



PACIFIC
SURFLINER

Best Marketing & Communications
on the Covid-19 Pandemic

ELECTRONIC MEDIA



BACKGROUND

About the Route

The Pacific Surfliner route spans 351-miles through six counties in California, from San Diego to San Luis Obispo. It is the busiest state-supported intercity passenger rail route in the United States with an annual ridership of nearly 3 million (pre-COVID).

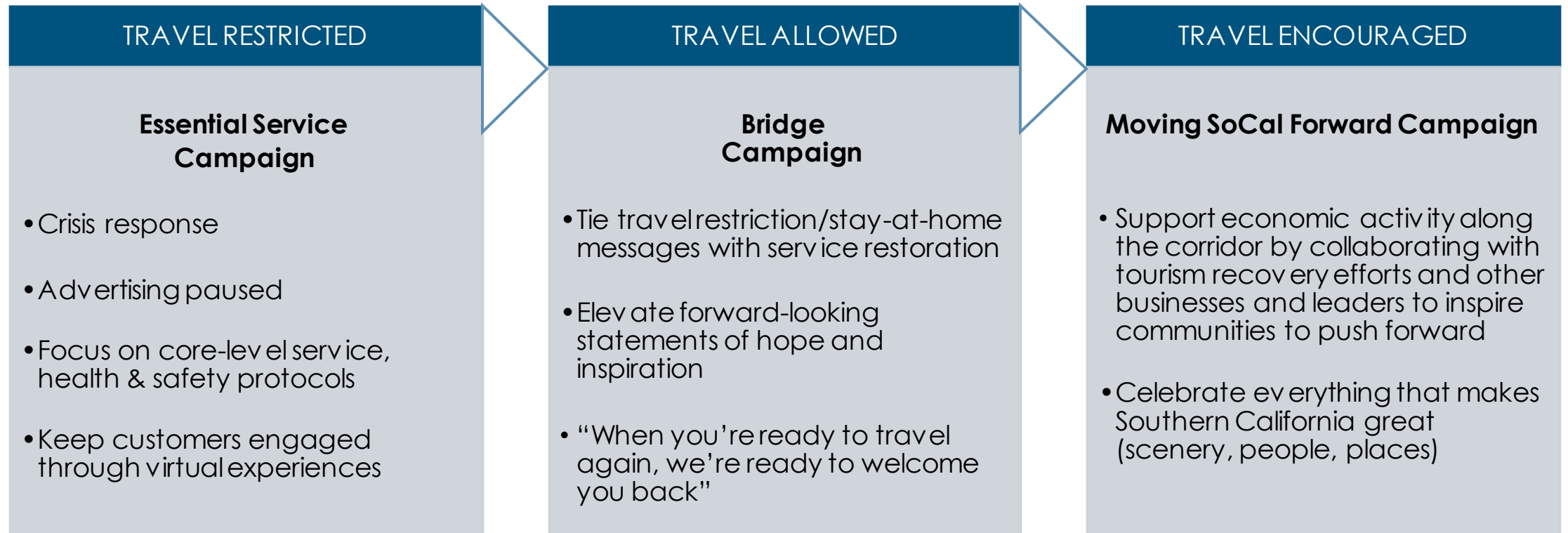
COVID-19 Pandemic

The service was severely impacted by the pandemic, as travel sharply declined across the state starting in spring 2020. As an essential service providing critical transportation options to the communities we serve, it was imperative for us to communicate detailed and timely information about schedules, travel policies, and safety measures.



MARKETING & COMMUNICATIONS PHASES

Electronic media played a primary role in each phase of the communications campaign, which used distinct messaging for each stage of the pandemic, from periods of travel restrictions to a time when travel will be encouraged.



