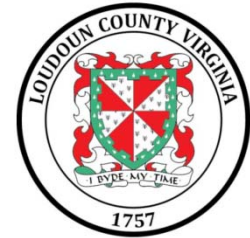


Communications Audit, Brand Architecture and Naming Recommendations



Loudoun County Department of Transportation and Capital Infrastructure

MWCOG Regional TDM Marketing Group
March 18, 2014

Background – Phase I: Customer Satisfaction Survey

- Overall customer service assessment
- Funded by Virginia DRPT, TDM grant and local match
- Conducted by Southeastern Institute of Research (SIR)



- General public – 4,000 and Employers -- 104
- Final report to Loudoun County in September 2013

Survey topics

- Type of contact
- Nature of contact
 - Seeking information?
 - Complaint?
 - Compliment?
- Value/Satisfaction
 - Telephone, email, in-person contact
 - Information
 - Collateral/website
- Interface with MWCORG
 - Ridematching?
 - GRH?
- Overall satisfaction/net promoter score
- Manner learned about programs/services
- Demographics

General Public Satisfaction

400 Responses

- 54% were seeking information
- Nearly 9 out of 10 (86%) satisfied with the County's rideshare/commuter services program
- Some 72% likely to recommend services to those who need a commuter program
- Net promoter score is 62% (percentage of promoters less detractors)

Employer Key Findings

11 Responses

- Overall, employers view the County's rideshare/commuter services program favorably.
- Commute issues may be "low involvement" assignment due to the nature of their jobs.
- Seem to have a relationship with the program.

Background – Phase 2: Brand Recognition

- Purchase Order issued to Southeastern Institute of Research (SIR)
- SIR used insights gained from the program's Customer Satisfaction Research and their expertise:
 - ✓ Brand architecture blueprint
 - ✓ Naming and tag line recommendations

Guided by our TDM Plan

“Establish OTS as a recognized and full-service provider of travel information and services...”

Short-Term Strategy: Develop a plan to improve the “brand recognition” of OTS. This may involve the creation of a new name, a consistent logo, or other marketing materials.

