- Sampling / Exposure: The discounted/free ticket offer exposed more guests to the special train service resulting in more rapid growth through word-of-mouth and a positive train experience to/from the Mission Inn.
- Demand Pressure: The continuation of the discounted/free ride offer for next year's events and potential capacity sellout of the special train service; should create demand pressure, resulting in incremental ticket sales in subsequent years.
- Sponsorship Opportunity: Offering the special service as a discounted/free train ride provides greater opportunity to attract sponsorship revenue and at a higher rate to offset costs.

Metrolink and the project supporters including the Mission Inn Hotel, City of Riverside, RCTC, OCTA, and Metro actively promoted the FOL special service to the 2017 events. All entities collaborated and provided additional marketing and advertising support for the event utilizing their assets and communication channels. Promotions and marketing efforts by both Metrolink and the supporters included:

#### Print Media

- Station marketing: posters at Metrolink stations
- Event Collateral: On board rack card style flyers and ticket brochures
- Newspaper: Ads featuring Metrolink train service were inserted in media partner publications including the Riverside Press Enterprise, Los Angeles Newspaper Group publications.
- Magazine: Ads featuring the Metrolink service in the Inland Empire Magazine.
- Newsletter: Metrolink Matters (bi-monthly onboard trains and electronic version) 25,000 copies

#### Digital Media

- Website: Metrolink rotating banner ad on home page, Metrolink dedicated splash page promoting special train service and ticket sales, Mission Inn to prominently list Metrolink service as a discount/discount/free offer with a ticket purchase flow to promote special train ticket packaging.
- Paid Search: Mission Inn and City of Riverside launched a display/search engine campaign
- Mission Inn and City of Riverside to post a Metrolink homepage features on their websites.
- Email: Metrolink e-blast (44,000 subscribers), Mission Inn and Spa monthly e-newsletter (80,000 subscribers), Mission Inn to promote Metrolink train service via promotional emails (80,000 subscribers)
- Social media outreach: Facebook – posts and sponsored ads, Twitter, Instagram on Metrolink, Mission Inn, City of Riverside, RCTC, OCTA and Metro platforms.

- East Portal digital tower ad at Los Angeles Union Station.
- Radio/Pandora Campaign: Mission Inn/City of Riverside created Metrolink service-specific versions of its radio spots which ran during the 2017 campaign.

Traditional Media

- Press releases: Metrolink, Mission Inn, City of Riverside, RCTC, OCTA, Metro

Outdoor Media

- City of Riverside electronic marquee sign included Metrolink train service bulletin at Riverside Downtown Marketplace and Riverside University Village and where available placed in rotation on with the City of Riverside message signs.
- Electronic signs at Union Station.

Event Marketing

- Mission Inn to produce flyers and ticket brochures featuring Metrolink information at a variety of event activations.
- City of Riverside hosted a pop-up train party passing out glow sticks and necklaces to passengers heading to the Festival of Lights
- Promotional ticket pricing

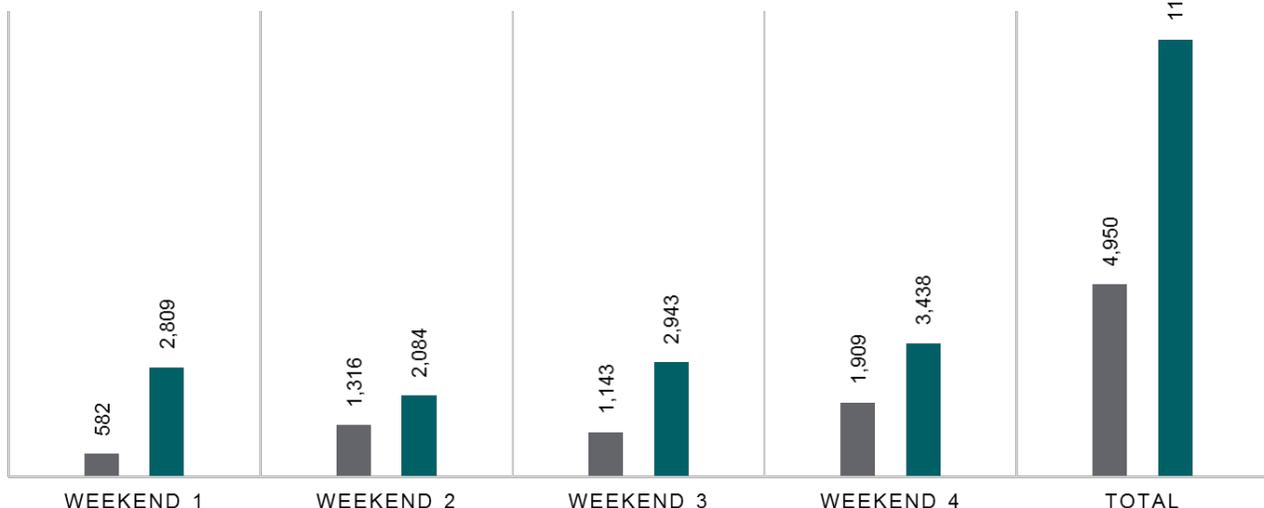
**SUMMARY AND CONCLUSIONS**

Metrolink and the other project supporters’ goal is to improve the customer experience, both on the train and at the Festival of Lights, reduce automobile trips and local traffic congestion through increased train ridership, and improve overall air quality by emissions reduction.

Ridership increased 127.76% over last year with 11,274 passengers taking the special trains to Festival of Lights this year.

