

Arlington Transit

Return to Transit Campaign Campaign Report

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Arlington County Commuter Services

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Regional TDM Marketing Group
MWCOCG



Campaign Theme

Arlington is Open

Strategy

Launched on Car-Free Day to leverage both owned, earned and paid assets surrounding Car-Free Day. Goal to encourage existing riders to ride more frequently and potential riders to try Arlington Transit - ART and other transit options in Arlington.

Tactics

- Arlington owned Metro station 2-Sheet posters
- Arlington Metro station :10 digital ads
- New Transportation Options brochure
- Spotify ads targeted to residents, visitors, workers in Arlington
- ARLnow.com banner ads
- Paid social media - Facebook
- Google Adword Campaign
- Videos

2-Sheets & :10 Digital Billboards



ARLnow.com Banner Ads



Facebook Posts



Arlington Transit

Today at 6:00am · 🌐

Arlington has nine fun and fresh farmers markets to explore and we're ready to take you to all of them!



👍 Like

💬 Comment

➦ Share



Arlington Transit

Today at 6:00am · 🌐

Are you open to getting to happy hour the easy, car-free way? Skip the driving and hop on the ART bus!



👍 Like

💬 Comment

➦ Share

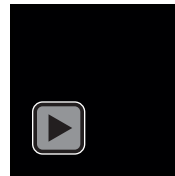
Spotify Ads

Spot A



:15

Spot B



:15

Spot C



:30

Brochure

English and Spanish

OPEN

the door to your car-free life

Are you open to saving money, helping the environment, and leaving traffic and parking in the past? Traveling by bus, train, bike, and more can open you up to lots of amazing places in Arlington. Here's how to get started!

ABRE

la puerta a vivir sin auto

¿Estás abierto a la idea de ahorrar dinero, ayudar al medioambiente y dejar al tráfico y a los estacionamientos en el pasado? Transportarte en autobús, tren, bicicleta y por otros medios puede abrirte las puertas a un sinnúmero de lugares maravillosos en Arlington. ¿Aquí te decimos por dónde empezar!

Arlington County Government provides accommodations for qualified individuals with disabilities in the Americans with Disabilities Act. To arrange for an accommodation, please call 703.229.6122 (TDD), TDD: 711, or email arlington@commutedirect.com.

El Gobierno del Condado de Arlington ofrece acomodaciones para las personas discapacitadas que cumplen con la Ley de Estadounidenses con Discapacidades (Americans with Disabilities Act). Para solicitar acomodaciones, llame al 703.229.6122 (TDD), TDD: 711, o envíe un correo electrónico a arlington@commutedirect.com.

ARLINGTON VIRGINIA

Facebook, Twitter, Instagram, YouTube icons and QR code.

Arlington está ABIERTO

¡AB SIN COCHES!

Arlington is OPEN

GET FROM A+B CAR FREE

CAR-FREE TRAVEL OPTIONS

There are so many ways to get around Arlington without a car. Find your closest options at CarFreeArl.com or the map on the other side of this brochure!

OPCIONES DE TRANSPORTE SIN AUTO

En Arlington, existen muchas maneras para desplazarse sin auto. Encuentra las opciones más cercanas en CarFreeArl.com o en el mapa del otro lado de este folleto.

RESOURCES TO HELP

Bus

Arlington Transit has 18 local bus routes in Arlington that connect to many Metrobus stations. The regional **Metrobus** system has 25 major bus lines in Arlington, including dedicated bus-only **Metroway** lanes between Potomac Park and Rosslyn Road.

Metrorail

Metro's **Metrorail** offers direct subway service between Arlington, Washington, DC and Metroway with 11 stations in Arlington. **Virginia Railway Express (VRE)** makes connecting between Arlington, Manassas and Potomac Branch easy.

Bike

Cyclists enjoy 102 miles of **Blue Bikes** and trails across the County, free racks on buses, and secure bike lockers at many Metrobus stations. **Capital Bikeshares** memberships give you access to over 1,000 bikes and e-bikes at 174 bike share stations throughout with over 100 stations in Arlington alone.

Walk

In Arlington, many places to live, work and play are only steps away from each other - and smooth, wide sidewalks with impact traffic signals make every step safe.

