

INTERCITY TRANSIT MARKETING & COMMUNICATIONS UPDATE

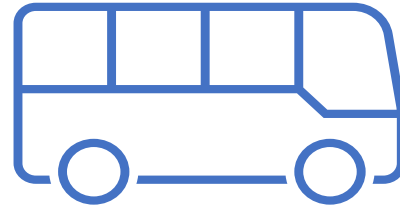
FALL 2023



COMMUNICATION GOALS



Intercity Transit staff receive clear, timely, and engaging content so everyone feels empowered with information across the organization.

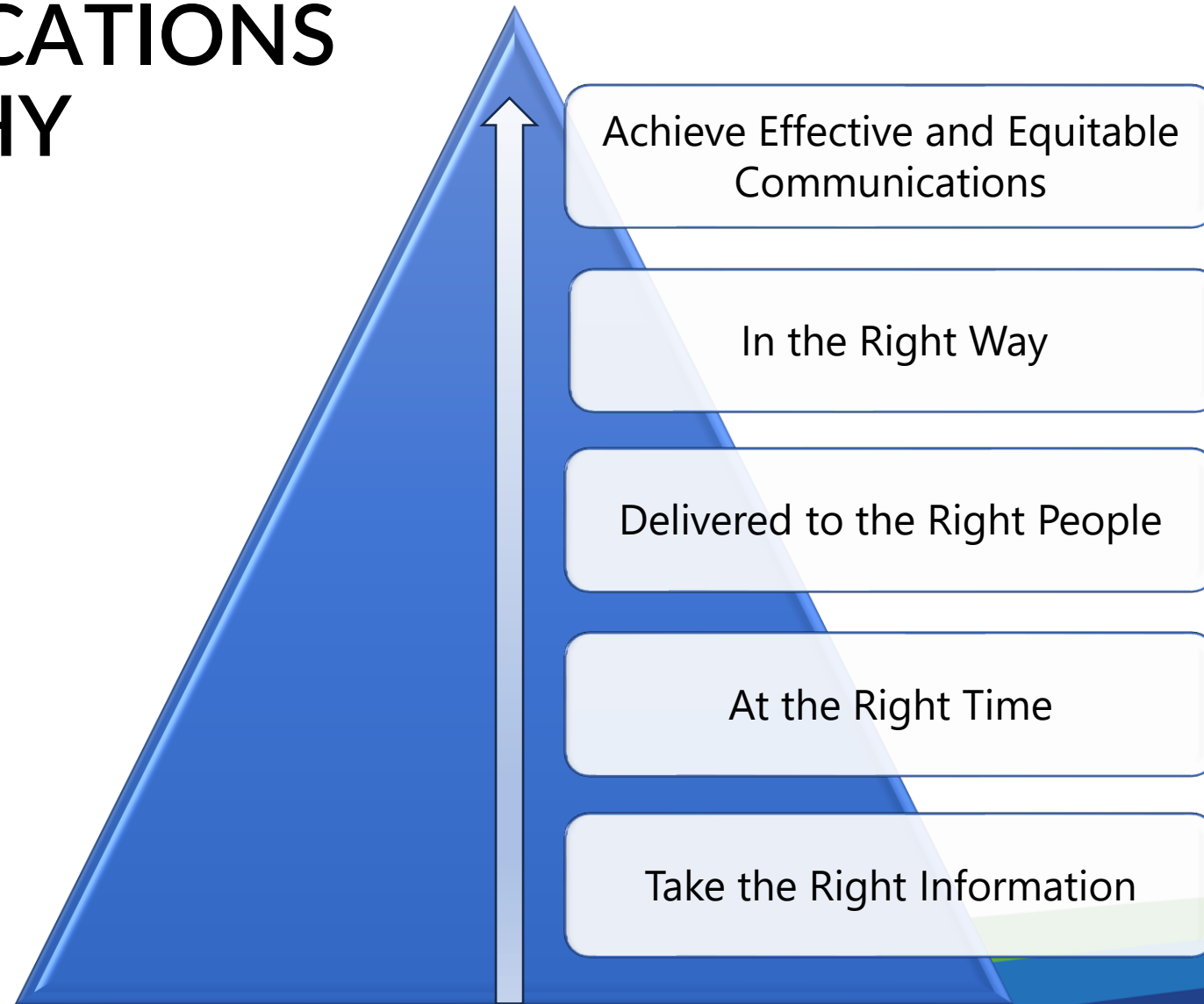


Customers receive timely and relevant information so they can use services with confidence.

