



| 2022 Siemens Mobility Family Day

Sunday, October 16, 2022

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SIEMENS

Siemens Mobility 2022 Family Day Carnival Games and Activities

Carnival booth games



16 carnival booth games provided for guests of **all ages**.

3 large bounce houses provided for kids **5 - 16 years old**.

Bounce house & playland



1 bounce house and playland designated for **toddlers - 4 years old**.

Inflatable games



7 inflatable games provided to appeal to **teens and adults**.

Including 5 sports games, whack-a-wall, and skee ball.

Siemens Mobility 2022 Family Day Carnival Games and Activities

Trackless train ride



10-minute trackless train ride offered for guests of **all ages**.

Over 1,500 adults and kids traveled through the carnival area during the duration of the event.

Lawn games



Lawn games area featured 4 corn-holes, 3 giant Connect-Fours, and 2 giant Jenga games.

This area was enjoyed by guests of all ages, from **toddlers to grandparents**.

Caricaturist



Caricature artist completed **over 200 portraits** of individuals and families, which was a great souvenir to commemorate the 2022 Family Day.

Siemens Mobility 2022 Family Day Carnival Games and Activities

Coloring & temporary tattoo tent



3 coloring pages and 3D train punchouts showcased the Sacramento S700 LRV, Amtrak Charger Locomotive, and Caltrans Passenger Coach.

Over 2,000 activity pages were colored and taken home.

Lego room



Over 300 Lego creations were built and taken home.

From superhero characters to mini trainsets, kids of **all ages** were able to express their creativity.

Prize booth



Game tickets were redeemed for **more than 2,000** consolation prizes.

Over 1,500 Siemens vehicle coloring books were redeemed from scavenger hunt participants.

Siemens Mobility 2022 Family Day Food Trucks, Desserts & Concessions

Food trucks



12 different food trucks provided free meals to appeal to our diverse workforce. There was something available for every palette.

Over 2,600 adult and **1,100 kids' food vouchers** were redeemed throughout the day.

Desserts



Our onsite café prepared 5 different dessert options to appeal to over 3,700 attendees; including options for all dietary restrictions.

These yummy treats **flew off** the tables.

Concessions



Popcorn was **poppin'** and the cotton candy was **twirling** in a frenzy to meet the popular demand of our attendees.

Siemens Mobility 2022 Family Day Entertainment

Employee band



From the office to the shop floor, 6 employees came together to form the band “Steel Wheels”.

These **like-minded music enthusiasts** joined together specifically for this event and gave a stellar performance despite limited practice time.

DJ



DJ CP30, who is the fiancé to one of our planning committee members, provided varied and lively music in the Carnival activities area.

He was also essential in helping **lost parents find their kids**.

Hosted trivia



Trivialogy host Bill provided two opportunities for attendees to put on their thinking caps.

With train and pop culture themed questions, each winner walked away with an **Amazon gift card**.

Siemens Mobility 2022 Family Day Train Ride on Test Track

Trainset ride



Siemens Mobility's **Brightline diesel-electric locomotive** pulled the **IDOT Venture passenger coach** for a 15-min. round-trip ride along our onsite test track.

Our Test Department employee volunteers ensured that safety was a top priority when loading and unloading our able bodied and ADA passengers.

Passenger experience



Passengers enjoyed walking down **wider aisles**, experiencing **different seat configurations**, all while taking in the **panoramic views** offered by the **perfect window alignment** to each seat.

Each train ride held **54 passengers per car**, allowing maximum ridership and giving **all attendees** the opportunity to experience a ride during the event.