Carshare

Local residents and companies can **share and lift** cars to use when you need one. And it's easy to drive personal vehicles memberships with **Zipcar** you "rent" a car for as little as an hour.

Telework

Teleworking is more popular than ever and it's easy to make your office at home. When you work from home, you save time and money by skipping the car parked.

Autobús

Arlington Transit tiene 18 rutas de autobuses locales en Arlington, que conectan con muchas estaciones de Metrobus. El sistema regional **Metrobus** tiene 25 líneas dedicadas para autobuses y rutas de 100 estaciones de línea dedicadas en Arlington, incluyendo las líneas **Metroway** dedicadas a los autobuses entre Potomac Park y Rosslyn Road.

Trenes

Metro's **Metrorail** ofrece servicios directos de metro entre Arlington, Washington, DC y Manassas con 11 estaciones en Arlington. **Virginia Railway Express (VRE)** hace los desplazamientos entre Arlington, Manassas y Potomac Branch.

Bicicletas

Los ciclistas pueden disfrutar de 102 millas de senderos y rutas para bicicletas por todo el Condado, portabiciques en los autobuses y lockers con cerradura para bicicletas en muchas estaciones Metrobus. Las membresías de **Capital Bikeshares** que ofrecen acceso a más de 1,000 bicicletas y e-bicicletas eléctricas en más de 170 estaciones de ciclo a lo largo del condado de Arlington.

Teletrabaja

El teletrabajo es más popular que nunca y es fácil de hacer en casa. Cuando trabajas desde casa, ahorras tiempo y dinero al evitar el auto estacionado.

Commuter Stores

Commuter Store Specialists can help you plan trips, buy passes for all the regional transit systems, purchase **Capital Bikeshare** memberships, and answer your car-free questions at locations in:

- Ballston
- Crystal City
- Herndon
- Reston
- Regularly scheduled Mobile Commuter Store

CommuterDirect.com

The easiest way to buy tickets and passes for all regional transit providers, including VRE, MTA, Commuter Bus, and MARC, and view them delivered to your home or office. Plus, you can use **SmartRide** to buy

CarFreeDiet.com

Visit the website to find more info about everything in this brochure, plus lots to help you live **Car-Free Diet**. The **Car-Free Diet Calculator** shows how many dollars you'll save, calories you'll burn and emissions you'll reduce by going car-free. **CommuterDirect.com** Regional info, events, daily news and everything about living in Arlington including mp3s, classes and events **WorkArlington.com** Self-guided walking tours of Arlington, walking events, and online live Q&A with a Scholar. **Car-Free Diet Partners** A directory of 200+ local businesses that are easy to get to and love supporting the car-free lifestyle.

FARES and schedules

Riding transit is easier than you might think. Find out which bus or train you need with the planners at metrolink.com and ArlingtonTransit.com, then see how much you'll pay for each!

ART and Metrobus

Regular - 1.00
Seniors / Disabled with 50% - 0.50
Arlington - 1.25 (Seniors with 50% off, 1.00 for regular fare on Metroway)

Metrorail

Trips - \$2.10 (depending on time of day and starting/ending station)
Section (Discounted Adult Single Ride) \$1.90 (single for discounted fares)

Metrolink also offers a variety of daily, weekly, and monthly unlimited passes for bus and rail.

SmartTrip Cards

The ART's three reloadable cards instead of cash to get free, recharge bus transfers and automatic fare deposits. Buy them from any Commuter Store. CommuterDirect.com offers spending rewards on Metrolink stations. To see your Smart Trip card or your membership and easily reload it, download the **SmartTrip App**.

SAFETY TIPS

Whether you drive, walk, ride, cycle, scooter, or skateboard, it's important for everyone in Arlington to work together to safety these streets. So be a P.A.S.S.:

- **P**redictable - travel in a predictable way.
- **A**void - stay alert to your surroundings and your own road.
- **S**low - stay off traffic lanes, and be sure to wear a safety helmet when appropriate.
- **S**tay - always follow these Rules of the Road:
 - Only one rider per e-scooter
 - Use hand signals to communicate intended turns
 - Keep your feet on the road and avoid things like potholes, debris, ice, wet phones and headphones
 - Don't drink and drive - use a light colored clothing, reflective gear and lights

Consejos de Seguridad

Ya sea que conduzcas, camines, uses un scooter o una patineta, es importante para todos en Arlington que trabajemos juntos para compartir las calles de manera segura. Por eso, colabora siendo P.A.S.S.

