

ESCAMBIA COUNTY AREA TRANSIT

Marketing Strategies Report

JUNE 2016



ECAT



Escambia County Area Transit (ECAT) is a robust bus system providing service to residents in Escambia County, Florida. Established in 1950, ECAT currently has over 1.5 million annual passenger trips with more than 1,000 stops covering over 1.5 million miles of routes annually. ECAT is a safe, convenient, and affordable mode of transportation throughout the Pensacola area.

ECAT provides service through the fixed-route bus, seasonal Pensacola Beach trolley, UWF on-campus trolley, and ADA paratransit transportation. The fixed-route system has 22 routes that offer weekday and/or weekend service.

Executive Summary

This Marketing Strategic Report for Escambia County Area Transit (ECAT) system is intended to be a guide for all marketing and growth-related decisions for the next three years. It is also intended to be a “living” document, meaning that as conditions change, ECAT should adjust the strategies and tactics outlined in the Plan accordingly and documenting the needs for those adjustments.

The Strategic Marketing Process is a model which incorporates the total marketing “mix.” It provides framework within which we can determine what we want to accomplish and how to go about accomplishing it. The model includes four basic steps:

- Conduct a Situational Analysis
- Identify Target Markets
- Determine Marketing Objectives
- Develop Strategies and Tactic

Situational Analysis:

The first step in developing ECAT’s marketing program is to examine the current situation. To be effective; marketing strategies must be based on a realistic assessment of the four “Ps” of Marketing: potential target markets, product, pricing, and past promotional efforts.

During the situational analysis, ECAT’s objectives are reviewed based on based on the current vision and mission statements identified in the ECAT Transportation Development Plan (TDP).

*Public Transit Vision**

“Escambia County Area Transit will be the preferred transportation resource for citizens and visitors in Escambia and surrounding counties. The system will provide a cost-effective and exceptional transit choice that enhances mobility, provides community accessibility, encourages economic expansion, and embraces environmental sensitivity.”

*Mission Statement**

“Escambia County shall operate a safe, reliable public transportation system that effectively and efficiently accommodates existing / future mobility needs, stimulates economic development and strengthens communities as identified through on-going outreach to Escambia County’s residents, visitors and businesses.”

*From Escambia County Transit Development Plan page 6-2 2011



Targeting Transit Groups

Our Target markets not only include our current customers, but are also indicative of the traditional transit ridership groups. ECAT is in the process of completing the Escambia County Transit Development Plan (TDP) by September 2016. The following data received from the Final Comprehensive Operational Analysis (COA) Plan January 2015.

Low-Income Population

Income status is a strong indicator of a higher-than average propensity to use transit. People with lower incomes are less likely to be able to reliably afford a private vehicle and thus are more likely to use transit. This analysis used the Census classification of poverty status to define and identify low-income individuals. Nearly 16% residents in Escambia County have income levels below the poverty threshold. Clearly, transit offers families, workers and job seekers in this group an important and affordable mobility option. See Figure 1.

