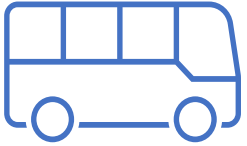


Marketing and Communications Update

Spring 2025



Goals and Philosophy



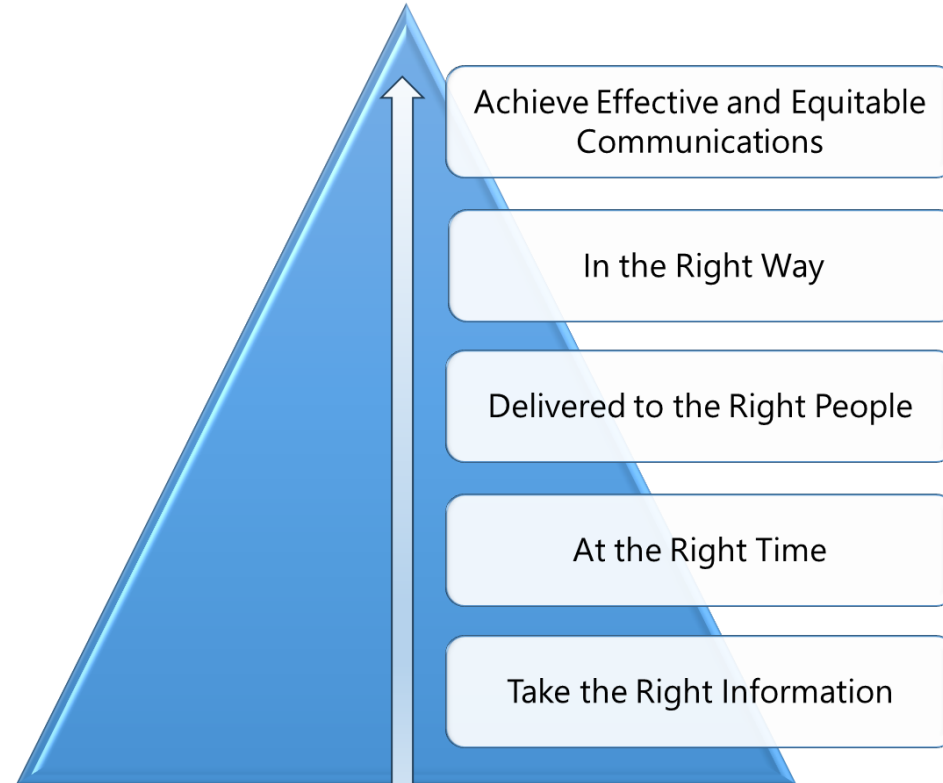
Customers receive timely and relevant information so they can use services with confidence.



