

Metrolink Weekend Ridership Promotions

OC Metrolink Service

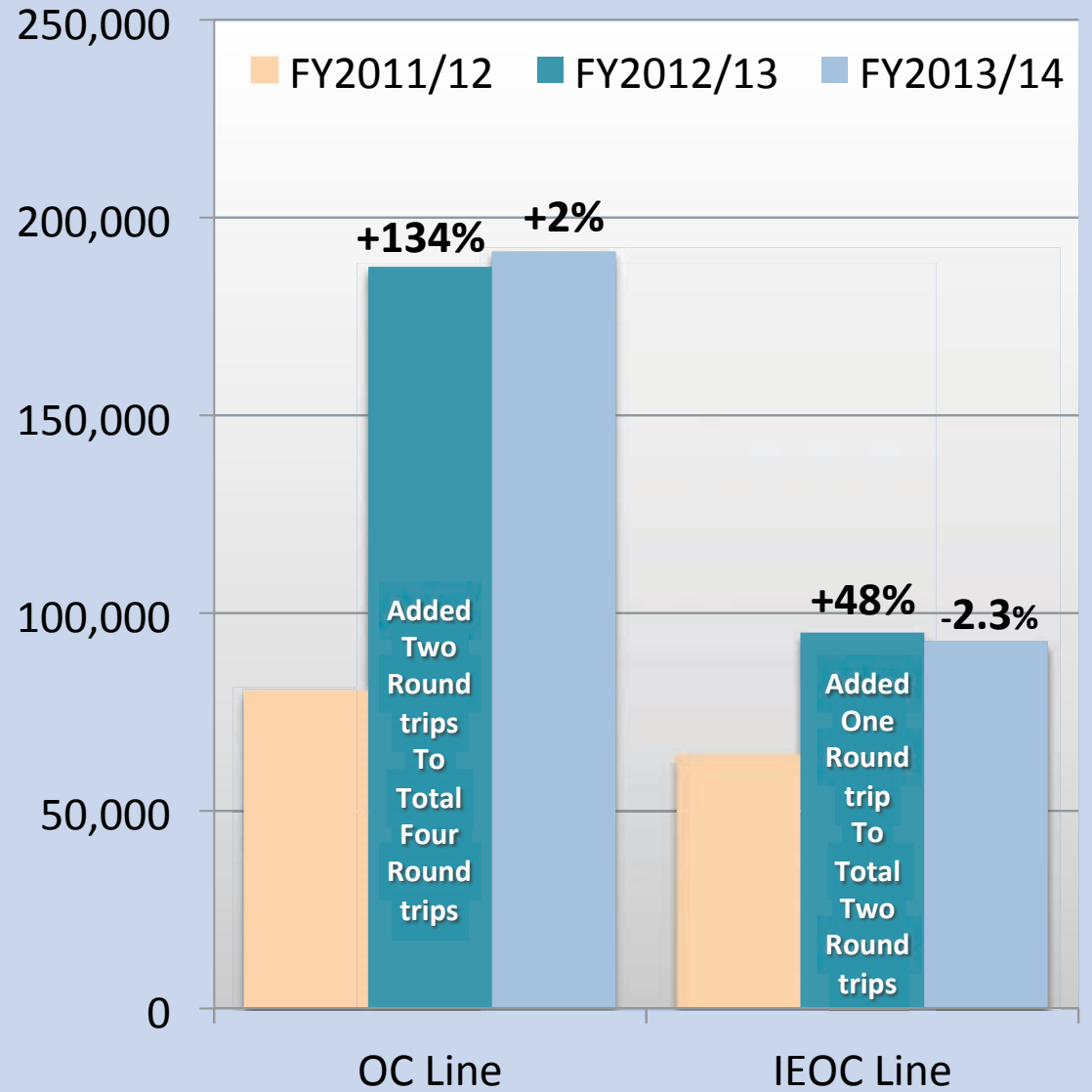
Orange County Line

- Oceanside
- San Clemente Pier
- San Clemente
- San Juan Capistrano
- Laguna Niguel/ Mission Viejo
- Irvine
- Tustin
- Santa Ana
- Orange
- Anaheim
- Fullerton
- Buena Park
- Norwalk/ Santa Fe Springs
- Commerce
- L. A. Union Station

