



MARKETING PLAN

FY 2022- 2023

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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.



PLAN
GOALS



Convey a Message
that Transcends



Focus on Customer
Experience and
Satisfaction



Increase Awareness
and Support for
GCTD and its Mission



Integrate Tactics for
Maximum Impact



Build a Foundation
that Keeps Growing



FY 2022 - 2023

Marketing Campaigns

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



POPUPEVENT
THURSDAY, JUNE 21 | 4PM – 6PM
LOCATION: GCTD BUS STOP AT 4TH & B STREET IN DOWNTOWN OXNARD

COME MEET THE GO 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.

1 | GENERAL AGENCY 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.

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).



3

SERVICES

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

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!
Gold Coast Transit

[Learn More](#)



ZERQ emissions

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

4 | SPECIAL EVENTS



50th Anniversary Celebration & Rodeo
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 Rodeo with fellow transit colleagues, employees and families). Ruffling 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



1	General	
	General Purpose	\$15,000
	Public Outreach	\$3,000
2	Fixed Route Services	
	Service Changes	\$5,000
	Route & Services	\$45,000
	Youth Free Fares	\$25,000
3	Flexible Service	
	GoNow	\$40,000
	LNSR	\$5,000
4	Special Promotions & Events	
	Annual Holiday Bus	\$9,000
	Clean Air Summit	\$20,000
	50th Ann. & Rodeo	\$20,000
5	Miscellaneous	
	Website/Social Media	\$10,000
	Unscheduled	\$15,000
TOTAL		\$212,000



THANK YOU

Questions?

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