



Ride-To-Work Program

PROPOSED MARKETING PLAN/TIMELINE

GOAL:

To share the news and program details of the expanded Ride-To Work service to be added to the York County Access scope of service

TARGET MARKET:

Citizens of the Rock Hill urban area who do not have cars and need rides to and from key places of employment in the county

FUNDING SOURCE:

Funding for the marketing launch will come from our current State Mass Transit Grant.

Although SCDOT promotes marketing of transit services, they have indicated they want to review and approve the marketing plan prior to the commitment of their funds. Upon approval by City Council, this plan will be forwarded to SCDOT for funding review.

The optional follow up plan outlined below will be contingent on receiving SCDOT grant funds. It may be determined in year two that there is no need to further promote the Ride-To-Work program. If it is determined that the program could benefit from further promotion, grant funding will be sought. The General Fund will not be a source for funds to promote this initiative.

PROCESS:

- Solicit media coverage of the York County Access Ride-To-Work program, including coverage in regional publications such as Charlotte Business Journal, Charlotte Observer local edition, Chamber publication, YC Magazine and others in addition to local media outlets
- Coordinate with County, major employers and Chamber of Commerce to promote program through their avenues of communication (ex. County website, websites of large employers)
- Generate a targeted campaign to businesses located along the Ride-To-Work routes to encourage participation and maximize usage of each route
- Develop poster and brochure for distribution at employment centers and City venues
- Utilize City avenues of communication to promote program
 - Banner and article on City website
 - Promotion of program in HotNews, City's internal employee newsletter
 - Article in June issue of City Newsletter (e-newsletter and also included in utility bills that are still mailed)
 - Revision to existing York County Access video to include Ride-To-Work component (to air on RH19 and be posted on city website and YouTube)
 - Production of :30 commercial(s) to promote program (to air on RH19, on web, on YouTube, on CN2 during news, and on TimeWarner Cable throughout York County)
 - Development of poster and brochure for distribution at employment centers and City venues

TIMELINE:

ALL PRODUCTION ELEMENTS DEVELOPED, APPROVED, AND READY FOR DISTRIBUTION/PRINT/AIR BY FRIDAY, JUNE 11-

PROJECTED CAMPAIGN LAUNCH- MONDAY, JUNE 14

- **Brochure/Poster Development**
 - o Design complete by Wednesday, May 26
 - o Committee approval due by Wednesday, June 2
 - o Printing complete by Wednesday, June 9 (need quantities)

- **Revision to existing York County Access video/commercial production**
 - o Production complete and approved by Friday, June 4
 - o Commercial Air schedule/posting to begin Monday, June 14
(on regional TimeWarner Cable and CN2 News)

- **City Newsletter**
 - o June publication of YCA Ride-To-Work article

- **HotNews, Website postings/ RH19 Bulletins, Videos**
 - o To be launched on Monday, June 14

YEAR-2 FOLLOW-UP MARKETING PROGRAM:

- For the second year of the Ride-To-Work program, should it be determined the program would benefit from further promotion, the following marketing elements will be implemented:
 - o Work with area media on a quarterly basis to secure update coverage on program
 - o Place Herald Post-It Notes in Sunday newspaper 3X yearly
 - o Bi-monthly, implement 1-week air buy of both regional Time-Warner cable and CN2
 - o Promotion on City, County and community partner communications venues
 - o Coordination with large area employers and those employers located along YCA corridors, to continue promoting the service to their employees

MARKETING LAUNCH COST ESTIMATE

YORK COUNTY ACCESS

Ride-To-Work

Marketing Launch

Cost Estimates

Brochure Printing	5,000 qty	800
Poster Printing	500 qty	140
Herald Post-It Notes	Sunday, June 20	1770
Magnets	5,000 qty	700
Air flight on regional TimeWarner	3 weeks	3000
Air flight on CN2 News	3 weeks	1500
<u>TOTAL LAUNCH ESTIMATE</u>		<u>\$7,910</u>

YEAR-2 MARKETING FOLLOW-UP COST ESTIMATE

(OPTIONAL)

Ride-To-Work

Year-2 Marketing Follow-Up

Cost Elements

Herald Post-It Notes	Sunday, June 20	1770
Air flight on regional TimeWarner	6 weeks at 1200 per week	7200
Air flight on CN2 News	3 weeks	3000
	3 weeks	1500
<u>TOTAL 1-YR FOLLOW-UP ESTIMATE</u>		<u>\$13,470</u>