

METROLINK® 2016



ADWHEEL AWARDS

ANTELOPE VALLEY LINE FARE REDUCTION MARKETING CAMPAIGN

- Discounted fare campaign started on July 1, 2015. Initial six (6) month period; extended another six (6) months to June 30, 2016.
- Pilot program to test the effectiveness of lowering fares to drive ridership
- Robust campaign targeted commuters through a variety of media: online, social media, apps, radio, newspapers, email, direct mail, etc.
- Promoted three messages:
 - 25% discount
 - \$2 station to next station fare (short distance fares)
 - Hurry! Act Now!



OBJECTIVES

Increase overall ridership on the Antelope Valley Line by marketing the fare reductions and key messaging through various media tactics and channels.

- Introduce new fare options on the Antelope Valley Line to residents within a specified geo-targeted area through a multi-tactical media campaign
- Encourage local trips using Metrolink as an additional mobility option for local residents and commuters
- Measure customer response to the new ticketing and fare options; identify and measure influence on long-term effect on increased ridership.
- Introduce two (2) fare change initiatives independently to identify if one or another has a greater impact on ridership lift.



STATION POSTERS & RACK CARDS

rack card

station posters

RIDE:SAVE

25% OFF ON SELECT ANTELOPE VALLEY LINE FARES*

\$2 STATION TO STATION FARES ON THE ANTELOPE VALLEY LINE ONLY.

HURRY! LIMITED TIME ONLY!
metrolinktrains.com/avdiscount

TAKE THE TRAIN. METROLINK.

*Except the Weekend Day Pass and \$2 Station-to-Station Fares. Service Made Possible By Metrolink.

RIDE:SAVE

TAKE ADVANTAGE OF THE METROLINK ANTELOPE VALLEY LINE FARE DISCOUNTS.

Starting July 1, 2015 through December 31, 2015, Antelope Valley Line customers can benefit from new fare reduction pilot programs:

25% OFF ANTELOPE VALLEY LINE FARES. Except the Weekend Day Pass and \$2 Station-to-Station Fares.

\$2 STATION TO STATION FARES ON THE ANTELOPE VALLEY LINE ONLY. Offered to encourage local travel in communities along the Antelope Valley Line.

YOUTH/STUDENT 25% DISCOUNT
Also beginning July 1, 2015, students and riders 18 and younger can enjoy a 25% discount on one way, round trip, 7-day and monthly passes with a valid i.d. in addition to the already discounted Antelope Valley Line reduced fares.

metrolinktrains.com/avdiscount

TAKE THE TRAIN. METROLINK.

Service Made Possible By Metrolink.

ANTELOPE VALLEY LINE

- LANCASTER
- PALMDALE
- VINCENT GARDEN/GATION
- VIA PRINCCESSA
- SANTA CLARITA
- NEWELL
- STYLAAR/JOHN FERNANDO
- SUN VALLEY
- DOWNTOWN/SUBBANK
- GLENNDALE
- L.A. UNION STATION

\$2 STATION TO STATION FARE EXAMPLES

LANCASTER TO PALMDALE	\$2.00
L.A. UNION STATION TO DOWNTOWN BURBANK	\$4.00
VIA PRINCCESSA TO SANTA CLARITA	\$2.00
VINCENT GARDEN/GATION TO LANCASTER	\$4.00

RIDE:SAVE 25%

ON SELECT ANTELOPE VALLEY LINE FARES*

Riding on Metrolink is already the relaxing alternative to driving. Now your commute by train is even more affordable! Starting July 1, 2015, select Antelope Valley Line fares will be discounted 25%. So hop aboard and encourage your friends and neighbors to decrease stress-free. Act now. This pilot is expected to end on December 31, 2015. Less stress, less money for less money. What more could you ask for?

metrolinktrains.com/avdiscount

TAKE THE TRAIN. METROLINK.

Service Made Possible By Metrolink.

