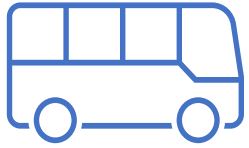




# Marketing and Communications Update

Spring 2024

# Goals and Philosophy



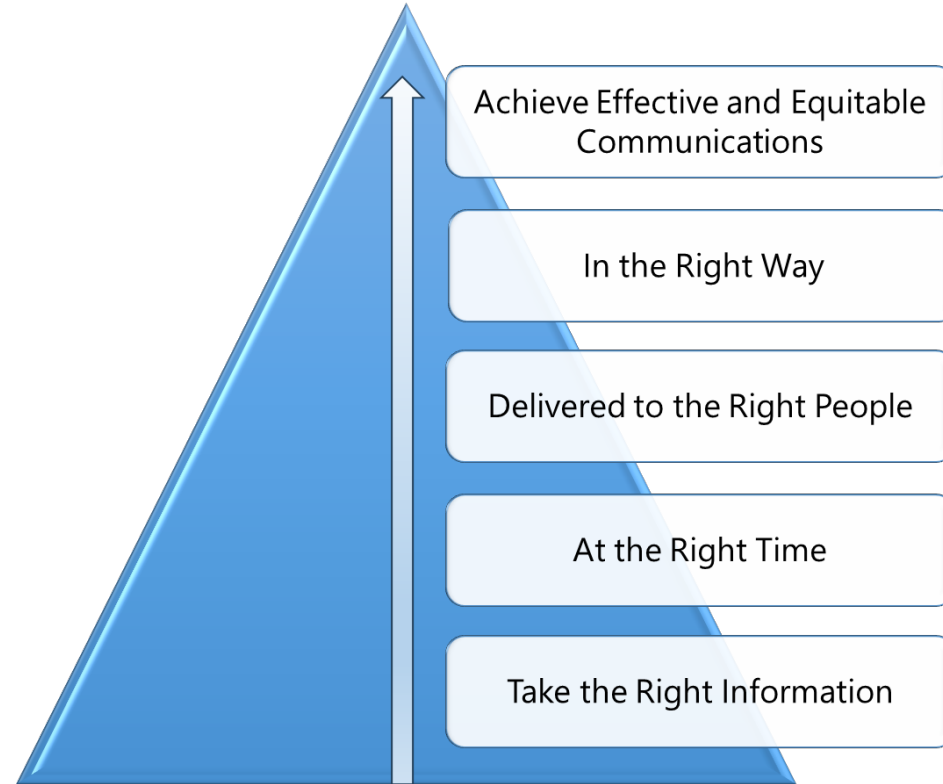
Customers receive timely and relevant information so they can use services with confidence.



