

**You're
going places -
enjoy the ride, on us.**



METROLINK

Student Adventure Pass

Recap Report | October 2023



Overview

On Monday, October 9, Metrolink launched the Student Adventure Pass, a new grant-funded pilot Program that enables students to ride Metrolink for free. The Student Adventure Pass is available to students on the Metrolink mobile app and ticket machines. All students are eligible for the program with a valid student ID.

The Student Adventure Pass was an agency-wide collaboration to launch the pilot program and increase student ridership.

Metrolink partnered with over 35 colleges, schools, and school districts to promote the program to students.

Why launch a new Student Adventure Pass Program?

Students account for only 17% of Metrolink's overall ridership.

- Over 2.7 million K-12 students and 2 million college students enrolled in Southern California
- Gain a new generation of potential Metrolink riders
- Retain student riders as they move into the workforce

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Target Audiences



On-Campus Students

- 18-24 (GenZ)
- Lives on campus
- Socially-conscious
- Emotionally driven
- Low-awareness
- Cost-conscious
- Part-time job
- Wants adventure



Commuting Students

- | | |
|---------------------------------------|--------------------------------|
| • 18-24 (Gen Z) | • 30-39 (Millennial) |
| • Budget-conscious | • Budget-conscious |
| • Socially active | • Low-awareness |
| • Low-awareness | • Needs reliability |
| • Needs reliability | • Functionally driven |
| • Functionally/
emotionally driven | • Motivated by poor
commute |
| • Part-time job | • Full-time job |
| • Wants connection | • Wants productivity |



Partners & Stakeholders

- Member Agencies
- School administrators
- Department heads
- Elected officials
- Student-focused
community groups
- Parents



METROLINK

Strategy in a Sentence

Get on-campus and commuter students

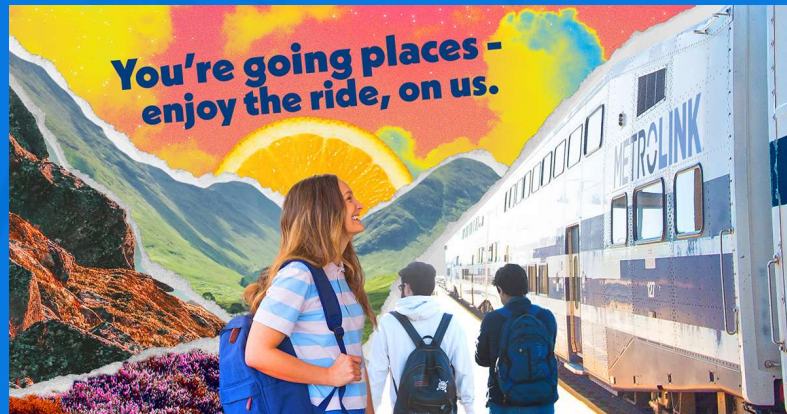
Who are looking for ways to improve their mobility, but have low Metrolink awareness

To try the Metrolink Student Adventure Pass

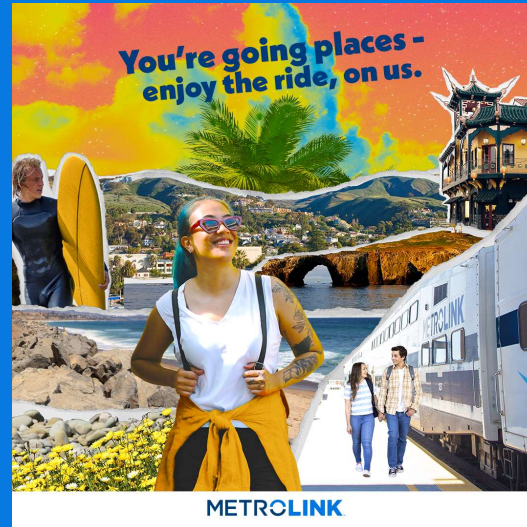
By revealing that Metrolink has been the premier hidden gem of SoCal's transit system since 1992 – only insiders know

Campaign Creative

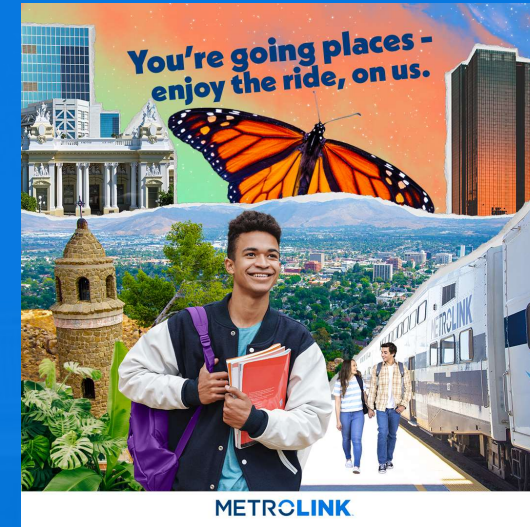
Typically, the marketing team creates one set of creative assets that is compiled into a digital toolkit and sent to stakeholders. For the Student Adventure Pass, the team created general assets as well as customized creative for each service line and for seven partner schools.



