

Marketing Plan to Increase Ridership on the Rhody Express

Background:

The Rhody Express runs Monday through Friday from 10:00 a.m. – 6:00 p.m. and has an average ridership of about 400-450 per month. It is an easy, convenient, and friendly way to travel around Florence. How do we increase ridership?

Goal:

To increase ridership by XXX

Or to increase income by XXX

Where do you want Rhody Express to be in 5 years?

(what does success look like?)

Objectives:

1. Use promotion and outreach to increase awareness and interest
2. Reach new customers while retaining current customers
3. Increase local business partnerships

Budget:

XXX

Target Markets:

- Current customers
- Tourists
- Residents
- Employees/Employers
- Elderly
- Alter Abled
- Shoppers
- Students
- Casino visitors
- Camping/RV customers

Strategies and Tactics:

- To Increase span of service:
 - Need new bus
 - Need another driver
 - Need more money
 - Sponsor benches at stops
 - Sell Ad space on back of bus
 - Sell “Days” to businesses (“Three Rivers Thursday” “Bi-Mart’s Lucky Number Tuesday Bus”)
 - Change hours of service to connect with more commuters
 - Is there “dead time” in the middle of the day?
 - Start earlier, end later, delete middle section

- Business Involvement
 - Days sponsored by businesses
 - Table tents/posters for company break rooms/bulletin boards
 - Free slot play when they take the Rhody to the Casino
 - Offer incentive to large employers as an employee benefit that includes after-hours taxi ride if they work past 6:00
- Advertising
 - New simple messaging –
 - “Ride Rhody”
 - “60 Minutes - is all it takes”
 - “Take a ride”
 - “Connecting you! To...”
 - Fred Meyers
 - RV Lot
 - Casino
 - Offering free ride coupon in local paper
 - Distribution of 6,000, twice a week
 - Utilizing broad spectrum of contacts, to simply get the word out
 - ODOT
 - Travel Lane County
 - Coastal Merchants organization
 - Tourism groups around state
- Networking
 - Get more involved and increase awareness
 - Speak/present at civic groups
 - Chamber of Commerce
 - Boys and Girls Club
 - Lions Club
 - Masonic Lodge
 - American Legion
 - Rotary
 - Kiwanis
- Tabling
 - Farmers Market
 - Mo's
 - Casino
 - Lane Community College
 - Convention Center events
 - Hospital
 - Employee Benefits fairs
 - Rhododendron Festival (enter parade)
- Survey
 - Ask current riders what they would like to see change
 - Ask Facebook friends
 - Ask visitors/tourists what would make them ride
 - Ask employees of large businesses what would make them ride
- Transit Day
 - Passport
 - Take the Rhody to certain places around town, get a stamp, get entered to win a prize basket with nice gifts donated by local businesses

- Take the Rhody to summer events, get stamps, be entered to win dinner and movie in Downtown Florence
- Free Ride Coupon on Transit Day 2016
- Social Media
 - Start Rhody Express own Facebook page
 - Get more people to “like” Facebook page
 - Hold contests
 - Post surveys
 - Give away magnets with the Facebook page on them
 - Post something every week
 - Interesting facts
 - The “people” of the Rhody
 - Post business specials with a “We can take you there” message
 - Invite people to take pictures of themselves in/on/around the Rhody, post the pictures to their own Facebook to get entered into a drawing
- Miscellaneous
 - Contests
 - On-board game to encourage riders to recruit more riders. Person who brings the most “new” riders wins.
 - Tourist /RV package and market it through the Chamber of Commerce/Visitor’s Center (enjoy the great outdoors of Florence without losing the convenience of going shopping downtown)
 - Loyalty card type of program to get current customers to ride more (ride so many times/month get a free ride)
 - Use LTD’s resources to get message out

Metrics Evaluation:

Other Notes: