

EXECUTIVE SUMMARY
Reports & Presentations
Item 6B
Review of the Draft Marketing Plan

Objective:

Review of the Draft Marketing Plan.

Considerations:

Collier Area Transit’s marketing goal is to build meaningful partnerships and intergovernmental relationships that increase the visibility of CAT, promote livability and enhance economic and social well-being. This plan details the strengths, weaknesses, opportunities and threats associated with the transit system. It also identifies strategies to meet the overall goal of marketing the system.

Recommendation:

Review and provide feedback on the Draft Marketing Plan.

Attachments:

- A. Draft Marketing Plan

Prepared by: _____ Date: _____
Trinity Scott, Public Transit Manager

Approved by: _____ Date: _____
Trinity Scott, Public Transit Manager