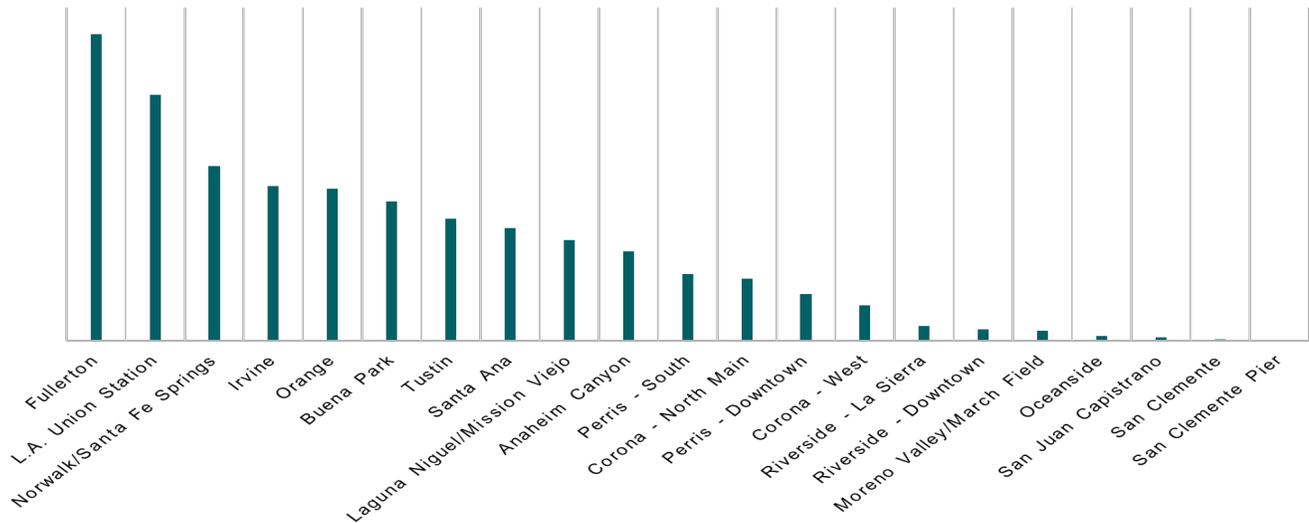
**FESTIVAL OF LIGHTS RIDERSHIP**

■ FY16 ■ FY17



Below is a chart showing the ticket sales per station so that we could see what stations had the most boardings for the Festival of Lights trains. Fullerton and Los Angeles Union Station were the highest, similar to last year.

**STATION TICKET SALES FOR 2017 FESTIVAL OF LIGHTS**



Metrolink and the other projects supporters are committed to promoting the use of alternative transportation instead of driving to major events to improve overall air quality in the region. Special train service to these events funded by the MSRC provides the public the opportunity to select a more responsible transit choice and improve air quality within their community.

Offering the public an alternative transit option to attend a major destination event achieves the overall goal of the MSRC to reduce air emission, eliminate unnecessary automobile trips and to alleviate traffic congestion surrounding the venue on the local and freeway arterials. Changing driver behavior for a regional event is a positive accomplishment for the MSRC, Metrolink and the project supporters.

Metrolink and the other project supporters express our appreciation to the MSRC for approval of our Major Event Center Transportation Program application using Tier 2 locomotives for another year. It is completely understood that any future MSRC grant award must use Tier 4 locomotives for consideration.

**ATTACHMENTS**

- A. Commendations
- B. Marketing collateral materials:

- a. Rack card flyer
- b. Station Poster
- c. Vinyl banner
- d. Emails
- e. Social media
- f. Webpages
- g. Tower ad at Union Station
- h. Press release

A. Commendations



Notification - this case has been added to the Q: Integration Process  
[Salesforce Users click here to see the case.](#)

Case Created: 12/16/2017 Status: Closed  
 Case Type: Comment - Commendation

Trip Details: 12/16/2017 12:00 AM  
 From: To:

Case: F.O.L. commendation.

Details

Just a short thank you for the Festival of Lights trains to Riverside. What a wonderful way to visit this beautiful holiday display. We had a wonderful, traffic free and stress free time.



Notification - this case has been added to the Q: Integration Process  
[Salesforce Users click here to see the case.](#)

Case Created: 12/17/2017 Status: Closed  
 Case Type: Comment - Commendation

Trip Details: 12/17/2017 12:00 AM Riverside 756X/757X  
 From: Buena Park To: Riverside/ Downtown

Case: F.O.L. commendation.

Details

Great Job on the Festival of Lights special trains! We were worried with the train delay, but it all worked out. The trains and shuttles were great. From talking to other passengers, and our experience, GREAT JOB!



This case is being sent for information - no reply needed.

[Salesforce Users click here to see the case.](#) Just an FYI to let you know some people like the effort put into the Festival of Light trains...

Case Created: 12/1/2017 Status: Closed  
 Case Type: Comment - Commendation

Trip Details: 12/1/2017 12:00 AM Inland Empire-Orange County 856X  
 From: Anaheim Canyon To: Riverside/ Downtown

Case: Festival of lights commendation.

Details

Thank you, Metrolink! The Festival of Lights train was affordable and well-organized, and your staff were all very personable and helpful. When we got off the train, they greeted us with smiles and candy canes and directed us to shuttle buses into town. They told us exactly what time to be back to catch the bus and the proper train. We had a wonderful trip and are recommending the Metrolink Festival of Lights train to our friends.