Precaución - Transportándose de manera predecible, un momento, mantén a baja velocidad.

Atención - Presta atención a tu entorno y a los lugares que te rodean.

Respeto - Conducendo todos los vehículos de manera segura, asegúrate de usar un casco de seguridad apropiado.

CAR-FREE neighborhoods

Arlington's urban villages are vibrant neighborhoods designed to be easily accessible by biking, walking and public transit. Here's how you can get to each one.

Neighborhoods with Bikes

Las villas urbanas de Arlington son vecindarios diseñados para ser fácilmente accesibles en bicicleta, caminando o transporte público. Así es como puedes llegar a cada una de ellas.

Ballston	🚲
Clarendon	🚲
Columbia Pike	🚲
Courthouse	🚲
Crystal City	🚲
Langston Blvd	🚲
Potomac Park	🚲
Reston	🚲
Stratford	🚲
Herndon	🚲
Virginia Square	🚲

Neighborhoods with Bikeshares

ART Bus	🚲
Capital Bikeshares	🚲
Metrolink	🚲
Metrobus	🚲
Commuter Store	🚲

Videos

- [Open the Door to Your Car-Free Life](#)



Campaign Plan

ARLINGTON TRANSIT - RETURN TO TRANSIT CAMPAIGN PLAN Final As Run Media Plan

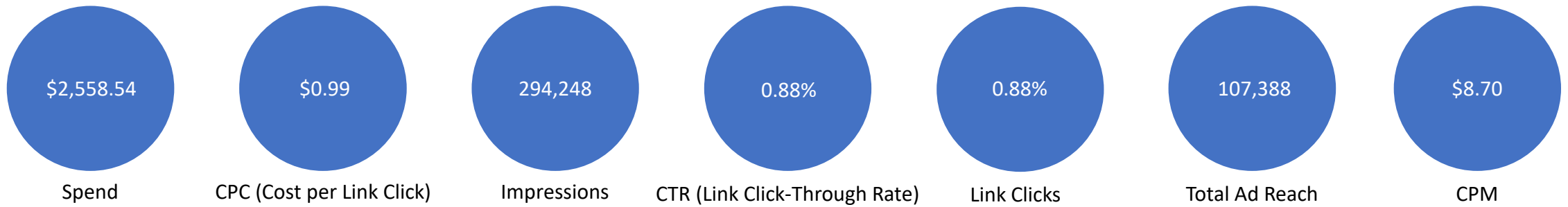
				September				October				November				December			
				W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4
2-Sheets In System																			
Brochure Distribution																			
ARLnow.com Banner Ads																			
Google Adwords																			
Facebook Paid Boosting																			
Spotify Ads																			
Metro Station :10 Digital Boards																			

