

Team SIMPCO and Sioux City; Comprehensive Report and Recommendations

**University of Iowa Marketing Institute
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5/8/15**

Date: 5/8/15

To: Michelle Bostinelos; Kathie Pfaffle; Melissa Campbell; Roger Caudron; Dwight Lang

From: Hailey Lehman

CC: Dian Jin; Bianca Long; Scott Castro; Peggy Stover; Nick Benson, Sarah SanGiovanni, Hailey Courtney

Re: Final Report & Recommendations

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I. Executive Summary

In this report we will give our research findings and final recommendations and implications for creating a social media strategy for the Sioux City Farmers Market, identity materials for the Siouxland Regional Transit System, and a sustainability marketing plan that coordinates the Environmental Advisory Board and the City of Sioux City. Our key findings will be based off of our survey and secondary data results.

The Problem Statement

Three organizations that promote a sustainable community in Sioux City, the Farmers Market, recycling program, and Siouxland Regional Transit System (SRTS), have not achieved a satisfying level of public participation, despite past efforts to promote the three programs. We suspect this is due to the residents of Sioux City having limited knowledge of the impact that living a sustainable lifestyle can have on their environment and economy.

Project Description

The overarching deliverable for this project was to create a sustainability marketing plan to connect these three Sioux City programs:

- Environment Advisory Board Recycling Program
- Farmers Market
- Public Transit

Key Deliverables

Recycling Program

- Marketing plan to further awareness and increase recycling rate, based on research and best practices of other city recycling programs

Farmer's Market

- Social media guide
- Report of recommendations and best practices (included in the social media guide)

Siouxland Regional Transit System

- Logo, letterhead, business cards, and a new brochure design

- Review of existing website and recommendations for improvements

II. Research

Secondary

- Visit to Sioux City (notes from observations and meetings)
- Phone interviews with residents
- Phone interviews with other cities with successful sustainability programs
- SWOT analysis

Primary

- Survey (graphs and detailed information, including questions, distribution channel, results for each question, etc.)
 - Distribution Channels = social media and web
- Key discoveries from survey

Survey **Scott**

Below is a copy of the survey that we used in Sioux City. The survey ran from February 20, 2015 until March 23rd, 2015. At closing, there were a total of 235 participants with 179 completed surveys. Our survey utilized a combination of open and closed ended questions. The survey was distributed through social media platforms including the SIMPCO, Farmers Market, and Environmental Advisory Board Facebook pages as well as the Farmers Market Twitter account with the goal of reaching residents of Sioux City and the Siouxland region. While our survey did result in a slight bias from our participants, the information we received is useful and provides us with insights into the residents of Sioux City and is not affected by the bias.

Below, we have included an image that shows the demographics of those who took the survey in comparison with the demographics of Sioux City. By ethnicity, you can see that for the most part there was a fairly representative sample that participated. The main discrepancy here is the larger percentage of Hispanic/Latino individuals who participated in our survey. The majority of respondents are Generation X, born between 1965 – 1980, who are well educated. Yet, despite this, residents appear to have only have a moderate knowledge of Sioux City's programs and low participation rates. We will go into details on the survey findings for each program individually.

Survey Results: Demographics

Age:	Survey	City
30-39.....	23.18%	12.7%
40 -49	26.49%	12.3%
50-59	23.18%	12.7%
Other	27.15%	62.3%

Education Level:	Survey	City
High School/GED ...	15.44%	
Associates	14.77%	
Bachelors	42.28%	19.1%
Graduate	22.15%	
Professional	5.37%	

Ethnicity:	Survey	City
White/Caucasian.....	91.95%	73.5%
Hispanic/Latino	2.01%	16.4%
African American	1.34%	2.8%
Native American67%	2.0%
Asian/Pacific Islander....	2.01%	2.8%
Other	2.01%	2.4%

Residing County:	Survey	City
Woodbury	90.07%	
Plymouth	5.30%	
Other	4.64%	

Contents of Survey **Scott**

The University of Iowa Marketing Institute is conducting a study on sustainable practices of the Siouxland Region. The purpose of this survey is to hear about your current practices, opinions, and perceptions regarding Sioux City's sustainability programs, as well as any ideas or suggestions you may have. These programs include the Environmental Advisory Board, the City of Sioux City's recycling program, litter in the community, the Siouxland Regional Transit System, and the Sioux City Farmers Market. Your input is very valuable and will contribute to the improvement of the Siouxland Region. The survey will take 5-7 minutes to complete and your response is completely anonymous. Participation is completely voluntary, thank you for your time.

Note: Questions are numbered by the order in which they were written or added into the survey.

Q1 How do you define sustainability? Please write your answer below.

- A community or person's resources conservation practices that make the place they live viable for the future
- Making wise decision about our environment now that will benefit the now as well as the future

- Ability to sustain all aspects of our environment so that all types of resources are not consumed but maintained or increased
- Creating opportunities to reduce, reuse, and recycle as much as possible in one's daily life.
- Consumption, by human populations, at a level that does not deplete or degrade natural resources, including the air and water.
- using products that can be reused or regenerated easily
- Efficient and effective use of materials and natural resources; always taking the long view into account, not just short term money savings or Band-Aid solutions
- using current resources, whether it reusing, recycling, or reducing the consumption of, to eliminate waste and save for the future
- practices that are continued after the initial promotion
- the ability to exist, thrive, and grow for a long period of time, even forever.
- Can pay for itself
- To care for our earth and environment in such a way to ensure it will be able to provide what its inhabitants need. Forever.
- to endure or maintain
- longevity
- Living in a way that minimizes our long-term impact on our community and our environment. This is achieved through sound environmental practice and stewardship of our resources.
- Resources being used and after not filling the landfill but recycling, reusing or decomposing.
- Ability of our environment to coexist with our society.
- Protecting the environment.
- Able to keep itself going once put into motion
- The ability to survive and last without outstanding upkeep
- The ability for something to sustain itself without outside resources.
- growing,living/your own needs, food,etc
- A community functioning within its means and not depleting its resources.
- Preserving the environment in everyday living
- Being able to conserve the materials we have on Earth.
- Green and sustain
- Something that can be attained on an on-going basis
- The ability to maintain the earth and society in a safe way.
- Something that is able to last or continue on its own
- Ensuring our survival by maintaining a healthy ecosystem.
- Funds will be available to sustain a project or resource.

- Being able to live and grow without destroying or harming the area we live in and grow things in.
- The ability to continue to conduct a project on its own after public contributions have ran out or the newest of the event runs out.
- The ability to maintain something independently without the input of outside resources.
- Don't know for sure
- A structured decision or policy that is created to assure that the future direction of an entity is determined and not allowed to be re-directed as a result of political maneuvering.
- The ability to replace items that are consumed in everyday life with little to no impact on the environment.
- Mother earth will take care of herself, just ask the people of Pompeii.
- Resources in environment do not become depleted or compromised.
- self-sufficient - renews itself
- Preserving earth's natural resources for future generations
- Creating long term programs that impact the community through several generations
- Effects of living on the environment
- Using our natural resources wisely, recycling & reusing those resources that we can while balancing human needs with nature
- The ability to sustain an action/service/resource through use of sufficient assets necessary into the future
- The ability a community to maintain its assets of in good condition, efficiently, and economically.
- Preservation of resources through the use of recycled or repurposed materials
- Our ability to maintain or sustain our standard of living in harmony with the environment.
- Keeping and /or improving the quality of the environment around us
- Recycle, reuse, and return to manufacturers.
- The function to keep operations running efficiently, logically, and consistently.
- Protecting our planet for future generations
- A community environment that encourages people to want to live & work here.
- Environmentally friendly, uses as few resources as possible, can be "re-used".
- Recycling... reducing the amount of public goods you need to survive... Ability to maintain current resources and not have shortages.

- To me this measures the extent to which a community uses natural resources immediately available to it and how it returns those resources to the environment.
- Being able to devise programs and services that can be easily replicated, recycle materials and pay for themselves over time
- how we remain diverse and productive
- Preserving to have the same resources available for future generations
- Ability to maintain and support resources and their quality over time
- Society we are able to produce goods including food and services to meets the community needs.
- Ability to endure, survive and thrive.
- Continue to maintain functionality.
- Green
- on-going, renewable
- Living in a way that will promote the health of humans and the environment into the future.
- Using products that can be regrown easily or reused without lasting impact on the environment.
- Not exceeding carrying capacity
- using things that are renewable.
- Careers
- The ability of an environment to survive
- leaving the balance in nature

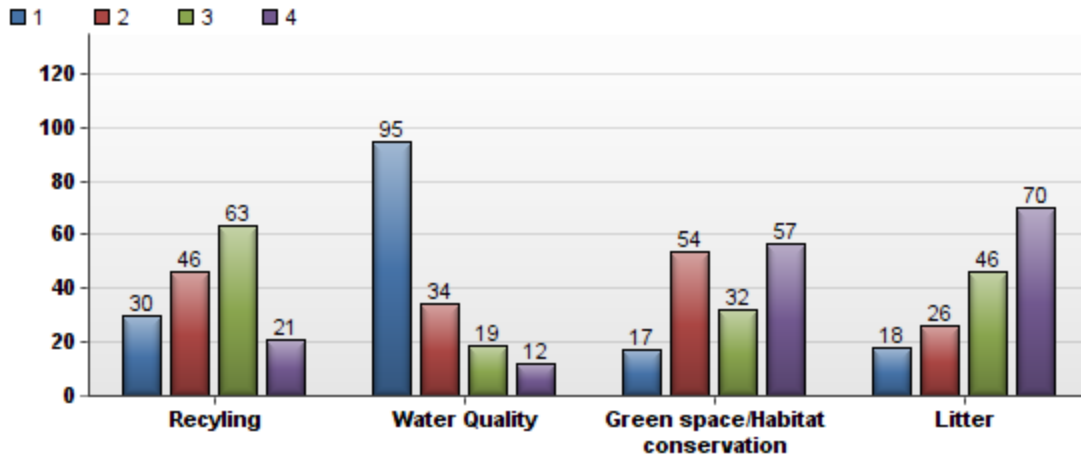
Q3 Rank the following environmental topics in order of concern (1 being highest) (to rank them, hover your mouse over the options, drag and drop)

_____ Recycling (1)

_____ Water Quality (2)

_____ Green space/Habitat conservation (4)

_____ Litter (6)



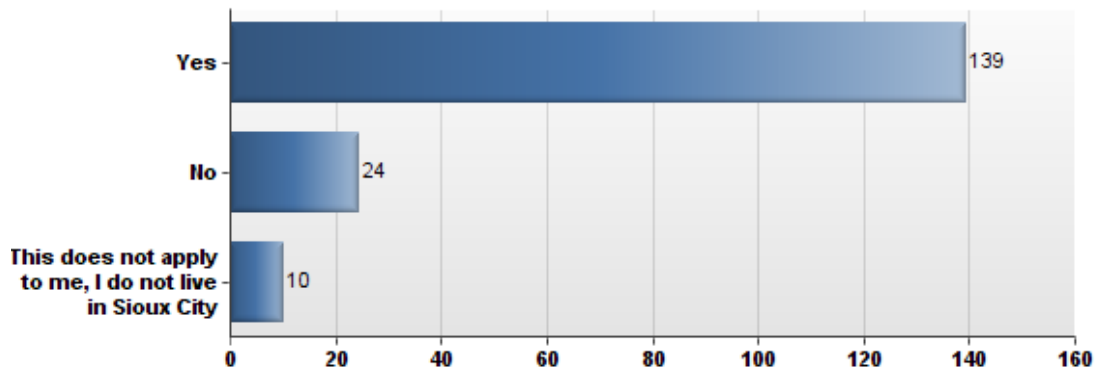
Q4 Do you think litter is a problem in our community?

Yes (1)

No (2)

This does not apply to me, I do not live in Sioux City (3)

If This does not apply to me, ... Is Selected, Then Skip To How often do you attend the Sioux City Farmers Market...



Q5 What do you think is the most effective way to reduce litter?