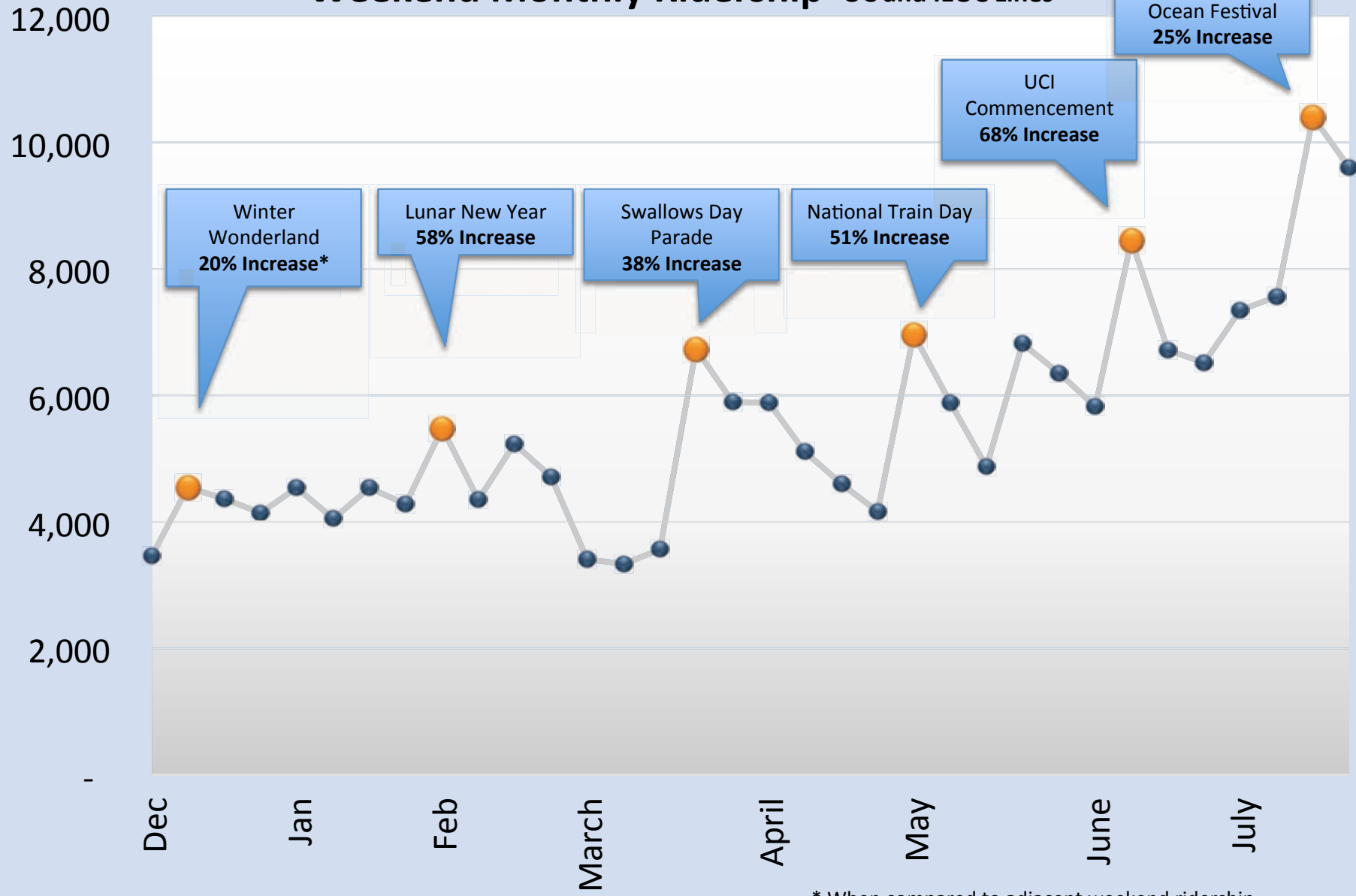
Inland Empire / Orange County

- Oceanside
- San Clemente Pier
- San Clemente
- San Juan Capistrano
- Laguna Niguel/ Mission Viejo
- Irvine
- Tustin
- Santa Ana
- Orange
- Anaheim Canyon
- West Corona
- North Main Corona
- Riverside-La Sierra
- Riverside-Downtown
- San Bernardino

Total Weekend Ridership



Weekend Monthly Ridership OC and IEOC Lines



* When compared to adjacent weekend ridership

