

A photograph of a man in a dark suit, light blue shirt, and black face mask handing a small object from a red plastic basket to a person seated in a wheelchair. The person in the wheelchair is wearing a dark blue jacket, a green and grey beanie, and blue jeans. They are in a large, modern indoor space with a checkered floor and large windows in the background. Other people are visible in the background, some wearing masks. A blue banner with white text is partially visible on the left.

Customer Appreciation Day Recap Report

February 14, 2022

OVERVIEW

Since 2019, Metrolink has launched a campaign to thank our customers for riding with us. The campaign has evolved over the years based upon unpredictable times due to COVID-19. But with cases decreasing in LA County, the 2022, Customer Appreciation Day campaign went forward with safe in-person events and much more.

The 2022 Customer Appreciation Day was the first activation of Metrolink's 30th year of service celebration. So Metrolink recognized and thanked our committed riders for taking the train with a campaign inspired by kitschy 90s-era Valentine's Day cards and brought all the love and humor we could muster – to the absolute glee of our riders.

GOALS

Business Goals

- Improve rider retention
- Increase riders' use of Metrolink – give them more reasons to ride Metrolink
- Grow ridership – reactivate lapsed riders and attract new ones

Marketing Objectives

- Improve engagement on social media and email
- Grow broad awareness of Metrolink as a customer-focused agency
- Further promote SoCal Explorer rewards

STRATEGY

Merging the central notions of “Thank You” and “We Love Metrolink Riders,” we sought to put a humorous and cheeky spin on the expression to strike an emotional and nostalgic tone, while bringing the fun and levity we’ve all needed following two years in “pandemic mode.”

The vibrant 90s pop art style of the creative created a cohesive thread throughout tactics including staff T-shirts, email headers, promotional videos, social media posts, station pop-up signage and more.

CREATIVE

TO: YOU



WE'RE GRATEFUL EVERY DAY THAT YOU

**CHOO-CHOO-
CHOOSE US!**

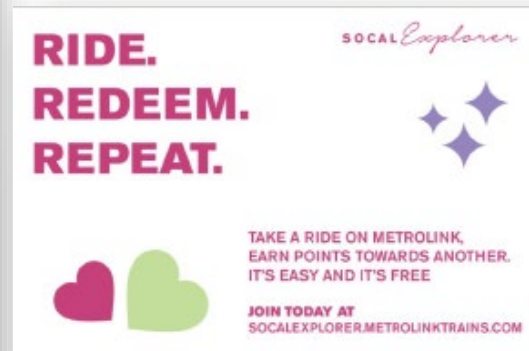
FROM: METROLINK

WE'RE GRATEFUL EVERY DAY THAT YOU

**CHOO-CHOO-
CHOOSE US!**



CREATIVE



CREATIVE

**WE'RE GRATEFUL
EVERY DAY THAT YOU**

**CHOO-
CHOO-
CHOOSE
US!**

WE'RE THERE FOR YOU

**COME TRAIN
OR SHINE**

**WE RAIL-LY
RAIL-LY
LOVE YOU!**

SURPRISE & DELIGHT

The **robotic voice** that greets our passengers at stations [came alive](#) and declared its love for our customers by reading our valentines to them aloud.



SURPRISE & DELIGHT

Our beloved conductors shared all the appreciation they could muster by reading Valentine's Day messages aloud – and even composed some themselves.



SURPRISE & DELIGHT

Metrolink staff donned love-ly tees and PPE to fan out across the system and surprise and delight riders with candy, Metrolink swag and printed valentines.

Station pop-ups were located at L.A. Union Station, Fullerton, Lancaster, Northridge, Rancho Cucamonga and Riverside – Downtown. 4 of 6 pop-ups successfully distributed all their supplies.



Director John Dutrey

SURPRISE & DELIGHT

Say cheese: riders took photos with “Instagrammable” Valentine’s Day photo boards at our station pop-ups.



THE EXTRA SPECIAL TOUCHES: A VALENTINE FOR THEIR INBOX

Subject Line: We rail-ly, rail-ly love you!

We deployed a friendly email with a video of gratitude from CEO Darren Kettle thanking current and recent lapsed riders for being a part of the Metrolink family. We had an open rate of 37%, which surpassed our campaign goal of 32%.



Email Results	
Delivered	127,627
Open Rate	37.0%
Click Through Rate (CTR)	2.61%
Total Clicks	3,331

Audience: Current and Lapsed

Date & Time: Feb. 14, 2022 at 5:01 a.m.

CPP ETCs also received a note of gratitude for all the work they do throughout the year to manage the program and help their employees to take the train.

