



WMATA Platform Reconstruction Project: Fall 2019 Post-shutdown Marketing Efforts

Board Transportation Committee Meeting
September 10, 2019

Anna K. Nissinen
Fairfax County Department of Transportation

Fall 2019 Post-shutdown Marketing Efforts

- Regional Marketing Campaign
 - 12-week multi-platform advertising campaign encouraging people to ride Metrorail as well as VRE, Fairfax Connector, ART, DASH and OmniRide.
 - Marketing platforms used include radio and movie theater advertising; geo-targeted social media advertising; and promotion through travel app Waze.
 - Effort led by NVTC in collaboration with City of Alexandria, Arlington County, Fairfax County and Potomac and Rappahannock Transportation Commission (PRTC)/OmniRide.



Fall 2019 Post-shutdown Marketing Efforts

- Additional Fairfax County Marketing Activities
 - 12-week campaign offering a \$50 commuter incentive (SmarTrip card) to be used for trip costs and/or parking at the re-opened Metrorail stations in Fairfax County.
 - Proactive media outreach; geo-targeted social media advertising; and text/email alerts through Fairfax Alerts and Fairfax Connector BusTracker.
 - Stakeholder outreach and engagement, including Regional Transportation Demand Management (TDM) groups engaging in employer and residential outreach efforts; Visit Fairfax; Fairfax County Economic Development Authority (FCEDA); chambers of commerce; and community organizations.





Questions and Discussion