



Anna K. Nissinen, Chief of Marketing, Communications and TDM Programs

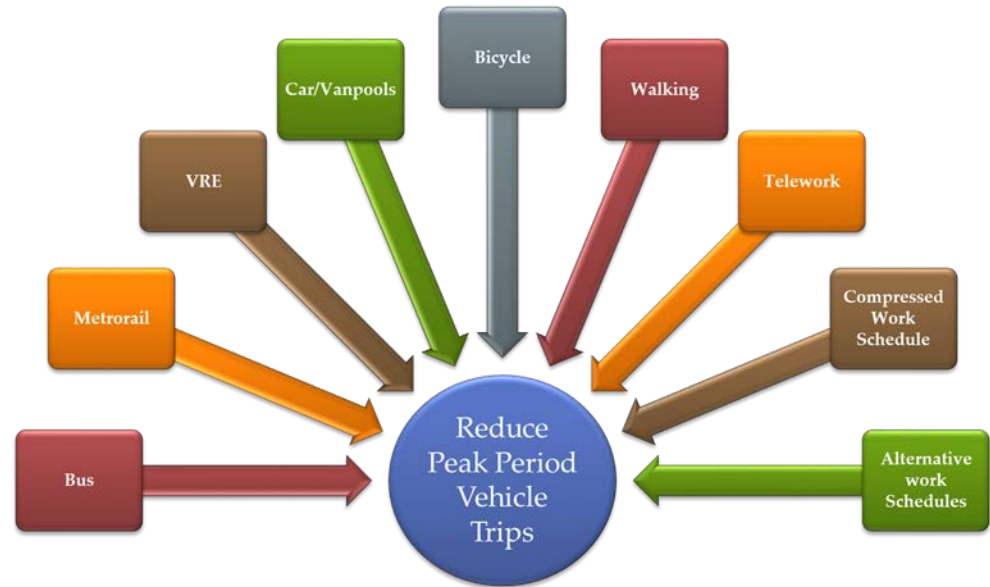
Fairfax County Department of Transportation

www.fairfaxcounty.gov/transportation/commuter-services



Fairfax County Commuters Services (FCCS)

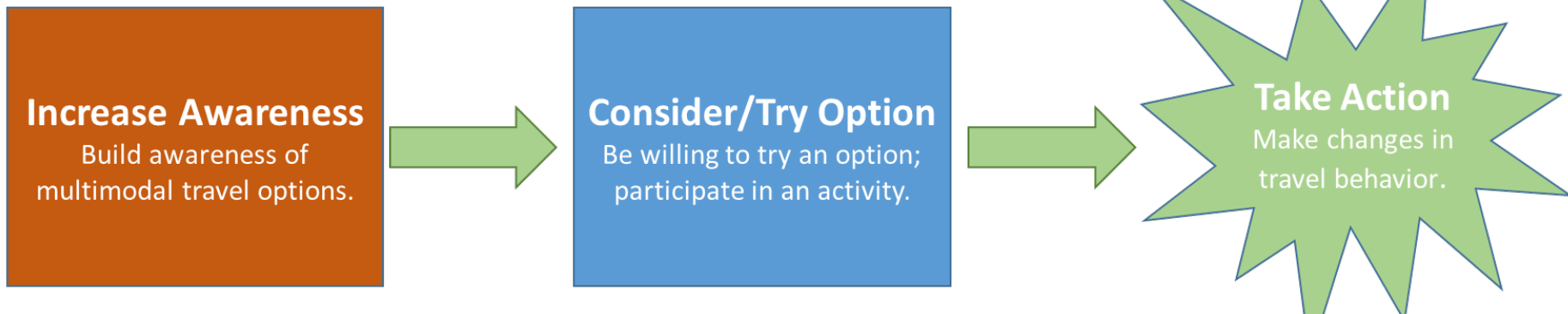
- Drivers of Marketing Strategy
 - What Is Your Goal?
 - Who Is Your Audience?
 - How Do You Define Success?
- FCCS Marketing Strategy
 - **Decrease Barriers ->**
 - **Increase Awareness ->**
 - **Reward Action ->**
 - Key Lessons Learned
- Q&A





What Is Your Goal?

