



Intercity Transit Authority 11/01/2017

Social Marketing Direction: Making an impact – Changing behaviors

Rena Shawver

Marketing/Communication/Outreach

Social Marketing:

Influencing Behaviors for Good

- *Social Marketing is a process that applies marketing principles and techniques to create, communicate and deliver value in order to influence target audiences' behaviors that benefit society as well as the target audience."*
 - *Phil Kotler, Nancy Lee & Michael Rothschild, 2006*

Similar to Commercial Marketing

1. Exchange theory – WIIFM?
2. Customer-orientation.
3. Segmented audiences.
4. Product, price, place & promotion (4Ps).
5. Market research.
6. Measurable results.

Exchange Theory

- **Benefit of new behavior must be greater than status quo to motivate the change.**
- **Vanpool rider example:**
 - Research shows riders top reasons for vanpooling:
 - Save Money: \$400/mo on 50 mile/RT commute
 - Reduce Stress: read, sleep, let someone else drive
- **Bus Service – need to ask ourselves:**
 - **Is the benefit of the new behavior to ride the bus greater than status quo of current commuters?**

Customer Orientation

- **Need to find and remove barriers for customers.**
- Vanpool example for business – challenges they face and benefits we offer:
 - I-5 congestion
 - Recruitment/retention
 - Parking
 - Tax benefit
 - Worker productivity
- **What barriers are we removing for bus riders?**



Changing Citizen Behaviors

Education • Marketing • Law



Customer Orientation

User-Centered Design/Analytics

- 18-35 years
- Route Finder (40K/mo)

E-Commerce

Expanded use of short format ([video](#)).

The screenshot displays the Intercity Transit website interface. At the top, there is a navigation bar with links for RIDER ALERTS, ROAD TRIP, and a search bar. Below this, the main navigation includes the Intercity TRANSIT logo and links for RIDE, LEARN, CONNECT, PLAN A TRIP, and ROUTE FINDER. The central banner features a large image of a smiling woman with a large afro and yellow sunglasses, with the text "Dream Big, It's No-Cost November" and "Vanpool—Your new savings account" next to a white Intercity Transit van. Below the banner, there are eight service tiles arranged in a 2x4 grid:

Join a Vanpool	Pay Your Fare	Rider Tools	Employer Tools
Save money, time and stress	Use a credit or debit card to pay online	For existing vanpools	Learn how vanpooling benefits businesses
Vanpool Rewards	About Vanpool	Start a Vanpool	Park & Ride Lots
It pays to join or try a vanpool—see how	Answers to your vanpool questions	It takes three people to start a vanpool	Meet your carpool, vanpool or catch the bus

Segmented Audiences

- State management and employees
 - 200 CTR/ETCs
- Business community
 - 1,000+ non-CTR in Thurston/Pierce
 - \$250K WSDOT grant
 - EDC EXPO

www.ftemag.com

More Money, Less Stress and New Friends Await in an Intercity Transit Vanpool

No-Cost November is the Perfect Time to Join Intercity Transit Vanpool

Commuting to work can be the hardest part of the work week. It's a drain on your bank account and takes toll on you and your vehicle. Intercity Transit's vanpool program alleviates these woes. Plus, those that use the vanpools say they have less stress and make new friends.

A vanpool is a group of three to 15 people that live and work in the same areas and commute together each day in an Intercity Transit-owned van. Intercity Transit not only provides the vehicle, but pays for the gas and vehicle maintenance. They'll also help find other riders and provide an emergency ride home up to six times a year as needed.

Join an existing vanpool during November and Intercity Transit will cover your costs for November and December. If there are no vanpools headed your way at a time that works with your schedule, they can help you start one. This month, there is no re-start one. To give it a try, it just might make your commute the best part of your week.

Vanpool Saves You Money in Many Ways

Does this ride save you money? Jennifer Cervantes, Industrial Relations Agent 3 for the Department of Labor and Industries Headquarters, says she comes out financially ahead using vanpool. "I'm not only saving wear and tear on my van and I am the main driver for my van and my employer offers money on top of pay- ing for my entire fare," Jennifer says. "So, I get paid to drive." She has been using a vanpool since 2009.

But money isn't the only perk. These riders have stuck with their pools for more than just monetary gain.

Vanpool Lowers Stress, Gives You New Friends

vanpool trips to Costco on lunch and if someone couldn't make it, we would get what they needed. We have even stayed friends with those that have/ tired or left the van for another van/ job opportunity." She adds that you become very close to the other riders, learning a lot about them and sharing what's going on in your life.

