



VRE MARKETING

REGIONAL TDM MARKETING GROUP TUESDAY, MARCH 21, 2023

Presented by Chet Dunston
Marketing Communications & Engagement Manager

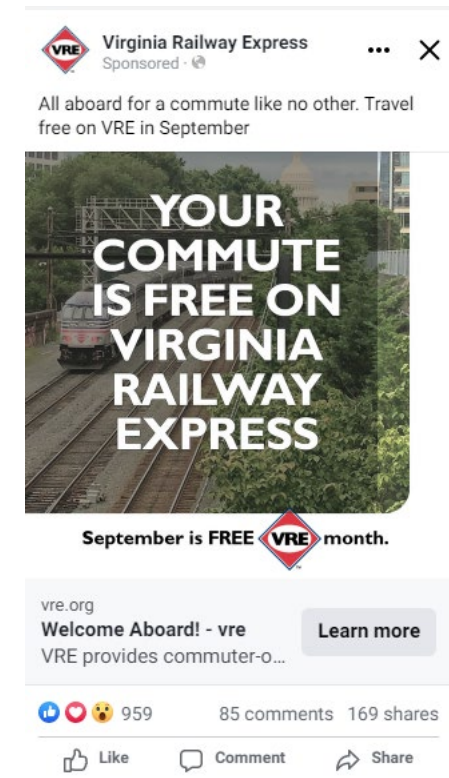
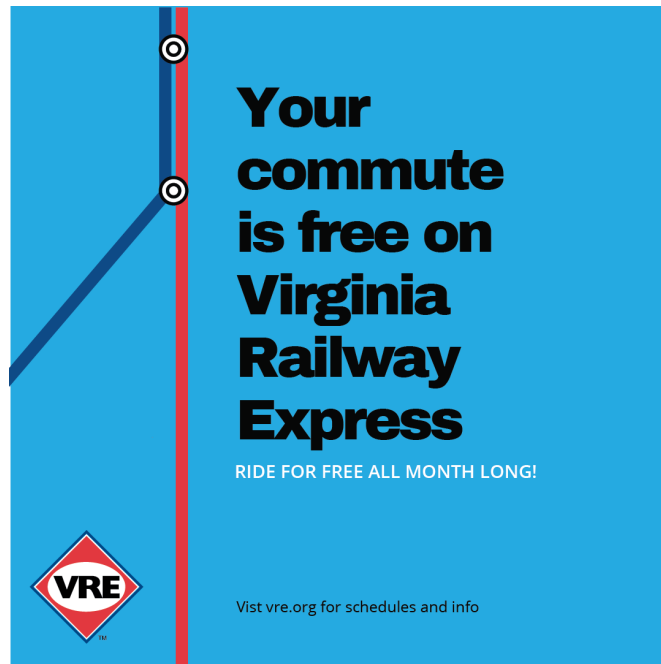
TODAY'S OUTLINE

- **2022 Highlights**
- **VRE Website**
- **Vision 2023 - Marketing Initiatives**



Fare-Free September 2022

- Thank the core group of riders who used VRE throughout the pandemic
- Attract and welcome new and returning riders
- Help mitigate Metrorail station closures (*Blue and Yellow line*)



VRE Sustainability & Safety Campaign

The campaign highlights and amplifies our practices regarding sustainability and safety. This campaign has positioned VRE and consumer rail trains as the most sustainable and safest mode of transportation for commuters.

