

To: Marketing, Planning, & Legislative Committee

Date: April 23, 2012

From: Mary Burdick, Sr. Manager of Marketing

Reviewed by:

SUBJECT: FY2013 Final Draft Marketing Plan

Summary of Issues:

The MP&L Committee reviewed the draft marketing plan in April, providing feedback.

Additions to the marketing plan include:

- 1) A brief discussion about research measuring ridership increases attributed to the availability of real time information on page 7.
- 2) Addition of informational and educational videos included in the soft launch activities on page 8.

The Committee also discussed visual options for presenting the marketing plan to the Board of Directors in May. Staff suggests providing the Board a power point presentation summarizing the main components of the marketing plan. The complete plan will be available at the Board meeting.

Recommendation:

Recommend approval of the FY2013 Marketing and Communication Plan to the Board of Directors in May.

Financial Implications:

A FY2013 Promotions Budget equal to \$180,000 is included in the plan. This represents 0.66% of the proposed fixed-route operating budget.

Attachment:

- 1) FY2013 Draft Marketing & Communications Plan
- 2) Power Point Plan Summary