

LATE-NIGHT TRANSPORTATION MARKETING & ROLLOUT 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

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
- Residents and visitors traveling during these hours for non-work purposes

Secondary Audiences:

- Transit agencies, industry groups, and employers as channels to communicate options to the primary audiences

To reach these audiences effectively, Circlepoint redesigned the existing AllNighter brand, with input from the Bay Area transit agencies. We created a cohesive campaign concept and messaging that creates a positive image and makes late-night and early-morning transportation inviting and appealing. Messaging emphasizes availability, safety, and affordability; campaign artwork reflects different industries and audience demographics.

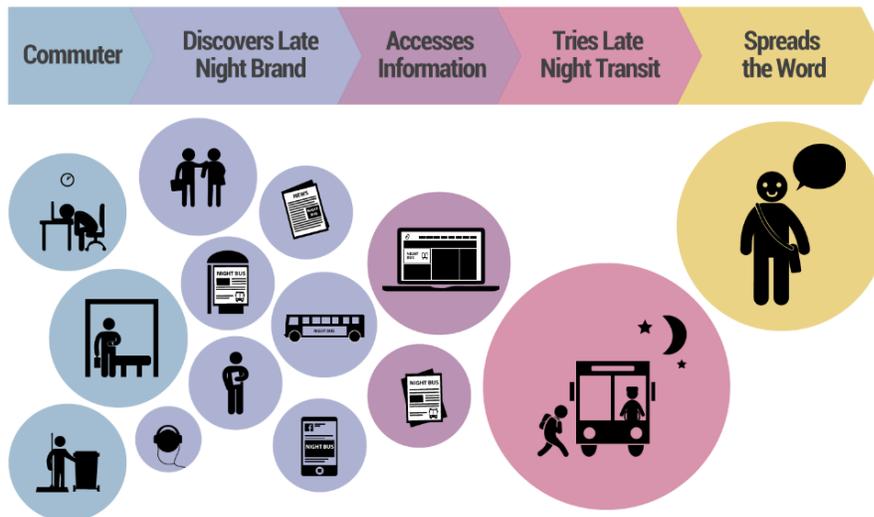
Messaging Framework

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.

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	20+ bus lines serving San Francisco, the East Bay and Peninsula
	Try LNT	Saving time and money	Travel options that suit your schedule and budget Your ride when prices surge
	Tell others about LNT	Convenience & comfort	Comfortable service when you need it most Your ride after a last call Your ride when it's time to rise and shine
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

Communications Rollout & Implementation

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 narrative below, we will employ a strategic mix of print and digital channels to reach audiences and guide them to try the AllNighter. We will also leverage agency, industry, and community partnerships to connect with riders. In support of MTC, we helped rethink the AllNighter page on the 511 website, including graphics and guidance on user experience to provide a landing page that is intuitive to visitors.

Communication Channels

To generate awareness of and interest in the AllNighter service, the initial short-term campaign will feature a launch event, and we propose that transit providers offer free service for one night (or potentially for one weekend). Our communications channels for the campaign will promote the event while raising awareness of the AllNighter service. In addition, informational and promotional materials will be used to engage people at the street-level at key locations during the event. We will also leverage our partners to distribute materials through their channels.

The campaign channels are outlined in the below table.

Channel	Materials
Print Collateral	Postcard, map, poster
Digital	Web graphic, e-blast graphic, social media graphic
Advertising	Transit ads, Facebook advertising campaign
Non-traditional	Street teams, launch event

Channel	Materials
Earned media	Press release, media outreach

The narrative below outlines the different communication channels through which the campaign will be delivered and how to effectively leverage each communication channel. All communications channels and materials are based on a budget of \$50,000.

Print Collateral

Circlepoint will develop a collateral suite including a branded LNT route map, informational postcard, and promotional poster for OEWD to print and distribute through their established partner network. Partner distribution channels include other government agencies, transit agencies, merchant associations, bars, restaurants, hotels, chambers of commerce, and others. Ideally, the partners distribute these materials through their own network and display them where audiences already congregate. We will also distribute these materials to the public via our street teams during the AllNighter launch event.

Key Materials: Poster, postcard, route map

Digital

OEWD will work closely with Circlepoint to develop digital content to promote AllNighter event and raise awareness of the AllNighter service for social media sharing, e-blasts, and other online use. Agency partners can adapt the content to their social media strategy with an objective to broaden message reach.

