

Restoring and Growing Ridership

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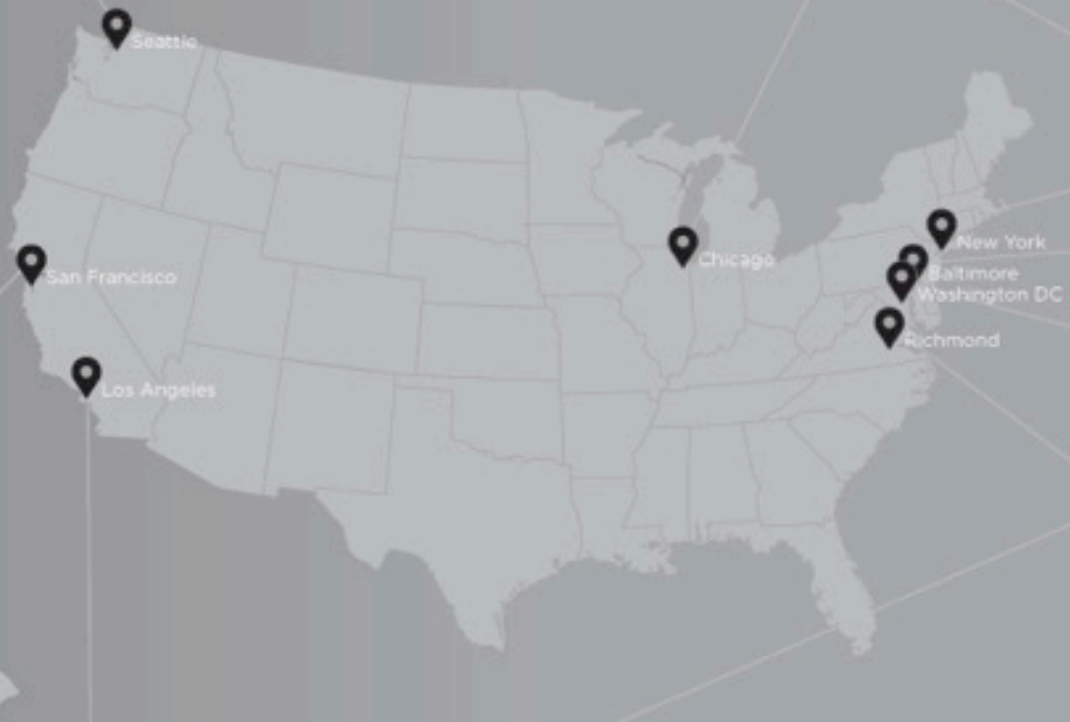
Doing a World of Good

One community. One business. One citizen at a time.

- Creating engaging and effective brands and campaigns for complicated public services and programs
- Applying Fortune 500 marketing skills and techniques to public programs and policies
- Never losing sight of the brand and target audiences in everything we do
- Applying World of Good principles with every client

The Pulsar Team

- 25+ Years solving transit/transportation marketing challenges
- Helping communities plan for and adopt new mobility options
- Branding, launching and sustaining transit and TDM programs in every major market
- Creating relevant, authentic and engaging marketing for multicultural audiences



WE TAKE “TRANSPORTATION GEEKS” AS A COMPLIMENT



WHAT WE DO

We're a full-service, 360°
advertising and marketing
agency that specializes in
achieving
**measurable results
in remarkable ways**
since 1992.



