

STUDIO SIX

**HUMBOLDT COUNTY
MULTI-MODAL MOBILITY
MARKETING PLAN**

STUDIO SIX

TransitBranding.com
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November 27, 2023

Ms. Beth Burks
Executive Director
Humboldt County Association of Governments
Regional Transportation Planning Agency
611 I Street, Suite B
Eureka, CA 95501

Dear Ms. Burks:

Thank you for the opportunity to submit a proposal to promote and market the very exciting transportation and multi-modal enhancements happening in Humboldt County. Very few transit systems establish such ambitious ridership goals as those stated in the RFP. Why? Because behavior change is hard. Getting people out of their cars and choosing alternative transportation modes is one of the most difficult social marketing challenges in the U.S. But with the large-scale service improvements that Humboldt Transit Authority (HTA) is deploying, coupled with ongoing, dynamic marketing campaigns, we believe significant ridership increases will immediately follow. At Studio Six we have more than 20 years of experience helping governmental agencies increase ridership, shape positive perceptions of public transportation and create widespread enthusiasm for riding vs. driving.

The big, bold steps you are taking to launch the Redwood Coast Express service, the co-branded Ride Humboldt, improved technology, new microtransit service, the intermodal transit center, bike trail projects and fuel cell electric vehicles require equally bold marketing. Studio Six delivers precisely on that. We work with organizations like yours to launch bold campaigns that increase ridership, shift modeshare and create widespread enthusiasm for public transit, walking and biking. We specialize in launching branded transit systems and marketing campaigns throughout the U.S. and understand how to manage a project of this size and importance.

EXPERIENCED TRANSIT BRANDING + MARKETING AGENCY

At Studio Six, we have a passion for moving people, both literally and figuratively. We are a highly specialized branding and marketing agency that develops transit brands which elevate the experience of mass transit. From the team that created one of the first branded transit systems in the nation—the HOP, SKIP, JUMP, LEAP and BOUND (Boulder, CO)—we invite you to sit back, relax and leave the driving to us.

At Studio Six, we specialize in branding and marketing transit systems in rural communities such as the Lift in Winter Park, CO; SMART (San Miguel Authority

(Continued)

\\
*We get
people
on the
bus.*



CLIENT SUCCESS HIGHLIGHTS

Merrimack Valley, MA

120% ridership increase after rebranding and going fare free (2023)

North Central, NM

Strong support from the pueblo communities and regional residents (2023)

Salt Lake City, UT

400% ridership increase after launching a Frequent Transit Network campaign (2018)

Winter Park, CO

103% ridership increase, Colorado System of the Year 2017 & 2019, \$12 million grant award (2017-2020)

Telluride, CO

Immediately attracted new millennial riders (2018/19)

Boulder, CO

50% ridership increase in weekend ridership (2018)

Snowmass, CO

150% ridership increase (winter 2018/19)

for Regional Transportation) in Telluride, CO; Ride Glenwood in Glenwood Springs, CO; the Village Shuttle in Snowmass, CO; North Central RTD in northern New Mexico; Open Plains Transit in the Nebraska Panhandle and SCSOG in Trinidad, CO. In addition to working with transit agencies in rural communities, we also brand and market mid-size and large regional systems around the country, including MeVa Transit in Merrimack Valley, Massachusetts (northern Boston Area) and Salt Lake City's Frequent Transit Network. We also work with transportation advocacy and trade organizations and have developed statewide campaigns for transit systems throughout Colorado promoting Zero Fare and Covid safety.

PROVEN PROCESS = MEASURABLE RESULTS

After the rebranding process, our transit systems have a strong track record of significant and measurable ridership increases. APTA states that the national average of ridership increases after a transit rebrand is 6-20%. Our systems consistently outperform the national average due to the combination of fine-tuned strategy and authentic creative.

THE SECRET

The secret to significant ridership increases is our process. It begins with listening carefully to your goals and objectives. We then develop branding and marketing programs that accomplish these goals within your budget and timeline.

At the heart of our creative work is community engagement and facilitation. By putting community stakeholders in the driver's seat and collaborating closely with local residents and business owners, we are able to deliver solutions that meet the goals of everyone at the table. We call this process, DESIGN BY THE COMMUNITY. FOR THE COMMUNITY. We believe that when community transit systems reflect the communities they serve, widespread community support increases.

STRATEGIC COMMUNICATIONS

After 20 years of working with hundreds of clients, Studio Six has managed civic communications and worked with communities ranging from 1,000 residents to cities of two million. This work includes creating communication programs that keep residents informed of city-wide news. Our team has managed strategic communications for cities when it mattered the most, including communications during Covid. During the pandemic, we directed and filmed speeches from executive staff, maintained website communications and managed the social media channels to ensure residents were abreast of safety protocols.

BUILDING SUCCESS

We have the skills, experience and team to help you successfully launch all of the exciting new system enhancements that are right around the corner. To learn more about our work, visit [TransitBranding.com](https://www.transitbranding.com).

Sincerely,
Traci Jones



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Longmont, CO 80504
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Understanding of the Project

We get people on the bus

\\ HUMBOLDT COUNTY MULTI-MODAL MARKETING PLAN & SERVICES

As mentioned in the cover letter, this is a very exciting time in Humboldt County as the region strives to improve regional transportation services, enhance the rider's experience and meet the needs of increased travel demand as retirees, climate refugees, new employees, and increasing numbers of Cal Poly Humboldt students move to the area. Humboldt County Association of Governments (HCAOG) is driving a large-scale initiative to evolve, enhance and modernize transportation options in the County. After a 20-year Regional Transportation Plan was developed and approved by the seven cities within the county (Arcata, Blue Lake, Eureka, Ferndale, Fortuna, Rio Dell and Trinidad), VROOM outlines specific strategies to increase transit ridership and reduce vehicle miles traveled. The service enhancement strategies that are planned for the immediate and near future include:

- Launching a new interregional route called the Redwood Coast Express.
- Co-branding all of the regional transit services in the county under one common umbrella brand called Ride Humboldt. This will help shape the perception that this is one system with seamless connections between communities.
- Implementing fare capping and new credit card readers which makes transfers of services easier and seamless.
- Piloting on-demand microtransit services.
- Planning for a central intermodal transit center in Eureka.
- Purchasing new fuel-cell electric vehicles and fueling station.

\\ ABOUT THE COUNTY

What makes this region exciting from a public transportation perspective is that the people who live and work in this large rural county will be hugely benefited by enhanced transit and microtransit services. With eight tribes, a high rate of poverty, a large senior and student population, this demographic make-up brings substantial opportunities for thousands of people to benefit from transit each day. Not only can we reduce congestion, frustration and pollution that come with driving, but we can introduce new riders to the ease, convenience, cost-savings and joy of riding. But a great service won't sell itself. How the service is marketed, the cohesion and consistency in marketing between the different systems and the overall amount of staff time dedicated to community engagement and collaboration will ultimately make this service a success.

THE ISSUES THAT ARE EASILY SOLVED

\\ Overcoming a Negative Perception

During many of the stakeholder interviews, the stakeholders noted that public transit in Humboldt County is perceived as a service solely used by and intended for the transit reliant population. This challenge is common for public transportation systems around the country and one that we at Studio Six tackle every day. By harnessing the power of strong design and using modern marketing approaches like social media, video, high quality photography and signature sound tracks, we will shape a positive, inclusive and welcoming perception of Ride Humboldt.

\\ Lack of Marketing Budget

As stated in the Humboldt County Transit Marketing Plan, “Currently County transit providers have limited operating funds, so not surprisingly, none of them have a dedicated marketing budget. Instead, each provider incorporates activities and materials to promote services simply whenever funding and staff capacity allow.”

This is a problem if HTA is serious about achieving the ambitious ridership goal of doubling transit trips by 2025. Like any product or service on the market, we must promote our services consistently to gain the attention of our target markets because we live in a very cluttered media environment. This takes dedicated marketing budgets, time, expertise and creativity to achieve big goals. We can help HTA by:

1. Developing marketing tools and guidelines so your internal staff can manage daily marketing needs internally. We do this by developing brand standards, advertising templates, messaging and core visual assets for you to use moving forward. We can train the internal team on design principles and how to use the brand.



2. We recommend generating advertising revenue with infotainment screens inside the vehicles. Another strategy for generating ad revenue is to develop sponsored advertising programs for businesses along the routes. Using a VLOG strategy, influential locals would be featured riding the system and traveling to the places along the routes. These businesses sponsor paid, geotargeted social media campaigns. Restaurants, retail and entertainment venues are ideal for this VLOG strategy. Please see the work of Traveling Jules. <https://www.travelingjules.com/>
3. To address staff with limited marketing expertise and time, we develop robust transit photography libraries so our clients have hundreds of images featuring riders of all ages, ethnicities, genders and physical abilities utilizing the system. These photos are the basis for all marketing, to be used in direct mail, print, web and social media.
4. We have extensive experience stretching budgets to achieve maximum visibility. As identified in the Transit Development Plan by LSC, social media and community outreach are standard ways to stretch efficient marketing budgets. In addition to these approaches is utilizing paid geotargeted marketing strategies ranging from social media to direct mail. Media buying expertise is essential to stretching limited funds.