OC METROLINK's

*SEVEN SUMMER
TREASURES*

increase awareness
change perceptions
encourage trial use
grow ridership





Leverage great destinations
around Metrolink stations

ANGELS

BRUXIE





Showcasing destinations on the web

OC METROLINK'S *SEVEN SUMMER TREASURES*

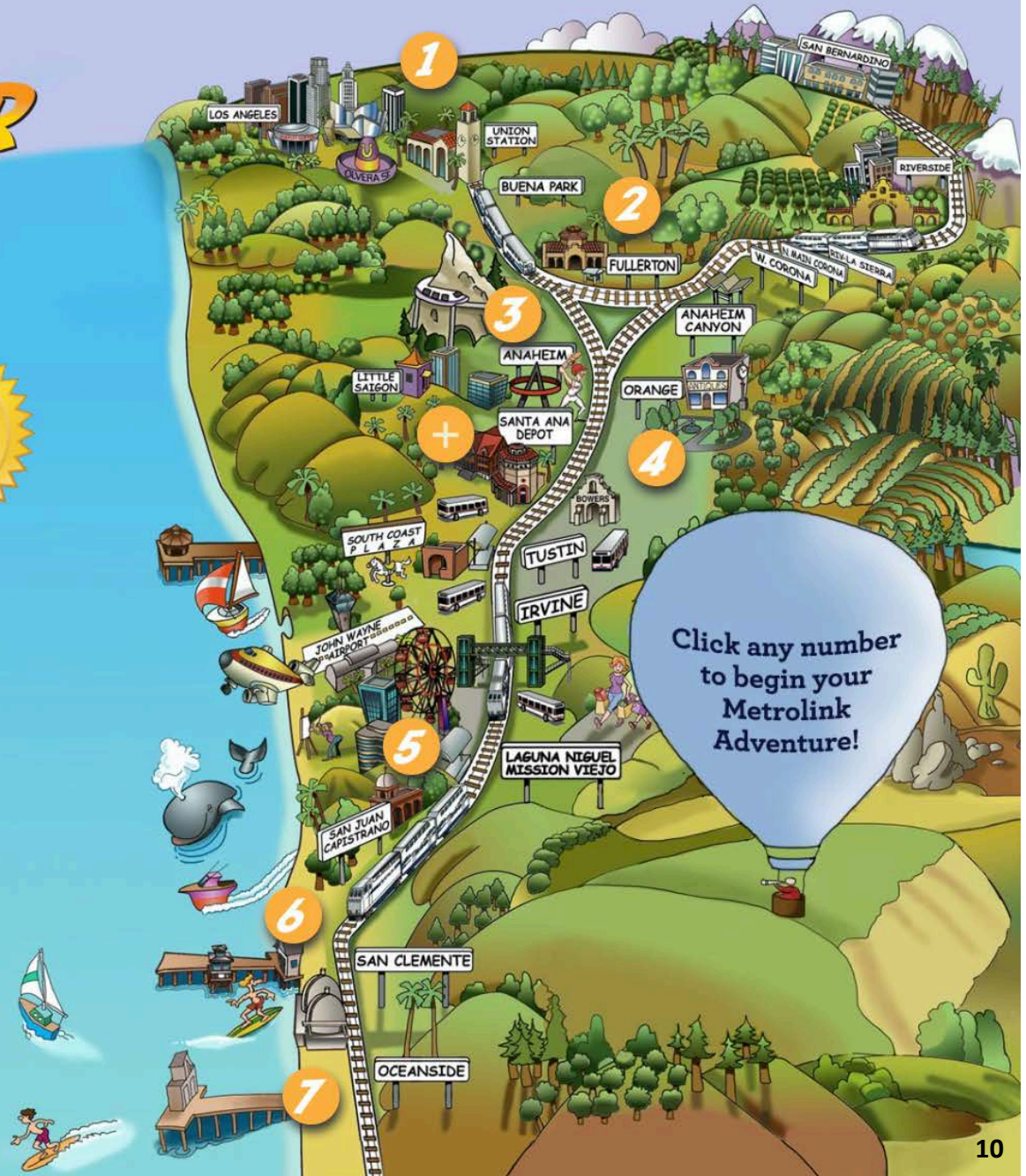
Win Disneyland® Resort Park Hopper® tickets, Metrolink passes and 100s of other prizes!

