

MARKETING STRATEGIES

FOR INCREASING RIDESHARE
APPLICATIONS

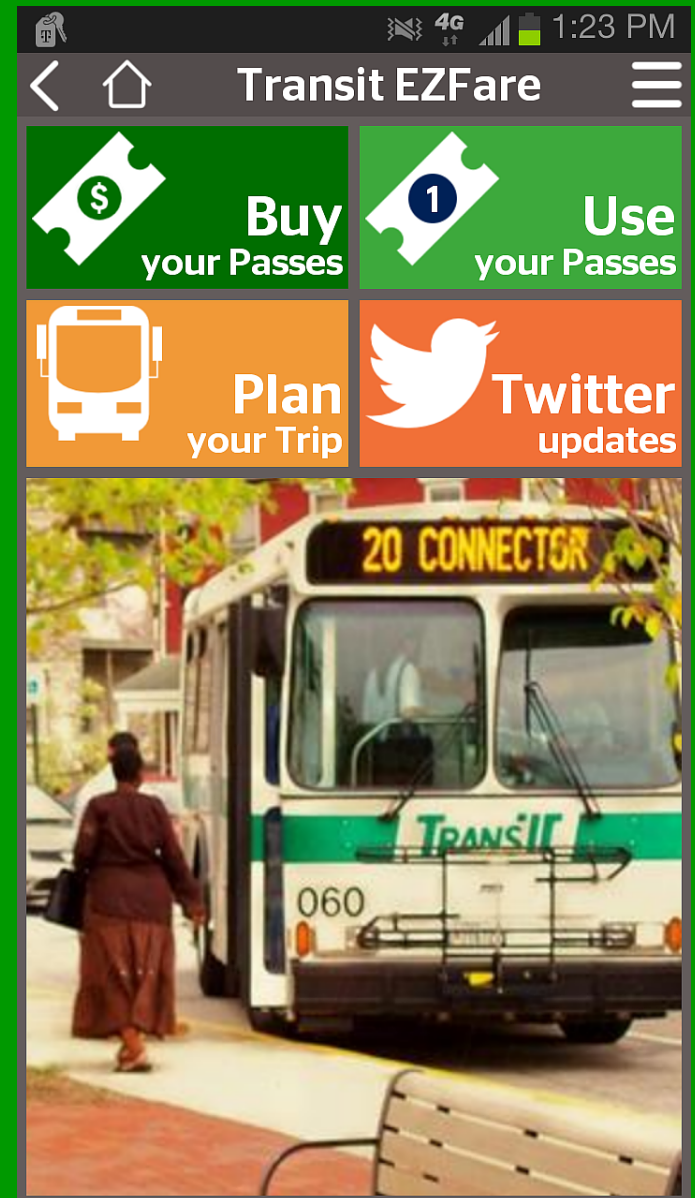
**ADRIENNE
MORETZ**

OVERVIEW

ABOUT FREDERICK CO. TRANSIT
TARGET MARKETING
SETTING GOALS & OBJECTIVES
SUPPORT STRATEGIES
RESULTS

FREDERICK CO.

ABOUT US



FREDERICK CO.

KNOW YOUR AUDIENCE

Geographic

continent
country
country region
city
density
climate
population
subway station
city data

Demographic

age
gender
family size
occupation
income
education
religion
race
nationality

Psychographic

lifestyle
social class
personal values
opinion
AIO (activity,
interest, opinion)

Behavioral

occasions
degree of loyalty
benefits sought
user status
usage

TARGET MKTG

KNOW YOUR AUDIENCE

US CENSUS:	factfinder.census.gov
SURVEYS:	wufoo.com, surveymonkey.com
3RD PARTY DATA:	COG, economic development, previous studies
FOCUS GROUPS:	existing users, community members, elected officials

