

Introduction

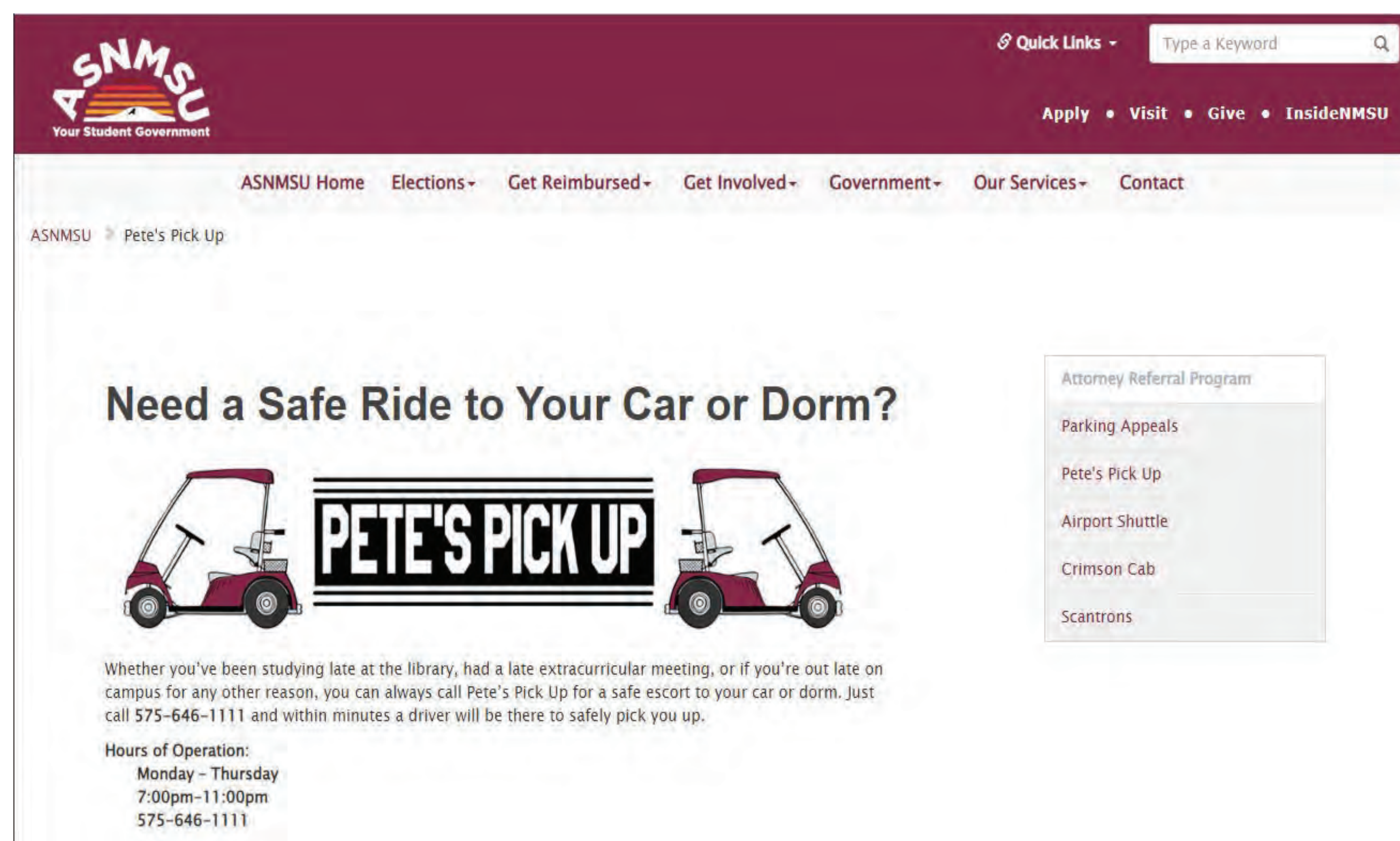
Pete's Pick-Up is a student run service provided through the Associated Students of New Mexico State University. The purpose of Pete's Pick-Up is to provide students with a quick safe way to travel on campus. Ridership has been on the decline since the pandemic. The students are exploring ways to increase awareness and increase ridership.

Objective

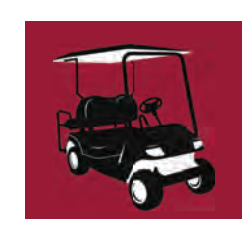


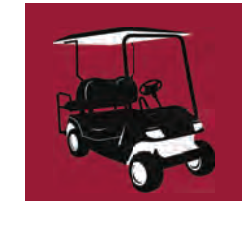

we are working with the students to implement several strategies to increase ridership. we hope to determine if the decline in ridership is due to a lack of awareness inside the NMSU student body.

Methodology

We will be using a quantitative model to compare the 2022-2023 Academic year ridership numbers to the upcoming 2023-2024 academic year's numbers after implementing student marketing ideas.



Among these ideas are

-  Re-branding
-  Adding Branding to the golf carts
-  Uniforms for the drivers
-  A new social media campaign
-  Promotional Videos



Ridership 2022 - 2023 Academic year