Adventure with Metrolink and win prizes, too! We've mapped out cool places for you to discover at seven special spots within easy reach of Metrolink stations. Enter to win our awesome grand prize and weekly prize drawings and give summer boredom the boot!

ENTER TO WIN!



TAKE THE TRAIN. METROLINK.
RIDE & JOY
OCTA



2 DELIGHTFUL DOWNTOWN

Fullerton Station

[Return to Treasure Map](#)



- A** SOCO DISTRICT
- B** BIKESHARE

Share your photos. Win cool stuff!

Share the best photos from your adventures and you could win some cool prizes. Simply post your photo to Facebook, Instagram or Twitter using #Metrolink7. We'll be selecting 3 winners per week for the next 10 weeks.

TICKETS, PASSES AND GIFT CERTIFICATES TO

- Knott's Berry Farm
- Grammy Museum
- Flightdeck Air Combat Center
- Zoomars Petting Zoo
- Camino Real Playhouse
- Bruxie
- Mission San Juan Capistrano
- Big Air Trampoline Jump Park
- ...and much more!



Vintage and contemporary join in a vibrant walkable, bikeable city

Steps from the historic Spanish Colonial rail station, downtown Fullerton combines a sense of history with the fresh vibe of modern cuisine and nostalgic shopping. At the station, pick up a bike at the BikeShare kiosk and explore the town on two wheels. Click here for a list of the many Metrolink discounts in Fullerton.



[Contest Rules](#)

3 MAGICAL MOUSE

Anaheim Station

[Return to Treasure Map](#)



- A** DISNEYLAND
- B** CALIFORNIA ADVENTURE
- C** DOWNTOWN DISNEY® DISTRICT
- D** ANGEL STADIUM
- E** FLIGHTDECK AIR COMBAT CENTER

2 DELIGHTFUL DOWNTOWN

Fullerton Station

Return to Treasure Map



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A SOCO DISTRICT

Spend the day exploring the SOCO (South of Commonwealth) District. After undergoing a recent renaissance, the area has become a destination for those who want to experience the hip downtown with its tree-lined streets and outdoor cafés. Enjoy a discount at The Cellar, a premier dining experience in a vintage 1920's building. For an authentic English pub experience, try ZAGAT-rated The Olde Ship Restaurant.

Getting There

From the Fullerton Metrolink Station, walk west down Sante Fe Avenue. The SOCO District is on Santa Fe Avenue, both east and west of Harbor Boulevard.

For More Information

SOCO District

www.downtownfullerton.com/pages/about-downtown/soco-district.php

The Cellar

306 N. Harbor Blvd., Fullerton, CA 92832

www.cellardining.com

(714) 525-5682

The Olde Ship

709 N. Harbor Blvd., Fullerton, CA

www.theoldeship.com/fullerton.html

(714).871-7447

Old Spaghetti Factory

110 East Santa Fe Avenue Fullerton CA 92832

www.osf.com and type Fullerton, CA in the search index

(714) 526.6801



B BIKESHARE

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- ...and much more!





