



# Hartford Line Strategy

# Strategy Session Output



Focus.Fast. Summary – April 10, 2018

| Communication Goals  | Measurement   | Target Audiences/Mindsets  | Key Messages  |
|--|---|--|---|
| <p><b>Primary Goals:</b></p> <ul style="list-style-type: none"> <li>• <b>People are aware</b> of new service and the exciting range of opportunities it represents. <ul style="list-style-type: none"> <li>- Audiences have clear understanding of a defined service &amp; brand relationship.</li> <li>- Help overcome negativities and misconceptions about service/train details.</li> </ul> </li> <li>• <b>Audiences engage</b> and educate themselves on service and how they can benefit/use it.</li> <li>• <b>New riders try service</b> - all audience groups go for trial ride – ‘butts in seats’ from day 1.</li> <li>• <b>Build stakeholder support</b> and enthusiasm for economic development and TOD initiatives.</li> </ul> <p><b>Secondary Goals:</b></p> <ul style="list-style-type: none"> <li>• Non-users understand overall benefits to State.</li> <li>• Key communities embrace and support Hartford Line and local stations through partnerships and activities.</li> </ul> | <p><b>Ridership Figures:</b><br/> <b>The most important measurement that the public and media will use to evaluate success:</b></p> <ul style="list-style-type: none"> <li>• 585k riders in 2018</li> <li>• 725k riders in 2020</li> <li>• 800-843k riders in 2023*</li> </ul> <p><b>Economic Development:</b><br/> <b>Current and planned:</b></p> <ul style="list-style-type: none"> <li>• TOD success stories</li> <li>• Employment opportunities created by new service</li> <li>• New corporation/university partnerships</li> </ul> <p><b>Digital Engagement:</b></p> <ul style="list-style-type: none"> <li>• Website visitor metrics</li> <li>• Trip planner metrics</li> <li>• Social media engagement metrics (impressions, likes, shares, follows, comments)</li> </ul> <p><b>Community Engagement:</b></p> <ul style="list-style-type: none"> <li>• Farmers’ markets and community events/activities</li> <li>• Partnerships formed with local community organizations and businesses to promote service</li> </ul> <p><b>Sentiment Analysis:</b></p> <ul style="list-style-type: none"> <li>• Traditional media</li> <li>• Social media</li> </ul> | <p><b>Frequent Travelers/Commuters:</b></p> <ul style="list-style-type: none"> <li>• Travel delays cause uncertainty, anxiety and stress</li> <li>• Desire lifestyle improvement—more control over time</li> <li>• Welcome options to connect to other work/school opportunities</li> <li>• Concern over first/last mile and ability to make connections</li> <li>• Are willing to overlook or justify car-related expenses</li> </ul> <p><b>Occasional Riders:</b></p> <ul style="list-style-type: none"> <li>• Access to leisure destinations key to consideration – linking the Hartford Line to events (Yard Goats, Wolf Pack, UConn Hockey, Yale, MGM, etc.)</li> <li>• Harder to pull from regions that are further away where rail travel is “foreign”</li> <li>• Encompasses a much larger range of demographics</li> </ul> <p><b>Business/Corporate Community:</b></p> <ul style="list-style-type: none"> <li>• Interested in enhanced ability to recruit employees</li> <li>• Buy-in critical to help with the completion of the “last mile”</li> <li>• Want ways to easily communicate options through HR and/or during onboarding of new employees</li> </ul> <p><b>Station Communities:</b></p> <ul style="list-style-type: none"> <li>• Communities will proudly embrace their stations</li> <li>• Local businesses are enthusiastic; currently holding meetings comprised of 35-70 business owners – with every area represented</li> </ul> | <p><b>One less thing to stress about.</b></p> <ul style="list-style-type: none"> <li>• Regain control of your time</li> <li>• Predictability – same travel time every day</li> <li>• Arrive in a better state-of-mind</li> </ul> <p><b>Connecting more people to more options.</b></p> <ul style="list-style-type: none"> <li>• Employment</li> <li>• Education</li> <li>• Leisure</li> </ul> <p><b>You don’t really understand the experience until you experience it.</b></p> <ul style="list-style-type: none"> <li>• Ability to experience train travel as a viable option in area for the first time</li> <li>• New station experience, 5 stations rebuilt</li> </ul> <p><b>Interesting new option—different than what you might think you know.</b></p> <ul style="list-style-type: none"> <li>• Lower cost and more efficient than the previous option</li> </ul> <p><b>One more piece of a multimodal system.</b></p> <ul style="list-style-type: none"> <li>• Part of a larger network</li> <li>• Regional access</li> <li>• Environmental benefits</li> </ul> |