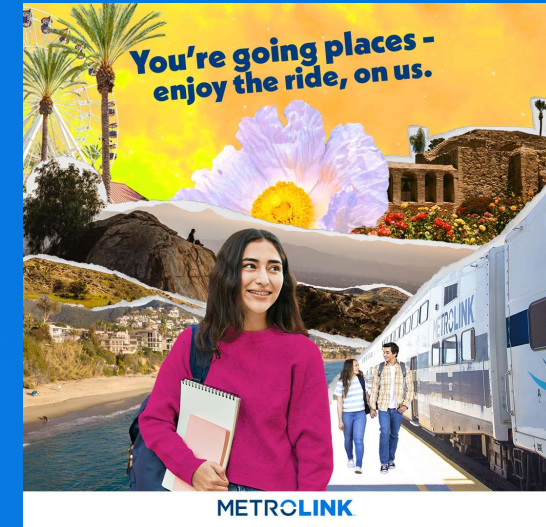
General creative



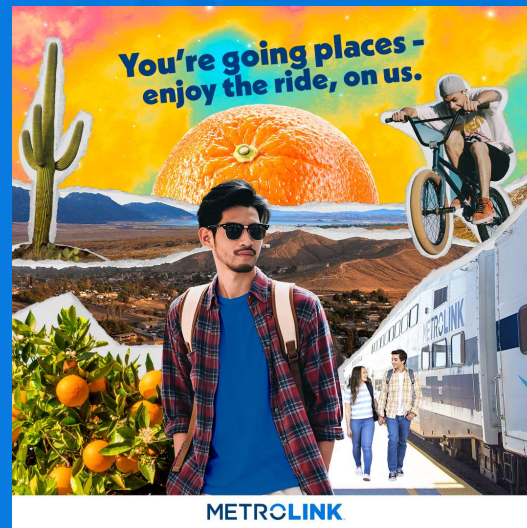
Ventura Line creative



Riverside Line creative



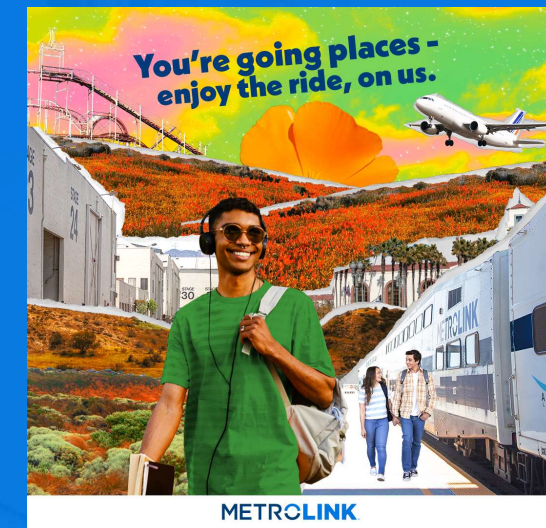
IE/OC Line creative



91/PV Line creative



San Bernardino Line creative

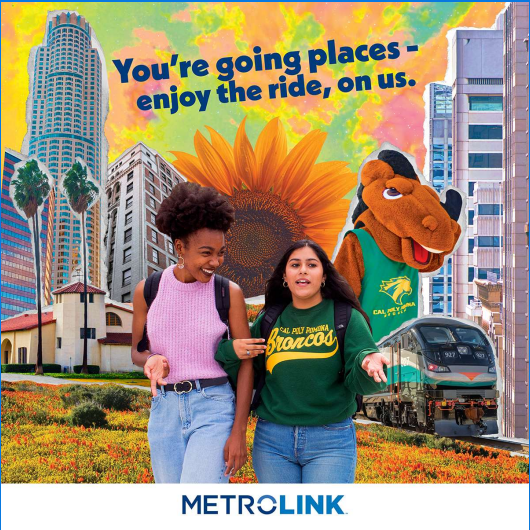


Antelope Valley Line creative

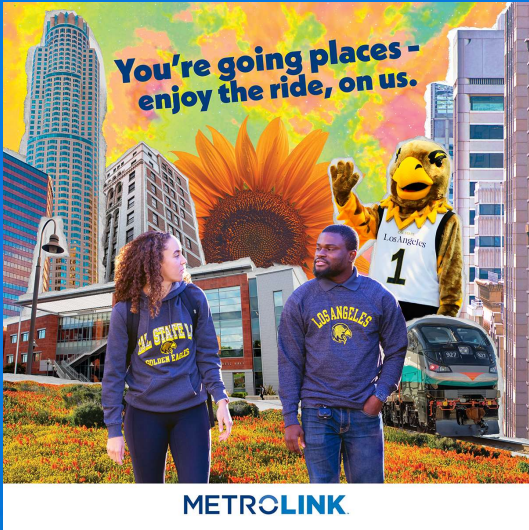
Campaign Creative Continued

We wanted to create a visual campaign that resonated with a younger generation, so we tested multiple creative themes with our interns and recent grads for their feedback on the visual direction of the campaign.

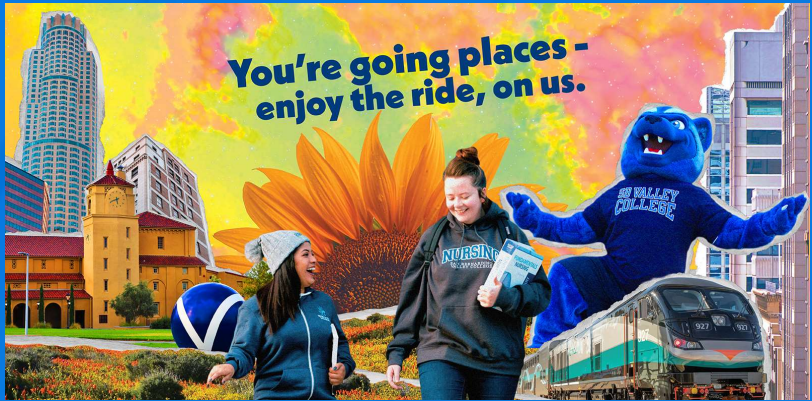
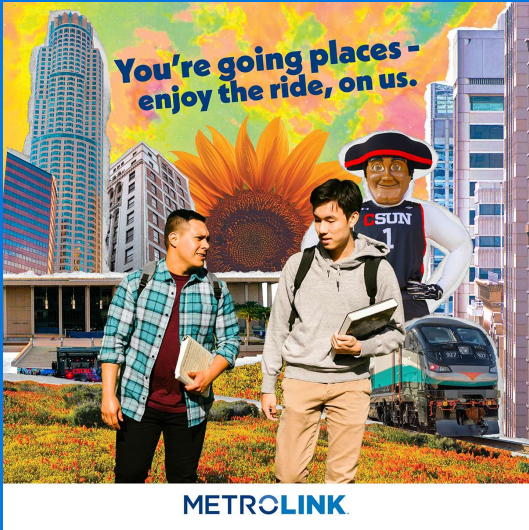
Cal Poly Pomona creative



