



goDCgo

powered by **d.**

Fall in Love Campaign Report

Goal: To enhance brand and operations awareness, and to increase ridership.

Objectives:

1. Develop at least 10 strategic partnerships to communicate the “cool places you can go with Circulator.”
2. Create trending hashtag #loveDCCirculator to increase social media engagement by 5%.
3. Attract 5% more customers than fall 2013 to the two routes with the lowest ridership (Potomac Ave – Skyland and Union Station – Navy Yard).

Methodology

Integrated print, digital and social media marketing to increase awareness of the Circulator's key value proposition: **the price - \$1, the frequency - 10 minutes, and the ride; bringing access to high demand destinations.**

- Social media contest encouraging riders to share their love for the DC Circulator for a chance to win prizes.
#loveDCCirculator
- Collaboration with DCST to partner with businesses along Circulator routes in turn, increasing awareness of the range of places accessible by Circulator.

Contest

*Fall in Love with
the DC Circulator.*


Tell us why you LOVE the DC Circulator.
Tweet with [#loveDCCirculator](#) for a chance
to win cool prizes from businesses near you.



By the numbers:

- 19 Partnerships established
- 23 prizes awarded; estimated total value \$2,000
- 85 entries across Facebook and Twitter
- More than 70k social media impressions


Circulator Buzz

 **Garrett Bradford**
@tterra


⚙️ Follow

That \$1 fare on @DCCirculator really can't be beat. #loveDCCirculator @goDCgo @wemoveDC

👤 🔄 ⭐ ⋮

FAVORITE
1 

3:25 PM - 6 Nov 2014

 Reply to @tterra @goDCgo @WeMoveDC

 **Clint Murphy**
@murphyclint


⚙️ Follow

@DCCirculator #loveDCCirculator because it is the quickest, cheapest way to get from CH to lower 14th street and ALL the new restaurants!

👤 🔄 ⭐ ⋮

FAVORITE
1 


3:38 PM - 13 Nov 2014

 **Emiline**
@rindonesia


⚙️ Following

I #LoveDCCirculator because it helped me get to my job at @eatyourpizza in Georgetown when I first moved to Capitol Hill. \$1 fare FTW!

👤 🔄 ⭐ ⋮

RETWEET 1 FAVORITES 2 


10:42 AM - 29 Oct 2014

 **Julia Smith**
@juliadsmith82


⚙️ Following

I got a dollar. I got a dollar. I got a dollar, hey, hey, hey! Heyyyyyyyy@DCCirculator #loveDCCirculator

👤 🔄 ⭐ ⋮

FAVORITE
1 

12:15 PM - 13 Nov 2014

 Reply to @juliadsmith82

Advertising and Creative

Express, Washington Informer, & Washington Afro

apollo
Aesthetics & Skincare

**SKIN TIGHTENING
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nation+world

GM car recalls are being ignored

Only half of vehicles with defects have been brought in for repairs

TECHNOLOGY
Right answers after General Motors began recalling more than 2 million cars because of a deadly defect, American half of them may never get their vehicles fixed.

verbatim

"It's been a mixed message, a little ambivalent -- to clarify what the role of this country is --"

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ROBERT WHITE
IN COUNCIL AT LARGE

CAROL SCHWARTZ FOR MAYOR
A TRUSTED LEADER

"She is the one candidate who can claim to be 'unbought and unbiased'...right and wrong matters to Carol Schwartz. In this city that's saying a lot."

Colbert King
Washington Post 8/15/14

**MAKE A POSITIVE AND PROVEN CHOICE
BRING CAROL BACK NOV. 4**

Call or text Carol Schwartz for a chance to win an iPad Mini, and cool prizes from retailers near you.

Fall in love with the DC Circulator.

Love the Fare. \$1 per trip.
Love the Time. Runs every 10 minutes.
Love the Ride. Gets you where you need to be.

Call or text Carol Schwartz for a chance to win an iPad Mini, and cool prizes from retailers near you.

THE WASHINGTON INFORMER

Oct 23 - Oct 29, 2014

U.S. Rep. John Conyers is set to be the dean of the U.S. House of Representatives.

