

CONTRACT NO. MU168-18

MAJOR EVENT CENTER
TRANSPORTATION PROGRAMS:

2018 AUTO CLUB SPEEDWAY SPECIAL TRAINS
FINAL REPORT

SOUTHERN CALIFORNIA REGIONAL RAIL AUTHORITY
(METROLINK)

November 24, 2018



PREPARED FOR THE MOBILE SOURCE AIR POLLUTION REVIEW COMMITTEE (MSRC)
UNDER THE FY 2017-18 AB 2766 DISCRETIONARY FUND WORK PROGRAM

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ACKNOWLEDGEMENTS

The Southern California Regional Rail Authority (SCRRA) and the Auto Club Speedway extend appreciation to the Mobile Source Air Pollution Reduction Review Committee (MSRC) for awarding a Major Events Center Transportation Program grant to operate special Metrolink train services to the 2018 Auto Club 400 NASCAR race.

The MSRC Contract Administrators team, led by Cynthia Ravenstein, Ray Gorski and Leah Alfaro, were instrumental in providing their professional guidance during the contract process and submittal of the final reporting requirements.

Metrolink would also like to recognize the Auto Club Speedway and their partner, the City of Fontana, in support of the special train service as a transportation option to the NASCAR race. Mitigating traffic and the impact for the surrounding community for large events is a shared responsibility for all participants. The City of Fontana police department acknowledged the reduction of vehicular traffic through the use of Metrolink service to the NASCAR race. The Auto Club Speedway continues to support the partnership with Metrolink providing a superior customer experience for their fans and reduction of automobile trips in the region.

Lastly, Metrolink must acknowledge our contractors and co-workers who provide support to operate and service the train equipment for the NASCAR race. Both Amtrak and Bombardier have handled train operations and mechanical for Metrolink for the commuter rail service as well as the special train service for many years. Other Metrolink departments supporting the Auto Club Speedway special train service include our Customer Service representatives, the LA County Sheriffs, Metrolink Operations, Marketing and Media Relations department to promote the service, supervise the operations of the service and to keep our passengers safe while on the train.

This report was submitted in fulfillment of Contract No. MU168-18 and Major Events Center Transportation Program by the Southern California Regional Rail Authority under the partial sponsorship of the Mobile Source Air Pollution Reduction Review Committee (MSRC). The special train service was implemented and completed on March 18, 2018.

DISCLAIMER

The statement and conclusions in this report are those of the contractor and not necessarily those of the Mobile Source Air Pollution Reduction Review Committee (MSRC) or the South Coast Air Quality Management District (SCAQMD). The mention of commercial products, their sources or their uses in connection with material reported is not to be construed as either an actual or implied endorsement of such products.

PROJECT DESCRIPTION AND WORK PERFORMED

The Auto Club Speedway (Speedway) is a motorsports event center located midway between Los Angeles and Palm Springs in unincorporated San Bernardino County. The Speedway has close access to the I-10, I-15 and I-210 freeways. The 563-acre facility can accommodate up to 100,000 guests and has approximately 27,000 free parking spaces. Each year, the Speedway is host to one major NASCAR race attracting fans from all over the country. During the non-racing season, there are full-time racing schools and racing experiences for fans to drive race cars on the oval track or obstacle courses.

Metrolink has been Southern California's regional commuter rail service since 1992 and is governed by the Southern California Regional Rail Authority, a joint powers authority. An 11-member board representing the transportation commissions of Los Angeles, Orange, Riverside, San Bernardino and Ventura counties, governs the service. Metrolink operates over seven routes through six-counties with 409 unduplicated route-miles, which includes a portion of San Diego County. Metrolink is the third largest commuter rail agency in the United States based on directional route miles and the eighth largest based on annual ridership.

The MSRC awarded Metrolink a MSRC Major Event Center Transportation Program grant on February 23, 2018 in the amount of \$62,764 to operate three special trains from Oceanside, Lancaster and Oxnard, respectively, to the Auto Club 400 NASCAR race on March 18, 2018. The MSRC award also awarded \$25,000 to the Auto Club Speedway to operate a tram service from the train stop to the race entrance and back. Metrolink's new Tier 4 locomotives were to be used for the special train service as criteria for the grant. The purpose of the project was to reduce the number of vehicles traveling on freeways and mitigate traffic to the event by encouraging fans to take Metrolink train service to the race.

Metrolink and the Auto Club Speedway staff met to review the train operations schedule and discuss marketing and advertising outreach to NASCAR fans. The Metrolink Operations and Equipment departments confirmed availability of equipment and train crews to operate the special train schedules for the March 18th race. Based on previous ticket sales by zip code, it was agreed the train schedules would be the same as 2017. The free ticket offer in 2017 resulted in favorable ridership to the race and was again offered in 2018. Starting in October, Auto Club Speedway free train ticket sales were offered with purchase of the NASCAR race ticket. The Auto Club Speedway free train ticket offer was to increase awareness of Metrolink service, expose race guests to an alternative transportation option instead of driving and create demand pressure to reserve in advance a Metrolink ticket. Peak NASCAR ticket sales are in February and March just prior to the race date.

Three special trains were offered from Lancaster, Oxnard and Oceanside with 15 intermediate stops to drop fans off just outside the Auto Club Speedway gates. Arriving several hours before the race started allowed fans to arrive at the venue with time to experience the NASCAR activities held prior to the race. All three trains were scheduled to arrive no later than 9:40 a.m. providing a buffer before the race start in the event of any delays of the train.

Both Metrolink and the Auto Club Speedway were committed to increasing ridership on the train and removing vehicle trips for the once-a year NASCAR event. The ridership strategy called for free rides on Metrolink with the purchase of the NASCAR tickets to fill the train seating capacity. The Auto Club Speedway committed their support and resources to co-fund \$245,000 in marketing and advertising in 2018 to promote the special train service. Targeting a younger demographic of NASCAR fans, social media strategies were implemented for the special train service. Both Metrolink and the Auto Club Speedway used Facebook, Twitter and Instagram to reach the racing audience with the free Metrolink ticket offer.

Purpose of the Project

SCRRA and the Auto Club Speedway partnered to provide special train service to Southern California race fans encouraging use of public transportation resulting in a reduction of automobile trips, relieved traffic congestion, and associated emissions reduction from all five counties where service was offered – Los Angeles, Ventura, Riverside, Orange and San

Bernardino counties. Fans have experienced delays of up to several hours leaving the main parking lot at the Speedway after the event has concluded. Offering free special train service to the Speedway provided an incentive to encourage use of public transportation to race fans attending a major event destination and also mitigate vehicular traffic along local arterials and neighborhoods. Through the use of MSRC grants, major event venues such as the Auto Club Speedway and Metrolink as a transportation provider can influence commuting behavior of Southern California drivers.