DIGITAL STRATEGY
+ MEDIA



MARKET
RESEARCH



PUBLIC RELATIONS



WEB / APP DESIGN
+ DEVELOPMENT



COMMUNITY BUSINESS
ENGAGEMENT



SOCIAL / MEDIA
STRATEGY



MARKETING PLAN
DEVELOPMENT



ADVERTISING
SERVICES



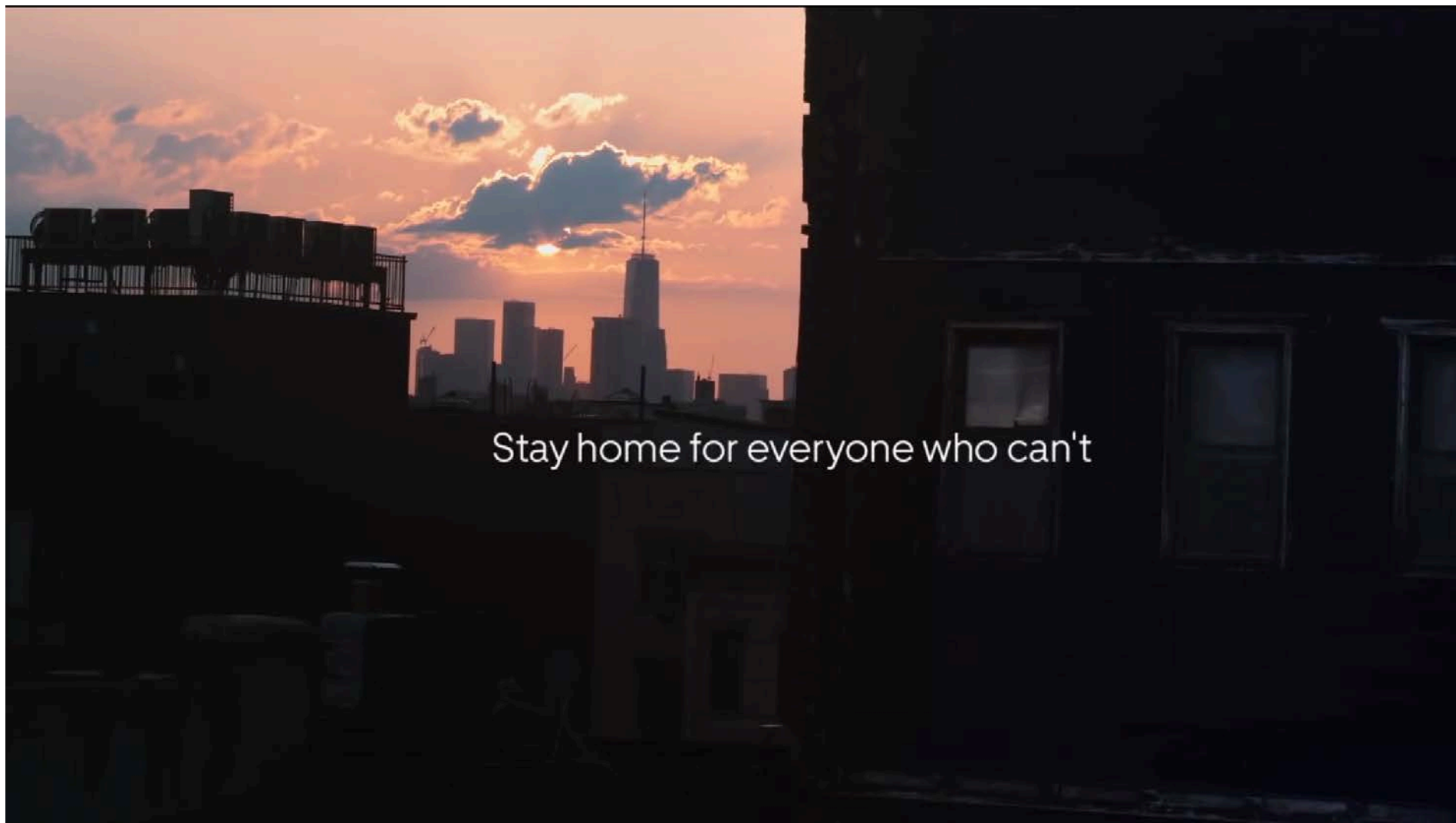
BRAND DEVELOPMENT



MULTI-CULTURAL
MARKETING



PULSAR



Stay home for everyone who can't

Just Reopening is Not Recovery

Reinstituting routes and frequency doesn't re-engage customers.

It requires:

- communication
- marketing
- re-establishing trust

Most transit systems (and businesses) are overwhelmed with staffing, inventory and safety-related issues.



The Key is Communication



To flatten the curve, transit agencies needed to disconnect from their customers and the community.

In order to achieve real recovery, transit agencies need to actively restore that relationship with:

- Customers
- Potential new customers
- Employers
- Stakeholders

“If we build it or operate it, they will come”

Perhaps for the transit reliant. But, in today's environment, proactive communications will be key.

