

Spring Break 2019 - Marketing Plan



Background

For the third consecutive year, PSTA is partnering with Jolley Trolley, the City of Clearwater, the Clearwater Regional Chamber, and the Clearwater Beach Chamber to provide and promote public transit services in and around downtown Clearwater for the Spring Break season

Service Details

- Beachgoers can park for free at City Hall lots
 - Note: in previous years we also served the Harborview Lot and included Clearwater Ferry info on promo materials. This year the only parking lot is City Hall; ferry will not be included in materials
- Board free at City Hall, Clearwater Beach Transit Center, New Marina Stop
 - New temporary Marina stop to be improved with shelters and wayfinding signage in the Marina parking lot
- Promo runs March 1 through April 30, 2019
- Service will operate with a combination of PSTA trolleys and Jolley Trolley
- Trolleys will run approximately every 30 minutes weekdays and every 15 minutes on weekends
 - Additional vehicles will be needed for the three weekends and two weeks of Sugar Sands

Signage Plan

The single most effective marketing tool for this service is effective sign placement and management. Signs will be placed, monitored, and replaced (as needed) by PSTA staff to ensure proper placement and good physical condition

- Corrugated plastic signs mounted to existing poles located at intersections approaching City Hall lot and at the lot entrance (install by Paul and by city staff)
- Informational signs at City Hall, Clearwater Beach Transit Center, and Marina Stop
 - Route info and promo details, images of vehicles, Transit app
- Pedestrian Wayfinding on Beach Sidewalks
 - Clearwater Beach Transit Center pointing to the beach and to the marina
 - Marina pointing to the trolley stop