Operations Plan

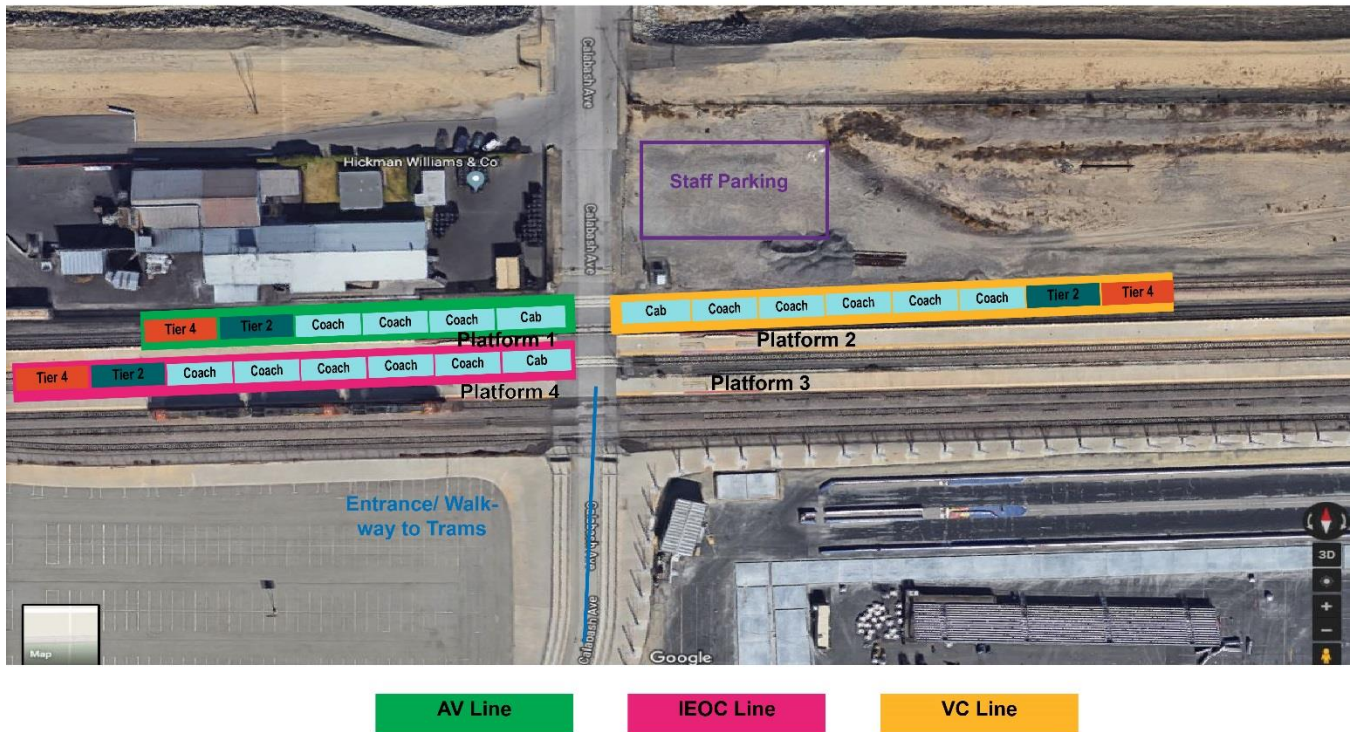
Special Metrolink trains provided NASCAR fans the opportunity to leave their cars at home and utilize public transportation to the Speedway. The three train routes were from Lancaster, Oxnard and Oceanside to the Speedway on Metrolink special trains. The Lancaster route stops included Lancaster, Santa Clarita, Sylmar/San Fernando, Burbank, and Los Angeles Union Station to the Speedway. The Oxnard route stops included Oxnard, Moorpark, Chatsworth, Van Nuys, Covina, Montclair, and Rancho Cucamonga to the Speedway. The Oceanside route started at Oceanside, with stops at San Clemente, Irvine, Orange, Riverside-La Sierra, and San Bernardino to the Speedway. A total of 1,750 seats were available for the three trains at 100% capacity.

Service operations included all logistics to plan, develop and implement the train service to the Speedway. Starting in January, the Speedway operational plan was discussed at the weekly Metrolink Interdepartmental meetings which also included ticket sales, logistical issues and staffing requirements. The Operations department was responsible for scheduling crews, Sheriff staffing, coordinating with freight railroads for cleaning trains and dispatching the special trains. The Equipment department coordinated the contractors to clean the trains, water and fuel the trains before the end of the race.

The three special Metrolink trains were scheduled to arrive at the Speedway station by 9:30 a.m. to allow passengers time for the NASCAR fan experience before the race. Upon arrival at the Speedway, dedicated Metrolink trams picked up race fans from the train platform to the race entrance promoting a seamless connection. At the conclusion of the race, Metrolink

customer service staff directed passengers to their return train. Metrolink Sheriffs were assigned to ride the trains to ensure a safe trip home.

METROLINK SPECIAL SERVICE TO AUTO CLUB SPEEDWAY 2018 LAYOUT



Day of Event – Sunday, March 18, 2018

The weather on the day of the race was in the mid- 80s with clear skies. A command post was set up at the special train station for Operations, Mechanical, Sheriffs, Signals and customer service staff to coordinate train operations and communicate with the Speedway staff. All three special trains departed from their respective stations on time. The three train schedules are listed below:

California Auto Club Speedway Schedule March 18, 2018

From Oceanside to Speedway	
Station / Train Number	694
Oceanside	6:10 AM
San Clemente	6:34 AM
Irvine	6:56 AM
Orange	7:13 AM
Riverside - La Sierra	7:58 AM
San Bernardino	8:40 AM
Auto Club Speedway	9:15 AM

From Oxnard to Speedway	
Station / Train Number	192
Oxnard	6:15 AM
Moorpark	6:35 AM
Chatsworth	7:00 AM
Van Nuys	7:12 AM
Covina	8:15 AM
Montclair	8:35 AM
Rancho Cucamonga	8:50 AM
Auto Club Speedway	9:20 AM

From Lancaster to Speedway	
Station / Train Number	282
Lancaster	6:15 AM
Santa Clarita	7:15 AM
Sylmar/San Fernando	7:35 AM
Burbank - Downtown	7:50 AM
L.A. Union Station	8:25 AM
Auto Club Speedway	9:40 AM

* All return trains leave 1 hour after the checkered flag

All trains were powered by Tier 4 EMD F125 locomotives for the Auto Club 400 NASCAR race per the modified agreement. The three trains arrived early at the Speedway with no delays. After the passengers detrained, it was time to move the trains to the cleaning area for servicing. All train cars were cleaned, serviced with water and fuel and staged at the Speedway platforms for passenger boarding at the conclusion of the race. The train crews arrived on time back from the hotel with their law enforcement escort. Metrolink coordinated with the Speedway tram operations to ensure all passengers returned to the train platform before releasing the trains. All three trains departed one hour after the checkered flag as planned and no one missed the train.

