



Pacific Surfliner Marketing Update

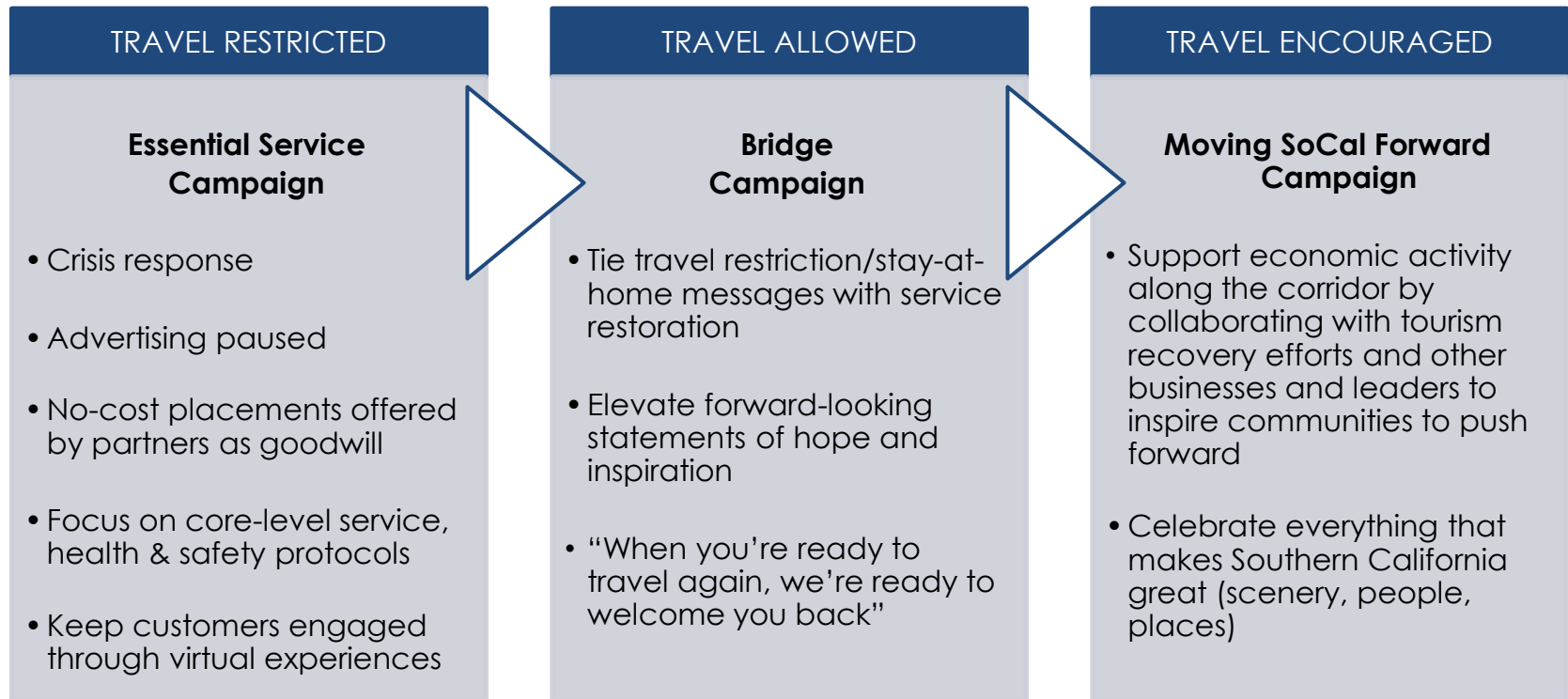
Board of Directors
February 16, 2021

2020 Performance Summary

Ridership is significantly down year-over-year, consistent with trends seen across public transportation. Amtrak reported a significant year-over-year decline in sales and revenue from leads generated by the Pacific Surfliner website as a direct result of the coronavirus (COVID-19) pandemic and associated reduction in Pacific Surfliner service. The significant decrease in lead volume delivered to Amtrak.com mirrors overall decline in ridership and revenue. Prior to the COVID-19 pandemic, both referral sales and revenue were up significantly year-over-year.



Marketing & Communications Response and Re-entry Phases



Campaign Overview

Different strategies were employed at various stages of the COVID-19 pandemic, from periods of travel restrictions to a time when travel will be encouraged again.

- Strategic marketing and communications activities adapted to align with reduced service levels and promote public informational messages related to developments in train operations and health and safety updates in response to the COVID-19 pandemic.
- The LOSSAN Agency paused traditional marketing efforts and paused and limited all paid advertising, achieving significant cost savings. The resulting \$1.2 million carry over is funding Fiscal Year (FY) 20-21 marketing efforts, which reduced the subsidy needed from the State.
- Advertising efforts are largely reduced or suspended, and efforts shifted to focus on owned channels and earned media, including public relations and social media. As health conditions improve and service levels are restored, advertising will play a critical role in reestablishing interest in train travel and recapturing lost ridership and revenue.

Public Relations

Between March – December 2020, the LOSSAN Agency distributed nine press releases related to the evolving response continued COVID-19 pandemic that kept the public informed about Pacific Surfliner service updates and health and safety measures.

This has resulted in earned media coverage of more than 1.5 billion earned media impressions.

9

Total Press
Releases

1,410

Total Press Clips

1.5B

Total Impressions

Media Coverage Sample



VIDEO: Journalist Jeff Zevely filmed a segment onboard the Pacific Surfliner highlighting the new safety enhancements implemented to provide a safe environment for crews and passengers. The feature was aired on CBS 8 San Diego and syndicated online.

