

To: Marketing, Planning, & Legislative Committee

Date: 10/30/2024

From: Ryan Jones, Manager of Marketing & Communications

Reviewed by: AMS

SUBJECT: Educational Marketing

Background:

Marketing initiatives for County Connection have predominantly concentrated on promoting bus services and programs. However, staff recognizes a critical area that has been underrepresented in our strategy is education. The development of educational content is intended to foster a new and diverse form of engagement with our community, while simultaneously establishing a sense of pride and authority in our operations. By sharing more about the work being done by County Connection—essentially pulling back the “operational curtain”—staff hopes to cultivate a deeper connection with our community.

Additional Information:

Staff is planning to introduce educational content to round out existing marketing efforts. The content aims to raise awareness and appreciation for public transportation through highlighting historical and influential public figures who have made significant contributions to public transit, informative trivia (e.g. *Did you know...*), and training videos (e.g. *How to read a timetable...*) that can empower and inform our community, helping them become savvy commuters. The content will be shared across our social media platforms.

Educational Components:

- **Public Figures:** Staff will post information on notable individuals who have played a crucial role in shaping public transportation. These profiles will highlight their contributions, achievements, and impact on the transit industry. Figures may include civil rights advocates, urban planners, policy makers, and innovative transit leaders. **Intended audience:** general public.
- **Informational and Trivia Content:** Staff will incorporate trivia and interesting facts related to public transportation history, technology, and systems. This content will engage our audience and foster a deeper understanding of public transit's role in society. **Intended audience:** youth, general public.
- **Training and How-To Videos:** Staff is looking at developing practical informative content to our riders through a series of how-to videos. These videos will focus on various aspects of using public transportation effectively, such as how to read a timetable, safety protocols, using Clipper, and simply how to ride a bus. **Intended audience:** youth, seniors, those who may struggle with technology.

Implementation and evaluation:

The marketing team will work to develop educational content including graphics, short videos, infographics, and written posts, scheduled for release each month across social media as well as in print (as needed). Staff will be paying attention to how this content engages our online audience, measuring metrics, such as likes, shares, comments, and views, enabling staff to refine our approach over time.

Sample content:

- Transit Heroes - *Rosa Parks set in motion one of the largest social movements in history, the [Montgomery Bus Boycott](#). Learn more about Ms. Parks and how she helped shape public transit.* (format: social media, install a plaque on each bus at the seat where Rosa Parks sat, printed pamphlets, worksheet for youth programming)
- Transit Tip – *Bus delays happen. It doesn't hurt to check the bus schedule or a real-time tracking app like Transit to make sure there are no planned or unplanned delays.* (format: social media, infotainment screens, worksheets for youth programming)
- Trivia - *Did you know a bus tire weighs around 200lbs?* (format: social media, infotainment screens, worksheets for youth programming)

Financial Implications:

Any costs associated with events are included in the Promotions budget.

Recommendation:

None, for information only.

Action Requested:

None, for information only.

Attachments:

None.