PROBLEMS ENCOUNTERED

There were no operational or equipment delays for the three trains and they departed on time one hour after the race ended.

EMISSIONS BENEFITS

Metrolink reported 2,542 passenger trips for the March 18th NASCAR race. All three Metrolink trains used Tier 4 locomotives, which are cleaner than the Tier 2 locomotives run in 2017.

Overall train ridership by route is as follows:

<u>Inbound</u>		<u>Outbound</u>	
Oxnard	532	Oxnard	532
Lancaster	325	Lancaster	315
Oceanside	<u>419</u>	Oceanside	<u>419</u>
	1,276		1,266
Total	2,542		



In order to determine estimated vehicle miles traveled (VMT) removed by offering the service, Metrolink staff conservatively estimated that one vehicle was removed per two people who rode the train to the race, assuming that some carpooling would have occurred. The distance traveled was based between address zip codes provided by ticket recipients and the Auto Club Speedway based on fastest recommended route from Google maps' default location of

respective zip codes. Passengers whose address were well outside the Metrolink service area were eliminated from the calculation so not to distort the results and to account for miles traveled between home of record (HOR) and the train station.

A total of 1,497 people received a pass to ride a Metrolink train, along with their ticket to the Auto Club 400. With an average passenger count of 1,271 (85 percent of the total that received passes) on the three inbound and three outbound special trains, staff reduced the total vehicle projection and VMT by 15 percent to accurately project traffic reduction to align with the actual passenger count on trains.

Traffic Reduction as a result from 2018 Auto Club Speedway Special Trains			
Passengers on Metrolink trains	Total Roundtrip Miles between HOR and Speedway	Estimated number of cars removed	Total VMT eliminated
1,271	60,954	718	99,001

Metrolink is the first passenger rail service in the nation to operate Tier 4 locomotives, while all the Auto Club Speedway special trains were powered by the cleaner air engines.

The purchase of the locomotives was a collaborative effort between Metrolink, regional agencies, elected officials and community members. The total project cost of \$280 million toward the 40 new engines was largely funded from the South Coast Air Quality Management District through the Carl Moyer Memorial Air Quality Standards Attainment Program, which granted funding of \$110 million. Additional funds were provided by state (\$132 million), federal (\$21 million) and local (\$17 million) sources.

According to the Code of Federal Regulations (CFR) pertaining to the locomotive emissions, the Tier 4 locomotives greatly reduce NOx, particulate matter and other emissions. The CFR demonstrates the emissions requirement to operate at Tier 2 and Tier 4. Please see the information below.

TABLE 1 TO § 1033.101—LINE-HAUL LOCOMOTIVE EMISSION STANDARDS

Year of original manufacture	Tier of standards	Standards (g/bhp-hr)			
		NO _x	PM	HC	CO
1973–1992 ^a	Tier 0 ^b	8.0	0.22	1.00	5.0
1993 ^a –2004	Tier 1 ^b	7.4	0.22	0.55	2.2
2005–2011	Tier 2 ^b	5.5	^e 0.10	0.30	1.5
2012–2014	Tier 3 ^c	5.5	0.10	0.30	1.5
2015 or later	Tier 4 ^d	1.3	0.03	0.14	1.5

^a Locomotive models that were originally manufactured in model years 1993 through 2001, but that were not originally equipped with a separate coolant system for intake air are subject to the Tier 0 rather than the Tier 1 standards.

^b Line-haul locomotives subject to the Tier 0 through Tier 2 emission standards must also meet switch standards of the same tier.

^c Tier 3 line-haul locomotives must also meet Tier 2 switch standards.

^d Manufacturers may elect to meet a combined NO_x+HC standard of 1.4 g/bhp-hr instead of the otherwise applicable Tier 4 NO_x and HC standards, as described in paragraph (j) of this section.

^e The PM standard for newly remanufactured Tier 2 line-haul locomotives is 0.20 g/bhp-hr until January 1, 2013, except as specified in § 1033.150(a).

Source: Code of Federal Regulations Part 1033 - Control of Emissions from locomotives, Subpart B - Emission Standards and Related Requirements

PROMOTION AND OUTREACH

NASCAR extensively uses social media to promote their racing events to fans throughout the year. The Auto Club Speedway and SCRRA implemented a digital strategy to leverage the marketing and advertising opportunities to fans. The Auto Club Speedway committed a portion of their paid media to market to their fans through their print campaign, out of home in Los Angeles and the Inland Empire, website, e-newsletters to subscribers, radio advertising, press release, race and train ticket packages to promote the special Metrolink train service as part of the co-funded \$245,000 marketing commitment. Metrolink committed an additional co-funded amount of \$60,000 for marketing and advertising efforts.

Metrolink also utilized a social media strategy to reach their current customer base, as well as social followers to promote events and destinations. Metrolink engaged with customers on Facebook, Twitter, Instagram and other social channels to promote the Auto Club Speedway special train service. The Auto Club Speedway race was also promoted on the Metrolink website, an e-blast was sent to our 70,000+ subscribers and a joint press release was sent out. Metrolink also featured the special train service and race in the February/March Metrolink Matters newsletter and the Destination and Events page.

Metrolink and the Auto Club Speedway hosted the Auto Club Speedway Day at Los Angeles Union Station to generate awareness of the March 18th NASCAR race and free Metrolink train service. A pop up tent was set up inside Union Station to hand out fliers and coupons to Metrolink passengers from 6 – 8 a.m. Passengers had the opportunity to spin the wheel for prize giveaways and generated a large crowd. The event was promoted through a media advisory social media to leverage our communications to passengers and race fans.

The following elements were used to promote the special train service to the public:

- Print campaign
 - Auto Club Speedway flyers and ticket brochures
- Newspaper ads
 - Ads featuring Metrolink train service purchased in SoCal Newspaper Group publications
- Website
 - Metrolink posted a rotating banner ad on home page
 - Metrolink dedicated splash page promoting special train service and ticket sales
 - Speedway created a dedicated Metrolink landing page on Auto Club Speedway website
 - Speedway posted a Metrolink homepage feature on the Auto Club Speedway website
 - Speedway sales actively promoted Metrolink service as add-on in ticket purchase flow to promote race/train ticket packaging
- Newsletters (print and e-version)
 - Metrolink Matters (bi-monthly onboard trains and electronic version) 25,000 copies
 - Metrolink Offers and Promotions e-blast (70,000 subscribers)
 - Auto Club Speedway monthly e-newsletter (80,000 subscribers)
 - Auto Club Speedway to promote Metrolink train service via promotional emails (80,000 subscribers)
- Press release – joint release by Metrolink and Auto Club Speedway
- Social media outreach
 - Twitter
 - Facebook
 - Instagram
- Radio campaign:
 - Auto Club Speedway created Metrolink radio tags
- Outdoor campaign:
 - Auto Club Speedway purchased billboards in Los Angeles and Inland Empire
- Event Marketing:
 - Auto Club Speedway Day at Union Station
- Auto Club Speedway produced flyers and ticket brochures featuring Metrolink information at a variety of event activations
- Military campaign:

