

CONTRACT NO. MS18105

MAJOR EVENT CENTER
TRANSPORTATION PROGRAMS:

2018 METROLINK SPECIAL SERVICE FESTIVAL OF LIGHTS TRAINS

FINAL REPORT

SOUTHERN CALIFORNIA REGIONAL RAIL AUTHORITY
(METROLINK)

June 15, 2019

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) extends 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 2018 Festival of Lights in Riverside.

The MSRC Contract Administrators team, led by Cynthia Ravenstein, Ray Gorski and Leah Alfaro, were instrumental providing their professional guidance during the contract process and submittal of the final reporting requirements.

Metrolink would also like to recognize Riverside County Transportation Commission (RCTC), City of Riverside, The Mission Inn Hotel and Spa, Orange County Transportation Authority (OCTA) and Los Angeles County Metropolitan Transportation Authority (Metro) in supporting 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. The Festival of Lights continues to be a popular Southern California event and traveling on Metrolink contributes to reducing automobile trips in the region.

Metrolink also acknowledges our contractors, Amtrak and Bombardier, who provided support operating the special service to the Festival of Lights. Special thanks to our Customer Service representatives, Metrolink Operations, Marketing and Media Relations departments for promoting the service, supervising the operations, and ensuring our passengers safety when riding the train.

This report was submitted in fulfillment of Contract No. MS18105 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 23, 2018 and completed on December 15, 2018.

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-themed holiday event located in downtown Riverside at the Mission Inn Hotel and Spa and surrounding arterial streets. The event location is in close proximity to the 60, 215 and 91 freeways. The Festival of Lights welcomes guests to experience over a million holiday lights and decorations, live entertainment and multiple vendors in downtown Riverside. The Festival of Lights is a time-honored tradition for generations of Southern California residents attracting more than 500,000 visitors from all over the world each year. There are many attractions to experience including the Artisans Collective, lighted displays, rides, entertainment, food vendors, Santa Claus and more.

Metrolink is Southern California's regional commuter rail service starting in 1992 and is governed by the Southern California Regional Rail Authority. An 11-member board representing the transportation commissions of Los Angeles, Orange, Riverside, San Bernardino and Ventura counties, governs the service. Metrolink operates seven routes through a six-county, 538 route-mile network, which includes a portion of north 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.

In 2018, the MSRC awarded Metrolink a grant from the Major Event Center Transportation Program for \$252,696 to operate seven special trains on one Friday and four Saturday nights providing round-trip service from Oceanside and Los Angeles to the Festival of Lights. The new Tier 4 locomotives were to be used for the special train service as criteria for the grant.

Metrolink, RCTC, OCTA, Metro, Riverside Transit Agency (RTA) and the Mission Inn Hotel and Spa began planning for the special train service in July 2018 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 2018 season. Based on ridership for 2016 and standing room on some trains the previous year, it was decided to increase the special train service by 133%.

The special train service operated on Friday and Saturday nights from the season kick-off starting November 23, 2018 through December 5, 2018. The two trains originated from Oceanside and Los Angeles to Riverside-Downtown station. There was one inbound train from Los Angeles arriving the Riverside – Downtown station at 4:31 p.m. and two outbound trains to Los Angeles departing the Riverside – Downtown station at 8:45 p.m. and 9:00 p.m. One inbound train from Laguna Niguel/Mission Viejo arrived at Riverside – Downtown at 4:21 p.m. with the outbound train departing Riverside – Downtown at 9:15 p.m. From the Riverside – Downtown station, RTA provided shuttle service to the Festival of Lights event, with ten shuttles on a constant rotation to and from the train station. The purpose of the project was to reduce the number of vehicles traveling on freeways and arterial streets to mitigate traffic near the event venue by offering Metrolink train service to the Festival of Lights.

Metrolink's objective is to increase ridership on the special trains and remove vehicle trips to the annual Festival of Lights event. 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 the marketing and advertising in 2018 to promote the special train service. Targeting a demographic of families, social media strategies were implemented for the special train service. The participating agencies used Facebook, Twitter and Instagram and other paid and traditional media to reach the targeted audiences with the key messages of a convenient, traffic-free ride on Metrolink, and lower fare ticket option to take the train to the Festival of Lights.