Siemens Mobility 2022 Family Day Self-Guided Facility Tour

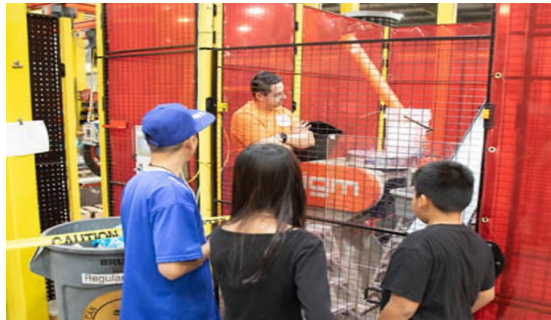
French Road tour



The company's Sacramento plant builds rolling stock **from start to finish**: design, engineering, car shells, wheel-sets, sub-assembly, final assembly and testing.

Almost **2,500 people** work at the 70,295 square-foot facility, on **more than 60 acres** of land.

French Road robot demonstration



Attendees enjoyed seeing some of our manufacturing **robots in action** during a demonstration.

While some of our manufacturing process uses robots, the **majority** of rail vehicle **assembly** and **welding** are **performed by our highly skilled workforce**.

Army Depot tour



Just down the road, Siemens Mobility has **multiple buildings** at the Army Depot which includes welding, warehouse, and other assembly processes.

Above, one of our band members is showing off our **newest Midway warehouse** to his family.

Siemens Mobility 2022 Family Day Event Marketing Materials – Internal branding

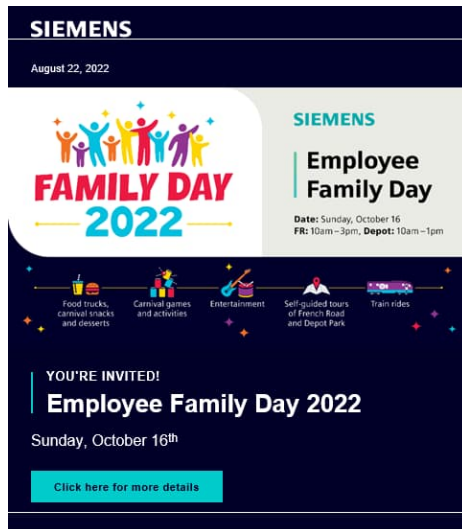


The Family Day logo, created for the event, was used on all marketing materials both digitally and in print.



Event t-shirts were made for all Planning Committee members (staff) and additional volunteers to help attendees easily identify individuals who could be of assistance during the event.

Siemens Mobility 2022 Family Day Event Marketing Materials - Advertising



To all Sacramento Rolling Stock employees:

We are excited to invite you to our Employee Family Day on Sunday, October 16th at French Road from 10am – 3pm and at our facilities at the Army Depot from 10am – 1pm. The event will include food trucks, carnival games, live entertainment, train rides, and lots more fun, so be sure to save the date and spread the word to your families!

A parking pass is required for entry. Parking pass distribution dates are below (rideshare & carpool to the event is strongly encouraged):

Employee Center
Mondays/Wednesdays
September 19th - 28th
11am - 3:30pm

Café
Tuesdays/Thursdays
September 20th - 29th
11am - 3:30pm

Marketing Dept.
Bldg. 2, 2nd Floor
October 4th - 5th
11am - 3:30pm

Executive Office
Bldg. 2, 2nd Floor
October 7th
11am - 3:30pm
LAST PICKUP DATE

*For third shift managers, please contact caroline.snyder@siemens.com.

You can find more information about the event on our [Family Day SharePoint](#) or by downloading the flyer attached below.

We can't wait for Employee Family Day 2022 and hope to see you there!

[Download the Family Day Flyer](#)

Volunteer at Employee Family Day

We are also looking for volunteers to help make Family Day special! If you're interested in helping out at our Family Day event please fill out [this form](#).



This message was distributed to all Rolling Stock French Road employees.

Siemens Mobility Website: siemens.com/mobility
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Employee advertising started in August with an email blast to all employees from our President, Michael Cahill. An internal website was also created so employees could see all the activities planned for the day in advance.

After Labor Day, flyers were posted in high visibility areas and TV monitors throughout the facility. Managers were also encouraged to share in staff meetings.

