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Metro Transit System (02/15/06)

2006 Marketing & Customer Services Overview

- - Programs to Support 2005 Strategic Annual Plan - -

GOAL #1: INCREASE RIDERSHIP

- A. STRATEGIC REDISTRIBUTION OF SERVICE HOURS:** Schedule and hold *listening sessions* at Neighborhood Association and other meetings, which can be scheduled in a Feb/March timeframe. Provide *extensive information* to passengers about proposed service changes utilizing flyers, print, radio, , newsletters, web advertising as well keeping complete and updated information posted on Metro's Web Site, mymetrobus.com - requesting *customer feedback*. *Conduct surveys* in four areas currently not served. *Review APC data* for routes considered for change and *augment data* with field observations by Supervisors where needed to augment data. *Provide TPC with "known issues"* for review and discussion.
- B. UNLIMITED RIDE PASS AND OTHER RIDERSHIP INCENTIVE PROGRAMS:** Continue providing assistance to current Unlimited Ride Pass program partners in *promoting* those programs. Reach out and work with other businesses interested in implementing Unlimited Ride Pass and other Ridership Incentive programs.
- C. IMPROVE PASSENGER AMENITIES**
- Work with city on installation of digital real-time signs at two key Capitol Square boarding locations, and with UW-Madison on installation at one key campus location.
 - Introduce real-time schedule info to Metro website and promote the "real-time" schedule information when it becomes available.
 - Keep shelter maps and schedules up-to-date and install displays in State Street shelters.
 - Promote Mymetrobus.com website and Internet Trip Planner utilizing electronic, print and radio media.
 - Staff Metro Bus Booth at "high traffic show and tell" events.
 - Work with Metro Information Services and Planning & Scheduling staff to update internal and external voice/visual announcements and exterior destination signs on buses for Fall route service changes.
 - Develop a plan related to potential advertising in shelters for TPC review, and go out to bid once policymakers have approved the proposal.
- D. TARGET MARKETING OF SERVICE IMPROVEMENTS:**
- Target marketing efforts to areas to service change and/or expansion areas to maximize ridership potential on those routes, including Bus Booth appearances.
 - Work with Chambers of Commerce where appropriate in promoting new services.
 - Promote service on campuses and at businesses where Unlimited Ride Pass and Commuter Choice programs exist – to maximize ridership.
 - Use mymetrobus.com and Metro's Rider Alert E-mail newsletters to communicate service improvement plans, meetings and other marketing efforts.
 - Maintain and improve mymetrobus.com website, working with City IS on formatting in city-adopted style.
 - Communicate service change boundaries to paratransit customers.
- E. ECONOMIC SAVINGS MESSAGING:** Continue print, television and radio spots to point out the *economic benefits/savings* associated with using transit. Also promote the value of people's time and quality of life benefits of transit. Market the accessibility of fixed-route services.

- F. PROMOTE PARK & RIDE LOTS:** Conduct news conference, utilize direct mail as well as radio, television and online advertising to promote new East Transfer Point Park & Ride. Piggyback messaging of existing sites at Dutch Mill and North Transfer Point with these efforts. In addition to use by commuters, market value of Park & Ride lots for weekend event uses.
- G. SPECIAL PROGRAMS:**
 - NEW Conference Pass:* Promote utilizing Internet and brochure distribution to area hotels, Madison Chamber of Commerce, Convention & Visitor's Bureau, local convention venues, etc.
- H. CUSTOMER FEEDBACK:** Continue to route feedback recorded by Customer Service Center staff from telephone calls and the Metro website. E-mail feedback to appropriate Metro Unit for follow-up. Solicit customer feedback through advertising-cards on-board buses. Share feedback summary with Senior Management Team each month.
- I. CONTINUED DISCUSSIONS WITH NON-CONTRACTING COMMUNITIES:** Prepare surveys and promotional materials as necessary.

GOAL #2: REDUCE COSTS

- A. CONTROL OVERTIME, ABSENTEEISM, AND BUILD POSITIVE EMPLOYEE MORALE:** Continue to focus on building morale within the Customer Service Center unit and among all Metro employees through on-going training and other initiatives. Work with Metro's Social Committee and Administrative Staff in morale-building activities for all Metro personnel.
- B. ENCOURAGE MIGRATION FROM PARATRANSIT TO FIXED-ROUTE SERVICES:**
 - Expand the new Senior Center training program.
 - Provide assistance to the paratransit training program and promote *benefits of use of accessible transit vs. paratransit - free ride* for personal care attendants, ease, lower fare, no need for 24-hour reservation.
 - Provide in-person fixed-route training sessions to current paratransit riders.
 - Train Customer Service Representatives to utilize scheduling programs.

GOAL #3: INCREASE REVENUE SOURCES

- A. INCREASE CONTRACTING PARTNERS:** Develop surveys, route and schedule information for presentations and for distribution once service is agreed upon.
- B. PURSUE DONATIONS OF PASSENGER AMENITIES:** Communicate with neighborhood associations and to riders using on-bus flyers, articles in *Rider Reader*, and post info at mymetrobus.com.
- C. PURSUE MEDICAID FUNDING FOR ELIGIBLE PARATRANSIT TRIPS:** Conduct trip purpose phone survey of paratransit riders during paratransit ride booking calls to Customer Service Center.
- D. TDM PROGRAMS:** Continue to work with Rideshare, Etc. program and with employers and associations with TDM programs.

GOAL #4: INCREASE OPERATIONAL EFFICIENCY & EFFECTIVENESS

- A. DRIVER TRAINING PROGRAM:** Participate actively in Customer Service elements of program.
- B. PROMOTE NEW ONLINE "WebWatch" FEATURE:**
 - Once program is operational, promote new online feature which allows for real-time bus location data to be

accessed through mymetrobus.com. Promote with newsletters, bus flyers, radio, print and online advertising.

C. IMPLEMENT MARKETING/CUSTOMER SERVICE REAL-TIME SOFTWARE PROGRAMS as they become available. Promote and explain to customers.

D. ALTERNATIVE FUELS: Promote the value of ultra-low sulfur diesel fuel. Implement new campaign, “Breathe Easy. This bus runs on ULSD Fuel” campaign with bus signboards and supplement with print and/or radio advertising.

GOAL #5: INCREASE SECURITY/IMPROVE SECURITY PREPAREDNESS

A. MARKETING & CUSTOMER SERVICES MANAGER continues to participate in Dane County Public Information Officers planning group. Communicate with other Metro staff on a regular basis.

B. PREPARE INFORMATIONAL MATERIALS for Metro facility and employees as needed.

- - Continue On-Going Programs - -

GOAL #1: ATTRACT NEW RIDERS

1. **Closed-Captioned Ads:** Continue closed-captioning of all television spots.
2. **Commuter Choice Campaign:** Provide brochures and related materials to interested employers and maintaining information at mymetrobus.com
3. **Sense of Community Campaign.** Utilize existing television and radio spots emphasizing, “You never know who you may meet,” “value of your time,” friendly drivers and customer service representatives.
4. **Image Campaign:** Utilize existing television spots targeted at adults, communicating work commutes, economic value, convenience, Rack-N-Roll and safety; and targeted at high school and college youths, communicating convenience, safety and shopping trips.
5. **Winter Campaign:** Communicate reliability of Metro during winter months.
6. **Apartment Residents:** Place ad in *Apartment Showcase* guide, in turn receiving *free* two-page directory of all Metro bus routes that serve apartment advertisers in the guide.
7. **Annual Guides/resources:** Create print advertisements for publications that have a long “shelf life,” such as SBC Yellow pages, Middleton Yellow Pages, commercial maps, etc.
8. **Rack-N-Roll:** Distribute Rack-N-Roll information piece. Utilize “bike rack display” with Bus Booth at Farmers’ Market, Bike to Work Week events, etc.
9. **Try a Different Mode Week:** Staff Bus Booth/bike rack on Library Mall.
10. **English as a Second Language (ESL) Outreach:** Continue to translate ads into Spanish for print publications, La Movida radio and Univision TV stations and to send news releases to *Nuestra Comunidad en La Nacion*. Metro Customer Service staff will continue to train individuals on board a bus in the Metro parking lot and explain how to pay the fare, where the pull cords are, etc. Expand *trainer pass* program to ESL organizations so that they may help others learn how to make basic trips (i.e., which bus to take to the grocery store, where to transfer, etc.). Most of Metro’s Ride Guide, our “feedback” form and paratransit information have been translated into Spanish. It is available upon request and on our web

page. Provide translation services for customers who call into the Customer Service Center.

