

# TRANSIT MARKETING TOOLS FOR THIS NEW WORLD

A transit agency's communications with customers increasingly occur on line. The pandemic has accelerated this trend. This work shop will address the key ways in which transit systems can market their services digitally - with customer focused websites, mobile information apps, effective use of social media and digital advertising and virtual outreach.

A transit agency's website is often the potential customer's first interaction with the system. It needs to clearly and quickly answer the many questions that a first time rider has, while also meeting the information needs of long time users. During these times of rapidly changing services, it needs to be a source for up to the minute information.

Mobile Apps such as Google Maps, Transit and Moovit make using transit as easy as driving and allow potential users to decide when transit is the optimal travel mode. They are the first step in moving towards MaaS (Mobility as a Service).

Social media is a tool that allows transit agency's to engage directly with existing riders, letting them know what to expect from day to day, while digital and social media advertising can be used to reach new audiences.

As traditional outreach efforts have become impossible, video meetings and events have become a way to maintain relationships with important stakeholders or rider groups.

The workshop will address how each of these tools can be used to maintain and build transit ridership, what they can and can't do, and how they fit into the overall transit marketing toolkit.

The workshop presenters offer national experience in the fields of marketing and information technology: **Selena Barlow**, is the owner of Transit Marketing LLC, and has more than 25 years experience marketing transit services and a unique understanding of the transit consumer. **Thomas Craig** is the CEO of Trillium Transit, the national leader in the use of GTFS and information technology to make transit easier to use.

## AGENDA

### Morning: 10:00 – Noon

- Marketing Context
- Transit Websites
  - Audiences and Content
  - Technical Considerations
- Apps
  - Trip Planning
  - Real-time Information
  - Fare Payment
  - MaaS

### Afternoon: 1:00 – 3:00

- Social Media and Social Media Advertising
- Virtual Outreach
- Integrating Digital and Non-Digital Marketing
  - Transit Branding
  - Messaging
- Tracking Response