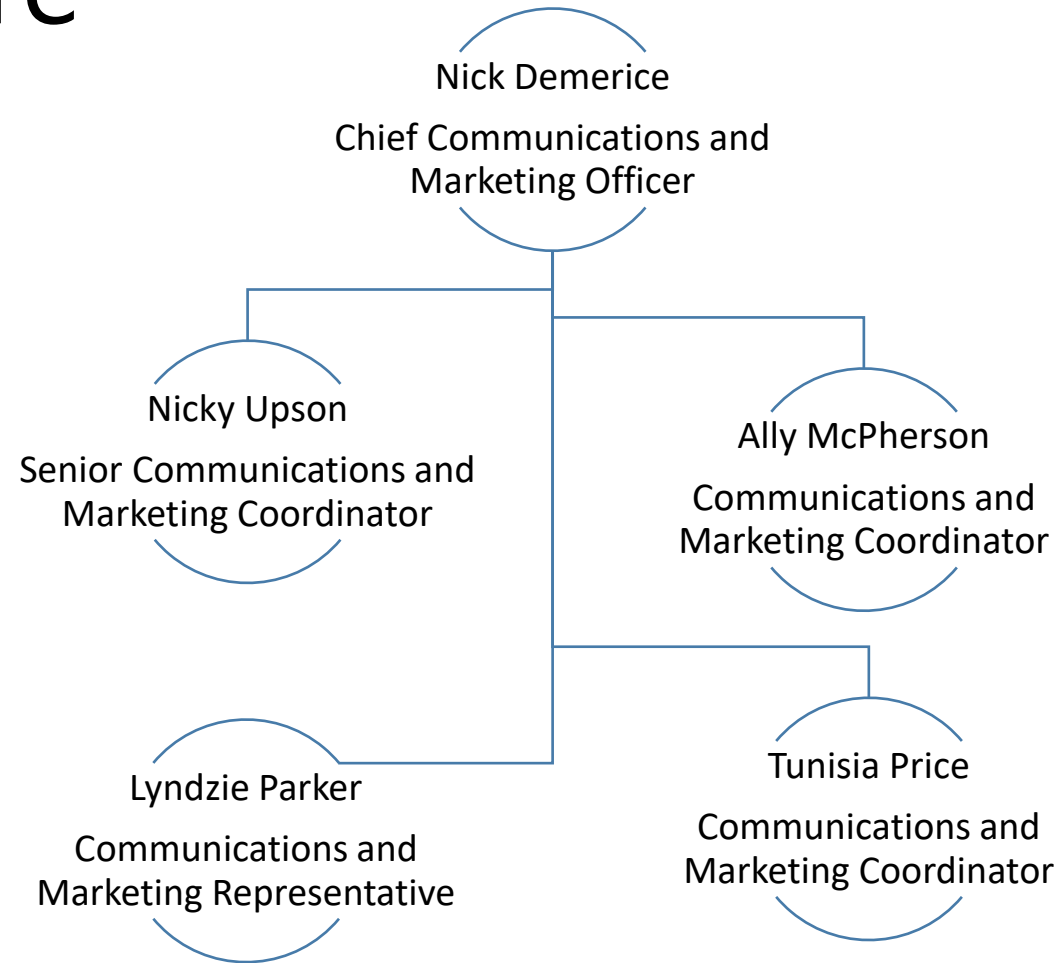
Intercity Transit staff receive clear, timely, and engaging content so everyone feels empowered with information across the organization.



Community members and stakeholders receive clear and consistent updates on programs, services, and projects to understand the positive impact Intercity Transit makes within Thurston County and beyond.



# Who We Are



# Focus Groups

- Advertised via email, text, press release, and website.
- Over 130 individuals volunteered for 30 spots.
- Conducted over Zoom October 2 – 6, 2023.
- Three groups of people living in Thurston County:
  - Current riders
  - Potential riders
  - Unlikely to ride



# Key Findings

- Almost everyone, whether riders, potential riders, or non-riders, view IT and its services positively. Additional information only reinforced their positive perception of IT.
- Perceptions of safety is a key differentiator between current and potential riders.
- People are interested in alternatives to driving, but some want to take transit for leisure and not necessity.
- Regardless of rider category, accessibility, safety, new locations, and expanded service were all identified as desired areas of improvement.
- There are very few real “non-riders,” or people who will never use IT services.

# Persona Development

*Fictional characters created to represent a specific segment of a target audience or user base.*



## TRANSIT DEPENDENT RIDERS

### Demographics

- BIPOC.
- Lower income and/or living on a budget.
- **No remote work possibility or flexible schedule options.**
- Daily rider for all trips: Commuter, grocery store, appointments, leisure/fun, etc.
- Young family getting kids to school and activities.

### Knowledge of Transit

- Familiar with the bus stops and schedules for their travel/commute.
- Knows the bus routes well and what neighborhoods they go through.
- Memorized key routes from their home to major hubs.
- Build their life around riding transit.
- Familiar with other Intercity Transit services like Village Vans.

### Pain Points

- Would like earlier, later service (increased span), and more frequent service to give **them more flexibility and job options.**
- Would like better connections throughout the system to make travel easier.
- On-time performance because they rely on the buses being on schedule so they can get to work on time.
- **They do not have flexible schedules or the option to work remotely.**

### Transit Needs

- A sense of safety and comfort using Intercity Transit services.
- A sense of control and predictability over their trip.
- Critically important for buses to be on time.