\$2 STATION TO STATION FARES

ON THE ANTELOPE VALLEY LINE

RIDE:SAVE

Riding on Metrolink is already the relaxing alternative to driving. Now your commute by train is even more affordable! Through December 31, 2015, Antelope Valley Line station-to-station one-way fares are just \$2 each. So hop aboard and encourage your friends and neighbors to decrease stress-free. Act now. This pilot is expected to end on December 31, 2015. Less stress, less money for less money. What more could you ask for?

metrolinktrains.com/avdiscount

TAKE THE TRAIN. METROLINK.

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HURRY! OFFERS END SOON.

25% OFF ON SELECT ANTELOPE VALLEY LINE FARES*

\$2 STATION TO STATION FARES ON THE ANTELOPE VALLEY LINE.

RIDE:SAVE

Riding on Metrolink is already the relaxing alternative to driving. Now your commute by train is even more affordable! Right now, Antelope Valley Line station-to-station one-way fares are just \$2 each. But you need to hurry, because this offer ends December 31, 2015. Don't miss out on this great savings opportunity. Less stress, less money for less money. What more could you ask for?

metrolinktrains.com/avdiscount

TAKE THE TRAIN. METROLINK.

Service Made Possible By Metrolink.



TRAFFIC RADIO SPOTS

25% off

\$2 fares

Traffic Radio Spot #1
" 25% Off "
:30 English Final Version (stations to translate into Spanish)

Announcer Read:

If you ride on Metrolink trains, you already know it's the relaxing alternative to driving.

Now your commute by train is even more affordable!

Starting July 1st, select Antelope Valley Line fares will be discounted 25%

Plus students and youth will enjoy an additional 25% off select fares and seniors enjoy an additional 50% off one-way and round-trip tickets!

Less stress and less worry for less money.

Visit metrolinktrains.com/AVLdiscount to learn more.

Act now, this special promotion ends December 31st, 2015.

Take the train. Take Metrolink.

Traffic Radio Spot #2
" \$2 Fares "
:30 English Final Version (stations to translate into Spanish)

Announcer Read:

If you ride on Metrolink trains, you already know it's the relaxing alternative to driving.

Now your commute by train is even more affordable!

Through December 31st, Antelope Valley Line station-to-station fares are just \$2.

So hop aboard today and take a ride with Metrolink.

Less stress and less worry for less money.

Visit metrolinktrains.com/AVLdiscount to learn more!

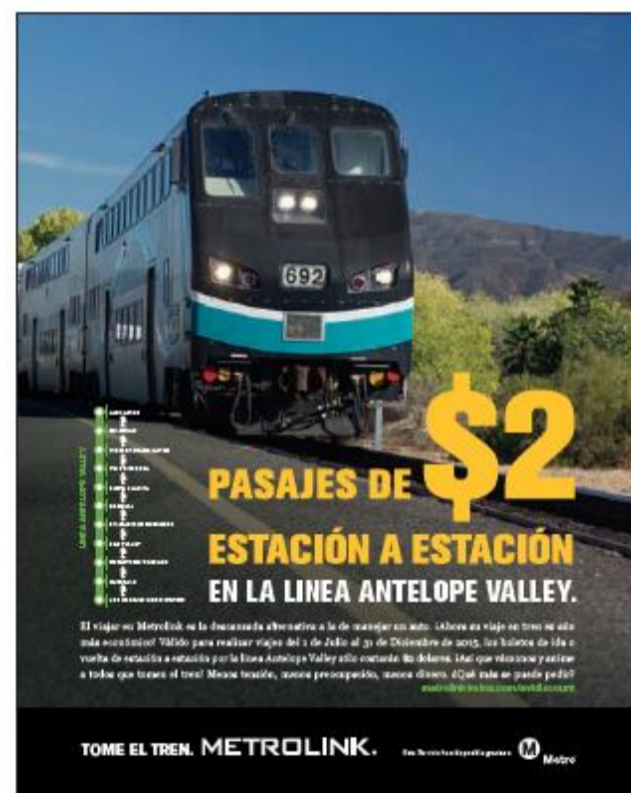
Offer ends December 31st, 2015.