THE EXTRA SPECIAL TOUCHES: PROVING OUR LOVE

- We tripled SoCal Explorer points earned on 2/14 (triple the points for three decades of love)
- We created QR Code surprises by placing themed QR code decals on trains with random point values to be added to SoCal Explorer accounts. QR code usage increased by 70%.
- We surprised one lucky CPP Rider with a complimentary Monthly Pass.



QR Code Type	Users
Table Decals	89
Window Clings	23

PROFESSING OUR LOVE FOR ALL TO SEE

- [Darren's Video Valentine](#): Our CEO addressed the riders in a video Valentine's card to thank them for taking the train and for keeping Southern California moving (complete with dad jokes).
- [Metrolink Team Video](#): Our customer-facing personnel (physically and digitally) thanked our riders for sticking with us all these years in a fun and friendly TikTok style video shared on our social media channels.



Channel	CEO	Team
YouTube	513	137
Facebook	429	392
Twitter	549	-
Instagram	-	3,243
LinkedIn	1,623	-
TikTok	-	108
TOTAL	3,114	3,880

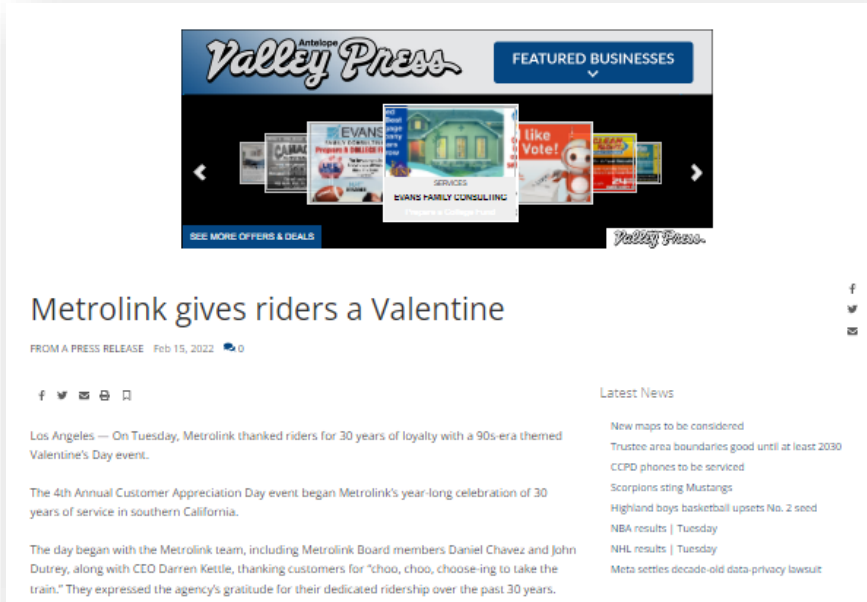
PROFESSING OUR LOVE FOR ALL TO SEE

- **Win a Metrolink Getaway:**
From February 14-18, our riders following us on Facebook, Twitter and Instagram were able to enter a random drawing for a one-night stay at Metrolink SoCal Explorer rewards partner Inn at the Mission San Juan Capistrano and four Metrolink round-trip tickets to get them there (you know, just in case the winner wants to bring the kids with them). Total entries: 100

