

Marketing and Communications

May 18, 2022



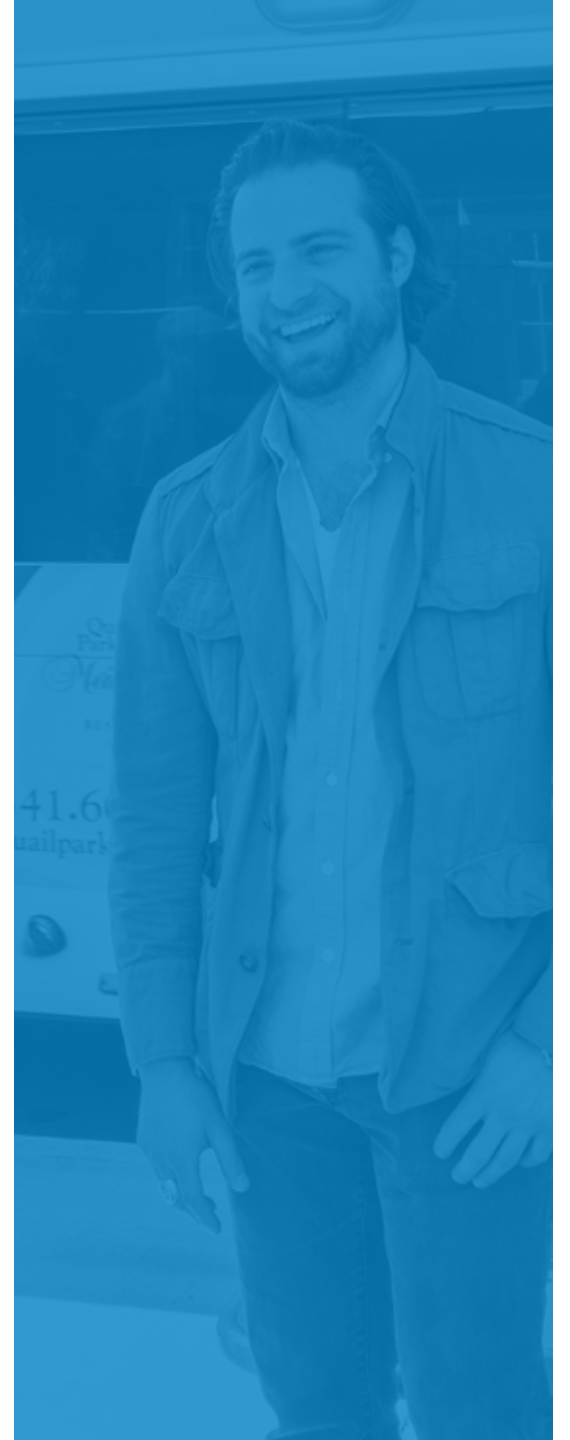


LTD MISSION

Connecting Our Community ·

VALUES

- Respect
- Integrity
- Equity
- Collaboration
- Safety



Responsibilities: Make the Complex Understandable

- Strategy, messaging, tactical Implementation and program evaluation to support outward facing LTD initiatives to increase and maintain ridership as well as to provide public transparency about District operations.
- We also serve as the District's Brand Manager, including responsibility for visual and digital communications.
- In many ways, Marketing and Communications is an internal consultant assisting others departments to serve the community.



Marketing Team

Seven Staff Members:

- Marketing & Communications Director/PIO
 - Marketing Outreach/Marketing Manager
 - Marketing Specialist
 - Digital Marketing Specialist
 - Employer Transportation Outreach/Marketing Specialist
 - Senior Graphic Designer
 - Contract Graphic Designer
 - Marketing Bench: Turell Group, CAWOOD, Revolution, Ad-Lib, Bell+Funk
- Pat Walsh
Theresa Brand
Cammie Harris
Hailey Pratt
Cody Franz
Sarah Howe
Kelly Medina

