

STAFF REPORT

SUBJECT: Wheels in Motion: Marketing Preview

FROM: David Mark, Director of Customer Experience

DATE: February 26, 2024

Action Requested

Informational only.

Background

Wheels will be implementing a major service change on March 23 that will align route schedules with the new BART timetable, reintroduce routes in areas currently without fixed route service, and increase service on weekends. In order to ensure that all current and potential riders are aware of the service change, marketing channels, creative media, and community outreach herein are being implemented throughout March and April 2024 to support community and rider awareness of Wheels in Motion network enhancements and service upgrades.

Discussion

During the Committee meeting, staff will be presenting the Committee with an overview of the proposed marketing campaign. The objectives of the marketing campaign are to:

- Educate riders about upcoming service changes and network expansions.
- Acquire new ridership through trial of transit services.
- Maintain strong community stakeholder support.

Strategy and Tactics:

Advertising:

- Traditional media channels including newspaper, radio and associated digital properties
- Social media including boosted posts and banner advertising
- Transit App Network Preview
- Bus display including car cards and exterior vinyl signage
- Phone system updates to hold and transfer messaging
- Website updates and dedicated landing page
- New schedules with updated maps and timetables for all routes
- Shelter Maps
- Flyers and posters

Fiscal Impact

The costs for the Wheels in Motion marketing and outreach campaign have been included in the FY24 Operating Budget.

Recommendation

Staff requests that the Projects and Services Committee receive the informational report.