

We've got this.

2018 FALL RIDERSHIP CAMPAIGN

OUR POINT OF VIEW

Spokane Transit Authority launched a new ridership campaign for and about local riders and residents of the Public Transit Benefit Area. Through the campaign, Spokane Transit hoped to emerge in front of their audiences in a new and surprising way. The result was a campaign aimed at benefiting individuals on a practical level—addressing what they need, where they're going and how Spokane Transit can support their goals.

The campaign raised thoughtful and provocative questions that asked audiences to consider bus ridership in a way they hadn't before. It tapped into everyday behaviors and problems locals would want to solve, subverting expectations by celebrating unremarkable moments in day to day life. Simple goals and problems solved by one common denominator—riding public transit.

AUDIENCE

While messaging was certainly inspired by younger audiences (Gen Zs and Millennials), campaign imagery and topics took care to be inclusive of all demographics of riders in the Public Transportation Benefit Area. Specific audience segments included:

- New-service beneficiaries
- Younger adults (students, young workforce, new riders)
- Single-household families (single vehicle households, young children in the home, older dependents and older Millennial heads of household)
- Taxpayers
- Media

Additionally, there were specific areas where the campaign hyper-targeted audiences because Spokane Transit was either expanding or introducing new service in rural and suburban areas.

The result was increased ridership and engagement in just 2 months.

MESSAGING

In order to optimize for emerging consumer audiences — Gen Zs (ages 23 and younger), as well as Millennials (ages 24 to 33) —two younger audiences comprising more than 30 percent of the PTBA — the campaign looked to social media, colloquialisms and catch phrases of each group.

The perfect phrase satisfied both Gen Z's (be practical, low cost and above-all, easy-to-use) and Millennials (creating richer lives and experiences).

The answer was a social media catch phrase “We’ve got this.”

CREDITS



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AGENCY OF RECORD

we've got this.

2018 FALL RIDERSHIP CAMPAIGN

STRATEGY AND TACTICS

The overall campaign objective was to launch a coordinated effort to grow awareness, engagement and utilization of new services made available in September 2018 in an effort to promote the overall Spokane Transit brand and grow ridership.

Since Spokane Transit's previous focus had been on its ballot initiative in 2016 (which was a success) and the work pursuant to the ballot initiative in 2017, this was the first time in years Spokane Transit would be in front of the public with a marketing campaign targeting general ridership.

It was the first time Spokane Transit would be asking the community to engage in a new way, and for many audiences, for the first time. Additionally, as stewards of taxpayer resources, the campaign had to be purposeful and strategic in how it leveraged resources and budget, foregoing flashier tactics in order to seek depth and penetration and meaningfulness with target audiences.

Summary of tactics

- Video (social/digital-promoted and organic)
- Traditional Radio and Pandora (male and female versions)
- Owned-media advertising (bus - queens, kings and super-kings, shelter, transit-station advertising; included advertising on more than 20 percent of the Spokane Transit fleet)
- Environmental, outdoor and billboards
- Social media advertising
- Print and newspaper advertising
- College and university advertising, including game-day sponsorships
- Corporate-partner advertising
- Partner advertising

Summary of promoted products

- Fixed-route transit
- Park and ride
- Vanpool
- Universal Transit Access Pass (UTAP)

RESULTS

Increased ridership, brand awareness and affinity, and social followers and engagement

Correlating to the run of the campaign (September launch, October-November results), Spokane Transit experienced the first uptick in ridership in recent years, denoting a clear success.

Campaign performance highlights:

- 0.6% increase in ridership one-month following the campaign launch (September-October 2018)
- 11.3% year-over-year increase in Facebook likes
- 15 point increase in social engagement immediately following the campaign launch
- 11.7% increase YOY in ridership at Washington State University
- 19.7% Increase YOY in ridership at Gonzaga University
- 5.5% increase YOY in ridership at the community colleges
- The newly opened West Plains Transit Center boards an average of 157 riders per day

Paid-social performance highlights:

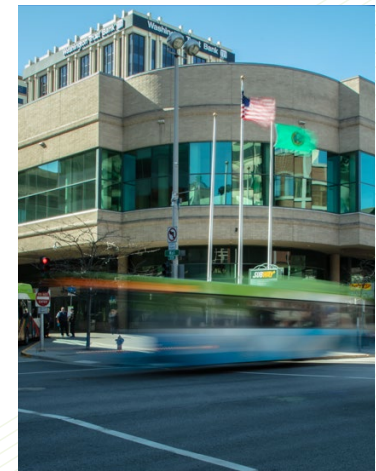
- 738,304 impressions
- 725 landing page views
- 642 social reactions

.6% ridership increase
in 2 months

15 point
increase in
social engagement

we've got this.