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 the use of public transportation to families attending a holiday event destination and mitigate vehicular traffic along local arterials and neighborhoods. Through use of MSRC grants, traveling to destination events such as the Festival of Lights on Metrolink trains can influence commuting behavior of Southern California drivers.

Operations Plan:

2018 was the third year Metrolink operated both regular and special train service to and from Oceanside, Los Angeles and South Perris to the Festival of Lights in downtown Riverside. This year the MSRC grant covered four days (1 Friday and 4 Saturdays) of service to the Festival of Lights. The additional three Fridays of special train service, not covered by the grant, was funded by RCTC, Metro and OCTA. Riverside Transit Authority (RTA) provided free shuttle service from the Riverside-Downtown station with drop off/pick up close to the Mission Inn.

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 originated from Los Angeles and Laguna Niguel/Mission Viejo to the Riverside – Downtown Station. The Los Angeles route operated 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 operated 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 outbound trains made all special stops back to Los Angeles. The outbound train to Orange County made all stops to Laguna Niguel/Mission Viejo and included additional stops at San Juan Capistrano, San Clemente, San Clemente Pier and Oceanside. Seven special trains operated each Friday and Saturday night of service, totaling 56 special trains operating over four weekends. There were ten RTA shuttles providing round-trip service between the Riverside – Downtown Metrolink station and 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 weekly at Metrolink's 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 each night of the special service.

The special Metrolink trains arrived at the Riverside - Downtown station beginning at 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, Metrolink customer service staff and station security directed passengers to their return trains.

Metrolink operated special train service on Fridays and Saturdays on the Festival of Lights on the following dates:

Weekend 1: Friday, November 23 and Saturday, November 24

Weekend 2: Friday, November 30 and Saturday, December 1

Weekend 3: Friday, December 7 and Saturday, December 8

Weekend 4: Friday, December 14 and Saturday, December 15

Special Metrolink Train Schedules

The Mission Inn Hotel & Spa's
26th Annual Festival of Lights

METROLINK TRAIN SCHEDULE

getting there

Los Angeles to Riverside

91/PERRIS VALLEY LINE	Friday Trains		Saturday Trains	
	756X	702	756X	752
L.A. Union Station	3:03	3:35	3:03	3:15
Norwalk / Santa Fe Springs	3:24	3:56	3:24	3:36
Buena Park	3:31	4:03	3:31	3:42
Fullerton	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	Saturday Train
	737X	737X
Perris - South	3:55	3:55
Perris - Downtown	3:59	3:59
Moreno Valley / March Field	4:08	4:08
Riverside - Hunter Park/UCR	4:27	4:27
Riverside - Downtown	4:35	4:35

Laguna Niguel / Mission Viejo to Riverside

INLAND EMPIRE- ORANGE COUNTY LINE	Friday Train	Saturday Train
	856X	856X
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 Canyon	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

The Mission Inn Hotel & Spa's
26th Annual Festival of Lights

METROLINK TRAIN SCHEDULE

returning home

Riverside to Los Angeles

91/PERRIS VALLEY LINE	Friday Trains		Saturday Trains	
	757X	759X	757X	759X
Riverside - Downtown	8:15	9:00	8:15	9:00
Riverside - La Sierra	8:25	9:10	8:25	9:10
Corona - North Main	8:33	9:18	8:33	9:18
Corona - West	8:39	9:24	8:39	9:24
Fullerton	9:01	9:46	9:01	9:46
Buena Park	9:07	9:52	9:07	9:52
Norwalk / Santa Fe Springs	9:13	9:58	9:13	9:58
L.A. Union Station	9:45	10:30	9:45	10:30

Riverside to Perris

91/PERRIS VALLEY LINE	Friday Train	Saturday Train
	738X	738X
Riverside - Downtown	9:30	9:30
Riverside - Hunter Park/UCR	9:42	9:42
Moreno Valley / March Field	9:55	9:55
Perris - Downtown	10:06	10:06
Perris - South	10:15	10:15