Pre-COVID-19 Motivations

Before COVID-19 motivations for shared ride modes including transit were:

- Save money
- Save time
- Reduce stress
- Found time
- Improve environment



Pre-COVID-19 Motivations

Five “events” that created the best timing for consideration of a mode change:

- Job change
- Residence change
- Family change
- Road construction
- Major or frequent car repairs



New Rider Paradigm

Safe Commuting Habit

Motivated by:

- Time
- Money
- Stress

PARADIGM SHIFT

May drive commuters to SOV simply out of fear

Fear of Commuting

- Catching COVID-19
- Infecting Others

**It all starts with a Transit
Agency Brand**

What is a Brand?



Every Agency/System (like Every Person) Has a Brand



Every Agency/System (like Every Person) Has a Brand



Every Agency/System (like Every Person) Has a Brand



Building Brand Equity

- A coordinated branding program enables a transit agency to build brand equity
- View this equity like a ***savings account***
 - Getting positive messages recognized as a deposit
 - The occasional negative event or stories are withdrawals
 - The goal should be ***maximize the positive equity position***
- Build equity with “Wow!” products and services
 - Maximize communications for major products/services
 - Recognize that not all products can contribute to brand equity



Transit Experience Map



Key Brand Insights

- Have a fresh brand identity that communicates service benefits. Helps customers easily connect and engage with the brand/service
- Marketing strategy proactively illustrates key benefits as it relates to target audience needs/concerns
- Communication strategy resonates with demographic. Consumers feel heard (in their language/culture). Customers can easily connect and engage with the brand/service



Key Brand Insights

- Give “**ownership**” of the riding experience to the consumer by:
 - Tapping into existing **regional pride and culture**
 - Including **aspirational** tone to demonstrate **vision** for the future
 - Adapting the service(s) to meet **potential** customers **need(s)**
- **Leverage** the system’s assets (e.g., on-board experience, exterior/interior of the vehicles, at station, website/mobile app, etc.) as a method to **increase** their brand **awareness**

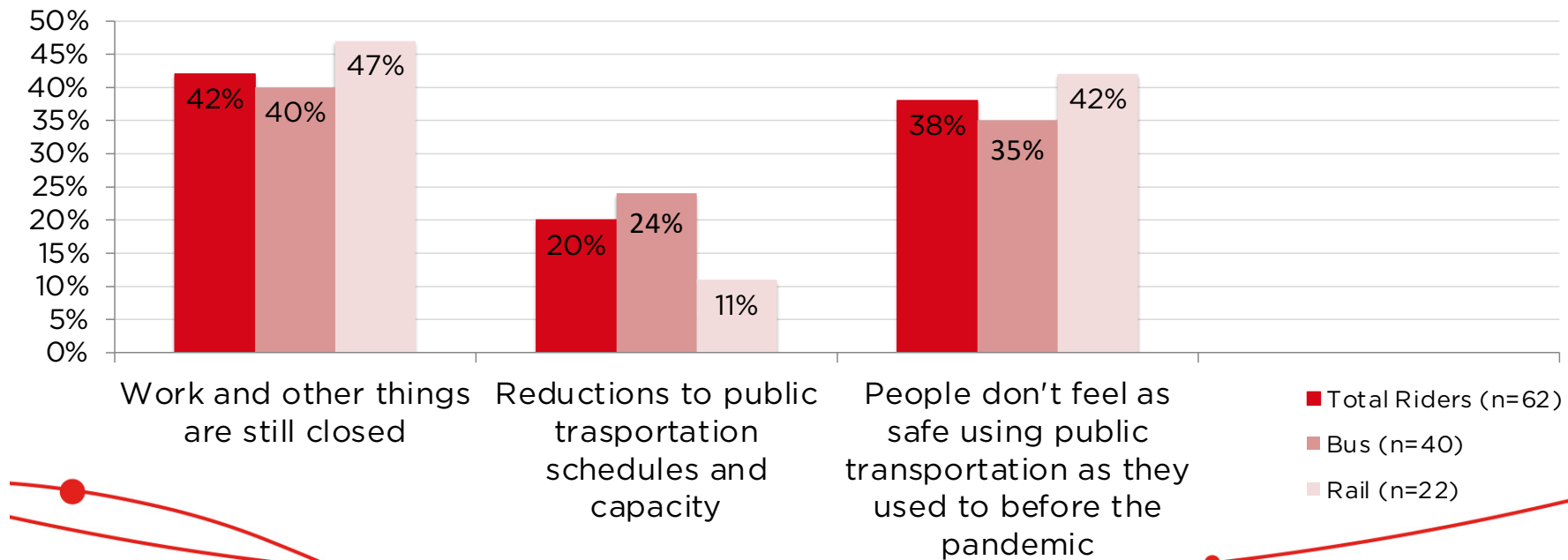


What have we learned from Market Research?