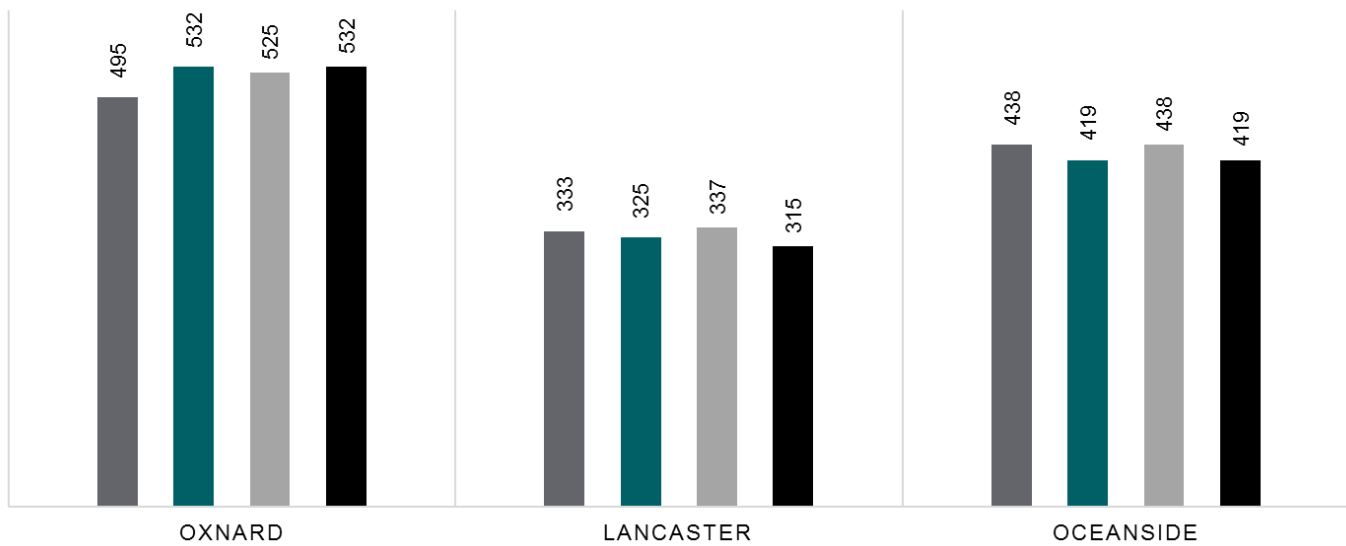
- Auto Club Speedway promoted Metrolink special train service to military bases surrounding Southern California
- College campaign: Auto Club Speedway added Metrolink special train service messaging to the on-campus collateral promoting the discounted Auto Club Speedway NASCAR tickets offered at local area campuses

SUMMARY AND CONCLUSIONS

The cooperative efforts between the Auto Club Speedway and Metrolink demonstrates the best of the public-private partnership. Our committed goal is to improve the customer experience, both on the train and at the track, reduce automobile trips and local traffic congestion through increased train ticket sales and improve overall air quality by emissions reduction.

AUTO CLUB SPEEDWAY RIDERSHIP

■ FY17 - IN ■ FY18 - IN ■ FY 17 - OUT ■ FY 18 - OUT



Route	2017	2018	%
Oxnard	1,020	1,064	4.3%
Oceanside	876	838	-4.3%
Lancaster	670	640	-4.5%
Total Ridership	2,566	2,542	-0.93%

The relationship between the Auto Club Speedway and Metrolink demonstrates the best of the public-private partnership. Each year our goal is to improve the customer experience, both on the train and at the track, reduce automobile trips and local traffic congestion through increased train ticket sales and improve overall air quality by emissions reduction.

The Auto Club Speedway and Metrolink are committed to promoting the use of alternative transportation instead of driving to major sporting events to improve overall air quality in the region. Special train service to these events funded by the MSRC provides the public the opportunity to select a more responsible transit choice and improve air quality within their community.

Offering the public an alternative transit option to attend a major destination event achieves the overall goal of the MSRC to reduce air emission, eliminate unnecessary automobile trips and to alleviate traffic congestion surrounding the venue on the local and freeway arterials. Changing driver behavior for a national NASCAR event is a positive accomplishment for the MSRC, Auto Club Speedway and Metrolink.

Metrolink and the Auto Club Speedway express our appreciation to the MSRC for approval of our Major Event Center Transportation Program application.



ATTACHMENTS

Metrolink and Auto Club Speedway Marketing Report

Metrolink and Auto Club Speedway Marketing Report – MSRC Grant 2018

Marketing Requirements:

Auto Club Speedway - \$185,000

Metrolink - \$60,000

Auto Club Speedway Media Spend

2018 Auto Club
Metrolink Media Mix

MEDIA	February				March				Totals	
	29	5	12	19	26	5	12	19		
							Race Day 3/18			
English Radio :60 Los Angeles					80	100	125		GRPs 305	Net \$ \$188,896
Riverside/San Bernardino					30	30	30		90	\$29,433 \$218,329
Spanish Radio :60 Los Angeles					50	70	90		GRPs 210	Net \$ \$65,119
Riverside-San Bernardino					25	25	25		75	\$10,651 \$75,770
Out-Of-Home Bulletins					9 units					Net \$ \$61,115
Digital Display (desktop)										Net \$ \$42,500
Display (mobile)										\$37,500 \$80,000
Print Front Strip Ads										Net \$ \$6,000
									Total Media:	\$624,110

Auto Club Speedway Media Examples

2018 METROLINK CAMPAIGN

Print Campaign

FLYERS, POST CARDS & TICKET BROCHURES



Flyers – 5,000

AUTO CLUB 400 EXPRESS

RESERVE YOUR METROLINK SPOT FOR NASCAR

Forget about driving to the race - take Metrolink!
Ride the Auto Club 400 Express directly to the Speedway for FREE
with the purchase of an Auto Club 400 ticket.



