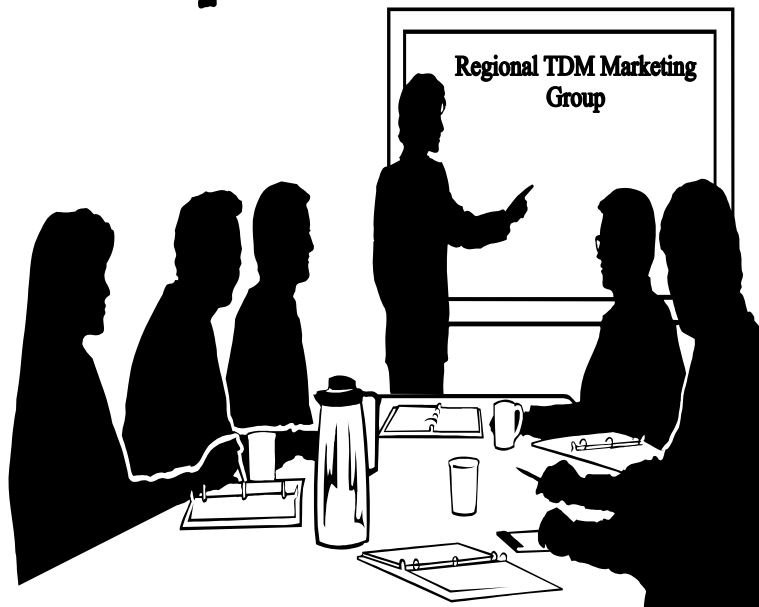


# HANDOUTS

from previous meeting



OCTOBER 7, 2003



# **Marketing Key Objectives and Performance Plan FY 2004**

**October 7, 2003  
Regional TDM Marketing Group**



## **FY2004 Financial Goals**

- **Rail Ridership Target: 189,175,236**  
– Change from FY03: 2.6%
- **Rail Revenue Target: \$343,055,544**
- **Bus Ridership Target: 149,637,775**  
– Change from FY03: 1.2%
- **Bus Revenue Target: \$81,450,459**
- **Non-Passenger Revenue Target:  
\$35,837,200**



## 3 Key Marketing Objectives FY 2004

- 1/ Drive Consumer - Centric Organization
- 2/ Increase Ridership and Top Line Revenue
- 3/ Lead Customer - Driven Information Solutions

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## Marketing Objectives - Organizing Principles

### Drive Consumer - Centric Organization

Finger on the Pulse - Do we want to survive or do we want to thrive?

### Increase Ridership and Top Line Revenue

Totally MAD for Bus - An 8 Point Strategy to Defend and Grow Market Share

Work and Play - A Balanced Approach to Maximizing Rail Ridership

What's "The Next Big Idea" - A Revenue Blue Print

### Lead Customer - Driven Information Solutions

Web Wisdom

Street Smarts

Judging A Book by Its Cover

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## **Objective 2 : Increase Ridership and Top Line Revenue**

**Totally MAD for Bus**

**An Eight Point Strategy to Defend and Grow Market Share**

Bus ridership continues to grow year over year, yet ridership and revenue underperformed to the FY03 budget. An analysis of customer research and ridership trends identified key opportunities which serve as the basis for the marketing strategy formulation.

The opportunities include:

- Driving a stronger understanding of the Metrobus Customer throughout the organization
- De-mystifying Metrobus
- Focusing on the 32 lines that drive over 50% of ridership
- Modeling Arlington County's efforts with strong outreach, transit programs and service
- Communicating that Metrobus goes more places than just downtown

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## **Objective 2 : Increase Ridership and Top Line Revenue**

**Totally MAD for Bus**

**An Eight Point Strategy to Defend and Grow Market Share**

Opportunities continued:

- Maximizing non-choice ridership from targeted customer segments that do not have easy access to a car
  - Increasing bus to rail ridership
  - Tightening targeted marketing communications strategies for consumer relevance
  - Demonstrating that Metrobus can be a "smart option" for choice riders
  - Leveraging other organizations resources and efforts to promote Metrobus
- The Office of Marketing will take the lead to drive Bus Ridership, defending and growing market share, and in doing so, will find ourselves "Totally Making a Difference" for Bus.

*(One of the Nine Cost Containment Teams)*

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## Objective 2 : Increase Ridership and Top Line Revenue

Totally MAD for Bus

An Eight Point Strategy to Defend and Grow Market Share

**Strategy #1:** Bringing forth the customer perspective to the organization

**Tactics:** ELT Briefings (Quarterly), Group of Sixty and QMM (Quarterly), MW Customer Snapshot (Weekly), Enhance CORE Web site (Q2), Enhance Materials for NEO (Q2), CES and CSM "Road Shows" (Quarterly).