B. Marketing Collateral  
a. Rack Card Flyer

**CATCH THE SPARKLE. TAKE METROLINK!**

**The Mission Inn Hotel & Spa**  
presents the  
**25<sup>th</sup> Festival of Lights**

**\$7 Round Trip**  
Ages 18 and under ride FREE!  
Free Shuttle from Riverside - Downtown Station.

MetrolinkTrains.com/FOL

**Friday & Saturday service**  
**CATCH THE SPARKLE. AVOID THE TRAFFIC!**

**METROLINK TRAIN DATES**  
NOVEMBER 24, 25 | DECEMBER 1, 2, 8, 9, 15, 16

**\$7 ROUND TRIP ADULTS/SENIORS**  
Ages 18 and under ride FREE! (limit 3 per adult)

Avoid traffic and save time. Take Metrolink to the magic and tradition of The Mission Inn Hotel & Spa's 25th Annual Festival of Lights. Named "Best Public Lights Display in the Nation" by USA Today!

**Switch On Ceremony | November 24 at 4:30 pm**  
Experience the excitement when 5 million lights are turned on for the first time! Spectacular fireworks show follows the ceremony!

**Free Shuttle**  
Free Riverside Transit Agency shuttles will be operating from the Riverside - Downtown station and take passengers to the dazzling lights, animated figures, and Santa Claus!

**Purchasing tickets**

- You must have a valid ticket to board.
- The special \$7 Metrolink tickets are only available through the Mobile App and from ticket vending machines at Metrolink stations listed below.
- Tickets can be used on other trains headed to Riverside - Downtown. Check the Metrolink schedule for additional times.
- Train seating will be on a first come first serve basis. Some busy trains may result in standing room capacity.

**getting there**

**Los Angeles to Riverside**

91/PERRIS VALLEY LINE	Friday Trains 756X	70Z	Saturday Trains 756X	75Z
L.A. Union Station	3:03	3:35	3:03	3:15
Home & Santa Fe Springs	3:24	3:56	3:24	3:36
Riverside Park	3:31	4:03	3:31	3:42
Pullman	3:37	4:09	3:37	3:49
Corona - West	4:03	4:35	4:03	4:13
Corona - North Main	4:09	4:41	4:09	4:20
Riverside - La Sierra	4:18	4:50	4:18	4:29
Riverside - Downtown	4:31	5:03	4:31	4:52

**Perris to Riverside**

91/PERRIS VALLEY LINE	Friday Train 727X	Saturday Train 727X
Perris - South	3:35	3:55
Perris - Downtown	3:39	3:59
Monroeville / March Field	4:08	4:08
Riverside - Hunter Park/UCR	4:22	4:22
Riverside - Downtown	4:35	4:35

**Laguna Niguel / Mission Viejo to Riverside**

INLAND EMPIRE ORANGE COUNTY LINE	Friday Train 855X	Saturday Train 855X
Laguna Niguel / Mission Viejo	3:00	3:00
Irvine	3:10	3:10
Tustin	3:16	3:16
Santa Ana	3:22	3:22
Orange	3:27	3:27
Anaheim/Chapin	3:33	3:33
Corona - West	3:54	3:54
Corona - North Main	4:00	4:00
Riverside - La Sierra	4:08	4:08
Riverside - Downtown	4:21	4:21

All times are PM

**returning home**

**Riverside to Los Angeles**

91/PERRIS VALLEY LINE	Friday Trains 757X	759X	Saturday Trains 757X	759X
Riverside - Downtown	8:45	9:00	8:45	9:00
Riverside - La Sierra	8:55	9:10	8:55	9:10
Corona - North Main	9:03	9:18	9:03	9:18
Corona - West	9:09	9:24	9:09	9:24
Pullman	9:31	9:46	9:31	9:46
Riverside Park	9:37	9:52	9:37	9:52
Home & Santa Fe Springs	9:48	9:59	9:48	9:59
L.A. Union Station	10:15	10:30	10:15	10:30

**Riverside to Perris**

91/PERRIS VALLEY LINE	Friday Train 729X	Saturday Train 729X
Riverside - Downtown	9:30	9:30
Riverside - Hunter Park/UCR	9:42	9:42
Monroeville / March Field	9:55	9:55
Perris - Downtown	10:06	10:06
Perris - South	10:15	10:15

**Riverside to Occidental**

INLAND EMPIRE ORANGE COUNTY LINE	Friday Train 857X	Saturday Train 857X
Riverside - Downtown	9:15	9:15
Riverside - La Sierra	9:26	9:26
Corona - North Main	9:34	9:34
Corona - West	9:39	9:39
Anaheim Canyon	10:01	10:01
Orange	10:12	10:12
Santa Ana	10:17	10:17
Tustin	10:24	10:24
Irvine	10:32	10:32
Laguna Niguel / Mission Viejo	10:40	10:40
San Juan Capistrano	10:51	10:51
San Clemente	11:01	11:01
San Clemente Pier	11:04	11:04
Occidental	11:31	11:31

MetrolinkTrains.com/FOL

b. Station Poster

**CATCH THE SPARKLE. TAKE METROLINK!**

**\$7 Round Trip Adults/Seniors**  
Ages 18 and under ride FREE! (limit 3 per adult)

**DOWNTOWN RIVERSIDE**

**The Mission Inn Hotel & Spa**  
presents the  
**25<sup>th</sup> Festival of Lights**

**METROLINK TRAIN DATES**  
NOVEMBER 24, 25 | DECEMBER 1, 2, 8, 9, 15, 16

Trains from LA, Orange County, and Perris  
Free event shuttle from Riverside - Downtown Station