Multicultural, on-the-go, connected.
Photography subjects were aspirational and relatable.



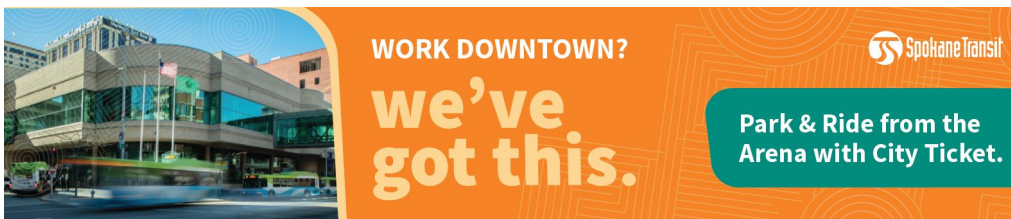
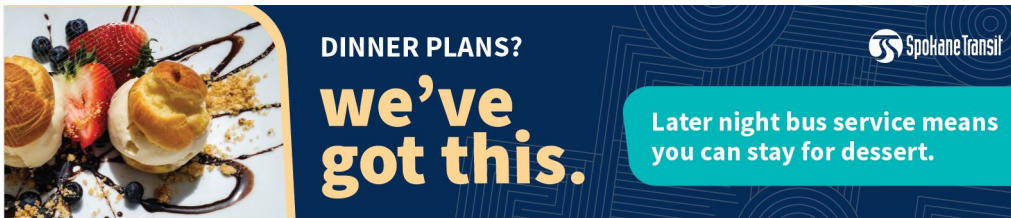
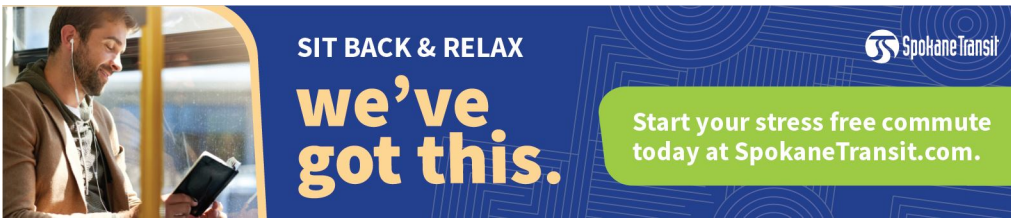
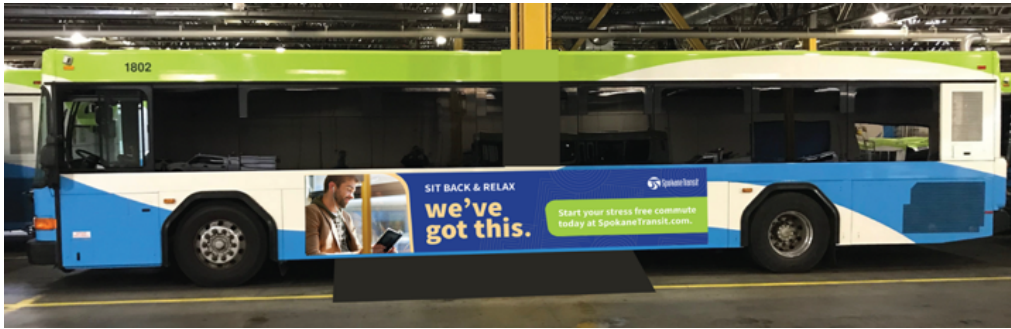
DESIGN

As a campaign, design needed to have its own look and feel. It needed to achieve distinction but belong with Spokane Transit's brand. We decided to build upon elements of brand imagery but also incorporate elements that were new, fresh and product-marketing-inspired, including a bold new font to highlight "We've got this."

