

SmartBenefits[®]
PLUS 50
INCENTIVE PROGRAM

SmartBenefits Plus50
Incentive Program

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SmartBenefits Plus50

- Program kicked off with the opening of the Silver Line Metro (July 2014).
- Incentive was created to serve as a method to encourage ridership on the new rail and supporting bus service.
- Partnership was established with Metro staff to take advantage of existing SmartBenefits program structure.



Eligibility

- **Incentive was available to commuters who were:**
 - New to rail service for commuting
 - New to bus service for commuting
 - Commuters without a registered SmarTrip card.
- **Incentive was not available to:**
 - Federal Government staff
 - Current commuter benefit participants
 - Vanpool service
 - Registered SmarTrip card members

Program Steps

- Employer contacts Al Watson for SmartBenefits registration.
- Fairfax contacts employer after registration to discuss process and encourage internal promotion.
- Employer contacts Fairfax with the list of interested staff members.
- Fairfax sends assigned smartrip card numbers for each staff member.
- Each staff member registers their individual card, which then allows HR to input them into the company smartbenefits account. A screen-shot is sent to Fairfax for confirmation.
- Fairfax schedules deliveries for cards to employer site.

Program Marketing

- Email blast to list of 500 HR contacts. Hosted five seminars along with Metro staff in Tysons, Reston and Herndon.
- Between 100-150 human resources staff attended the seminars.
- Attended the Reston-Wiehle station open house event to kick off promotion to the public.

Promotion



SmartBenefits
for Fairfax County Employees

Receive a free \$50 SmartTrip card
when you try transit

Ask HR to enroll your company TODAY



SmartBenefits
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INCENTIVE PROGRAM

Receive a free \$50 SmartTrip card
when you try transit

Ask HR to enroll your company TODAY

Just call 202-962-2793, TTY 202-638-3780



SmartBenefits
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Transit Benefits
FOR EMPLOYEES



A Fairfax County, Va.,
publication

Social Media Marketing

- Throughout July 2015, we promoted programs such as NuRide, vanpools, ride sharing, SmartBenefits 50+, etc.
- Our tweets earned total of 95,000 impressions that month; 3,100 impressions per day.
- Our TDM related Facebook posts performed 95% better than any other posts on our Facebook page.
- utilized text/email alert system notifications to commuters and employers. Deployed in the Spring 2015 and now have 1200+ subscribers.

Movie Theatre Ad



NCM Media Networks

Dates: 5/29-6/11

Total theatres 5

Total screens 64

Estimated four week impressions 666,612

Total investment 4 weeks 15 second ad \$5,000.

CPM \$7.50

List of Theatres

Regal Springfield 12,

Rave- CNK Fairfax 14

Rave – CNK Centerville 12

AMC Tysons's 16

Regal Fairfax 10

Radio Ads



DAYPART	LENGTH	SPOTS/WEEK
MAY 4, 2015 – MAY 24, 2015 (3 WEEKS)		
Mon, Wed, Fri 7A-9A	:30	6
Monday-Friday 5A-9A	:30	5
Mon-Fri 6A-7P	:30	10
Monday-Sunday 6A-12A	:30	7
84X :30 Announcement Total May Investment: \$3,000		
JUNE 1, 2015 – JUNE 21, 2015 (3 WEEKS)		
Mon, Wed, Fri 7A-9A	:30	6
Monday-Friday 5A-9A	:30	5
Mon-Fri 6A-7P	:30	10
Monday-Sunday 6A-12A	:30	7
84X :30 Announcement Total June Investment: \$3,000		

MAY 11, 2015 – MAY 24, 2015 (2 WEEKS)

:15 Audio Pre-Roll with 300x250 Companion Banner visible when your commercial plays, PLUS rotating Leaderboard ads on WMAL.com – ALL clickable to your designated URL.

Total May investment: \$700

JUNE 1, 2015 – JUNE 14, 2015 (2 WEEKS)

:15 Audio Pre-Roll with 300x250 Companion Banner visible when your commercial plays, PLUS rotating Leaderboard ads on WMAL.com – ALL clickable to your designated URL.

Total June investment: \$700

Program Stats

- 16 Employers registered with Plus50 program.
- 13/16 are new to the ACT database and first contact with Fairfax.
- 8 of each are now level 3 & 4 participation level employers.
- 554 program participants. Retention rate study confirmed that 59% of participants are still in the commuter benefits program.

TDM Participation Level Benefits

- Plus50 application process provides all employer TDM program details. **(ETC, emp #, email, phone, programs in place)**
- Establishes newly created Transit Benefits programs & opens vanpooling opportunities. **(Free to the company)**
- Potential level 3 & 4 TDM programs.
- Best Workplaces for Commuters **(9)** awards based on TDM programs in place.



Plus50 Takeaway

- Assists with business & communication efforts
- Ease of outreach effort
- Fresh outlook on Transit Benefit promotion
- Cost vs Reward