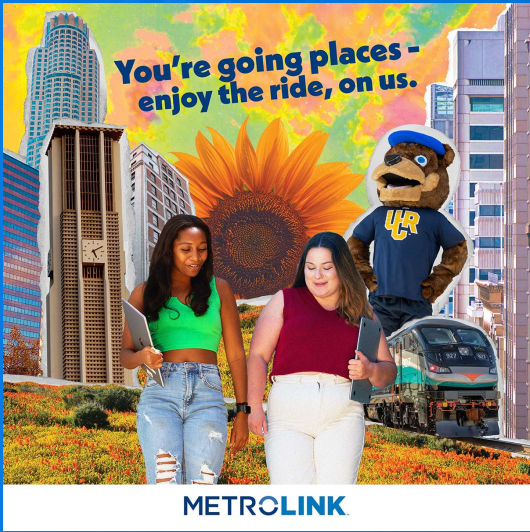
Cal State L.A. creative



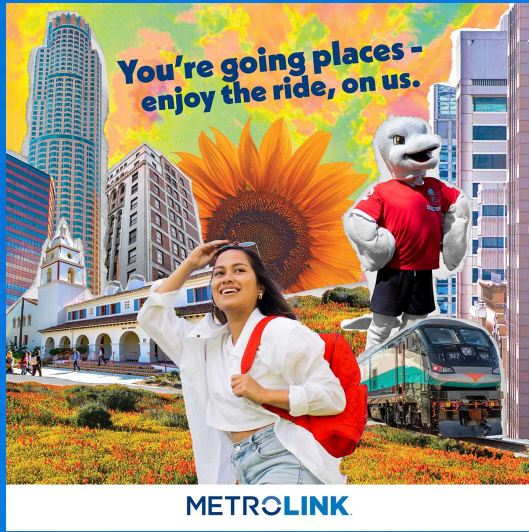
Cal State Northridge creative



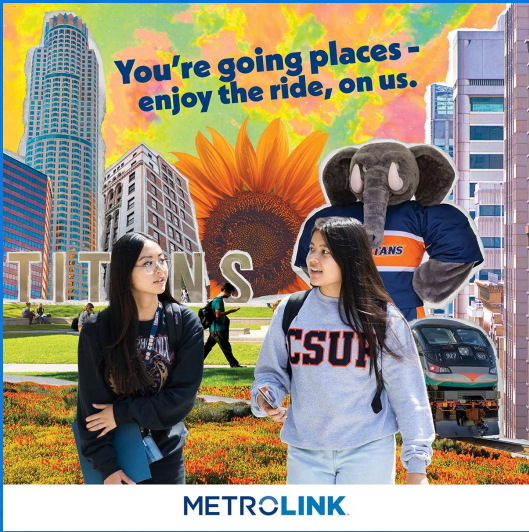
San Bernardino Valley College creative



UC Riverside creative



Cal State Channel Islands creative



Cal State Fullerton creative

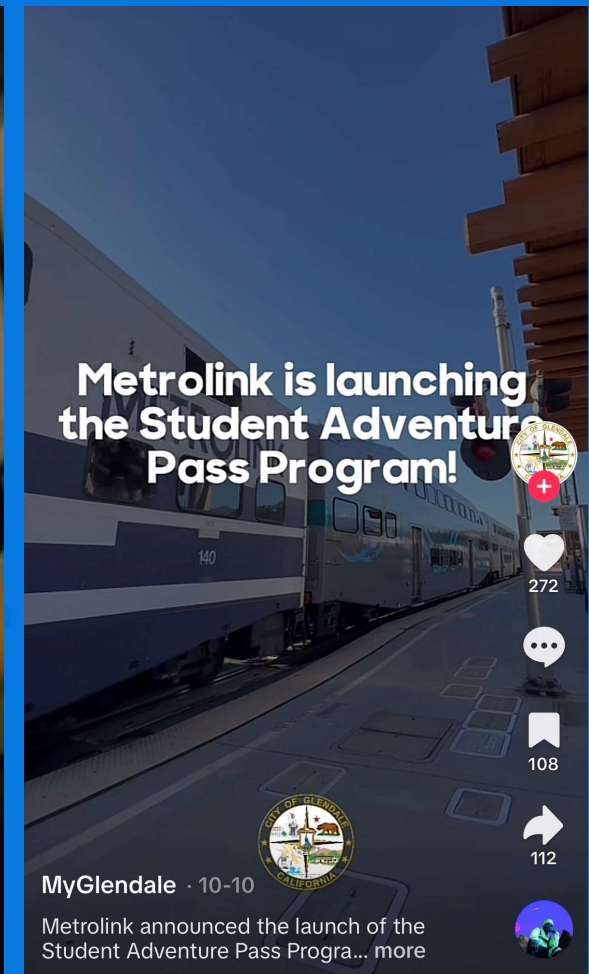
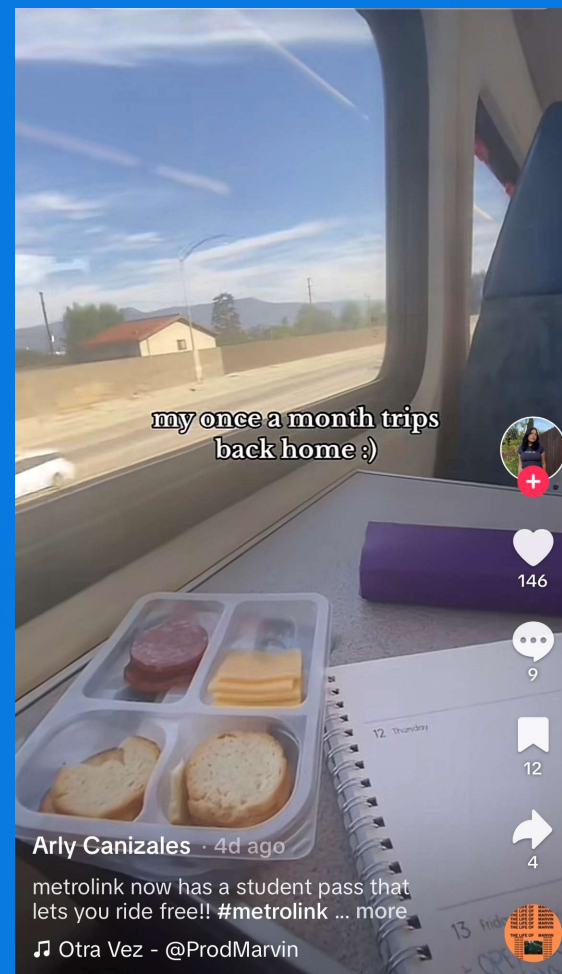
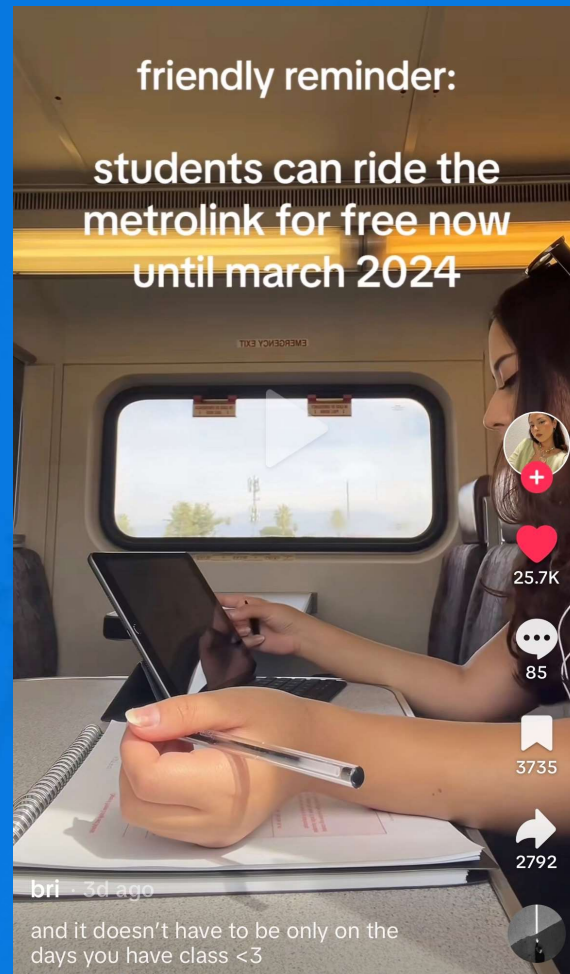
