



willems marketing

Valley Transit Community Perception Project Overview

Situation:

Loss of funding options through new legislation is detrimental to VT for next year's budget (loss in excess of \$400k). VT has pursued the creation of an RTA (Regional Transit Authority) designation for the Fox Cities area for the past three years. The legislative session will start soon and the team wants to determine community support of an RTA effort before continuing to pursue.

Goal:

Gauge understanding of community members, municipalities and business leaders of VT services in general, along with their level of support for an RTA designation and to assist with overall VT marketing plan.

Strategy:

Willems Marketing to develop VT Marketplace Perception and Reputation outline to engage identified constituents in order to garner honest feedback for VT to utilize in forming their plan for strategic growth and maintenance of funding sources.

Conduct focus group sessions

WM drafted question list in partnership with VT and conducted 3 focus group sessions that included Community / Thought Leaders, Health and Human Service Leaders and Business Leaders and Employers.

- Key Findings: Need education program to support RTA and usage overall. Participants felt that schedules and routes are not convenient for users. These groups are most in-tune with VT services, so they provided the most insight and ideas for change.

Conduct personal interviews with community business leaders

WM conducted personal interviews with 12 select business leaders who are influential in community issues, politics and business environment.

- Key Findings: Most are concerned with benefits to employer/employee dynamic. Not as well-versed in service details, but still support VT efforts.

Conduct personal interviews with community municipalities

WM conducted 14 personal interviews with community mayors, county supervisors and other elected officials about perceptions and understanding of VT.

- Key Findings: Provided different insight from a funding and budgeting standpoint, good feedback from their constituents. Most are knowledgeable about routes and VT funding sources.