

Marketing Strategic Plan

TEAM 1

Ridership

TEAM GOAL

Increase brand equity and ridership across all modes

FY 20 OBJECTIVES

1. Build equity in the Metro brand
2. Increase bus and rail ridership
3. Increase participation in new & shared mobility
4. Increase bike usage
5. Support the optimization of Metro ExpressLanes

TEAM 2

Customer Experience

TEAM GOAL

Improve the Metro experience for riders, employees and business communities

FY 20 OBJECTIVES

1. Enhance the customer experience across all touch points with all target audience types and retain current riders
2. Recruit and build a strong, diverse, informed and engaged workforce
3. Facilitate strong working relationships with business communities

TEAM 3

Metro Agenda

TEAM GOAL

Build support for Metro's vision and increase brand equity

FY 20 OBJECTIVES

1. Drive agency's mobility agenda to encourage interest, support and action
2. Generate awareness of projects and their benefits to build support for Metro's vision
3. Mobilize support for specific Metro projects
4. Minimize backlash related to Metro project impacts
5. Use design and marketing to improve delivery of resources to civic partners to help them realize Metro's vision
6. Increase and maintain public trust in Metro