



Strategies for Marketing- Public Transportation

YOUR *Safety*



YOUR *Mobility*



YOUR *Economic Opportunity*



Speaker: Taylor Bothke

Sources:(National RTAP,
WWW.nationalrtap.org/toolkits/marketing-Toolkit/, 2020)



The Fundamental Building Blocks

- Branding
- Passenger Information

YOUR *Safety*

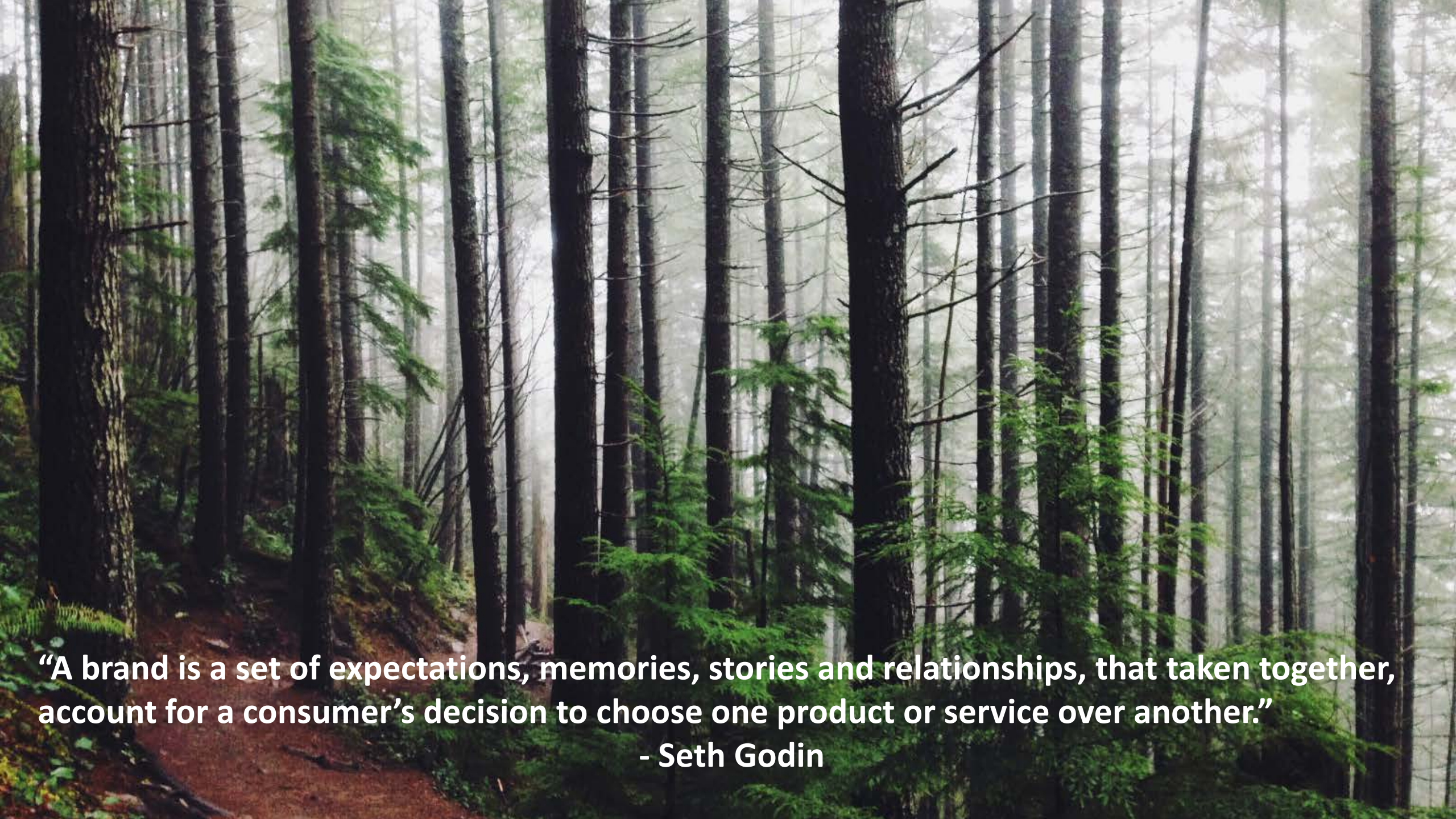


YOUR *Mobility*



YOUR *Economic Opportunity*





“A brand is a set of expectations, memories, stories and relationships, that taken together, account for a consumer’s decision to choose one product or service over another.”