TARGET MKTG

KNOW YOUR AUDIENCE

DEFINITION	%	PUBLIC TRANSIT	%2	PARATRANSIT	%3	RIDESHARE	%4	GRH
AGE	43%	18-35	58%	60+	82%	35-64	82%	35-64
RACE	XX	XX	XX	XX	69%	CAUCASIAN	69%	CAUCASIAN
SEX	56%	FEMALE	64%	FEMALE	XX	XX	XX	XX
INCOME	41%	\$12,000/YR	47%	\$12,000/YR	71%	\$100,000+/YR	50%	\$120,000+/YR
LOCATION	XX	FRED. CO.	100%	FRED. CO.	36%	MARYLAND	36%	MARYLAND
USAGE	76%	SEVERAL X/WK	62%	SEVERAL X/WK	XX	XX	XX	XX
EMPLOYMENT	45%	FULL-TIME	52%	RETIRED	81%	100+ STAFF	57%	DC

EX: GRH survey shows 87% use service for illness or emergency

TARGET MKTG

GOALS & OBJECTIVES

WHAT IS YOUR OVERALL GOAL?

A quantitative measure for improvement

EX: We want to increase RS apps 10% over previous FY

WHAT OBJECTIVES MEET THAT GOAL?

Use demographic data to form objectives

EX: Target existing riders for GRH applicants

EX: Create custom Employer Outreach materials

SUPPORT STRATEGIES

CONTENT MARKETING

SOCIAL MEDIA

PUBLIC RELATIONS (PR)

TARGETED ADVERTISING

CUSTOM MATERIALS

BLOGGING/NEWSLETTERS

OUTREACH

SUPPORT STRATEGIES

CONTENT MARKETING

Purpose is to attract and retain customers by *consistently creating and curating relevant and valuable content* with the *intention of changing or enhancing consumer behavior*.

3 Goals: Traffic, Engagement, Conversion

http://contentmarketinginstitute.com/wp-content/uploads/2015/05/75-Examples_FINAL.pdf

SUPPORT STRATEGIES

CONTENT MARKETING



Transit Services of Frederick County

22 hrs · 🌐

Have you seen our Frederick County Commuter of the year on our Hybrid bus yet?

Alyssa Boxhill was selected for her outstanding efforts to reduce congestion, improve the air and create a better environment for all of our residents!



2,319 people reached

Like · Comment · Share · 👍 16 🗨️ 2 ➦ 2



Nomination Awarded to: Alyssa Boxhill

2014 Frederick County Commuter of the Year Nominee

CONGRATULATIONS!

As a nominee for the First Annual Frederick County Commuter of the Year, presented by TransIT Services of Frederick County. We encourage you to continuously use alternative forms of transportation and encourage others to do the same. Your effort does not go unnoticed. Thank you!

Signed: Jamelyn Drost



SUPPORT STRATEGIES

CONTENT MARKETING

frederick county GOES TO WORK



method of TRANSPORTATION



TRANSPORTATION FACTS

COMPARED TO NATIONAL TRENDS

FREDERICK

NATION

76.6%

DRIVE ALONE RATE

77%

DRIVE ALONE RATE

11.4%

CARPOOL/
VANPOOL RATE

9.7%

CARPOOL/
VANPOOL RATE

2.6%

TRANSIT USAGE

2%

TRANSIT USAGE

Public transit, paratransit and commuter services for Frederick County and beyond. Visit: www.FrederickCountyMD.gov/TRANSIT

factfinder.census.gov

SUPPORT STRATEGIES

SOCIAL MEDIA



TransIT Services @TransITServices · Jul 30

3 Frederick Apps You Need to Know About, the secret to Economic Development in Frederick & more - eepurl.com/bst1Cb



TransIT Services of Frederick County

Published by Hootsuite [?] · July 24 ·

FACT FRIDAY: Did you know the economic impact of public transit is between \$1.5M & \$1.8B?! Read more from The Confident Commuter: <http://ow.ly/Q0s4k>



Why TransIT's Employer Connection Program is the Secret Ingredient to...