"Once you are on a van and get to know your co-passengers, you sort of feel like you are a part of an extended family – you are strangers drawn together by virtue of all going to the same place, but you develop a connection with each other," adds Brian. Brian has some interesting stories from nearly a quarter of a century us- ing vanpool – including monthly by- law meetings, a "food fight," and even someone accusing another passenger of being the source of the smell com- ing from the Thurston County land- fill. These are just some of his stories, which makes vanpool a much more interesting commute than riding alone. "We've had a lot of fun on the van – spontaneous afternoon kara- oke sessions, 'slug bug' contests, story- telling, deep sharing of the trials and tribulations of life in general and just joking around," he adds. "The van can also become a bit of a gossip center – we have a rule that what is shared on the vanpool, stays on the vanpool."

Jennifer's vanpool has a very similar mantra. "I have made some friends along the way and we have shared some crazy stories," she says with a smile. "Sorry can't share – what hap- pens in our van, stays in our van."

Money savings, reduced stress and new friendships await you with an In- tercity Transit Vanpool. To start your own or join one today, learn more on the Intercity Transit website, call 360- 786-8800 or email IT at vans@inter- citytransit.com.

Rewards

- \$100 gift card for starting new van pool
- \$50 for joining a vanpool
- \$5 gourmet coffee card for 1st vanpool
- \$5 gourmet coffee card for re- joining someone
- Refer someone or join an- other for a drawing to win \$500

Reprinted from Thurston by Kristina Lotz

Vanpool in No-Cost November

Vacation Bigger

INTERcity TRANSIT

Dear Chamber Member,

Have you considered using vanpools to reduce your bottom line?

Intercity Transit is interested in your success. We offer direct business services that are flexible and create opportunities to facilitate workforce mobility in ways that benefit your bottom line. Vanpooling helps with:

- ✓ **Recruitment and Retention.** Expand your company's talent pool by offering vanpooling. Vanpools remove commute barriers to help attract and keep valued employees.
- ✓ **Greater Productivity.** When employees commute together, they tend to arrive on time, more relaxed and ready for work.
- ✓ **Easier Parking.** Fewer worker cars mean fewer parking problems.
- ✓ **Credit for Conservation.** Vanpooling shows a commitment to conservation and community stewardship which could earn your company up to \$100,000 in B&O tax credits to take cars off the road.
- ✓ **Reduced Traffic Congestion:** Choosing to share the ride takes more cars off the road making it easier for everyone to get around. Less traffic enhances everyone's business.

It's easy to start a vanpool program.

What we do: We provide seven and 12 passenger vans, gas, insurance and vehicle maintenance. We'll work with you to customize vanpooling so it fits your company and your workers. We also can help reach out to other local employers and their employees to join forces and help make this work for you and for them.

What you do: You provide access to your workforce and help educate and promote vanpooling at your worksites. Some organizations decide to allocate choice parking spots for vans, deduct vanpool fees from employees' pre-tax income, or even help subsidize rider costs. We can talk about what other employers do and what might work best for you.

You'll find more information on our website at intercitytransit.com/vanpool. Or call us. We would like to help you with your business goals and promise to make it easy!

Sincerely,

Carol Newsome Carolyn Newsome, Lee Peterson, Elizabeth Barlow, David Kolar and Breezy Medina
Elizbeth Barlow
Dave Kolar
Breezy Medina

Commuter Services Team
 1-866-330-7033
intercitytransit.com/vanpool

526 Pattison SE • PO Box 659 Olympia, WA 98507-0659 • 360-786-8585 • fax 360-357-6184 • Intercity Transit

em-
van-
fact-
choice

80%
employ-
vanpool-
valuable

70% of
employers re-
vanpool us-
reduces parki-
congestion.

Vanpool riders
can save \$400+
a month on gas
and vehicle
 upkeep on a 50-
mile commute.

75% of vanpool
riders report less
stress.

Vanpool riders
cut their
commute carbon
emissions by
75%.

Finding New Channels

- Media is dissolving
- Boosting posts on Facebook
- Looking @ texting Rider Alerts
- Exploring more digital channels
- Meeting with partners
 - Changing the discussion
 - Looking for new opportunities



4Ps: Product, Price, Place, Promotion

- **Product (Service)** – what does the customer want?
 - Vanpool riders – Smaller vans? Relief from traffic congestion (shoulder driving)?
 - Business – Does this product/service help my bottom line?
- **Price** – what price point makes it worthwhile?
 - Vanpool riders – is it cheaper to commute in a vanpool?
 - Business – does subsidizing add value?
- **Place** – where will product/service be delivered?
 - Proactively going to businesses with service.
- **Promotion** – is the message memorable & seen?
 - Better messaging, new channels & leveraging partnerships in a changing media market.