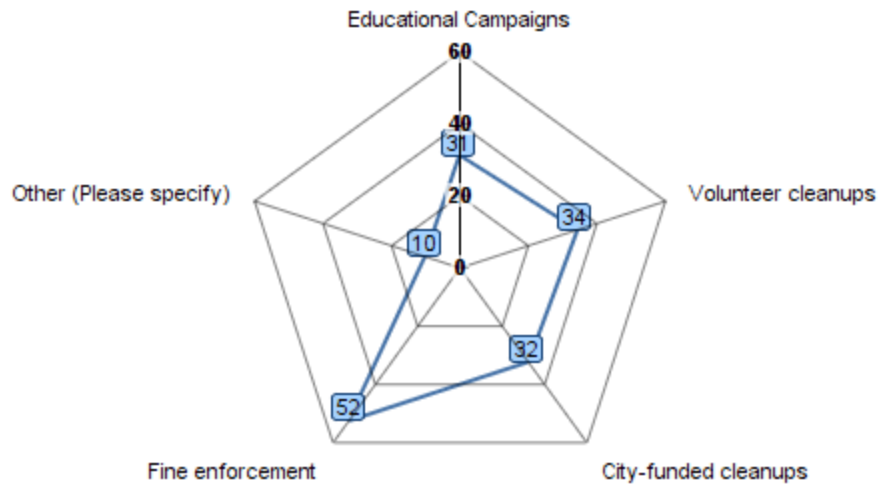
Educational Campaigns (1)

Volunteer cleanups (2)

City-funded cleanups (3)

Fine enforcement (4)

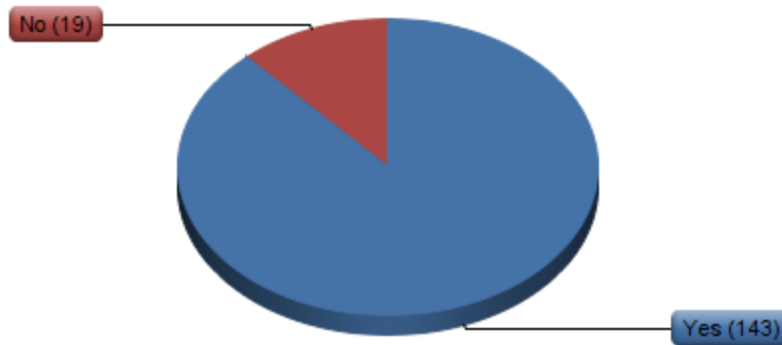
Other (Please specify) (5) _____



Q8 Do you recycle?

Yes (1)

No (2)



If Yes Is Selected, Then Skip To Which of the following reasons was mo...

Answer If Do you recycle? Yes Is Selected

Q9 Which of the following reasons was most influential in your decision to recycle?

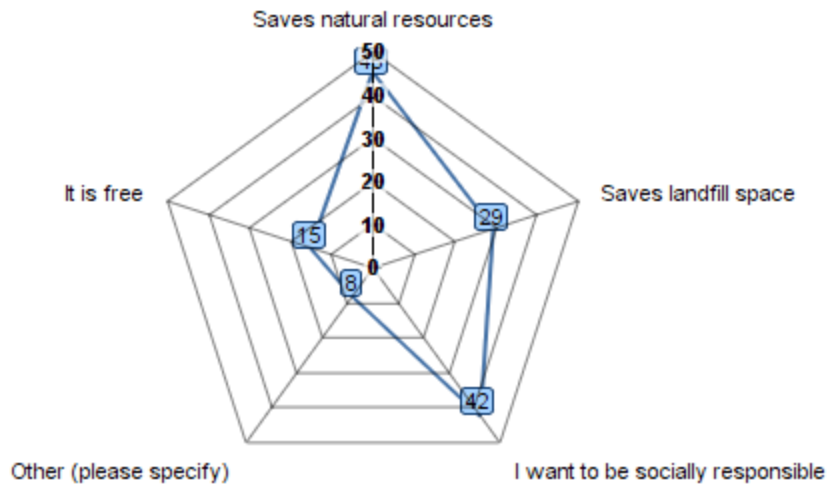
Saves natural resources (1)

Saves landfill space (2)

I want to be socially responsible (3)

It is free (5)

Other (please specify) (4) _____



Answer If Do you recycle? Yes Is Selected

Q11 How did you hear about the local recycling program?

Social media (1)

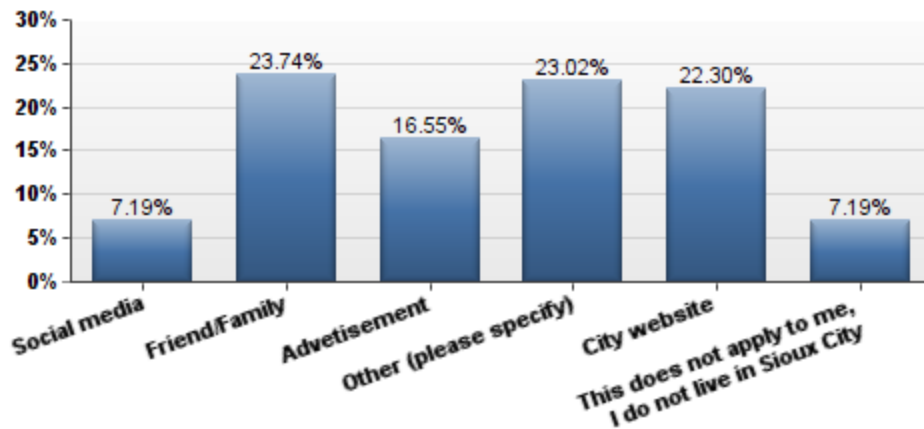
Friend/Family (2)

Advertisement (3)

City website (5)

Other (please specify) (4) _____

This does not apply to me, I do not live in Sioux City (7)



Answer If Do you recycle? Yes Is Selected

Q14 What suggestions/ ideas do you have to improve the program?

There are 71 responses in total, but the majority answers falls into the categories below:

1. Provide more recycling information
2. Public education on sustainability(Through School/ promotion/ city council)
3. Free recycling bin
4. Encourage small businesses to recycle
5. More accessible drop locations
6. Incentive program
7. Policy reinforcement
8. Take more recyclables
9. Better recycling facility

Answer If Do you recycle? No Is Selected

Q10 Which of the following reasons is most influential in your decision not to recycle?

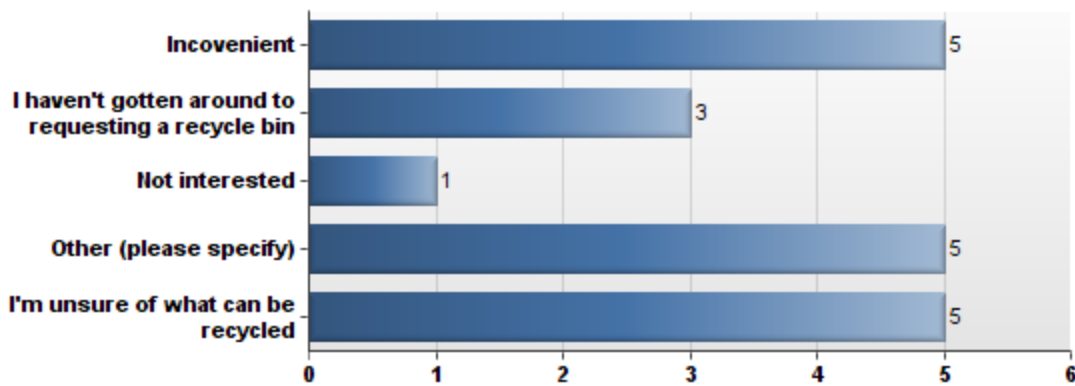
Inconvenient (1)

I haven't gotten around to requesting a recycle bin (2)

Not interested (3)

I'm unsure of what can be recycled (5)

Other (please specify) (4) _____



Answer If Do you recycle? No Is Selected

Q39 Do you have any suggestions or ideas that would make you more likely to participate in the City's Recycling Program

Free bins/ Do something about product packaging/ Allow the big garbage cans to be used for recycling/ get rid of gill hauling/ Ads in paper and TV spots/ Sheet on what to recycle, maybe a magnet/ incentive program/ If I had a bin, I would go out of my way to recycle.

Q44 For more information go to: <http://www.sioux-city.org/recycling> or call (712)279-0151.

Answer If Do you recycle? No Is Selected

Q40 To sign up for a recycling bin online go to: <http://www.sioux-city.org/recycling> or call (712)279-0151.

Q16 How often do you attend the Sioux City Farmers Market annually?

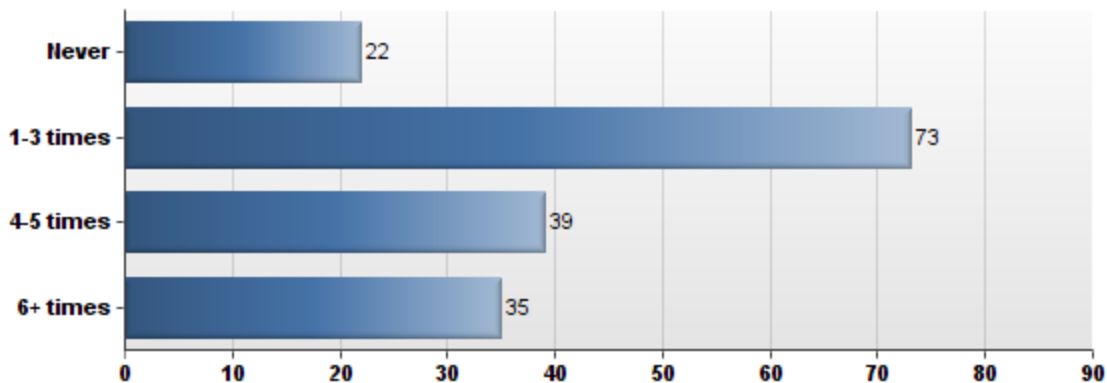
Never (1)

1-3 times (2)

4-5 times (3)

6+ times (4)

If Never Is Selected, Then Skip To Which of the following farmer's market...



Q34 What would encourage you to attend the Sioux City Farmers Market?

There are 92 responses in total and their answers mainly fall into the category below.

1. Better Schedule(Expanded hour)
2. More convenient location
3. More product selection
4. Lower prices

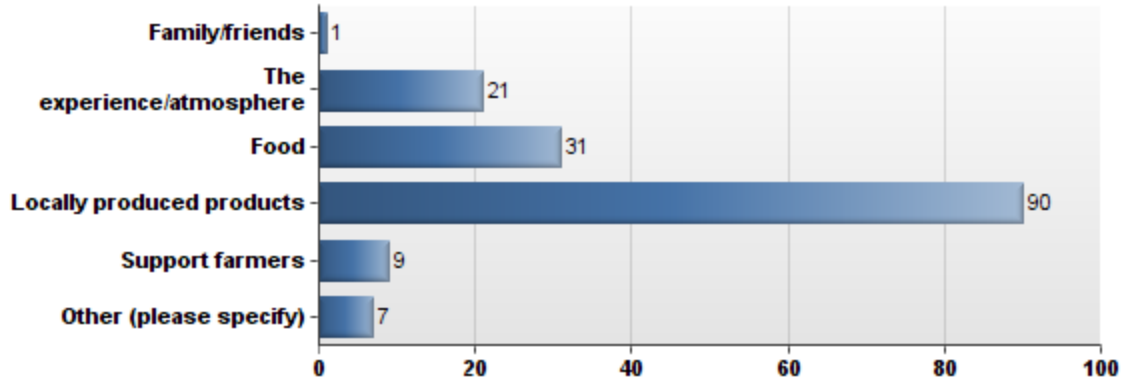
Q17 What is your main reason for going to the Sioux City Farmers Market?

Family/friends (1)

The experience/atmosphere (2)

Food (3)

Locally produced products (4)
 Support farmers (5)
 Other (please specify) (6) _____



Q18 Overall, how would you rate your experience at the Sioux City Farmers Market? (1 being poor experience, 5 being excellent experience)

_____ Click to write Choice 1 (1)

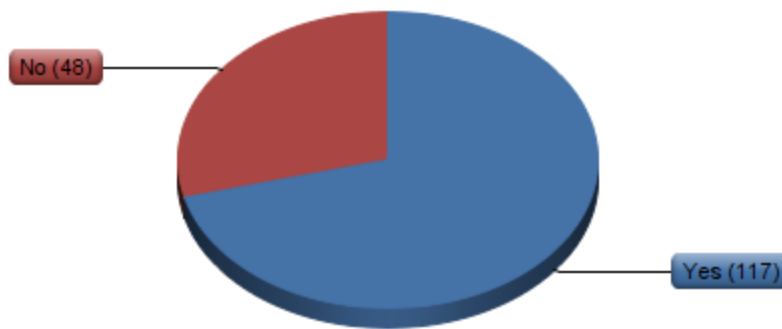
#	Answer	Min Value	Max Value	Average Value	Standard Deviation	Responses
1	Click to write Choice 1	0.00	5.00	3.66	1.14	151

Q20 Would you like to be informed about news and updates regarding the Sioux City Farmers Market?