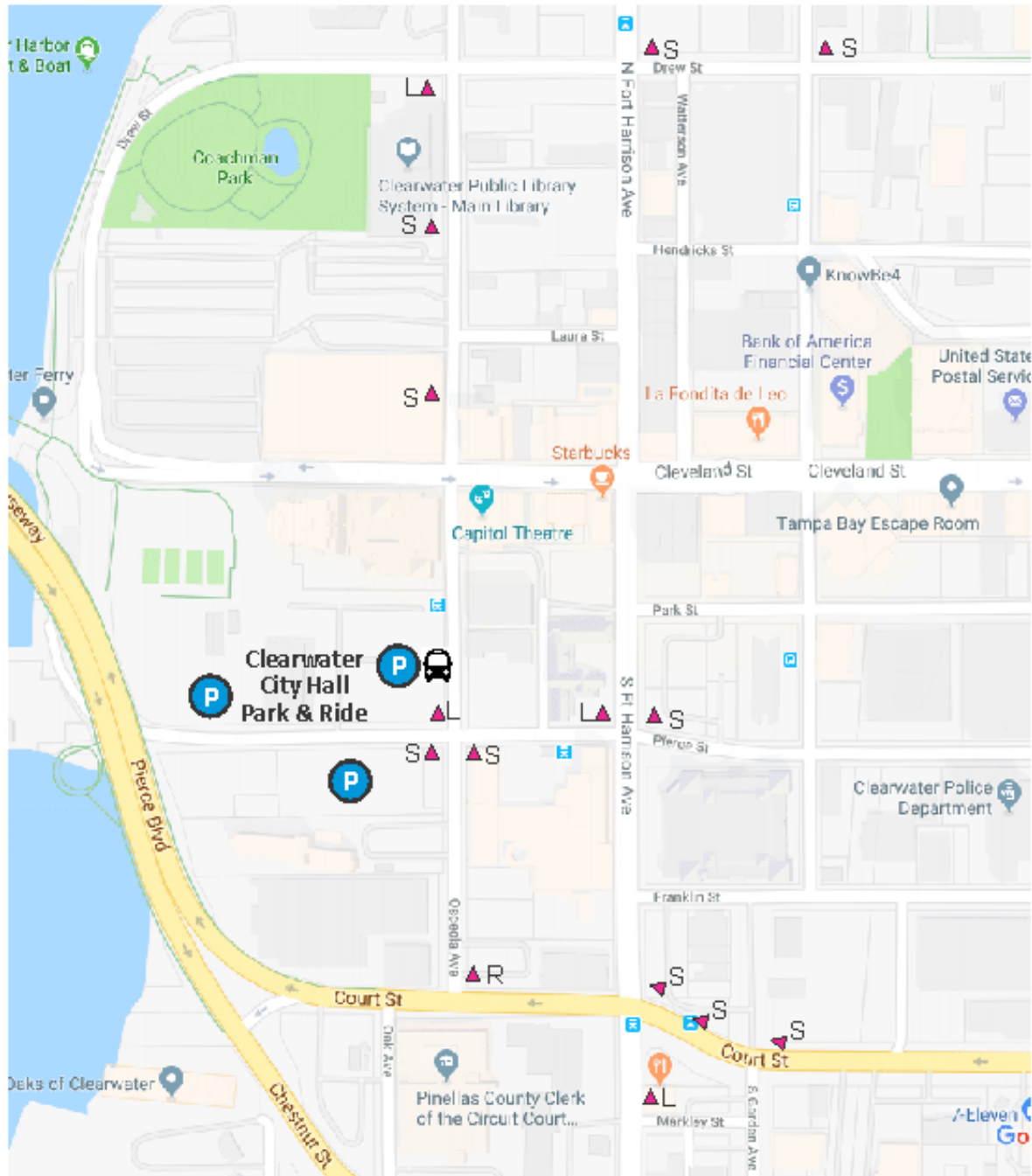
Promotions




- Rack Cards
 - Outlines promo details and includes map showing free boarding locations
 - Encourages use of Transit App
 - Distributed to off-beach hotels, retailers, restaurants, and at other PSTA outreach events
- Social Media (ongoing)
 - Weekly gift card giveaway partnership with Clearwater Beach Chamber members and participating beach restaurants (Mandee working on gift card donations)
 - Boosted posts encouraging ongoing engagement
- Earned Media
 - Informational press release
 - Send out 2-3 times throughout the promotion
 - Story pitch to local reporter for ride along opportunity – possibly with the mayor and Brad?
- Digital Truck Ads with Roadrunner Digital
 - Large crowd events focused in Dunedin, Clearwater, and Largo
- Webpage
 - www.PSTA.net/springbreak
 - To include timetables for Jolley Trolley and Suncoast Beach Trolley
 - Specialty service map
 - Links to Transit App and JT's real time

Timeline

Item	Assigned to	Due Date
Update sign deployment map	Cyndi/Nicole	11/30/18 (done)
Revise sign map based upon city input	Cyndi	12/20/18 (done)
Update Spring Break graphic	Liselle	12/31/18
Yard sign design	Liselle	12/31/18 (done)
Specialty service map (routes, free stops)	Liselle	12/31/18
Design rack card	Liselle	12/31/18
Contact beach restaurants for gift card partnership	Mandee	12/31/18
Design social/digital media graphic	Liselle	12/31/18
Design webpage	Liselle	12/31/18
Design HERO website banner image	Liselle	12/31/18
Brainstorm video ideas with team	Bill	1/15/19
Order rack card	Liselle	2/1/19
Order yard signs	Liselle	2/1/19
Get physical gift cards for promo	Mandee	2/1/19
Develop gift card/social promo plan	Alissa	2/1/19
Develop earned media plan	Whitney	2/1/19
Distribute rack cards to partners	Edith	2/15/19
Website live	Liselle	2/15/19
HERO banner live	Liselle	2/15/19
Social teasers begin	Alissa	2/15/19
Sign deployment	City staff	3/1/19
Gift card promo begin, to run weekly	Alissa	3/4/19
Implement media plan		
Implement social plan		

Spring Break 2019 Wayfinding Sign Deployment



-  Free parking lot
-  Board Free Trolley Stop
(route and schedule info on a sandwich-board sign)
-  Wayfinding signs on existing traffic poles (L=left arrow, R=right arrow, S=straight arrow)

