

Marketing & Communications Update

Presented by Ally McPherson and Nicky Upson

Looking back

- **COVID-19 Activities:**

- Service changes: required schedule changes in booklets and website updates
 - 2020 – 5
 - 2021 – 5, plus express service restoration
 - 2022 – 3 or 4?
- Rider Alerts
- Social Media – 30 COVID-19 posts
- News Releases – 9
- Onboard & Facility signage

Rider Alert

Routes 62A/B

Effective: Sunday, Jan. 17, 2021

Routes 62A/B operate every 15 minutes between the Olympia Transit Center and Marvin Rd. to help reduce passenger loads and aid in social distancing.

The schedules posted at this stop are not complete. For the most up-to-date departure times visit:

- Website: intercitytransit.com/bus/routes
 - Trip Planner: intercitytransit.com/bus/trip-planner
 - Smartphone: OneBusAway (app)  Google Maps
 - Phone: Intercity Transit Customer Service* 360-786-1881
- Weekdays: 6:30 a.m. to 7 p.m.
Weekends: 8:30 a.m. to 7 p.m.

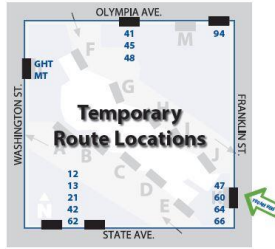
*Customer Service in the Olympia Transit Center will be closed until further notice. For assistance, please call 360-786-1881.



OLYMPIA TRANSIT CENTER

FRANKLIN STREET STOP

Departing Routes: 47, 60, 64, 66



LIMITED BUS SERVICE
Intercity Transit has reduced bus service due to the COVID-19 (coronavirus) pandemic. All buses will operate on limited schedules. For up-to-date departure times visit:

ADVANCE RESERVATION SERVICE
In addition to fixed route bus service, Intercity Transit is providing a reservation-based van service that is open to the public. If the reduced level of fixed route service hours doesn't meet your needs, please contact Customer Service at 360-786-1881 to see if Advance Reservation Service may be available to assist.

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INTERCITY TRANSIT

STAY HOME—SAVE LIVES

Essential Trips ONLY

Gov. Inslee has banned all non-essential travel in his “Stay Home, Stay Healthy” order.

We are taking extraordinary steps to maintain critically needed transportation services and protect the health and safety of riders and our employees. Only essential travel, such as trips to the grocery store, pharmacy and medical appointments, are allowed. We ask you to comply with this order in support of the six foot social distancing recommendations to keep our employees and individuals who must travel, safe.

intercitytransit.com

MASKS REQUIRED

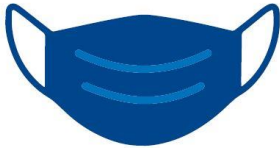
Per Federal Order, proper face masks must be worn while riding transit and inside buildings.



Non-medical masks, bandanas, scarves, and cloth can be used.

Thank you for helping prevent the spread of coronavirus.

FACE MASKS REQUIRED BEYOND THIS POINT



Face masks that cover your nose and mouth are required per Federal and State requirements. They must be worn while riding or waiting for public transit at a bus stop, shelter or transit center. Failure to comply may result in denial of boarding, removal or civil penalties.



FOR ADDED SAFETY

We ask you to please wear a mask or face covering that covers your nose and mouth while on board.



Non-medical masks, bandanas, scarves, and cloth can be used.

Thank you for helping prevent the spread of coronavirus.



FACE MASKS REQUIRED TO RIDE

Per Federal Order, proper face masks must be worn while onboard and on transit property.

The following do not fulfill the requirements of the Order:

CUSTOMER SERVICE LOBBY & RESTROOMS WILL BE CLOSED Until further notice March 17, 2020

During the closure you will be able to:

- Take buses to and from OTC.
- Contact Customer Service by phone (360-786-1881) and email (customerservice@intercitytransit.com) for assistance.

During the closure you **will not** be able to:

- Use restrooms at OTC.
- Enter the lobby.

Thank you for your patience and understanding!