Campaign Performance

- Facebook
- SEM
- ARLNow.com
- Spotify

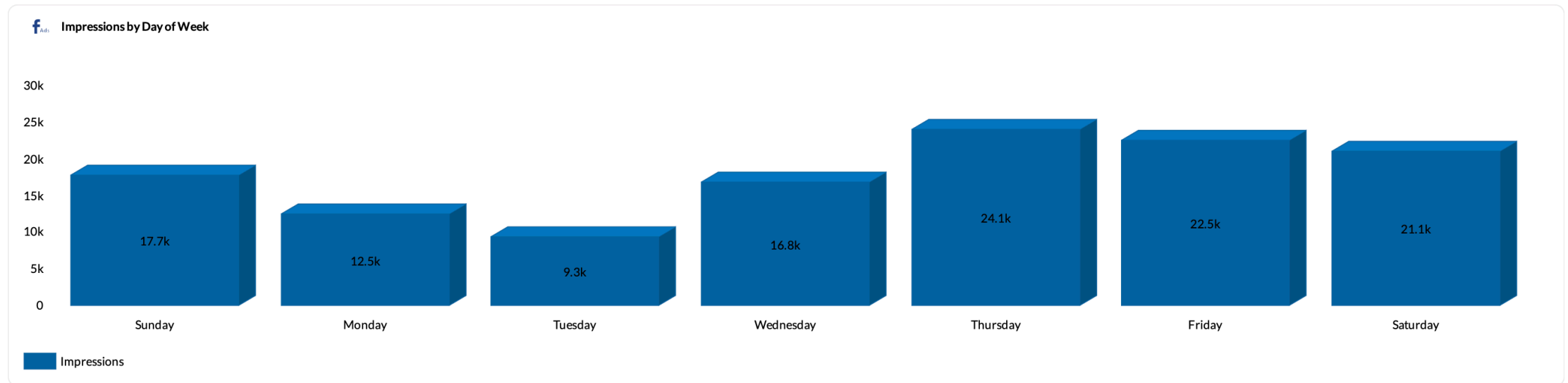
Facebook ROI

Facebook campaign performed excellent, generating over **294,248 impressions** and **2,291 clicks**



Facebook Impressions By Day

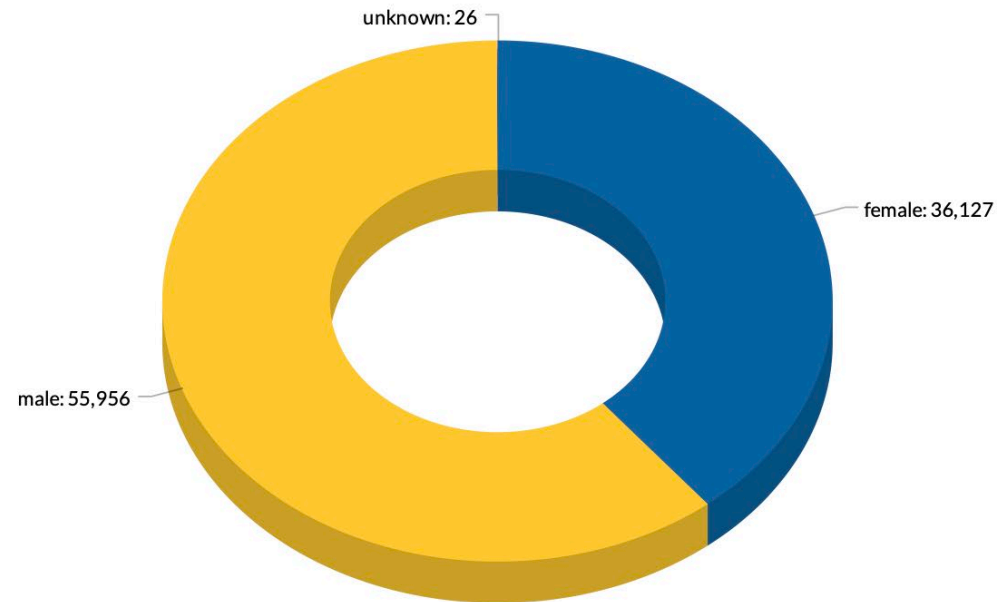
Thursday, Friday and Saturday most impressions



Facebook Reach

The campaign performed well with **males**, which skews female on Facebook platform