- Seth Godin



YOUR *Safety*



YOUR *Mobility*

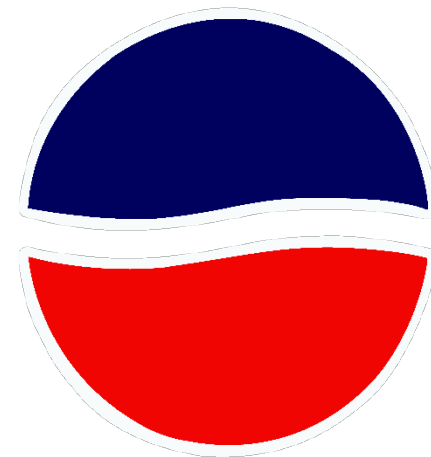


YOUR *Economic Opportunity*



Branding

- Name
- Logo
- Vehicle Color & Graphics
- Bus Stop Signage & Facilities



YOUR *Safety*



YOUR *Mobility*



YOUR *Economic Opportunity*





YOUR *Safety*

YOUR *Mobility*

YOUR *Economic Opportunity*



Toyota



Amazon



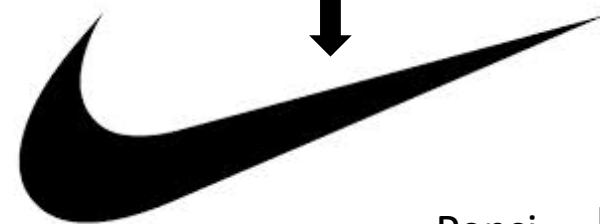
AT&T



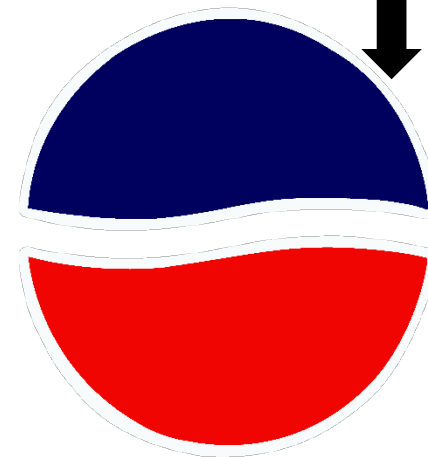
Shell



Nike



Pepsi



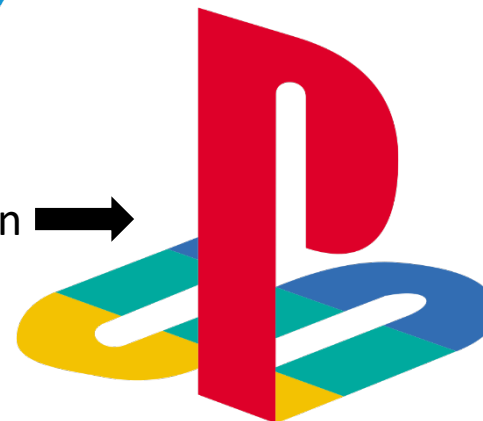
McDonalds



Target



PlayStation





Passenger Information

- Printed Guide
- Website
- Google Transit (or similar planning applications)
- Real Time information

