

LATE-NIGHT TRANSPORTATION MARKETING PLAN

Introduction

On February 23, 2015, the San Francisco Late Night Transportation Working Group released *The Other 9-to-5: Improving Late-Night and Early-Morning Transportation for San Francisco Workers, Residents, and Visitors*. The report distilled its fifteen recommendations into five priority next steps, one of which was to develop and launch a coordinated information campaign to better communicate existing late-night and early-morning transportation services.

In order to implement this initiative, the San Francisco Office of Economic and Workforce Development has hired Circlepoint to develop a short-term yet scalable marketing campaign that raises awareness of late-night and early-morning transportation options for commuters and other riders during the “other 9 to 5.”

The following marketing plan will serve as a roadmap to design a campaign to: 1) better inform targeted riders about existing late-night and early-morning transit options; 2) and encourage them to use public transportation to reach their destinations safely and conveniently.

Goals

- To raise awareness of existing late-night and early-morning transportation options, including the system of routes offered by Bay Area transit providers (SFMTA, SamTrans, AC Transit, BART, Golden Gate Transit, etc.)
- To make information about late-night and early-morning transportation options easier to access online and offline
- To create an engaging campaign concept and multilingual materials that can be shared with transit agencies for use beyond the initial campaign, as additional funding becomes available
- To measure the impact of the marketing effort using relevant performance indicators to inform future efforts

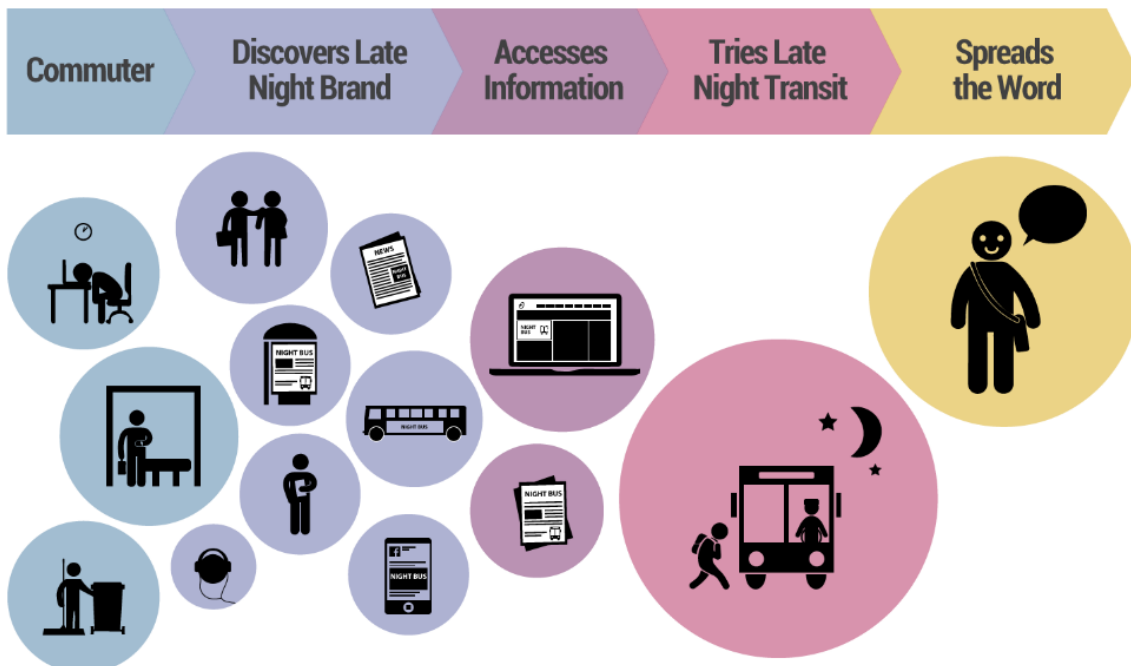
Marketing Strategy and Communications Rollout

In order to be successful, the information campaign will target different segments of San Francisco’s late-night and early-morning rider and potential rider populations. Based on the 2014 survey of overnight transit riders conducted by the Late Night Transportation Working Group, we have identified the following target audiences as most likely to benefit from and respond to the information campaign and subsequently use existing transit services during these hours:

- *Primary Audiences:*
 - Late-night and early-morning workers, including workers in the hospitality, restaurant, bar, hotel, production/distribution/repair, construction, and healthcare industries
 - Multicultural and low-income populations
- *Secondary Audiences:*
 - Transit agencies, industry groups, and employers as channels to communicate options to workers
 - Residents and visitors traveling during these hours for non-work purposes

To reach these audiences, Circlepoint will create a cohesive campaign with one main slogan and will redesign the existing All Nighter brand. We will develop messaging and imagery that creates a positive image and makes late-night and early-morning transportation inviting and appealing. We will emphasize availability, safety, and affordability and tailor communications to different industries and audience demographics.

We understand that a late-night/early-morning commuter’s decision about how to travel to and from work begins long before they start their trip. The graphic below sketches out how the information campaign will guide our target audiences along the journey to choose late-night transit and spread the word about the system.



As outlined in the graphic above and in the matrix below, we will employ a strategic mix of print and digital channels to reach audiences. We will also leverage agency, industry, and community partnerships to connect with commuters. We will rethink the 511 user experience to provide an easy-to-use and reliable tool that is intuitive to visitors. Finally, we will also explore non-traditional communication channels (e.g., paystub ads) to connect to hard-to-reach groups.