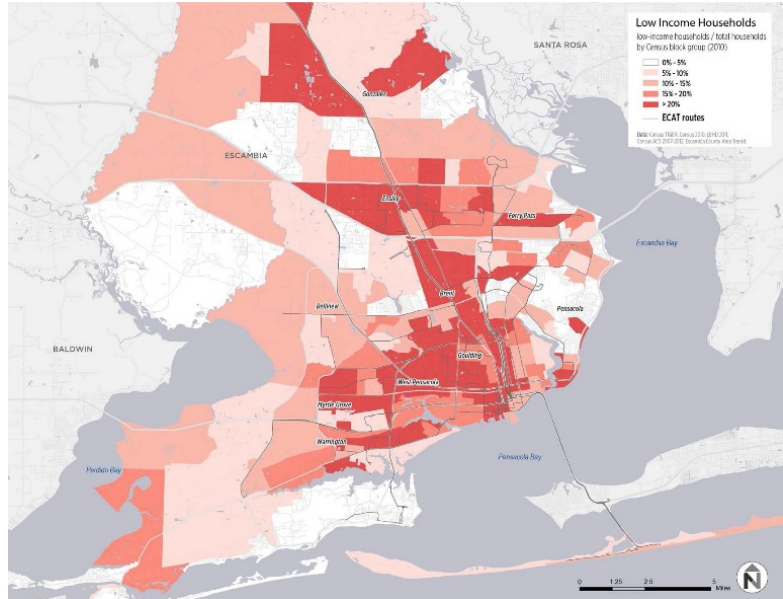


Figure 1 – Low Income Households

Disabled Population

As seen in the current ridership chart – Figure 2, residents with disabilities is another group with a high propensity for transit use. In many cases, these individuals are eligible for paratransit services, but there has been a strong national trend toward “mainstreaming” in recent years. Mainstreaming encourages riders to use fixed-route transit service instead of paratransit service whenever possible. For the user, this offers more flexibility due to no reservations required, and shifting from costly paratransit services to more economical fixed-route service can make economic sense. In Figure 3, the disabled category includes disabled, wheelchair users, and Americans with Disabilities (ADA) ID card users.

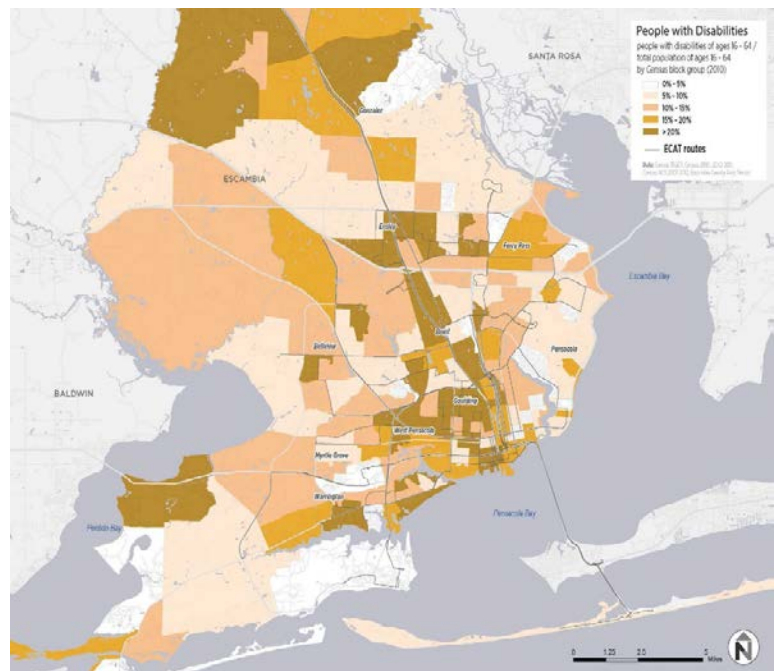


Figure 2 – People with Disabilities



Senior Population

Adults 65 years and older are more likely to ride transit for a variety of reasons, which include increased inability to operate a private vehicle. Older adults are an important focus market because this demographic group is increasing dramatically. Nationally, the number of older adults (over 65) is expected to increase to approximately 70 million people by 2030, representing 20% of the total population. In Escambia County, older adults increased from 13.3% of the population in the 2000 census to 14.5% in 2010. Overall, seniors make up more than 15% of the residents living in Pensacola.

Youth population

Ages 10-17 are more likely to ride transit than the general population because they either cannot drive or do not own a vehicle. Understanding the distribution of this market segment is important for identifying areas of transit-dependent riders. In the current ridership chart indicates that 4% of our ridership are students. In general, no areas of Escambia County have a youth population over 20%. In general this population is targeted by ECAT using the 'Summer Wheels Pass' program to assist in transportation during the more idle, summer months. We also provide Classroom on Wheels programs targeted at schools and other education centers to educate students on ECAT Services.

Student/University Population

In communities with large universities, the distribution of university students, regardless of their other demographic characteristics, tends to be a strong predictor of transit ridership. More specifically, transit routes that connect areas with high concentrations of students to the university campus tend to be relatively heavily used. There are 6 colleges in Pensacola ranging from a major University (UWF), a private college (Pensacola Christian), community colleges (PSC, George Stone, and Virginia), technical institutes (ITT and Fortis), as well as a few that offer selective admissions (such as the Institute of Ultrasound). These schools represent over 21,500 combined full and part-time students. Figure 4 gives a visual of the resident zip codes of UWF's approximately 12, 500 students.

