



VRE MARKETING

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Regional TDM Marketing Group
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Marketing Discussion Preview



Marketing
Introduction



TDM Resources



Orange Line
Shutdown

How We Market



New Long-term Riders

- Digital Advertising
- Google Transit
- Google Station Listings
- Search Engine Optimization
- Literature
- Targeted Audio



Existing Riders

- Digital Advertising (Retargeting)
- Station Signage & Wraps
- Onboard Signage & Forms
- RIDE Magazine & E-newsletter
- On-hold Messaging
- Targeted Audio



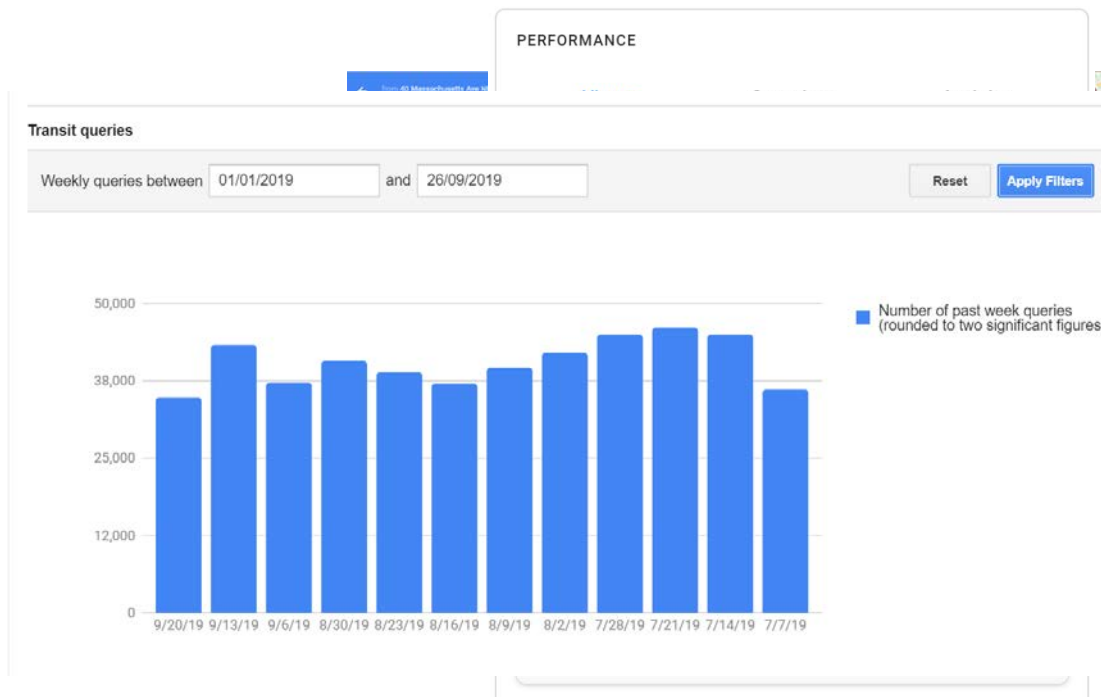
Daytrippers & Short-term

- Regional Coordination
- Social Media “Packages”
- Digital Advertising
- Out of Home Advertising
- Trip Planning Apps



Station Listings & Realtime Feed

- Each station has a listing on Google
- Google Transit as planning tool (vre.org/plan)



Virginia Railway Express (VRE) Crystal City Station

Webata Directions Save

4.5 ★★★★★ 69 Google reviews

Railway services in Arlington, Virginia

Address: 1503 South Crystal Dr, Arlington, VA 22202

You visited 2 years ago

Hours: Open - Closes 7:05PM -

Phone: (800) 743-3873

Edit your business information · Manage this listing

Know this place? Answer quick questions

Questions & answers
See all questions (1)

Popular times
Fridays

Plan your visit
People typically spend 15 min here

Send to your phone

Reviews

- "Well worth the cost cheaper and safer than driving, anytime."
- "EXCELLENT Service always on time."
- "Staff is friendly and helpful when you get on and off the train."