Social Media Engagement

Facebook was the platform that delivered the most impressions (34.7% of total), but Instagram was the platform that delivered the most engagements (43.8% of total) and the highest engagement rate.



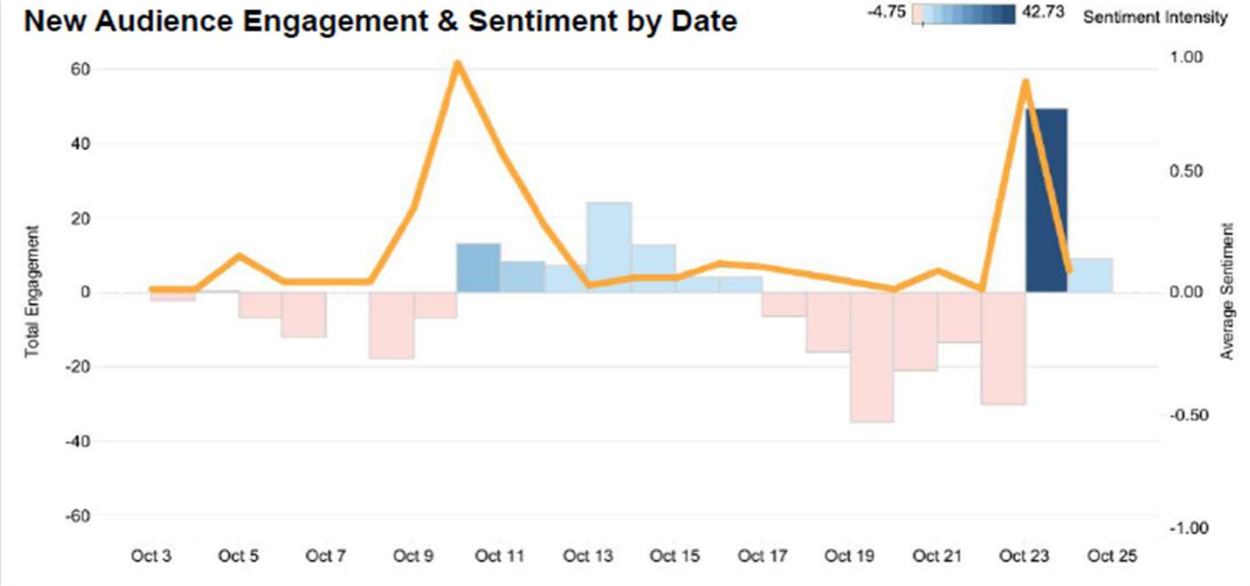
Platform	Impressions	Engagement	Eng. Rate
Facebook	17,316	469	2.71%
Twitter	16,090	559	3.47%
Instagram	14,332	897	6.26%
LinkedIn	2,187	122	5.58%
TOTAL	49,925	2,047	4.10%