Why TransIT's Employer Connection Program is the Secret Ingredient to Economic Development in...

BLOG.FREDERICKNEWSPOST.COM

40 people reached

Boost Post

Like Comment Share



TransIT Services @TransITServices · Sep 2

Hey @FCPSMaryland a great tip from our friends at @CleanAirPartner!



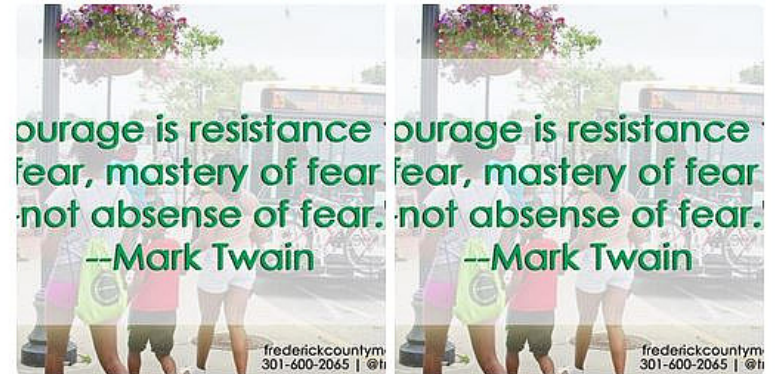
Clean Air Partners @CleanAirPartner

Tips for PE teachers to keep in mind as students come #backtoschool



TransIT Services @TransITServices · Aug 31

What motivates us? You! Thank you for your continued support. #motivationalmonday



TransIT Services retweeted



Scott Bogren @CTMag1 · Aug 26

#Maryland: TransIT plan includes route adjustments, more service fredericknewspost.com/news/politics_... #transit

SUPPORT STRATEGIES

PR

[TransIT Services of Frederick County, Maryland Company and ...](http://www.masstransitmag.com/.../transit-services-of-frederick-county-maryland)

www.masstransitmag.com/.../transit-services-of-frederick-county-maryland



Aug 5, 2015 ... 3, TransIT Services of **Frederick County**, Maryland announced new features to enhance customer service and user experience for TransIT ...

[TransIT Expands East Frederick Shuttle | Mass Transit](http://www.masstransitmag.com/.../transit-expands-east-frederick-shuttle)

www.masstransitmag.com/.../transit-expands-east-frederick-shuttle



1 day ago ... TransIT Services of **Frederick County** expanded service on its Frederick Shuttle(formerly East County shuttle) from two to five days per ...

[County Transfers Over \\$1M to Repair Aging Fleet | Mass Transit](http://www.masstransitmag.com/.../county-transfers-over-1m-to-repair-aging-fleet)

www.masstransitmag.com/.../county-transfers-over-1m-to-repair-aging-fleet

Jun 18, 2015 ... June 18--**Frederick County** will spend over \$1 million more than previously anticipated to maintain its aging fleet. The County Council voted ...

Labeled [News](#)

[TransIT Community Relations Manager Wins Regional Award](http://www.masstransitmag.com/.../transit-community-relations-manager-wins-regional-achievement-award)

www.masstransitmag.com/.../transit-community-relations-manager-wins-regional-achievement-award



6 days ago ... Adrienne Moretz, community relations manager for TransIT Services of **Frederick County** was recently awarded the Community Outreach Award ...

[TransIT plan includes route adjustments, more service | Mass Transit](http://www.masstransitmag.com/.../transit-plan-includes-route-adjustments-more-service)

