

Better  Movement

Building a brand around a comeback.

2021 MPTA/WPTA Public Transit Conference



Background

- Summer of 2020
- Had many projects lined up, a little bit retroactive
- Package them into a branded campaign
- Not a rebrand for DTA, but a new value proposition



BETTER  **BUS** STOPS

- GET READY -
FOR A NEW
WAY TO
Connect



Better
Bus
Project
Making transit
better together



 **BUS STOP
BALANCING**
SMARTER Stops, FASTER Service



Better Bus Network




FAStops
Less stopping = Faster service



Better Movement

BETTER
BUS STOPS 

 **BETTER TECHNOLOGY**

 **BETTER**
BUS **BLUEPRINT**
IMPROVING TWIN PORTS TRANSIT

 BETTER DTA

Learn how
we're making
our system
better for
YOU!



5

BETTER DTA

BETTER BUS BLUEPRINT

BETTER TECHNOLOGY

BETTER BUS STOPS

MyDTA MOBILE APP



 **BETTER TECHNOLOGY**

BETTER TECHNOLOGY

- New Fareboxes
- MyDTA Mobile Ticketing App
- Transit App
- Transit Signal Priority
- Text “Where’s My Bus?”





transit

Download today!



**DTA tickets are now available on your phone!
Choose the MyDTA app or the Transit app.**

Download from the App Store & Google Play



MyDTA App & Transit App

- MyDTA App
 - Buy and activate fares instantly
 - Buy single ride and all pass types
 - Including youth passes
 - Can buy multiple for groups
 - Purchase and store multiple tickets on your phone for future use
 - Simplify boarding. Just tap your ticket and wait for the beep!
- Transit App
 - Plan your trip
 - Real-time bus tracking
 - Step-by-step directions
 - Mobile ticketing
 - First-mile, Last-mile options
 - The “Uber” of transit

Campaign highlights – Bus Wrap



Two “Fusion” bus wraps designed in partnership with Transit and Mesabi were installed in mid June on DTA buses.

These placements complement the more than 150 interior placements throughout the fleet.

Campaign highlights – Print



A Skywalk campaign was launched to promote the “Better DTA Movement,” which includes key information on Better Bus Stops, MyDTA/Transit, and Better Technology initiatives.

Campaign highlights - Print



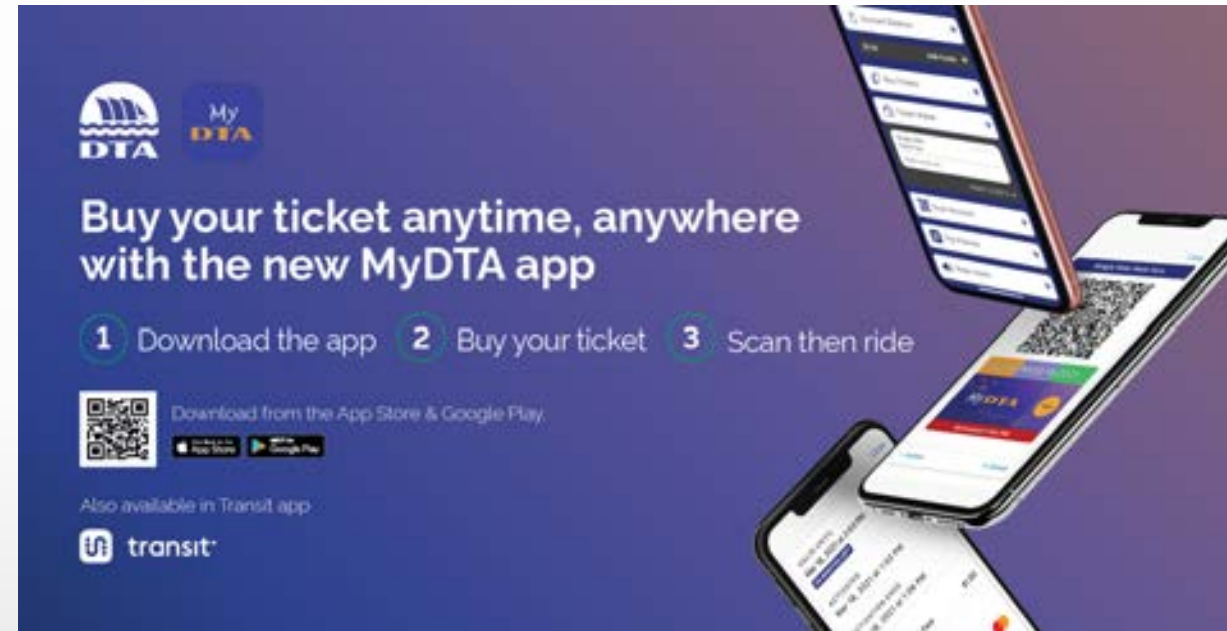
My DTA DTA transit

Download today!
DTA tickets are now available on your phone!
Choose the MyDTA app or the Transit app.

Download from the App Store & Google Play

Download on the App Store | GET IT ON Google Play

The advertisement features two smartphones on the left. The first shows the MyDTA app interface with options like 'Account Balance', 'Buy Tickets', 'Ticket Wallet', 'Scan Account', 'Trip Planner', and 'Rider Alerts'. The second shows a map with route information for '11', '8', and '14W' lines. Logos for My DTA, DTA, and transit are at the top right.



My DTA DTA

Buy your ticket anytime, anywhere with the new MyDTA app

1 Download the app 2 Buy your ticket 3 Scan then ride

Download from the App Store & Google Play

Also available in Transit app

transit

The advertisement shows three smartphones. One is tilted to show the app interface, another is showing a QR code, and a third is showing a ticket. Logos for My DTA and DTA are at the top left. The transit logo is at the bottom left.

Canopy Advertisements placed in our buses in the canopy area. We'll be adding even more of these over next week.



Campaign highlights - Print



Vertical advertising posters placed in DTA facilities, and the information display near the front of each bus (rotated between versions to draw eye-appeal and keep things fresh).

Campaign highlights – Quick Start Guide (Tri-fold)

With the new MyDTA app you can now purchase and display tickets on your smartphone anytime, anywhere. With MyDTA ticketing, riders can now plan, track and pay for complete trips – all in one place.


You can download the MyDTA app from the App Store or Google Play and purchase tickets to use on the day of travel, or store them in the secure mobile wallet for future use.

Tickets are purchased using a credit or debit card. Please note: You can also add value to your MyDTA account using cash at select locations. You can also buy your mobile tickets using cash at VanillaDirect select locations or at the DTC Info Booth.

When boarding the bus, select the ticket you want to use, scan the ticket and show it to the driver.


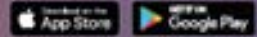

We hope you enjoy using this new service from DTA.

Available for download from





MyDTA
BUY YOUR TICKET ANYWHERE, ANYTIME.


Scan to download





HOW TO PURCHASE YOUR TICKETS FROM THE MYDTA APP


- 

Download the MyDTA app from the App Store (for Apple iPhone users) or Google Play (for Android). Once the app has downloaded open it up.
- 

Select 'Buy Tickets' to purchase a ticket or 'Ticket Wallet' if you have already bought a ticket and want to use it.
- 

When buying a new ticket, select the type of ticket you require and accept the terms and conditions.
- 

Choose the payment method you require either by entering credit or debit card information, which you can store on the app to make repurchase faster.
- 

Once purchase is complete tickets can be found in the Ticket Wallet.
- 

Go to your "Ticket Wallet" and select the ticket(s) you want to use. Tickets only remain active for 60 minutes. You DO NOT need data/Wi-Fi to activate your ticket.

Campaign highlights - Social



Social Media campaign featuring engaging Facebook and Twitter Posts, with more scheduled, showcasing how-to videos and links to the new web pages.

MyDTA App Launch Campaign

- Loud Launch took place May 19th, after about two weeks of soft launch status, which gave us a chance to ramp up slowly
- Press release distributed to local, regional, and national media outlets
- TV, Radio, Digital advertisements placed:

TV

- KBJR (NBC) – TV and Online pre-roll ads
- KDLH(CW) – TV and Online pre-roll ads
- WDIO (ABC) – TV and digital ads
- KQDS (FOX) – TV ads
- WDSE (PBS) TV endorsements

Radio

- Sasquatch 106.5
- B105
- Kool 101.7
- Mix 108
- Kat Country
- KQDS (Classic Rock)
- My 95.7

Other

- Facebook Campaign
- Twitter Campaign
- Facility Signage
- Bus Interior Signage
- Website Content Update
- Press Releases



Campaign highlights - Outreach

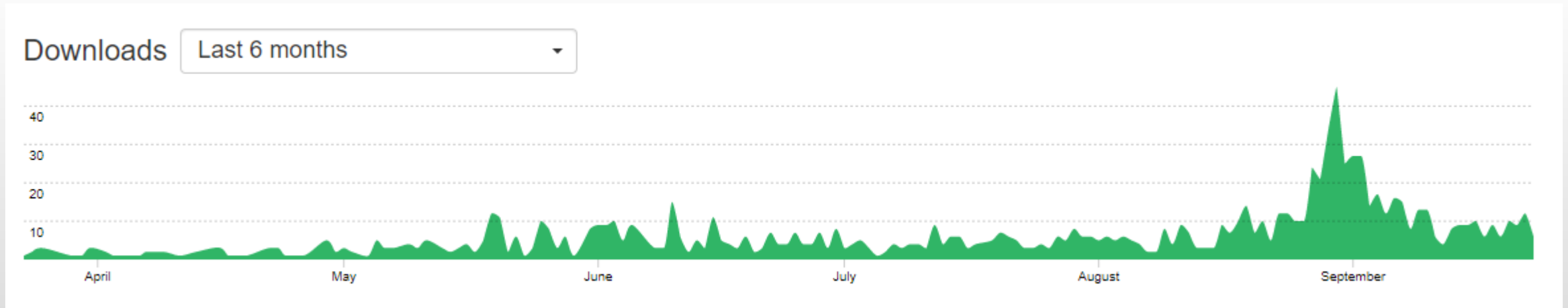


DTA Director of Planning and Grants Chris Belden chats with DTA riders at the DTC, during an afternoon “MyDTA Launch” event in June.

A series of pop-up educational events to generate questions and promote downloads

Campaign highlights – App Downloads

The graphic below depicts the Transit App download patterns over the last several months. The Fall spike on new download activity is an encouraging sign that our in-person tabling, and literature distribution have positively impacted the download/adoption rate for our mobile apps. Its important to note that we've been promoting the Transit App specifically to college students, as the U-Pass program prevents them from being a target audience for a mobile payment app/solution.



