

DRIVE LESS.LIVE MORE.™

October 2020

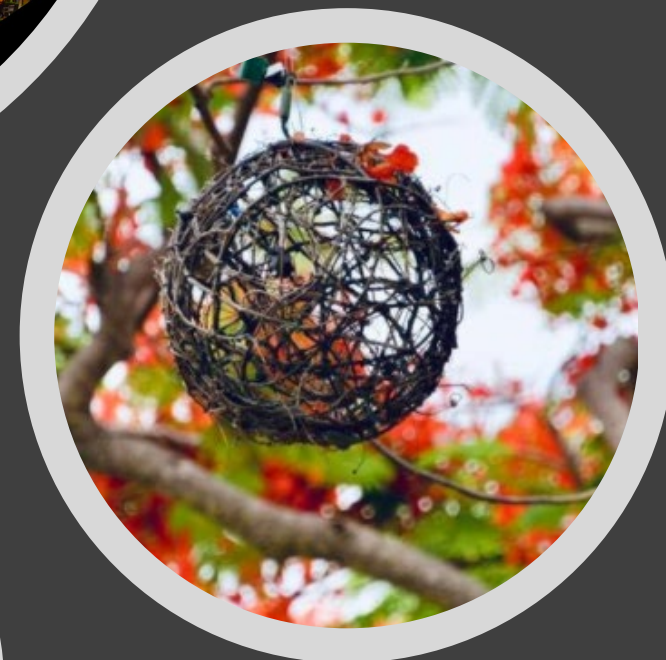
Miami-Dade Department of Transportation and Public Works

Ileen Delgado
Chief, Marketing and Communications

Carolina del Busto
Senior Social Media Specialist



DISCOVER WESTVIEW



MARKETING TRANSIT

CAMPAIGNS

- Objectives: to educate and increase awareness, change perception, shift behavior, or promote new products and services.

New Product/Service

- Tap this way – a new way to pay on Miami-Dade Transit
 - Tactics included: Press event, paid media, social media, partnerships with credit card providers, ads on transit assets

Increase Awareness

- Drive Less. Live More. - Discover Miami-Dade on Transit
 - Tactics included: Paid media, social media, inclusions in e-newsletters, ads on transit assets

MARKETING TRANSIT

A LIMITED BUDGET is challenging but not insurmountable.

You *can* market transit with a limited budget!

- Establish partnerships with stakeholders whose goals align with yours
- Do you have ad space? Transit assets are valuable and co-marketing campaigns can go a long way
- Focus on tactics that can help you generate earned media
- Focus your budget on digital media first
- Collaborate



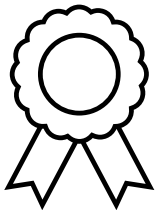
STRATEGIES

GRASSROOTS MARKETING starts from the ground up. The goal is to reach a target audience with content that inspires them to amplify and share your message.

- Public Transit Day December 2016: A day to encourage the community to try public transportation



Partners included: Radical Partners, Urban Impact Labs, CITT, Greater Miami Chamber of Commerce, Municipalities



Results: Earned Media, Social Conversation, New riders introduced to the system



STRATEGIES

COLLABORATION

- In 2016 we launched our Transit Loves the Arts Program: we collaborated with several local artists to wrap buses with their artwork.
- In November 2019 we took it a step further: we collaborated with local artist David Anasagasti to conduct a live painting of a Metrobus. His design was also featured on limited edition EASY Tickets, released across all TVMs during Miami Art Week.



