



*How To Join Hands To Sing Your
Transit Industry's Praises & Advance
A Unified System*

October 27, 2011

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Southeastern Institute of Research

Today's Agenda

**The Challenges in
Advancing Transit Industry**

How To Package A Unified System

**How To Sing Transit
Industry's Praises**



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The Challenges in Advancing Transit Industry

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Industry's Praises



How To Sell Additional Investment In **Transportation** Infrastructure?



Challenge #1

**There Are Too
Many Expectations
And No One Single
Burning Issue**

Challenge #2

**Transit &
Transportation
Is Just Not
A Top Tier Issue**

Challenge #3

**Very Small
Marketing
War Chest
To Make It A
Top Tier Issue**

Challenge #4

**Hard To Run
Communication
System **Without
Control****

Challenge #5
It Takes Time
Effectively
Communicate

Long-term Process
Behavioral Change Model

Awareness of Cause



Familiarity with How to Participate



Trial / Initial Participation / Support



Long-term **Behavioral Change**

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1

**Create A
Brand Identity**

Key Components

- **Who You Are**
- **Relevant & Meaningful**
- **Benefit Oriented**

Alaska's Transit Future

- **A National Model**
- **Customer Focused**
- **Integrated System**
- **Serves All Alaskans**
- **A Vital Link**
- **Indispensable**

*"...twenty years from now people will say that Alaska's
community transit systems is...*

*National model ... of a
customer-focused...
integrated system... that
provides all Alaskans ... a vital
community link...that's simply
indispensible.*



2

**Create Unified &
Seamless Look**



3

**Find The Right
Selling Proposition**

4

Tailor Your Message for Each Audience

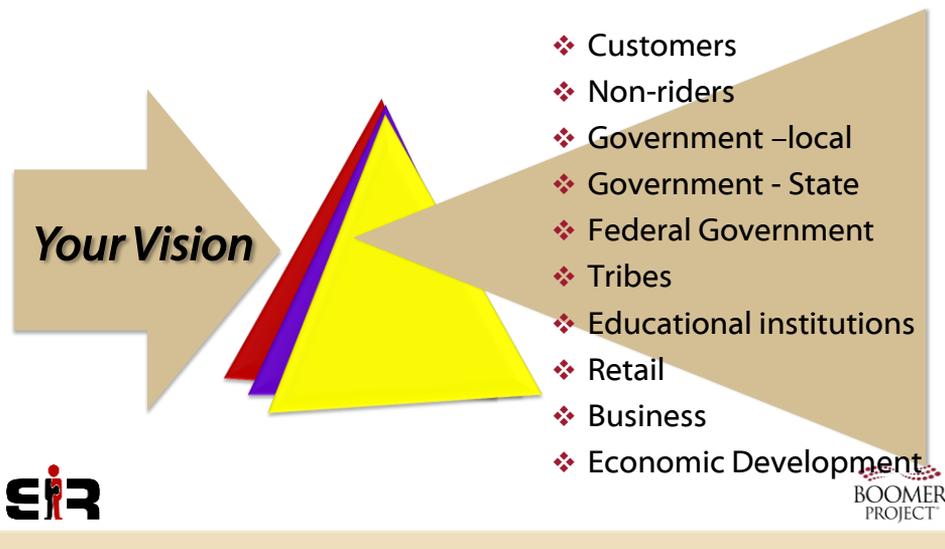
Your Stakeholders

Your Vision

- ❖ Customers
- ❖ Non-riders
- ❖ Government – local
- ❖ Government- state
- ❖ Federal Government
- ❖ Tribes
- ❖ Educational institutions
- ❖ Retail
- ❖ Business
- ❖ Economic Development



Message Prism



Benefits of Ridesharing *Hundreds of Studies*

- 1. Save money**
 - 2. Save time**
 - 3. Reduce stress**
- ↓
- 4. Save the environment**