AUTO CLUB 400
TICKETS START AT \$45*
SUNDAY, 3/18

*Prices increase March 3

FOR INFO GO TO
AUTOCUBSPEEDWAY.COM/METROLINK

OR CALL 800-944-RACE (7223)



AUTO CLUB 400 EXPRESS
IS FREE WITH PURCHASE
OF RACE TICKET



Postcards – 5,000



Rack cards – 15,000

2018 METROLINK CAMPAIGN

Digital Media

WEB BANNERS



Home page ad

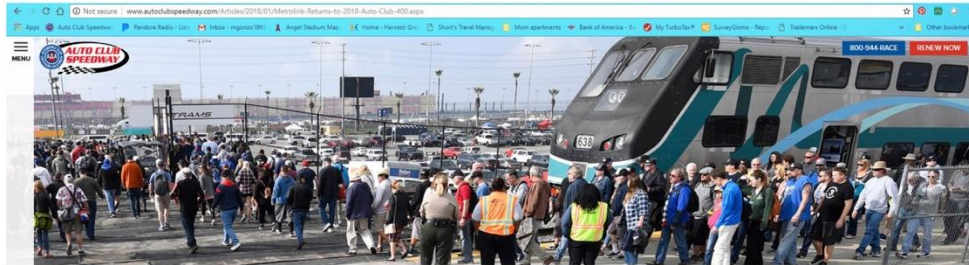


Digital ad rotation

2018 METROLINK CAMPAIGN

Digital Media

WEBSITE NEWS PAGE



RIDE METROLINK FOR FREE TO ATTEND NASCAR AUTO CLUB 400 RACE

Posted on 12/24/2018 in Auto Club Speedway

FONTANA, Calif. (Jan. 24, 2019) – All aboard NASCAR fans! Metrolink will once again make a special pit stop on the back straight-away at Auto Club Speedway for the Monster Energy NASCAR Cup Series Auto Club 400 race on March 18, 2019. Free round-trip tickets are available to fans who purchase Auto Club 400 race tickets.

Limited tickets are available. To get a free round-trip ticket, race fans must have an Auto Club 400 race ticket and sign-up in advance at www.autoclubspeedway.com/metrolink

Metrolink will once again operate three trains originating from Oxnard, Lancaster and Oceanside with limited stops in between for faster service. The trains will arrive at Auto Club Speedway before 10 a.m., leaving fans plenty of time to take part in Auto Club 400 race day activities leading up to the Monster Energy NASCAR Cup Series race starting at 12:30 p.m.

Train routes and stops include:

Route 1: Oxnard to ACS

Oxnard
Moorpark
Chatsworth
Van Nuys
Covina
Montclair
Rancho Cucamonga
Auto Club Speedway
Route 2: Lancaster to ACS
Lancaster
Santa Clarita

2018 METROLINK CAMPAIGN

Digital Media

WEBSITE LANDING PAGE



METROLINK IS FREE

Ride the Auto Club 400 Express directly to the Speedway for FREE with the purchase of an Auto Club 400 ticket. But there are only a limited number available so don't wait. Reserve your space [here](#).

Route 1: Oxnard to ACS

Oxnard
Moorpark
Chatsworth
Van Nuys
Covina
Montclair
Rancho Cucamonga
Auto Club Speedway

Route 2: Lancaster to ACS

Lancaster
Santa Clarita
Sylmar/San Fernando
Downtown Burbank
L.A. Union Station
Auto Club Speedway

Route 3: Oceanside to ACS

Oceanside
San Clemente
Irvine
Orange
Riverside/La Sierra
San Bernardino
Auto Club Speedway

Metrolink's Speedway trains stop at a specially constructed station just off the back straight-away at the race track. From there, you will board a free train that takes them to the entrance gates. Trains depart Auto Club Speedway one hour after the end of the race, or checked-in flag. Metrolink's regular San Bernardino Line weekend service will ggg stop at the Speedway platform. Race fans only riding special train service can reach the Auto Club Speedway.

[GET METROLINK](#) [BUY TICKETS](#) [OR CALL NOW](#) [TICKET PRICING](#)

2018 METROLINK CAMPAIGN

Social Media

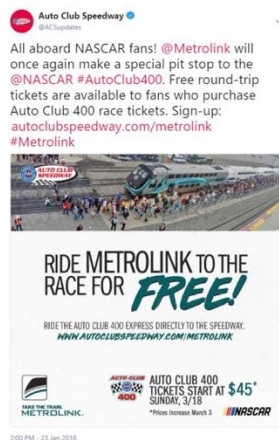
FACEBOOK & TWITTER HEADERS



2018 METROLINK CAMPAIGN

Social Media

FACEBOOK & TWITTER POSTS



2018 METROLINK CAMPAIGN

Social Media

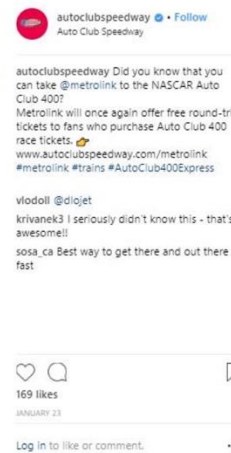
INSTAGRAM



2018 METROLINK CAMPAIGN

Social Media

INSTAGRAM



2018 METROLINK CAMPAIGN

Emails

NEWSLETTER & PROMO LISTS



January Promo email



AUTO CLUB 400 EXPRESS DID YOU RESERVE YOUR METROLINK SPOT?

Forget about driving to the race - take the Metrolink!
Ride the Auto Club 400 Express directly to the speedway for FREE!

LEARN MORE

AUTO CLUB 400 EXPRESS IS FREE WITH PURCHASE OF RACE TICKET!

February & March Newsletters



2018 METROLINK CAMPAIGN

Press Release

JOINT RELEASE



RIDE METROLINK TO THE
RACE FOR **FREE!**



NEWS RELEASE

RIDE METROLINK FOR FREE TO ATTEND NASCAR AUTO CLUB 400 RACE

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Train routes and stops include:

Route 1: Oxnard to ACS	Route 2: Lancaster to ACS	Route 3: Oceanside to ACS
Oxnard	Lancaster	Oceanside
Moorpark	Santa Clarita	San Clemente
Chatsworth	Sylmar/San Fernando	Irvine
Van Nuys	Downtown Burbank	Orange
Covina	L.A. Union Station	Riverside-La Sierra
Montclair	Auto Club Speedway	San Bernardino
Rancho Cucamonga		Auto Club Speedway
Auto Club Speedway		

Free round-trip train rides are available due to support from the Mobile Source Air Pollution Reduction Review Committee (MSRC) and the South Coast Air Quality Management District (AQMD) for a limited number of seats. After the limited number of free tickets are depleted, race fans will be able to purchase discounted \$19 round trip train tickets. Last year, train tickets sold out.

Metrolink will be operating the special trains with the new state-of-the-art Tier 4 locomotives, which are the cleanest diesel locomotives in the nation, providing wide-ranging environmental benefits for the Southern California region. Tier 4 locomotives are compliant with the latest U.S. Environmental Protection Agency (EPA) emissions standards and will reduce particulate matter and nitrogen oxide emissions by up to 85 percent, resulting in cleaner air for the entire region.

2018 METROLINK CAMPAIGN

Promotional Ticket

PACKAGES



AUTO CLUB 400 EXPRESS
RESERVE YOUR METROLINK SPOT NOW

Forget about driving to the race - Take Metrolink!
Ride the Auto Club 400 Express directly to the speedway for **FREE**
with the purchase of an Auto Club 400 ticket.

LEARN MORE



AUTO CLUB 400
TICKETS START AT **\$45***
SUNDAY, 3/18
*Prices increase March 3

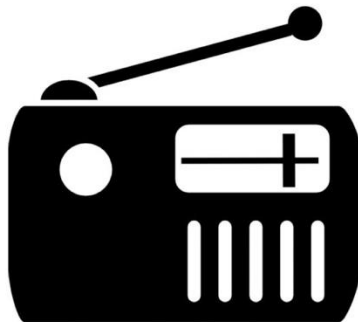
BUY TICKETS

TAKE THE TRAIN
METROLINK. **AUTO CLUB 400 EXPRESS
IS FREE WITH PURCHASE
OF RACE TICKET!** AUTO CLUB
400 MONSTER
ENERGY



2018 METROLINK CAMPAIGN

Radio Campaign



Radio Spot with Metrolink messaging

Ran as a rotating spot throughout our entire radio campaign.

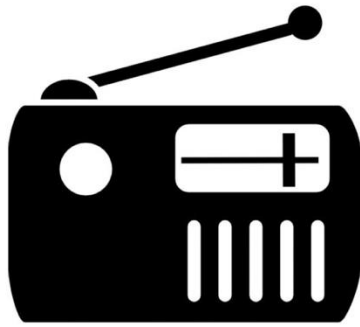


20% rotation in LA and IE radio buy



2018 METROLINK CAMPAIGN

Radio Campaign



Radio Script

DJ: [SPEAKING IN CONVERSATIONAL, EXCITED TONE OF VOICE, LETTING LISTENERS IN ON A HOT BIT OF NEWS, FEELS SPONTANEOUS AND UNSCRIPTED...]

So there's this major event about to happen in Southern California, folks... Over 120,000 attend this every year...

I'm talking about the Fastest Sunday of the Year, people.

Do you know what it's like to drive at 215 miles per hour? How about taking a turn at that speed, with four other cars alongside you?

SFX: SOUND OF CARS RACING UP AND UNDER....

DJ: It's Auto Club 400 race. The biggest single NASCAR event on the West Coast. It's happening Sunday, March 18th at Auto Club Speedway in Fontana. Plus live concerts, incredible food, kid's activities, stunt shows, and more, that whole weekend!

Do something different, for a change. This March 18th. For tickets visit AutoClubSpeedway dot com or call 800-944-RACE

And getting there has never been easier! Take the Metrolink train for FREE to the Auto Club 400 on March eighteenth. For more information visit auto club speedway dot com slash metrolink or call eight hundred nine four four race.

2018 METROLINK CAMPAIGN

Outdoor

9 BILLBOARDS AROUND
INLAND EMPIRE & LOS ANGELES



2018 METROLINK CAMPAIGN

Military Campaign

TICKET OFFER



AUTO CLUB 400 MARCH 18, 2018 FONTANA, CA **NASCAR**

AUTO CLUB 400 MILITARY OFFER

RACE TICKETS UP TO 50% OFF PRE-RACE PIT PASSES UP TO 50% OFF

FREE PARKING • AMAZING MUSICAL ACTS • MOTORCYCLE STUNT SHOW

TO GET YOUR 2018 TICKETS CALL 1-800-944-RACE OR VISIT WWW.AUTOCLUBSPEEDWAY.COM/MILITARY. ONLY AVAILABLE AT MWR-ITT TICKET OFFICES. SERVICE FEES MAY APPLY.

MONSTER **AUTO CLUB SPEEDWAY** **RIDE METROLINK TO THE RACE FREE** **METROLINK**

2018 METROLINK CAMPAIGN

College Campaign

TICKET OFFER



NASCAR **AUTO CLUB 400** **MONSTER** **AUTO CLUB SPEEDWAY**

SUNDAY MARCH 18TH

11th SPRING BREAK

IS GONNA BE MONSTER

HUGE DISCOUNTS FOR STUDENTS, FACULTY & STAFF

\$20 TIX

FREE PARKING BUY EARLY WHILE SUPPLIES LAST

FOR TICKETS VISIT AUTOCLUBSPEEDWAY.COM/COLLEGE


RIDE METROLINK TO THE RACE FREE **METROLINK**

Metrolink Media Examples:

Website


Metrolink posted a rotating banner ad on home page

METROLINK SPOTLIGHT




Scan & Go

Now Metrolink App users can transfer to LA Metro's subway by scanning their mobile ticket against the optical reader located at the subway gates. A new way to connect with Metro Rail.




Train Tracker

Metrolink is introducing a new way to track the status of your train. Train Tracker. Now you can easily see the location of your train.




I-5 Corridor Improvement Projects

Caltrans is investing \$2.9 billion to improve southern and northern segments along the I-5 Freeway. During this time, the construction improvements will impact commuters who travel along the I-5 to and from Los Angeles.




Auto Club 400

Reserve your free Round-Trip on Metrolink to the Auto Club 400 on March 18!



Metrolink's 25th Anniversary

Metrolink has been providing service to Southern California for 25 years. During this time, Metrolink has enhanced the quality of life by providing safe, efficient and reliable transportation service that offers an



Metrolink Careers

Want to work for the railroad? Metrolink offers many exciting jobs and opportunities in a variety of different fields. Check out the current career opportunities available.

2018 METROLINK CAMPAIGN


Newspaper

FRONT STRIP AD - SOCAL
NEWSPAPER GROUP NEWSPAPERS





4 front strip ads in 4 different area newspapers

Metrolink dedicated splash page promoting special train service and ticket sales




[TRAIN STATUS](#)[TICKETS](#)[SCHEDULES](#)[RIDER INFO](#)[DESTINATIONS](#)[ABOUT](#)

[COMMUNITY](#)[CORPORATE PARTNERS](#)[NEWS](#)[CUSTOMER SERVICE](#)[Select Language](#)




Fontana
AUTO CLUB 400


Reserve your free Round-Trip on Metrolink to the Auto Club 400 on March 18!




DETAILS

**Location**

Auto Club Speedway
8300 Cherry Ave
Fontana, CA 92335

**When**

Sunday, March 18, 2018

**Price of Entry**

Ticket prices vary, please visit the Auto Club Speedway website for more details. Metrolink tickets to this event are free.

GENERAL OVERVIEW

If you're headed to Fontana for the Monster Energy NASCAR Cup Series Auto Club 400 on March 18, avoid the traffic and enjoy a stress-free ride on a special Metrolink train.

Free round-trip train rides from Oxnard, Oceanside and Lancaster are available due to support from the Mobile Source Air Pollution Reduction Review Committee (MSRC) and the South Coast Air Quality Management District (AQMD) for a limited number of seats. After the limited number of trip tickets are depleted, race fans will be able to purchase discounted \$19 Round-Trip train tickets.

Metrolink's Speedway trains stop at a specially constructed station just off the back straight away at the race track. From there, passengers will board a free train that takes them to the entrance gates. Trains depart Auto Club Speedway one hour after the end of the race, or checkered flag.