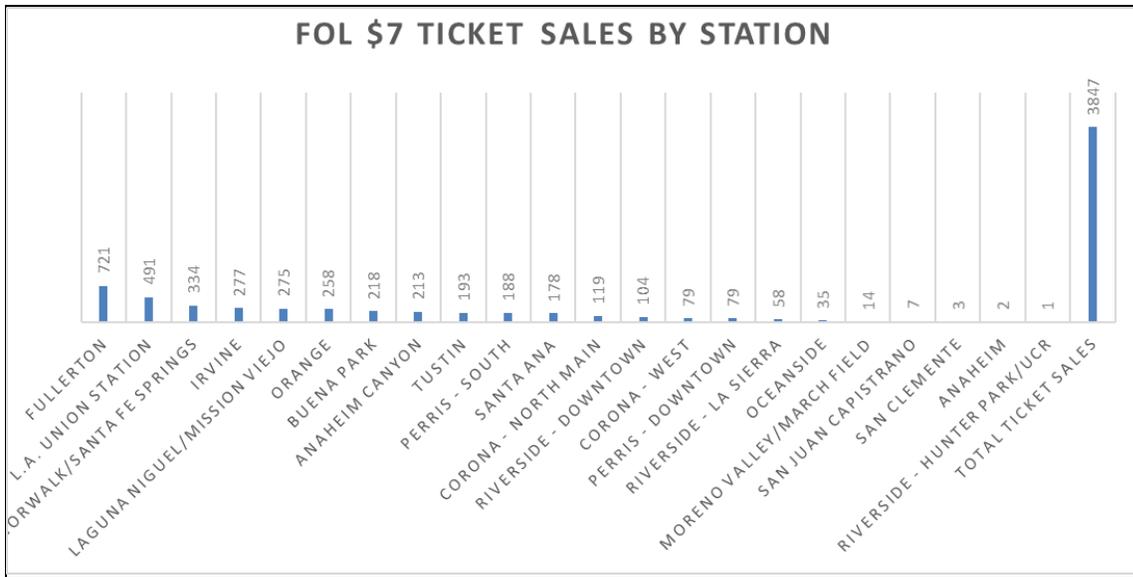
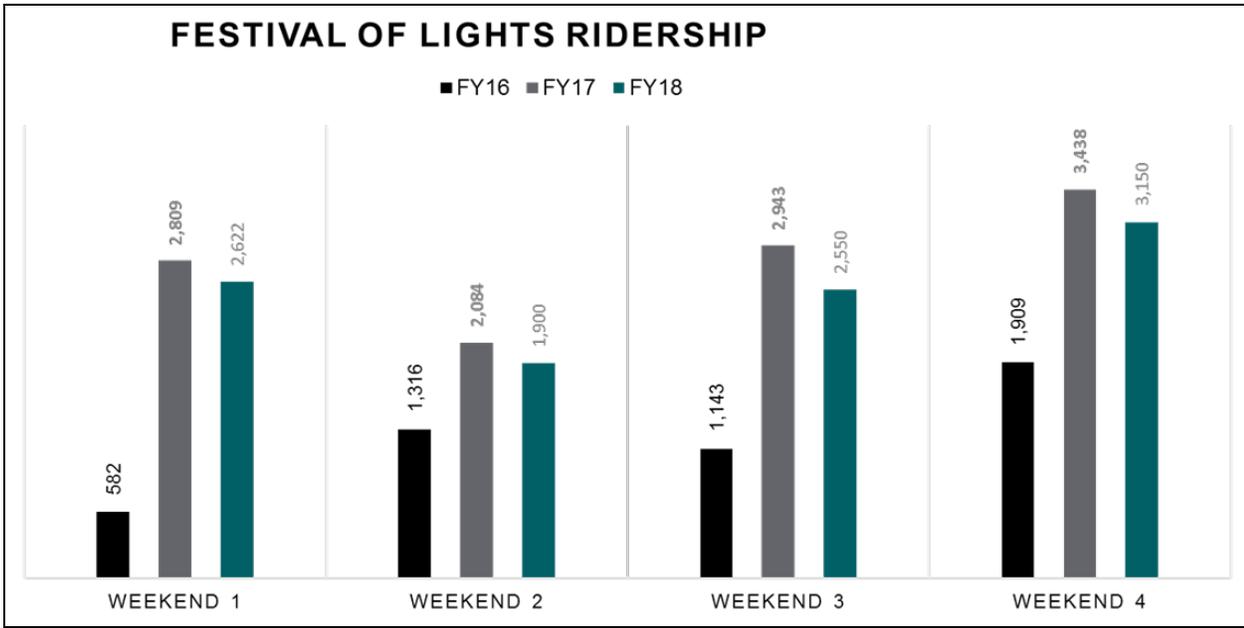
Riverside to Oceanside