Assets consisted of bright colors, geometric patterns to symbolize movement, easy to read fonts and cheerful photography.



Exterior bus ads, from reducing stress to later-night bus service, ads target simple ways public transit can integrate into riders' lives.



The Plaza, environmental campaign ads designed for main entrances and atrium.



Shelter panel ads containing important safety and convenience messages for new and current riders.



SEE SOMETHING STRANGE?
We've got this.

**SEE SOMETHING?
SAY SOMETHING!**

ALWAYS REPORT CONCERNING BEHAVIOR TO YOUR DRIVER OR AN STA SECURITY OFFICER.

**IN CASE OF EMERGENCY
CALL 911**

NIGHT STOP
STA'S Night Stop Program offers added safety for bus riders traveling after dark.

If someone or something is making you feel uncomfortable, approach your driver and request a Night Stop. Your driver will locate a safe, well-lit alternative location for you to exit the bus alone using the front door.







NEED A BUS PASS?
We've got this.

**YOU'RE JUST A HOP,
SKIP & A JUMP AWAY.**

**PICK UP YOUR PASS AT ANY OF THESE
CONVENIENT LOCATIONS:**

On the Bus
2-Hour Adult, Youth, and Reduced Fare Passes, and Day Passes

STA Plaza and Online at SpokaneTransit.com
Adult, Youth, and Reduced Fare 31-Day Passes, 7-Day Passes, Day Passes and 2-Hour Passes

Pass Outlets
31-Day and 7-Day Passes can also be purchased at the Customer Service Counters at these fine retailers:

Albertsons	Huckleberry's	Safeway	Yoke's
Genex Zip Trip	Rosauers	Super One Foods	

Need help deciding which bus pass is right for you? Give us a call!
509-328-RIDE (7433)







BUS NEWBIE?
We've got this.

**DON'T WORRY - IT'S
AS EASY AS PIE!**

TOP TIPS FOR SUCCESSFUL BUS TRIPS

Be Seen
Make sure the driver knows you wish to be picked up. Step out from the shelter, or stand up at a bus bench. Turn to face the oncoming bus and raise your hand or wave a cell phone light to help attract attention.

Be Ready
Have your fare in your hand when the bus arrives. If paying with cash, have the exact change because drivers cannot make change.

Ask For Assistance
Your driver will be happy to answer any questions you have, or you can call Customer Service at 509-328-RIDE (7433). Remember, all you'll ever need to know about riding the bus can be found at SpokaneTransit.com.

Pull The Cord To Exit
Want off at the next stop? Simply pull the overhead cord a block or two before your stop to signal the driver to stop.





Traditional print advertising, with placements in all major regional newspaper. Print advertising emphasized cost-savings, regional service improvements, and new connections between hubs.

IS FILLING YOUR GAS TANK
EMPTYING YOUR WALLET?



**we've
got this.**



**RIDE THE BUS.
SAVE MONEY.
DO YOUR THING.**

Spokane Transit offers a variety of flexible transportation choices—all designed to get you where you need to be quickly and affordably.

Plan your trip at SpokaneTransit.com and save your cash for the better things in life—like good music!

STILL PAYING TO PARK?



**we've
got this.**



PARK. RIDE. KA-CHING!