BETTER

BUS STOPS



BETTER BUS STOPS



Investments

- 35 bus shelter replacements since 2019
 - Replaced 1970's/80's models
- 18 more shelters this year
- 25 bus stop seats
- Piloted 10 solar lights in shelters, more planned.
- Over \$2M programmed over next 5 years

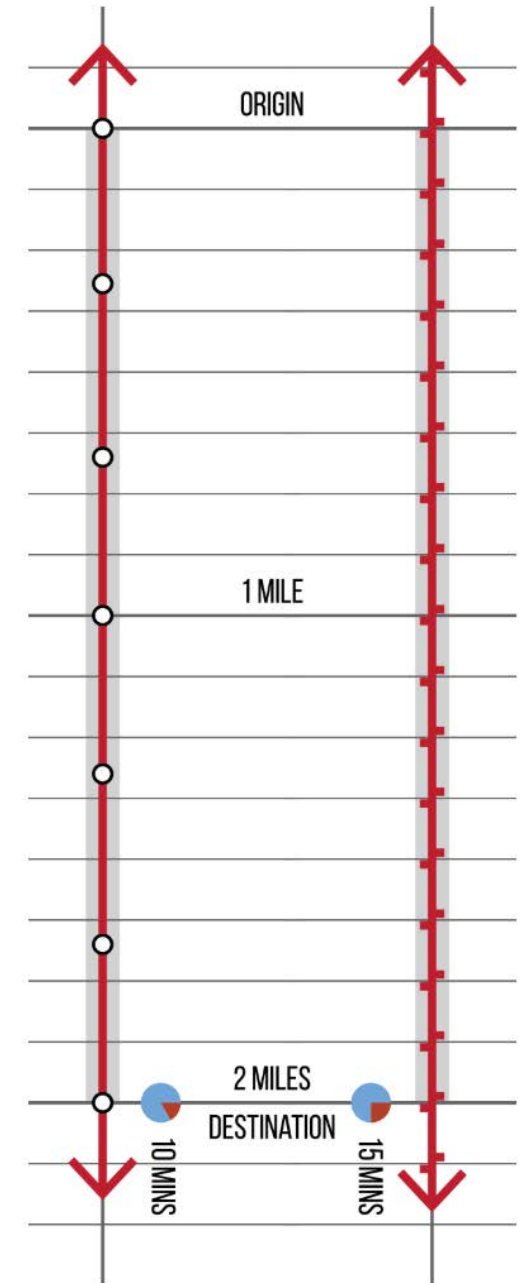


BETTER BUS STOPS



Bus Stop Balancing

- 1,700 bus stops
- Spacing best practice = 800-1320 ft
 - Average spacing in DTA Service Area = 664ft
- Consolidation can:
 - Improve travel time and reliability
 - Save on operational costs
 - Less pollution and noise
 - Makes it easier to target and invest in improvements









IMPROVING TWIN PORTS TRANSIT



- CTG is the DTA's consultant
- Technical term – Comprehensive Operations Analysis (COA)
- Deep-dive into current conditions and performance
- Identify strengths, weaknesses, and opportunities
- Gather community input
- Make recommendations for an improved transit network

Guiding Principles

Equitable

Attractive to the
greatest number of
Twin Ports Residents

Expands Access
to Opportunity

Improves the
Passenger
Experience

Resilient

Scalable

Deploys
Resources
Efficiently

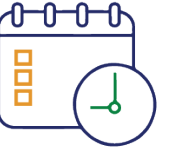
Provides a
community-
inspired
solution

What goes into route planning?

How often does the bus come?



What days does the bus operate?



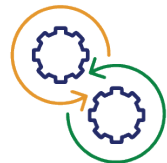
Where does the bus go?



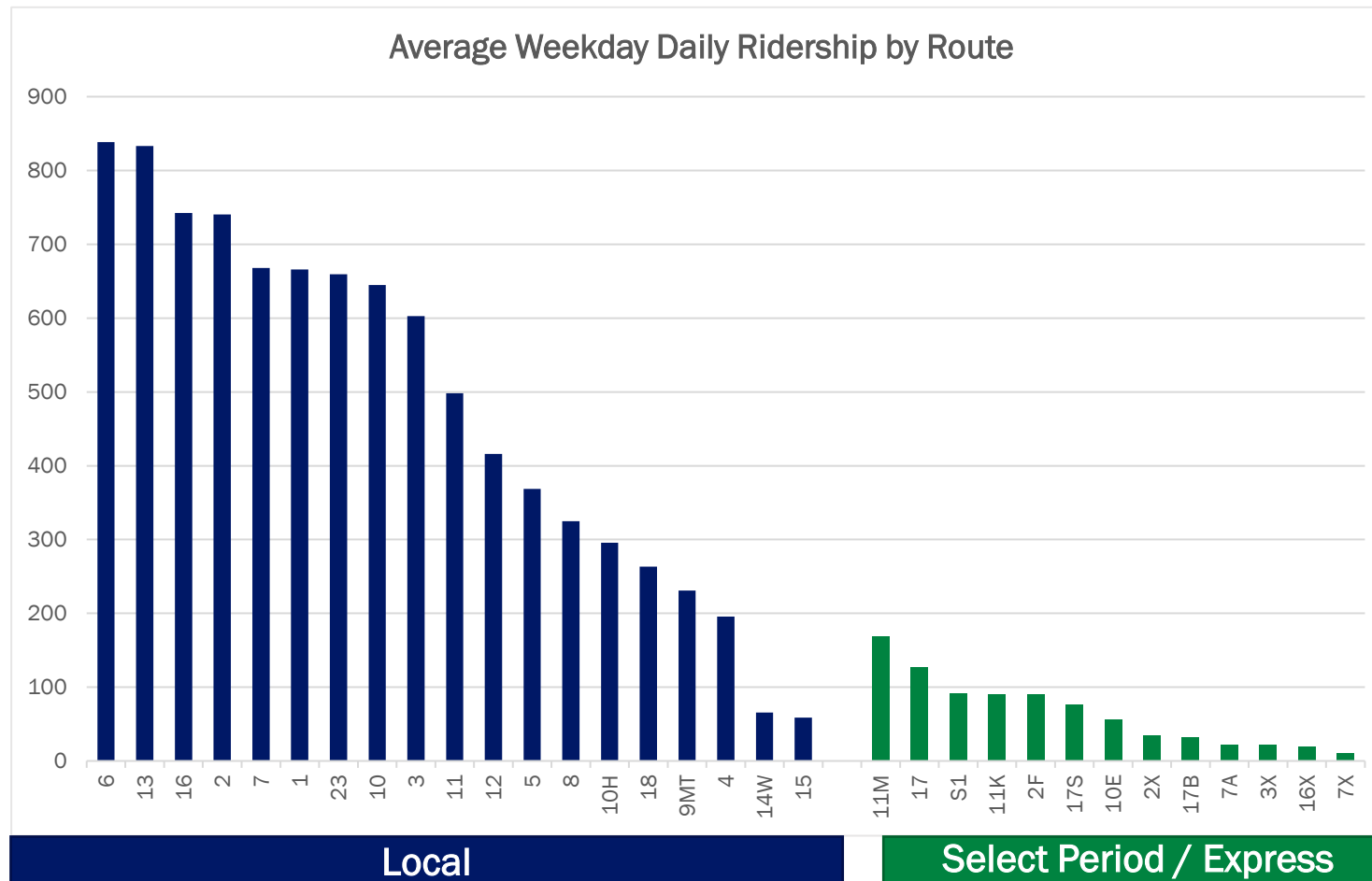
How far do I have to walk to access the bus?



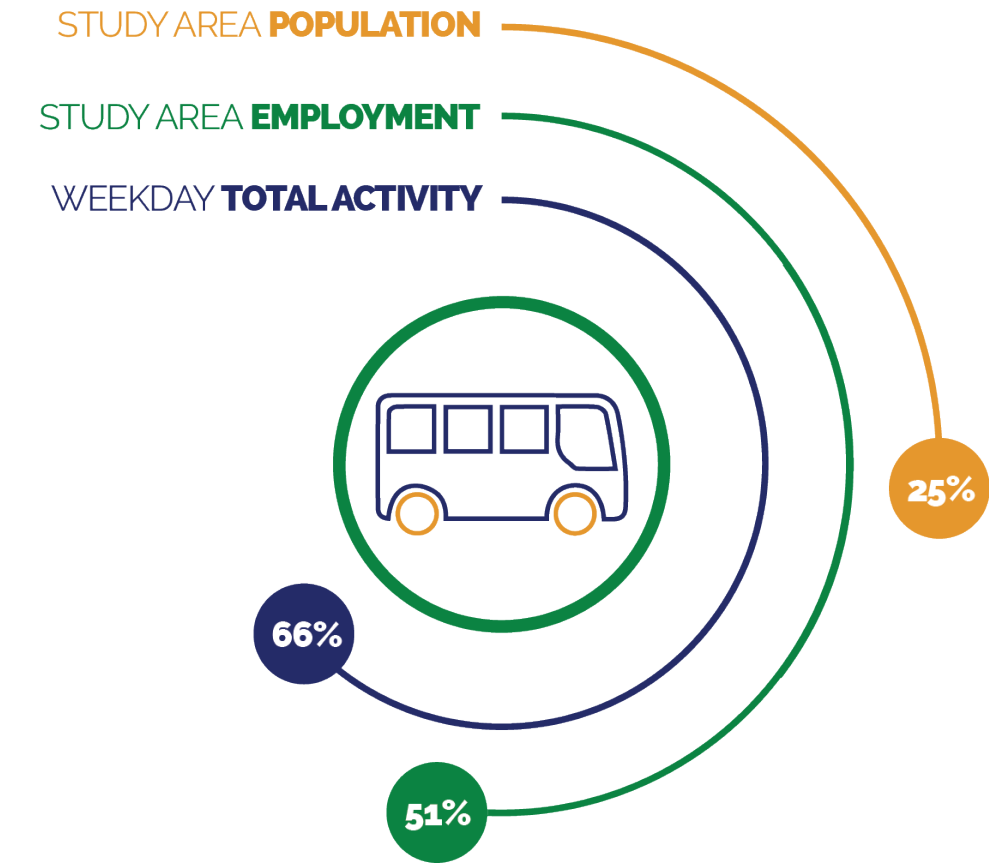
Can the bus reliably get you to your destination?



