

Brand Evaluation: City of Alexandria TDM Program

Regional TDM Marketing Group Mtg
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Background

Strategic Marketing Approach

1. Re-evaluate brand (LocalMotion)
2. Build brand awareness
3. Leverage Relationships
4. Integrated, Layered and Targeted



Best Practices



Comprehensive Best Practices Review

- Arlington County – Car Free Diet
- Atlanta Clean Air Campaign – Atlanta, GA
- Burbank TMO – Burbank, CA
- Foothill Transit – Los Angeles, CA
- GRTC RideFinders – Richmond, VA
- Hampton Roads Transit/TRAFFIX – Hampton Roads, VA
- Junction TMO – Boston, MA
- King County InMotion – Seattle, WA
- Minneapolis Council – St. Paul, MN
- Portland Trimet – Portland, OR
- Réseau Express Régional (RER) – France
- Rio Metro Regional Transit – Albuquerque, NM
- SANDAG iCommute – San Diego, CA
- Spokane Transit Authority, Spokane WA
- Transportation Solutions – Denver, CO
- Valley Metro – Phoenix, AZ



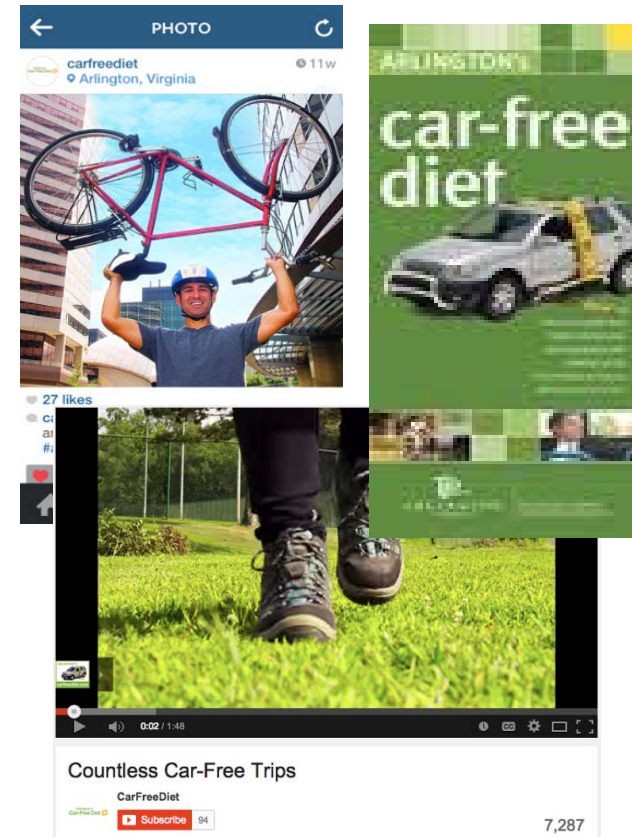
Arlington's Car-Free Diet Campaign

Arlington County, VA



Arlington County Commuter Services

- The Car-Free Diet promotes HOV lanes, Metrorail/Metrobus, ART Bus, Car-Free Diet, Metroway (BRT), Car/Vanpool, Bike/Walk, Telework
- CFD Calculator, Street Team Outreach at festivals, fairs, social media (pictured), YouTube clips
- *Arlington County cut its emissions by 12% between 2010-2012*