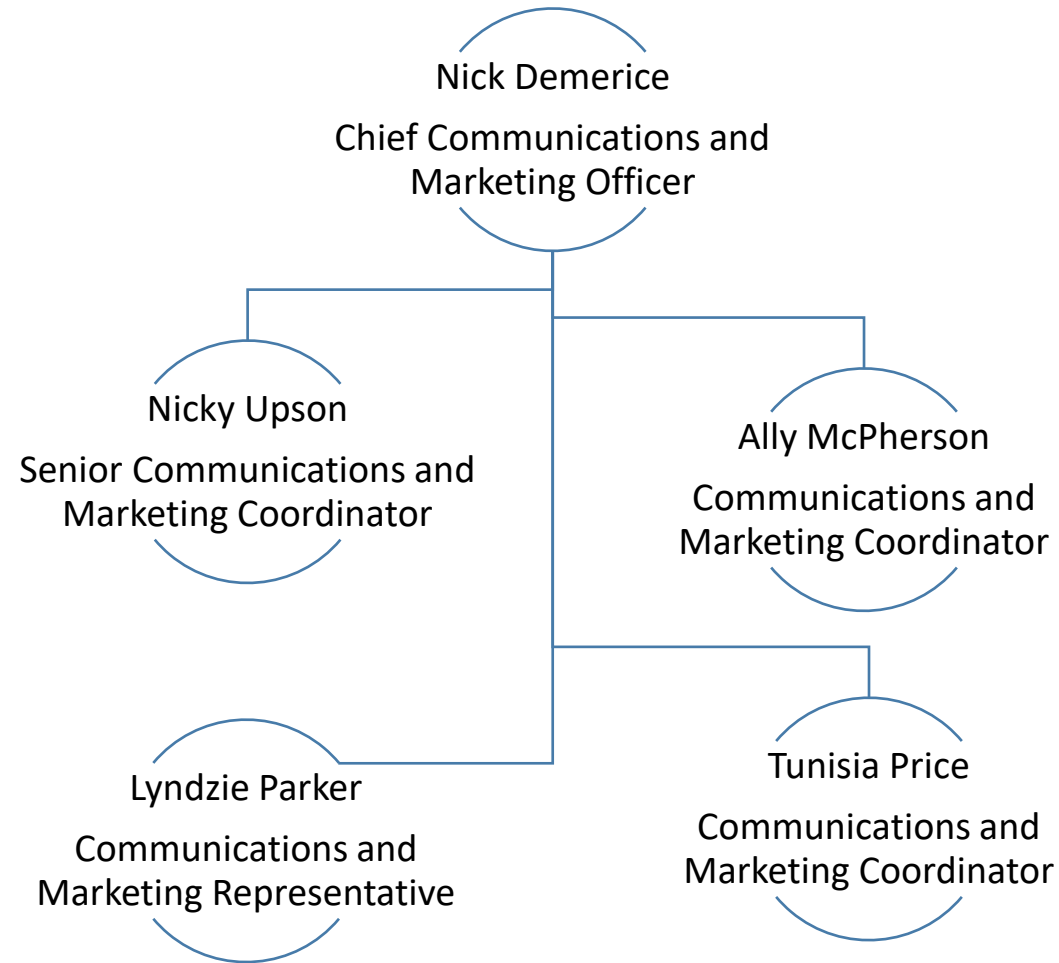
Intercity Transit staff receive clear, timely, and engaging content so everyone feels empowered with information across the organization.



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.



Who We Are



What we do

**Service
Communications**

Websites
(Internal and
External)

**Community
Events**

Social Media

**Design
and Branding**

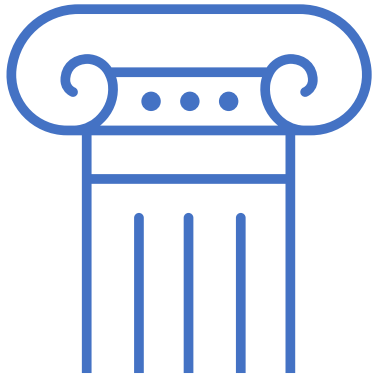
**Earned and Paid
Media**

**Internal
Communications**

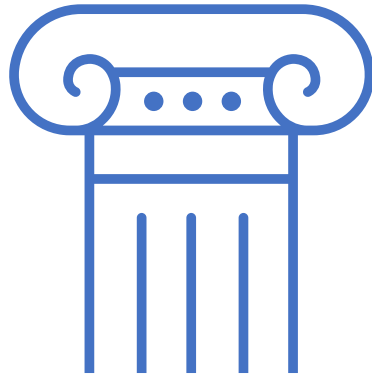
**Project
Communications**

Brand Messaging Pillars

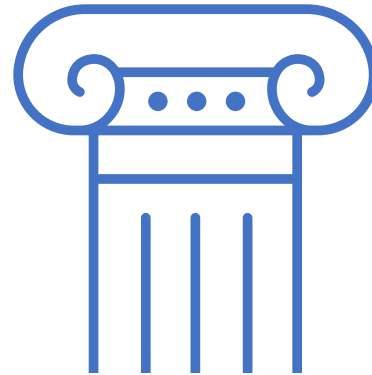
**Providing
equitable access.**



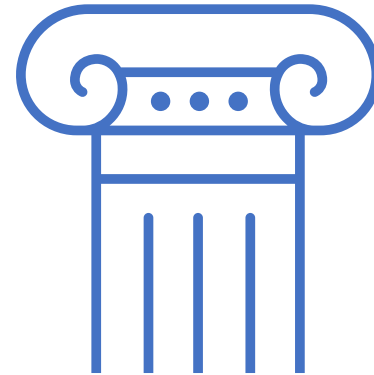
**Always putting
the customer
first.**



**Safe and
dependable
transportation.**



**Quality and
creativity.**



Proposition 1

Proposed Improvements:

