

MSRC Contract No. MS18065
San Bernardino Line Discount Program
San Bernardino County Transportation Authority
May 16, 2024

**Prepared for the Mobile Source Air Pollution Review Committee (MSRC) under the AB
2766 Discretionary Fund Work Program**

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 (South Coast AQMD). 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.

Acknowledgements

The San Bernardino County Transportation Authority (SBCTA) expresses its sincere gratitude to the Southern California Regional Rail Authority (SCRRA) for the development and implementation of the San Bernardino Line Discount Program, which provides riders of the San Bernardino Line of the Metrolink system with a twenty-five percent discount on all fare types, as well as to the Los Angeles County Metropolitan Transportation Authority (LACMTA) for being a co-sponsor of the program, which allowed the program to be implemented across the entirety of the San Bernardino Line, which traverses both San Bernardino and Los Angeles Counties.

Rebekah Soto of SBCTA served as the lead project manager for this program and coordinated closely with Jay Fuhrman and Yvette Reeves of LACMTA to ensure both agencies not only received approval from their respective management and Board of Directors, but also secured adequate funding in order to launch the program. Henning Eichler, Edison Abrenica, Sabrina Davis, Roderick Diaz, and Arnold Hackett of SCRRA provided valuable guidance on the funding needs, ridership and revenue forecasts, marketing campaign design and communications required to make the program a success. Jesse Gutierrez and Julie Nieto of SCRRA also provided much needed assistance with ensuring that progress report data was provided and checked for accuracy. SBCTA also extends its utmost thanks to Matthew Mackenzie and Cynthia Ravenstein of the MSRC for their support and sponsorship of the program, which proved to be vital in assisting SBCTA with providing its full share of the cost to implement the program through San Bernardino County. The success of this program is due to the collaboration and partnership of all four agencies, without which, this program would not have been a success and a large driver of ridership for the San Bernardino Line of the Metrolink system.

This report was submitted in fulfillment of MS18065 and the San Bernardino Line Discount Program by the San Bernardino County Transportation Authority under the partial sponsorship of the Mobile Source Air Pollution Reduction Review Committee (MSRC). Work was completed as of March 31, 2024.

Project Description & Work Performed

The San Bernardino Line (SBL) is a continuous commuter rail line that is part of the Metrolink regional rail system. The line spans across 57.7 route miles from Downtown San Bernardino to Downtown Los Angeles, serving both San Bernardino and Los Angeles County residents. Although SCRRA operates the Metrolink regional rail system, its operations are funded by both SBCTA and LACMTA. Funding of operations is split between the two transportation agencies at an approximate 40/60 split based on geographic placement of the line's route miles.

Prior to the commencement of the San Bernardino Line Discount Program, the SBL had experienced an average of 11 percent drop in ridership, as well as an excess seating capacity of 68.6 percent during non-peak periods on weekdays and, 74.6 percent on weekends between July and December 2017. In addition to other factors, such as increases in car ownership and low fuel costs, the timing of the drop in ridership correlated with a 2013 fare increase. Due to the challenge of this decline in ridership along the SBL along with attempts to re-build ridership, the LACMTA Board directed its staff to work with SBCTA and SCRRA to implement a fare discount pilot program to serve as an incentive to both previous and potential new riders to utilize the San Bernardino commuter rail line. Both SBCTA and LACMTA acknowledge the value of funding and implementing a fare discount that is fair and consistent to residents located in both San Bernardino and Los Angeles County. Both agencies requested SCRRA to develop a cost and implementation analysis to determine the funding required from both SBCTA and LACMTA to implement an entire-line discount. The analysis provided by SCRRA included discount scenarios of 25 percent, 20 percent, 15 percent, and 10 percent, respectively. Due to the success of previous and on-going 25 percent fare discount programs implemented on other Metrolink commuter rail lines, both SBCTA and LACMTA recommended the 25 percent fare discount scenario to both agencies' Board of Directors in April 2018. On March 14, 2018, SBCTA received concurrence from its Transit Committee for the 25 percent discount program and subsequent development of a work and implementation plan, which was approved by the SBCTA Board of Directors in April 2018.

The San Bernardino Line Discount Program provides riders of the SBL of the Metrolink system with a 25 percent discount across all fare types along the entirety of the corridor, spanning from the Los Angeles Union Station in downtown Los Angeles to the San Bernardino – Downtown station in downtown San Bernardino. The goal of the program was to test the effectiveness of lowering fares to drive overall ridership and revenue, resulting in less street and freeway congestion and improved air quality across the San Bernardino and Los Angeles Counties. SBCTA, LACMTA, and SCRRA identified 2 advantages to testing out the SBL fare strategy by means of a pilot program:

1. Potential to assess the revenue impact that would be associated with increased ridership on the line, compared to the revenue reduction that would come from the reduced fares.
2. Provides an opportunity to introduce new riders to the system with the combination of lower fares and value-added marketing.

In addition to re-building and maintaining ridership along the SBL, SBCTA, LACMTA, and SCRRA desired to target relief of traffic congestion and Greenhouse Gas emissions as a result of a shift in commuter behavior from automobiles to public transportation.

The program commenced on July 1, 2018, and was originally intended to be a six (6) month pilot following its launch as existing Metrolink fare policy allows for a promotional fare discount for up to 6 months in duration without conducting a public hearing in accordance with Title VI. As such, the program could be extended beyond the pilot period, or made permanent following a public hearing and Board approval. Due to the success of the pilot launch, and in accordance with its fare policy, the SCRRA Board of Directors instructed staff to initiate a public review process to solicit feedback on the potential continuation of reduced fares on the SBL as part of the required Title VI Fare Equity Analysis. Due to the overall positive response from the public, the SCRRA Board approved continuation of the program beyond the initial six month pilot duration at its Board meeting on September 14, 2018, making the 25 percent fare reduction a permanent feature of

the Metrolink fare structure for the SBL. The SBL has remained the highest performing Metrolink line over the course of the program, including during the pandemic as well, and has recovered the most pre-pandemic ridership compared to the rest of the Metrolink system. This reduced fare program has allowed the SBL, which serves many disadvantaged communities throughout San Bernardino and Los Angeles Counties, to remain affordable and accessible to the population it serves.

Problems Encountered

SBCTA, in partnership with LACMTA and SCRRA, identified a 4-year plan to implement and fund the San Bernardino Line Fare Discount Pilot Program. The total combined cost of the program was estimated to cost approximately \$7 million dollars, with SBCTA's contribution approximately \$2.81 million dollars. The 4-year funding plan broke down the program costs by year and subsidy requirements by both SBCTA and LACMTA. Based on ridership increases of ongoing similar fare discount pilot programs, such as the Metrolink Antelope Valley Line in Los Angeles County, annual subsidy projections showed a combined operations cost-savings of \$267,669 by fiscal year 2023. In summary, the program was estimated to break-even, and the discount program would “pay for itself” by the 4th quarter of 2023. The table below shows the original funding plan.

