

COMMUNICATION AND MARKETING PLAN

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SAN LUIS OBISPO

Communication & Marketing Plan



RTA Executive Summary

San Luis Obispo Regional Transit Authority

System Overview

The San Luis Obispo Regional Transit Authority (RTA) provides intercommunity public transportation in San Luis Obispo County and the service area extends into Santa Barbara County to the south. RTA provides regional fixed-route service (RTA) and Americans with Disabilities Act (ADA) complementary paratransit service (Runabout).

RTA operates bus service connecting cities throughout San Luis Obispo County (and beyond), including Arroyo Grande, Atascadero, Grover Beach, Morro Bay, Paso Robles, Pismo Beach, San Luis Obispo and more. RTA also operates the South County routes which serve the Five Cities area of Shell Beach, Pismo Beach, Grover Beach, Oceano and Arroyo Grande.

Purpose of Branding & Marketing Assessment

Given San Luis Obispo County's diverse target markets within one of the most expensive counties in California, this marketing plan focuses on strategies that RTA can use to attract new riders and promote its services. The goal of this plan is to analyze the current brand and identify gaps and ways that current marketing can be improved to:

- 1. Increase awareness about the system**, where it goes and who it serves. By increasing awareness of the system and featuring social proof that riders “just like me” ride the bus, the system will attract new riders to ultimately become the preferred mobility option by employees, students and active seniors.
- 2. Continue to shape a positive perception of public transportation** and how it benefits the region by providing:
 - a. Access to employment, education and medical appointments
 - b. Access to regional lifestyle destinations like recreational and social activities
 - c. Cost-effective mobility options that increase the quality of life for regional residents
 - d. Pollution reduction
 - e. Congestion and parking reduction
 - f. Safe rides
 - g. Positive economic outcomesBy shaping a positive perception of public transportation, RTA will not only attract new riders but influence decision makers and stakeholders when funding decisions are at stake.
- 3. Attract new riders** As the community continues to grow and employees are living further from work, school and other primary destinations, being top-of-mind as an easy-to-use travel option, will ultimately increase ridership. This will be dependent on the quality, consistency and frequency of the marketing and outreach.

The Primary Audiences: The primary audiences for the system include:

1. Commuters (working professionals traveling throughout the region to access employment)
2. University Students (Cal Poly, Cuesta College and Allen Hancock College)
3. Active adults, seniors and individuals with mobility needs
4. The Latino community throughout the region

Brand Positioning Statement: For residents, students, and commuters in San Luis Obispo County, RTA is the regional transit system that connects coastal communities and college towns with seamless, stress-free travel. Whether you're commuting to work, heading to Cal Poly, Cuesta College, Allen Hancock College or exploring the Central Coast, RTA provides a clean, comfortable ride with breathtaking views—so you can relax, save money, and skip the hassle of driving.

Primary Brand Building Strategy: The region is known for a high-quality of life and this concept should be carried into the RTA transit brand. From the concierge trip planning service to the friendly drivers, to the clean, comfortable vehicles, RTA provides a level of regional bus service that is enviable and one that exemplifies best practices within the nation. Very few systems around the country offer a concierge-level personal trip planning service and the exceptional user experience carefully crafted by the RTA team. Promoting the service as the “**preferred mobility lifestyle choice**” will elevate the brand. To deliver on this brand position, the marketing assets need to be expanded.

Opportunities: Future brand building strategies should focus on creating an emotional appeal and positioning RTA as a lifestyle choice. The biggest marketing opportunity for RTA in the future is to increase the marketing budget to allow for key marketing assets that are currently missing in the core marketing toolkit. These assets are listed in the order of priority:

1. A robust and comprehensive photo library of diverse riders using the system
2. A robust video library of the system in action, staff and rider testimonials, and B roll for social media posts
3. Standardized templates for social media, advertising and marketing collateral to ensure consistency across all consumer touchpoints
4. Increased budget for paid, geotargeted advertising
5. Increased budget for integrated campaigns that include Connected TV and radio

Conclusion: RTA is an exceptional transit system that connects regional residents with key access to employment, education and all that SLO County has to offer. To continue to build upon the positive reputation and high quality service provided by RTA, the primary goal will be to build the marketing assets so the tools are readily available for use by the marketing director. To amplify the efforts when staff is limited, investing in key branding and marketing assets should be the immediate branding and marketing priority.

After the key assets are created, the next marketing priority should be to increase the overall media budget. This will create more exposure for the advertising with an integrated campaign approach that will reach new audiences where they spend their time. Whether it's in the car listening to the radio, watching TV, spending time online or on social media platforms, the correct advertising message will be delivered with proper placement on each media channel.

About the Region

San Luis Obispo Regional Transit Authority

San Luis Obispo County Overview

San Luis Obispo County, California (SLO CAL) is known for its many unique features, including its geography, climate and communities. It is also the third most expensive county in California requiring employees to live further distances from their place of employment. One major way to save money is to ride vs. drive. We believe that by crafting a specific branded image of SLO RTA, we can create a high-quality, even stylish brand that elevates the already positive perception of the system.

Natural Beauty Renowned for its rolling hills, lush vineyards, and stunning beaches, the county offers breathtaking landscapes.

Historic Attractions Home to Mission San Luis Obispo Tolosa, founded in 1772, and the iconic Hearst Castle in San Simeon, the county is rich in history.

Charming Small Towns The small size of the county's communities, located along the beaches, coastal hills, and the Santa Lucia mountain range, create a diverse array of coastal and inland hill ecosystems that support fishing, agriculture and tourism.

Mediterranean Climate With mild summers and warm days, the county enjoys a pleasant Mediterranean marine climate.

Exciting Events The county hosts a range of lively events, including Festival Mozaic, the Old-Fashioned Fourth of July, the Renaissance Faire and the Central Coast Wine Festival.

Connectivity SLO CAL is easily accessible by land, air and sea, featuring major highways, regional airports, railroad stations and the Port of San Luis.

University Influence The presence of California Polytechnic State University, Cuesta College and Allan Hancock College brings a youthful energy to the area.



SLO RTA Background

About San Luis Obispo Regional Transit Authority

The San Luis Obispo Regional Transit Authority (RTA) operates regional transit routes connecting larger cities and smaller towns from San Miguel to Santa Maria on California's Central Coast. RTA also manages South County Transit (SoCo Transit) to coordinate services in the southern part of the county.

Transportation Services

A comprehensive list of transit routes operated by SLO RTA within the Central Coast of California include the following services:

The RTA operates a total of 64 revenue services vehicles (37 fixed-route vehicles and 27 demand-response vehicles). The fixed-route revenue service vehicles for the RTA consists of 33 buses, two cutaways that provide fixed-route services and two trolleys that provide seasonal fixed-route services. The demand-response revenue service vehicles consist of 12 light-duty cutaway vehicles and 15 ADA accessible minivan paratransit vehicles operated for the RTA Runabout program.

Additionally, the City of Atascadero (subrecipient to the RTA) operates four light-duty cutaway vehicles as part of the Atascadero Dial-A-Ride program, which services the City of Atascadero only. Data on Atascadero's four Dial-A-Ride cutaway vehicles are included in the RTA's Group-Sponsored TAM Plan.

The RTA's regional transit service consists of five fixed-routes along the Central Coast as well as operates the complementary ADA paratransit (Runabout) service during the same days and hours as the fixed-route service. The RTA operates and maintains its fixed-route and Runabout paratransit services from a single Bus Maintenance Facility (for maintenance, operations and administration functions) located at 253 Elks Lane, San Luis Obispo. Construction of the new Bus Maintenance Facility was completed in January 2022 and is owned by the RTA.

FIXED ROUTES from Paso Robles to Five Cities—referring to Arroyo Grande, Grover Beach, Pismo Beach, Oceano, Shell Beach and other local communities.

RTA:

Route 9: North County

Route 10: South County

Route 12: Morro Bay

Route 15: North Coast

Route A: Paso Robles North Circulator (Paso Express)

Route B: Paso Robles South Circulator (Paso Express)

SoCo Transit:

Route 10: San Luis Obispo to Santa Maria

Route 21: Grover Beach and Arroyo Grande (Clockwise)

Route 24: Pismo Beach and Shell Beach (Counterclockwise)

Route 27: Oceano and Grover Beach (Clockwise)

Route 28: Arroyo Grande and Grover Beach (Counterclockwise)

Avila-Pismo Beach Trolley

Demand Response Service Dial-a-Ride offering on-demand, curb-to-curb transportation service in ADA-compliant vehicles in Paso Robles, Templeton, Nipomo, and Shandon.

Runabout Paratransit Service Runabout is a county-wide ADA paratransit program providing transit service that complements fixed-route service. Riders must be ADA certified to qualify for Runabout service.

Generally, RTA and SoCo Transit provide:

- Frequencies of one hour from 6 a.m. to 8 p.m. on weekdays and 7 a.m. to 7 p.m. on weekends.
- No late night service offered.
- Real-time schedules can be found on the RTA website and mobile app.

FY 2022-23 performance data provided for all RTA services:

- Routes 9, 10, 12 have the highest ridership.
- Paso Robles routes are the most productive (20+ passengers/hour).
- Regional routes average 12-15 passengers/hour.
- South County routes average 9-13 passengers/hour.
- Runabout averages 1.3 passengers/hour.



Marketing Recommendations

The main objective is to communicate that RTA provides residents and visitors transportation that is affordable, reliable, and easy to use throughout the county. To reach multiple audiences, marketing and communications should be understandable, easy to use, multilingual, accessible and have a distinct personality. This includes every element of the customer experience, including the stop experience, signage, community outreach, marketing campaigns, and digital presence such as social media and website.

Specific Communication Objectives

1. Build your marketing assets. Create a photo and video library so you have the essential marketing tools at your fingertips. With only one staff managing your marketing, resources are stretched thin so the best way to elevate the marketing is to create assets, templates and tools in advance. Prioritize a multiple day photo and video shoot to build your brand assets.
2. Create a brand that has an emotional appeal and unique personality authentic to the organization. Transit is a people-centric business. Focus on humanizing the brand. All marketing, should be written in a conversational tone. Identify the brand archetype in an effort to develop a human brand that is full of personality.
3. Build increased consistency with the branded touchpoints. The current brand has inconsistencies in the fleet, social media templates and advertising. Create a comprehensive graphic standards document that identifies the brand personality, ADA color combinations, stylistic modifications designed for specific target markets and standard advertising and social media templates.
4. Consolidate RTA and SoCo Transit into one unified and seamless identity for a branded house strategy as opposed to a house of brands strategy. This will strengthen the umbrella brand of RTA and reduce confusion with riders.
5. Living in the Central Coast is all about living a high quality of life. To expand the ridership, the marketing goal is to showcase that residents who live in the Central Coast have high quality travel options. If people want to save money, enjoy a safe ride while traveling the region, SLO RTA is the perfect choice. To showcase an enjoyable and stress-free ride, create high quality photography emphasizing that transit can be an attractive lifestyle choice.
6. Prioritize video with monthly paid Facebook and Instagram posts. Feature diverse riders enjoying the service. Music, text animations should overlay the video to create a laid-back, relaxing, joyful experience.
7. Promote your personal travel training services. This is a bespoke, concierge-level service that should be highlighted because once a new rider learns how to ride and use the service, it will be easy for them to repeat and become regular riders.
8. Create fully integrated campaigns with an emphasis on video. Integrated campaigns should include radio, geotargeted paid digital advertising and Connected TV in addition to standard print advertising.

Community Demographics

San Luis Obispo County, spanning 3,616 square miles along California's central coast, has over 281,000 residents, mainly near the US 101 and US 1 corridors. The population is older, less diverse, and more educated than the state's average. San Luis Obispo, the largest city and county seat, has 59,000 residents, with other key areas including Paso Robles, Atascadero and Arroyo Grande. Cal Poly is a significant cultural and educational hub. SLO RTA can amplify its marketing efforts to create more excitement and awareness of the benefits and destinations of the service.

Age Range:

Age 18 and younger: 17%

Age 18 to 64: 61%

Age 65+: 22%

Sex:

Female : 50%

Male: 50%

Language:

English only: about 83%

Spanish: 13%

Chinese or Tagalog: 2%

Education (aged 25 and older):

High school graduate or higher: 92%

Bachelor's degree or higher: 41.2%

Disabilities: 8.2% of people under age 65

Zero-vehicle households: 4%*

Race and Ethnicity:

White (non-Hispanic): 67%

Black or African American: 1%

Asian: 3%

Multirace: 4%

Hispanic or Latino: 24%

Other: 1%

Income Levels:

Median household income: \$90,158

Per capita income: \$47,390

Persons in poverty: 12%

Employment Statistics:

White Collar: 79%

Blue Collar: 21%

Surveys

As a part of the ongoing process to update both agencies' respective Short Range Transit Plans (SRTPs) LSC Transportation Consultants, Inc. conducted an on board passenger survey, an online community survey and "drop-in" meetings with both RTA and SLO Transit operators. A summary of key themes include:

On Board Passenger Surveys

- Government Center and Pismo Beach Outlets were top boarding/alighting locations.
- 65% of trips were round-trips.
- 31% of passengers made transfers, mostly between RTA routes.
- Top trip purposes: Work (38-60%) and the University (22% on regional routes).
- 70-80% ride 3+ days per week.
- 75-87% did not have a vehicle available for their trip.
- Varied age demographics, with more youth on Paso Robles routes.
- Passengers rate overall service 4.3-4.6 out of 5.
- Top Requested Improvements:
 - increase weekend service.
 - add later evening service.
 - more frequent service.

Insight: Because SLO RTA has such a positive reputation with riders, profile riders using the service with microvideos posted on social media and in paid geotargeted social media posts.

Online Community Survey

- 93% agree transit is important for the region.
- 41% had used transit in the past 6 months.
- Top reasons for not using transit:
 - Have own vehicle, infrequent service, long travel times.
- Most requested improvements:
 - more frequent service.
 - service to new areas.
 - later service.
- 50% are interested in microtransit concept.