www.masstransitmag.com/.../transit-plan-includes-route-adjustments-more-service

... Aug. 26--New goals for **Frederick County's** TransIT Services

SUPPORT STRATEGIES

TARGETED ADVERTISING

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

Your day
doesn't
always go
as planned



**Guaranteed
Ride Home**

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

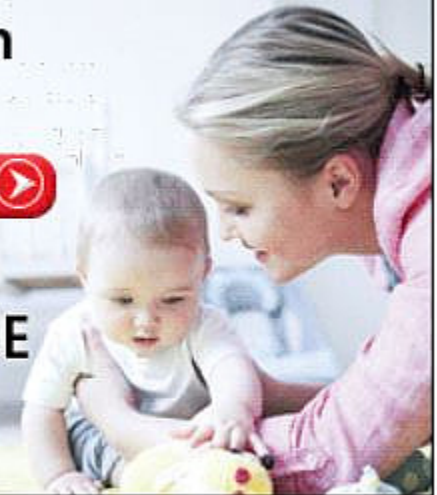


Registration
is **FREE!**

[Sign Up Here](#) 

Or call
301-600-RIDE

over time
as planned



FNP Targeted National Ads = 1,036,000
impressions or \$0.007 per impression

SUPPORT STRATEGIES

TARGETED ADVERTISING

make like a banana



and split your commute cost

*TransIT's VIP program is the cherry on top - subsidized rates for empty seats in any new vanpool**

VISIT WWW.FREDERICKCOUNTYMD.GOV/TRANSIT OR CALL 301-600-3543 TO START OR JOIN A VANPOOL

*some restrictions apply

Tourism Guide = 300,000 impressions OR
\$0.005 per impression

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 | 301-600-2065.

SUPPORT STRATEGIES

TARGETED ADVERTISING

Spring into a new commute!

Try taking public transit, biking, walking, ridesharing or telework & save thousands on your commute!

TransIT offers a free ride home four times a year & vanpool subsidies for commuters!

frederickcountymd.gov/transit | 301-600-RIDE

Gas Topper Ads = 100,000 impressions
OR \$0.045 per impression

SUPPORT STRATEGIES

CUSTOM MATERIALS

Make your business an Employer of Choice.

JOIN 52 FREDERICK COUNTY, MD BUSINESSES COMMITTED TO IMPROVING THE ENVIRONMENT

Improve your organization's success, vitalize the economy, and increase the quality of life for all residents and employees of Frederick County Maryland.

TRANSIT PROVIDES:

- SURVEYING
- ON-SITE EVENTS
- ONLINE RIDEMATCHING
- VANPOOL SUBSIDIES
- EMPLOYEE RESIDENCE PATTERN MAPPING
- IMPLEMENTATION ASSISTANCE



TransIT's Employer Assistance Program helps connect your company to a better commute with free consultation, advice, strategies and tools. Offer your employees the opportunity to participate in programs like Guaranteed Ride Home, free commute alternate insurance that provides free rides home in the event of unscheduled overtime or emergency, up to four times a year. Make your employees aware of their options and implement strategies to save you and your employees time and money.

transportation solutions for your employee's needs

EMPLOYER & EMPLOYEE BENEFITS

Flexible options provide you the opportunity to offer pre-tax deductions, a direct employee benefit or a combination of both in accordance with the IRS Code 132(f) Commuter Tax Benefit. Tax-free limits include \$130/mo for Transit and Vanpools, \$250/mo for Commuter Parking and \$20/mo for Bicycle Commuting Reimbursement. Employees save on income and payroll taxes with pre-tax dollars. Employers providing direct benefits can save on payroll taxes. Contact your Employer Outreach Specialist for examples.

COMMUTER TAX CREDIT

The MD Commuter Tax Credit program allows businesses operating in MD to claim a 50% tax credit against the cost providing commute alternative programs and services to its employees up to a maximum credit of \$50.00 per participating employee per month. The credit may be claimed against the personal income tax, the corporate income tax or the insurance premium tax. Transit passes, vanpool and related costs, Guaranteed Ride Home and Cash in Lieu of Park are all eligible expenses.



REDUCE STRESS & ABSENTEEISM

Commuting options like bus or rail provide employees less stressful commutes before they arrive at the workplace. Access to the HOV lane and these other methods reduces traffic congestion and late arrivals to the job.