Closures and safety concerns mostly drive reduced use of public transportation

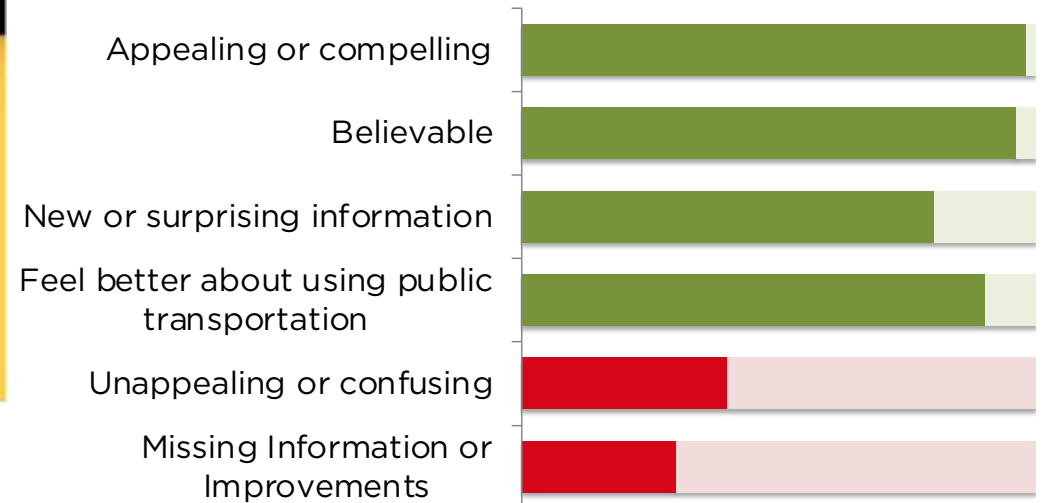
Reasons for Decline in Use of Public Transportation



Strong positive response to NY MTA-like video – increasing riding consideration



Rider Reactions



Focus on transit's innovative efforts to give riders tools and control is well received

WHY *MOST* COMPELLING?

Innovative methods

I think the contactless pay is really smart and **innovative**.
-Jamie F, Rail

Empowers riders

The word empowering **helps the riders take ownership** of their own safety. -Debbie S, Rail

Shows concern for rider safety

Shows that **they want passengers to be safe** and to take all precautions as possible. -Ray J, Rail

Live updates

The live updates, social distancing and cleaning are all very **crucial** when deciding to ride public transportation in these times. -Christian C, Rail

Doing everything to make riders feel safe

Enables citizens to operate without fear of sickness/allows for ease of mind in knowing that the regional authorities are taking proper steps and precautions to keep and maintain safety. -Tristian S, Bus

But customers still want enforcement... not just encouragement

WHY *LEAST* COMPELLING?

Should require masks

Giving supplies **isn't good enough if it is not enforced**. You can lead a horse to water, but you can't make it drink.

– Sarah P, Bus

Doubt app functionality

I don't agree with the app that they say they would put out as it's not going to be accurate. For instance, **they have an app to alert when the bus is coming and more times than not, the app is wrong** and doesn't work all the time. How will we know this app will be legit?