11. **Pass Program Campaigns:** Design and order Unlimited Ride Passes for all such programs. Conduct public outreach with participating partners. Staff information booths at MATC, Edgewood, Union South and Memorial Union and St. Marys during pass distribution. Provide promotional materials to partners.
12. **Supplemental School Day Service:** Create schedules, maps and utilize *Metro Youth News* for distribution during student registration for middle and high school youth. Make presentations to parents and students entering middle school during school orientations.
13. **Senior Citizen and Paratransit Outreach:** Expand Senior Center training program. Create print advertisements for senior citizen publications explaining ease and economic benefits of transit. Provide trainer passes to individuals within senior organizations (such as Dane County Mobility Training & Independent Living Program for people who have cognitive disabilities).
14. **Rideshare, Etc. Program:** Participate in and support the Rideshare, Etc. Program, which provides assistance to employees who are interested in learning more about commuting in one of the alternative means of transportation. It is a partnership program with Metro, the State Vanpool Program, the Madison Area Metropolitan Planning Organization, and other employers in the area.

GOAL #2: INCREASE AWARENESS OF FARE OPTIONS

Promote Passes: Promote any change in fare structure/media using radio and print campaigns, *Metro Youth News*. Promote Internet sales and Metro Sales Outlets. Provide Sales Outlets with up-to-date fare counter cards and other promotional materials. Promote in *Rider Reader* newsletter and at mymetrobus.com.

Promote special events: Promote in *Madison Area Guide*, use on-bus flyers and advertisements, news releases, and weekly Rider Alert for events such as the Farmers' Market, Art Fair on the Square, UW home games, Rhythm and Booms, Bucky Shuttles, Kohl Center Shuttles, etc. Seek out event sponsors and ask them to include Metro service/fares in their promotions.

GOAL #3: MAINTAIN AND INFORM EXISTING RIDERS

1. **Customer Service Center:** Provide customers with *one convenient location* to call for all their transit needs. It is staffed 365 days per year, including holidays. In addition to the telephone, we are utilizing fax, E-mail, the Internet and other technologies to communicate with our customers.
2. **Communicate with Customers:** Provide up-to-date information regarding fixed-route & paratransit services, detours, fares, etc., using bus flyers, *Rider Reader*, E-mail Rider Alerts, Bus Booth, etc. Inform customers of trip planning options (Customer Service Center, web page, etc.) Utilize Internet for feedback. Distribute *Ride Guides* and *Metro System Maps* on buses; during registration at MATC, Edgewood and UW campuses. Distribute information to over 400 locations, including the UW Transit Information Place, Madison Department of Transportation and all Madison Public Libraries. Utilize interior bus advertisements to promote Fare\$avers, Tornado Procedures, Bucky Bus, etc.
3. **Customer Feedback Program:** Revise program to include a breakdown of categories by topic to use data more efficiently; provide information regularly to Senior Management Team for internal analysis.

GOAL #4: ENHANCE METRO IMAGE

1. **Free New Year's Eve Service:** Analyze results of free service survey. Seek Miller Brewing Company's "Miller Free Rides" sponsorship.
2. **Community/Media-sponsored Events:** Continue to have a presence in community by sponsoring the Madison Environmental Group's EnACT program and participating in events such as local youth

basketball and soccer tournaments, having the Bus Booth available for neighborhood events, including events for senior/disabled.

GOAL #5: COMMUNICATE WITH POLICY MAKERS

1. **Image and Information:** Publish the Annual Report. Distribute to policy makers, union stewards and officials, Metro employees, Metro business partners, area opinion leaders and other interested parties.
2. **Public Transportation Partnership for Tomorrow (PT2):** Utilize the American Public Transportation Association's Public Transportation Partnership for Tomorrow (PT2) campaign materials, designed to raise awareness of the importance of public transit to all Americans from every walk of life. A nationwide education and outreach initiative, the campaign is designed to strengthen support for public transportation among the public and local, state and federal officials in order to positively impact funding decisions.
3. Refer to Image campaigns and Enhance Metro Image.

GOAL #6: COMMUNICATE WITH EMPLOYEES

Park & Read Employee Newsletter: Metro's employees are valued customers. To keep them informed, we will continue to publish the *Park & Read* employee newsletter.