*Long-Range Transportation Demand Management Plan,
September 2010*

SIR Assessment of LCCS Current Communication Materials

Communications audit performed by SIR in July 2013

10 Best Practice Areas	10 Best Practice Area Description	SIR Rating of LCCS 1-5	Comments	What to do next
Unique Selling Proposition	1. The communications program advances the overall mission of the organization across all communication channels and material.	1	LCCS has not effectively boiled down what customers want and need into three simple words that you can use across most communication outreach materials.	Identify your unique selling proposition. Use it to drive all communications.
Key Messaging	2. The communications program clearly advances the three primary strategic imperatives of the organization. Primary imperatives are the top three services/benefits that members seek from the organization.	1	The LCCS customer satisfaction survey shows that 1. Customers want an easy path to information and advice. And, 2. While transit information requests make up 50%, the balance of requests is for other non-transit information. Thus, a broad scope of information is an important key message, too.	When you look at the totality of all communications, LCCS is not providing the appropriate communications "weight" to what the organization is about and how it can help you – the customer.
Graphic Identity	3. The communications program is unified through a seamless graphic identity system.	1	Most forms of LCCS' communications materials lack consistent and unifying graphic themes.	Use the SIR Brand Architecture Blueprint to create compelling communications materials that tell the LCCS story using emotion.
Tone of Voice	4. The communications program consistently uses an appropriate "tone of voice" across all communication channels and materials.	1	All communications are sent out from what seems like one voice; but this voice is all about schedules, not about services and outcomes and LCCS, in particular.	Create a brand personality for LCCS. Use the SIR Brand Architecture Blueprint to create an attitude around LCCS. Set a standard for all communication elements - does this email highlight the benefits of being a customer of LCCS?
Vertical Integration	5. The communications program is executed seamlessly across all corporate divisions and subdivisions reinforcing a "branded house" rather than a "house of brands."	2	For the most part, all LCCS' communications are executed seamlessly across the different services – e.g., bus schedules – but yet all are tactical messages, not strategic. Few of the LCCS components build a brand personality for LCCS or advance in a compelling manner what the organization can do for you.	Once you create a brand personality for LCCS using the SIR Brand Architecture Blueprint, use the brand personality format and design look across all communication materials.
Audience Segmentation	6. The communication messages are appropriately tailored to each major customer/member segment.	0	Tailoring your messages to key sub-segments of customers will come after you put a base communications program together.	This is a very distant second step in the evolution of LCCS' communications program. First priority is a base program.
Communication Volume	7. The communications program is executed at an appropriate "volume" where the communications efforts break through the clutter and gets readership without turning off the intended audience.	1	Based on the survey results, people mostly hear about LCCS through "word of mouth." If resources are available, turn up the volume in communications outreach and public education.	Create a well thought out marketing communications plan and use it in LCCS grant funding requests.
Channel Balance	8. The communications program utilizes an appropriate balance of traditional and new mediums based on audience preference and other related sensibilities (e.g. budget, resources and norms).	1	Based on materials provided and cursory online searches, LCCS is not adequately deploying electronic communication / social media.	The well thought out marketing communications plan should include social media and banner advertising, the most cost effective avenue to serve potential customers' unmet needs.
Material Balance	9. Each specific communication material is effectively serving a purpose and is valued for that role.	2	Although most materials focus on transit schedules, there is a need for more overall LCCS service and advice-related messaging.	Once you create a brand personality for LCCS, using the SIR Brand Architecture Blueprint, create more "corporate" messages and materials – more about LCCS services, expertise and outcomes.
Overall Effectiveness	10. Target audiences are satisfied with the overall communications program and it is making a difference in driving the organization forward.	3	Overall, customers are satisfied with LCCS. Effective communications, however, could potentially drive satisfaction with LCCS even higher.	As a more sophisticated communications program for LCCS is deployed, put in place a return on investment measure. Follow ACCS' and RideFinders' lead in creating a "Making An Impact Story."
Total Points:		13/50		



What is a Brand

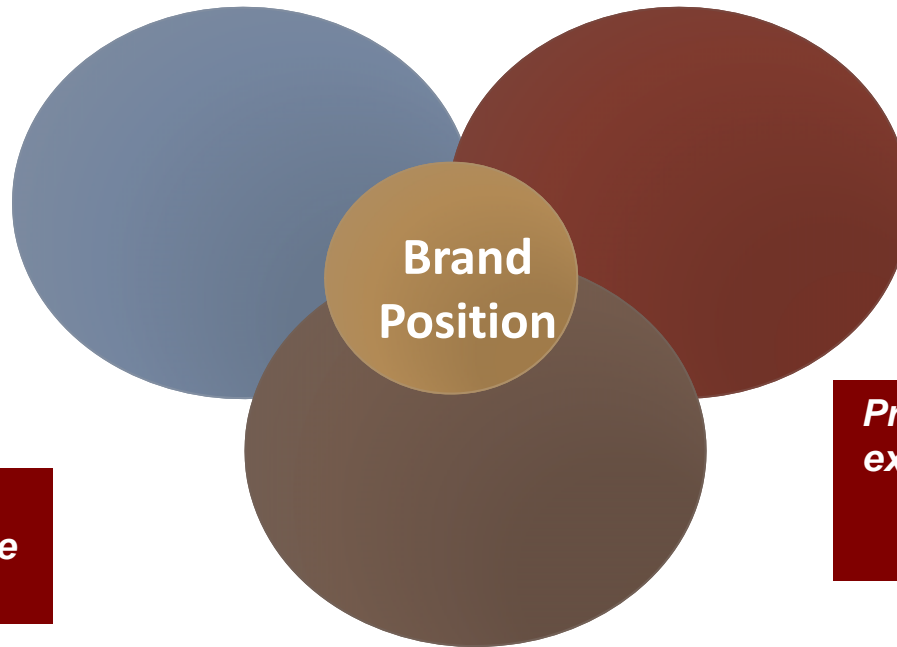
- A Focus
- A Personality
- A Relationship
- A Promise

Identify Your Brand Positioning

1. *Important*

Identify audience needs and wants

Information, knowledge, helps me get from A to Z



2. *Believable*

Understand what the brand can deliver

Program delivers on the top expectations...claiming this kind of service is "believable."