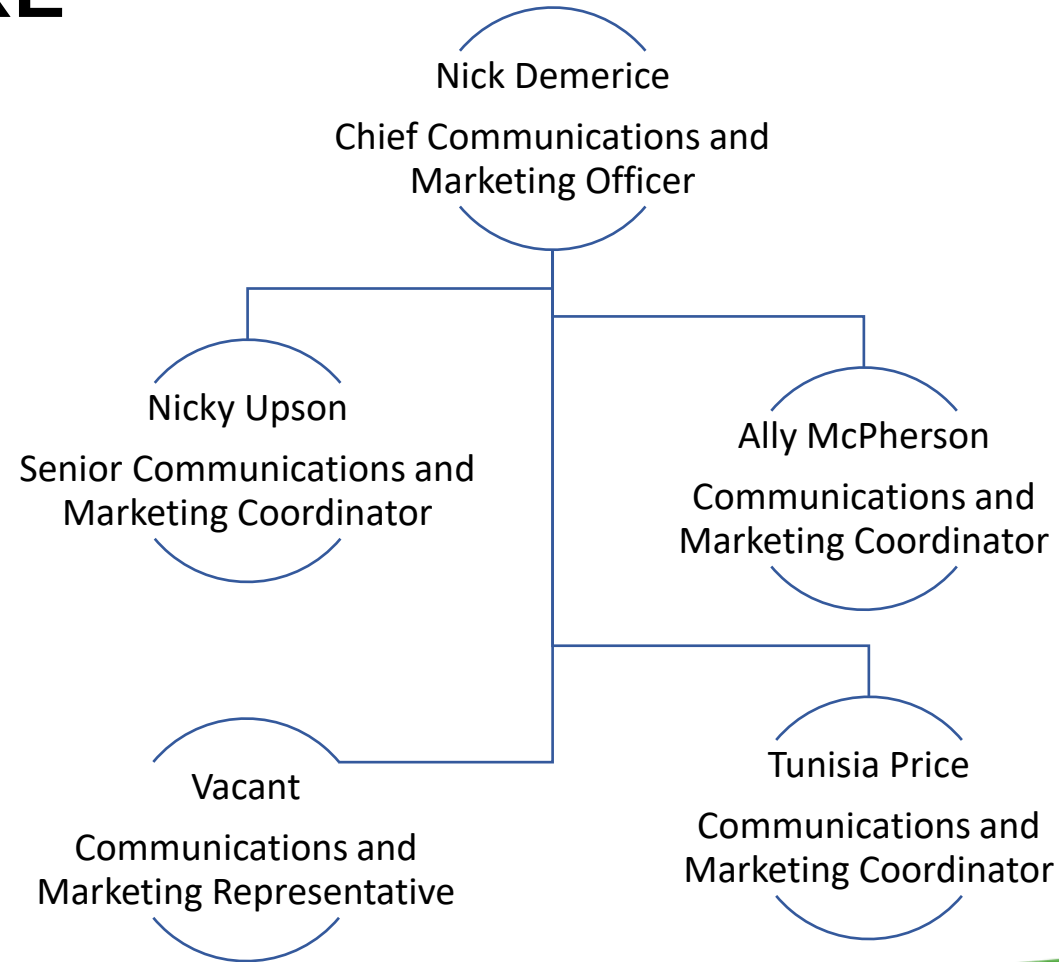


Community members and stakeholders receive clear and consistent updates on programs, services, and projects to understand the positive impact Intercity Transit makes within Thurston County and beyond.

