

KEENA || STANLEY

# SOUTHWEST TRANSIT SUSTAINABILITY CAMPAIGN

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## PRIMARY OBJECTIVE

Re-branding: not just a logo change, but also a renewed desire to emphasize the brand's connection to environmental sustainability.



## PRELIMINARY COMMUNICATIONS ANALYSIS

Print ads and radio ads in south west Twin Cities

suburb publications and stations (Chaska Herald,  
Chanhassen Villager, Eden Prairie News, KSTP  
1500 AM etc.)

13 Earned Media articles published in the Star Tribune  
in the last year



# StarTribune

## PRELIMINARY COMMUNICATIONS ANALYSIS

Social Media presence on Twitter, Facebook, Instagram, and YouTube

Website and two mobile applications

SW Transit App, essentially mobile version of the website



# SWOT ANALYSIS

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## Strengths

- Strong tradition in the existing community/service area
- Unbeatable public transportation amenities
- High ridership among higher education/higher income populace
- Wildly popular SW Prime shared ridership program
- Reasonably strong existing communication strategy

## Weaknesses

- Limited to the Southwest suburbs
- Metro Transit, and other public transportation companies, offers the same services
- Mobile app could use retooling to increase ease of use (i.e. eliminate additional pop-up web pages outside of app)
- Limited data on non-riders
- Difficult to market brand amenities to non-riders (unable to experience benefits without riding bus service)
- Routes/scheduling don't always work for target public

## Opportunities

- Trends of being “eco-friendly” (Green to be seen)
- Emerging workforce looking to move outside the city, especially graduating college students
- Transplants to the Twin Cities suburbs could begin to use SWT
- Continually increasing suburb population increases Total Available Market for SWT

## Threats

- Alternative transportation industries
- Potential of LRT expansion
- Key demographic own 2+ cars
- Uber/Lyft have far stronger user bases than SW Prime

# PRELIMINARY AUDIENCE ANALYSIS

Millennials, UMN students who don't currently ride SWT

Existing Riders

Non-riders



PRIMARY  
RESEARCH



# RESEARCH AUDIENCE

18-22 year-old University of Minnesota students





## RESEARCH QUESTIONS

- Are 18-22 year olds motivated to incorporate eco-friendly behaviors for the sake of promoting a sustainable lifestyle?
- Does the age group consider environmental sustainability to be an important issue?
- Are 18-22 year olds aware of and currently practicing environmental sustainability?



## METHOD

- Questionnaire and In-depth interviews
- 88 survey respondents
- Survey Population: University of Minnesota students, SouthWest Transit non-riders; convenience sampling
- In depth interviews were with non-riders who were UMN students who grew up in SouthWest Transit service area

