

INTER OFFICE MEMO

To: Marketing, Planning, & Legislative Committee

Date: 01/04/2024

From: Ryan Jones, Manager of Marketing & Communications

Reviewed by: MR

SUBJECT: County Connection Faces Campaign

Background:

In 2014, County Connection developed a “Faces of County Connection” campaign to increase the focus on people and emphasize human connections. As we emerge from the pandemic, which put a renewed focus on the important role of public transit, staff is working on a new Faces campaign to better engage with our community by telling the County Connection story, turning a spotlight on the people behind the scenes of the Authority and their dedication to the essential services we provide. The campaign will also serve as a hiring initiative by highlighting the Authority’s legacy through dedicated staff who have contributed to its success and position County Connection as an employer of choice.

Additional Information:

The Faces campaign aims to show that the agency is more than just a transit provider, but a viable career path in public service. Marketing pieces will include testimonials of longstanding employees with staff profiles focusing on dedication, shared purpose, and commitment to public service.

Shown through a lens of recognition and recruitment, the campaign is intended to stand out as a hiring effort while celebrating those who have committed themselves to helping to provide essential services throughout the region. Staff plans to highlight 5-7 individuals representing operators, mechanics, maintenance staff, administration, and/or leadership. Marketing assets will be shared across social media, on buses (interior and exterior panels), and the County Connection website. Staff will also work to develop other printed collateral as needed and will incorporate some of the assets into recruitment materials. Staff will be working with an on-call graphic design consultant to develop and manage the campaign. This campaign is set to launch in Spring 2024.

Financial Implications:

All costs associated with campaign are included in the FY 2024 Promotions budget.

Recommendation:

None, for information only.

Action Requested:

None, for information only.

Attachments:

None