Yes (1)

No (2)

If No Is Selected, Then Skip To Have you heard of the Siouxland Region...



Q35 Please type your email address.

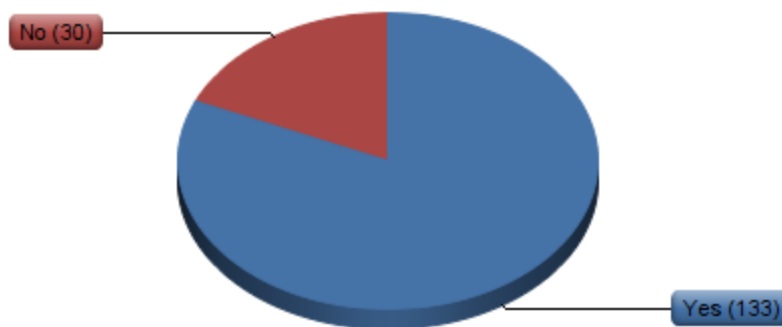
**Q41 For more information on the Sioux City Farmers Market go to:
<http://farmersmarketsiouxcity.com/>.**

Q21 Are you familiar with the Siouxland Regional Transit System (SRTS)?

Yes (1)

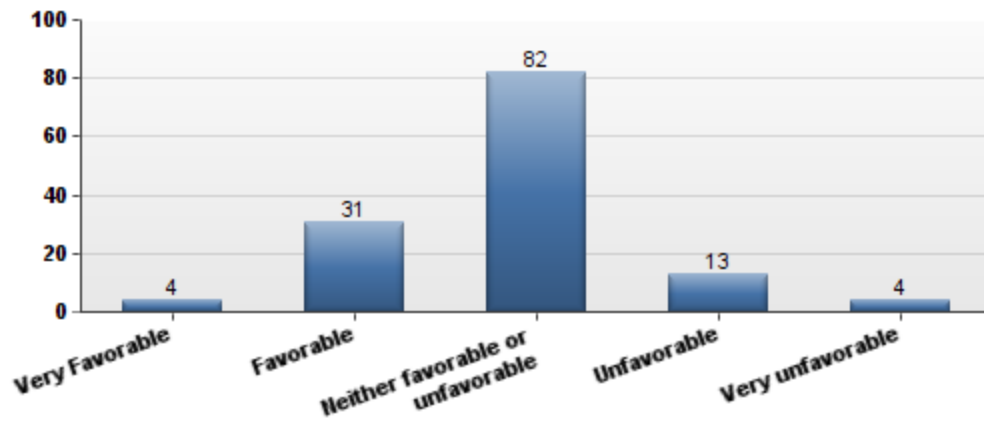
No (2)

If No Is Selected, Then Skip To Do you own a car?



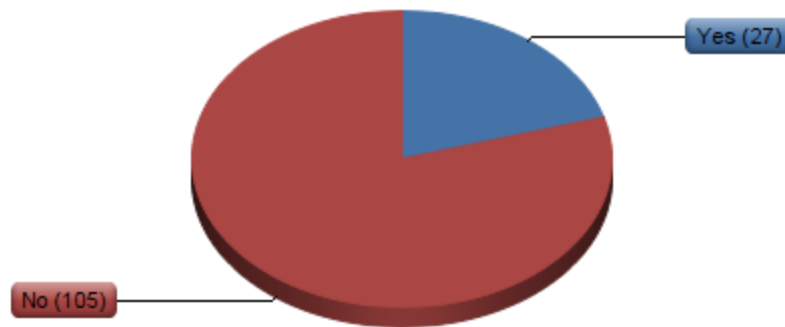
Q22 What is your impression of the SRTS program?

- Very Favorable (1)
- Favorable (2)
- Neither favorable or unfavorable (3)
- Unfavorable (4)
- Very unfavorable (5)



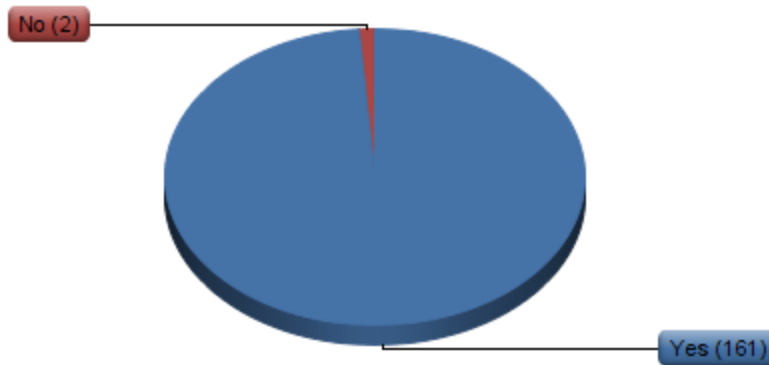
Q25 Have you ever used SRTS?

- Yes (1)
- No (2)



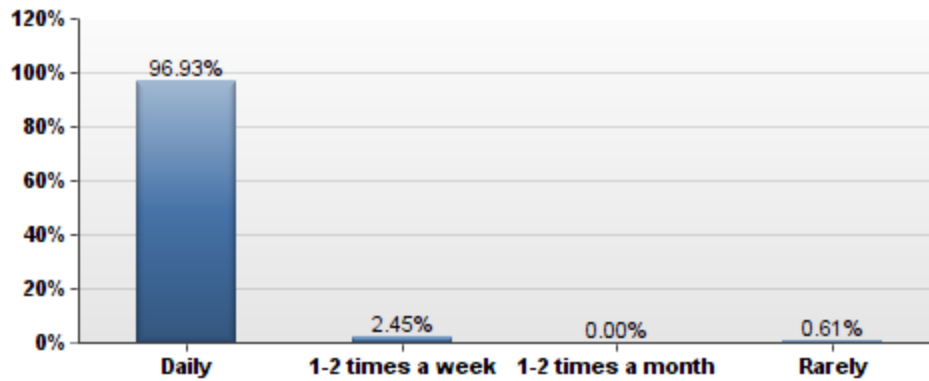
Q24 Do you own a car?

- Yes (1)
- No (2)



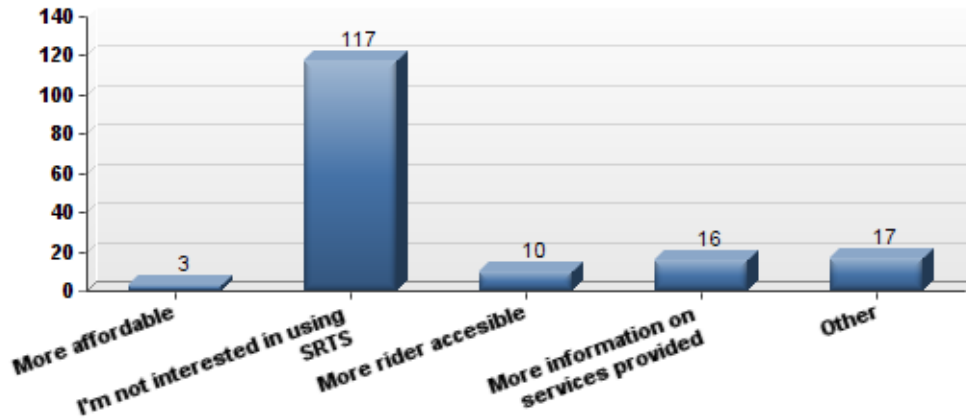
Q26 How often do you drive your car?

- Daily (1)
- 1-2 times a week (2)
- 1-2 times a month (3)
- Rarely (4)



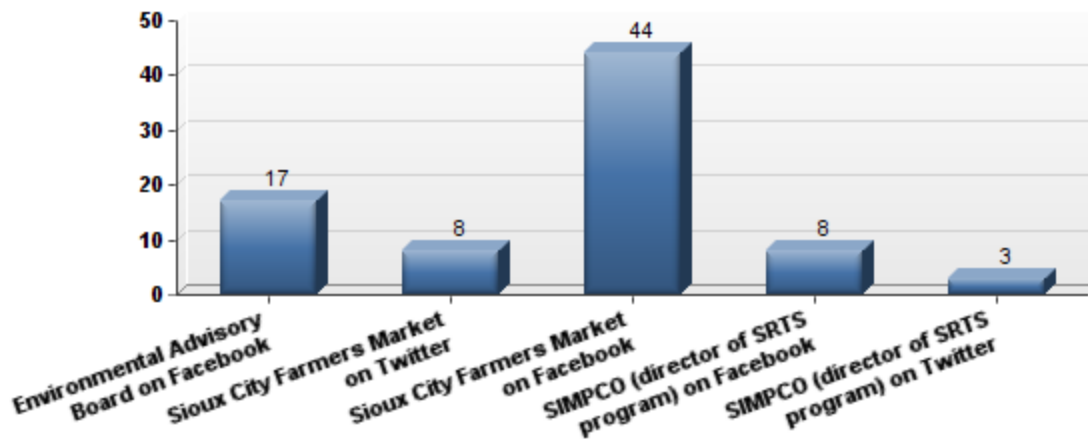
Q23 What would encourage you to use the SRTS program more often in the future?

- More affordable (1)
- More information on services provided (9)
- More rider accessible (8)
- I'm not interested in using SRTS (7)
- Other (10) _____



Q43 Which of the following organizations do you follow on social media?

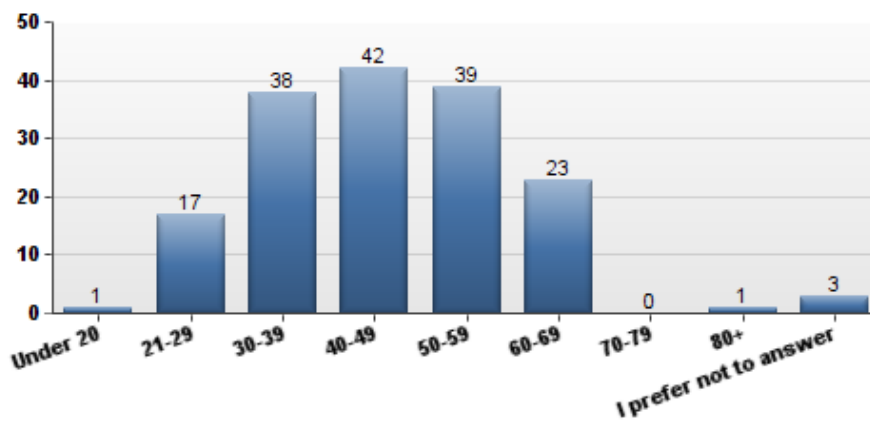
- Environmental Advisory Board on Facebook (1)
- Sioux City Farmers Market on Twitter (2)
- Sioux City Farmers Market on Facebook (3)
- SIMPCO (director of SRTS program) on Facebook (4)
- SIMPCO (director of SRTS program) on Twitter (5)



Q42 For more information on SRTS go to: <http://www.simpco.org/SRTS.aspx>.

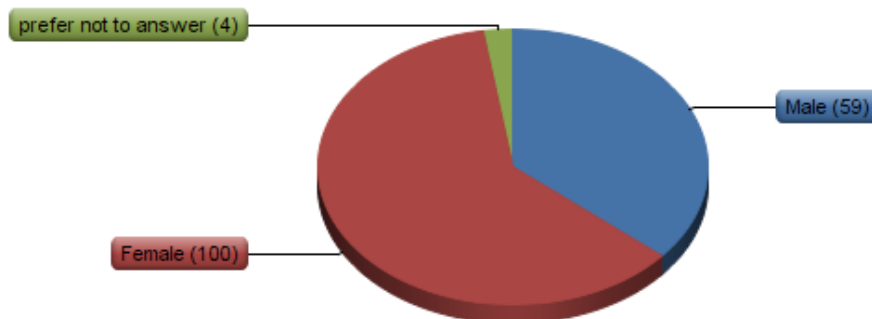
Q27 How old are you?

