



NORTHERN VIRGINIA TRANSPORTATION COMMISSION

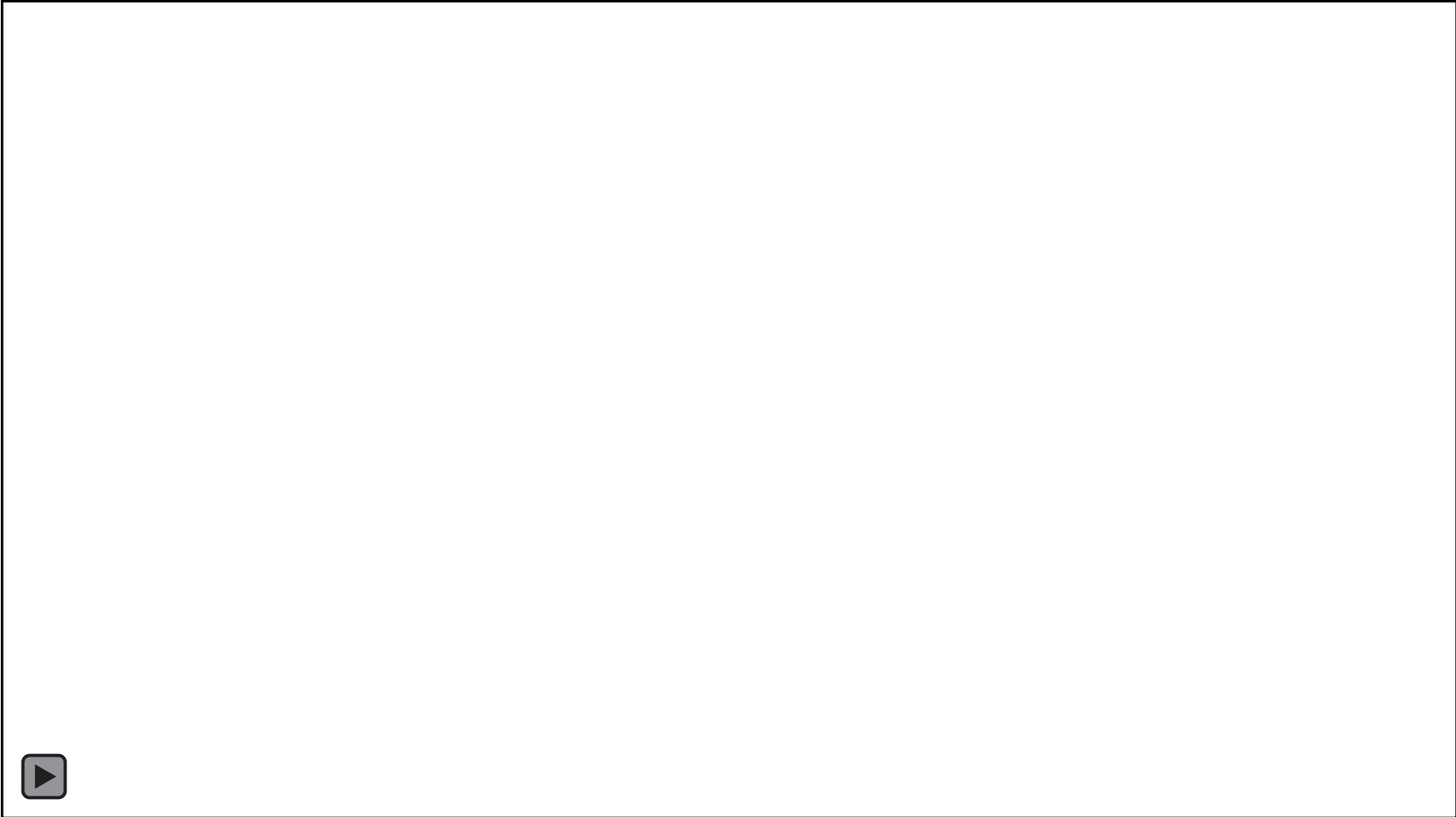
Presented to:

Regional TDM Marketing Group

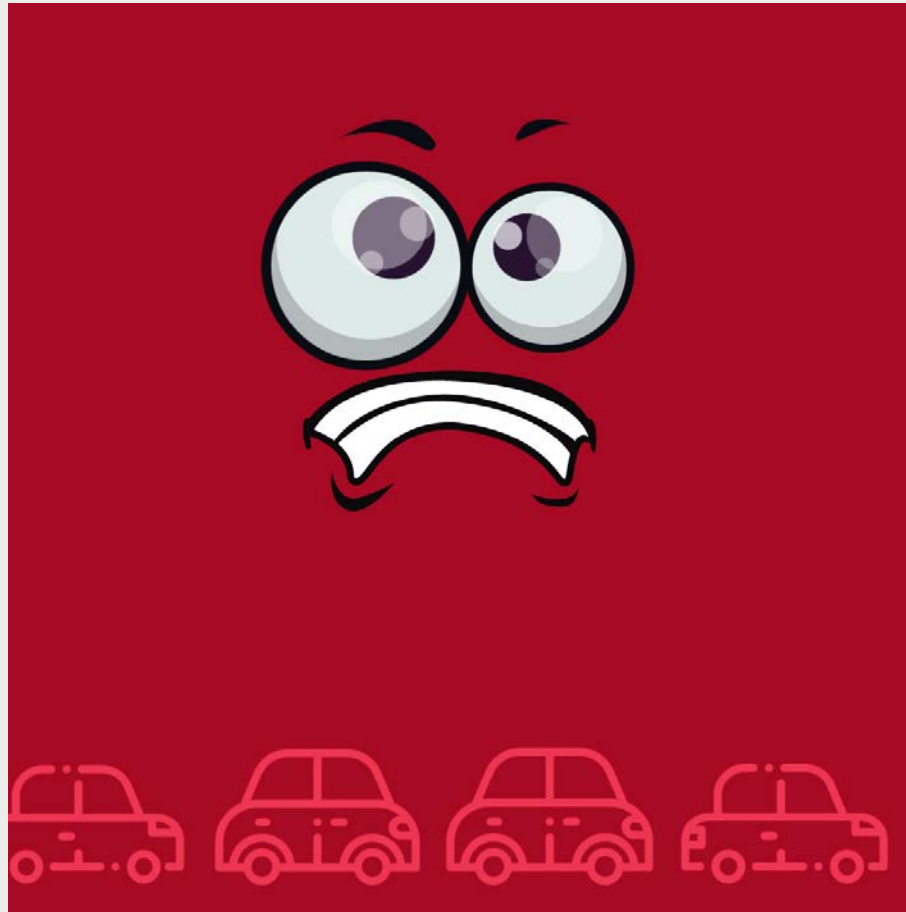
December 17, 2019

#NoVaRides
novarides.org

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- What is NVTC and what do we do?
 - Founded in 1964 to be Virginia's voice in creating WMATA
 - One of a kind institution for promoting regional transit cooperation and providing expertise
 - We manage \$300 million annually in federal, state and regional assistance for WMATA, VRE and 5 bus systems in Northern Virginia

#NoVaRides




- Marketing campaign history
 - February 2019
 - Virginia Department of Rail and Transit (DRPT) requests mitigation plans for planned shutdown of 6 Metrorail stations in Alexandria and Fairfax County
 - April 2019
 - Commission authorizes Post-Shutdown Marketing Campaign
 - DPRT provides 80% of \$395,725 cost
 - 20% Local match
 - » City of Alexandria
 - » Arlington County
 - » Fairfax County
 - » Virginia Railway Express (VRE)
 - » PRTC/OmniRide

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- July/August 2019
 - Creative design process begins
 - Multiple brainstorming sessions with stakeholders
 - » Review other transit marketing campaigns
 - » Develop campaign theme
 - » Define campaign target audience
 - » Communicate ideas to creative design firm Sagetopia
 - » Multiple rounds of refinements for
 - Display ads
 - Social media ads
 - Video ads
 - Radio ad scripts
 - Build novarides.org

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Frustrated?