OPPORTUNITIES PROVIDED BY ELECTRONIC MEDIA

Share frequent updates to wide audiences at little to no cost

Make immediate updates as new information becomes available

Pair inspirational messaging with powerful visuals through video

Establish a balance of safety and service updates with forward-looking messages of hope

Create digital resources that can be easily shared by partners and media

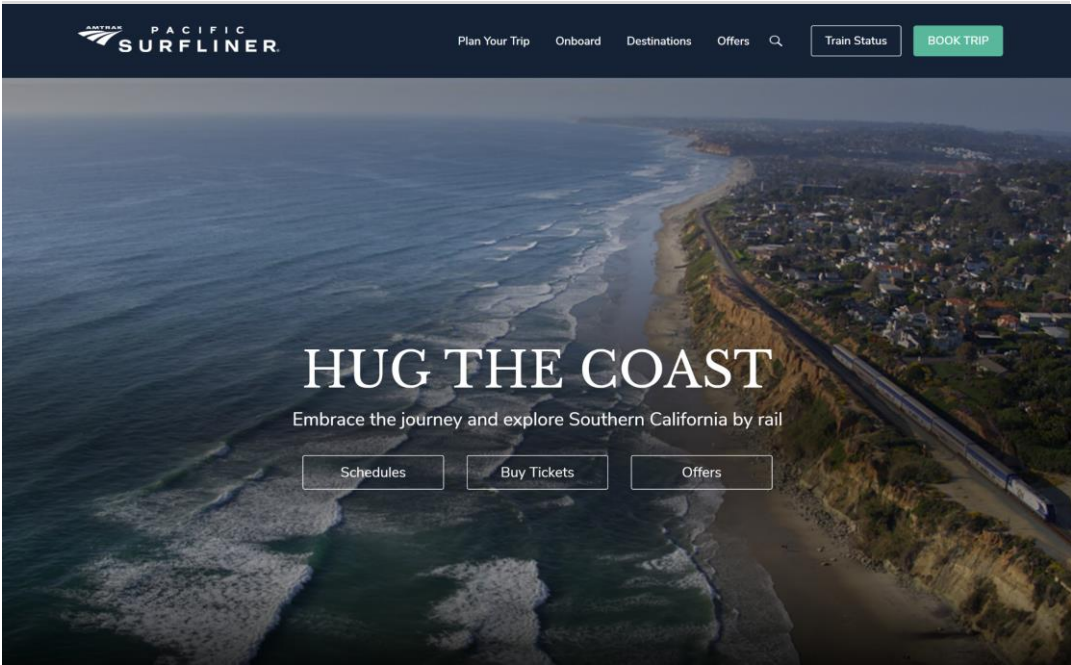
PACIFICSURFLINER.COM

The Pacific Surfliner website is the hub of all communications pieces. News articles, social media posts, printed signage, emails, and more encouraged individuals to visit PacificSurfliner.com for the latest travel advisory and safety information.

