

JUNE 2020

SunLine
Refueled
DRIVING THE FUTURE OF TRANSIT

Marketing/ Outreach Plan

PROPOSED BY

Marketing Department

PROPOSED TO

SunLine Executive Team





MARKETING/ OUTREACH PLAN

ABOUT REFUELED

SunLine Refueled is a multi-tiered initiative that will bring exciting new transportation alternatives to the Coachella Valley as well as regional service to San Bernardino.

WHAT'S INCLUDED IN THE REFUELED PLAN?

- Consolidated Fixed Route System
- 111X
- 10 Commuter Link
- SunRide

KEY COMPONENTS

P3

TIMELINE

Identifies a schedule for launch of services and marketing efforts

P4

OUTREACH PLAN

Difference in approach for virtual and physical

P7

MARKETING TOOLS

Branding the "voice" of Refueled

P12

WEBSITE

Proposed layout for micro website



TIMELINE

PROPOSED SCHEDULE

End of June-Start of July: SunLine Internal Education



July 6, 2020-August 30, 2020: Community Input

Purpose: Launch SunLine Refueled

Goal: Share information about the Refueled initiative and collect feedback



August 2020: Press Conference

Purpose: Introduce SunLine Refueled to media partners

Goal: Share expectations of when the community will see phases released

Discussion: Ensure that some community input has taken place at this stage



September 2020 (TENTATIVE): 10 Commuter Link Launch



September 2020: Public Hearings



September 2020: Results of Outreach and Analysis Outcomes



October 2020: SunRide Program Launch



October - December 2020: Community Education



January 2021: 111X Launch



January 2021: Network Redesign (Fixed Route Consolidation)



VIRTUAL OUTREACH PLAN

01

WEBINARS

General community webinars and specific stakeholder engagement,

02

ONLINE SURVEY

Survey that provides route specific information to collect input.

03

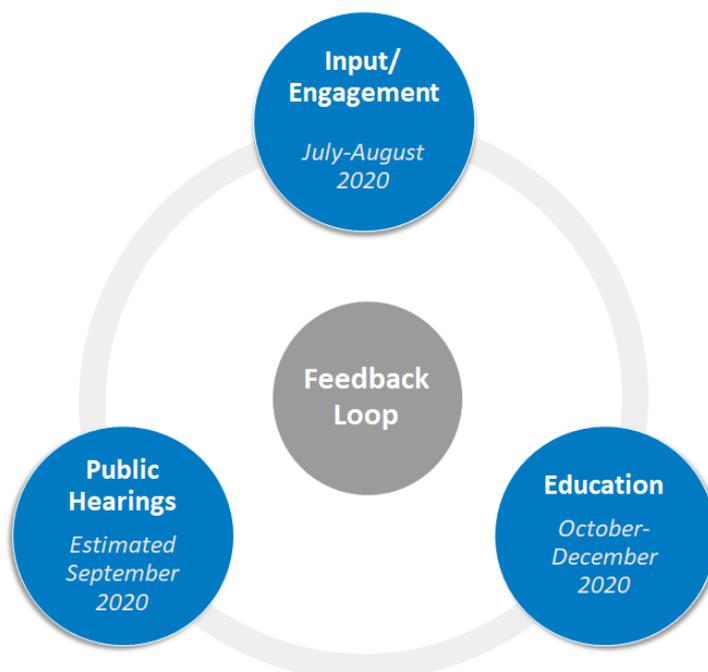
TELE TOWNHALL

Hosting a tele-town hall allows greater community involvement for those with strictly telephone access

04

SOCIAL MEDIA LIVE EVENTS

We live in a "now" world. Plan to utilize these platforms to educate and engage.





