



# Maryland Transit Administration

**Making Public Transportation Relevant for Today's  
Communities**

**Presented By: Jawauna Greene**



# PURPOSE

- Identify some of the challenges to reaching our business community audience.
- Provide an overview for a marketing strategy designed to demonstrate the value of public transit services to business communities.
- Explain the approach, transit services used and overall theme for all media/mediums used to promote MTA services.
- Offer the implementation schedule for the campaign.
- Identify list resources needed to successfully share the message.
- Discuss the mechanism to measure awareness about the campaign.
- Share feedback related to the agency's efforts.

# MTA-Challenges to Reaching the Business Audience

The Maryland Transit Administration (MTA) is the largest public transit provider in Maryland. MTA recognizes the need to attract new travelers and to partner with business communities. Our goal was to demonstrate how well our transit service responds to users' needs and preferences, as well as identify the benefits of public transit to business communities.

The key challenges to developing a marketing outreach plan were the following:

- Negative perception that transit doesn't have real value for small business communities.
- Belief that the presence of MTA services and station facilities are havens for undesirable populations and may be responsible for crimes at local retail communities.
- MTA's ability to develop diverse messages for business owners, their employees and our shared audience of potential customers.
- Identifying an appropriate plan and budget.

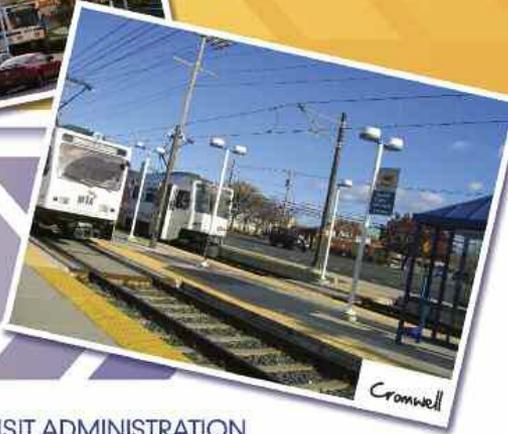
# Overview of the Outreach Strategy

MTA understood that the key to any successful campaign rested with the agency's ability to dialogue with business communities, share transit service information with their employees and attract new customers.

- MTA met with local government officials, retail community landlords and businesses.
- MTA examined ridership patterns in those communities along with crime statistic data and traffic data.
- MTA developed a multimedia campaign designed to educate businesses, employees and the public about the value of having public transit.
- MTA's used outreach print ads in various community and statewide publications; brochures; radio ads; MTA system wide transit ad space; school outreach programs with MTA Police and Safety Departments; grassroots community efforts; MTA website information; and public events and festival outreach.



Hunt Valley



Cromwell

MARYLAND TRANSIT ADMINISTRATION

# Supporting Retail Communities



Mt. Washington



Mt. Royal

YOUR RIDE IS HERE.

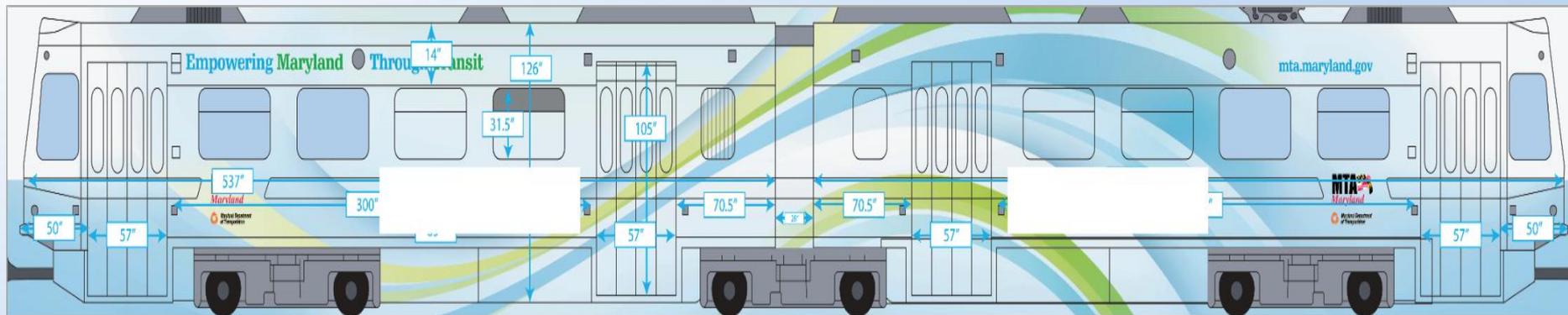


Maryland Department of Transportation



# MTA's Marketing Approach

- “Empowering Communities Through Transit”
  - MTA launched a summer 2011 outreach effort that targeted retail communities located near our Light Rail facilities. Of the 33 station locations, 5 have active retail communities.
  - MTA developed outreach packets that included transit information, national research, crime data, local travel patterns and ridership demographics.
  - MTA held a series of customer outreach efforts at the local transit facilities and in the retail centers for businesses and customers.