INLAND EMPIRE- ORANGE COUNTY LINE	Friday Train	Saturday Train
	855X	855X
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	10:43	10:43
San Juan Capistrano	10:51	10:51
San Clemente	11:01	11:01
San Clemente Pier	11:04	11:04
Oceanside	11:31	11:31

All times are PM

Ridership and Sales

Total ridership for the 2018 Festival of Lights was 10,222 for all FESTIVAL OF LIGHTS special trains. Overall, ridership was down -9% from 2017, which had 11,274 passengers on special trains. It is noteworthy to mention, during week three of the FESTIVAL OF LIGHTS service, Southern California experienced inclement weather, which may have attributed to the -13% change in ridership for weekend 3 when compared to 2017.



PROBLEMS ENCOUNTERED:

There were no problems encountered during the 2018 Festival of Lights special service. From lessons learned in 2016 and 2017, a backup train was available if needed to address overcrowded trains. No back up train was needed during the Festival of Lights special service in 2018.

EMISSIONS BENEFITS:

A total of 3,847 Festival of Lights tickets were sold at 22 Metrolink station along the 91/Perris Valley and IEOC lines. Total ticket sales account for approximately one-third of total Festival of Lights ridership, reflecting up to three children riding free with each paying adult. Total passenger round-trip miles from each of the 22 stations to the Mission Inn was 305,012 miles based on tickets sold.

	FESTIVAL OF LIGHTS Tickets Sold	Miles to Mission Inn	Roundtrip Miles to Mission Inn	Total Passenger Miles	Total Passenger Miles Per 2 tickets Sold
Fullerton	721	47	94	67774	33887
L.A. Union Station	491	54	108	53028	26514
Norwalk/Santa Fe Springs	334	47	94	31396	15698
Irvine	277	41	82	22714	11357
Laguna Niguel/Mission Viejo	275	50	100	27500	13750
Orange	258	36	72	18576	9288
Buena Park	218	42	84	18312	9156
Anaheim Canyon	213	32	64	13632	6816
Tustin	193	37	74	14282	7141
Perris - South	188	18	36	6768	3384
Santa Ana	178	39	78	13884	6942
Corona - North Main	119	15	30	3570	1785
Riverside - Downtown	104	1	2	208	104
Corona - West	79	18	36	2844	1422
Perris - Downtown	79	19	38	3002	1501
Riverside - La Sierra	58	9	18	1044	522
Oceanside	35	71	142	4970	2485
Moreno Valley/March Field	14	9	18	252	126
San Juan Capistrano	7	53	106	742	371
San Clemente	3	60	120	360	180
Anaheim	2	37	74	148	74
Riverside - Hunter Park/UCR	1	3	6	6	3
TOTALS	3,847	738	1,476	305,012	152,506

Each ticket sold does not represent a one-for-one vehicle removed. Therefore, staff conservatively estimates that one car was removed for every two tickets sold, resulting in 152,506 passenger miles removed from Southern California highways.

Note: Google maps was used to calculate the fastest recommended route from each Metrolink station address where Festival of Lights tickets were sold to the Mission Inn Hotel & Spa.

<MSRC assistance is requested to calculate the air quality benefits of the service based on the service and ridership information provided>

PROMOTION AND OUTREACH:

The 2018 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) and by providing a special experience for current and new riders with the value of easily attending one of California's most fabulous holiday events.

