

## Discussion Item A

### 2020 TDP Marketing Program

Marketing activities are required to let the public know what services are available and who to contact to find out additional information – *visibility increases utilization*. Transit service marketing includes a range of techniques, such as easy to read schedules and route maps, brand imaging on buses and bus stops, direct advertising to target market groups, and fare incentives such as discount passes. For a marketing campaign to be successful, an easily recognizable logo and transit vehicle label is needed. LakeXpress has developed an easily identifiable image and it has been suggested that LakeXpress and Lake County Connection services be branded under a common brand so that the public is aware that the Lake County Public Transportation Division is responsible for both services.



### Marketing Goals & Objectives

**Goal 4: Increase the visibility and utilization of public transportation services through marketing, education, improvement of existing services, and the development of new services.**

**Objective 4.1:** Conduct a pro-active and ongoing public outreach program to educate citizens and visitors about the availability and characteristics of existing and near-term future public transportation services.

**Objective 4.2:** Develop an on-going public involvement process through surveys, discussion groups, interviews, and public workshops.

**Objective 4.3:** Market existing public transportation services as a travel option to specific market segments based on the characteristics and purpose of various services as they are implemented.

**Objective 4.4:** Pursue marketing opportunities through community associations and clubs, e.g., newsletters, closed-circuit television in The Villages.

**Objective 4.5:** Implement bus, shelter, and bench advertising based on approved contract with a vendor.

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