



Transit Marketing



The Marketing Team



Marketing & Communications Director
Community Outreach Manager
Pass Program Manager
Marketing & Communications Specialist
Graphic Artist
Marketing Assistant



Marketing Responsibilities

Sun Tran's Marketing Team provides services for:





Marketing Responsibilities

- Public outreach & education
- Internal communications
- External communications
- Media relations
- Oversee advertising sales
- Advertising
- Events
- Graphic design
- Public input & surveys
- Signage
- Pass product development & education
- Pass sales through orgs, businesses, sales outlets
- Website
- Social media
- Passenger tool development – working with IT





Key Objectives FY 2015



- Increase ridership Promote Sun Link to establish excitement about transit
- Evaluate & revise passenger information and communication
- Increase the use of SunGO
- Improve internal communications



Outreach, Events & Education

- Attended 27 community events
- Promote transit use to special events
- 7 START sessions to date
 - Partner with local organizations
 - Provide training to senior & disabled groups
 - Conduct post-training surveys to determine usage
- Open House/Public Hearing
 - COA
 - Downtown Loop
- Developed Speaker's Bureau
 - Staff training complete
 - To visit various civic organizations and neighborhood associations





Informational Videos

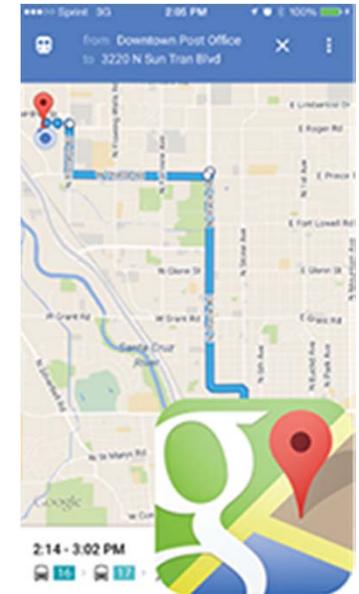
- I love my Sun Tran
 - Student, Commuter, Mom, Senior
- Accessibility on Sun Tran
- ADA Eligibility Process
- How to Use SunGO
 - Full Fare & Economy Fare Passengers
 - TVM
 - Manage SunGO Online
 - Benefits of Registration
- Sun Van
 - Accessibility Process
 - How to Ride
 - How to Pay
 - How to Schedule
 - Your Ride on Sun Van
- Sun Link
 - How to Ride
 - Get Streetcar Street Smart





Passenger Information

- Website
- Ride Guides
- Brochures
- Passenger information cards
- Information distributed via media
- Social media
- Posters
- Flyers
- Schedules
- Bus stop signs
- How to Ride Videos
- Passenger Tools – work with IT
 - Apps
 - Google Transit
 - GTFS Data for developers
 - Mobile Ticketing





Partnerships

- UA (PTS, University Affairs, Eller Business College)
- Get On Board Employers
 - Work with local businesses to provide transit as a benefit to employees
 - 44 businesses currently involved
 - Increase of 2% in last year
 - TRP promotion
- Nonprofit Program
- Sales Outlets
- Schools
- Misc. Organizations





Sales to Organizations

- Get on Board Employers: 44 accounts
- Orgs in Non-Profit Program: 93 accounts
- Schools in Non-Profit Program: 25 accounts
- Schools: 25 accounts
- Sales Outlets: 38 accounts
- Misc. Organizations: 19 accounts

- **Total Accounts: 239**
- **Since 2013: 7% increase**



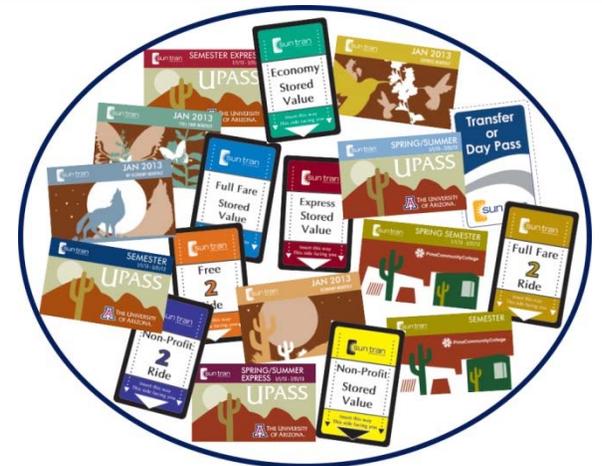
Current Projects

- Increase SunGO sales locations
- Ongoing Sun Link promotion
- Re-brand bus stop signs
- Improve Rider Tools
 - Update website homepage with rider tools
 - Increase social media reach
 - Continue expanding the use of technology
 - Google Transit
 - Mobile apps
 - Transit Now
 - Mobile Ticketing App
- Sun Shuttle Anniversary campaign



Previous Passes

- Annual – General Public
- Student Pass/Youth Fare
- 2-Ride
- UA Academic
- PCC
 - Semester
 - Academic
 - Annual
- NP Economy
- 10/20-Rides





Fare Payment Options



SunGO Cards & Tickets

Photo ID for Economy Customers



Exact change
*Transfers issued on Sun Tran;
No cash onboard Sun Link*



Pass Development Criteria

- Convenient for Public
- Not too complicated for public to understand
 - Ex. 10-Ride vs. “Stored Value”
- Economical
 - For User
 - Meet transit system financial needs
 - Pricing
 - Evaluate peer system to establish price-point
- Total number of pass products
 - Passenger confusion
 - Limitations with SunGO - TTPs



Pilot Pass Programs

- Bulk Purchase Programs
 - Discount given to groups purchasing 100 or more tickets
 - Promote transit to special events
 - Programs evaluated for possible future implementation
- 7-Day Pass
 - \$15 SunGO Card & pass
 - Pre-loaded cards available at select locations near Gem Show, transit center TVMs and online
 - Rolling out in time for Gem Show





UA Campaign

- Presentations & information booth at all orientation events
- Email blasts
- Articles
- Electronic & print ads
- Flyers & posters
- Geo-fencing
- Eller College Marketing Project



Ride the Sun Link streetcar FREE for 30 days!



Register for free pass valid 8/15 to 9/14/2014 at:
<https://parking.arizona.edu/Streetcar/RideSunLinkFree/>



PARKING & TRANSPORTATION





UA Campaign Results

- **14,801 30-day passes distributed**
- **Increase of sales at UA PTS** (through 11/28/14)
 - 67% increase in semester pass sales
 - 101% increase in annual pass sales
 - 48% increase in revenue





Recommendation

Staff recommends TTF prioritize new fare products that will help market and introduce new riders to the transit system.

Staff will review and evaluate for discussion.



Timeline

- Today – TTF prioritized list of potential fare products
- January – Staff report on potential fare product pilot and pilot product selection. Brainstorm pilot pass products
- February – Finalize marketing strategy for pilot fare product. Discuss marketing strategies and materials not related to pass products
- March – Staff report on final marketing strategy
- July 1 - Implementation

Questions?

