

# Engage & Excel

**MARKETING STRATEGIES FOR EVERY BUDGET**

*Presented by:*

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# OUR REACH ACROSS THE US

## 37 Locations

- Fixed Route
- Express
- Paratransit
- Shuttle
- Streetcar
- Demand Response
- Microtransit





# OUR REACH ACROSS THE GLOBE

## 16 Countries

- 100+ Subsidiaries
- Fixed Route
- BRT
- Paratransit
- Shuttle
- Tram & Light Rail
- Heavy Rail
- Metro







**REACH - ENGAGE - GROW**

# SMALL BUDGET

# REACH - ENGAGE - GROW



**Social Media**  
**Local Partnerships**  
**Low-Cost Tools**



**Involvement**  
**Community Support**  
**Visibility**



**Awareness**  
**Ridership**  
**Support**







41 Fixed Routes (Regular and Express)

8.1 Million System Miles

51,000+ Daily Riders

25 Park & Ride Lots

2,287 Bus Stops

Three Transit Centers

600+ Employees

Average 34 Passengers/ Hourly

3.9 Mile Streetcar Line, 137 Paratransit  
Vehicle Fleet, 2 Microtransit Zones,  
10 Neighborhood Transportation  
Connector Routes



# Campaign Highlights

## BE A HERO



## WEAR A MASK

It's a Federal Mandate to wear a mask while on board transit and at transit centers and stops. For more information call Customer Service at (520.792.9222 (TDD: 520.628.1565) or visit [suntran.com](http://suntran.com).

Es un mandato federal usar un cubrebocas mientras se encuentra a bordo de tránsito, en los centros y paradas de tránsito. Para obtener más información, llame a Servicio al cliente al (520.792.9222 (TDD: 520.628.1565) o visite [suntran.com](http://suntran.com).

#MaskUpTucson

## You're Invited

### Electric Bus Launch

Thursday, September 30, 2021 • 9:15a-10:30a  
Sun Tran, 3920 N. Sun Tran Blvd. Tucson, AZ 85705



### Speakers



### Breakout Sessions

Electric Bus tour with Gillig • City of Tucson DTM  
Pima County (PDEQ) • Sun Tran • TEP

#### Getting to NW Facilities:



#### Parking in NW Facilities:



## RIDE WITH RESPECT



Be respectful, be safe and be neat.



Save priority seating for seniors and people with disabilities.



Keep aisles and doors clear.



Keep pets in carriers (except service animals). Animals are not allowed on the seats.



Don't threaten or intimidate riders or Operators.



Eating/open containers are not allowed on board.



Don't be so loud that you disturb others.



Loitering is prohibited at all transit facilities/vehicles.



All forms of smoking are prohibited. Designated areas are located at each Transit Center.



Mobility devices must be secured by an Operator.



Luggage/bags are limited and cannot block an aisle or an additional seat.

We're glad you're riding with us, let us know how we're doing!



(520) 792-9222 • TDD: (520) 628-1565  
SunTranInfo@tucsonaz.gov • SunTran.com





Goal: Seek compliance with a federal mask mandate for everyone onboard transit vehicles, in a creative and memorable way that made it fun, in the sensitive subject that was the mask compliance.

Campaign Strategy:

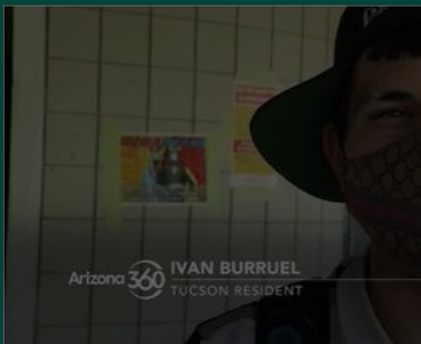
Create a positive campaign that reinforced compliance with a fun, catchy message and provide free masks or stickers to those who already had one, through outreach events at our transit centers. These also served as an opportunity to gather content for social media, and a press conference was held during an outreach event that resulted in 6 local television news mentions with an estimated 74,982 combined Nielsen audience reach.