Average Daily Ridership

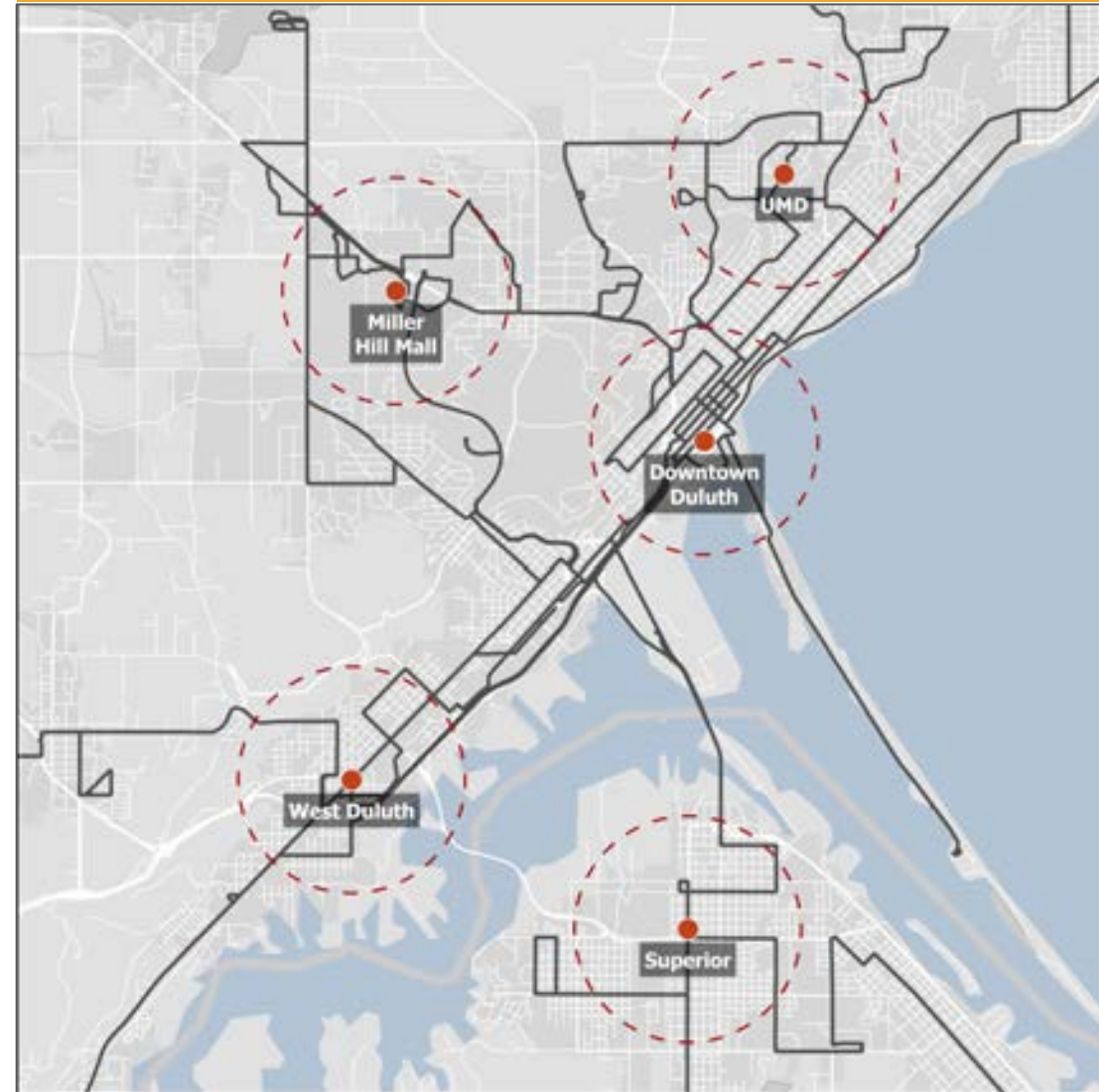


Key Activity Centers



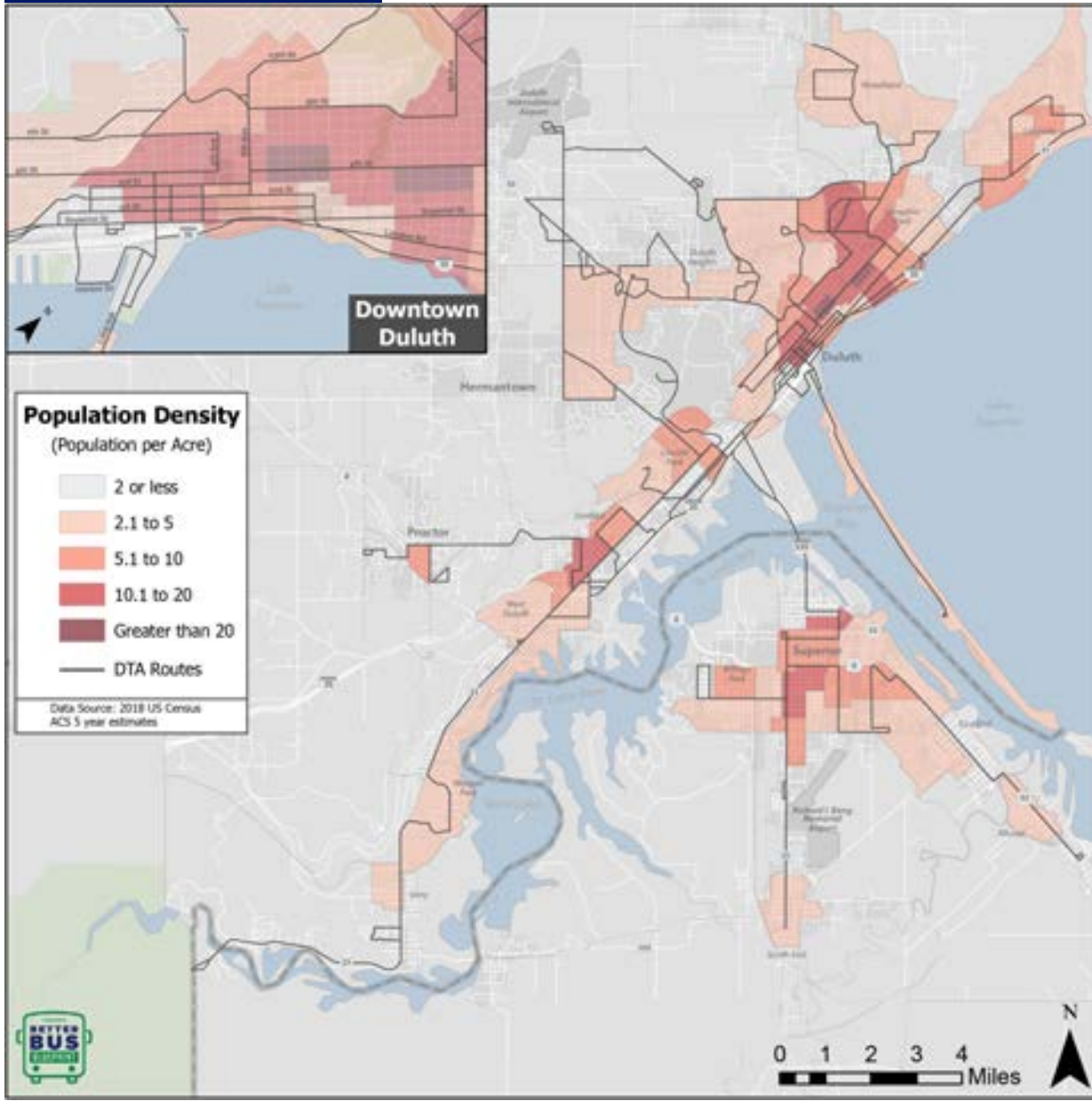
Activity Center Summary (within 1-mile)

