

To: Board of Directors

Date: March 11, 2026

From: Ryan Jones, Manager of Marketing & Communication

Reviewed by: AMS

SUBJECT: FY 2027 Marketing Plan

Background:

Marketing and Communications staff are continuing to monitor the evolution of passenger engagement and are developing engagement strategies that can not only resonate with our audiences but withstand operational and economic fluctuations in the years ahead. The intent of the Marketing Plan is to connect with our passengers and others who travel within our service area and build upon our relationships with regional transit partners.

Three Strategies to Enhance Engagement and Outreach:

Develop Online Engagement and Content

Staff plans to focus on enhancing online audience engagement through videos and motion graphics to create a more dynamic and informative communication style. This approach started as part of the FY 2026 Marketing Plan and has proven to drive online engagement. Staff will continue to build on our messaging around schedule changes and regional programs, and work to add more educational content about our services and payment options.

Build a Personal Connection: Outreach and Events

In addition to continuing our existing program of hosting regular Mobile Lobby and community events, the Marketing Plan aims to forge stronger personal connections between County Connection and community organizations within our service area. The primary goal is to establish strong working relationships by assigning individual County Connection staff members to serve as the primary point of contact with specific community organizations. This collaboration will allow our staff to work closely with community representatives to distribute important information and educate them about available public transit resources, while also learning more about the services they provide and where County Connection fits in. By adding this personal touch, we will tap into the power of community engagement, strengthening our connection with those who are already invested in supporting our passengers.

Build Youth Programming and Engagement

Staff remains committed to engaging with youth riders and will continue developing meaningful opportunities to connect with young audiences. Staff is also exploring opportunities to better collaborate with area school districts develop youth influencer engagement strategies by partnering with student ambassadors, youth leaders, and local content creators. Through coordinated school partnerships and

youth-driven communications, we aim to increase awareness, strengthen engagement, and ensure that students and families can take full advantage of County Connection’s services.

Financial Implications:

Staff has budgeted \$170,000 to cover the expenses associated with the FY 2027 Marketing Plan as follows:

Engagement (online messaging and push advertising)	\$75,000
Outreach & Events (Mobile Lobby and community events)	\$45,000
Paratransit (printed marketing collateral, online engagement)	\$15,000
Youth & Family Programming	\$35,000
TOTAL	\$170,000

Recommendation:

None

Action Requested:

Staff recommends approval of the proposed FY 2027 Marketing Plan.

Attachments:

None