

DEVELOPING A 360 MARKETING STRATEGY



Service Updates: The importance of education, information, and awareness in transit marketing

SPEAKERS



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Planning and Public
Outreach Manager



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Marketing Specialist

- **Importance of Marketing in Service Changes**
- **MVTA Development Structure**
- **Pre-Launch Efforts and Planning**
- **Awareness Building**
- **Education and Skill/Comfort Development**
- **Continuous Reevaluation**

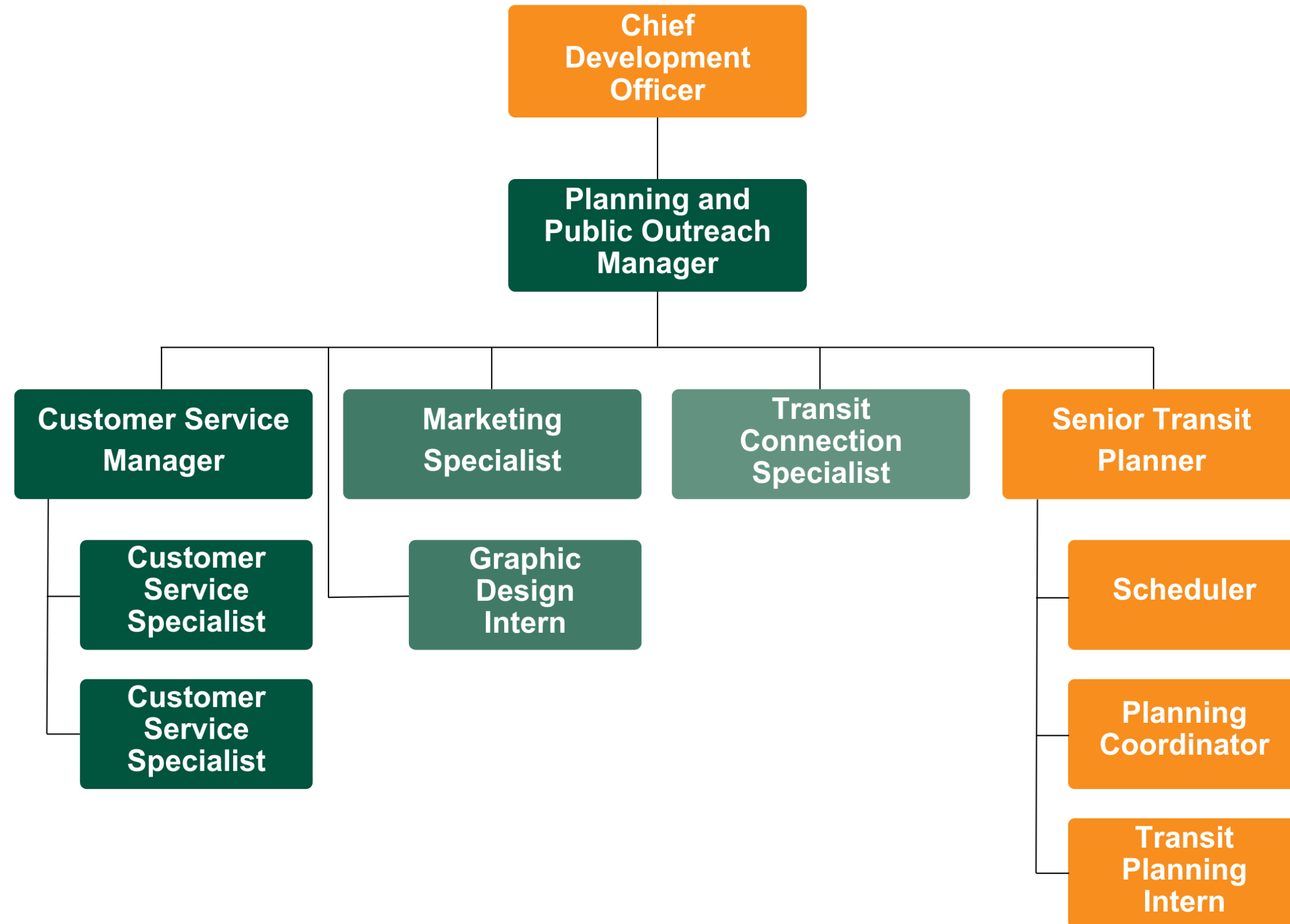
The logo for 'AGENDA' features a vertical white line on the left side, followed by the word 'AGENDA' in a bold, white, sans-serif font. The background is a solid dark green color.

AGENDA

WHY DOES THIS MATTER?

