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## V. MARKETING PLAN

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## I. WHAT IS OUR MESSAGE?

### *Message of the Long-Range Strategic Plan*

- 1. Mission** Leading the way to greater mobility
- 2. Vision** MTD goes beyond traditional boundaries to promote excellence in transportation
- 3. Goals**
  1. MTD will deliver high-quality traditional and innovative transportation services that are reliable, clean, on-time and safe.
  2. MTD will encourage use of alternative transportation services to promote mobility in our community.
  3. MTD will ensure fiscal responsibility, leveraging existing funds and investments, and proactively seek new funding to support current and growing transportation needs.
  4. MTD will explore new and alternative technology to improve service delivery and meet customer needs.
  5. MTD will provide constant and clear communications with internal and external partners as part of our commitment to efficient, fair and ethical business practices.
  6. MTD will attract, retain and develop high-quality employees, offering career opportunities for advancement and encouraging employees to communicate ideas.
  7. MTD will develop partnerships and pursue new markets to encourage mobility, economic development and growth for our community.

**A MARKETING PROGRAM MUST COMMUNICATE THE BENEFITS AN ORGANIZATION'S PRODUCTS AND SERVICES PROVIDE:**

**Message of the benefits of public transportation**

National study reveals consumers respond to a powerful, positive message about the benefits of public transportation to all citizens:

- Provides opportunities for people from every walk of life
- Provides options and choices for consumers
- Provides easy access to things people need in their everyday lives
- Provides mobility and freedom for people to do what they want to do

The study concludes that public transportation provides:

- Mobility
- Choice
- Accessibility

These are qualities that people value and want in their lives.

## Communications & Marketing Plan

### **Additional findings:**

Further, public transportation provides emotional benefits to a community:

- Accomplishment
- Secureness and stability
- Peace of mind
- Freedom
- Pride
- Optimism
- Fulfillment

**MTD's marketing program must communicate these benefits.**

**THE STRATEGIC PLANNING PROCESS IDENTIFIED THE MTD'S STRENGTHS.**

**The marketing plan must communicate these specific strengths.**

- Management team
  - Strong leadership
  - Creative management
- Service Structure
  - Route locations
  - Service frequency
- Strong community presence
  - Community involvement
  - Positive public perception
  - Marketing
- Quality of staff
  - Motivated
  - Talented
  - Positive image on front lines

## Communications & Marketing Plan

(Strengths continued)

- Internal culture
  - Innovative
  - Experienced
- Well-maintained bus fleet and equipment
- Illinois Terminal
- Strong financial management

**THE MARKETING PROGRAM MUST EXAMINE EACH STRENGTH -- OR PERCEIVED STRENGTH -- AND DETERMINE HOW THESE TRANSLATE INTO BENEFITS FOR ITS CUSTOMERS, ITS PARTNERS AND THE COMMUNITY AS A WHOLE**

<b>Strengths</b>	<b>Benefits</b>
Management Team Quality of staff Internal culture	Secureness and stability Peace of mind Pride Optimism
Service Structure	Mobility Choice Accessibility Peace of mind Optimism Freedom
Strong community presence	Pride Peace of mind Secureness and stability

**Strengths**

Fleet and equipment

**Benefits**

- Mobility
- Choice
- Accessibility
- Pride
- Peace of mind

Illinois Terminal

- Mobility
- Choice
- Accessibility
- Pride
- Optimism
- Freedom
- Accomplishment

Financial management

- Secureness and stability
- Peace of mind
- Freedom
- Pride



**ADDITIONALLY, A MARKETING PROGRAM MUST COMMUNICATE SPECIFIC -- MORE PRODUCT-ORIENTED -- MESSAGES**

**Specific MTD messages**

1. Routes and service messages
2. Additional passenger amenities
3. Messages about planning efforts
4. Messages about new service opportunities
5. Messages about technological innovations
6. Messages about MTD staff
7. Messages about MTD Board

## Communications & Marketing Plan

### **Summary**

How can we communicate MTD's Mission, Vision and Goals?

How can we use these national findings to reinforce the benefits of public transportation with our markets and partners?

How can we best communicate the MTD's strengths as benefits for its customers, partners and community?

How can we best communicate specific MTD messages?

## II. WHAT ARE OUR MARKETS?

1. University of Illinois leaders/decision makers
2. Partners
3. University of Illinois students
4. University of Illinois faculty and staff
5. Other current riders
  - Employees of specific companies/areas
  - Shoppers
6. Special needs riders
  - Disabled
  - Elderly
7. Other students
  - Parkland College
  - Champaign Unit 4
  - Urbana Unit 116
8. General population/individuals
9. Business community
10. Special markets

In light of our Mission, Vision and Goals, what are our potential markets?

### III. WHAT SERVICES DO WE OFFER?

1. University of Illinois unlimited-access pass
2. SafeRides
3. Annual and seasonal passes for
  - Adults
  - Students
  - Senior citizens
  - Riders with disabilities
4. Special fares
  - School fares
  - Senior citizens fares
  - Riders with disability fares
  - Transfers & All-day transfers
5. Half-fare cab program
6. Bikes on buses
7. Fixed route service, weekdays and weekends
8. Direct service
9. Special event services
10. Advertising services

In light of our Mission, Vision and Goals, what new services can we develop to serve our markets more completely and to reach potential new markets?

