

Pacific Surfliner Fare Restructuring Public Outreach Strategy

Objective: Engage and inform passengers and the public about the proposed fare adjustments to foster an understanding of the impacts and overall goals of the restructuring efforts. Implement a process to solicit passenger and community input and allow them to voice their opinions and concerns.

Timeline: 60-day period beginning late August 2017

Key tactics: Staff will utilize a variety of methods to inform as well as solicit input. These methods include:

- Website: A landing page on PacificSurfliner.com will provide background regarding the fare restructuring as well as the proposed fare tables.
- Online survey: An online survey will allow the public to provide input on the proposed fare changes and collect demographic data about respondents (station pair, frequency of use, ticket type used).
- Social media: Social media posts will be shared on Pacific Surfliner accounts that link back to the landing page and survey; Twitter will be the primary focus, as it has the largest following of regular riders.
- Rack card: A rack card with basic information about the proposed fare restructuring will be placed on Pacific Surfliner trains and at stations, and will provide a link to the survey as well as an address to provide written comments, if desired.
- Email: Work with Amtrak to determine the feasibility of sending an email notification to passengers who rode the Pacific Surfliner within the past six months, focused on multi-ride users.
- WiFi landing page: A notice about the proposed restructuring will be placed on the Amtrak Connect onboard WiFi landing page with a link to PacificSurfliner.com landing page and survey.