Take the train. Take Metrolink.

PRINT ADS – ENGLISH AND SPANISH

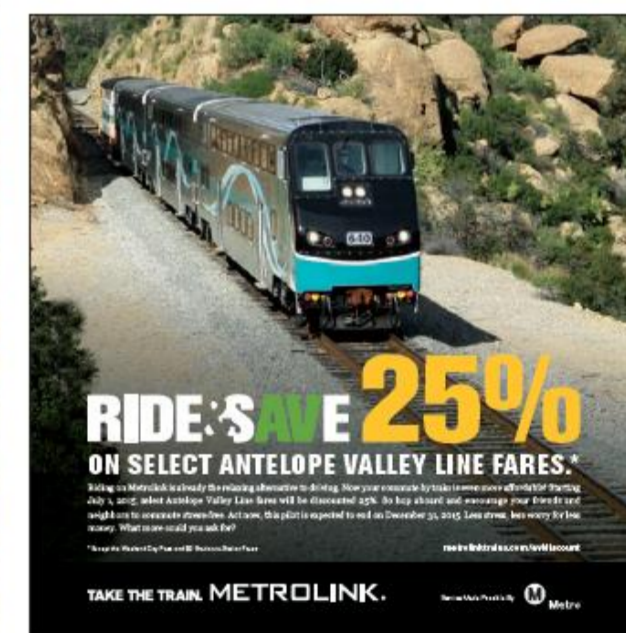
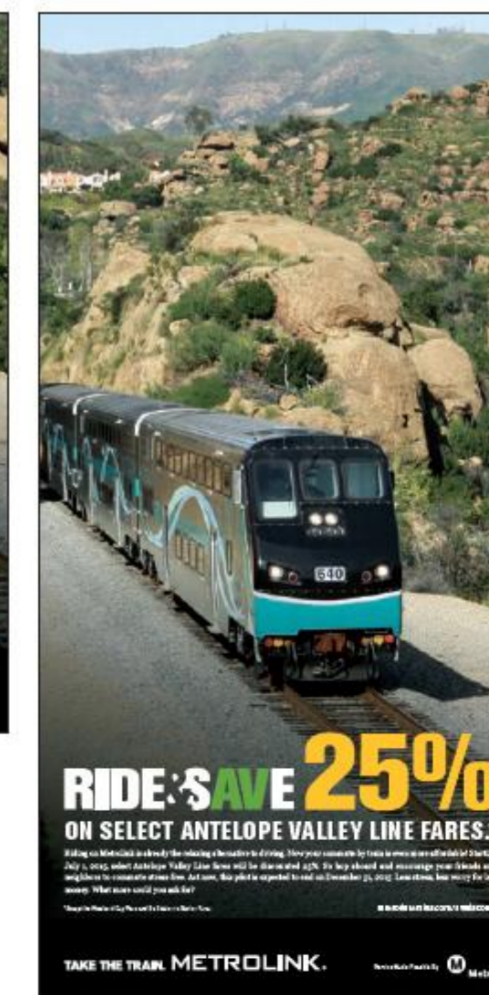
print ads

\$2 Fares, English & Spanish



print ads

25% off



METROLINK. SAMPLES

WEB BANNERS

HURRY!

HURRY! – Spanish

Funded by  Metro

HURRY! OFFERS END SOON.

25% OFF ON SELECT ANTELOPE VALLEY LINE FARES.*

\$2 STATION TO STATION FARES ON THE ANTELOPE VALLEY LINE.

RIDE:SAVE TAKE THE TRAIN. METROLINK.



Funded by  Metro

¡APRESÚRESE! LA OFERTA TERMINA PRONTO.

AHORRE EL **25%** EN LOS BOLETOS DE LINEAS DETERMINADAS DEL ANTELOPE VALLEY.*

\$2 PASAJES POR ESTACIÓN A ESTACIÓN EN LA LINEA ANTELOPE VALLEY.

