

Big Ideas, Small Budgets

Making The Most Out of Your Budget



Brooks Kochanski, Director of Marketing & Communications

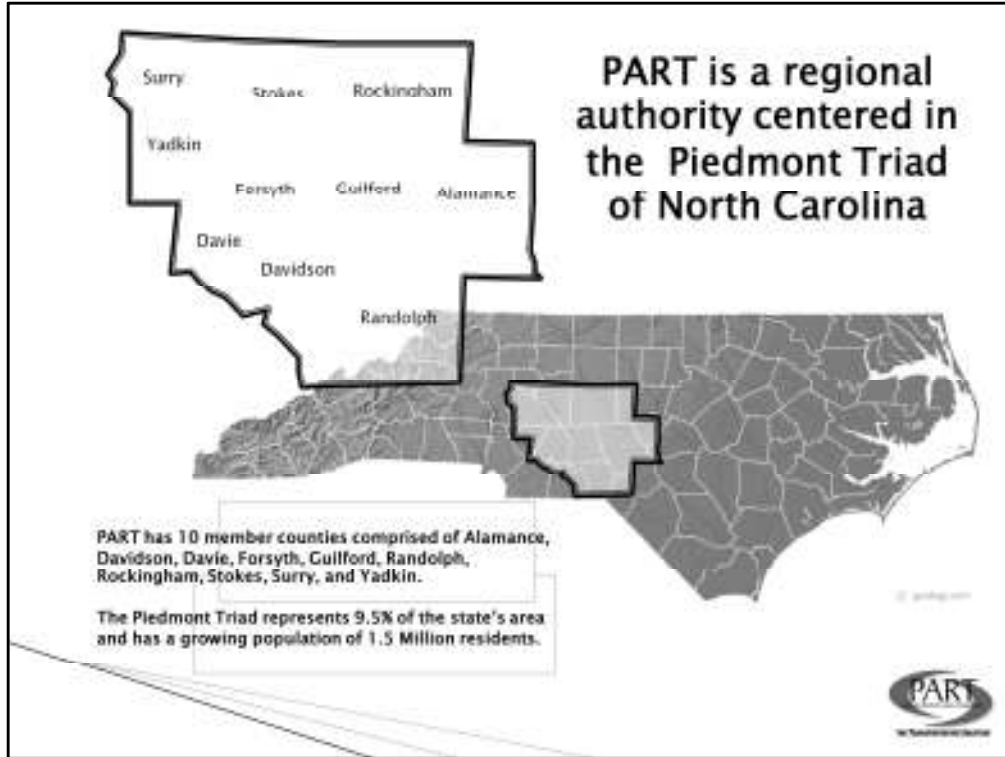
Overview

- ▶ About DART

- Email Marketing & Social Media

- ▶ Community events
- ▶ Community partnerships
- ▶ It pays to be social





Connects 3 major cities of Winston-Salem, Greensboro and High Point with all the counties surrounding

About PART

- ▶ Our Programs
 - PART Express (500,000 passenger trips per year on 14 Fixed Routes, 45 Buses)
 - Vanpool Program (43 Current Vanpools)
- ▶ Total Budget \$17 Million
- ▶ Marketing Budget \$300,000
- ▶ Staff of 18 Employees
 - 2 Full Time Marketing Staff
 - Marketing Team



Express Bus, Ridesharing,
TDM Program (Vanpool),
Accident Safety, Air Quality,
Community Outreach,
Land Use & Transportation
Planning



PART is a commuter-based transit system

Programs include...Express Bus, Ridesharing, TDM Program (Vanpool), Accident Safety, Air Quality, Community Outreach, Land Use & Transportation Planning