View all Google reviews



Website & Search Engine Optimization



Schedules



VRE Mobile



Fares & Tickets



New Rider



Train Talk Alerts



System Map



Train Status



Home / Service Information / VRE During Metro Projects

Related Links

- Train Utilization Trends
- Between Alexandria & Union
- Reverse Flow Trains

Worried about an upcoming Metro shutdown? Don't stress quite yet! VRE might be able to help.

VRE isn't just for long distance commuters travelling into Washington, D.C. from Fredericksburg and Manassas. We can also support commutes into the district that start as far north as Franconia-Springfield and Alexandria.

In fact, during select WMATA's shutdowns, we'll have customer service representatives at our [Alexandria Station](#) (near the Metro King Street station) to help answer questions about VRE service. You most likely have some questions now, including:

Where are the VRE stops?

As in our name, we operate in Virginia. Our service largely coincides with the southern half of WMATA's blue and yellow lines, and our final stop is Washington Union Station. See a [system map](#) to see how our stations relate to your typical Metro stops.

When does VRE run?

VRE is primarily a commuter train, and as such, most trains operate during rush hour. Riders who live Alexandria or north may ride either our Fredericksburg or Manassas line (this allows for more frequent [train times](#)). Trains typically run north in the morning, and south in the evening. However, we do have some trains that we call [reverse flow trains](#) which run in the opposite direction as the majority of our other trains.

How do I purchase a ticket?

There are several ways to purchase a VRE ticket. You can purchase a VRE ticket at a VRE station, at a VRE ticket machine, or you can purchase a VRE ticket online. For more information, see our [FAQ](#).



Advertising

Ad Preview

1 of 1 Ad < >

Mobile News Feed ▾

1 of 14



Virginia Railway Express

Sponsored · 🌐



Get one-on-one assistance setting up your VRE Mobile account or switching from paper to mobile ticketing. A VRE Communications Specialist will walk you step-by-step through the whole process – for free!



vre.org

Switching to VRE Mobile is a Snap!

LEARN MORE

Platform

Ad Group

Ad



319,820 / 96,529 / 1,450 / .76% CTR

Ad Sets

VRE ADVERTISING (1079... This month: Sep 1, 2019 – Sep

Ad Set Budgets Are Going Away · Campaign campaigns, you can unpause existing ad sets

Search or add filters

Create Duplicate

Name

Commuters

Dynamic Ad - Phase 1

Non-Commuters

Dynamic Ad - Phase 1

Results from 2 ad sets

Ad Preview

Ad Preview

1 of 1 Ad < >

Mobile News Feed ▾

1 of 9 < >

This is an example.

View More Variations



Virginia Railway Express

Sponsored · 🌐

There's a first time for everything. This summer, try something new while WMATA works on the Yellow and Blue. For more ...See More



VRE.ORG/METROWORK
Learn More About Riding VRE Today

LEARN MORE

👍 🍕 🍷 11

1 Share



TDM RESOURCES



VIRGINIA RAILWAY EXPRESS (VRE) RIDER'S GUIDE



Commuter Rail Service
from Manassas and Spotsylvania to Washington, D.C.



Plan your trip with Google Maps at vre.org/plan, or visit vre.org/rider to learn more.

For VRE information 24 hours a day, 365 days a year, visit vre.org or call (800) RIDE-VRE (743-3873).

REQUEST A SWITCH TO

Our staff is available to help you switch from paper tickets to mobile tickets. Specialists will walk you through the process, including any necessary ID verification if applicable. Please bring this form with you when you come to the station to give this form to a staff member.

Name:

Em:

We can help you with any questions you have about our station. We have a dedicated staff member to help you with an effective switch to mobile tickets.

