



METROLINK® **2019**

BERNARDINO LINE FARE DISCOUNT

ADWHEEL AWARDS

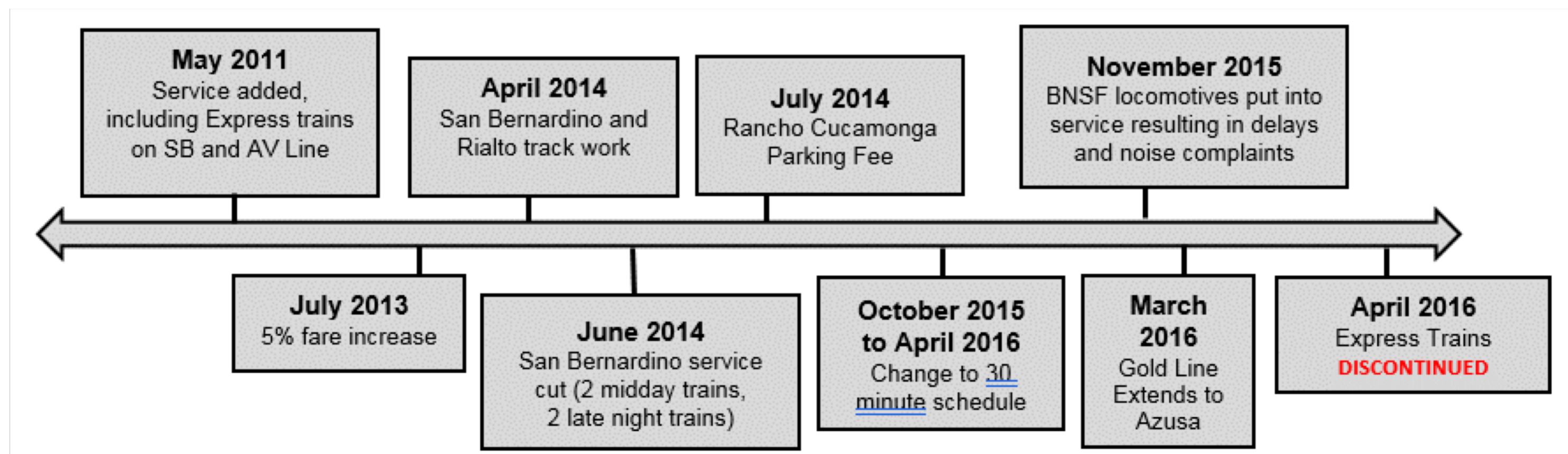


Target Audience

This Metrolink marketing campaign was targeted to potential and former Metrolink riders living in households within a 3-5 mile radius targeting stations along the San Bernardino Line as well as San Bernardino County cities including Covina, Rancho Cucamonga, and San Bernardino. The campaign also targeted employment centers in Inland Empire especially along bus routes providing service to the San Bernardino Line. Finally, as part of the campaign, outreach was conducted to Universities and Colleges along the San Bernardino Line to target student ridership.

Situation/Challenge

Ridership along the San Bernardino Line has been declining since FY 2012 and was down a total of 16% in the five years previous to the Metrolink campaign. Various factors have contributed to the San Bernardino Line ridership losses including 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 the existing rider experience.





Strategy/Objective

Campaign objectives were as follows:

- Increase daily commuter ridership 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.





Out of Home Billboard

The billboard is split into two vertical panels. The left panel shows a heavy traffic jam on a multi-lane highway, with cars and a bus stuck in a long line. The right panel shows a Metrolink train, engine number 650, moving smoothly on a track. The train is blue and white with a glowing blue light bar on its front. The background of the billboard is a dark, slightly blurred image of the traffic jam.