–Abby-gail E, Bus

Need to enforce social distancing

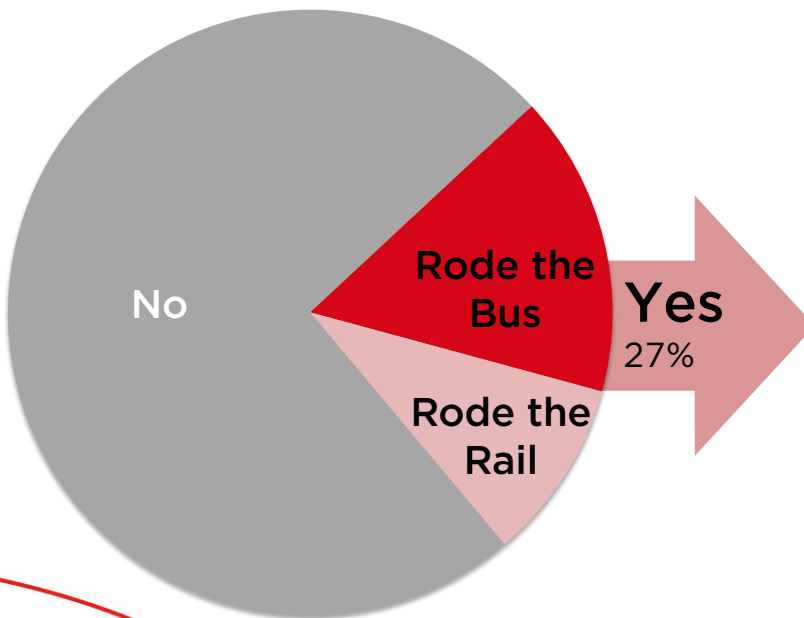
These are the right things to do, but you **need to do more than encourage**. You should not allow crowding, not just announce that it's happening. – Teresa W, Rail

Puts this on riders; Transit needs to do their part too

It puts the onus on riders. –Steve R, Rail

Few have used public transit recently. Those who have report positive experiences

Have you taken public transportation in the past 2 weeks? If so, what type?



11 Positive Experience

- Different than before
 - Not crowded
 - Everyone Following new procedures
- *65% of YES

4 Neutral Experience

- Stressful/confusing with new procedures
- Not all following new procedures

2 Negative Experience

- Quiet, uncomfortable
- Had to wait due to service changes

Overcoming Fear and Re-establishing CUSTOMER RELATIONSHIP (Trust) through Transparency

Show and Tell



Reimagining Transit Services

During COVID-19 pandemic, many transit agencies transformed into hospital worker shuttles, transporting food and needed PPE to critical workers and shut-ins, a **vital service for the community**.



Employers as Partners

More than ever, it's time to partner with employers – particularly larger employers – to discover their plans for recovery and reinstituting on-site work. By partnering with them in new ways – rebuilding trust with not only the riders, but the employers – transit can help transform as well as rebuild the recovery for our community.



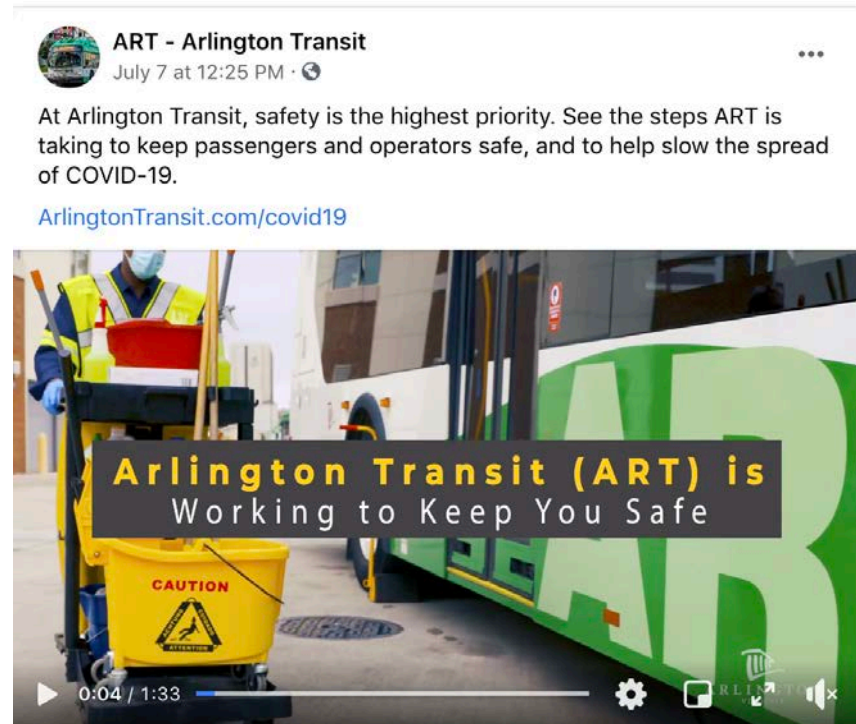
Transparency – the New Show & Tell

- **MBTA** in Boston is cleaning high-contact areas at stations six times a day and cleaning vehicles at least daily.
- **BART** now cleans high-contact areas eight times a day.
- **Chicago Transit Authority (CTA)** is reconfiguring station waiting areas and gathering places to facilitate social distancing.
- **SEPTA** in Philadelphia cleans each vehicle twice a day and has limited its bus fleet to those with easy-to-clean seat materials such as plastic.