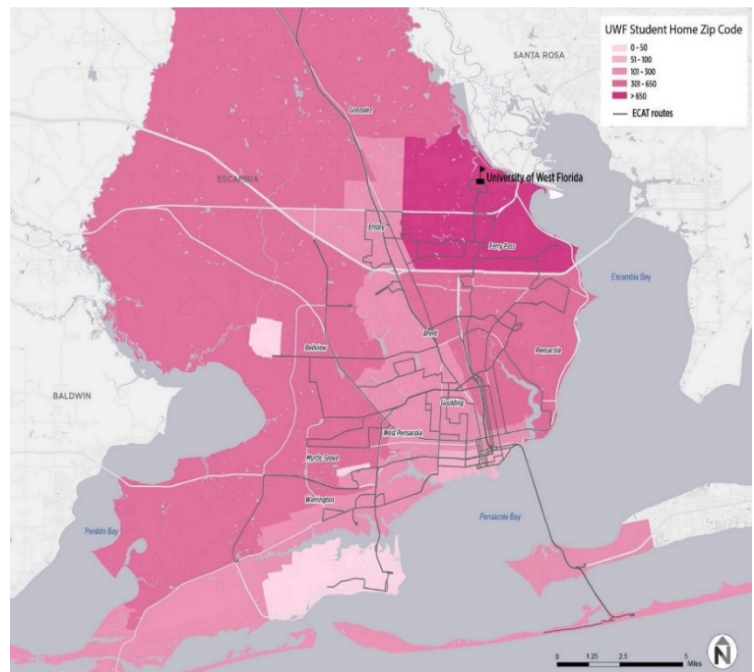


Figure 3 – UWF Student Home Zip Codes



Bicyclists

With many bike trails in Pensacola, the above mentioned college population, and a growing health-conscious community, bicyclists are increasing. Bicycles were loaded onto ECAT buses over 37,000 times in 2014. Bicyclists are natural advocates and users of public transportation. ECAT would like to seek out affiliation with bike advocacy groups to garner positive public relations.

Recreational Travelers

ECAT services parks and coastal communities attractive to both Escambia County and Santa Rosa County (Pensacola Beach) area recreational travelers. Santa Rosa Island Authority markets the beach trolley, however ECAT is interested in reaching out to the various organizations that promote tourism.

Major Employers (Non-Government)

In addition to understanding employment generally, the market analysis also considers the service area's largest employers. Discrete sites of significant employment can generate additional demand for transit beyond the underlying demand of the surrounding area.

- There are multiple medical institutions on the list of large employers, including the largest and second-largest employers; Baptist Health Care and Sacred Heart Health Systems.
- Gulf Power Company, CHCS Service/iGate, and L-3 Communications are large employers located in downtown Pensacola.
- Many major employment sites are directly served by at least one ECAT fixed-route service. Exceptions include Navy Federal Credit Union, Ascend Performance Materials, International Paper, and the Mundy Companies, all of which are located beyond ECAT's service area; in the northern part of the County.
- West Corporation, Cox Communications, Armstrong World Industries, Hitachi Cable, GE Wind Energy, and Pall Corporation are located near ECAT routes but not directly served by transit.

EMPLOYER	EMPLOYEES	EMPLOYER	EMPLOYEES
Baptist Health Care	4,133	CHCS Service/iGate	380
Sacred Heart Health Systems	3,483	Armstrong World Industries	300
Navy Federal Credit Union	3,133	American Water	298
Gulf Power Company	1,522	Hitachi Cable Florida, Inc.	284
West Florida Healthcare	1,300	Regions Telemarketing	272
Ascend Performance Materials	830	GE Wind Energy	257
West Corporation	800	L-3 Communications	240
Medical Center Clinic	500	The Mundy Companies	225
International Paper	475	Pall Corporation	196
Cox Communications	400	Synergy Solutions	185

Figure 4 – Major Non-Government Employers



Many of the strategies detailed in the next section of this plan are broad communication efforts which address all or many of these target groups. Others are highly customized efforts to address specific audiences with appeals and information particularly relevant to their needs.

Marketing Objectives:

The primary goal is to better serve the transit dependent population, while also attracting new riders that choose public transportation over their own private transportation. In pursuit of that goal, the Marketing Plan will address a number of specific objectives:

ECAT has identified the overall goal for this marketing plan as “to better serve the transit dependent population, while also attracting choice riders.” With that overarching goal, the Strategic Marketing Plan has been designed to address the following set of objectives.