- Under 20 (1)
- 21-29 (2)
- 30-39 (3)
- 40-49 (4)
- 50-59 (5)
- 60-69 (6)
- 70-79 (7)
- 80+ (8)
- I prefer not to answer (9)



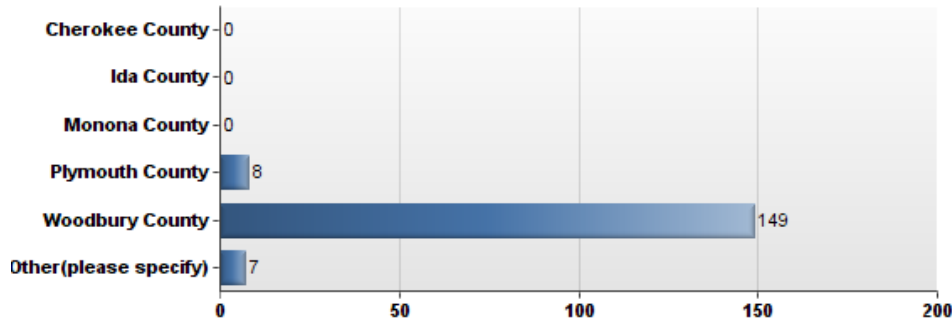
Q28 What's your gender?

- Male (1)
- Female (2)
- prefer not to answer (3)



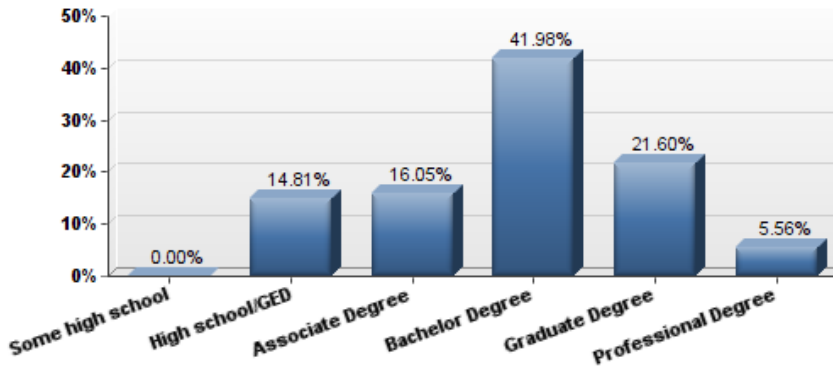
Q29 In what county do you currently reside?

- Cherokee County (1)
- Ida County (2)
- Monona County (3)
- Plymouth County (4)
- Woodbury County (5)
- Other (please specify) (7) _____



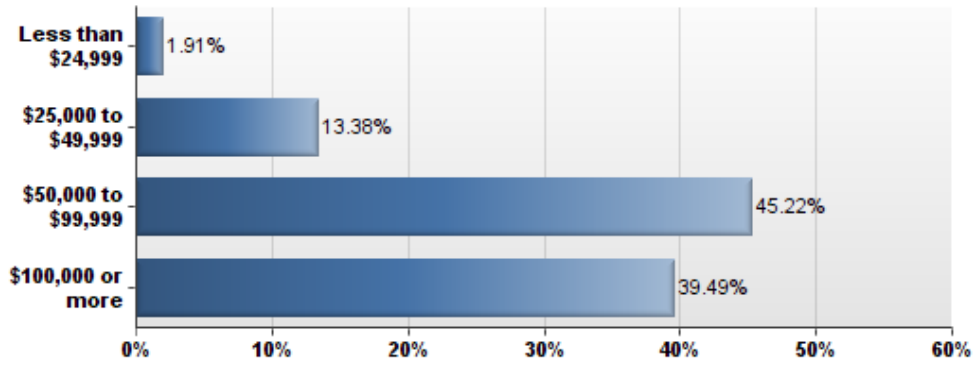
Q30 What is your level of education?

- Some high school (1)
- High school/GED (2)
- Associate Degree (3)
- Bachelor Degree (4)
- Graduate Degree (5)
- Professional Degree (6)



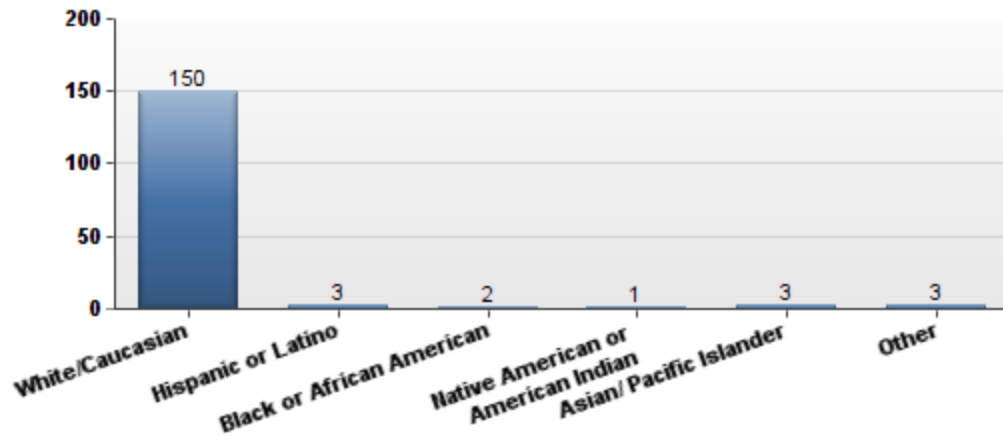
Q31 What is your household income?

- Less than \$24,999 (1)
- \$25,000 to \$49,999 (2)
- \$50,000 to \$99,999 (3)
- \$100,000 or more (4)



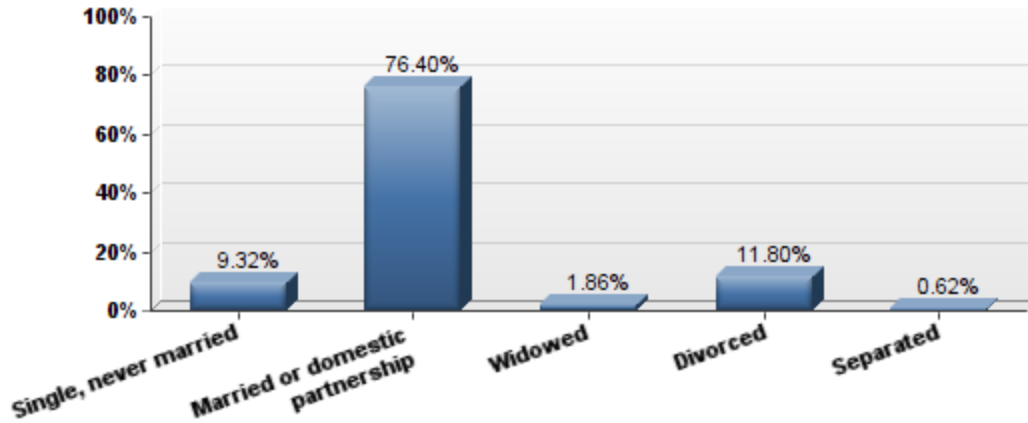
Q32 What is your ethnicity?

- White/Caucasian (1)
- Hispanic or Latino (2)
- Black or African American (3)
- Native American or American Indian (4)
- Asian/ Pacific Islander (5)
- Other (6)



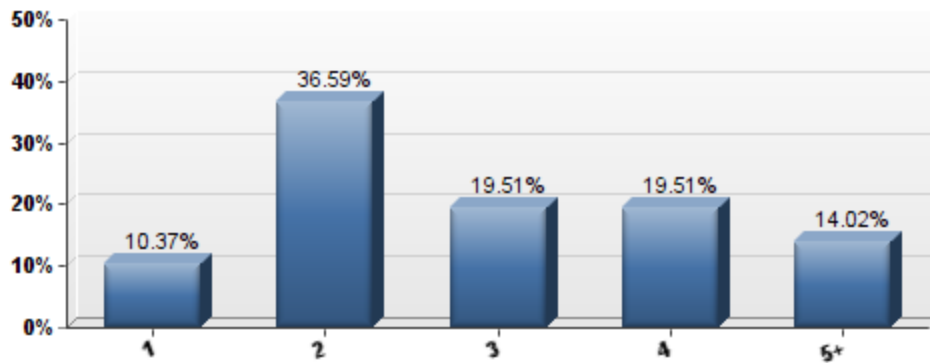
Q33 What is your marital status?

- Single, never married (1)
- Married or domestic partnership (2)
- Widowed (3)
- Divorced (4)
- Separated (5)



Q45 What is the size of household (including yourself)?

- 1 (1)
- 2 (2)
- 3 (3)
- 4 (4)
- 5+ (5)



Key Discoveries from Survey Bianca

Key Finding #1

Survey respondents indicated they would like to see the following items changed or improved:

- Location
- Greater variety of vendors and products
- Transportation to and from
- Entertainment

This key finding for the Sioux City Farmer's Market provides both new and existing information. Although the Farmers Market team is aware of location issues and is working on a solution, it is important to note that this is still one of the largest complaints associated with the Farmers Market. Survey respondents mentioning improvements of transportation could also likely be solved with a new/better location or could possibly be implemented to offset dislike of the current location while continuing to use it. We recommend moving the location of the Farmer's Market to a downtown area location where a few blocks of the street could be closed off, in order to draw more residents to the event and additionally provide exposure for local businesses. The other two ideas from respondents, including greater variety of products and entertainment, as well as our recommendation of moving the Market downtown, all speak towards our overarching recommendation for the Market, of trying to make the Market an experience or weekend destination for families to spend time on the weekends shopping from local small businesses and enjoying the day.

Key Finding #2

People mainly go to the Farmers Market for the locally produced products, as well as food and the experience. Annual attendance range falls into one to three times per year.

This finding most directly relates to our creation of a social media usage guide for the Farmers Market. We believe that the annual attendance being between 1-3 times per year is low and that there is great opportunity in increasing annual individual traffic to the Farmers Market by improving marketing towards current shoppers. Although overall increase of public traffic to the Market is also a major, we recommend first focusing on customers who already enjoy/shop at the Market and interact with the Market on social media. These customers have already made a conscious decision to follow the Market on social because they like what the market offers. But with individual annual attendance so low, we recommend using the strategies outlined in our social media market guide to entice shoppers to return to market more frequently.

Key Finding #3

Only 20% of survey respondents use SRTS and 70% are not interested in the program. The primary reason for this, we believe, is due to 99% of respondents owning and using their own car to get around.

The data we gathered regarding interest in the SRTS program found that the large majority of respondents were not interested in utilizing the SRTS program even if it was improved. And while we believe that this may be due to 99% of respondents owning a personal vehicle, we believe this information is reflective of the entire community. With this data, it may be prudent to consider scaling back or eliminating the program. That being said, assuming that the program does continue in some way shape or form, the biggest take away from this information is that the SRTS program needs to change its target market goals. During original talks with members of the program, we spoke of an interest in more everyday, working, middle aged individuals using the program, having everyone start using the program more. But especially after review the information we collected, we recommend that the SRTS program identifies itself as a niche service and the most effective possibilities for growth are either to increase penetration of the current market utilizing the service, predominantly the elderly and disabled, who are not yet using the service or to encourage current users to use the program more often.

Key Finding #4

Respondents will be more likely to use SRTS if it is:

- *More affordable*
- *More rider accessible*
- *More information on services provided*
- *Other (expanded hours/friendlier drivers/ more locations traveled/more stops)*

Continuing with utilizing the recommendation from key finding #3 and refocusing the target market and goals to highlight current rider demographics, we have compiled information on how those current users would like to see the program improved and what might encourage them to use the program more. These items are listed above. To really appeal to the suggested target market these are the areas in which SRTS should focus on improving and communicating to its riders. If the program is able to work with its pricing and make the program even more affordable, it is crucial to keep riders informed, by maybe highlighting that on the top of their website, signs on the buses, when reserving a ride etc. To be even more accessible perhaps an additional assistant beyond the driver could be hired to help passengers. We found that information on services provided was an issue with the service and we developed a new comprehensive brochure design that can be

distributed digitally or in hard copy. Ultimately, with SRTS being such a niche program, it is crucial that it is constantly listening to and working with its core ridership to improve the program.