#### **IV. WHO ARE OUR PARTNERS?**

1. University of Illinois
2. Cities of Champaign, Urbana and Savoy
3. Champaign County Board
4. Champaign County governmental entities
5. Unit 4 and Unit 116 School Districts
6. Disabled groups/DSC
7. Senior citizens groups
8. Champaign County Chamber of Commerce/Economic Development groups
9. Business community
10. Current riders
11. Taxpayers
12. State legislature
13. Other state officials (e.g. IDOT)
14. Federal government & federal officials

In light of our mission, vision and goals, how can we strengthen our relationships with our current partners?

Who are our potential new partners?

## V. HOW CAN WE REACH OUR MARKETS AND OUR PARTNERS?

### A. Media

1. Newspaper advertisements
2. Press releases
3. Radio advertisements
4. Television advertisements
5. Bus advertising
6. Internet/website

### B. Direct marketing

1. Direct mail
2. Email
3. In-bus advertising
4. Fliers
5. Signs (Illinois Terminal, shelters)
6. Schedules

## Communications & Marketing Plan

### C. Personal marketing

1. Personal calls
  - Maintain and establish close ties with all partners
2. Speakers Bureau
  - Clubs and civic organizations
  - Meetings with partners, specific constituencies
3. Special events
  - Open Houses
  - Seminars
  - Special ridership events
4. Personal involvements/memberships

### D. Personal marketing responsibility

1. MTD board
2. MTD staff

## **VI. MATERIALS/MANPOWER NEEDED**

### **A. Methods to communicate specific messages**

1. Newspaper ads
2. Press releases
3. Radio advertisements
4. Bus advertising
5. Internet/website
6. Direct mail
7. Email
8. In-bus advertising
9. Fliers
10. Signs
11. Schedules



**B. Methods to communicate the benefits of transit, MTD strengths, technological advances**

1. Speakers Bureau/personal presentations
2. Presentation support materials
  - Slides/Power Point Presentation
  - Printed material/brochure
3. Special events
4. Personal involvements/memberships
5. Press releases
6. Bus advertising
7. Internet/website
8. In-bus advertising
9. Point of purchase/signs
10. Schedules

**C. Methods to communicate mission, vision, goals & policy issues/implementation**

1. Personal calls
2. Speakers Bureau/personal presentations
3. Personal call and presentation support materials
  - Slides/Power Point Presentations
  - Printed materials/brochures
4. Personal involvements/memberships
5. Special events
6. Press releases
7. Internet/website

Marketing Plan Summary

<b>Markets</b>	<b>Messages</b>	<b>Communications Vehicles</b>
U of I Decision Makers	Mission, Vision, Goals; Strategic Plan Benefits of Transit; Specific Messages	Personal Marketing
Partners	Mission, Vision, Goals; Strategic Plan Benefits of Transit;	Personal Marketing
U of I students	Specific Messages	Media, Direct Marketing
U of I faculty and staff	Benefits of Transit; Specific Messages	Direct Marketing, Media
Other current riders	Specific Messages; Benefits of Transit	Direct Marketing, Media
Special needs riders	Specific Messages; Benefits of Transit	Direct Marketing, Media
Other students	Specific Messages; Benefits of Transit	Direct Marketing, Media
General population	Benefits of Transit; Specific Messages	Media, Direct Marketing
Business community	Mission, Vision and Goals; Strategic Plan Benefits of Transit; Specific Messages	Personal Marketing
Special markets	Specific Messages; Benefits of Transit	Personal Marketing, Direct Marketing, Media

Marketing Plan Summary

Markets	Services	Possible New Services
U of I Decision Makers	Close working relationship	
Partners	Close working relationship	
U of I Students	Unlimited access pass, Safe Rides; Bikes on buses	
U of I Faculty and Staff	Unlimited access pass, Bikes on buses	
Other Current Riders	Passes, bikes on buses, fixed route service, direct route service, special event service	
Special Needs Riders	Passes, special fares, half-fare cab program, fixed route service, direct service	
Other Students	Desire to partner, passes, special fares, fixed route service, direct service, special event services	
General Population	Passes, half-fare cab program, fixed route and direct route service, special event services, community responsiveness	
Business Community	Willingness to partner, advertising services, all other services	
Special Markets	Community responsiveness	

Marketing Plan Summary

<b>Markets</b>	<b>Possible Research Topics</b>	<b>Possible Methods</b>
U of I Decision Makers	Needs assessment, planning	One-on-one interviews
Partners	Needs assessment, planning Communications	One-on-one interviews, Focus groups
U of I Students	Quality of service, needs assessment, communication	Focus groups, focused surveys
U of I Faculty and Staff	Quality of service, needs assessment/planning, communications	Focus groups, focused surveys
Other Current Riders	Quality of service, needs assessment, communications	Focused surveys, mall intercept surveys
Special Needs Riders	Quality of service, needs assessment, communications	Focus groups, focused surveys
Other Students	Needs assessment, communications	Focus groups
General Population	Needs assessment	Focus groups
Business Community	Needs assessment, general perceptions/image	Focus groups, interviews
Special Markets	Needs assessment	One-on-one communications