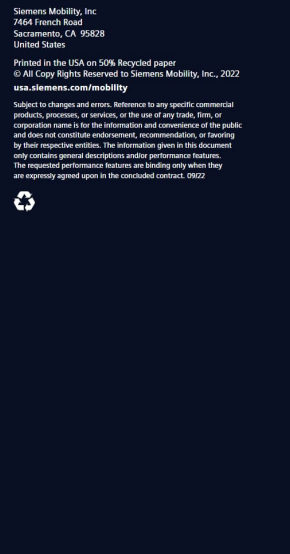
Siemens Mobility 2022 Family Day Event Marketing Materials – Brochure & Map



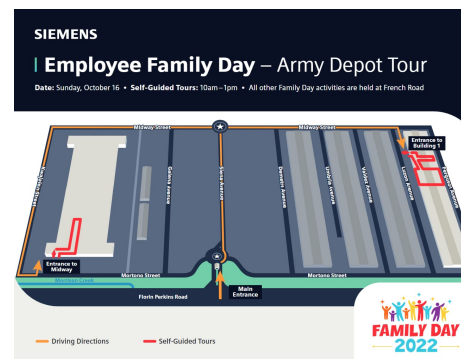
I Thank you

This event would not be possible without your hard work today and over the last few months, we appreciate your efforts that made today special.

- | | | |
|------------------------|------------------------|------------------------|
| • Aaron Abalos | • Bradin Heimbach | • Jared Roth |
| • Majid Alizai | • Veronica Hernandez | • Kevin Saccullo |
| • Joel Alvarez | • Tomas Hernandez | • Alejandro Salazar |
| • Joe Alves | • James Jackson | • Hernandez |
| • Mohammed Alzubaidi | • Aaron Jones | • Pedro Sanchez |
| • Alejandro Arellano | • William Kalani | • Job Sanchez |
| • Jesse Atisogun | • Nikola Kraljevic | • Alex Schupp |
| • Roxanne Austin | • Kyle Krosy | • Devleta Selic |
| • Rosa Baquero | • Nika Krane | • Vlad Semichov |
| • Joel Beck | • Benedikt Latour | • Victor Shaw |
| • Glenn Bommersbach | • Eudes Lebaud | • Cameron Smith |
| • Konstantin Breucha | • Arnulfo Lopez | • Caroline Snyder |
| • Kevin Brower | • Alex Marcopulos | • Rosa Suk |
| • Scott Butler | • Brent Marriott | • Shishir Solanki |
| • Jose Cabrera Perez | • Gina Mattern | • Marcelino Sorda |
| • Kimberly Cardella | • Shawn McCaulig | • Christian Stehrer |
| • Karl Casillas | • Evan McDermott | • Peter Sumari |
| • Elias Castillo | • Kevin McGrew | • Marc Thillies |
| • Arvind Chand | • Donnie Medeiros | • Miguel Torres |
| • Christine Chappelle | • Eudes Mercado | • Hein Tran |
| • Amy Chen | • Mitchell Moffat | • James Tuti |
| • Maria Carlissa Ramas | • Min Ngo | • Dianne Uthana |
| • James Crawford | • Ta Nguyen | • Lily Valdez Martinez |
| • Tommie Davis | • Anar Noble | • Shoua Vang |
| • Mike Delonzo | • Kevin Olivero | • Chen Vang |
| • Roland Dender | • Alvar Ortaza | • Michael Varnes |
| • Pedro Estrada | • Enri Palo | • Ruben Vargas |
| • James Fanning | • Isaiiah Patten | • Ruben Villalpando |
| • Ryan Giles | • Mariastella Pettit | • Jason Vossoughi |
| • Isak Gonzalez | • Felix Pfiffner | • Max Welsh |
| • Edgar Gonzalez | • Jeff Pham | • Leroy Williams |
| • Sigfrido Gonzalez | • Sany Pich | • Drew Willis |
| • Joshua Gustafson | • Jimmy Pittman | • Sara Wood |
| • Hector Gutierrez | • Jose Ramirez | • Jose Ramirez |
| • Wayne Harmer | • Ronah Jean Revelante | • Bruce Yang |