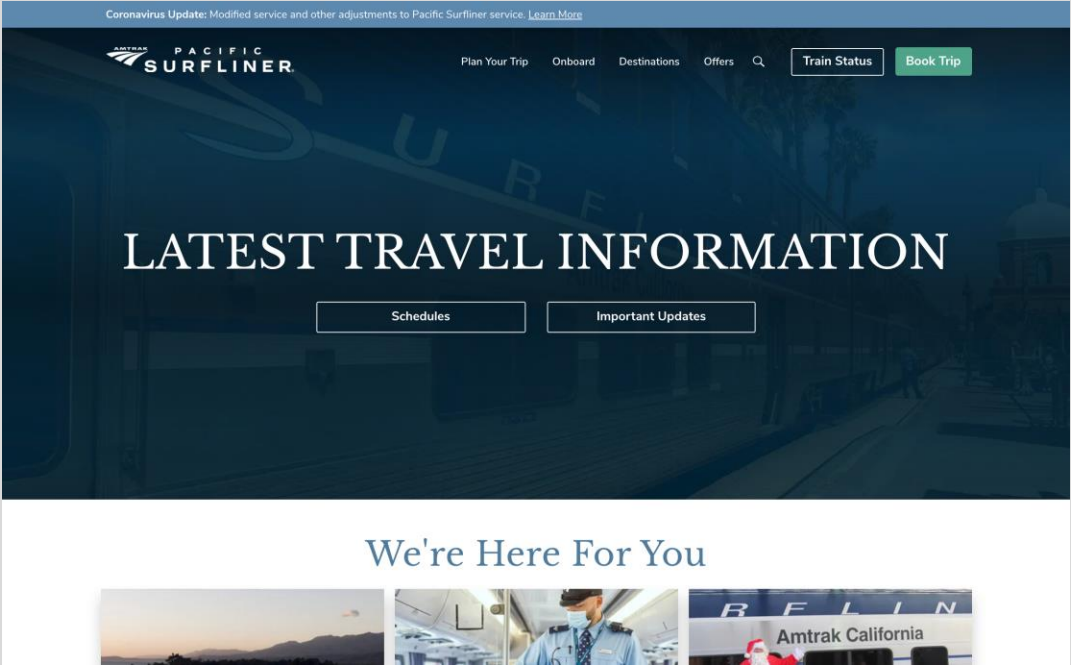


PACIFICSURFLINER.COM

The website was designed to inspire travel and to market the dramatic allure of the Pacific Surfliner service and the beauty of the coastline on which it travels. However, in light of the pandemic, the homepage was updated with the understanding that the Pacific Surfliner is currently offering more of an essential service than a destination-oriented journey. Critical service and safety information were also elevated.



Previous Homepage



Current Homepage

TRAVEL ADVISORY PAGE

A new webpage was developed to house service impacts and safety enhancements related to COVID-19. The page features a variety of passenger information such as:

- Ticket policies
- Reduced schedule impacts
- Staffed station updates
- Changes to the onboard experience
- Safety & cleaning measures
- Personal safety tips

Coronavirus Update: Modified service and other adjustments to Pacific Surfliner service. [Learn More](#)

AMTRAK PACIFIC SURFLINER

Plan Your Trip Onboard Destinations Offers [Train Status](#) [Book Trip](#)

Travel Advisories

Important information for passengers

Coronavirus Updates and Pacific Surfliner Service Adjustments

A Message from the Chairman of the LOSSAN Rail Corridor Agency

To help our customers navigate through this situation, we've gathered important information, including ticketing policies, service impacts, and more. Please check back for updates.

Ticket Policies

With an Unreserved Coach ticket, you have the flexibility to change the train you ride or even the day you ride between the stations listed on your ticket. There is no need to contact Amtrak to modify your reservation. Simply save your ticket and use it at a later date (up to one year from the date listed on your ticket). If you have a Business Class reservation, you will need to modify your trip (at no cost) in advance. If you want to cancel your reservation, call 800-USA-RAIL. Learn more about [flexible ticketing tips](#) for your next trip.

Reduced Schedules

Effective March 19, the state of California instituted an [executive order](#) for residents to stay at home except for essential needs. Under this order, the Pacific Surfliner is considered an "essential service", and will continue to operate as long as it is safe and sensible to do so.

That said, Pacific Surfliner trains are now following a [temporarily reduced schedule](#). This is a dynamic situation, so other changes to the schedule can be made if, for example, there are not enough crew members available or if public health conditions change in the area.

[View New Schedule Information](#)

Staffed Station Updates

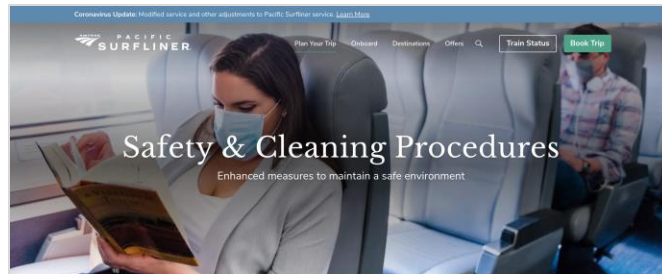
Changes have been made at many of the stations along the Pacific Surfliner route to maintain the safety of passengers and station staff, and also address the significant drop in ridership.

- **Temporary Facility Closures:** The San Juan Capistrano and Solana Beach stations are closed until further notice. Trains are still serving the station according to the schedule. However, passengers do not have access to the inside of the station building, including the Amtrak ticket window. Tickets should be purchased in advance online, on the Amtrak app, 800-USA-RAIL, or the Quik-Trak machine (located outside of the station). Passengers who require assistance should board at the nearest staffed station (listed below).
- **Ticket Window Closures:** The Amtrak ticket window at the Anaheim and Irvine are closed until further notice, but the station facilities (waiting area, restrooms, etc.) remain open and trains continue to serve the station. Tickets should be purchased in advance online, on the Amtrak app, 800-USA-RAIL, or the Quik-Trak machines. Please note that baggage service is unavailable to or from these stations. Passengers who require assistance should board at the nearest staffed station (listed below).
- **Partial Facility Closure:** Los Angeles Union Station has undergone a partial closure and is currently only open to ticketed passengers. The


Travel Advisory Page

SERVICE UPDATE INFORMATION

Other webpages, including educational blog articles, provided additional details and tips about safety and cleaning procedures, ticketing policies, and travel tips.




