



Strategies for Boosting Ridership and Recruitment with Pace Suburban Bus

August 31, 2023

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Questions

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Tech Issues

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Presentation

The slide deck and recording will be sent in a follow-up email

Today's Speakers



Doug Sullivan

**Manager of External
Relations**

Pace Suburban Bus, Chicago



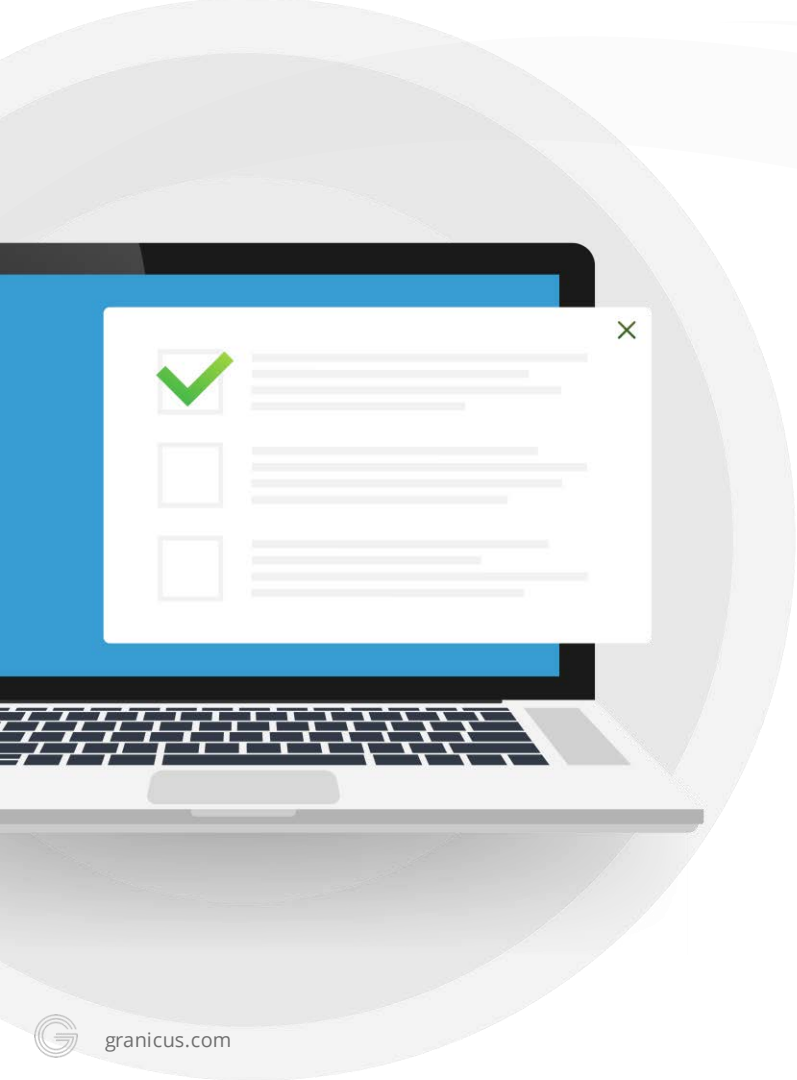
Carolina Prieto

Solutions Advisor
Granicus



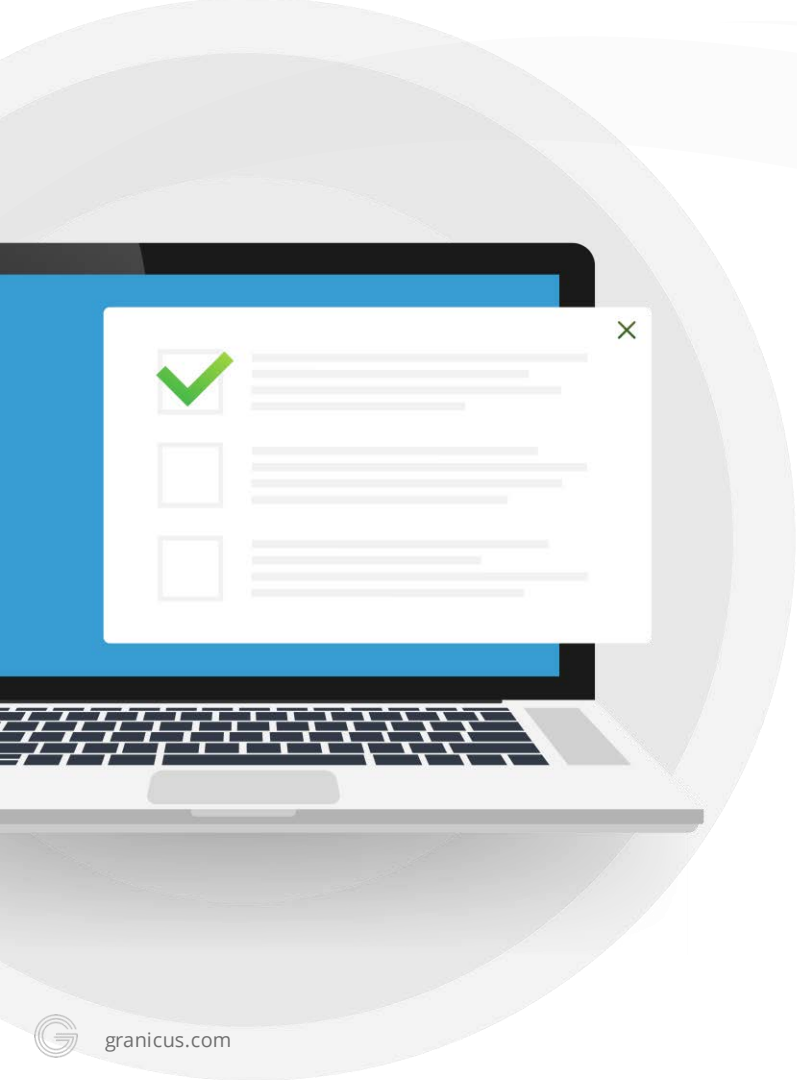
Tyler Dolezal

Marketing Director
Granicus



Poll: What are some of the challenges you face when trying to recruit workers?

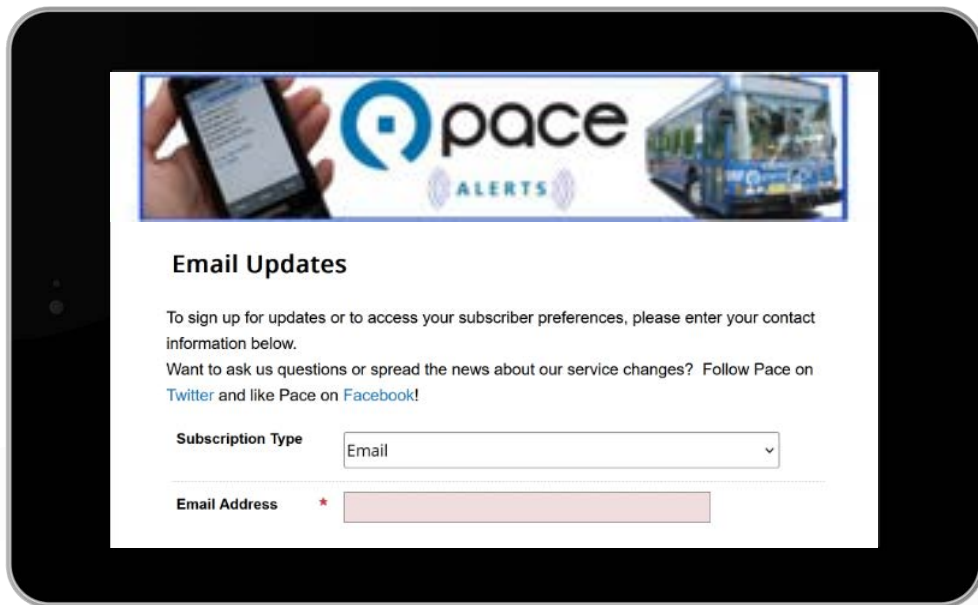
1. Finding qualified workers
2. Increasing awareness of available jobs
3. Targeting qualified applicants
4. Communicating job offer/benefits
5. Other (post in chat)



Poll: What ridership topics would you like to hear about today?

1. Leveraging digital platforms for targeted outreach
2. Adapting marketing strategies to reflect local culture
3. Offering flexible and adaptable fare structures
4. Fostering partnerships with local event organizers
5. All
6. Other (Post in chat)

Digitally Transforming Rider Communications



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Short Term Rentals

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Public Records

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Audience Q & A



Thanks for Attending!

Tell us How we Did

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- ✓ A **specific topic covered** in the webinar
- ✓ Next steps for **creating an engaging digital government experience**
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Let us know how we did, what you would like to see next, and anything else you would like to share in the post-webinar survey.