Go Transit!



#NoVa Rides




Frazzled?




Go Transit!



#NoVaRides **GO**






Stuck in Traffic?




Go Transit!



#NoVa Rides



Frustrated?




Go Transit!




#NoVaRides **GO**

#NoVaRides

Put your commute back in your hands.



Take back your commute.
#NoVaRides



Let's Go!



Let someone else take the wheel.
Relax and enjoy the ride!
#NoVaRides GO

Put your commute back in your hands.
#NoVaRides




Let's Go!

Take back your commute.
#NoVaRides



Take back your commute.
#NoVaRides



Let's Go!

#NoVaRides



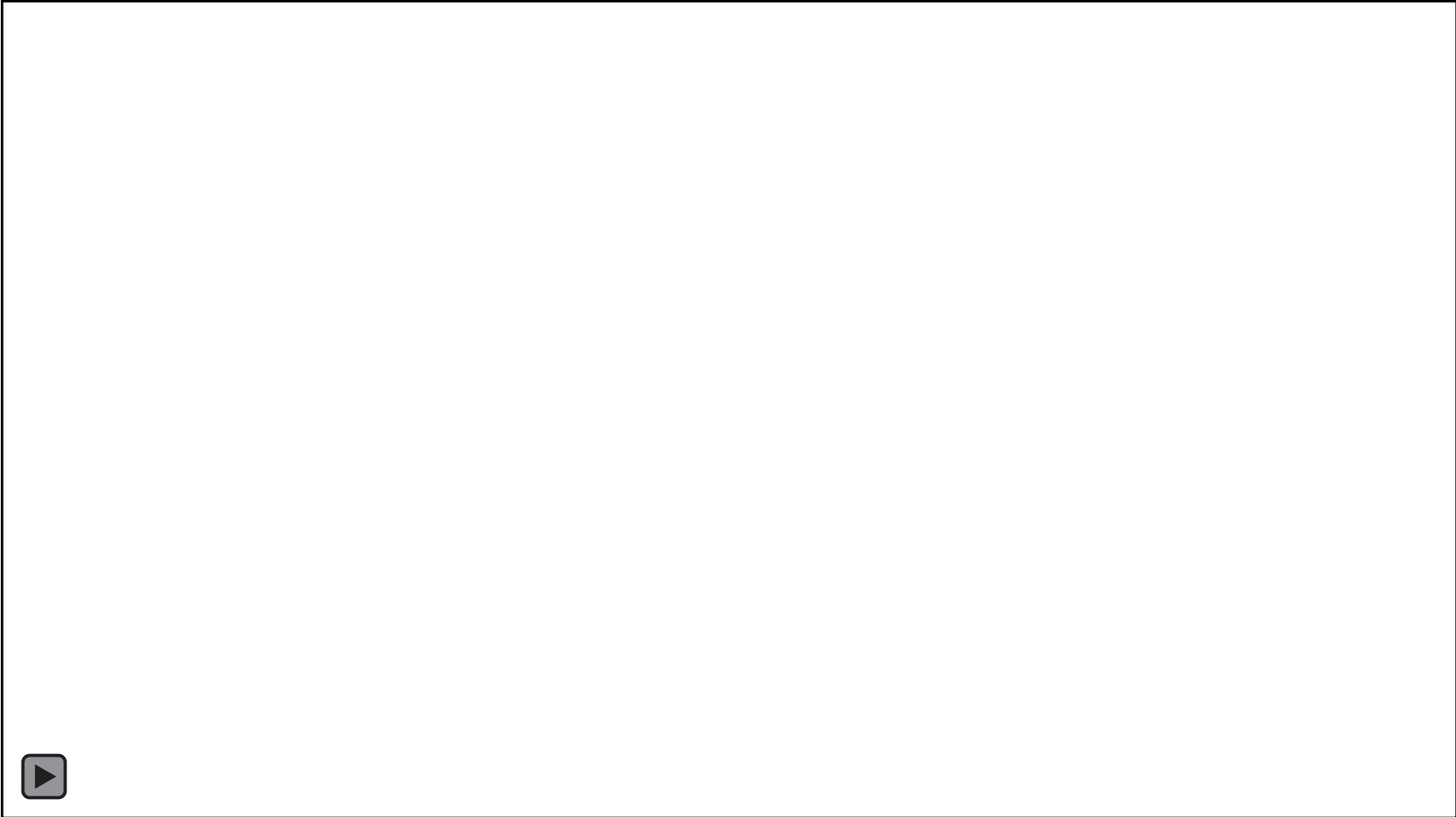
– September 2019

- Campaign launches
 - WTOP and WAMU radio ads
 - WTOP, WAMU, DCist display ads
 - Facebook and Instagram ads
 - YouTube :15 preroll video ad
 - In cinema and movie theater lobby video ad
 - Scheduled Facebook and Twitter posts

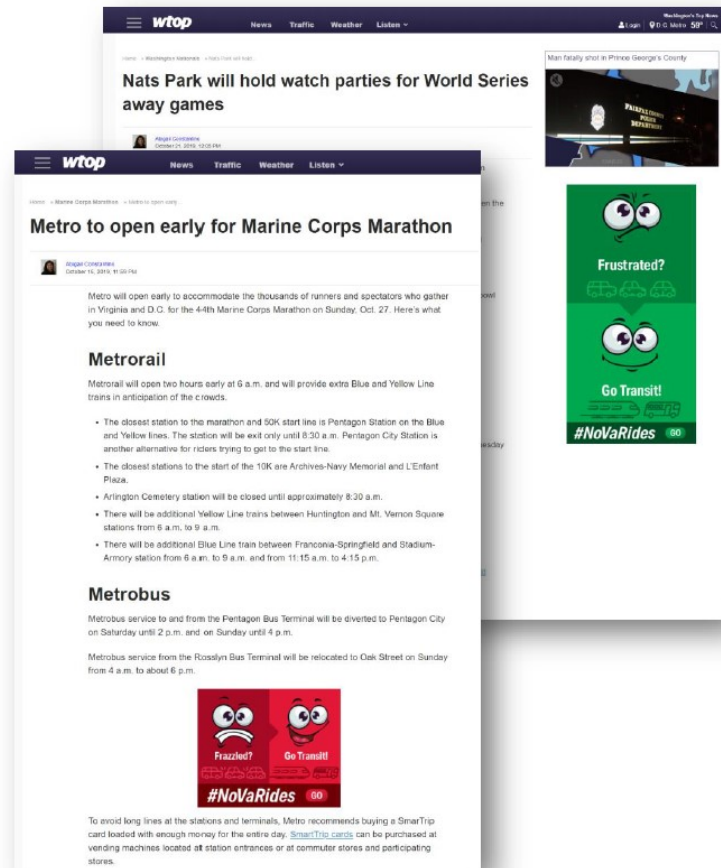
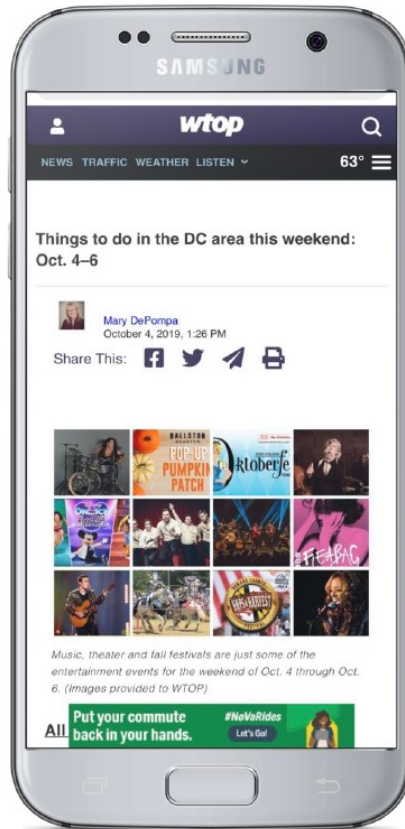
– October 2019