- FCCS advocates and markets alternatives to drive-alone commuting in Fairfax County, with the goal of assisting in reducing traffic congestion and vehicle emissions.
- Builds upon existing relationships and establishes new partnerships with employers and residential communities within Fairfax County to increase awareness of and support for alternatives to drive-alone commuting.
- Through marketing, expands the reach of current programs to address the transportation and mobility needs of residents and employers in Fairfax County.



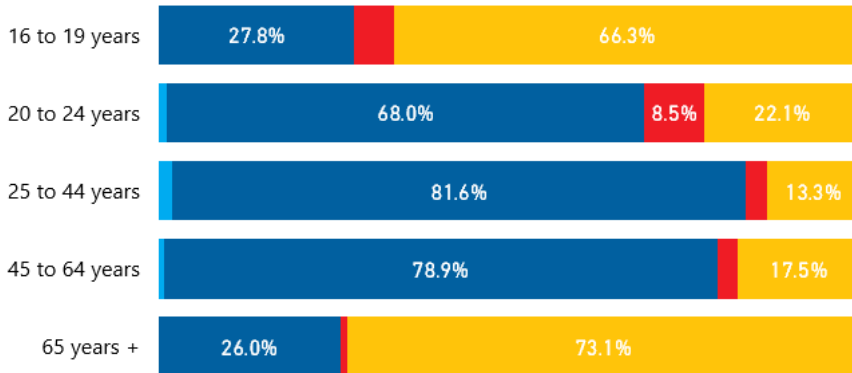


Who is Your Audience?

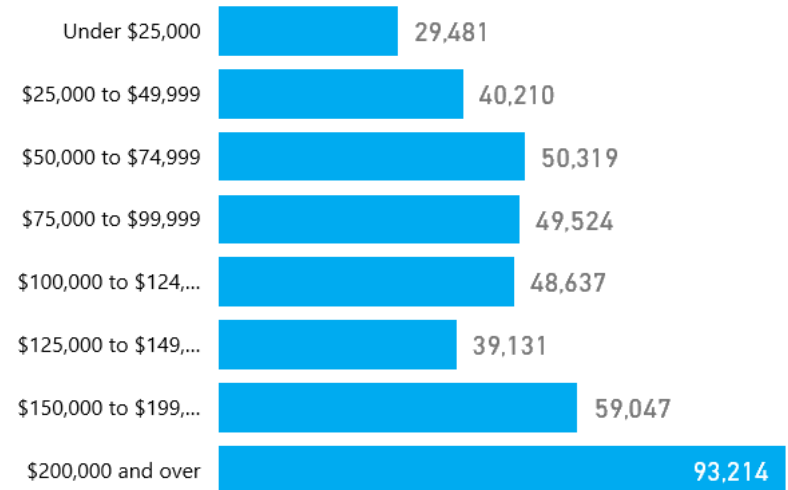
Estimate/Forecast	2018	2020	2025	2030	2035	2040	2045
Households	409,563	414,539	433,495	457,158	481,406	503,860	520,984
Housing Units	418,250	423,311	443,041	467,530	492,557	515,726	533,398
Population	1,152,873	1,164,315	1,206,007	1,258,778	1,313,042	1,363,429	1,401,797

Employment Status, Age 16 Years and Older

● Armed Forces ● Civilian-Employed ● Unemployed ● Not in Labor Force



Households by Income Range





Who is Your Audience?



26.1%
of residents are children and youth under age 20 years.



49.5%
of residents are male.



73.9%
of women age 20 to 64 years are employed.



3.5%
of women age 20 to 64 years are unemployed.



12.2%
of residents are seniors age 65 years and older.



50.5%
of residents are female.



87.3%
of men age 20 to 64 years are employed.



3.4%
of men age 20 to 64 years are unemployed.



38.3%
of residents, age 5 and older, speak a language other than English at home.

Source: Fairfax County Economic, Demographic and Statistical Research, 2018 data and U.S. Census Bureau, 2017 five-year American Community Survey data.