Stakeholder & Operator Input

- Stakeholders identified challenges of serving dispersed communities, need for more frequent service, importance of regional connectivity.
- Operators noted high student ridership, challenges with on-time performance and crowding.
- Suggested improvements:
 - express services.
 - extended hours.
 - improved amenities and technology.

Effective Transit Branding

Effective marketing and branding are essential for transit systems that are intentional about creating more awareness of their services, shaping the positive perception of the organization and attracting new riders. Transit-specific branding and marketing is an art and a science that has the power to:

1. Increase Awareness and Usage

Purpose: A strong transit brand makes the system more recognizable and accessible, encouraging people to use it.

Impact: Effective branding simplifies how people identify, locate, and trust the transit system, reducing the stigma often associated with public transit.

2. Foster Community Connection

Purpose: Transit branding often ties into local culture, geography, or values, fostering a sense of pride and ownership among residents. If transit brands appear generic, or look municipal, they will have a much more difficult time connecting with local audiences. The more a transit system appears to be community-centric, the stronger the brand will resonate with community residents. How does a transit system brand become community-centric?

By carefully crafting the:

- brand visuals
- tone-of-voice and key messaging
- emotion generated from marketing materials

The organization will then be designed to reflect local culture, values and community attributes. The system should not feel governmental but instead hyper-local and hyper-regional.

Impact: This connection can enhance public support for transit initiatives, funding, and policy changes.

3. Convey Reliability and Safety

Purpose: Transit systems need to assure riders of safe, timely and dependable service. Branding communicates professionalism and commitment to quality.

Impact: Trust in the brand can lead to higher ridership and advocacy for the system.

4. Attract Specific Demographics

Purpose: Transit systems often serve diverse audiences (commuters, students, tourists), and branding can target these groups with tailored messages.

Impact: For example, highlighting eco-friendliness may attract environmentally conscious riders, while branding free student programs appeal to young people and their families.

5. Unify Services

Purpose: Large systems with multiple routes, modes (buses, trains, shuttles), or jurisdictions benefit from a cohesive brand that ties all services together.

Impact: A unified brand makes it easier for users to understand and navigate the system, fostering a seamless experience.

6. Build Political and Financial Support

Purpose: A well-branded transit system demonstrates its value to stakeholders, including government officials, grant providers and taxpayers.

Impact: This support can lead to increased funding and investment, ensuring the system's long-term sustainability.

7. Create Positive Perceptions

Purpose: Branding helps dispel myths about public transit being unreliable, unsafe or only for certain groups. Effective branding is focused on showcasing diverse riders so non-riders can see people just like themselves riding the system. Robust photo libraries are the first step in creating positive perceptions of the system.

Impact: A fresh, vibrant brand can reframe transit as modern, convenient and inclusive.

8. Encourage Behavior Change

Purpose: Transit branding can motivate individuals to shift from driving to public transit, supporting broader goals like reducing traffic congestion and carbon emissions.

Impact: Campaigns that highlight convenience, cost savings, and reduced environmental impact can influence lifestyle changes.

Brand Criteria

How effective transit brands market their services

The three goals of your brand elements should be to:

1. Make the system easy to use—simplify, simplify, simplify
2. Create consistency with all branded visual, verbal and emotional brand elements
3. Develop marketing materials that create an emotion and have a personality

1. Make the system easy to use

There should be a focus on how to make the system easy to understand. To do this:

Create simple communications that are not overly verbose

Eliminate any unnecessary text. Simplify text to only that which is essential. Use icons, illustrations, photography and video to explain complicated topics. A reliance on video is essential for teaching people how to read maps and schedules, ride the bus, how to pay, etc. Integrate QR codes into print collateral that drives to the website where video and audio is featured. The more interactive the marketing, the more the passion of the RTA staff will be communicated.

Create *How to Ride* videos for specific target markets

Create *How to Ride* micro videos for primary target markets—commuters, university students, active seniors and paratransit riders. By seeing others like themselves riding the bus, the marketing will be more appealing to specific target markets. The more hyper-targeted the marketing, the easier it will be to attract new riders.

2. Build a consistent brand

A comprehensive RTA Graphic Standards document will establish consistent usage for all brand touchpoints including ads, uniforms, vehicles, social media, signage, maps, etc. The three components of a brand—visual elements, verbal elements (tone-of-voice) and emotional components (when used consistently), will strengthen the visibility of the organization. The careful development of these elements will create a more appealing perception of SLO RTA and help attract new riders.

3. Create emotion with marketing campaigns and social media

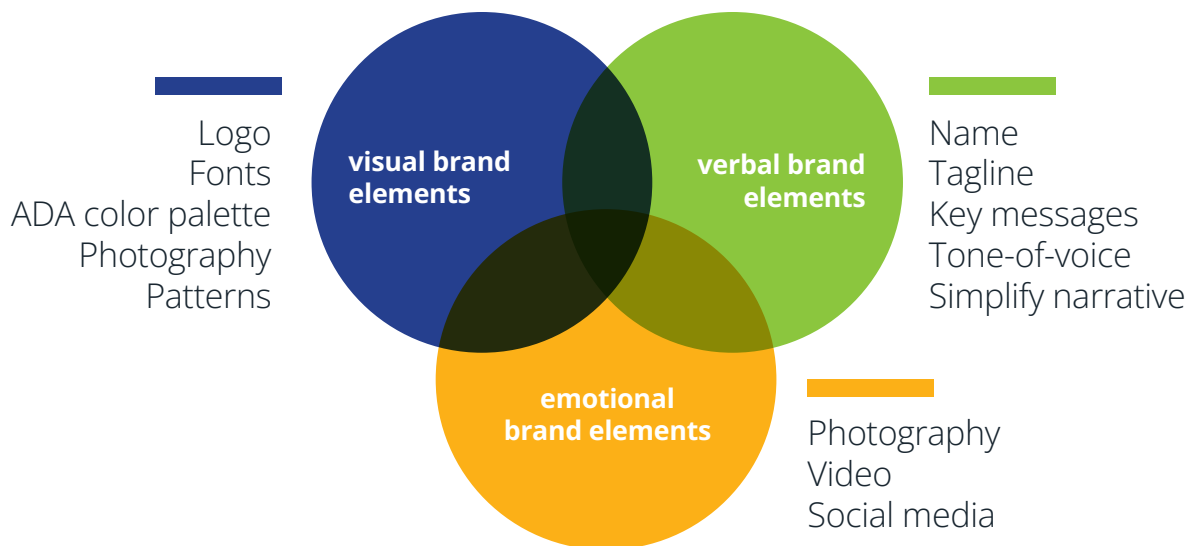
Move beyond being merely informative with a focus on moving people from A to B. Focus on making the organization more human. Share the heart-touching stories about how you transformed someone's life by providing access to employment, healthcare or recreation. Tell the stories of the people behind the scenes, working with passion to provide an invaluable community service that improves the lives of thousands of people each day. What motivated them to pursue a career in transit?

Develop a clear personality of the organization that is more than visual. By answering the following questions you will be able to develop a personality bespoke to SLO RTA.

1. What is your mission?
2. What are your values?
3. Why do you do what you do?
4. How do you transform people's lives each day?
5. What are your hero stories?
6. What is the personality of the organization?
7. What are your values?
8. Which 3 brands do you aspire to?
9. Which 3 brands are opposite to your brand?
10. How should you talk to your audience (tone of voice)?
11. What emotions do you wish to generate when they interact with you?
12. What adjectives best describe you?

By answering these questions, you will have a clear direction for how to develop marketing tools that resonate on a deep level with your target market. (See page 12 to analyze which brand archetypes you identify with and you aspire to be.) Your brand should authentically represent who you are and what you value. By studying the brand archetypes, you will have a clear direction as to how to build your visual, verbal and emotional branding elements.

The following pages provide detailed information about brand archetypes. Identify which best suits SLO RTA and the personality of the organization will begin to emerge.



Brand Archetypes

How effective transit brands create personality

Brand Archetypes

Brands need to connect with their audience in a deep and meaningful way in order to build authenticity, loyalty and trust. Brand archetypes provide a framework based on human psychology to help your company build a worthwhile and valuable relationship.

Who invented archetypes?

In the 1940s, Swiss psychologist Carl Jung developed a set of common personality archetypes. Jung believed these were innate and hereditary, representing a model image of a person that transcends language, culture and time. As individuals, we can all inherently recognize and relate to the archetypes.

Brand archetypes are derived from Jung's original set and consist of 12 traits:

Creator	Hero
Sage	Everyman (aka Regular Guy)
Caregiver	Rebel (aka Outlaw)
Innocent	Explorer
Jester	Lover
Magician	The Creator
Ruler	

The Creator

The creator has a vision and a desire to create an enduring product or experience which realizes their vision. They are innovators and non-conformists and are often the first to realize a concept and push the boundaries of creativity and design. They empower others to think creatively and express themselves through the products they produce and the experiences they create.

Desire: Create the perfect product/service

Goal: Innovation

Strategy: Use creativity to solve problems

Brand Message: "Think different"

Traits: Innovation, Originality, Expression, Vision, Individualistic

Fears: Stagnation, Duplication, Familiarity, Disillusion, Indifference

Brands: Apple, Lego, Adobe, GoPro, Crayola

The Sage

The Sage archetype, called 'senex' (old man in Latin) by Jung, is a seeker of knowledge and wisdom and believes that truth will set you free. They do not look to change the world themselves but prefer to empower others to do so by seeking out valuable information and sharing it. They are often life-long learners and thought leaders and make excellent mentors.

Desire: Find the Truth

Goal: Understanding

Strategy: Seek information and knowledge

Brand Message: "The truth will set you free"

Traits: Wisdom, Intelligence, Expertise, Information, Influence

Fears: Lies, Misinformation, Ignorance, Inaccuracy, Stupidity

Brands: TED, Google, BBC, Discovery Channel, The Times

The Caregiver

Caregivers are driven by compassion and the desire to help others. They want others to feel nurtured and secure and will defend those who are less fortunate than themselves. Caregivers are often maternity figures found in teaching, charity and especially nursing sectors.

Desire: Care, protect and nurture

Goal: Helping Others

Strategy: Do things for others

Brand Message: "Treat others as yourself"

Traits: Compassion, Caring, Reassuring, Nurturing, Warm

Fears: Helplessness, Selfishness, Ingratitude, Instability, Neglect

Brands: Unicef, Johnson & Johnson, NHS, Pampers, Volvo

The Innocent

Brands with an Innocent archetype have a core desire to provide happiness. They are positive and optimistic and actively avoid ill-will towards others. They see the world as wondrous and fun and thrive on passing that feeling on spreading joy where they can. These brands rely on honesty and good virtues and simplicity rather than innovation.

Desire: Love, peace and happiness for all

Goal: Happiness

Strategy: Do the right thing

Brand Message: "The glass is half full"

Traits: Optimistic, Charming, Honest, Loyal, Simplistic

Fears: Depravity, Deceit, Complexity, Punishment, Confusion

Brands: Dove, McDonald's, Innocent, Coca-Cola, Volkswagen

The Jester

The Jester wants to make people laugh and bring light-heartedness to all that they do. Jester brands maintain a playful stance and see good in every situation.

Desire: Enjoy life and have fun

Goal: Entertainment

Strategy: Be playful, be fun

Brand Message: "If you're not having fun you're doing it wrong"

Traits: Playful, Humorous, Positivity, Togetherness, Funny

Fears: Boredom, Negativity, Seriousness, Gloom, Misery

Brands: Budweiser, Skittles, M&Ms

The Magician

The Magician brand archetype is a visionary that wants to dazzle their audience with new and exciting experiences and make dreams come true. They like to take their followers on a mystical journey and provide them with magical moments that stick in their memory. Magicians savor knowledge but prefer to use it to realize their vision than share it directly with the world.

Desire: Turn dreams into reality

Goal: Magical Moments

Strategy: Create a unique vision & stand by it

Brand Message: "Make the impossible, possible"

Traits: Transformational, Charisma, Imaginative, Idealistic, Insightful

Fears: Repetition, Boring, Stagnation, Doubt, Ignorance

Brands: Disney, Dyson, TUI, Polaroid, MAC Cosmetics

The Ruler

The Ruler is a dominant personality that desires power and control. They love rules, especially when they are able to set them, and adhere to them expecting others to follow suit. Rulers are often exceptionally confident, proud of their expertise and possess strong leadership skills. However they are also trustworthy and stable personalities. They see themselves as the leading force and will aggressively defend their position, fearing being undermined and losing their power.

Desire: Control

Goal: Success

Strategy: Lead and create exclusivity

Brand Message: "Laughter is the world's best medicine"

Traits: Power, Status, Success, Wealth, Loyalty

Fears: Losing Power, Being undermined, Rule Breakers, Rebels,

Brands: Microsoft, Rolls Royce, Rolex

The Hero

The Hero has a strong sense of right and wrong, looks to make a difference and seeks to overcome injustices and problems. They have a core desire for mastery and inspire others to push themselves. Hero brands portray success through hard work and effort and meet challenges head-on. They are proud that their work sets them apart and see their work as important and empowering.

Desire: Mastery

Goal: Improve the world through courage

Strategy: Motivate and encourage

Brand Message: "Where there's a will there's a way"

Traits: Bravery, Courage, Honor, Inspiration, Growth

Fears: Weakness, Incapability, Injustice, Cowardice, Incompetence

Brands: Nike, BMW, FedEx, Adidas

The Everyman

Everyman brands are unpretentious, relatable and approachable. They strive to create deep connections with people and long to be liked by all. They are often quite generalized and are driven by a core desire for community and belonging. They hate to stand out and don't display any extremes of character or opinion preferring to be inclusive. However, though they are often liked, this sometimes means they can be easily forgotten.

Desire: Connection with others

Goal: Belonging

Strategy: Down-to-earth and trustworthy

Brand Message: "Live together in harmony"

Traits: Dependable, Realistic, Pragmatic, Inclusive, Equality

Fears: Exclusion, Standing out, Hostility, Isolation, Separation

Brands: Tesco, Lynx, Ford, Levis, Ikea

The Rebel

The Rebel, also known as the Outlaw, seeks to disrupt their industry and challenge the status quo. They actively seek to rip up the rule book and dismantle existing paradigms. The Rebel is happy taking risks in order to create something unique and inspiring and see themselves as free thinkers. They are not appealing to all and often create a cult-like following inspiring very strong brand loyalty amongst a smaller close-knit audience.