| Across the Board Fare Reduction 25% | | | | | |
|--|------------------|------------------|------------------|----------------|------------------|
| | FY19 | FY20 | FY21 | FY22 | FY23 |
| Pre-Discount Revenue | 20,390,386 | 20,390,386 | 20,390,386 | 20,390,386 | 20,390,386 |
| Post-Discount Revenue | 17,658,592 | 18,364,936 | 19,099,533 | 19,863,515 | 20,658,055 |
| Effect of Discount | (2,731,794) | (2,025,450) | (1,290,853) | (526,871) | 267,669 |
| Program Expenditures | (431,000) | - | - | - | - |
| Subsidy Required | 3,162,794 | 2,025,450 | 1,290,853 | 526,871 | (267,669) |
| Rev. % to Pre-Discount Revenue | 87% | 90% | 94% | 97% | 101% |
| Subsidy METRO 60% | 1,891,983 | 1,211,624 | 772,188 | 315,174 | (160,120) |
| Subsidy SBCTA 40% | 1,270,811 | 813,826 | 518,665 | 211,697 | (107,550) |

The first 8 months of the program saw a significant increase in ridership; the SBL had reached historical highs in ridership with an average increase of approximately 8.7 percent each month. However, the designation of the novel coronavirus (COVID-19) as a pandemic by the World Health Organization and subsequent national, state and local declarations of emergency in March 2020, led to a precipitous decline in ridership in response to health guidelines, which continued beyond initial expectations. With the continued, and likely permanent, prevalence of teleworking as an ongoing form of commuting, overall results of the program have been significantly disrupted as a result of the impact of COVID-19. As such, the program did not reach its goal of breaking even by the end of 2023 as originally anticipated. Efforts to bring back ridership and attract new riders in the post-pandemic environment are still ongoing; full recovery of ridership has been challenging due to the popularity of teleworking, which is likely to remain a permanent part of the working environment moving forward. The implications of this on public transportation is proving to make full recovery challenging.

At this time, the SBL has achieved approximately 50 percent recovery of pre-pandemic ridership. The San Bernardino Line Discount Program has continued to be a large contributor of driving ridership back on its line, making the SBL the highest performing line to-date. The original funding

for the program was not fully expended until March 31, 2024, with SBCTA and LACMTA continuing to fund the revenue shortfall until the program reaches its breakeven point, now projected to be another 4 to 5 years from now, given the current trajectory of ridership recovery.

Nevertheless, the funding for this program was essential to making this program a reality, resulting in more affordable access to Metrolink for riders throughout San Bernardino and Los Angeles Counties throughout the economic challenges brought on by the pandemic.

Emissions Benefits

Over the course of the program, all seven Metrolink stations have seen substantial growth in ridership since the decline in ridership due to the pandemic and are recovering nicely. Current ridership across each station in San Bernardino County ranges from 38 percent to 109 percent of pre-pandemic ridership, with the San Bernardino – Downtown station exceeding pre-pandemic ridership by over 7,000 riders so far this year, and is expected to continue to increase. This is largely due to the launch of the Arrow service, which extends the SBL by an additional 9 miles, connecting the University of Redlands, Redlands – Downtown, and Tiptecannoe stations to San Bernardino, with the San Bernardino – Downtown station serving as a transfer point between Arrow and Metrolink. Year-to-date, the Rancho Cucamonga and Fontana Metrolink stations have the highest ridership of approximately 137,300 and 132,000, and have recovered approximately 40 percent and 55 percent of pre-pandemic ridership, respectively. The Rialto Metrolink station has seen the second highest ridership recovery of 59 percent, behind the 109 percent increase of the San Bernardino – Downtown station. These increases are attributed to an influx of student ridership; that of the San Bernardino – Downtown station coincided with significant student ridership increase on the Arrow service, suggesting there was a large transfer of student riders taking place at that station where the two lines connect. Additional factors driving ridership growth includes the restoration of service and modified timetable to include clock-face arrivals/departures. Total year-to-date ridership on the San Bernardino Line equals 1,381,058. Attachment A provides additional details (also provided the excel spreadsheet via email for easier viewing). As a whole, the San Bernardino Line (including stations within Los Angeles County) shows a 48 percent recovery in pre-pandemic ridership, and has the highest overall ridership of the entire Metrolink system.

In summary, the program has seen 9,783,990 boardings on the San Bernardino Line, thus saving 531,852 car trips and 518,560 galls of fuel. This resulted in a reduction in vehicle miles traveled (VMTs) by 11.9 million and resulted in a reduction of Greenhouse Gas (GHGs) emissions by 4,624 metric tons. This exceeds the original estimate of emissions and car trips savings by 1,141 metric tons and 291,246, respectively. The table below shows the original estimate of savings. Attachment B provides additional details on the actual savings to-date.

| Benefit | Impact |
|--|---------------|
| Annual New Ridership | 412,716 |
| Car Trips Avoided | 240,606 |
| Greenhouse Gas (GHG) Reduction (Metric Tons) | 3,483 |

Photographs and Outreach

As the operator of Metrolink, SCRRA took the lead on marketing and outreach of the program. The approach continues to include a multi-media campaign that targets residents of the San Gabriel Valley and Inland Empire along the I-10 and SR-210 corridors through a variety of traditional and non-traditional marketing tactics, which includes geo-targeting tactics surrounding each Metrolink station. Marketing tactics ranged from traditional broad-reach mediums, such as press releases, billboard advertisements, station posters, a dedicated website page, onboard rack cards, as well as digital displays, in-app advertisements targeted at specific Metrolink stations. All marketing materials were branded with Metrolink, SBCTA, METRO, and MSRC logos.

Key target audiences included current Metrolink riders along the San Bernardino Line and potential riders living in households within a 3-5 mile radius around the 13 Metrolink stations. Other key target demographics included students and Spanish fluent Hispanics, due to the large percentage of Spanish-speaking residents that live within proximity of the Metrolink stations, for both leisure and personal trips with an average age between 25 and 54 years.

The media campaign for the fare discount announcement ran in market for six months beginning late June 2018 and ending early November 2018. Through measurable tactics and an evaluation of ridership figures throughout the course of the campaign, Metrolink assessed the success of each initiative based on when each of the initiative messaging was in market.

As part of the campaign, Metrolink introduced trial ride offers as part of the overall marketing campaign. The offer – two free tickets to ride Metrolink – were promoted using digital tactics including Paid Search, Display Banners, Pandora and Facebook advertising only. Use of these tactics allowed Metrolink to target specific audience segments in each market and measure the effectiveness of each offer.

From the launch of the program beginning July 1, 2018 and ending December 31, 2023, social media and internet display advertisements reached the largest audience and generated the greatest impressions. Internet display advertisements generated the highest number of impressions at 9,129,000, followed by Facebook at 3,000,000. Additionally, 15.2 percent of trial rides, a separate program run by Metrolink to further incentivize potential riders to try Metrolink, were redeemed for the San Bernardino Line. In total, Metrolink gained over \$280,120 in repeat rider revenue. Attachment C provides additional details.