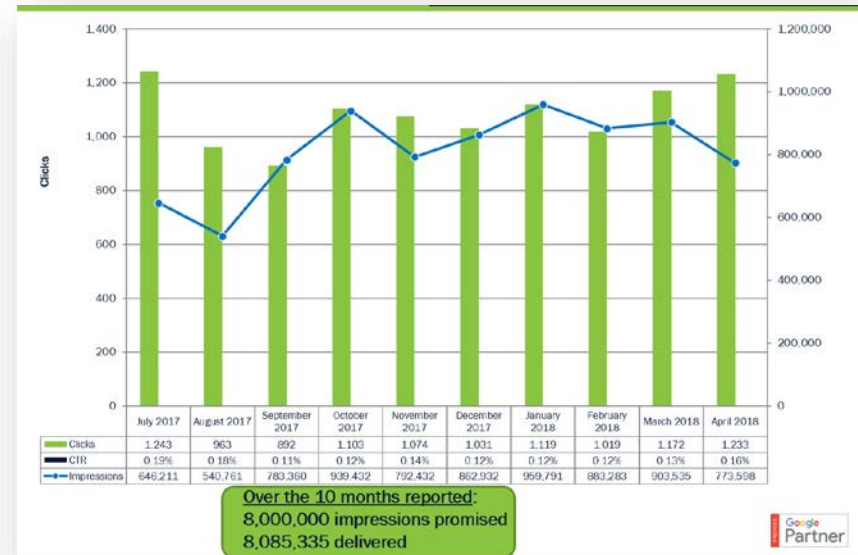
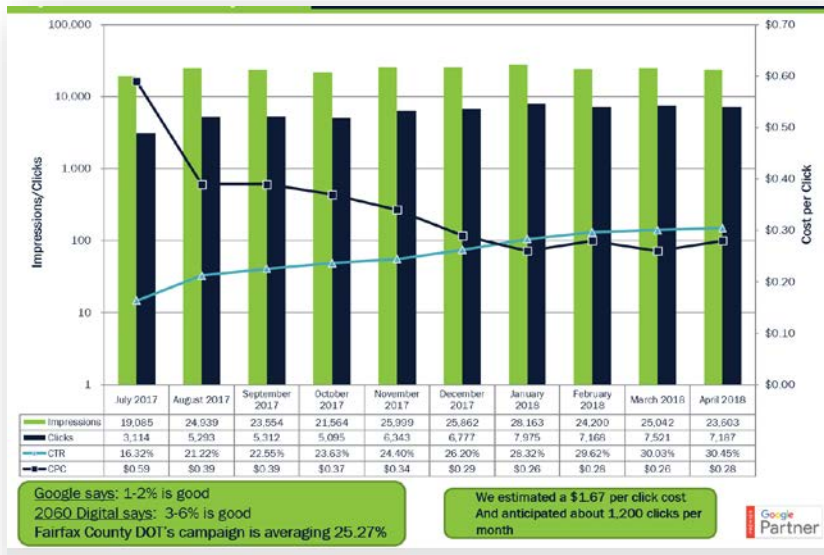
Prepared by: Anne Pickford Cahill, Economic, Demographic and Statistical Research.

Note: Estimates may not sum to totals due to rounding.



How Do You Measure Success?