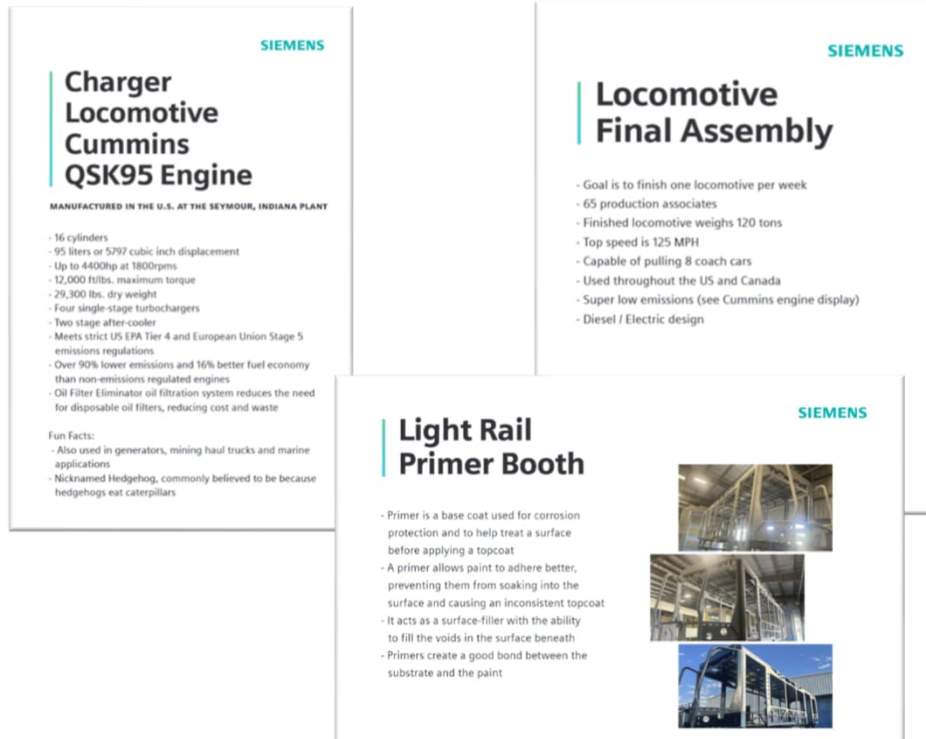
Tri-fold brochure was created to showcase the tour route, all games and scheduled activities along with food truck options and dietary markers. To recognize all event volunteers who went above and beyond, a thank you page was included in the brochure.



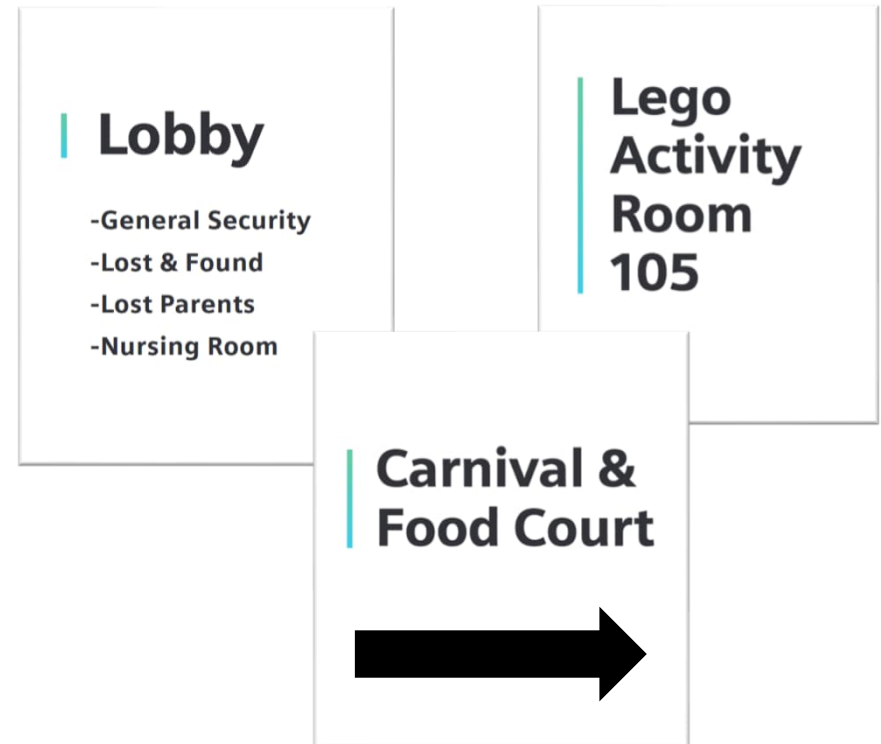
One-page map was created for the Army Depot tour, located down the street from our main facility.