Broad Reach Media Tactics

- Traditional Media Outreach
 - Press release prior to program commencement (June 21, 2018)
 - Los Angeles Times
 - Inland Valley Daily Bulletin
 - Southern California News Group
 - La Opinion
 - Outreach to political offices, station cities, and transportation coalitions
- Use of Existing Marketing/Communications Channels
 - Metrolink Matters

- CEO Weekly Brief
- Rack Cards on Trains
- Station Posters
- Metrolinktrains.com Website splash page
- Stakeholders social media
- E-blasts
- Twitter
- Facebook and Twitter Organic Posts
- Conductor Announcements
- Out-of-Home
 - Strategically placed billboards in targeted zip codes
 - Five month campaign
 - Seven total facings

Targeted Media Tactics

- Digital Display & Audio Streaming Advertising
 - Digital Display Advertising
 - Target specific audiences on news, weather, and sports websites
 - Optimization and retargeting efforts to maximize ad placement
 - Click rate measurement to determine day-parting
 - Four month campaign
- Pandora Audio App
 - Web and mobile audio/radio ads
 - Web and mobile display ads
 - 2 to 3 month campaign
- Waze Traffic App
 - Mobile and audio ads
 - Mobile display ads
 - One month campaign
- Paid Search
 - Web and mobile display ads
 - 4+ month campaign
- Social Media Advertising
 - Facebook
 - Target specific audiences based upon geography, age, gender, and interests
 - Use of San Bernardino Line ads and promoted posts
 - Use of creative image ads and a video ad
 - 6 month campaign

Media Placement & Administration

- Media negotiations and added value deliverables
- Media planning and placement
- Development of high-level and detailed media calendars
- Allocation, distribution, and administration of campaign funds
- Campaign analysis and reporting
- Account service and project management

Creative

- Development of marketing creative collateral for program execution
- Attachment D and Attachment E provide additional details and creative samples/pictures

In addition to the marketing and outreach tactics discussed above, SBCTA also promoted the program through its monthly On the Go Newsletter and on billboards located within San Bernardino County using Metrolink's marketing materials and images (in addition to the billboards Metrolink used to advertise the program). SBCTA's billboard advertisements were posted for thirty days at a time on a billboards located off the SR-60 in Ontario and I-15 in Eastvale throughout the first year of the program. Additionally, SBCTA promoted the program on its IE Commuter website, which is funded in partnership with the Riverside County Transportation Commission (RCTC).

Summary and Conclusions

SBCTA extends its gratitude to the MSRC and its staff for its support of this program once again. The SBL has remained the highest performing Metrolink line over the course of the program, including during the pandemic as well, and has recovered the most pre-pandemic ridership compared to the rest of the Metrolink system. This reduced fare program has allowed the SBL, which serves many disadvantaged communities throughout San Bernardino and Los Angeles Counties, to remain affordable and accessible to the population it serves.

This program was only made possible through the successful partnership with the MSRC, SCRRA, and Metro. Please let me know if you have any questions. I can be reached at (909) 884-8276 or rsoto@gosbcta.com.

Attachment B

Analysis of GHG Reduction from San Bernardino Line Fare Reduction (July 2018-March 2024)

| Metrics | |
|----------------------------|-------------------|
| Car Trips reduced | 531,852 |
| VMT Reduced | 11,900,000 |
| Gallons of fuel saved | 518,560 |
| Metric Tons of GHG reduced | 4,624 metric tons |

ASSUMPTIONS

| | |
|---|-----------|
| Boardings (discounted fares, excl. transfers) | 9,783,991 |
| Average persons per car | 1.1 |
| Car Availability | 68.8% |
| Average Trip Length (Miles) | 35.9 |
| Fuel Economy (mpg) | 22.95 |

Sources:

Metrolink Ticket Based Ridership Estimates
EPA



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Attachment D

Marketing Plan: San Bernardino Line 25% Discount

BACKGROUND

Ridership along the San Bernardino Line has been declining since FY 2012 and is currently down 16% in the last (5) five years. There may be various factors that contribute to the ridership loss. Recent surveys indicated reasons why riders stopped taking the train including:

- affordability
- reliability of trains
- frequency of service
- competition from other transportation options (Gold Line and Silver Streak)
- parking fees
- station location

San Bernardino Line passengers have been impacted by Metrolink over the past six years starting in 2011. Passengers have seen a reduction of service, increased costs at some stations, major service delays with infrastructure track work, delayed trains with the addition of the BNSF locomotives and the discontinuation of the Express Train service twice affecting their customer experience.

SUMMARY

In support of building ridership on the San Bernardino Line, Metro and San Bernardino County Transportation Agency (SBCTA) have provided funding for a marketing campaign to promote the new 25% Fare Discount. Supported by advertising along the corridor, the goal is to halt the long-term ridership decline and drive strong growth in ridership as was seen during the Antelope Valley Line fare discount program.

The marketing plan will deliver an integrated marketing and media mix campaign to acquire new potential riders and re-introduce former riders to our new value-enhanced San Bernardino Line service. The marketing strategy will also address our business outreach tactics and an improved customer experience/retention program.



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CAMPAIGN OBJECTIVES:

COST: \$250,000

- Increase daily commuter ridership and revenue along the San Bernardino Line.
- Increase off-peak, weekend, and student ridership and revenue along the San Bernardino Line
- Build awareness about the San Bernardino Line fare discount with potential new riders.
- Increase corporate partners accounts surrounding the stations throughout the San Bernardino Line corridor (i.e. Inland Empire Industry Centers).
- Engage community members and station cities communicating about the new San Bernardino Line fare discount

COMMUNICATIONS PLAN OBJECTIVES:

- Promote the Metrolink stations among residents along the San Bernardino Line through a multi-tactical media campaign that creates interest and encourages trial.
- Develop messaging that positions Metrolink as a viable transportation alternative to driving through clear benefits and offer-based incentives.
- Measure customer response to each offer and impressions for each tactic to inform future campaigns along the SB Line.
- Implement a continuity program that continues to engage respondents over time through follow up communications and offers to encourage regular ridership.

TARGETED AUDIENCES:

- Current Metrolink riders and potential riders
- Potential riders living in households within a 3-5 mile radius targeting stations along the SB Line
- San Bernardino cities including Covina, Rancho Cucamonga, and San Bernardino.
- Employment centers in Inland Empire especially along bus routes providing service to the San Bernardino Line.
- Universities and Colleges along the San Bernardino Line to target student ridership.
- Board, CEOs, TAC and Employees



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KEY MESSAGES:

- Starting July 1, 2018, San Bernardino Line customers will receive a 25% fare discount on one-way, round-trip, 7-day, and monthly passes.
- Students can enjoy a 25% discount in addition to the already reduced SB Line fares
- Take the train on the San Bernardino line for a stress-free commute – now save money with a 25% fare discount.
- The six-month promotional discount is funded by the Los Angeles County Metropolitan Transportation Authority and San Bernardino County Transportation Authority.

DISCLAIMERS:

- Starting July 1, 2018, select San Bernardino Line fares will be discounted by 25%.
- 25% fare discount valid on one-way, round-trip, 7-day pass, and monthly pass fare types.
- 25% fare discount not valid on \$10 Weekend Day Pass fare type.
- 25% fare discount valid until December 31, 2018.
- Discounted San Bernardino Line tickets will not be valid for use on the Riverside Line.
- Riders who want to be able to use both lines should purchase a Riverside Line ticket which is valid for use on the San Bernardino Line per our Fare Reciprocity Policy

MARKETING CAMPAIGN

Promotions and marketing efforts will include, but not be limited to:

1. Paid Media
 - Out of Home: Billboard positions along 10 Freeway, east & westbound facing boards
 - Paid Search: increased visibility on search engines to build awareness of the fare discount and to drive traffic to the website. Will include free ride offer to incent trial.
 - Transit Advertising: Targeting daily commuters on regional bus lines servicing access to key San Bernardino Line stations.