22,500

The number of times the
website was viewed.

Reported from June 23 to August 13.

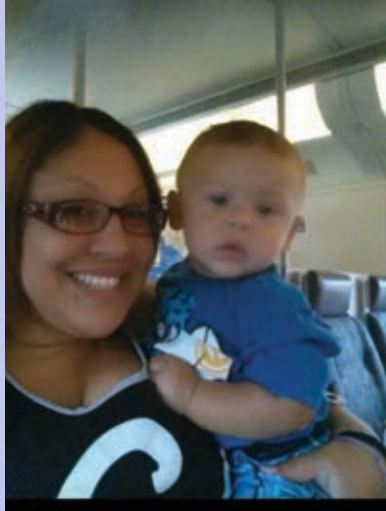
11,200

The number of times the
video was viewed.

Reported from June 23 to August 13.



Social media marketing.



“Life gets busy, but it's important to make time for friends and family because we're not promised tomorrow. Taking trips on Metrolink together is one of the ways we are able to make those important family memories.”

Amanda Wright
Metrolink Weekend Customer



“I’ve made some lifelong friends on the train,
including one of my best friends ever.”

Mimi Cruz
Communications Manager, UCI



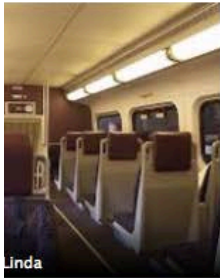
“My husband and I took the train...after seeing the video. I can't wait to take it again!”

Sarah Kruer
Director of Tourism Development
South Coast Plaza

240

The number of photos shared
on social media.

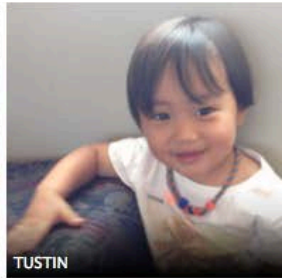
Reported from June 23 to August 13.



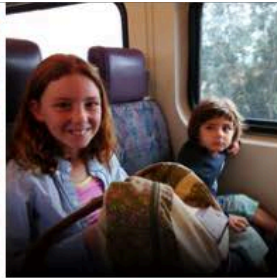
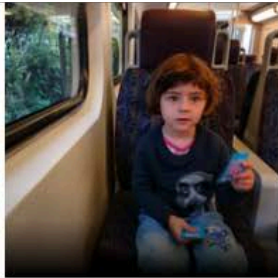
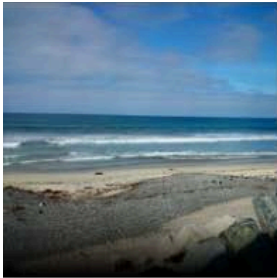
Linda



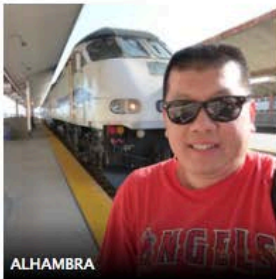
RANCHO CUCAMONGA



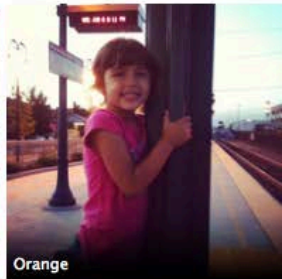
TUSTIN



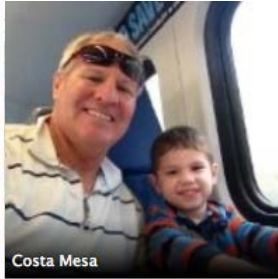
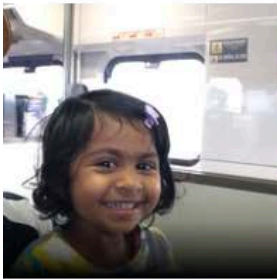
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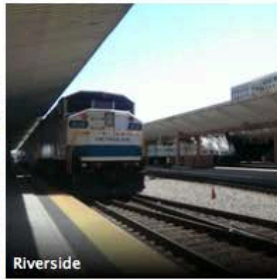
ALHAMBRA