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

Ride, Relax & Save.
TAKE THE TRAIN. METROLINK®

 Metro  san bernardino county transportation authority

metrolinktrains.com






Free Trial Ride Webpage

TAKE A FREE RIDE AND GET UP TO 50% OFF YOUR NEXT RIDE ON THE SAN BERNARDINO LINE GET MY FREE RIDE

HURRY! LIMITED TIME OFFER



GET A FREE RIDE AND UP TO 50% OFF ON THE SAN BERNARDINO LINE - LIMITED TIME ONLY

TAKE THE TRAIN AND:

- 1 Save money on fuel, maintenance, parking and time by arriving at your destination faster.
- 2 Sit back and relax or be productive instead of sitting in traffic.
- 3 Enjoy our amenities that include comfortable and roomy seating, seat tables to work on, restrooms and drinking water.

VIEW DISCOUNT DETAILS

Simply fill out this form to receive a text message for your free voucher on the San Bernardino Line.


First Name*

Last Name*

Email*

Phone Number*


Carrier*

I'm not a robot 

RECEIVE MY FREE RIDE

Webpage

SAN BERNARDINO LINE FARE DISCOUNT



Riding on Metrolink is already the relaxing alternative to driving. Now your commute to work or play is more affordable!

Beginning July 1 through December 31, 2018, San Bernardino Line customers will receive a 25% discount on One-Way, Round-Trip, 7-Day and Monthly Passes. Students, Seniors, and Active Military save even more with discounts up to 50%.

The six-month promotional discount is funded by the Los Angeles County Metropolitan Transportation Authority and the San Bernardino County Transportation Authority.

Purchasing the discounted tickets/passes:

Starting June 25, 2018:

- Monthly passes can be purchased through Metrolink Ticket Vending Machines (TVMs) and at the Metrolink Ticket Windows.

Starting July 1, 2018:

- Mobile tickets/passes and 7-Day, Round-Trip, and One-Way tickets are available for purchase.
- Future dated tickets can be purchased.

Discount Exceptions:

- The discounted San Bernardino Line tickets/passes cannot be used for travel on the Riverside Line. However, Riverside Line tickets/passes can be used for travel on the San Bernardino Line between stations of equal or lesser distance.
- The discount only applies to fares where the beginning and ending stations are located on the San Bernardino Line. Tickets and passes with transfers do not qualify for a discount.
- The discount does not apply to the Metrolink \$10 Weekend Day Pass or special tickets like Dodgers train passes.




HOW TO RIDE METROLINK
DESTINATIONS
STATIONS



METROLINK SAMPLES



Station Poster

HURRY! LIMITED TIME OFFER!
25% OFF*
SAN BERNARDINO LINE TICKETS
Students can save up to 50%
metrolinktrains.com/sb25

**Ride,
Relax
& Save.**

Proudly Funded By Metro **TAKE THE TRAIN. METROLINK.**

*Discount is not valid for \$10 Weekend Day Pass or special tickets like the Dodgers train passes

Waze

SEARCH RESULT

9:41 AM 42%

Search results

- Metrolink**
174 South E Street
San Bernardino, CA
3.5 km away
- Search Result 1**
Address
3.2 km away
- Search Result 2**
Address
4.9 km away
- Search Result 3**
Address
5.3 km away

Google Waze Foursquare Facebook

TAKEOVER

174 South E Street, San Bernardi...

25% OFF
SAN BERNARDINO LINE TICKETS
For details, look up 25% OFF Round Trip Forward

SAVE FOR LATER

Good afternoon

METROLINK SAMPLES



Rack Card

HURRY! LIMITED TIME OFFER!
25% OFF*
 SAN BERNARDINO LINE TICKETS
 Students can save up to 50%

Ride, Relax & Save.

msrtrains.com/sb25 TAKE THE TRAIN. METROLINK.

Proudly Funded By

*Discount is not valid for \$10 Weekend Day Pass or special tickets like Dodgers train passes

metrolinktrains.com/sb25

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

Proudly Funded By

TAKE THE TRAIN. METROLINK.

*Discount is not valid for \$10 Weekend Day Pass or special tickets like Dodgers train passes

Promotional Email

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

METROLINK®



Results

The marketing campaign began on June 18, 2018 and ridership on the San Bernardino Line has increased over the last four months.

San Bernardino Line Ridership YoY Growth (%)

■ % FY 17-18 ■ % FY 18-19