We know how to reach the target markets with our process called “Surgical Strike Advertising.” Some of these strategies include A/B testing to understand which ad performs well, geotargeting strategies to reach specific target markets, list buying services aimed at specific demographics and communities, leveraging community partners, PR, optimizing keywords and utilizing effective social media strategies.

\\ Ambitious Ridership Goals

Doubling transit trips by 2025 is one of the most ambitious ridership goals we have seen in 20 years of branding transit systems. But with your large-scale service enhancements, plus the new Redwood Coast Express, we believe that attracting new riders will be immediate. After branding systems around the country, we have seen common characteristics of highly successful systems. Success is the result of a combination of key elements, including an internal team with enthusiasm, energy and time for substantial community outreach. Additionally, a commitment to customer service, a proactive approach to marketing and a dedicated marketing budget are integral components of this equation.

Attracting new riders to transit requires both art and science. From a branding perspective, the art must connect with local culture and reflect what makes this region unique. It must be high quality, creative and most importantly—fun and unexpected. After the creative is developed, it is then implemented with effective media buying and outreach strategies (the science). We not only study the research and surveys conducted to date, but we also spend time on-site, interviewing locals, riders and non-riders to understand their psychographics. Our goal is to understand who will most likely ride instead of drive, where they hang out, what they read, where they spend their time online, what they do in their spare time, etc.

Achieving high ridership goals happens when staff, community partners, and marketing all work in unison for common goals.

Not Your Typical Creative Agency

Studio Six will work collaboratively with HCAOG and HTA to create a dynamic marketing program and brand that will be as bold and innovative as the service enhancements themselves. With a core area of focus in transit branding and marketing, we have built a team who is wildly creative, extremely detail oriented and experienced in developing integrated marketing campaigns, social media management, media buying, PR, illustration, design, video production, signage design, web design and fabricator management.

We are passionate about transforming how people perceive and experience public transportation. We have helped cities launch new transit systems from the ground up, brand new routes, launch high frequency systems, promote new services, update maps and schedules and, most importantly, we do this through deep and ongoing collaboration with each community.

\\ AN UNUSUALLY WELL-BALANCED GROUP

Our team is comprised of scientific minds that bang out unbreakable strategies and give our creative work a reason for being—frighteningly creative writers, graphic designers and art directors. Account execs who not only pay attention, but truly care (otherwise, we'd run them out of town). Proofreaders and statistics people who triple check like that high school teacher who wore the same blazer your entire senior year.

\\ WHY STUDIO SIX?

Transit is a complex industry that requires the ability to:

1. Work with community stakeholders, listen intently to feedback and then execute creative solutions that meet the criteria established.
2. Understand how to stretch budgets for maximum impact and seasonal changes.
3. Develop effective media buying strategies to reach target markets.
4. Understand behavior change strategies and social marketing techniques.
5. Design beautiful and high-quality transit brands that will stand the test of time.
6. Design authentic transit brands that resonate with core audiences.
7. Be detail-oriented and have the tenacity to proof endless details on maps, timetables and schedules.
8. Be collaborative. Marketing transit is a team sport. It requires close collaboration with the client, community stakeholders and outside vendors and fabricators.

TRANSIT BRANDING EVOLUTION

For the last 20 years, transit branding has been evolving and we were at the forefront of this dramatic evolution. Collaborating closely with the City of Boulder and community residents, Traci Jones, Founder of Studio Six, designed the first branded transit system in the country. We ushered in a new era of how transit is packaged and delivered. This project set a new precedent for transit branding and for the first time, the concept of ubiquitous transit, first developed by Unimark International (designers Noorda and Massimo Vignelli in the 1970s) with their work on the New York City subway wayfinding system, shifted to reflect modern branding strategies.

OUR 360 DEGREE APPROACH

A strong transit brand is infused into every detail of the rider’s experience, from customer service, to how attractive the vehicles are, to the clarity of wayfinding and system navigation, to the spirit and personality infused into the advertising and promotional materials. A strong transit brand tells the story of who you are, how you are distinct and what you offer. Our 360 degree approach to branding puts the user at the center of the experience. At Studio Six, we work to create innovative solutions for our clients. We believe that if transit is to create more awareness, excitement and achieve one of the most difficult tasks in marketing history—to get people out of their cars and onto the bus—we must create a superior experience. In 2023, the top five car companies (GM, Ford, FCA, Toyota, Nissan) spent more than \$20 billion on paid media and advertising. In order to compete, we must create a new perception of public transportation. Our goal is to set a new bar for riding transit so it becomes the preferred mobility and lifestyle choice. If we are to attract new riders out of their cars and onto the bus, we must make the user experience as streamlined and easy to use as modern mobility options such as Uber and Lyft. Modern transit must be designed with a “don’t make me think” approach. The service must be packaged in a way that is attractive and dare we say “stylish, modern and contemporary.” The marketing must be hip, eye-catching, beautiful and create emotion.



“*This was a great video; I appreciate the professionalism in this video and the photos. This has been an extremely successful project with you and your team. We will definitely be reaching out again for future endeavors.*”

— **Anthony Mortillaro**
Executive Director of North Central RTD

\\ PROCESS & AWARDS

\\ ASSESS

*Research &
Competitive Analysis*

- Competitive Analysis
- Focus Groups
- Market Research
- Branding Strategy
- Survey Analysis

*From top to bottom.
Inside and out.
You name it, we have
designed it, signed it,
posted it, managed it,
promoted it and yes,
celebrated it.*

\\ CREATE

*Brand
Development*

- Naming
- Identity & Logo Design
- Transit System
Photography
- Map Design
- Signage Design
- Print Collateral
- Graphic Standards
- Website Design
- Annual Reports
- Branded Interiors
- Communication
Templates
- Digital Asset
Library

\\ AMPLIFY

*Advertising &
Promotion*

- Social Media Campaigns
- Advertising & Marketing
Campaigns
- Press Releases
- Event Collateral
- Trade Show & Event
Marketing
- Media Coordination
- Videos



\\ *Accolades*



Inc. Magazine



LogoLounge



Princeton University Press



Art Directors Club of Denver



American Institute of
Graphic Artists



Dexigner



The Lift

Transit System Branding & Marketing, Facilitation, Logo, Signage, Photography, Core Communication Tools, Social Media, Map Design, Brochures, Video-Based Campaigns

PROJECT SUMMARY

The Town of Winter Park had a big challenge. Their transit system was dirty, dated and was called the “old prison buses” by local residents. It did not match the image of the community in the process of modernizing, growing and working to attract visitors and tourism dollars. The Town initiated a large-scale transit branding initiative to create an improved transit system to better serve locals and visitors and to be more competitive with neighboring resort communities. Studio Six was hired to design an entirely new transit system for the Town of Winter Park in 2016. Our team led the rebranding initiative that included a new visual identity, fleet, city-wide signage and wayfinding, marketing campaign and mapping system—all in time for ski season, just 2.5 months after our initial stakeholder session.

We worked closely with community stakeholders to meet diverse communication objectives established in the branding discovery sessions. After intense design exploration, we created a dynamic, eye-catching solution that uniquely represents Winter Park.

Our team also oversaw timelines, budgets, vendors and fabricators to deliver a comprehensive branded transit system within a very aggressive timeline.



BEFORE



AFTER

Where We Started

Ready to leave behind its antiquated school buses, the Town of Winter Park recognized an economic development opportunity. With tourism as the major industry for the town, providing exceptional transit service for visitors and local residents was a key priority. Modernizing the system and shaping the perception of Winter Park as a four-seasons destination was the inspiration for the rebrand. The brand designed by Studio Six represents the angular geography and the four seasons of Winter Park in a colorful, modern style.



THE RESULTS ARE IN (& UP)

The Lift ridership increased immediately after the rebranded system launched. Within six months, ridership had increased 103%. The Lift won the Colorado Transit Resort Agency of the Year in 2017 and 2019. In 2020, the system was awarded a \$12 million grant to build a new transit maintenance facility. After the system expanded service into Granby, ridership increased 135%.