Key Finding #5

Respondent recycling rate is 89%, compared to the actual rate of 18% among the entire city of Sioux City (according to materials given to us by the EAB members). The top three reasons respondents indicated they do not recycle are:

- *Lack of education and knowledge on what can be recycled*
- *It's inconvenient*
- *They have not requested a recycling bin*

Respondents also indicated ways to they could motivate the public to participate in the recycling program. They are:

- *Provide information on what to recycle*
- *Provide an incentive program*
- *Make it easier to get a bin*

While although our respondent level recycling rate is much higher than the actual recycling rate for the area, mostly due to the demographics of our survey population, we have found that the data we received regarding why individuals don't recycle is highly valuable. The two most reoccurring issues associated with not recycling are not know what can be recycled and the inconvenience of getting a bin and consistent recycling. Besides these two problems we recommend focusing on educating citizens on the importance of recycling, both in terms of negative and positive impacts it will have on the community in the future. To work towards educating citizens we have developed a couple examples of educational infographics, which we recommend as a method to begin educating the community with eye catching and relatable information, on why people should recycle, what they can recycle and how their work positively impacts the community. In terms of dealing with the inconvenience of obtaining a bin, we recommend the EAB getting involved in the community and making the recycling program more visible. Sponsoring a day at local schools, where the EAB can begin educating citizens at a younger age with sustainable center activities, or even hosting a table at the Sioux City Farmer's Market or a local grocery store and offering bins for sign up allows citizens to start thinking more about their impact and allows them to opt in to the program.

Key Finding #6

The Farmers Market, SRTS, and Recycling Program currently do not effectively work together to promote the sustainability of Sioux City; each department operates in functional silos.

In order to the whole city to reach its sustainability goals and to become more sustainable as whole, governmental groups need to work to promote sustainable practices. If sustainability is truly a major goal/concern of Sioux City, which it should be, there needs to be a city wide push towards sustainable practices within its organizations and sustainable options for citizens.

Environmental Advisory Board Recycling Program -

**Recycling Program
SWOT Analysis**

Strengths <ul style="list-style-type: none">• Positive environmental impact• Free service	Weaknesses <ul style="list-style-type: none">• Inconvenient sign-up process• Low enrollment
Opportunities <ul style="list-style-type: none">• Sustainability trend• Educating residents	Threats <ul style="list-style-type: none">• Lack of education• Apathy of residents

Competitors: There aren't exactly other competitors other than not recycling

SWOT Dian

Strengths: Positive community and environmental impact. Curbside recycling. Recycle day same day as trash day. No cost to sign up for recycling bin

Weaknesses: Lack of knowledge regarding how, what or why to recycle. As the recycling bin is uncoupled from trash bins and must be specifically signed up for rather than simply receiving the recycling bin with the trash bin, it is inconvenient for people to have to not only express interest in recycling by signing up but also having to wait for the bin rather than it already being present and ready to be used for recycling.

Opportunities: The biggest opportunity the market has in the growing trend of individuals, especially young people, trying to live more sustainably. Due to major effects to our environment and increased education around it, more and more people try to live at least somewhat more sustainable lives and/or try to do less harm to the environment. As these concerns continue to grow, and as problems continue to escalate, more people may try to change their behavior/try to do their part to help and may start recycling.

Threats: Apathy is a large threat. You aren't ever going to be able to reach everyone, but it is important to remember the importance of sharing the impacts of recycling and connect messaging to people to make them care.

The biggest threat would have to be a continued lack of education about sustainability to the people of Sioux City. If no significant efforts to educate and motivate citizens on why they should care about the environment, only a marginal increase in recycling may be seen besides those already utilizing the service.

Political and social factors: Sioux City is a fairly traditional area of Iowa with relative little changes in ideas and behaviors previously held. Citizens are somewhat more individually/family focused, with little sympathy or belief in climate change or the need for sustainability.

Economic factors: The average American has recently shown a tendency to be more fiscally conservative, in which individuals value spending less and saving as much money as possible by removing extraneous costs. Therefore, if people do not believe in the cause of living more sustainably or don't understand their impact they will most likely not be inclined to pay to recycle every month, with many people solely focused on their individual fiscal burden.

Sustainability Marketing Plan

Siouxland Regional Transit System

**Siouxland Regional Transit System
SWOT Analysis**

Strengths	Weaknesses
<ul style="list-style-type: none"> • Low cost • Assisted service • Door to door pickup 	<ul style="list-style-type: none"> • Cumbersome to make an appointment
Opportunities	Threats
<ul style="list-style-type: none"> • Growth of sustainability trend • Increased penetration into current ridership 	<ul style="list-style-type: none"> • Low interest • Lack of public awareness

Competitors:

The most obvious competitor, due to its resemblance in the service that they offer, are taxis. Taxis offer a near, if not more convenient service, by being able to pick up an individual at any time at any place. That being said, taxis do charge much more for their service as opposed to the SRTS program and service. But most likely the biggest actual competitor to the SRTS program is the personal vehicle. The Sioux land is fairly spread-out and often rural, where most people prefer to be able to depend on their own vehicle for transportation whenever they want. Although this definitely is a cheap alternative, people extremely value the ability to come and go whenever they want, presumably also value the independence it provides by not having to rely another individual or another service for transportation.

SWOT:

Strengths: the biggest strength of the SRTS service the low cost of use. Compared to the alternatives of owning a car or taking a taxi, SRTS is by far the cheapest option. Secondly, the SRTS another strength is that it is more personalized than a traditional bus route, with fixed stops, and instead can take the passenger right where they need to go. Lastly, SRTS holds a solid competitive advantage in its ability to offer assisted service for disabled or elderly riders.

Weaknesses: The biggest weakness of the program is that it is inconvenient. Forcing the customer to call for pick up the day before limits the usability of the service to trips planned well in advance with no option for spontaneous or that day ideas/trips/travel. Due to this major purposeful hamstring, it is predominantly utilized by people that have few other options, including the poor and elderly, which could lower involvement due to belief of inaccessibility for people not in those groups.

Opportunities: One opportunity the market has is in the growing trend of individuals, especially young people, trying to live more sustainably. Due to major effects to our environment and increased education around it, more and more people try to live at least somewhat more sustainable lives and/or try to do less harm to the environment. As these concerns continue to grow, and as problems continue to escalate, more people may try to change their behavior/try to do their part to help and may start utilizing public transportation, in which one vehicle services multiple people and thus produces less/consumes less fuels than if everyone each drove their own individual vehicle and all contributed to the consumption of resources. (That being said, it is important to remember that rather than focusing increasing ridership of young adults/middle aged/ families we highly suggest that the SRTS program focus is target market on current riders such as the elderly or disabled. The biggest and realistic opportunity to increase ridership of the SRTS program is to attract more individuals within that elderly and disabled groups and improving the service to enticed increased ridership of current users.)

Threats: The biggest threat would have to be a continued lack of education about sustainability to the people of Sioux City. If no significant efforts to educate and motivate citizens on why they should care about the environment, only a marginal increase of riders may be seen besides those already utilizing the service.

Political and social climate factors: Sioux City is a fairly traditional area of Iowa with relative little changes in ideas and behaviors previously held. Citizens are somewhat more individually/family focused, with little sympathy or belief in climate change or the need for sustainability.

Economic factors: Although owning a personal car is not entirely cheap, the cost of owning a personal vehicle is low enough for the majority of citizens to be able to do so. The traditional social environment around Sioux City encourages and creates value in being able to support yourself independently and not rely on other individuals or services to get somewhere or do something

SRTS Logos and Identity Materials



Above are examples of two logos that a freelance graphic designer prepared. The first two images we were very happy with and chose to go with the first one. We liked the way the “Safe. Dependable. Efficient.” curved like a subliminal smile. From our survey, we determined that individuals would like the service to feel safer for them to use and that the drivers be happier. We wanted this to start with the logo.

The colors used in the logo are the same as the colors used on the busses and the text on font used for SRTS was chosen to be similar to that of the font used on the busses as well. Upon further analyzing the logos we determined that we needed the bus to look more like the actual SRTS bus and less like a regular city bus. We took that note back to our graphic designer and she came back with our third logo design and this is the one we recommend using in the future.



Business Cards and Letterhead

A freelance graphic designer worked with us to create new business cards and letterhead as well. These use the new logo and font, as well as the same color scheme.





FIRSTNAME
LASTNAME
TITLETITLETITLETITLETITLE

- ✉ EMAILADDRESS@SIMPCO.ORG
- 📍 122 PIERCE ST.SIOUX CITY, IA 51105
- 🏠 SIMPCO.ORG/SRTS.ASPX
- ☎ 712.279.6919

Business Card #1



EMPLOYEE NAME
TITLETITLETITLETITLETITLE






- ✉ EMAILADDRESS@SIMPCO.ORG 122
- 📍 PIERCE ST.SIOUX CITY, IA 51105
- 🏠 SIMPCO.ORG/SRTS.ASPX
- ☎ 712.279.6919

Business Card #2



Letterhead #1



 122 PIERCE ST.SIOUX CITY, IA 51105
 SIMPCO.ORG/SRTS.ASPX
 712.279.6919

Letterhead #2

Brochure

Originally, SRTS provided residents with a brochure with information for each of the counties the service individually. In other words, there were several different brochures, one per service area. The majority of the information that the brochures provided was identical from one brochure to another. The only difference between the brochures was in the rates per county. Having numerous brochures like this leads to clutter and potential confusion for residents. We immediately wanted to condense these brochures into one and edit the copy a bit to make it easier to understand and use. Below are two images of the new brochure when unfolded and laid flat. The first picture includes the front of the brochure and the second picture includes the back.

The information provided in the new version of the brochure is the same information that was in the previous brochures. We edited some of the copy and condensed all of the brochures down into one by listing all of the counties in the brochure instead of dividing them up per county.

We had a specific purpose in choosing the images that we did for the new brochure. As we are recommending that SRTS not focus on expanding their market so much as focusing on market penetration. Currently the groups that utilize the service are elderly (16.5%), disabled (73.5%), and other (10%). The images on the brochure should be representative of those groups, and that is why we chose the images that we did.

TYPE OF SERVICE

SRTS is a demand-responsive, ADA accessible, public transit system which provides public transportation to:

- Cherokee County
- Ida County
- Monona County
- Woodbury County
- Sioux City Paratransit
- Southern Union County

CURB-TO-CURB an individual waiting at the curb when the vehicle arrives and returned to the curb

DOOR-TO-DOOR an individual waiting outside the door and will be delivered to the door at their destination

SAFETY:

- Please keep ramps, sidewalks and driveways free of ice, snow, toys, and other obstructions which may present a safety hazard to the passenger and the operator offering assistance
- Drivers will not lift passengers or wheel chairs
- Wheelchairs should have fully functional brakes which must be in the locked position when the passenger is on a lift and when the vehicle is in motion
- Hazardous materials (i.e. kerosene, gasoline, firearms, dynamite, etc.) are not permitted on vehicles
- Children under forty (40) pounds will not be transported without an approved child's safety seat provided by the parent/guardian of the child
- Children or infants are never to be held on the lap of an individual while the vehicle is in motion
- Animals carried on transit vehicle must be in a closed carrier (if riding space is available) unless the animal safe trained to assist disabled passengers.

CONTACT SRTS

HOURS OF SERVICE
Monday-Saturday 5:30 a.m. - 7:00 p.m.

HOURS OF SERVICE FOR SCHEDULING
Monday-Friday 8:30 a.m. - 6:00 p.m.

TO MAKE A RESERVATION
Call 800-881-2076 (toll free)
or (712) 279-8219

Reservations must be made 24 hours in advance.
Voice messages can be left outside of service hours.

THE FOLLOWING INFORMATION WILL BE NEEDED:

- Pick-up address?
- Drop-off address?
- Is a return ride needed?
- Will there be other passengers (including children)?
- Will you need curb-to-curb or door-to-door service?
- Will you need to use the lift to enter/exit the bus?

Please be ready at least 5 minutes earlier than scheduled pick-up time.

