



Microhood Campaign Overview

Overview:

To reach potential carpoolers directly (versus through their employers), PB developed a plan to promote carpooling to specific neighborhoods that were well-served by carpool infrastructure, had a reported carpooling presence on the U.S. Census, and had a significant number of residents who were looking for carpools in the 511 RideMatch Service. Four locations were selected for microhood campaigns: San Rafael, Alameda, Oakland and Fremont/Milpitas. Each Microhood has its own one-page overview that will highlight the media strategy for that geographic region.

Goals:

1. Successfully target potential carpool commuters directly (vs. through their employers).
2. Increase registrations in the RMS and/or other rideshare apps.

Media Strategy and (rough) Implementation Schedule:

Diffusion Stage	Awareness	Persuasion	Decision	Implementation	Confirmation
Key Messages	TBD by School of Thought	TBD by School of Thought	TBD by School of Thought	Contact your matches	Thank you for carpooling
Tactics	<ul style="list-style-type: none"> • Billboards • Bus Ads • Web Radio • Social Media Ads 	<ul style="list-style-type: none"> • Web Radio Ads • Events 	<ul style="list-style-type: none"> • Social Media Ads 	<ul style="list-style-type: none"> • Call Center • Emails from Carma • RMS Eblasts 	<ul style="list-style-type: none"> • Trip Diary

		January				February			
		Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4
Oakland	Posters								
	Events								
	Web Radio Ads								
	SM Ads								
Alameda	Posters								
	Events								
	Web Radio Ads								
	SM Ads								
Milpitas/ Fremont	Billboard								
	Events								
	Web Radio Ads								
	SM Ads								
San Rafael	Bus Ads? GG								
	Events								
	Web Radio Ads								
	SM Ads								



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Wherever you're going, start here.



Media Plan and Budget:

OOH	Geography Covered	Content	Budget
Digital Billboards	Milpitas/Fremont, San Rafael	TBD	██████
Posters	Oakland/Alameda	TBD	██████
Bus Ads (85*)	San Rafael	TBD	██████
Spotify	San Rafael, Milpitas/Fremont, Alameda, Oakland	TBD	██████
Facebook 1	San Rafael, Milpitas/Fremont, Alameda	TBD	██████
Facebook 1	Oakland	TBD	██████
Facebook 2	San Rafael, Oakland, Alameda, Milpitas/Fremont	TBD	██████
Twitter 1	San Rafael, Milpitas/Fremont, Alameda	TBD	██████
Twitter 1	Oakland	TBD	██████
Twitter 2	San Rafael, Oakland, Alameda, Milpitas/Fremont	TBD	██████
Events	San Rafael, Oakland, Alameda, Milpitas/Fremont	TBD	██████
Partner Ads?	TBD	TBD	██████
Total			██████

Ad Targeting:

An advertising buy set with its own targeting will be created for each location. Each geography will be selected with a 25-mile radius (to target microhood residents at work), and interests that are characteristics of residents of that region will be included in the targeting. Those targets will be listed on each geography’s one-pager.

Ad 1 Copy:

TBD

Ad 1 mock ups:

TBD

Events/Outreach/CSD:

TBD

Monitoring

511 Rideshare will monitor the performance of the ads and eliminate any poorly performing artwork and optimize the top performing artwork..

Evaluation

This campaign will be evaluated based on achieving the following collective estimates:

1. Estimated clicks to RMS:54,432
2. Estimated registrations in RMS (based on a 20% conversion rate): 10,866

These estimates reflect the results of all the Microhood campaigns.