- **Meeting Community Needs**
- **Building an Image and Trust**
- **Improving Transparency Message Clarity**
- **Positively Influencing Transit Mode Selection**

MVTA Development Structure



DISCOVERY PHASE

Prior to making service changes, transit agencies can gather input from stakeholders, provide information about changes, and be accessible to:

- **Inform decision making**
- **Support accessibility, equity, and inclusion**
- **Recognize impacts (+/-)**
 - **Acknowledge and mitigate concerns**
- **Create buy-in**

SURVEYING

Considerations:

- **Purpose**
- **Sampling (representativeness)**
- **Structure (question types)**
- **Length/ time to completion**
- **Duration**
- **Data collection (distribution)**
- **Accessibility (formats/language)**
- **Analysis**
- **Limitations**
- **Reporting and follow-up**

SURVEYING



**QUEREMOS
SU OPINIÓN**

ENCUESTA A CLIENTES
DE MVTA 2024



**WE VALUE
YOUR
FEEDBACK!**

2024 CUSTOMER SURVEY



MVTA 2024 Customer Survey

Privacy Statement and Introduction

Minnesota Valley Transit Authority (MVTA) values customer opinions and strives to continually improve service and quality for our riders. Please take a few minutes to complete this survey, which is designed to take less than 10 minutes. Survey participation is anonymous and information won't be provided to any third-party organizations. Customers who submit a completed survey will be entered into a drawing for a \$25 Go-To Card (10 cards will be given away). Drawing entries will be handled separately and won't be tied to survey responses. To be entered in the drawing, please include your name and contact information at the end of the survey.

1. How long have you used MVTA (including regular routes, MVTA Connect, and special event service)? (Select one)

- Fewer than 6 months
- 6-12 months
- 1-2 years
- 3-5 years
- 6-10 years
- More than 10 years

2. Why do you use public transportation? (Select all that apply)

- Avoid parking downtown
- Affordability
- My job or school provides discounted rides (Metropass / Universal Transit Pass)
- More convenient than driving
- Don't have a vehicle/Don't drive



SURVEYING



WHY?: Minnesota Valley Transit Authority is partnering with Emerson to identify transit needs and potential solutions for employees.

Completing this brief survey will help find ways to better assist your team by:

- ✓ Developing route concepts that align with needs
- ✓ Offering useful and sustainable transportation options
- ✓ Ensuring affordable routes that help employees get to work safely

ONLY 2 MINUTES TO COMPLETE!



**Survey responses will only be used by MVTA and Emerson to develop public transit alternatives. No information will be provided to third parties.*



MVTA CoGo (Collaborative Transit Program) Emerson Employee survey

Minnesota Valley Transit Authority (MVTA) is working with Emerson employees to identify transit needs and potential solutions. Your completion of this survey will help MVTA to better understand how to assist you and your team. (Please complete only one survey)

OK

* 1. What Emerson location do you work at?

- Chanhassen
- Eden Prairie
- Shakopee

2. What city and zip code do you commute from? (Example: Minneapolis, MN, 55403)

* 3. If public transit service were available to and from Emerson, how likely would you be to use it?

