

# Marketing Initiatives: TransIT Services of Frederick County

TDM Marketing Committee

Kendall K Tiffany

June 21, 2016

# 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

# TransIT Marketing Medium: Print

## ▶ 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


# TransIT Marketing Medium: Print

## Conexiones Hispanic

¿SIN EFECTIVO? ¡NO HAY PROBLEMA!  
DESCARGA TRANSIT EZFARE LA APLICACIÓN MÓVIL DE VENTA DE ENTRADAS




COMPRAR BOLETOS CON TU TELEFONO INTELIGENTE INCLUYENDO NUEVO \$4.00 PASE DE UN DIA




FREDERICKCOUNTYMD.GOV/TRANSIT

## Frederick County Chamber Magazine

EMPLOYER CONNECTION **TRANSIT** A PROGRAM OF  
BEYOND THE BUS



COMMUTE solutions that work for your business



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

# TransIT Marketing Medium: Print

## ▶ 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

# TransIT Marketing Medium: Print

## Frederick County Tourism Guide Book

**EXPLORE. ESCAPE. UNCAR.**



- ✓ one-day-pass
- ✓ over 300 destinations
- ✓ award winning service

Visit Frederick using public transit! TransIT serves major shopping, historical & culinary destinations & has downtown routes. Ride all day for \$4.00 & plan your trip with TransIT ezFARE, the mobile app. [frederickcountymd.gov/transit](http://frederickcountymd.gov/transit) | 301-600-2065.

## Fort Detrick Guide & Map

PUBLIC TRANSIT - PARATRANSIT - COMMUTER SERVICES

# TransIT

FREDERICKCOUNTYMD.GOV/TRANSIT  
301-600-2065

Three routes serving Fort Detrick gates. Fares starting at \$1.50.

PLAN YOUR TRIP & BUY TICKETS ON 

## GUARANTEED RIDE HOME

your FREE commuter insurance

Guaranteed ride home, a program of **COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK  
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](http://www.commuterconnections.org) or  
email [transitrideshare@frederickcountymd.gov](mailto: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

By JEREMY BAUER-WOLF | [jbauerwolf@newspost.com](mailto:jbauerwolf@newspost.com) | 3 comments



Posted on May 5, 2015  
by [Jeremy Bauerwolf](#)

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

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

The Board of Education will meet Wednesday, operating half-blind, in a sense. Board members do not know whether they'll 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.

One prospective cut that will certainly inspire some frowns is the elimination of Outdoor School for a total savings of

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

Your day doesn't always go as planned

**TransIT**

\$389,550.

by [Jeremy Bauerwolf](#)

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 quarry at Sugarloaf Mountains. Such a hands-on initiative is naturally popular among the students, as parents have told me

**Guaranteed Ride Home**

4 free rides home in the event of an emergency or unscheduled overtime

**TransIT**

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## Comcast Spotlight

FOX NEWS | FOX BUSINESS | FOX NEWS | FOX NEWS GO | FOX NEWS RADIO | FOX NATION | FOX NEWS INSIDER

Watch Live | Show Clips | News Clips | Fox News Radio | Login | Search

AdChoices

**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK  
1 (800) 745-RIDE  
www.commuterconnections.org

Guaranteed Ride Home | Contact Us | **TransIT** 801-600-RIDE

Top new phones from 2016 Mobile World Congress  
May 13, 2016 - 5:56 - Tech Take: PCMag.com's Sascha Segun showcases the Samsung Galaxy S7 & S7 Edge, LG G5, HTC 10 and Sony Xperia Z5 Smartphones

# 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](mailto:transitrideshare@frederickcountymd.gov).



**“Transportation is the center of the world. It is the glue of our daily lives!”**  
-Robin Chase

**PUBLIC TRANSPORTATION REDUCES CARBON EMISSIONS BY 37 MILLION METRIC TONS AND SAVES THE EQUIVALENT OF 4.2 BILLION GALLONS OF GASOLINE IN THE UNITED STATES ANNUALLY.**



Photo: KFH Group

**SUMMER FREEDOM PASS**  
BECAUSE SUMMER'S TOO SHORT TO STAY HOME

**\$15**  
UNLIMITED CONNECTOR & SHUTTLE TRIPS ALL SUMMER LONG.

VALID JUNE 1-AUG 31  
YOUTH AGES 13-22

**GO TO:**  
Coffee Shops  
Book Stores  
Work  
Malls  
Restaurants  
Friend's Houses  
The Pool  
Movies  
AND MORE!

BUY THE 2016 SUMMER FREEDOM PASS WITH YOUR SMART PHONE! DOWNLOAD TRANSIT EZFARE, THE MOBILE TICKETING APP, FOR FREE

USING EZFARE'S QR-CODED "EZFARE" IN YOUR APP STORE, DOWNLOAD, SET UP, AND ACTIVATE YOUR SUMMER FREEDOM PASS. ACTIVATE ON JUNE 1ST & HIDE OUTFIELD WEEDS & TIPS ON OUR FACEBOOK PAGE!

**TRANSIT eZ FARE** DOWNLOAD NOW!

one-day pass  
student discounts  
over 300 destinations  
award winning service

**TRANSIT** **ez FARE** THE MOBILE TICKETING APP

**FREDERICKCOUNTYMD.GOV/TRANSIT**

*Sign up for Guaranteed Ride Home...*



- 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](http://frederickcountymd.gov/transit) or call 301-600-RIDE.



**fastNOTES**  
Ride Smarter



# Thank you!

## Further Questions?

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