Safety & Cleaning Procedures
Enhanced measures to maintain a safe environment.



When You Book

- **Trip flexibility:** With an Unreserved Coach ticket, you have the flexibility to change the train you ride or even the day you ride between the stations listed on your ticket. There is no need to contact Amtrak to modify your reservation. Simply save your ticket and use it at a later date up to one year from the date listed on your ticket.
- **Book Travel Electronically:** The Amtrak website and app now offer additional digital payment options, including Apple Pay, Google Pay and PayPal, to make it easier and safer to book travel and update reservations.
- **Limited Bookings:** We are limiting bookings on most trains to allow for more physical distancing in seating areas.

Safety & Cleaning Procedures



Tips for Safe Travels

Travel has undoubtedly changed over the course of the coronavirus pandemic. To provide a safe environment for passengers and crews, we've made some changes to the Amtrak Pacific Surfliner service. Whether you need to ride with us soon or are dreaming of a future adventure, check out our top tips for planning a safe and responsible trip.

Exploring options: Trains are following a temporarily reduced schedule, so download our timetable or use the booking tool to see which departure times work best for you. Make sure to check for travel restrictions in the areas where you are starting and ending your trip as travel advisories can vary between San Diego, Orange, Los Angeles, Ventura, Santa Barbara, and San Luis Obispo counties.

Booking a ticket: Amtrak has waived change fees through the end of December. But if you have an unreserved ticket, just hold onto it if you want to postpone your trip – it's good for up to one year from the date listed on your ticket and doesn't require any changes to your reservation. Purchase a ticket online or via the Amtrak app so you can pull it up on your phone instead of handling a paper ticket.


At the train station: Trains continue to make all stops, but some station buildings and Amtrak ticket windows are closed. Effective Wednesday, October 28, 2020, checked baggage service on the Pacific Surfliner is suspended until further notice. However, passengers may still bring two pieces of luggage and two personal items onto the train. Passengers requiring assistance should call 800-USA-RAIL in advance of their trip.

Onboard: Masks that cover the nose and mouth must be worn on board trains and buses. If you don't have a face covering, the conductor will provide you with one. You should have plenty of space on board since we're monitoring ridership and making necessary adjustments to accommodate social distancing. If you want to move to another seat mid-trip, just take the paper slip the conductor places above your seat when they scan your ticket and display it in the same way at your new seat.

Refreshments: Head to the onboard Market Café (in Car 3) to pick up snacks and drinks to take back to your seat. Make sure to bring a credit card, since no cash is accepted on board right now. Another option – pick up food (and non-alcoholic drinks) before you arrive at the station and bring it with you on board.

Keeping Clean and Safe: Amtrak has increased cleaning at stations and on trains with special attention to high-touch areas like handrails, door handles, countertops and seating areas. Each train car has a restroom on both the upper and lower levels with soap and water, in addition to hand sanitizer and disinfectant wipes available onboard.

Tips for Safe Travels



Flexible Ticketing Tips for Planning Your Next Trip

We know that travel conditions and plans can change, and flexibility is more important than ever. And with our convenient ticketing policies, you can book with confidence knowing that it's easy to adjust your trip if plans change.

Keep these tips in mind when it's time to book your next Pacific Surfliner trip:

Save Your Ticket for Later

Choose an Unreserved Coach ticket if you want maximum flexibility for deciding when to travel. Use an Unreserved Coach ticket to ride any Pacific Surfliner train between the stations on your ticket up to one year from the date of your reservation, subject to certain restrictions. This type of ticket doesn't require any modifications, and is convenient in many situations:

- Take an earlier train if you are ready to go home sooner
- Take a later train if you want more time to explore
- Ride an earlier or later train if the one you were planning to take is delayed or expected to be busier than you'd like
- Ride at a later date if you want to postpone your trip, whether it's by a day, week, or a few months

Keep in mind that Business Class and Thruway Bus tickets are tied to specific trains/buses, so you will need to call Amtrak to modify your reservation (at no cost) in advance of your ticketed departure time. Trips can be modified online, through the Amtrak App, or by calling 1-800-USA-RAIL.