Metrolink 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. Metrolink and the project supporters including the Mission Inn Hotel, RTA, City of Riverside, RCTC, OCTA, and Metro actively promoted the Festival of Lights special service to the 2018 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:

- A. Print campaign
 - Station marketing: posters at Metrolink stations
 - Event Collateral: On board rack card style flyers and ticket brochures

- Seat drops communicating about Metrolink access
- B. Website:
- Metrolink rotating banner ad on home page
 - Metrolink dedicated splash page promoting special train service and ticket sales
 - Mission Inn and City of Riverside to add Metrolink creative to digital media buy (display/search engine marketing)
 - Mission Inn and City of Riverside to post a Metrolink homepage features on their websites.
 - Mission Inn to prominently list Metrolink service as a discount/free offer with a ticket purchase flow to promote special train ticket packaging
- C. Newsletters: (print and e-version)
- Metrolink Matters (bi-monthly onboard trains and electronic version) 25,000 copies
 - Metrolink e-blast (49,000 subscribers)
 - Mission Inn and Spa monthly e-newsletter (80,000 subscribers)
 - Mission Inn to promote Metrolink train service via promotional emails (80,000 subscribers)
- D. Press releases
- Metrolink
 - Mission Inn
 - City of Riverside
 - RCTC, OCTA, Metro
- E. Social media outreach
- Facebook – posts and sponsored ads
 - Twitter
 - Instagram
 - Metrolink, Mission Inn, City of Riverside, RCTC, OCTA, Metro
 - Metrolink Matters Blog
- F. Promotional ticket pricing
- Adults/Seniors - \$7
 - Children under 18 years - Free
- G. Radio/Pandora Campaign:
- Mission Inn/City of Riverside to create Metrolink service-specific versions of its radio spots to run during the 2018 campaign.
- H. Outdoor Campaign:
- City of Riverside electronic marquee sign to include 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 will also be available.

- Union Station (digital) East Portal Tower Ad

- I. Event Marketing:
 - Mission Inn to produce flyers and ticket brochures featuring Metrolink information at a variety of event activations
 - Pop Up Party on selected trains with swag and glow necklaces to give away
 - Community Outreach
 - Have station cities promote via websites and social media channels
 - Work with Board and Elected officials to promote service to event.

The marketing executed by our Member Agencies included:

OCTA

- Collateral
 - Promotional flyers
 - Posters – 24” w x36” h
 - Banners – 36” h x60” w
- Digital
 - OCTA web: feature page, banner ad
 - Eblast
 - Paid Media – Facebook and Google Ads - \$4,000
 - Organic Facebook and Twitter posts
 - Press Release
 - Blog Article

RCTC

- Banners at all stations within Riverside County
- Distributed rack cards at stations and outreach events
- Website banner and blog posts
- Social media posts shared with station cities, local groups, colleges and universities

Metro

- Blog posts on “The Source”
- Metro webpage
- Tweet before each game
- Facebook and Instagram posts

SUMMARY AND CONCLUSIONS

Metrolink and project participants' goals are to improve the customer experience, promote public transit, reduce automobile trips and local traffic congestion, increase ridership, and improve overall air quality by emissions reduction.

For the last three years, Metrolink 's Festival of Lights special train service has provided a regional service to a major event center reducing traffic congestion along the local streets and the 91, I-5 and I-215 freeways. The Metrolink Festival of Lights service spanned 3 counties along our 3 routes.

Metrolink, RCTC, OCTA, Metro and the Mission Inn 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 such as Festival of Lights assists in achieving 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 is a positive accomplishment and continuous effort for the MSRC and Metrolink.

Metrolink, RCTC, OCTA, Metro, RTA and the Mission Inn Hotel and Spa express our appreciation to the MSRC for approval of our Major Event Center Transportation Program grant for the 2018 Festival of Lights

MARKETING COLLATERAL MATERIALS

Rack card flyer

Metrolink Takes You to Where the Fun Is!