Social Media: User-Generated Content



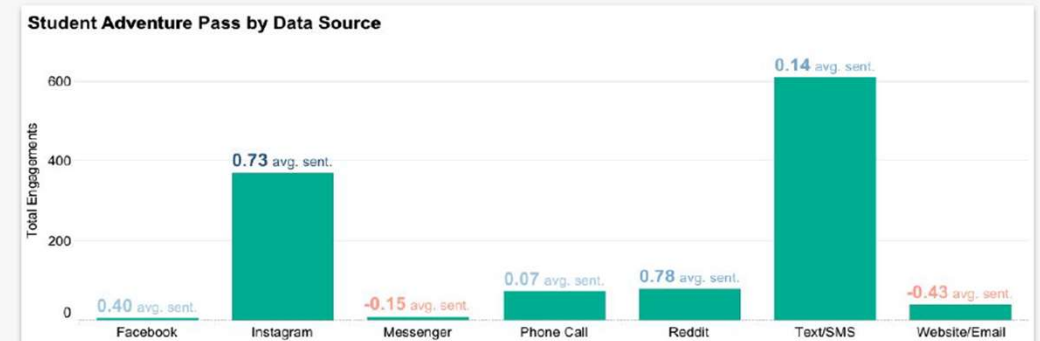
Sentiment

- Between October 3-26, Metrolink received 22.18% of its engagements from **new audience members**.
- Two Reddit posts generated the largest **positive spikes** in new audience engagement.
- A handful of customer texts and emails mentioned tech issues registering for the pass and generated **modest negative sentiment**.




This graph shows engagement with the Student Adventure Pass on Metrolink and outside pages from accounts who have not previously engaged with Metrolink.


STUDENT ADVENTURE PASS TOTAL AUDIENCE ENGAGEMENT





- Most engagements occurred through **Text/SMS** and were primarily **neutral to positive** in sentiment, followed by **Instagram**.
 - Most text engagements with the Student Adventure Pass consisted of students asking logistical questions about the pass, registration, and app usage.
- Reddit** received the **highest proportion of new users**, followed by the **Call Center**.
 - A grad student in the r/orangecounty subreddit posted about the pass and generated discussion about potential careers at Metrolink and the pilot program.


Customer Sentiment


 **iykwyk** This is HUGE! Thank you all so much! 🖋️💙 2h 3 likes Reply


 **Sailor Mikey** @Sailor_Mikey
YAAAAAASSSSS!!!! THANK YOU!!!! I had a feeling that the "Clean Air Day" yesterday was really a taste if you're a college student when you think about it.


 **and_rsx** Alright now I'm going literally everywhere on the system. 4h 7 likes Reply

 **just_araceli** Omg this would make it so much easier to go to university tysm!! 2h Reply


 **Solar Games** @Solarsists · Oct 8
Thank you for finally implementing this! Can't wait to travel thought la county much more frequently via train :D 2 190

 **neogothkilljoy** No way. No WAAAAAY 😭 this is amazing. I love taking the train so much, and sometimes it's literally been the difference between me getting home or not. This is amazing. Thank you!!! 2h 5 likes Reply


 **ashley** omg thank you so much for this!! definitely gonna take advantage of it and take a vacay 😊 2d ago 153 Reply


 **miranda**
God bless you for this now. I can go home for free 🙏🙏🙏 2d ago 28 Reply

 **Ani Garibyan** @AniGaribyan · Oct 9
Awesome! 2 150

 **Angel ZobelRodriguez** @MagnetAngel
Super excited to hear about the Student Adventure Pass and the additions to the AV line.
6:28 PM · Oct 27, 2023 · 11 Views 1


"Heyy Metrolink! I'm so happy that you initiated the program for free train rides for students! I commute to my school every morning and going on the Metrolink gets me to class early and now I'm no longer running late! Please never discontinue your program Metrolink "

 **Niyanthi Puliya**
ty omg this is amazing!!! 2d ago 1 Reply


 **Ivy** _iv13
Hello,
I am not sure if you are the Darren Kettle I am looking for, the CEO of Metrolink. I know this is a bit weird to receive a random message from someone.
But there was one day, I was riding the train and I was studying with my two friends for an upcoming exam. You approached us and asked us a few questions about if it would be nice if students could ride Metrolink for free and we all said yes immediately. I remember how you smiled and said something about how you remember the struggles of getting to school and studying and you wanted to make it easier on students. I'll be honest, when you first said you were the CEO of Metrolink I didn't exactly believe you because there are a lot of crazy people who lie about things, so I googled you. And well, you weren't lying. But I seriously wanted to say thank you. Because even though you could have lied you actually made it happen. For that, I'm saying thank you so much, this is going to help me more than you know. Have a great day. :)

 **James Yost**
That is cool 3w Like Reply

 **Amy Lynn** Top fan
Metrolink is amazing! 3w Like Reply

 **kymngg_1w**
I'm so sad that this happened after I graduated college, but I'm glad that students will have this great help. Good job Metrolink! 🍌 6 likes Reply

METROLINK

r/orangecounty • 20 days ago

deadlyworms

Join

Student Adventure Pass Metrolink

Community Post


Hi all! I am a grad student and was told by a colleague who works at Metrolink that they just launched the Student Adventure Pass. It's free rides for any and all students (with a valid student ID). Here is the link for more info:

<https://metrolinktrains.com/students>

20

8

Share


Sikka3 • 20 days ago

Perfect timing, I was just complaining about Amtrak fares for a trip to downtown LA for a CSULB event.