COVID-19
SAFETY



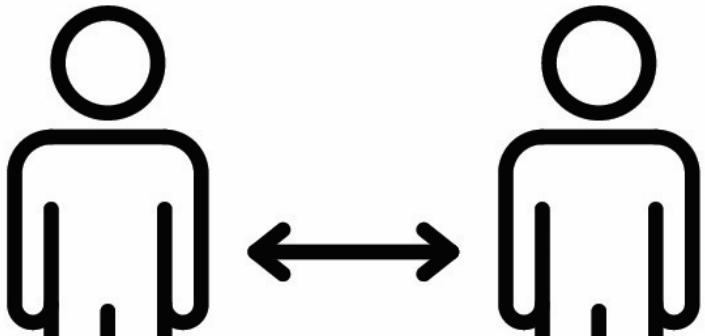
LIMITED
SEATING

Please do not sit here.



INTERcity TRANSIT

MAINTAIN SOCIAL DISTANCE



BY GOVERNOR'S ORDERS
STAY AT HOME

Gov. Inslee has banned travel for all non-essential activities.

IS YOUR TRAVEL FOR AN APPROVED ESSENTIAL TRIP?



Rider Alert

All Routes

Effective:

Monday, April 13 until further notice

Regular bus service will be temporarily suspended and replaced with **advance reservation service for essential trips only** until further notice.

Customers who have essential trips, should call Customer Service at 360-786-1881 to schedule their ride.

MORE INFORMATION: intercitytransit.com/rider-alerts



Welcome aboard!

What we're doing



Disinfecting every vehicle every day



Blocking off seats to promote social distancing



Requiring masks for passengers and drivers

What you can do



Maintain social distance while onboard



Wear your mask properly



Stay at home if you are sick

Thank you for helping us all stay healthy!

INTERcity TRANSIT

FACE MASKS REQUIRED TO RIDE

Wear your face masks properly.

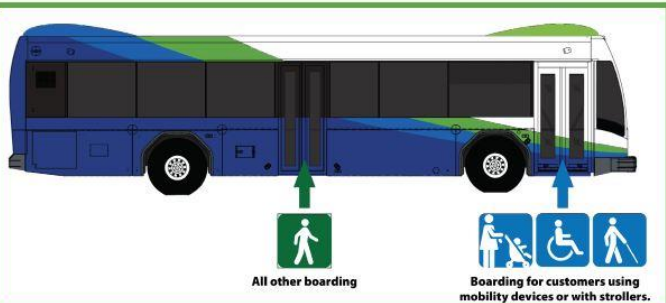


INTERcity TRANSIT

INTERcity TRANSIT

In order to protect our operators and insure social distancing, **please board through the rear doors.**

People requiring accessible boarding, using mobility devices or parents with strollers can board through the front doors.



Intercity Transit has reduced bus service due to the COVID-19 (coronavirus) pandemic.

These schedules may be outdated. For the most up-to-date schedule information:

- Website intercitytransit.com/bus/routes
- Trip Planner intercitytransit.com/bus/trip-planner
- Smartphone OneBusAway (app) Google Maps
- Phone Intercity Transit Customer Service 360-786-1881
Weekdays: 6:30 a.m. to 7 p.m.
Weekends: 8:30 a.m. to 7 p.m.

RIDER/STOP ALERT

All Routes

Effective:

Friday, April 3, 2020 until further notice

All bus service **will end between 8:30 and 9 p.m. until further notice.**

Customers whose *essential trips* are not supported by this reduced level of service can contact Customer Service at 360-786-1881 to see if we can accommodate their needs.

Route #	Last Outbound Time from OTC	Last Inbound Time
12	8:00 p.m.	7:39 p.m. (from Labor & Industries)
13	7:45 p.m.	8:09 p.m. (from Labor & Industries)
41	8:00 p.m.	8:33 p.m. (from Evergreen)
48	7:45 p.m.	8:09 p.m. (from Evergreen)
62A	8:00 p.m.	7:37 p.m. (from Orion/Willamette)
62B	7:30 p.m.	8:10 p.m. (from Pacific/Rockcross)
65	7:56 p.m.	8:22 p.m. (from Marvin/Spencer)
66	7:45 p.m.	8:26 p.m. (from Corporate/College)
68	7:45 p.m.	8:01 p.m. (from Lacey Transit Center)
94	6:45 p.m.	8:04 p.m. (from Wal-Mart)

SCHEDULES: intercitytransit.com/bus/routes

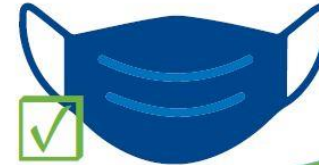
MORE INFORMATION: intercitytransit.com/rider-alerts



WELCOME

We're happy to see you!

