



CLIMATE
CORPS

Green Travel Marketing

Capitol Corridor
Joint Powers Authority

Climate Corps 18-19

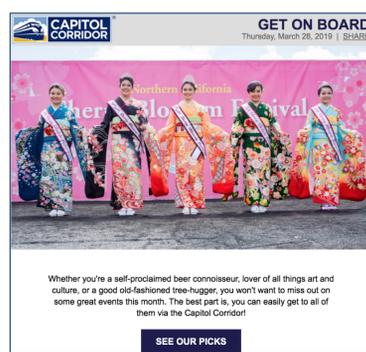
Why Ride the Train?

As a vital transit service interconnecting the Bay Area megaregion, the Capitol Corridor helps mitigate climate change by preventing the dangerous emissions that result from automobile travel. Targeted marketing campaigns frame the Capitol Corridor as a desirable alternative to the car, with the goal of expanding brand awareness and increasing train ridership.

1. Convenience and Fun!

Top sports, entertainment, and other venues are within short walking distance of train stations. I promoted destinations and partnerships along the route via social media and a monthly:

Events Blog Post



Newsletter (5,000+ subs)



Contest/ Giveaway



2. Sustainability!

Passenger rail is over 30% more efficient than the personal vehicle, and its environmental benefits are enhanced when riding is paired with other low/zero emissions modes of travel, such as biking.

I created a 1-minute instructional video on stations' new bike e-lockers, which was then paid-advertised for several months on the Capitol Corridor's Facebook and Instagram.



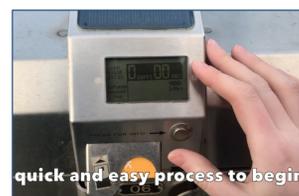
I use a BikeLink eLocker.



BikeLink.org is where you activate



a BikeLink card to load money on.



quick and easy process to begin

Results

Promotion of Destinations/ Partnerships (9/10/18 - 5/17/19)

BLOG

- Total posts (incl. Monthly Picks): **22**
- Avg. unique open rate: **21%**
- Total page views: **37,600** (62% novel)
- Total session hours: **16,000**
- Avg. viewer time on page: **2.5 min.**

21 newsletters: **18%** avg. unique open rate

11 contests: **45%** avg. conversion rate

Promotion of Bike Lockers (2/17/19 - 4/3/19)

Total video views: **16,557**

Cost of ad per view: **\$0.06**

One-third of the total viewed for 10 sec. or more, providing the Capitol Corridor's Facebook and Instagram with a **novel audience of 5,376 people** to re-target with similar content that further engages them with the Capitol Corridor brand.

Lessons Learned

Successful Strategies:

- Effective marketing and communication to a general audience (or an individual) on a public agency's platform requires tact and a high standard of customer service, factual accuracy, on-brand messaging, and, when applicable, a clear concluding call to action.

Recommendations for Improvement / Program Expansion:

- Seek out more cross-promotional opportunities with local environmental organizations
- Centralize information on Capitol Corridor website regarding sustainability of service, current and future plans to reduce carbon footprint, address climate change, etc.
- Hire part-time administrative intern so that Fellow can work on above projects (in addition to existing fellowship projects that relate directly to green travel and professional skill building).



University of California, Berkeley 2018 | B.S. in Society & Environment | Minors in Journalism and Sustainable Design

As a communications strategist with three years' professional experience in sustainability outreach, I am excited about growing my creative, technical, and collaborative skills to help make our environment healthier and communities stronger, especially in response to climate change.

Acknowledgements:

The Capitol Corridor Marketing Team: Karen Bakar (Site Supervisor), Ravi Sreekakula, Marques Cook, and Priscilla Kalugdan; Noel Ledesma, Likeable Advertising



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