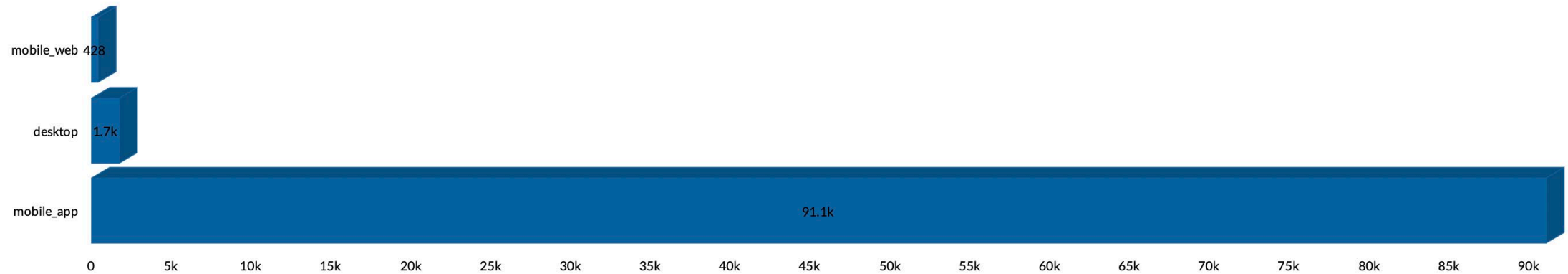
f Ads Reach by Gender



Facebook Device Breakdown

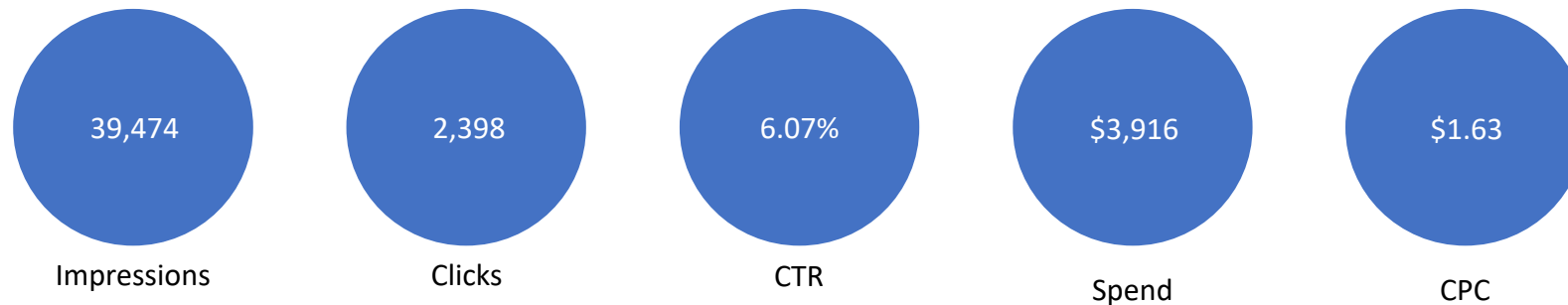
Not surprising, **mobile** was the most used device for the campaign

f Adx Top Performing Devices by Reach



SEM (Search Engine Marketing)

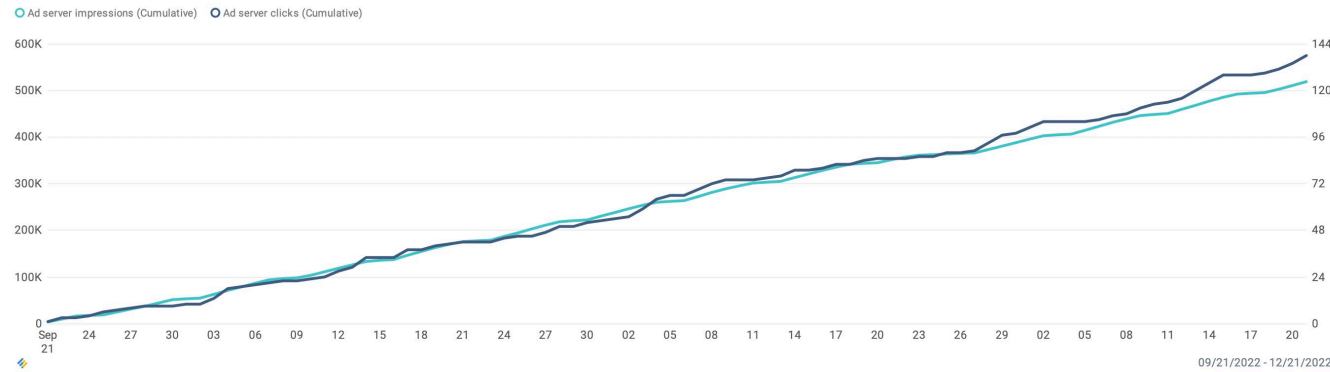
The SEM campaign performed well, **generating 2,398 clicks** at an average **CTR of 6.07%** and low Cost Per Click (CPC) at \$1.63



ARLnow.com Ad Performance

Online banner ad generated good impressions (just over 600K) and online email placement also generated significant added value exposure (3.6 M page views)