Desire: Revolution

Goal: Disruption

Strategy: Shake things up & do things differently

Brand Message: "Rules are made to be broken"

Traits: Disruptive, Liberator, Confrontational, Independent, Change

Fears: Conformity, Rules, Repetition, Rigidity, Status Quo

Brands: Harley-Davidson, Uber, Diesel, Greenpeace, Red Bull

The Explorer

Brands with the Explorer archetype are driven by the desire for freedom and independence and are not restricted by typical boundaries. They are similar to Rebels but tend towards exploration rather than disruption. Explorers hate conformity and prefer to push themselves into uncharted territory where new challenges and goals arise. They are adventurous and brave and are on a continuous journey of discovery.

Desire: Freedom of discovery

Goal: Excitement and Fulfillment

Strategy: Take your own path

Brand Message: "Seek out new things and set yourself free"

Traits: Discovery, Adventure, Independence, Exploration, Pioneering

Fears: Aimlessness, Conformity, Safety, Confinement, Short Sightedness

Brands: NASA, Jeep, The North Face, Subaru, National Geographic

How to determine your brand archetype?

Before defining a brand using archetypes, first, you must consider what is your brand and who is your target market? You need to have a good understanding of how potential riders perceive your system, and your services. Also, think about how you would want them to feel about you.

Brand perception is driven by more than just a rational and logical reaction and, in fact, most of our connection to a brand is driven by our emotions.

The Lover

Lovers are passionate and intimate and are motivated by desire. Brands are often sensual and empathetic, motivated to become more emotionally and physically appealing to their audience. However, they can also be spiritual, and family orientated. Their passion can sometimes cloud their focus or be overbearing and sometimes the fear of loss or loneliness can be all consuming.

Desire: Connection

Goal: Intimacy

Strategy: Be desirable

Brand Message: "Love makes the world go round"

Traits: Passionate, Committed, Romantic, Affectionate, Indulgent



Fears: Rejection, Isolation, Loneliness, Unloved, Invisible

Brands: Victoria's Secret, Godiva, Chanel

Brand Asset Review

San Luis Obispo Regional Transit Authority

▲ Service Alerts



Schedules & Fares

Services

Passes

Ride Guide

About

Transit Tracker

Alerts

Q

Start

Address, City, State

Example: Atascadero Transit Center, Atascadero

End

Address, City, State

Example: Osos St and Palm St, San Luis Obispo

Date

Time

Preference

11/27/2024

8:14 AM

Best route

Departure


Arrival

Plan your trip

Learn how to ride/Get a personal trip plan


WE ARE HIRING!

APPLY NOW




Bus Passes On Your Phone

You can now purchase bus passes and show your ticket to the driver using your phone. Just download the Token Transit app from the [Apple App Store](#) or [Google Play](#).



Translate »



Website Review

The website will be evaluated based on three objectives:

1. Ease of use
2. Brand consistency
3. Emotional impact

1. Ease of Accessing Essential Information

The biggest barrier to riding transit is the perceived complexity of riding the system. By answering the questions, *where*, *when* and *how* will help riders understand how to use the system. Where it goes, when it arrives and how to ride, board, and pay will help non-riders feel comfortable using the service. The SLO RTA website landing page is clean, uncluttered and easy to navigate. With the trip planner as the primary focal point above the fold on the home page, users can access the most important functionality easily without needing to search through excessive content and narrative to find the primary reason for their site visit.

Ease of Use

The ease of use throughout the site is very strong. The narrative is limited, the navigation intuitive and the site is not overly complex. The ease of use with concise content is enhanced by the *How to Ride* video. The SLO RTA *How to Ride* video is excellent and helps distill a complex process into one that becomes familiar and even simple.

Video

Why is video so important in modern design and marketing strategies? Because the dual-channel input (visual and auditory) makes information easier to process and remember than reading alone, which primarily engages only the verbal processing channel.

A recent study found that viewers retain 95% of a message when they watch it in a video, compared to only 10% when reading it in text. Additionally, social media posts with video receive 48% more views and generate 1200% more shares than those with just images or text.

To strengthen the usability of the site, create additional *How to Ride* videos for specific target markets—commuters, college students, active seniors and paratransit riders. The more the videos are designed for specific target markets, the more the system will become appealing to specific groups.

Design Details that Elicit Action

Encouraging riders to “plan their trip” and “learn how to ride” are essential calls to action that will encourage transit ridership. Refining the design details like the buttons on the website will encourage that desired action. Currently, the two buttons on the home page blend in with the form fields above because the shapes are so similar. Exploring either a subtle drop shadow beneath the button or a capsule shape would allow these important buttons to stand out on the page. See the buttons on the LA Metro site. It’s important to have buttons up front on the landing page for trip planning and learning how to ride. Consider changing that button’s text to “Get your own (first line) personal trip plan” (second line). We recommend making both buttons blue for consistency.

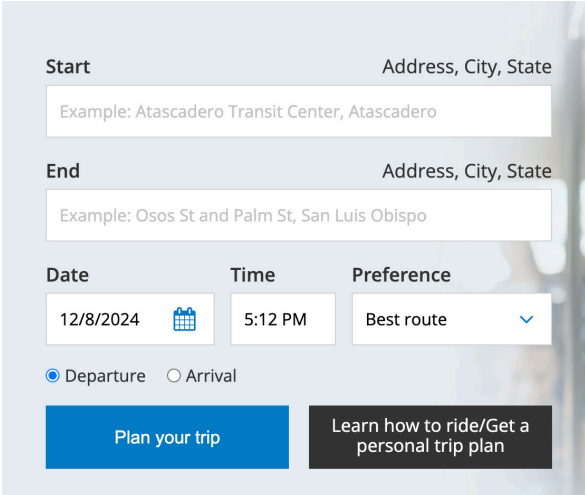


Figure 2: Current buttons blend into the design

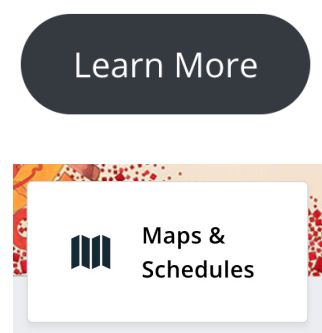


Figure 3: Explore alternate button designs that stand out on the page. Examples from the LA Metro website.

Map Functionality

The map design is also executed and designed with great simplicity and ease of use. Without overwhelming the viewer with an extremely complicated and comprehensive regional map, a more simplified version is shown at first glance.

This extremely simple regional map then takes you to a more detailed route map. This two-step map process allows the viewer to get the information they are looking for in the proper sequence without overwhelming with too much information at once.

The difficulty with the map is that the stops are not all listed on the simplified schedule seen below the map. The custom trip plan addresses this issue but we recommend including all stops on the time table if people don't call for the customized trip plan.

2. Brand Consistency

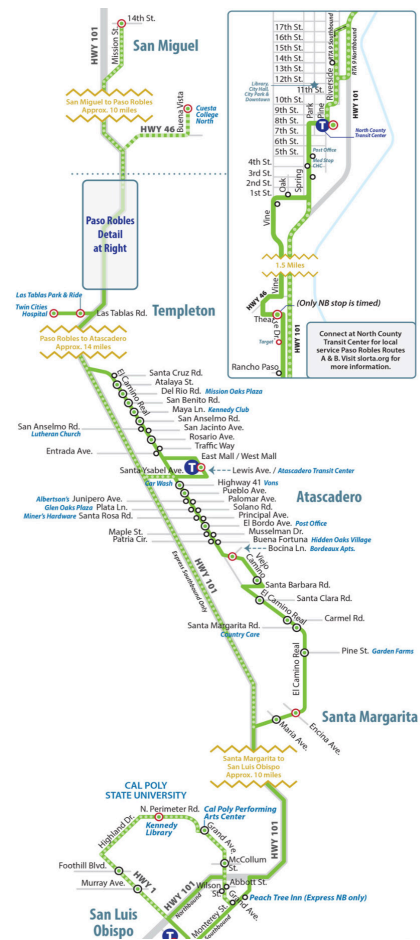
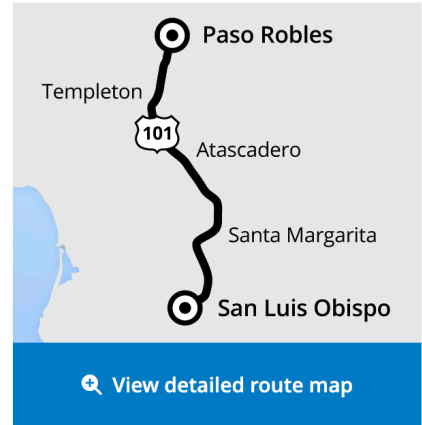
To create a stronger brand, the website and marketing materials should reflect the visual branding elements established on the fleet. While the blue and green are incorporated on the website, photography of the riders boarding and deboarding with the fleet graphics prominently featured would help connect the visual brand to the website. A brand is more than a logo, colors and fonts. The pattern on the fleet is the primary visual identifier of the brand. **We recommend refining the pattern for future vehicles and then incorporating subtle curves into design details of the website, much like your social media templates.**

3. Creating Emotion

Now that the primary goal of transit marketing has been accomplished—making the information easy to understand—infusing the site with a unique personality will elevate the SLO RTA brand and create a more memorable perception of the organization.

Use of Video

Create emotion by humanizing the brand. Serving the public every day is a labor of love that requires tremendous dedication. Showcase this dedication and passion behind the organization. Share SLO RTA behind-the-scenes videos of what is required to operate and manage the transit system. Your drivers, mechanics, staff and management team are everyday heroes. Share their stories using video as much as possible in place of static imagery. Capture how impactful



the work at RTA is and why your team is so dedicated to their jobs. The video's art direction and design should support the SLO RTA brand archetypes. Using video to tell their stories will strengthen your brand and create trust with new riders.

To further enhance the quality of the videos, think strategically about the background of the person being filmed. The more the brand is incorporated, the more the system will become recognizable. Film in front of a clean bus, at an attractive stop or other attractive location. Attractive landscaping, trees and other green, organic backgrounds will enhance simple testimonial videos.

To create a positive perception of the system and attract new riders, investing in video is essential to creating an effective marketing strategy. Conduct a multi-day video shoot. The shoot should be focused on capturing:

1. Riders using the system at all major stops
2. A day in the life of a rider
3. Staff profiles and behind-the-scenes of RTA operations
4. Micro-videos featuring specific target markets
5. Videos focused on the benefits of transit including the cost savings, environmental impacts, stress-relieving ease of use
6. A vlogger series, "Oh the places we'll go." Feature a popular and recognizable community member taking the bus to all of the popular destinations throughout the region

Photography

One of the biggest barriers to riding transit is often overcoming negative perceptions of public transportation or not understanding who rides transit. Humans trust their sense of sight above all other senses. Show social proof of riders using the system. By developing a robust photo library showing riders of all ages, demographics and abilities, new riders will see others like themselves riding the system. Your fleet and your website are the two most important brand assets. Enhance the website with photography of riders using the system. Feature exterior and interior photos of the bus with happy riders boarding, riding and engaging with other passengers. Exterior photos of buses will not entice new riders to consider riding. Getting on a bus is often intimidating for new riders. We recommend SLO RTA have a three or four day photoshoot featuring the system serving each community. Having the comprehensive photo library is the best investment the organization can make for future marketing efforts. After you have a library of visual assets, the time it takes to produce social media posts, print ads, brochures is greatly reduced because the assets will be at your fingertips.

Music and Sound

The best way to elicit a desired emotion is to incorporate music and sound into video and social media posts. Whether it's a simple audio track overlaying a static image or video that includes music and voice over, all of these details should reinforce the brand archetype. For example, if your archetype is the Jester, the music will be light and happy. Be as intentional about the music and audio recording as you are about providing your service. When filming staff, they should be happy, caring, warm and welcoming. They should showcase the person's distinct personality and when being interviewed, be anything but monotone.

Vivid Color

By incorporating as much color as possible into the video and photography, it will enliven the imagery and make it pop. Photos should include people in action and looking at the camera.

Art Direction Tip: Art direct the rider's attire prior to the day of the photoshoot and encourage photoshoot participants to wear colorful clothing. During the day of the shoot, avoid photos of people endlessly waiting and backs of heads.

(Inspiration photos from the Lift, Winter Park, Colorado)





In addition to photographing riders using the service, capture shots that have personality that reinforce your brand archetype. Shape the perception that riding is joyful, fun and easy. The more personality your marketing has, the more memorable it will be. Banish the bland is our strategy at Studio Six.



When conducting a photoshoot, identify an attractive background with as much green as possible. Shoot at your major stops or stops that you would like to promote that are underutilized. Art direct the wardrobe, actions, composition of those people in the shots. Design every detail.



Much of the Telluride library staff rides the bus into work each day. Integrate props into the photography that help tell the story of the photo and your riders.



Carefully position riders and the angle of the camera so the branding on the vehicle is highly visible, legible and a focal point.



Fleet Branding Analysis

Fleet graphics are a transit system's moving billboards. The fleet design is your most important brand asset. Your current fleet is colorful, highly visible from a distance and the fixed route fleet design allows for advertising on the side of the bus. As future buses are purchased, we recommend slightly refining the shapes and positioning of the shapes with graceful curves and intentional negative spaces. The endpoints of the shapes feel sharp and severe. By refining the current design, it will feel consistent with the current brand, yet more intentional, modern and welcoming. Design is in the details. Composition, negative space and the pattern design should be slightly refined. Adding tertiary elements and transparency should be explored and updating the fonts in the URL and phone number should be considered.



The RTA logo should have clear space and the green swoosh should not interfere with the logo. The phone number should also be placed in a space that does not overlap with the background shape for improved legibility.

The cutaway fleet, that has been recently redesigned to be consistent with the fixed route fleet, is striking. With the green roof and blue added to the front of the vehicle, the vehicles are very attractive and highly visible from a distance. The fleet continuity improves the strength of the current brand. As future cutaways are wrapped, we recommend repositioning the background curves on the side of the vehicle to allow the logo and phone number to have clear space.