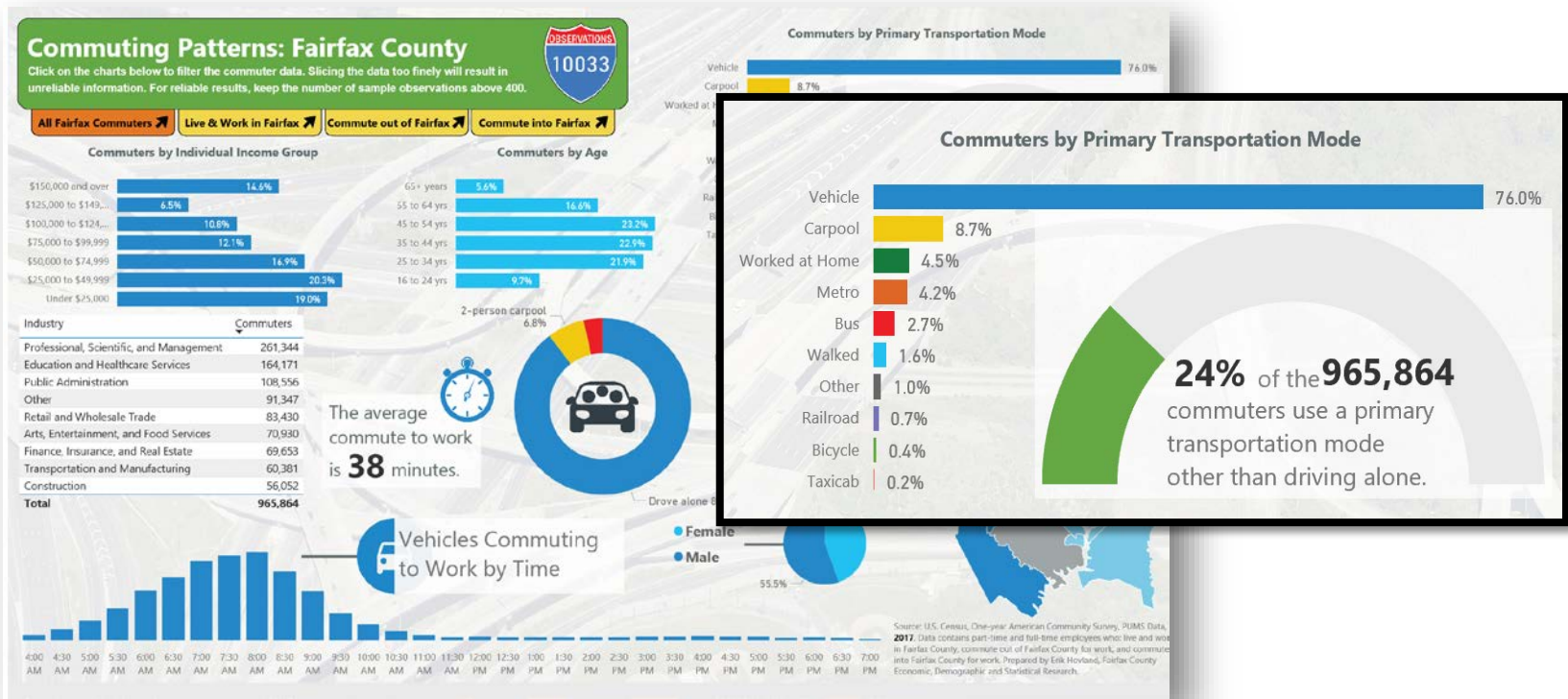
- Define tangible return on effort (ROE) and return on investment (ROI).
 - **Set clear expectations and define what you are measuring –**
Trip reductions (change in behavior, TDM goals) vs. message reach and retention (impressions and engagement, marketing goals)





How Do You Measure Success?

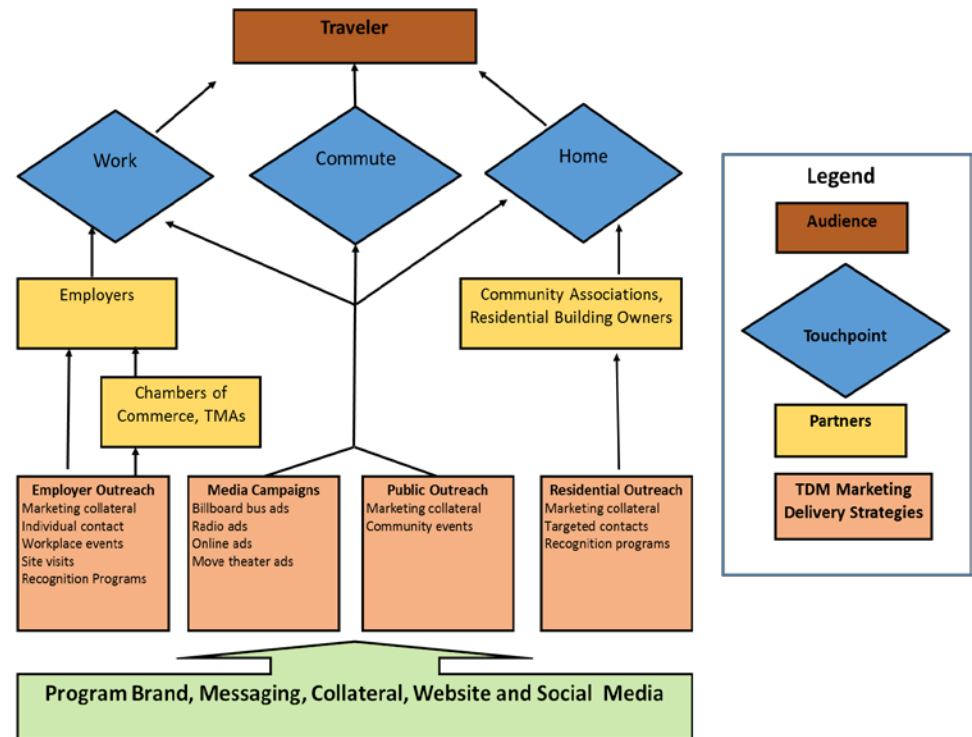
- Invest in research, and maximize collaboration and partnerships.
- Don't expect to become an overnight success.