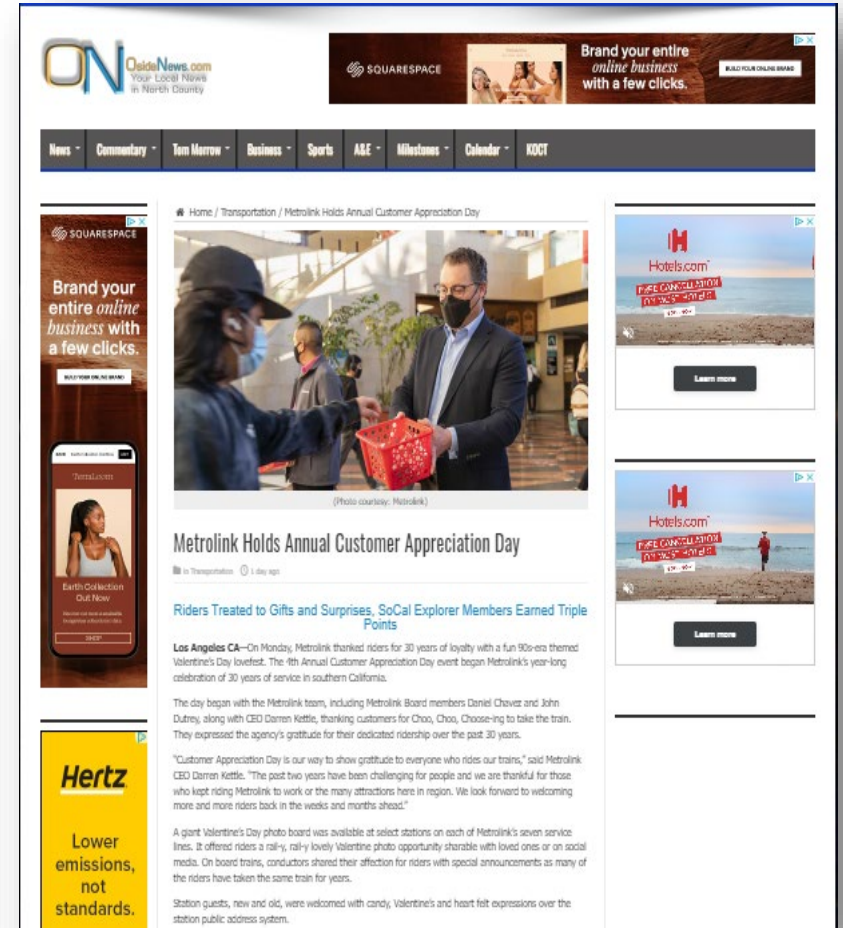


STOP THE PRESS: LOVE IS IN THE AIR!

As a result of our Customer Appreciation Day announcement, we reached an audience of 931,180 with an estimated ad value of \$115,806.



The screenshot shows a news article from Valley Press. The headline is "Metrolink gives riders a Valentine". Below the headline, it says "FROM A PRESS RELEASE Feb 15, 2022". The article text reads: "Los Angeles — On Tuesday, Metrolink thanked riders for 30 years of loyalty with a 90s-era themed Valentine's Day event. The 4th Annual Customer Appreciation Day event began Metrolink's year-long celebration of 30 years of service in southern California. The day began with the Metrolink team, including Metrolink Board members Daniel Chavez and John Dutrey, along with CEO Darren Kettle, thanking customers for 'choo, choo, choose-ing to take the train.' They expressed the agency's gratitude for their dedicated ridership over the past 30 years." The article also features a "Latest News" section with links to various stories like "New maps to be considered" and "Trustee area boundaries good until at least 2030".



The screenshot shows a Metrolink website article titled "Metrolink Holds Annual Customer Appreciation Day". The article is dated "1 day ago" and is categorized under "Transportation". The main image shows a man in a suit and mask handing a red basket to a person in a blue uniform and mask. The article text reads: "Los Angeles CA—On Monday, Metrolink thanked riders for 30 years of loyalty with a fun 90s-era themed Valentine's Day lovefest. The 4th Annual Customer Appreciation Day event began Metrolink's year-long celebration of 30 years of service in southern California. The day began with the Metrolink team, including Metrolink Board members Daniel Chavez and John Dutrey, along with CEO Darren Kettle, thanking customers for Choo, Choo, Choose-ing to take the train. They expressed the agency's gratitude for their dedicated ridership over the past 30 years. 'Customer Appreciation Day is our way to show gratitude to everyone who rides our trains,' said Metrolink CEO Darren Kettle. 'The past two years have been challenging for people and we are thankful for those who kept riding Metrolink to work or the many attractions here in region. We look forward to welcoming more and more riders back in the weeks and months ahead.' A giant Valentine's Day photo board was available at select stations on each of Metrolink's seven service lines. It offered riders a rail-y, rail-y lovely Valentine photo opportunity sharable with loved ones or on social media. On board trains, conductors shared their affection for riders with special announcements as many of the riders have taken the same train for years. Station guests, new and old, were welcomed with candy, Valentine's and heart felt expressions over the station public address system." The article also features a "Riders Treated to Gifts and Surprises, SoCal Explorer Members Earned Triple Points" sub-headline.