Fleet Advertising

The transit fleet is the primary brand element. These large moving billboards traveling throughout the region should be distinctive, attractive and highly visible from a distance. Because these are your most important brand element, we recommend not including advertising on the vehicles. It cheapens the look of the transit service and the communities that it's driving through. When advertising is eliminated, it will allow RTA to refine the curved patterns on the side of the vehicle so the vehicles become more attractive and colorful. If advertising revenue is required, it will look the best on the back/tail of the vehicle instead of the sides of the vehicle.



Social Media Analysis

Brand Consistency

After analyzing the social media, the posts above are some of the most effective in the series. They are simple and consistent with the fleet graphics. The posts integrate with the RTA brand beautifully. The fleet curves are used in a variety of shapes with different treatments—some anchor the page, others run vertically, some incorporate transparency. All social media and print ads should have this level of graphic consistency that is referential to the fleet branding. Currently not all social media posts integrate the brand with any visual design elements. (See the following page.)

Emotional Appeal

While the posts are simple and straightforward, nothing less and nothing more, the ads would be stronger if there was a personality that comes through with the copywriting and headlines. The social media posts should have a distinctive voice based on your brand archetype/s. Instead of featuring a static image of a driver for the purposes of a driver recruitment ad, create a video of the driver showcasing his passion for his job. In the 20 most recent social media posts, only four integrated video. Overlay sound and live video and this post will be transformed into a memorable story.



Current Staff Photography

Have a photoshoot so that all staff are seen in action instead of static photos against a wall or uninteresting background. You are a transit system in motion. All imagery should have a sense of action or capture the everyday moments behind the scenes at RTA.

In-Action Preferred Photography, NCRTD in New Mexico



Current Imagery



Preferred—Shallow Depth of Field Imagery



Quality of the Photography

When building the RTA photo library, include shallow depth of field where the background is blurry and there is a single focal point. This affect helps simplify a busy image by isolating a single hero of the image. It creates a high-quality look for the marketing materials. To supplement your photo library created by a professional photographer, take photos in portrait mode to achieve a similar look. In order to capture maximum blur, position the subject matter several feet or more in front of the background that is intended to be blurry.

In the RTA photo on the left, position the driver several feet in front of the vehicle so the bus is slightly blurry in the background. He will pop out and become the focal point of the image with a more simplified composition that is less busy.

Social Media Mix

Developing a dynamic and varied social media presence is essential for transit systems that are intentional about building ridership, community support, a positive perception and attracting new drivers. To do this, identify your values, what makes you unique, your ideal riders and look-a-like audiences based on current rider profiles. A dynamic social media mix should include:

1. Major Destinations and Destinations along the Routes

- Promote all major destinations with a focus on major employers, Cuesta College, Cal Poly, Hancock College, major medical facilities, Walmart, retail and shopping including Premium Outlets that are accessible via RTA. With the primary trip purposes being work and education, focus on attracting look-a-like audiences with social media.
- Feature riders' stories or employee spotlights.

2. Cost and Convenience Benefits

- Explain how riding saves money on gas, parking or car maintenance.
- Compare costs to driving.
- Highlight ease of using the system and the concierge trip planning service.

3. Educational and “How-To” Content

- Promote the personal travel planning service provided by RTA.
- Develop microvideos for specific target markets including middle schoolers, high schoolers, college students, commuters, active adults, and physically disabled riders.

4. Testimonials and Success Stories

- Share positive rider experiences.
- Post videos or stories from people who use the system with an emphasis on commuters, college students and university staff, active seniors and paratransit riders.

5. Engaging Content

- Share scenic routes or cool destinations accessible by transit.
- Create transit and community-focused quizzes, polls or transit trivia. Transit history related to the RTA region creates the positive perception that RTA is integral to life in the region.
- Post creative graphics, memes or throwback photos.

6. Environmental and Health Messaging

- Illustrate how public transit reduces emissions.
- Share stats about pollution reduction or fuel efficiency.
- Connect transit use to personal health benefits (walking to stops, less stress).

The current RTA social media mix is focused on primarily featuring internal staff news. We recommend developing additional content focused on the dynamic mix of the above topics with a focus on your biggest marketing assets, the personal travel training service and real human stories told via video. The social media content should include at a minimum one video post per week. The more sound, music and real human stories are integrated into the social media mix, the more effective the marketing is because it will connect not only on an informational level, but an emotional level.

Paid Social Media Ongoing Campaigns

To keep SLO RTA top of mind, launch a paid post every other month aimed at reaching specific target markets and geo-targeted areas. These paid posts should utilize video instead of static photos or illustrations. The paid posts should be designed to appeal to commuters going to work, college students, active older adults, those going to medical appointments, and those with physical disabilities, etc. This will help attract look-a-like audiences when they see others like themselves enjoying and thriving using transit.

Prominently feature and develop an entire campaign around the SLO RTA concierge travel planning service. Create a memorable and catchy name for this service. This strategy is so effective that it needs a brand unto itself. This personal, concierge-level service takes the stress out of an unfamiliar process. Promote it with video profiling a number of different types of riders using this service and how it benefited them.

Because the SLO RTA region is a popular travel destination, create a vlogger video series that highlights all of cool spots along the routes. Think Samantha Jones or Traveling Jules. While tourists are not a target market, this travel approach will appeal to choice riders. It will help shape the perception that RTA is a lifestyle choice and not simply a service for dependent riders.

Brand Enhancement: Greater Consistency

Bringing greater consistency to the advertising and social media with templates and a strong photo library will strengthen the brand. Integrate curves into the design as seen in the illustrated post that are reflective of the fleet branding. Reduce heavy narrative and integrate the RTA brand voice.



The illustration is colorful, friendly and inclusive. Develop one consistent illustration style so there is consistency.

If there isn't a yellow bus...

Try the transit bus!

RTA Routes Include 11 Schools!

- Cuesta College: SLO & North County - **fare free for students with ID!**
- Cal Poly
- Paso Robles High School
- Lewis Flanson Jr. High
- Liberty High School
- Allan Hancock College
- Arroyo Grande High School
- Paulding Middle School
- Nipomo High School
- New Tech High School

See if RTA can work for you and check out the bus schedules on our website. K-12 pay half price on RTA (does not apply to South County Transit)

For a **personal travel plan** visit our How to Ride webpage and complete the online form:
<https://www.slorta.org/ride-guide/how-to-ride/>

www.slorta.org (805) 541-2228

How are you getting to Cuesta?

Ride the RTA bus FREE!
Cuesta students ride all RTA buses fare-free
Just show your current school ID.
Visit our website for schedules and a complete bus stop list.
New to transit? Don't worry. We will give you guidance and make a custom travel plan just for you! Email rtatripplan@slorta.org

www.slorta.org (805) 541-2228

Geoff's Company Update

Our first two **battery-electric buses (BEBs)** were delivered in late March, and they were introduced to our Board of Directors at the end of May. We expect these two BEBs to enter revenue service in July. We will initially deploy the BEBs on Route 12, since the terrain is relatively flat and the average speed is one of the lowest of our intercity fixed-routes. We will also test operations on Route 9 SLO-Paso Robles and on Route 10 SLO-Santa Maria to collect and evaluate battery usage/capacity on these more difficult routes, followed by the local fixed-routes in Paso Robles and the Five Cities Area.

Employees! At this time, we have six open bids (four full-time and two part-time). We have four Bus Operator candidates in training and two in background checks. Our goal is to fully staff current routes and then, when possible, begin to bring back services (Express routes, school trippers, Route A on Saturdays, etc.) that we have had to suspend due to staffing shortages. I know that many of you sacrifice your personal time to cover open trips, and I'm grateful for your commitment and willingness to help.

Short-Range Transit Plan (SRTP): The SRTP is completed every five to seven years, and it helps us plan for the future of the agency and provides guidelines for making decisions. We have partnered with SLO Transit to conduct this SRTP jointly so that we can coordinate things like connections between our fixed-routes, daily service levels, fares, marketing campaigns, and other administrative efforts. Omar's article goes into more detail about the SRTP and how you can find interim reports on our website. Do you wonder what our riders said in the survey? Go look. Do you wonder what possible changes were evaluated for South County? You can go read them.

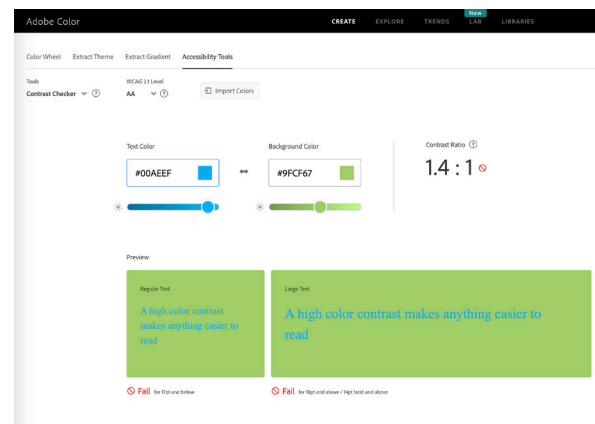
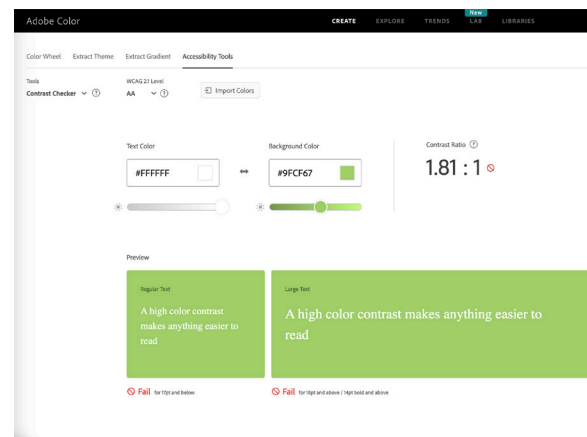
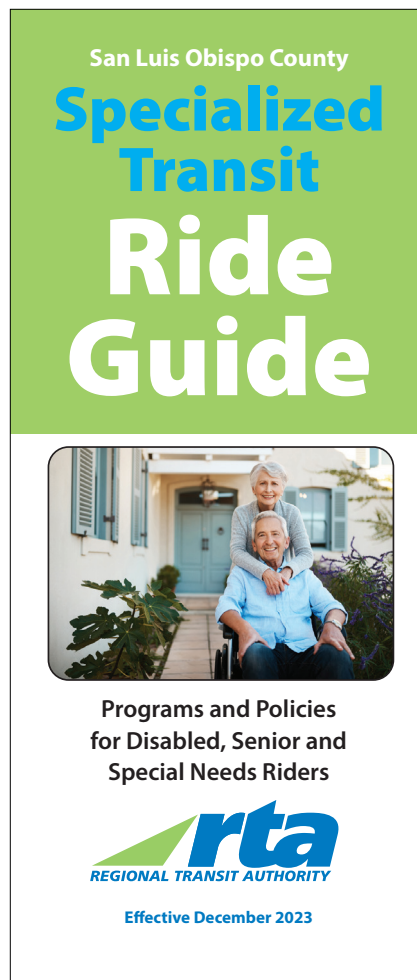
The next couple months look to be busy ones for the RTA in every department. I'm looking forward to the progress and changes, and thanks for all you do.

Ads for different audiences

When ads are designed for different audiences, establish clear and consistent standards for how the brand will be modified to adapt to the needs of that particular audience. When designing for seniors, type should be larger and should meet ADA color accessibility guidelines. The text size on the brochure seen below is ideal but the color contrast should be increased on this piece in order to pass minimum ADA guidelines. Use Adobe Color to check color contrast especially when designing for seniors and those with physical impairments. Establish color combinations in the RTA Graphic Standards that meet accessibility contrast guidelines.

Integrate the design elements of the vehicles with the graphic elements into every print or online ad. Design a template with the curves of the bus and authentic imagery of real riders. Have all photos bleed to the edge of the page without borders. Include a call to action in the headlines that support the brand personality.

If additional fonts will be used to appeal to different audiences, establish signature font families that ideally have a wide variety of weights and styles. This will allow for consistency yet versatility when creating hierarchy on a page. Create templates for specific target audiences and incorporate these guidelines into the graphic standards document.



Use the dark blue of the RTA logo instead of the blue seen in "Specialized Transit." The lighter blue and green are currently not meeting accessibility guidelines.

RTA is hiring friendly faces for Bus Operator positions!

**Paid Training - Full Time Benefits
Competitive Salary**



**Visit our website at www.slorta.org
or apply through the SLO County website**



Brand Enhancement

What is working: It's very effective to feature authentic photos of employees. To enhance the storytelling in this ad, seeing friendly faces behind the wheel of a bus would tell a deeper story than a simple green background. To see a woman driving a massive 40 ft bus is impressive! Let's tell the story of RTA's everyday heroes, the people literally moving our communities, providing jobs, recreation, a safe ride. Let's celebrate all they do. This ad would be further enhanced by a QR code that drives to a video of our drivers or an audio recording of the drivers giving a testimonial. Design advertising to be as interactive as possible.

Create an image library

The most important action RTA can take immediately is to have a photoshoot that shows what it's like to ride the system. Feature diverse riders boarding, deboarding and enjoying the service at all major destinations and those that need to be promoted. The current imagery is either stock or inconsistent in style.

Examples of an effective and consistent transit brand include ART, Asheville Redefines Transit. The graphics are consistent from the fleet to the brochures, to the signage to the tickets. Bring this level of consistency into the SLO RTA marketing program.



Guidelines for using stock photography

Stock photography can't replicate an image library that's built to express your unique local culture, your unique service. When budgets necessitate using stock imagery, adhere to these guidelines:

- Select photos that accurately represent the demographic of your target audience.
- Consistently include images with diversity in race, age, ethnicity, etc.
- Choose photos that incorporate your brand colors. For instance, find a photo of a person wearing a blue sweater, that reflects RTA blue. Or, find an image with blue sky, green trees, etc.
- Choose lifestyle imagery with happy riders featuring a shallow depth of field style.

