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Date: December 2016

Mason City Transit

Ridership Study and Recommendations





PROJECT STATEMENT

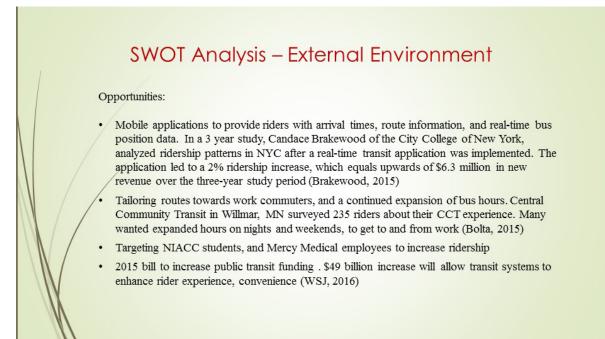
In a report to the City of Mason City, students in the Entrepreneurial Management Institute: Business Consulting class conducted market research and provided recommendations to attract new riders for the City's public transit system.

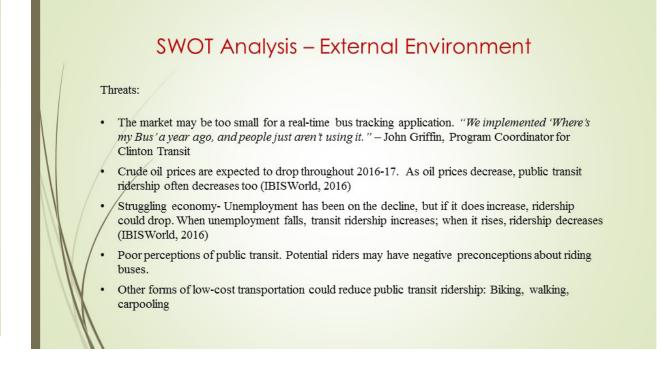
By appealing to new target groups and individual riders of the metropolitan public transit system, Mason City officials hope to enhance the quality of life in the community, promote sustainability, and encourage workforce mobility and access to more entrepreneurialism and small business.

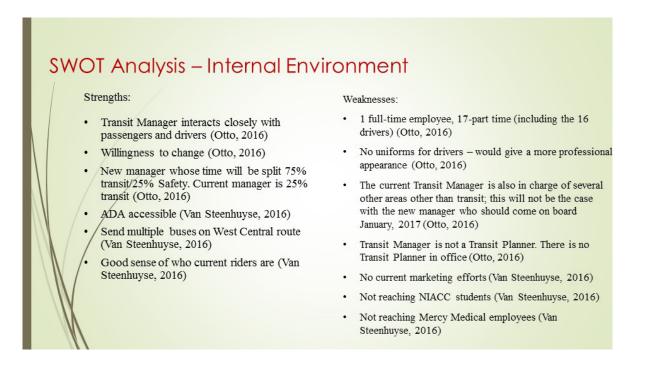
Students made recommendations on the identification of new target markets, specifically customer demographics and location, as well as effective marketing strategies and channels to reach those markets. The student team also conducted a competitive/best practices analysis of transit system in cities across the US of similar size and demographics in order to identify successful marketing strategies and tactics.

















KEY RECOMMENDATIONS

- Social media: Increased social media presence was a common suggestion by experts, along with current and potential riders. We strongly recommend utilizing Facebook and Twitter.
- Signage improvements: Based on our research, bus stop signage is prevalent around the US, and an effective method to reach current/potential riders.
- Co-branding and Incentivization: All riders that were interviewed expressed an interest in using business partnership incentives. We strongly recommend:
 - Providing coupons for riders, which would incentivize them to utilize area businesses, and frequent shoppers would have incentives to utilize Mason City Transit.
 - Partnerships with frequently visited businesses along the West-Central route—which is the most popular route—such as Hy-Vee or Walmart.
 - Utilizing punch cards- This incentivizes riders, and opens up local advertising possibilities
- Operational Improvements: Implementing uniforms bus drivers in Mason City, as well as current and potential riders mentioned the idea of bus drivers having some kind of uniform to give the position more professionalism.