3. *Differentiating*

Understand how this can differentiate the brand in the marketplace

Program is the only organization exclusively focused on providing ridesharing information and advice in Loudoun County.

Brand Architecture Blueprint

POSITION

We provide timely and accurate rideshare-related information and advice through public education and information support services to government agencies and businesses and their workforces to help improve the mobility of residents and travelers in Loudoun County.

PROMISE

The Loudoun County Commuter Services makes it easy and convenient for commuters and travelers to use the many alternatives to single occupant vehicle traveling in, around and through Loudoun County.

PROOF

Our Values:

Not Just Information, an Expert Resource Center

At our core, we are a traditional transportation demand management (TDM) agency, providing information on a number of transportation alternatives to single occupant vehicle travel – local bus, express or commuter bus, carpool, vanpool, bike, walk, etc.

But in reality, we are so much more than a traditional TDM agency. At LCCS, there is an intangible sense of “caring” and “commitment” to our customers that keeps people coming back to us for all of their travel and commuting-related information needs. We provide the right information (accuracy), at the right time (efficiency), with the right amount of practical advice on what the best options are for each customer (expertise).

Our Approach:

A Continuum of Information and Advice for both Businesses and Residents (Travelers)

We proactively make a difference in the mobility of the employees (for employers), travelers, and residents in our county in a number of important ways.

- First, by thoughtfully supporting employers’ transportation services.
- Second, by organizing and disseminating information on all ridesharing modes as we are mode agnostic.
- Third, being an informed advisor that helps our customers make the most of the information we provide and services they can use.
- Fourth, we help identify and bring new TDM related services to Loudoun County.

Our Focus:

Unwavering Commitment to Making it Easy and Convenient to Not Only Learn About Travel Options, but How to Use Them.

We understand that everyone is time-starved. We strive to make a difference by concentrating our in-house resources and professional talents on our key service-oriented promises:

- We will call or email everyone back within XX hours.
- We will try to provide answers on the spot and if not, we will find an answer within 24 hours.
- We will delight customers with our personal advice.
- Our information and advice will be accurate and helpful.
- We will not stop working on your behalf until you are completely satisfied.

PERSONALITY

A Confident, Thoughtful and Conscientious Servant Who Offers Helpful, Timely Support and Advice.

TAGLINE

Three Steps to a New LOGO

- Use a **name** that captures your service and trade area
- Use a **tag line** that advances your brand position
- Tie you name and tag line together with **imagery** that reinforces multimodal and a positive experience or outcome

SIR Name Criteria for Success




The organizational name:


- Identifies location of service area
- Uses commute as 98% of customers are commuters
- Is broad and all-embracing, not tied to one mode or service

SIR Naming Recommendation


Loudoun County Commuter Services



Identifies
location of
service area



Uses commute
as 98% of
customers are
commuters



Is broad and all-
embracing, not
tied to one mode
or service...
reinforces what
the organization
does

SIR Tag Line Criteria for Success




The Tag Line should:

- Reinforce the service area focus – *what we do*
- Reinforce scope of services – *how we do it*
- Include consumer or end user benefit – *why we do it*
- And, is broad and all-embracing, not tied to one mode or service – *mode agnostic*
- Be emotional in execution
- Help differentiate the service

SIR Tag Line Recommendations


Travel Options • Information • Advice • Solutions



Not tied to
one mode
or service



Focuses on
what LCCS
really delivers



Includes
end user
benefit



Loudoun County Commuter Services

Travel Options > Information > Advice > Solutions

SIR Recommendations for What's Next

- Create A Design Roadmap – Messaging with an Attitude That Drives All of LCCS' Communication
- Find Ways To Package Your Customer Service Culture – Create a Customer Bill of Rights
- Tell the LCCS Story With Emotion. Use Pictures with People.

For more information:

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**Loudoun County
Commuter Services**

Travel Options > Information > Advice > Solutions