Marketing Budget is 2% of the total budget

Planning Ahead

► By creating a Marketing Budget we are able to

Marketing Budget			
Category	Description	FY '10 Actual	FY '11 Budget
Print Media	Print Ads for Magazines, Newspapers, Maps, Etc.	\$ 24,627.14	\$ 25,000.00
Direct Mail	Purchasing Mail List, Postage, and Mailing Direct Mail Pieces	n/a	\$ 30,000.00
Promotional Products	Promotional Products for event giveaways like pens, umbrellas, etc.	\$ 24,730.04	\$ 25,000.00
Event Registration	Event/Booth registration costs	\$ 5,117.03	\$ 5,000.00
Public Greetings/Awards	Showaway for P&RT Anniversary, Snacks for Customer Appreciation	\$ 9,965.05	\$ 9,000.00
Billboard Placement	Cost of Billboard production and placement	\$ 47,163.01	\$ 15,000.00
Internet/Digital Marketing	Website banner ads, Facebook ads, Etc.	n/a	\$ 25,000.00
TV Commercial Placement	Purchase of commercial spots on TV Stations, includes Paul's Fee	\$ 46,149.15	\$ 65,000.00
Video/Commercial Production	Production of any commercials and other videos	\$ 8,175.00	\$ 8,000.00
Radio Placement & Production	Purchase & production of commercial spots on Radio Stations, includes Paul's Fee	\$ 8,924.58	\$ 12,000.00
Interactive Airport Advertising	Cost of the PTT Airport for calling to request pick-up	\$ 7,143.00	\$ 7,143.00
Other Marketing	Miscellaneous / Undetermined marketing costs	\$ 7,034.64	\$ 4,000.00
Trade Show Show	Coordinating or Trade Show show segments	\$ 18,900.00	\$ 15,000.00
Outsourcing	Event planning, Meeting facilitation, and Regional Summit costs	n/a	\$ 15,000.00
To Trade Community Challenge	Transfer of funds to support the Trade Community Challenge	\$ 7,500.00	\$ 7,500.00
To Safety Budget	Transfer of funds to support the Safety Program	n/a	\$ 5,000.00
Total General Marketing		\$ 206,368.41	\$ 306,000.00



Created a marketing plan for the past 2 years

By budgeting ahead for the year and sign contracts for media buying and print publications you can save a lot of money.

Most companies give a discount for signing a contract for the year.

Budget Breakdown

- ▶ Major Expenses
 - 26% TV Commercial Placement
 - 9% Promo Products
 - 7% Direct Mail
 - 7% Print Media
 - 5% Billboard Placement



Social Media Staying Connected Through Constant Contact



▶ Email Marketing
 ▶ Surveys Creation & Distribution
 ▶ Event Marketing
 ▶ Very Inexpensive at \$462/year or \$38.50/month
 (With Non-Profit Discount & 30% off for Pre-Pay of 12 Months)

Join the PART Email List
 Email

www.constantcontact.com


Allows for 2 way communication between yourself, riders and interested parties.
 Gives us a way to hear back from our riders.

What's Happening at PART

- Monthly Email sent to all lists to update on current events
- Rider Alerts sent when inclement weather occurs or routes are adjusted



Here are some examples of the email marketing.



Almost 500 fans on Facebook

Gives us a way to share photos

628 followers on Twitter

Twitter feeds from Facebook – so it's easy to manage

Takes time to manage but we do it in less than 1 hour per day

HAVE to keep it up to date and current to succeed

Track usage to make sure you are being effective

Started Facebook in 2009, last year we had a 37% increase in fans

Incorporating into Website



You can always start a Facebook, but incorporating it into you work will be how it succeeds. Put links on your homepage as well as email signitures, etc. to drive people to your social media and email list.

Also collect email addresses at events to import into your list.

Community Events

- ▶ Attending events around our 10 County Area
 - Business Expos
 - Employer Events
 - Student Orientations
 - Benefits Fairs
 - Earth Day Events
- ▶ Most events are little to no cost to display



Around 90-100 Events Attended each year
\$5,000 allotted for events each year

Triad Commute Challenge




- ▶ Kick Off with 5K Run/Walk
- ▶ Promote
 - Website, Events, Media Outreach
- ▶ Offer Prizes for Pledging
 - Prizes can be purchased by soliciting sponsors
- ▶ Get Partners Involved
 - Other Transit Agencies
 - Schools & Businesses

This 3 month pledge drive will heighten awareness regarding air quality while challenging people to try an alternate commute option at least one time instead of driving alone.



Offer bus passes when pledging, follow up with a survey to see who actually took the challenge.

Last year 4,000 pledged = 1.5 Million Vehicle Miles Traveled (VMT) Reduction, 1,200 Tons of Emissions Reduced and \$200,000 in Fuel Savings

Since inception of this campaign we have decreased the budget by 40% and the success of the event has increased. This is primarily due to the partnerships formed for the event. The current budget for this 3 month campaign is \$20,000

It Pays To Be Social PART wins APTA Social Media Award



**First Place 2010
AdWheel Award
from APTA**
Social Networking:
"PART Social Media,"
Piedmont Authority for
Regional
Transportation,
Greensboro, NC

Group 1: Public transportation
systems with four million or fewer
passenger trips annually



Contact Information

Brooke Kochanski