MetrolinkTrains.com/FOL

c. Vinyl banner

**DOWNTOWN RIVERSIDE**

**The Mission Inn Hotel & Spa**  
presents the  
**25<sup>th</sup> Festival of Lights**

**CATCH THE SPARKLE. TAKE METROLINK!**

**METROLINK TRAIN DATES**  
NOVEMBER 24, 25 | DECEMBER 1, 2, 8, 9, 15, 16

**\$7 ROUND TRIP ADULTS/SENIORS**  
Ages 18 and under ride FREE! (limit 3 per adult)

Trains from LA, Orange County, and Perris  
Free event shuttle from Riverside - Downtown Station

MetrolinkTrains.com/FOL

d. Emails

Festival of Lights Email #1  
Date sent: 11/21/2017



**Take Metrolink to Festival of Lights for Only \$7 Round-Trip**

Head over to Riverside's Mission Inn Hotel & Spa to experience the Festival of Lights, the event that was deemed "The Best Public Lights Display in the Nation" by USA Today!

Metrolink is running special service to the Festival of Lights on **November 24, 25** and **December 1, 2, 8, 9, 15, 16**. Tickets are only \$7 for adults, and children 18 and under ride free (up to 3 per adult)! Get onboard to experience the most dazzling event of the holiday season.

[View Details](#)



Take Metrolink to the **Riverside-Downtown Station**. From there, you can take a free RTA shuttle to get you to the Festival of Lights and back.

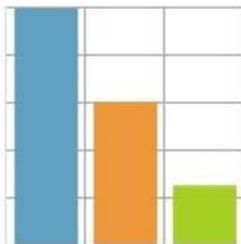


Experience approximately 4.5 millions lights and an amazing fireworks display, with over 400 animated figures and the world's largest man-made mistletoe.



Come visit Santa Claus, hitch a ride on horse-drawn carriages, and, of course, enjoy the many delectable holiday treats this event has to offer

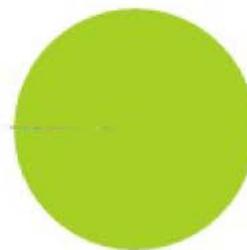
**Open Performance**



**Open Rate: 24.919%**

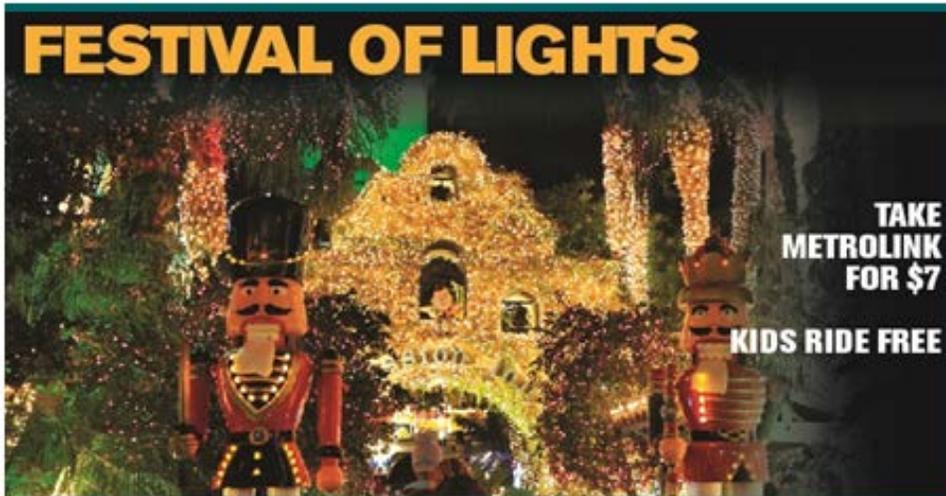
Delivered:	49,572
Total Opens:	29,876
Unique Opens:	12,353