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- Pandora: Internet radio display advertising geo-targeted to the San Bernardino Line corridor. Will include free ride offer to incent trial.
 - Display Banner Ads: Paid graphic advertisements appearing on select websites geo-targeted to promote the fare discount. Will include free ride offer to incent trial.
 - Facebook Ads: Targeted advertising to a 3-mile radius of the stations along the San Bernardino Line corridor as well as key bus transit hubs providing access to the San Bernardino Line stations.
 - Waze: User-based GPS application geo-targeting highly relevant to the riders' current location with direct incentives through a trial ride offer.
2. Metrolink Owned Channels:
- Metrolink Stations: posters and banners at Metrolink stations
 - Metrolink Train: On board rack card style flyers and seat drops
 - Metrolink website homepage feature tile
 - Metrolink website price finder display promoting San Bernardino Line Fare Discount
 - Metrolink website dedicated splash page promoting fare discount
 - Metrolink Social media outreach including Facebook and Twitter
 - Metrolink Matters Blog
 - Metrolink Matters feature (bi-monthly onboard trains 25,000 copies)
 - Metrolink e-blast (49,000 subscribers)
 - Metrolink Conductor Announcements
 - Metrolink CEO Brief
 - Community outreach to station cities
3. Partnership Opportunities
- Reach out to station cities to promote the Metrolink connections to the San Bernardino Line on their websites.
 - Partnership with Foothill Transit and Omnitrans to promote the San Bernardino Line fare discount to their riders
 - Partnership with IE Commuter to promote specific connectivity messages between the entities.



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- Promotion of the discount through our Member Agency (Metro, SBCTA) communication channels
4. Traditional Media
 - Press Release
 - Media Event
 5. Corporate Partnership Programs:
 - Identify surrounding station city employers to increase ridership in the Inland Empire region
 - Communicate with station cities to identify potential CPP account opportunities
 - Network with current CPPs in the area for potential new clients



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COMMUNICATIONS PLAN DETAILS

| Communications Channels | Audience(s) | Responsible | Date | Status | Notes |
|--|--|-------------|---|--------|--|
| Comms Plan | Internal (All CEA staff) | Mike | Week of June 4 th | | |
| Pandora/Waze/Display Banners digital trial ride offer begins | Geo-targeted along the San Bernardino Line | Charlene | Week of June 18 th | | |
| Facebook Sponsored Ads begin | Geo-targeting mobile in-app, mobile display | Charlene | Week of June 18 th | | |
| CEO Brief article | Board, Stakeholders | Mike | June/July Issue | | |
| IE Commuter outreach | Commuters along the San Bernardino Line | Charlene | Week of June 18 th | | Free trial ride offer through IE Commuter |
| Social media | All | Yena/Brett | Week of June 18 th | | Facebook - organic Twitter - organic |
| Direct mail COMP | Test of Redplum Inserts through Valassis | Sabrina | July | | San Bernardino Depot Rancho Cucamonga Covina Cal State LA |
| Billboards | Commuters along the 10 freeway eastbound and westbound | Charlene | Flights (4-6 weeks) June 25 August 13 October 15 | | 4-6 week buy |



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| | | | | |
|------------------------------|----------------|-----------|-------------------------------|----------------------------|
| Conductor Announcements | Passengers | Mike | Week of June 25 th | SB Line |
| Seat Drops | Passengers | | June 25 th | SB Line |
| E-blast | Passengers/All | Yena/Mike | June/July/August | SB Line Subscribers |
| Metrolink Matters Blog Post | All | Mike | Week of June 25 th | |
| Metrolink Matters Newsletter | Passengers/All | Mike | June/July Issue | |
| Press Release | Media | Chris | June 25 th | |
| EO Notice | Stakeholders | Alex | June 25 th | |
| Station signage | Passengers | Gregg K. | Week of June 25 th | Stations along the SB Line |
| Electronic messaging signs | Passengers | Sandy M. | Week of June 25 th | SB Line See copy below |

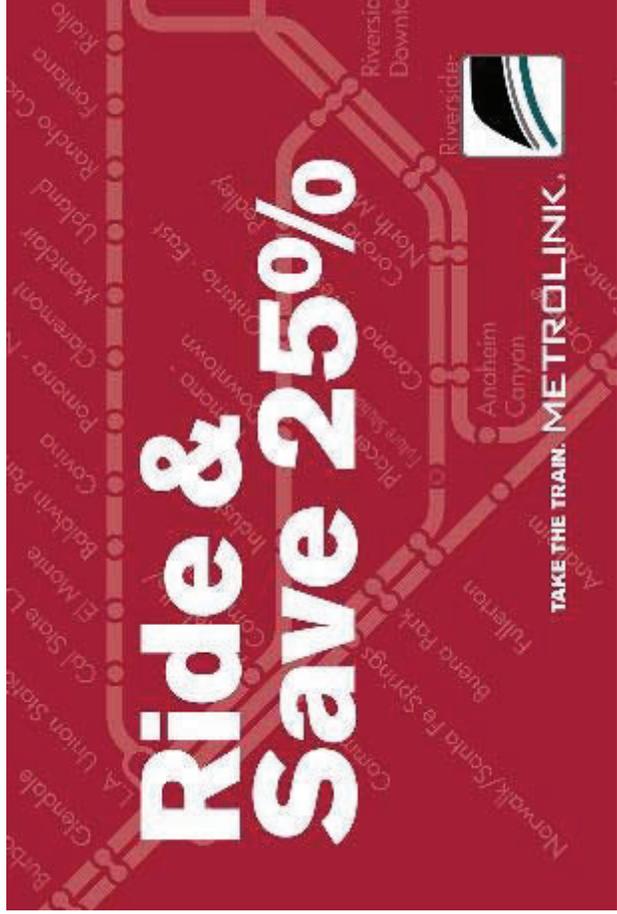
Contacts

| | | | |
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| Margaret Meadows | Marketing | 213-452-0204 | meadowsm@scrra.net |
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| Chris Gutierrez | Public Affairs | 213-452-0210 | gutierrezc@scrra.net |
| Yena Jeon | Digital Communications | 213-452-0236 | jeony@scrra.net |
| Ricardo Davila | CPP | 213-452-0451 | davilar@scrra.net |