Metrolink's regular San Bernardino Line weekend service will not stop at the Speedway platform. Race fans only riding special train service can reach the Auto Club Speedway.

The Auto Club Speedway Metrolink Train Service is a joint demonstration project made possible in part by Clean Transportation Funding from the MSRC. The MSRC's mission is to fund projects that reduce air pollution to meet the region's clean air goals. Over its 22-year history, the MSRC has assisted organizations throughout the Southland in removing as much as 8,000 tons of harmful pollutants from the air through innovative programs designed to reduce air pollution from mobile sources.

PURCHASING TICKETS

The Metrolink trains to Auto Club Speedway are special trains, **regular Metrolink tickets and passes are not valid**. The Auto Club Speedway train tickets are distributed only by Auto Club Speedway and are mailed out prior to the race. To purchase race and train tickets or for information on the Auto Club Speedway train schedule, call Auto Club Speedway at (800) 844-RACE (7223), log on to www.autoclubspeedway.com/metrolink or visit the Auto Club Speedway Ticket Office.





SCHEDULES

California Auto Club Speedway Schedule March 18, 2018					
From Oxnard to Speedway	Station / Train Number	From Oxnard to Speedway	Station / Train Number	From Oxnard to Speedway	Station / Train Number
6:04 AM	684	6:10 AM	192	6:10 AM	252
Oceanside	Oxnard	Oxnard	Lancaster	Lancaster	
San Clemente	Moreno	6:15 AM	192	6:15 AM	252
Irvine	Chatsworth	6:20 AM	192	6:20 AM	252
Orange	Van Nuys	6:25 AM	192	6:25 AM	252
Riverside - La Sierra	Corona	6:30 AM	192	6:30 AM	252
San Bernardino	Monterey	6:35 AM	192	6:35 AM	252
Auto Club Speedway	Auto Club Speedway	6:40 AM	192	6:40 AM	252
		6:45 AM	192	6:45 AM	252

* All return trains leave 1 hour after the checkered flag

STAY CONNECTED

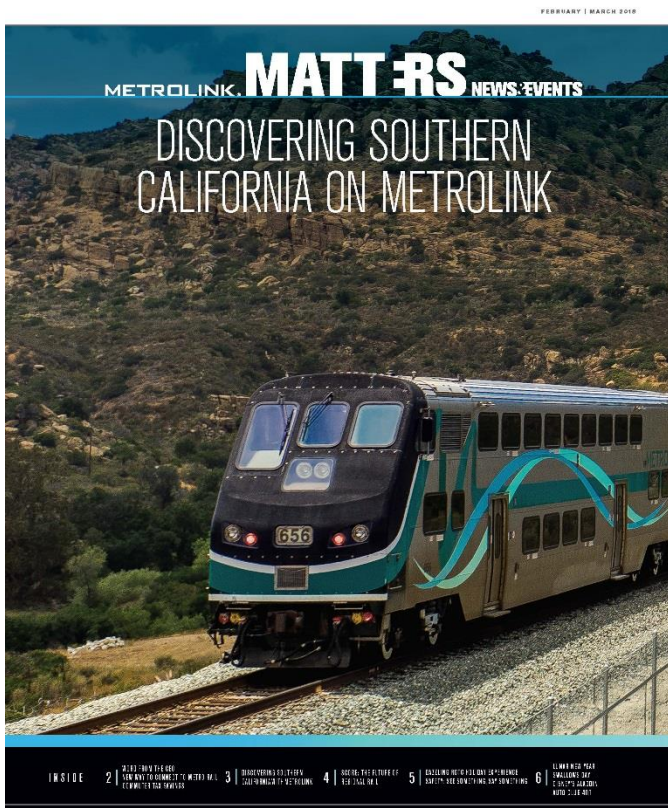
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Newsletters (print and e-version)

Metrolink Matters (bi-monthly onboard trains and electronic version) 25,000 copies



CELEBRATE THE LUNAR NEW YEAR AT CHINATOWN'S GOLDEN DRAGON FESTIVAL, FEBRUARY 17



Metrolink is proud to continue the New Year celebration with the annual Los Angeles Chinese Lunar New Year Festival on February 17. Celebrate the Lunar New Year by participating in various cultural workshops and sampling the many gourmet food treats. The Lunar New Year Festival is free and open to all ages. Celebrate with Metrolink to L.A. join COTA at the Inland Metrolink Station for a Lunar New Year kickoff celebration on February 17 from 9 a.m. to 6 p.m. The first 100 people to arrive will receive a free Metrolink Round-Trip ticket. Metrolink will have special trains to and from Downtown L.A. or the Orange County Line. For more info visit metrolinktrains.com/lunarnewyear.

RIDE METROLINK FOR FREE TO THE AUTO CLUB 400

If you're headed to Auto Club Speedway in Fontana for the Monster Energy NASCAR Cup Series Auto Club 400 on March 18, enjoy a stress-free ride on a special Metrolink train. A limited number of free Round-Trip tickets with the purchase of a one ticket will be offered to fans thanks to Clean Transportation helping fund the South Coast Air Quality Management District's Motor Source Air Pollution Reduction Review Committee.

The special train service will be offered from Oceanside, Escondido and Lancaster heading multiple stops to the Speedway station. The trains will arrive at the special Speedway Station around 10 a.m. leaving fans plenty of time to also part in festivities at Auto Club Speedway. Free train service from the station to the ticket gates will be provided before and after the race. All three special trains will depart one hour after the scheduled flag. For more details on schedules and Auto Club 400 tickets, please visit metrolinktrains.com/race.

SEE DISNEY'S ALADDIN AT THE HOLLYWOOD PANTAGES



Disney's Aladdin is now playing at the Hollywood Pantages through March 31!

From the producer of The Lion King comes the story of Disney's ALADDIN, a thrilling new production filled with unforgettable music, magic, comedy and breathtaking spectacle. It's an extraordinary story on an event where one lamp and three wishes make the possibilities infinite.

Featuring USA's longest "The Rat-a-Tat" "ALADDIN" it features 4 your favorite songs from the film as well as new music written by Tony Danza, Academy Award® winner Alan Menken (Beauty and the Beast), and the legendary Howard Ashman (Beauty and the Beast), Tony Award winner Tim Rice (The Lion King, Aladdin), and Oscar winner Chad Begaudin (The Working Singer).

Take Metrolink to L.A. Union Station and transfer for free to the Metro Red Line. Depart at the Hollywood/Vine stop. Check returning train times at metrolinktrains.com.

VISIT CAPISTRANO FOR THE SWALLOWS, MARCH 24



Celebrate the return of the swallows at the El Estero de San Juan and Capistrano. See the swallows return to Mission San Juan Capistrano from Argentina while enjoying the sights and sounds of California's cultural history. Visit metrolinktrains.com/swallows for more information.