Save with Multi-Ride Tickets

Our **10-Ride Ticket** can be used to take five roundtrips between the stations you select within a 60-day period, and is offered at a significantly discounted rate over the cost of booking five roundtrips individually. For those who are traveling semi-regularly, but not often enough to get a monthly pass, this is a great option. The 10-Ride ticket can also be split among riders traveling together on Pacific Surfliner trains, as long as the person named on the ticket is one of the passengers. This is a great option for small groups. **Note:** Amtrak RiskReserve confirmations are not required for travel on Pacific Surfliner trains. Special restrictions apply to this ticket during the week of Thanksgiving (Nov. 23-30, 2020).

Flexible Ticketing Page

PARTNERSHIPS AND BROADCAST

Television and radio commercials were used to reach broad audiences about essential service and safety information.



ESSENTIAL SERVICE PUBLIC SERVICE ANNOUNCEMENTS

We developed public service messages that highlighted efforts to run essential service while creating a sense of goodwill through the Pacific Surfliner brand. The spots directed the public to PacificSurfliner.com for modified train schedules and other service updates.

The following media groups ran broadcast spots on a courtesy basis to support the Pacific Surfliner during these challenging times. Approximately 1,200 courtesy radio spots ran in media markets across the LOSSAN rail corridor in April and May with an estimated value of more than \$20,000.

"In response to the COVID-19 outbreak, the Pacific Surfliner continues to provide train service for those who need it most. We have strengthened our cleaning regimens to keep you and our crews safe. We're asking riders to travel only for essential reasons, and to practice social distancing. Go to PacificSurfliner.com for service updates, including the steps we're taking to navigate these challenging times." [Listen here](#)

KNX 1070
NEWSRADIO

100.3
JACK fm
playing what we want

97.1
AMP
RADIO

KROQ
KROQ 106.7 FM

KDOC TV
LOS ANGELES

ANGELS RADIO
AM 830

ALT 94.9
SAN DIEGO'S ALTERNATIVE

97.3 FM
THE FAN

Sunny
98.1
San Diego's Greatest Hits

KRUZ
103.3

the new
95.1
KBBY
today's hits + yesterday's favorites

100.7
KHAY FEST
CALIFORNIA COUNTRY

SUMMER BRIDGE CAMPAIGN

As the state of California moved into various stages of re-opening travel restrictions were eased, we entered phase two, which aimed to inspire confidence in the service by bridging public service announcements and aspirational messaging about keeping Southern California moving.

Entercom Radio Partnership

"In these uncertain times, you can rest assured the Pacific Surfliner will continue to do its part to keep Southern California moving by operating on a modified train schedule. For the latest updates on service and actions we're taking to keep you safe, visit PacificSurfliner.com." [Listen here](#)

Cumulus Radio – Naming Rights

"...Brought to you by Amtrak Pacific Surfliner. They're doing their part of keep Southern California moving." [Listen here](#)



COMMUNITY PARTNERSHIPS

We worked with strategic partners to secure visibility and complimentary no-cost placements that help maintain a level of awareness for the Pacific Surfliner as a valuable partner in the community.

- The Anaheim Ducks included Pacific Surfliner in the Honda Center's "Stronger Together" campaign including digital messaging displayed on their marquee sign that is visible from the 57 Freeway.
- The Los Angeles Angels provided elements at no cost including a 24-hour digital takeover of Angels.com and placement on the Big-A sign, which is visible from the 57 Freeway.