**Send Performance**



**Delivery Rate: 99.738%**

Total Bounces:	130
Hard Bounce:	72
Soft Bounce:	58
Delivered:	49,572

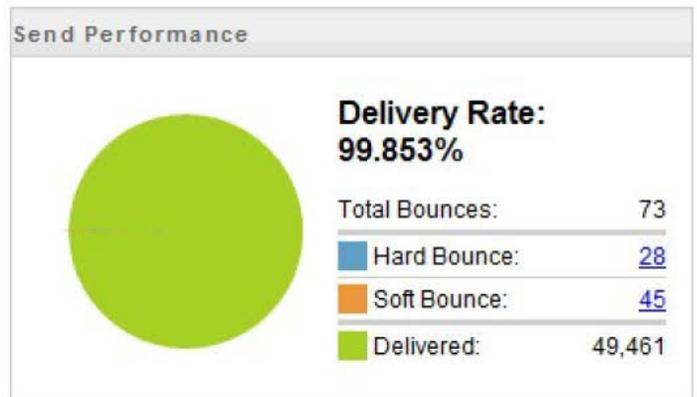


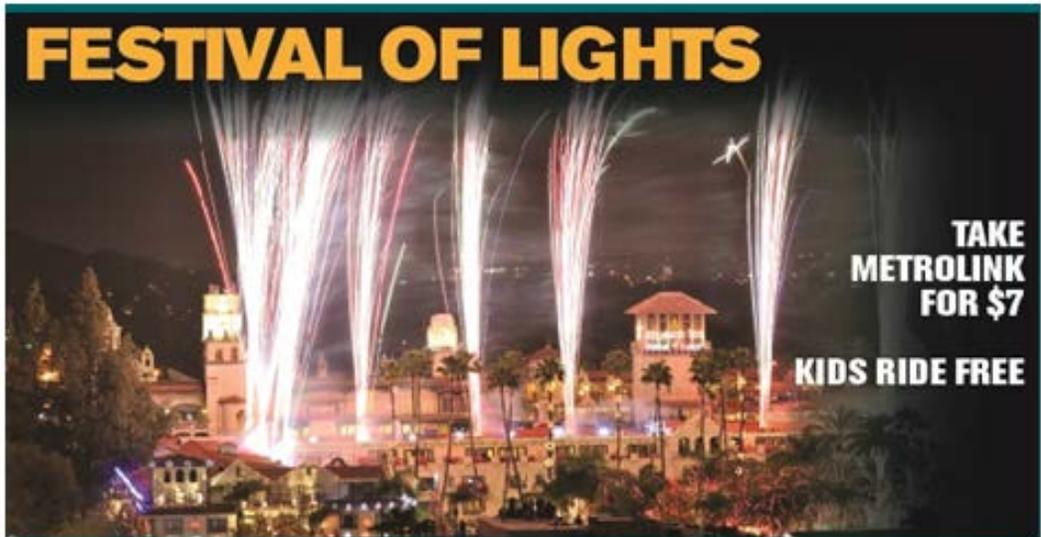
**Attend the Free Festival of Lights Event at the Mission Inn**

Metrolink is running special service to the Festival of Lights this weekend, **December 1 and 2**. Experience approximately 4.5 million lights with over 400 animated figures and the world's largest man-made mistletoe. Get onboard to experience the most dazzling free event of the holiday season.



Metrolink tickets are only \$7 for adults, and kids 18 and under ride free (up to 3 per adult)!

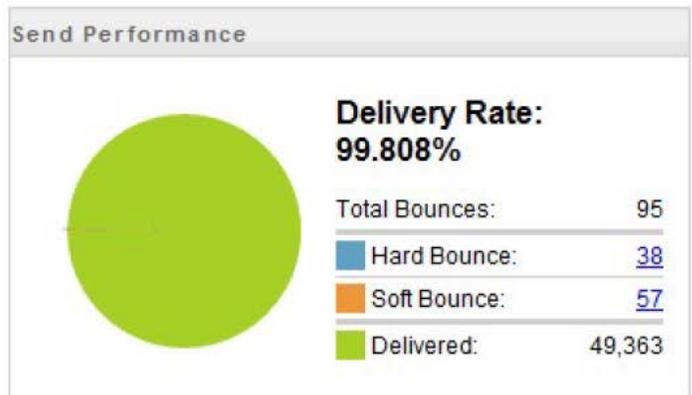




Metrolink is running special service to the Festival of Lights this weekend, **December 8 and 9**. Experience approximately 4.5 million lights with over 400 animated figures and the world's largest man-made mistletoe. Get onboard to experience the most dazzling free event of the holiday season.



Metrolink tickets are only \$7 for adults, and kids 18 and under ride free (up to 3 per adult)!



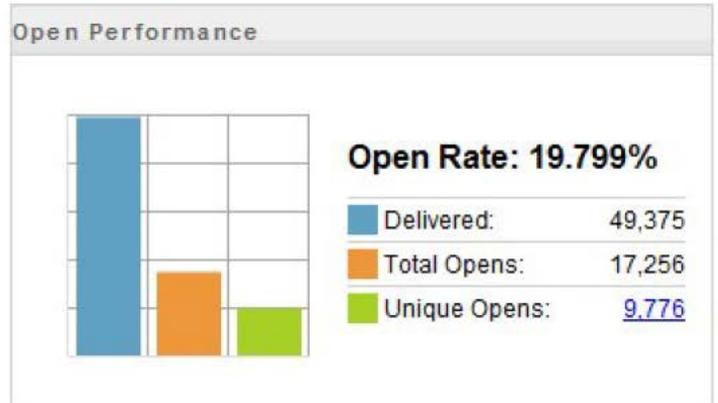
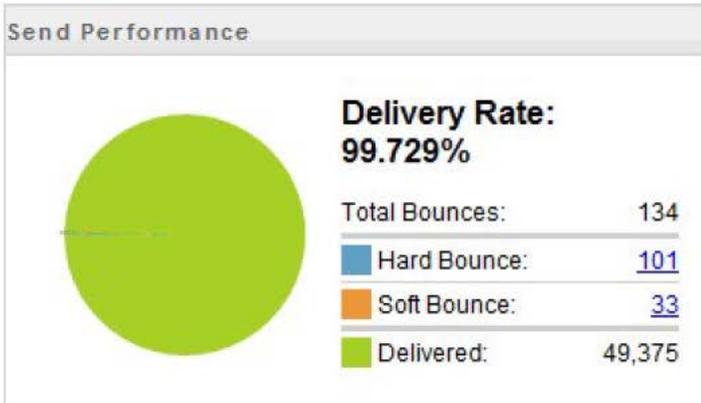


This weekend is your last chance of the season to take Metrolink to the Festival of Lights! The Festival of Lights will continue until January 6, but Metrolink will only run service to the event through **December 15-16**.

Experience approximately 4.5 million lights with over 400 animated figures and the world's largest man-made mistletoe. Get onboard to experience the most dazzling free event of the holiday season.



Metrolink tickets are only \$7 for adults, and kids 18 and under ride free (up to 3 per adult)!



e. Social media

This is our first year running the Festival of Lights campaign on Facebook. We ran a 10-day traffic (link clicks) ad campaign on Facebook and Instagram.