Attachment E



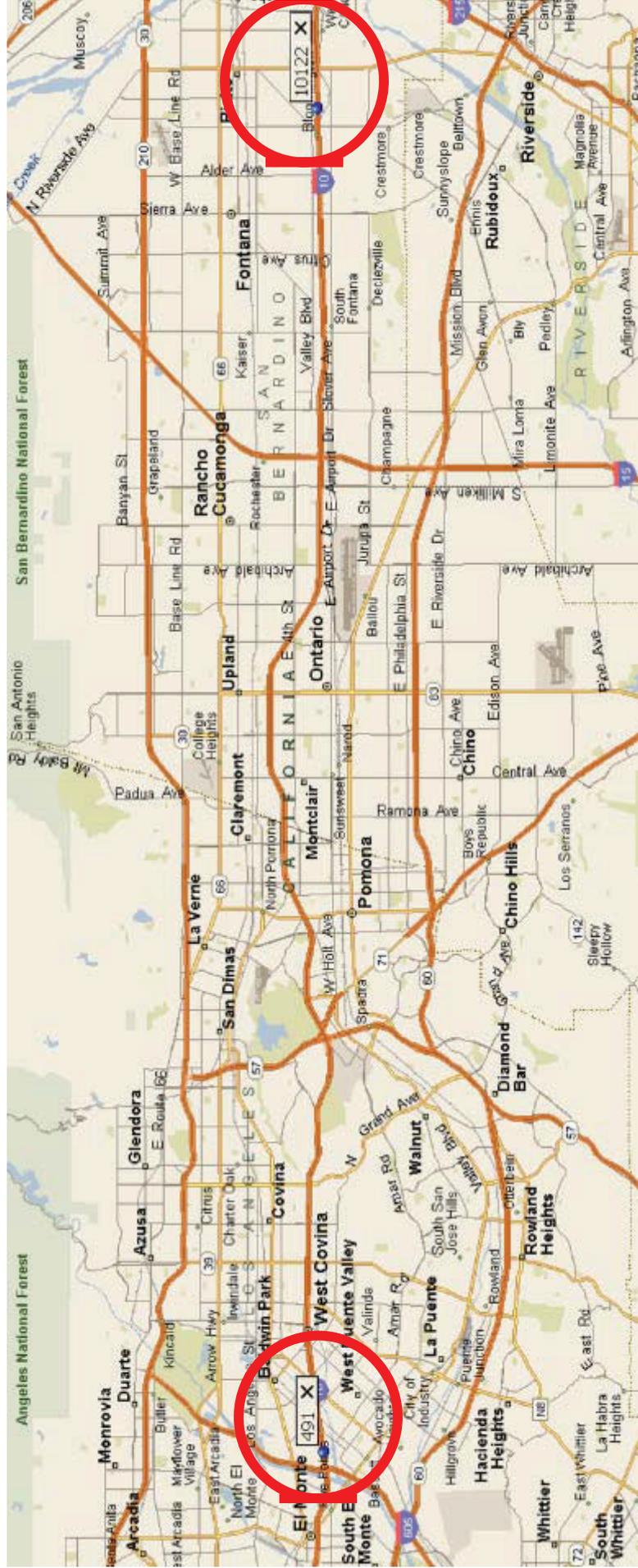
SB LINE MARKETING UPDATE
JULY 26, 2018



OUTDOOR – JULY



METROLINK

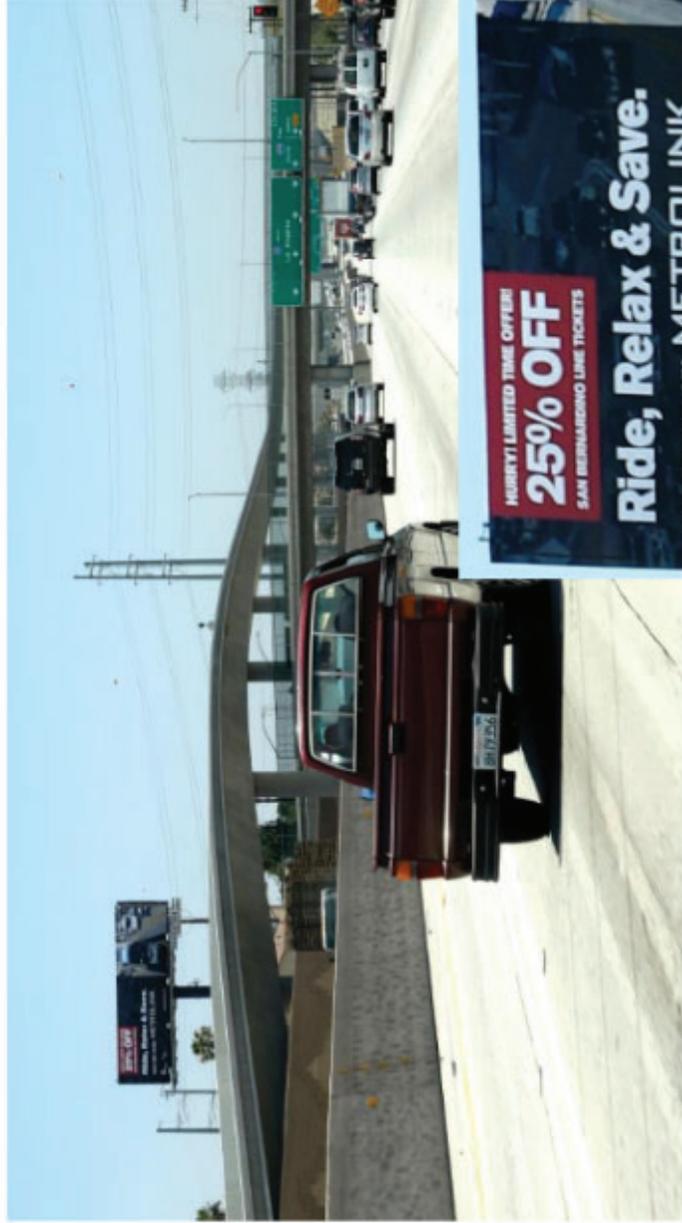


OUTDOOR – JULY



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14 X 48 BULLETIN #491
N/L SAN BERNARDINO (10) FREEWAY @ BALDWIN PARK BLVD