PHYSICAL OUTREACH PLAN

STREET TEAM VISITS

- Planned for Different Times of Day
- 1 Staff Member per Bus Stop to Keep in Line with Social Distancing
- Utilizing Poster Boards

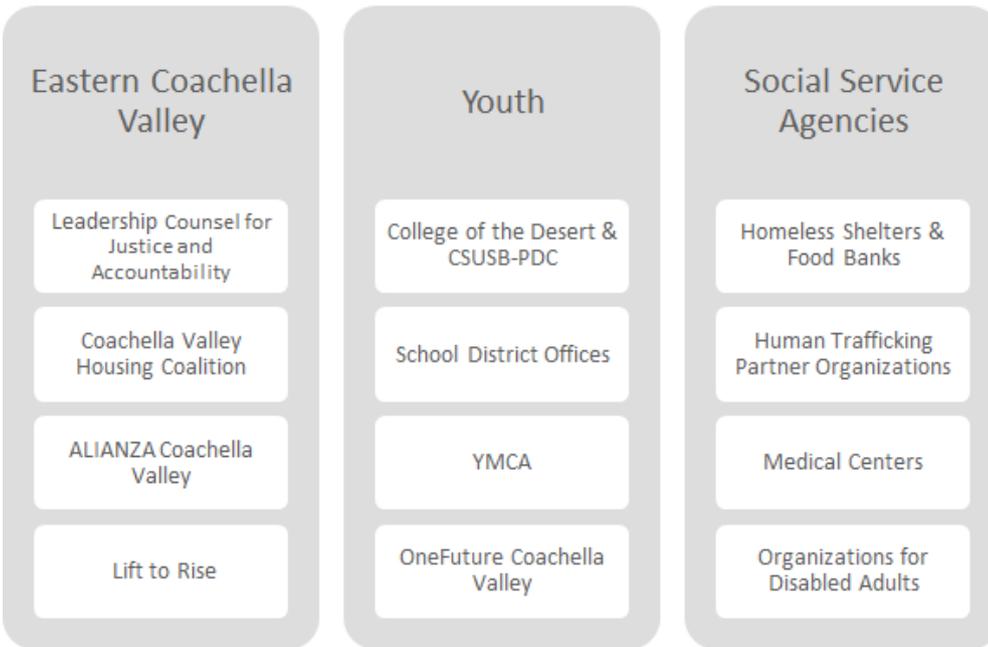
START DATE

Plan to start in early July, coinciding with virtual outreach plan.