**Measurements:** Measurements: Customer Satisfaction Measurement, Customer Environment Survey

**Timeline:** As noted

**Lead:** Donna Murray/Jane Taylor

*(Compliments COM Corporate Accountability Measure 1.2.1)*

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## Objective 2 : Increase Ridership and Top Line Revenue

Totally MAD for Bus

An Eight Point Strategy to Defend and Grow Market Share

**Strategy #2:** Enhancing the information available to our customers

**Tactics:** Enhance the information for Trip planning (Q2-3), Streamline Collateral while improving its usefulness (Q2-3), Enhance the information available to LEP (Q2-3), Explore enhanced information capabilities such as transit information for mobile devices and customized Web site mapping (Q2-3), Web site re-design (Q4), Enhance Bus Stop Information (Strategy Development Q2)

**Measurements:** Customer Satisfaction Measurement, Public Perceptions of Transit Tracking Study, MarkeTrak, Ride Guide queries, Web page views, Ridership

**Timeline:** As noted

**Lead:** Syd Garriss/Manager, Creative Services (Bus Stop Information Lead - PLSP)

*(Compliments .Com Corporate Accountability Measure 1.1.1)*

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## Objective 2 : Increase Ridership and Top Line Revenue

Totally MAD for Bus

An Eight Point Strategy to Defend and Grow Market Share

**Strategy #3:** Execute an integrated marketing campaign to further promote "Information Anytime", breaking down the mystery of how to ride Metrobus and demonstrating its service relevance to the target audience

**Tactics:** Execute Information Campaign (Q2-3), Sustain Promotional efforts throughout FY04 via MetroOpensDoors and Transit Advertising (Q3-4), Concentrated Outreach (Q2-4)- efforts will featuring targeted bus lines

**Measurements:** CSM, MarkeTrak, PPTTS, Ride Guide queries, Web site queries, Ridership (Baseline and Goals Determined in Strategy Brief)

**Timeline:** As noted

**Lead(s):** Jane Taylor/LM&O/Gary Drake/Advertising and Promotions Manager

(COM Corporate Accountability Measure 1.3.1)



## Objective 2 : Increase Ridership and Top Line Revenue

Totally MAD for Bus

An Eight Point Strategy to Defend and Grow Market Share

**Strategy #4:** Applying the 80/20 Rule, target the top 32 ridership routes for greatest impact and return

**Tactics:** Develop Ridership Analysis Tool (Q2), MetroOpensDoors and Transit Advertising Campaign (Q2-4), Customized Collateral Materials (Q2), Explore Partnership with Dailies to Promote Featured Lines as a Customer Value Added Service/Transit Tips (Q3), Corridor Outreach (Employers and Residents), Develop "on-hold" messaging (2Q)

**Measurements:** Ridership on Targeted Routes (Baseline currently being developed)

**Timeline:** As noted

**Lead:** Manager, Advertising and Promotions



## Objective 2 : Increase Ridership and Top Line Revenue

Totally MAD for Bus

An Eight Point Strategy to Defend and Grow Market Share

**Strategy #5:** Qualifying, penetrating and maximizing ridership from targeted market segments with limited access to a car (Universities, Hospitals, Military, Seniors)

**Tactics:** Through Outreach, Quality and Saturate the following Segments:

Universities (Q2), Hospitals (Q3-4), Military Facilities (Q3), Senior Independent Living Facilities (Q3-4)

**Measurements:** 4% Increase in Ridership on Targeted Routes

**Timeline:** As noted

**Lead:** Manager, Advertising and Promotions



## Objective 2 : Increase Ridership and Top Line Revenue

Totally MAD for Bus

An Eight Point Strategy to Defend and Grow Market Share

**Strategy #6:** Targeting the top 10 feeder routes to Metrorail Station:

**Tactics:** Customized Point of Entry Campaign (Q3 in Conjunction with SmarTrip), MetroOpensDoors campaign (Q3)

**Measurements:** 4% Increase in Ridership on Targeted Routes

**Timeline:** As noted

**Lead:** Manager, Advertising and Promotions



## Objective 2 : Increase Ridership and Top Line Revenue

Totally MAD for Bus

An Eight Point Strategy to Defend and Grow Market Share

**Strategy #7:** Introducing SmarTrip on Metrobus

**Tactics:** Sales Outreach and Promotional Support During Roll-out (Q3), Advertising Campaign Execution Upon Completion of Roll-out (Q3-4), Smart Benefits Campaign (3Q), Develop Regional SmarTrip Expansion Marketing Plan (Q3-4), Ensure Regional Database Design Allows for Marketing Applications (Q3-4).

**Measurements:** 25% SmarTrip conversion on Bus

**Timeline:** As noted

**Lead(s):** Jane Taylor/LM&O/Lorraine Taylor/Manager, Advertising and Promotions

*(Compliments .COM Corporate Accountability Measure 4.1.1)*

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## Objective 2 : Increase Ridership and Top Line Revenue

Totally MAD for Bus

An Eight Point Strategy to Defend and Grow Market Share

**Strategy #8:** Developing and leveraging strategic partnerships to enhance Metrobus image and drive ridership

**Tactics:** Develop and Execute Two Partnership Campaigns per Quarter, targeting organization such as the Sierra Club, Fannie Mae, Commuter Connections, EPA, APTA, American Express, Board of Trade, Washington Regional Network for Livable Communities, DC Living, City Style

**Measurements:** Ridership Goal TBD for Each Program, Public Perceptions of Transit Tracking Study

**Timeline:** Quarterly

**Responsibility:** Per Event - TBD

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