



Transit and Commuter Services

Item #5

Loudoun County Transit and Commuter Services

Marketing in FY2022 and FY2023

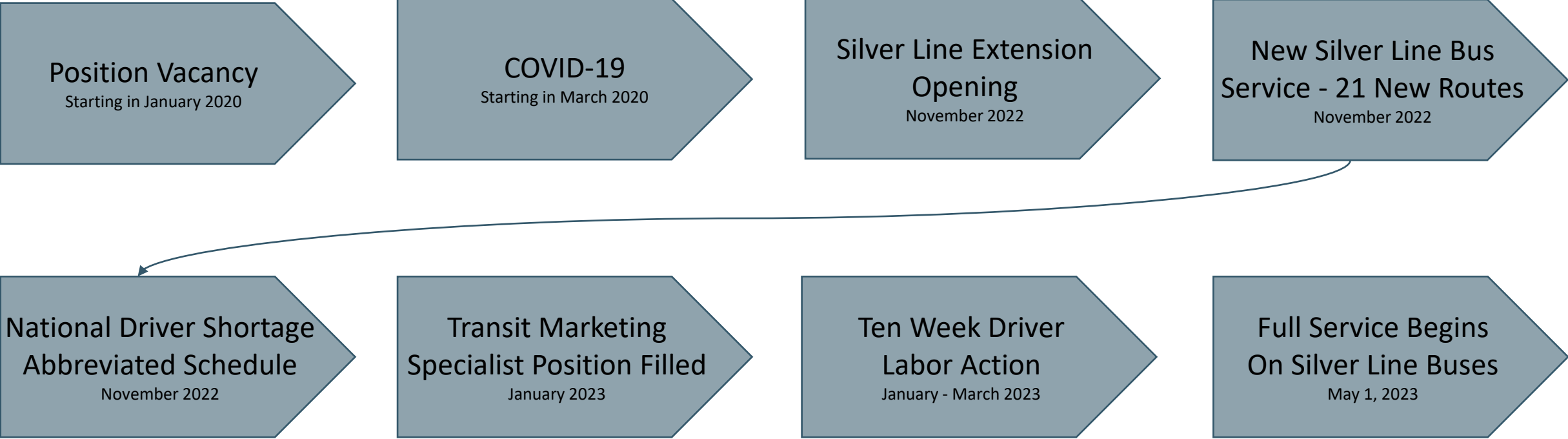
Regional TDM Marketing Group
June 20, 2023

About Transit and Commuter Services

- Department of General Services
 - Loudoun County Transit and Commuter Services
 - Loudoun County Transit
 - Commuter bus
 - Local bus service
 - Paratransit service
 - Commuter Services
 - Employer Services



Recent Challenges



Re-Discover Your Ride (Transit) – FY2022

- **Goal:** To increase public awareness about Loudoun County Transit services and Covid safety procedures.
- **Timeline:** January to March 2022
- **Languages:** English & Spanish
- **Venues:** Radio, Social Media, Digital Display and Digital out-of-home (DOOH)
- **Results:**
 - Top message was public health
 - 9.6 M impressions
 - 47,000 CTR



Let's Go Campaign – FY2022

- **Goal:** To increase public awareness of Loudoun County's commuting options.
- **Timeline:** May and June 2022
- **Languages:** English & Spanish
- **Venues:** Social Media, Google Display, Wunderkind Display, DOOH and Radio
- **Messages:** About Loudoun County's:
 - cost-effective commuting options
 - transit system
 - commuting programs



Let's Go Campaign – FY2022 (continued)

- Images:



RELAXING
Low-stress commuting options.

Let's Go

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GREENER
Eco-friendlier travel options.

Let's Go

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BIKE FRIENDLY
Convenient commuting options.