1. Extended Span
2. Improved Frequency
3. Service to New Areas
4. On-Time Performance
5. Enhance Capital Facilities
6. Bus Rapid Transit
7. Night Owl Service
8. Enhanced Commuter Service
9. Fare Collection Efficiencies





Bus System Redesign

Implemented over 12 months in three phases

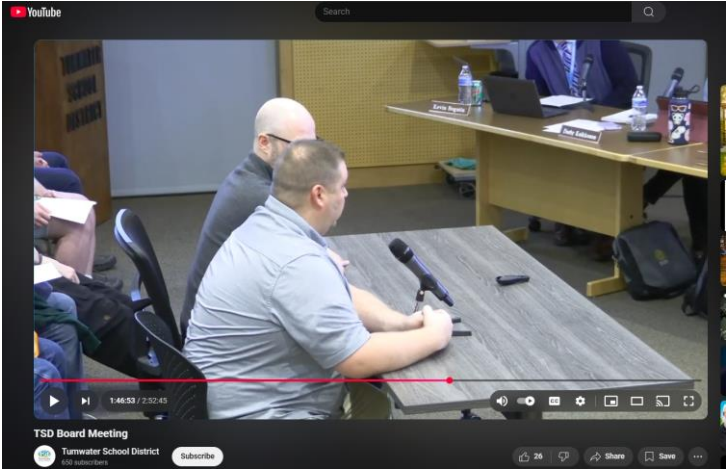
- **May '25, Sept '25, May '26**
- **More buses, more places, more often**

Intercity Transit mulls one seat, direct bus rides to Tumwater schools by September

Additional bus stops to be added as road network expands

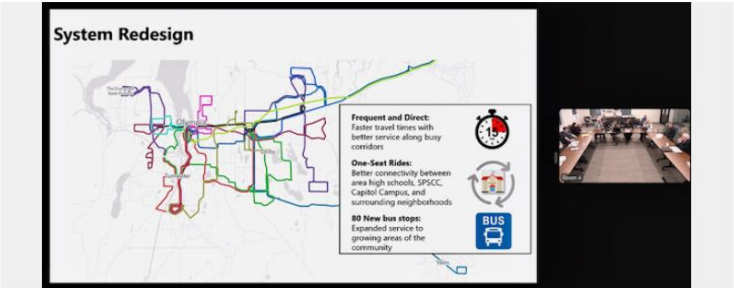


Intercity Transit Deputy Director of Planning Rob LaFontaine and Marketing, Communications & Outreach Officer Nick Demerice met with the Tumwater School District School Board at a regular meeting on Thursday, Feb. 27, 2025.



Intercity Transit to reimagine its bus network

More routes and frequency




Intercity Transit officials unveiled plans for overhauling its bus network with more service routes and frequency. General Manager Emily Bergkamp and Marketing and Communications Division Chief Nick Demerice updated the Transportation Policy Board at a meeting on Wednesday, March 12, 2025.

THE JOLT NEWS STAFF VIA ZOOM

Posted Friday, March 14, 2025 5:48 pm

9:10 am 40 min	7.	Intercity Transit Update (Attachment) (Presentation) – Emily Bergkamp, Intercity Transit, and Rob LaFontaine, Intercity Transit <i>35 min. presentation, 5 min. discussion</i> <i>See attached 2025 agency fact sheet for an overview of Intercity Transit's services.</i>	PRESENTATION
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Council of Neighborhood Associations