Guidelines for using stock icons

When incorporating icons, choose one icon family for consistency.



SoCo Marketing

The San Luis Obispo Regional Transit Authority (RTA) serves South County through its subsidiary, South County Transit (SoCo Transit). SoCo Transit operates several fixed routes connecting key destinations in the Five Cities area, including Arroyo Grande, Grover Beach, Pismo Beach, and Oceano. Major routes include:

Route 21: Pismo Beach Premium Outlets via James Way.

Route 24: Grand Avenue.

Route 27: Grover Beach Ramona Garden via Oak Park Boulevard.

Route 28: Grover Beach Ramona Garden via 13th Street.

These routes provide access to shopping centers, educational institutions, residential neighborhoods, and recreational areas, facilitating convenient transportation within the region.

Current ridership comprises of daily commuters, students, seniors, and tourists. To strengthen the marketing efforts for the SoCo system, we recommend eliminating the SoCo brand and branding under the RTA umbrella. This will allow riders to view the two systems as one, strengthening the ease of use.

We recommend creating a unified brand look and having a photoshoot in South County specifically to effectively market this service area. A one-two day photoshoot should include the following destinations in San Luis Obispo, Pismo Beach, Nipomo, Santa Maria, Arroyo Grande, Grover Beach and Oceano. Some of specific locations will include:

1. Government Center
2. Pismo Beach Premium Outlets
3. Hancock College
4. Santa Maria Transit Center
5. Walmart
6. Ramona Garden
7. Oceano Airport

Marketing Strategy Recommendation: After the photoshoot is completed, develop an integrated campaign that promotes transit in South County. Feature a diverse mix of riders and major trip purposes. Feature students going to Hancock College, commuters at the Santa Maria Transit Center and the Government Center. Feature travelers going to the Oceano Airport, etc. After the core assets are created, develop micro videos of under 1 minute in length at the 4:5 aspect ratio. Produce a monthly or bi-monthly paid post aimed at different communities and the diverse target markets. By geotargeting, this approach will reduce media fatigue and reach the right audiences with the right messages. The videos will be placed on Facebook/Instagram, RTA's website and will be accompanied by radio.

To strengthen the RTA-SoCo brand, consistently use the RTA logo and eliminate the SoCo Transit logo and vehicles.

Target Audience for Micro Campaign

North County/North Coast Residents

North County is recognized for its thriving agricultural and viticultural industries, featuring world-class wineries and vineyards. The area also showcases California's frontier history through its rodeos, missions, and historic ranches. **The North Coast** is a vibrant fishing village celebrated for its fresh seafood and waterfront restaurants, offering plenty of recreational opportunities. Visitors can enjoy activities like kayaking, paddleboarding, and birdwatching at Morro Bay State Park.

In San Luis Obispo County, North County and North Coast residents are primarily white, with a higher percentage of older adults compared to the county average. Many have higher income levels, and a significant portion are retired or semi-retired. The area is also known for its emphasis on outdoor living and easy access to coastal scenery.

Route 9: offers daily intercity service between San Luis Obispo and San Miguel along the US 101 corridor, with stops in Paso Robles. Key destinations include Cuesta College North Campus, the North County Transit Center, the Atascadero Transit Center, Twin Cities Hospital, Cal Poly's Kennedy Library, and the San Luis Obispo Government Center.

Route 12: runs between San Luis Obispo and Los Osos via Morro Bay. Key stops include the Government Center, Cal Poly Library, Cuesta College, and Morro Bay Park.

Route 15: connects the north coast of San Luis Obispo County, linking Morro Bay, Cayucos, Cambria, and San Simeon. Riders eligible for Runabout service can request deviations up to 0.75 miles off the route. Key stops include Morro Bay Park, Cayucos Pier, Cambria Pines Lodge, and the Cambria Library. On weekends, it also serves the Hearst Castle Visitor Center and stops in the heart of town near the beach.

Marketing goals

- Focus on improved access to central and southern areas of San Luis Obispo County.
- Increase awareness of transit benefits for long-distance commuting.
- Build awareness of available services in more remote/isolated areas.

Why ride?

- Easy access to both business and leisure areas.
- Save money on long-distance commutes and vehicle maintenance.

Strategies

- Targeted campaign/messaging emphasizing improved regional connectivity.
- Transit/bus pop up events in North County to answer questions and offer an opportunity to learn more about RTA's system.
- Promote testimonials from long-time or frequent riders who live in North County and use the transit system as a primary mode of transportation.

Communication channels

- Partner with North County cities to cross-promote information.
- Flyers and posters at local hubs like local shopping centers and community centers.
- Paso Robles Plaza
- North County Plaza
- Atascadero Marketplace
- Templeton Village
- Paso Robles Community Center
- Atascadero Community Center
- Templeton Community Center
- Regional radio stations
- Targeted social media on the Facebook group: North San Luis Obispo County Living.

Tailored Outreach

Tactic: Partner with the local governments in North County to distribute targeted information about routes that run through their communities.

- Paso Robles
- Atascadero
- Templeton
- San Miguel
- Santa Margarita
- Morro Bay

Tactic: Attend events in North County to promote specific routes that serve the community.

- Paso Robles Wine Festival
- Paso Robles Pioneer Day
- California Mid-State Fair
- Harvest Festival
- Templeton Olive Oil Festival
- Morro Bay Kite Festival
- SLO CAL Open at Pismo Beach

Tactic: Reach seniors and other audiences that may not be active online by regularly publishing articles and ads in local newspapers that highlight specific routes for the targeted communities.

- The Atascadero News (under the Tribune)
- Paso Robles Press (under the Tribune)
- The Coast News
- Estero Bay News

Santa Margarita

Santa Margarita is a small town with a rich history dating back to California's Mission era. It's home to Santa Margarita Ranch, which offers various agritourism activities. The town has a rural, small-community feel.

Demographics (2022):

- Population: 698
- Median Age: 63
- Median Household Income: not available
- Race/Ethnicity:
 - White (Non-Hispanic): 85%
 - Hispanic: 7.16%

Top Reasons to Ride the Bus for Santa Margarita Residents:

- Going to grocery stores in Atascadero and running errands (15 min)
- Access to San Luis Obispo for shopping, dining, and entertainment (30 min)
- Access to fitness centers in Atascadero (15 min)
- Transportation to medical facilities
 - Adventist Health Sierra Vista in SLO (33 min)
 - Adventist Health Twin Cities (42 min)
- Eco-friendly alternative to driving
- Cost savings on gas and vehicle maintenance
- Stress-free travel option, especially for older residents
- Access to Cuesta College North in Paso Robles (1hr)
- Access to educational institutions like California Poly (23 min)
- Connectivity to outdoor recreational areas and activities
- Access to Paso Robles (1hr away)
 - Paso Robles DMV
 - Outdoor Supply Hardware, Michaels, The Crossings at,
 - Bath & Body Works, Target, Walmart

Thrift stores

- Goodwill Central Coast
- Paso Robles Antiques & Vintage
- Great American Antiques Mall
- New With Tags
- TheWidowsWarehouse
- One Dollar & More Thrift Store
- NCI Affiliates, Inc.
- Earthly Treasures

Target Audience Segments

- Upscale Mature Residents (65+)
 - Who they are: Retirees, often without kids at home
 - What they care about: Active lifestyles, outdoor activities, travel, financial security
 - What they struggle with: Maintaining independence, health concerns, staying connected

- Rural Outdoor Enthusiasts (All ages)
 - Who they are: Nature lovers, hunters, hikers
 - What they care about: Outdoor activities, rural lifestyle
 - What they struggle with: Access to amenities, balancing rural life with modern needs
- Lower Midscale Older Residents (55+)
 - Who they are: Middle-class retirees or near-retirees
 - What they care about: Budgeting, community involvement, health
 - What they struggle with: Fixed incomes, healthcare costs, maintaining quality of life
- Young Adults and Students
 - Who they are: College students, young professionals
 - What they care about: Education, career opportunities, social connections, sustainability
 - What they struggle with: Limited transportation options, balancing study/work and social life

Marketing Tactics

- Partner with local wineries and tourism boards for joint promotions
- Collaborate with healthcare providers to offer transportation packages
- Create a “Bus & Bike” program for outdoor enthusiasts
- Develop a loyalty program with rewards for frequent riders
- Offer guided tours to nearby attractions via bus service
- Host community events at the local bus stop to increase awareness
- Implement a referral program for current riders to encourage new users

Communication Channels

- Local newspapers and community newsletters
- Rural radio stations
- Community bulletin boards in local shops and post office
- Social media platforms (Facebook, Instagram)
- Direct mail campaigns
- Partnerships with local businesses and community organizations
- Presentations at community events and meetings
- Flyers and brochures at popular local spots (e.g., Santa Margarita Ranch)

Content Strategy

- Create video testimonials from diverse bus riders highlighting transit benefits
- Publish a monthly newsletter featuring local events accessible by bus
- Create infographics showcasing cost savings and environmental benefits of bus riding
- Produce a series of “Day Trip” itineraries accessible via bus service
- Develop a “Bus Rider’s Guide to Santa Margarita and Beyond” brochure

Specific Destinations and Activities to Connect

- San Luis Obispo (20 min):
 - Shopping at downtown boutiques and farmers markets
 - Dining at diverse restaurants
 - Cultural events and museums
 - Access to Cal Poly University
- Atascadero (15 min):
 - Zoo visits

- Lake activities
- Community events and festivals
- Paso Robles (53 min):
 - Wine tasting tours
 - Hot springs resorts
 - Concerts and events at Vina Robles Amphitheater
- Morro Bay (1 hr 8 min away):
 - Beach activities
 - Seafood restaurants
 - Morro Rock and embarcadero exploration
- Cuesta College (1 hr away):
 - Educational courses and programs
 - Community events and workshops
- Pismo Beach & Premium Outlets (1hr away)

Route 9

- Connects Santa Margarita to San Miguel, Paso Robles, Templeton, Atascadero, San Luis Obispo
- Increasing peak-period frequency could add 16,600 trips annually.
- Demonstrates potential for growth with increased peak-period frequency and additional service to Cal Poly.

Businesses near stop:

- Escape! at Margarita Adventures
- Ancient Peaks Winery

Atascadero

Atascadero is a city in San Luis Obispo County known for its rural charm and family-friendly atmosphere. It offers various outdoor activities, a zoo, and community events. The city emphasizes sustainability and environmental stewardship.

Demographics (2022):

- Population: 29,758
- Median Age: 40.9
- Median Household Income: \$88,984
- Race/Ethnicity:
 - White (Non-Hispanic): 70.1%
 - White (Hispanic): 11%
 - Two+ (Hispanic): 5.58%
 - Two+ (Non-Hispanic): 4.45%
 - Other (Hispanic): 3.03%

Top Reasons to Ride the Bus for Atascadero Residents:

- Convenient access to nearby cities for work, shopping, and entertainment
- Eco-friendly transportation option aligning with community sustainability values
- Cost-effective alternative to driving, saving on gas and parking fees
- Stress-free commute, avoiding traffic and parking hassles
- Safe transportation for wine tasting and tourism activities
- Access to educational institutions like Cuesta College North and Cal Poly
- Reliable transportation for seniors and those who prefer not to drive
- Connectivity to outdoor recreational areas and activities

Specific Destinations and Activities to Connect:

- San Luis Obispo (17 miles, 40 min):
 - Cal Poly University events and campus visits
 - Downtown shopping and dining
 - Thursday night Farmers' Market
 - Museums and cultural attractions
- Paso Robles (15 miles, 30 min):
 - Cuesta College North
 - Wine tasting tours
 - Vina Robles Amphitheater for concerts
 - Ravine Water Park
 - Downtown events and festivals
- Templeton (11 miles, 16 min):
 - Twin Cities Community Hospital
 - Farmers' Market
- Santa Margarita (8 miles, 20 min):
 - Santa Margarita Lake for outdoor recreation
 - Zip lining adventures
 - Margarita Adventures tours

- Within Atascadero (The bus stops here):
 - Sunken Gardens
 - City of Atascadero Government Offices
 - Atascadero Library
 - Famous Sunken Gardens
 - Villa Margarita Mobile Home Park
 - Paloma Creek High School
 - United States Postal Service
 - Urgent Care of Atascadero
 - San Luis Obispo Social Services
 - Atascadero Pet Hospital & Emergency Center
 - Valley Fitness
 - El Camino Real Plaza Shopping Center Atascadero
 - AutoZone Auto Parts
 - The Home Depot
 - Staples
 - Grocery Outlet
 - Kennedy Club Fitness
 - Nana Massage
 - The Carlton Hotel 6005 El Camino Real
 - Planet Fitness 8210 El Camino Real, Atascadero
 - Food 4 Less 8360 El Camino Real, Atascadero
 - The Carlton Hotel
 - Marin's Vineyard Wine Tasting Room
 - Kula Vineyards & Winery

Thrift stores

- North County Christian Thrift Shop
- The Hope Chest Emporium
- Pueblo used clothing store
- Goodwill Central Coast
- Patch - Children's Thrift Boutique
- Ernest Grace
- Black Sheep
- Golden State Goods
- Gatherings Thrift
- Return Engagement Upscale Resale
- Meade Canine Resale Group

Target Audience Segments:

- Upscale Mature Residents (65+)
 - Who they are: Wealthy retirees, often without kids at home
 - What they care about: Active lifestyles, community involvement, healthcare access, travel
 - What they struggle with: Maintaining independence, health concerns, driving long distances
- Environmentally Conscious Professionals (25-54)
 - Who they are: Middle to upper-income workers interested in sustainability
 - What they care about: Reducing carbon footprint, work-life balance, community impact
 - What they struggle with: Balancing eco-friendly choices with convenience, commute stress

- Families with Children
 - Who they are: Parents with school-age children
 - What they care about: Family activities, independence education, safety, budget management
 - What they struggle with: Juggling schedules, transportation to after-school activities
- Young Adults and Students (18-24)
 - Who they are: College students, young professionals
 - What they care about: Affordability, social connections, mobility, technology
 - What they struggle with: Limited budgets, lack of personal vehicles
- Wine and Tourism Enthusiasts (All ages)
 - Who they are: Local and visiting wine lovers, tourists
 - What they care about: Exploring local attractions, safe transportation, enjoying leisure time
 - What they struggle with: Designated drivers, navigating unfamiliar areas