TOME EL TREN. METROLINK.

Funded by  Metro



HURRY! OFFERS END SOON.

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TOME EL TREN. METROLINK.

DIGITAL ADS – WAZE & PANDORA

25% off

\$2 Fares + HURRY!

audio companion display ad/web



audio tile ad/web



brand logo



pin graphic



rich takeover graphic



follow-up banner ad/mobile



companion banner ad/mobile



rich takeover graphic



OUTDOOR & BUS SHELTERS

outdoor

25% off

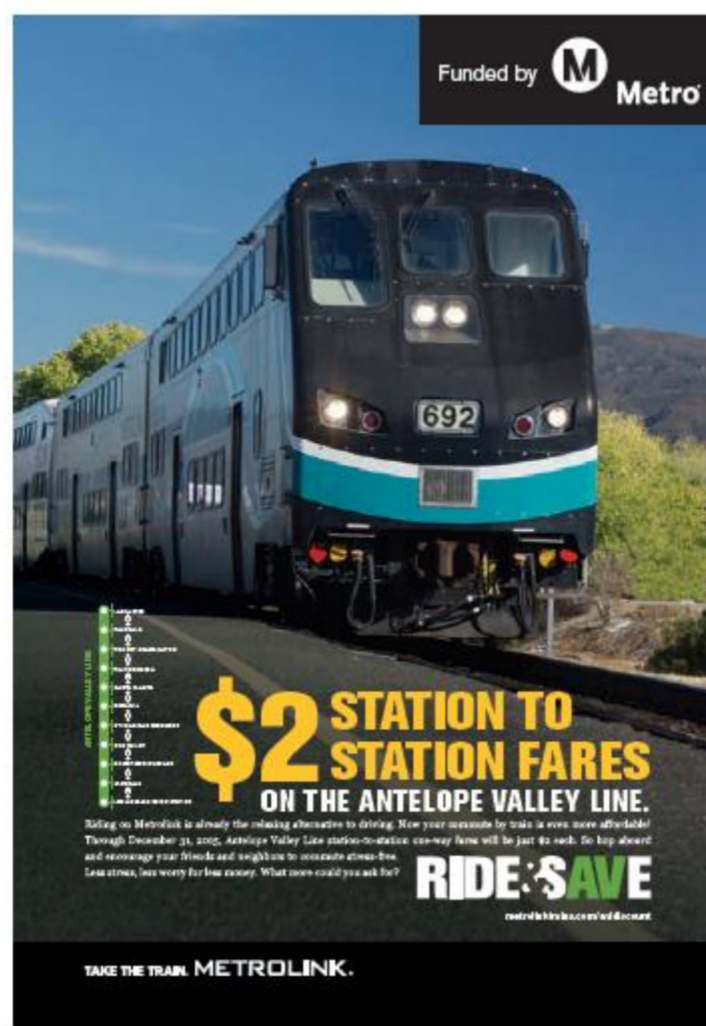
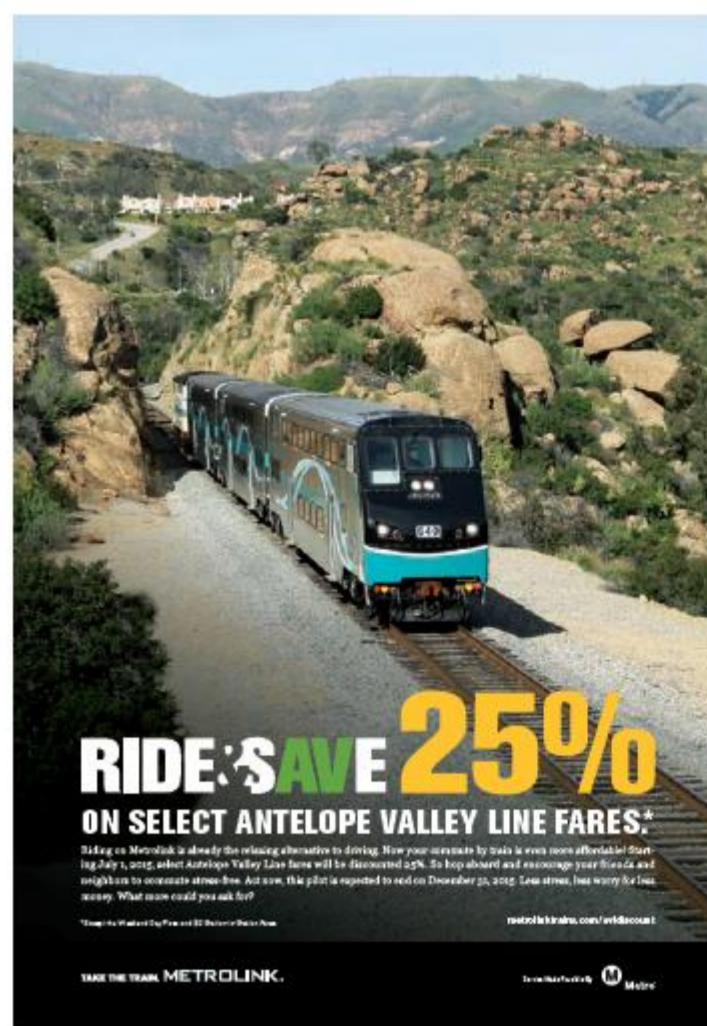
Poster



