

SMART BOARD OF DIRECTORS Welcome Back Campaign

April 21, 2021



Welcome Back Campaign

Introduction

- Sonoma and Marin Counties are opening back up
- Reduction on pandemic driven restrictions is having a positive effect on our ridership
- February ridership compared to January was 10% more and March ridership compared to February was 35% more, so we're clearly seeing that there is a movement

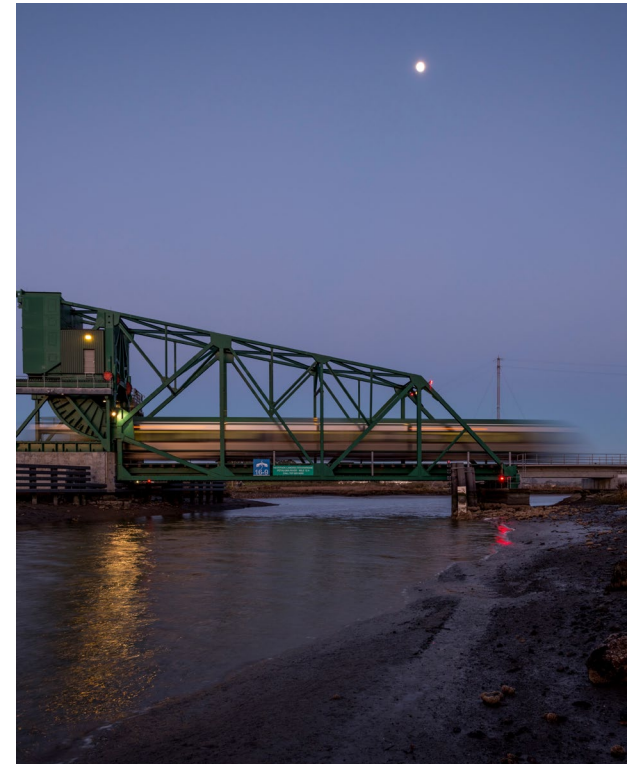


Welcome Back Campaign

During The Past Year

SMART continued to move forward:

- Provided passenger service to nearly a quarter million essential workers this past year
- Refinanced its construction debt saving nearly \$3.5 million per year
- Created new in-house Signal Technician training program
- Led the industry in train sterilization by installing ultraviolet (UV) light sterilization upgrades on all 18 of its train cars
- Joined Bay Area low-income fare program offering 50% discounts to qualifying passengers



Welcome Back Campaign

During The Past Year

SMART continued to move forward:

- Conducted SMART Board of Directors “Listening Tour”
 - League of Women Voters
 - City of Santa Rosa
 - Town of Windsor
 - City of Cloverdale
 - City of Healdsburg
 - City of Novato
 - City of Larkspur
 - City of San Rafael
- Offering free rides to those traveling to vaccination appointments at the Marin Center and at the GGT Larkspur Ferry parking lot



Welcome Back Campaign

Laying the Groundwork for a Welcome Back Campaign

What SMART has been working on:

- 4-month multimedia marketing campaign to enhance the narrative regarding SMART's benefits to the North Bay
- Utilized expert marketing consultants to increase social media engagement by nearly 100 percent
- Ramped-up SMART briefings to Chambers of Commerce and civic organizations
- Produced marketing video to kick-start welcome back campaign



