

# Calgary Bus Rapid Transit Network Communications & Marketing Options

TT2018-0905  
(PFC2018-0776)  
ATTACHMENT 1

## Option 1 – Baseline service communications

Information campaign focusing on existing Calgary Transit customers whose routes will be changed in conjunction with BRT implementation, in order to effectively inform them of route changes and the introduction of the MAX service. Purely informative campaign with no creative/branding elements.

### Objective:

Educate only affected, existing transit bus customers whose routes will be changing (70,000 daily passenger trips) about route changes and additions along the MAX lines.

| Tactic                   | Description                                                                                                                                         | Investment       |
|--------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|------------------|
| Digital Channels (owned) | Promote and inform utilizing existing digital channels (app, social media, web)                                                                     | \$ 0             |
| Transit Assets           | Limited reach using existing resources and assets to help educate all transit riders (bus shelters, LRT Platforms)                                  | \$61,000         |
| TV                       | Report to Calgarians which has a wide reach and helps drive traffic to the website                                                                  | \$4,000          |
| Print                    | Targets select areas with high ridership and specific groups where digital access is not viable- for example seniors (Calgary Transit Riders Guide) | \$68,000         |
| Information Sessions     | Follow up to prior engagement sessions                                                                                                              | \$20,000         |
| Contingency – 10%        |                                                                                                                                                     | \$15,000         |
| <b>TOTAL:</b>            |                                                                                                                                                     | <b>\$168,000</b> |

\*\*Funding allocations above or subject change based on prioritization or strategic direction.

### Measures & Feedback:

- 50 per cent of affected Calgary Transit riders understand the route changes, and what bus they need to take including MAX. Measurement via Calgary Transit rider intercept surveys.
- Monitoring and analysis of Calgary Transit service line calls, 311, social and traditional media monitoring and online analytics.
- 311 data comparatives to the last major service review change done by Calgary Transit in the northwest and centre city.

## Option 2 – Service communications and modest promotion

This option expands on the information campaign (Option 1) plus adds a brand creative to promote and educate Calgary Transit customers about the MAX service, its benefits and enhanced value dimensions, and the connections it provides across the city. Increasing the reach of the campaign creates more opportunities to promote a branded premium bus offering and encourage ridership.

### Objectives:

- Educate affected, existing transit bus customers whose routes will be changing (70,000 daily passenger trips) additions along the MAX lines.
- Increase awareness among all Calgary Transit customers (336,000 daily passenger trips) about MAX, and the route changes that support MAX.
- Raise awareness of the MAX service among Calgarians near the BRT routes (approximately 320,000 in 53 communities) to attract further ridership for the MAX service.
- Introduce creative and branding elements.
- Update website to reflect branding and promote MAX features and customer-focused benefits.

| Tactic                       | Description                                                                          | Investment       |
|------------------------------|--------------------------------------------------------------------------------------|------------------|
| Digital Channels (owned)     | Option 1 plus additional spend to build out branded elements and enhance interaction | \$30,000         |
| Transit Assets               | Option 1 plus enhanced branding on signage                                           | \$66,000         |
| TV & Radio                   | Option 1 plus increased reach through radio and multicultural stations               | \$69,000         |
| Print                        | Option 1 plus bus wraps                                                              | \$93,000         |
| Information Sessions & Event | Option 1 plus service launch and promotion event                                     | \$45,000         |
| Design                       | MAX creative campaign development                                                    | \$30,000         |
| Contingency – 10%            |                                                                                      | \$33,000         |
| <b>TOTAL:</b>                |                                                                                      | <b>\$366,000</b> |

\*\*Funding allocations above or subject change based on prioritization or strategic direction

### Measures & Feedback:

- 80 per cent of affected Calgary Transit riders understand the route changes, and what bus they need to take including MAX. Measurement via Calgary Transit rider intercept surveys.
- Monitoring and analysis of Calgary Transit service line calls, 311, social and traditional media monitoring, and online analytics.
- 311 data comparative to the last major service review change done by Calgary Transit in the northwest and centre city.
- 50 per cent of all Calgary Transit riders understand the route changes, and what bus they need to take including MAX. Measurement via Calgary Transit customer satisfaction survey.
- 25 per cent of all non-transit riders are aware of the MAX service. Measurement via Calgary Transit customer satisfaction and non-user surveys.
- Ongoing evaluation of MAX and overall transit ridership.

## Option 3 – Large scale communication and service marketing

This option expands on the information and branding campaign from Option 2 plus increases promotion of the MAX service across the city, to increase the reach, promotion and campaign scale to more customers and Calgarians.

### Objectives:

- Educate affected, existing transit bus customers whose routes will be changing (70,000 daily passenger trips) about route changes and additions along the MAX lines.
- Increase awareness among all Calgary Transit customers (336,000 daily passenger trips) about MAX, and the route changes that support MAX.
- Raise awareness of the MAX service among half of Calgarians (623,000) to further attract ridership for the MAX service.
- Update Calgary Transit website user experience and functionality enhancements.

| <b>Tactic</b>                        | <b>Description</b>                                                                                                    | <b>Investment</b> |
|--------------------------------------|-----------------------------------------------------------------------------------------------------------------------|-------------------|
| Digital Channels (owned & non-owned) | Option 2 plus advertising on non-owned mobile apps as well as improved user experience on Calgary Transit website app | \$94,000          |
| Transit Assets                       | Same as Option 2                                                                                                      | \$66,000          |
| TV & Radio                           | Option 2 with increased radio advertising on multilingual stations.                                                   | \$94,000          |
| Print                                | Option 2 plus banners on additional lines and targeted advertising in highly visible areas.                           | \$276,000         |
| Information Session & Events         | Option 2 plus additional online advertising for service launch and promotion event                                    | \$55,000          |
| Design                               | Same as Option 2                                                                                                      | \$30,000          |
| Contingency – 10%                    |                                                                                                                       | \$62,000          |
| <b>TOTAL:</b>                        |                                                                                                                       | <b>\$677,000</b>  |

\*\*Funding allocations above or subject change based on prioritization or strategic direction.

### Measures & Feedback:

- 90 per cent of affected Calgary Transit riders understand the route changes, and what bus they need to take including MAX. Measurement via Calgary Transit rider intercept surveys.
- Monitoring and analysis of Calgary Transit service line calls, 311, social and traditional media monitoring and online analytics.
- 311 data comparative to the last major service review change done by Calgary Transit in the northwest.
- 35 per cent of all non-transit riders are aware of the MAX service. Measurement via Calgary Transit customer satisfaction survey.