Poster - Spanish



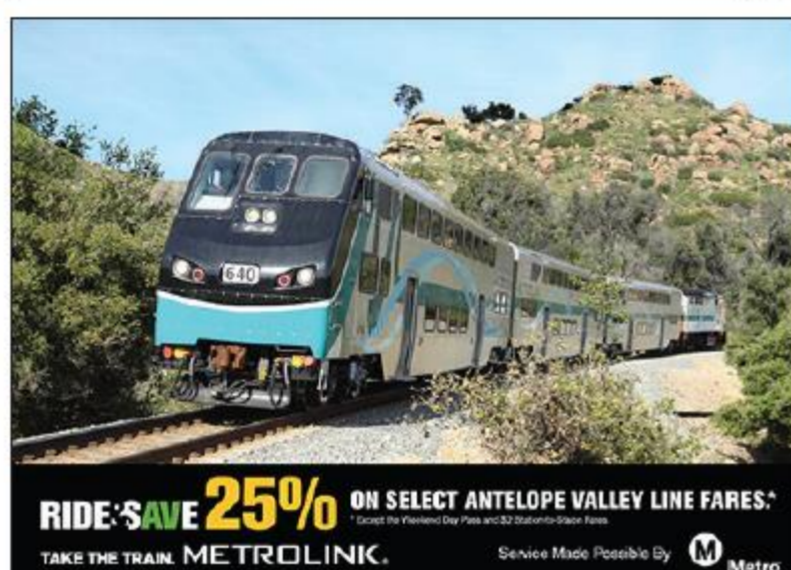
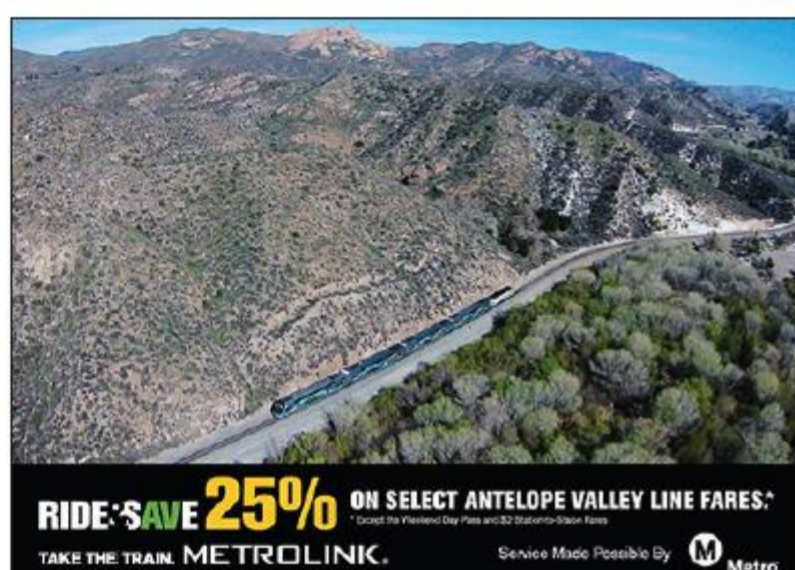
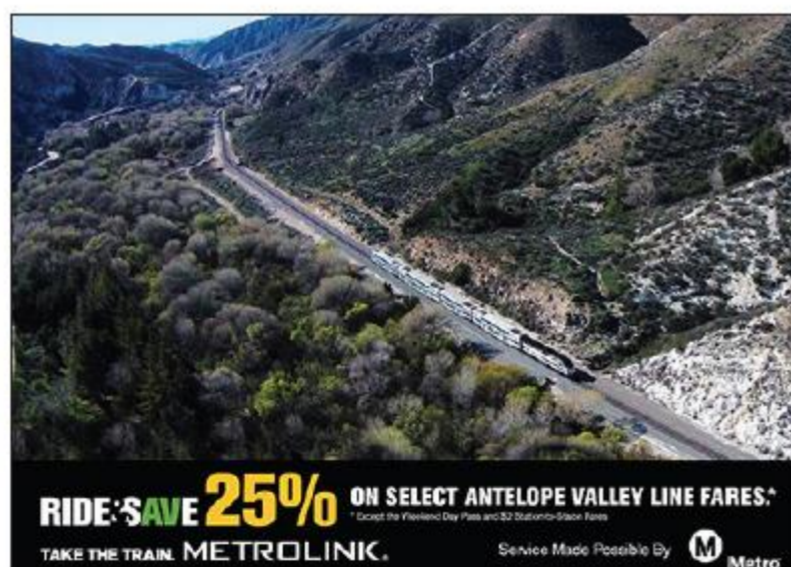
bus shelters