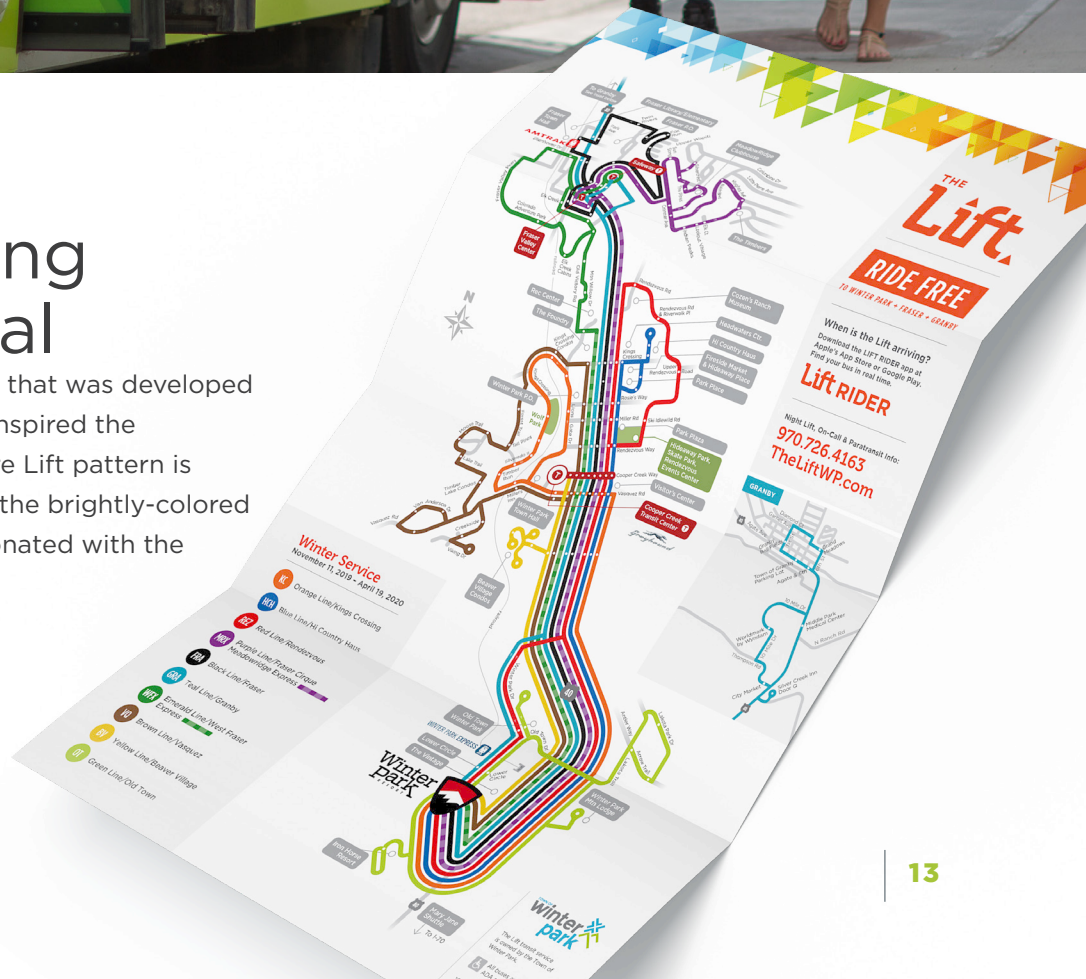
MARKETING FOR RURAL AUDIENCES

To create a successful marketing program for the rural community of Winter Park, Colorado, we developed strategies that specifically connected with rural audiences that cared deeply about the success of their local community. By building relationships with community partners and major employers, leveraging local media, hosting events, blitzing the community with exciting advertising, developing cool swag and using PR, the excitement about the new system translated into ridership doubling within six months. The secret—developing a design style for the marketing and branding program that achieved their aesthetic goals for the new system. We listen and create solutions that meet the criteria established by our clients and their community members.



The Lift Fleet Branding and Collateral

The first component of the brand that was developed was the fleet design which then inspired the marketing collateral. The signature Lift pattern is colorful and energetic, much like the brightly-colored ski and snowboard gear that resonated with the stakeholder group.





Transit Signage

Studio Six developed city-wide signage for the Lift's transit system including exterior wall-mounted signage at the transit center, interior environmental graphics at the transit center and stop signage. The system is unified with signature brand elements that create an uplifting feel inviting people to ride the Lift.

Interior of the transit center prior to the monitors being installed

Custom Photography



Free
Transit
Winter Park
+ Beyond



MeVa Transit

Facilitation, System Logo, Naming, Trademarking Coordination, Fleet Design, Signage

Previously known as MVRTA, the name did not roll off the tongue. The fleet was dated and looked like a typical municipal transit system. This large regional transit system north of Boston was “A mere fixture in the background of the community,” as explained by the Transit Administrator. The goal was to create an eye-catching, modern system that appealed to community residents.

Lawrence, Massachusetts, one of the primary cities that the system serves, is proud to be named the first “Minority Majority City in the U.S.” with 80% of the population Latino. With a large percentage of the population from the Caribbean, the bright, vivid colors seen in the building facades of Old San Juan were the inspiration for the color palette of our new transit system. The brand was designed to create a new perception of public transportation in Merrimack Valley—one that is bold, joyful and vibrant. Working closely with regional stakeholders, Studio Six renamed the system MeVa Transit, short for Merrimack Valley. The new name is now easier to pronounce than the former MVRTA, and the logo and fleet design is memorable and modern.

Results: After the system went fare free and the fleet was rebranded, ridership increased 120%.



Moving a Region Forward

The original fleet was dated, felt very generic and did not represent the region nor the people who call Merrimack Valley home. Our creative team designed a new fleet that is colorful and appeals to an audience that is attracted to bright colors and bold graphic designs. The MeVa logotype includes a series of arrows representing forward motion. MeVa Transit—moving the region forward with a modern flair.



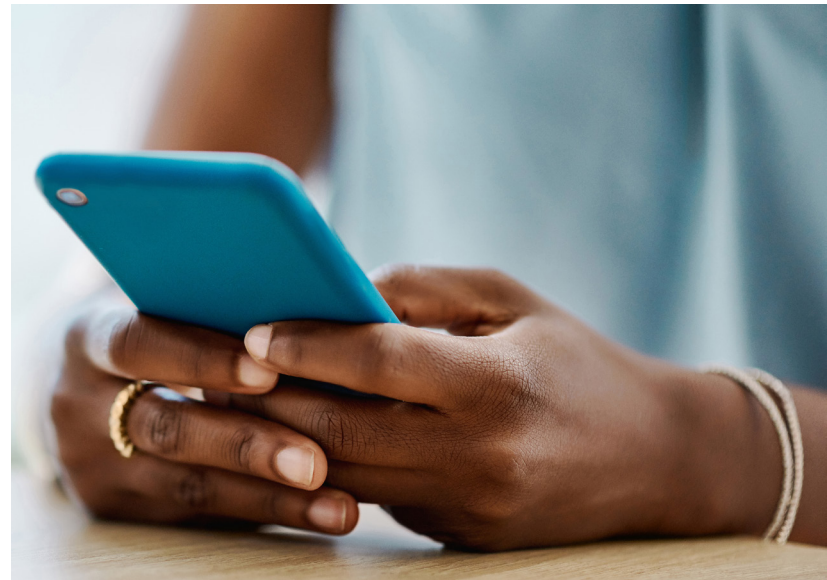
Building the System

Fleet design is one of the most important elements of any transit brand and directly impacts the image and perception of your transit agency. As important as your transit system's logo, your rolling billboards (whether 30, 35 or 40 feet), become iconic to your community. How your system looks, what it communicates, the feeling it projects, will play a major role in how your community perceives public transportation. Studio Six designed the MeVa fleet to create increased visibility for the system with a modern look and energetic vibe.



Changing the Perception

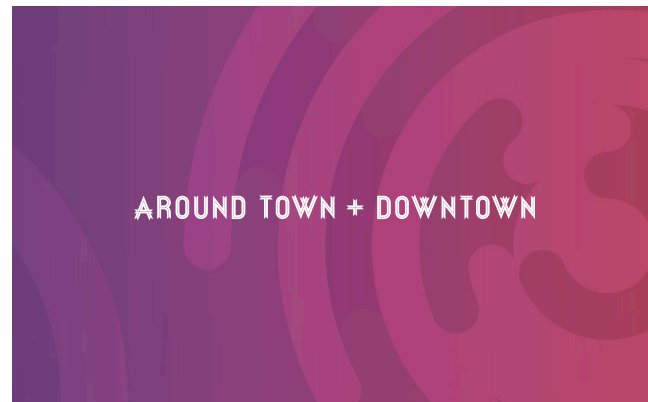
North Central RTD is implementing strategies to shape a perception that transportation is not simply for transit-dependent riders. Studio Six was hired to rebrand this vast regional system that serves 10,000 square miles in northern New Mexico and create marketing tools that established the foundation of the new brand.



ON DEMAND INTERFACE

The Tools

The marketing that our team at Studio Six created included driver recruitment photography, rider lifestyle photography, microtransit app interface, maps, brochures, visual identity, fleet design and a custom font that unifies the program. The biggest accomplishment during this branding process was widespread support by the pueblo communities. For this first time in northern New Mexico history, the pueblo communities allowed their native languages to be published. You will see the word "Blue" in Tewa, Tiwa, etc. on the tops of the vehicles. Please read the story at: <https://transitbranding.com/north-central-new-mexico-rtd-transit-brand/>



Ride Glenwood

Facilitation, System Logo, Fleet Branding, Fabrication Coordination and Management

Studio Six was hired to develop a refreshed brand for the community’s transit system that serves both local residents and visitors. We facilitated a collaborative stakeholder session during which participants established criteria for a brand that would feel authentic to this community known for its natural hot springs. The Studio Six design team explored diverse options which met the criteria established. A very enthusiastic stakeholder group chose one design that was then developed into the brand. Studio Six oversaw the fabrication details and installation.



