

3. Goals and Objectives Worksheet

Goals and objectives are the why of the marketing plan — the reasons to market your system. Goals are long-term and are not easily measured. Objectives are shorter-term, measurable accomplishments that can lead to realizing a goal. Select the objectives that best describe what you want marketing to accomplish for your system. Modify or create more specific objectives as needed.

Build Awareness

- Increase visibility of the system through bolder branding of buses and bus stops
- Make people more aware of your services through greater outreach, public relations and promotion

Educate Potential Riders and Gatekeepers

- Educate gatekeepers for potential rider targets through outreach and staff presentations.
- Educate potential riders about transit services and how to ride through transit information displays at high traffic locations within the service area.
- Conduct group or individual travel training with potential riders.

Change or Enhance Image

- Insure that your transportation services are perceived as public transit, available to all potential riders.
- Create a positive, attractive visual image for the system through effective branding.

Enhance User-Friendliness of Services

- Make the system easy for new riders to try by providing easy-to-understand passenger information in print, online and through other relevant formats (e.g. multilingual or large format).
- Make the transit system easily accessible for occasional, spontaneous or transient riders by providing route and schedule information at the bus stop.
- Provide user-friendly fare media that are appropriate for your target markets and make fare media available through channels that are easily accessible.

Increase Ridership

- Promote new ridership among populations identified in the target market worksheet through advertising and promotional efforts that include appeals and images relevant to those groups.
- Conduct targeted promotional efforts by working through gatekeepers for key target groups to deliver customized passenger information, conduct travel training and provide incentives.

Build Community Support

- Position transit as an important community asset through public relations efforts that focus on public transit's community benefits.
- Make civic leaders and decision makers aware of public transit's community benefits through personal presentations.
- Insure that elected officials and other decision makers are well aware of transit's role, benefits and needs.