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[Home](#) > [Performance Incentive Program](#) > [Marketing Department Goals](#)

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## Marketing Department Goals

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1. Increase year over year ridership from FY18 to FY19
2. Secure Sponsor for Free Ride Day for October 2019: Deliverables: Sponsor(s) to compensate approximately \$125,000 for cash revenue not realized on Free Ride Day.
3. Launch Youth Compass Card Distribution: Deliverables: Initiate partnership with at least one high school district by September 30, 2019. Extend partnership to at least two additional high school districts by June 30, 2020.
4. Develop all Next Gen Fare Collection Branding Effort: Deliverables: By June 30, 2020, develop all branding elements for the Next Generation Fare Collection System, including focus groups and other public engagement for product name, messaging strategy, product appearance and website appearance.
5. Launch Electric Bus Pilot: Deliverables: Implement a plan to maximize coverage of Electric Bus Pilot to include at least one news conference at the time of launch (possible additional news conferences for charging infrastructure and for SDGE special pricing) and hold at least 6 community events by June 30, 2020, in member cities to show off buses.
6. Expand Travel Training 101 Program: Deliverables: By June 30, 2020, increase number of travel training sessions by 50% totaling 18 sessions for fiscal year 2020.
7. Develop Elevate SD Education Campaign and Companion Marketing Plan: Deliverable: By

June 30, 2020, develop an education campaign to focus on transit projects to be included in a potential ballot measure. An overall MTS ridership and branding campaign will run concurrently with the education campaign.

8. Increase Public Awareness of Options to Contact Security: Deliverables: By June 30, 2020, completely implement a program developed in partnership with MTS Security to increase awareness and utilization of tools to contact security through phone and texting. Program to include at least one Meet and Greet per quarter at Transit Stations with security personnel, an advertising program utilizing MTS assets, new signage in all Trolley and Bus vehicles, and business cards for Security personnel and Ambassadors to provide to riders that will have Mobile Hub App, texting and call-in information. Increase awareness of program by 20% over the 2019 Security ridership survey.

9. Increase Employee Video Production: Deliverables: By June 30, 2020, produce at least four internal videos to educate and engage employees. Possible subjects are security training program, overview of Public Participation Program goals, State of MTS, Electric Bus launch, result of first-ever MTS Economic Impact Report, CEO Updates and more. Videos will be available on intranet and on internal department monitors.

10. Issue Website RFP: Deliverable: By 6/30/20, in partnership with IT, issue RFP for website rebuild to be implemented in conjunction with the Next Generation Fare Collection System implementation.

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