

4. Target Markets Worksheet

Ridership Target Markets

For each potential target group, ask yourself:

- Can your system meet their transportation needs (destinations, hours, reliability)?
- Does your service offer them a relevant benefit (mobility, convenience, money savings, time savings, independence)?

If the answer to both questions is “yes” then they are a potential target market for increasing ridership. Which groups are your target markets?

- | | |
|---|---|
| <input type="checkbox"/> Low-income families | <input type="checkbox"/> Older adults/retirees |
| <input type="checkbox"/> Local retail and other low-wage workers | <input type="checkbox"/> Persons with physical disabilities |
| <input type="checkbox"/> Local white collar workers | <input type="checkbox"/> Persons with cognitive or emotional disabilities |
| <input type="checkbox"/> Longer distance commuters | <input type="checkbox"/> Persons with limited English proficiency |
| <input type="checkbox"/> Job seekers | <input type="checkbox"/> Visitors or tourists |
| <input type="checkbox"/> College students | <input type="checkbox"/> Special event attendees |
| <input type="checkbox"/> Secondary students (high school and middle school) | |

You can prioritize your target markets by asking yourself:

- How important is serving this group to the goals and objectives of your organization?
- How much ridership potential does this group offer in relation to the amount of resources required to market to it?

Non-Rider Target Markets

Ask yourself:

- What groups make decisions that impact your funding and support within the community?
- What organizations can be valuable marketing partners in promoting ridership among the target ridership groups you've identified?

These are important non-rider target markets and might include:

Decision Makers

- Elected Officials
- City or County Staff
- Transportation Advisory Groups

Marketing Partners/Gatekeepers

- Social Service Agencies
- Schools or Colleges
- Employers or Work Programs
- Other Gatekeepers