- Small scale testing of promoted Facebook posts and Twitter ads
- Development of :30 video ad

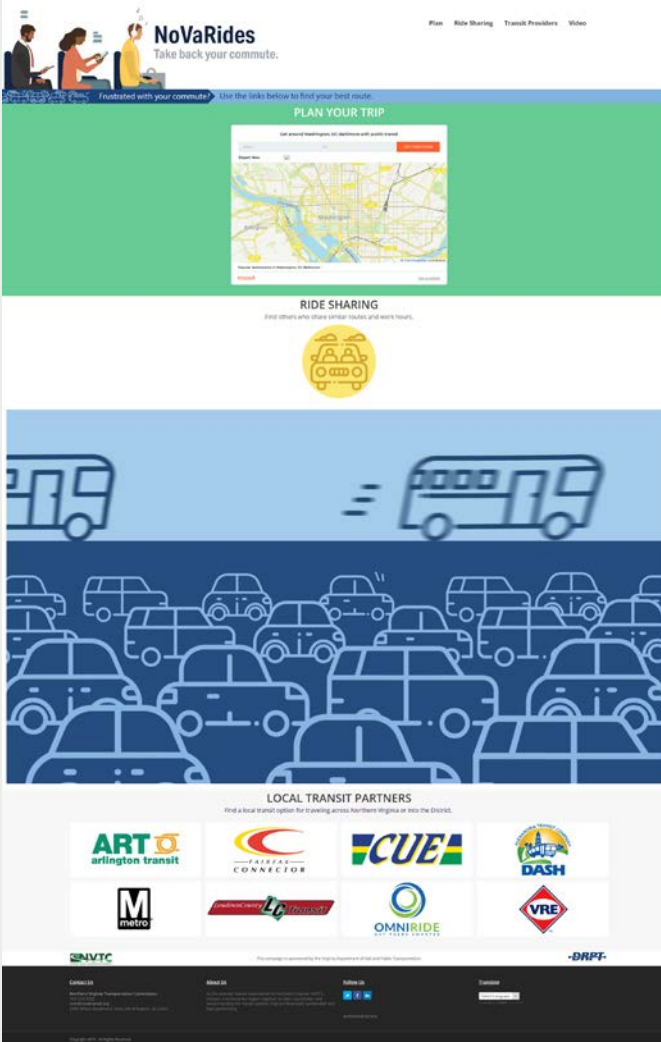
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The screenshot shows the NoVaRides website interface. At the top, the header includes the title "NoVaRides" with the tagline "Take back your commute." and navigation links for "Plan", "Ride Sharing", "Transit Providers", and "Video". Below the header, a blue banner reads "Frustrated with your commute? Use the links below to find your best route." The main content area is divided into several sections: 1. "PLAN YOUR TRIP" featuring a map with a search bar and a "PLAN" button. 2. "RIDE SHARING" with a yellow carpooling icon and the text "Find others who share similar routes and work hours." 3. A graphic showing a bus and a carpooling icon above a dense traffic jam of cars. 4. "LOCAL TRANSIT PARTNERS" with logos for ART (Arlington Transit), Fairfax Connector, CUE (Cherry Hill Urban Express), DASH (Dulles Area Shuttle), Metro, Loudoun County Connector, OMNI RIDE (Northern Virginia Community College), and VRE (Virginia Railway Express). The footer contains the NVTC logo, a disclaimer "Information provided by the transit providers of the NoVaRides Commission", the DRPT logo, and contact information including "CONTACT US", "ABOUT US", "FOLLOW US" (with social media icons), and "TRANSPARENCY".

