



# T r a n s b r a n d i n g R e p o r t

» » » for Public Transportation

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## Create a Student Transit Education Program with *BUZZ*

### Highlights

- Today's youths prefer team activities.
- They look for increased opportunities for social interaction.
- They expect whiz-bang technology.
- They are stimulated by active and interactive learning environments.
- They are concerned about making more money.
- They look for ways to make their lives easier with less stress.

Students and youths are an important market for public transportation services. Their opinions and perceptions about public transit are still being formed. Having neither a driver's license nor an automobile, the majority of students must still depend on family and friends to take them places. Transit offers a affordable alternative.

Students present a prime marketing opportunity for public transportation. Although transit agencies have attempted a number of programs to tap into this youth market, most have achieved little or no success.

Riverside Transit Agency (RTA) decided to take a different approach for their Student Transit Education Program (STEP). The goal of the program is to teach students about riding RTA and to en-

courage them to try the bus. Majic Consulting Group was retained to help them develop a hip new approach that would create *buzz* with the target market of 12 to 17 year-olds.



An understanding of the lifestyles and preferences of the market was critical to the success of the program. Although demographically this is the most diverse generation in history, the *Millennium Gen-*

*eration* (born 1980 to now) share a number of characteristics:

1. *Millenniums* prefer a learning environment that combines teamwork and technology. Everyone needs to be involved. They choose to work in teams—they're used to working this way in school.
2. *Millenniums* were the first generation to be born into homes that, by enlarge, already had computers. They use and understand technology. They expect the bells-and-whistles of action-packed video games.
3. *Millenniums* are the busiest generation of Americans yet—they are use to activity and will become bored with training that isn't highly active and interactive. Training activities that are most effective incorporate elements of entertainment.

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### Coming up

Belynda Johnson, M.S., Managing Director for Majic Consulting Group, will be a featured speaker at the national Market Research Association Conference in San Diego in November.



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Majic Consulting Group provides transportation consulting services for the public transportation industry. Our services include

<b>Management</b>	Triennial Performance Audits Management Reviews Economic Impact Studies Grant Management
<b>Marketing</b>	Marketing Plans Marketing Management Advertising & Public Relations Market Research & Analysis
<b>Training</b>	Seminars, Workshops, Keynotes Custom in-house
<b>Planning</b>	Strategic Planning Transit Development Plans

Our firm shows transportation agencies how to

1. Boost ridership by providing creative planning and marketing benefits;
2. Build awareness of public transportation options;
3. Leverage their operating and marketing efforts to get more bang for the buck;
4. Enhance the public image of their service and public transportation in general.

### Program with BUZZ (continued)

**Your agency did a marvelous job on this marketing project - kudos to thinking 'out of the box' & making it unique to fit our needs and make us 'Stand Out' from the rest.**

**Cheri Haggerty  
Community Relations  
Specialist  
Riverside Transit Agency**

Since most *Millenniums* enjoy training that incorporates interaction with their colleagues, Majic Consulting Group worked with RTA to develop **RTA Roadtrip**, an informative program to instruct students (sixth through twelfth grades) on the basics of using RTA's bus system.

The presentation employs 3-D video and images with an interactive team game. By limiting stand-up talking as much as possible and emphasizing games, music, and activity, students become more involved. They learn to associate RTA and public transportation with fun and social ac-

tivity, on which *Millenniums* place a high value.

This active generation is motivated to learn skills and information that will help make their hectic lives less stressful and help them earn money. With RTA—*Your Ticket to Freedom* tagline, the program stresses the ease and low cost of taking RTA. The presentation also points out how the public transportation network will

provide them with more employment opportunities, as well as fun places to go.

The program is being marketed to schools and youth groups with a creative package including popcorn and 3-D glasses.

Majic Consulting Group has helped RTA develop a creative and dynamic Student Transit Education Program—a program designed to create a *hip buzz* stimulating interest in and positive associations with RTA services among 12 to 17 year olds.



Have your marketing programs become a little humdrum? Majic Consulting Group can help your agency create a *hip buzz* about your services.