

Driving Revenue and Ridership

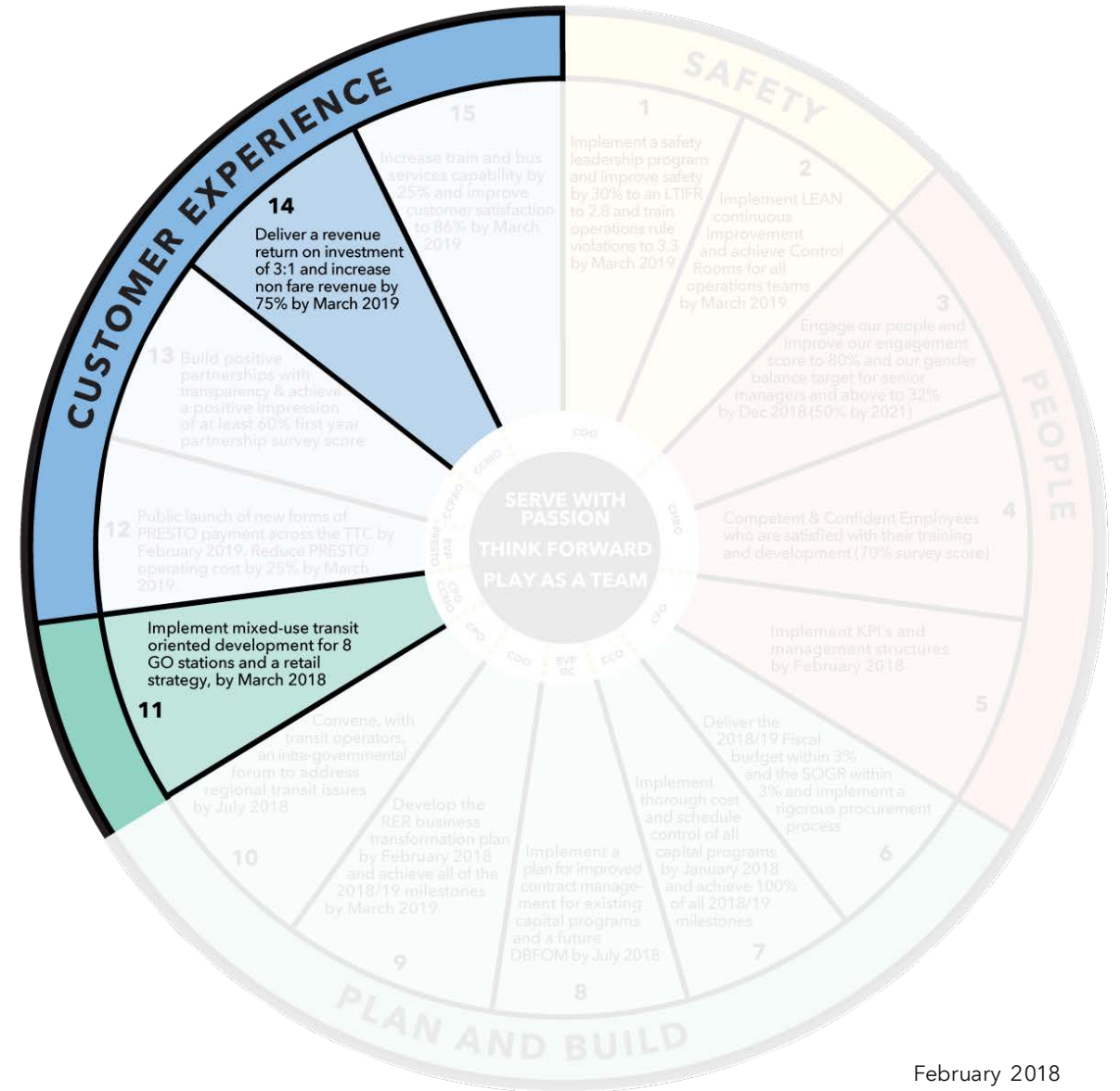
Mary Proc, Chief Marketing Officer *(A)*

