

Agenda Item 7.b.2.

To: Board of Directors

Date: 12/08/2017

From: Ruby Horta, Director of Planning & Marketing

Reviewed by:



SUBJECT: Marketing Update

Background:

In an effort to enhance the level of accessibility to County Connection's service, via our website, staff is proposing to implement a variety of improvements. As more technology becomes available and communication shifts from phone calls into customer service to mobile device-driven inquiries, County Connection strives to ensure various modes of communication are available to our passengers. One of the goals of an improved website is to offer text and live chat options on our website, available on a mobile device or a desktop. Another aspect that is lacking is the current platform's inability to guide visually impaired visitors through route and schedule information. Staff understands technology's limitations when it comes to making all website information completely accessible; however, there are certain critical pieces, such as route and schedule information, that could be improved.

Finally, based on passenger input, we understand the public interface and layout could be improved significantly to make navigating our website more user-friendly on both a desktop and mobile device. Based on our 2015 On-board Survey, almost half of the respondents obtain schedule information about our service either on our website (32%) or on a mobile application (17%). By enhancing our website we will be able to improve the overall customer service experience.

In addition to improvements to the website staff recognizes the need to enhance the Authority's presence across a wide spectrum of social media outlets as well as increase involvement at community events. To accomplish this task staff will begin the recruitment process to employ an individual with strong social media experience and the ability to interface with a wide variety of community groups.

Recommendation:

The MP&L Committee is informing the Board of its concurrence with staff's proposal to make changes to the website to improve the current platform, accessibility, customer service interfaces and overall layout.

Financial Implications:

Any costs associated with website improvements are included in the Promotions and IT budgets. The recruitment of a social media expert will replace an existing position that was recently vacated in the marketing department.

Proposed Expenditure Plan

Promotions Budget	
New Services	\$ 20,000
Chambers - Event Fees	\$ 8,000
Community Survey	\$ 30,000
Social Media	\$ 10,000
Print	\$ 15,000
Misc.	\$ 7,000
Regular Programs/Support	\$ 15,000
Website Updates	\$ 45,000
Total	\$ 150,000