Have questions before you get on board? Call our customer service line with us! Call 1-800-743-3873 or email gotrain@vire.com

Rather submit a request online? Visit vre.org/foia

TM

Social “Packages”

The screenshot shows a Facebook page for GWRideConnect. The page header includes the Facebook logo, the name 'GWRideConnect', a search bar, and navigation links for 'Cindy', 'Home', and 'Find Friend'. The profile picture is a circular logo with a road winding through green hills under a blue sky. The page navigation menu on the left lists 'Home', 'Reviews', 'Photos', 'Videos', 'Posts' (highlighted), 'Events', 'About', and 'Community', with a 'Create a Page' button at the bottom.

The main post is from GWRideConnect, dated December 13, 2019. The text of the post reads: "If you already have plans to travel up to DC this holiday season, consider taking VRE instead of driving! (Note: VRE does not provide service on Christmas Day or New Year's Day)". The post image shows a man and a woman in winter clothing standing in front of the US Capitol building. The image contains the text "Share D.C. THIS SEASON" and "PLAN YOUR DAY TRIP" with the VRE logo.

Below the post image, there are 2 likes and a comment section with a "Write a comment..." prompt and icons for emojis, GIFs, and reactions.



Office Displays & Commuter Fairs



WELCOME TO YOUR NEW RIDES

Riding Virginia Railway Express (or VRE for short) is a smart, traffic-free and incredibly easy way to travel with most trains running northbound toward Washington, D.C. in the morning, and southbound toward Manassas and Spotsylvania in the evening. It's the perfect way to get to work - or to fun-filled D.C. day-trip!

Contact us

We're confident that once you get Virginia Railway Express a try you're going to love it. So we'll be here to do whatever we can to help make riding with us even easier. Check out our "New Rider" guide at vre.org/rider for more tips and helpful advice, and if you still have questions or need support, please contact us.

(800) RIDE-VRE (743-3873)
general@vre.org

COMMUTING MADE EASY

Virginia Railway Express trains are the simplest and most convenient way to travel between central Virginia and Washington, D.C.

A Few of the Benefits

VRE gives you more options than a car to work. Here are some of the perks you can expect to see on your day commute:

- Stress-Free Trip** - No need to battle bumper-to-bumper traffic or search for a parking spot for your parking spot.
- Convenient Connections** - The first station west of D.C. has direct connections to Metro and Potomac, making it easy to reach out about any destination in the District.
- Quiet Cars** - In the car closest to the engine on every train, passengers must refrain from talking or playing loud electronic devices and speak only in quiet whispers (if at all).
- Bicycles** - Collapse bicycles are permitted on all trains, and full-size bicycles are allowed on seven trains on each line every day.
- Snack Time** - You can eat and drink non-alcoholic beverages on most trains.
- Guaranteed Ride Home** - If you become ill, have an unexpected emergency, or are otherwise unable to get home, the Guaranteed Ride Home Program can provide you a free ride home. Just register at www.vre.org/ridehome.
- Service Guarantee** - If your train is 30 minutes late, we'll give you a free Acela Certificate.
- Declare Comfort Blanket** - If your train is more than 15 minutes late and is scheduled to arrive at your station at least 30 minutes before your departure, we'll reimburse your daytime fare fee.

Tickets

There are many VRE ticket options, ranging from a single ride to a monthly or yearly pass. Visit vre.org/tickets for more information. For seniors, children and people with disabilities, visit vre.org/disability for more information.

The easiest way to buy VRE tickets is on vre.org/tickets or on our free **VRE Mobile app**. Download the VRE Mobile app from the App Store or Google Play. You can purchase, validate and show your tickets and passes to the conductor - right from your smartphone! If your employer offers transit benefits, see vre.org/benefits. You can also use them to pay. Learn more at vre.org/tickets or visit our website with a working smartphone to vre.org/tickets.

Schedules

VRE operates service through Prince Georges County (Woodrow Wilson, DC) in the morning, and southbound toward Manassas (Lorton, VA) and Spotsylvania (King of Prussia, PA) in the evening. Our stops at Union Station, Lorton, Crystal Chancery, and Manassas are served by both our Metro-Linking and Potomac River Link services. If you are just leaving between Manassas and Union Station, take any VRE train.