LOVE ON THE SOCIAL SCENE

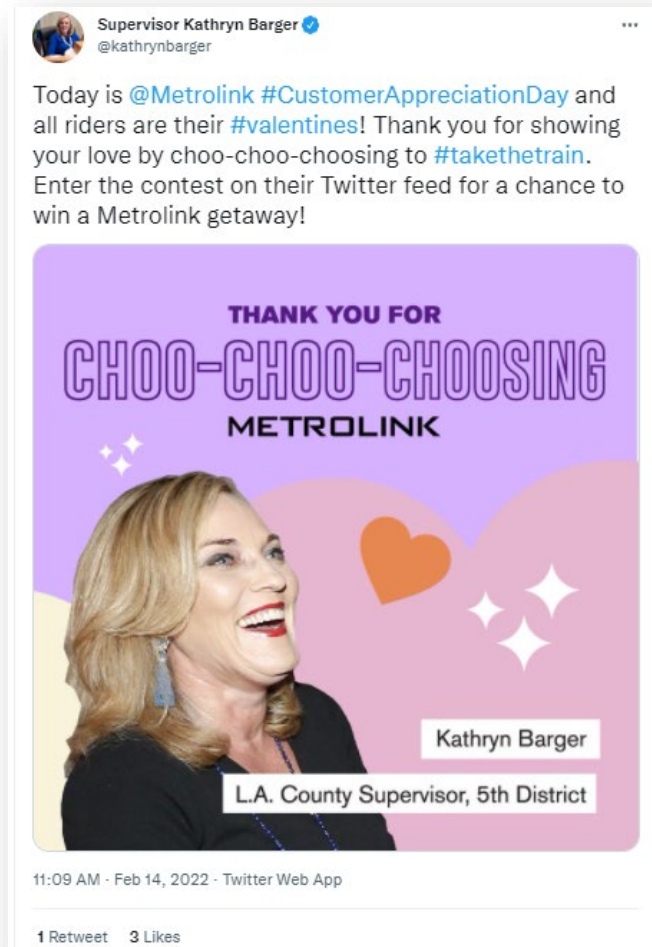
Additional Social Coverage:

- Live [Instagram Story](#) and Twitter coverage of station pop-ups
- Surprise [Year of the Tiger](#) Paper Train release

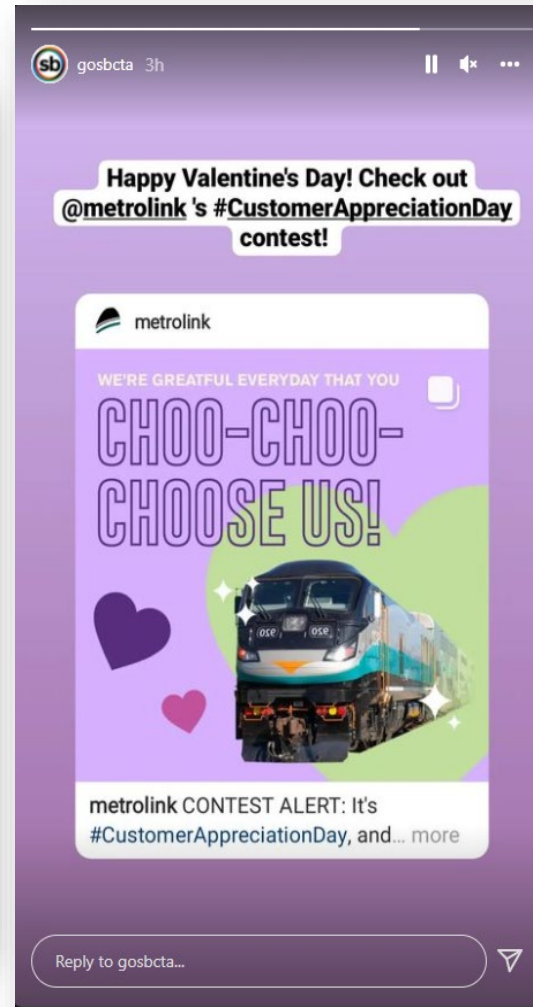
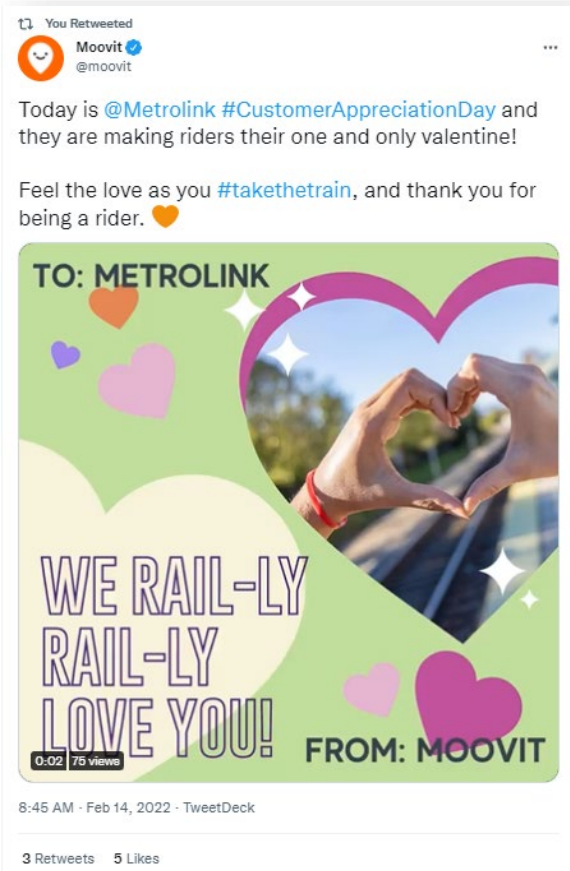
- Facebook and Twitter were the platforms with the most unique engagements
- Facebook: Engagement rate was up 1.36% from FY21
- Twitter: Engagement rate was up 1.36% from FY21
- Instagram: Engagement rate was up 2.19% from FY21
- LinkedIn: Engagement rate was down 0.73% from FY21