FCCS Marketing Strategy

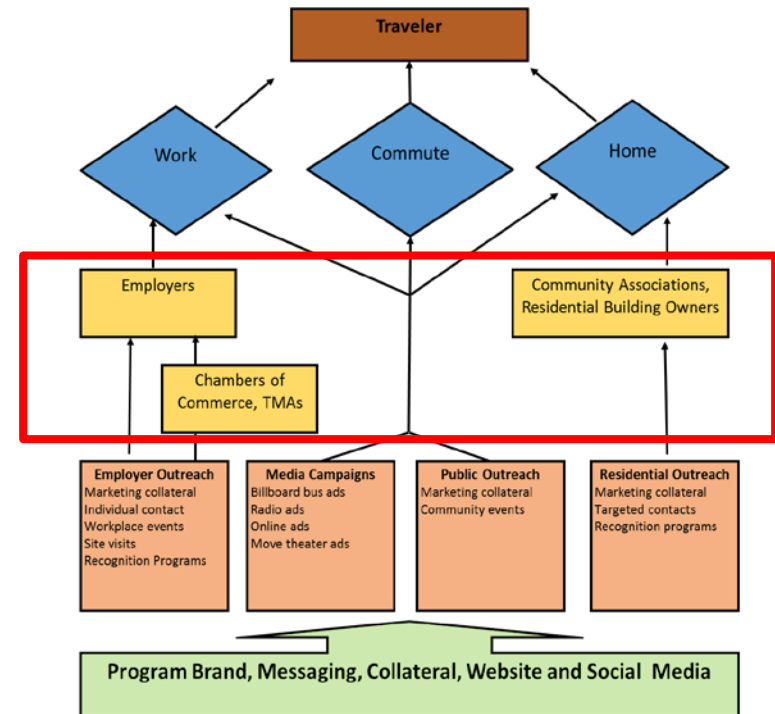
- **Multi-pronged marketing strategy** to reaching commuters through several different **“touchpoints”** focused on target audiences, with tailored messaging, services and incentives.
- **Core tactics** for successful strategy implementation:
 - *Decrease Barriers*
 - *Build Awareness*
 - *Reward Action*
- Successful strategy implementation requires **leadership support and commitment.**





FCCS Strategy: *Decrease Barriers*

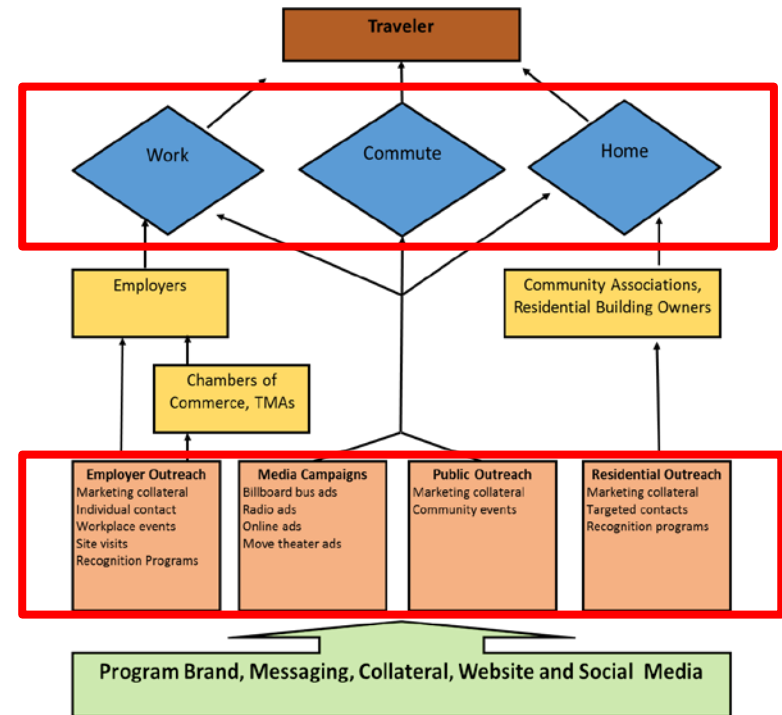
- **Build trust and buy-in with *partners*:**
 - Establish presence and assess needs
 - Provide timely, relevant, customizable support
 - Provoke action – WIIFM?
 - Respond to feedback