SERVICES NOT AVAILABLE ON:

- New Year's Day
- Memorial Day
- July 4th
- Labor Day
- Thanksgiving
- Christmas Day
- Any other specified dates

ALL SERVICES OPEN TO THE GENERAL PUBLIC



PROPER CONDUCT:

- All passengers are expected to exercise proper conduct while using the transit service.
- Any disruptive behavior can be cause for suspension.
- SRTS reserves the right to revoke riding privileges.

PASSENGER ASSISTANCE:

DRIVERS MAY ASSIST

- Waking
- Supporting
- Maneuvering of a wheel chair

DRIVERS MAY NOT

- Run errands for passengers
- Move furniture or other large items
- Asses with more packages than the can be carried by rider

DESTINATIONS:

Passengers should be ready and wait at the door of scheduled location for the bus to arrive.

Drivers are instructed to stop at the passenger's destination only.

DRIVERS WILL NOT

- Enter a facility to locate a passenger.
- Accept changes in destination after the passenger has boarded.

ON TIME ARRIVALS, CANCELLATIONS, AND NO SHOWS:

Riders should be ready to board when the vehicle arrives.

If a ride is no longer need, you must call an hour before the scheduled pickup time to either 800-881-2076 or 712-279-6919.

If SRTS is not notified, it will be considered a no show.

A no show is defined as someone not boarding the vehicle once it arrives on time for pickup. A no show must still pay for the service that was requested.

SRTS RATE INFORMATION

IDA COUNTY RATES

WITHIN CITY LIMITS

Curb-to-curb - \$4.00 per one way trip

Door-to-door - \$7.00 per one way trip

OUTSIDE CITY LIMITS

Curb-to-curb - \$4.00 plus \$.50/mile

Door-to-door - \$7.00 plus \$.50/mile

ROUND TRIPS TO AND FROM SIOUX CITY:

4 passengers minimum required with one week advanced notice
\$11.00 per passenger
\$4.00 for each additional stop

MONONA COUNTY RATES

WITHIN CITY LIMITS

Curb-to-curb - \$4.00 per one way trip

Door-to-door - \$7.00 per one way trip

OUTSIDE CITY LIMITS

Curb-to-curb - \$4.00 plus \$.50/mile

Door-to-door - \$7.00 plus \$.50/mile

ROUND TRIPS TO AND FROM SIOUX CITY:

2nd and 4th Tuesday of each month, 4 passengers minimum required with one week advanced notice
\$11.00 per passenger
\$4.00 for each additional stop

PLYMOUTH COUNTY RATES

WITHIN LE MARS CITY LIMITS:

Curb-to-curb - \$3.50 per one way trip

Door-to-door - \$6.00 per one way trip

WITHIN OTHER CITY LIMITS:

Curb-to-curb - \$4.00 per one way trip

Door-to-door - \$7.00 per one way trip

OUTSIDE CITY LIMITS:

Curb-to-curb - \$4.00 plus \$0.50 per mile

Door-to-door - \$7.00 plus \$0.50 per mile

ROUND TRIPS TO AND FROM SIOUX CITY:

Must be at least 4 passengers with one week in advance arrangements:
\$11.00 per passenger per round trip with one destination
\$4.00 for each additional destination.



CHEROKEE COUNTY RATES

WITHIN CITY LIMITS

Curb-to-curb - \$4.00 per one way trip

Door-to-door - \$7.00 per one way trip

OUTSIDE CITY LIMITS

Curb-to-curb - \$4.00 plus \$.50/mile

Door-to-door - \$7.00 plus \$.50/mile

ROUND TRIPS TO AND FROM SIOUX CITY:

1st and 3rd Friday of each month, 4 passengers minimum required with one week advanced notice
\$11.00 per passenger
\$4.00 for each additional stop

Round trips are available to other cities (for examples Spencer or Storm Lake)

For reduced elderly fares (60+)

Contact: 800-798-6916

WOODBURY COUNTY RATES

WITHIN CITY LIMITS

Curb-to-curb - \$4.00 per one way trip

Door-to-door - \$7.00 per one way trip

OUTSIDE CITY LIMITS

Curb-to-curb - \$4.00 plus \$.50/mile

Door-to-door - \$7.00 plus \$.50/mile

ROUND TRIPS TO AND FROM SIOUX CITY:

4 passengers minimum required with one week advanced notice
\$11.00 per passenger

\$4.00 for each additional stop

For reduced elderly fares (60+)

Contact: 800-798-6916

SOUTHERN UNION COUNTY RATES

The cost per one way trip varies from \$5.00 to \$15.00 depending on origin and destination.

Business Cards and Letterhead

Review of Website **Hailey**

Our goal was to evaluate what we believe is working well and what could be improved upon, working to most accurately maximize the utilization of the website and acquisition of knowledge regarding the Siouxland Regional Transit System program. We began by evaluating the homepage, including photos, information links and subsequent pages within. Again, this process worked towards ensuring that the SRTS brand is presented accurately and information is accessed easily so as to increase overall utilization of the program.

While the new website is already very good, we have developed a short list of comments and suggestions that will help take it one step further. Our list includes comments about the home page, format of individual pages, links to other sites, and social media suggestions.

The homepage for SRTS is well organized and easy to navigate. We recommend that more pictures are added in addition to the picture of the bus. Including an image of the building alone, an image of a driver in the bus, and more variety of images of the busses themselves would be valuable to add. One more pictures that would be appropriate would be a picture of the new SRTS logo.

The information on the individual pages is great information and very useful, however it can be organized in a way to make it easier to find answers a resident might be looking for. Our suggestion would be to have more bulleted lists. The “Request-A-Ride” page is a good basis for the other pages. The use of bullets as well as some bolded text makes it easier to know what information is the most important, necessary, or frequently asked. Other pages are very text heavy and may be able to be edited into lists easily.

Our final note after reviewing the website is related to driving traffic to the original website. Upon our review, we noticed that the link to the SRTS website on the Iowa DOT page does not bring traffic to the website. Updating that link would help to drive traffic. On a similar note, a link to the SRTS website on the City of Sioux City’s webpage would help to advertise the program as well as improve ridership among residents.

We believe that these recommendations will help ensure that the website is user-friendly, both in ease of use and in visualization, as this is a key source of information for users. It is very important that the link to the website is easily accessible and that the branding is consistent across all media channels. Overall, the new website is very well developed, but some components could be improved by implementing these recommendations.

Farmers Market

**Farmers Market
SWOT Analysis**

Strengths	Weaknesses
<ul style="list-style-type: none"> • Supports local vendors • Fresh products • More sustainable option 	<ul style="list-style-type: none"> • Inconvenience • Limited products
Opportunities	Threats
<ul style="list-style-type: none"> • Growing trend towards sustainable products 	<ul style="list-style-type: none"> • Grocery stores • Lack of education of sustainable practices in Sioux City

Competitors:

By far the biggest competitors are supermarkets like Hy-Vee, Aldi, Wal-Mart, Target etc. These competitors offer lower prices and convenience of one stop shopping for a variety of products and assortment of food options. Hy-Vee and similar styled supermarkets are the only competitor to offer a high level of service and help to customers (including bagging service, escort to car, help in aisles etc.) that could offer a competitive advantage against the market.

Swot

Strengths: One of the first strengths of the market is that it supports local/small businesses. All products offered at the market are produced by independent individuals/companies rather than huge mega brands. Patrons that attend the market may value a great sense of a community by helping out local business by giving them their business, in turn helping the community and individuals around them, who themselves in turn will give back and help make their community better together. Secondly, products at the market are typically fresh produce. Because of the smaller size of these farmers operations and due to the obvious seasonality of products offered at the market due to crop ripening, produce must be offered as quickly as possible so as not to spoil as much and sell as much as possible, therefore all produce is relatively more fresh than traditional supermarket produce. Further this produce is presumably not affected by as many chemicals and insecticides as larger operations are, which in turn may offer additional health benefits to the consumer. Lastly, a strength of the market is that it is more sustainable than supermarkets. Because most sellers at the market are local businesses, the ecological footprint of growing and transporting products to the market is much lower than transporting brands all across the country.

Weaknesses: By far the biggest weakness of the market is that it isn't as convenient as other big retail competitors. The market offers a limited number of products and only during select times throughout the year, most people who purchase products at the market would also have to go to store to get some other items that they couldn't find at the market. Supermarkets on the other hand, provide a wide variety of food products as well as, in most cases, a wider assortment of brands/types to choose from. Due to the larger volume that supermarkets and the brands sold their turnover, supermarkets are also often to offer lower prices for products that could also be found at the farmers market. The market limits the amount of products an individual can purchase up to the amount of grocery bags someone could hold on their arms. Lastly, the market is somewhat inconvenience in that not all types of payment are accepted there. Cash is predominantly used throughout the market, and some customers may not wish to carry around as much as they would like to spend at the market and may ultimately result in that customer buying less in the end.

Opportunities: The biggest opportunity the market has in the growing trend of individuals, especially young people, trying to live more sustainably. Due to major effects to

our environment and increased education around it, more and more people try to live at least somewhat more sustainable lives and/or try to do less harm to the environment. As these concerns continue to grow, and as problems continue to escalate, more people may try to change their behavior/try to do their part to help and may start shopping at the market.

Further, with the extremely low involvement and knowledge the people of Sioux city have regarding sustainability, the more people learn about how and why people should live sustainably, more people will most likely start shopping at the market.

Threats: The biggest threat, besides the obvious mountain of convenience and variety offered by big box retailers, would have to be a continued lack of education about sustainability to the people of Sioux City. If no significant efforts to educate and motivate citizens on why they should care about the environment, only a marginal increase of attendees may be seen besides those already attending the market.

Political and social climate factors: Sioux City is a fairly traditional area of Iowa with relative little changes in ideas and behaviors previously held. Citizens are somewhat more individually/family focused, with little sympathy or belief in climate change or the need for sustainability.

Economic factors: Food is a commodity, where purchase decisions are most often influenced by price. This is somewhat amplified in the conservative environment within Sioux City with many people solely focused on their individual fiscal burden.

Social Media Guide

Overview and relevant background on the brand

The main purpose of the Sioux City Farmers Market is to serve as a venue for vendors to sell locally grown and produced products. The Farmers Market started in 2009 with 32 vendors and has seen growth over the last few years, now with 53 vendors. As the Sioux City Farmers Market grows, it will become more attractive to vendors who sell various products. The Farmers Market is committed to having a product mix that is well rounded and attractive to customers. The goal is to ensure that at least 80% of products for sale are true Farmers Market products. This includes locally produced produce, eggs, beef, poultry, fish, elk, buffalo, baked goods, dairy, wine, jams, salsas, cut flowers, perennials, and bedding plants among other locally farmed and value added products. A premium is placed on products that are sold directly by the producer. The Farmers Market recruits other high quality products, such as prepared foods, artwork, crafts, jewelry, and imported items, but priority will be given to vendors whose business is locally owned in the three-state region and who use products from participating farms, process the products themselves, and who highlight regional produce and seasonal ingredients. As a Farmers Market, the focus is on locally farmed food and handmade products, while also including

unique specialty products in order to maintain a well-balanced selection.

What business goal is the brand addressing using social media?

The Sioux City Farmers Market has a few different goals in its use of social media. They seek to build loyal customers, increase attendance, and to promote their vendor brands through informative posts and interaction with vendors and local community members.

What are their strategies for achieving this goal?

The Sioux City Farmers Market strategy is to create a personal and friendly presence on social media, which aligns their friendly, community atmosphere at the physical Market. Further, the Sioux City Farmers Market seeks to achieve their goals through promoting products, highlighting brands, introducing new vendors, informing customers on Farmers Market news and updates, and various events throughout the year.

Which social channels are being used and how?

The main social channel currently being used is Facebook. The Facebook page is most frequently used to promote products, such as detailing vendor crafted jewelry, mentioning new produce in the crop rotation schedule, showing pictures of patrons, and showcasing new products and vendors. It is also used a fair amount for community building, for example, through sharing recipes, featuring city programs that are related to the Market, and responding to questions and comments on posts. Facebook is also used for information sharing of news and updates, including providing updated hours and cancellations due to weather and the ending of the season. Additionally, the Sioux City Farmers Market has a Twitter handle. However, the tweets are copied directly from Facebook posts, hence, no new content is shared with users. This social me

How is the campaign being measured?

