



DATE: MARCH 1, 2018

MEMO TO: HERITAGE VALLEY POLICY ADVISORY COMMITTEE (HVPAC)

FROM: MARTIN R. ERICKSON, PUBLIC TRANSIT DIRECTOR

SUBJECT: FISCAL YEAR 2017-18 MARKETING AND OUTREACH UPDATE

RECOMMENDATION

- Receive and file a status report on Valley Express marketing and outreach activities.

BACKGROUND

Based on direction provided by the Heritage Valley Policy and Technical Advisory Committees, the marketing consultant, Celtis Ventures, developed marketing and outreach materials to further promote the Valley Express Bus and expanded Dial-A-Ride service. The marketing and outreach efforts for Fiscal Year 2017-18 have been focused on English and/or Spanish speaking youth and seniors with respect the August 2017 service changes, proposed fare increase, and Dial-A-Ride expansion. Below are the details of those efforts.

CURRENT FISCAL YEAR ACTIVITIES

August 2017 Service Changes

- Bilingual social media campaigns targeting English/Spanish speaking youth and seniors
- Production and distribution of 19,250 brochures within the Heritage Valley
- Infoposts insert updates and installation

Proposed Fare Increase

- Hosted three community outreach events with a Spanish interpreter to seek public input
- Promoted community events in print and on social media in English/Spanish
- Invited interested parties via email
- Promoted community events on website and within vehicles in English/Spanish
- Media Release

Dial-A-Ride Expansion

- Bilingual social media campaigns targeting English/Spanish speaking youth and seniors
- Promoted community events on website and within vehicles in English/Spanish
- Flyers distributed to senior centers and other senior oriented facilities

PROPOSED OUTREACH AND MARKETING ACTIVITIES

Staff will continue to work closely with Celtis Ventures to ensure that the Committee's outreach objectives for the Valley Express fixed route and Dial-A-Ride services are reached. Staff appreciates the efforts and coordination between MV Transportation, Celtis Ventures, and the individual jurisdictions and we look forward to continuing to work together to promote the service. Below are potential outreach opportunities.

- Face-to-face outreach in Community Centers to promote the services
- Participation in community goodwill events such as holiday toy drives and “pack the bus” events
- Promotion of the Automatic Vehicle Locator system
- Promotion of the CardQuest farebox and fare media
- Promotion of the service on the public access TV channel
- Quarterly Travel Trainings at community libraries and centers
- Targeted direct mailer/postcards
- Utility Bill inserts
- Vehicle Branding: fixed-route vehicles vs. Dial-A-Ride vehicles
- Website enhancements including Committee members, meeting dates, and agenda packets

Recurring Marketing Expenses

- Fare media production
- Brochure production and distribution
- Infopost design and installation