FCCS Strategy: *Build Awareness*

- **Build awareness** at various *touchpoints*:
 - Establish presence
 - Provide timely, relevant, reliable content
 - Listen and build trust
 - Provoke action
 - Respond to feedback
 - Measure outcomes
- Utilize available platforms in a **targeted, tailored manner based on the touchpoint and audience**:
 - In and out-of-home advertising (geo-targeted social media ads; youtube pre-roll; pay-per-click and search engine optimization; radio, TV; print media; outdoor/indoor; etc.)
 - Direct-to-community and direct-to-employer marketing
 - Partner-delivered and collaborative marketing





FCCS Strategy: *Build Awareness*



Creative titled "FairfaxCountyDOT_Jan2018_970x250"



Creative titled "FFX_BusTracker_Hand-300x250"



Creative titled "FairfaxCountyDOT_Dec2017_320x50"



Creative titled "FFX_BusTracker_Man-300x250"



Creative titled "Best Places to Work"



Creative titled "BTWD_2018_WTOP_320x50"



Creative titled "FairfaxDOT_Bike_320x50"





FCCS Strategy: *Reward Action*

BEST Workplaces for Commuters™

DOES YOUR COMPANY QUALIFY?
Contact us at 703-877-5704
or apply online:
bestworkplaces.org/join/online-application

BEST WORKPLACES EMPLOYERS ARE CHANGING HOW AMERICA COMMUTES!

Your Ride. Your Way.
FAIRFAX COUNTY COMMUTER SERVICES

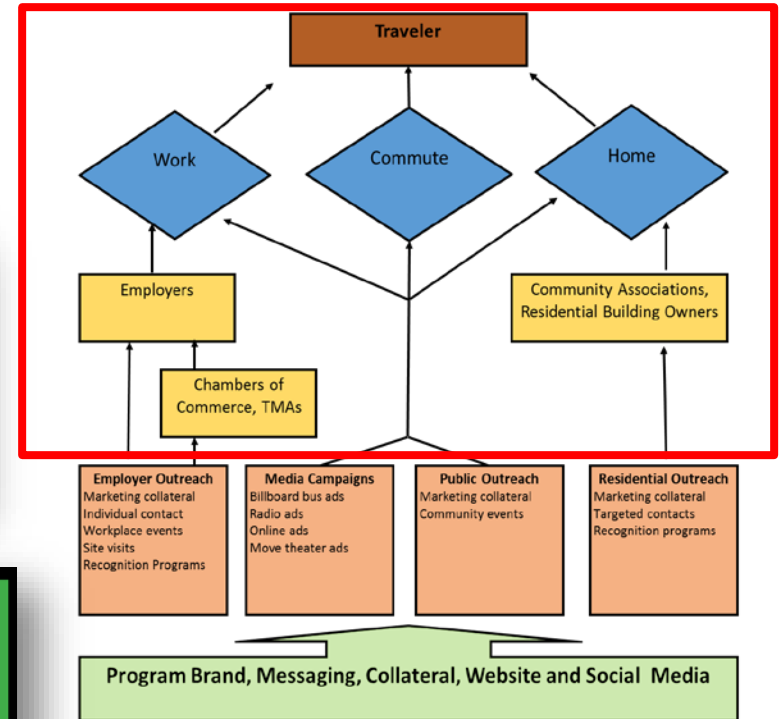


SmartBenefits PLUS 50 INCENTIVE PROGRAM

SmartRip
Fairfax County
Employers and Employees
Get \$50 Just by Trying Transit!

1 DOLLAR UNTIL 2022

VIENNA METRO STATION





FCCS Strategy: *Key Lessons Learned*

- Secure leadership buy-in to support strategy.
- **Manage expectations, build trust and never over-promise.**
- Meet your audiences where they are and adapt to the 24/7 information, news and customer service cycle.
- **Provide timely, relevant and actionable support and information.**
- Maintain situational awareness and sense of emerging trends, and modify your strategy when appropriate.
- Learn from successes and failures, and do not avoid hard conversations.
- **Listen, listen, listen – and be willing to change!**



County of Fairfax, Virginia

Thank you!

Questions?

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