Minutes & AgendasAbout CNASidewalksNeighborhoodsCity Contacts

March 2025

Intercity Transit Improvements and Proposed Redesign

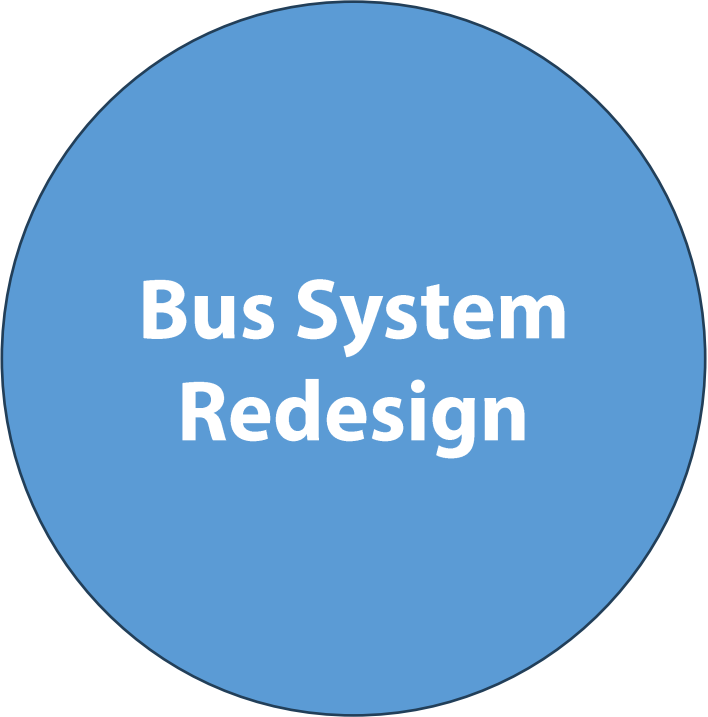
Nick and Rob presented the history and future of Intercity Transit. When the agency faced a budget shortfall in 2015-16, it initiated a community outreach program to understand the community's needs. The community voted for a transformational approach, which led to Proposition 1 passing with 67% of the vote in 2018. This proposition provided an additional 1.2% of sales tax revenue to Intercity Transit. The Zero-Fare policy began January 2020. It proved to reduce route delays with cost savings that more than made up for the lost fare revenue.

They also explained a proposed redesign of the fixed route system for Inner City Transit. The plan aims to provide more frequent and direct service, improve one-seat rides for students and families, and expand service to new areas. Key features include creating a high-frequency corridor along Martin Way, Harrison, 4th, and State Avenue, doubling service frequency on some routes by using multiple lines, and adding new service areas including parts of southeast Olympia and West Black Lake Boulevard. The redesign also includes changes to express commuter service to Pierce County, splitting it into separate Olympia and Lacey routes with improved connections to JBLM and Madigan Hospital.

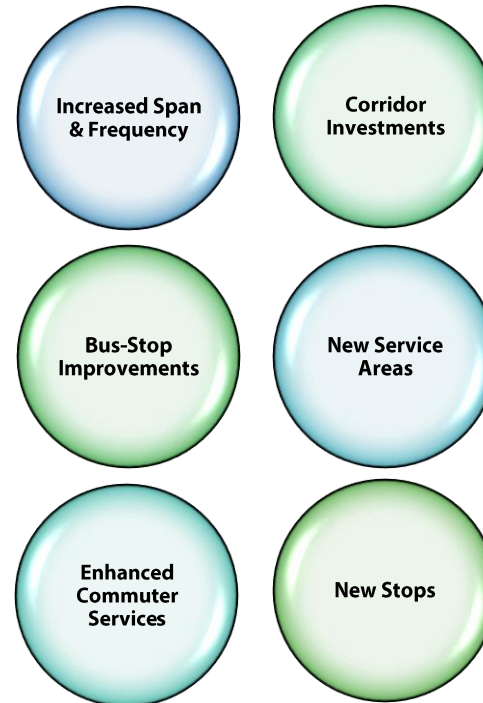
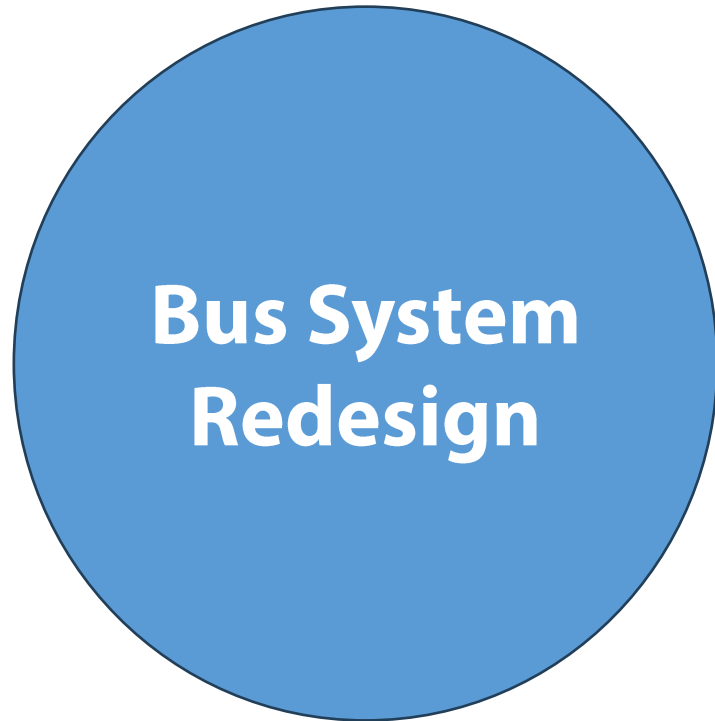
The plan has shifted to a three-phase implementation due to funding uncertainties. The first phase in May will add more service to the current system, the second phase in September will likely include express service, and the final big switchover will occur next May. They emphasize that the new design achieves the community's objectives of more buses, more places, and more often, while using resources more efficiently. The presenters address questions about healthcare center connections, service to CTAC, and increased bus service for school activities. They also discuss collaborating with the city on improving pedestrian infrastructure and expanding evening service on neighborhood routes.