Two buildings were made available to walk-through, our newest Midway Warehouse (left) and a welding building (right).

Siemens Mobility 2022 Family Day Event Marketing Materials - Signage

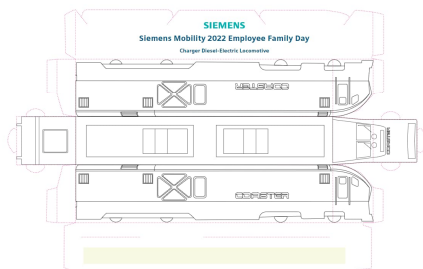
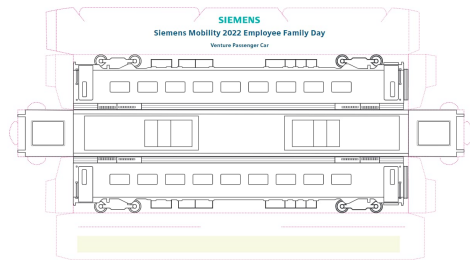
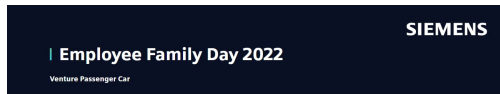


Product and process posters were displayed along tour route points to help attendees understand the multitude of steps taken in our manufacturing process.

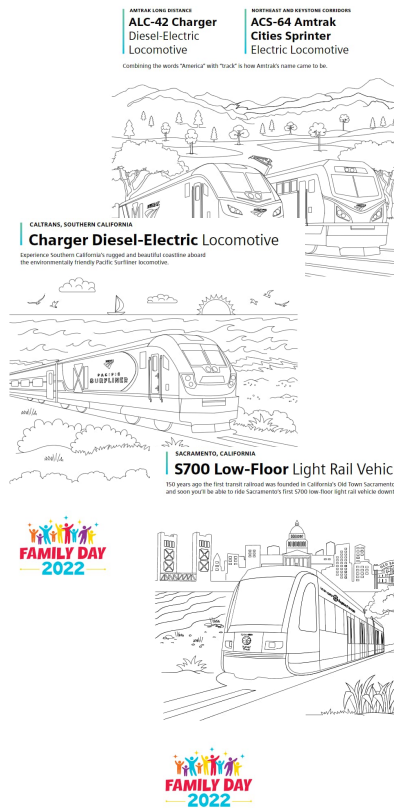


Directional and informational posters were created to help guide attendees throughout our 60+ acre facility.

Siemens Mobility 2022 Family Day Event Marketing Materials – Activities



Train punchout cards were a fun 3D building experience for attendees to take home.



Coloring pages gave attendees a fun insight into some of our products and the areas where these vehicles run.



Scavenger hunt activity card gave attendees of all ages objects and locations to find throughout the designated tour route.

Siemens Mobility 2022 Family Day

Families enjoying a fun-filled day



Siemens Mobility 2022 Family Day



2022 Family Day Planning Committee

We are proud of the Committee's, led by Marketing, ability to go above and beyond their daily responsibilities to plan and coordinate this fun-filled employee-wide event.