SOCIAL MEDIA GRAPHICS

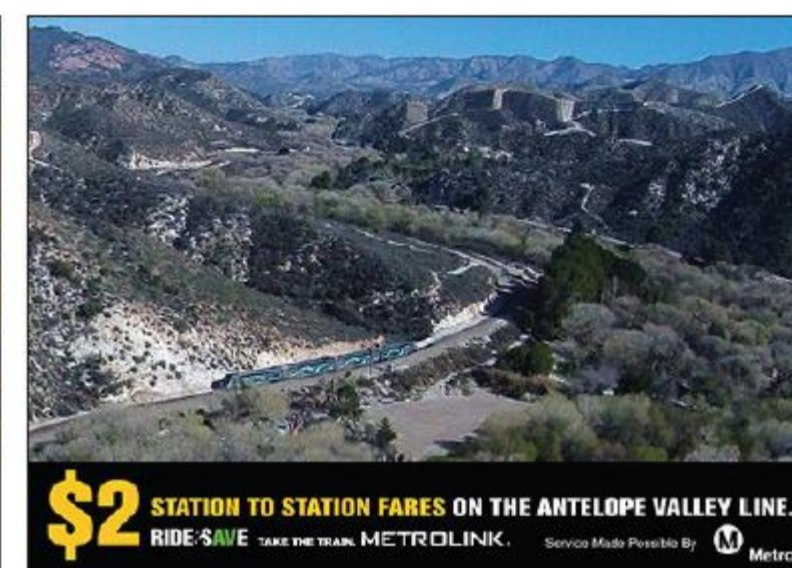
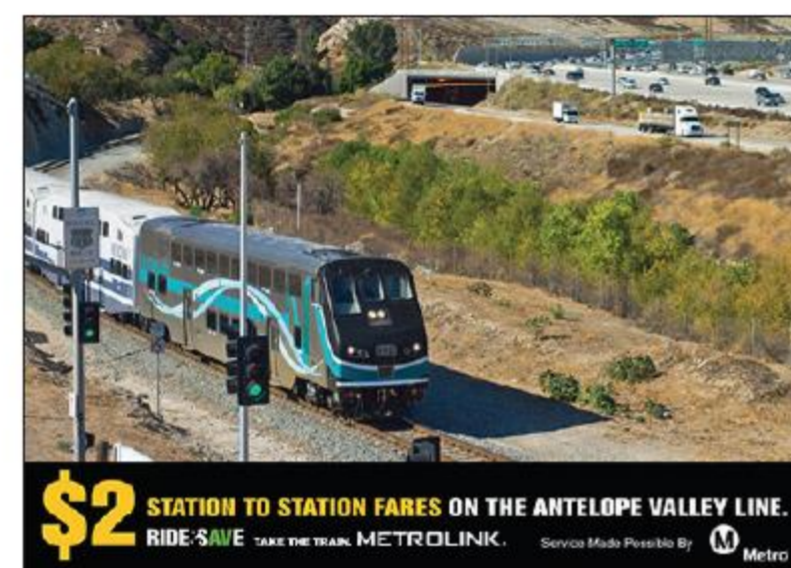
social media graphics