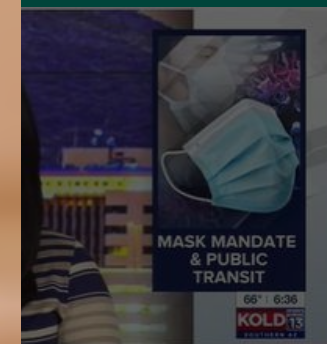
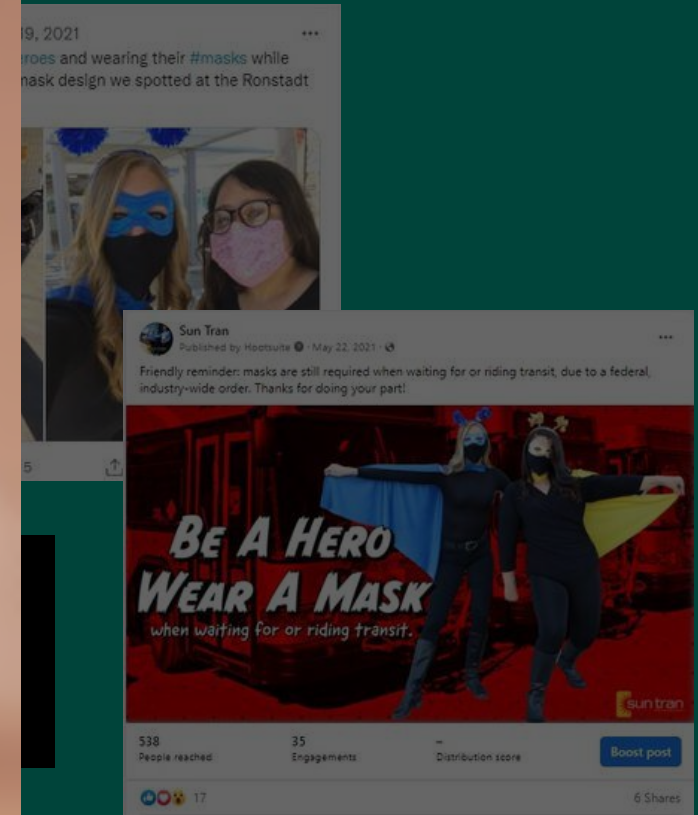
Print Media: Transit Cent



Media C



Static Images, Videos & Lives





Goal: Create excitement for the first Electric Buses to come to Arizona thanks to a Federal Grant.

Campaign Strategy:

Host a press conference at our bus facility where we showed off our five electric buses, gave recognition to the support we had during the grant stage and had city leadership and key stakeholders speak about the importance of electrifying our fleet.



## Digital Event Invitation & Save-The-Date

**You're Invited**

**Electric Bus Launch**  
Thursday, September 30, 2021 • 9:15a-10:30a  
Sun Tran, 3920 N. Sun Tran Blvd. Tucson, AZ 85705

**Speakers**

- Regina Romero, Tucson Mayor
- Susan Gray, Tucson Electric Power
- Diana Alarcon, City of Tucson DTM
- Steve Spade, Sun Tran

**Breakout Sessions**  
Electric Bus tour with Gillig • City of Tucson DTM  
Pima County (PDEQ) • Sun Tran • TEP

Getting to NW Facilities: Parking in NW Facilities:

City of Tucson TEP sun tran

**Save the Date City of Tucson**

**Electric Bus launch**

September 30, 2021 • 9:15a-10:30a  
Sun Tran, 3920 N. Sun Tran Blvd. Tucson, AZ 85705

**TOTAL CAMPAGIN COST: \$24,500**

- 5 Bus Full Wraps \$24,000
- \$500 for Press Conference

## Social Media: Social Media Posts: Static Images, Videos & Lives

Sun Tran @SunTran\_Tucson · Sep 30, 2021

Introducing the 5 new battery electric buses! 🚗⚡

@gilliglic @TEPenergy @RATPDevUSA @FTA\_DOT @Tucson\_DTM @cityoftucson @PimaDEQ @RTAMobility @PAGregion @TucsonRomero @Siemens

suntran\_tucson  
Sun Tran

View Insights Boost Post

Liked by trailtheearth\_1 and 51 others

suntran\_tucson 🎉 Thank you for helping us celebrate this special day! 🚗⚡ These 5 battery electric buses are making history here in Tucson.

@gilliglic @tucsonelectricpower @tucson\_dtm @federaltransitadministration @cityoftucson @pagregion @tucsonromero

September 30, 2021

## Media Coverage: Interviews with City Leadership, B-Roll from press conference

IT'S ELECTRIC  
SUN TRAN BUSES

LIVE LOCAL LATE BREAKING  
SUN TRAN ADDS 5 ELECTRIC BUSES TO FLEET  
FEDERAL GRANT MONEY HELPED PAY FOR CLEANER, QUIETER BUSES

ZERO EMISSIONS

ROUND UP YOUR DOG

SUNTRAN UNVEILS ELECTRIC BUSES  
5 ZERO EMISSIONS BUSES WILL TRAVEL NW AND DOWNTOWN TUCSON

FORECASTS GREEN VALLEY SUNNY HIGH: LOW 56°



# *Ride with Respect*

**Be respectful, be safe and be neat.**

Goal: Engage our ridership with a campaign that went above just listing out rules from the Code of Conduct.