# Campaign Rollout Schedule

## Timing

- Planning Phase 1
  - May- June 2011
    - Campaign Launch Date: June 15
- Launch Outreach Phase 2
  - June (launch period)
  - July-August (summer/holiday period)
  - September – October (back-to-school)
  
- Maintenance Light Support (Maintenance Period)
  - November, December

# Campaign Resources

- **Distribute brochures and targeted collateral.**
  - Distribute in MTA stations, MTA facilities and other key outlets (i.e. visitor centers, hotels).
  - Outreach events hosted by MTA Police and Safety departments.
  - During key periods used marketing street teams to distribute literature at retail centers, churches, schools, festivals, and planned events.
- **Utilize transit advertising to sustain message during entire campaign.**
  - Provides direct contact with target audience in critical and appropriate situations.
  - Best way to keep a consistent and constant message in the marketplace during all phases of campaign.
  - Ads on rails with interior car cards and rail station platform posters.
  - Light Rail exterior displays was a good way to target pedestrians and vehicles.

# Save Your Sole & Community Awareness

Maryland Transit Administration (MTA)

**Public Transit, the interface to infinite possibilities.**

With its close proximity to our nation's capitol, Maryland is a prime example of how public transportation can serve as the interface to the infinite possibilities that result from bringing people together.

**PEOPLE POSSIBILITIES PLACES**

The MTA is proactive in ensuring there are vast arrays of options available for those who rely on or choose public transportation.

410-539-5000 [www.mta.maryland.gov](http://www.mta.maryland.gov)

Art Education Community Outreach Ad

**This Month MTA Celebrate... BLACK HISTORY MONTH**  
February 2009

Women's History Hanukkah Italian American Awareness

**This Month MTA Celebrate... BLACK HISTORY MONTH**  
February 1-28, 2009

**Music in the Metro**  
Featuring: *The Politically Correct Pied Pipers*

Women's History Hanukkah Italian American Heritage

Cultural Observance Month Posters

**MTA Community Night Out**  
We're going all out for safety!

- Give crime and drugs a going-away party
- Get to know your neighbors better
- Demonstrations by MTA K9 Police Officers
- Giveaways for the kids and adults
- Send a message that together, we can fight back against crime

**Tuesday, August 3, 2010**  
West Rogers Avenue Metro Subway Station, 6:00 to 8:00 pm  
Potosco Light Rail Station, 6:30 to 8:30 pm

[www.mta.maryland.gov](http://www.mta.maryland.gov)

**KEEP THE FAITH IN YOUR HEART AND YOUR CAR IN THE DRIVEWAY.**

**SAVE YOUR SOLE RIDE MTA.**

Save Your Sole Fan

CommUNITY Night Out Poster & Tablecloth

**KEEP THE FAITH IN YOUR HEART AND YOUR CAR IN THE DRIVEWAY!**

**SAVE YOUR SOLE RIDE MTA.**

Wherever you worship in or around Baltimore, MTA can get you and your family there and back, safely, conveniently and economically!

**The MTA saves more than just your sole!**  
Fares: \$1.60 one-way, \$3.20 round trip, \$3.50 Day Pass

**METRO SUBWAY:**  
Every 15 minutes from 6:00 a.m. - midnight  
Saturday, Sunday and holidays

**LIGHT RAIL:**  
Every 15-30 minutes from 7:00 a.m. - 11:00 p.m. Saturday  
11:00 a.m. - 7:00 p.m. Sunday & holidays

**LOCAL BUS:**  
Various lines/routes. Call 410-539-5000 or log on [www.mtamaryland.com](http://www.mtamaryland.com)

**MTA Maryland** **SAVE YOUR SOLE**

[www.mtamaryland.com](http://www.mtamaryland.com) 410-539-5000 or toll-free 1-866-8IDE-MTA

Save Your Sole Print Ad

**MTA Community Night Out**  
We're going all out for safety!

WELCOME NEIGHBORS!

[www.mta.maryland.gov](http://www.mta.maryland.gov)



partment  
tion

# MTA Outreach Resources-Media Tools

- **Transit Advertising**
  - Car Cards, stations posters, platform posters
- **MTA Website**
  - Safety message
- **Event, community, and school outreach**
  - Brochure, giveaways, and target collateral distribution
- **Press Releases and Media Outreach**
- **Campaign Budget \$40K**
  - Budget breakout- Broadcast (40%), Print (25%), Collateral (20%), Outreach (10%), Events (5%).
  - Some media has already been purchased through annual contracts and commitments.

# Media Strategies

- Utilize local radio as secondary media resource.
  - Focus on drive time dayparts (early morning and evening) to target motorist.
  - Station mix to include News Talk, Adult Contemporary and Easy Listening formats.
  - Expand buy to include weekends and early fringe dayparts as added value to reach at work listeners.
- Supplement broadcast with print media resource.
  - Newspaper and magazine ads
    - Community papers
    - Major daily and weekly papers (i.e., B Free Daily, City Paper, etc.)
    - Local targeted magazines (i.e., Urbanite)
    - Include a direct response message in the ads to gauge response.

# Campaign Measurement Tools

- To assess the success of the outreach efforts, MTA used a variety of measurement tools.
  - Customer interface totals
  - Tablet surveys
  - Ridership totals
  - Retail community feedback/ requests for outreach packets
  - Enrollment in MTA commuter tax benefits programs
  - Commuter Choice Maryland enrollment totals
  - Website traffic, Social Media feedback

## Quick facts:

- ✓ MTA is pleased to announce that roughly 8000 customer interfaces occurred during the summer launch.
- ✓ MTA conducted 400 tablet surveys which revealed positive feedback related to transit service and provided customer demographics.
- ✓ The agency received new requests for customized outreach packets.
- ✓ New program enrollment totaled 20%
- ✓ Website traffic has steadily increased.