Focus on High Ridership & Employment Areas

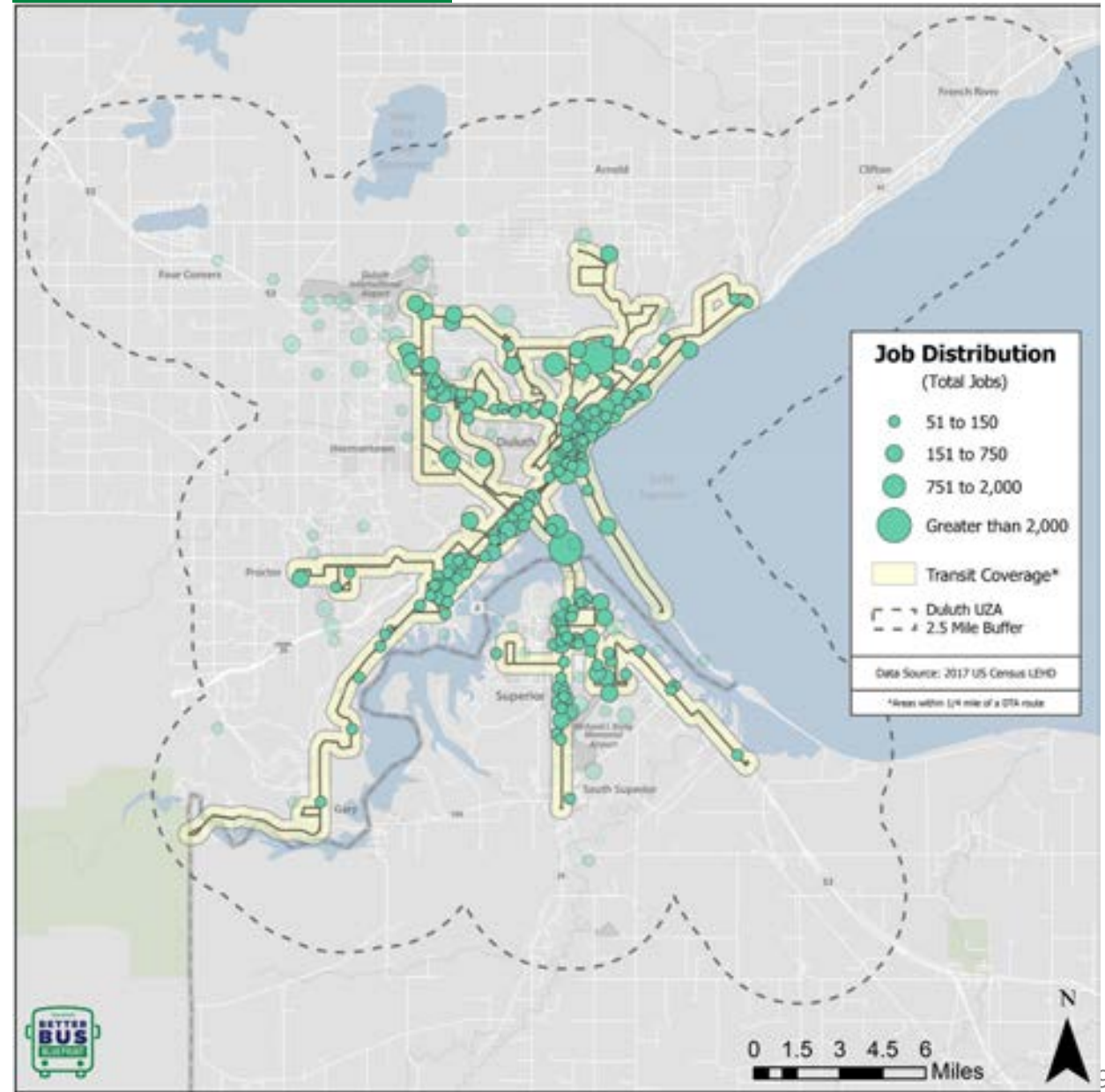




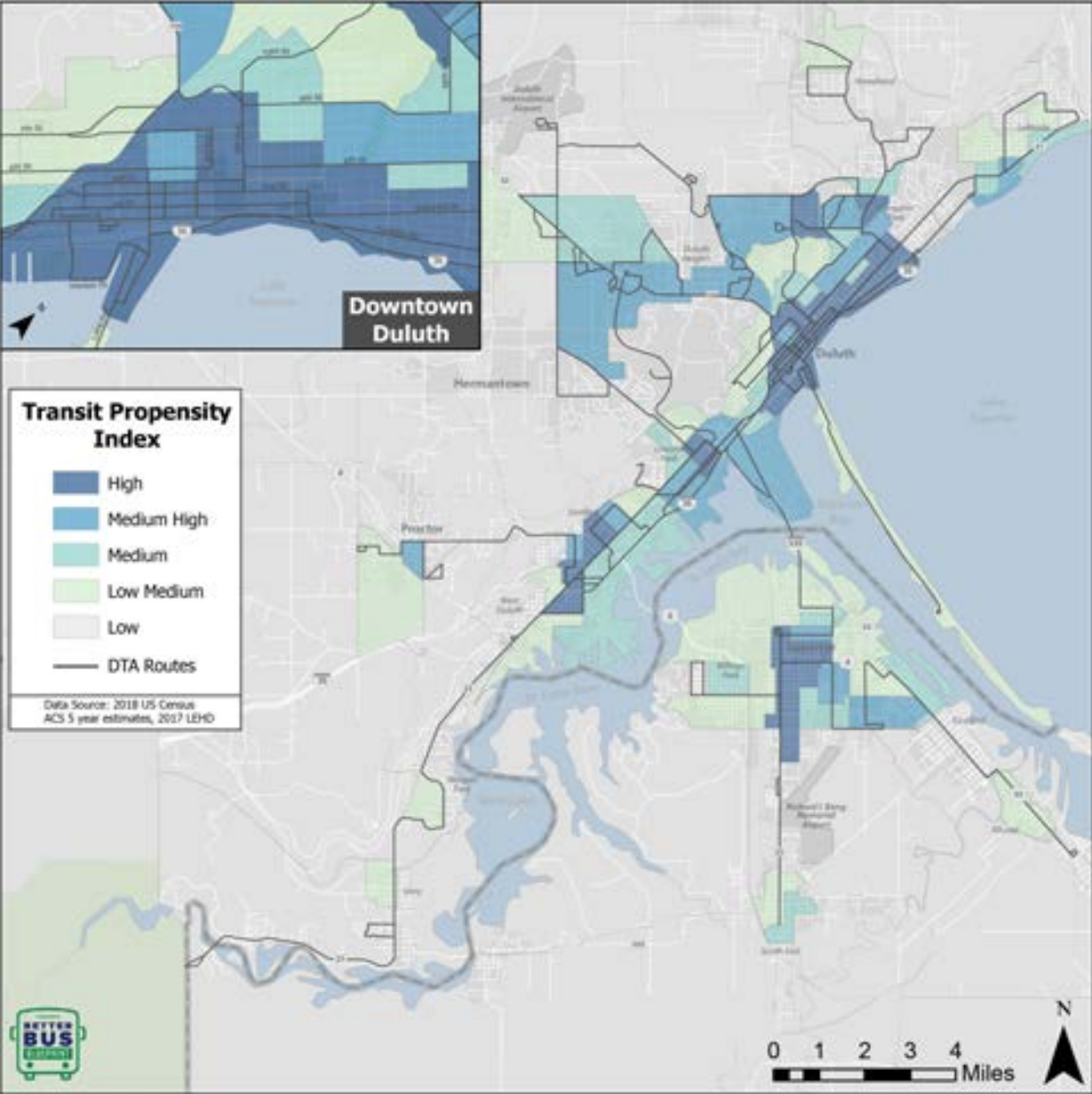
Population Density



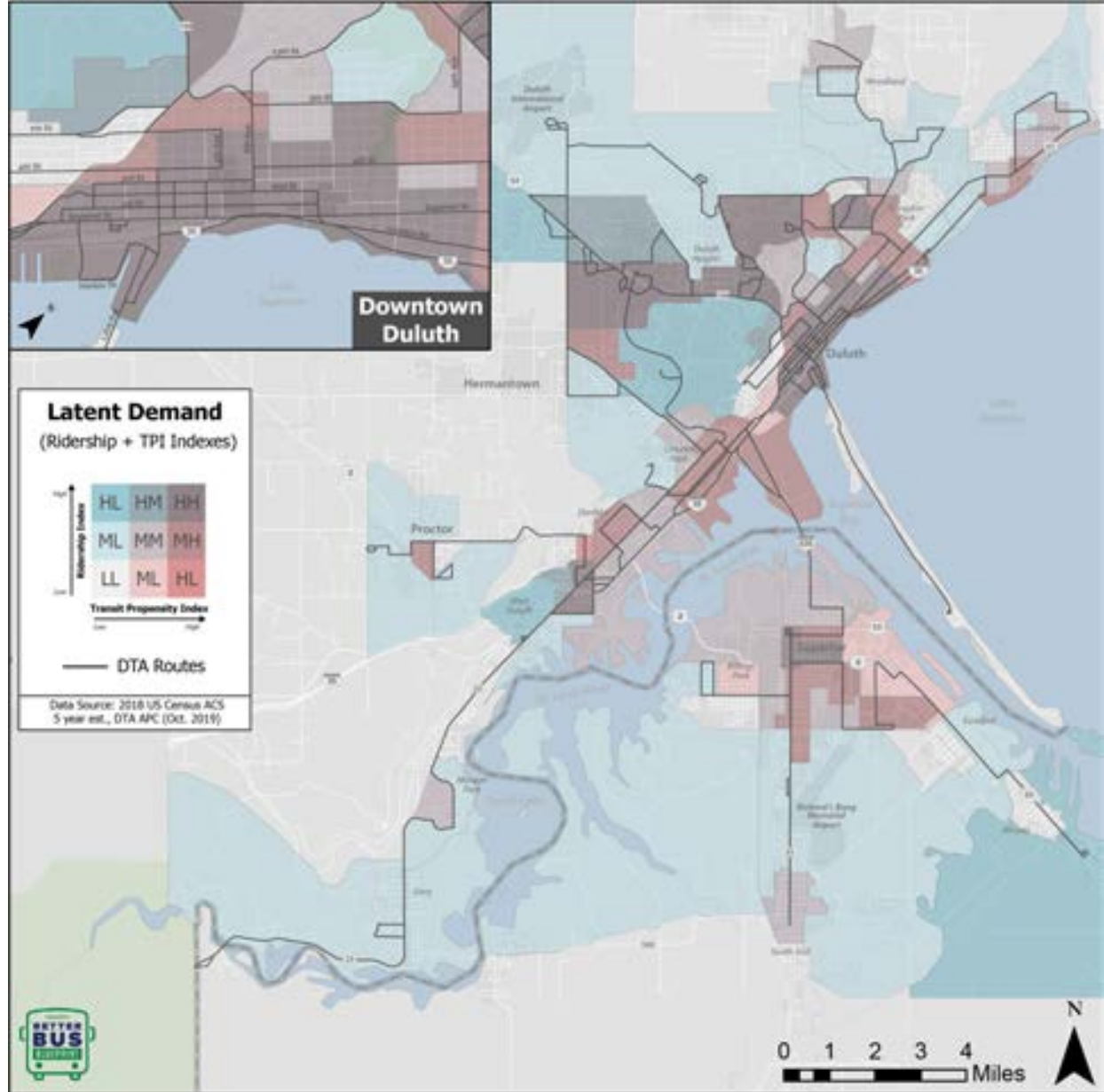
Major Job Distribution



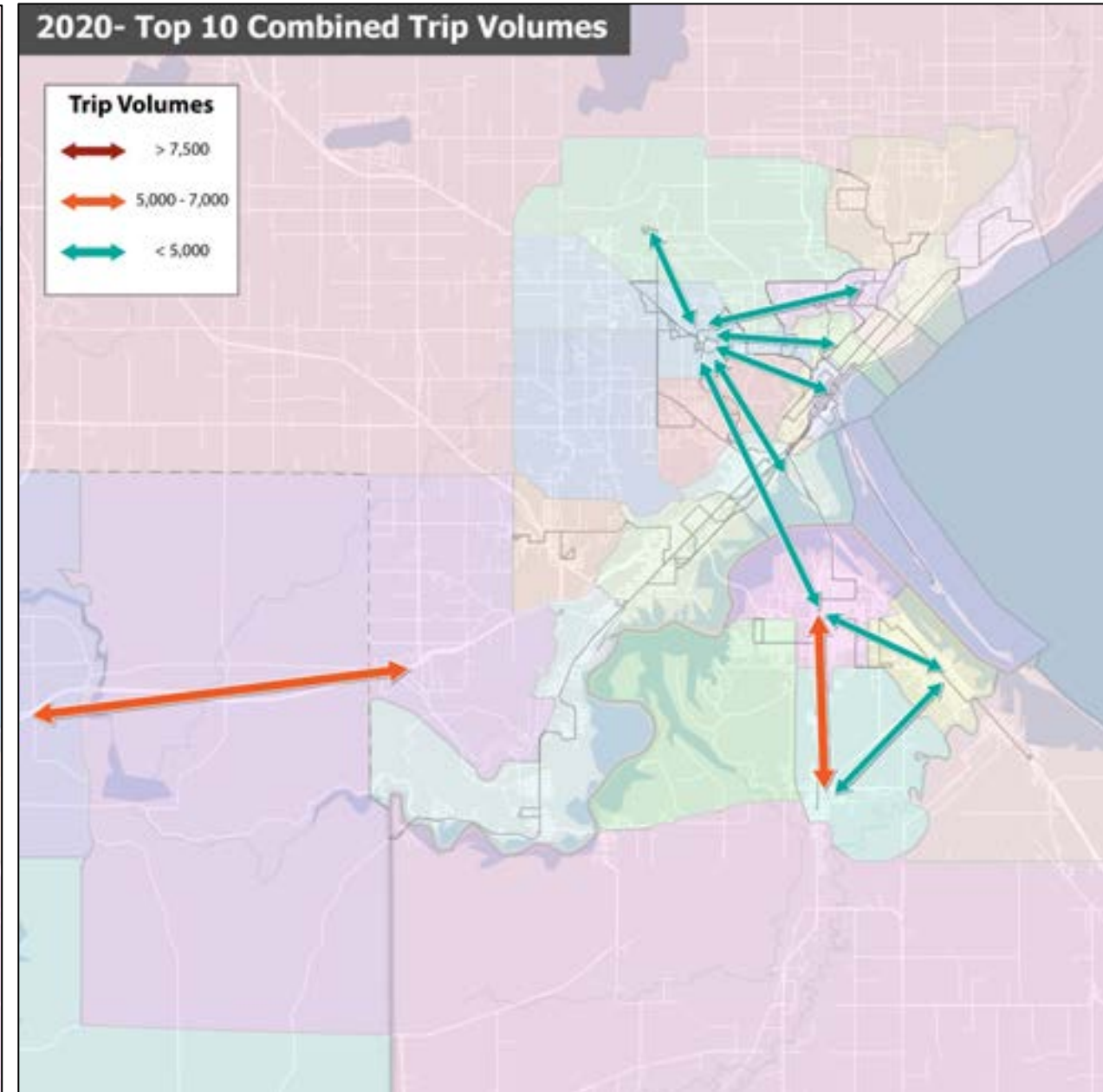
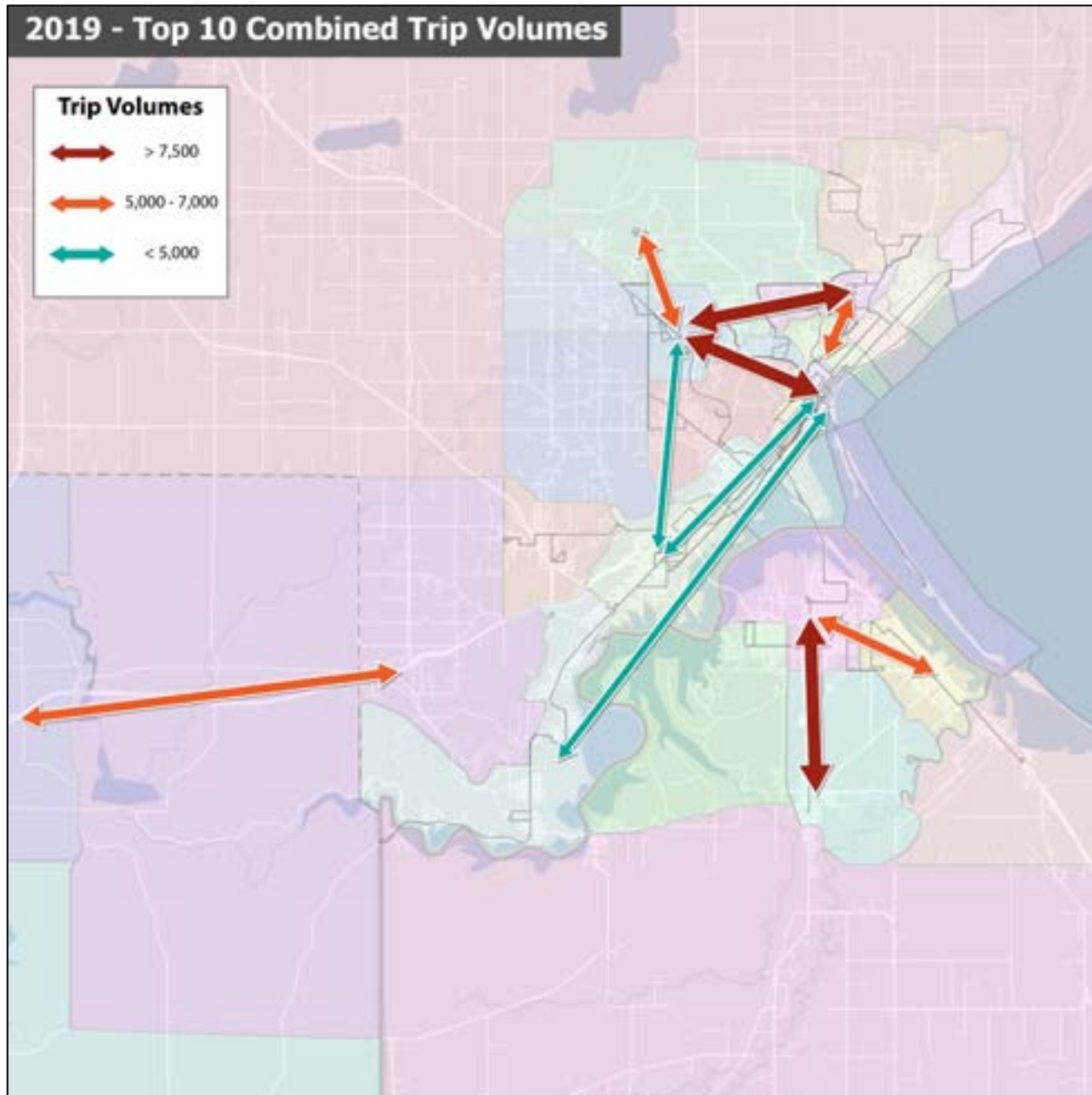
Transit Propensity



Latent Demand



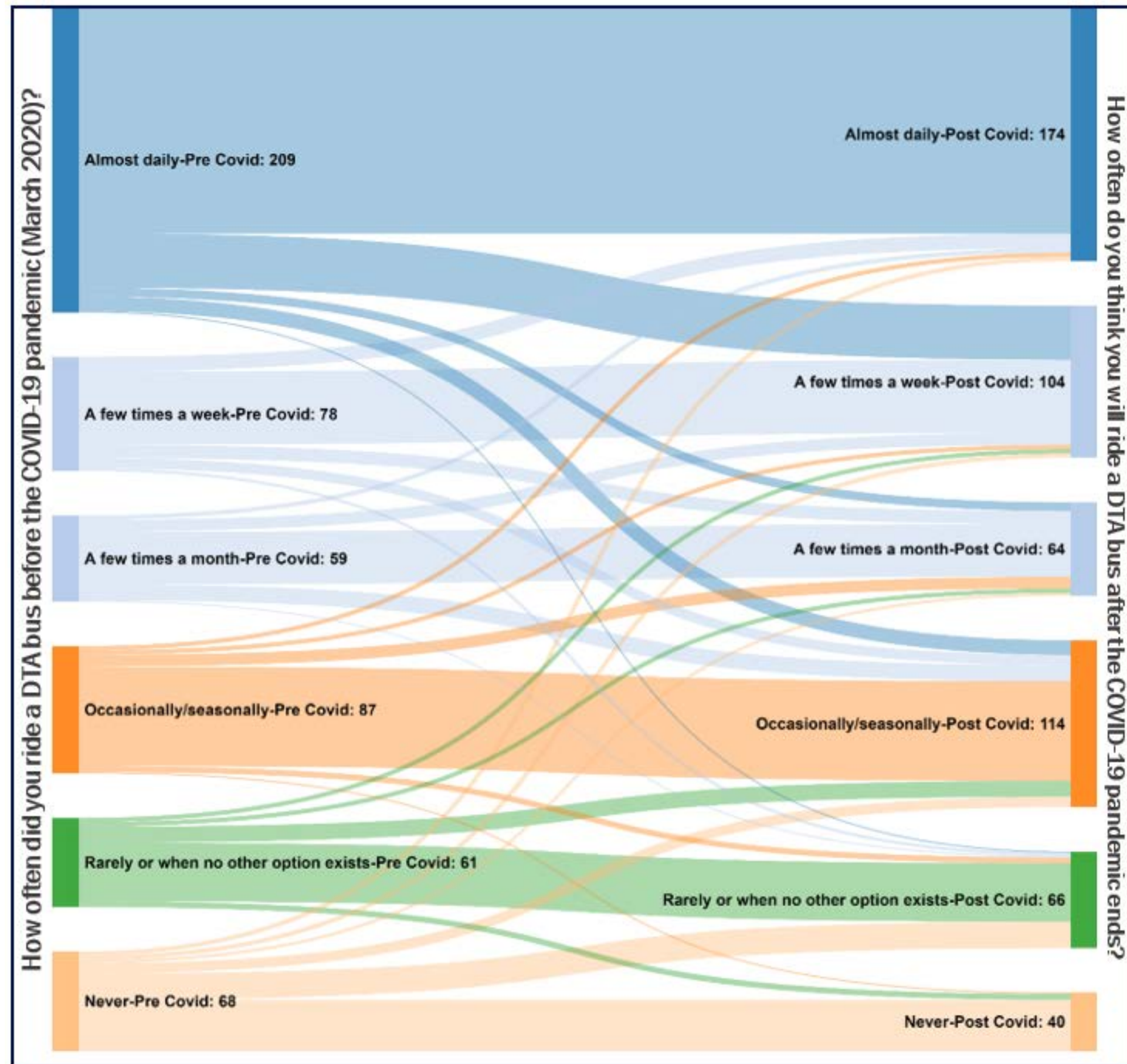
Top Regional Trip Patterns: Airsage Location-Based Services (LBS) Data



Community Survey

DTA ridership will likely rebound to nearly pre-pandemic levels

- 89% of “almost daily” DTA users stated they would continue riding daily.
- Almost 70% of respondents indicated that their transit usage would not change post-pandemic.



Focused Needs & Expected Outcomes

The New Network Should...

