



Omnitrans

Student Involvement Targeting College Students

Presented by

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APTA Marketing & Communications Workshop

02.23.2010



Student Involvement

•Background

•Declining Ridership Overall (2002-07)

•Declining “new” riders

•40% 1997, 24% 2000, 23% 2003, 16% 2007

•Declining School boardings

•2004: 2,900/day

•2006: 2,400/day

•17% decline



Student Involvement

Previous Strategy (prior to 2007)

- **Media Buys** to reach youth market
 - Radio, Cable TV, Movie Theater
- **Misc. Tactics**
 - School Newspapers
 - Summer Youth Pass (1 year)
 - Entertainment weekly magazine
 - Campus banners
 - Radio station on campus events



Student Involvement

Renewed Strategy (2007-present)

- Continued Media Buys
- **NEW** 7-day pass for students (July 2007)
- **Direct Mail** to Schools (2007, 08, 09)
 - Free 7-day pass included
 - Incentives for response
- Student Promotions
 - **DIY TV:** on-line student video contest (2008, 09)
 - **Go Smart:** Free pass 1st week college (2008, 09)



Student Involvement

GO SMART College Promotion FREE 7-day Student Pass

- Mag stripe passes (*DATA!*)
- 2-Part pass-customized
- Limited time offer
- Increase Awareness
- Invite Trial
- Establish Travel Habit
- College Partnership
- Build case for U-Pass





Student Involvement

College Agreement:

- Pass quantity minimum **50%** of students
- Promote to **ALL** students
 - On campus events
 - Promotional flyers
 - Posters/banners
 - College website
 - Student/Faculty email
 - Bookstore bag stuffers

**GO SMART
RIDE FREE**

Get your go smart pass, and ride all week for free. See - you really can get a free ride to college!

MORE REASONS TO RIDE





Student Involvement

2008 Results

- 4 Colleges
- 18,000+ passes distributed
 - (33% enrollment)
- 4,100+ used
 - **23% redemption rate** (8% of enrollment)
- 38,000+ boardings
 - **57% more boardings/alightings** at school bus stops vs. 2007
 - **49% increase** post promotion





Student Involvement

2009 Results

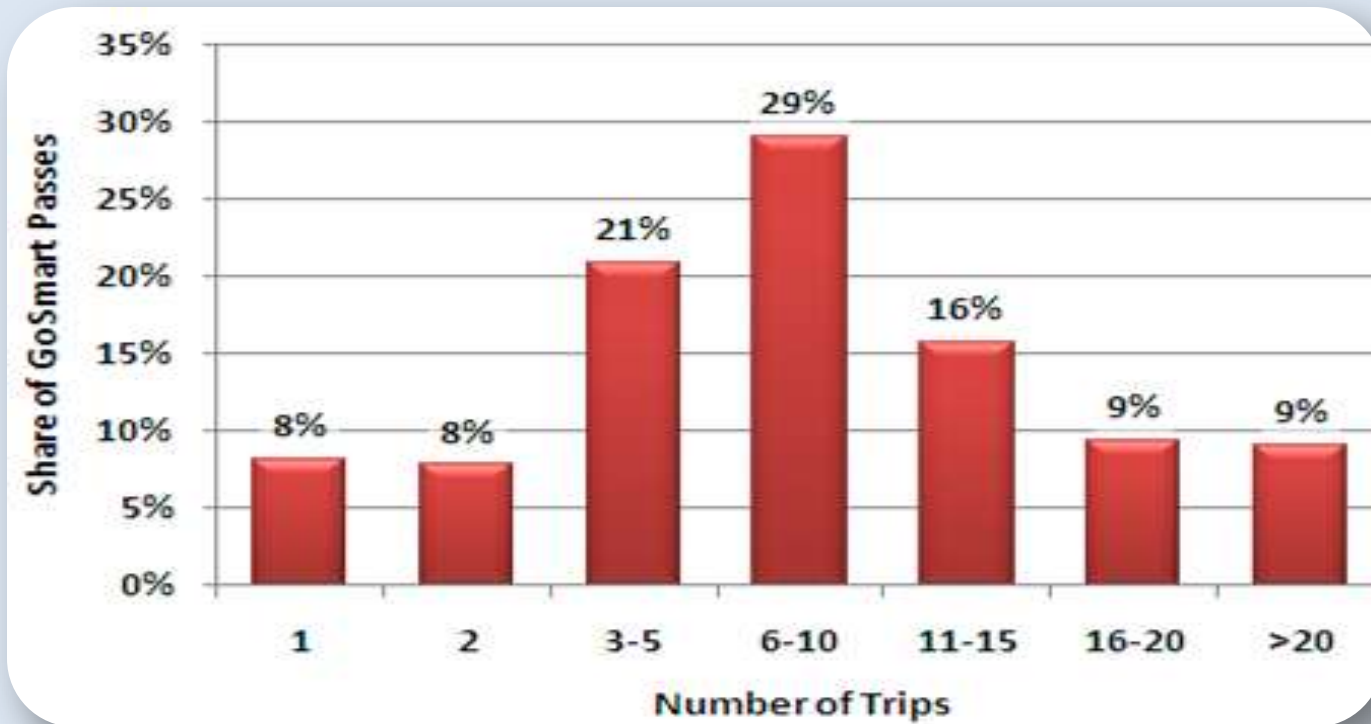
- **5 Colleges**
- **19,850 passes distributed** (10% increase)
- **5,300+ used**
 - **29% increase** vs. 2008
 - **Range: +57% to -32%**
- **50,500+ boardings**
 - **31% increase** vs. 2008
- **School Stop Activity**
 - **79% more** vs. 2007 (base year)
 - **62% increase** post promotion