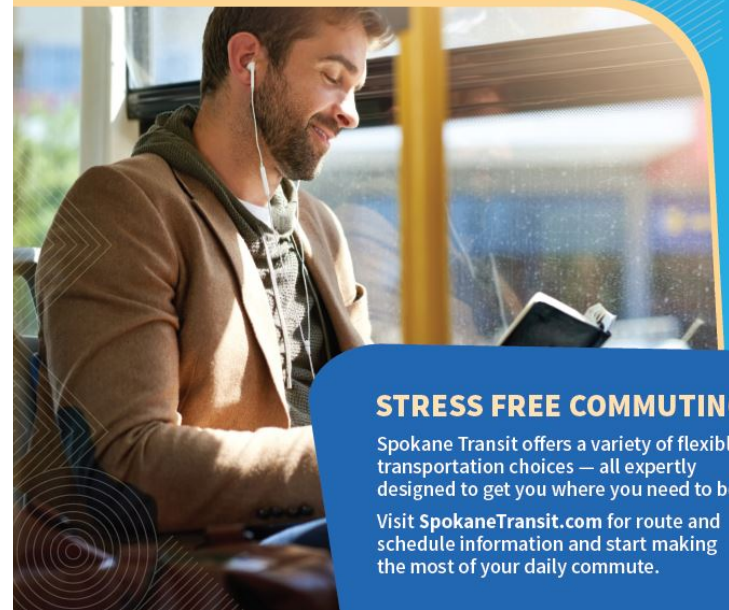
Make your budget (and piggy bank) happy when you commute with STA. An adult 31-day bus pass costs just \$60, less than half the monthly cost of most private parking lots. Easy. Convenient. Affordable. All the things your daily commute should be.

Visit SpokaneTransit.com to find an STA Park & Ride lot location near you.

SIT BACK AND RELAX.



**we've
got this.**



STRESS FREE COMMUTING

Spokane Transit offers a variety of flexible transportation choices — all expertly designed to get you where you need to be.

Visit SpokaneTransit.com for route and schedule information and start making the most of your daily commute.

Advertising featuring unlimited rides with students' ID card, ZagCard, and connections throughout the University District. Print ads in the Gonzaga Bulletin and University District Magazine and digital banner displays.

WANT TO CONNECT?
we've got this.



**U-DISTRICT MEETS MEDICAL DISTRICT—
A PERFECT MATCH FOR SPOKANE**

Route #12 Southside Medical Shuttle's new routing to the U District's Gateway Bridge connects students, faculty and staff to the region's top medical facilities.

Visit SpokaneTransit.com for Route #12 schedule information and get connected.

HEADING OFF CAMPUS?
we've got this.


Welcome to **unlimited rides.**



Your ZAGCARD is your bus pass.



HEADING OFF CAMPUS?
we've got this.




WELCOME TO UNLIMITED RIDES

Your ZAGCARD is your bus pass.

Frequent U District service on routes 25, 26, 28, 29 and 39.


For schedule information, visit SpokaneTransit.com.



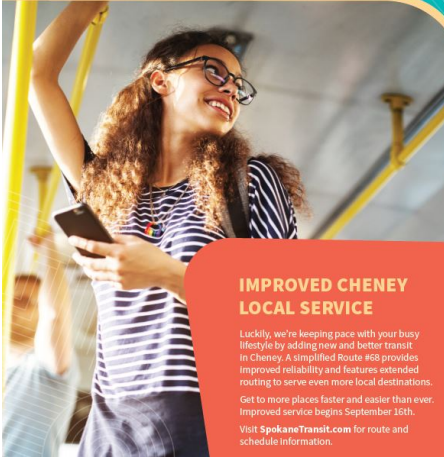
19.7%

Increase YOY in ridership at
Gonzaga University

STA designed a custom advertising campaign with EWU featuring improved regional service and access with students' ID card, EagleCard. Additionally, a game-day promotion with a reader-board promotion, digital banner and game-day shirt for students.


PLACES TO GO? PEOPLE TO SEE? 

We've got this.



IMPROVED CHENEY LOCAL SERVICE

Luckily, we're keeping pace with your busy lifestyle by adding new and better transit in Cheney. A simplified Route #68 provides improved reliability and features extended routing to serve even more local destinations. Get to more places faster and easier than ever. Improved service begins September 16th. Visit SpokaneTransit.com for route and schedule information.

**Your EagleCard
is your bus pass.**

GOING SOMEWHERE? 

We've got this.



YOUR EAGLECARD IS YOUR BUS PASS.





Use your EagleCard on any STA bus for unlimited rides.

Try the new and improved routes #62, #64, #66 and #68. For schedule information, visit SpokaneTransit.com.





Print advertising in student newspaper, *The Whitworthian*. Banner displays, print ads and radio announcements as part of a partnership with Whitworth Athletics.