- Increase Brand Awareness and Enhance Public Image of ECAT Services
- Improve Customer Experience and Enhance Ease of Use
- Inform and Educate Local Stakeholder Groups
- Promote Ridership among Target Markets
- Strengthen Customer Relationships

Increase Awareness and Enhance Image of the Bus Service

The more highly aware the population is of public transit’s availability and what it offers, the more likely they are to consider it as an alternative when a need arises. This plan will include strategies to increase overall visibility of the transit network and to make potential riders more aware of what services are available and how to access them. In addition, it will address ways to enhance the system’s image through branding and realistic communication of how transit benefits the communities of Escambia County.

Branding is marketing at its most basic as it is how we identify a product or anything associated





with it. The key to effective branding is consistency. ECAT was rebranded in 2013 in conjunction with previous marketing plans. The new logo has been widely distributed on electronic as well as printed media, on bus wraps, in new commercials, and on bus stop signs.

Current Passenger Information & Signage Programs

In the recent past the only way to get information on routes was through asking the driver, carrying a cumbersome Ride Guide, or asking Customer Service (in person or on the phone).

Printed Information

- The passenger information guides (Ride Guides) were updated to a more visually appealing and travel-friendly format. These Ride Guides carry information about each Route, fares, and riding tips along with many other bits of useful information.
- The route maps have also been converted to an individualized format. These brochures are easy to carry in your pocket, specific to an individual's route needs, and easy to read.
- An updated system map has been printed and placed in the terminal. It also is on each brochure, in the Ride Guides, and on the ECAT website.
- Updated route information is currently available at some key bus stops but would benefit riders if they were available at each stop.

Website

- The website is attractive and quite comprehensive – providing information about a variety of topics that are not easily found in the printed guides. It also offers a number of useful features such as the ability to see individual routes and schedules as well as updated service information.
- The website is currently being updated for increased user-friendliness and efficiency.
- However, the website bus locator has weaknesses in using specific browsers and is in need of improvement.
 - Other bus locator services have been investigated to see if they would benefit ECAT more.

Bus Stop Signage

Signage is a key element of a system's brand and serves two valuable purposes.

1. It informs passengers of the bus stop location, where to wait for the bus, and provides a sense of security and certainty that they are in the right location for the bus to stop and pick them up.





2. It advertises the fact that transit service is available within a given corridor or to a specific destination. Identification of bus stops signs along the road informs travelers that they have a transit alternative.
3. It contains a QR code that allows passengers to use ECAT’s bus tracker app.

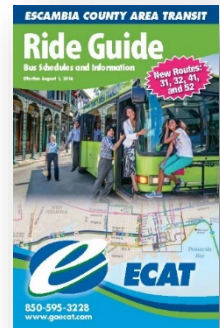
Strategic Tools

Increase Availability of Transit Information

Ride Guides and Individual Brochures

The Ride Guides and individual route brochures are available at the Rosa Parks terminal and can be mailed upon request. The Ride Guides are also available at other local agencies and business in Escambia County, including but not limited to: The Health Department, the Visitor’s Center, the Pensacola Chamber of Commerce, the Pensacola Airport, and local hospitals. Guides are also dispersed at community and school events.

The Ride Guide is also easily available for download online to anyone with access to a computer. This is publicized so that those that are eco-conscious are aware that there is another option available. This will also ease cost of printing and maintaining an inventory of a large number of publications.