Student Involvement

Usage Patterns: Trips

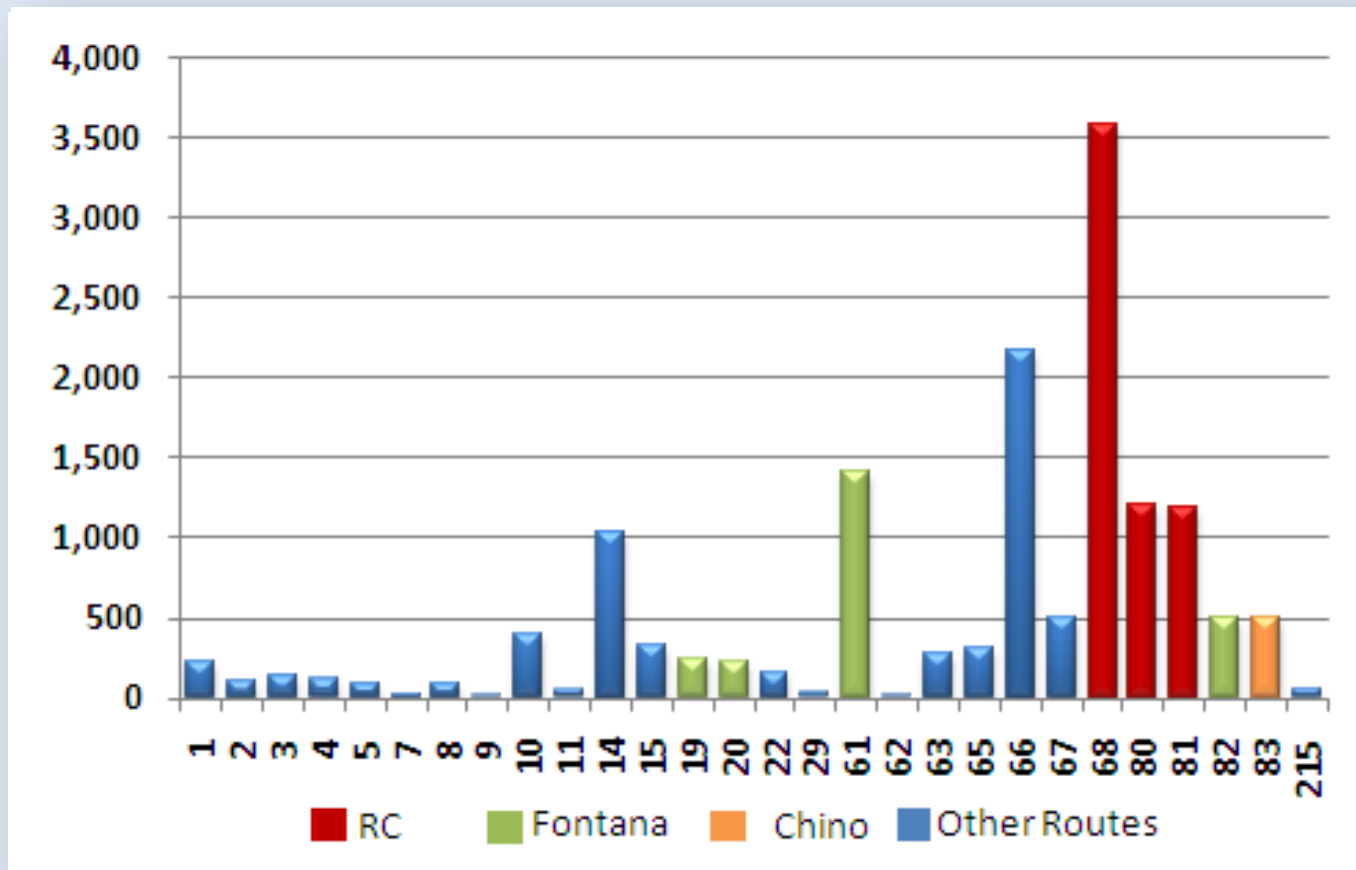


• 9.5 avg. trips per pass



Student Involvement

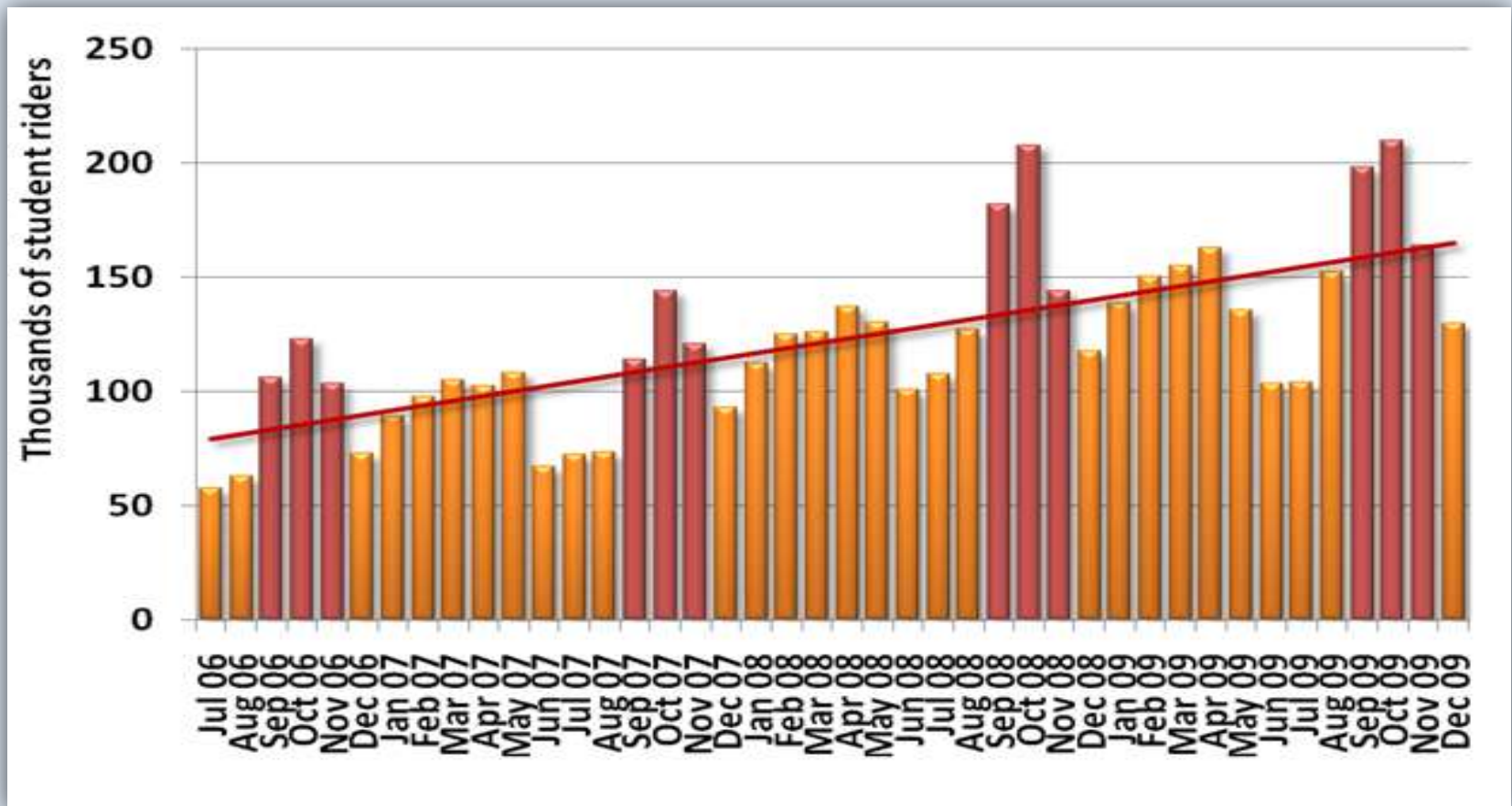
Usage Patterns: Routes





Student Involvement

Student Ridership Trend (2006 -09)

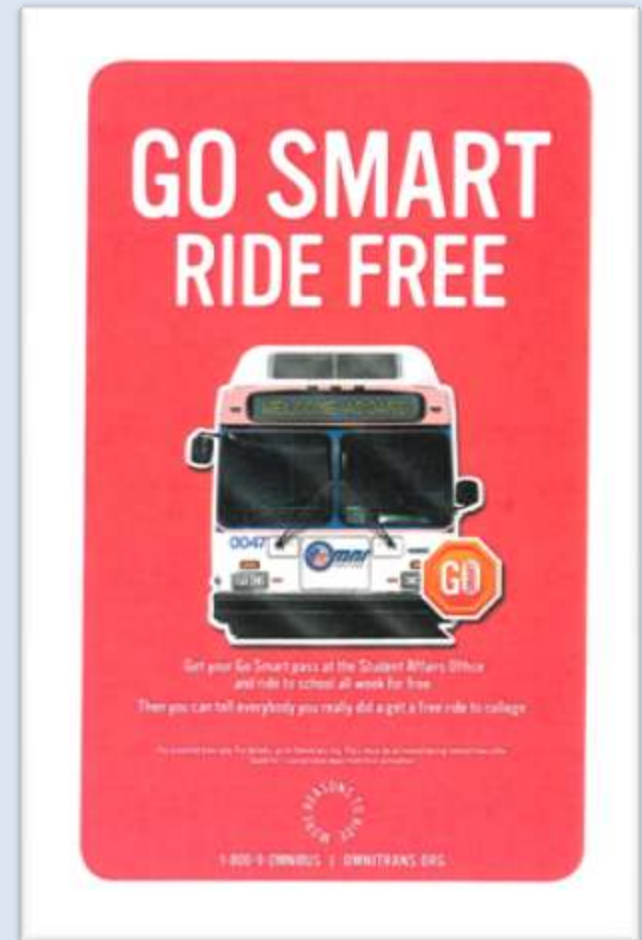




Student Involvement

Low Cost Promotion

- **Custom Passes: \$9,600**
 - 26,250 Total
 - 5 versions
- **Posters: <\$200**
 - 2 sizes, low quantity
 - Customized info.
- **Ad Agency: \$2,500 (year 1)**
- **Free Rides: \$45,500 Value**





Student Involvement

Building on Success

- Positive News Articles
- Goodwill with Colleges
- Follow Up Presentations
- Making the Case for **U-Pass**
 - Funding: CA Budget/Fee Hikes
 - Farebox Software Upgrade
- **“FREE” 31-Day Pass Offer**
 - Spring 2010 at Cal State Univ. SB





Student Involvement

Thank You

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