HEADING OFF CAMPUS?
we've got this.

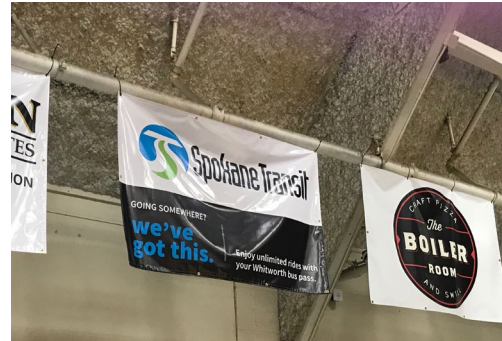
WELCOME TO UNLIMITED RIDES.
 Pick up your bus pass at the HUB.
 Frequent Whitworth service on routes 25, 28, & 124.
 For schedule information, visit SpokaneTransit.com

CABIN FEVER?
we've got this.

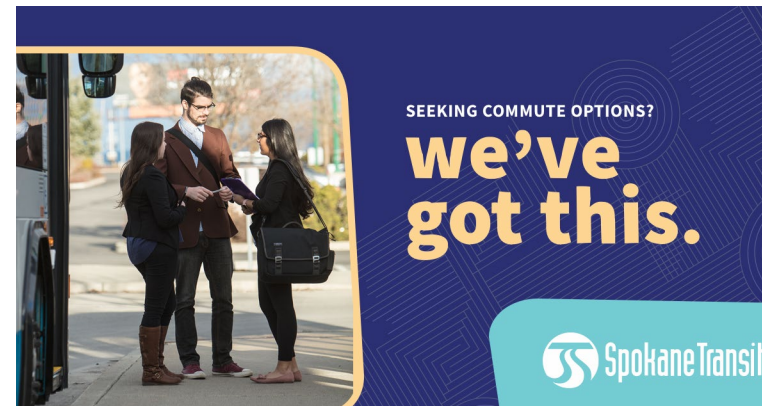
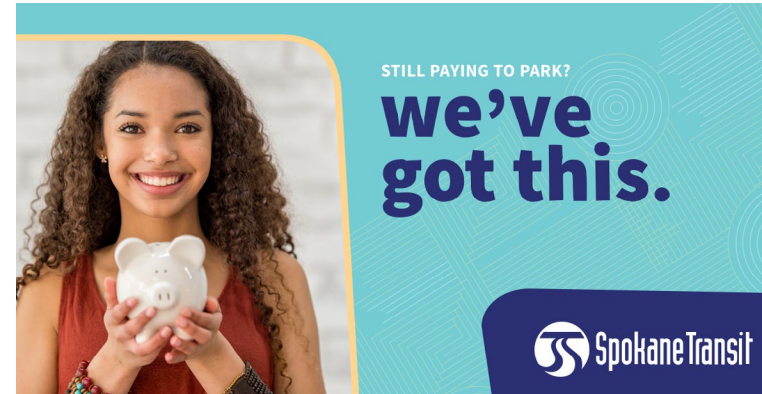
**BOOTS? CHECK. MITTENS? CHECK.
 EAR MUFFS? CHECK. LET'S GO!**

There's only so much TV you can binge-watch, so bundle up and get outside this winter with Spokane Transit.
 Pick up your bus pass at the HUB to experience unlimited rides.
 Frequent Whitworth service operates on routes 25, 28, and 124
 For schedule information, visit SpokaneTransit.com.



3,600+
 rides from new service at
 Whitworth University


Digital ads displayed in The Plaza.



Social media ads containing several messages with the “We’ve got this” campaign idea earned a CTR of .96%.