	Impressions	Engagements	Engagement Rate
Facebook	13,186	475	3.60%
Facebook Story	25,210	553	
Twitter	25,490	1,001	3.93%
Instagram	7,480	673	9.00%
Instagram Story	20,724	105	
LinkedIn	2,150	67	3.12%
TOTAL	94,240	2,874	-

BOARD MEMBERS LOVE RIDERS



PARTNERS & MEMBER AGENCIES SUPPORT OUR COURTSHIP



OUR LOVE WAS RECIPROCATED



Top fan

Wayne Salvatti

👍 Metrolink is the best-just like THE WORLD CHAMPION LOS ANGELES 🏈 RAMS! 🍌

Like Reply Hide Send Message 1d

最高にキモかわいいwww ❤️

Such cringe in the cutest way possible 😊



happylinda82 @metrolink ❤️❤️❤️



Esther Maston
Love it 🌈



Talin Espinoza • 2nd

Director, Business Development at Flatiron Construction

So cool!!! [Metrolink](#) and [Darren Kettle](#)



pillo2005 ❤️ Metrolink



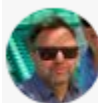
Sheila Wray Given • 2nd
Principal, PGH Wong Engineering



Debbi 🐼 @rsskeeziks • Feb 14

I 😊 you too [@Metrolink](#).

Awesome piece - way to go Darren and Metrolink!



Sam Carter 🦋 @Cartarsauce ·
Deep Simpsons cut [@Metrolink](#)
I'm here for it.



Jeffery Markese 4 days ago
Funny dad joke



chubby mommy
@Vennanigans

It was such a nice surprise. Wasn't expecting it at all and I'm still kinda beamin from it. Thanks, [@Metrolink](#)!

🎵 **Melody** 🎵 @ellaeb5 · Feb 14

Thank you [@Metrolink](#) for my new bag and the “breakfast” 😊🚆

[#Metrolink](#) [#CustomerAppreciationDay](#) [#CommuterLife](#)



AngelFromHeaven 3751 4 days ago
I love riding on Metrolink

👍 3 🗨️ ❤️ REPLY

▲ Hide 3 replies



BaconBoy Gaming 4 days ago
Same

👍 3 🗨️ ❤️ REPLY



Metrolink Fan201 3 days ago
Same

👍 3 🗨️ ❤️ REPLY



Arica Hayes 3 days ago
Same

THE VERDICT: IS IT LOVE?

OBJECTIVE #1: Improve engagement on social media and email

- Social Media:
 - We reached our engagement goals of a 1% increase on Facebook, Twitter and Instagram—only LinkedIn's goal wasn't met. Instagram had the largest engagement increase over FY21 Customer Appreciation Week with a 2.13% increase.
 - Leveraging Board Members Kathryn Barger and Daniel Chavez amplified our reach on Instagram and Twitter
 - Customer Appreciation Day contest received 100 eligible entries
- Email: With an open rate of 37%, we surpassed our campaign goal of 32%. Additionally, the email exceeded our average rate for marketing email performance by 4.8%.

OBJECTIVE #2: Grow broad awareness of Metrolink as a customer-focused agency

- Surprise & Delight: Station pop-ups resulted in completed distribution of swag at all stations except for Fullerton and Northridge. Photo props at stations proved effective.
- Video Views: From all digital efforts, the CAD videos reached a cumulative 6,994 views with sentiment for both efforts being extremely positive
- Ridership: CAD reached 10,876 boardings, up 11% from the previous Monday
- Earned Media: The press release reached nearly a million people coming from local/national outlets

OBJECTIVE #3: Further promote SoCal Explorer rewards program

- QR Codes: Code usage rose 70% on Customer Appreciation Day
- Station Pop-Ups: SoCal Explorer advertisements were printed on the back of valentines