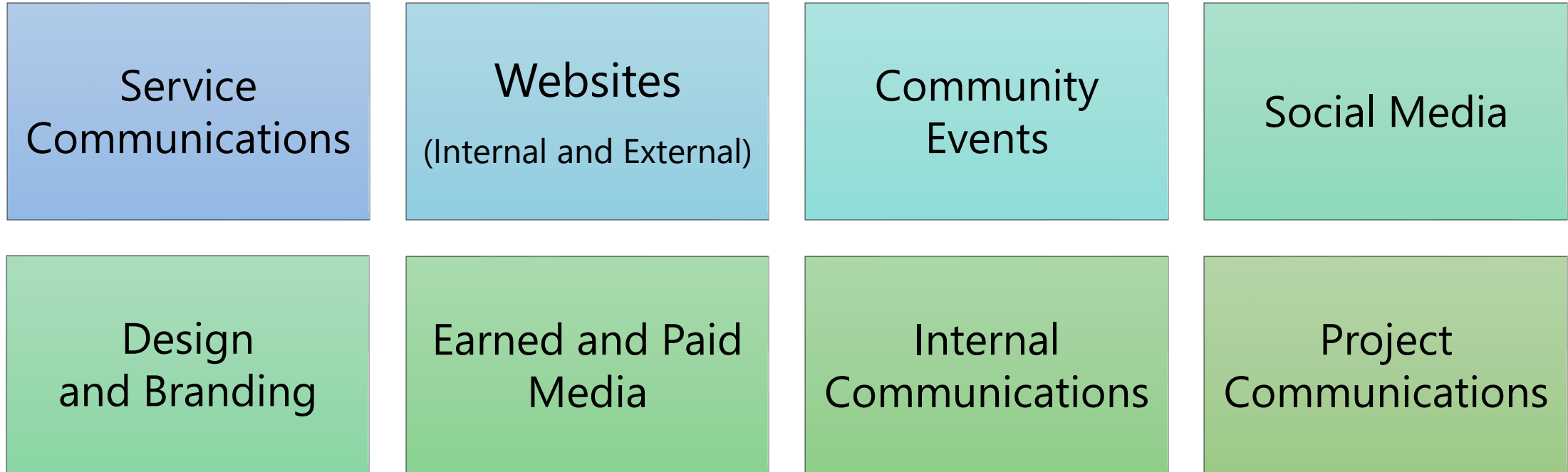
COMMUNICATIONS PHILOSOPHY



WHO WE ARE



WHAT WE DO



SOCIAL MEDIA POLICY*

Establishes guidelines for proper use of these communication tools in connection with their Intercity Transit role while at work and outside the workplace.

Value of social media as a tool

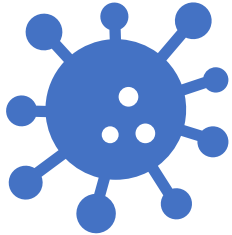
Comment policy

Recommendations for personal use of social media

FALL/WINTER CAMPAIGN

An opportunity to reintroduce Intercity Transit to our community

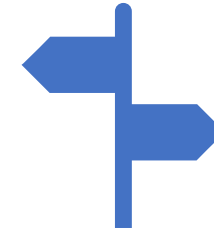
PURPOSE



The COVID-19 Pandemic changed everything.



Awareness of services limited to active and previous users.



Follow up on the "IT Road Trip" and 9 promises made to the community.

CAMPAIGN GOALS



1) To increase ridership and program participation across all demographics within our service area.



2) To demonstrate to community members who do not use our services that their tax dollars are a wise investment in our healthy and vibrant community.

PROCESS



FOCUS GROUPS

- Advertised via email, text, press release and website
- Over 130 volunteered for 30 spots
- Conducted over Zoom October 2 – 6
- Three panels of people living in Thurston County
 - Current riders
 - Potential riders
 - Unlikely to ride

QUESTIONS?

ndemerice@intercitytransit.com

EXTRA SLIDES

THE HUB - IT'S NEW INTRANET

SharePoint

Search this site


INTERcity TRANSIT

The Hub - Intercity Transit's Employee Intranet

Home Who we are Resources Applications & Links Edit Following Site access


+ New Page details Analytics

Published 10/6/2023 Share Edit




**NATIONAL
HISPANIC
HERITAGE MONTH**


September 15 to October 15



Inside IT & GM Updates



General Manager Search



Welcome to The Hub - Intercity Transit's New Employee...

How do I...

- Reserve an agency vehicle?
- Get my mail?
- Learn all the acronyms?
- Learn about retirement?
- Order new business cards?
- Buy refreshments for a meeting?
- Fill out my timecard?