- Please wear your masks properly, covering your nose and mouth, while on transit property.
- Maintain social distancing.
- Once you've received assistance or used the restroom, please exit the building to make room for others.



INTERcity TRANSIT
intercitytransit.com

STAY HOME—SAVE LIVES
Essential Trips ONLY

Gov. Inslee has banned all non-essential travel in his "Stay Home, Stay Healthy" order.

We are taking extraordinary steps to maintain critically needed transportation services and protect the health and safety of riders and our employees. Only essential travel, such as trips to the grocery store, pharmacy and medical appointments, are allowed. We ask you to comply with this order in support of the six foot social distancing recommendations to keep our employees and individuals who must travel safe.

A Day in the Life

- Rider Alerts
- Social Media
- Rider News
- Web Updates
- News Releases
- Brochures and other promotional materials
- Graphic Design
- ...And now, marketing campaigns

Going Digital Campaign: Phase 1

Purpose: Increase awareness about shift to digital transit guides.

Campaign Goals:

- Educate riders how to access digital schedules and obtain printed schedules if they need them (available for download on each route page, via online order form, or by contacting Customer Service).

Going Digital Campaign: Phase 1

Key Messages -

- Giving customers more access to information.
- Easier to find information on their route(s).
- Don't have to be tech savvy to use it.
- Customer service is here to help.
- Don't worry, we're not leaving anyone behind.
- Printed schedules are available online and upon request.

Going Digital: Phase 1

abo NEWS LOG IN


GOING DIGITAL
Transit Guides Are Now Online

Passenger fined \$1,846 for bringing McMuffins to Australia

The undeclared meat was sniffed out by a biosecurity dog named Zinta.

By Michelle Stoddart and [Sam Sweeney](#)
August 02, 2022, 4:16 PM

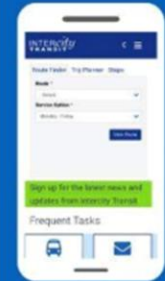
Share



1:01

Intercity Transit Sponsored

GOING DIGITAL



Transit Guides Are Now Online

On-demand bus route information & trip planning

Sign up for the latest news and updates from Intercity Transit

Frequent Tasks

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Advertisement
Intercity Transit

GOING DIGITAL



Transit Guides Are Now Online

On-demand bus route information & trip planning

Learn more

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TRANSIT GUIDES

are

Going Digital


Intercity Transit no longer prints schedule books. Online-only schedules provide up-to-date information, save resources, and reduce waste.

**Printed schedules available upon request from Customer Service.*

EVERYONE'S


Going Digital

Online Transit Guide



Intercity Transit Guides Are Going Digital

Until recently, Intercity Transit printed thousands of Transit Guides each year. We found during the pandemic that digital schedules allow us to respond quickly to changing circumstances and provide you up-to-date information. To support our transition from printing schedule books, we improved the website, making it more user-friendly and providing more detailed information. **The June 2022 service booklet was our final printed schedule book.** Upon request, you can still get printed schedules for the routes you ride (information on reverse).

 **Online Schedules and Routes**
Scan this QR code with your smartphone's camera to plan your trip

Or visit: intercitytransit.com/plan-your-trip/routes

INTERcity TRANSIT

Current Campaign: Going Digital



Current Campaign: Going Digital

Results (week 1):

- Display ads
 - 75,000 impressions
 - 195 clicks across tactics
- Website
 - 31% increase in traffic
 - 39% increase in new users
 - 24% more sessions
 - 12% more page views.
 - 528 visits to the going digital webpage

Going Digital Campaign: Phase 2

Purpose: Introduce customers to myStop App.

Campaign Goals:

1. Create awareness about new, more reliable app.
2. Educate riders how to use app.
3. Generate app downloads.

Going Digital Campaign: Phase 2

Key messages:

- Accurate
- Reliable
- User-friendly
- Customizable
- Specific to IT
- Available for Android and Apple

Going Digital Campaign: Phase 2

EVERYONE'S
Going Digital

my. Get the information you need in the palm of your hand!