SMART

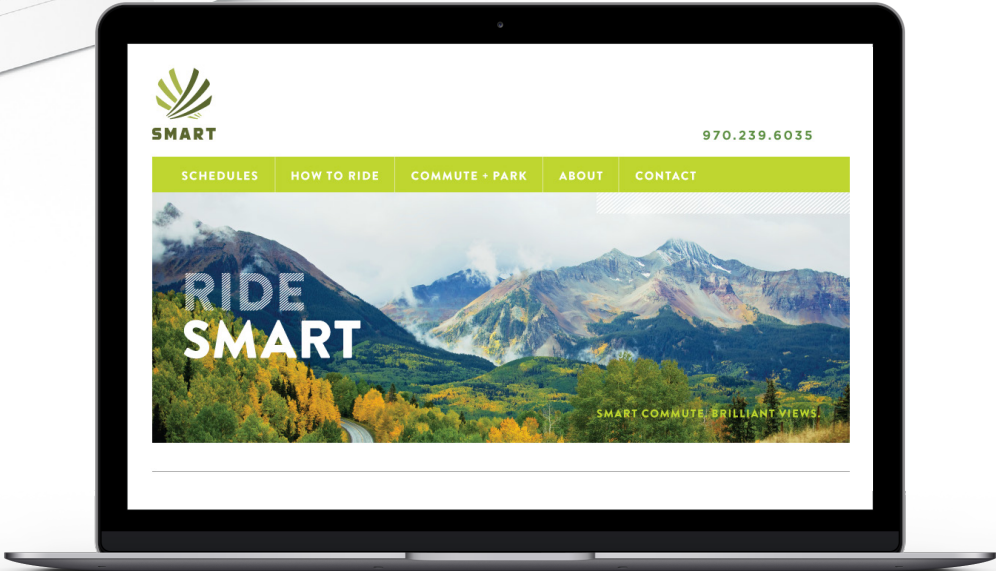
- Branding & Marketing, Facilitation, Signage, Core Transit Collateral, Photography, Strategic Communications, Website Design**

Studio Six was hired to develop a 360-degree branded transit system that serves Telluride, Colorado’s regional commuters. With an aggressive deadline, Studio Six designed a new fleet, signage, maps and marketing collateral. We led a series of collaborative stakeholder sessions that defined the goals of the project and feedback from these sessions laid the foundation for a highly successful regional system. Our team developed a custom brand and managed multiple printers, fabricators and fleet vendors to execute a system and launch on time and on budget.

- Results:** SMART is primarily utilized by a commuter audience. Immediately after launch, the system saw an increase in millennial riders. In 2022, SMART was awarded a highly competitive federal grant for \$2,568,000 to expand the size of the fleet.

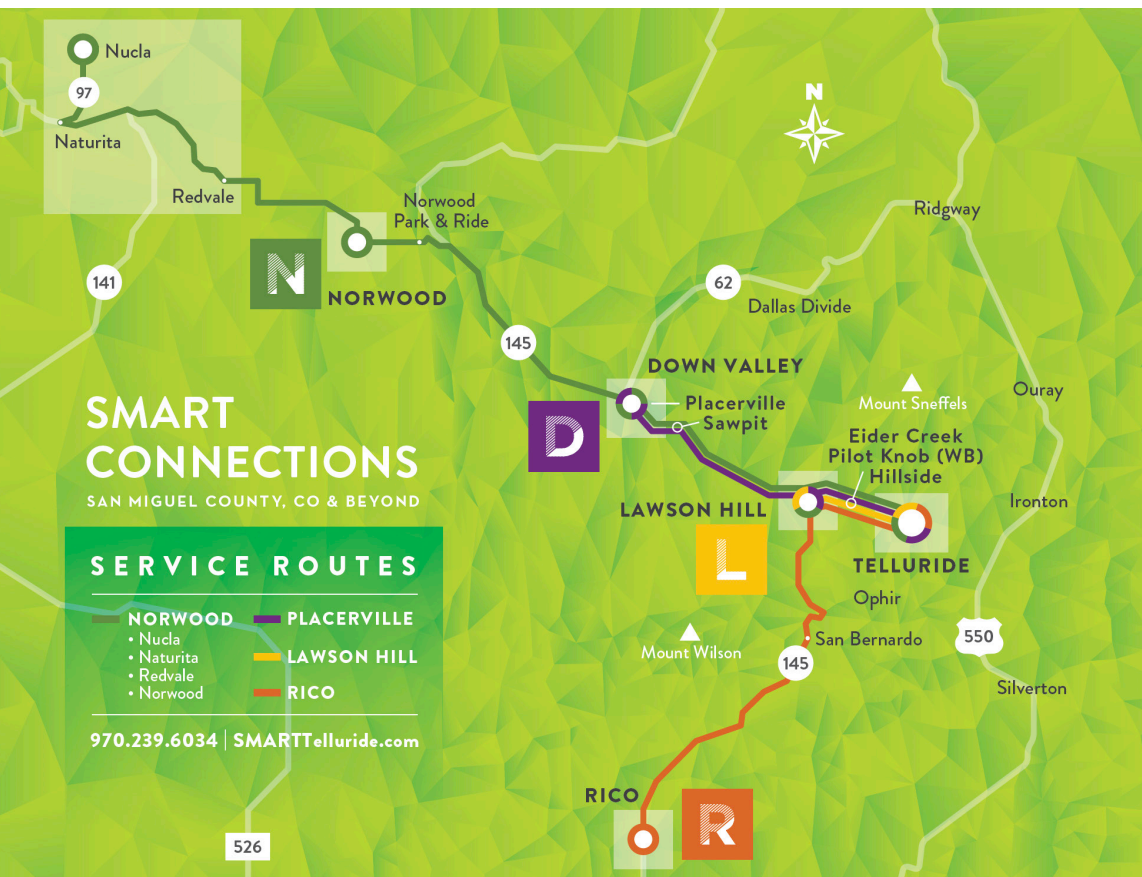


STUDIOSIX



RIDE SMART

Telluride, Colorado is one of the most beautiful valleys in Colorado. To celebrate the chiseled landscape this region is known for, we developed a customized brand that is cohesive between all touchpoints.



PRESS RELEASE--FOR IMMEDIATE RELEASE
September 7, 2022

MEDIA CONTACT
SMART Executive Director David Averill
Phone: (970) 239-6034 Mobile: (970) 988-1219
Email: david.averill@smarttelluride.com



SMART is awarded Federal Grant of \$2,568,000
to expand fleet and meet regional transportation needs

Telluride, Colo.— As a part of the San Miguel Authority for Regional Transportation’s (SMART) commitment to providing regional transportation options, SMART submitted a highly competitive grant application to the U. S. Department of Transportation’s Federal Transit Administration (FTA) with the goal of expanding the SMART fleet. SMART is proud to announce that the agency was awarded \$2,568,000 with a local match of \$642,000 to purchase new vehicles allowing the transit agency to serve more regional residents in San Miguel and Montrose Counties. This grant will allow SMART to purchase the following vehicles:

- (4) 40’ transit buses—(2) to replace the existing Norwood buses, (1) for a new Montrose to Telluride service, and (1) as a spare vehicle for either route
- (3) replacement vanpool vehicles, and
- (1) new cutaway bus to be used on the Lawson/Down Valley/Rico/Off-Season route for regular service and for backup duties.

This federal grant awarded to SMART was part of a \$1.66 billion bipartisan initiative designed to improve the nation’s transportation infrastructure and reduce air pollution. The FTA received 530 eligible applications for this funding by transit systems, states and territories across the U.S. with SMART being one of 150 systems to receive investment.

Over the next five years, the Bipartisan Infrastructure Law provides funding for (2) transit programs designed to improve transit fleets and bus facilities.

1. **FTA’s Low or No Emission (Low-No) Grant Program** makes funding available to help transit agencies buy or lease U.S.-built low- or no-emission vehicles, including related equipment or facilities. The Bipartisan Infrastructure Law provides \$5.5 billion over five years for the Low-No Program—more than six times greater than the previous five years of funding. For Fiscal Year 2022, approximately

Strategic Communications and PR

Studio Six manages the media coordination and PR for our clients. This press release was written by Studio Six and submitted to the local publications to ensure the community is abreast of the progress SMART is making to build regional infrastructure in the San Miguel region.



Online parallax ad designed for mobile devices. The campaign promotes the Transit app for real time bus tracking when in Snowmass Village.

The Village Shuttle

Facilitation, Core Communication Tools, Covid Campaign, Transit App Campaign, Signage Concepts, Photography, Website Consultation

The Town of Snowmass Village is consistently working to provide an exceptional transit experience for Snowmass residents and visitors who rely on the service during their stay. The Town hired Studio Six to develop a new mapping system for the transit system. The scope has consistently grown and we have developed integrated marketing programs for a variety of campaigns including one which promotes real time bus tracking with the Transit app.

Results: After a new mapping system was launched, ridership increased 150%. This was due to a number of factors including high visitation to the resort and improved communication tools.



Zero Fare Campaign

Radio, Paid Social Media, Print, Posters, Banners

Studio Six was hired to develop the marketing campaign and toolkit to be used by rural transit agencies around the state to promote the free fare campaign during the month of August. Studio Six, in collaboration with CASTA, developed a marketing strategy that would assist rural agencies with campaign promotion. A robust set of tools—ranging from brochures, social media, radio, posters, banners etc.—were developed to be turn-key and easily implemented by transit agency staff. Designed to amplify the illustrative RTD campaign, we created a co-branded campaign to ensure consistency throughout the state.

Results: Colorado transit agencies increased ridership from 2% to 59% in August of 2022 with the Zero Fare campaign and marketing program.