Messaging Framework

Below is a messaging framework, which provides a summary of the target audiences, their desired actions and motivations, and the key messages that appeal to those motivations.

OVERARCHING MESSAGING (TAGLINES)			
Primary messaging focused on coverage			
Subtle messaging around safety			
Messaging to address cost and equity needs			
Target Audience	Desired Actions	Motivations	Messages
Late-night and early-morning workers, residents and visitors	Learn more about LNT	Getting to/from destination conveniently and safely	Ads to include number of bus lines and coverage areas
	Try LNT	Saving time and money	Travel options that suit your schedule and budget
	Tell others about LNT	Convenience & comfort	Comfortable service when you need it most
Employers/Partners	Support LNT campaign	Increase ridership	Your participation is critical to the success of this campaign
			Join us in raising awareness about late night transportation options

Communication Channels

The table below outlines the different communication channels through which the campaign will be delivered. The materials produced will also be translated into Spanish and Chinese:

Media	Materials	Recommendations
Print Collateral	Postcards, posters, brochures	<ul style="list-style-type: none"> • Produce a series of materials for agency and industry partner distribution
Digital	Web graphics, e-blast graphics, social media graphics, text/SMS	<ul style="list-style-type: none"> • Produce web graphics for placement on 511.org; purchase vanity URL based on campaign name • Produce e-blast graphics for distribution in partner newsletters and social media graphics for partner distribution on social channels • Draft text/SMS messages for texting campaign
Advertising	Transit ads, Facebook advertising	<ul style="list-style-type: none"> • Create transit ads for display on buses, bus shelters, and metro stations • Roll out targeted Facebook ad campaign and sponsored content
Non-traditional	Outdoor, events	<ul style="list-style-type: none"> • Place signage or temporary decal/paint at transit stops to identify service • Use a holiday or calendar marker such as Summer Solstice to do an “all night” event citywide
Earned media strategy for local newspapers and blogs	Press release, digital media kit, newspaper ad, editorial/blog post	<ul style="list-style-type: none"> • Create a press release, editorial, and advertorial to pitch to local media outlets then translate and place in

Media	Materials	Recommendations
		key local papers in neighborhoods with LNT coverage

Target Implementation Plan

The following matrix maps out the timeline for campaign development and implementation. The pilot campaign can easily be expanded with subsequent phases based on availability of resources:

OEWD Late Night Transportation Schedule DRAFT																	
	FEBRUARY				MARCH				APRIL				MAY				
	2/8-12	2/15-19	2/22-26	2/29- 3/4	3/7-11	3/14-18	3/21-25	3/28-4/1	4/4-8	4/11-15	4/18-22	4/25-29	5/2-6	5/9-13	5/16- 20	5/23 - 27	5/30 - 6/3
Strategy and Implementation Plan	Task Work Progres	Task Work Progres	Draft due	Review	Final due												
Campaign Concepts and messaging	Task Work Progres	Task Work Progres	Task Work Progres	Task Work Progres	Task Work Progres												
Ad and Collateral development						Task Work Progres	Task Work Progres	Task Work Progres	Review	Final due							
Translation										Task Work Progres	Final due						
Media Planning and Placement						Task Work Progres	Task Work Progres	Task Work Progres	Task Work Progres	Task Work Progres	Task Work Progres						
Advertising run												Task Work Progres	Task Work Progres	Task Work Progres	Task Work Progres	Task Work Progres	Task Work Progres
Camapign Management and reporting												Task Work Progres	Task Work Progres	Task Work Progres	Task Work Progres	Task Work Progres	Final due
	Task Work Progres	Task Work Progres	Task Work Progres	Task Work Progres	Task Work Progres	Task Work Progres	Task Work Progres	Task Work Progres	Task Work Progres	Task Work Progres	Task Work Progres	Task Work Progres	Task Work Progres	Task Work Progres	Task Work Progres	Task Work Progres	Task Work Progres
	Draft due	Draft due	Draft due	Draft due	Draft due	Draft due	Draft due	Draft due	Draft due	Draft due	Draft due	Draft due	Draft due	Draft due	Draft due	Draft due	Draft due
	Review	Review	Review	Review	Review	Review	Review	Review	Review	Review	Review	Review	Review	Review	Review	Review	Review
	Final due	Final due	Final due	Final due	Final due	Final due	Final due	Final due	Final due	Final due	Final due	Final due	Final due	Final due	Final due	Final due	Final due

Evaluation Metrics

The effort will also include a clear strategy for measuring campaign impact using timely, attainable, and relevant metrics. Examples of campaign impact measures are listed below:

Outreach

- Number of employers, employee, and patrons reached
- Number of materials produced and distributed
- Results of post-awareness survey

Website

- Website hits / visits
- Percentage of new visitors
- Bounce rates
- Visitor access details
 - Where visitors are coming from and how that relates to where advertising is

Social Media and Digital Advertising

- On-line conversations, engagement and viral spread
- Bounce rates

- Click-through rate
- Impressions
- Words driving traffic to 511.org All Nighter transit page
- Bounce rate for search terms
- Cost per clicks

Print Advertising

- Advertising reach
- Number of impressions
- Effectiveness
- Other campaign indicators