Campaign Strategy:

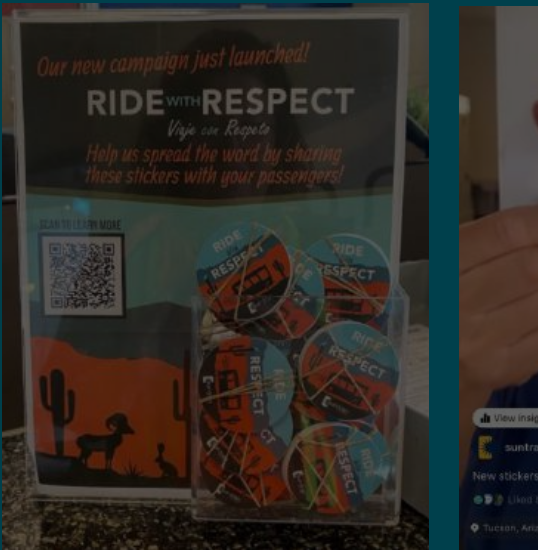
Redesign the existing rules with an eye-catching design. Have our frontline workers buy-in and involved from the start. We did a short film of each rule being explained by someone on the frontlines, that were shared on our socials, and provided stickers for them to give out to their passengers.



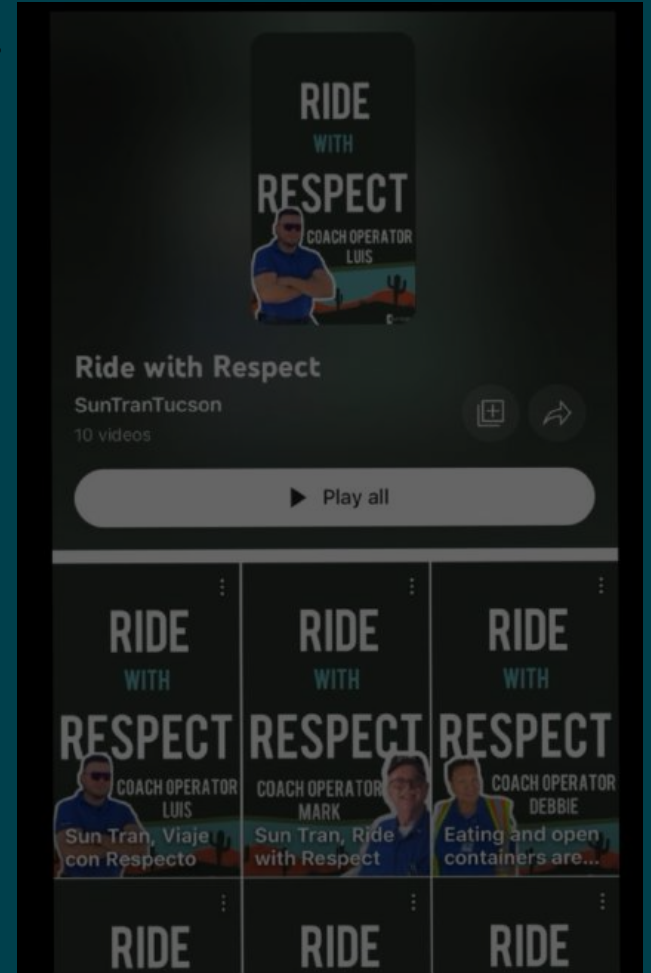
Signage at Transit Center and Front Cover of our



Stickers for frontline



a: YouTube Shorts shared on





WE



PEOPLE

RATP Dev USA's Community Engagement  
And Philanthropic Program





The background of the entire image is a dynamic splash of water, with various droplets and bubbles scattered throughout, creating a sense of movement and freshness. The water is a clear, light blue color.

THE  
**COMET**

**HYDRATE**

**ME**

**Engagement and Outreach Event**



# The COMET – Columbia, South Carolina



**Total Budget**

**Advertising \$0**

**Social Media \$0**

**News \$0**

**Water \$500**

**Impact**

✓ **Connection**

✓ **Appreciation**





**Habitat  
for Humanity®**



**Volunteer Event**



# Greensboro Transit Authority - Habitat for Humanity

**Total Budget**

**\$0**

**Employee time**

**Impact**

- ✓ **Two homes**
- ✓ **Visibility**
- ✓ **Connections**









A Journey Through Transit History

## History of Transit Coloring Book Initiative

- ✓ Student artist
- ✓ Over 1,000 given away
- ✓ Educating children early to remove transit stigma

## Budget

Artist: \$600

Printing: \$750/500 books





# Budget Friendly Tools

- **Social Media Platforms:** Free
- **LinkedIn:** Free
- **Media:** Free (build relationships)
- Online Print Shops
- Canva (Free and Paid Versions)
- PowerPoint
- Cell Phone Photos/Videos
- Free Apps and editing tools
- Bulk Purchase Giveaway Sites
- Partnerships With:
  - Libraries
  - Media
  - Non-profits
  - Schools for engagement
  - Colleges for project work
  - Local micro-influencers
- Survey Sites (Free and Low Cost)
- Free and Low-Cost QR Code Sites

# Reach Out

Questions – Ideas - Resources



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Thank you!



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