Marketing Tactics:

- Develop a “Community Sustainability Challenge” promoting bus ridership
- Create a “Family Adventure Pass” for weekends and holidays
- Partner with local wineries and tourism boards for joint promotions
- Implement a “Commuter Rewards” program for frequent riders
- Organize “Senior Social” group trips to nearby attractions
- Create a “Bus & Bike” program for outdoor enthusiasts visiting lakes and parks and promote with a Ribbon Cutting event
- Implement a “First Ride Free” program for new users and promote with a Ribbon Cutting event
- Organize “Transit Tutorials” at community centers and senior living facilities
- Launch a “Student Summer Pass” for unlimited rides during school breaks

Communication Channels:

- Local newspapers (e.g., Atascadero News)
- Community radio stations
- Social media platforms (Facebook, Instagram, Twitter)
- City website and newsletter
- Partnerships with local businesses, schools, and community organizations
- Bus stop advertising and digital displays
- Events and farmers markets
- Targeted social media advertising
- Local podcasts and streaming services
- Atascadero Chamber of Commerce partnerships
- School district communications
- Geo-targeted mobile ads near major attractions and employment centers

Content Strategy:

- Raffle tickets by partnering with the annual Atascadero Light Up the Downtown and the Sip & Shop event.
- Setup a booth at the events showcasing all the wine country destinations the bus goes to
- Produce video testimonials showcasing diverse riders and their reasons for choosing the bus
- Create an interactive “Eco-Impact Calculator” showing environmental benefits of bus ridership
- Develop a “Ride & Discover” blog series highlighting local destinations accessible by bus
- Share weekly “Bus Rider Spotlight” stories on social media
- Create a “Bus Stop Art Project” featuring local artists, with content shared online

- Develop a series of “Quick Trip” itineraries for bus-accessible day trips
- Produce a “Sustainable Atascadero” video series highlighting the role of public transit
- Share user-generated content of “Bus View” photos from scenic routes

Route 9

- 161,700 annual riders
- Connects Santa Margarita to, San Miguel, Paso Robles, Templeton, San Luis Obispo
- Increasing peak-period frequency could add 16,600 trips annually.
- Demonstrates potential for growth with increased peak-period frequency and additional service to Cal Poly.

Templeton

Templeton is a census-designated place known for its small-town charm and wine industry. It has highly rated schools and a community that values its rural heritage. The economy is primarily based on agriculture, healthcare and educational services.

Demographics (2022):

- Population (2022): 8,614
- Median Age: 44.5
- Median Household Income: \$116,316
- Race/Ethnicity:
 - White (Non-Hispanic): 77.1%
 - Two+ (Hispanic): 10.6%
 - White (Hispanic): 4.84%
 - Two+ (Non-Hispanic): 4.63%
 - Asian (Non-Hispanic): 1.31%

Top Reasons to Ride the Bus for Templeton Residents:

- Templeton provides access to healthcare services: The bus stops near Adventist Health Twin Cities Hospital, providing vital transportation for medical appointments to riders from nearby communities, specifically Paso Robles, Atascadero and San Luis Obispo.
- Cost savings: Saving on gas and vehicle maintenance costs.
- Stress-free travel: Avoiding traffic and parking hassles, especially for older residents.
- To Paso Robles (27 min)
- Community events and festivals
- Cuesta College North
- Amtrak station
- Wine tasting, downtown shopping, and dining
- To Atascadero (15 min)
- Community events and festivals
- Shopping and dining
- Recreation
- To San Luis Obispo (52 min)
- Cal Poly
- Downtown shopping, museums
- Cultural destinations

Target Audience Segments:

- Upscale Mature Without Kids (65+)
 - Who they are: Wealthy retirees, often without kids at home
 - What they care about: Active lifestyles, healthcare access, connection, financial security
 - What they struggle with: Mobility issues, driving long distances, maintaining independence

- **Wealthy Older Families (45-64)**
 - Who they are: Affluent families with older children or empty nesters
 - What they care about: Family activities, education, career, community events
 - What they struggle with: Negative perception of public transit, unfamiliarity with riding transit
 - Balancing work and family commitments, transportation for various activities
- **Upper Midscale Middle-Aged Without Kids (55+)**
 - Who they are: Middle to upper-income couples or singles without children at home
 - What they care about: Leisure activities, local culture, health and wellness
 - What they struggle with: Maintaining an active lifestyle, accessing varied entertainment options
- **Healthcare Patients (all ages)**
 - Who they are: Residents requiring regular medical care or check-ups
 - What they care about: Reliable transportation to medical appointments, health and wellness
 - What they struggle with: Mobility issues, stress of driving to appointments

Marketing Tactics:

- Collaborate with Adventist Health Twin Cities Hospital for patient transportation programs
- Create a “Ride & Dine” program with local restaurants
- Develop a loyalty program for frequent riders
- Offer guided tours to nearby attractions via bus service

Communication Channels:

- Local newspapers and magazines (e.g., Paso Robles Press)
- Community bulletin boards
- Social media platforms (Facebook, Instagram)
- Local radio stations
- Direct mail campaigns
- Partnerships with local businesses and healthcare providers

Content Strategy:

- Create video testimonials from satisfied bus riders
- Develop an interactive map showing bus routes and points of interest
- Publish a monthly newsletter highlighting local events accessible by bus
- Share tips for enjoying wine tours responsibly using bus transportation

Residents of Templeton, California care about many things, including:

- Some residents appreciate the small-town feel and the friendly, family-oriented nature of the community.
- Templeton is known for its wineries, and many of the wineries in the Paso Robles area are actually located in Templeton.
- Templeton is also seeing a growth in olive oil production, with many small groves producing olives for consumption and oil.
- The public schools in Templeton are highly rated.
- Some residents are concerned about new development, such as a proposed gas station.

Route 9

- Connects Santa Margarita to, San Miguel, Paso Robles, Atascadero, San Luis Obispo
- Increasing peak-period frequency could add 16,600 trips annually.
- Demonstrates potential for growth with increased peak-period frequency and additional service to Cal Poly.

Bus stops near:

- Adventist Health Twin Cities Hospital
- Las Tablas Animal Hospital

Thrift

- Upscale Resale Women's Designer Consignor Boutique
- Dial-A-Ride, Tuesday and Thursday from 8 am to 5 pm. No same-day service.
- Templeton-Paso Robles

Paso Robles

Paso Robles is known for its wineries, hot springs, and historic downtown. It offers a mix of rural and urban amenities, with a focus on tourism and agriculture. The community values its schools and recreational opportunities.

Demographics (2022)

- Population: 31,595
- Median Age: 40
- Median Household Income: \$90,158
- Race/Ethnicity:
 - White (Non-Hispanic): 55.6%
 - White (Hispanic): 14%
 - Other (Hispanic): 9.81%
 - Two+ (Hispanic): 8.23%
 - Two+ (Non-Hispanic): 5.58%

Top Reasons to Ride the Bus for Paso Robles Residents:

- Cuesta College North students
- Within Paso Robles (Local A route):
 - Paso Robles Event Center for fairs and expos
- Safe and convenient transportation for nearby wine tasting tours
- Affordable transportation option for commuters and vacationers
- Eco-friendly alternative to driving, aligning with environmental values
- Stress-free travel to medical appointments and services
- Easy access to thrift stores, shopping centers and entertainment venues
- Reliable transportation for seniors and those who can't or prefer not to drive
- Connect to outdoor recreational areas and activities
- San Luis Obispo (1 hr 15 min)
- Templeton (15 min via Route 9S):
 - Twin Cities Community Hospital

Target Audience Segments:

- Wine Enthusiasts and Tourists
 - Who they are: Local and visiting wine lovers, age 25-65+
 - What they care about: Experiencing local wineries, safe transportation, enjoying leisure time
 - What they struggle with: Designated drivers, navigating unfamiliar areas, parking at wineries
- Upscale Mature Residents (65+)
 - Who they are: Wealthy retirees, often without kids at home
 - What they care about: Maintaining independence, health, community involvement, travel
 - What they struggle with: Driving long distances, health concerns, staying connected
- Working Professionals and Commuters (25-54)
 - Who they are: Middle to upper-income workers, possibly commuting to nearby cities
 - What they care about: Career, work-life balance, efficiency, cost savings
 - What they struggle with: Traffic stress, parking costs, vehicle maintenance
- Environmentally Conscious Residents (All ages)

- Who they are: Eco-friendly individuals and families
- What they care about: Reducing carbon footprint, sustainable living, community impact
- What they struggle with: Unfamiliarity with public transit
- Students and Young Adults (18-24)
 - Who they are: College students, young professionals
 - What they care about: Affordability, social connections, mobility
 - What they struggle with: Limited budgets, lack of personal vehicles

Marketing Tactics:

- Collaborate with local wineries for “Wine & Ride” packages
- Partner with major employers for commuter incentive programs
- Develop a loyalty program with rewards for frequent riders

Communication Channels:

- Local newspapers (e.g., Paso Robles Daily News)
- Radio stations (e.g., 92.5 The Krush)
- Social media platforms (Facebook, Instagram)
- Tourism websites and visitor centers
- Partnerships with local businesses, wineries, and hotels

Content Strategy:

- Create video testimonials from diverse bus riders highlighting different benefits
- Develop an interactive map showing bus routes, wineries, and local attractions
- Publish a monthly “Ride & Explore” guide featuring local events accessible by bus
- Create infographics comparing the cost and environmental impact of driving vs. bus riding

Route 9:

- Atascadero and San Luis Obispo (SLO) by connecting to Regional Transit Authority (RTA) Route 9. Buses are lift-equipped to serve the mobility impaired and feature bicycle racks.
- Increasing peak-period frequency could add 16,600 trips annually.

Paso Robles Local Paso Express

The local bus service, Paso Express Routes A and B, is a fixed-route transit service operating along designated routes within the city.

- Route A: 59,400 annual riders
- Route B: 64,100 annual riders

Dial-A-Ride, Monday through Friday from 7 am to 1 pm

- Paso Robles
- Paso Robles -Templeton
- Paso Robles - Shandon

Businesses near route A & B stop:

- Walmart
- Woodland Plaza
- Paso Robles City Library
- Hotel Cheval
- Paso Robles Inn
- Paso Robles Children’s Museum
- The Vreamery - Artisan Vegan Cheese Company

- Thrift stores
 - Goodwill Central Coast
 - Paso Robles Antiques & Vintage
 - Great American Antiques Mall
 - New With Tags
 - One Dollar & More Thrift Store

Businesses near route 9 stop:

- An Amtrak depot is located at the North County Transit Center (NCTC) at 800 Pine Street. The Coast Starlight makes two stops daily, southbound and northbound.
- Cuesta College North
- Paso Robles DMV
- Oxford Suites Paso Robles
- Courtyard Paso Robles
- Hampton Inn & Suites Paso Robles
- River Lodge
- La Bellasera Hotel & Suites
- Outdoor Supply Hardware Michaels, Target

San Simeon

San Simeon is a tiny coastal town famous for Hearst Castle. It offers scenic beauty, outdoor activities and wildlife viewing opportunities. Due to its prominent presence in San Simeon, a substantial number of residents are employed in various roles at the castle, including tour guides, maintenance staff, hospitality and administrative positions.

Route 15: Serves nearby communities of Morro Bay, Cayucos, Cambria, San Simeon. San Simeon stretches along the coast with two bus stops served by RTA 15 route, one at the Hearst Castle Visitor Center and another in the heart of the town near the beach.

Demographics (2022)

- Population (2022): 307
- Median Age: 48
- Median Household Income: \$58,125
- Race/Ethnicity:
 - White (Hispanic): 53.7%
 - White (Non-Hispanic): 46.3% (No other racial/ethnic groups reported)

Top Reasons to Ride the Bus:

- Convenient access to Hearst Castle and other attractions
- Safe transportation option for wine tasting activities
- Reliable transportation for hospitality workers

Target Audience Segments:

- Tourists visiting Hearst Castle
- Hospitality industry employees

Marketing Tactics:

- Create a “Castle & Coast” pass combining bus fare with Hearst Castle tours
- Promote discounted rates for visitors to the Castle who travel by bus
- Implement a “Hospitality Worker” discount program

Communication Channels:

- Partnerships with Hearst Castle and local hotels
- Tourism websites and visitor centers
- Social media targeting tourists planning trips to the area

Content Strategy:

- Produce “San Simeon Secrets” video series highlighting lesser-known attractions that the bus travels to
- Create a “Sustainable Tourism” guide for San Simeon
- Develop itineraries for car-free vacations in the area

Specific Destinations:

Hearst Castle

Businesses near RTA 15 stop:

Hearst Castle Visitor Center
Cavalier Oceanfront Resort

Morro Bay

Morro Bay is a scenic coastal city known for Morro Rock, its working fishing port, and outdoor recreation opportunities. The community values its natural beauty, tourism industry, and quality of life. There are concerns about population growth and housing development.

Demographics (2022)

- Population: 10,766
- Median Age: 52
- Median Household Income: \$88,547
- Race/Ethnicity:
 - White (Non-Hispanic): 74.9%
 - Other (Hispanic): 6.26%
 - Asian (Non-Hispanic): 5.28%
 - Two+ (Hispanic): 3.88%
 - White (Hispanic): 3.72%

Top Reasons to Ride the Bus:

- Avoid parking issues in busy tourist areas
- Eco-friendly option supporting the town's natural beauty
- Affordable transportation for service industry workers
- Safe option for seniors and students
- San Luis Obispo (13 miles southeast): Shopping, dining, cultural events
- Los Osos (6 miles south): Montana de Oro State Park
- Cayucos (6 miles north): Beach activities, antique shopping
- Cayucos (6 miles north): Local surfers meeting up with friends
- Locals going to Adventist Health Sierra Vista Hospital in SLO (30 min via 12S)
- Day-trippers traveling to Hearst Castle in San Simeon (70 min) on weekends
- Local college students commuting to Cuesta College

Target Audience Segments:

- Tourists and Day-trippers
- Service industry workers
- Active older adults and seniors
- College students

Marketing Tactics:

- Create a "Morro Bay Explorer Pass" combining bus fare with local attractions
- Implement an "Early Bird Special" for service industry workers
- Develop partnerships with hotels for guest transportation

Communication Channels:

- Tourist information centers and hotel partnerships
- Local radio and print media
- Social media targeting tourists and locals
- Advertising at popular attractions (e.g., near Morro Rock)

Content Strategy:

- Create a “Car-Free Vacation Guide” for Morro Bay

Specific Destinations:

- Visitors staying at the local VRBOs, Inn’s and Hotels
- Albertsons
- Morro Bay Trolley (August-September on Sat. & Sun.)

