Presentation Outline

• Opportunities and Constraints
• Marketing Tools and Examples
• Looking for Opportunities to Engage

• Take Aways—
  • Strengthen Your Understanding of Customers by Creating Avatars
  • Use the PESO Model to Connect with Audience
2021 Context
Opportunities and Constraints
Sustainable Transportation Advisory Council created in 2020 made up of 22 leaders from public, private, nonprofit promotes equity, environmental justice and economic development.

MnDOT adopted several recommendations including

• set a preliminary goal of a 20% reduction in vehicle miles traveled statewide by 2050, and
• prioritize transit and high-occupancy vehicles on MnDOT roads.
Slowly Regaining Riders

Public transit ridership across the country

According to data from more than 100 transit systems, the rebound in transit use is still a long way from bringing daily ridership back to pre-pandemic levels.

*Estimated rides per four week span, for the weeks preceding the date.*

Source: American Public Transportation Association, Transit app
Graphic: Aadit Tambe / NBC News
Other Impacts

• Funding changes
• Workforce shortage
• Community may not look the same post COVID
Transportation Needs Continue

Two types of riders:
• Transit dependent
  • Referral sources
• Choice
Avatars—Know Your Audience

• Who is your ideal rider?
• Where are they?
• What kind of challenges do they face?
The PESO Model for Marketing:
Paid  Earned  Shared  Owned
PESO Model

- Earned Media
- Paid Media
- Shared Media
- Owned Media
Today’s Focus

• Digital ads -- Paid
• Looking for opportunities to tell your story -- Earned
• Samples from MnDOT sponsored pilot marketing plans
Digital Advertising is King
Paid – Geofencing and Geotargeting Ads

- Population: 52,172
- Avg. Income: $103,777
- Median Age: 43 years
- People / Household: 2.7
- Number of Businesses: 1,231
Paid

Geofencing draws a circle around a location.

People visiting the site receive ads.

Data can tell if people who received your ad visited your location on another day.
Paid – Connected TV

- Time spent with CTV is up 81% YOY
- Only Way to Reach Cord Cutters watching TV
- Over 200M CTV Households – reaching 58% of US adults
- Video Completion Rates of 90%+
- Multi-Screeners Drives Web & Social Traffic

Spending Forecast

- 2015: 0.31
- 2016: 0.64
- 2017: 1.09
- 2018: 1.73
- 2019: 2.77
- 2020: 4.72
- 2021: 6.69
Market Selected for PLT

• Ages 18 and up
• Faribault and Martin Counties

• Max number of commercials to that target audience is just under 92,000.
• MnDOT pilot marketing program budgeted $1,000 per month for two months.
• A total of 44,000 commercials will be delivered for that investment.
August Results for Brown County

OTT/CTV AD CAMPAIGN PERFORMANCE: 14,850 IMPRESSIONS 95.944% COMPLETE RATE

<table>
<thead>
<tr>
<th>City</th>
<th>Region</th>
<th>Impressions</th>
<th>Complete Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Ulm</td>
<td>Minnesota</td>
<td>12,712</td>
<td>95.867%</td>
</tr>
<tr>
<td>Sleepy Eye</td>
<td>Minnesota</td>
<td>1,323</td>
<td>95.929%</td>
</tr>
<tr>
<td>Comfrey</td>
<td>Minnesota</td>
<td>460</td>
<td>95.652%</td>
</tr>
<tr>
<td>Springfield</td>
<td>Minnesota</td>
<td>289</td>
<td>98.955%</td>
</tr>
<tr>
<td>Hanska</td>
<td>Minnesota</td>
<td>66</td>
<td>100.000%</td>
</tr>
</tbody>
</table>