Let's Go

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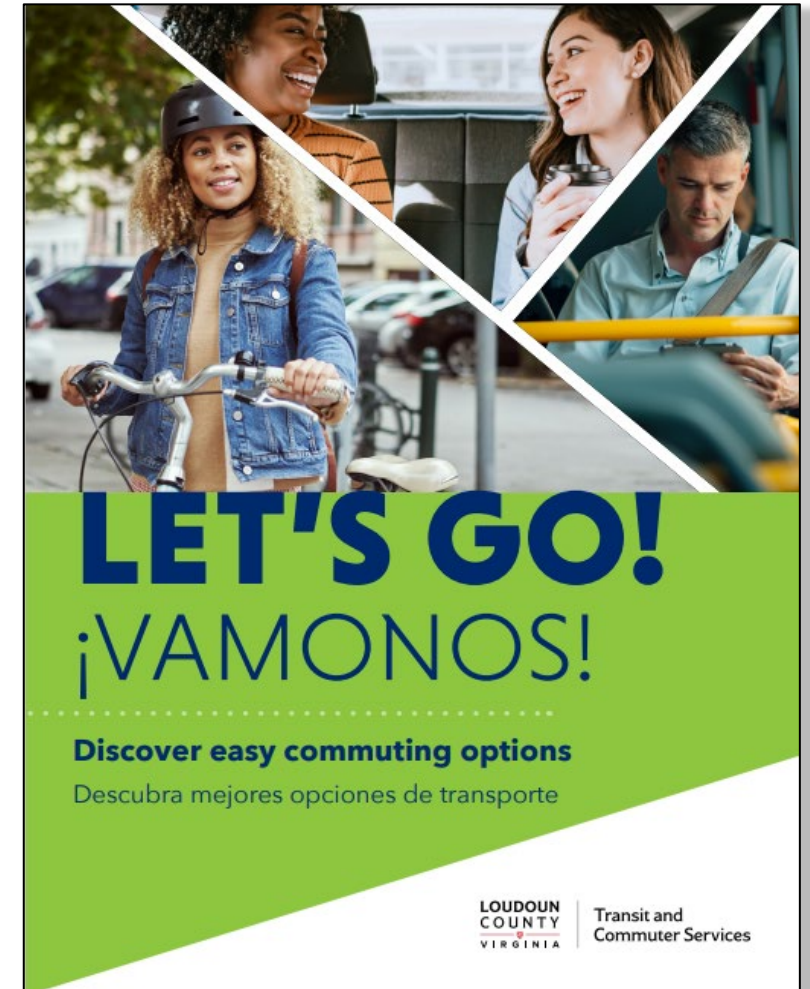
EASIER COMMUTES
Better ways to get to work from Loudoun County.

[LEARN MORE](#)

LOUDOUN COUNTY VIRGINIA

Let's Go Campaign – FY2022 (continued)

- **Results:**
 - Top performer was Google Display
 - 11 M impressions
 - 73,000 CTR
- **Other Outreach Materials:**
 - [Let's Go Bilingual Brochure \(PDF\)](#)
 - Flyers
 - [Let's Go Video – English \(YouTube\)](#)
 - [Let's Go Video – Spanish \(YouTube\)](#)
 - Loudoun County Commuter Services social media at facebook.com/LCcommuters



Let's Go Campaign – FY2023

- **Timeline:** May and June 2023
- **Languages:** English & Spanish
- **Venues:** Social Media, Google Display, DOOH and Radio
- **Results (through June 4):**
 - Top performer to date: Facebook/Instagram
 - All channels: 2.9 M impressions and 23,014 website visits
- **Other Outreach Materials Coming Soon:**
 - “Welcome to Loudoun” collateral folder
 - One page flyer on Loudoun Commuting Options
 - Rack cards for Vanpooling and GRH
 - Videos: General Commuting Overview & GRH

Loudoun County Commuter Services
Published by Adelaide Choi · May 9 · 🌐

Register for free emergency rides home from work in case of illness or unexpected overtime.

NO WORRIES
Register for Guaranteed Ride Home.

Let's Go

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LOUDOUN.GOV
Guaranteed Ride Home
Get program details.

Sign up

Marketing into FY2024 and Beyond

- **FY2024:**
 - Differentiate marketing channels.
 - In person outreach, trainings, and organizational participation.
 - Focus on local transit options and paratransit.
 - Increase participation in commuter programs and incentives (i.e. rideshare, GRH, SmartBenefits Plu\$50, and Best Workplaces for Commuters).
 - Continue growth in usage of Transit app and SmarTrip cards.
- **Starting in FY2024 and Beyond:**
 - We have an identity crisis! A system and program rebrand is needed and a priority.

Thank you!

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[Loudoun.gov/transit](https://loudoun.gov/transit)

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