Route 12:

- Increasing weekday frequency could add 34,700 trips annually
- Morro Bay is a stop along RTA Route 12 between Los Osos, Cuesta College and San Luis Obispo

Route: RTA 12 & RTA 15

- Route 12 connects Morro Bay to Los Osos Loop, San Luis Obispo
- Route 15 connects Morro Bay to San Simeon, Cambria, Cayucos

Businesses near stop:

- Albertsons
- Rite Aid drug store
- Urgent Care of Morro Bay
- Connect to Morro Bay Trolley (August-September on Sat. & Sun.)
- Within 12 min walk from the bus stop:
 - Restaurants, shops, activities
 - Beach
 - 501 Embarcadero
 - Dutchman’s Seafood House
 - 701 Embarcadero

Thrift stores

- Achievement House Inc, Thrift Store
- Foxys Thrift Shop
- Thrift stores within 10 min walk
 - Really Sweet Stuff
 - DIVERS, vintage clothing store

Los Osos

Los Osos is a coastal community near Morro Bay. It offers a suburban-rural mix with highly rated schools. Residents appreciate the peace and quiet, excellent air quality, and sense of community.

Demographics (2022):

- Population: 15,523
- Median Age: 47.6
- Median Household Income: \$91,902
- Race/Ethnicity:
 - White (Non-Hispanic): 73.3%
 - White (Hispanic): 8.25%
 - Two+ (Hispanic): 6.44%
 - Asian (Non-Hispanic): 4.28%
 - Other (Hispanic): 3.24%

Top Reasons to Ride the Bus:

- Affordable transportation to nearby cities for work and shopping
- Reliable transportation for seniors and those who prefer not to drive
- Stress-free commute to San Luis Obispo and other employment centers
- Local college students commuting to Cuesta College (40 min)
- Locals traveling to Adventist Health Sierra Vista Hospital in SLO (56 min)
- Nature enthusiasts, bird watchers traveling to Morro Coast Audubon Society Sweet Springs Nature Preserve and El Moro Elfin Forest

Target Audience Segments:

- Environmentally Conscious Residents
 - Who they are: All ages interested in sustainability and conservation
 - What they care about: Reducing carbon footprint, preserving natural beauty
 - What they struggle with: Limited eco-friendly transportation options
- Active older adults and seniors (55+)
 - Who they are: Older residents, often living on fixed incomes
 - What they care about: Independence, community involvement, access to services
 - What they struggle with: Mobility issues, driving long distances
- Commuters to San Luis Obispo
 - Who they are: Working professionals, ages 25-64
 - What they care about: Efficient transportation, work-life balance, cost savings
 - What they struggle with: Traffic stress, parking costs in SLO
- Outdoor Enthusiasts
 - Who they are: Locals and visitors interested in beaches and nature activities
 - What they care about: Accessing outdoor recreation areas, environmental preservation
 - What they struggle with: Parking at popular outdoor spots, eco-friendly transportation

Key Messages:

- "Preserve Los Osos' natural beauty – choose eco-friendly bus transit"
- "Stress-free commutes to SLO – leave the driving to us"
- "Connect to coastal adventures without the parking hassle"
- "Affordable, reliable rides for an active, independent lifestyle"

Marketing Tactics:

- Implement a “Green Rider” rewards program for frequent bus users
- Create a “Beach & Bay Express” service to popular outdoor destinations
- Develop a “Senior Social” program with group outings to nearby attractions
- Partner with local environmental groups for “Eco-Transit” awareness campaigns

Communication Channels:

- Local community newspapers and bulletins
- Targeted social media advertising (Facebook, Instagram, NextDoor)
- Partnerships with environmental organizations and senior centers
- Community events and farmers markets

Content Strategy:

- Produce “Los Osos Naturally” video series showcasing bus-accessible nature spots
- Create “Commuter Chronicles” blog featuring stories of local bus commuters
- Develop an interactive map showing bus routes and outdoor recreation areas
- Share weekly “Eco-Tip Tuesday” posts highlighting the environmental benefits of bus ridership
- Design infographics comparing the carbon footprint of bus vs. car travel

Specific Destinations:

- Morro Bay (6 miles northwest): Beach activities, shopping, dining
- San Luis Obispo (13 miles east): Employment, shopping, cultural events, Cal Poly
- Montana de Oro State Park (local): Hiking, beach activities
- Baywood Park (local): Dining, kayaking, bird watching

Route 12

- Increasing weekday frequency could add 34,700 trips annually
- Has the highest potential for ridership growth with increased frequency
- Morro Bay is a stop along RTA Route 12 between Los Osos, Cuesta College and San Luis Obispo

Businesses near stop:

- Miner’s Ace Hardware
- Morro Coast Audubon Society Sweet Springs Nature Preserve
- El Moro Elfin Forest (90-acre natural area with prehistoric dunes, rare plants & birds) hiking area, beaches & a boardwalk
- The Olde Alehouse
- Coastal Access Monarch Butterfly Preserve (.9 miles from bus stop)

Thrift stores

- Abundance Shop
- Goodwill Donation Center

Cayucos

Cayucos is a laid-back coastal town with a small population. It's known as the "last of the California beach towns" and features a historic pier, beautiful beaches, and a quaint downtown. Residents value the small-town feel and are concerned about preserving the town's character. Surfers love catching waves in and around Cayucos for its ideal conditions and for beaches less crowded than Morro Bay to the south.

Route 15: Connects Cayucos to San Simeon, Cambria, Morro Bay. Serves Cayucos & Ocean, there are a few stops here along the beach but the RTA website shows only one stop so maybe the stops are on-demand. The bus stops at the Cayucos State Beach near the Duckies Chowder House.

Demographics (2022)

- Population: 2,361
- Median Age: 60.4
- Median Household Income: \$81,366
- Race/Ethnicity:
 - White (Non-Hispanic): 78.3%
 - White (Hispanic): 8.47%
 - Two+ (Non-Hispanic): 5.34%
 - Two+ (Hispanic): 3.09%
 - Asian (Non-Hispanic): 2.03%

Top Reasons to Ride the Bus:

- Vacationers can avoid car-rentals and get around everywhere by bus.
- Avoid parking issues in the small beach town during summer
- Eco-friendly option supporting the town's laid-back, natural vibe
- Convenient access to nearby cities and attractions
- Affordable option for seasonal workers
- Locals going to Adventist Health Sierra Vista Hospital in SLO (1 hr via 15S > 12S)
- Locals going to Morro Bay (10 min ride)
 - Albertsons
 - Rite Aid drug store
 - Urgent Care of Morro Bay
 - Morro Bay Library

Target Audience Segments:

- Vacationers staying at RV park, Motels and VRBOs
- Surfers
- Retirees and Second Home Owners
- Seasonal Workers
- Day-trippers from nearby towns
- Local residents

Key Messages:

- "Ride the wave to Cayucos – bus to the beach stress-free"
- "Preserve our slice of paradise – choose eco-friendly transit"
- "Connect to coastal adventures without the parking hassle"

Marketing Tactics:

- Implement a “Surf & Turf” pass combining bus fare with surfboard rentals
- Create a “Seniors by the Sea” program with group outings
- Develop a “Weekend Wanderer” pass for frequent day-trippers

Communication Channels:

- Local surf shops and beach equipment rental locations
- Community bulletin boards and local events
- Targeted social media ads for nearby communities
- Partnerships with retirement communities and senior centers

Content Strategy:

- Produce “Cayucos Calm” video series showcasing the town’s relaxed lifestyle
- Create a “Bus to Beach” guide with tips and best practices
- Develop a “Coastal Commuter” blog featuring stories of regular bus riders

Specific Destinations:

- Morro Bay (6 miles south): Shopping, dining, Morro Rock
- Paso Robles (26 miles east): Wine tasting, events
- San Luis Obispo (20 miles southeast): Urban amenities, cultural events

Businesses near stop:

- Cayucos Surf Company
- Cayucos State Beach
- Bella Vista by the Sea RV park
- Good Clean Fun Surf & Sport
- See Lyon Beach Rentals Vacation rentals
- Duckies Chowder House
- Cayucos Library
- Cayucos Elementary School
- Cayucos Chamber of Commerce
- Cayucos Super Market
- Cayucos Seniors Club
- Seaside Motels
- Montecito Point, a live music venue

Thrift stores

- Main Street Antiques
- Remember When
- Remember When Too
- Thrift Shop & Senior Center

Cambria

Cambria is a small coastal village known for its relaxed lifestyle, beautiful beaches, and historic attractions. It offers many outdoor activities, local wines, and oceanfront restaurants. Cambria can be cold and windy. The community is concerned about issues like access to healthcare and homelessness.

Route 15: Serves nearby communities of Morro Bay, Cayucos, Cambria, San Simeon.

Demographics (2022):

- Population: 5,825
- Median Age: 60.1
- Median Household Income: \$95,460
- Race/Ethnicity:
 - White (Non-Hispanic): 69.8%
 - Two+ (Hispanic): 14.1%
 - White (Hispanic): 9.96%
 - Other (Hispanic): 2.92%
 - Two+ (Non-Hispanic): 2.23%

Top Reasons to Ride the Bus:

- Eco-friendly option aligning with community values
- Convenient access to Hearst Castle on weekend and other attractions
- Safe transportation for wine tasting activities
- Reliable option for seniors and those who prefer not to drive
- Affordable transportation for service industry workers
- Adventist Health Sierra Vista Hospital in SLO (1 hr 20 min via 15S > 12S)
- From the local suburb to the town center.
- Vacationers visiting nearby towns
- Locals going to Morro Bay (35 min)
 - Albertsons
 - Rite Aid drug store
 - Urgent Care of Morro Bay
 - Morro Bay Library

Target Audience Segments:

- Tourists and Day-trippers
- Active older adults and seniors
- Local residents
- Wine Enthusiasts
- Environmental Conservationists like <https://www.coastalrcd.org/>

Key Messages:

- “Explore Cambria’s charm – leave the driving to us”
- “Sip and savor safely – your wine tour chauffeur awaits”
- “Preserve Cambria’s natural beauty – choose green transit”

Marketing Tactics:

- Partner with Cambria Bike Rentals promoting coastal rides along Moonstone Beach.
- Create a “Pines to Vines” pass combining bus fare with local attractions
- Implement a “Senior Explorer” program with guided bus tours
- Develop partnerships with local inns and B&Bs for guest transportation

Communication Channels:

- Local art galleries and shops
- Partnerships with wineries and Hearst Castle
- Cambria Chamber of Commerce and tourism websites
- Targeted social media ads for tourists and locals

Content Strategy:

- Produce “Cambria’s Hidden Treasures” video series accessible by bus
- Create an “Eco-Tourist’s Guide” to Cambria
- Develop a “Scenic Route” photo contest for bus riders

Specific Destinations:

Hearst Castle (11 miles north): Tours and visitor center on weekends.

Businesses near stop:

- Cambria Bike Rentals
- Moonstone Beach
- Moonstone Beach Boardwalk
- The Cow Tipper at Oceanpoint Ranch
- Chris Gordon Holland Memorial Bench
- Several Ocean-front hotels
- Moonstone Beach Bar & Grill
- Cambria Beach Lodge
- El Colibri Hotel & Spa
- Cayucos Cellars Winery
- St. Paul’s Episcopal Church

Thrift stores

- Antiques On Main
- Bounding Main
- Thrift By The Sea
- Planet Vintage Girl at Rich Man Poor Man
- Re-Create Thrift Store
- Freddie’s Thrift & Consignment
- Gigi’s Bits and Bobs Boutique

Target Audience for Micro Campaign

South County Residents

Life in the “Five Cities” emphasizes a laid-back beach lifestyle, offering easy access to ocean activities, outdoor recreation, dining, and shopping. Community events play an important role in the relaxed coastal atmosphere, providing residents with opportunities to connect and enjoy their surroundings.

The “Five Cities” in SLO County, California, have a predominantly white population along with a notable Hispanic/Latino presence. The area features a relatively high median age and income levels that exceed the state average. While the demographic profile is generally similar across the Five Cities, each city has its own unique characteristics.

South County Transit (SoCo Transit) Fixed Routes

Route 10 provides interregional service from San Luis Obispo to Santa Maria in Santa Barbara County Route 21: Five Cities Loop that runs clockwise daily

Route 24: Five Cities Loop that runs counterclockwise daily

Route 27: Runs clockwise Monday through Friday, starting at Ramona Garden Park and passing through Grover Beach, Oceano, and Arroyo Grande

Route 28: Runs counterclockwise daily, starting at Ramona Garden Park and passing through Grover Beach, Oceano, and Arroyo Grande

Avila Beach Trolley: A free trolley that runs in the summer and connects Pismo Beach Premium Outlets to Port San Luis

Marketing goals

- Increase awareness of local SoCo Transit routes and services by integrated campaigns running each month on social media and digital channels

Why ride?

- Affordable transportation option, while reducing car expenses
- Transit lifestyle contributes to a more connected community
- Avoid parking fees in tourist destinations like beach areas
- Connection to Grover Beach Amtrak station

Strategies

- Partner with community leaders/transit champions in Five Cities to promote transit use
- Promote connection to major employers in City of SLO
- Promote cost savings from riding transit for local business and personal trips

Communication channels

- Targeted social media
- Facebook group: San Luis Obispo - Local Bulletin Board
- South County partner agency's newsletters and social media
- Regional radio stations
- Templeton Community Center

Arroyo Grande

Arroyo Grande is a small town with historic charm and contemporary amenities. It offers a mix of rural and suburban living, with highly rated schools and many parks. The community values its small businesses and outdoor recreation opportunities.

