



CHALLENGE

The Capitol Corridor Joint Powers Authority (CCJPA), a regional division of Amtrak operating between Sacramento and San Jose, California, sought to boost ridership during non-commute hours.

PROJECT OBJECTIVE

Increase awareness and trial of CCJPA service by creating partnerships with regional properties, events, and destinations.

RECOMMENDED STRATEGY

Maximize effectiveness of marketing budgets by developing onboard and in-station marketing assets that can be packaged and provided to partners in return for value in-kind.

OVERVIEW

ADC principals recognized that expenses related to partnership development could be offset by assembling CCJPA controlled marketing assets and packaging them for partners.

In return for reaching the captive and growing CCJPA ridership through onboard signage, printed headrest covers, in-station electronic messages and other means, participating partners provided CCJPA with valuable access to their respective audiences at little or no cost.

A partial list of properties in the CCJPA marketing program include:

- Oakland A's
- Oakland Raiders
- Sacramento River Cats
- University of California, Berkeley
- San Jose Grand Prix
- Sacramento Convention & Visitors Bureau
- California State Railroad Museum
- San Jose Jazz Festival

RESULTS

CCJPA has experienced double digit percentage ridership increases annually since 2003, and has received an average of \$4.50 in partner marketing value for every \$1 spent.