March 8, 2018

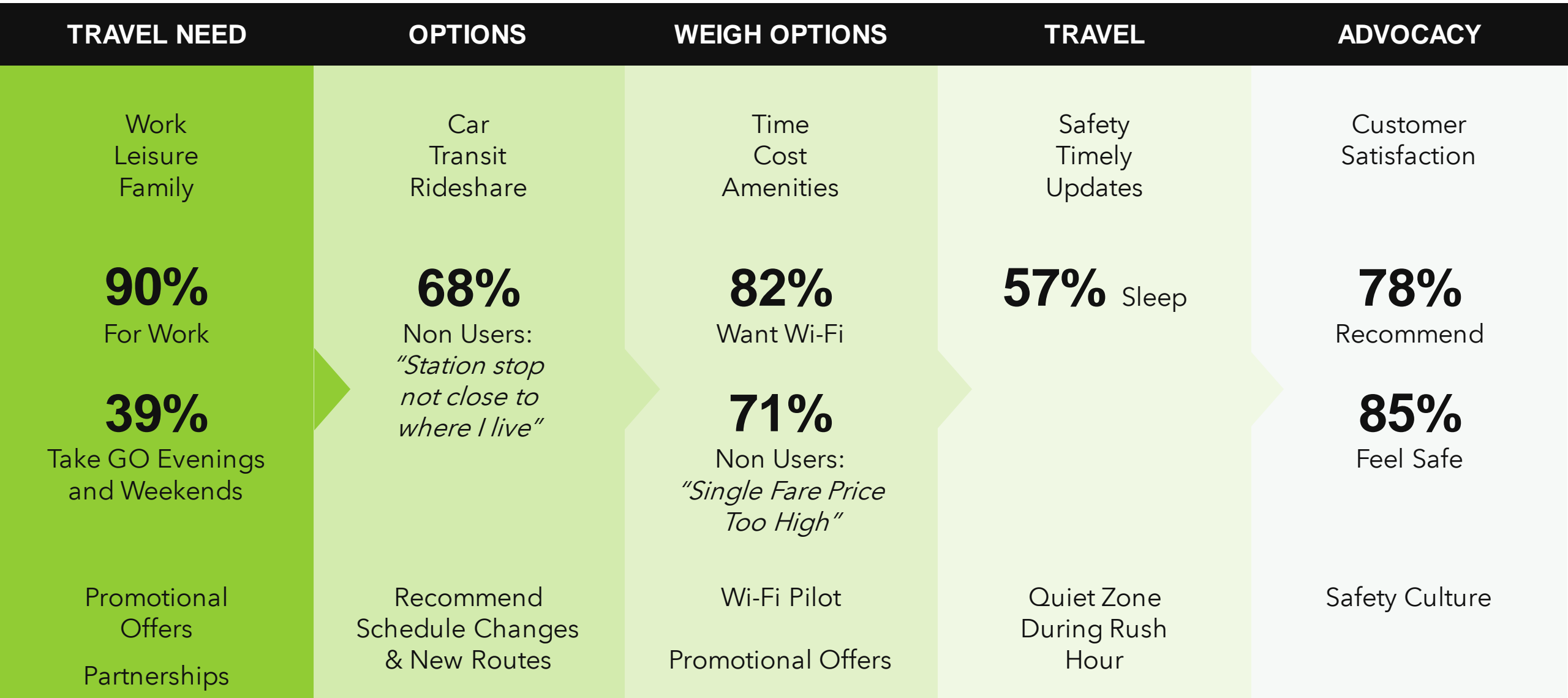
OUR STRATEGIC PRIORITIES

Marketing Division is accountable for:

- Delivering a return on investment for marketing activities of 3:1
- Increasing non-fare revenue by 75% by March 2019
- Implementing our retail strategy by March 2018

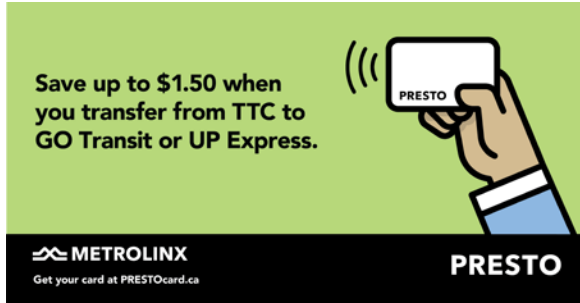


UNDERSTANDING THE CUSTOMER JOURNEY



DISRUPTIVE MARKETING

Incenting new service use



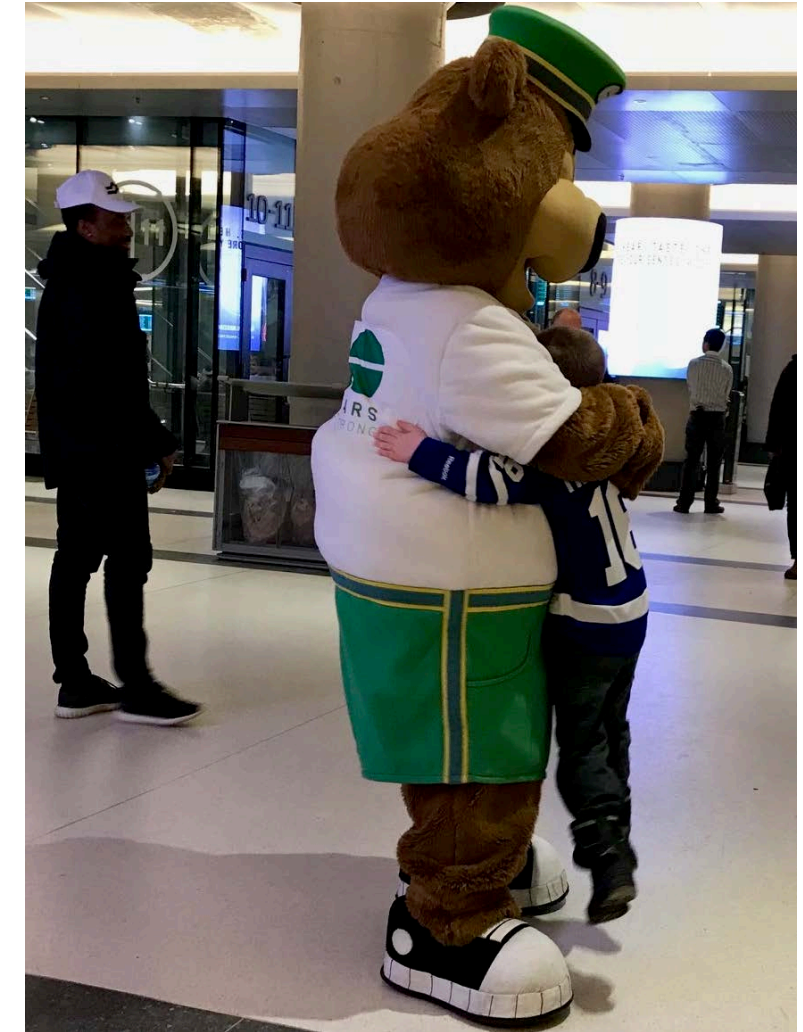
Pricing promotions



Breaking through the clutter



Connecting with new segments



GENERATING NON-FARE REVENUE