Skyscraper Ad Site Impressions



Billboard Ad Impressions

Ad server impressions
607,941

09/21/2022 - 12/21/2022

Billboard Ad Clicks

Ad server clicks
189

09/21/2022 - 12/21/2022

ARLnow Page Views

Page views
3,610,013

09/21/2022 - 12/21/2022

ARLnow Average Time on Page

Avg. time on page
00:04:00

09/21/2022 - 12/21/2022

ARLnow Email Opens

Opens total
1,348,446

09/21/2022 - 12/21/2022

ARLnow Twitter Followers

Followers
56,159

09/21/2022 - 12/21/2022

ARLnow Facebook Likes

Total page likes
39,203

09/21/2022 - 12/21/2022

ARLnow Facebook Page Impressions

Page impressions
5,549,714

09/21/2022 - 12/21/2022

Spotify Ads

Spotify audio ads generated significant impressions and the added value banner ads negotiated with the plan generated strong **Click Through Rate (CTR) performance at 0.91%** (industry average CTR ranges between .10% - .50%)

The **larger 300x600 banner ad** performed the best at **2.72% CTR** – **Wednesday and Thursday** were the best performing days for CTR

Campaign: Arlington Transit Spotify Campaign Sep-Nov FY22						
Flight Dates: 09-20-2022 - 11-30-2022						
Report Dates: 09-20-2022 - 11-06-2022						
CPM						
Line Item Name	Start Date	End Date	Booked Unit	Impressions	Clicks	CTR
[Spotify] - ART Return To Transit A18+	09/20/2022	11/30/2022	266,667	177,124	26	0.01%
[AV] Added Value - ART Is Open	09/20/2022	11/30/2022	20,000	15,224	139	0.91%
		TOTALS:	286,667	192,348	165	0.09%

Campaign Landing Page



Arlingtontransit.com/open saw good traffic activity – **2,816 unique visits from Sept. – Dec.**

DietaCeroAuto.com/Ayuda did not see the same level of performance with **12 unique visits in Sept.** (last two weeks) and **2 unique visits in Oct., 5 in Nov. and 2 in Dec.**

Home » Riding ART » Arlington is Open



- Riding ART Quick Links
- How to Ride
- Rider Tools
 - ART Service Alerts
 - ART RealTime
 - Route Transit Schedules
 - Drop-Off Point Schedules
 - ART System Map
 - More Rider Tools
 - Public Site Developers
 - Mount Transit Trip Planner
- Service Alerts
- Source: Bluebird Public
- Bike Use ART
- Safety, Security, Courtesy

Open the Door to Your Car-Free Life

Are you open to saving money, helping the environment, and leaving traffic and parking in the past? You've come to the right place!

Arlington makes it incredibly easy to get around without a car, thanks to buses, trains, bike and walk trails, and more. Choose what you'd like to learn more about now!



Our local bus service, with convenient connections to Metrolink.



Subway and bus service between Arlington, DC, Maryland and the 'burbs.



One-on-one help buying passes, planning trips and more.



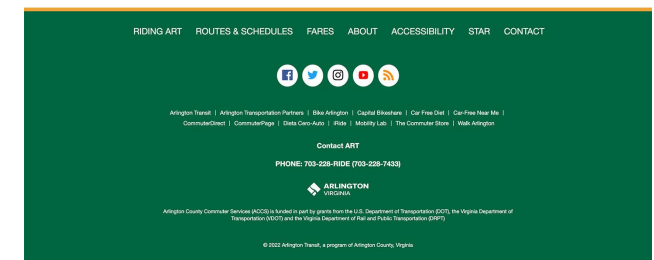
Buy tickets and passes online and have them delivered to you.



Regional transportation news, events, info and updates.



Get a taste of what it's like to live the car-free lifestyle.



Ridership Numbers

ART

2022

2021

July	164,668	112,413
August	171,865	116,467
September	178,976	121,250
October	179,377	121,361
November	139,093	113,526
December	147,958	121,366

Campaign Performance Analysis

- Spotify and Facebook performed very well in generating impressions, generating over 580,000 impressions
- SEM performed very well - generating 2,398 clicks with a 6.07% CTR, generating the greatest overall cost efficiency of the campaign
- ARLnow banner ads performed well at generating exposure, with the e-newsletter providing great added value exposure of over 3.6 million page views
- The campaign landing page (English) performed well, however, the Spanish landing page did not perform well
- Overall, the campaign was successful in generating top of mind exposure for ART and contributed to ridership growth