Demographics (2022):

- Population: 18,435
- Median Age: 45.3
- Median Household Income: \$99,143
- Race/Ethnicity:
 - White (Non-Hispanic): 72%
 - Two+ (Hispanic): 7.9%
 - Two+ (Non-Hispanic): 6.57%
 - White (Hispanic): 6.3%
 - Asian (Non-Hispanic): 3.58%

Top Reasons to Ride the Bus:

- Convenient access to nearby cities and beaches
- Affordable transportation for families and seniors
- Eco-friendly alternative aligning with community values
- Stress-free travel to local events and attractions
- Commuters to/from San Luis Obispo (30 min 10N): Downtown shopping, Cal Poly University, cultural attractions
- To Pismo Beach (4 miles west): Beach activities, shopping at Pismo Beach Premium Outlets
- To Avila Beach (8 miles northwest): Beach activities, hot springs, Bob Jones Trail

Target Audience Segments:

- Families with Children
 - Who they are: Parents with school-age children
 - What they care about: Family activities, education, safety, budget management
 - What they struggle with: Juggling schedules, transportation to activities
- Active older adults and seniors (55+)
 - Who they are: Older residents, often on fixed incomes
 - What they care about: Independence, healthcare access, community involvement
 - What they struggle with: Mobility issues, driving long distances
- Environmentally Conscious Residents
 - Who they are: All ages interested in sustainability
 - What they care about: Reducing carbon footprint, community impact
 - What they struggle with: Balancing eco-friendly choices with convenience
- Wine and Tourism Enthusiasts
 - Who they are: Locals and visitors interested in wineries and local attractions
 - What they care about: Exploring local attractions, safe transportation
 - What they struggle with: Designated drivers, navigating unfamiliar areas

Marketing Tactics:

- Create a “Family Adventure Pass” for weekends and holidays
- Develop a “Senior Social” program with group outings like hiking or birdwatching
- Partner with local wineries to introduce “Wine & Ride” bus hopper service.
- Implement a “Community Sustainability Challenge” promoting bus ridership

Communication Channels:

- Local newspapers (e.g., The Tribune)
- Community radio stations
- Social media platforms (Facebook, Instagram)
- Partnerships with local businesses and community organizations

Content Strategy:

- Produce video testimonials from diverse bus riders
- Create a “Discover Arroyo Grande” blog series featuring bus-accessible attractions
- Share weekly “Rider Spotlight” stories on social media
- Design infographics comparing the cost and environmental impact of bus vs. car travel
- SoCo Transit
- Route 21 & 24 (Serving: Pismo Beach, Arroyo Grande, Grover Beach)
- Route 27 & 28 (Serving: Grover Beach, Arroyo Grande, Oceano) Monday-Friday connecting to Amtrak station at Grover Beach. Adding Saturday service could increase ridership by 4,200 trips annually.
- Halcyon Park & Ride Lot connections to nearby towns San Luis Obispo, Pismo Beach, Nipomo, Santa Maria, Orcutt

Local Bus stops at these destinations

- Arroyo Grande Center (Route 24/28)
- Timbre Winery Tasting Room (Route 24/28)
- Arroyo Grande Library (Route 24/28)
- Oak Park Plaza Shopping Center (Route 24/28)
- Arroyo Grande City Council Chambers (Route 24)
- Five Cities Center: Walmart, Food 4 Less, Marshalls (Routes 21, 24 & 27, 28)

Grover Beach

Grover Beach is a small coastal city with a dense suburban feel. Residents are concerned about homelessness, traffic, and public safety. The city is working to address these issues through various initiatives. Traveling for small item shopping is common. Larger shopping trips require going to Santa Maria or San Luis Obispo. You can expect to see Wind, Sand and Surf.

Demographics (2022):

- Population: 12,757
- Median Age: 40.3
- Median Household Income: \$80,438
- Race/Ethnicity:
 - White (Non-Hispanic): 59.9%
 - White (Hispanic): 14.2%
 - Two+ (Hispanic): 12.9%
 - Other (Hispanic): 4.75%
 - Two+ (Non-Hispanic): 2.97%

Top Reasons to Ride the Bus:

- To/From beaches and nearby towns
- Shopping can be a challenge so traveling to nearby cities is a must
- Affordable transportation to nearby towns and cities
- Access to job opportunities in larger towns
- Access to local beaches for vacationers
- Eco-friendly option for environmentally conscious residents
- Safe travel option for active seniors seeking walking along the beaches
- Convenient transportation for students to educational institutions

Target Audience Segments:

- Working-class Families
- Young Adults and Students
- Seniors and Retirees
- Beach and Outdoor Enthusiasts
- Hospitality workers

Marketing Tactics:

- Implement a “Beach Bus” summer program
- Create a “Job Connector” campaign highlighting access to employment opportunities
- Develop a “Senior Ride” program with discounted fares

Communication Channels:

- Local social media groups
- Community bulletin boards
- Partnerships with local schools and businesses
- Beach and park advertising

Content Strategy:

- Create “Day Trip” itineraries featuring bus-accessible destinations
- Develop a “Bus to Work” campaign showcasing commuter stories
- Produce “Grover Beach by Bus” video series highlighting local attractions

Specific Destinations:

- Pismo Beach (1 mile northwest): Beach activities, shopping
- San Luis Obispo (14 miles north): Employment opportunities, education, cultural events
- Oceano Dunes (2 miles south): Recreational activities
- Grover Beach has a Amtrak train station and SoCo Transit route 21 & 24 connects it to Pismo Beach and Arroyo Grande, route 27 & 28 to Arroyo Grande, Oceano

Bus stops at these businesses:

- Monarch Grove Winery Tasting Room
- Amtrak train station
- Connections to Pismo Beach and Arroyo Grande, Oceano, route 27 & 28

Thrift stores

- Goodwill Central Coast
- St. Barnabas Thrift Shop
- Brighter Side Bargains
- St. Patricks School Shamrock Thrift Shop
- California Cool Thrift Store
- Grover Beach Trading Company
- First Class Seconds

Amtrak destinations from Grover Beach, California include:

The Amtrak Pacific Surfliner route hugs the majestic California coastline to top destinations in San Diego, Orange, Los Angeles, Ventura, Santa Barbara, and San Luis Obispo counties. Along with business and vacation travelers, cyclists and surfers are welcome on board with bikes and boards.

- Santa Barbara: 110 miles away
- Glendale: 207 miles away
- Burbank: 200 miles away
- Los Angeles: 214 miles away

Oceano

Oceano is a small, quiet town known for its proximity to the beach and local farms. It's also home to the Oceano Dunes State Vehicular Recreation Area. The community is focused on revitalization efforts and improving safety and mobility. You can expect to experience Very high winds, Sand and Surf which makes it a great place for kite surfers.

Demographics (2022):

- Population: 7,287
- Median Age: 44.2
- Median Household Income: \$80,438
- Race/Ethnicity:
 - White (Non-Hispanic): 50.3%
 - White (Hispanic): 16.6%
 - Other (Hispanic): 16.5%
 - Two+ (Hispanic): 9.29%
 - Two+ (Non-Hispanic): 3.84%

Top Reasons to Ride the Bus:

- Affordable transportation to nearby cities for work and shopping
- Access to beaches and recreational areas
- Safe travel option for seniors and low-income residents
- Eco-friendly alternative for environmentally conscious community members

Target Audience Segments:

- Low-income Families
- Active Seniors and Retirees
- Beach and Outdoor Enthusiasts

Marketing Tactics:

- Implement a "Worker's Ride" program with early morning and late night services
- Create a "Beach Shuttle" service during peak seasons
- Develop partnerships with agricultural employers for commuter programs
- Communication Channels include local Hispanic media outlets, community centers and libraries, agricultural worker housing facilities, social service agencies

Content Strategy:

- Produce bilingual informational materials and videos
- Create "Success Story" series featuring bus riders who have improved their lives through public transit

Specific Destinations:

- Pismo Beach (3 miles northwest): Employment opportunities, beach activities
- Santa Maria (15 miles southeast): Shopping, healthcare services, employment
- Oceano Dunes State Vehicular Recreation Area: Recreational activities

Local bus stops at these businesses

- Arroyo Grande High School (Route 27)
- Oceano Community Center (Route 28)
- Thrift store The Fleas Market

Pismo & Shell Beach

Pismo Beach is a popular coastal resort town known for its beaches, clam festival, and relaxed lifestyle. The community values preserving its charm while providing modern amenities. Tourism is a major focus. You can expect to see Wind, Sand and Surf.

Pismo Beach Demographics (2022):

- Population: 8,050
- Median Age: 54.1
- Median Household Income: \$109,196
- Race/Ethnicity:
 - White (Non-Hispanic): 80%
 - Two+ (Hispanic): 3.89%
 - Asian (Non-Hispanic): 3.64%
 - Two+ (Non-Hispanic): 3.47%
 - Other (Hispanic): 3.45%

Top Reasons to Ride the Bus:

- Avoid parking hassles in busy beach areas
- Eco-friendly option for environmentally conscious tourists and residents
- Safe transportation for wine tasting and brewery tours
- Affordable option for students and seasonal workers
- Convenient access to regional attractions

Target Audience Segments:

- Tourists and Visitors
- RV resort campers
- Active older adults and seniors
- Hospitality and service industry workers

Marketing Tactics:

- Develop a “Wine & Brew Tour” package with local wineries and breweries
- Implement a “Car-Free Vacation” campaign targeting tourists

Communication Channels:

- Hotel and vacation rental partnerships
- Tourism websites and visitor centers
- Beach and pier advertising
- Social media targeting tourists planning trips to the area
- Collaborate with RV Resorts

Content Strategy:

- Produce “Hidden Gems of Pismo” video series accessible by bus
- Create a “Bus to Beach” guide with tips and best practices
- Develop influencer partnerships showcasing car-free vacations in Pismo Beach

Specific Destinations:

Route 10

- San Luis Obispo (13 miles northeast): Shopping, dining, cultural attractions
- Increasing peak-period frequency could add 23,300 trips annually.
- Connects Pismo Beach to Arroyo Grande, San Luis Obispo, Nipomo, Santa Maria, Orcutt
- Businesses near RTA 10 stop:
- Pismo Beach Premium Outlets
- Urgent Care of Pismo Beach
- Businesses along local routes (Route 21)
- Arroyo Grande
- Grover Beach
- United States Postal Service
- Pismo Medical Campus
- Hilton Garden Inn San Luis Obispo/Pismo Beach
- Urgent Care of Pismo Beach
- Pismo Preserve Shell Beach View Bench
- Shell Beach Elementary School
- Pismo Beach Athletic Club
- Kon Tiki Inn
- Pismo Beach Pier
- Pismo Coast Village RV Resort
- Le Sage Riviera RV Park
- Meadow Creek Trailhead

Thrift stores

- Achievement House Inc, Thrift Store
- IN 2 It
- Rhonda's Relics
- The Haven
- Village Kids Consignment Boutique

Avila-Pismo Beach Trolley

A free service from Pismo Outlets to Shell and Avila Beach which runs May 3 – September 1 on Friday afternoons and weekends (Fridays 4:00 p.m. to 9:00 p.m., Saturday 10:00 a.m. – 8:00 a.m., Sunday 10:00 a.m. – 6:00 p.m.).

- Port San Luis
- The Avila Barn
- Bob Jones Bike Trail
- Avila Hot Springs Resort
- KOA campground
- Avila Beach (6 miles north): Alternative beach experience

Avila Beach

Avila Beach is a small coastal community known for its warm microclimate and beautiful beaches. It offers a variety of recreational activities, spas and upscale resorts. The town has a sparse suburban feel. You can expect to see Wind, Sand and Surf.

Summer Hours, May 3 to September 1:

Fridays 4:00 p.m. to 9:00 p.m.

Saturday 10:00 a.m. – 8:00 p.m.

Sunday 10:00 a.m. – 6:00 p.m.

Demographics (2022):

- Population: 1,599
- Median Age: 57.9
- Median Household Income: \$113,704
- Race/Ethnicity:
 - White (Non-Hispanic): 90.2%
 - Two+ (Hispanic): 4.32%
 - Other (Hispanic): 3.63%
 - White (Hispanic): 1.81% (No other racial/ethnic groups reported)

Top Reasons to Ride the Bus:

- Avoid limited parking in the small beach town
- Eco-friendly transportation supporting the town's natural beauty
- Safe option for visiting wineries and attending events
- Convenient access to nearby beaches cities and attractions
- Affordable transportation for students and workers in the hospitality industry
- Vacationers to/from SLO County Airport (1 hr 20 min via 10N > 1B)
- Commuters to/from San Luis Obispo (30 min 10N): Downtown shopping, Cal Poly University, cultural attractions

Target Audience Segments:

- Day-trip visitors
- Cal Poly students and young adults

Marketing Tactics:

- Create an "Avila Beach Day Pass" including bus fare and beach amenities
- Develop a "Sip & Ride" program in partnership with local wineries
- Implement a "Student Shuttle" service during peak school periods

Communication Channels:

- Partnership with Avila Beach Tourism Alliance
- Social media targeting visitors planning trips to the Central Coast
- Cal Poly campus outreach
- Local wine and food festival promotions

Content Strategy:

- Produce "Perfect Day in Avila Beach" itineraries using bus services
- Create a "Coastal Explorer" video series showcasing bus-accessible attractions
- Develop a photo contest for best "Bus View" on the way to Avila Beach

Specific Destinations:

- San Luis Obispo (30 min northeast): Urban amenities, nightlife, cultural events
- Local wineries, hot springs, and Bob Jones Trail
- The Avila Trolley (May 3 – September 1 on Friday afternoons and weekends)
- Connects to SoCo Transit Routes 21 & 24 and RTA 10 every hour at Pismo Premium Outlets

Businesses near stop:

- Avila Hot Springs
- Reynolds Resorts
- Cobbo's Beach House
- United States Postal Service
- Central Coast Aquarium
- Avila Beach Whale Watching