- Provide **attractive** and more **reliable** transit service for as many people as possible.
- Be more **adaptable** and **scalable** than today's network.
- **Improve access** and **travel times** to key destinations and employment areas
- Be more **consistent** for all days of the week



Evaluation Points the Way to Recommendations

Coverage

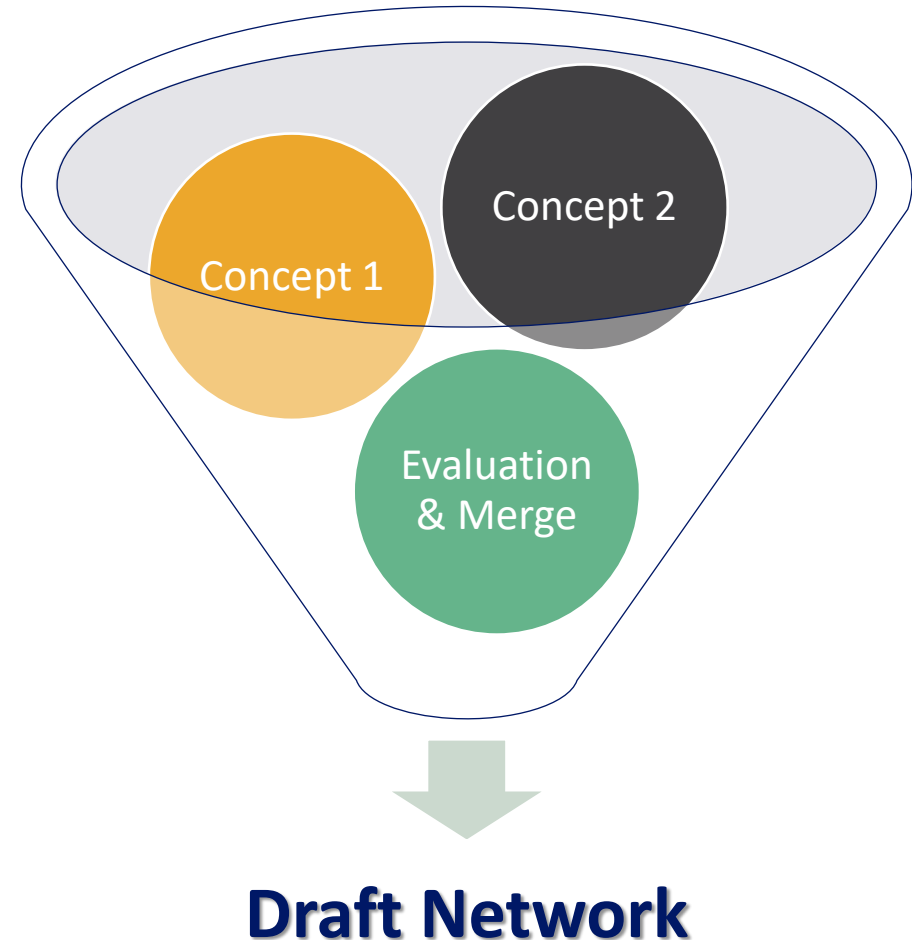
How well does each concept provide DTA service to jobs and people?

Trip Quality

How efficient is each concept at connecting people to where they want to go?

Equity

Are we making sure our most vulnerable citizens are being served?

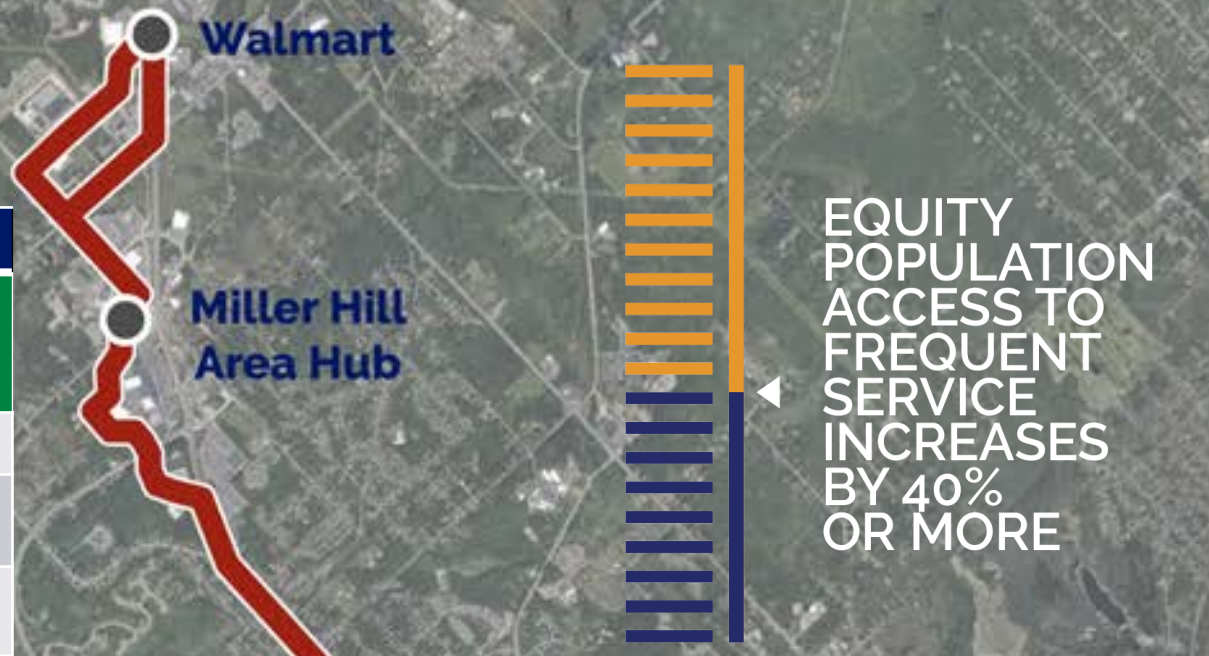


Amended Recommended Draft Network Route Frequencies and Spans



High Frequency Service Pre-BRT Access

Equity Population Access to Frequent Service					
	Total Population	BIPOC	0 to 1 Vehicle Households	Low Income Households	Persons with Disabilities
Existing	18,461	3,079	1,739	4,088	2,587
Draft Recommended	34,727	4,229	2,529	6,114	3,724
Improvement	+88%	+62%	+45%	+50%	+44%

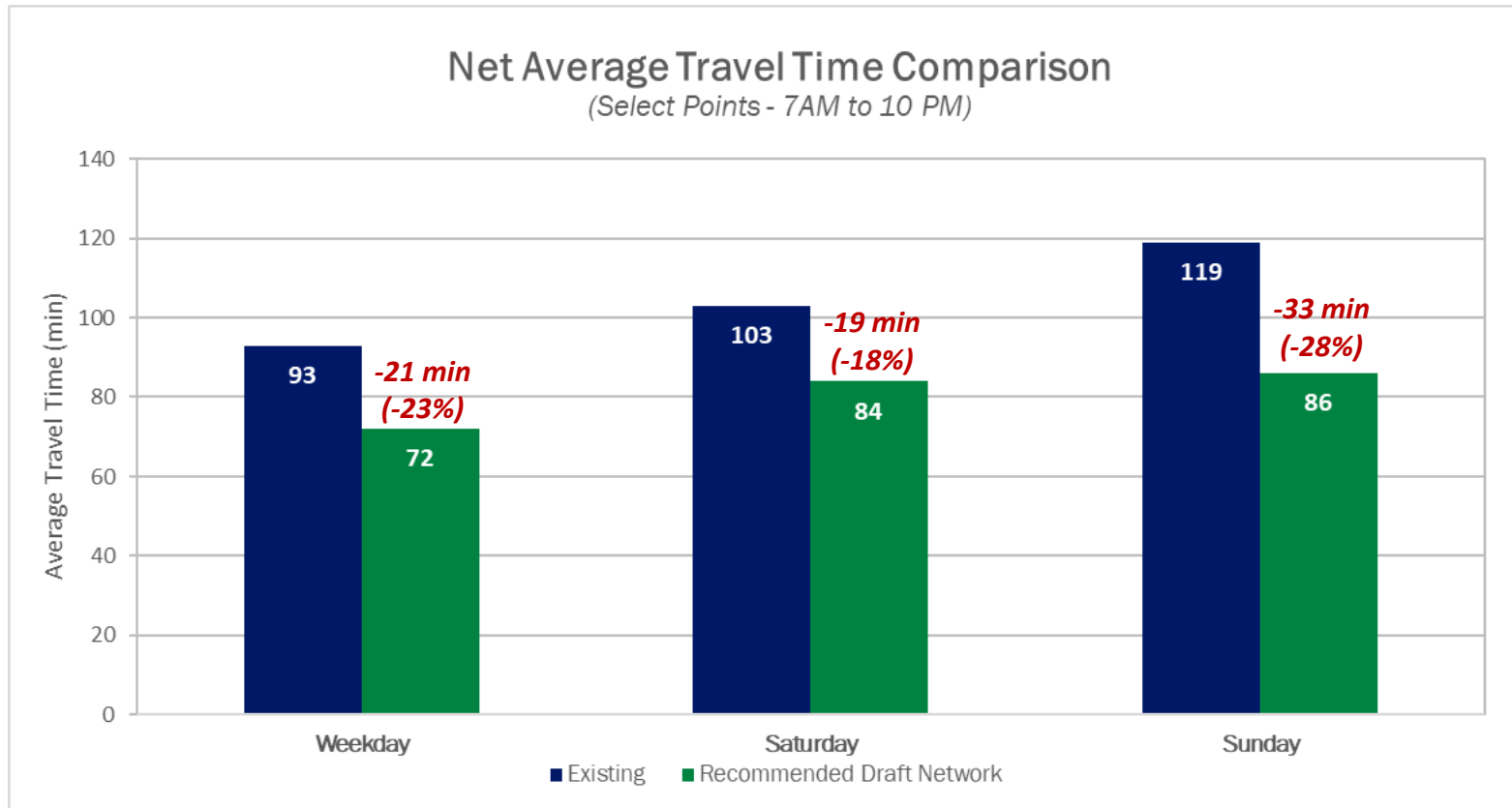
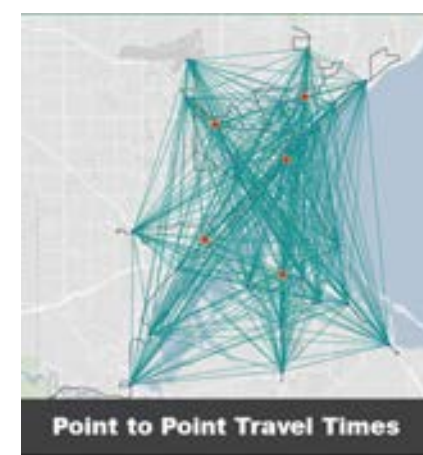


High Frequency Service
(15-min or better)

