

COUNTY OF MILWAUKEE
Inter-office Communication

DATE: 12/30/2021
TO: Marcelia Nicholson, Chair, County Board of Supervisors
FROM: Donna Brown-Martin, Director, Department of Transportation
SUBJECT: MCTS 2021 Marketing and Communications Year in Review – and 2022 Plan
FILE TYPE: Informational Report

BACKGROUND

The Milwaukee County Transit System (MCTS) Marketing Department prepares an annual Marketing Plan. The plan for 2022 is informed by the strategies, successes, and outcomes of the previous year, as identified in the attached document:

MCTS 2021 Marketing and Communications Year in Review (and 2022 Plan).

The MCTS Director of Marketing oversees advertising, social media strategies and campaigns, press releases and public relations, community surveys and passenger preference research, partnerships & sponsorships, community outreach and education, business services in support of the University Pass program (UPASS) and Commuter Value Pass program (CVP), as well as MCTS Excellence videos, customer service, internal communications including employee news, external communications including rider and stakeholder newsletters and all things under ‘graphic design’ such as branded signs, posters, etc.

The purpose of this report is to inform Committee members and Supervisors about the many activities involved in marketing and communications for the Milwaukee County Transit System.

ALIGNMENT TO STRATEGIC PLAN

Describe how the item aligns to the strategic plan:

- 1A: Reflect the full diversity of the county at every level of County government
- 1B: Create and nurture an inclusive culture across County government
- 2A: Determine what, where, and how we deliver services to advance health equity.
- 2B: Break down silos across County government to maximize access to and quality of services offered.
- 2C: Apply a racial equity lens to all decisions.
- 3A: Invest “upstream” to address root causes of health disparities.
- 3B: Enhance the County’s fiscal health and sustainability.
- 3C: Dismantle barriers to diverse and inclusive communities.

RECOMMENDATION

This report is for informational purposes unless otherwise directed.

FISCAL EFFECT

TERMS (If applicable)

VIRTUAL MEETING INVITES

Kristina Hoffman (khoffman@mcts.org) should receive an invite to present this Report.

PREPARED BY:

Prepared by: Dan Boehm, President & Managing Director, MCTS

APPROVED BY:

Donna Brown-Martin

Donna Brown-Martin
Director, Department of Transportation

ATTACHMENTS:

MCTS 2021 Marketing and Communications Year in Review (and 2022 Plan).pdf

cc: Kelly Bablitch, Chief of Staff, County Board of Supervisors
Janelle M. Jensen, Legislative Services Division Manager, Office of the County Clerk