

STAFF REPORT

SUBJECT: Individualized Marketing Project  
FROM: Tony McCaulay, Marketing Manager  
DATE: March 27, 2017

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**Action Requested**

None – Information Only

**Background**

In October 2016, the Board authorized the award of a contract to Steer Davies Gleave to conduct an Individualized Marketing program along the Santa Rita/Owens Drive corridor in FY 2017. Similar programs in other areas have shown that individualized marketing has the potential to generate more riders who continue to choose transit options for a longer duration than more traditional marketing outreach efforts.

The planning phase of the project has been completed and implementation has recently begun. The purpose of this Staff Report is to update the Board on efforts to date and upcoming activities.

**Discussion**

Since contract award, Steer Davies Gleave has focused on the development of collateral materials and survey instruments as well as the hiring and training of the travel ambassadors who will work individually with residents along the corridor. Concurrently, Wheels staff have been making improvements to passenger amenities along the Rapid Route 10R to improve the customer experience for existing and new riders.

**Next Steps**

The door-to-door outreach to the 6,000 homes in the corridor started on March 23 and will continue through mid-May. The first step in the process is an interview/conversation with the resident regarding transportation issues and opportunities in and around the area. The resident is also interviewed regarding their use of various modes of transport, including walking, bicycling, transit and driving. Awareness of the 10R bus route is also a part of the initial survey.

Based on the responses received, the ambassador team will then assemble individualized travel kits. The contents may include specialized travel options maps, new collateral materials describing the benefits of the Rapid service and the Transit App, fare information,

pre-loaded Clipper Cards and other unique promotional items. These kits will then be delivered directly to the door of the resident. Residents will also be encouraged to participate in a follow up survey to measure the impact and effectiveness of the effort. The goal of the Santa Rita/Owens Drive individualized marketing program is to generate an additional 30,000 transit trips per year in the corridor.

Following the completion of the follow up survey, staff will report the findings to the Board as part of the recommendation regarding phase two of the project along Dublin Boulevard.

**Budget**

The budget for this phase of the Individualized Marketing program is \$130,000. The program is funded through an MTC Transit Performance Initiative grant.

**Recommendation**

None – Information Only