ART Transit System

Branding, Signage, Facilitation & Change Day Collateral

With an aging fleet of buses, routes needing reconfiguration and a system that lacked a strong identity and brand, the Asheville Transit Department recognized a need for an entire system update. After being awarded a \$2.1 million federal grant, the department was poised to transform the system and redefine the perception of mass transit in their community. Studio Six and Urban Trans were hired to rebrand and launch the system that would modernize transit and the rider experience in Asheville. Studio Six facilitated an internal stakeholder session and developed a brand that communicated the concept of sustainability in the lush rolling hills of North Carolina's Blue Ridge Mountains. Studio Six created the visual identity, fleet branding and managed the installation of the new brand.

Results: Within one month of the launch, ridership increased by more than 4,000 new trips. Studio Six also managed map and schedule updates for 21 routes when annual system-wide route reconfigurations were implemented.





The perception of mass transit in Asheville was elevated and within the first month ridership increased by over **4,000 new trips**



ART

The new brand represents the lush rolling hills of the Asheville region and integrates a modern leaf pattern symbolizing Asheville's dedication to environmental sustainability. The logotype we designed integrates the leaf into the counterspaces of the letterforms for a completely custom look.



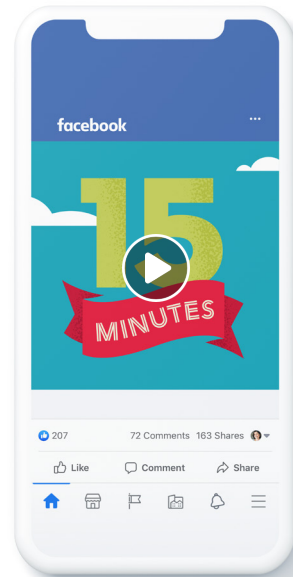
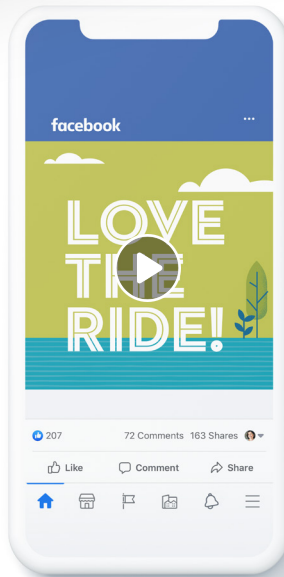
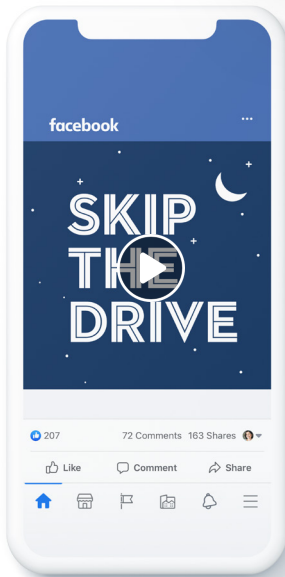
Salt Lake City

Branding, Integrated Marketing, Social Media, Map Design

Salt Lake City and Utah Transit Authority partnered to launch a new Frequent Transit Network in August of 2019. Three new routes were launched that met the FTN criteria with 15-minute frequencies and extended service hours. Studio Six was hired to brand and market the new services. Prior to marketing the service, Studio Six facilitated numerous stakeholder sessions to gain invaluable market research. After the initial stakeholder sessions, Studio Six developed an integrated advertising and marketing campaign which consisted of geo-targeted direct mail, Spotify advertising, paid digital, PR, print, three maps and website assets. This campaign was developed in a one-month time frame to meet an aggressive deadline for the service launch.

Results: Not only was widespread awareness created throughout the city but ridership increased after the service and campaign launched by 433% on Route 2, 275% on Route 9, and 35% on Route 21. Additionally, Studio Six developed surveys and pre-packaged community stakeholder materials that allowed city staff to conduct in-person meetings with city residents about the new services.

MORE TRANSIT.
MORE OFTEN.



Integrated Campaign

From print, to digital, to direct mail and maps, this integrated campaign was cohesive between all media, generating awareness and creating excitement for the FTN. The results were realized with increased ridership on each of the three FTN routes.



Trinidad Branding

City Branding, Tourism Magazine

Studio Six was hired to develop a new visual identity that represented unique attributes of Trinidad. With one of the largest inventories of historic architecture per capita in the state, highlighting the town's historic architecture was a key goal of the rebrand. Studio Six developed a new city seal, colorful city magazine, city fleet vehicles and concepts for signage.

Results: Trinidad is integrating the branding in touchpoints throughout the city and thousands of travel planners are requested by visitors each month. Multiple versions of the travel planner magazine have been reprinted due to its popularity and success in highlighting all that Trinidad has to offer.



Traci Jones

Principal, Creative Director

Traci is our off-the-charts talented creative mind and strategic branding expert with an exceptional skill for writing and graphically solving any challenge she is presented. Traci brings with her 25 years of unmatched experience. Her professional career has included highly regarded creative agencies: Sayles Graphic Design, Nordensson Lynn Advertising, Creative Alliance and Communication Arts (Stantec-Boulder). She served as the Senior Designer at the Creative Alliance where she art directed the agency's largest accounts. Additionally, she served as an Environmental Designer at Communication Arts; it was here where she worked with the City of Boulder to develop one of the first branded transit systems in the country. Today, Traci leads a team of expert creative and strategic marketing professionals to brand transit systems and develop communication tools for systems around the country. Studio Six also develops large-scale signage, wayfinding and graphic interior projects.

Presenter

- *Colorado Assoc. of Transit Agencies (CASTA)*
- *National Conference on Rural Public and Intercity Bus Transportation (RIBTC)*
- *Transit Agencies of South Carolina Conference*
- *Presenter at CTAA Virtual Conference*
- *Launch Longmont*
- *Ontario Transportation Expo Speaker, Toronto, Canada*
- *SWTA Regional Conferences*
- *University of Colorado's Architecture Department (Guest Lecturer on Design)*

More about Traci

- *A pizza connoisseur*
- *Loves to explore new hiking trails*
- *Passionate about designing large-scale work that positively impacts communities*
- *Design junkie*
- *Has the heart of a teacher and has taught at the University of Arizona and Front Range Community College*

Education

MFA Graphic Design, University of Arizona; BFA Graphic Design, Drake University

Project Experience

MeVa (Merrimack Valley Transit)

Brand development, naming, signage, fleet design, community facilitation

NCRTD (North Central Regional Transportation District)

Brand development, signage, fleet design, community facilitation, photography

SMART (San Miguel Authority for Regional Transportation) Branding

Brand development, map design, wayfinding, phase 1 website, stakeholder facilitation, photography

Snowmass Village Shuttle Map Design, Advertising Campaign

Brand development, map design, advertising campaign, social media video, stakeholder facilitation

Salt Lake City Frequent Transit Network Launch Campaign

Strategic plan, advertising campaign, social media campaign, stakeholder facilitation, shelter design with custom site furnishings

Winter Park's The Lift Transit System Branding & Wayfinding

Fleet design, maps, advertising, visual identity, promotional collateral, signage, displays, graphic standards, stakeholder facilitation, PR

Ride Glenwood Branding

Fleet design, visual identity, map brochure design



Amy Lane

Designer & Marketing Strategist

Amy has a magical mix of practical analytics, marketing strategy experience and a keen sense of design. Her past business experience, coupled with understanding the human psyche, gives her a unique edge on how to approach marketing communication. As a result, her content and design speak directly to the core emotions of the audience for a powerful connection. Over the past 20 years, Amy has managed multi-disciplinary projects that include weaving branding into every facet of a project, from the architecture and interior design, to graphics and digital media. Amy has well-rounded multimedia skills to produce integrated marketing campaigns in any media required by the marketing program.

More about Amy

- Loves good coffee
- Handy with tools and flips houses on the side
- Passionate about environmental issues
- Makes cool things out of ordinary items
- Believer in learning new things, like playing the violin
- Fitness junkie
- Art, design, & architecture lover

Community Involvement

- Longmont Downtown Development Authority marketing consultant
- Board member, Habitat for Humanity of Estes Park
- Led a successful ballot initiative addressing affordable housing and green energy development in Longmont

Education

BA Psychology; BS Business Administration with a Marketing Emphasis,
University of Colorado, Boulder

Project Experience

High Country Bank

Brand development, research & competitive analysis, social media management

CASTA Zero Fare Campaign

Media buying, marketing strategy, campaign development

Estes Valley Library

Brand development, sign design, graphic standards and templates, interior design consulting, annual reports, illustration, newsletter campaign

Windsor-Severance Library

Brand development, naming, visual identity, graphic standards and templates, mobile library design

National Right to Read Foundation

Brand development, visual identity, graphic standards, templates, website

YMCA of the Rockies

Annual reports, capital campaign appeals, donor outreach, seasonal campaigns, visual identity and collateral



Krzysztof Walder

Media Producer, Videographer, Photographer, Programmer

As our Senior Digital Producer, Krzysztof is an award-winning photographer with more than 20 years of experience in a wide range of fields. He also has extensive expertise in video production, web development and web application programming, giving him a diverse skill set that he can apply to any project. His filming and videography capabilities are instrumental for creating compelling video content with a story-telling approach. This is an essential part of maintaining strategic communications for our transit and municipal clients.