25% off



social media graphics

\$2 fares



WEB GRAPHICS

metrolink web banners



DIRECT MAIL

direct mail

25% English



<p>TAKE A FREE RIDE TAKE A FREE RIDE... METROLINK... SAVE 25%... RIDE SAVE... METROLINK</p>	<p>TAKE A FREE RIDE TAKE A FREE RIDE... METROLINK... SAVE 25%... RIDE SAVE... METROLINK</p>	<p>TAKE A FREE RIDE TAKE A FREE RIDE... METROLINK... SAVE 25%... RIDE SAVE... METROLINK</p>	<p>TAKE A FREE RIDE TAKE A FREE RIDE... METROLINK... SAVE 25%... RIDE SAVE... METROLINK</p>	<p>TAKE A FREE RIDE TAKE A FREE RIDE... METROLINK... SAVE 25%... RIDE SAVE... METROLINK</p>	<p>TAKE A FREE RIDE TAKE A FREE RIDE... METROLINK... SAVE 25%... RIDE SAVE... METROLINK</p>
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25% Spanish



<p>VIAJAR GRATUITAMENTE VIAJAR GRATUITAMENTE... METROLINK... ABORRE EL 25%... METROLINK</p>	<p>VIAJAR GRATUITAMENTE VIAJAR GRATUITAMENTE... METROLINK... ABORRE EL 25%... METROLINK</p>	<p>VIAJAR