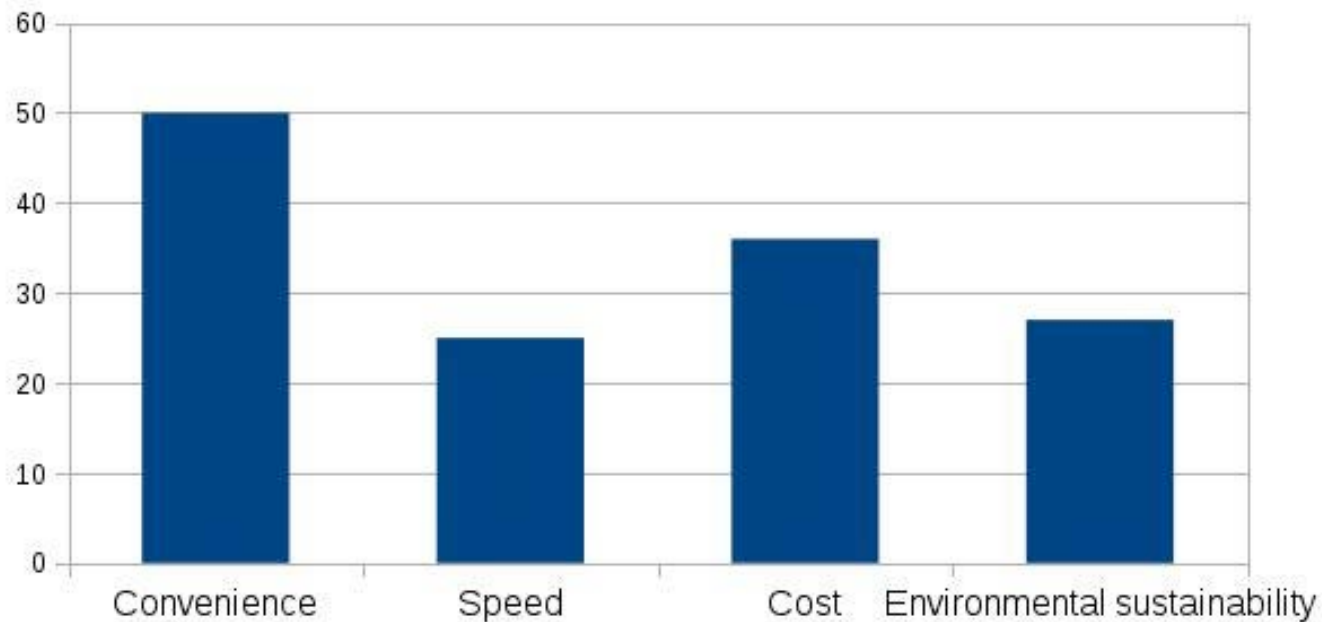


## FINDINGS: Highly Ranked Statements

1. It's important for companies to promote environmental sustainability → 97%
2. It's important to engage in environmental practices. → 94%
3. I recycle. → 94%
4. Make efforts to conserve energy at work and home. → 93%
5. I carpool or drive a fuel-efficient car. → 87%
6. Care about environmental issues → 80%
7. Think about how my actions affect the natural world → 76%



## Reasons People Ride the Bus



## FINDINGS: In-Depth Interviews

Likely to consider public transit for group activities, but not for personal use or commute

Due to time & lack of convenience

Environmental sustainability is important

Would consider using SouthWest Transit once graduated if they move near the area



## INTERPRETATION & BIG IDEAS

Students are generally **aware** of sustainable practices and place importance on working toward environmental sustainability; they **feel responsible** for the environment, and **want companies to place importance** on that.



Students are also **somewhat aware** of how to **incorporate** sustainable practices in their **daily life**.



Students generally **do not engage** in eco-friendly practices that require **additional work** or **donation of time or money**.





**Sustainability campaign is beneficial among students because it draws on what they value, and should target why SouthWest Transit's services are a convenient way to practice environmental sustainability.**



## PRIMARY & SECONDARY AUDIENCE

### PRIMARY: UMN STUDENTS

Ridership has decreased

Future rider investment

Aware public interested in sustainability

### SECONDARY: CURRENT RIDERS

Educate about sustainability

Continue rebranding process

Act as influencers among non-riding friends



OBJECTIVES, STRATEGIES  
& TACTICS



## PRIMARY OBJECTIVES

1. To increase awareness of the ***sustainable SouthWest Transit brand*** among University of Minnesota students by 25% by the end of the 2016 fiscal year.
2. To increase awareness of the ***services*** SouthWest Transit offers among University of Minnesota students by 20% by the end of the 2016 fiscal year.
3. Increase the number of University of Minnesota students ***who ride*** SouthWest Transit by 10% by the end of the 2016 fiscal year.



## ACTION & MEDIA STRATEGY: PRIMARY TARGET PUBLIC

College Students don't resonate with SouthWest Transit and have low awareness of the brand

Aim to make freshman familiar, aware and engaged with SouthWest Transit

Build a strong and notable partnership with the University of Minnesota

Utilize a Two Step Flow Model to position the brand as fun, relatable and accessible

Campus events



## ACTION & MEDIA STRATEGY: PRIMARY TARGET PUBLIC

Adopt an Integrated Marketing Communications campaign

Digital and Traditional Media for one uniformed message



### Digital

engaging with primary public on their desired medium

expanding existent social media brand to reach audience

### Traditional

Posters on campus

Digital banners





## COMMUNICATIONS MESSAGING: PRIMARY TARGET PUBLIC

Two Primary Messaging Strategies:

### *Go Green To Save Green*

- a. Relates to the SWT recent rebranding
- b. Implies college students are making a smart economic decision
- c. Implies that users are helping promote sustainable practices for the environment



## COMMUNICATIONS MESSAGING: PRIMARY TARGET PUBLIC

Two Primary Messaging Strategies:

### *Best Public Transit Experience*

- a. Highlights the amenities and features that elevate SouthWest Transit above traditional public transportation providers
- b. Educating students about these features and amenities helps overcome their preconceived notions of the negative aspects of most public transportation





## TACTICS: PRIMARY TARGET PUBLIC

### Welcome Week Transportation Sponsor

Offer transportation services during weeklong event.