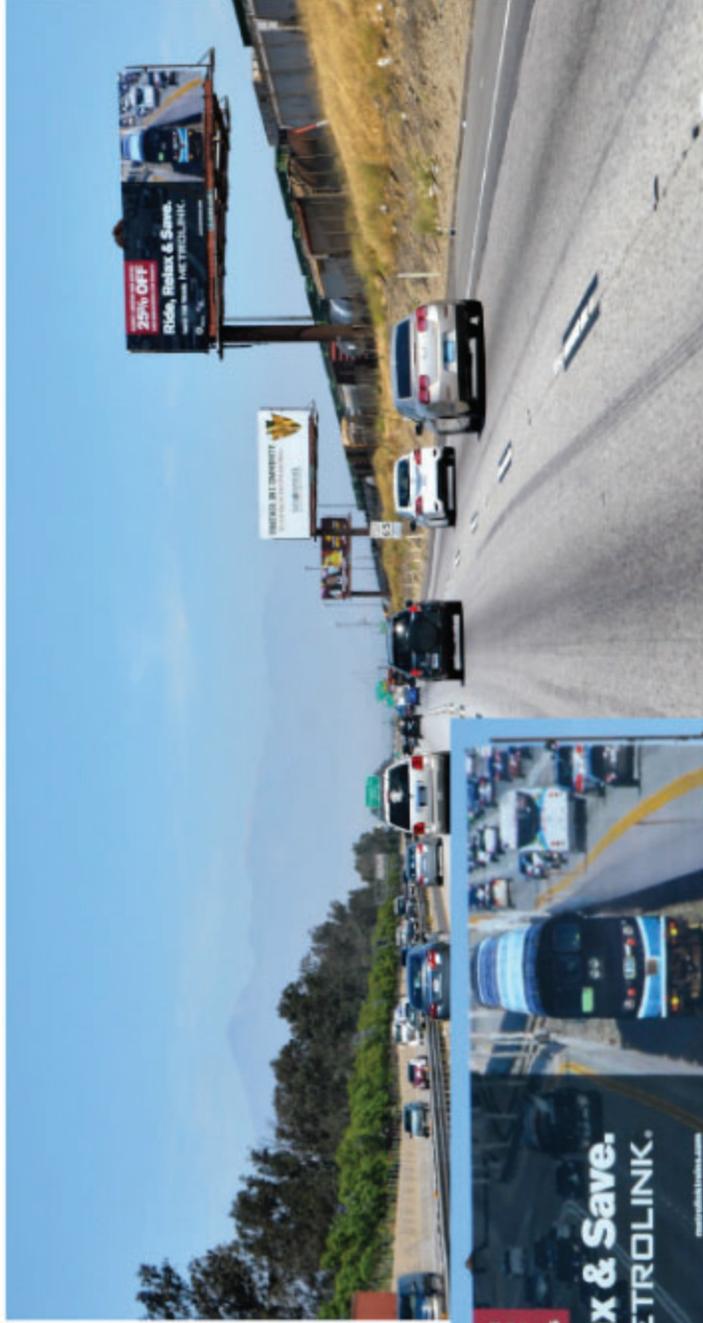


OUTDOOR – JULY



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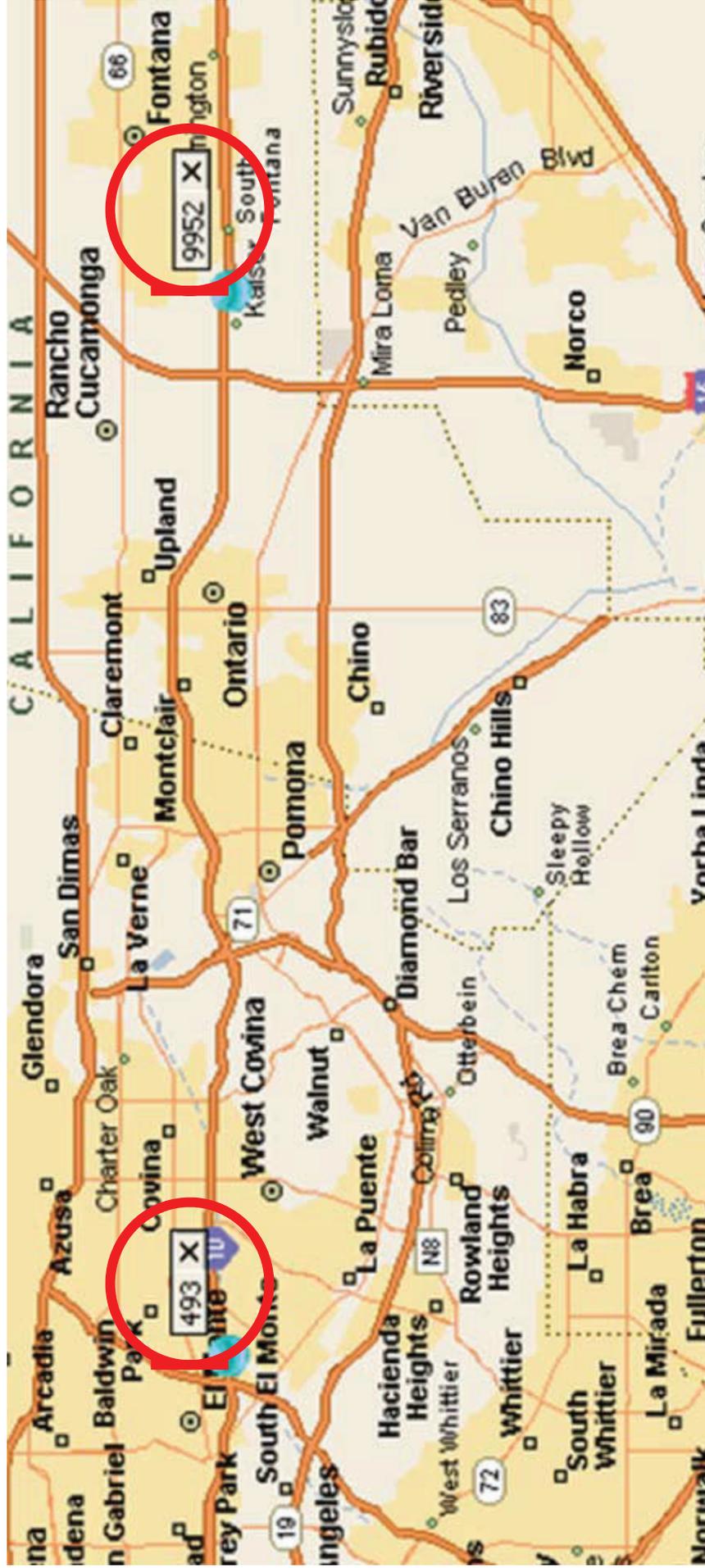
14 X 48 BULLETIN #10122
I-10 SL .5M E/O CEDAR AVE, RIALTO



OUTDOOR - AUGUST



METROLINK®



OUTDOOR - AUGUST



METROLINK®



*Posting Date:
August 13, 2018*

#493

I-10 FREEWAY & BALDWIN PARK BLVD.