5

Reply

Share


deadlyworms • 20 days ago

Awesome timing!! I just downloaded the app and did it that way, it was super easy. You just activate it day of (it resets every day) so I think it basically works like a day pass

1

Reply

Share


r/ucr • 26 days ago

Doismellbehonest

Join

Students ride free on Metrolink

Download the app and register with your student email! Have a current student ID as well




65

20

Share

Tastypoptart • 20 days ago

Thanks for this info!


Oof000000 • 6 days ago

Not on the U-pass, but you can get free student tickets:
<https://metrolinktrains.com/ticketsOverview/discounts/student-adventure-pass/>

11

Reply

Share


ItsYurBoiii • 6 days ago

Seconding this, I use the student adventure pass all the time and it's free

3

Reply

Share


babygeologist • 6 days ago

woahhhh i didn't know about this!! thank you so much for sharing!

3

Reply

Share


lovemaru • 5 days ago

YOOO i spent over \$100 w all the metrolink tickets i bought last yr,, this is so helpful thank you 🙏

1

Reply

Share

r/UCI • 1 mo. ago

AdrianAsteria

Join

Attention Metrolink Commuters!! (as well as everyone else)

If you're a current UCI student and are using public transit, specifically Metrolink, then you're able to get FREE rides with the Student Adventure Pass.

More info on the website: <https://metrolinktrains.com/ticketsOverview/discounts/student-adventure-pass/>

Or simply search Metrolink Student Adventure Pass.

But basically, this program will last for 6 months starting on Monday, October 9 and requires the use of the official app and your student ID.


Even though public transit isn't the best, hopefully this at least alleviates (albeit temporarily) the financial stress of commuting. Maybe one day this will become a permanent program :)

FYI: I'm not affiliated with Metrolink, but I did commute during my undergrad and it was exhausting.

45

6

Share

pasndulce • 1 mo. ago

Love! Thank you sharing this

1

Reply

Share

squibbiti • 1 mo. ago

wonderful resource! thank you for sharing :)

4

Reply

Share

AdrianAsteria • 1 mo. ago

Happy to help!

1

Reply

Share

r/CaliforniaRail • 21 days ago

megachainguns

Join

[Los Angeles] Metrolink Student Adventure Pass Free Rides for Students (Effective Monday Oct 9th)

Fares

Open

18

9

Share

MC_archer747 • 1 mo. ago

I used to ride metrolink to ucr twice a week in undergrad. This is amazing. More reasons to ride metrolink!!

2

Reply

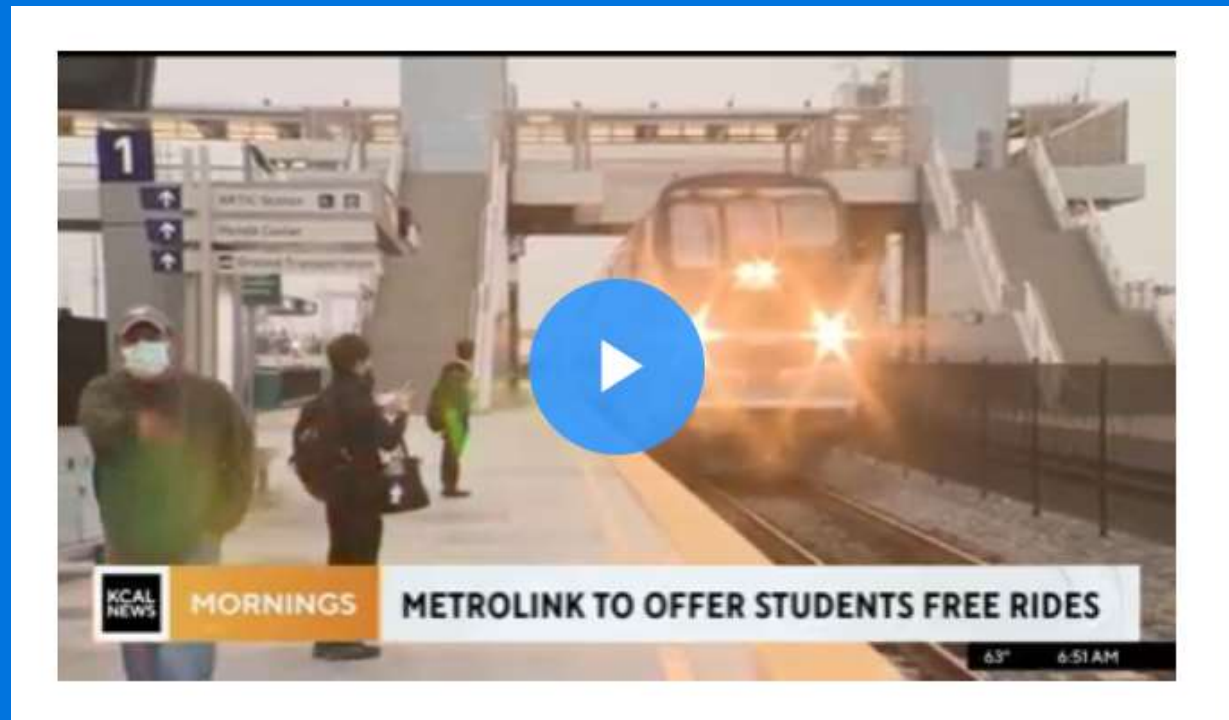
Share

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Earned Media

Press release deployed Oct. 5 resulting in:

- 40 mentions (31 online/print, 6 TV, 3 Radio)
- Reaching an audience of 45,481,437
- Ad value equivalency of \$1,708,518



LA

11

DONATE



NEWS


Free Rides For Students

On Metrolink, starting Monday

By [Yusra Farzan](#)

Published October 6, 2023 8:43 AM

SHARE THIS  




Beginning Monday, students of all ages can ride Metrolink, the regional rail system, for free.