Gives firsthand experience with SouthWest Transit

Encourages them to download the app and gain rewards

SouthWest Transit  $\neq$  Greyhound



## TACTICS: PRIMARY TARGET PUBLIC

### Welcome Week Social Media Scavenger Hunt

Students already explore areas of Minneapolis as part of Welcome Week

Give list of locations to visit:

Tag SWT on Social Media when they arrive at locations

Students can win rewards for participation

Increases SWT's social media following



## TACTICS: PRIMARY TARGET PUBLIC

### UMN Transportation Fair

Inform students of services via conversation, prizes, contests and merchandise

Past success, great continuing outreach to students

Agglomeration effect by engaging with target public alongside organizations like Nice Ride, ZipCar, and Hourcar



## TACTICS: PRIMARY TARGET PUBLIC

### UMN Brand Ambassador Program

Hire upperclassmen to represent SouthWest Transit on campus

Can manage events, contribute to social media, engage 1:1 with students, classes, and clubs

Other brands have found great success (Red Bull, Target, Buffalo Wild Wings, Spotify, Apple)



## ACTION & MESSAGE STRATEGY: SECONDARY TARGET PUBLIC

OBJECTIVE: To increase awareness of SouthWest Transit as a ***sustainable*** transportation option among current SouthWest riders by 50% by the end of the 2016 fiscal year.

Congratulate existing riders for choosing SouthWest Transit around New Years to capitalize on the “feel-good” emotions and self-renewal that occurs around that time of year  
Highlight that making a sustainable choice is good for the individual and their community



## TACTICS: SECONDARY TARGET PUBLIC

### Rider of the Week

One rider will be selected at random and featured on all of SouthWest Transit's social accounts. A picture of their choosing will be posted, along with a paragraph about why they choose to ride SouthWest or what their favorite parts of their commute are.

For opting into the program, riders receive rewards like Twins Tickets, Gopher Tickets, Viking Tickets, SouthWest merchandise, etc.



## TACTICS: SECONDARY TARGET PUBLIC

### Website & App Redesign

Center all activities around sustainability, integrate all digital functions (SW Prime, Rider Rewards, Rider Survey etc.) into one cohesive app





# BUDGET & TIMELINE

Estimated \$10,000 for the sustainability campaign

*Green = Active Tactic | Yellow = Tactic Prep/Evaluation | Red = Stop Tactic*

	January	February	March	April	May	June	July	August	September	October	November	December
<b>Primary Target Public (Students)</b>												
Welcome Week & Scavenger Hunt	Red	Red	Red	Red	Red	Red	Red	Yellow	Green	Yellow	Red	Red
Transportation Fair	Red	Red	Red	Red	Red	Red	Red	Yellow	Green	Green	Yellow	Red
Social Media Buzz/Ambassadors Speaking to Classes and Groups	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
<b>Secondary Target Public (Existing Riders)</b>												
Rider Survey	Green	Green	Green	Yellow	Red	Red	Red	Red	Red	Red	Red	Red
New Years Resolution Appreciation Communications	Green	Green	Yellow	Red	Red	Red	Red	Red	Red	Red	Red	Green
Faces of Sustainability	Red	Yellow	Green	Green	Green	Yellow	Red	Red	Red	Red	Red	Red



# Evaluation

## Primary Target Public Survey

Randomized survey of 300 UMN Freshman students distributed via email, incentivized by rewards and/or prize raffle

## Secondary Target Public Survey

Rider surveys in the past have been hugely successful for SouthWest (90%-100% response rate)

Ask similar questions to previous rider surveys, but also ask about sustainability

Analysis of results can help determine future SouthWest Transit strategic communications strategies



QUESTIONS?



THANK YOU!