Metrolink Offers and Promotions e-blast (70,000 subscribers)



Auto Club 400

Metrolink will once again make a special pit stop on the back straight-away at Auto Club Speedway for the Monster Energy NASCAR Cup Series Auto Club 400 race on Sunday, March 18, 2018.

Free round-trip tickets are available to fans who purchase Auto Club 400 race tickets, thanks to the support from the South Coast Air Quality Management District (AQMD), Mobile Source Air Pollution Reduction Review Committee (MSRRC). Fans can purchase an Auto Club 400 race ticket and sign up in advance at www.autoclubspeedway.com/metrolink.

Metrolink will be operating special trains for this race with new state-of-the-art Tier 4 locomotives, which are the cleanest diesel locomotives in the nation. These locomotives are compliant with the latest U.S. Environmental Protection Agency (EPA) emissions standards and will reduce particulate matter and nitrogen oxide emissions by up to 85 percent, resulting in cleaner air for the entire region.

[View More Information](#)

Press release – joint release by Metrolink and Auto Club Speedway

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Metrolink News

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Ride Metrolink For Free to Attend NASCAR Auto Club 400 Race Sunday, March 18, in Fontana

Wednesday February 28, 2018



All aboard Metrolink trains, powered by state-of-the-art Tier 4 technology, to watch the race!

Metrolink will once again make a special pit stop on the back straight-away at Auto Club Speedway for the Monster Energy NASCAR Cup Series Auto Club 400 race on Sunday, March 18, 2018.

Free round-trip tickets are available to fans who purchase Auto Club 400 race tickets, thanks to the support from the South Coast Air Quality Management District (AQMD), Mobile Source Air Pollution Reduction Review Committee (MSRC).

Metrolink will be operating special trains for this race with new state-of-the-art Tier 4 locomotives, which are the cleanest diesel locomotives in the nation. These locomotives are compliant with the latest U.S. Environmental Protection Agency (EPA) emissions standards and will reduce particulate matter and nitrogen oxide emissions by up to 85 percent, resulting in cleaner air for the entire region.

"Thanks to the support of the MSRC and AQMD, Metrolink is excited to offer convenient service to NASCAR fans across Southern California," said Metrolink Board Chair Andrew Kotyuk. "With Metrolink's direct service to the Auto Club Speedway, race fans save time, money and stress. Don't sit in a car to watch race cars, ride Metrolink."

Limited tickets are available. Three trains will originate from Oxnard, Lancaster and Oceanside with limited stops in between for faster service. The trains will arrive at Auto Club Speedway in Fontana before 10 a.m., leaving fans plenty of time to take part in Auto Club 400 race day activities leading up to the Monster Energy NASCAR Cup Series race starting at 12:30 p.m.

Route 1: Oxnard to ACS	Route 2: Lancaster to ACS	Route 3: Oceanside to ACS
Oxnard	Lancaster	Oceanside
Moorpark	Santa Clarita	San Clemente
Chatsworth	Sylmar/San Fernando	Irvine
Van Nuys	Downtown Burbank	Orange
Covina	L.A. Union Station	Riverside-La Sierra
Montclair	Auto Club Speedway	San Bernardino
Rancho Cucamonga		Auto Club Speedway
Auto Club Speedway		

Race fans only riding special train service can reach the Auto Club Speedway. Metrolink riders can bring food and non-alcoholic beverages on board the train. For a complete list of approved carry-in items, please visit www.autoclubspeedway.com.

Race fans can join Metrolink and the Auto Club Speedway for "Auto Club Speedway Day" at L.A. Union Station on Thursday, March 1st from 3 p.m. – 6 p.m. for a chance to win tickets to the Auto Club 400, Metrolink tickets and other special giveaways and rewards. Fans can also get a free roundtrip ticket if they purchase an Auto Club 400 race ticket and sign up in advance at www.autoclubspeedway.com/metrolink. To purchase race and train tickets or for information on the Auto Club Speedway train schedule, call Auto Club Speedway at (800) 944-RACE (7223), log on to their website or visit their ticket office. After the limited number of free tickets are depleted, race fans will be able to purchase discounted \$19 round trip train tickets. Last year, train tickets sold out.

For additional details on Metrolink, please visit www.metrolinktrains.com

ABOUT METROLINK (www.metrolinktrains.com)

Metrolink is Southern California's regional commuter rail service in its 25th year of operation. Metrolink is governed by The Southern California Regional Rail Authority (SCRRA), a joint powers authority made up of an 11-member board representing the transportation commissions of Los Angeles, Orange, and Riverside, San Bernardino and Ventura counties. Metrolink operates seven routes through a six-county, 538 route-mile network. Metrolink's passengers travel approximately 441 million miles each year, making Metrolink the second busiest public transportation provider in Southern California. Metrolink is the third largest commuter rail agency in the United States based on directional route miles and the eighth largest based on annual ridership.

Social media outreach

Demographic Targeting: Men and women ages 18-65+

Geographic Targeting: Systemwide 15-mile radius

Interest(s): NASCAR

Total Impressions: 29,014

Total Engagements: 872

Result Rate: 3.00%

FB Post (March 8): 4,112 Impressions, 201 Engagements

FB Post (March 18): 4,902 Impressions, 119 Engagements

FB Post (Recap Event): 4,616 Impressions, 340 Engagements

Twitter Post (March 1): 5,869 Impressions, 134 Engagements

Twitter Post (March 2): 3,281 Impressions, 24 Engagements

Twitter Post (March 8): 1,935 Impressions, 14 Engagements

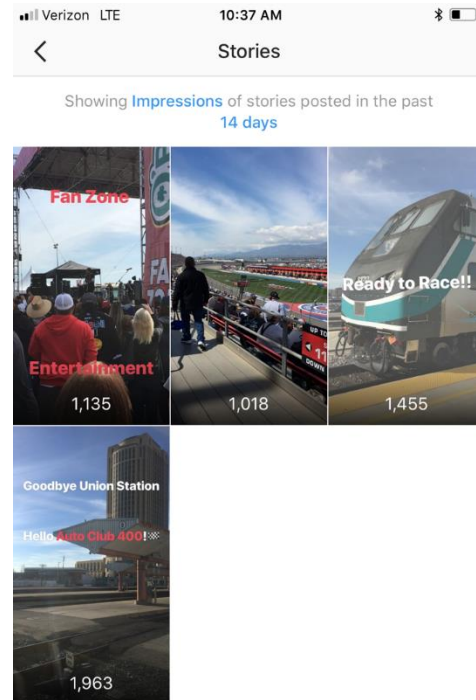
Twitter Post (March 13): 1,910 Impressions, 26 Engagements

Twitter Post (March 15): 2,389 Impressions, 14 Engagements





Instagram



Event Marketing:
Auto Club Speedway Day at Union Station



Come see us at LA Union Station today from 3-6 p.m. for your chance to win tickets to the race and spin the prize wheel! @ACSupdates #AutoClub400 #FastestSunday



3:06 PM - 1 Mar 2018