

WPCTSA Marketing Plan Approval

Item K



Purpose of Marketing Plan

1. To improve awareness, perception, and usage of WPCSTA programs:
 - Placer Rides
 - Mobility Training
 - Transit Ambassador Program
 - South Placer Call Center
2. To promote ridership of public transit throughout the county

Intended to complement upcoming comprehensive operational analysis and short-range transit planning efforts



Marketing Plan Process To-Date

- **June 2022:** Meeting with the TOWG and WPCTSA budget approval
- **July 2022:** Brainstorming meetings with transit operators (Auburn Transit, Roseville Transit, PCT), City of Rocklin, City of Lincoln, PIRS and Seniors First
- **August 2022:** Common themes and strategies from June and July meetings presented to TOWG for feedback
- **October 2022:** Updated themes and strategies presented to TOWG based on feedback from August meeting
- **October/November 2022:** Meetings/discussions with stakeholder agencies to refine marketing strategies
- **December 2022:** Present final draft marketing plan to joint TOWG/SSTAC meeting, received concurrence to move plan forward to TAC and Board in January
- **January 2023:** Present final draft marketing plan to TAC, received concurrence to move to Board in January



Challenges & Marketing Themes



Challenge 1

Planning trips can be challenging for riders, as they often must reference multiple, separate system maps and websites



Theme 1: One-stop shop website with interactive regional system map

- **Key Strategies:**

- Hire outside firm to create and maintain website and map
- Use existing website –sptransitinfo.org
- Agencies provide website updates including map data

- **Estimated Cost:** \$41,500 one-time, plus \$12,800 annually

- **Completion Timeframe:** 9 months



Challenge 2

Program branding is inconsistent, and messaging can be conflicting



Theme 2: Branding and Regional Media Platforms

- **Key Strategies:**
 - Form Marketing Committee
 - Refresh branding and messaging in-house (optional testing)
 - Coordinate media, social media, and outreach
 - Monthly vs. bi-monthly meetings
- **Estimated Cost:** \$500 - 15,000 for social testing / focus group
- **Completion Timeframe:** 9 months



Challenge 3

Limited resources available to
Mobility Training and Transit
Ambassador Programs



Theme 3: Mobility Training Enhancements

- **Key Strategies:**
 - Group trainings
 - Establish performance metrics and goals
 - Coordinate outreach opportunities with TOWG
- **Estimated Cost:** In-house
- **Completion Timeframe:** Ongoing



Challenge 4

Communicating how the programs make a difference in people's lives



Theme 4: Share success stories of riders in marketing collateral

- **Key Strategies:**
 - Agencies to proactively identify compelling stories
 - Group to decide which stories to share regionally
- **Estimated Cost:** TBD, based on WPCTSA budget
- **Timeframe:** Ongoing



Challenge 5

Lack of consistent and timely engagement with stakeholders



Theme 5: Collaboration and Engagement with Regional Stakeholders

- **Key Strategies:**
 - Meet monthly rather than bi-monthly
- **Estimated Cost:** In-house
- **Completion Timeframe:** Ongoing



Staff Recommendation and Next Steps

Staff recommends the WPCTSA Board direct staff to implement the marketing plan prepared and presented on January 25, 2023, to promote the WPCTSA's programs and public transit services in Placer County

Supported by both the SSTAC and TAC

If approved, the plan's implementation begins on February 1st.