THE AFRO
African American News

Identification Statements

THE WASHINGTON INFORMER

Fall in love with the DC Circulator.

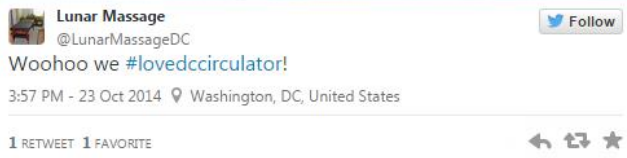
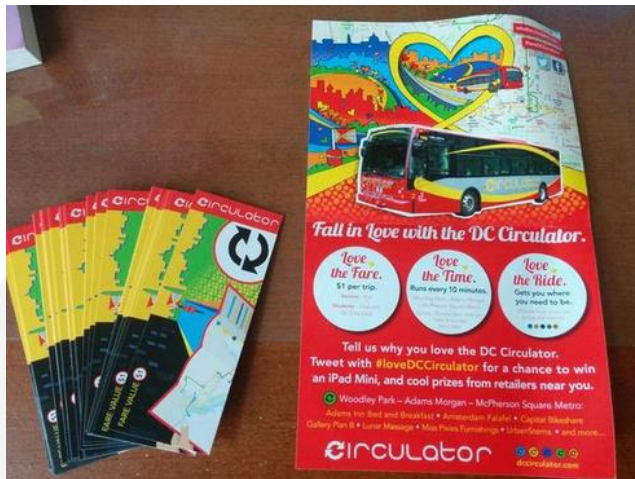
Love the Fare. \$1 per trip.
Love the Time. Runs every 10 minutes.
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Call or text Carol Schwartz for a chance to win an iPad Mini, and cool prizes from retailers near you.

RC: more than 350,000 audience impressions via 8 total ad placements

Community Outreach

- Local retail establishments
- Community centers
- Residential properties
- Schools



Fall in Love with the DC Circulator

- Love the Fare.**
\$1 per trip.
Seniors – 50¢
Students – Free with DC One Card
- Love the Time.**
Runs every 10 minutes.
Winter Hours:
October 1 – March 31
Weekdays 6am – 7pm
- Love the Ride.**
Gets you where you need to be.
Choose from 5 routes across the District.

Tell us why you love the DC Circulator. Tweet with #loveDCCirculator for a chance to win cool prizes from businesses near you.

Union Station – Navy Yard Metro:
Stanton Elementary School • Thurgood Marshall Academy • Community College Prep Academy
Anacostia Arts Center • Anacostia Professional Building • Safeway • Harris Teeter • Chipotle
Yes Organic Market • Union Temple Baptist Church • Bread for the City • Anacostia Library

circulator
dcccirculator.com

DCST Collaboration

 **Rosslyn, Virginia**
@RosslynVA  [Following](#)

MT @DCCirculator Tweet @DCCirculator why you love the DC Circulator for a chance to win an iPad Mini and other cool prizes!



FAVORITE
1



12:01 PM - 6 Oct 2014



Reply to @RosslynVA



Georgetown BID
@georgetowndc



Thanks to @DCCirculator, win prizes from #georgetowndc retailers. Share why you #loveDCCirculator and be automatically entered!

4:51 PM - 2 Oct 2014

1 FAVORITE




- Provided leads for retailer partnerships
- Promoted campaign on social media
- Provided input on winning contest entries


Sunflower Event



Free Coffee Event




FREE COFFEE TODAY



FREE COFFEE STATION
Starting at 7am
Thursday November 13
14th and K NW

Coffee courtesy of
Redeeming Grounds



#loveDCCirculator



Campaign Results

1. Develop at least 10 strategic partnerships to communicate the “cool places you can go with Circulator.”
 - 19 Partnerships established; three co-branded events
 - New relationship established with Anacostia BID
2. Increase social media engagement by 5%.
 - 8.5% total increase in social media following. (Exceeded by 3.5%)
3. Attract 5% more customers than Fall 2013 to two routes with lowest ridership
 - 20% October ridership increase on Union Station – Navy Yard route
 - 8.2% October ridership increase on Potomac Ave – Skyland Via Barracks Row route