### Transit Wants

- Increased span (earlier and later service).
- Improved accessibility (bus stops, easily walkable, etc.).
- Connections to more places in our community as well as events.
- Would like for the adoption of zero-fare service to be permanent.

### Goals and Motivations

- Have the freedom to travel and go anywhere, anytime using public transit.
- Reduce their carbon footprint.
- Encourage more bus ridership.

### Communication Preferences

- Follows Intercity Transit updates.
- Has transit-related mobile apps, subscribes to GovDelivery (email/SMS) and follows the agency on social media.

### Day in the Life

Serena works full-time at a grocery store to support herself while she attends community college. She relies on public transportation to and from work, to attend school, run errands, get to medical appointments, and to get to events or entertainment. If transit isn't operating when she needs to travel, Serena has to spend her limited budget on ride share (Uber/Lyft) or rely on her friends or family to give her a ride.

She lives with a roommate in an apartment and has a short walk to the bus stop. Serena chose the apartment she lives in because of its proximity to transit routes and bus stops. She enjoys spending time with her friends and attending local events when her work schedule allows.

### Common Objections

- No shelters at bus stops.
- No lighting at bus stops.
- No benches at bus stops.
- Must walk long distances.
- Arriving to the destination early to make sure they're on time.



## CHOICE RIDERS

### Demographics

- Millennial (early 20s-mid 30s).
- White.
- Higher income and higher education.
- Remote/hybrid worker.
- Live close to transit in a walkable neighborhood.

### Knowledge of Transit

- Familiar with the bus stops and schedules for their commute.
- Know the buses that are available and closest to them.
- Might attend ITA meetings or submit customer comments to express concerns or desires.

### Transit Needs

- Sense of safety and comfort using services.
- Sense of control and predictability over their trip.
- Options and alternatives available if they miss their bus.

### Transit Wants

- Would like transit to run later.
- Connections to more places.
- Ride transit to local and regional events to avoid parking hassles.

### Goals and Motivations

- Getting where they need to go.
- A relaxing trip when they go to the office or to events.
- Reduce carbon footprint.
- Reduce traffic congestion.
- Politically savvy.

### Communication Preferences

- Anything goes, tech savvy and used to finding information online.
- Finds most transit information through Google.

### Day in the Life

Joe and Rebecca are a professional couple with one car between them. They love to travel, explore new places, and experience new things. They are physically active and engaged in their community through charitable giving and volunteering. They live close to transit lines and use it to go to local places and events if it works with their schedules. When they take transit, they enjoy walking home weather permitting; otherwise, they take a ride share or transit if it is still running. They connect with other transit systems to get to regional events, avoiding traffic and parking hassles.

They have one child and have no plans for more. They like their freedoms, financial security, and think it's a responsible choice for the environment.

### Pain Points

- Service doesn't run late enough.
- Would like more connections, as well as point-to-point service.
- Don't mind walking longer distances to stops and final destinations.
- As busy professionals, they would like to see increased frequency to get places faster.
- Not enough bike racks.

### Common Objections

They would like to use transit more on the weekend evenings, but service is still limited.





## CHANCE RIDERS

### Demographics

- 25- to 50-years-old.
- Mid-higher income.
- Potential remote worker.
- Homeowner.

### Knowledge of Transit

- Familiar with the bus stops and schedules for their main commutes.
- Knows connecting routes.
- Familiar with other Intercity Transit services.

### Transit Needs

- Being able to ride the bus with their bikes.
- Get them to their destination faster.
- Want a sense of control and predictability over their trip.
- They have options and alternatives available if they miss their bus.

### Transit Wants

- Higher capacity bike racks on the buses.
- More frequent buses.
- Well-lit and safe bus shelters.

### Goals and Motivations

- Getting where they need to go.
- Having the freedom to go places without driving.
- Saving commute cost and time.
- Reducing their carbon footprint.

