



COLORADO

Transportation Commission

4201 East Arkansas Avenue, Room270
Denver, CO 80222-3406

DATE: October 15, 2014

TO: Transportation Commission

FROM: Amy Ford, CDOT Director of Communications // Mark Imhoff, CDOT Division of Transit & Rail

SUBJECT: Interregional Express Communications Plan

Purpose

To present the Interregional Express Bus communications plan, including pre-launch, launch and ongoing tactics to support the initial roll-out of the Bustang service.

Action

Review the information in the proposed plan.

Background

The goals of the enclosed plan include:

- Raise awareness of CDOT's Bustang service
- Position Bustang as the premier service for local commuters
- Drive ticket sales to establish/increase ridership

Details

Execution of the below tactics will begin to build a strong reputation for the Bustang brand as well as generate awareness, create anticipation and establish credibility for the new service. The key messages we will go to market with are as follows:

- It's about choice. Bustang introduces a new era of transportation.
- Introducing the new alternative to your daily commute - a hassle-free, luxurious, efficient way to commute.

Pre-Launch Tactics:

1. CDOT Internal Employee Rollout: Create excitement by introducing the Bustang brand and service exclusively to CDOT employees throughout the state. We will utilize existing employee communications channels including the bi-monthly magazine, intranet, TV message boards and desktop takeovers.
 - Timing: November 2014 - Service launch
2. Ambient Advertising: Prior to the brand announcement we will launch an ambient teaser campaign in the (4) originating cities, Denver, Ft. Collins, Colorado Springs and Glenwood Springs. This will include deliberate placement of the Bustang logo in key locations throughout the cities through sidewalk chalk, stickers or window clings.
 - Timing: December 2014 - January 2015



3. Maiden Voyage Media Event: Invite media to experience Bustang by scheduling (4) media ride-alongs, one in each originating city, prior to the public service launch. Media will have a “sneak peek” to the premier service and access to a brand ambassador during their trip aboard Bustang.
 - Timing: Mid- to Late-February 2015
4. Grassroots Event Presence: Leading up to the official service launch, we recommend having a Bustang presence through the actual bus in a parade, street teams and/or vendor sponsorship at key events in our markets. Events may include: Denver Parade of Lights, Western Stock Show, St. Patrick’s Day Parade, Cripple Creek Ice Festival and Winter Famer’s Markets in Fort Collins.
 - Timing: December 2014 - March 2015
5. Maximize “No-Cost” Communication Channels: Promote the upcoming Bustang service using channels CDOT has available at little to no cost including variable message boards, web banners on COTrip.org and the CDOT mobile app and social media.
 - Timing: December 2014 - June 2015

Launch Tactics:

1. Launch Event: Host a launch event at Denver Union Station to celebrate the opening day of service, first-time commuters and enticing the media to attend. The launch event will begin with Bustang “hosts” aboard each morning route and culminate at Union Station with a variety of festivities.
 - Timing: March 2015

On-Going Tactics:

1. Media Relations: We expect to leverage new brand/service updates, cultivate key media relationships through on-going outreach and provide media with adequate tools establishing CDOT and Bustang as a reliable, recognized and trusted brand for consumers.
 - Timing: March 2015 - June 2015

Key Benefits (if applicable)

The outlined communications plan is designed to create awareness of CDOT’s new interregional bus service while simultaneously generating excitement for the service launch among the public.

Next Steps (if applicable)

Transportation Commission to review enclosed plan.

Attachments

N/A







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Map of Routes

- Green Line - North Route
- Blue Line - West Route
- Orange Line - South Route

Coming soon in Spring 2015


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Communications Plan Overview

- Goals:
 - Raise awareness of CDOT's Bustang service
 - Position Bustang as the premier service for local commuters
 - Drive ticket sales and establish/increase ridership
- Key Messages:
 - Introducing the new alternative to your daily commute - a hassle-free, luxurious, efficient way to commute.
 - It's about choice. Bustang introduces a new era of transportation.
- Objectives:
 - Build a strong reputation for the Bustang brand through multiple communication channels, strategies and tactics.
 - Create anticipation, generate awareness and establish credibility for CDOT's Bustang service and the Bustang brand through engagement with local media.



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Pre-Launch Tactics

- CDOT internal employee rollout
- Ambient advertising
 - Teaser campaign in (4) originating cities
 - May include sidewalk chalk, window wraps, logo installations, etc.
- "Maiden Voyage" media event
 - Invite media for a 30 minute sneak peak ride aboard Bustang
- Grassroots event presence
 - May include sponsorship booths, street team brand ambassadors, parade presence
- No-cost communications channels
 - Variable message boards
 - Web banners on cotrip.org, CDOT mobile app and partner websites
 - Social Media



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Launch and Ongoing

- Launch Event - first day of service
 - Bustang host to ride each route
 - Red carpet rollout at DUS
 - Opportunity for community and media to mingle with brand ambassadors
- Media Relations
 - Leverage new brand and service announcements
 - Create compelling new hooks, story ideas and personalized pitches
 - Cultivate relationships with key media through ongoing research and outreach
 - Elevate the brand positioning CDOT spokesperson as brand ambassador
 - Provide media with adequate tools establishing CDOT and Bustang as a reliable and consistent resource for media and a trusted/recognized brand for consumers