- Existing Network
- Recommended Draft Network



Net Average Travel Time



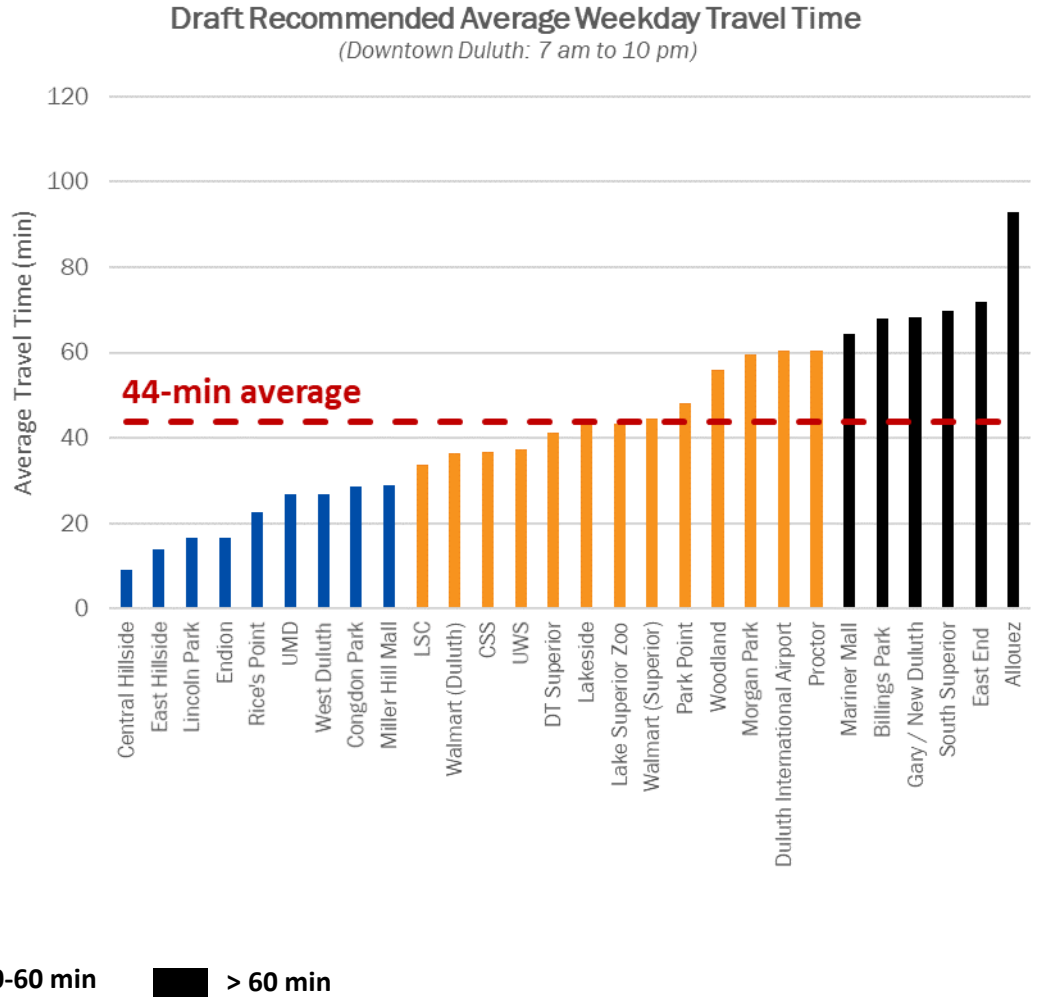
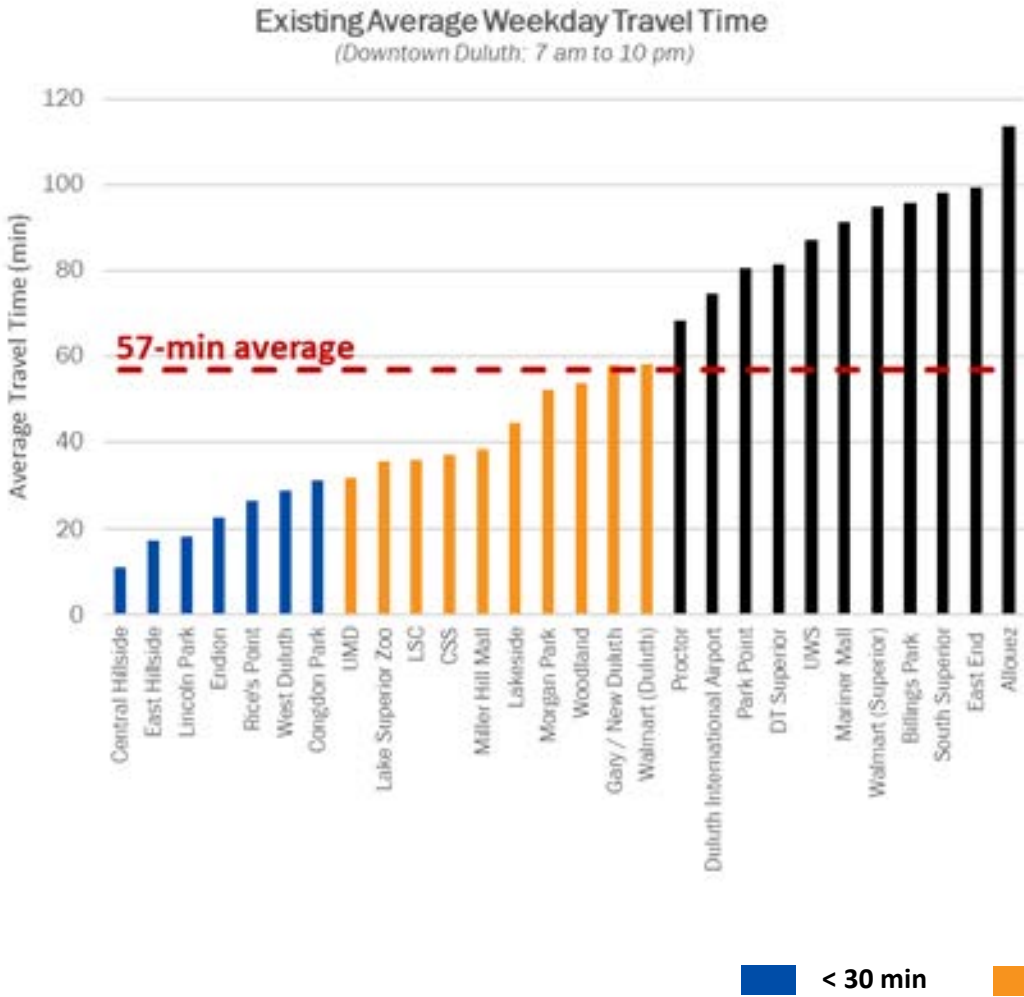
TRIPS WITH SIGNIFICANT TRAVEL TIME IMPROVEMENTS

Only **1.5%** of trips experienced significant worsening of travel times

24% Net System Travel Time Improvement



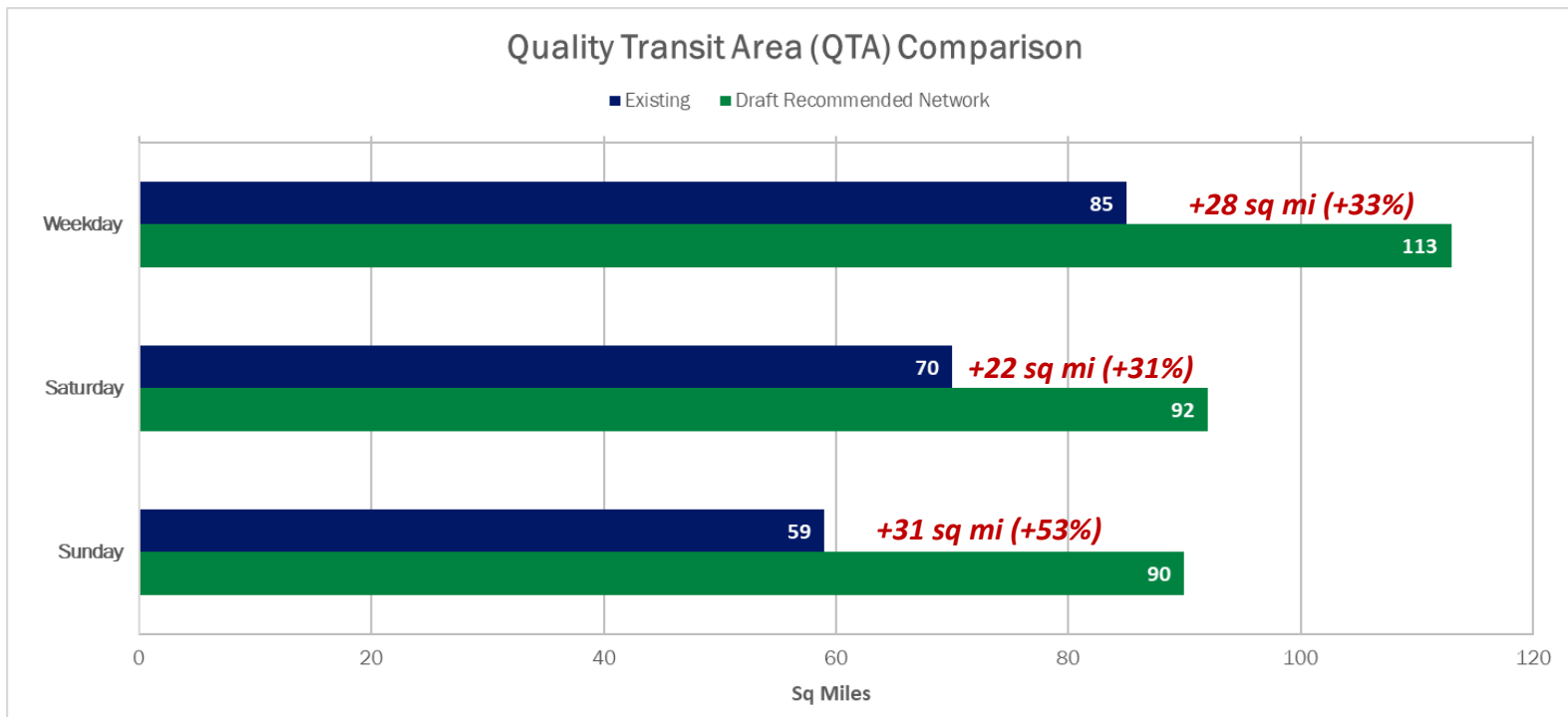
From Downtown Duluth Weekday



Note: For travel between 7 am – 10 pm measured on weekdays. Average travel time is an evaluation metric and does not always reflect a customer's actual travel time.