- Very likely
- Unlikely

SURVEYING

 **QUICK SURVEY!**

MVTA

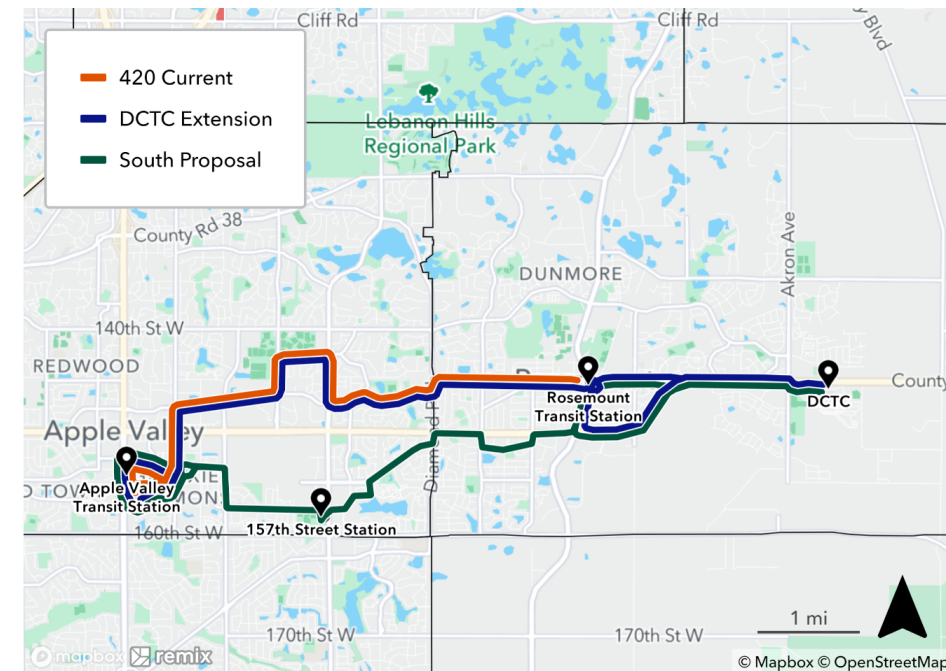
**HELP US EXPLORE
OPTIONS FOR IMPROVED
ROUTE 420 SERVICE!**



**PROVIDE YOUR
INPUT HERE!**



 **MVTA.com**  **952-882-7500**



1. Please rank the three options above, with 1 being your favorite option and 3 being your least favorite option

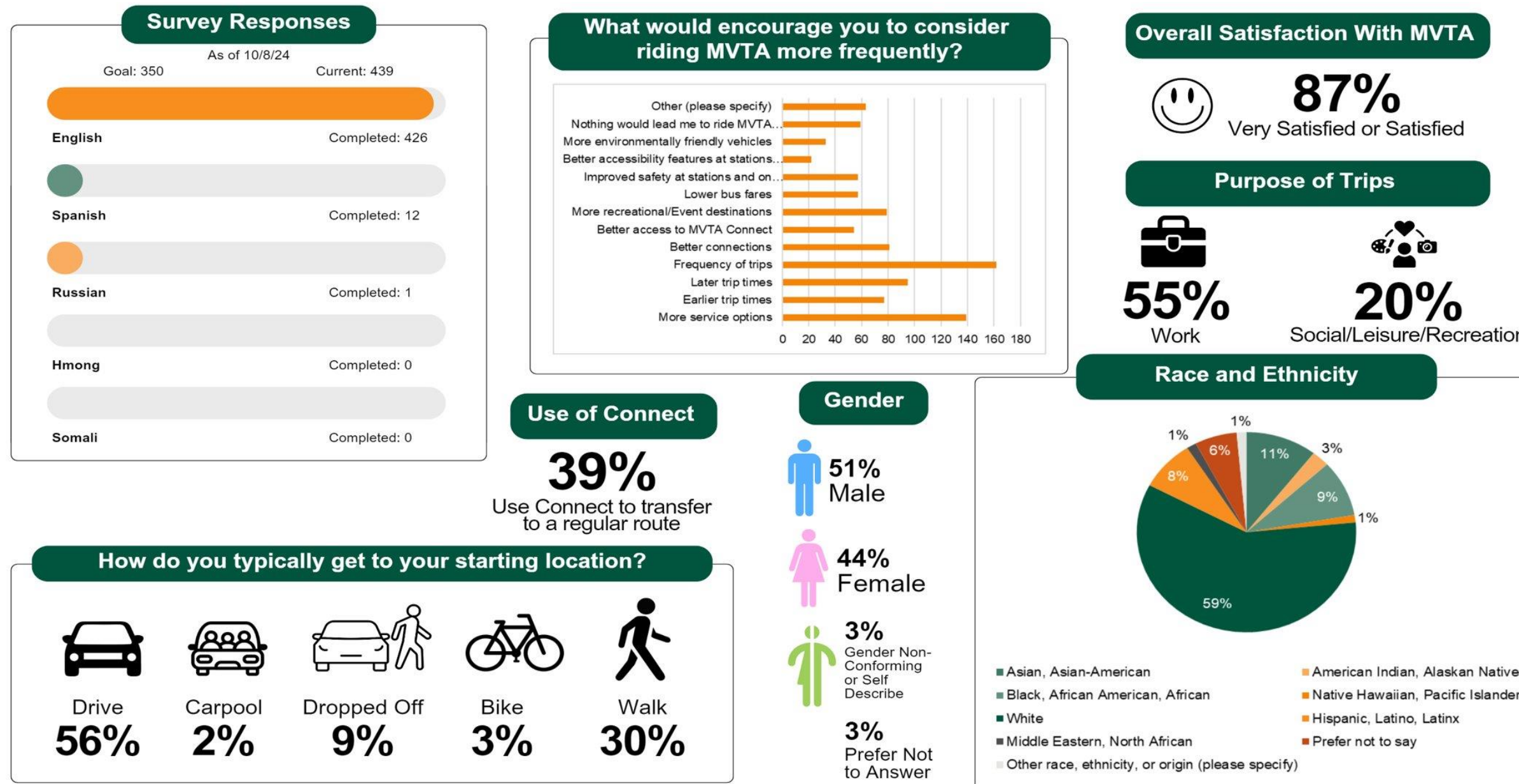
- Current ^ v
- Current with DCTC Added ^ v
- 157th Street, CR 42, and DCTC route (420 South Alternative) ^ v

2. What best describes your current relationship with route 420?

- I am a current 420 rider
- I currently ride other transit
- I would like to ride route 420
- I travel near route 420 but have not thought about using it before
- I am a student at Dakota County Technical College