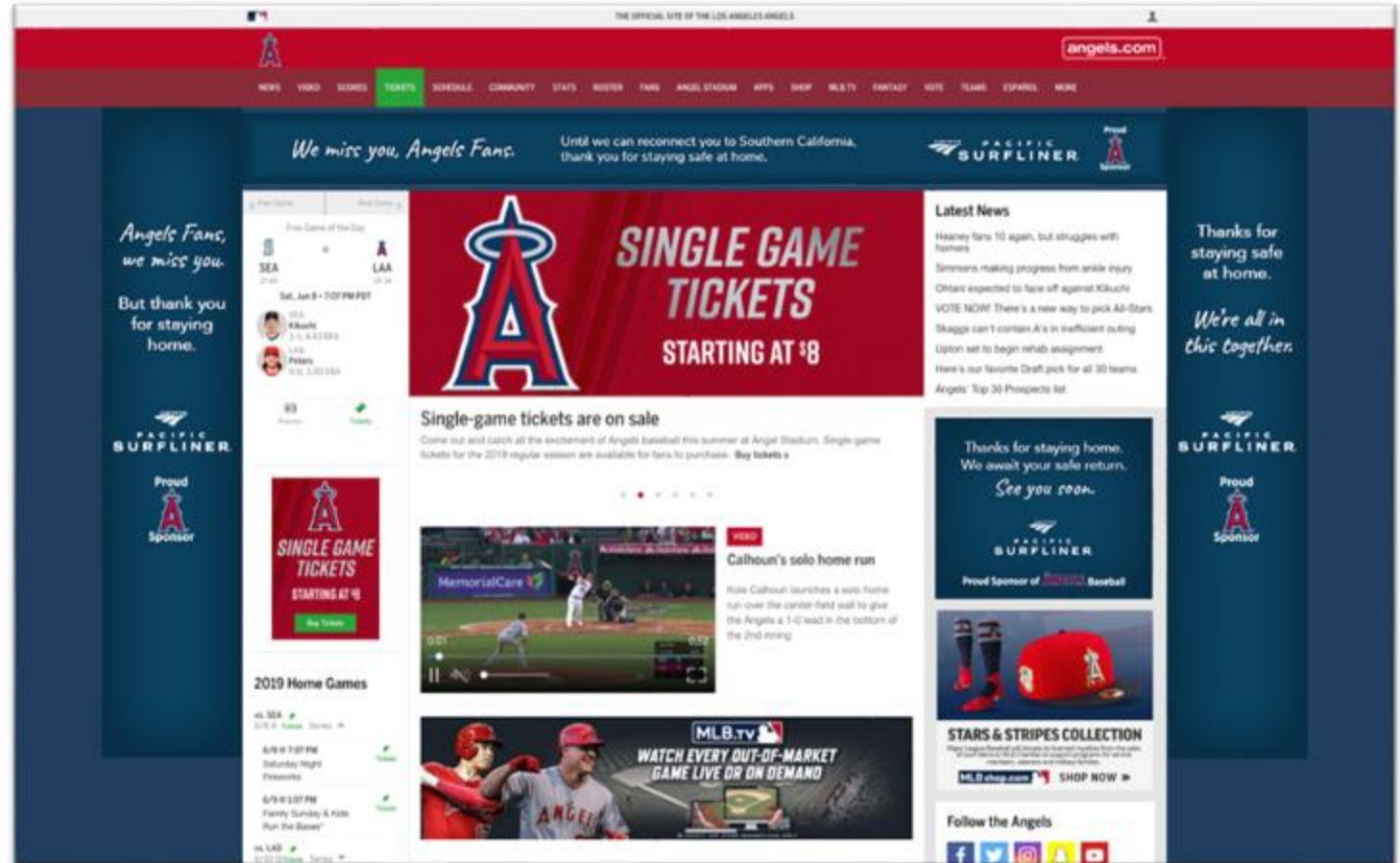


A digital billboard on the Big-A sign, visible from the 57 Freeway.

THE ANAHEIM DUCKS AND LOS ANGELES ANGELS



The Anaheim Ducks includes Pacific Surfliner in the Honda Center's "Stronger Together" campaign