SL E/F

OUTDOOR - AUGUST



METROLINK®

#9952

I-10 FREEWAY & CHERRY AVE., FONTANA

NL W/F

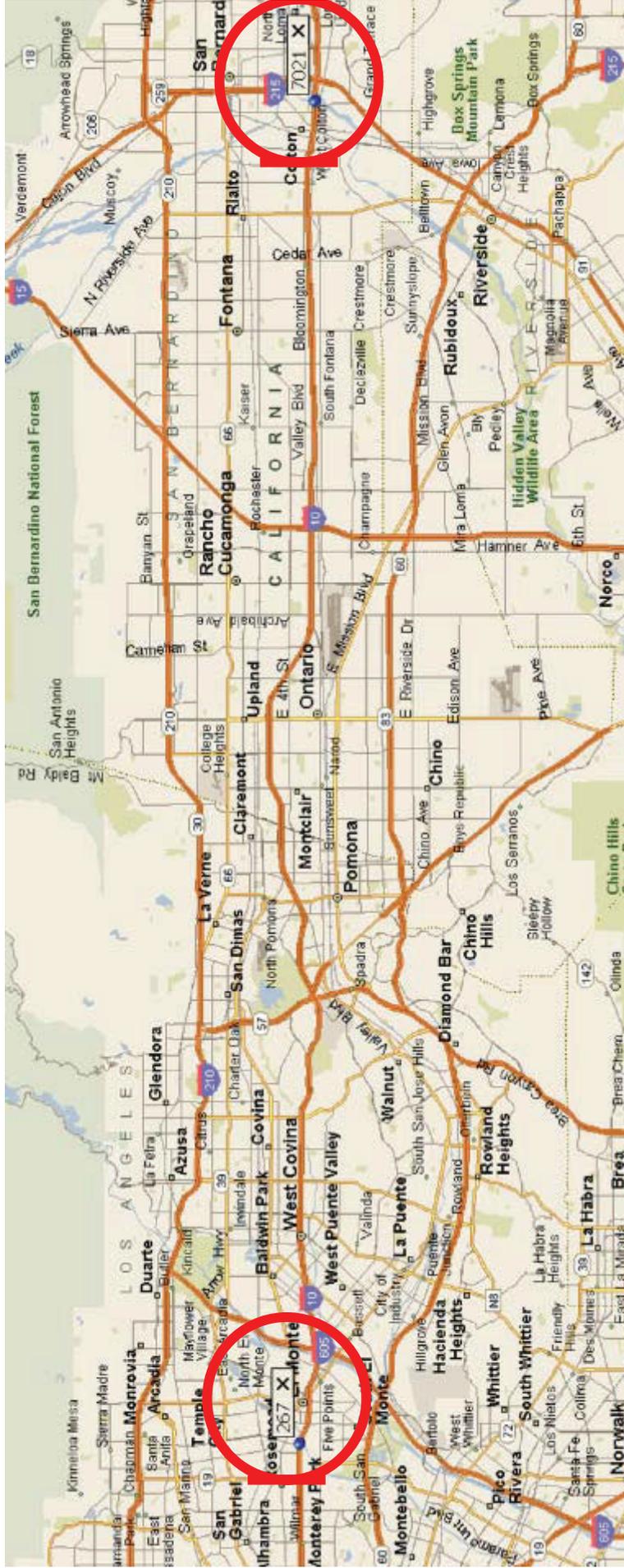
*Posting Date:
August 13, 2018*



OUTDOOR - OCTOBER



METROLINK



OUTDOOR - OCTOBER

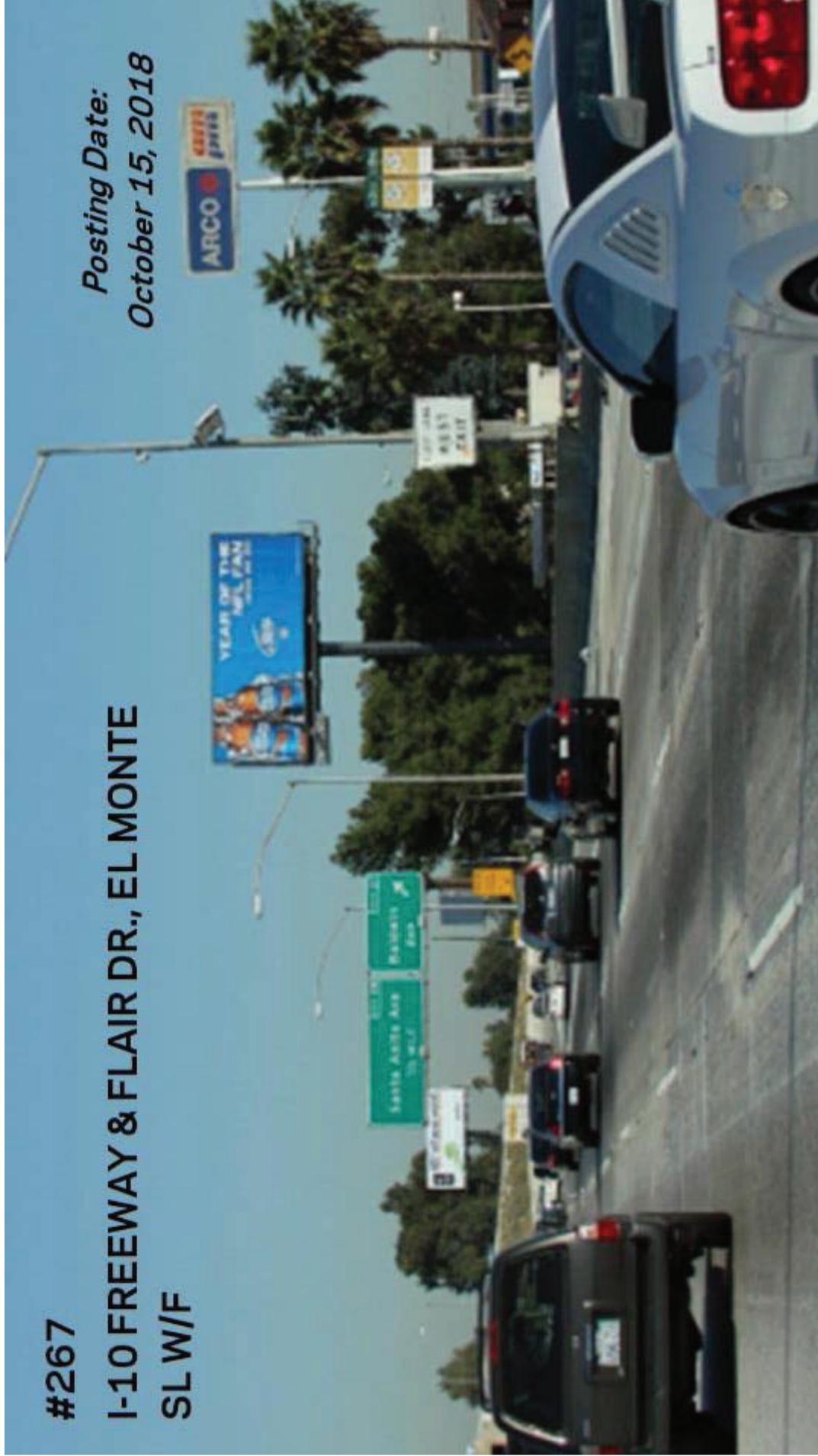


METROLINK®

#267

I-10 FREEWAY & FLAIR DR., EL MONTE
SL W/F

*Posting Date:
October 15, 2018*



OUTDOOR - OCTOBER



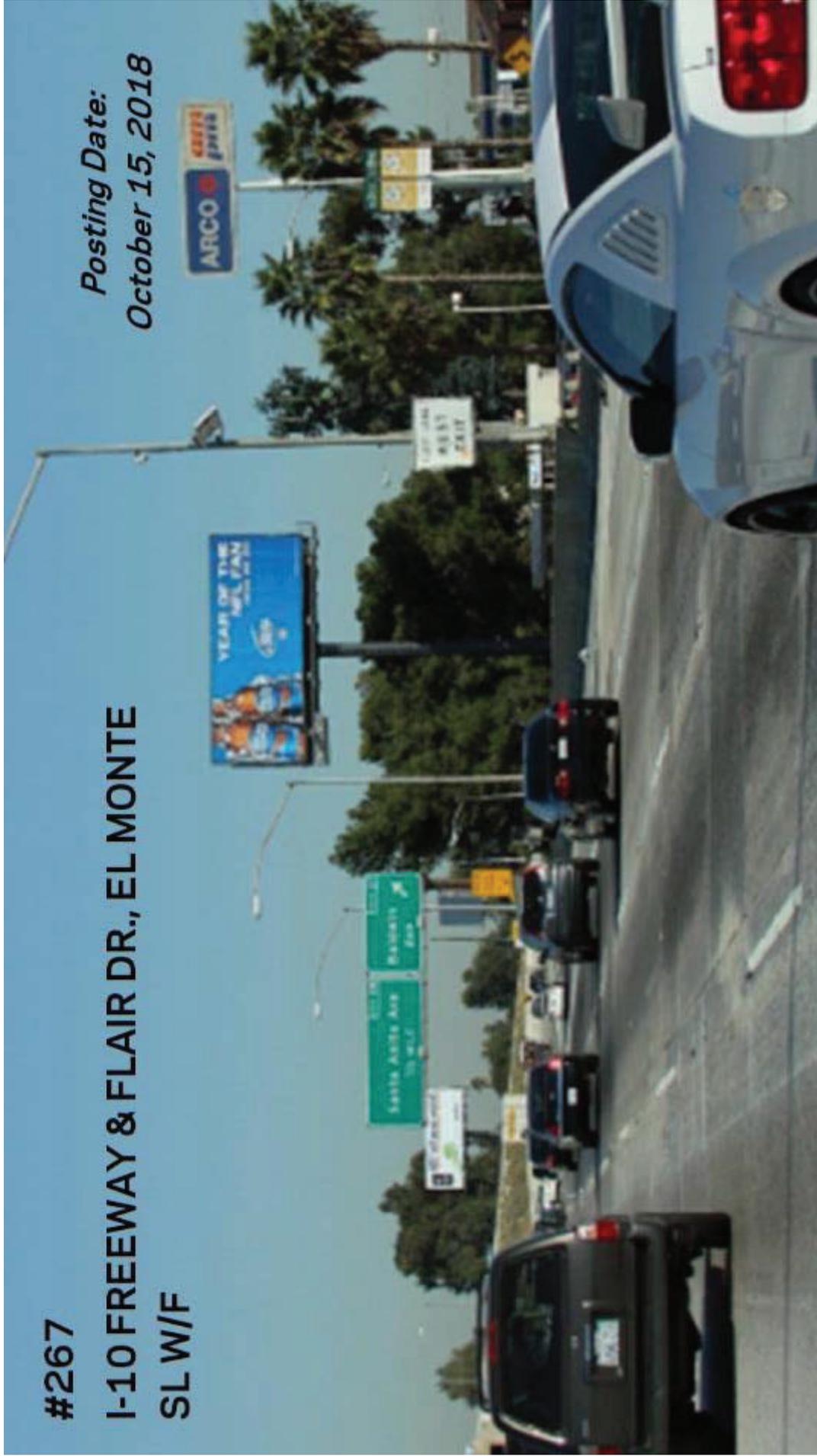
METROLINK®

#267

I-10 FREEWAY & FLAIR DR., EL MONTE

SL W/F

*Posting Date:
October 15, 2018*



SOCIAL MEDIA



HURRY! LIMITED TIME OFFER!
25% OFF
SAN BERNARDINO LINE TICKETS

M Metro
cta

METROLINK®

This advertisement features a top-down view of a blue and white METROLINK bus (number 650) on a street. A red banner at the top contains the promotional text. The METROLINK logo and the CTA logo are positioned in the bottom right corner.

HURRY! LIMITED TIME OFFER!
25% OFF
SAN BERNARDINO LINE TICKETS

Click Here to Receive Two
FREE Round-trip Tickets!

M Metro
cta

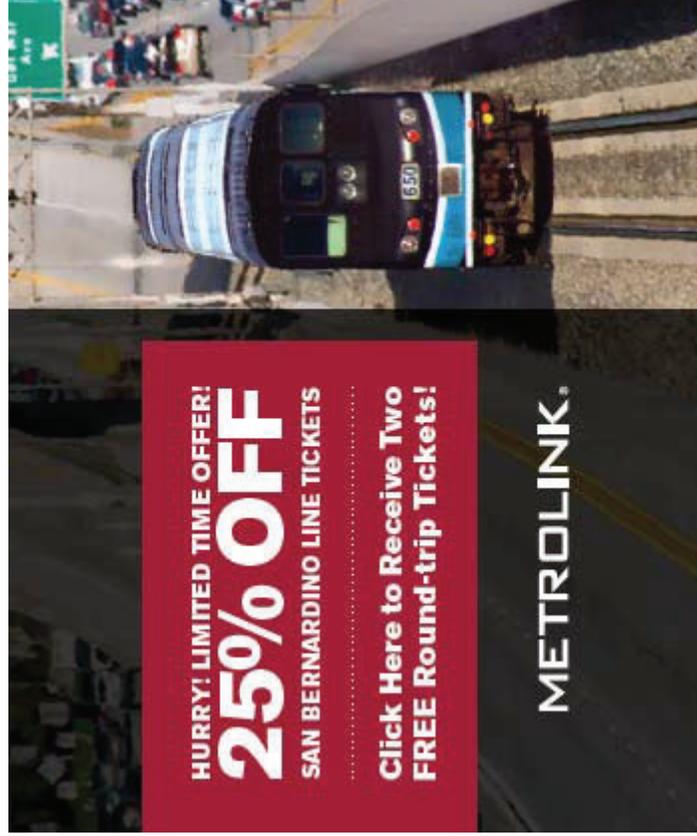
METROLINK®

This advertisement is similar to the one on the left, but the red banner is larger and includes a call to action: "Click Here to Receive Two FREE Round-trip Tickets!". The background image and logos are identical.

PANDORA



METROLINK®



HURRY! LIMITED TIME OFFER!
25% OFF
SAN BERNARDINO LINE TICKETS

[Click Here to Receive Two FREE Round-trip Tickets!](#)

METROLINK®

A photograph of a Metrolink train, specifically a blue and black high-speed train, stopped at a station platform. The train is viewed from a low angle, looking up at it. The platform has a green sign that says 'LERTWAY Ave' and a white 'M' logo.

RACK CARDS



HURRY! LIMITED TIME OFFER!