SURVEYING

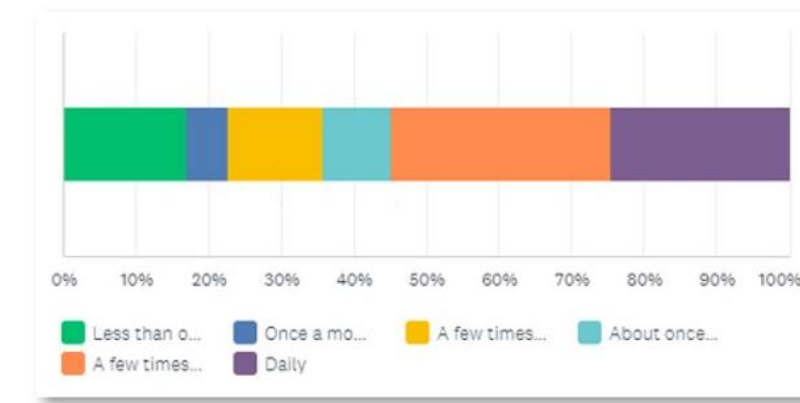
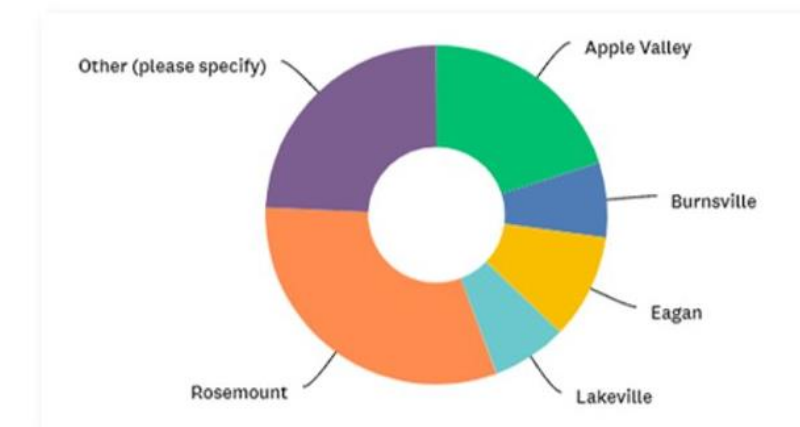
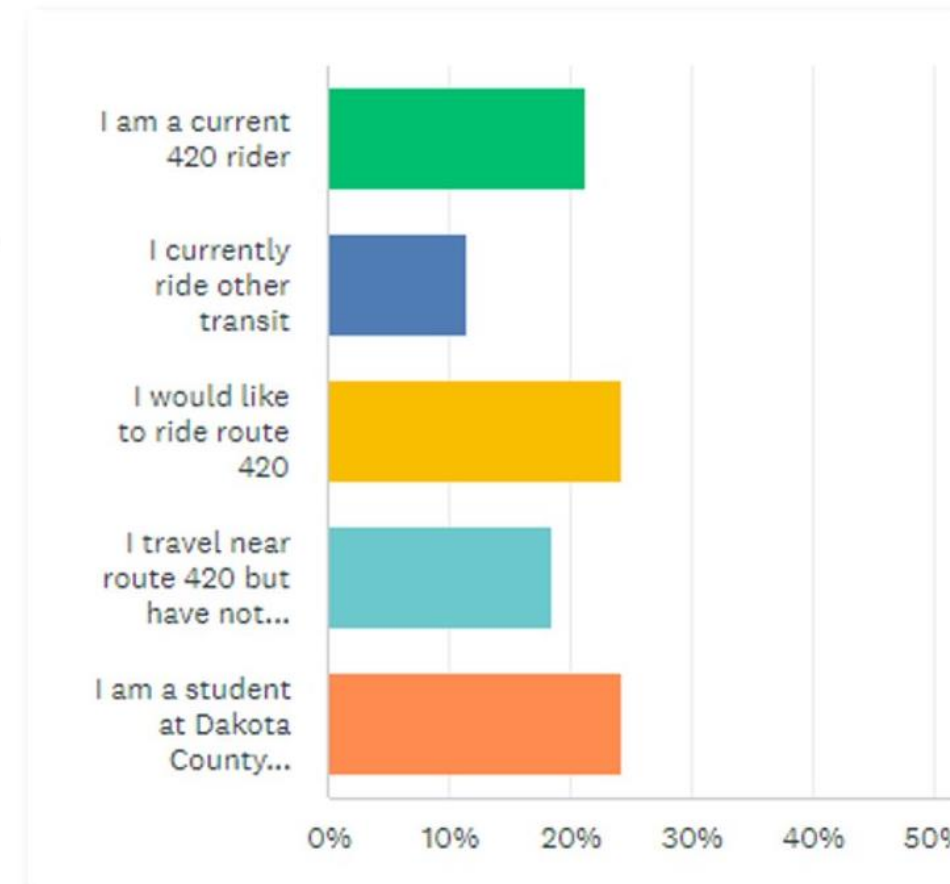
Analysis and reporting examples:



SURVEYING

Analysis and reporting examples:

- Population: ~14,000
- % of people in poverty: 6%
- % of people identifying as non-white or Hispanic: 28%
- % of car-free households: 6%
- % of population with a disability: 11%
- % of population 65+: 16%
- % of population 17 and under: 24%
- % with limited English proficiency: 49%
- Primary jobs: 6,600



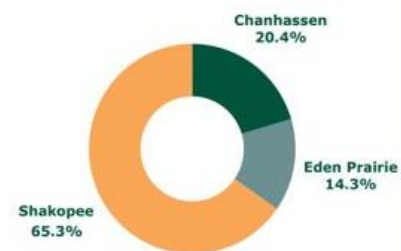
SURVEYING

Analysis and reporting examples:

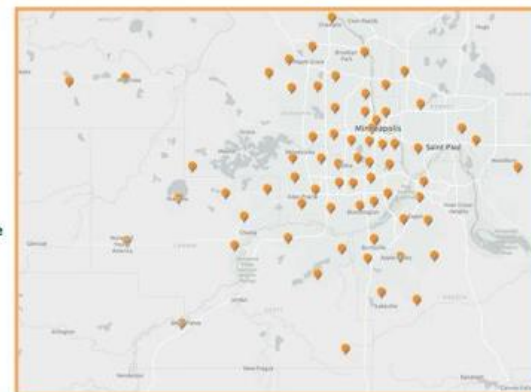
MVTA

**MVTA COGO EMERSON
EMPLOYEE SURVEY** **EXECUTIVE
SUMMARY**

**3 WORK
LOCATIONS**

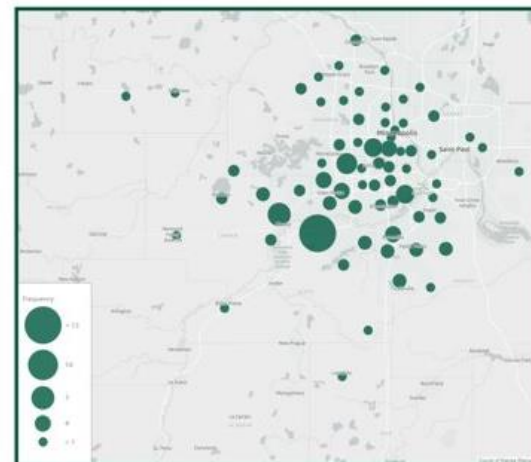


69 ORIGIN ZIP CODES



**TOP ZIP CODE
FREQUENCIES:**

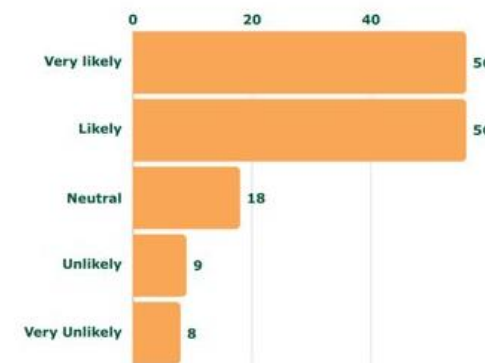
1. Shakopee (13)
2. Chaska (7)
3. Hopkins (6)
4. St. Louis Park/Mpls (5)
5. Bloomington/Mpls (5)



MVTA

**LIKELIHOOD TO USE
TRANSIT:**

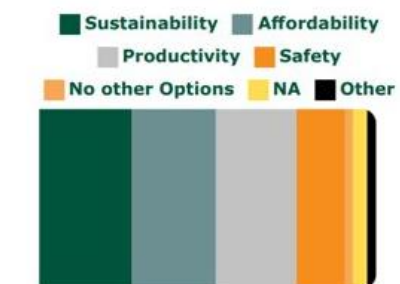
76% of respondents were likely or very likely to use available transit options to/from Emerson.



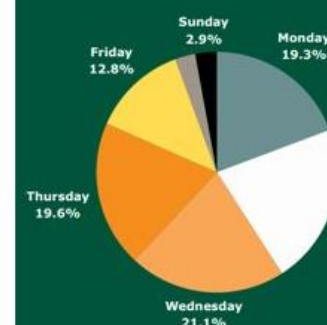
MVTA

**RATIONALE FOR
TRANSIT USE**

The most commonly expressed reasons for an interest in transit were **sustainability**, **affordability**, and **productivity**.