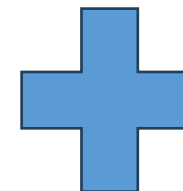
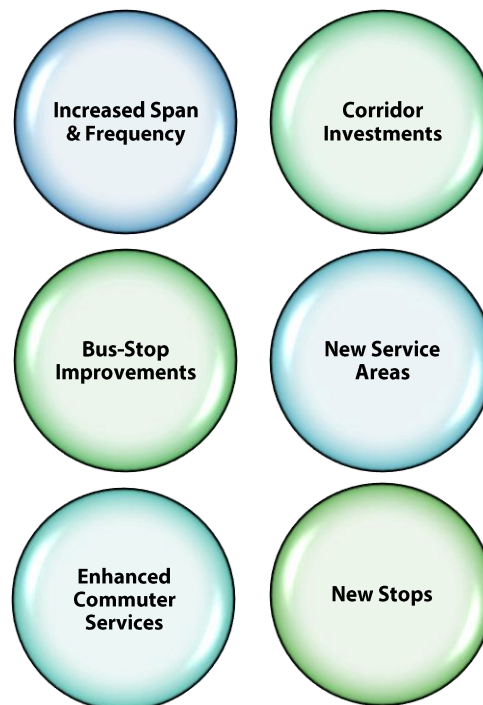
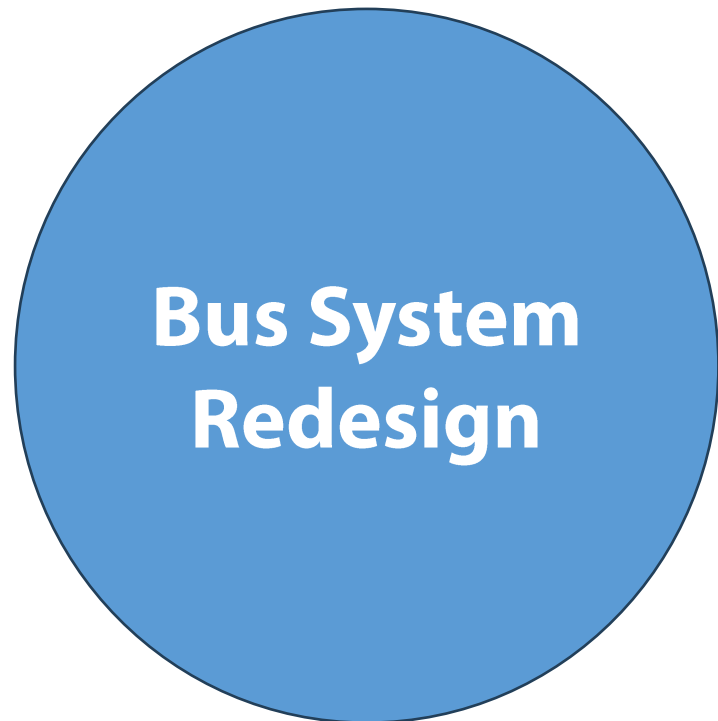