BOOST MORALE & PRODUCTIVITY

By offering commuting alternatives like teleworking and compressed workweeks, employees are offered flexibility in scheduling and are able to work more autonomously.



INCREASE RETENTION

The cost of losing an employee can exceed 100-300% of the previous employee. Employees have stated that they maintain their employment at worksites due to scheduling flexibility.



WE SUPPORT FREDERICK COUNTY BUSINESSES. HOW CAN WE HELP YOU?

TransIT has been providing Employer services since 1993. Our free assistance can save time, money and the environment.

BLOGGING/NEWSLETTERS

Find an online format that will allow you to track opens and click rates

Use catchy headlines/titles:

<http://www.portent.com/tools/title-maker>

A trigger word or number, adjective, keyword and promise

EX: 5 ways to save \$10,000 a year on your commute

Include a call-to-action (can affect conversion & CTR rates)

Do A/B testing

Convey value to customers

Keep stories short & link to blog posts, articles, website or other sources

SUPPORT STRATEGIES

BLOGGING

5 Things to Increase Your Productivity

Posted July 14th, 2015 by Adrienne Moretz. [0 Comments](#)

5. Eat Brain Food

Successful people eat healthy and exercise? This may not come as a surprise, but do you truly become more productive? The high Omega-3s found in salmon help improve mental performance. Other foods like nuts provide protein, Vitamin E, and antioxidants that improve brain performance. And the caffeine found in dark chocolate and green tea acts as a natural energy enhancer. Plus, every function in your body requires water to be produced. So, if you're not drinking enough water, it might be the best suggestion of all. More healthy superfoods can be found [here](#).

4. Get Motivated

As Paul J. Meyer says, "Productivity is never an accident. It is always the result of good habits, intelligent planning and focused effort." Starting your day by reading [inspirational stories](#) can trigger productivity, helping you focus on the tasks that matter. Check out [motivational quotes](#) to inspire your everyday work.

3. Make To-Do Lists

Check out [this article](#) for more tips on how to create a to-do list that works for you.

BLOG.FREDERICKNEWSPOST.COM

SUPPORT STRATEGIES

NEWSLETTERS

Frederick Area Shared Transportation: Quarterly News for Frederick County Commuters

[View this email in your browser](#)



fastNOTES
Ride Smarter

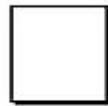
Summer Should Get a Speeding Ticket

This issue of fastNOTES discovers new apps to explore Frederick, how chocolate makes you more productive and the secret ingredient to economic development in our beautiful County. Plus, Bike to Work Day results & more. But, first, the bit about chocolate....

5 Things to Increase Your Productivity

5. Eat Brain Food

NEWSLETTERS



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.

[Learn More](#)

[Looking for Vanpool Openings? Click here!](#)

Savings are in the eyes of the commuter. Let TransIT help!

Commuting isn't just for the 9-5. Try walking to the store, biking with friends, carpooling to events & using transit after a night out!



Facebook



Twitter



Website

OUTREACH



SUPPORT STRATEGIES

RESULTS

RS APPLICATIONS INCREASED 25% IN FY 15

GRH APPLICATIONS INCREASE 221% IN Q3 FY15 DURING TARGETED CAMPAIGN

WEBSITE VISITS TO GRH PAGE INCREASED 100% DURING TARGETED CAMPAIGN

**NEWSLETTER OPEN RATE 77% ABOVE INDUSTRY AVG
NEWSLETTER CLICK THROUGH RATE 20% ABOVE INDUSTRY AVG**

RS RE-REGISTRATION # INCREASED 177% FROM 1ST HALF TO 2ND HALF FY15

RESOURCES



ANY QUESTIONS?

AMORETZ@FREDERICKCOUNTYMD.GOV

301-600-3543

@ADRIENNEMORETZ

@TRANSITSERVICES

FACEBOOK.COM/TRANSITSERVICESFREDERICK

BLOG.FREDERICKNEWSPOST.COM

THANK YOU!