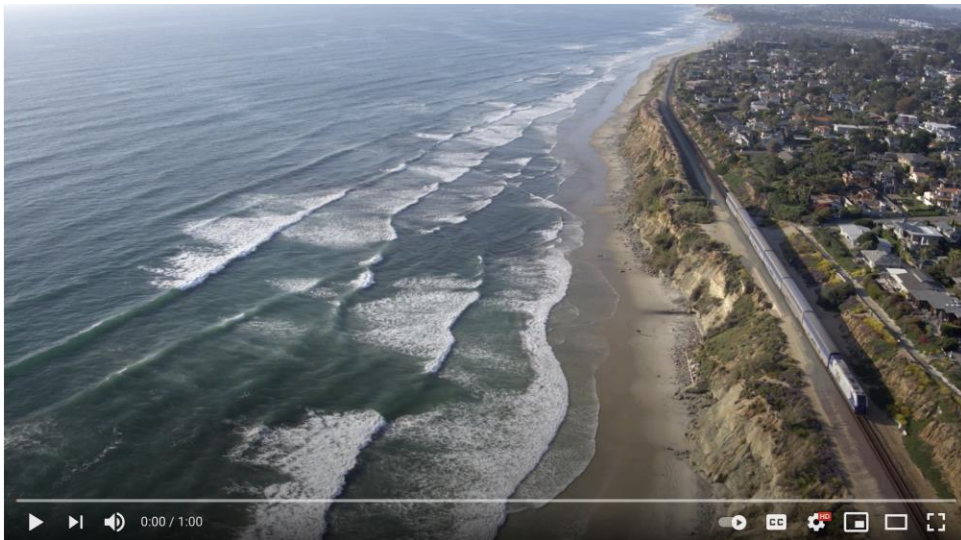


The Los Angeles Angels provided elements at no cost including a 24-hour digital takeover of Angels.com

BROADCAST VIDEO

30- and 60-second videos aired on KDOC-TV in Los Angeles and Orange County at no-cost as courtesy placements to help important Pacific Surfliner information get to the public. Videos were also uploaded to the Pacific Surfliner Facebook and YouTube channels, where they were viewed more than 100,000 times and shared by partners like Amtrak.

Messaging and visuals were adjusted at the various stages of the pandemic, focusing on essential service during Phase 1 followed by forward-looking messages of hope during Phase 2.



Phase1: The Pacific Surfliner is Here for You



Phase2: Ready to Reconnect You to Southern California

PHASE 1 VIDEO: WE'RE HERE FOR YOU

At the beginning of the pandemic, stay-at-home orders were issued and travel was restricted to essential travel only. We wanted to let our audience know that we are here for them as an essential service if they need to travel, but also thank them for being responsible in doing their part and staying home.

Script (screenshots on the following page):

"Waves will be surfed. Favorite places revisited. Great outdoors rediscovered. But until it's safe, thank you for staying home. Pacific Surfliner trains are running for those who need to travel on essential trips only. We've taken extra precautions to help ensure the safety of our crews and passengers. We look forward to reconnecting you to Southern California. See you soon."

[Video Link](#)

PHASE 1 VIDEO SCREENSHOTS: WE'RE HERE FOR YOU



PHASE 2 VIDEO: RECONNECTING YOU

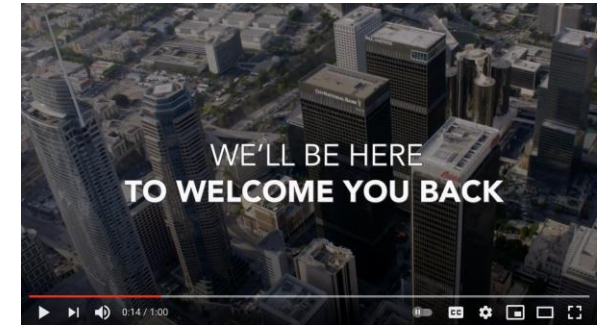
As conditions changed, we wanted to reassure our audience the Pacific Surfliner was doing our part to keep Southern California moving. This video focused on re-enforcing our continued efforts from our essential services phase that included cleaning and safety along with positive messages looking forward.

Script (screenshots on the following page):

“Waves will be surfed. Favorite places revisited. Great outdoors rediscovered. When the time is right and you’re ready to travel again, we’ll be here to welcome you back. In the meantime, Pacific Surfliner trains are running on a modified schedule as we do our part to help keep Southern California moving. We’re taking extra precautions and adapting our practices as needed to help ensure the safety of our crews and passengers. We’re committed to maintaining these ongoing efforts so you feel confident when choosing to travel with us. We look forward to reconnecting you to the beautiful and resilient communities that we call home, to the people and places you love most, to everything that makes Southern California great. See you soon.”


[Video Link](#)

PHASE 2 VIDEO SCREENSHOTS: RECONNECTING YOU



RECONNECTING YOU VIDEO

The videos were also shared on the Pacific Surfliner's digital channels. It was viewed more than 65,000 times across Facebook, Instagram, and Twitter, and nearly 60,000 times on YouTube.