Demographic Targeting: Men and women ages 18 – 65+

Geographic Targeting: Within a 5-mile radius of our event station stops excluding Riverside-Downtown.

Interest(s): Families

Stats: Total reach: 313,768

Total impressions: 542,320

Total Clicks: 30,000 (5.68% CTR)

Clicks to website: 21,003 (3.87% result rate)

Highest results by age: ages 35-44

Highest results by gender: female (85%)

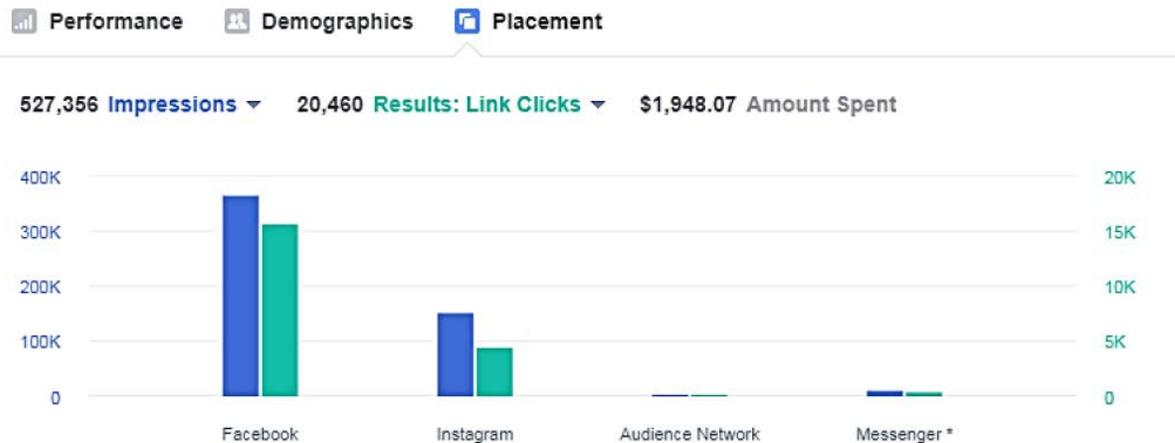
Highest results by platform & device: Facebook

iPhone (7,625 clicks)

Second highest: Facebook Android smartphone (6,702)

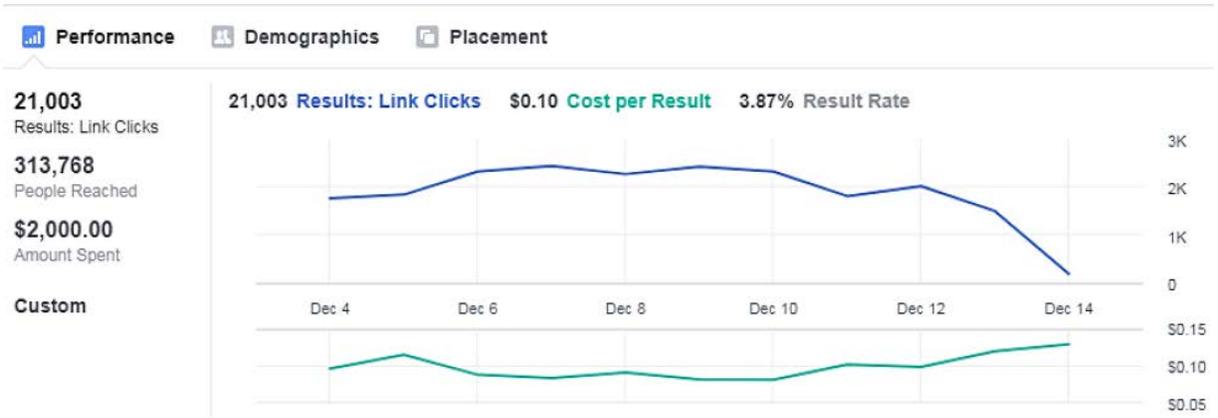


Placement:



\*Note: 97.5% of results are from a mobile device. Less than 3% are from a desktop.

# Performance:



# Demographics:



Instagram

metrolink Sponsored

[Learn More](#)

metrolink Don't miss the spectacular lights display at the Mission Inn. Metrolink takes you there for just \$7 round-trip!

f. Webpages  
Metrolink's D&E Page

METROLINK

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Riverside - Downtown

## FESTIVAL OF LIGHTS

Bypass traffic and parking hassles and enjoy a relaxed ride on Metrolink to the magic and tradition of the Mission Inn Hotel and Spa's 250<sup>th</sup> Annual Festival of Lights.

### DETAILS

**Location**

The Mission Inn Hotel & Spa  
2649 Mission Avenue Riverside, CA 92501

**When**

November 24, 29 & December 1, 2, 8, 9, 15-16

**Price of Entry**

\$7 Round Trip for Adults and Seniors  
Ages 19 and under ride FREE (Limit 2 per adult)

### GENERAL OVERVIEW

Metrolink will run special train service to the Festival of Lights event at Riverside's Mission Inn Hotel and Spa from train stops throughout Los Angeles, Orange and Riverside counties.

USA Today has called the Festival of Lights, "The Best Public Lights Display in the Nation," featuring approximately 4.5 million lights and a dazzling fireworks display. Additionally, the Festival of Lights includes more than 600 illuminated figures including angels, elves and Dickens characters, appearances by Santa Claus, the world's largest man-made reindeer, horse-drawn carriage rides, elaborately decorated Christmas trees in the lobby and throughout the hotel and delicious holiday confections.