Campaign Results – Social Media

Is it the fare, the time or the ride? Tell us why you #loveDCCirculator for a chance to win cool prizes from your favorite retailers along your favorite route! <http://gdcg.co/1rHtykB>



13,856 people reached

See Results

Unlike · Comment · Share

183 13 11 Shares

- **113** new Twitter followers totaling **4,855** followers
- **56** new Facebook page likes totaling **1,023** likes – (**exceeded 1,000 page likes mid-campaign**)
- **85** Contest entries across Twitter and Facebook
- More than **50,000** Twitter impressions
- **20,856** Overall Facebook impressions
- More than **100** hashtag uses

13,856 people reached

See Results

Unlike · Comment · Share

183 13 11 Shares



goDCgo

powered by **d.**

National Mall Circulator Route

DC Circulator National Mall Service Map



1- Union Station
E St. NE / Columbus Circle

2- National Gallery of Art
Madison Dr. NW / 4th St.

3- National Gallery of Art Sculpture Garden
Madison Dr. NW / 7th St.

**4- National Museum of American History /
National Museum of Natural History**
Madison Dr. NW / 12th St.

**5- Washington Monument / National
Museum of African American History
and Culture (Opens 2016)**
15th St. SW / Jefferson Dr.

**6- Holocaust Memorial Museum /
Bureau of Engraving and Printing**
15th St. SW near Maine Ave.

7- Thomas Jefferson Memorial
E. Basin Drive SW at Jefferson Memorial

**8- Martin Luther King Jr. Memorial /
Franklin Delano Roosevelt Memorial**
W. Basin Dr. SW near Independence Ave.

**9- Lincoln Memorial /
Korean War Veterans Memorial**
Lincoln Memorial Circle SW

10- Vietnam Veterans Memorial
Constitution Ave. NW / 21st St.

11- World War II Memorial / Constitution Gardens
Constitution Ave. NW / 18th St.

**12- Washington Monument / National Museum
of African American History and Culture (Opens 2016)**
15th St. NW / Madison Dr.

13- Smithsonian Visitor Center
Jefferson Dr. SW / 12th St.

**14- National Air and Space Museum /
Hirshhorn Museum and Sculpture Garden**
Jefferson Dr. SW / 7th St.

**15- United States Capitol /
National Museum of the American Indian**
3rd St. NW near Madison Dr. NW

Microsite



circulator
National Mall Route

ROUTE INFO ▾ PHOTO GALLERY NEWS & EVENTS ▾ CONNECT WITH US

HAVE A QUESTION?
LET US ANSWER.

GET ANSWERS TO RIDER POLICIES & MORE

VIEW OUR FAQs

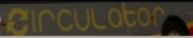
INTRODUCING THE NATIONAL MALL ROUTE

Newsletter Content





DC Circulator Newsletter Fall/Winter 2014

[View this email in your browser](#)



What's Inside 

- [#ICYMI: Semiannual Open House Recap](#)
- [How to Win an iPad Mini](#)
- [Sneak Peek of New Buses](#)
- [Top 3 Places to Trick-or-Treat](#)

-  Like us on Facebook
-  Follow us on Twitter
-  Visit our Website
-  Email us

Behind-the-Scenes

[Circulator gets new buses and a new look](#)



Have you seen bus #1108? It is sporting the new and improved Circulator design and paint scheme. In order to enhance bus operations on existing Circulator routes and accommodate the upcoming National Mall route, we're adding 13 brand new buses to the network. The new design features a larger front destination sign, a cleaner

Rider Tips

REMINDER:

Don't forget! Union Station - Navy Yard and Potomac Ave - Barracks Row routes are now running on winter hours, **Weekdays 6am - 7pm through April 1**. Click [here](#) for our entire system schedule.

Route Scout

We're always on the lookout for the cool places you can go via DC Circulator. Check out this season's pick:





Creative



 A monumental journey.

 circulator

DC Circulator
National Mall Service
Coming Spring 2015

DCCirculator.com/NationalMall

Visitor Services "Train the Trainer"

Wednesday, January 14
Freer and Sackler Galleries



Wednesday, February 10
Smithsonian Castle