Line	Direction	Station	Time	Frequency
Metro-Linking	Northbound	Union Station	6:00 AM	15 min
		Crystal Chancery	6:15 AM	15 min
		Lorton	6:30 AM	15 min
		Woodrow Wilson	6:45 AM	15 min
		Manassas	7:00 AM	15 min
	Southbound	Manassas	7:00 AM	15 min
		Woodrow Wilson	7:15 AM	15 min
		Lorton	7:30 AM	15 min
		Crystal Chancery	7:45 AM	15 min
		Union Station	8:00 AM	15 min
Potomac River Link	Northbound	Manassas	7:00 AM	15 min
		Woodrow Wilson	7:15 AM	15 min
		Lorton	7:30 AM	15 min
		Crystal Chancery	7:45 AM	15 min
		Union Station	8:00 AM	15 min
	Southbound	Union Station	8:00 AM	15 min
		Crystal Chancery	8:15 AM	15 min
		Lorton	8:30 AM	15 min
		Woodrow Wilson	8:45 AM	15 min
		Manassas	9:00 AM	15 min

Learn more about riding with us at vre.org/rider.



Print Materials


VIRGINIA RAILWAY EXPRESS (VRE)
RIDER'S GUIDE



Commuter Rail Service
from Manassas and Spotsylvania to Washington, D.C.

Plan your trip with Google Maps at vre.org/plan, or visit vre.org/rider to learn more.

For VRE information 24 hours a day, 365 days a year, visit vre.org or call (800) RIDE-VRE (743-3873).



MANASSAS LINE
Effective March 1, 2018
800-RIDE-VRE
www.vre.org
f o d t i



VIRGINIA RAILWAY EXPRESS
A better way. A better life.



FREDERICKSBURG LINE
Effective March 1, 2018
800-RIDE-VRE
www.vre.org
f o d t i



VIRGINIA RAILWAY EXPRESS
A better way. A better life.



Other Things to Consider

- VRE Mobile & Future Online Ticket Portal
- SmartBenefits® Webinar/Materials
- HR packages
- Website
- Trip Planner Collaboration





2020 METRO SHUTDOWN



Plan Components

Website

New pages

Social Media

Advertising &
messaging

OOH Advertising

Advertising at impacted
stations

TDMs

Social “packages” &
open communication

Regional

Coordinating &
retaining flexibility

Fairfax CUE

Website

New Pages

Advertising

Collaborative Advertising

Brochure

Brochure for Bus Shelters

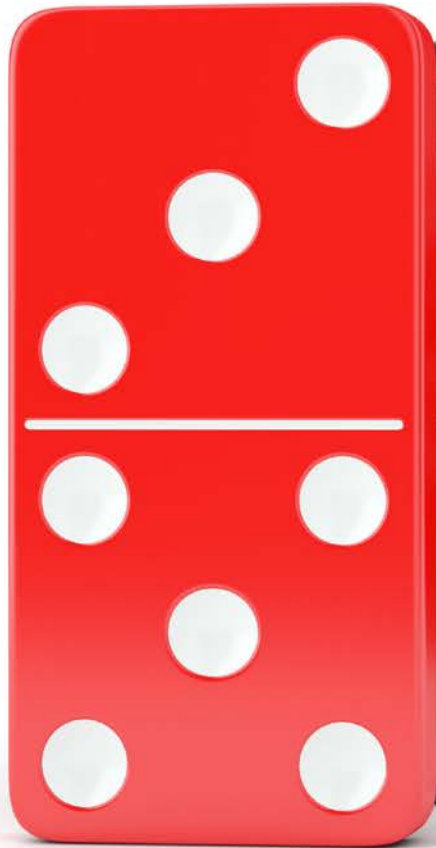
Day Passes

Free Day Passes

Signage

Signage at Burke Centre

Additional Communication



- Train Talks
- Press releases
- Station messaging

Setting the Plan into Motion



March 27



April 1



TBD

QUESTIONS?



703-838-5417



cking@vre.org