YOUR *Safety*



YOUR *Mobility*



YOUR *Economic Opportunity*





Building Awareness, Image & Support

- Non-Paid Communication Channels
- Paid Advertising

YOUR *Safety*



YOUR *Mobility*



YOUR *Economic Opportunity*





Non Paid Communication Channels

YOUR *Safety*



YOUR *Mobility*



YOUR *Economic Opportunity*



Non Paid Communication Channels



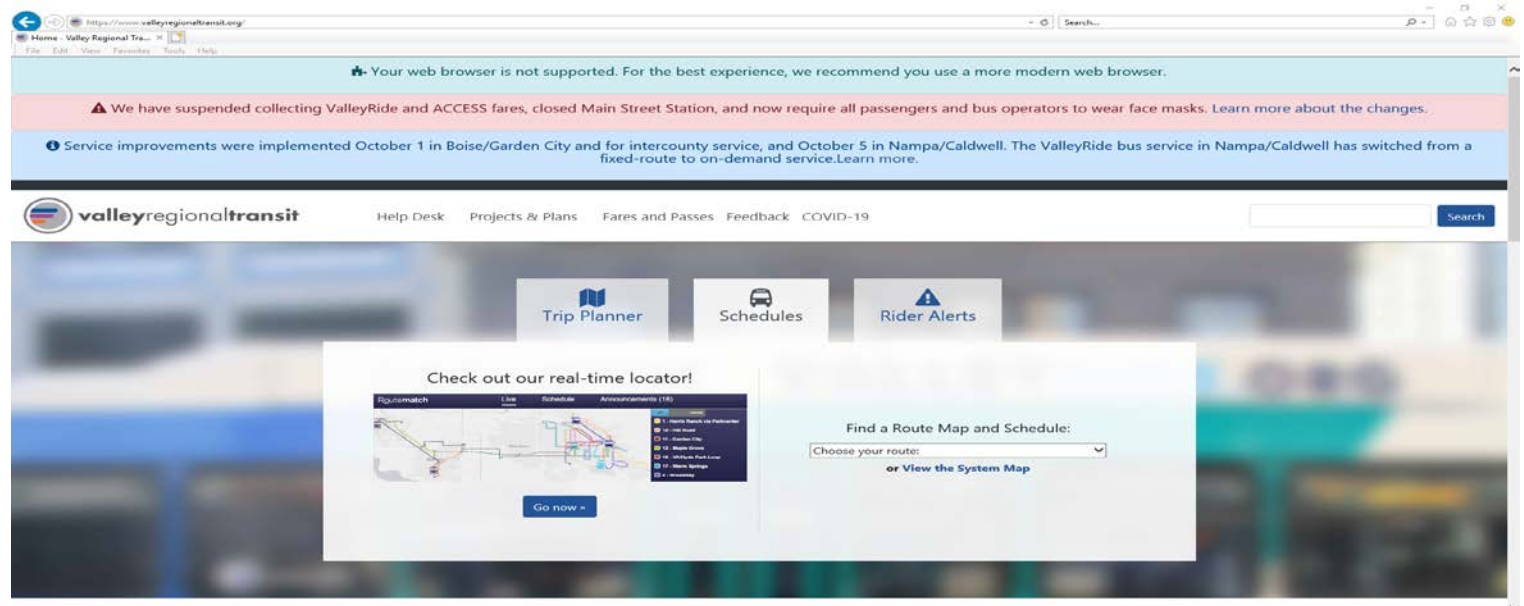
YOUR *Safety*



YOUR *Mobility*



YOUR *Economic Opportunity*



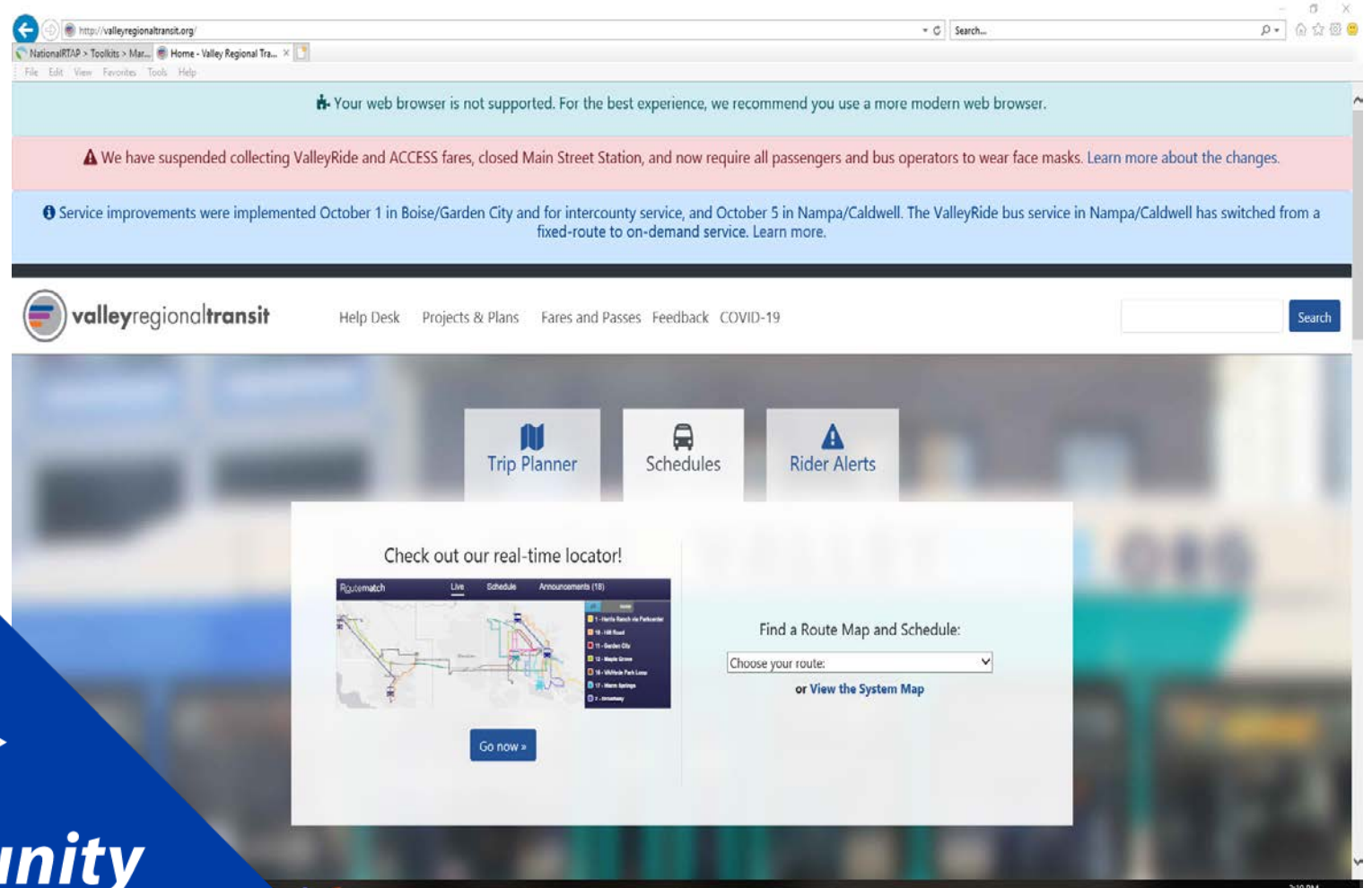
Valley Regional Transit Website



YOUR *Safety*

YOUR *Mobility*

YOUR *Economic Opportunity*



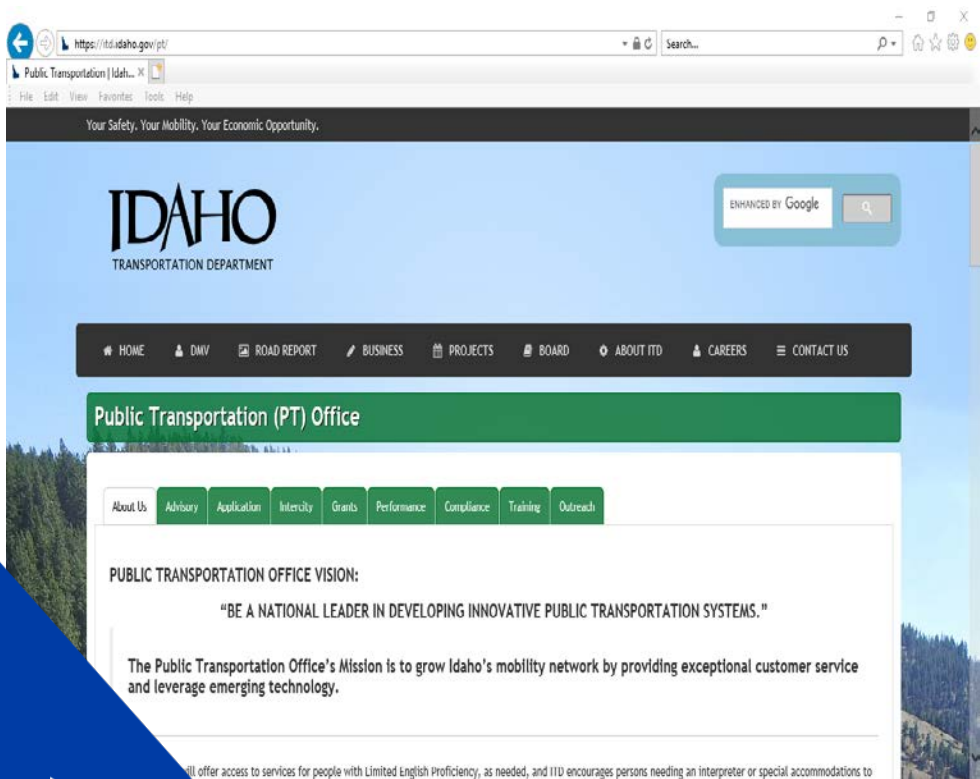


YOUR *Safety*

YOUR *Mobility*

YOUR *Economic Opportunity*

ITD PT Website



Public Transportation (PT) Office

[About Us](#) [Advisory](#) [Application](#) [Intercity](#) [Grants](#) [Performance](#) [Compliance](#) [Training](#) [Outreach](#)

Public Transportation Application Program

The Federal Transit Administration (FTA) funds, which are allocated to Idaho's Public Transportation Office, are crucial and the capital infrastructure in the State. In order to ensure that the funds are fair and equitably distributed, a competitive process is used to award funds. Below is a list of funds Idaho receives to assist with public transportation options in the State.