OTT/CTV LOCATION PERFORMANCE

OTT/CTV DEVICE REPORTING

<table>
<thead>
<tr>
<th>Device Type</th>
<th>Device Make</th>
<th>Impressions</th>
<th>Complete Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Connected TV</td>
<td>Roku</td>
<td>10,092</td>
<td>94.908%</td>
</tr>
<tr>
<td>Connected TV</td>
<td>Samsung</td>
<td>1,114</td>
<td>98.384%</td>
</tr>
<tr>
<td>Connected TV</td>
<td>Vizio</td>
<td>1,062</td>
<td>97.834%</td>
</tr>
<tr>
<td>Connected TV</td>
<td>Apple</td>
<td>960</td>
<td>99.262%</td>
</tr>
<tr>
<td>Connected TV</td>
<td>Apple</td>
<td>586</td>
<td>98.294%</td>
</tr>
<tr>
<td>Connected TV</td>
<td>Google</td>
<td>330</td>
<td>98.485%</td>
</tr>
<tr>
<td>Connected TV</td>
<td>Amazon</td>
<td>319</td>
<td>96.897%</td>
</tr>
<tr>
<td>Connected TV</td>
<td>LG</td>
<td>183</td>
<td>96.237%</td>
</tr>
<tr>
<td>Connected TV</td>
<td>Sony</td>
<td>105</td>
<td>96.330%</td>
</tr>
<tr>
<td>Connected TV</td>
<td>Microsoft</td>
<td>66</td>
<td>95.455%</td>
</tr>
<tr>
<td>Connected TV</td>
<td>Phillips</td>
<td>33</td>
<td>97.222%</td>
</tr>
</tbody>
</table>
### Watonwan Focus on Child Care and Schools

<table>
<thead>
<tr>
<th>GEO FENCE NAME</th>
<th>Impressions</th>
<th>Clicks</th>
<th>CTR</th>
<th>CONVERSION VISITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>St. James Armstrong PreSchool &amp; Daycare</td>
<td>35,414</td>
<td>39</td>
<td>0.11%</td>
<td>7</td>
</tr>
<tr>
<td>Madelia Public Elementary and PreK</td>
<td>32,637</td>
<td>36</td>
<td>0.11%</td>
<td>2</td>
</tr>
<tr>
<td>St. James Northside Elementary School</td>
<td>20,139</td>
<td>29</td>
<td>0.14%</td>
<td>7</td>
</tr>
<tr>
<td>St. James Middle/Senior High School</td>
<td>14,460</td>
<td>15</td>
<td>0.10%</td>
<td>9</td>
</tr>
<tr>
<td>Madelia Public High School</td>
<td>80</td>
<td>0</td>
<td>0.00%</td>
<td>0</td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
<td><strong>102,730</strong></td>
<td><strong>119</strong></td>
<td><strong>0.12%</strong></td>
<td><strong>25</strong></td>
</tr>
</tbody>
</table>
Watonwan County’s Approach to Online Ads
“Golly, I have no clue if it was the ads or not, but my bus is at full capacity for school kid riders in both St James AND Madelia – both with a 6 person waiting list EACH! Never have I ever had a waiting list before school, let alone a six person before school starts! We are still short 2 drivers for the month of September and I have the longest denied ride list ever. It’s just crazy. That’s my input 😊”
SMOC – Nobles County Digital Ads

Bus stops were targeted. More than 51,000 ads were delivered to people visiting the addresses. 112 people clicked the ad. 19 people visited the SMOC office after an ad.