FY 23—Nine Key Highlights

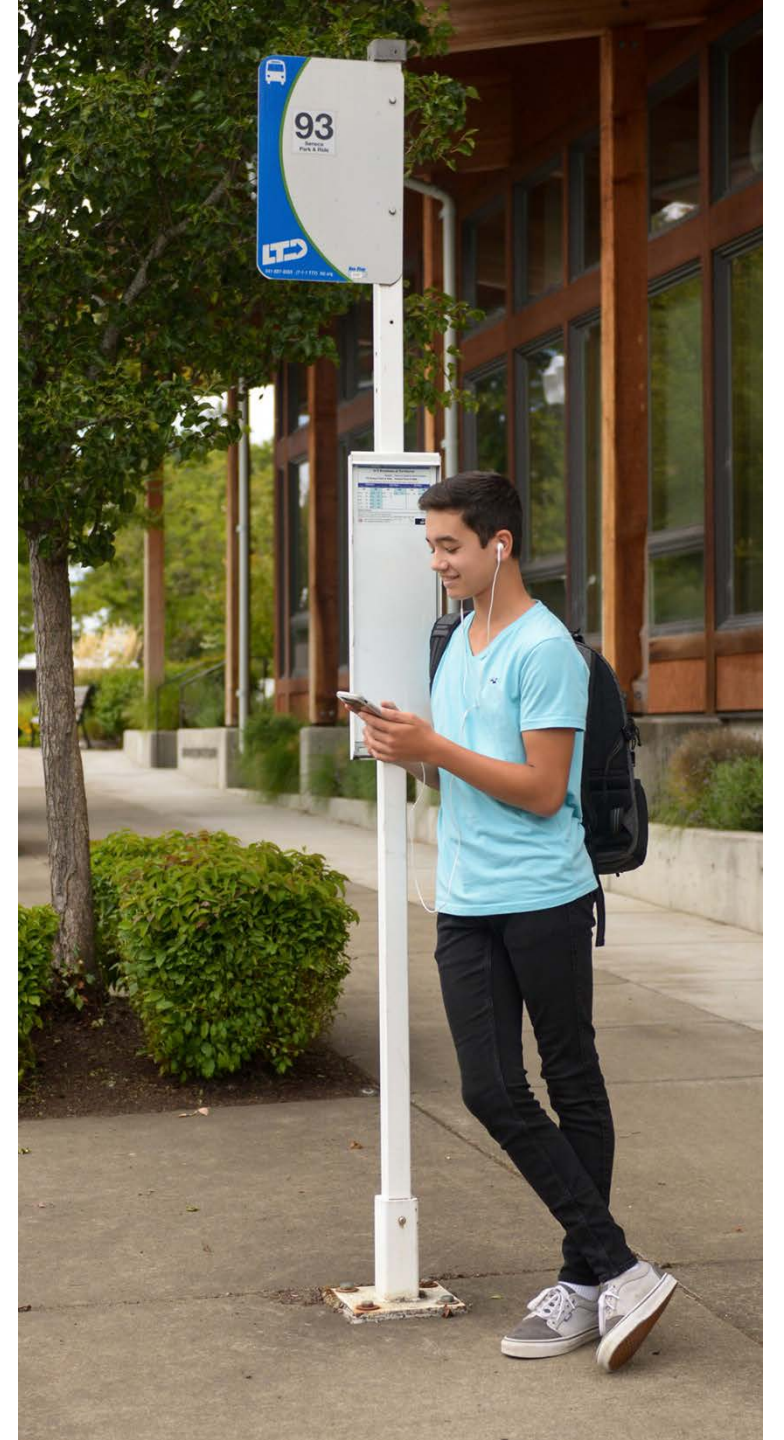
Capitalize on FY 22 momentum:

- Research: Turning info into measureable action to support Strategic Business Plan
- Digital Communication: Web Site Review, Instagram and TikTok Presence
- Engage Community with Pass Programs; Student Pass Competition, UO Pass
- Innovation: Mobile Wallet
- WC22: Hello World. Meet LTD!
- MovingAhead
- Keep LTD Informed: Internal Communications
- GM introduction to the community
- Return to Ride Campaign
- Make the Complex Easier to Understand....

How We Do It



- All is accomplished through collaboration, understanding the audience, establishing a goal, and remaining flexible!
- Program implementation (Free Student Pass)
- Create all District collateral materials. (Design/Edit/Write/Photography/Print)
- Content creation: social media, web site, media
- Maintain District's web site, Transit Alerts, social media channels, and other marketing technologies.
- Build Community Partnerships (Follow the Four)
- Media Relations
- Support local employers through Group Pass, Van Pool, Emergency Ride Home, and Employer Transportation Network.
- Other



Why We Do It

- Connect our Community
- Maintain and increase ridership
- Demonstrate value to the taxpayers and funders
- Maintain and build internal morale
- Support community partners who share our mission, values, and goals

Questions

