

3-D TRAIN TOUR



Submitted for a
2021 APTA AdWheel Award

Best Marketing and Communications on
the COVID-19 Pandemic

Electronic Media

Public transportation systems
with more than 4 million, but fewer than
20 million annual passenger trips

PROJECT OVERVIEW


VRE's 3-D train tour, which launched November 30, 2020, is one component in the commuter rail system's Ridership Recovery Campaign. The campaign's task force is comprised of six staff members (the CEO, two managers and three administrators) who meet virtually to review the campaign's direction and brainstorm ideas. Creation of the train tour was managed, and done mostly in-house, by the marketing administrator. VRE spent \$560 for photos, many of which are being used in other components of the larger campaign, and \$125 for assistance in creating the Google My Business posts.



VIRGINIA RAILWAY EXPRESS

TAKE THE 3-D TRAIN TOUR


The 3-D train tour is designed to increase the comfort level of prospective riders in VRE's ability to provide a safe and healthy commute. The virtual tour lets viewers experience what they can expect from the moment they arrive on the platform and then board the train. The tour is being promoted through social media, a [blog post](#), and soon, RIDE magazine.

 VRE @VaRailXpress · Dec 1

Step from the platform into one of our rail cars and see for yourself the measures we've put in place to protect your health and safety. There's plenty of hand sanitizer and socially distanced decals on our platforms and rail cars. Take a 3-D tour at vre.org/tour/Enhanced%...



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 VRE @VaRailXpress · Dec 3

Wondering what a safe and healthy commute looks like? Take our 3-D train tour and see for yourself the precautions we've put in place, including an abundance of hand sanitizer and socially distanced decals on our platforms and rail cars. Go to vre.org/tour/Enhanced%...



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Take the 3-D train tour

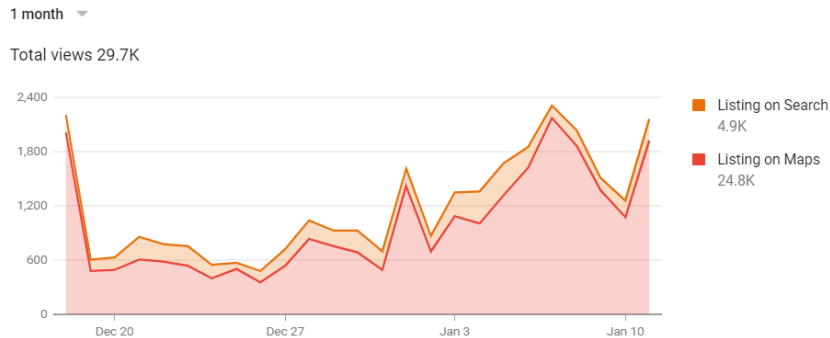


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CONNECTING WITH PROSPECTIVE RIDERS

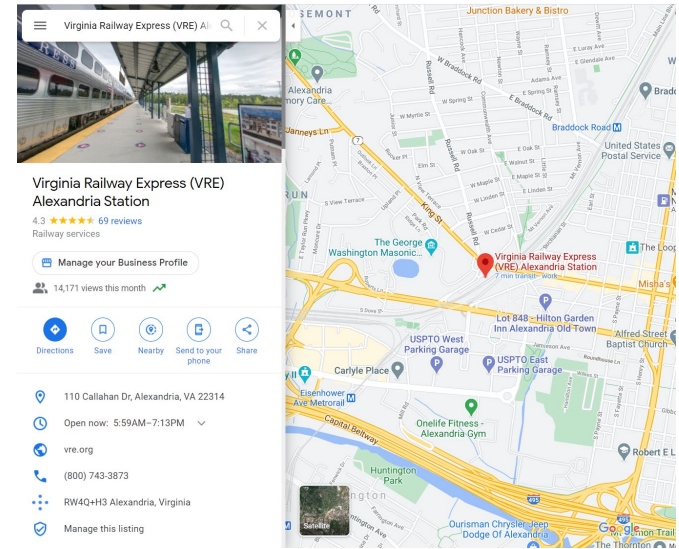
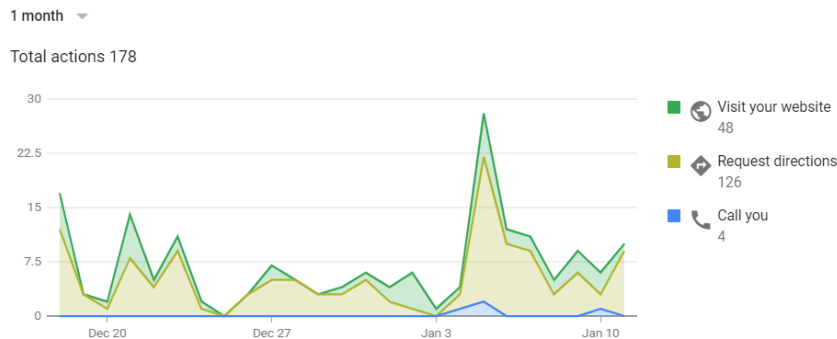
Google My Business allows for 360° images. VRE is using this functionality to apply its 3-D train tour to each of its 19 station listings.

Where customers view your business on Google
The Google services that customers use to find your business



Customer actions

The most common actions that customers take on your listing



Click above to see the 3-D tour on the Alexandria station listing.

While the average views on VRE's Google station listings and related posts dropped from previous years, the listings on Google are still found as a result of tens of thousands of searches monthly. The charts to the left show activity for a single station listing (Crystal City) in December.



VIRGINIA RAILWAY EXPRESS

LEVERAGING PARTNERSHIPS

VRE partners with communications staff in the nine jurisdictions it serves, offices of several dozen municipal and state elected officials, and PIOs at other transportation-related agencies to ensure amplification of its 3-D train tour. VRE provides newsletter copy, as well as social media text and images.