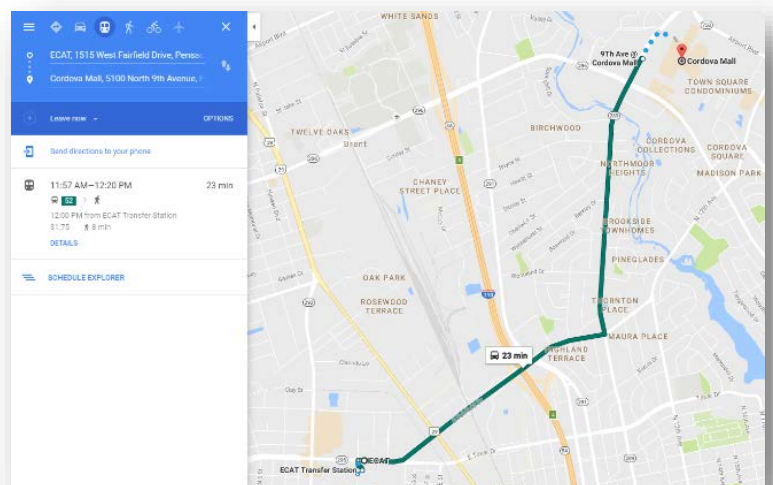


Website

The current website is quite comprehensive and well organized. There are a few additions to the website which would dramatically increase its usefulness which are currently in the process of being updated. ECAT is scheduled to update the website to make it more user friendly in late 2016.

Trip Planner

ECAT routes and schedules can be found on Google Maps. Passengers can plan their bus trip by inputting their “to” and “from” destinations and clicking the “transit” icon. Google Transit will show them all of the available routes and closest bus stops as well as provide the estimate timing and price of that route.





Real Time Information – By Phone, Text or QR Code

ECAT has fully implemented AVL on its vehicles and offers real time information available for any given bus stop. ECAT is currently using a bus tracker system called DoubleMap and it allows passengers to find their bus on a map in real time. This feature is on the ECAT website so passengers can easily download and use the app as well as open it into a computer browser.

All new bus stop signs have a unique QR Code that allows riders to access real-time information for that stop via smart phone. This QR Code can be accessed using an application on the phone and can be used from a distance, allowing ease of access by everyone. The QR Code goes directly to the ECAT website where a choice of “ECAT Tracker” or “Google Transit – Plan Your Trip” is prominently displayed.

Transfer Center Displays and Real-Time Information

The Transfer Centers are particularly important locations for providing route and schedule information since they are primary or interim boarding points for a large segment of the ridership. The Rosa Parks Transit Center, along with the Downtown and PSC Transfer Centers are the three targets for signage upgrades in 2016.

Inform and Educate Local Stakeholder Groups

Organizations such as Southeast Vocational, County School ESE programs, social service agencies and disability support organizations, are an important marketing channel for The Bus. Staff persons at these organizations are often charged with identifying transportation options for their constituents and can serve as a proponent for transit if they are well educated about transit services and how they work.

Community Awareness:

Many organizations serve as outreach and education for potential transit riders. These include social service agencies, schools and colleges, youth programs, support organizations for the disabled and medical services. These organizations, and particularly their front line employees, are often charged with identifying transportation options for getting their clients to programs, appointments, training, classes, interviews, and jobs. As a result, they have the potential to serve as a ‘salespeople’ for public transit.

ECAT has begun an extensive network of these individuals that can be reached via email and phone. These contacts include:

- Social Service Agencies
- Disability Support Programs
- Secondary Schools
- Colleges and Vocational Schools
- Senior Centers and Senior Complexes
- Youth Programs
- Medical Clinic



Strategic Tools

Community Programs:

Summer Wheels Pass

The Summer Wheels Pass program is an initiative designed to offer transportation to our community youth 18 years of age and younger for the entire summer at no cost. This pass allows them access to every ECAT destination from Memorial Day until Labor Day. Not only does it offer a free means of travel, it offers the ability for local youth to become independent and accustomed to the layout of the city they live in.

ECAT plans to push this initiative harder this summer than ever before, incorporating schools and community centers in promotional media.

Educational Programs:

Classroom on Wheels

ECAT offers an exciting Classroom on Wheels program which allows classrooms and groups to connect with historical features and other educational resources in Pensacola while experiencing public transit. This program uses existing routes and schedules and offers a reduced fare for each participant of \$1.00 each way.

ECAT will be promoting this Educational outlet with schools in conjunction with the Summer Wheels Pass so that teachers can plan their 2016/2017 school year with a positive ECAT experience in mind.



Travel Training

ECAT provides mobility and travel training for interested individuals and groups. Travel Training is a short term course of instruction that is designed to promote the independent travel of older adults and people with disabilities.

This training includes a bus feature demonstration and the opportunity for new riders to have hands-on experience. Training also includes instruction on how to read ECAT bus routes and schedules. The ECAT Travel Training Program teaches individuals how to ride ECAT buses. Travel Training is offered at no charge to the participant(s).