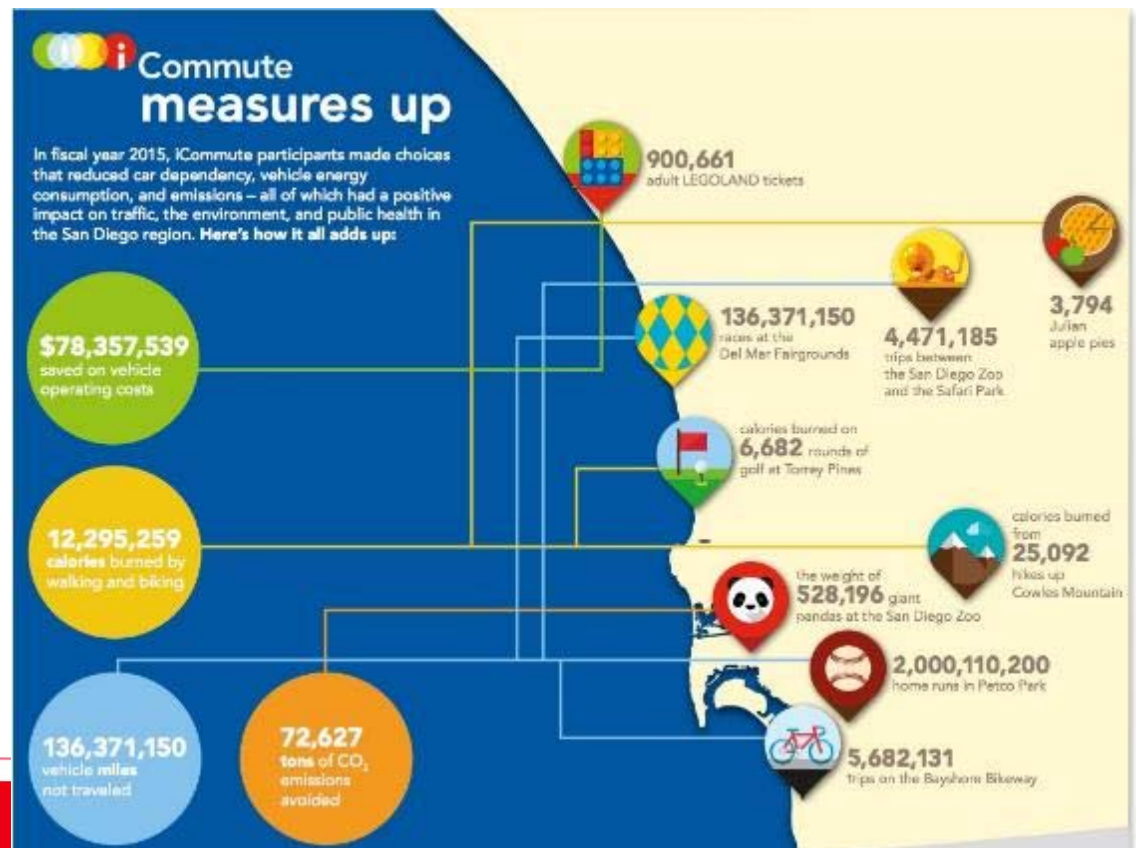
SANDAG iCommute

San Diego, CA

The goal of the iCommute program is to reduce traffic congestion in order to reduce greenhouse gas emissions and other environmental pollutants that result from driving alone. **Program saves 9,400 gallon of gasoline every year.**



- Carpool
- Vanpool
- SchoolPool
 - Aimed toward busy families with young children
- Public transit
 - Regional bus service
 - Trolley service
- Bike to Work
- Telework



King County In Motion Campaign

Seattle, WA

- King County In Motion program encourages residents to expand their transportation horizons
- Program includes expansive quantitative research component to measure results
- In over 11 years, King County neighborhoods have:
 - Reduced over 3.2 million miles of drive alone trips
 - Saved 157,000 gallons of gas
 - Saved over 1,480 tons of CO2 from the atmosphere



Atlanta Clean Air Campaign

The Clean Air Campaign is a TDM program focused on helping commuters find alternatives to driving alone.

- More than 1,600 employers participate in the program
- *“The One Ton Challenge” prevented 144,000 lbs. of CO2 in one year*



Less traffic. Cleaner air.



Rio Metro Regional Transit District Albuquerque Metro

Albuquerque Metro, under the brand *Rail Runner Express*, have developed a mascot that is used at events and promotions (including partner events). It began with a *name selection promotion* and now Trax is available for *community events, school education or safety programs* and as a regular at the Isotopes games – the Triple-A Affiliate of the Colorado Rockies.



