



Presenter:
Cynthia Torres Duque
Marketing & Communications Manager
June 1, 2022



# ALWAYS MOVING FORWARD. GOLD COAST TRANSIT DISTRICT



PLAN

## **OVERVIEW**

- In FY 22 23, the marketing plan will focus on ridership recovery while promoting new initiatives, services, and partnerships.
- COVID-19 has changed the landscape lives have changed, travel patterns have changed, perceptions have changed. etc. Therefore, focusing on the customer experience will be critical to our continued success.
- Marketing goals will support the strategies outlined in the COVID-19 Recovery Plan adopted by the Board in July 2021.











FY 2022 - 2023

## Marketing Campaigns

- 1 General Agency Awareness
- 2 Fixed Route Services
- 3 Flexible Services
- 4 Special Promotions
- 5 Miscellaneous
- 6 Budget Summary







4TH & B STREET IN DOWNTOWN OXNARD



#### COME MEET THE G TEAM!

Learn about upcoming service changes scheduled to begin on July 29, 2018 at this Pop-Up Outreach Event.

We look forward to seeing you there & answering your questions.

## GENERAL AWARENESS



**General Purpose Awareness** 

Timeline: Year-round

Cost: \$15,000

Ongoing marketing to increase awareness of the organization and its mission, goals and achievements. Expenses include the annual report publication, giveaways, printed materials, limited media buys and ad placement.



Public Outreach/Surveys

Timeline: Year-round

Cost: \$3,000

GCTD surveys our passengers annually to better understand their needs. We plan to continue this efforts to better understand the public's needs. We will also host more in person events, like POP Ups, public outreach, etc.

#### SERVICES

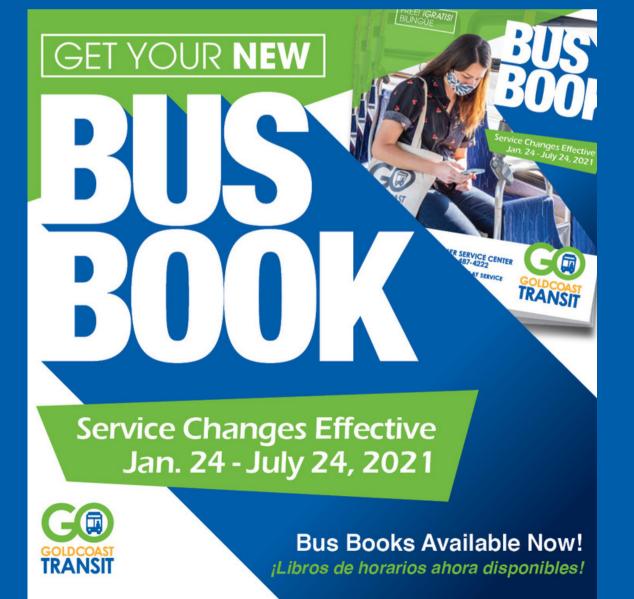
## FIXED - ROUTE 2

#### **Bi - Annual Services Changes**

Timeline: January and July

Cost: \$5,000

Bi-annual public education campaigns to promote the new Bus Books and collateral marketing materials. Expenses include design and printing of brochures, postcards, flyers, posters, etc.



#### **Route & Service Promotion**

Timeline: FY 22 - 23, Ongoing

Cost: \$45,000

This budget will allow GCTD to promote the benefits of its routes and services as a safe, affordable, environmentally responsible way to travel. Plans include targeted media buys, direct mail campaigns, etc.



#### **Youth Free Fares**

Timeline: FY 22 - 23, Ongoing

Cost: \$25,000

This will include media ad buy, printing, and flyers to market GCTD fixed route services to Youth and College Students, who will be able to utilize GCTD's services free of charge (anticipates VCTC Youth Free Fare Programs taking effect in the Fall).



## FLEXIBLE

**GONow** Microtransit Launch and Promotion

Timeline: Fall 2022

Cost: \$40,000

Costs will include a ribbon cutting, vehicle wrap, targeted direct mail campaign, digital media buy, marketing and outreach materials.





Late Night Safe Rides Promotion

Timeline: FY 22-23, Ongoing

Cost: \$5,000

Ridership has been steadily climbing. Plan will build on that momentum by refreshing materials, outreach, videos and paid ads on social media for maximum engagement.



Get A Safe Ride Home At Night

Ad Reserve your ride with GCTD new Night Safe Rides program!

Learn More





Clean Air Summit

GCTD will host its 1st annual

Clean Air Summit.

Date: October 13, 2022

Cost: \$20,000



#### **Annual Holiday Bus**

Our annual holiday bus brings holiday cheer to the community

and provides free rides.

Timeline: December 2022

Cost: \$9,000





#### 50th Anniversary Celebration & Roadeo

Timeline: May 2023-August 2023

Cost: \$20,000

Plans include the development of a commemorative logo and materials, a video shoot, a one-day event for employees (a possible Roadeo with fellow transit colleagues, employees and families). Raffling of passes and other prizes may also take place.



## 5 OTHER MISCELLANEOUS

#### Website and Social Media: \$10,000

GCTD's new website and social media is an excellent communication tool. Costs include annual maintenance, hosting, and one additional feature in development. Boosted social media content development.

#### Misc Marketing and Promotions: \$15,000

Intended to cover campaigns, events, materials for campaigns not yet scheduled, including GCTD's ongoing recruitment efforts.

# FY 22 - 23 DRAFT BUDGET SUMMARY



General

General Purpose \$15,000 Public Outreach \$3,000

Fixed Route Services

Service Changes \$5,000 Route & Services \$45,000 Youth Free Fares \$25,000

Flexible Service

GoNow \$40,000 LNSR \$5,000

Special Promotions & Events

Annual Holiday Bus \$9,000 Clean Air Summit \$20,000 50th Ann. & Rodeo \$20,000

Miscellaneous

Website/Social Media \$10,000 Unscheduled \$15,000

**TOTAL** 

\$212,000



## THANK YOU

Questions?

E-mail

cduque@gctd.org

**Phone Number** 

805-483-3959 x 110

Follow Us