Having previously worked as a programmer at West Unified Communications, Krzysztof has acquired extensive knowledge in web technologies and has sharpened his abilities in numerous programming languages and web frameworks.

Krzysztof has been practicing photography throughout his entire life and has developed a sophisticated approach to portrait and lifestyle photography. He possesses the ability to put people at ease in front of the camera and creates imagery that is genuine and authentic.

More about Krzysztof

- *Always travels with his camera by his side*
- *Enjoys exploring Colorado through hiking, camping, mountain biking and fly-fishing*
- *Enjoys studying art, design & photography*
- *Has photographed Diana Ross, Seal, Kenny Loggins, Kacey Musgraves, Michael McDonald of the Doobie Brothers, Earth Wind & Fire and more entertainment professionals*
- *Is passionate about learning and is thirsty for knowledge and new technologies*

Education

AS, Web/Multimedia Management & Webmaster, Community College of Denver

Project Experience

BC Services

Web strategy & development

Snowmass Village Shuttle

Integration of Plan Your Trip solution on website

Winter Park's Lift Transit System

Lifestyle photography, photo editing, model direction

On-Location Photography, Video Production & Motion Graphics

Telluride Express, Bustang, SMART, City of Dacono, City of Longmont, North Central RTD

Various Clients

Writing front-end and back-end code to create custom web solutions, microsites & landing pages in both HTML, Bootstrap, JavaScript, PHP, SQL



More about Laetitia

- *Animal lover*
- *Tea hoarder*
- *Amateur baker*
- *Puzzle enthusiast*
- *Passionate about illustration*
- *Loves learning about culture, one travel adventure at a time*
- *Loves the outdoors, looking at plants, and growing some*



Laetitia Eaton

Senior Graphic Designer

Laetitia is a visual designer specialized in branding. For more than 13 years, she has had the privilege of crafting visual experiences for a wide range of clients, elevating their storytelling and brand presence through visual identity systems, websites, UI/UX, print and digital materials, social media, packaging, environmental designs and more.

She has navigated through various industries in her professional journey, such as venture capital, technology, startups, life sciences, healthcare and nonprofit sectors. Her attention to detail and organizational skills ensure that every project she works on meets the highest standards of quality.

Her design approach is driven by an inner creative curiosity and a passion for strong visual stories. She believes that being creative is a special gift and an opportunity to make life look, if not feel, better.

Education

MA Graphic Design, IUP Montauban, France

AA Visual Communication, École des Arènes, Toulouse, France

Project Experience

The Harmony Project, Los Angeles

Full brand development for a nonprofit providing music education for underserved youth.

Cellistic, Belgium

Full brand development for a gene therapy company.

Kiniciti, New York

Full brand development for a life science venture capital.

Emergent BioSolutions, North America

Website redesign, ongoing brand maintenance, advertising print and digital campaigns, event booth designs.

Denver International Airport, Denver

Advertising campaign strategy, brand color research.

University of Colorado, Colorado Springs

Digital advertising design, promotional brochure design.



More about Linda

- Loves to volunteer at local non-profits
- Is nicknamed the “Energizer Bunny” by everyone who knows her
- Loves spending time with her nine-year-old granddaughter Emily
- Will go above and beyond to meet strict project deadlines
- Manages a dental bus providing services for underserved residents

Linda Jones

Quality Control Manager

Linda is the Studio Six quality control manager. She has an eagle eye for details, numbers and graphic consistency. Linda’s early career began at Beloit College where she was the Executive Assistant to the Library Director for 27 years. Here she was responsible for all of the details required to effectively oversee the library administration, from budgets to reports to staff communication. At Studio Six, she reviews all of the documents prior to printing and throughout the design process. She oversees long multi-page documents, detailed maps and transit schedules, annual reports and signage. Our clients value the accuracy and attention to detail she brings to each project.

Education

BS, Business Education & Minor in Library Science, Western Illinois University

Project Experience

SMART (San Miguel Authority for Regional Transportation)

Map, signage and marketing review

Snowmass Village Shuttle Map Design, Advertising Campaign

Social media advertising campaign review

City of Dacono

Review of all marketing collateral for the city and the Police Department

City of Boulder, High Frequency Transit Branding

Review of all marketing collateral

Winter Park Transit, The Lift

Review of maps, schedules, signage and all marketing collateral

Asheville Transit

Review of all 21 maps and schedules for a major system reconfiguration

City of Longmont

Review of multiple campaigns over the last 15 years

Trinidad Trolley

Review of map and travel planner magazine



More about Martha

- Teaches the Latino community about recycling and composting
- Spends free time with her family and dog Chulo
- Teaches Zumba classes
- Exercise fanatic

Martha Garcia

Spanish Translator

Martha is the Studio Six Spanish translator and has extensive expertise translating civic documents with the highest level of detail. She has translated professionally for more than 22 years. With a passion for language accuracy and maintaining contextual meaning, her verbal and written bilingual language skills are of the highest level. Her detailed-oriented approach to translating and proofing allows our team to produce bilingual materials for government and transit sectors when the highest level of professional translation is required. With Martha's expertise, our marketing materials connect with Latinx audiences which is a large part of our transit and municipal communications work. She has translated for integrated marketing campaigns including radio, social media, newsletters, long reports and videos.

Martha's work ethic, professionalism and dedication to the team is an invaluable asset. With her many years of experience, she works expeditiously to ensure tight timelines are met and she also works well under pressure—an invaluable asset for any position.

In addition for translating for Studio Six, she acts as a Public Relations specialist during City of Longmont public meetings and translates all written public documents from the city and the Longmont Waste Diversion Department.

Project Experience

SMART (San Miguel Authority for Regional Transportation)

Translation of all marketing materials

Salt Lake City Frequent Transit Network

Translation of maps, marketing materials and social media

City of Dacono

Translation for ongoing marketing campaigns and city communication materials

City of Longmont

Translation for environmental waste diversion and composting campaigns



More about Violet

- *Passionate history buff and collector of odd relics*
- *Loves all things charcuterie*
- *Is a devoted dog lover*
- *Has a never-ending love for the design process*

Violet Carlon

Multi-Media Designer

For 25 years, Violet has been consistently catching the eyes and hearts of clients with her imaginative, strategic and concept-driven approach to design. She is an insightful communicator, team member and project manager with a portfolio of successful projects developing innovative visual brands, print and digital corporate communication campaigns, consumer packaged goods and exhibit environments for B2B, B2C and nonprofit clients.

Violet sees herself as an ever-evolving visual storyteller. Her stories have been seen at airports, grocery stores, libraries, museums, corporate headquarters, campuses and mountain tops. She is dedicated to client service, understanding clients' needs and relies on rigorous inquiry, extensive experience and a creative spirit to produce work that is thoughtful, memorable and results-driven.

Education

BS, Design, University of Maryland, College Park

Studied graphic design at Corcoran School of Art & Design, Washington, D.C.

Project Experience

Colorado Springs Utilities

Designed the educational exhibit for a new state-of-art water treatment plant for one of the largest water infrastructure projects completed in the U.S. this century

North Texas Municipal Water District

Developed and designed corporate exhibits celebrating completion of several major water infrastructure projects (water treatment plants, dams, reservoirs etc.)

Denver Public Library & History Colorado

Developed and designed exhibits and supporting marketing materials, celebrating Colorado history

Denver International Airport

Developed and designed exhibits and supporting marketing materials, celebrating Colorado history appropriate for display at one of the largest international airports in the western U.S.

Perot Museum, North East Texas Children's Museum, Upper Trinity River Water District

Developed and designed educational exhibits at children's museums promoting local fossil hunting



More about Rachel

- *Loves to travel and explore the world*
- *Passionate about architecture*
- *Bakes sweet treats far too often*
- *Spends any free moment outdoors hiking, biking, skiing or camping*
- *Always hopes to spend more time working with her old printing press*



Rachel Olson

Graphic Designer

Rachel is a designer with more than 20 years of diverse experience creating publications, annual reports, marketing materials, logos and identity development, exhibition design and environmental graphics in addition to transit specific work. Her experience with high-profile, public-facing brands has allowed her to hone her design skills to visually communicate with various audiences. Stylistically, Rachel's deep skill set allows her to be a versatile designer and develop dynamic, customized branding and marketing unique to each client.

Her design history coupled with her years as an instructor at a local art institution have enabled her to expand her thinking, adapt to our ever-changing times, and bolster her creative approaches to any project or challenge. Throughout her time working with educators, scientists, students and marketers, Rachel has streamlined her abilities to construct visual solutions that resonate with the targeted audience, providing the best possible outcome.