**DAYS OF THE WEEK
TRANSIT IS NEEDED**



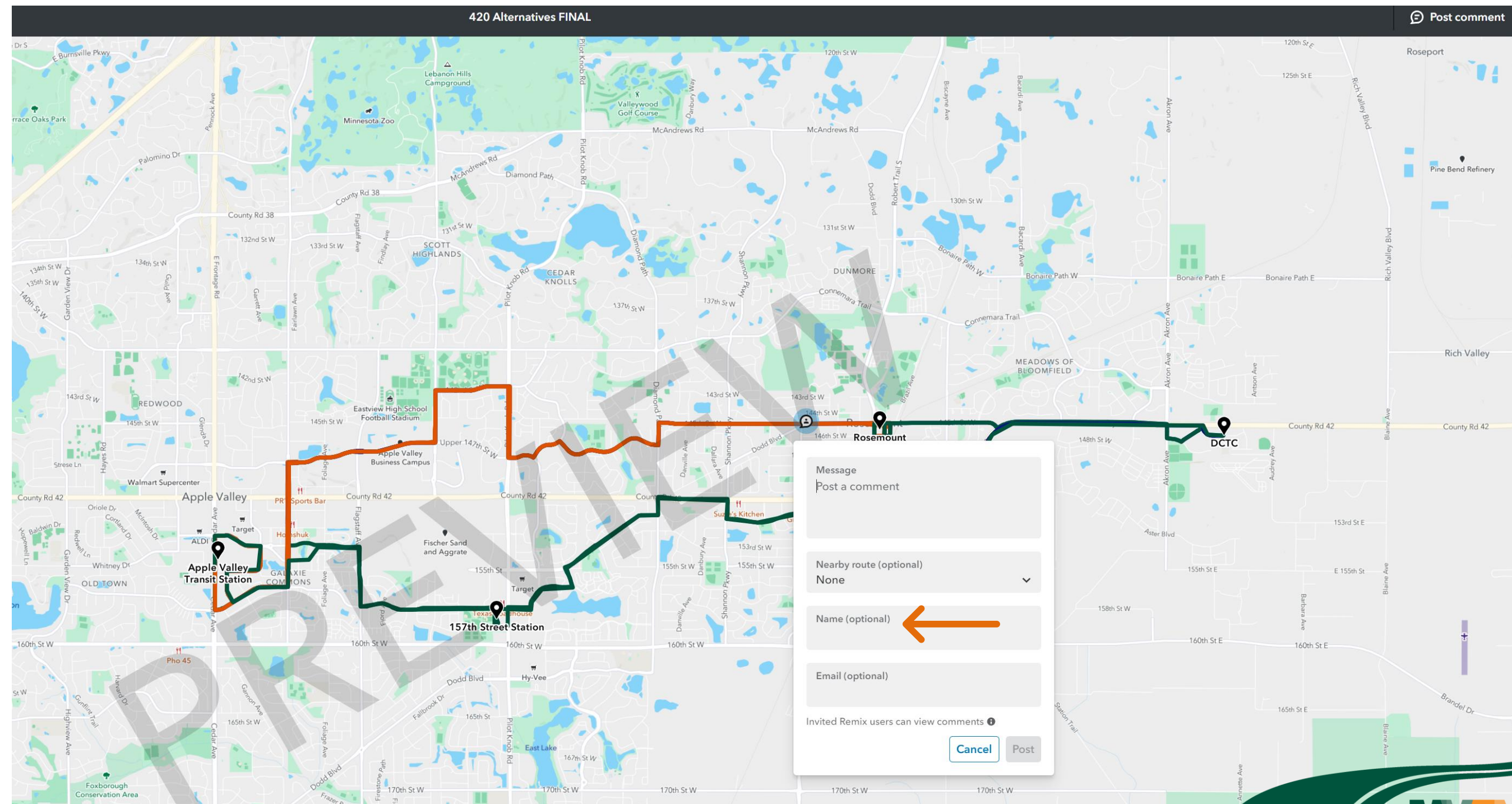
SHIFT START/END



MAPS FOR PUBLIC COMMENT

Considerations:

- Purpose
- Ease of use
- "how-to"
- Mobile compatibility
- Anonymity/privacy



ON-BUS INTERVIEWS

Considerations:

- Timing/types of routes
- Purpose
- Approachability
- Semi-structured protocol
- Consent/assurance of privacy
- Data collection/technology
- Incentives for participation
- Analysis and use of feedback



MVTA 493 NICK'S ROUTE

Nick, a rider from Shakopee, has been commuting with MVTA for about five years to work at U.S. Bank in downtown Minneapolis. He enjoys the comfort of the coach buses and the well-maintained shelters. With a bus stop right outside the front doors of his workplace, MVTA makes his commute seamless and stress-free, allowing him to sit back, relax, and enjoy the ride.



