

---

## **APPENDIX B**

---

## Marketing Plan Implementation

**Message:** *MTD Strategic Plan*

**Market:** Employees  
Past board members

**Methods/Materials:** The first step in implementing the strategic plan is to communicate with MTD staff and past board members. It is essential for members of the MTD "family" to be "on board" regarding the mission, vision and goals of the organization.

1. Responsibility for communicating the strategic plan rests with MTD's management
  - Need to develop a timetable for employee and past board member meetings
  - Develop materials
    - Simple brochure/handouts
    - Overheads
2. Communicating the mission, vision and goals should build a spirit of teamwork and pride in the organization.
  - Pride in being part of an innovative organization
  - Pride in being part of an organization that provides a valuable service to the community
  - Pride in being part of the positive growth of the community
  - Pride in being part of an organization that recognizes the value of every employee
  - Pride in being part of an organization that is forward-looking
3. Utilize traditional marketing methods
  - Presentations
  - Handouts
  - Discussions/meetings
  - Employee newsletter
  - Signs/posters

## Communications & Marketing Plan

4. Preview all "outside" presentations with employee groups
  - Provides valuable feedback
  - Allows employees to be part of the outside marketing process
  - Keeps the lines of communication open within the organization
  - Creates a sense of teamwork

**Message:** *Leading the way to greater mobility.*

**Markets:** University of Illinois decision makers/planners  
Partners  
Business community  
General population  
Citizens in areas of possible annexation

**Methods/Materials:** This message focuses on how the MTD will play an active role in the community by promoting non-SOV transportation and the positive impact this will have on all segments of the community.

1. Organize a Speakers Bureau
  - Assign responsibility for Speakers Bureau to MTD staff
  - Speakers to include both staff and board members
  - MTD will actively seek speaking opportunities with university personnel, partners, business and community groups, including but not limited to the following:
    - Rotary/Kiwanis/service club presentations
    - City Planning Departments
    - City Councils
    - County Board
    - Regional Planning Commission
    - University Planning groups
    - Chamber of Commerce
    - CampusTown 2000
    - Real estate developers

## Communications & Marketing Plan

2. Develop presentations (PowerPoint, slides, etc.) that convey the following:
  - C-U's record of providing alternative (non-SOV) transportation
  - The economic and environmental impact of alternative transportation
    - Number of cars on roads
    - Need for and cost of parking lots
    - Need for and cost of additional/wider roads
    - Environmental impact
  - The importance of public transit to the economic growth and vitality of the community
  - The benefits of public transit to individual citizens
  - MTD's role as a general advocate for improved mobility with in the region
3. Develop brochure(s) or informational materials for distribution at presentations and for general information purposes that include this same information.
4. Add the presentation/brochure information to the MTD website
5. Utilize existing partnerships and develop new partnerships with groups that share the MTD's mission to promote mobility
6. Obtain feedback from all meetings and presentations
  - Fine-tune and modify the message
  - Uncover misunderstandings and other communications issues
  - Develop new partners and alliances

**Message:** *MTD goes beyond traditional boundaries to promote excellence in transportation*

**Markets:** University of Illinois decision makers/planners  
High-tech community  
Partners  
Business community  
General population  
Citizens in areas of possible annexation

## Communications & Marketing Plan

**Methods/Materials:** The vision statement carries two messages. The first is the MTD's commitment to *going beyond traditional boundaries* to be a transit innovator. *Going beyond traditional boundaries* also recognizes that transportation services must keep pace with the growth of the community. The significance of this message as a whole is that it reinforces the position of the MTD as an integral part of a community where innovation flourishes.

1. Utilize the Speakers Bureau to promote the message of innovation and the growth of the community
2. Develop presentations that communicate the following messages:
  - Transit innovation is an integral part of the community's commitment to innovation
  - Trends in transit
  - Information on specific innovations
    - Cite success stories from other cities/communities
    - Include information on research partnerships with U of I
  - Impact of transit innovations on our community on a personal level
  - Economic impact of transit innovations
3. Develop brochure(s) or informational materials for distribution at presentations and for general information purposes that include this same information
4. Add the presentation/brochure information to the MTD website
5. Communicate with key partners regarding the MTD's regional role
  - MTD's position as a lead advocate for non-SOV transportation within the regional planning area
6. Strengthen ties with developers, city and county planners and business community so that transportation planning is an integral part of all growth -- both inside and outside of current transit system boundaries
7. Develop new partnerships with engineering and high-tech groups who share a commitment to innovation

## Communications & Marketing Plan

8. Strengthen ties with neighborhood groups to keep lines of communication open re: annexation and new transportation opportunities
9. Communicate regularly with people and businesses in areas of possible annexation with the following messages:
  - Commitment to mobility
  - Benefits of transit
  - Commitment to innovation
  - Need for transportation services to keep pace with community's growth

**Message:** *New Service Offerings Policy*

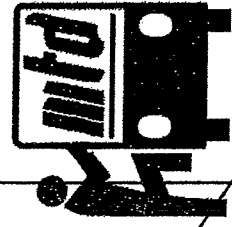
**Markets:** City Planners  
Regional Planning Commission  
County Board  
Real Estate Developers  
Appropriate neighborhood groups

**Methods/Materials:** It is vitally important for the MTD staff to communicate with key partners regarding the "New Service Offerings" policy. Regional and city planners as well as real estate developers must be informed of how new service requests will be handled. The existence of this policy reinforces the MTD's image as a well-managed organization with policies that address new service offerings in a fair and consistent manner.