(Courtesy of Metrolink)

RAILWAY AGE

NEWS FREIGHT PASSENGER MECHANICAL M/W CAS/IT FINANCE REGULATORY RAILWAY INTERCHANGE

Metrolink



Metrolink on Oct. 9 will debut its **Student Adventure Pass**, allowing any student with valid school identification to obtain a pass at no charge and ride anywhere on the Metrolink system for free. A Low Carbon Transit Operations Program grant, administered by the California Department of Transportation, is funding the pilot program.

To take advantage of the program, students of any age can download the Metrolink mobile app, register using their school email address, and verify their account to automatically receive the pass in their mobile ticket wallet. Alternatively, students can obtain a free Student Adventure Pass at any Metrolink ticket machine.

“Currently, students only account for 17% of Metrolink’s ridership, but we want to see that number grow,” Metrolink Board Chair Larry McCallon said.

“As a parent with three kids currently attending college, I know firsthand that getting an education

WCA

NEWS

MORNINGS

METROLINK TO OFFER STUDENTS FREE RIDES

0:01 / 0:17



Metrolink is now free to students. Here's how to get the pass

By ABC7.com Staff 

Tuesday, October 10, 2023



HAPPENING TODAY

STUDENTS CAN RIDE METROLINK FOR FREE

EYEWITNESS NEWS

abc 7

abc7.com

EMBED  MORE VIDEOS 

Metrolink is now free to students. Here's how to get the pass

DAILY TROJAN


SPORTS A & E OPINION CLASSIFIEDS PODCASTS PHOTO VIDEO MAGAZINE

Metrolink passes now free for students

The Student Adventure Pass program will be available for six months.

By TALIA WEXLER

October 18, 2023





The program will help students travel to locations outside of Los Angeles, such as Anaheim, Redlands and Ventura at no cost. Students can obtain a pass at a Metrolink ticket machine or through the Metrolink app. (Wikimedia Commons)

Trains

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News & Reviews News Wire LA's Metrolink to offer free passes for students

LA's Metrolink to offer free passes for students

By | October 8, 2023


'Student Adventure Pass' available for student of any age with valid school ID

Email Newsletter

Get the newest photos, videos, stories, and more from Trains.com brands. Sign-up for email today!

Email


Get Updates



A Metrolink Ventura County Line train emerges from the tunnel under Topanga Canyon

STUDENT ADVENTURE PASS

You're going places - enjoy the ride, too.



INTRODUCING THE NEW STUDENT ADVENTURE PASS

You have a lot to juggle, and getting to

METROLINK TO OFFER FREE RIDES FOR STUDENTS

The Student Adventure Pass makes it





12:57

90°

4

Home News Politics Opinions Features Entertainment Sports Video The Panther Post About Advertise with Us Ethics Policies & Procedures Archive Special Issues


The Panther

Search

Metrolink offers unlimited free rides pass for students through March

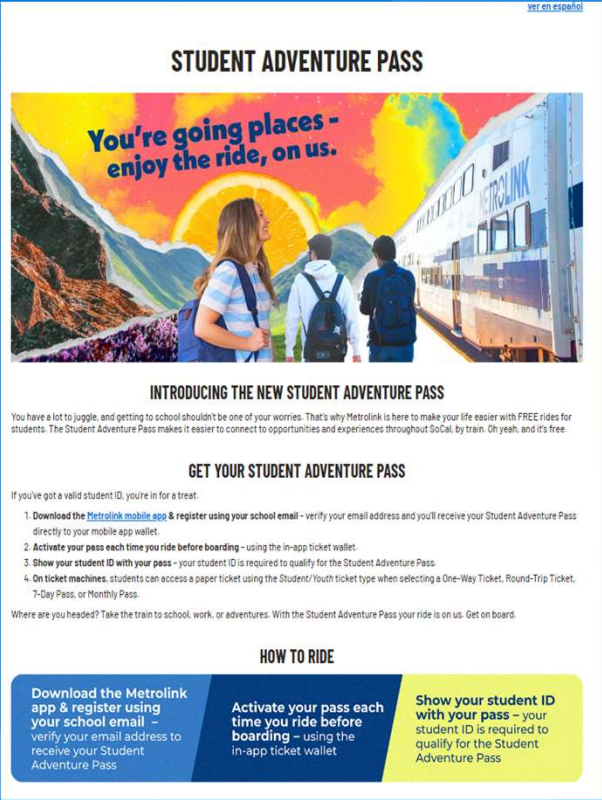
Oct 24, 2023 Written By Natalie Paul



Metrolink unveils a new Student Adventure Pass that grants students free rides all across Southern California. Photo by JACOB SANCHEZ, Staff Photographer

METROLINK

Website Segment



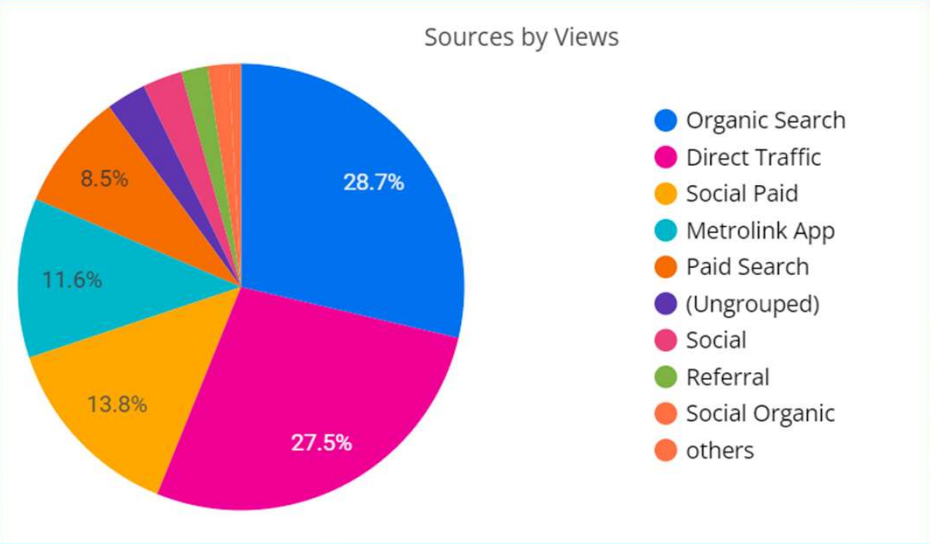
www.metrolinktrains.com/students

+265.3% Total Users from previous 30 days
+264.8% Total Views from previous 30 days