GRATUITAMENTE VIAJAR GRATUITAMENTE... METROLINK... ABORRE EL 25%... METROLINK</p>	<p>VIAJAR GRATUITAMENTE VIAJAR GRATUITAMENTE... METROLINK... ABORRE EL 25%... METROLINK</p>	<p>VIAJAR GRATUITAMENTE VIAJAR GRATUITAMENTE... METROLINK... ABORRE EL 25%... METROLINK</p>	<p>VIAJAR GRATUITAMENTE VIAJAR GRATUITAMENTE... METROLINK... ABORRE EL 25%... METROLINK</p>
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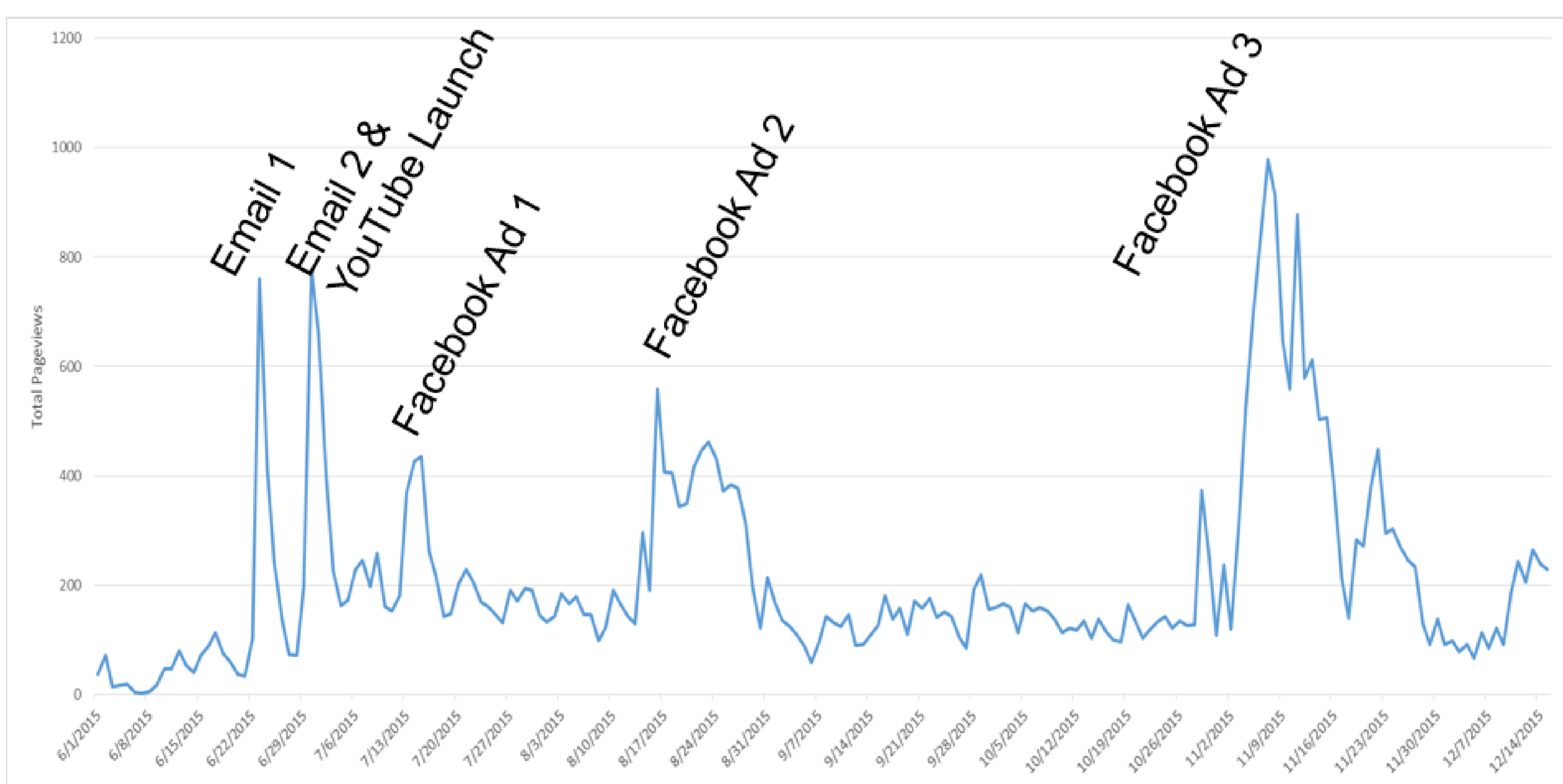


TOPLINE RESULTS – January to June, 2015

- 16.4% increase in ridership
- One-way and round-trip ridership increased 44.2%
- Nearly 30 million total media impressions
- 150,000 website page views



RESULTS – WEBSITE TRAFFIC





KEY FINDINGS

- Email and Facebook advertising has a significant impact on website views
- Campaign was effective to increase ridership at a quicker pace than anticipated
- Multi-faceted, multi-language media mix proved to be successful to move the market

