

Intercity Transit Authority 11/01/2017

Social Marketing Direction: Making an impact – Changing behaviors

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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

- 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









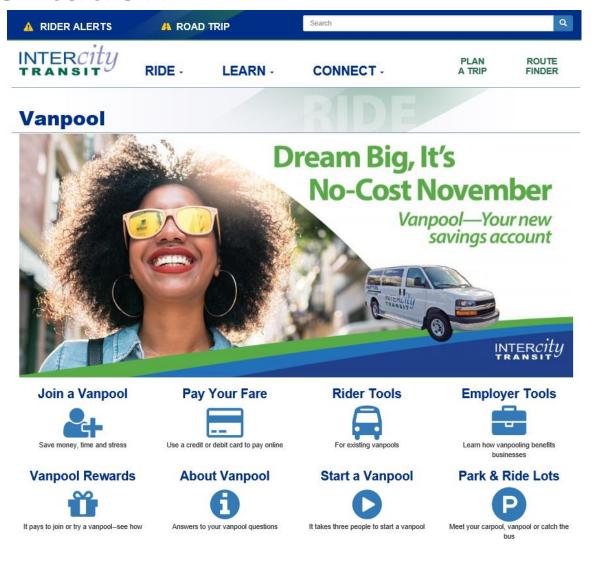
Customer Orientation

User-Centered Design/Analytics

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

E-Commerce

Expanded use of short format (video).





Segmented Audiences

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

November, 2017 • FTE News Magazine 1

joking around," he adds. "The van can

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

Not Cast Navamber is the Derfect Time to Ioin Intercity Transit Vannool 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 what's going on in your life.

a toll on you and your vehicle. Intera ton on you and your veneer, inter-city Transit's vanpool program alleviates these woes, plus, those that use the vanpools say they have less stress A vanpool is a group of three to 15 and make new friends.

people that live and work in the same areas and commute together each day in an Intercity Transit-owned van. day in an intercity Transit-owned van.
Intercity Transit not only provides
the vehicle, but pays for the gas and
the vehicle maintenance. They'll also
help find other riders and provide an neip mid onier noers and provide an emergency ride home up to six times

tions Agent 3 for the Department of Labor and Industries Headquarters, says she comes out financially ahead Join an existing vanpool during using vanpool. "I'm not only saving a year as needed. 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 reason not to give it a try. It just might son not to give it a try. It just might make your commute the best part of Vanpool Saves You Money in Many

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 "Does this re-

Jennifer Cervantes, Industrial Rela-

wear and tear on my vehicle, but I am

the main driver for my van and my

employer offers money on top of pay-

stayed friends with those that have restayed include with those that have te-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

"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 usnon nearly a quarter of a contary da-ing vanpool - including monthly bylaw meetings, a "food fight," and even someone accusing another passenger of being the source of the smell coming from the Thurston County landfill. 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 karaoke sessions, 'slug bug' contests, storytelling deep sharing of the trials and

also become a bit of a gossip center we have a rule that what is shared on 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 happens in our van, stays in our van." Money savings, reduced stress and new friendships await you with an intercity Transit Vanpool. To start your own or join one today, learn more on

the Intercity Transit website, call 360the interchy maish website, can sour 786-8800 or email IT at vans@inter-Sidebar - Intercity Transit Vanpool citytransit.com.

\$100 gift card for starting new van \$50 for joining a vanpool \$5 gournet coffee card for tr

\$5 gourmet coffee card for ref Refer someone or join and tered for a drawing to win \$5

Reprinted from Thurston by Kristina Lotz

tribulations of life in general and just Vanpool in No-Cost November

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

- services that are tiexible and create opportunities to facilitate workford mobility in ways that benefit your bottom line. Vanpooling helps with: Recruitment and Retention. Expand your company's talent pool by Recruitment and Retention. Expand your company's talent pool by offering vanpooling. Vanpools remove commute barriers to help attract and
- 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. Up to \$100,000 in Bac tax credits to take cars on the road.

 Reduced Traffic Congestion: Choosing to share the ride takes more cars

 off the most making it eactor for allegging to share the ride takes more cars.

Reduced Tranic Congestion: Choosing to share the nice takes more than the nice takes and making it easier for everyone to get around. Less traffic It's easy to start a vanpool program.

What we do: We provide seven and 12 passenger vans, gas, insurance and What we do: we provide seven and 1< passenger varis, gas, insurance and varir workers. We'll work with you to customize varpooling so it fits.

Ma also can halo reach out to other local. Vehicle maintenance, We'll work with you to customize vanpooling so it its your company and your workers. We also can help reach out to other local your company and your workers. We also can help reach out to other local and for those this work for you

What you do: You provide access to your workforce and help educate and to an advance the standard to allocate allocate to allocate allocate to allocate to allocate to allocate allocate to allocate allocate to allocate allocate allocate allocate allocate allo what you do: You provide access to your workforce and help educate and hel promote vanpooling at your worksites. Some organizations decide to allocate choice parking spots for vans, deduct vanpool fees from employees' pre-tax choice parking spots for vans, deduct vanpoor rees from employees pre-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 rou in ming more information on our website at intercitytransit, contivanipool, call us. We would like to help you with your business goals and promise to

Sincerely,
Carol Prising Elizabeth Barton Dave Kolan
Command I as Botarran Elizabeth Barton Bell Malka

Commuter Services Team Intercitytransit.com/vanpool

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

70% employers re

vanpool us reduces park

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:

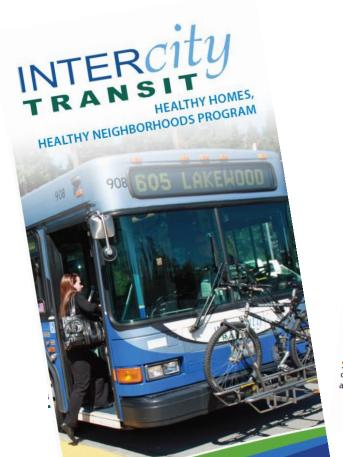
- Timberland Regional Library Selling Passes
 - 120,000 customers in Thurston County
 - 50,000 customer email addresses
- South Puget Sound Community College
 - IT Road Trip Survey 6,000 students
 - eBlast and video on taking the bus
 - Detailed route schedules on <u>website</u>





City of Tacoma – Healthy Neighborhoods Project

Doorbelling 2,000 South Tacoma residents, 2x



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,

Fare Type			
Cash	Adult	routh	* Pod
Intercity Transics	\$3.00	\$3.00	cauced**
Intercity Transit Expres Monthly Pass †	s .	75.00	\$1.25
Intercity Transit	\$90	\$90	\$37.50
Daily Pass	Pass +	Pass +	
	\$1.50	\$1.50	Pass +
Local Monthly Pass	Pass +	Get It and	50¢
	\$1.50	Go Pass +	Pass +
Regional Reduced F Fare Permit	Permit +	\$2.25	50¢
Ages 6 10 mil	\$1.25	Permit +	Permit + 50¢
* Ages 6-18. Children 5 and under Reduced Fare Permit required Also Valid on	ride free.	\$1.25	(with IT sticker)

- Reduced Fare Permit required.
 Also valid on least
- Reduced hare herring 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

Pierce Transit & Intercity Transit

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

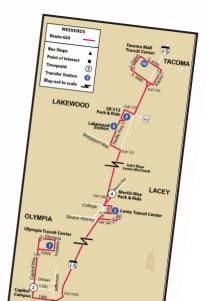
Weekdays & Weekends

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.



ERCITYTRANSIT

YOUR POEM

HERE



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

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?

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