

**County of Milwaukee**  
**Interoffice Communication**

**DATE:** December 31, 2020

**TO:** Supervisor Marcelia Nicholson, Chair, Milwaukee County Board of Supervisors

**FROM:** Donna Brown-Martin, Director, Department of Transportation

**SUBJECT:** MCTS Marketing Review and 2021 Plan – Informational Report

**BACKGROUND**

The Milwaukee County Transit System (MCTS) Marketing Department prepares an annual Marketing Plan. The plan for 2021 is informed by the strategies, successes, and outcomes of the previous year, as identified in the attached document: MCTS 2020 MARKETING YEAR IN REVIEW

The MCTS Director of Marketing oversees advertising, social media strategies and campaigns, press releases and public relations, community surveys and passenger preference research, partnerships and 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.

**RECOMMENDATION**

This report is for informational purposes unless otherwise directed.

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

Approved by:

*Julie Esch, Deputy Director*

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Donna Brown-Martin  
Director, Department of Transportation