METROLINK

Top sources of web traffic:

- 28.7% - Organic Search
- 27.5% - Direct Traffic
- 13.8% - Social Paid



Page Views	Users
92,985	63,433

Source:
/students/
/ticketsoverview/discounts/student-adventure-pass/
/news/metrolink-news/metrolink-launches-student-adventure-pass-allowing-students-to-ride-free-for-limited-time/
/ticketsoverview/discounts/student-discounts/
/ticketsoverview/discounts/student-adventure-pass/pase-aventura-estudiantes/


Date Range: October 9 – October 27

Website Segment


The team built a customized landing page for the Student Adventure Pass. All creative assets from the digital toolkit led students to the landing page. We also built nine sub-pages for partnering schools with additional information for students to learn more about the closest station to their school, the first/last mile connection, and things to do off the service line.

TAKE METROLINK TO SCHOOL


Click on your school below to learn more about the first/last miles connections and things to do nearby.




Cal State Fullerton




College of the Canyons




MiraCosta College




Cal State Northridge (CSUN)




Cal State Channel Islands




Cal Poly Pomona



UC Riverside



Cal State Los Angeles



San Bernardino Valley College

Top 5 Ranking Student Sub-pages

- 1. Cal Poly Pomona
- 2. Cal State Fullerton
- 3. Cal State Northridge
- 4. UC Riverside
- 5. Cal State Los Angeles

Page Views	Users
3,588	2,960

Source:
Looker Studio
Date Range: October 9 – October 27

Email

Oct. 4, 2023

Subject Line: Free Ride Alert: Discover the Student Adventure Pass!

Passenger Transport Service Average Industry rates:

- Open Rate: 39.15%
- Click Through Rate: 0.96%

Exceeded Industry Open Rate

Email Results

Delivered	83,231
Open Rate	46.57%
Click Through Rate	5.36%
Total Clicks	8,576
Unsubscribe Rate	0.13%

METROLINK



Introducing the new Student Adventure Pass

Starting **October 9, 2023**, getting around SoCal is about to get a whole lot easier for students. From work to school to weekend adventures, if you're a student you can hop on any Metrolink line, any time—for free—with the new Student Adventure Pass.

So mark your calendar because you're about to be even more unstoppable.

[LEARN HOW TO GET YOUR TICKET HERE](#)



Students Ride Free

Activate your Student Adventure Pass prior to boarding the train and be ready to present your valid Student ID to the conductor upon request.



Every Destination, Every Day

The new Student Adventure Pass connects every student to every Metrolink destination, every day. Take the train to school, work, or adventures throughout SoCal.



How to Connect

Check out your school and the station connections that will get you there easily at metrolinktrains.com/students.

Partnering with **Schools**

Metrolink partnered with 35 schools, school districts, colleges, and universities throughout the service area to promote the Student Adventure Pass to students through their own channels.

Customized toolkits were created with assets requested by the schools, including:

- Social media
- E-blasts
- Newsletters
- Flyers
- Bulletin boards
- Marquees
- TV monitors
- Parent letter
- Website
- Banners
- Posters
- Spotlight Ads
- Illuminated beacons
- Lawn Signs
- On-campus events

METROLINK



On-Campus Events

Metrolink deployed a new street team at partnering schools to engage with students on campus.

- Street Team created a fun, interactive experience for students to increase visibility with a knowledgeable team to answer questions about the Metrolink system and program, provide hands-on trip planning, and help downloading the mobile app.

Number of Schools Activated 11	Number of Events Activated 21	Number of Signups 1,112
Number of Engagements 2,399	Number of Impressions 11,254	Number of Collateral Scans 756





"I take the Metrolink from Riverside here 3 times a week for classes. This just made my day! I love Metrolink."



"Thanks for helping me get verified. I was looking for that email so I could start taking advantage of it."



"Cool, I take the Metrolink like every week so this is a deal!"

METROLINK



"I actually use Metrolink a bunch to go home to Irvine. This will make it even easier and make me feel less stuck!"

METROLINK

"I already have the Metrolink app under my school email. I'll definitely start taking advantage of this."

"This is amazing, as a poor college kid, this will make my life so much easier, especially to visit my friends in LA."



"I usually drive everywhere, but gas is super expensive right now. I'll give it a try!"



"What an amazing program. I need to talk to my department head, since this would be great for field trips"



"I use Metrolink because I do not have a car and I don't know how I'd get around otherwise"

Results

- **Earned Media:** Received 40 mentions
 - **Reached Audience** - 45,481,437
 - **Ad value equivalency** - \$1,708,518
- **Website:**
 - **+265.3%** Total Users from previous 30 days
 - **+264.8%** Total Views from previous 30 days
 - **Cal Poly Pomona** ranked highest viewed student page
- **Email:** Achieved **high open rate** (46.57%) which **exceeds average industry open rate**
- **Social Media:**
 - **Instagram** – Most Engagements (43.8% of total)
 - **Facebook** – Most Impressions (34.7% of total)
- **Sentiment:** Reddit posts generated the largest **positive spikes** in **new audience engagement**
 - Customer texts and emails mentioned registration issues which generated **modest negative sentiment**
- **School Partners:** Surpassed 15 school partner goal
- **Customer Sentiment:** Overall positive sentiment on social media post comments
- **Street Team:** Attended 21 on-campus events in the first 3 weeks of the program.



THANK YOU!