The Mission Inn Hotel & Spa
Presents
26th ANNUAL Festival of Lights
Riverside, CA

Special Train Service to Riverside-Downtown
Nov. 23, 24 & 30
Dec. 1, 7, 8, 14 & 15

\$7 Round-Trip Kids Ride Free*

*Maximum of one child per adult passenger per train.

METROLINK. For more information, visit metroinktrains.com/FOL.

METROLINK.

Celebrate the Season
When You Ride Metrolink to the Mission Inn Hotel & Spa's 26th Annual Festival of Lights.

For more information, visit metroinktrains.com/FOL.

Special Train Service to Riverside-Downtown
Nov. 23, 24 & 30
Dec. 1, 7, 8, 14 & 15

\$7 Round-Trip Kids Ride Free*

Switch On Ceremony | November 23 at 4:30 pm
Experience the excitement of the moment when 5 million brilliant lights are turned on for the season with a full fireworks display following the lighting ceremony. Ceremony starts at 4:30 pm - lighting and fireworks at 6 pm.

Free Shuttle
From Riverside Transit Agency shuttles will be operating from the Riverside - Downtown station and take passengers to the dazzling lights, elves, angels 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 regular service trains headed to Riverside-Downtown. Check the Metrolink schedule for additional times.
- Train seating will be on a first come first served basis. Some busy trains may result in standing room capacity.

Los Angeles to Riverside-Downtown

81/PERRIS VALLEY LINE	Friday 702	Saturday 752
L.A. Union Station	8:00	8:00
Novak/Santa Fe Springs	8:24	8:24
Stana Park	8:31	8:31
Fullerton	8:33	8:33
Corona - West	8:40	8:40
Corona - North Main	8:41	8:41
Orange - LA Sierra	8:48	8:48
Riverside - Downtown	8:51	8:51

Riverside-Downtown to Los Angeles

81/PERRIS VALLEY LINE	Friday 752X	Saturday 752
Riverside - Downtown	8:15	8:15
Novak - La Sierra	8:25	8:25
Corona - North Main	8:33	8:33
Corona - West	8:39	8:39
Fullerton	8:41	8:41
Novak/Santa Fe Springs	8:48	8:48
L.A. Union Station (LAUS)	8:48	8:48

Perris-South to Riverside-Downtown

81/PERRIS VALLEY LINE	Friday 727X	Saturday 727X
Perris - South	8:55	8:55
Perris - Downtown	8:58	8:58
Moreno Valley/Marsh Field	9:05	9:05
Downtown - Hunter Park/UCR	9:27	9:27
Downtown - Downtown	9:35	9:35

Riverside-Downtown to Perris-South

81/PERRIS VALLEY LINE	Friday 727X	Saturday 727X
Riverside - Downtown	9:30	9:30
Downtown - Hunter Park/UCR	9:42	9:42
Moreno Valley/Marsh Field	9:55	9:55
Perris - Downtown	10:08	10:08
Perris - South	10:18	10:18

Laguna Niguel / Mission Viejo to Riverside-Downtown

INLAND EMPIRE ORANGE COUNTY LINE	Friday 856X	Saturday 856X
Laguna Niguel/Mission Viejo	9:00	9:00
Tustin	9:10	9:10
Yuba	9:16	9:16
Santa Ana	9:22	9:22
Orange	9:24	9:24
Anaheim Canyon	9:33	9:33
Corona - West	9:44	9:44
Corona - North Main	9:50	9:50
Novak/Santa Fe Springs	9:58	9:58
Riverside - Downtown	10:21	10:21

Riverside-Downtown to Oceanside

INLAND EMPIRE ORANGE COUNTY LINE	Friday 856X	Saturday 856X
Riverside - Downtown	9:15	9:15
Riverside	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
Yuba	10:32	10:32
Laguna Niguel/Mission Viejo	10:43	10:43
San Juan Capistrano	10:51	10:51
San Clemente	11:01	11:01
San Clemente Pier	11:04	11:04
Oceanside	11:31	11:31

*Discounted fare good for adults and seniors. Children 19 years & under ride free (less 1 per adult).

MetroLink's special service to the Festival of Lights is made possible with the support of Clean Transportation Funding from the Mission Source All-Purpose Transportation Revenue Commission (MSRC).