EN ROUTE WITH MVTA

MVTA 495 CORTEZ'S ROUTE

Cortez has been an MVTA rider for the past 6-10 years. He relies on MVTA for his daily transportation needs. He finds riding with MVTA a safe and dependable alternative, allowing him to save money while getting where he needs to go. Cortez appreciates the comfortable coach bus seating, making each ride a pleasant experience, whether heading to events or simply riding around to see the community.



EN ROUTE WITH MVTA

RELATIONSHIP DEVELOPMENT

Relationships through enhanced engagement can improve:

- **Service delivery**
- **Subsequent improvements in ridership**
- **Sharing of resources**
- **Access to funding opportunities**
- **Social equity**
- **Innovation**



OTHER NOTEWORTHY POINTS

Other considerations:

- **Focus groups**
- **Formats**
 - **Text**
 - **Chat**
 - **Social Media**
 - **App Pushes**
- **Contests**
- **Joint Events**
- **Comment Boxes**
- **Workshops**
- **Monitoring of ridership data trends**

AWARENESS BUILDING

After changes determined, transit agency staff can work to publicly build awareness of new/amended service.

- **Build confidence in riders to navigate the upcoming changes**
- **Create transit champions in cities, businesses, bus drivers, and other internal/external stakeholders**

BRIEFINGS AND WEBINARS

Considerations:

- Audience/objectives
- Clarity/conciseness
- Visuals
- Technology/platform compatibility
- Promotion and reminders
- Interactivity/time for feedback
- Follow-up



MVTa
Minnesota Valley Transit Authority
**SERVICE UPDATES FOR
COMMUNITY DEVELOPERS**

Tuesday, August 13

At 2 P.M. - 3 P.M.

Microsoft Teams

Agenda:

- MVTA fall service change summary
- Discussion and updates on community projects in Dakota and Scott Counties
- Considerations for future service changes

More Information:
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763-237-5029
jstetson@mvta.com

STATION TABLING

Considerations:

- **Timing (ridership consideration)**
- **Staff knowledge/training**
- **Handouts/branded display**
 - **Information clarity**



ORGANIC AND PAID SOCIAL MEDIA

MINNESOTA VALLEY TRANSIT AUTHORITY

WVTA

SERVICE CHANGE
Effective: Tuesday, September 3rd

465	475	497	499
Northbound: 8:40 AM 9:20 AM 9:40 AM 10:40 AM 11:40 AM 12:40 PM 1:40 PM	Northbound: 11:49 AM Southbound: 11:05 AM	Eastbound: 7:04 AM 9:04 AM 11:04 AM 7:04 PM 9:04 PM Westbound: 6:36 AM 8:36 AM 6:36 PM 8:36 PM	Eastbound: 7:36 AM 9:36 AM 11:36 AM 1:36 PM 3:36 PM 5:36 PM 7:36 PM Westbound: 6:34 AM 8:34 AM 10:34 AM 12:34 PM 1:34 PM 3:34 PM 5:34 PM 7:27 PM

WEEKDAY ADDITIONS
Effective: Tuesday, September 3rd

465 UNIVERSITY

SERVICE CHANGE
Routes Affected: 465 475 497 499
Tuesday, September 3rd

MVTA

499

Route 499 will add a stop inside the Shakopee Walmart lot allowing for direct access to the Walmart. With the new stop the Old Carriage Rd AX Walmart Driveway SW Corner stop will be removed.

SHAKOPEE WALMART ROUTING
Effective: Tuesday, September 3rd

MARKETING

OTHER

- **Station digital signage**
- **Sandwich boards at stations**
- **Informational flyers**
- **On-bus inserts**
- **On-bus voice messages**
- **Press release**
- **Driver education**

EDUCATION

TRAVEL TRAINING

What is a travel training?

- **Free on-site training by transit staff**
- **Specialized transit education based on the needs of a group**

Why do we do travel trainings?

- **Empowers participants with skills and confidence**
- **Enhances mobility and access to resources**
- **Fosters independence**