<table>
<thead>
<tr>
<th>GEO FENCE NAME</th>
<th>IMPRESSIONS</th>
<th>CLICKS</th>
<th>CTR</th>
<th>CONVERSION VISITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walmart</td>
<td>10,634</td>
<td>23</td>
<td>0.22%</td>
<td>2</td>
</tr>
<tr>
<td>Hy-Vee</td>
<td>9,068</td>
<td>20</td>
<td>0.22%</td>
<td>1</td>
</tr>
<tr>
<td>Atrium High Rise</td>
<td>5,840</td>
<td>13</td>
<td>0.22%</td>
<td>1</td>
</tr>
<tr>
<td>Manna Food Pantry</td>
<td>4,450</td>
<td>8</td>
<td>0.18%</td>
<td>5</td>
</tr>
<tr>
<td>Government Center/City Hall</td>
<td>4,080</td>
<td>8</td>
<td>0.20%</td>
<td>9</td>
</tr>
<tr>
<td>West Learning Center/ALC</td>
<td>3,556</td>
<td>10</td>
<td>0.28%</td>
<td>0</td>
</tr>
<tr>
<td>Fareway</td>
<td>2,713</td>
<td>6</td>
<td>0.22%</td>
<td>0</td>
</tr>
<tr>
<td>Sunshine Apartments</td>
<td>2,705</td>
<td>2</td>
<td>0.07%</td>
<td>0</td>
</tr>
<tr>
<td>Post Office</td>
<td>2,531</td>
<td>8</td>
<td>0.32%</td>
<td>0</td>
</tr>
<tr>
<td>Okabena Towers</td>
<td>1,947</td>
<td>7</td>
<td>0.36%</td>
<td>1</td>
</tr>
<tr>
<td>YMCA</td>
<td>1,644</td>
<td>2</td>
<td>0.12%</td>
<td>0</td>
</tr>
<tr>
<td>Grand Terrace Apartments</td>
<td>1,128</td>
<td>3</td>
<td>0.27%</td>
<td>0</td>
</tr>
<tr>
<td>Nobles Square Apartments</td>
<td>517</td>
<td>2</td>
<td>0.39%</td>
<td>0</td>
</tr>
<tr>
<td>Sungold Heights</td>
<td>486</td>
<td>0</td>
<td>0.00%</td>
<td>0</td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
<td><strong>51,299</strong></td>
<td><strong>112</strong></td>
<td><strong>0.22%</strong></td>
<td><strong>19</strong></td>
</tr>
</tbody>
</table>

The Free Press
MEDIA

COMMUNITY-NEWS
DIGITAL

JILL BROWN
A separate ad promoted countywide service.

<table>
<thead>
<tr>
<th>City</th>
<th>Performance Impressions</th>
<th>Performance Clicks</th>
<th>Performance CTF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Worthington</td>
<td>41,314</td>
<td>96</td>
<td>0.23%</td>
</tr>
<tr>
<td>Lismore</td>
<td>4,460</td>
<td>7</td>
<td>0.16%</td>
</tr>
<tr>
<td>Adrian</td>
<td>3,484</td>
<td>5</td>
<td>0.14%</td>
</tr>
<tr>
<td>Brewster</td>
<td>2,268</td>
<td>6</td>
<td>0.26%</td>
</tr>
<tr>
<td>Round Lake</td>
<td>1,797</td>
<td>4</td>
<td>0.22%</td>
</tr>
<tr>
<td>Rushmore</td>
<td>1,397</td>
<td>2</td>
<td>0.14%</td>
</tr>
<tr>
<td>Wilmont</td>
<td>1,121</td>
<td>3</td>
<td>0.27%</td>
</tr>
<tr>
<td>Ellsworth</td>
<td>518</td>
<td>0</td>
<td>0.00%</td>
</tr>
<tr>
<td>Leota</td>
<td>486</td>
<td>1</td>
<td>0.21%</td>
</tr>
<tr>
<td>Reading</td>
<td>214</td>
<td>1</td>
<td>0.47%</td>
</tr>
<tr>
<td>Kanaranzi</td>
<td>29</td>
<td>1</td>
<td>3.45%</td>
</tr>
<tr>
<td>Bigelow</td>
<td>9</td>
<td>0</td>
<td>0.00%</td>
</tr>
</tbody>
</table>
Nobles County Heartland Express is for everyone!

Jump on the Worthington City Bus for $1. Let us do the driving.

CLICK FOR INFO!
Nobles County Heartland Express is for everyone! Let us do the driving.

Call 507-376-3322 Ext 238

Transportation is provided in Worthington and between communities on the route.