The Mission Inn Hotel & Spa

Station Poster

The Mission Inn Hotel & Spa Presents
26th ANNUAL
Festival of Lights
Riverside, CA

Friday, November 23, 2018 -
Sunday, January 6, 2019

Switch-On Ceremony:
Friday, November 23, 2018 • 4:30 PM
Mission Inn Ave. and Orange St.
Fireworks, Lighting Ceremony and More!

RiversideFestivalofLights.com
For hotel information, visit FestivalofLightsCA.com

The Mission Inn Hotel & Spa

Emails

Festival of Lights Email #1 Date sent: 11/21/2018

To view this email as a web page, go here.



Metrolink Special Service to Downtown Riverside
Nov. 23, 24 & 30 | Dec. 1, 7, 8, 14 & 15

The Mission Inn Hotel & Spa Presents
Festival of Lights

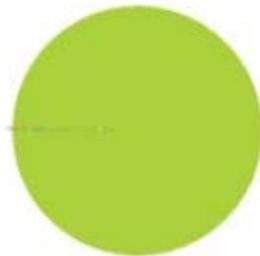


Take Metrolink to Festival of Lights for Only \$7 Round-Trip

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 23, 24, 30** and **December 1, 7, 8, 14, 15**. Tickets are only \$7 for adults, and children 18 and under ride free (up to 3 per adult)! Get aboard to experience the most dazzling event of the holiday season.

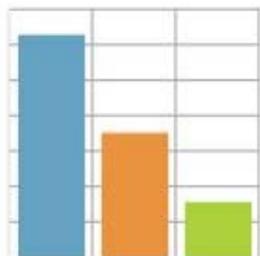
[View Details](#)



Delivery Rate: 99.719%

Total Bounces:	176
Hard Bounce:	<u>94</u>
Soft Bounce:	<u>82</u>
Delivered:	62,442

Open Performance



Open Rate: 25.055%

Delivered:	62,442
Total Opens:	35,033
Unique Opens:	<u>15,645</u>

Festival of Lights Email #2 Date sent: 12/12/2018




Final Weekend to Take Metrolink to Festival of Lights for Only \$7 Round-Trip!

Don't miss out on this annual holiday tradition at Riverside's Mission Inn Hotel & Spa!

Metrolink is running its final special service to the Festival of Lights on Friday and Saturday, December 14 and 15. Tickets are only \$7 for adults, and children 18 and under ride free (up to 3 per adult!)

[View Details](#)

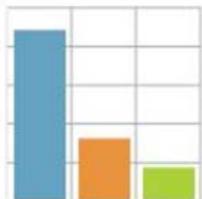
Send Performance



Delivery Rate: 99.547%

Total Bounces:	20
Hard Bounce:	<u>13</u>
Soft Bounce:	<u>7</u>
Delivered:	4,397

Open Performance



Open Rate: 19.286%

Delivered:	4,397
Total Opens:	1,597
Unique Opens:	<u>848</u>

Social Media

Metrolink @Metrolink

Stop by the Metrolink booth at FESTIVAL OF LIGHTS (on Mission Inn Ave. in front of Coffee Bean & Tea Leaf) on Friday and Saturday evenings. We are giving away free Metrolink rides and we have a nightly drawing for a Casey's Cupcakes gift certificate. @TheRCTC #Metrolink #FOL2018

Metrolink
December 7 at 3:10 PM

Our friends at Metro Los Angeles made this video about taking public transit to Festival of Lights in Riverside! It's an adorable video--check it out!

YOUTUBE.COM

Go Metro + Metrolink to the Festival of Lights

Metrolink is offering special train service from Union Station on select dates to the Festival of Lights at...

Metrolink @Metrolink

Festival of Lights is an iconic holiday experience with light displays, decorations, rides, food and live entertainment! Starting Friday, 11/23, Metrolink is running special train service Fridays & Saturdays to the event for \$7 round-trip!