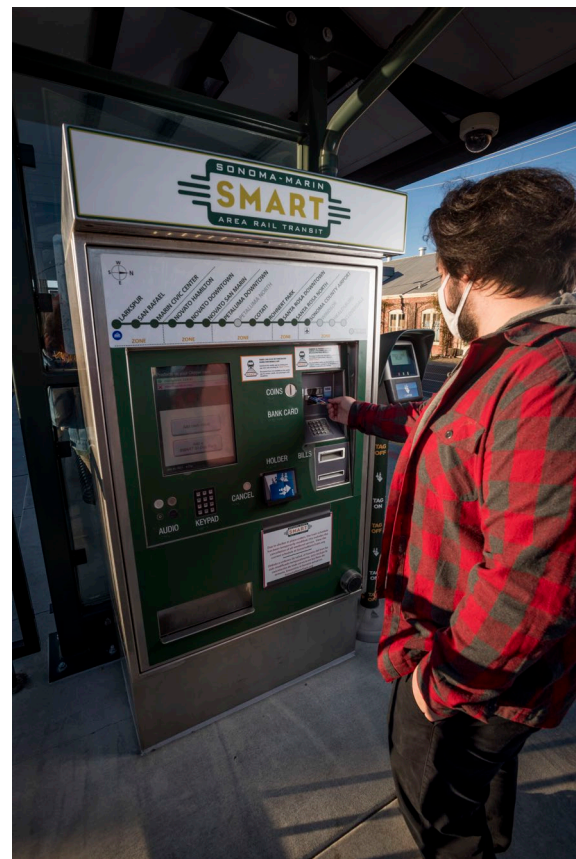
Welcome Back Campaign



Welcome Back Campaign

Planning & Preparation

- Inclusion of marketing experts to increase and leverage social engagement
- Engage market research to identify what connects with the local and regional community
- Kick-off “Welcome Back Campaign” brainstorm ideas:
 - “You have a lot of catching up to do”
 - “Return to fun”
 - “Tips on trips”
- Partnerships:
 - Tourism bureaus in Marin and Sonoma
 - Other transit agencies
 - Local commercial sectors



Welcome Back Campaign

Messaging & Media

- Target past riders & new riders alike
- Utilize multimedia approach to reach people where they are:
 - Targeted digital advertising
 - Social media
 - Cooperative advertising with transit partners
 - Downtown signage and banners at key spots in San Rafael, Novato, and Santa Rosa
 - Electronic billboard on 101 in Rohnert Park
- Develop fresh art for ads & digital ad campaign
- Increase focus on Latin-X social media channels
- Promote safety & comfort of traveling by train



Welcome Back Campaign

Public Relations/Media Relations

- *Feet on the Street* events such as Concerts in the Park and Farmers Markets
- Public speaking (civic and community organizations)
- Press kick-off event, reach out to Marin IJ, Press Democrat, Pacific Sun, El Tocolate, La Voz
- SMART #CommunityTies video to play on Marin TV and Sonoma TV (English & Spanish)
- Include San Francisco and East Bay markets for recreational trips



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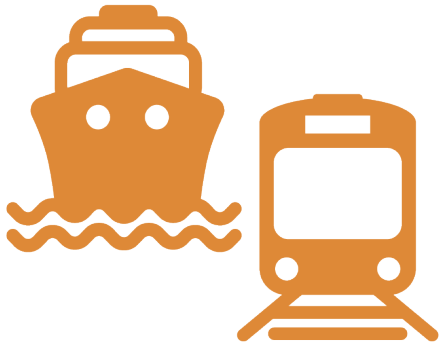
Campaign Kickoff



- Tied to levels of service restoration
- “Get on Board” free fare day/weekend/week with strategic partners, such as Convention and Visitors Bureau, live event promotions, local event producers
- Leverage local influencers already contacted for campaign

Welcome Back Campaign

Weekend Service & Promotions



- Cross-promotional opportunities with Golden Gate Transit, Marin Country Mart, National Park Service, and others
- Customer service and social media comments indicate significant pent-up demand for the restoration of weekend service
- Revisit SMART's success with the Sail & Rail ferry/train combo pass that can be purchased on the SMART E-ticket app.

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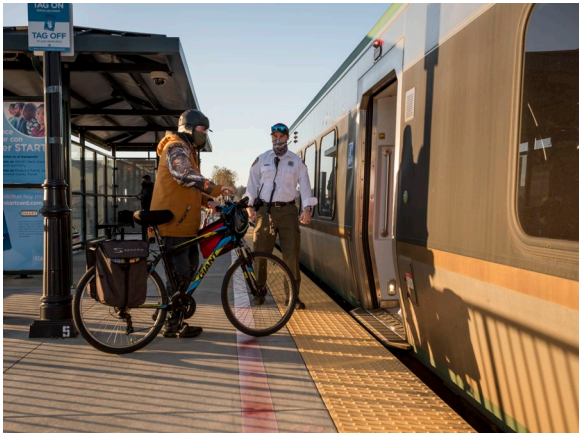
Staff/Consultant Roles



- Staff
 - Partnerships & cross promotions
 - Press & media relations
 - Public speaking
 - Localized signage
 - Contract management
- Consultant
 - Market research
 - Creative (art)
 - Ad buys (digital/print)
 - Social media platforms
 - Local/regional influencers

Welcome Back Campaign

The Public is Excited About Getting Back & So Are We!



Welcome Back Campaign

Questions/Comments