The campaign is being measured by total likes the page has and then the amount of likes and comments each individual post receives. Currently, the page has just over 4,000 individual likes which is a fairly strong number due to the fact that the Farmers Market indicated they usually see around 2,500 to 3,000 patrons every Saturday, the largest day for the Market. Beyond that, each of their recent posts have received around 15-35 likes, and each post usually receives an average of at least one comment or share.

What are the results from this campaign?

First of all, the Farmers Market has seen solid growth since their start in 2009. In just a few years the Farmers Market has grown from having just 32 vendors to currently having 53, a growth rate of about 60%. Secondly, the Farmers Market has also seen solid growth on their Facebook page. The page was started in 2010 where most posts received maybe 1 like. Overall, there was very little engagement or interest in the posts. The page now is far ahead of where it was, with most posts nowadays receiving around 20 likes which includes engagement of community members sharing their experiences, positive reviews and suggestions as well as vendors also sharing and commenting.

What's working?

The Sioux City Farmers Market is utilizing their photos in a very positive way. Although the Farmers Market didn't originally start the page doing this, they have recently included many photos of products, vendors, patrons and the market, making the posts even more exciting, eye catching, and engaging. The Farmers Market supplements these photos with informative posts such as updates regarding dates, locations, and times of events. Overall the Facebook page is running well and is on track for maintaining a positive social media marketing strategy.

Areas for Improvement

There are a few things the Market can do to improve the social media marketing strategy of the Sioux City Farmers Market. Firstly, we advise using other social media channels beyond Facebook. With the large amount of photos already being utilized on their Facebook page, Instagram could be an excellent addition to the social media marketing strategy and would most likely target a somewhat younger audience that the Farmers Market is aspiring to attract. Also, the implementation of Twitter specific content must be considered to round out the social media marketing plan on the largest social media platforms. Twitter should be used^[P1] to provide interesting and platform specific content and target a younger audience. While some photo content already deployed on the Facebook page would work well on a Twitter account, it would be best not to consistently post the exact same content on both, but instead create messages that are tailored specifically for Twitter. If these platforms are employed, it would be very important that the voice of the brand remains consistent across all platforms by retaining the friendly attitude and tone in all posts and comments (but having distinct information for each one vs. repeating the same message on both). Also, it is important to make all "profile pictures" and "cover photos" consistent across all platforms, for example keeping those pictures the same so there is one unified idea of the brand.

Stepping outside of the traditional realm of the most common social media platforms, it may be beneficial to create a YouTube channel for the Sioux City Farmers Market. A YouTube channel would allow the current Farmers Market video on the website to be downloaded like it does currently; it also would be much more easily distributable, sharable and viewable. Creating an updated version of that video would also be great new piece of content. The current video on the website is interesting and well done; but it was created in 2010 and it's dated. It might be beneficial to break the video up into separate smaller 2-3 minutes video topics such as: vendors, testimonials, general overview, etc. This would greatly increase viewing among users, keep content fresh, more enticing to watch, and appealing to viewers. Lastly, we recommend having a social media platform's icon displayed on the website with hyperlinks to the Farmers Markets social media pages. Ideally the icons would be displayed towards the top of the webpage to catch the immediate attention of viewers.

Current examples of effective social media posts for the Farmers Market:



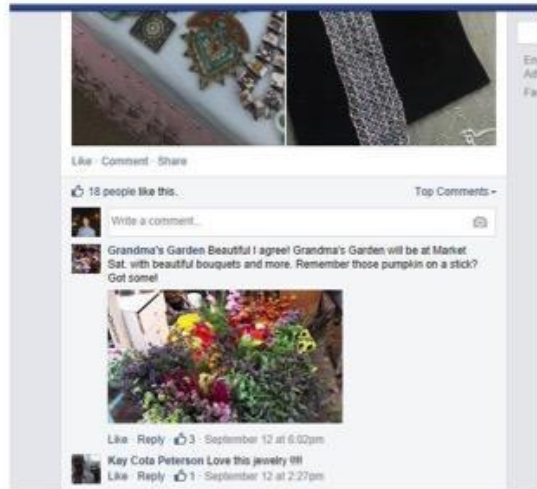
Ex. colorful and delicious produce



Ex. highlighting vendors



Ex. showing/promoting market attendees



Ex. generating interaction with patrons and vendors

Facebook Analysis and Recommendations

The Sioux City Farmers Market Facebook page is currently performing well. First, the Facebook page does a good job of keeping attendees informed. The Farmers Market always includes information on fun upcoming events, provides updates to any changes in times or locations, and other information related to the Farmers Market happenings in the community.



Ex. Informational Update

The Market does a really good job of providing everyone new up to date information and keeping everyone in the loop, especially with last minute changes.

Secondly, the Farmers Market displays eye-catching photographs, from delicious fresh produce, to music acts or special guests, to people enjoying their Saturday mornings at the Farmers Market. The Farmers Market does a good job of capturing all of these events in pictures and displaying them for the social audience.



Ex. Eye-catching photographs

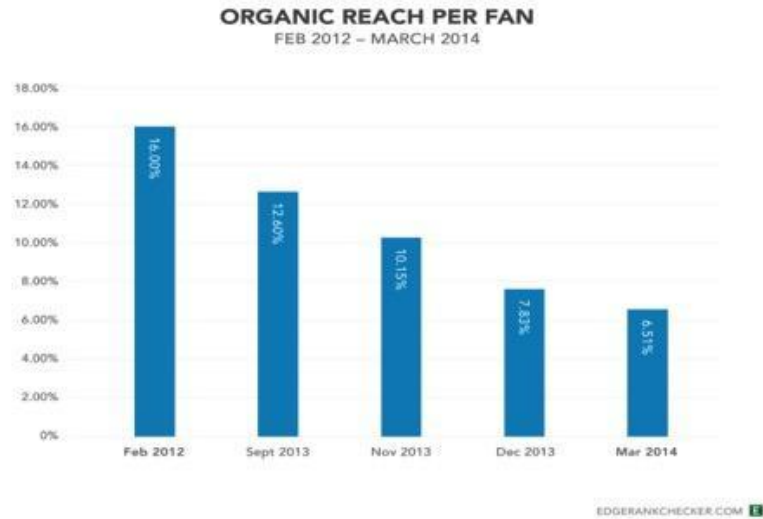
Third, the Farmers Market also successfully highlights vendors and their products periodically. This is a great way of showing the variety of great products and vendors everyone can find while visiting the Sioux City Farmers Market.



Ex. Vendor highlights

It is important to remember, while moving forward with the Farmers Markets continued use of Facebook, the role of the Sioux City Farmers Market as a brand. The Farmers Market is an experience for family and friends, which is crucial to keep in mind and continuously promote through posts. It is important to make sure that emphasis is maintained on the people who are coming and the experiences of the visitors.

Clearly, Facebook is currently the primary social platform in which the Farmers Market is spending most of its time and energy. Due to changes Facebook has made to their algorithm that affect business pages, it is prudent to actually utilize additional social platforms along with Facebook.



Facebook recently has chosen to filter its feed. It built a news feed sorting algorithm, which analyzes every signal possible post to determine the relevance of each post to each person. Thousands of indicators of importance are factored in. Facebook News Feed Director of Product Management, Will Cathcart, stated that the most powerful determinants of whether a post is shown in the feed were:

- How popular (Liked, commented on, shared, clicked) are the post creator's past posts with everyone
- How popular is this post with everyone who has already seen it
- How popular have the post creator's past posts been with the viewer
- Does the type of post (status update, photo, video, link) match what types have been popular with the viewer in the past
- How recently was the post published

Source: Constine, 2014

In terms of what the Farmers Market could improve on in regards to Facebook, we recommend consideration of using Facebook ads, perhaps at least to see how these paid Facebook ads perform next to other organic posts in users' newsfeeds' and how much additional reach the Market could gain. This also leads into another tool, which the page analytics on Facebook. [P1] Through the analytics that Facebook collects and provides for business pages, the Farmers Market could gain a glimpse into which posts perform better and what kind of content drives engagement of your users.

Overall, the Sioux City Farmers Market is doing well. Facebook works as a solid platform to serve as the masthead to lead the social media marketing. Overall, the Farmers Market does a good job of keeping attendees informed, showing off eye catching

photographs, and showcasing different vendors. We highly recommend expansion into other social media channels (i.e. Instagram, Pinterest) and creating unique content for Twitter. This is vital given the recent changes in the Facebook algorithm.

Facebook Facts and Tips

“[Facebook] is the equivalent for us to what TV was for marketers back in the 1960s. It’s an integral part of what we do now.”

-Davide Grasso, Chief Marketing Officer, Nike

By the Numbers

- Most visited site
- Over 1 Billion users
- If it were a country, it would be the 3rd largest
- 55+ is the fastest growing segment

Content Strategy Tips

- Identify your target audience
- Create compelling content
 - Be original
 - Be [very] responsive and transparent
 - Be consistent with posts (not only on Facebook, but with message of content posted on all social media platforms)
- Measure and adjust
 - Notice trends
 - Find out what posts work the best and then replicate so that you can maximize the impact of every post
 - Use page insights
 - Understand who your customers are and what posts engage them
 - Use these insights to guide the format/type/timing of your posts

Engagement/Posts Ideas

- Facebook favors photos
- Fan/attendee/vendor of the week

- Find additional content related to your brand
- Articles/posts/news related to other Farmers Markets or products sold at the Farmers Market or any other relevant content

Twitter Analysis and Recommendations

Twitter could be a crucial component of the Sioux City Farmers Markets social media marketing strategy. With this platform, there is room for improvement and better utilization of the tool. Currently, the content posted on Twitter is directly shared (i.e. copied) from Facebook posts. This does not utilize Twitter for its intended purpose and potential Tweets need to be original content and posted separately from the other social media platforms in order to have the most engagement. If Sioux City's goal is to attract a younger audience, Twitter is a great option to increase reach of a younger target audience as 69% of all Twitter users were under the age of 44 years (Source: site your research in parentheses Edison research 2012). Therefore, the suggested social strategy for the Farmers Market Twitter account would be a public channel for distribution of content from other social media platforms as well as real time engagement including: customer service, breaking news, events etc., in original and platform specific way.

It is always important to remember to be consistent in branding across social media platforms. The Farmers Markets Twitter account should always have profile pictures, cover photos etc. that match those pictures on all other social media sites. Currently, the Farmers Markets Twitter page is linked with the Facebook page. Although linking all social media profiles can be an easy and effective way to share additional content, it would be more beneficial to create original content unique to the Farmers Markets Twitter account. When compared to the Farmers Markets Facebook page, the Twitter account has extremely low engagement, either because customers may have already seen the content previously on the Facebook page or because the content is not being presented in the most interesting way to the Twitter audience.

According to a study by Edison Research in 2012, two of the top reasons people follow brands on social media are: 1) to learn about new products; and 2) news and information updates. These are both things that the Market is doing rather well. These are much more straight forward posts or content, such as detailing new events, products, etc. Although Twitter is becoming much more image focused and because the constraints of space for text, large amounts of info should be posted on either Facebook or Instagram and the Twitter account can link to them. But in regards to more relationship building through social media there are many opportunities on Twitter, such as behind the scenes information or pictures of the Farmers Markets daily work, fostering customer stories of their experiences at the Market or with their purchases, or displaying customer generated content such as fill in the blank type tweets, and curating content from other sources. These kinds of tweets are fairly easy ways to improve the types of content on the Farmers Markets Twitter page.

Ask & You'll Get Answers



Ask Visual Questions



Ex. Asking questions to followers (Facebook examples, relevant to Twitter as well)



Ex. Curating content from other sources

Creating interesting content that is not simply a rehash of information already provided on Facebook will encourage more engagement with the audience and position the brand in a

much more fun and friendly light. Remember not to be afraid to show personality in posts or tweets. Showing personality, authenticity, and transparency helps generate trust and loyalty with followers and customers.

Lastly, we recommend advertising on social media. Detailed ad options are listed below for future consideration. The three basic ad offerings from Twitter are: 1) promoting your account; 2) promoting a tweet; and 3) promoting a trend. Promoting trends may be a little too large of scope for the current Farmers Markets business; we suggest focusing more on promoting the Twitter account and/or tweets instead. A promoted account would appear in the “who to follow” section of the page as well as Twitter searches and promoted tweets would appear in user timelines and Twitter searches. Either type of ad also allows you to target specific Twitter users through geography, gender, interests etc. Both options could be used to increase the Farmers Market’s reach and broaden their customer base as well as generate stronger brand awareness and engagement. Furthermore, Twitter offers an analytics tools where you can learn more about your followers and your ads effectiveness through data collected on your promoted ad on Twitter. In terms of cost, you’ll only be charged when people follow your promoted account or retweet, reply, favorite or click on your promoted tweets; you’ll never be charged for your organic activity on Twitter.