Yesterday: Shift #6

Greening Of Society

Greenest
Green
78%

Have "green" attitudes
or behaviors

Faux Green

Brown

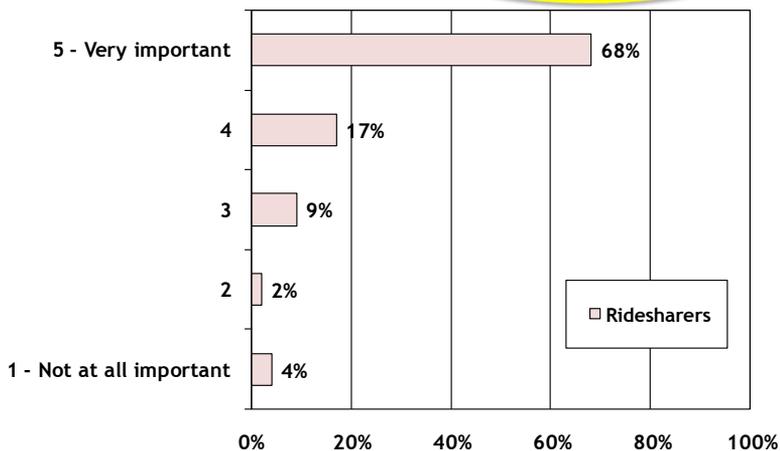
Benefits of Ridesharing
**2007 DRPT Virginia State
of the Commute Study**

**As a
personal
motivator
– still #4**

- 1. Save money**
- 2. Save time**
- 3. Reduce stress**
- 4. Save the
environment**

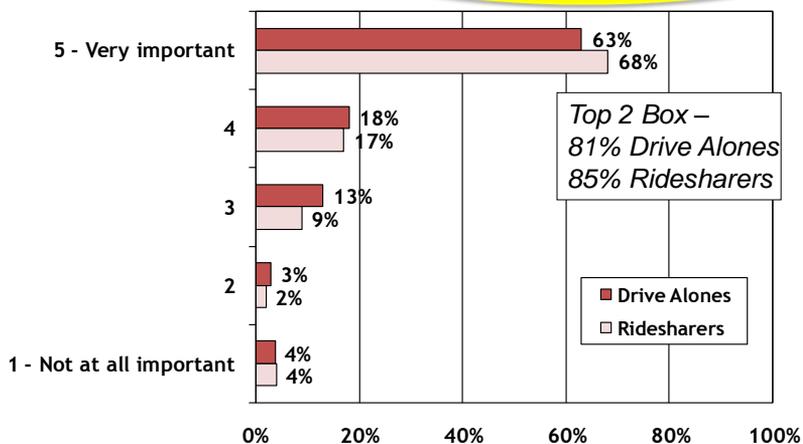
**VASOC Study
Also Explored
Societal Benefits
of TDM-Ridesharing**

Support for Investment Is Strong Among Ridesharers



Q56n/56r (Even though you might not carpool, vanpool, or ride a bus), how important to you is it that Virginia invests in programs to support and make these transportation options more available to commuters?

Support for Investment Is Equally Strong Among Both Ridesharers and DAs



Q56n/56r (Even though you might not carpool, vanpool, or ride a bus), how important to you is it that Virginia invests in programs to support and make these transportation options more available to commuters?

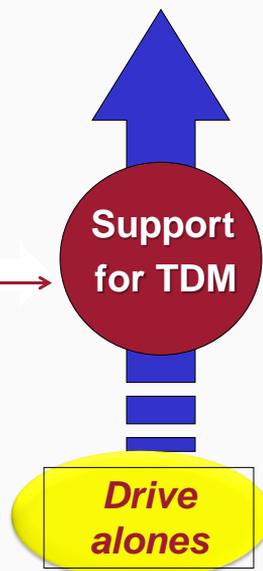
Sustainability - "Driving" Support for TDM

Using Multiple Regression, it was determined that one attribute is a significant driver of support for TDM among drive alones.

The coefficient on the arrow indicates the strength of the impact. The larger the value (regardless of whether positive or negative), the greater the impact.

Time it takes
Cost
Safety
Stress
Flexibility to arrive/leave work
Concern stranded at work
Productive use of time
Impact on environment
Having time alone
Ability to make stops/errands
Dependability
Length of commute (minutes)
Length of commute (miles)
Difficulty of commute

— .216 →



What To Do – Short Term

Be Green!
Not To Attract
Transit Riders,
But To Cultivate Non-
Ridesharer Support

RIDE Solutions
Connecting the Region's Commuters

Looking for a Greener Ride?

Cut your emissions in half by starting or joining a carpool. Click to register!

Register Members Workplace Carpool Transit Bike & Walk Telework

Home

- About Us
- Contact Us
- In the Media
- Partners
- Go Alternative!

