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Metrolink — Southern California Regional Rail Authority

Objectives

- Increase Core Ridership
- Populate TOD
- Leverage OPM
- Attract Diverse Demographic
- Influence Lifestyle Choices
- Raise General Awareness
Why It Works

- Shared Proximity
- Similar Target
- Compelling Message
- Brand/Position
- Shared Resources
- Appropriate Incentives

Commuter Targets

Appeal with compelling message, strong brand and the right incentives:

- At Work
- In Traffic
- On the Train
Commuter Targets

Appeal with compelling message, strong brand and the right incentives:

- At Work
- In Traffic
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LifeWithoutTraffic.com

GET 7 DAYS FREE OF LIFE WITHOUT TRAFFIC

LifeWithoutTraffic.com

Laugh At Sig-Alerts

Be Home For Dinner

Get Your Life Back
Commuter Targets

Appeal with compelling message, strong brand and the right incentives:

- At Work
- In Traffic
- On the Train

Results

Initial Shared Investment: $66,000

Partnership Return:
- Home Sales $3,500,000
- Prepurchased Pass Sales $50,000
- Trial Ridership Value $126,000
- Leveraged Media Exposure $150,000+

And Counting…