### Communication Preferences

- Anything goes, tech savvy and used to finding information online.
- Finds information through news and social media.
- Finds most transit information through Google.

### Day in the Life

Jennifer and Ryan are in their early 30s and are focused on their family and careers. Between work and taking care of their two young children, they operate on tight time schedules and don't have much flexibility in their day.

Jennifer works remotely full-time at a state agency. She drops their son off at daycare and their daughter off at preschool three days a week. Ryan works remotely one day a week, but commutes to his office

(about 40 minutes away) the rest of the week. He has recently heard about the Vanpool program and is considering giving it a try to save some additional money for their upcoming family vacation.

Jennifer and Ryan used to ride the bus occasionally before they had kids, but don't feel like they can afford the extra time and potential inconvenience that it can bring now. The closest bus stop is almost two miles away from their home.

### Pain Points

- Less tolerant of adverse experiences on the bus.
- Wants bus service to be more convenient.
- No bus stop within walking distance from their house.
- Doesn't want to transfer buses due to the added wait time.

### Common Objections

- They would like to use transit more on the weekend evenings, but service is still limited.



## CAPTIVE DRIVERS

### Demographics

- 45 and over.
- Married with children.
- Higher income.
- Drivers.
- Homeowners.

### Knowledge of Transit

- Remembers some old routes when they used to take transit.
- Knows some bus and transit stops around their home.

### Transit Needs

- Peace of mind of not worrying about parking or driving.
- Sense of safety and comfort using IT services.
- **How to navigate different options and routes available.**

### Transit Wants

- Improves safety on public transit.
- Traveling with groceries and/or kids.
- Ways to access the bus from their home.

### Goals and Motivations

- Have the freedom to go places without driving.
- Be able to do chores and errands without a car.
- Save on fuel and maintenance.

### Communication Preferences

- Uses some of the same sources for finding information online.
- Finds more information through the news and socials.

### Day in the life

Tracy and David are in their mid-40s and are looking forward to the next chapter in their lives. They are **parents to four teenage children that they shuffle** around town to after school programs, sporting events and music practice. With such a busy lifestyle, it's important that they stick to a strict schedule to get to all of the places they need to go on time.

They support public transportation, but are not sure they can make it work with their schedule.

They would prefer not to drive, but where they live right now makes it impossible for them to take the bus and are not sure that another method of transportation will meet their needs.

Tracy has also heard stories from friends that make her hesitant to let her children ride transit alone. If she was assured that public transportation is a safe option, she might consider letting her children try it out.