As a part of *Community Awareness* Travel Training has been provided by ECAT for many years and is becoming more popular as the participants and instructors get the word out that it is offered. Currently this Travel Training is used more than any other Educational Service offered by ECAT.



Promote Ridership among Target Markets

Encouraging new riders to try transit should be pursued through a combination of community wide communications and targeted marketing focused on key potential rider segments. The more specific and targeted a marketing appeal is, the more likely it is to generate behavior change. This is especially true in public transit, where a high level of information is required before a potential customer “tries” the product. If we provide potential riders with information and appeals that are relevant to their needs, we are more likely to capture their attention and get them to consider transit as an option.

By working in partnership with “stakeholders” for key market segments, there are opportunities for ECAT to implement highly targeted promotional efforts to generate increased ridership among key potential target groups. A few of these are obvious and can be implemented immediately. Others will require the development of relationships with relevant stakeholders.



Strategic Tools

On-Going Advertising

While funds for media advertising are limited, it is important that they be used effectively. ECAT has attempted to show the ECAT services, route information, diversity of ECAT people using transit through the use of “people” photos on new ECAT printed materials.

Advertising for ECAT conveys three important points:

- The benefits which the transit service offers potential users – economy, reliability, convenience, ease of use and environmental benefit
- The fact that “people like you” are already riding the system and benefiting from it.
- A call to action that is easy to follow – e.g. going to ECAT Website for information.
- They provide the opportunity to discuss the personal benefits of transit – I save money, I save time, ECAT is easy to ride, etc.
- They showcase the communities served by ECAT.
- They even speak to individuals not interested in using transit by communicating who is in fact benefiting from the system – workers, students, seniors, etc.

Media

Local media available to ECAT for advertising and public relations include print, TV, and radio outlets within the community. ECAT utilizes the key media, listed below, summarizes the current highlights.



Local Television - Cox Communications

As the nation's third largest cable and broadband company, Cox has about 6 million total customers. Cox is also the nation's third-largest cable television provider. Cox is the major cable television provider in the Pensacola area. Cox offers a variety of advanced digital video, high-speed Internet and telephone services over their own IP network. Business customers of all sizes are provided with their high speed Internet, phone and long distance services, as well as data and video transport services. Cox Media offers local and national cable advertising in both traditional and new media formats, along with promotional opportunities and production services. ECAT has an annual campaign with Cox Communications for online digital ads and cable television commercials. The ads are strategically placed on their website along with other online media outlets. The TV commercials is run on several cable networks such as, A&E, BET Network, Bravo, E Entertainment, Spike TV and TBS Network.

See Figure 6 for a summary of the online digital ad activities.

Local Radio

Note: Cumulus Media owns four local stations below, reaching various demographics, including the radio stations below. We continue to partner with them on other outreach and pertinent customer information, which included special campaigns for:

- "This is ECAT" Campaign
- Summer Wheels Pass Program

Radio Stations:

- WRRX-FM Urban Contemporary format. "Pensacola's # 1 for Classic Soul & Today's R&B"
- WXBM-FM Country format. "Country for Life NASH FM 102.7"
- WMEZ – FM Soft Rock Format. "Pensacola's At Work Station"
- WCOA – AM News/talk "News Talk 1370"

ECAT also utilized other radio media in the area for advertising and targeted outreach to key markets in the community.

- ADX Communications owns WYCT-FM Country format "Cat County 98.7" with estimated listeners of 120,000 and WNRP-AM "News Radio 1620AM". ECAT advertises on these stations and also sponsors a monthly PEP TALK (Pensacola Expert Panel) is a weekday radio show on News Radio 1620 heard from 9am-11am to discuss current ECAT activities and other transportation issues.
- WRNE Radio, Pensacola, Florida. R&B, Blues, Southern Soul and Gospel target markets consist of the minority and senior population. ECAT sponsors the Black History Month vignettes annually which air during the month of February. The vignettes provides interesting Black History Facts each daily for the listeners.





Specific Print

ECAT also advertises in select target market print media. Escambia County has over 35,000 Veterans that reside in the area. It also has over 14,500 military personnel stationed at two local bases, NAS Pensacola and Corry Station. The local military population in the areas is a key target market for ECAT. Advertising in the NAS Pensacola Base Area Map and Directory are excellent ways to reach the military population.