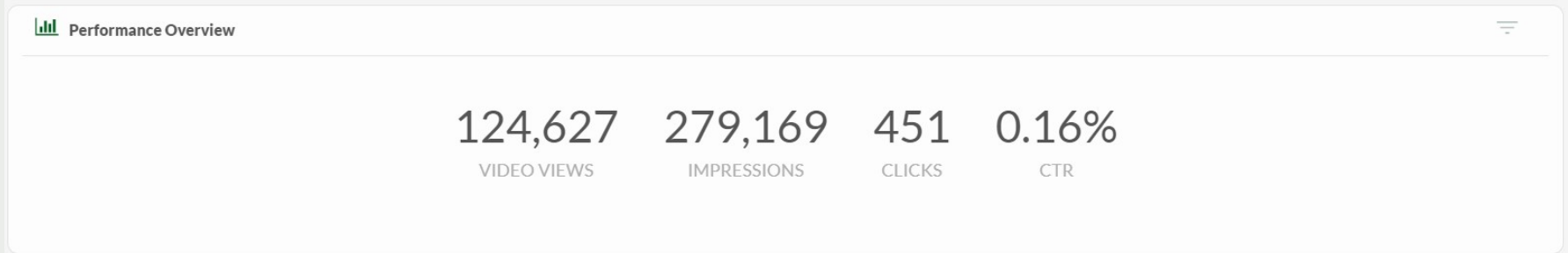
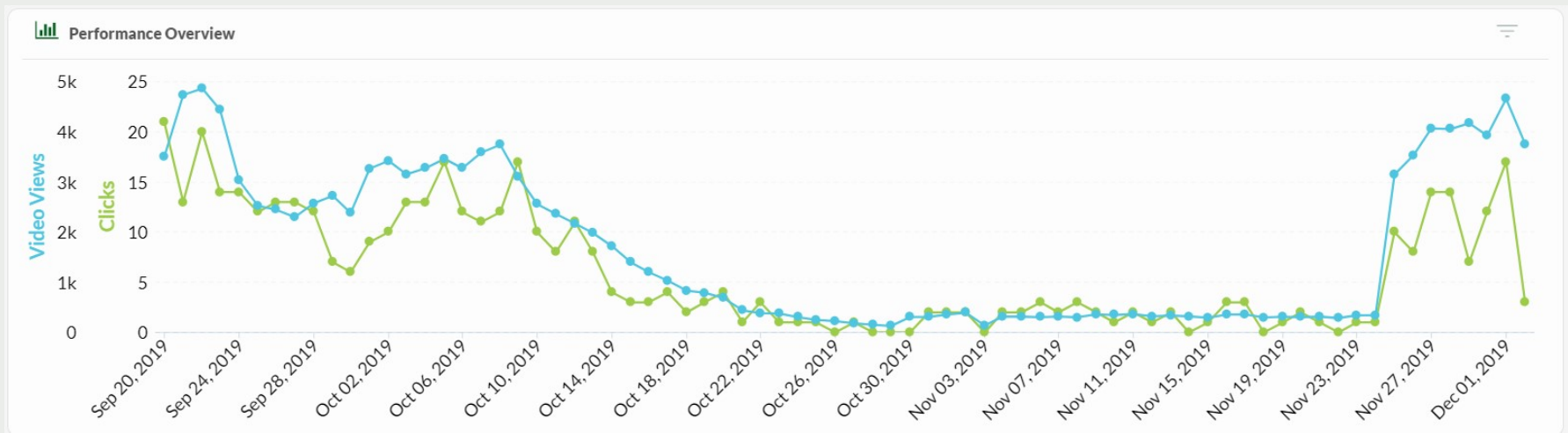
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– December 2019

