



2020 Marketing Plan

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MARKETING MANAGER

Mission Statement:

To provide safe, courteous, and dependable public transportation at the most reasonable cost to our community.

Present:

The Citilink logo and name is recognizable in our community. There are several things that can be updated, and modernized to help benefit our riders and Citilink as a whole.

Projects (Past, Present, & Future):

- Halloween "Boo Bus"
- Free Fare Saturdays
- Changing current website
- Applied for AWS Grant
- Applying for the DERA Grant
- Free Fares on Election Day
- Christmas Bus & Fantasy of Lights
- Bus passes updated
- Coat a Kid – September
- Partnering with an organization for BCAM

Marketing Objectives:

- Increase ridership
- Build community support – civic leaders, local businesses
- Replace bus stop signs
- Raise awareness for Citilink and the services we offer

Target Market:

Low-income families, local blue collar workers, college students, older adults/retirees, people with disabilities, and job seekers

Non-Rider Target Market:

Elected officials, city/county staff, transportation groups, schools/colleges, employers/work programs

Market Research:

As the marketing effort moves forward, it will be important to track ridership and the composition of the customer base. We will use multiple strategies to collect this data.

Strategies:

- Spread awareness about bus service
 - o With marketing, we can make more citizens in our community aware of our service through outreach, public relations, and promotions.
 - o In December, we did a little bit with outreach. This includes the Christmas Bus giving rides to groups in our community. However, we can always continue to do more with outreaches. This helps to get our name out in the community and show that we are making a positive difference. Some more ideas include:
 - Giving a presentation about how the system works to senior citizens
 - Speaking to school aged kids about how the system works, letting them check out a bus
 - o Stephen and I will work closely on the public relations/promotions side of this. We will be creating video and web content that will help attract riders on social media and the Citilink website.

- Create a positive visual image for Citilink with branding
 - o We are wanting to create a cleaner, more educational website and social media image. Our website and social media accounts should be educational to our riders. It should also be a place where they see real people, like them, riding the bus in our city. We will be bringing more of the moving stories back.
 - o A positive visual in our community for Citilink is important, so we should replace our current bus stop signs. We could change the design, or keep them the same. There are quite a few that could use an upgrade.
 - o We will be changing our bus wraps to where they do not cover the windows. This is for safety of our riders in case of emergency.
 - o We also just recently changed our bus passes to a more modernized look.

- Educating our riders
 - o We plan on educating riders online in a variety of ways. One example is just sharing educational content on how and where to ride. We also plan on creating videos on how to ride the bus, and informing potential riders about Citilink.
 - o I am working on creating a new presentation that will continuously play at Central Station that will be informative to our riders.
 - o Citilink is also in need of braille maps. In 2020, we will have to create a braille map to include the visually impaired community.

- Modify the Youth Summer Fun Pass
 - o We spend time and money on the youth summer fun passes, and in 2019 we only sold 64 passes. We are planning to change this program to make it more useful to our community and to Citilink.

- Develop surveys for riders
 - o We will want to develop two surveys for riders. One survey will be for basic information, so we can contact our riders. The second survey will be for demographic information. This will help us get a better scope of who uses our service, and who our main target market needs to be.
- Implement a text/email service for our riders
 - o The text service will help our riders to know about important updates, such as road closures, and bus delays.
 - o The email service would be to keep our riders in the know about what is happening at Citilink. We can send them a weekly/monthly newsletter that keeps them informed.
- Group or individual training with potential riders
 - o This training could help potential new riders learn how to ride the bus.
- Continue to apply for grants that will be beneficial to Citilink and to our riders
- Marketing/Advertising Strategies for Citilink
 - o Different types of advertising for Citilink may be beneficial due to our target audience. This might include advertising in the newspaper, on television, on the radio, and even putting up flyers in high traffic areas.

Implementation:

This plan will be implemented based on available resources and funding. Some costs are yet to be fully identified. For example, the costs for the text service, outreaches, and Citilink advertising have not yet been decided. The implementation schedule for marketing activities will be adjusted in conjunction with the annual budget.

2020 Budget:

The budget for 2020 will be \$94,800. We will use this budget according to our needs for events, advertising, and marketing.