 **Spokane Transit Authority**
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Try a 2-Hour Pass for just \$2, or get a day pass for \$4. Click to learn more about how to ride STA or call 328-RIDE for help planning your trip.




spokanetransit.com
We've got this.
Spokane Transit Authority


LEARN MORE

👍 16 1 Share

👍 Like 💬 Comment ➦ Share

 **Spokane Transit Authority**
Sponsored · 🌐

With new later night service, you can plan your next night out with SpokaneTransit.com.




spokanetransit.com
We've got this.
Spokane Transit Authority

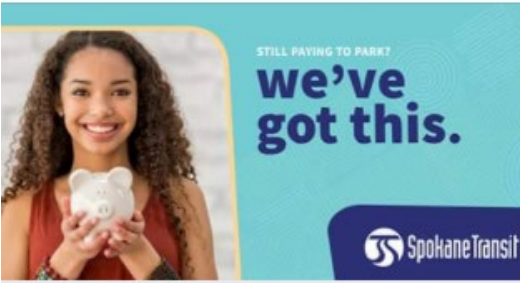
LEARN MORE

👍 🍷 🍷 157 67 Comments 26 Shares

👍 Like 💬 Comment ➦ Share

 **Spokane Transit Authority**
Sponsored · 🌐

A 31-day bus pass costs less than half the price of most parking lots! Find pass options at www.SpokaneTransit.com/fares-passes.



spokanetransit.com
We've got this.
Spokane Transit Authority

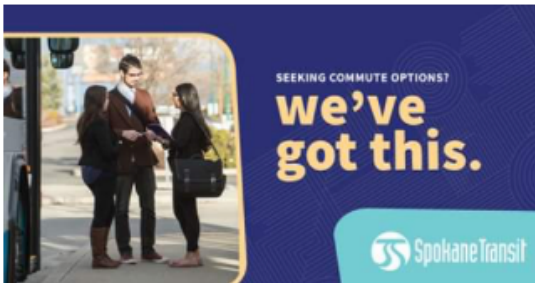
LEARN MORE

👍 🍷 38 7 Comments 5 Shares

👍 Like 💬 Comment ➦ Share



Ask your employer if they offer free or discounted bus passes. Learn more about your transit options at www.MyCommute.org or plan your trip at www.SpokaneTransit.com.



spokanetransit.com
We've got this.
Spokane Transit Authority

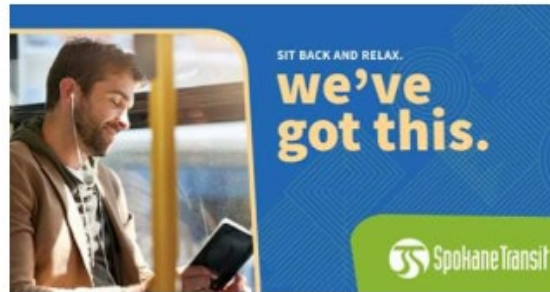
LEARN MORE

35 9 Comments 13 Shares

Like Comment Share



Start your stress free commute today. Plan your trip at www.SpokaneTransit.com.



spokanetransit.com
We've got this.
Spokane Transit Authority

LEARN MORE

37 11 Comments 2 Shares

Like Comment Share



Get where you need to go, quickly & affordably. Find pass options at www.SpokaneTransit.com/fares-passes.



spokanetransit.com
We've got this.
Spokane Transit Authority

LEARN MORE

and 23 others 4 Comments

Like Comment Share



PLACES TO GO? PEOPLE TO SEE?

we've got this.

New Cheney bus service beginning September 16.



Cheney, Washington



SIT BACK & RELAX.

we've got this.

Start your stress free commute today.



Spokane, Washington



:30 radio spot—female voice

Being stuck in rush hour traffic is so frustrating.
 You've got places to be!
 Things to accomplish!
 Bottom line—you don't have time for this!
 Luckily, Spokane Transit is making your commute stress-free by increasing frequent, all-day bus service on the region's busiest corridors, like I-90 and Division.
 So sit back and relax.
 We've got this.
 Visit SpokaneTransit.com for route and schedule information and start making the most of your daily commute.



:30 radio spot—male voice

The cost of commuting just keeps.
 On.
 Rising.
 It's easy to get overwhelmed.
 Car payments, insurance premiums, gas prices, and parking fees—it's too much!
 But don't worry—we've got this.
 Spokane Transit offers a variety of flexible transportation choices—all designed to get you where you need to be quickly and affordably.
 Visit SpokaneTransit.com for route and schedule information—and keep your money where it belongs—in your wallet.