Key Materials: Web graphics for placement on 511.org, e-blast graphic, social media graphic

Advertising

Our advertising campaign will include a mix of donated transit advertising to reach existing transit riders and Facebook advertising, which allows us to target by location, demographics, industry, and time of day/night.

Advertisements will be created for display on buses, bus shelters, and metro stations throughout the late-night and early-morning transit coverage areas. The purpose of the transit ads is to help target existing transit riders and raise awareness for the late night service without the need of a smart phone or web enabled device. Some agencies, such as SFMTA, have already committed advertising space, while others have offered both donated space and their in-house production resources. The exact locations and quantities of these ads will be determined by what is made available by our partners.

A targeted Facebook advertising campaign will complement the transit ads. Audience segmentation will be based on age, location, interests, and occupation. Facebook ads will be A/B tested to maximize ROI. A variety of messages and images will be tested in order to determine which ads to spend on. In addition, this advertising can be translated into Chinese and Spanish and targeted at users who use Facebook in those languages, allowing us to effectively reach multicultural audiences in their preferred languages. The Facebook ads will

drive users to allnighter.511.org. With Facebook advertising we can expect to reach around 100,000 people and drive about one-third of those people to the AllNighter page on the 511 website. When combined, these channels help build awareness for the service through frequency.

Key Materials: Facebook advertising campaign, transit advertisements

Proposed Launch Event: Free All Night Transit Service

Hosting a launch outreach event is not only effective at engaging difficult to reach audiences and people on the street, but also generates interest in the media and creates an opportunity for interesting content for digital communications channels, like social media. In order to maximize the impact of the campaign, we plan to hold the launch event the weekend of Summer Solstice, the longest day of the year. The event will include street teams in high-traffic areas, such as Union Square and the Mission, which are also near BART stations. The teams will distribute materials and small giveaway items, such as temporary tattoos. They will also give away other prizes, including branded t-shirts for anyone willing to post via social media with the #AllNighterBayArea hashtag.

Key Materials/Strategies: Street teams, temporary tattoos, buttons, t-shirts

Earned Media

Earned media helps build trust and target hard-to-reach audiences because the message is delivered from a trustworthy source. We will leverage the “Free All Night” transit service event to engage the media by developing a press release and conduct media outreach to local outlets, including the local ethnic media outlets outlined below. We will translate the release for multicultural audiences to ensure they resonate with the intended audience. We will focus on San Francisco, North Bay, East Bay, and San Mateo County, and the specialty news outlets that serve those areas. Outlets include:

- The Epoch Times (SF, Chinese language)
- International Daily News (SF, Chinese language)
- Kanzhongguo Times (Milpitas, Chinese language)
- The Oakland Post
- Sing Tao Daily (Brisbane, Chinese language)
- Vision Hispana (Alameda, Spanish language)
- World Journal (SF, Chinese language)
- El Reportero (SF, Spanish language)
- El Mensajero (SF, Spanish language)

Key Materials: Press release, translations, media outreach, newsletter blurb

Cost Breakdown

Street Teams for Event	\$	10,000
Print Collateral (map, postcard, poster)	\$	5,000
Event promotion graphics (web, e-blast, and social media graphics)	\$	3,500

Earned Media (press release, ethnic media outreach)	\$	2,500
Digital Media Advertising (3-4 weeks)	\$	8,000
Print Advertising (donated transit ad space)	\$	8,000
Promotional Giveaways (t-shirts, temporary tattoos, buttons)	\$	7,000
Translation (Spanish, Chinese)	\$	1,500
Stock Photography	\$	500
Campaign Maintenance and Reporting (3-4 weeks)	\$	2,500
Project Management	\$	1,500
TOTAL	\$	50,000

Campaign Expansion

The campaign has been designed to expand easily with the availability of additional funding and partners. In addition to extending our media buy, there is also the potential to produce and place video, radio, and outdoor ads. We will evaluate the effectiveness of the launch event to determine the best approach for a larger event—with creative tactics such as video projection and large scale guerilla tactics.

Evaluation Metrics

The effort will also include a clear strategy for measuring campaign impact using timely, attainable, and relevant metrics. Data collection and assessment tools will include Google analytics, Facebook results and insights, and transit ad impressions statistics to determine the effectiveness of the campaign. To the extent possible, we will leverage transit agency data to examine ridership numbers.