It may also be helpful to detail some Twitter measurements and measurement tools in order for the Farmers Market to monitor its account. The key metrics of Twitter are your number of followers, retweets, replies, impressions and clicks. More specific Twitter measurements could include total brand mentions, profile views, engagement by day/time etc. As mentioned earlier, Twitter provides some measurement tools with Twitter analytics which work in conjunction with ads on Twitter and if you use Twitter cards. A few other measurement tools for Twitter are Twitonomy, Simply Measured, and Hootsuite. Twitonomy is overall a more comprehensive tool which tracks multiple facets of Twitter, even with the free version. Simply Measured can create multiple different free reports which are compatible to Excel. Hootsuite, another paid service, is also a great tool to measure data on links and link usage in tweets.

Twitter Facts and Tips

The Basics

- Twitter Facts
 - 500 million tweets/day
 - 271 million active users

- Twitter Vocabulary as Defined by Twitter
 - Tweet (noun): A message similar to the size of a text message (140 characters or less) that you post on Twitter
 - It is visible by your followers, or anyone on Twitter if your account is public
 - Mention: Tagging another Twitter user in your tweet, but using the @ sign followed

by their Twitter handle

- Retweet: The ability to retweet a user's tweet to pass it along to all of your followers
- Reply: A tweet posted as a response to another user's tweet
- Message (or DM): A personal private message to another Twitter user
- Hashtag: Using # followed by a topic/word. Allows conversations to start using hashtags and users can search hashtags

Content Strategy Tips

- Establish Brand Personality
 - Be yourself, be authentic
 - Stand out compared to everyone else
 - Interact with followers and respond to tweets
- How often should you tweet?
 - Depends, see what works best for the Farmers Market
- Creating outstanding tweets
 - Voice and Style
 - Have a conversation with your followers
 - Humor, education, entertainment—depending on the style you choose for the Farmers Market
- Content
 - Make sure that it is able to be shared by your followers exceptional content
- Engagement
 - Make sure to engage in a timely manner

Utilizing Twitter

- Profile Recommendations
 - Username: recognizable brand name, make sure it is listed on other online and offline marketing materials—consistent marketing
 - Images: use profile picture that is consistent with other social media channels and reflects your organization as a whole; additionally finish the profile by using a background and header
 - Bio: clear and concise, include hyperlink to website to help drive traffic
- Building a customer base
 - Be a good listener
 - Establish your voice and be consistent

- Be strategic with all of your tweets and responses to followers
- Attract followers through interesting content and engagement

Instagram Analysis and Recommendations

In addition to the Facebook and Twitter accounts, the addition of an Instagram account would be beneficial for the Sioux City Farmers Market. Instagram is a great option to increase reach of a younger target audience. It continues to gain about 1 new user per second. It already has around 200 million monthly active users, with around 75 million of those daily users and has about 60 million photos on average posted every day (Source: XXXXX). Therefore, the suggested social strategy for the Sioux City Farmers Markets Instagram account would be a public channel for building relationships, engagement and overall brand equity.

When joining a new social media platform it is very important to remember to be consistent in your branding. The Instagram handle (name) should be the same or very similar to the currently existing Twitter name of @siouxcityFM. Further, profile pictures, cover photos, etc. should remain consistent across all social media platforms, such as how the Farmers Market is currently using the same profile photo for both Facebook and Twitter. Also the Farmers Market should consider linking its Instagram account to its Facebook and Twitter pages, which would allow the Instagram platform to reach all audiences. Because it's hard to get heard with all of the noise on social, it is important to make the content exciting in order to grab the attention of your audience.

Instagram could be a solid new social platform for the Farmers Market to reach its audience and below we will detail some guidelines and suggestions on what to post on Instagram. Instagram's strength is its emphasis on photos, which are more eye-catching and engaging than traditional text. The images that the Farmers Market is using currently are well suited for use on Instagram. Photos are a great way to highlight or showcase vendors and brands, as well as their great products. These types of posts are similar to the content the Market is currently posting on Facebook but from another great channel providing an additional way to reach your audience. We suggest looking at other existing Farmers Marketing accounts from other cities to generate ideas of how structure an Instagram account for Sioux City's Farmers Market. A good site to review is the Memphis Farmers Market @memfarmersmkt. Instagram could also be used for educating people on healthy living and sustainability through use of graphics such as the following



One of the very most important things to remember, is to realize that your brand is about an event, an activity, and a destination. It's about the people who attend the Market and the experience they have while they are there. While it's great to highlight vendors and their products, the focus needs to be on the visitor's experience to the Farmers Market and how much fun it is. This is of major importance to the brand of the Sioux City Farmers Market. Therefore including those patrons in your Instagram could be a major highlight within the Instagram feed, such shown in the examples below.





If visitors have Instagram accounts, try including their handle in the message or tag them in the photo. Not only will the customers in the photos get excited but it will encourage people to come and spend the time with you rather than simply grocery shopping. Also be sure to utilize hashtags and have fun with it. Ideas for potential hashtag options include:

- #siouxcity
- #siouxcityfarmersmarket
- #siouxcityFM
- #farmersmarket

or even

- #healthy
- #fun
- #beautiful
- #delicious etc.

Lastly, Instagram is a free tool that can be used to monitor progress and activity. Measurement is pretty easy to do on Instagram because there are no links in the content, there is less data than on other platforms. Thus, measurement breaks down to total number of followers you have, how many likes each individual photo receives, the number of comments on each photo and the overall engagement of your community.

All in all, Instagram would be a great addition to the Farmers Markets social media strategy. Instagram provides a great visual network with a typically younger audience. From there it can be used to showcase brands, vendors and products, to educate the

community on health and sustainability, and to highlight people and all of the fun activities that come along with the Farmers Market experience. Instagram is a great social media tool to continue evolving the Sioux City Farmers Market brand.

Instagram Facts and Tips

The Basics



- 200 million monthly active users
- Momentum continues, users utilizing Instagram more often
- Measurement
- Very little data → no links
- Followers
- Likes
- Comments
- Engagement of community
- Reminders
- Push updates to Facebook and Twitter
- You can use hashtags
- More popular among B2C
- Text over photos options

Content Strategy Tips

- What you can do on Instagram
 1. Brand
 2. Position
 3. Educate
 4. Promote events
 5. Launch products
 6. Encourage use

1. Establish clear goals

- Decide how Instagram fits into your overall brand marketing strategy. What is your objective? (Examples: to increase awareness, shift perception, or reach a new audience)
- Set goal(s) that can be reached through the visual and creative community of Instagram

2. Choose themes to tell a cohesive story

- Choose storylines that are authentic to the Farmers Market brand and are best conveyed through captivating imagery.
- Create posts that are diverse but that also remain consistent to the Farmers Market story over time.

3. Create exceptional content

- Create/capture images and videos that are high-quality, well thought out, and match the feel of the account
- Learn from other brands and popular Instagram accounts for examples to follow (Check out <https://business.instagram.com/inspiration>)

Utilizing Instagram

- Profile Recommendations from Instagram for Business
 - **Account Name:** Choose an account name that's easily tied to the Sioux City Farmers Market.
 - **Profile photo:** Simple. Use the Farmers Market logo or a graphic symbol. It will be cropped into a circle and appear as a 150 x 150 pixel image on most phones, so it is small.
 - **Text:** Keep captions short and fresh. Use hashtags (usually a max of three so they don't detract from the simplicity of the post). Ask questions to engage Farmers Market followers.
 - **Commenting & Liking:** Use hashtags, location and Photos of You to find others' images of your brand. Engage with them by liking and commenting on their images.
 - **Tagging:** Include the location of your photo or video when it helps tell the story of the image. Use the Add People feature to tag accounts in your image when they will help you

reach a broader audience.

- o **Image tools:** Edit your images with filters and other tools available in the Instagram app. Keep the photos natural looking, don't overuse the filters
- o **Image subjects:** Post photos and videos of beautiful and unexpected moments that are authentic. Whether the photo is of a person or an object, capture it in a context that gives a sense of your brand's identity or point of view.

Social Media Goals

Facebook

1. Respond to every post by your followers (either by a like, comment, or share)
2. Post content daily or at least every other day

Twitter

1. Respond to every tweet from your followers (either by a reply, favorite, or retweet)
2. Retweet content related to the core message of the Farmers Market to further engage with followers.
3. Have unique content (don't copy content from Facebook).

Instagram

1. Post three times a week minimum (best days to post are Sunday, Monday, and Thursday)
2. Create unique images (rather than all posed photos) that capture the experience of the Farmers Market
3. Implement one photo challenge or engagement activity by the end of the summer

III. Recommendations and Tactics

Re-App (and other technology)

For those residents who enjoy using technology, utilizing an app such as Re-App is a great way to track how much you have recycled and compete against friends and family. It is a great way to keep each other accountable and track your progress. Promoting the use of re app through prizes or private challenges could be fun ways of encouraging recycling.

Grocery Store bags

It can be difficult to find an advertising medium or technique that can reach a large majority of the demographic in a city. Grocery store bags are a great way to reach a large majority of individuals. Most people visit the grocery store, so the use of advertising through grocery store tags could be an effective form of advertising and promoting sustainability and/or the recycling program.

Utility Bill Inserts, Pamphlets, Brochures

Similarly to what was previously stated above, it is difficult to reach everyone through one advertising technique. By including an educational infographic or short newsletter in with utility bills, anyone in the city who pays utilities will be receiving the information. The material used for these inserts does not have to be original each time either. Utilize infographics from credible sources online that speak to the message you are trying to teach the residents.

Pamphlets and brochures are a helpful way to get information into resident's hands. They're also a resource that individuals can go back to and look through when they have a question. Offering these items and pieces of information electronically would offer another avenue to reach citizens.

Monthly Newsletter

A monthly newsletter is a great way to catch residents up on any new information that might have otherwise missed. It's also a great way to continue to engage with your audience and build a relationship. The newsletter can include information from general tips to help people recycle or live sustainably to information about events coming up. The newsletter should focus on sustainability and sustainable living.

Periodic Newspaper Ads

Running newspaper ads can be expensive, and running them continuously can make them start to blend into the background. However, running interesting and intriguing newspaper ads or articles periodically is a great way to continue to stay active in the minds of the residents of the city.

Specific Hashtags

While social media is not the solution to all situations, it is definitely a great tool to use, especially when targeting a younger audience. Using specific hashtags for groups and for events makes it easier to search for images and engage with your audience by sharing, liking, and/or commenting on the photos.

Recycling Bin Placement

Putting a recycling bin next to every trash can in public, and clearly labeling it, can improve the amount that is recycled. If there isn't the option to recycle, plastic bottles and other recyclable materials will end up in the trash. The recycling containers should also look distinctly different from the trash cans.

<http://dnr.wi.gov/files/PDF/pubs/wa/CE2017.pdf>

Sustainable Sioux City



Business card possibility #1



Logo

One of our biggest recommendations is for these organizations, and other organizations that promote a sustainable lifestyle, work collectively to continue working towards the goal of being sustainable. We recommend creating a Sustainable Sioux City commission. The goal of the Sustainable Sioux City is to create a promise with the brand and to be a resource for residents, businesses, etc. for information on sustainability and help other become sustainable.

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Sustainability Marketing References

Sustainability Pledge Source

Stuart, Melanie, and Chris Stratman. "Making It Stick: Using Online Pledges to Sustain Behavior Change." Humans have a natural tendency/preference to act consistently. In essence, we typically follow through with what we say we are going to do.

Obviously, this is not always the case, but in most situations people prefer to act consistently because if they don't, they are perceived as unreliable and untrustworthy. This general tendency is often referred to as the "consistency principle." The consistency principle is the primary reason why pledges (the topic of this presentation) can be so (n.d.): n. pag. Web.

<<http://www.sustainability.umd.edu/documents/SSCC/Presentations/Making%20It%20Stick%20-%20Using%20Online%20Pledges%20To%20Sustain%20Behavior%20Change.pdf>>.