### Pain Points

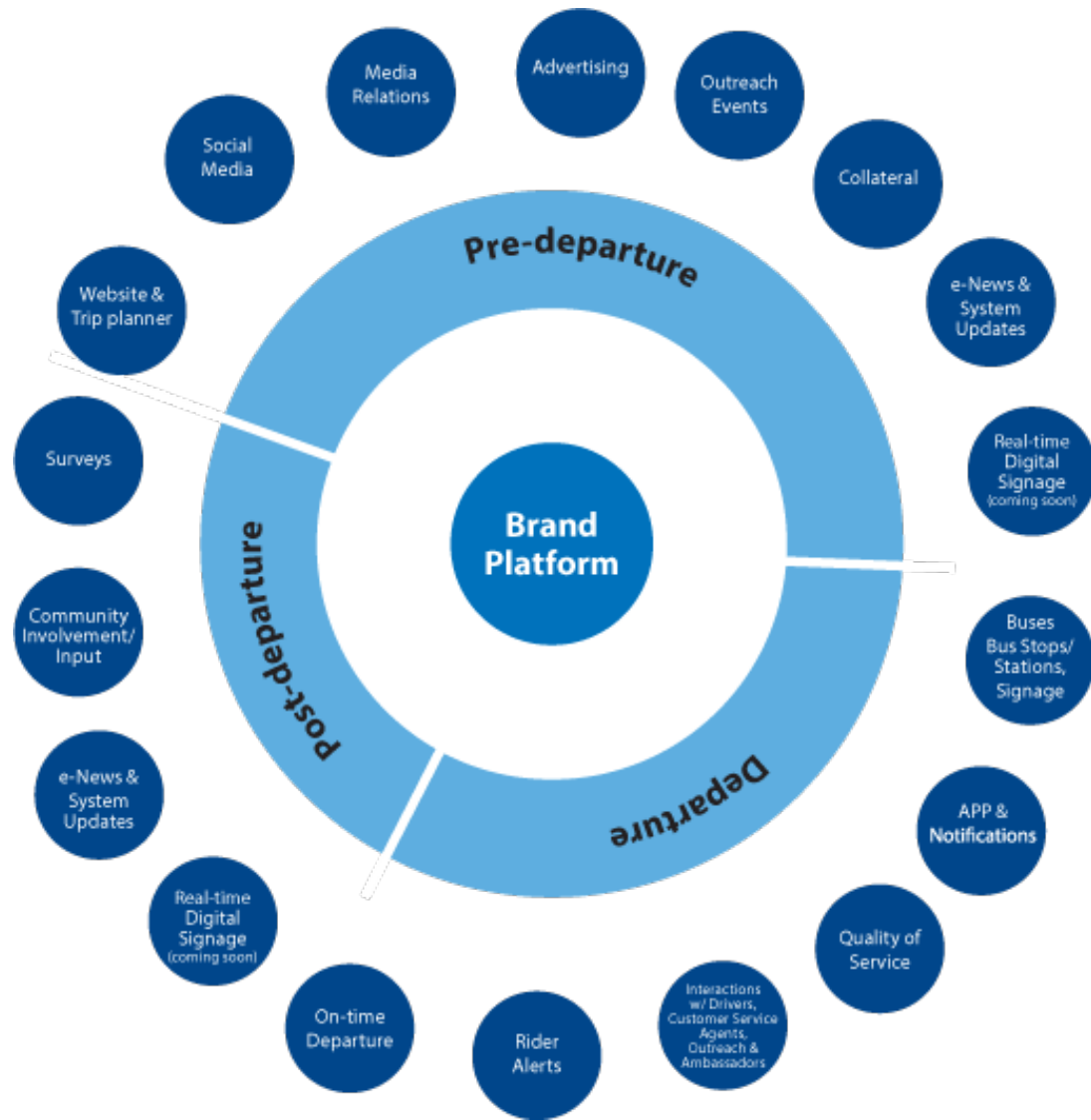
- **Likely to be turned off from one bad experience.**
- Wants bus service to be more convenient.
- No bus stop within walking distance from their house.
- The bus being late.

### Common Objections

- They would consider trying transit if it was more convenient and safe.

# Brand

*The overall perception of a product, service, company, or individual in the minds of consumers.*



## The purpose of a brand platform



Ensure brand consistency



Drive better teamwork and alignment



Guide better decision making



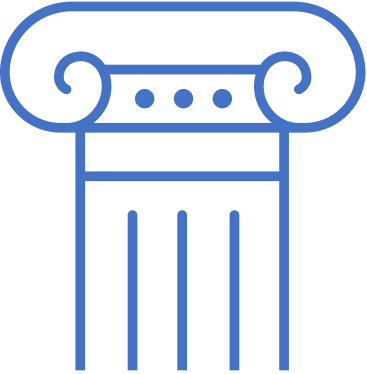
Stand out from the competitors

# Brand Elements

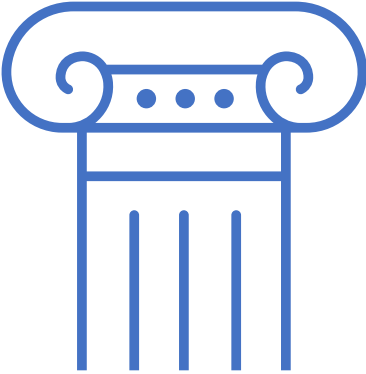
- **Personality:** (Primary) Sincerity- authentic, down-to-earth, and caring.  
(Secondary) Competence- efficient, reliable, and capable.
- **Voice:** Professional, friendly, humble, straightforward, and approachable.  
Voice is adjusted based on target audience.
- **Target:** Build trust by sharing meaningful stories about the impact on the individual and the entire community, behind-the-scenes glimpses of our brand and demonstrating our commitment to transparency.