Education

MFA, Graphic Design, Academy of Art College, San Francisco, CA

BA, Studio Art, University of Vermont

St. Martins School of Art & Design, London, England

Project Experience

GO Boulder

Brand and fleet graphics for a transit system consisting of buses and bike trail system

Denver Art Museum

Exhibition graphics for a temporary installation of artist Georgia O'Keeffe's New Mexico works

Ice Age Discovery Center

Graphics and interior design for an interactive museum in Snowmass, Colorado

National Park Service, Denver, CO

Infographics and map for the 100th anniversary of the National Park Service

University of Colorado, Denver

Marketing materials and publications for the university



TRACI JONES
*Principal &
Creative Director*



**AMY
LANE**
*Designer &
Marketing Strategist*



**KRZYSZTOF
WALDER**
*Media Producer, Videographer,
Photographer, Programmer*



**LAETITIA
EATON**
*Senior Designer &
Brand Designer*



**LINDA
JONES**
*Proofreader &
Quality Control*

STUDIO SIX SUBCONTRACTING TEAM



**MARTHA
GARCIA**
*Spanish
Translator*



**VIOLET
CARLON**
*Multi-Media
Designer*



**RACHEL
OLSON**
*Graphic
Designer*

Client References

Client Name Town of Winter Park, The Lift Transit System

Project Description Rebranding of the Lift Transit System

Project Dates 2016—Currently working with Winter Park

Project Manager Michael Koch, Transit Manager, 970.726.8081 x210, mkoch@wpgov.com

Client Name MeVa (Previously MVRTA)

Project Description Comprehensive system-wide branding, fleet, signage, naming for regional system in Massachusetts

Project Dates 2021—Currently working with MeVa

Project Manager Noah Berger, Administrator, 978.469.6878, nberger@mvrta.com

Client Name SMART (San Miguel Authority for Regional Transportation)

Project Description Comprehensive system rebranding, signage, maps, etc.

Project Dates 2018—Currently working with SMART

Project Manager David Averill, Executive Director, 970.708.4066, david.averill@smarttelluride.com

Client Name South Central Council of Governments

Project Description Ridership campaign, direct mail, social media

Project Dates 2023

Project Manager Aaron Lopez, Transit Director, 719.845.1133 ext. 217, alopez@sccog.net

Client Name North Central RTD

Project Description Transit system rebrand, maps, logo, on-demand app design, custom font, fleet design, print collateral, tagline

Project Dates 2020-23

Project Manager Anthony J. Mortillaro, Executive Director, 505.629.4713, anthonym@ncrtd.org



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Approach & Work Plan

The first step in creating a successful region in which residents, businesses, universities and communities are thriving, is to create a robust multi-modal system that is convenient, easy to use, affordable and accessible. It is the back-bone of every strong community. We understand the goals of the project are:

- Double transit trips by 2025, and again by 2030, and again by 2040.
- Increase the percentage of all trips, combined, made by walking, biking, micro-mobility matched rides, and transit to at least 30% by 2030, and 40% by 2050.
- Reduce vehicle miles traveled per capita by at least 25% by 2030, and 40% by 2050.

\\ THE LONG-TERM AGENCY GOALS

- Achieve the Safe and Sustainable Targets adopted in the Regional Transportation Plan.
- By 2028, Redwood Coast Express achieves ridership levels at or above the projected 4,500 passenger trips per year.
- Shape a positive perception of Ride Humboldt.
- Humboldt County residents are aware of and can comfortably navigate first and last mile options.

\\ SPECIFIC PROJECT GOALS

- Shift people's perceptions of transit from being a last resort to being an enjoyable option that is fun and designed for them.
- Brand the system as attractive, modern, fun, culturally relevant and appeals to all audiences in the County, especially those benefited most by multi-modal options.
- We want people out living life, accessing jobs, schools, social activities, recreation, health care, etc. Our goal is to enhance the quality of life and the economic vitality of Humboldt County.

Task 0: RCE Launch

Launch of Redwood Coast Express

The immediate goal of the marketing plan is the launch the Redwood Coast Express in January, 2024. At Studio Six, we have significant experience launching routes and new services in very tight timelines.

\\ WINTER PARK, COLORADO

We were hired in September, 2016 to launch a new transit system with a branded fleet, city-wide signage with multiple sign types, advertising campaign, maps, schedules and printed materials in 2.5 months in time for ski season mid-November. We met the deadline and won two statewide awards for the increases in ridership that immediately followed.



SALT LAKE CITY

We were hired by Salt Lake City to launch a Frequent Transit Network. Our initial onsite visit was early July, 2019 and they launched the system in late August. We developed an integrated campaign that included illustrated video, print, PR and illustrated maps to create city-wide awareness for the enhanced services. Ridership increases were significant on each route: Route 2: 433% increase; Route 9: 275% increase; Route 21: 35% increase.

Because your deadline is right around the corner, it is essential that creative and media planning is achievable within the tight timeframe. In order to jump start the marketing effort, we have developed an integrated campaign concept that will bring excitement and regional awareness to the new service with many of the ideas based on community collaboration.



CAMPAIGN PROMOTING REDWOOD COAST EXPRESS

CAMPAIGN THEME: EXPRESS YOURSELF, REDWOOD COAST STYLE

User generated photography will be edited together in a video format

What makes the Redwood Coast Express transit service unique? Very few routes in the U.S. can boast the world’s tallest trees, rugged ocean landscapes and charming communities along the way. From Eureka to Ukiah, this route is about getting you to the places that matter most in express time. This video will feature the scenic beauty, and residents of the region loving all there is to experience along the route. The video will be edited to be high energy, fun and colorful. But best of all, this approach is designed to be achievable within the short time period.

This video will feature selfies of people in fun poses at iconic landmarks located in the communities and major destinations along the Redwood Coast Express route. After 20 years of marketing public transportation, we have found that the more community residents collaborate with transit providers, the more community engagement increases. These people will then become natural ambassadors of the system and the transit services. Community engagement is essential to a system that has ambitious ridership goals. We will reach out to theatre groups, improv groups, prominent community members, schools and senior centers, to gather participation from all ages, ethnicities, genders and physical abilities. We will coach them on how to take the photos and what to wear so we achieve high quality photography.

All of the images will be incorporated into a master video titled, **“Express Yourself. Redwood Coast Style.”** Also featured throughout the video will be riders boarding and deboarding the service at signature locations.

\\ CONCEPT 1 LOGISTICS

Dec 22-Jan 2: Due to the short timeline, we will ask people to submit photos within this time period. If the consultant selection can be made sooner, that would expedite the campaign and improve the success rate of the project.

Jan. 3: Studio Six to Ride the Redwood Coast Express route and meet the operating team.

Jan 4-5: Photoshoot at key destinations on the route with vehicle and community residents. Client to coordinate the participants for the photoshoot.

After the photography has been collected from locals and from our photoshoot, we will create a dynamic, high energy video using the still photography, moving text, music and beautiful graphics. After the video has been created, we will develop radio ads, print ads for local publications, a press kit, PR announcement and paid geotargeted social media ads all pointing to the website where a branded landing page will provide service details.

**EXPRESS YOURSELF
REDWOOD COAST STYLE**

Images would feature people posing in fun ways in front of signature backdrops along the routes. All images would be edited together in a high energy video format with music and motion graphics.

Studio Six will manage all media coordination if preferred.



*We get
people
on the
bus.*

INEXPENSIVE WAYS TO CREATE EXCITEMENT ABOUT REDWOOD COAST EXPRESS

A transit system/service becomes successful when the entire community is involved in the marketing effort. These engagement activities will encourage community participation for little marketing investment. The concept is to create community engagement activities that showcase the benefits of transit while shaping a positive perception of the service.

SHAPE THE PERCEPTION THAT THE SYSTEM IS FUN

- Provide a small sponsorship and have local theatre, improv and comedy groups promote the service before shows.
- Have a local high school band play at the ribbon cutting. Parents love to support their kids and this will engage both working adults and the younger generation. Our goal is to foster behavior change with young adults so they become lifelong transit users.
- Identify local influencers, have them ride the system and promote on their social media channels. Gather influencers representing all major demographics in the region including ethnicities, genders, abilities and ages.
- Create selfie backgrounds to be placed at major stops on launch day. This organic form of marketing will allow the system to be authentically promoted by locals.
- Have local radio stations adopt a stop and have their DJ playing fun music at these stops the day of launch.

ECONOMIC BENEFIT

Highlight the economic benefits of transit.

- Create “Express Yourself, Redwood Coast Style” static stickers to be placed on the windows at local retailers and businesses in communities along the routes.
- Organize a local flash mob to ride the new service, then run into stores along the routes to buy merchandise or enjoy coffee. Hire a videographer to film the event and submit a press release to news outlets to show how the service supports the communities of Humboldt County. Our goal is to stimulate connections that provide ease of travel to the places that matter most and stimulate local economies in the process.

MOBILITY BENEFIT FOR ALL—WE ARE INCLUSIVE

- Provide demos on how to use the service at local rec centers, senior centers, doctors offices and hospitals.

*We get
people
on the
bus.*

ENVIRONMENTAL BENEFIT

Hire a local high school or college student who is passionate about protecting our natural resources. Have them create a video to be posted on their social media channels that features a day-in-their-life and their passion for recycling, using transit and conserving water.

COST SAVINGS BENEFIT

Hire a local college student who loves thrifting. They are filmed having fun, trying on outrageous sun glasses at the local thrift store, trying on cool, hip outfits and then using the transit system because they love to save money.

COMMUNITY BENEFIT

Connecting a region means less traffic and better accessibility to jobs and work. Have Lunch 'n Learns at the largest employers located in the communities along the routes.

These are just a few ideas that engage community residents in an authentic, genuine way that will create excitement for transit and stretch your marketing budget.