Congressional Appropriation Applications

One-Time Grants

One-Time Funding and Applications

2022 One Time Funding and Applications - Closes November 30, 2020

- [Application Funding Summary and Breakdown](#)
- 5310 Grant: Transportation for Elderly Persons and Persons with Disabilities
 - [5310 One-Time Application](#)
 - [5310 Attachment A Budget](#)
 - [5310 Attachment B Milestone](#)
 - [5310 Attachment C NEPA](#)
 - [One-Time Application Evaluation Form](#)
- 5311 Grant: Formula Grants for Other than Urbanized Areas
 - [5311 One-Time Application](#)
 - [5311 Attachment A Budget](#)
 - [5311 Attachment B Milestone](#)
 - [5311 Attachment C NEPA](#)
 - [One-Time Application Evaluation Form](#)

Paid Advertising



YOUR *Safety*

YOUR *Mobility*

YOUR *Economic Opportunity*

TREELINE

TREELINE runs every five minutes between most Treefort Music Fest venues!
Hop on the TREELINE March 20-23
WEDNESDAY - SATURDAY - 6:00 P.M. - MIDNIGHT **IT'S FREE!**

To get from one end of downtown to the other.

YOUR WRISTBAND IS POWERFUL!
Use it to ride all other ValleyRide buses FREE during Treefort.
Listen to live music on the TREELINE!
More route information at ValleyRegionalTransit.org or call 208-345-7433

A SERVICE OF valleyregionaltransit





National 'Dump the Pump' Day

- 3rd Thursday of every June
- Encourages people to ride Public Transportation instead of driving and save money.
- Sponsored by APTA and public transportation systems across the country.
- Joining in on these type of activities can allow you to capitalize on national coverage occurring at the same time

YOUR *Safety*



YOUR *Mobility*



YOUR *Economic Opportunity*



Community Events



YOUR *Safety*



YOUR *Mobility*



YOUR *Economic Opportunity*



Generating Ridership



YOUR *Safety*



YOUR *Mobility*



YOUR *Economic Opportunity*





Gatekeeper Outreach

- Employment Programs
- Support organizations for persons with disabilities
- Social service agencies/ human service organizations
- Schools and colleges
- Senior centers and complexes

YOUR *Safety*



YOUR *Mobility*



YOUR *Economic Opportunity*





YOUR *Safety*



YOUR *Mobility*



YOUR *Economic Opportunity*



Incentives

- Raffles at community events to win a free monthly bus pass
- Free one-week pass to students
- Rewards for regular riders – buy 11 monthly passes, get the 12th free
- Free rides during a local community event



Fare Programs

- Prepaid Fare Programs
- Specialized Fare Media
- Fare media to Social services and Schools

YOUR *Safety*



YOUR *Mobility*



YOUR *Economic Opportunity*





YOUR *Safety*



YOUR *Mobility*



YOUR *Economic Opportunity*





Sharing past marketing efforts

- Have you ever went through re-branding?

YOUR *Safety*



YOUR *Mobility*



YOUR *Economic Opportunity*



Maybe your agency had to re-name itself, create a new logo, or change up their design and graphics. Please share your experience and what it taught you.



Sharing past marketing efforts

- What is the best or worst marketing campaign you have been part of, why was it the best/worst, and what was your biggest takeaway from that initiative?

YOUR *Safety*



YOUR *Mobility*



YOUR *Economic Opportunity*





Sharing past marketing efforts

- Have you used paid advertising as a mechanism for marketing?

YOUR *Safety*



YOUR *Mobility*



YOUR *Economic Opportunity*



If so, what has that taught you, and how did it work or not work to reach your overarching goals?



Sharing past marketing efforts

- What has been the best marketing strategy for your agency, and why?

YOUR *Safety*



YOUR *Mobility*



YOUR *Economic Opportunity*



Maybe a community event you hosted raised awareness on your services.
Maybe a certain incentive or fare program has increased ridership of a specific demographic



That's all Folks!