Measurable Results

- Questioning all activities against measurable objectives.
 - Down 40 vanpools in 2 years.
 - Are CTR tabling events at state agencies worthwhile vs. empowering ETCs to be better advocates and gain the ear/support of their directors to push messages to agency employees. Leveraging the partnership.
- Measurable objectives for vanpool:
 - To make 50 new business contacts by Jan. 26th.
 - To recruit 20 new vanpools by end of FY 2018.
- What will measurably boost transit ridership?

Leveraging Partnerships

Examples to help raise awareness:

- **Timberland Regional Library** – Selling Passes
 - 120,000 customers in Thurston County
 - 50,000 customer email addresses
- **South Puget Sound Community College**
 - IT Road Trip Survey – 6,000 students
 - eBlast and video on taking the bus
 - Detailed route schedules on [website](#)



City of Tacoma – Healthy Neighborhoods Project

– Doorbelling 2,000 South Tacoma residents, 2x

**INTERcity
TRANSIT**
HEALTHY HOMES,
HEALTHY NEIGHBORHOODS PROGRAM



Express Bus Service - Olympia/Lacey to Lakewood/Tacoma

Did you know Intercity Transit bus service comes to Tacoma and is an easy way to get to Olympia? Intercity Transit's Express Service provides connections along I-5.

Intercity Transit Express Fares, Passes & Combinations

You can buy an Intercity Transit Express Monthly Pass at the Olympia Transit Center, 222 State AVE, Olympia or The Bus Shop Tacoma Dome Station, 505 East 25th St., Tacoma.

Fare Type	Adult	Youth*	Reduced**
Cash	\$3.00	\$3.00	\$1.25
Intercity Transit Express Monthly Pass †	\$90	\$90	\$37.50
Intercity Transit Daily Pass	Pass + \$1.50	Pass + \$1.50	Pass + 50c
Local Monthly Pass	Pass + \$1.50	Get It and Go Pass + \$2.25	Pass + 50c
Regional Reduced Fare Permit	Permit + \$1.25	Permit + \$1.25	Permit + 50c (with IT sticker)

* Ages 6-18. Children 5 and under ride free.
** Reduced Fare Permit required.
† Also valid on local Intercity Transit service.

All fares are subject to change at any time.

Intercity Transit does not accept the ORCA card. If you have a Regional Reduced Fare Permit ORCA card (white) you are eligible for reduced fares on all Intercity Transit services.

Pierce Transit & Intercity Transit

Ride Pierce Transit to connect with Intercity Transit in your neighborhood.

Weekdays & Weekends

Take Pierce Transit #3 to connect to the SR 512 Park & Ride and hop on Intercity Transit Express bus 603, 605 or 612 to Olympia.



Weekends Only

Take Pierce Transit #53 to the Tacoma Mall Transit Center and connect with Intercity Transit Express bus 620 to Olympia.



Poetry on the Bus

- City of Olympia partnership – Poet Laureate
- 12 at shelters and onboard all buses

Three Approaches Sean Williams

In the icy night
the hummingbird wonders
about its early journey north.
Ripples of light from native bees
infuse the raspberries
with deep scarlet.
On the nettles of my past
hang the healing words
of future growth.



Experience It!
Parks • Arts • Recreation

Poetry at the Bus Stop is a partnership between Intercity Transit and the City of Olympia Poet Laureate Program – www.olympiawa.gov/poetlaureate



Take Aways

- Moving behavior is not a sprint, but a marathon!
- Takes a lot of thoughtful planning and effort.
- Must be targeted and measurable.
 - Parades, give-aways, BBQ events – how do we measure the impact of those on ridership?
 - Good relationship building with partners and fun for children?
- Must address customer barriers.
- Trust the research.

Marketing/Communication/Outreach

The Team:

Marketing/Communication:

Nicky Upson – MCO Coordinator

Ally McPherson – MCO Representative

Youth Education and Bike Commuter Outreach:

David Copply – YEP Assistant

Duncan Green – BCC Assistant

Jessica Gould – YEP Specialist

Supplemental support:

Agencies, Interns, AmeriCorp

Questions?

Rena Shawver - MCO Manager

360-705-5842

rshawver@intercitytransit.com