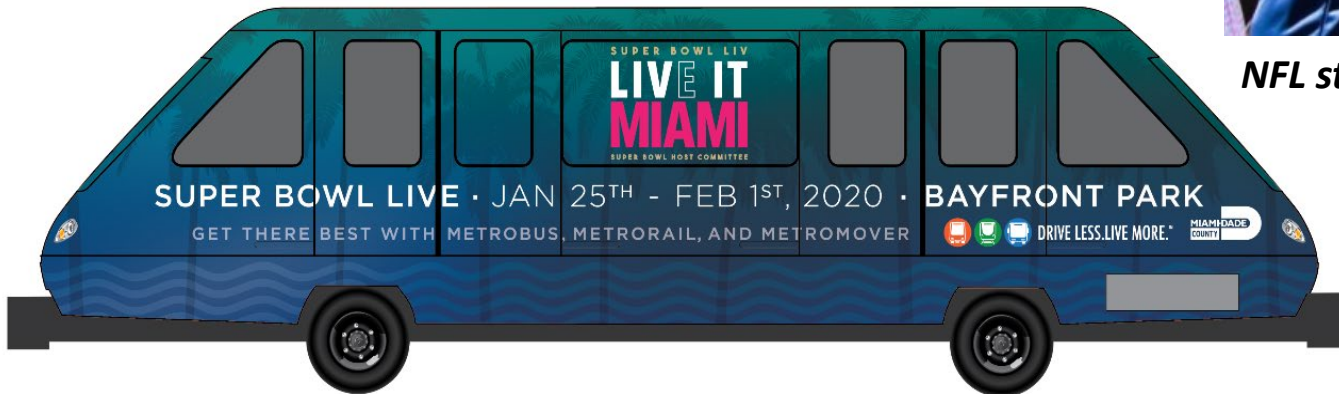
Results: Cool-looking buses, positive exposure for the system and the artists, and established community pride in the system.



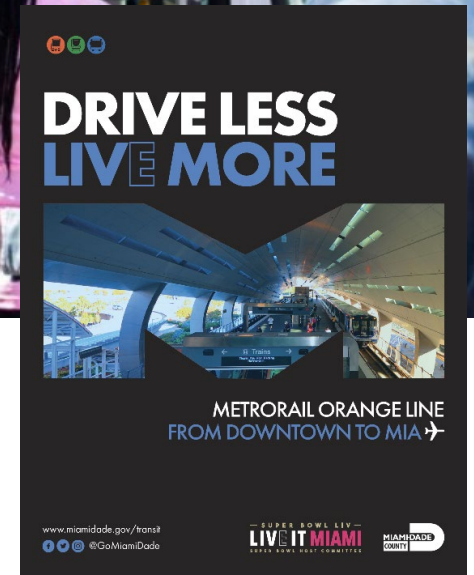
STRATEGIES

CO-MARKETING allows the agency to leverage partner audience and reach to promote transit, while providing brand exposure for partners on the transit system.

- Super Bowl LIV: collaborated with the with Super Bowl Host Committee to promote the use of public transportation for the activities celebrating this major sporting event
- Contactless Payment: Collaborated with Visa and Mastercard to promote new payment technology



NFL star Saquon Barkley



STRATEGIES

CREATING POSITIVE EXPERIENCES improves perception of the system and increases rider engagement.

- Pop-Up Parks: Metrorail riders passing through certain stations enjoyed green spaces by the fare gates. Our pop-up parks were done in collaboration with the Parks, Recreation, and Open Spaces (PROS) Department in order to encourage riders to take a moment for themselves or with friends.
- Perk-N-Rides: A way to show our appreciation to riders. Each event featured one or more of our EASY Perks partners with fun giveaways and goodies.





STRATEGIES

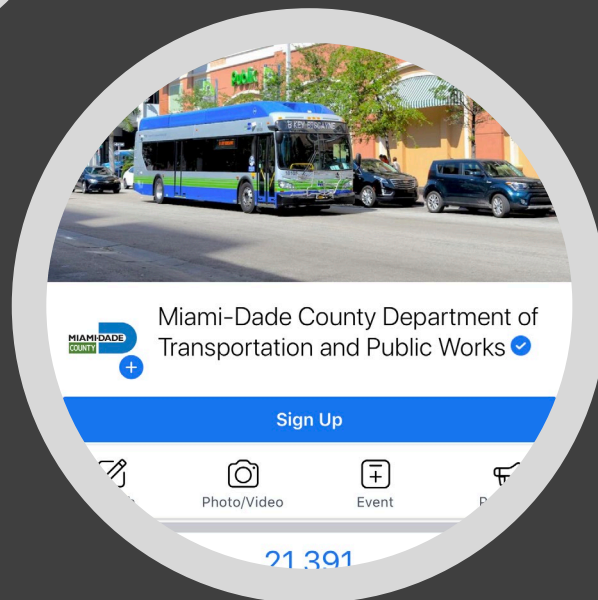
DIGITAL MARKETING AND COMMUNICATIONS is the way to go in our always-connected society.