CLICK FOR INFO!
Both approaches combined for Nobles County

Nobles County Heartland Express

Digital Tactics Overview

July 2021

108,396 Impressions

238 Clicks

0.22% CTR

Impressions

Clicks

CTR

Device Type

Mobile

Tablets

Desktops & Laptops

85,875

13,774

8,674

185

40

13

0.22%

0.29%

0.15%
Earned – Media Relations
Engage with Your Riders!

Name the snowblow contest received more than 22,000 submissions for 8 MnDOT districts.
The votes are in: After more than 122,000 votes cast, we’re excited to announce the winners of our Name a Snowplow contest! These eight names will soon be on snowplows across the state. Learn more: mndot.gov/nameasnowplow/

Name a Snowplow
CLASS OF 2021

Darth Blader
Duck, Duck, Orange Truck

F. Salt Fitzgerald
Ope, Just Gonna Plow Right Past Ya

Plowy McPlowFace
Snowbi Wan Kenobi

The Truck Formerly Known As Plow
Earned -- Networking

- Networking is the science of speeding up trust.
- Add value!

| Name of company, person contacted | Date of initial contact | How contact was made? (voicemail, phone call, email, in person) | Description of initial request (provide info, present at open house, meet to discuss idea, etc.) | Action items (send/design fact sheet or flyer, set date to meet, etc.) | Send follow-up thank you for meeting, talking | Result of networking (information delivered, meeting set with board, etc.) | How to share results (with governing entities, other organizations, media)? How to report back to referral? “Because of you, XYZ happened” | Future goal, plan with this referral and date for next action |
|-----------------------------------|-------------------------|---------------------------------------------------------------|-------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------|-------------------------------------------------|-----------------------------------------------------------------------------------|---------------------------------------------------------------------------------|---------------------------------------------------------------------------------|---------------------------------------------------------------------------------|
COVID has sped up the development of augmented reality technology. Retailers report 2 to 3 years ahead of schedule on some tools.

• Wow factor captures attention.
• New way to peak interest.
• Leave a positive impression.
• Costs start at $27 per month for 1,000 impressions.
• Download free Revealio app onto phone.
• Learn more https://www.revealio.com/sales?aff_id=136_419
Shared – Social Media

• Content – Mix of conversation and selling – be human.
• Advertising –
  • Boost posts
  • Ads
  • Pixels
Shared/Owned – Survey Information

• Engage community.
• Inform your board decisions.
• Fine tune your messages with targeted audiences.

• A newer tool is Polco (Polco.us).
• Some governmental units are using COVID related dollars to upgrade from free accounts to engage with, listen to and build trust between them and their community. Data also fulfills requirements to evaluate efforts.
Q18: Should taller buildings be steered to Broadway on the rapid transit route, with heights stepping down closer to 3rd Avenue SE?

Location

All Responses
All responses to this question.

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td><strong>A</strong></td>
<td>Yes</td>
</tr>
<tr>
<td><strong>B</strong></td>
<td>No</td>
</tr>
</tbody>
</table>

Verified
The subset of overall respondents that were verified using local voter files and other public data.

<p>| | |</p>
<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td><strong>A</strong></td>
<td>Yes</td>
</tr>
<tr>
<td><strong>B</strong></td>
<td>No</td>
</tr>
</tbody>
</table>
On Advertising Specialties in SW MN Pilot Program, MnDOT SAYS:

• For the pilot marketing project that is funded solely with state funds, giveaway promotional items may be purchased provided the individual unit value is not more than nominal. Nominal is defined for this purpose as $5 or less. Projects funded with any combination of federal dollars must abide by 2 CFR 200.421, which disallows costs of promotional items and memorabilia, including models, gifts and souvenirs provided to customers or the public.
A Word on Evaluation in PESO

• What gets measured gets done.

• Thoughts on PESO evaluation:
  • Impressions vs leads.
  • Google analytics provides data on qualified leads.
  • Leads can take time.
PESO Model -- Recap

- Earned Media
- Shared Media
- Owned Media
- Paid Media
Questions and Discussion
Presenter Contact Information

• Jill Brown Public Relations
• JILL@JillBrownPR.com
• 612-889-2611