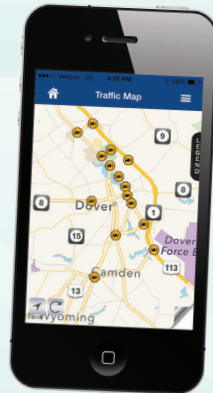


Research to Assess Branding and Marketing Needs for DelDOT TMC's Real-Time Traveler Information System

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Project Leads

Project Manager Gene Donaldson,
DelDOT TMC Operations Manager
Project Consultant Holly B. Rybinski,
PE, PTOE, Rybinski Engineering

IPA Research Team

William J. DeCoursey, Assistant Policy
Scientist
Marcia S. Scott, Policy Scientist
Sarah M. Pragg, Policy Specialist
Neil W. Kirschling
Undergraduate Public Administration Fellow
Geoffrey A. Heath
Undergraduate Public Administration Fellow
Rebekah Inman Perry
Graduate Public Administration Fellow
Bernard Dworsky, Senior Project Advisor

Literature Scan

- Review of industry guidelines
- What makes a good app great?

Survey and Focus Group Sessions

Captured a baseline on user awareness, perceptions of, and general attitudes toward real-time traveler information system apps before and after users were directly exposed to the DelDOT App

1. University of Delaware leadership class
2. WILMAPCO Public Advisory Committee
3. Dover/Kent County MPO Public Advisory Committee

Marketing Plan

Developed a marketing plan that includes

- Competitive and situational analysis of DelDOT App
- Unique selling proposition
- Branding and marketing strategies for each target audience
- Traditional and digital promotional strategies
- Social media best-use practices

Move Forward with App Improvements

Improve Interface and Usability

- Voice-guided navigation
- Push notifications/voice alerts
- Hands-free voice commands
- Real-time incident reporting

Improve App Menu/Features

- Two primary menu options (drive/map and report displays)
- Tailor menu to meet user demands
- Change “news” feature to “traffic advisories”
- Improve home screen options

Improve App Support

- Cultivate a community of users
- Create app tutorials
- Post user testimonials

Identify and Prioritize Marketing Needs

Direct Marketing Efforts to Target Audiences

Craft Social Media Strategy

- Create Twitter handle for travel-specific information
- Develop video tutorials
- Advertise to target audiences through social engagement and paid advertising
- Use social proofing to endorse app
- Use CRM Application

Rebrand and Re-launch App

- Initiate branding campaign—catchy name, slogan, description, logo

Launch App-centric Website

Strengthen Collaborations and Partnerships

Identify Staffing Support/Resource Needs

Hire Social Media Specialist(s)

Initiate Branding Campaign

- In-house or Contract

Contract with IPA

- Target Market Outreach