Marketing Initiatives: TransIT Services of Frederick County

> TDM Marketing Committee Kendall K Tiffany June 21, 2016

Item #5

# TransIT's Marketing Mediums

#### Print

- ► Magazines
- ► Guide Books & Maps
- Radio
  - ▶ 30 sec spots
  - On site remotes
- Online
  - Still Advertising
  - Pre-roll video & Banner Video

- Other
  - Events Over 60 community events attended in FY15
  - Newspaper/Magazine Mentions -Over 150 in FY15
  - Social Media Facebook & Twitter
  - Website
  - Press Releases
  - Blog Posts Confident Commuter
  - Posters
  - Infographics
  - Quarterly Newsletters

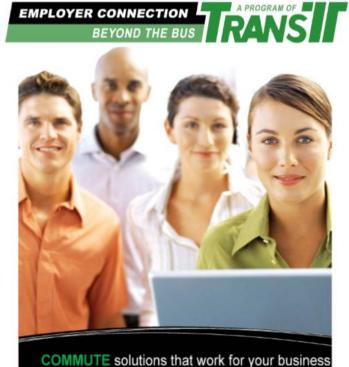
#### Magazines

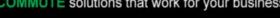
- Conexiones Hispanic
  - Target Market: Hispanic Demographic
  - Focus: promoting mobile ticketing app
  - Distribution: bi-monthly to 12,000 community members
  - Campaign Length: 6 months per year
- Frederick County Chamber Magazine
  - Target Market: Frederick County Employers and Employees; Frederick News Post Subscribers
  - Focus: Employer Connection (our employer outreach division)
  - Distribution: 20,000 copies
  - Campaign Length: printed once annually

**Conexiones Hispanic** 



Frederick County Chamber Magazine







FREE SERVICES FROM TRANSIT'S EMPLOYER OUTREACH PROGRAM FREDERICKCOUNTYMD.GOV/TRANSIT TRANSITRIDESHARE@FREDERICKCOUNTYMD.GOV 301-600-RIDE

#### Guide Books & Maps

- Frederick County Tourism Guide Book
  - Target Market: tourists of Frederick; Frederick County Residents
  - Focus: promoting mobile ticketing app; low cost to get around Frederick on TransIT
  - Distribution: 150,000 issues printed with 300,000 impressions
  - Campaign Length: printed annually
- ▶ Fort Detrick Guide & Map
  - ► Target Market: base residents; employees of Fort Detrick
  - ► Focus: promoting all services provided by TransIT; Guaranteed Ride Home
  - Distribution: 8,000 copies printed of each the guide and map
  - Campaign Length: printed annually

Frederick County Tourism Guide Book



Fort Detrick Guide & Map





Guaranteed ride home, a program of **COMMUTER CONNECTIONS** provides up to **FOUR FREE** rides home per year in the case of an emergency or unscheduled overtime.

ELIGIBILITY: use public transit or carpool at least twice a week.



EMPLOYER CONNECTION BEYOND THE BUS

Register at www.commuterconnections.org or email transitrideshare@frederickcountymd.gov for assistance.

# TransIT Marketing Medium: Radio

#### 30 sec spots

- ► KEY103 (WAFY FM)
  - Target Market: Frederick County residents
  - Focus: promoting mobile ticketing app, rideshare and GRH, Earth Day, Bike to Work Day & Electric Bus Launch
  - Distribution: Frederick County
  - Campaign Length: ran 2-2.5 weeks per month based on event schedule
- On Site Remotes
  - ► KEY103 (WAFY FM)
    - Target Market: Frederick County residents
    - ▶ Focus: onsite for Bike to Work Day Event and Electric Bus Launch
    - Distribution: Frederick County
    - Campaign Length: 2, 2 hour events on May 20<sup>th</sup> and June 1<sup>st</sup>

#### TransIT Marketing Medium: Radio (30 sec spots)

Guaranteed Ride Home



#### Electric Bus Launch



### TransIT Marketing Medium: Radio (on site remotes)

Bike to Work Day 2016

Electric Bus Launch Event





# **TransIT Marketing Medium: Online**

#### Still Ads

- Frederick News Post Online
  - ► Target Market: FNP Subscribers & Followers
  - ► Focus: rideshare and GRH
  - Distribution: about 85,000 impressions monthly online
  - Campaign Length: monthly November May
- Pre-Roll Video & Banner Video
  - Comcast Spotlight
    - ► Target Market: Frederick County residents visiting sites such as TLC, MLB.TV & News Pages
    - Focus: rideshare and GRH
    - Distribution: 45,000 impressions monthly (split between pre-roll & banner); ~80% viewed full video in April
    - Campaign Length: 1 week per month, April June

### **TransIT Marketing Medium: Online**

#### Frederick News Post Online

#### Comcast Spotlight

#### By JEREMY BAUER-WOLF jbauerwolf@newspost.com | = 3 comments

Frederick County Public Schools faces a budget conundrum at the moment.

Legislature "fenced off" for the public schools or squirrel it away as a surplus.



The county contribution is set, about \$250 million, but the state numbers are still in flux. Gov. Larry Hogan has been silent about whether he will release money the



The Board of Education will meet Wednesday, operating half-blind, in a sense. Board members do not know whether they II see the \$3.2 million of those state dollars, but may try to settle on some cuts that will need to be made anyway.

But that \$3 million could make a difference in whether one program stays or goes. I've covered some of the potentials on the chopping block, like after-school learning programs and summer school reductions, but some new possible cuts have been quietly posted online.

As Board President **Brad Young** has said to me multiple times, nothing is set in stone. The following list does not necessarily represent the programs that will disappear. But they're being scrutinized.

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\$389,550.

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Fifth- and sixth-graders leave the schools for two days to explore some natural settings in Frederick County. In sixth grade, students visit various rivers and streams of the county, and fifth-graders tour the limestone quary at Sugarloaf Munitaria. Club a back are initiative in particular back to any the students or parents have table as



Top new phones from 2016 Mobile World Congress May. 13. 2016 - 556 - Tech Take: PCMag.com's Sascha Segari showcases the Samsung Galaxy 57 & 57 Edgo, LG GS, HTC 10 and Sony

### **TransIT Marketing Medium: Other**

#### **ARE YOU A METRO COMMUTER? HAVE YOU PLANNED** FOR SAFETRACK?



Visit our SafeTrack page for commute alternatives and to learn more about the SafeTrack plan from WMATA. If you are in need of commuter assistance, please call 301-600-RIDE or email transitrideshare@frederickcountymd.gov.





"Transportation is the

center of the world. It

is the glue of our daily

-Robin Chase

lives!"



WALK THE DOG PICK UP MILK GO TO THE E.R

Having an emergency not on your to-do list? Sign up for Guaranteed Ride Home just in case.... four free rides home in the event of an emergency or unscheduled overtime. Registration is free & easy. Sign up now at frederickcountymd.gov/transit or call 301-600-RIDE.



**fastNOTES Ride Smarter** 

# Thank you! Further Questions?

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