Features

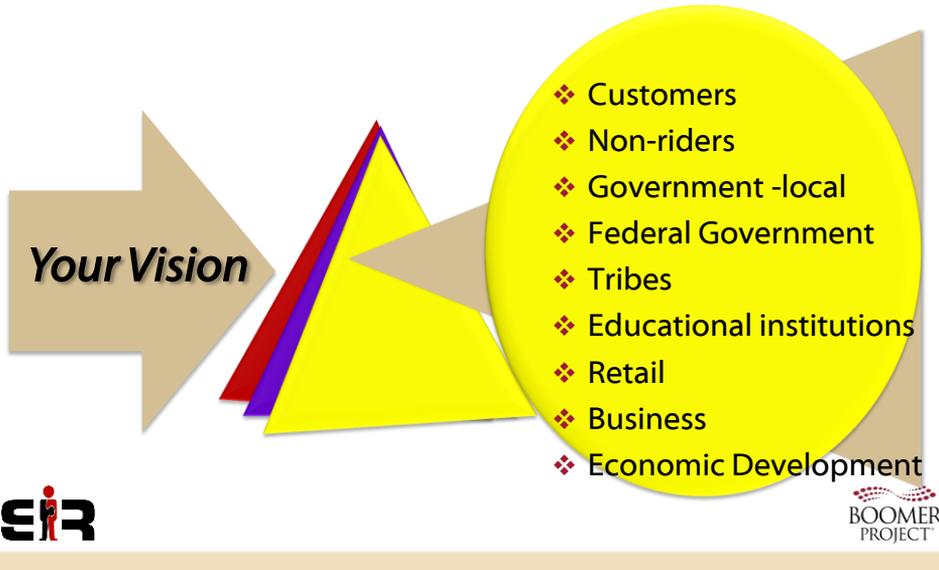
- RIDE Solver calculator
- Free Bike, Hike and Bus map
- Regional Park and Ride Map
- Current Carpoolers

What Lurks in Your Empty

What To Do

Figure out how to customize your message for each audience segment – to have your *surrogate sales* force advance your vision

Message Prism



**Don't Forget
Generation
Matters, Too**



Communication Styles

Face to Face Meetings

Gen X ers

The Most Unsupervised Generation in History

- ❖ Born during anti-child phases of history '65-'82
- ❖ Parents had highest:
 - ❖ Divorce rate in history
 - ❖ Dual income in history
 - ❖ Abortion rate



Grew up with permissive parenting habits



The **“slacker”** myth is about as true of Gen Xers as the **“flower child”** myth was of Boomers.



Gen X = Today's Ideal Workforce

- ❖ **computer literate**
... Generation X comes out on top.
- ❖ **flexible, adaptable workers an empowered work force**
... give workers the ball and they will run with it.
- ❖ **a self-directed work force**
... these workers have been self-directed from a very young age.



Gen X

What about your job do you enjoy most?

“That I am **respected** and treated with worth and **value** and my opinion matters.”

“Not having anyone **breathing down my neck** all day & **not having to work w/anyone else.**”

“The ability to define it myself - **autonomy** over many of my work products. My employer has allowed me to focus **my work according to my strengths.**”



Source: SIR National Employee-Employer Study



Gen X

What about your job do you enjoy most?

“The **freedom** I have at my job so that I can get my job done in a timely manner.”

“There is **no need for micro-management.** And I am allowed to implement my ideas and/or opinions.”

“Being able to do my job **without any hassles.**”



Source: SIR National Employee-Employer Study



Gen X

What about your job do you enjoy most?

**"You are given independence
to do your job."**

**"Not having someone
constantly over my shoulder."**



Source: SIR National Employee-Employer Study



But we also get:

- ❖ Three to four different careers
- ❖ 10-12 jobs during their lives
- ❖ Average three years in each job



Gen Xers see every job as temporary and every company **as a stepping stone to something better, or at least to something else.**



Culture's Impact: Gen X



Understanding Generations

	Silent	Boomers	Gen X	Gen Y
Outlook	Practical	Optimistic	Skeptical	
Work Ethic	Dedicated	Driven	Free Agent	
View of Authority	Respectful	Challenge	Unimpressed	
View of Leadership	Hierarchy	Pay your dues	Competence	
Relationships	Self-sacrifice	Personal gratification	Reluctant to commit	
Work/Life Balance	"Don't get it"	Work defines success in life	Work to live	