Walking on the railroad tracks is **extremely dangerous!**

#VRECOMMUTE BETTER

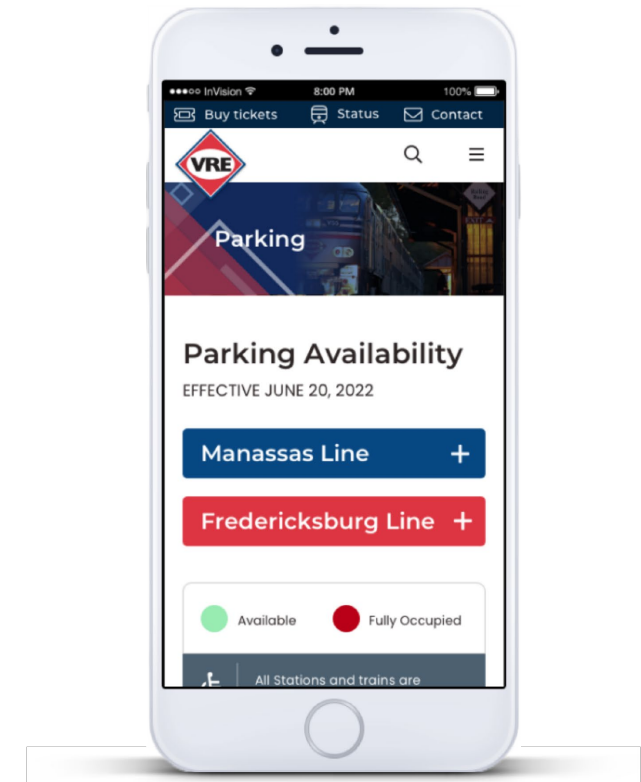
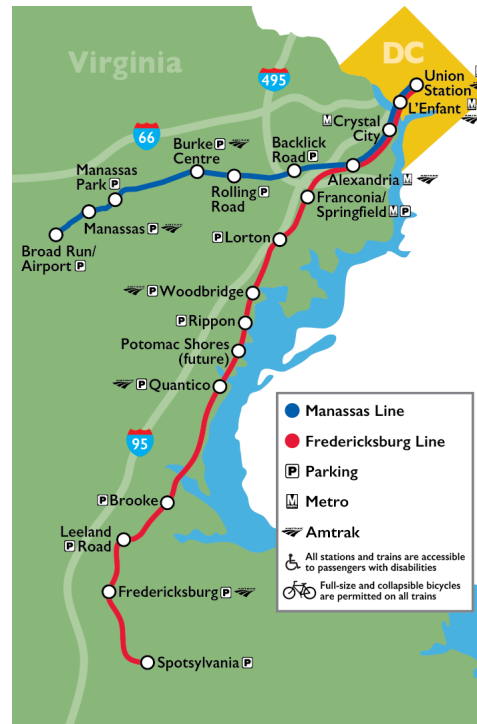
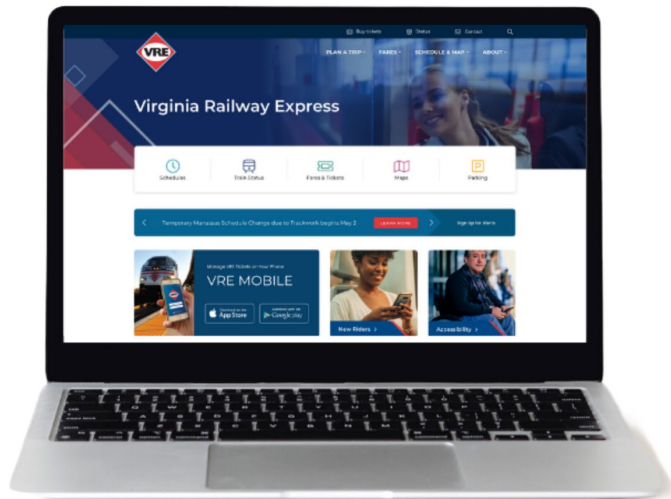


#VRECOMMUTE BETTER



VRE Website

- Website update late 2023
- System Map Redesign
- VRE Mobile update





Vision 2023 - Marketing Initiatives

- DRPT Discover Transit Campaign
- Realtor Outreach
- Direct Mail (EDDM)
- Organic and Paid Media
- Radio and Podcast Advertisement
- Community Outreach Events
- VRE Branded Content





QUESTIONS?

VRE.ORG

