

Marketing & Communications Update

January 19, 2022





MISSION

CONNECTING OUR COMMUNITY.

VISION

IN ALL THAT WE DO, WE ARE COMMITTED TO
CREATING A MORE CONNECTED, SUSTAINABLE, AND
EQUITABLE COMMUNITY.

VALUES

RESPECT, INTEGRITY, INNOVATION, EQUITY, SAFETY,
AND COLLABORATION.



GOALS FOR THIS PRESENTATION



Review of communications analysis recommendations



Communications Analysis Year Two Results



Marketing & Communications Department Progress and
Priorities



What Lies Ahead

Review: Recommendations of Communication Analysis

- Ensure a positive, clear, and consistent customer information experience
- Formalize our brand plan
- Own our message
- Optimize our digital presence
- Enhance consistency and efficiency in the Marketing and Communications functions



Year Two Results



- Website improvements.
- Staffing Alignment of Duties + Hiring of Specialized Skills.
- Focus on digital media engagement.
- Utilizing Bench Contract Skills.
- Sunset of Exterior Bus Advertising Program.
- Focus on enhanced project coordination and communications.

Year Two Results - continued



- Completion of Crisis Communications Plan.
- Enhanced Video For Communications.
- Increased Focus on Data and Results as Feedback Loop for Improvement.





Putting it Into Practice Examples

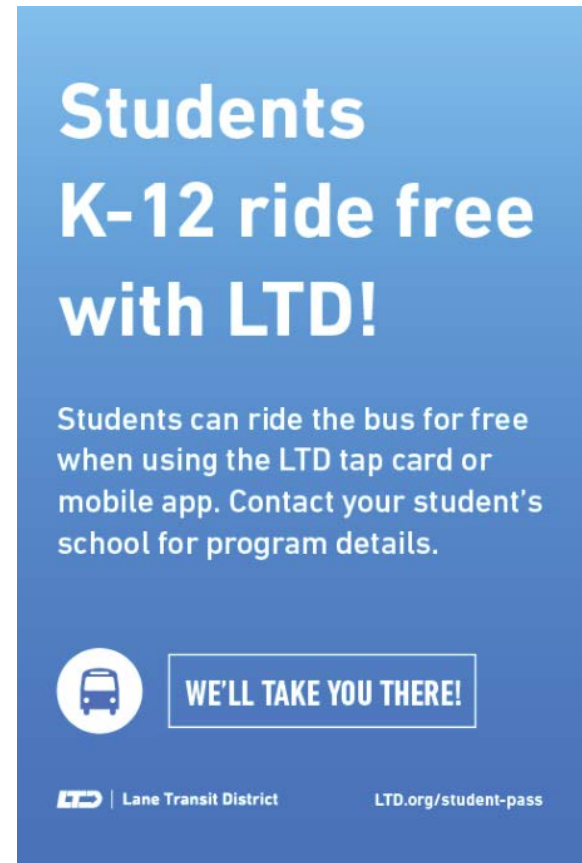
Social Media



Branding of Materials



Rider Information





Putting it Into Practice Examples

Project Communications

PROPOSED SYSTEM

More frequency for more people

BENEFITS

- Half of metro routes will operate 15 minutes or better on weekdays for most of the day
- Better weekend service — more frequency and longer hours

CHALLENGES

- Simplifying routes and schedules makes them easier to use
- 85,000 more residents will have 15-minute or better service — more than doubling access to frequent service
- Shorter travel times for most people

CHALLENGES

- Less coverage than today
- Some people may have to travel farther to a bus stop
- The proposed system would remove some bus stops, which would impact 500 or about 2% of the daily boardings. A boarding is counted every time someone rides a bus. A round trip would count as two boardings.

ROUTE FREQUENCY

- 10 MINUTES
- 15 MINUTES
- 30 MINUTES

Visit [TransitTomorrow.org](https://transittomorrow.org) for detailed route information

Lane Transit District

Transit Tomorrow

Station Signage

Lane Transit District

SANTA CLARA STATION

Smoking/Vaping Prohibited
LTD Ordinance 36

Keep Sidewalks Clear
for Pedestrian Traffic

This Area Under Video Surveillance

Transit Riders Only
LTD Ordinance 36

Only passengers, District personnel and those conducting District business are permitted on LTD premises. LTD Ordinance 36