The Pacific Surfliner is Here for You

58,094 views • Apr 29, 2020

LIKE DISLIKE SHARE SAVE ...

Pacific Surfliner

When you're ready to travel again, we'll be here to bring you back to the people and places you love most. In the meantime, share stories and photos from your past train trips!

Safety measures and other info: [pacificsurfliner.com](https://www.pacificsurfliner.com)



0:22 / 1:00








164

10 Comments 63 Shares

VIRTUAL VIEWS VIDEOS

We launched a series of video-based social media posts that feature stunning views taken from aboard a Pacific Surfliner train. These videos allow users to virtually experience the beauty of the route, providing a short break from the headlines and reminding them of the scenery that awaits them.



-  **Susan Rudd** Taken it south, and back, many times. Takes a long time, but so much better than driving through LA. Beautiful beach towns.
15w   2
-  **Judy Proo** I missed my vacation to San Diego this year. We were going to go to Santa Barbara via Surfliner. Hopefully next year.
15w  1
-  **William Seaver II** I've ridden the Pacific Surfliner many, many times. Really like it and it always feels like a bit of an adventure. Love Amtrak!
15w  1

BRANDED BACKGROUNDS FOR VIDEO CONFERENCING

We created digital backgrounds for video conference users who want to meet in front of scenic Pacific Surfliner views. Virtual backgrounds are a novel way to showcase the Pacific Surfliner brand as more people are working from home during the coronavirus pandemic and relying on videoconferencing to meet with coworkers and clients.

Sharing digital backgrounds (both photos and videos) allows the Pacific Surfliner to connect with consumers seeking more reassuring messages from brands they trust in anticipation that travel activity will eventually resume.



EDUCATIONAL TRAVEL RESOURCES

A series of blog articles were published highlighting ways to enjoy the Pacific Surfliner virtually (Phase 1) and important tips for travelers (Phase 2). Each of these articles were strategically developed to address popular questions and topics from social media.



Virtual Views

We're bringing the Pacific Surfliner to you through videos of scenery along the route. Enjoy our favorite virtual views.

[LEARN MORE >](#)



Tips for Safe Travels

Whether you need to ride with us soon or are dreaming of a future adventure, check out our top tips for planning a safe and responsible trip.

[LEARN MORE >](#)



Flexible Ticketing Tips

We know that travel conditions and plans can change, and flexibility is more important than ever. And with our convenient ticketing policies, you can book with confidence knowing that it's easy to adjust your trip if plans change.

[EXPLORE >](#)



Quintessential Outdoor Experiences

Southern California has plenty of outdoor activities that can be enjoyed safely while maintaining physical distance. And here are some of our top picks you can enjoy once you arrive.

[EXPLORE >](#)

RESULTS

Electronic media played a critical role in the Pacific Surfliner's COVID-19 communications efforts at a time when budgets were limited and the need to communicate was greater than ever. We reached thousands of people across our digital channels, sharing a balanced mix of critical updates and messages of hope.

RESULTS

By effectively utilizing digital channels, our COVID-19 travel alerts, safety information and service updates reached hundreds of thousands of people when budgets and resources were limited and the need to communicate was greater than ever. Our efforts included radio and broadcast spots with public safety messages, distribution of videos aimed to build confidence in the service and digital content designed to keep our brand engaged with riders at a time when they were not traveling.

March – December 2020

- 70,000 visits to travel advisory, safety, and travel-tip pages on the Pacific Surfliner website
- 116,000 video views (YouTube and Facebook)
- More than 170 posts shared across our social media channels, resulting in nearly 800,000 impressions and 43,000 interactions (likes, comments and clicks)
- 1,200 courtesy (no-cost) radio and broadcast spots on major stations
- 8 blog articles published, covering a range of topics, from virtual views and video conference backgrounds to tips for traveling safely and responsibly
- Content shared by partners including Amtrak, the Los Angeles Angels, Visit Santa Barbara, KDOC, Entercom radio, and others

During these trying and unprecedented times, we've seen first-hand the strength and resilience of the communities that we have the privilege to serve. We will continue to play a critical role in bringing people together for business and recovery.