The NAS Pensacola Public Affairs distributes the map and directory and makes them available in the following ways:

- Part of the standard welcome aboard packet sent to service members with orders to Naval Air Station Pensacola; Naval Air Station , Whiting Field, Milton; Corry Station; Saufley Field; or the Naval Hospital
- Distributed to other military installation worldwide
- Available at the Navy Lodge and base guest quarters
- Given to conference attendees and VIP Orientation visit groups.

Annual Campaigns

ECAT Harmony (Phase 4)

ECAT Harmony was a four phase marketing campaign spanning over a one year time period that encouraged Pensacola residents and visitors to fall in love with ECAT. The campaign was executed through a variety of efforts including online advertising, social media, e-blasts, a dedicated website, and traditional public relations efforts. The campaign was a creative way for the system to showcase its amenities, raise public perception and garner impressions throughout the Pensacola community. It was highly successful and won first place in its category at the 2015 Florida Public Transportation Association (FPTA) Marketing Awards.



The final phase of ECAT Harmony, “Fall in Love with ECAT” had the following data:

- Website Traffic: 2,696
- Email Submissions: 56
- Facebook Impressions: 279,132
- Facebook Engagement: 1,382
- AdWords Traffic: 1,438





This is ECAT

This is ECAT is a marketing campaign spanning over one year that encouraged Escambia County residents to become familiar with the ECAT's new technology features. The campaign was executed through a variety of efforts including online advertising, social media, e-blasts, a dedicated website, and traditional public relations efforts. It also included an outreach event that allowed riders to learn about the new features and win various prizes.

The successful campaign gained numerous impressions through social media, email, and website viewership. The data is as follows:

- Over 110 online sign ups at www.ThisIsECAT.com
- Facebook Promoted Posts
 - 233% increase in Facebook impressions
 - 24,806 total reach
 - 512 engagements
 - 536 clicks to website
- Facebook Video Ad
 - 40,144 total reach
 - 40,989 video views
 - 113 clicks to website



Strengthen Customer Relationships

Rider satisfaction, retention and increased frequency of use will contribute to overall ridership growth. Opportunities for building a stronger customer relationship include traditional customer service strategies and attractive informational media, as well as use of new tools such as social media and the system website.

One of the most important marketing objectives for ECAT is to make the system easier for new users to understand and navigate. One of the greatest barriers to transit use is that it requires thinking...it's much harder than driving or asking someone for a ride. To overcome this barrier ECAT needs to make public transit as easy to understand and use as possible.

This objective should be pursued through a combination of streamlined routing and schedules resulting from the recent extensive Comprehensive Operations Analysis (COA), an improved passenger information program, and a system-wide signage program.

Social Media

Social media offers an opportunity for a transit system to establish a more personal relationship with its customers. The ECAT Facebook and Twitter pages provide an opportunity for two way communication. This is particularly useful in advance of the service change as it would allow riders to ask questions and provide feedback. For future planning efforts, having a regular Facebook fan base can aid efforts to recruit participation in public workshops and outreach efforts. The ECAT Facebook and Twitter pages were created in late 2013 and have seen a steady increase in Facebook Fans and Twitter Followers.



Customer Service Initiative

There has been recent feedback from stakeholder groups that some riders expressed the need for a more effective complaint process. They said that if they follow the standard process to complain, nothing happens. The ECAT website includes an e-mail link and phone numbers for questions and comments. ECAT has a special number and interactive website customer comment form as part of the formal process for recording, research and reporting the resolution of these contacts.

ECAT has adopted a new streamlined customer service feedback process as it pertains to improving customer relations. The primary goal of this process is to become more user-friendly and provide prompt and accurate feedback in a timely manner. This process helps to track customer complaints, commendations, service requests, and suggestions from all external customers. As ECAT's customer service is restructured, it is our intent to extend common courtesies to all customers as well as create and maintain legendary service that keeps our customers coming back.

As part of ECAT's customer service initiative, various "How to", instructional videos have been created, to help the customers familiarize themselves with policies and procedures. These videos aid in ensuring the safety, security, comfort, and convenience of all riders. Examples of these videos are "How to use a fare box", "How to load a bicycle", and ECAT Code of Conduct. They can be found and viewed by anyone at www.goecat.com, www.youtube.com, or www.vimeo.com.

