

# Neighborhood Direct Program



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# Neighborhood Direct Mail Quick History

- **Q1 2010** – Linden Hills Power & Light approached Metro Transit
- **Q3 2010** – *Climate Innovation* grant proposal to City of Mpls.
- **Q4 2010** – Grant awarded
- **Early 2011** – Direct mail strategy finalized
- **May 5, 2011** – ~ 3,000 pieces dropped in mail
- **June 30, 2011** – Offer concludes
- **Q3 2011**– Initial results reported to LHP&L, City of Minneapolis



Linden Hills Power & Light



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## “Golden Rule” of Direct Mail

Success of a direct mail campaign depends on...

- **Offer - 40%**
- **List - 40%**
- **Creative - 20%**









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## Neighborhood Direct Mail

- **Offer - 40%**
  - Use or Register \$10 Go-To Card within a few weeks
- **List - 40%**
  - Neighborhood boundaries; Community review
  - Remove: foreclosed, No-auto households, current Go-To holders
- **Creative - 20%**
  - Clear, obvious, supports offer and list
- **Neighborhood Promotion – X Factor**



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## Neighborhood Efforts

- **Neighborhood outreach supporting the mailer**
  - Community newsletter article
  - Listserv postings
  - Linden Hills Festival
  - Content on LHP+L web site
  - Organized performance of “21A”









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## Results – May 5 through June 30, 2011

Cards mailed	2,967	
Cards used	370	
Cards registered	161	
Used and registered	<u>130</u>	
<b>Total</b>	<b>661</b>	

**22.3% response rate – Success!**

Rides	2,587	
Value added to cards	\$1,275	

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## Results – Through January 31, 2011

Total Rides	10,631	
Value added to cards	<b>\$9,931</b>	
Mailer cost		
Print and list	\$1,523	
Postage	\$703	
Go-To Media	<u>\$2,463</u>	
<b>Total</b>	<b>\$4,689</b>	

As of Jan. 31, 2012, the value added to cards exceeds the hard costs of the promotion by **\$5,242**

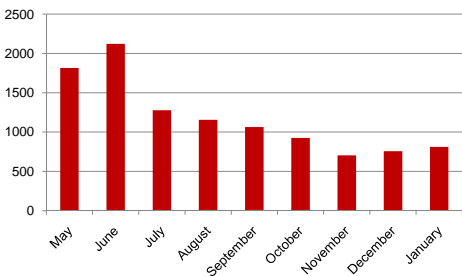

  
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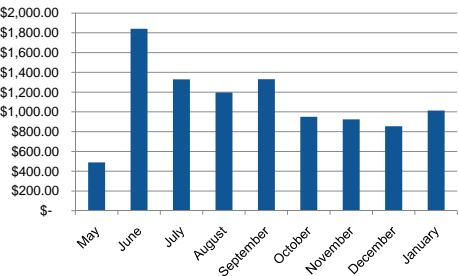
## Results – Through December 31, 2011

### Rides by month




Month	Rides
May	1800
June	2100
July	1300
August	1150
September	1050
October	950
November	750
December	800
January	850

### Value added by month





Month	Value Added
May	\$500.00
June	\$1,800.00
July	\$1,300.00
August	\$1,200.00
September	\$1,300.00
October	\$900.00
November	\$900.00
December	\$850.00
January	\$950.00



  
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## Corcoran – 12/30/11 through 1/31/12

Cards mailed	2,510	
Cards used	467	
Cards registered	118	
Used and registered	<u>115</u>	
<b>Total</b>	<b>700 (27.9% response)</b>	
Cost	\$4,137	
Value added to cards	\$1,971	
Rides	4,482	


  
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## Linden Hills Web Site Comments

Toting our little wheelie carry-ons, we catch the #46 bus on 50th street, transfer to the light rail train at the 46th st. station, and zip over to the airport. **This is cheap and easy!**

I've been using my card and I'm going to recharge it today. I'm hybrid biking/transiting as much as possible. I use the time on the bus to catch up online. **Thanks for getting me started - great idea!**

My wife, daughter, daughter's friend, my son and I took the bus to the Aquatennial parade last week. Everyone had a great time. **I was able to visit with my family and neighbors (many were headed to the parade) in a way that I could not have had I been driving.** We also had a great chance to reconnect with a couple of neighbors that I haven't had a chance to see in a long time, while riding on the bus.

I have a strong feeling that **we will be making the bus be our transportation alternative more often** in the future.

BTW **we loved our driver and her personality on the way downtown.** Thank you Metro Transit for a great experience!

When I ride the bus **I feel I'm part of the community** -- instead of a hermit in my car.

**I LOVE the bus!**


  
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