More info: metrolinktrains.com/fol

Metrolink Special Service to Downtown Riverside
The Mission Inn Hotel & Spa Presents
Festival of Lights

Metrolink
November 16

The Riverside Festival of Lights is an iconic Southern California family holiday experience with light displays, decorations, rides, food and live entertainment! Starting Friday, November 23, Metrolink is running special train service Fridays and Saturdays to the event for a \$7 round-trip ticket! More info: <https://www.metrolinktrains.com/fol>

Metrolink Special Service to Downtown Riverside
The Mission Inn Hotel & Spa Presents
Festival of Lights

Metrolink @Metrolink

Our friends at Metro Los Angeles made this video about taking public transit to Festival of Lights in Riverside! It's an adorable video--check it out!

YOUTUBE.COM

Go Metro + Metrolink to the Festival of Lights

Metrolink is offering special train service from Union Station on select dates to the Festival of Lights at the Mission Inn in Riverside. Connect with Metrolink...

Metrolink
December 1 at 9:00 AM

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 26th Annual Festival of Lights! Check out this video below by our friends at Riverside County Transportation Commission!

YOUTUBE.COM

Trip to the Riverside Festival of Lights 2018

Take Metrolink to the Riverside Festival of Lights! \$7 round trip / under 18 is free For more information, visit metrolinktrains.com/FOL (Video produced by...)

Metrolink
November 30 at 2:10 PM

Join us for "Illuminate Riverside" a one-day event connecting our special train service with the Mission Inn Festival of Lights on December 7! Thanks to our friends The Press-Enterprise & Inland Valley Daily Bulletin for highlighting! <http://ow.ly/H3RD30mOZTZ> <http://metrolinktrains.com/fol>

Press Release



FOR IMMEDIATE RELEASE: November 29, 2017



Metrolink offers bargain-priced service to Riverside’s world-famous Festival of Lights at historic Mission Inn

\$7 for adults, Kids ride Free

RIVERSIDE – Metrolink is providing hassle-free, convenient and affordable service to the Festival of Lights at the Riverside Mission Inn Hotel and Spa. Metrolink train service to the event will run December 1, 2, 8 ,9 ,15 from 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 is also a San Jacinto councilmember. “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 p.m. Train times can be found

Websites/Blogs

THE SOURCE TRANSPORTATION NEWS & VIEWS About This Blog Privacy Policy Metro.net

Metrolink will run special train service from Union Station to Festival of Lights

BY ANNA CHEN | NOVEMBER 13, 2018



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 November 23, 24, 30 and December 1, 7, 8, 14 and 15, you can take the Riverside Line or 91/Perris Valley to the Festival of Lights. From the Festival of Lights and back to Union Station and back to Union Station.

METROLINK MATTERS HOME ABOUT CONTACT

Trending Topics: Promotions Agency News Safety Service Uncategorized

Special Festival of Lights service returns for the holidays!

The 26th Annual Festival of Lights is returning to The Mission Inn Hotel & Spa in Riverside starting this weekend! To kickoff this season's Festival of Lights, The Mission Inn Hotel & Spa, the Greater Riverside Chamber of Commerce and the City of Riverside will present a Switch-On Ceremony beginning at 4:30 on Friday with a fireworks display.



This is the official blog of Metrolink, Southern California's commuter railroad. We post five times per week with topics ranging from latest news to insider views of the railroad.

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Last year, more than 11,000 Southern Californians chose to take Metrolink to the Festival of Lights.

RCTC RIVERSIDE COUNTY TRANSPORTATION COMMISSION

Metrolink Offers Train Service to Riverside's Annual Festival of Lights

NOVEMBER 21, 2018 | IN LIFESTYLE, METROLINK, GAIL, TRAIN, TRAVEL, TRAVEL | BY RCTC



The Point: Take Metrolink to experience the magic of 5 million lights, 400+ animated figures and live entertainment!

Metrolink will make attending the 26th Annual Festival of Lights at the Mission Inn in Riverside more fun and convenient by offering special trains from Nov. 23 through Dec. 15.



Translate

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Festival of Lights 2018



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 26th 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 switch-on ceremony and fireworks show on Friday, November 23rd at 4:30 pm. Visit Festival website for details.