TRAVEL TRAINING PROCESS

Presentation



Route Ride



Office Hours



RESOURCES

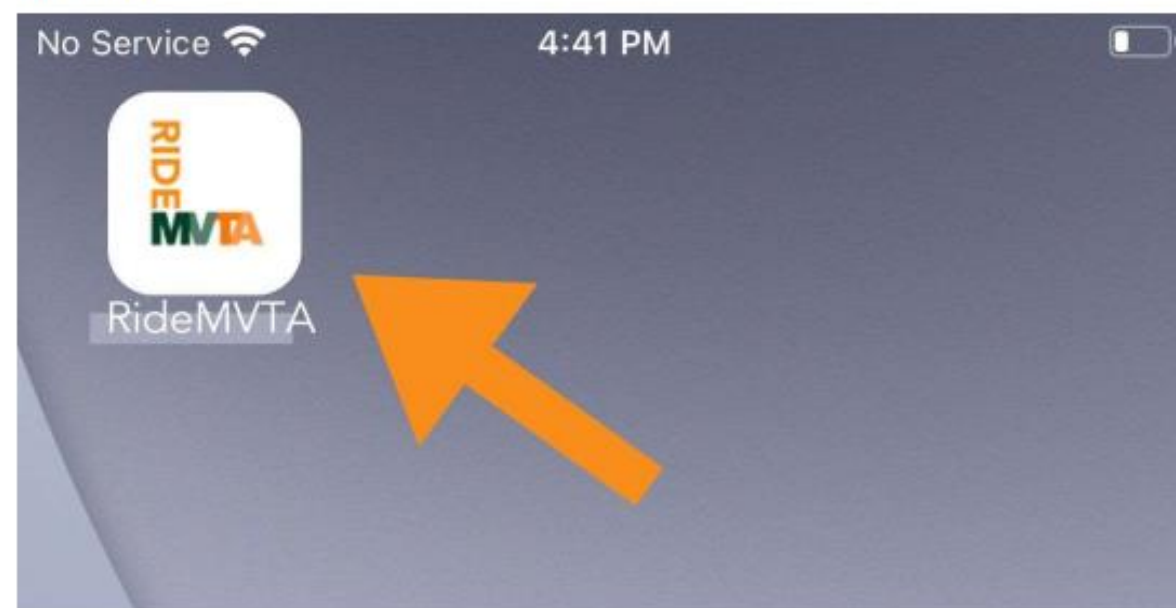
How to book a ride on MVTA Connect

What is MVTA Connect?

MVTA Connect is an on-demand service. Rides can be booked using the RideMVTA app up to three hours prior to desired departure time. Rides provide curb-to-curb service.

Steps for booking a ride:

1. From the main page on your phone, locate and click on the RideMVTA app. It looks like this:



SAVAGE SENIOR LIVING at Fen Pointe

Shopping:

1. Walmart: 12200 River Ridge Blvd, Burnsville, MN 55337
2. Kohls: 13900 Aldrich Ave S, Burnsville, MN 55337
3. Bachman's: 7955 150th St W, Apple Valley, MN 55124
4. Target: 14333 State Hwy 13, Savage
5. Target: 810 County Road 42 W, Burnsville
6. Hy-Vee: 5900 Egan Dr, Savage
7. Fresh Thyme Farmer's Market: 14100 State Hwy 13 S, Savage
8. Cub Foods: 14075 State Hwy 13, Savage
9. Michaels: 13901 Aldrich Ave S, Burnsville
10. Menards: 2700 Hwy 13 W, Burnsville
11. Home Depot: 155 Nicollet Blvd W, Burnsville
12. Hobby Lobby: 1300 County Road 42 W, Burnsville
13. Total Wine: 820 County Road 42 W, Burnsville
14. Dollar Tree: 14130 State Hwy 13 S, Savage
15. IMAX (Movie Theater): 14401 Burnhaven Dr, Burnsville, MN 55306

Restaurants:

16. McHugh's: 5715 Egan Dr, Savage, MN 55378
17. Culvers: 4725 Hwy 13 W, Savage, MN 55378
18. Buffalo Tap: 4990 123rd St W, Savage, MN 55378
19. Olive Garden: 1451 County Rd 42 W, Burnsville, MN 55306
20. Red Lobster: 1301 County Road 42 West, Burnsville Center, Burnsville, MN 55306

Church:

21. Bridgewood: 6201 135th St, Savage, MN 55378
22. St. James Lutheran Church: 3650 Williams Dr, Burnsville, MN 55337
23. St. John's the Baptist Catholic Church: 4625 W 125th St, Savage, MN 55378
24. Glendale Methodist Church: 13550 Glendale Rd, Savage, MN 55378

Health & Wellness:

25. Northern Life Wellness: 13955 W Preserve Blvd STE 200, Burnsville
26. M Health Fairview Ridges Hospital: 201 E Nicollet Blvd, Burnsville

CONTINUOUS IMPROVEMENT



- **Continuous Reevaluation**
- **Experimentation**
- **Leveraging Your Network**
- **Internal Organization Education**
- **Scalability**



TAKEAWAYS

QUESTIONS

- **What marketing channels have you found most effective for reaching your audience during service changes?**
- **How can you improve your collaboration with other departments (e.g., operations or customer service) to ensure cohesive messaging about service changes?**
- **Imagine that a high ridership route is being altered due to construction. What are the top three challenges you anticipate in communicating this change?**



QUESTIONS?

www

CONTACTS

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