Résau Express Régional (RER) – France

The RER network includes 246 stations with over 325 miles of rail network with five rails.

RER understands the importance of culture and art in their region. Trains use *vinyl covers on the outside to advertise business partners*, riders hear a *distinctive jingle* that precedes announcements, commercials and other media/communications, as well as *seeing on-board performances*.



Partnership with
Palace de Versailles- 2012



Key Takeaways

- Best programs have strong brand and campaigns build on it
- In the end, all TDM has the same goals:
 - Reduce carbon emissions and congestion
 - Provide comprehensive and flexible non-SOV options to suit the needs of each area's unique landscape
- The best tap into existing community pride and culture



Brand Evaluation



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- Strengths
 - Mode options (rail, bus, commuter rail, carpool, vanpool, carsharing, bike, walk, telework, GRH, taxis, TNCs, etc.)
 - 73% of Employers offer some commuter service
 - Higher percentage of paid parking (only 35% employees have on-site free parking)
 - Highly educated, affluent citizens
 - Low drive alone rate (45%)
 - New HOV/HOT connection at Seminary/BRAC

- Challenges
 - Lack of strong name identity
 - Low awareness of Local Motion (Alexandria Rideshare - 16% - 2013 SOC)
 - Low aided awareness of Local Motion 2015 SOC – 23% (down from 28% in 2007)
 - Local Motion Yoga Studio greater natural search
 - Lack of social networking presences
 - No Twitter, YouTube, LinkedIn
 - No mobile app
 - Lack of on-board and DASH at-stop information

Drivers of a Successful Brand

- Authentic
- Relatable
- Relevant
- Aspirational
- Alexandria-centric
- Audience-engaging
- Evoke emotion



Brand Exploration

Started with over 25 Brand Names



Narrowed to 4 Options

1 Recommendation



Brand Exploration

Go Alex

- It's friendly and personal, addressing the City of Alexandria with a fun, familiar nickname (Alex), while accompanying it with a word that can be both a reference to easy movement.
- Also a cheerful rallying cry (Go Alex!).



Brand Extension



GO Alex

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Brand Extension



Find sweet ways to get
around Alexandria.



GO Alex



Brand Extension



Handy ways to get around Alexandria, all in one place.



f GOAlexVA

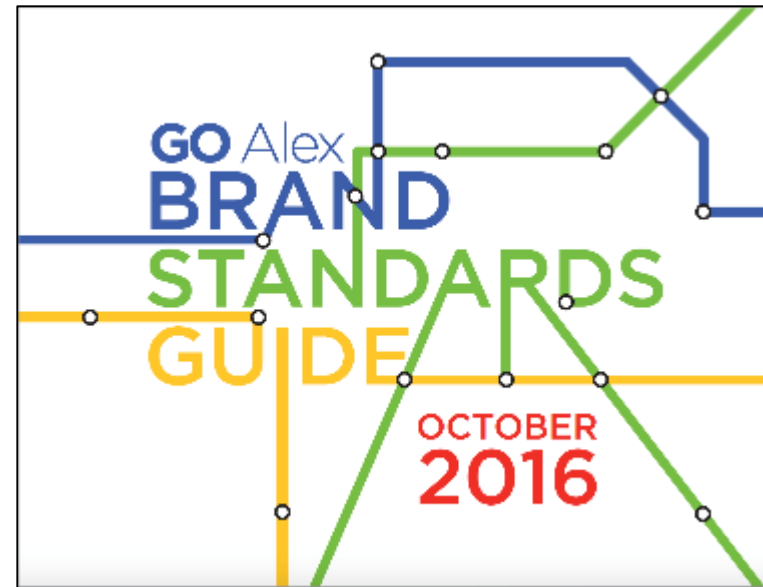
alexandriava.gov/GOAlex



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Brand Extension





Questions?

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