**So What Does This
Have To Do With
Communications?**



www.GenerationMatters.com



49

This slide features a dark red wavy header at the top. A central tan rounded rectangle contains the website address "www.GenerationMatters.com" in dark red. The logo, consisting of the letters "G" and "M" with a stylized figure, is positioned in the bottom left corner above the slide number "49".



www.GenerationMatters.com



50

www.GenerationMatters.com

FREE

This slide features a dark red wavy header at the top. A central tan rounded rectangle contains the website address "www.GenerationMatters.com" in dark red. A large, bold, red "FREE" stamp is overlaid diagonally across the center of the slide. The logo, consisting of the letters "G" and "M" with a stylized figure, is positioned in the bottom left corner above the slide number "50".

Today's Agenda

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**Few Ideas To Build
Upon The Great
Work You Have
Already Started**



1

Create A Unifying Graphic Design

Thought Starters

- ❖ **Graphic suggestions across service vehicle type**
- ❖ **Graphics standard manual**
- ❖ **Award and showcase best practices**



2

Aggressively Leverage Your New Campaign

Thought Starters

- ❖ **Key message development sheet**
- ❖ **Spokesperson training for local impact**
- ❖ **Local media briefings**
- ❖ **Targeted Keynotes - local presentations**
- ❖ **Op Ed thought pieces**



3

Expand Your Network

Join Our Movement



4

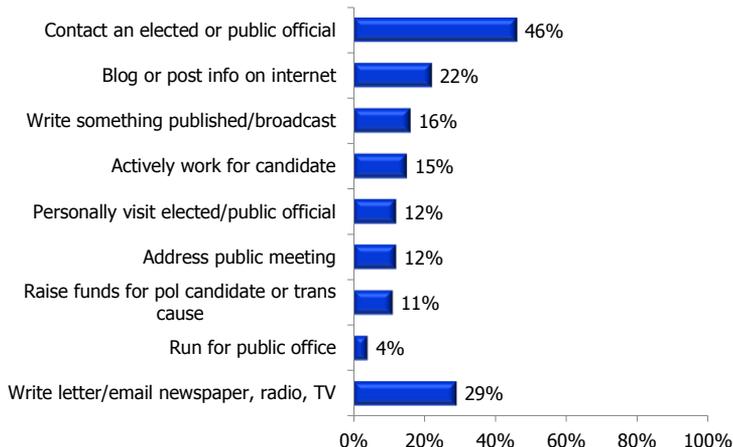
Ask for the Order

What Do You Want Me To Do?

Q29. **Which of the following would you be willing or likely to do ...**

to demonstrate your belief in the importance of addressing the transportation challenges facing your local community or the state of Virginia?

Activity to Show Support or Express their Opinions about Transportation



Q29. Which of the following would you be willing or likely to do to demonstrate your belief in the importance of addressing the transportation challenges facing your local community or the state of Virginia?



61



62%

would undertake at least one activity to express opinion/support for transportation issues



Individuals

1. Sign up for industry newsletter.
2. Formally join advocacy group as an ambassador.
3. Model smart trip behavior.
4. Tell xyz how much you value community transit system

Companies

1. Sign up for newsletter.
2. Formally join advocates as a corporate ambassador.
3. Model smart trip behavior at the top – senior teammates.
3. Tell xyz how much you value community transit system



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Local Governments

1. Sign up for newsletter.
2. Formally join advocates as a corporate ambassador.
3. Model smart trip behavior at the top – senior teammates.
3. Tell xyz how much you value community transit system

5

**Quantify Your
Overall Impact**

*Measuring and Reporting
Individual Transit Agency
& Industry-wide Impacts*

**10:30 Breakout Session
Today, October 27, 2011**

**Create
“Impact Reporting”
Support Tools For
Transit Agencies**

Suggested Tools For Alaska Community Transit

- ❖ **Standard impact assessment questions for local surveys**
- ❖ **Directions on administering simple surveys and calculating impact outcomes**
- ❖ **Example Impact reporting templates**