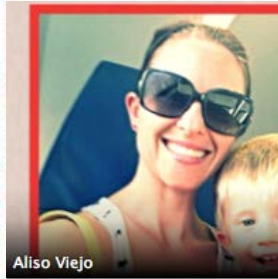
Orange



Costa Mesa



Riverside



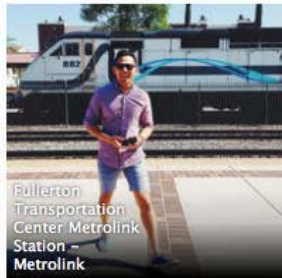
Aliso Viejo



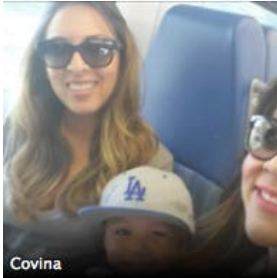
San Juan Capistrano



Bottega Louie Restaurant and Gourmet Market



Fullerton Transportation Center Metrolink Station - Metrolink



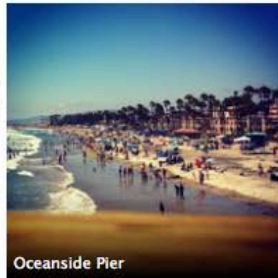
Covina



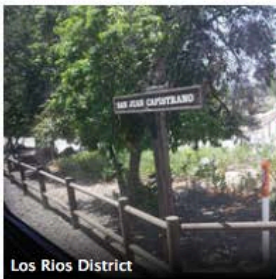
Orange



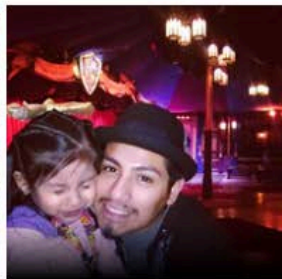
San Clemente



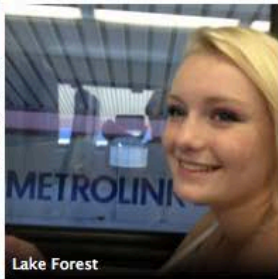
Oceanside Pier



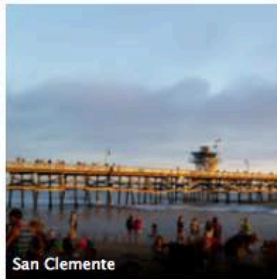
Los Rios District



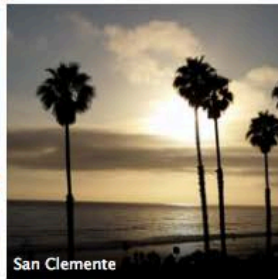
Fullerton



Lake Forest



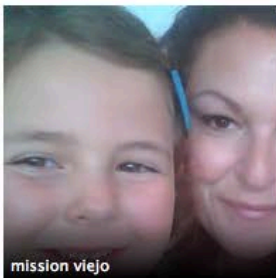
San Clemente



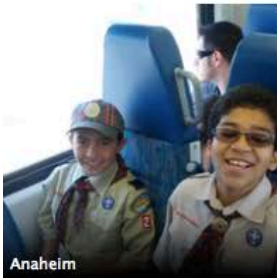
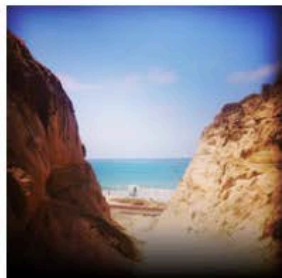
San Clemente



ce



mission viejo



Anaheim



anaheim



Irvine



San Clemente

13%

The growth in ridership
compared to last July.

Comparing July 2013 to July 2014.

OC METROLINK's

*SEVEN SUMMER
TREASURES*