Social Media

Lane Transit District
October 11 at 2:47 PM · 🌐

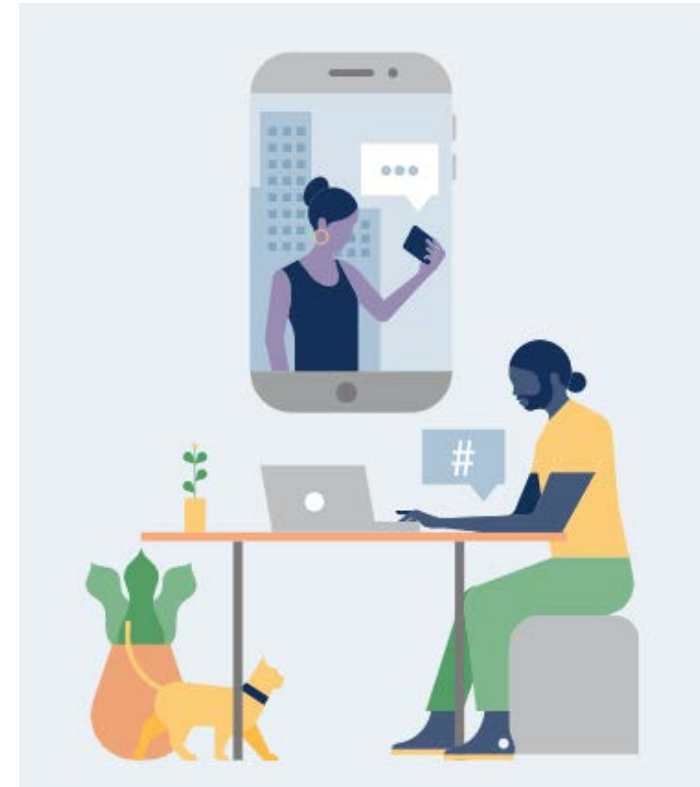
Even when our destinations differ, we ride together. Let us help you get there. <https://zcu.io/CuPU>

WE RIDE Together. LTD

What Lies Ahead



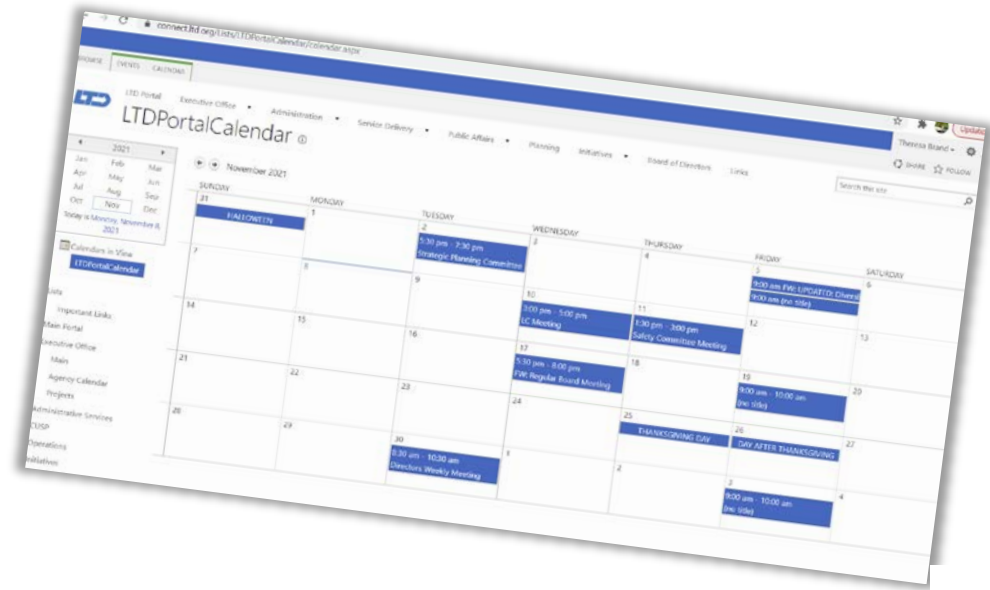
- Enhanced Customer Experience Tools.
- Upgrade bus stop signage.
- Continued evolution on digital communications channels & trends.
- New website development and roll out.
- Enhanced use of electronic tools for messaging & payments (Travel Wallet).



What Lies Ahead - continued



- Marketing Efforts Based on Strategic Business Plan Priorities.
- Enhance internal communications efforts and tools – SharePoint Site.



Questions