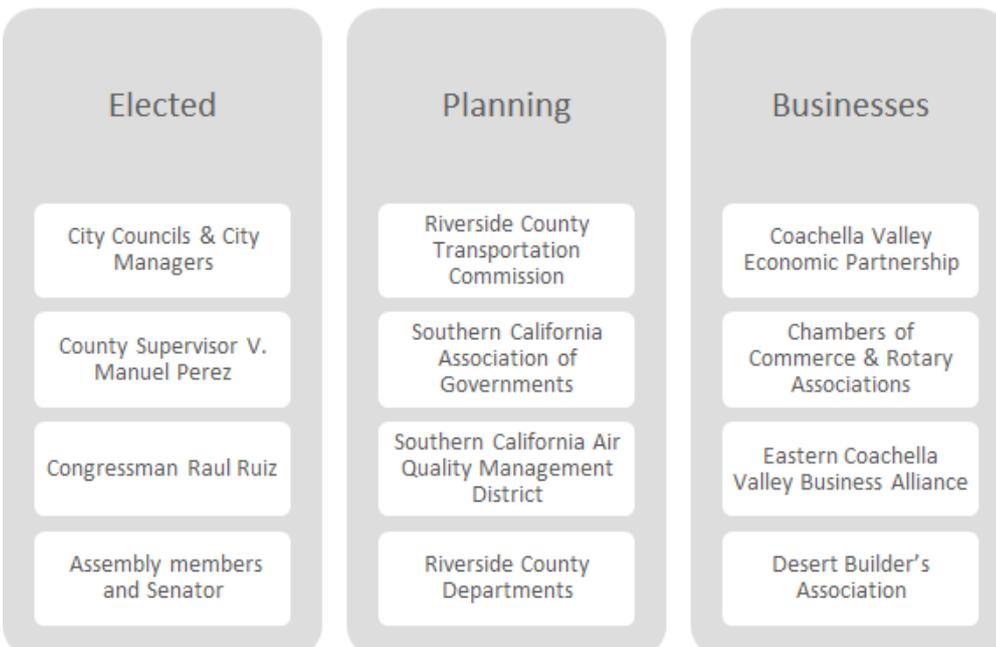
STAKEHOLDER IDENTIFICATION



COMMUNITY FOCUSED



REGIONAL STAKEHOLDERS





MARKETING TOOLS

BRANDED MICRO WEBSITE

PLASTIC BUSINESS CARDS WITH SURVEY
INFORMATION

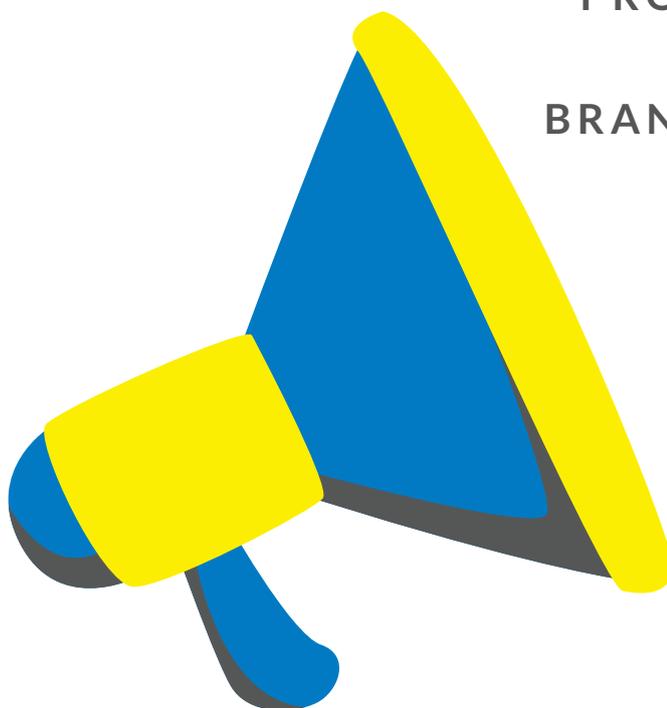
ANIMATED INFORMATIONAL VIDEO

BRANDED POWERPOINT SLIDES

INTERACTIVE POSTER BOARDS FOR STREET
TEAM

PROMOTIONAL ITEMS

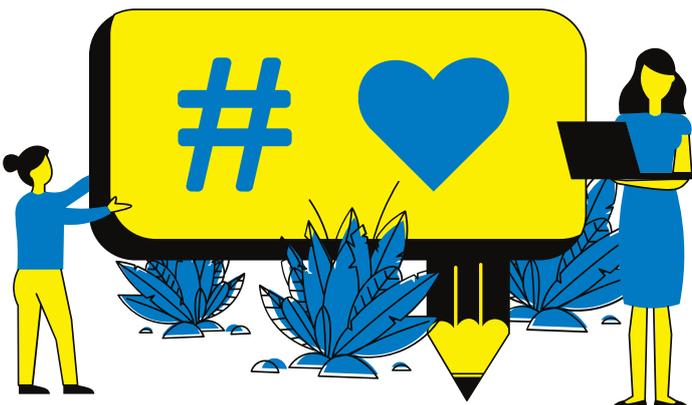
BRANDED STATIONARY



ADVERTISING PLAN

GETTING THE WORD OUT

- Bus shelter ads
- Full bus wraps
- Rack cards
- Street pole banners
- Pamphlets
- Radio ads
- TV ads
- Spanish newspaper print ads
- Social media promoted ads





BRANDING

POWERPOINT #1



POWERPOINT #2





BRANDING

INTERACTIVE POSTER BOARD #1



SunLine.org



BRANDING

INTERACTIVE POSTER BOARD #2





WEBSITE PLAN

LAYOUT PLAN

Potential Domain - www.refueled.org
 NOTE: Available domains to be confirmed

SUNLINE REFUELED	ABOUT	THE PLAN	READ THE PLAN (?)	GET INVOLVED
	What is Refueled?	Fixed Route: Route by Route Comparison		Complete the Survey
	Frequently Asked Questions		SunRide	Upcoming Events
		10 Commuter Link		News & Announcements
		111X		



SURVEY QUESTIONS