Arlington Transit

Arlington Transit is using social media to **SHOW** current and potential riders the steps they're taking to make sure their system is clean and safe to return to.



A green and white Arlington Transit (ART) bus, number 5304, is parked in front of a modern building with large windows and green awnings. The bus has "ARLINGTON TRANSIT" on its destination sign and "Go Green with ART!" on its side. The building behind it also features the ART logo. A large black banner with yellow and white text is overlaid on the image.

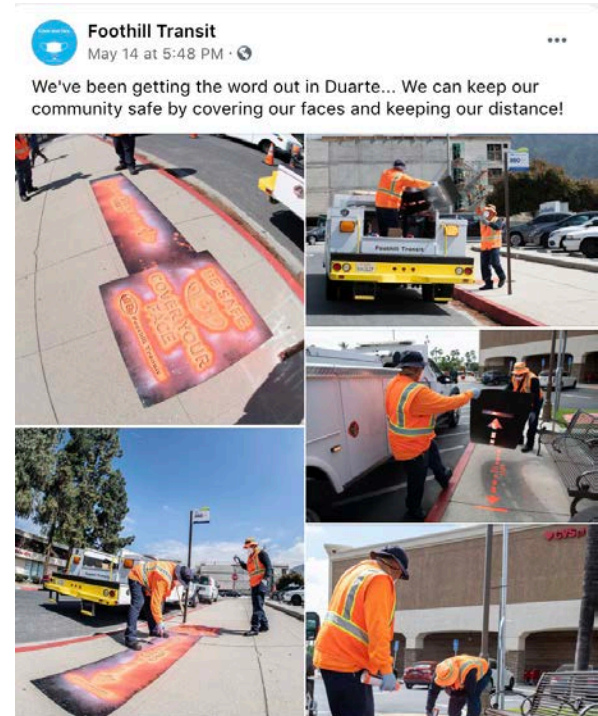
Arlington Transit (ART) is Working to Keep You Safe



ARLINGTON
VIRGINIA

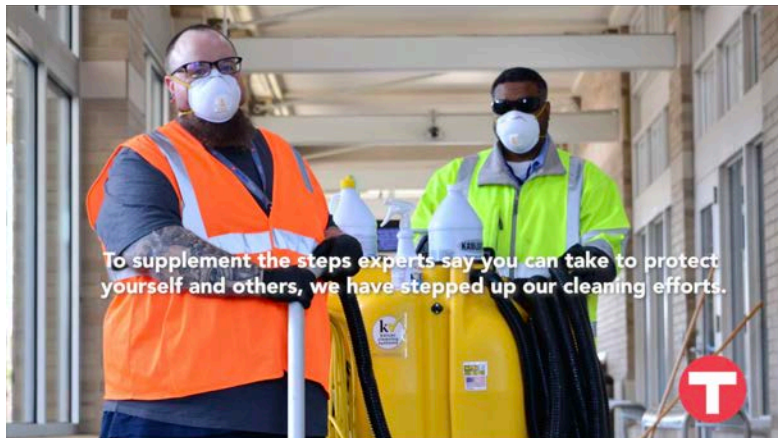
Foothill Transit

Foothill Transit is preparing for recovery by **enforcing social distancing** and encouraging the use of masks while waiting for and while on the bus.