View all press releases at news.pacificsurfliner.com

Customer Communications

Inspiring Consumer Confidence

Service adjustments and enhanced safety measures were communicated to boost confidence and support those who needed to travel.



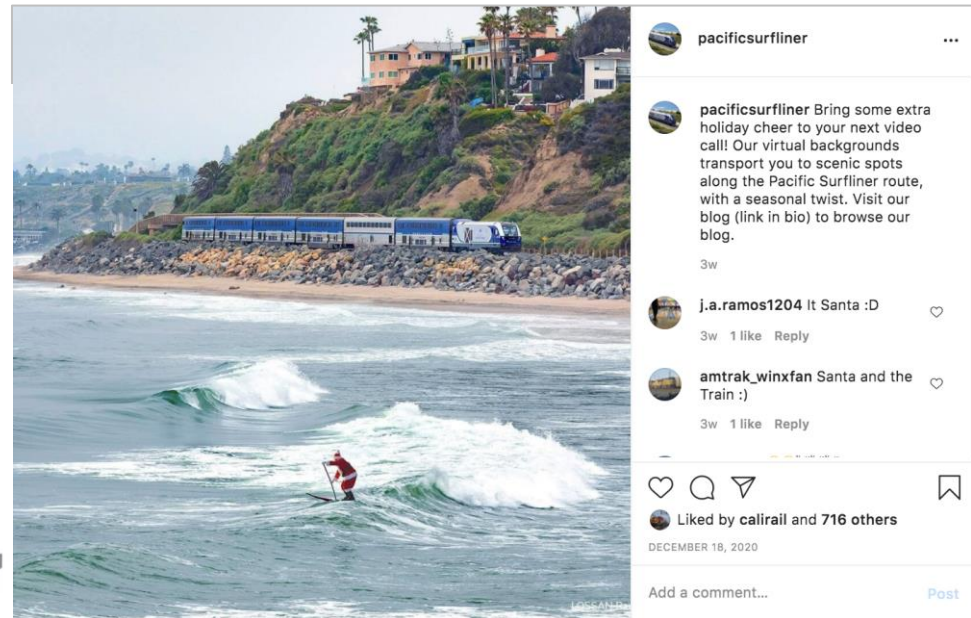
Engaging Riders

Balanced critical updates with content that brightened up the newsfeed for our fans.



Branded Backgrounds for Video Conferencing

Among the "virtual experiences" content we posted on social media, the video and photo backgrounds we shared for fans to use as video call backgrounds were very popular. We created special versions for the holiday season.



Educational Travel Resources

In support of our COVID-19 communications campaign, a series of eight blog articles were published that highlight ways to enjoy the Pacific Surfliner virtually and provide useful tips for passengers who resumed travel as restrictions were lifted.



Virtual Views

We're bringing the Pacific Surfliner to you through videos of scenery along the route. Enjoy our favorite virtual views.

[LEARN MORE >](#)



Tips for Safe Travels

Whether you need to ride with us soon or are dreaming of a future adventure, check out our top tips for planning a safe and responsible trip.

[LEARN MORE >](#)



Flexible Ticketing Tips

We know that travel conditions and plans can change, and flexibility is more important than ever. And with our convenient ticketing policies, you can book with confidence knowing that it's easy to adjust your trip if plans change.

[EXPLORE >](#)



Quintessential Outdoor Experiences

Southern California has plenty of outdoor activities that can be enjoyed safely while maintaining physical distance. And here are some of our top picks you can enjoy once you arrive.

[EXPLORE >](#)

Social Media Performance

Between March and December 2020, activity on the Pacific Surfliner social channels greatly increased, with a diverse mix of content that both informed and engaged. Social media was used as an effective, low-cost way to maintain relationships with riders and build a foundation to recover ridership once the COVID-19 pandemic subsides.



170

Total Posts

798K

Organic Impressions

43K

Likes, Comments,
and Clicks

195K

Video Views

COVID-19 Pandemic Response Campaign Results

Through our COVID-19 pandemic response campaigns, we:

- Maximized limited budget and resources while achieving greater public awareness of the Pacific Surfliner service by communicating evolving service updates and safety information, and appropriately engaging key audiences.
- While ridership is still down 80 percent over the previous year due to the continued COVID-19 pandemic, our efforts have inspired confidence in the service and built a foundation for recovering ridership once the pandemic subsides.

Future Outlook – 2021 Travel Trends

- Gradual return for both leisure and business travel.
- Local/domestic travel will rebound much faster than international, with many choosing to take trips close to home.
- Leisure travel will likely recover before business travel, especially as remote meetings will be more prevalent.
- Increase in spontaneous bookings and flexibility.
- Big demand for scenic routes expected, including bucket list trips.
- Safety messaging will remain important to continue building consumer confidence in travel services.

2020 Recognition

Silver Telly Award

**American Public Transportation Association (APTA)
AdWheel First Place Honors in the following categories:**

- *Best Marketing and Communications to Increase Ridership or Sales – Comprehensive Campaign*
- *Best Marketing and Communications Educational Initiative – Partnership*

AdWheel Grand Award

- *Best Marketing and Communications Educational Initiative – Partnership*

The LOSSAN Agency will be recognized at APTA's rescheduled TRANSform Conference and EXPO on September 1-3, 2021, in Anaheim, California.



AdWheel Awards