**Create
“Shared Repository”
of Impact Reporting
Best Practices**

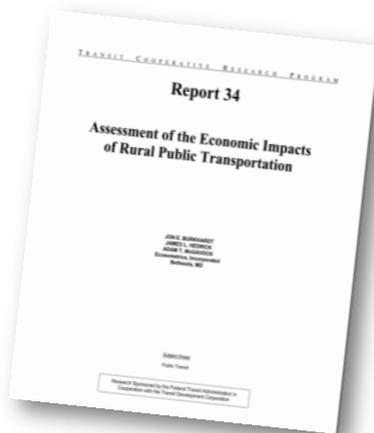
Let's Share Our Knowledge

*Create an online resource sharing and exchange center on “calculating and reporting the impact of Alaska’s **community transit services.**”*



Invest In A Study That Measures Your Overall Industry's Impact

Transit Cooperative Research Program 1998
<http://onlinepubs.trb.org/onlinepubs/tcrp/tcrp/rpt/34.pdf>

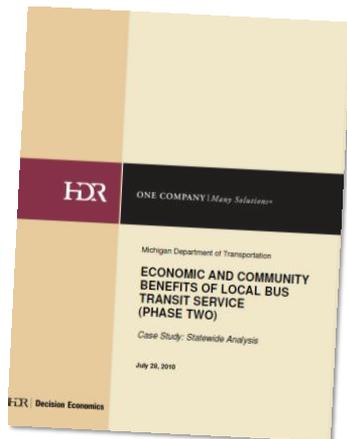


3.1 to 1
 For every dollar
 invested in rural
 transit, it generates
 \$3.1 dollars in
 community benefits

**Quantify specific
 contributions a transit
 system makes to a
 community's overall
 vitality - such as **jobs and
 economic output.****



Michigan Impact Assessment **2010**



Economic and Community Benefits of Local Bus Transit Service

Sustained about **9,200 jobs**

Contributed **\$1 billion in economic output** in Michigan in 2008.

Money passengers save by taking the bus **add \$264.4 million** to the Michigan economy.



www.michigan.gov/documents/mdot/MDOT-EconomicBenefitsCaseStudy_328979_7.pdf



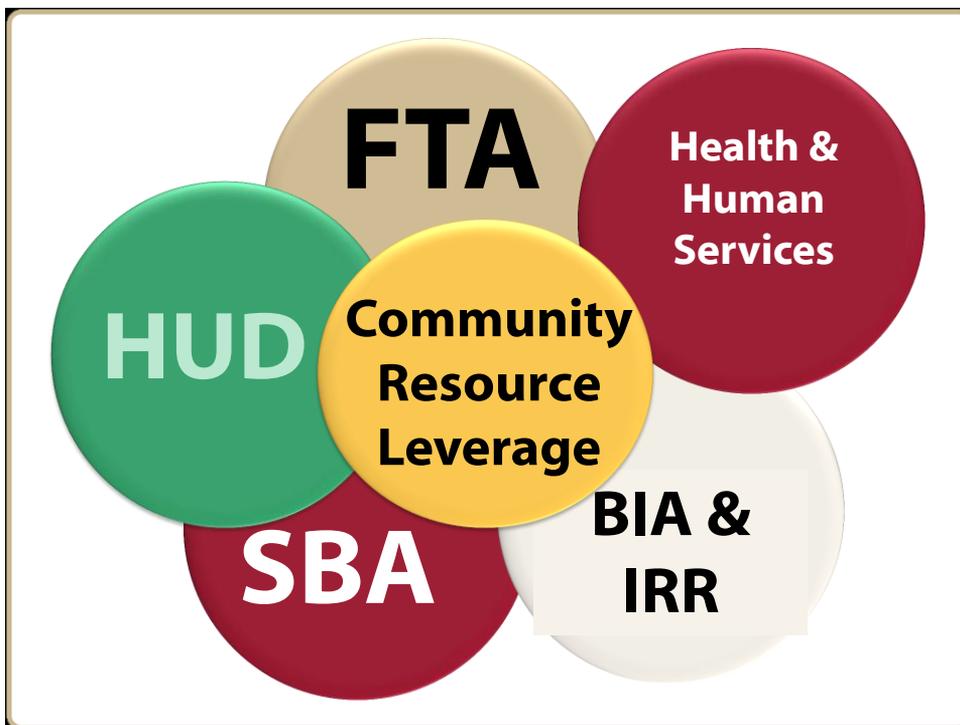
6

Build Your Story

**Non-DOT Federal Funds
Can Be Used As Match For
FTA Formula Grants**

Thank you SAFETEA-LU

**Coordinated
Transportation
Task Force
Concept**



SIR

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