1. Schedule meetings with all parties involved with new service offerings
  - Discuss policy
  - Provide appropriate written materials
  - Obtain feedback
2. Add information about "New Service Offerings" policy to the MTD website

# Champaign-Urbana MTD

*Leading the way to greater mobility*



## Residents of Champaign-Urbana utilize a variety of modes of transportation

- ◆ 1990 census (most recent available) reported that 28% of the “journeys to work” are by transit, biking or walking
- ◆ C-U is recognized as an excellent transportation center:
  - ◆ AMTRAK
  - ◆ Interstate highways
  - ◆ MTD
  - ◆ Willard Airport & Flightstar
  - ◆ Distribution center
- ◆ Convenient commutes and lack of traffic gridlock add to the quality of life in C-U
- ◆ C-U has an excellent mix of transportation services which is unparalleled in communities of our size



# C-U is growing!

## ◆ Retail expansion

- ◆ North Prospect Avenue
- ◆ Market Place Mall area

## ◆ Residential expansion

- ◆ South and west Champaign
- ◆ Southeast Urbana

## ◆ Growth of Savoy

- ◆ New subdivisions
- ◆ South Neil Street business growth
- ◆ Walmart SuperCenter

## ◆ Growth of business centers

- ◆ Fox Drive
- ◆ St. Mary's Road and First Street
- ◆ North Country Fair, North Mattis
- ◆ Apollo subdivision

## ◆ Governmental areas

- ◆ East Urbana area
- ◆ Downtown Urbana

## ◆ Other

- ◆ High School of St. Thomas More

## **New residents interviewed by the News-Gazette indicate:**

- ◆ "There's no traffic and that's nice." - Indianapolis
- ◆ "The community is proactively addressing social causes." - Ithaca, NY
- ◆ "...Lots of shopping and entertainment without dealing with traffic." - Jacksonville, IL
- ◆ "We like everything...the cost of living, traffic, friendliness of people." - Lake Bluff
- ◆ "Traffic is fine, but the bus system is very nice. My husband uses it." - San Antonio, TX
- ◆ "I can't believe all it offers...Traffic is nothing so that's wonderful too." - Belgium
- ◆ "We take a lot of walks, and we're bike riders, so we're glad we can ride to work and school." - Northern Michigan

## **Partnering with our community is the key to success**

- ◆ MTD is committed to doing its part to preserve mobility in the C-U region
- ◆ We recognize that MTD cannot stand alone in this pursuit, but rather success can only be achieved in cooperation with partners
- ◆ C-U mobility is influenced and directed by the actions of numerous organizations, including the cities, county, state, the University, developers, residents, and businesses
- ◆ Working together, we will be much more effective in preserving our quality of life and high level of mobility

## **MTD appreciates the community support for transit services**

- ◆ The community provides high transit ridership levels
- ◆ The community has supported previous annexations
- ◆ The University has been highly supportive of MTD (e.g., financial support, infrastructure, routing, and parking policy)
- ◆ The cities and county have also been highly supportive of MTD (e.g., infrastructure, routing, and planning)
- ◆ The state has provided a stable funding source for transit
- ◆ Developers and businesses recognize the need for transit services

## **MTD has a record of high-quality service and innovation**

- ◆ MTD's range of services (e.g., bus, Direct, SafeRides, special services)
- ◆ MTD's commitment to innovation (e.g., bike racks, low floor buses, website, special event services)
- ◆ MTD developed and operates the multimodal Illinois Terminal
- ◆ MTD's record of working with community groups and businesses
- ◆ MTD is a participant in regional planning efforts

## **MTD has a record of fiscal responsibility**

- ◆ History of moderate fare increases and service contract fees
- ◆ Innovative programs for students, seniors, commuters and disabled
- ◆ Record of fiscal conservatism and sound management practices

## **Our partners must also act to preserve our community's mobility**

- ◆ Developers can implement transit, bike and pedestrian-friendly designs
- ◆ Cities and the county can consider non-auto needs in zoning, parking, traffic signalling and planning efforts
- ◆ The University can continue to promote transit use
- ◆ Residents can continue to support and use transit services

***A mobile community is an attractive community for new businesses, residents and students***