- Cost-effective
- Measurable
- Targeted
- Can be automated
- Provides opportunities for feedback
- Helps you grow your database

MAIN USES OF SOCIAL MEDIA FOR A TRANSIT AGENCY

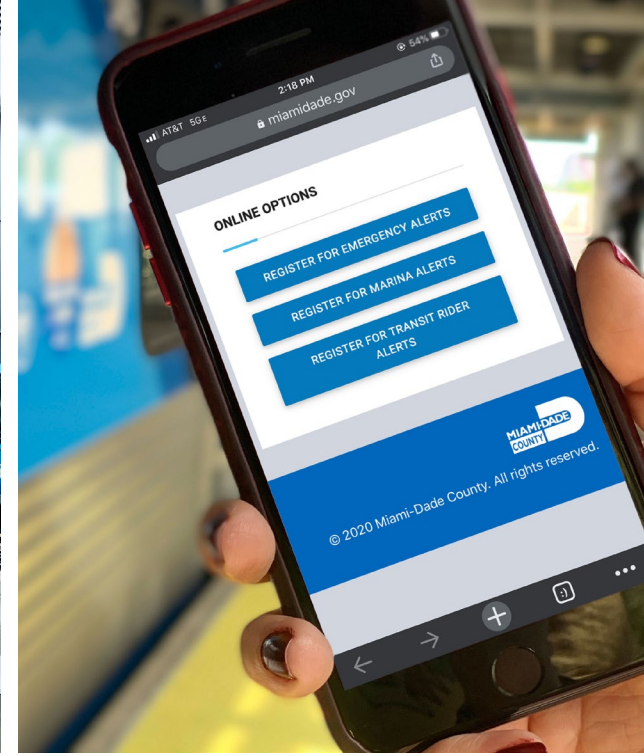
- **Timely updates:** Real-time alerts and service updates
- **Public Information/Education:** Inform and educate current and potential riders about new services
- **Citizen Engagement:** Interact with the general public and gauge sentiment
- **Agency Promotion:** Promote services or events





HOW DTPW USES EACH PLATFORM

- **Twitter:** Customer service; rider alert notifications; generic departmental updates (note: Two separate accounts)
- **Facebook:** Generic departmental updates; live stream media events; event promotion
- **Instagram:** Generic departmental updates; rider engagement (sharing photos + stories, etc)



CREATING CONTENT FOR SOCIAL MEDIA

- Create a **Content Calendar** – this will help you know what you want to post about and when
- Schedule **Photo Adventures** – you can't manage social media channels and never leave the office, get out there and take pictures
- Plan for **Videos** – videos out-perform standard images time after time

SPONSORING/BOOSTING SOCIAL POSTS

- A little goes a long way:
 - Reach a larger audience with minimal dollar spend
- Benefits of boosting include:
 - Broader reach (more eyes on your post)
 - Increases organic reach
 - Helps drive clicks on your page + potentially increase following
- DTPW example:
 - 836 Express service launch

County Department of Transportation
arks ✓
ed by Julia Fisher Merrick [?] · February 27 · 🌐
relief is here for Miami-Dade County's East-West Corridor
the all-new 836 Express Metrobus bus route! Service begins
day, March 2. Learn more: <http://bit.ly/2T8wF9z>



90

Reached

4,744

Engagements

Boost Post

LET'S GET SOCIAL!

Follow us on:

- **Facebook:** [Facebook.com/GoMiamiDade](https://www.facebook.com/GoMiamiDade)
- **Twitter:** @GoMiamiDade
- **Instagram:** @GoMiamiDade





THANK YOU