25% OFF*
 SAN BERNARDINO LINE TICKETS
 Students can save up to 50%
Ride, Relax & Save.

metroink.com/25

TAKE THE TRAIN. METROLINK.

Privately funded by **Metro** **cta** **california**

*Discount is not valid for \$10 Weekend Day Pass or special fares like DogDays fare passes.

metroink.com/50

Ride, Relax & Save 25%*
 on San Bernardino Line Tickets
 Students can save up to 50%

HURRY! LIMITED TIME OFFER!
 Commuting can be stressful. Why sit in traffic when you can save money and relax on the train? Whether you're going to work, school or out for fun, the most affordable and stress-free way to beat traffic is by taking Metrolink. And now for a limited time, save 25% when you travel between L.A. and San Bernardino on the San Bernardino Line. Students can save up to 50%! Visit our website to learn more. Hurry! This offer ends soon! Take the train. Take Metrolink.

San Bernardino Line

L.A. UNION STATION
 CAL STATE L.A.
 EL MONTE
 BALDWIN PARK
 COVINA
 POMONA-NORTH
 CLAREMONT
 MONTCLAIR
 UPLAND
 RANCHO CUCAMONGA
 FONTANA
 RIALTO
 SAN BERNARDINO DEPOT
 SAN BERNARDINO DOWNTOWN

Privately funded by **Metro** **cta** **california**

TAKE THE TRAIN. METROLINK.

*Discount is not valid for \$10 Weekend Day Pass or special fares like DogDays fare passes.

A-B TESTING



METROLINK®

UP TO 50% Off
-SAN DIEGO/SDG LINE TICKETS
SAVE UP TO \$91/MO

TRY METROLINK FREE
WITH 2 ROUND-TRIP TICKETS
HURRY! LIMITED TIME OFFER

It's About Time. Yours.

TAKE THE TRAIN. METROLINK. 

metrolinktrains.com

UP TO 50% Off
-SAN BERNARDINO LINE TICKETS
SAVE UP TO \$91/MO

TRY METROLINK FREE
WITH 2 ROUND-TRIP TICKETS
HURRY! LIMITED TIME OFFER

It's About Time. Yours.

metrolinktrains.com TAKE THE TRAIN. METROLINK. 