TYPICAL TRANSIT SERVICE LAUNCH TACTICS

In addition to community collaboration, it is important to create widespread regional awareness utilizing traditional advertising strategies which will reach large numbers of community residents. To do this, we recommend:

- Creating paid and non-paid social media campaigns.
- Creating press releases and media press kits and providing these assets to local news publications and community organizations.
- Creating a printed map to be used at the event and distributed to businesses and retailers in communities along the routes.
- Creating engaging presentations to specific target markets.
- Creating cool swag for the day of launch.
- Launching radio ads to promote the new service.
- Designing print and digital ads for all local publications.

Task 1: Transit Brand Audit

\\ ASSESS PHASE

Task 1.1 | Assess Existing Transit Service Branding & Recruitment

After the launch of the integrated marketing campaign for Redwood Coast Express, we will then shift into the first phase of research for the entire system. To achieve the short term and long term goals outlined in the RFP, Studio Six will follow our three step process that we apply to large-scale transit marketing and branding initiatives. The first phase of our process is the Assess Phase. At the onset of the project, we will evaluate the existing marketing and branding tools that are used system-wide, for the fixed route, Dial-A Ride/Lift, the deviated route and the new brand for the Ride Humboldt service. We will also review all transportation planning documents, surveys, and reports conducted to date. We will review all of the marketing and communication tools from each system. Additionally, our research will include studying all available local media channels and potential community partners. During this phase of research, understanding your current strategies for driver recruitment will be a top priority. Based on our extensive industry knowledge, transit conference attendance, we are knowledgeable about how successful operator/driver recruitment is achieved.

We will develop a preliminary assessment of the current tools, develop target market information, define community partners and identify the best media and marketing channels prior to our comprehensive system tour and evaluation.

\\ ASSESS PHASE

Task 1.2 | Conduct Market Research & Analysis

After the initial phase of research has been completed, we will then have a system-wide site visit. We will meet with the four operators and ride each of the seven transit services to study the riders and ease of use. This is the most important phase of research because it lays the foundation for all future branding and marketing efforts. All successful marketing is customer-centric and culturally relevant. Our unique approach to building highly successful transit brands is gaining a deep understanding of the people of the region—who they are, what they care about, why they ride, why they don't ride, what their biggest challenges are related to mobility and how transit improves their lives. We do this by riding the routes, casually beginning conversations with riders and spending time at major stops. We observe and ask questions. We talk to riders, drivers and people out and about in the community.

(Continued)

We will tour each system and ride each of the services including:

- Arcata & Mad River Transit System
- Eureka Transit Service
- Fortuna Senior Bus Transit
- Redwood Transit System
- Southern Humboldt Intercity
- Willow Creek Intercity Transit
- Yurok Tribal Transit Service

While on-site we will also have in-person meetings with local news media to build relationships and discuss media packages and opportunities.

ASSESS PHASE

Task 1.3 | Prepare Comprehensive Brand Audit Report

After all of the research has been completed, we will develop a Comprehensive Brand Audit Report that will include the findings of the research and make brand improvement recommendations. The brand audit will include performance measures for each system so we can monitor progress moving forward. (This is notated in Task 1.1 but will be completed in Task 1.3)

DELIVERABLE

We will create draft recommendations and then present this report to the HTA and HCAOG committees. During this virtual session, we will gain feedback from the committees on the plan. We will then modify the plan based on this feedback and prepare a final Comprehensive Brand Audit Report which will be presented to the HTA Board. The draft will include target audience analysis, assessment of existing marketing tools, perception analysis, marketing challenges and opportunities.



Task 2: Prepare Marketing Plan

ASSESS PHASE

After the research in the Assess Phase has been completed, a comprehensive marketing plan will be developed. This report will include:

- Strategies and marketing tactics to be implemented systemwide and independent to each system
- A monthly calendar of marketing activities systemwide and per system
- Media channels that should be prioritized throughout the region and each individual community
- Messaging that will resonate with target audiences
- Bold, creative ideas for promoting Ride Humboldt
- Marketing of fixed routes, express routes, on-demand micro-transit, dial-a-ride service and other transit services.
- An action plan will include a monthly calendar of marketing tactics ranging from guerrilla marketing ideas, social media, PR, print, online, web, video, community engagement, events, partnerships, etc.
- General art direction and a design brief for the updated printed materials, These materials may include a commuter guide, information displays, video, infotainment, social media, schedules and maps. This is the phase before design begins. Mood boards, storyboards for videos, wireframes for signs, etc. will be created. The design phase will follow in Task 3 after approval. The plan will identify why each strategy is proposed and will be as concise as possible.

Deliverable: Three versions of the document will be provided. An administrative draft, public review draft and final marketing plan with a remediated PDF.



The Lift in Winter Park, Colorado increased ridership by 35% after expanding regional service.

We get people on the bus.

Task 3: Implement Marketing

CREATE PHASE | JULY 2024 - DECEMBER 2025

After the marketing plan has been developed and approved by the HTA Board, we will shift into creative development of the tools and strategies that have been approved. As identified in the Transportation Plan, these tactics will be considered in addition to creative strategies developed by the Studio Six team. These strategies will be designed to create more visibility, excitement and enhance the ease and usability of the system.

Regional Branding – Studio Six will develop a consistent regional brand for public transit in Humboldt County using the new Ride Humboldt branding. The service will enhance the ability of passengers to comprehend the various transit options within the region with one service instead of many disparate systems. It will also increase awareness of public transit by consistently reinforcing one primary image and message. Ride Humboldt co-branding should be considered to create distinction between the systems (such as Ride Humboldt – Fortuna).

HTA Website Improvements – While HTA has developed a well-designed and useful website, it should be improved by providing real-time service information and updates such as service interruptions or construction delays. This service information can also be pushed out via social media. Links for Fortuna Transit and Yurok Tribe Transit Services should also be added. Studio Six can provide graphic, copywriting and web support to improve the website so there is one consistent site that is easy to navigate.

Regional Riders Guide – HTA should develop a regional Ride Humboldt riders guide, providing comprehensive information on all services in Humboldt County, including routes, schedules, fares, and policies. This would support efforts to enhance connectivity between all of the regional public transit services. While an increasing proportion of riders access information through online and social media channels, printed materials are still important to many current and potential transit passengers. A Spanish version of the guide should also be developed. Studio Six can develop all printed tools in English and Spanish.

Social Media – While HTA maintains a Facebook account, other providers (BLRTS and Fortuna) should also establish social media accounts to provide real-time updates on service improvements and interruptions. This will be particularly important in Fortuna as general public services are expanded. Studio Six can establish templates for social media so each system can maintain a cohesive look.

*We get
people
on the
bus.*

Phone Information – Agency phone numbers should be included on new bus stop signs. HTA should also improve its capabilities to provide phone assistance in Spanish. Studio Six will redesign the signage so it is consistent and user friendly throughout the regional system.

Special Promotions – Promotional events such as free-fare days should be conducted to expand public awareness of transit options and promote new services. Studio Six has managed Colorado’s Fare Free campaign for the last two years with great success. We managed the campaign for 21 systems in the state by providing marketing tools, assets, managing media buying and implementing a large multi-media campaign.

University and College Marketing Focus – Marketing targeted towards Cal Poly Humboldt and CR students is particularly important, given the continual turnover in the student population.

Recommended targeted marketing strategies are as follows:

- Table events on campus for new student orientation and other key events.
- Preparation of specific marketing materials detailing the Jack Pass and services to/from campus.
- Provision of marketing materials (including social media posts) to new students before arrival to highlight the ability to attend college or the university without bringing a car to the region.
- Working with the campus administration to promote transit use through their outreach efforts.
- Advertising through on-campus newspapers and radio stations.
- On-campus kiosks and posters

Development of Internal Tools and Templates

We will develop the tools and templates for print, maps, social media, extensive photo libraries etc. By providing the templates and tools, internal staff will be provided the essential assets for building a consistent regional brand. Training will be provided on how to use the tools guided by a monthly media calendar.

Video and Consistent Paid Campaign Development

When our clients prefer to manage day-to-day communications in-house, we will supplement their marketing by managing the high-profile integrated campaigns, paid social media campaigns and media coordination. We will develop geotargeted print, video production and campaigns that require consistency in execution and a full design staff including illustrators, photographers, videographers, videoeditors, media buyers, copywriters, etc.

We get people on the bus.

For example, video is extremely effective in social media and our team is very experienced in producing a wide variety of videos designed to work within different marketing budgets.

Monitoring of Marketing Activities

We will monitor analytics and budget for the tactics that Studio Six delivers. Client will manage their marketing budget of the activities they perform.

Progress Reports

Studio Six will present progress reports to stakeholders on a quarterly basis about recent campaigns and analytics. A final report will include objectives, marketing activities, examples of creative campaigns, analytics, results, general analysis and recommendations for future campaigns.

Schedule

Please see the budget pages that outline the estimated hours and timeline by month.



Please note: While the ridership goals are very ambitious, Studio Six can not guarantee a specific percentage of increase. After the tools are provided to HTA, the implementation is no longer in our control and the marketing implementation budget is unknown at this phase in the project. These factors will impact the success of the project but we believe that the system is poised for increases due to the sheer demand and enthusiasm for putting a marketing program in place.

Disadvantaged Business Enterprise

\\ **Studio Six has the following certifications:**

Emerging Business Enterprise (EBE) Certification

Minority/Women Business Enterprise (MWBE) Certification

Small Business Enterprise Certification (SBE) Certification