### WHERE TO BUY TRAIN TICKETS

Tickets are available through the [Metrolink App](#) and from ticket vending machines at Metrolink stations listed in the schedule. Tickets can be used on all trains heading to Riverside-Downtown on the dates of the special service.

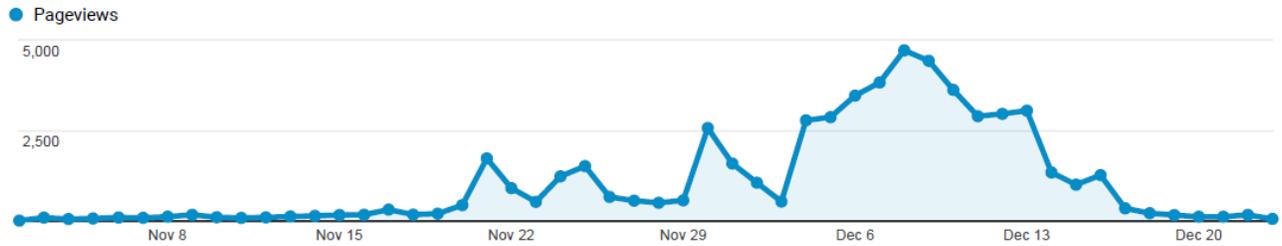
### TRAIN SCHEDULE

Metrolink will be offering Friday and Saturday train service to the Riverside-Downtown station from stations along the 91/Perris Valley line and I-15/ECV line. [Click here](#) to view the schedule.

#### getting there

Metrolink Origin Station	Friday	Saturday	Sunday
Los Angeles	10:00	10:00	10:00
Alhambra	10:10	10:10	10:10
Arroyo Grande	10:20	10:20	10:20
Chico	10:30	10:30	10:30
Chico Hills	10:40	10:40	10:40
Chico Park	10:50	10:50	10:50
Chico Station	11:00	11:00	11:00
Chico Valley	11:10	11:10	11:10
Chico West	11:20	11:20	11:20
Chico East	11:30	11:30	11:30
Chico North	11:40	11:40	11:40
Chico South	11:50	11:50	11:50
Chico Central	12:00	12:00	12:00
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Chico North			

# Metrolink's D&E Page Views and Statistics



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	56,027 % of Total: 1.27% (4,395,798)	48,937 % of Total: 1.42% (3,437,492)	00:03:24 Avg for View: 00:01:33 (120.12%)	42,645 % of Total: 3.03% (1,408,231)	85.62% Avg for View: 35.64% (140.24%)	77.77% Avg for View: 32.04% (142.77%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /destinations/festival-of-lights/	<b>56,027</b> (100.00%)	<b>48,937</b> (100.00%)	<b>00:03:24</b>	<b>42,645</b> (100.00%)	<b>85.62%</b>	<b>77.77%</b>	<b>\$0.00</b> (0.00%)

## RCTC Webpage



**The Point:** Bypass traffic, parking hassles and enjoy a relaxed ride on Metrolink. [Translate »](#)  
 Mission Inn Hotel and Spa's 25th Annual Festival of Lights.

Now in its 25<sup>th</sup> year, enjoy it even more with special fares – 57 adult round-trip tickets and up to 3 children under the age of 18 ride free. Avoid holiday traffic, parking hassles and take Metrolink special train service to the Mission Inn Hotel & Spa's Annual Festival of Lights in Riverside on Fridays and Saturdays from Los Angeles and Perris-South to Riverside-Downtown. The Riverside County Transportation Commission (RCTC) in cooperation with Metrolink is providing special train service to take riders from South Perris to Downtown Riverside and from Downtown Los Angeles to Downtown Riverside along the 91/PV line. Service from Orange County will also be provided. Funding for this special service is provided by a MSHC grant.

A free shuttle from the Downtown Riverside station to the Mission Inn will be provided by RTA.

The beloved Southern California tradition recently named "Best Public Lights Display in the Nation" by USA Today creates a magical, Disneyland-like experience in the heart of Riverside and attracts more than 250,000 visitors from all over the world each year, commencing with the famous "Switch-On" Ceremony, a spectacular event in which the castle-like hotel is instantly illuminated with nearly 4.5 million holiday lights followed by a full fireworks display.

Highlights of Festival of Lights include 200 animated figures including angels, elves and Dickens carolers; appearances by Santa Claus, the world's largest man-made mistletoe, horse-drawn carriage rides, elf tuck-ins, freshly fallen snow, elaborately decorated Christmas trees among other festive offerings. A new addition this year is the Candy Street that will take you down the main walkway, filled with candy décor, under the Campanario with the world's largest mistletoe, and down the path towards Main Street featuring brightly colored canopy lights, additional candy décor, window displays and more!



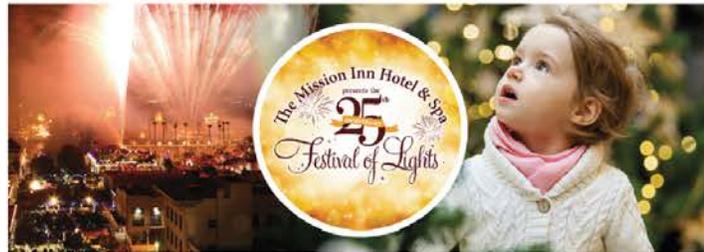
For more information please visit [MetrolinkTrains.com/FOL](http://MetrolinkTrains.com/FOL).

# OCTA Webpage

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## Festival of Lights



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## Take Metrolink. Prepare to be dazzled!