Metro Transit

Along with **daily sanitization**, **requiring masks**, **smaller bus capacity**, and **employee health checks**, Minneapolis Metro Transit is encouraging **Touch-Free Payments** with Go-To Card or the Metro Transit app



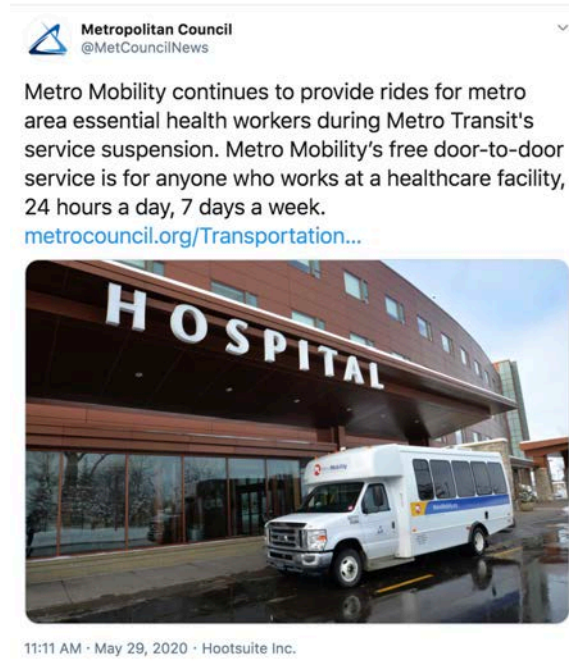
University of Minnesota Transit

While continuing to serve the University of Minnesota campus, the Parking and Transportation Services are working to implement **posters informing the mask requirement, stickers on the floor to promote distancing, sleeves on seats to encourage riders to space apart, and adding barriers to the driver seat area.**



Metro Mobility

- Metro Mobility in St. Paul is following all CDC recommended cleaning and safety measures, as well **as providing free rides** to and from work for employed in a **health care facility**.
- Certified Metro Mobility customers can **order groceries and household essentials online** from a store that has online shopping and local pick up. **Metro Mobility will pick your order up and deliver to your house.**



Houston METRO

Houston METRO has disclosed their **new plastic enclosures** for buses which serve METROLift customers. This will prepare them for an increase in riders during recovery.



Houston METRO

14 hrs · 🌐

In addition to social distancing measures, encouraging the use of face coverings and increased cleaning, the METRO is installing plastic enclosures for operators on vehicles which serve METROLift customers. The enclosures still allow operators to assist passengers. Click the link for additional information <https://bit.ly/3dorGZK> ^S



Chicago Metra

Metra released their recovery plans as parts of Chicago begin to reopen. They have emphasized transparency – not just saying they are sanitizing, but showing it and **reinforcing the message across communications and marketing.**



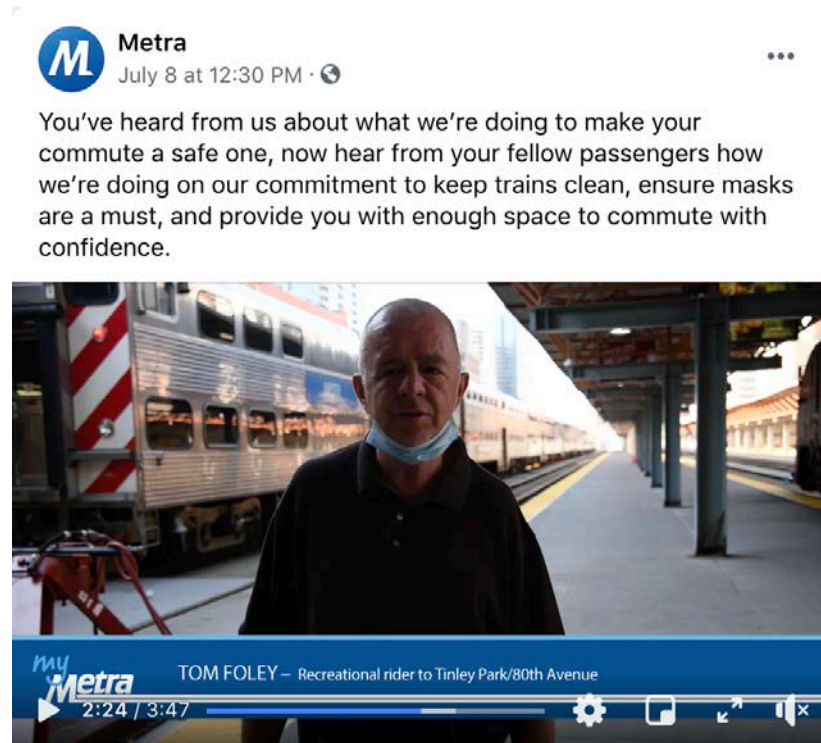
Chicago Metra



Reinforcing with marketing and communications campaign
to support **re-building trust**.