Other Marketing Programs

Bus, Bench, and Shelter Advertising

ECAT's bus advertising program offers businesses a unique way to promote their service and/or products offered. For our current partners, bus advertising provides a great avenue to present their brand to the Pensacola community. Bus ads offer excellent and continual visibility to riders and non-riders. Our buses travel through all areas of the city, including near shopping centers, educational facilities, the downtown business district, and residential neighborhoods.

The ECAT system has over total of 1,080 bus stops which identify where passengers can board a bus. There are currently 375 bus bench and shelter advertising spaces in the ECAT system area. County Transportation Staff are the direct liaison and contract managers for the Bench and Shelter Program.



Budget and Staffing

Staffing

The Marketing and Community Relations Department currently consists of 4 staff persons including an advertising sales representative. Duties of the Marketing Department include:

- Marketing Research and Promotional Campaigns



- Plans and coordinates permanent and temporary displays to promote information to the public regarding transit routes, schedules, and departmental policies. Initiates passenger and non-passenger surveys to assess the demand for public transit and other transportation alternatives.
- Public and Community Relations
 - Conduct educational training sessions with social agencies, care providers, and community groups regarding the role of ECAT and objectives of ADA paratransit eligibility as required
- Promotional Media Placement
 - Oversees contract services, including, but not limited to, artwork and graphics design, and media purchases.
- Liaison to Community Transportation Coordinator (CTC) County Staff Contact for ADA (American with Disabilities Act) Transportation
 - Community Outreach to agencies in the disabled community
 - Review & audit ADA Paratransit procedures with CTC County Staff Contact and the designated operator, Escambia County Community Transportation (ECCT)
 - Plans, coordinates, and oversees the functions required to determine rider eligibility for ADA paratransit services.
- Travel Training
 - The Travel Training Program provides individual and group training on route information. It also provides a volunteer travel companion, at no charge, to actually ride with a customer who needs additional assistance in riding the bus.
 - Classroom on Wheels trips, using existing bus routes and schedules, continued to be a popular educational experience for various school groups.
- Mobility Management Program
 - ECAT's Community Mobility Management program focuses on meeting individual customer needs by providing coordinated travel training and community awareness of available transportation options through marketing and public outreach. It will also coordinate services and local providers, such as the transit system and other service agencies, to achieve a more efficient public transportation system for the area. ECAT's Mobility and Marketing Assistant performs the travel trainings to the various groups.
- Advertising Sales Program
 - The Advertising Sales position includes the implementation and administration of bus exterior and interior advertising sales program for ECAT, as well as the bench and shelter advertising program. They negotiate sales agreements with advertising clients and perform and/or facilitate problem-solving relative to client and sales issues which may include creating and suggesting advertising creative campaigns. They serve as a liaison between client and creative outlets and independently work with clients to develop effective transit advertising packages that best fit their plans and budgets.



Budget

An industry rule of thumb is that a transit agency should spend 1-2% of the operating budget on promotional marketing activities (not including provision of basic passenger information and staffing). This would require an annual marketing budget approximately between \$ 110,000 and \$ 220,000 for ECAT Marketing. In the future, ECAT wishes to move towards an ongoing allocation of approximately 1.5% of the operating budget for Marketing and Promotional Activities. The current marketing budget is less than 1% and it does include basic passenger information and media advertising cost due to the structure of the marketing department.

FY 2016 Marketing and Advertising Sales Budget

Passenger Informational Materials	
<i>Ride Guide and System Map Redesign</i>	\$ 25,000.00
<i>Printing and distribution</i>	
<i>Informational Signs and Shelter Displays</i>	
Promotional Media Placement	\$ 46,000.00
Online Media	
Broadcast Media (Radio & Television)	
General Print Media	
Agency Partner- Specific Media (NAS Map and Book, Ride 4 Fun Map, Trolley Information, etc.)	
Marketing/Public Relations Services- Misc.	\$ 7,000.00
Promotional Campaign and Educational Items	\$ 12,000.00
TOTAL	\$ 90,000.00
Advertising Sales Projected Budget*	\$200,000.00
Exterior Bus Wrap & Interior Cards Advertising	
Transit Bench & Shelter Advertising	
<i>*Advertising Sales Revenue is included in the general mass transit budget which includes the advertising expenses such as graphic design, delivery, installation, labor, etc.</i>	

Figure 5 – Marketing Budget