\* Ridership goals as defined in HBJ article.

# Creative Brief (1 of 2)

40 Tower Lane, Avon, Connecticut 06001 | 860-678-0473 | www.mintz-hoke.com

## CREATIVE BRIEF

---

**Job Title and Number:** Hartford Line Creative Concept Development      **Date:** 4/19/18

**Goal:** What does the creative need to accomplish?

Make people aware of the new service and the exciting range of opportunities it represents. Get various audiences with specific needs and mindsets motivated to engage and explore how it can be a part of their lives. Induce trial usage from day 1.

**Challenge:** What opposing forces are keeping that from happening?

A significant lack of awareness and understanding of the service details and relationship between CTrail, Hartford Line and Amtrak. Train travel overall as an option in Connecticut is essentially a foreign concept to those outside of New Haven area.

People are in love with their cars and the sense of control that comes with driving themselves – they are reluctant to change their habits even through stress, frustration and a lack of predictability.

Skepticism and pessimism around the State/transportation from a financial standpoint, fueled by misinformation and media commentary – combatting naysayers and nonbelievers before trains even start moving.

**Insight:** What do we know about our customer, culture or brand that fuels our thinking?

New changes and enhancements in public transportation can have a profound impact on the quality of people's lives by connecting them to more choices and options. When people actually realize they have an affordable and viable alternative to how they move around the state, they are able to see a better future with more career and lifestyle opportunities and access that they never thought possible before.

**Idea:** What singular, compelling thought will the creative bring to life?

The Hartford Line connects more people to more of the things they care about.

**Proof:** What can we say to back up the idea?

The Hartford Line is a new passenger rail service that consists of a combination of CTrail and Amtrak trains that will feature 17 daily round trips between New Haven and Hartford, with 12 of these trips continuing north to Springfield, MA. Trains will operate at speeds of up to 110MPH, with travel time between New Haven and Springfield of approx. 81 minutes. The Hartford Line service will provide connecting service to

# Creative Brief (2 of 2)

40 Tower Lane, Avon, Connecticut 06001 | 860-678-0473 | [www.mintz-hoke.com](http://www.mintz-hoke.com)

Stamford/NYC and New London/Providence/Boston. It will connect communities, generate sustainable economic growth, help build energy independence, and provide essential links to travel corridors and markets beyond the region.

Refer to Focus.Fast. summaries for all added detail.

**Payback:** What is the best thing that can happen as a result?

People begin to realize that they have a viable alternative to how they travel throughout the state and region and can connect to more choices – year 1 ridership figures are blown out of the water.

Businesses and communities see the potential and opportunity the service offers, leading to economic development/TOD successes all across the corridor.

**Don't forget:** Any logos, legal copy or other things that need to be in this piece.

- Hartford Line logo files/brand guidelines as provided; skyline version preferred.
- Service begins June 16 (free period June 16 and June 17)
- URL is [HartfordLine.com](http://HartfordLine.com)

**The Question:** What important question will our creative work help to answer?

How can we take current thoughts and emotions towards how people access jobs, cities, activities and destinations on a daily basis - and dramatically alter them to realize the new size of their sphere of influence with the Hartford Line?