Chicago Metra

Metra also asked current riders for **feedback on their commutes** and how well they think Metra is doing to keep them safe.



Metrolink

Metrolink has developed an online tool called **How Full is My Train?** to allow riders to check how well they'll be able to social distance on the train.

This puts the rider **in control** by giving them the **power of choice**. If their schedule is flexible, they can choose to take a different train.



New York MTA

- The MTA posted a video showing how they are continuing to diligently clean and disinfect trains, buses, and stations.
- They are also testing new and more efficient cleaning methods to prepare for more riders including the use of ultraviolet light.



Region Transportation District RTD (Denver)

Denver RTD is **telling AND showing** riders the steps they're taking to ensure a safe ride.

RTD
June 25 at 4:54 PM · 🌐

We understand your concerns while riding transit. That's why we've adapted and implemented several new procedures in recent months with your health and safety in mind. All vehicles are being cleaned daily per recommendations by the CDC, state, and local public health agencies. Your health and safety is critical to us, and we look forward to having you on board. [#RTDMovingTogether](#)

#1 Where we're cleaning and sanitizing:

- ✓ WIPING DOWN SURFACES
- ✓ HAND RAILINGS
- ✓ HAND GRIPS
- ✓ GLASS
- ✓ COMMON AREAS

RTD
6d · 🌐

In June, we received our latest shipment of electrostatic cleaners. These enable us to provide hospital-grade disinfection of our vehicles and facilities. <https://bit.ly/2W5xH7j>



RTD-DENVER.COM

New electrostatic cleaners make sanitizing easier for RTD

RTD
July 7 at 4:11 PM · 🌐

To allow for social distancing on our buses, we have extra buses staged along routes that are experiencing higher ridership. These buses are dispatched as necessary to help maintain vehicle passenger limits of 15 passengers on standard buses and 20 passengers on larger buses. Your health and safety are a top priority to us, and we'll continue to implement protocols such as these to protect our riders. [#RTDMovingTogether](#)

#5
We're limiting passenger loads on buses

STANDARD BUSES: **15 PASSENGERS**
LARGER BUSES: **20 PASSENGERS**

Region Transportation District RTD (Denver)

RTD is also asking its riders for **feedback** on what improvements the system should prioritize after COVID restrictions are lifted.



Incentivize Trial

TRIAL – is the best way to get riders to give transit a try. Especially in these challenging economic times. Many transit systems have suspended fare collection. But now is the time to do a trial “campaign”



Use Earned Media

MN: Metro Transit extending \$1 fares for those who are jobless

A Metro Transit program offering \$1 fares for low-income earners is being extended to those who have lost their job for any reason, including COVID-19.

By Tim Harlow

Source Star Tribune (TNS)

Sep 2nd, 2020



Metro Transit bus driver Jessica Kvanbeck made a stop during her route Wednesday morning.

Star Tribune (TNS)

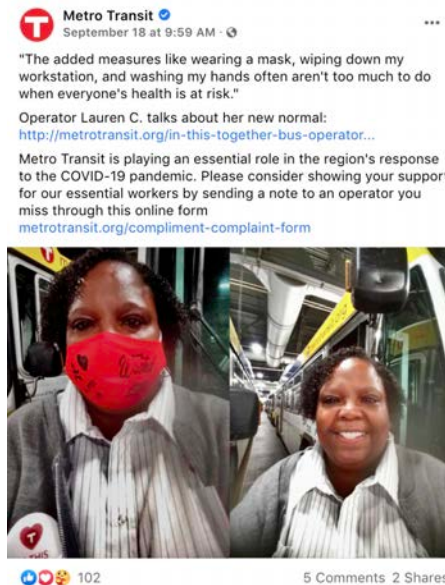


STARTRIBUNE.COM

Upgrade aims to make Metro Transit trip-info app more accurate

Social and Digital Content

Use your agency's social channels and website to "push" your message out. But don't stop there – promote the posts and use digital/SEM advertising. Social/digital/SEM are the most cost effective because you can target by geographic, demographic and even ethnographic filters.



When you wear a mask

Uber

Questions

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