# Brand Messaging Pillars

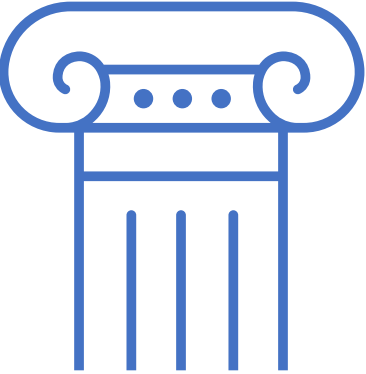
Providing equitable access.



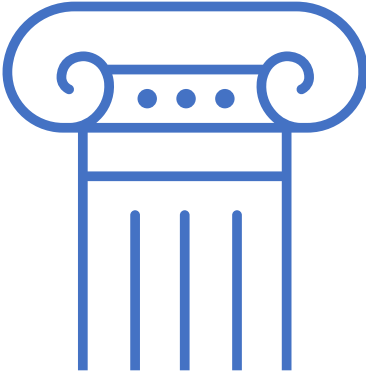
Always putting the customer first.



Safe and dependable transportation.



Quality and creativity.



# Providing Equitable Access

**Impact:** We provide equitable access to our services. By removing barriers, we ensure everyone has equal access to opportunities and services.

**Story examples:** Connecting people to their community. Examples include going:

- To the doctor.
- To the grocery store.
- To school.
- To visit friends and attend community events.
- To entertainment.
- To work.

**Primary audiences:** Thurston County, local community members, riders.



# Always Putting the Customer First

**Impact:** Our customers are our top priority. Each is special, with unique reasons to ride. Our services meet customers' needs. We listen, learn, and grow alongside our customers, offering safe, friendly, accessible, and convenient services.

## Story examples:

- Road Trip – customer and community input shaped our priorities moving forward.
- Customer comment module.
- Improving website.
- Enhancing bus stops.
- Digital signage.
- Via implementation.

**Primary audiences:** Customers; prospective customers; community members and leaders.





# Safe And Dependable Transportation

**Impact:** Count on us for safe and reliable transportation that connects you to what matters most. We ensure your journey is safe and worry-free, even in challenging conditions.

## Story examples:

- On-time performance.
- Low crime statistics.
- Covid pivot – advanced reservation.
- Ice storm 2022 performance.

**Primary audiences:** Community members, customers, potential customers.



# Quality And Creativity

**Impact:** We deliver the highest level of service in quality. We explore ways to better serve our customers and enhance our community impact.

## Story examples:

- Covid pivot.
- Financial performance.
- Recognition.
- Unique programs i.e. Walk N Roll and Village Vans.
- Roadeo.

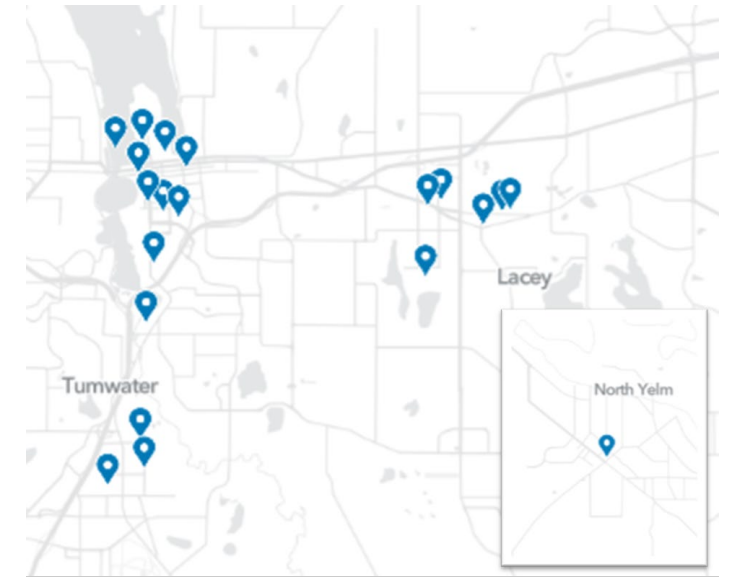
**Primary audiences:** Customers, prospective customers, community members and, Board members and leaders.