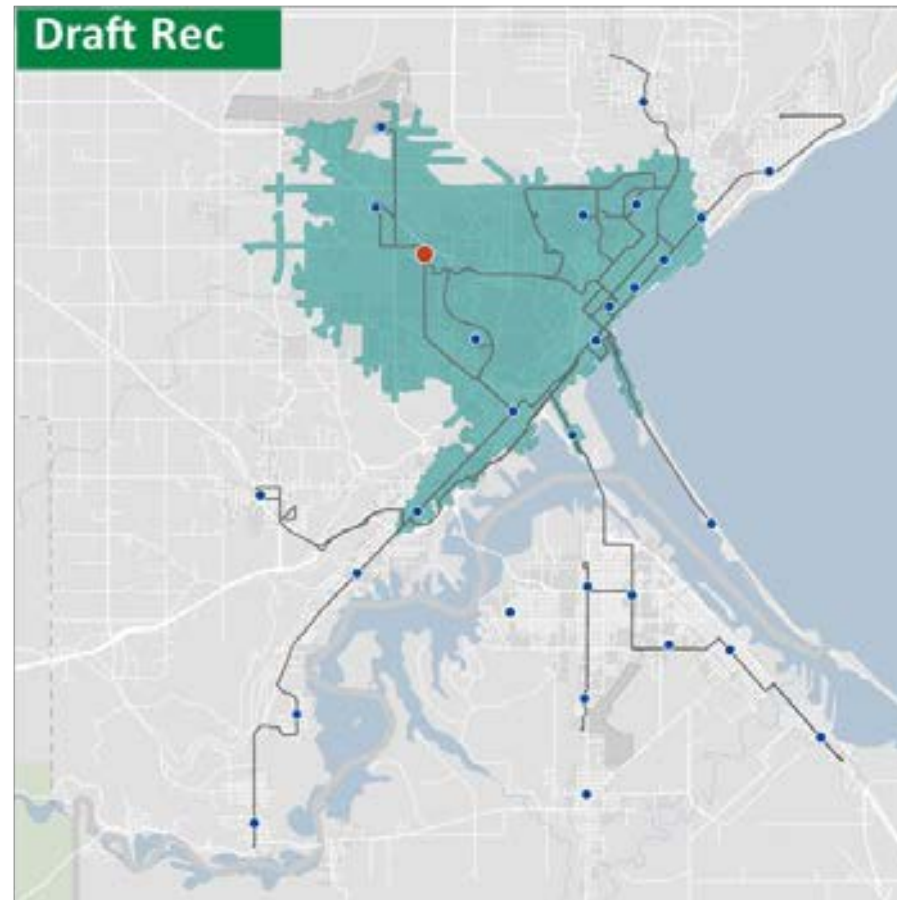
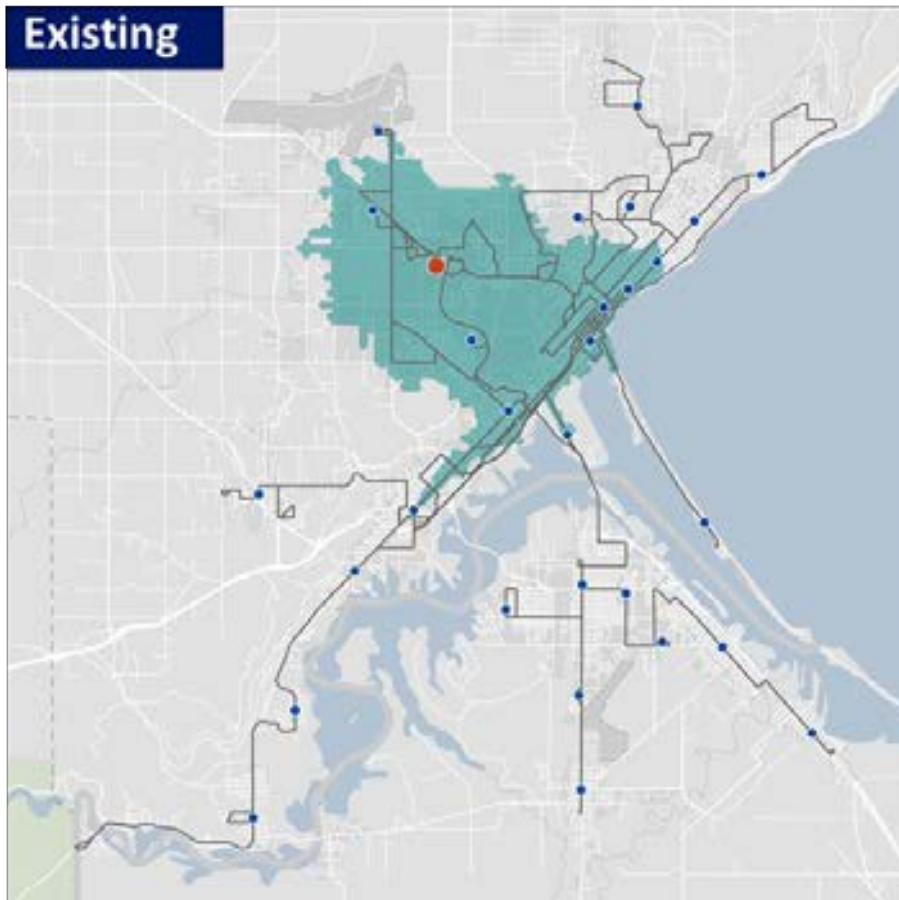
Quality Transit Area



QTA defined as:
Travel between 7a – 10p
From five main activity centers (DTC, UMD, West Duluth, Superior, Miller Hill Mall)
With 75% or better reliability
Measured as area accessed in square miles, with all five areas added together



QTA for Miller Hill Mall Weekday

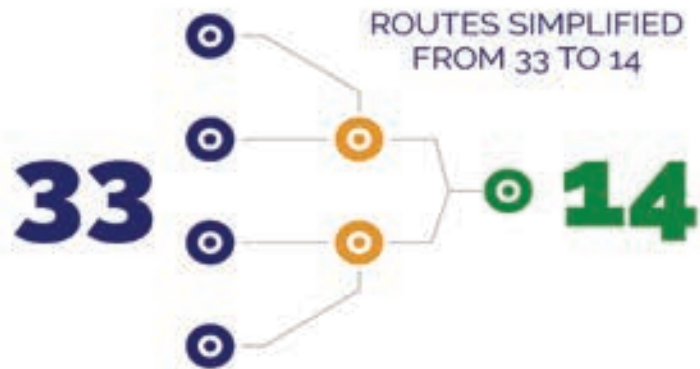


+8 sq mi

**44%
increase**

Note: For travel between 7 am – 10 pm measured on weekdays. Describes area that can be consistently accessed within 60-minutes to/from defined location.

BENEFITS OF THE RECOMMENDED DRAFT NETWORK



OF EXISTING RIDERSHIP SERVED



RIDERS CAN RELIABLY ACCESS MORE LOCATIONS

8+

ADDED MILES OF HIGH FREQUENT (PRE-BRT) SERVICE

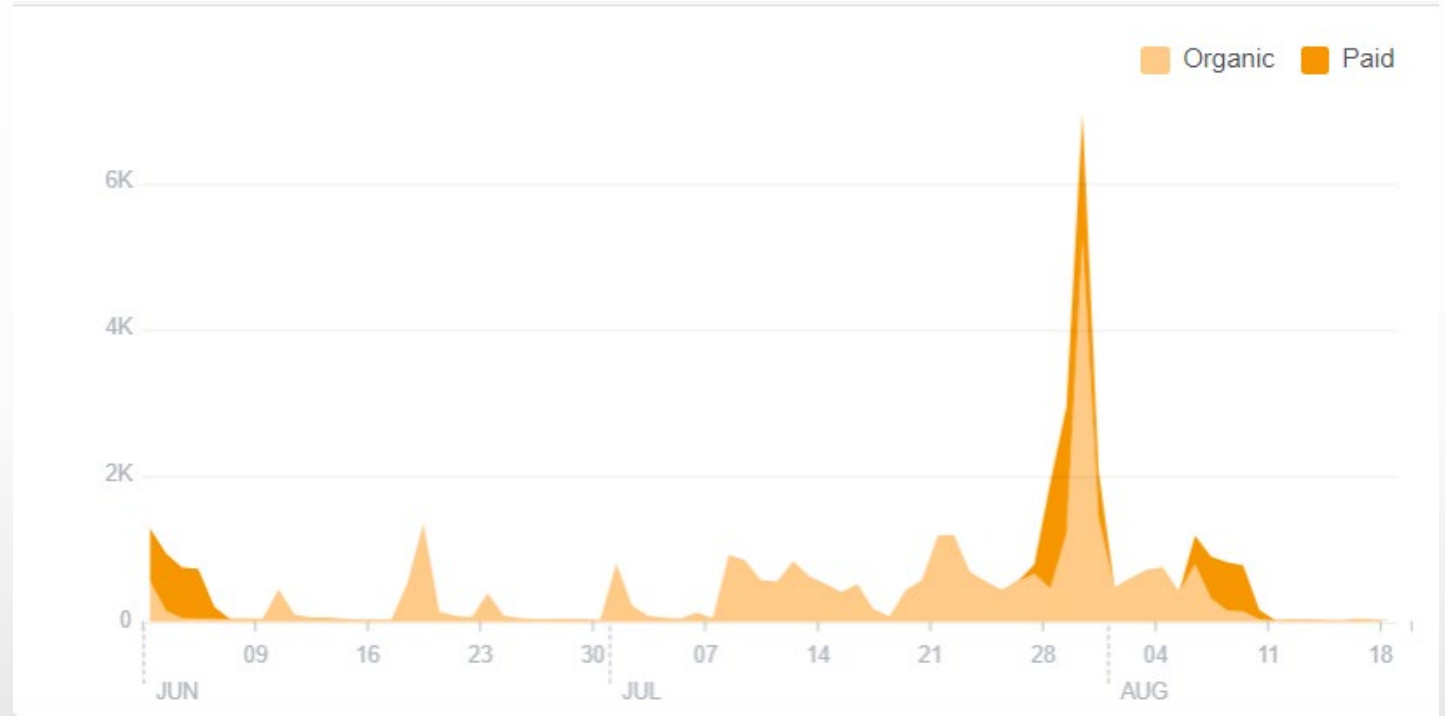


TRIPS WITH SIGNIFICANT TRAVEL TIME IMPROVEMENTS

Campaign highlights – Social Performance

Sponsoring a set of three posts at intervals throughout the campaign was part of the strategy.

- Resulted in more click-throughs, likes, shares, and views than organic traffic alone.
- Sponsored posts included a campaign kickoff, and two reminders creating urgency to participate in the last 10 days of the campaign
- Other high-performing posts included Route 110 (DTC-Tower Ave), and the 33>14 Route Simplification infographic.



Campaign highlights – Media Coverage

Our media release efforts around the Better Bus Blueprint with the intention of gaining feedback on the proposed Draft Network were picked up by several local and broader media outlets, including:

Regional Coverage

- Duluth News Tribune
- Duluth News Tribune Board “Our View”
- Fox 21 News
- WDIO News
- KBJR News
- CBS 3 News
- Superior Telegram
- KFAN 106.5
- MIX 108
- KOOL 101.7

Broader Coverage

Newsbreak.com
Minnesota Public Transit Association
Planetizen
Governing
Yahoo News
AP Newswire



Lessons Learned

- Packaging initiatives into a branded campaign can feel complex but is worth the effort.
- Lean into generating stakeholder feedback. Great ideas come from everywhere.
- Leverage owned assets and trade partnerships to get the word out.
- Consider timelines – launch pieces together or staggered.
- The right third-party vendor can make all the difference.
- Research and learn from others, borrow ideas.
- There is something for everyone, but not every component will benefit every user. Deploy campaigns accordingly.
- With changes comes objections. Try to educate and clearly explain benefits.