- Real-time Information:** View real-time bus location and departure times.
- Email and Text Alerts:** Sign up for one-time or recurring alerts for your route(s).
- Trip Planner:** Find the best routes to the places you want to go.
- Service Alerts:** See detour and schedule change information as it becomes available.

myStop App

Download the FREE myStop App today

Download on the App Store

GET IT ON Google Play



INTERCITY TRANSIT

EVERYONE'S
Going Digital
myStop App

my.



INTERCITY

EVERYONE'S
Going Digital
myStop App

my.

- Real-time Information**
- Trip Planner**
- Email and Text Alerts**
- Service Alerts**

INTERCITY

EVERYONE'S
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Download the FREE myStop App today

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Upcoming Campaign: Operator Recruitment

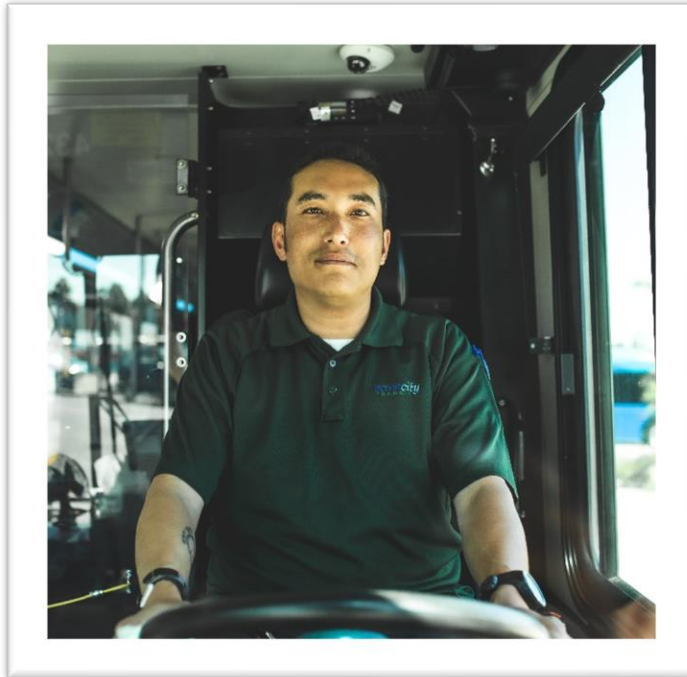
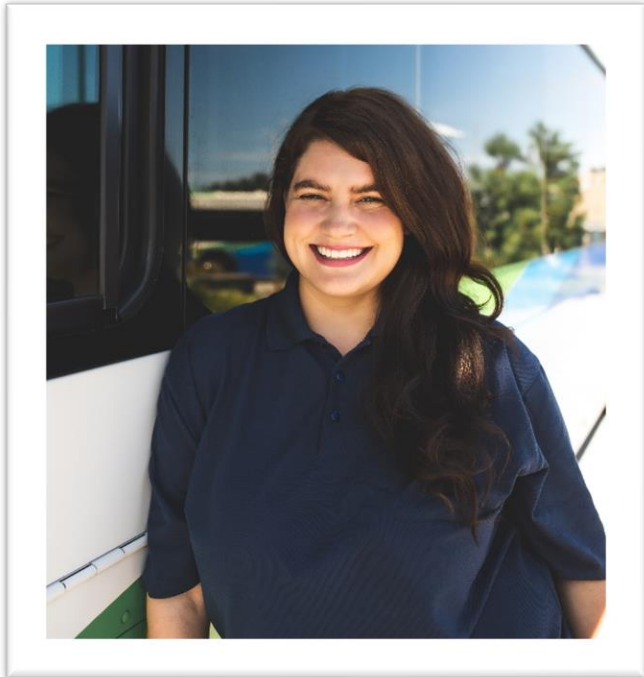
Campaign Goals:

1. Increase operator recruitment.
2. Establish IT as an employer of choice.

Target Audiences:

- Younger/newer to workforce seeking a career, not just a job
- Second-act career seekers, especially exiting military
- Others looking to make a switch (e.g., school bus drivers, truck drivers, delivery drivers, warehouse workers, gig drivers, service industry workers)

Upcoming Campaign: Operator Recruitment



Upcoming Campaign: Vanpool Promotion

Starting this fall

- Social Media and Digital Ad campaign
- Educational Materials including rack card and web content
- Direct Mail campaign

Questions?