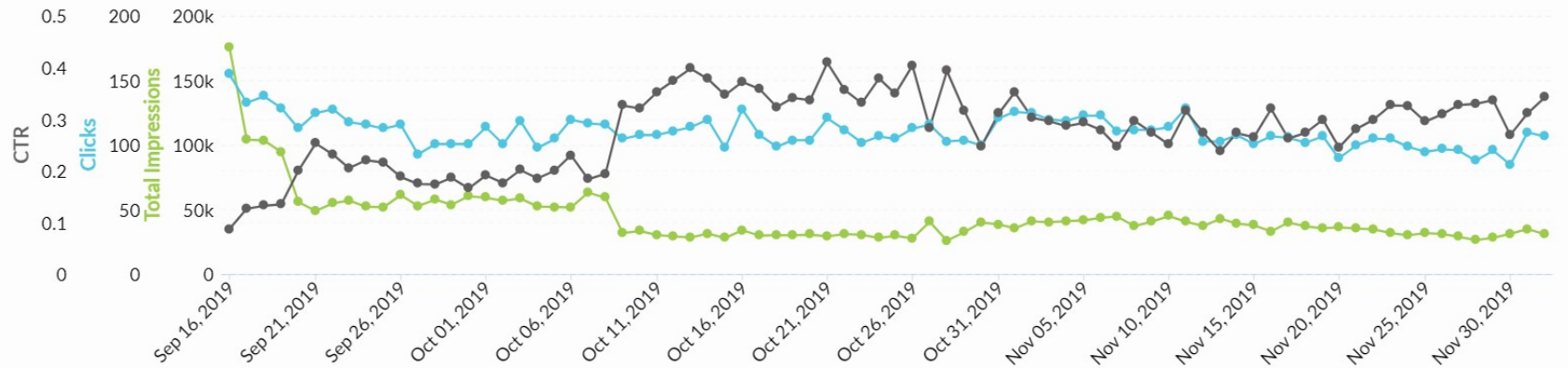
- Analytics



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Display Performance Metrics



Display Performance Metrics

3,444,425 IMPRESSIONS 8,605 CLICKS 0.25% CTR

#NoVaRides



f. Facebook Advertising Overview

4,215,305

IMPRESSIONS

94,305

POST ENGAGEMENT

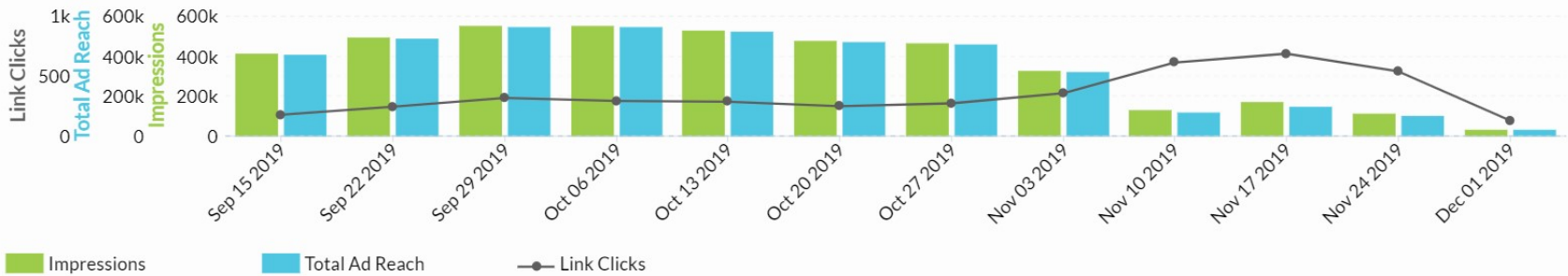
4,163

LINK CLICKS

0.10%

CTR (LINK CLICK-THROUGH RATE)

f. Facebook Advertising Performance Timeline



#NoVaRides



<input type="checkbox"/>	Page [?]	Pageviews [?]	Unique Pageviews [?]	Avg. Time on Page [?] ↑
		16,423 % of Total: 49.47% (33,196)	14,678 % of Total: 53.65% (27,360)	00:05:05 Avg for View: 00:02:35 (97.45%)
<input type="checkbox"/>	1. /programs/novarides/	16,423(100.00%)	14,678(100.00%)	00:05:05



Wrap up and questions

Northern Virginia Transportation Commission
2300 Wilson Blvd., Suite 620, Arlington, VA 22201

www.NoVaTransit.org
703-524-3322