Bypass traffic and parking hassles and enjoy a relaxed ride on Metrolink to the magic and tradition of the Mission Inn Hotel and Spa's 25th Annual Festival of Lights. Bring the entire family to this electric holiday event and experience the excitement of 5 million dazzling lights, animated figures, and Santa Claus. Don't miss the switchon ceremony and fireworks show on Friday, November 24th at 4:30 pm. Visit Festival website for details.

**\$7**  
Round Trip  
adults/seniors

**FREE**  
Ages 18 and under  
(limit 3 per adult)

### Free shuttle service

The Riverside Transit Agency (RTA) will be operating free shuttle bus service between the Riverside Downtown station and the downtown area. Meet the shuttle in front of the station.

### Catch the Train to Riverside

**METROLINK TRAIN DATES**  
NOVEMBER 24, 25  
DECEMBER 1, 2, 8, 9, 15, 16

Special trains will run Fridays & Saturdays to the Downtown Riverside station on the 91/Perris Valley and IEOC lines. Click to view schedules:

[SPECIAL SCHEDULES >](#)

Your \$7 ticket can also be used Fridays & Saturdays on regular trains serving Downtown Riverside. For additional train options, check regular schedules by clicking below:

[REGULAR SCHEDULES >](#)

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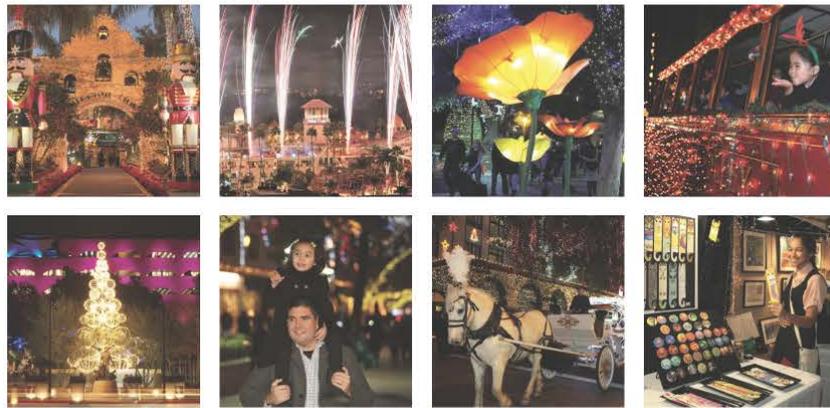
### Purchasing tickets

Tickets are only available through the Mobile App and from ticket vending machines at Metrolink stations along the 91/Perris line and Inland Empire-Orange County line. Tickets are not sold on the trains. Train seating will be on a first come first serve basis. Some busy trains may result in standing room capacity.

[DOWNLOAD APP >](#)

## Metrolink operating special train service from Union Station to Festival of Lights

BY ANNA CHEN , NOVEMBER 22, 2016



Metrolink will be offering special train service from Union Station on select dates to the [Festival of Lights](#) at the Mission Inn in Riverside. The Festival of Lights opens Thanksgiving weekend and runs through the first week of January.

On Nov. 25-26 and Dec. 2, 9, 10, 16 and 17, you can take the Riverside Line or 91/Perris Valley to the festival for just \$7 round-trip. Children 18 years and under ride free. There will be a free shuttle from Downtown Riverside Station to the Mission Inn. Train times are available [here](#).

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g. Tower ad at Los Angeles Union Station (plays as MP4)



h. Press release

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**6/27/2018:** Update: Alert Riverside Line tracks are now open between Industry and Montebello  
Lines Affected: **Riverside**

Metrolink News

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**Metrolink adds service to Riverside's world-famous Festival of Lights at historic Mission Inn**

Tuesday November 21, 2017



*\$7 for adults, ages 18 and under ride free*

**RIVERSIDE** – Back by popular demand, Metrolink is adding more weekend service to the Festival of Lights at the Riverside Mission Inn Hotel and Spa. Metrolink train service to the event will run November 24, 25 and December 1, 2, 8, 9, 15 throughout Riverside, Los Angeles and Orange counties.

"With the holiday season in full swing, families from across the Southern California region can enjoy this renowned and spectacular light display by simply taking Metrolink," said Metrolink Chair Andrew Kotyuk, who also serves as a Councilman for the City of San Jacinto. "Metrolink offers free rides to the event for ages 18 and under, making this experience affordable and convenient for countless families."

The special trains are timed to arrive in Riverside in the late afternoon on Fridays and Saturdays and depart Riverside after 8:00 p.m. Train times can be found at [www.metrolinktrains.com/FOL](http://www.metrolinktrains.com/FOL). The Riverside Transit Agency will provide free shuttles operating between the Riverside-Downtown Station and the Festival of Lights.

The Festival of Lights includes more than 400 animated figures including angels, elves and Dickens carolers, appearances by Santa Claus, the castle-like hotel illuminated with 5 million holiday lights, the world's largest man-made mistletoe, horse-drawn carriage rides, freshly fallen snow, elaborately decorated Christmas trees in the lobby and throughout the hotel and delectable holiday confections.

This is the second year that Metrolink has run special trains to the Festival of Lights. Last years' service was popular, with many trains at capacity. This year, Metrolink has increased service by 133% to give more people the opportunity to enjoy this exciting holiday event without worrying about traffic or parking.

Metrolink's special train service to the Festival of Lights is funded by the South Coast Air Quality Management District (SCAQMD) Board and by the Mobile Source Air Pollution Reduction Review Committee (MSRC).