# Outreach and Event Calendar

JAN	FEB	MAR	APR	MAY	JUN
<ul style="list-style-type: none"> <li>No events</li> </ul>	<ul style="list-style-type: none"> <li>Panorama volunteerism fair</li> </ul>	<ul style="list-style-type: none"> <li>Bus Buddy 10 Year Anniversary Recognition Celebration</li> </ul>	<ul style="list-style-type: none"> <li>Thurston Green Business Awards</li> <li>Spring Arts Walk</li> </ul>	<ul style="list-style-type: none"> <li>Lacey Cultural Celebration</li> <li>Lacey Spring Fun Fair</li> </ul>	<ul style="list-style-type: none"> <li>Prairie Days Parade</li> <li>Capitol City Pride</li> </ul>
JUL	AUG	SEPT	OCT	NOV	DEC
<ul style="list-style-type: none"> <li>LoveOly Summer Fest</li> <li>Tumwater Independence Day Parade</li> <li>Lakefair Parade</li> <li>South Sound BBQ Festival</li> <li>Nisqually Valley BBQ Rally (Yelm)</li> </ul>	<ul style="list-style-type: none"> <li>Brew Fest (Port Plaza) <i>(Tentative)</i></li> <li>Tumwater Artesian Brew Fest <i>(Tentative)</i></li> </ul>	<ul style="list-style-type: none"> <li>Falls Fest</li> </ul>	<ul style="list-style-type: none"> <li>Fall Arts Walk</li> </ul>	<ul style="list-style-type: none"> <li>Downtown for the Holidays</li> </ul>	<ul style="list-style-type: none"> <li>Christmas in the Park Parade</li> <li>Lacey Lighted Vehicle Parade</li> <li>Tumwater Christmas Tree Lighting Festival</li> <li>Lighted Boat Parade (Oly Yacht Club)</li> <li>Hands on Children's Museum First Friday</li> </ul>



# Internal Communication

Goal: Intercity Transit staff receive clear, timely, and engaging content so everyone feels empowered with information across the organization.

Communication Product	Audience	Frequency
Inside I.T.	All staff	Weekly
Monitors – MagicInfo & Bright Signs	All staff	Monthly
Email from General Manager	All staff	Occasionally
Operations Update	All staff	Weekly
Email from IS	Admin staff/All staff	As needed
Email from HR	All staff/Admin	As needed
Rider News	All staff	Monthly
The HUB	Admin staff/All staff	As needed
Development Department Monthly Highlights	All staff	Monthly
Emails from Marketing	All staff	As needed
Construction, parking, facilities memos	All staff	As needed
Memos or safety reminders	All staff	As needed
Emails from various committees	All staff	As needed
Committee advertising (open positions, upcoming events, general awareness, etc.)	All staff	As needed



# The Hub - Intercity Transit's Employee Intranet

Home Who we are Resources Committees Edit

Following Site access

+ New Page details Analytics

Published 4/15/2024 Share Edit



- ### How do I...
- Find an IT employee?
  - Know who to contact in HR?
  - Find agency templates?
  - Take leave for a serious health condition?
  - Create an email signature?
  - Reserve an agency vehicle?
  - Get my mail?
  - Learn all the acronyms?
  - Learn about retirement?
  - Order new business cards?
  - Buy refreshments for a meeting?

Questions?