INTERcity
TRANSIT

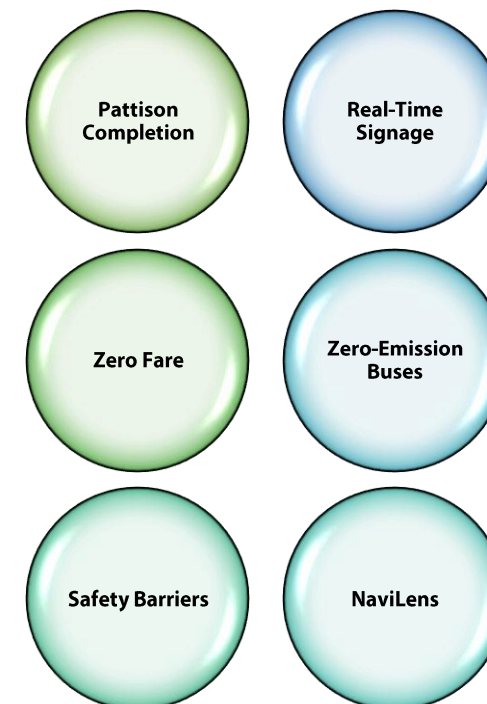


Bus System Redesign

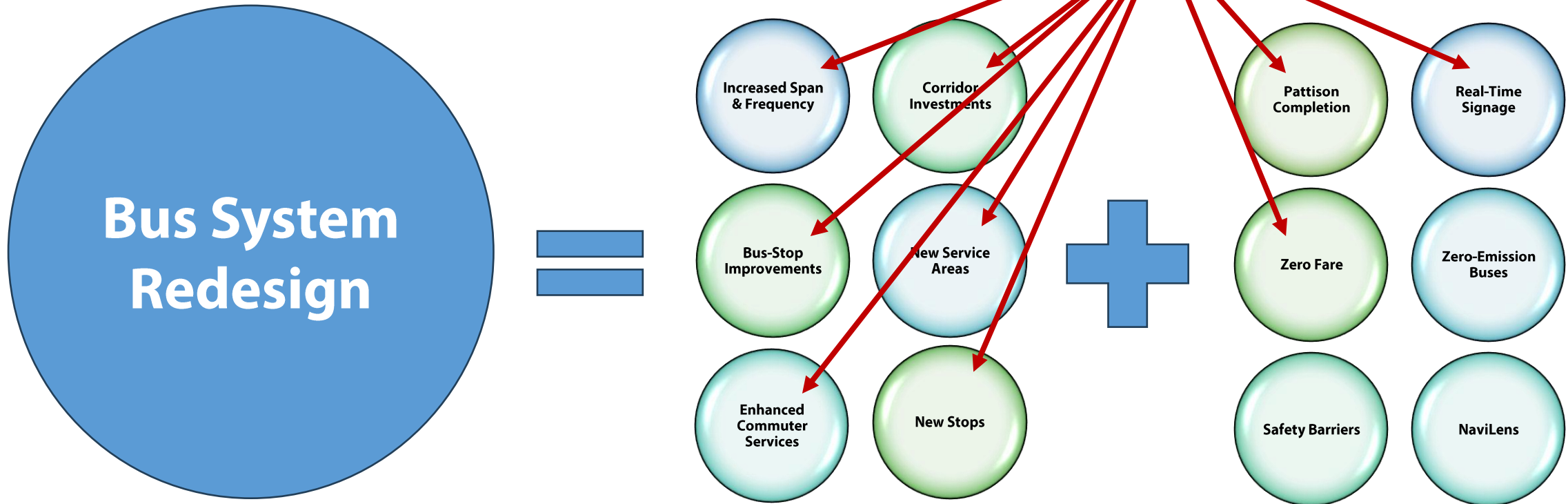




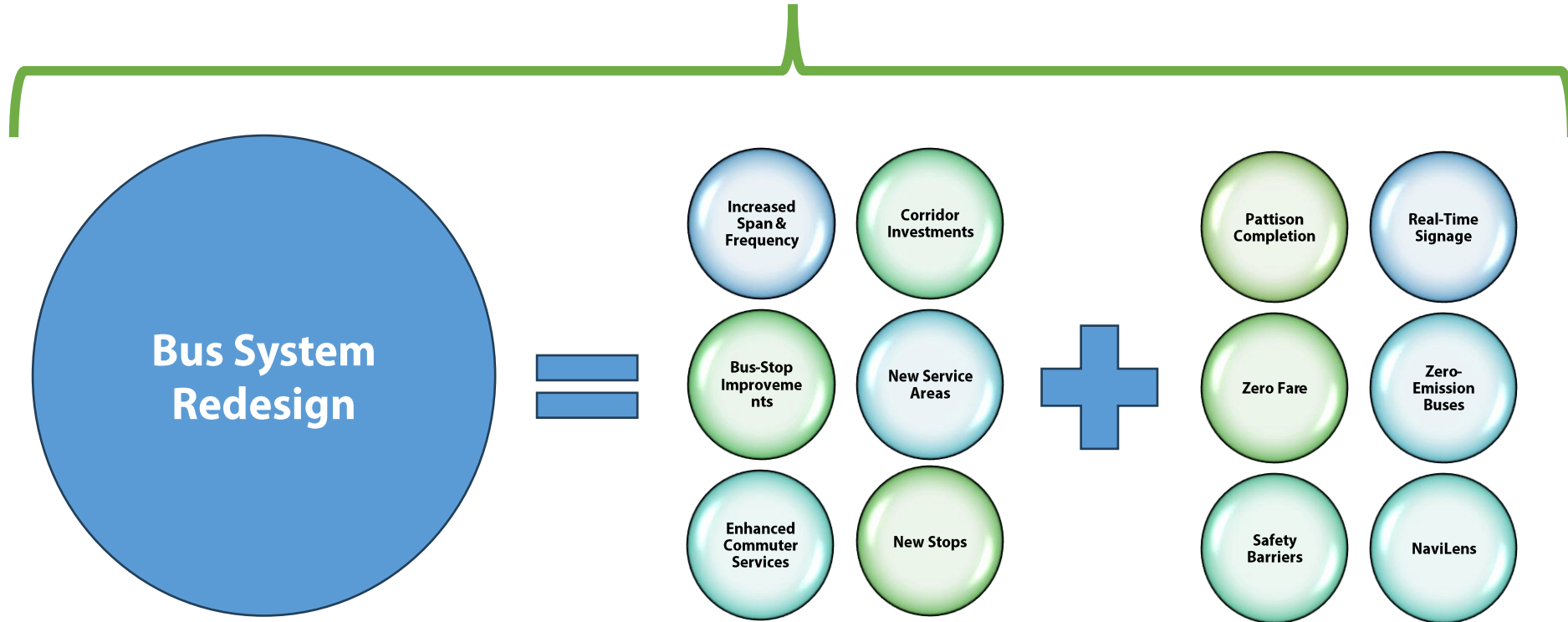
Other 2025-2026 Projects



Proposition 1 Proposed Improvements



How do we tie these projects together?





NEXT
STOP

INTERcity
TRANSIT

Examples





NEXT
STOP



Photo Refresh



INTERCITY
TRANSIT





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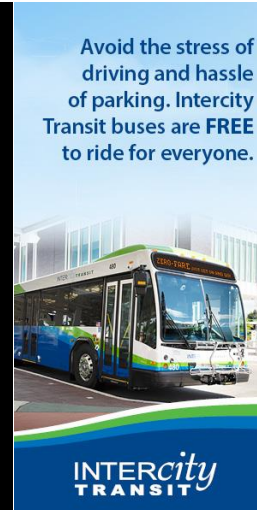
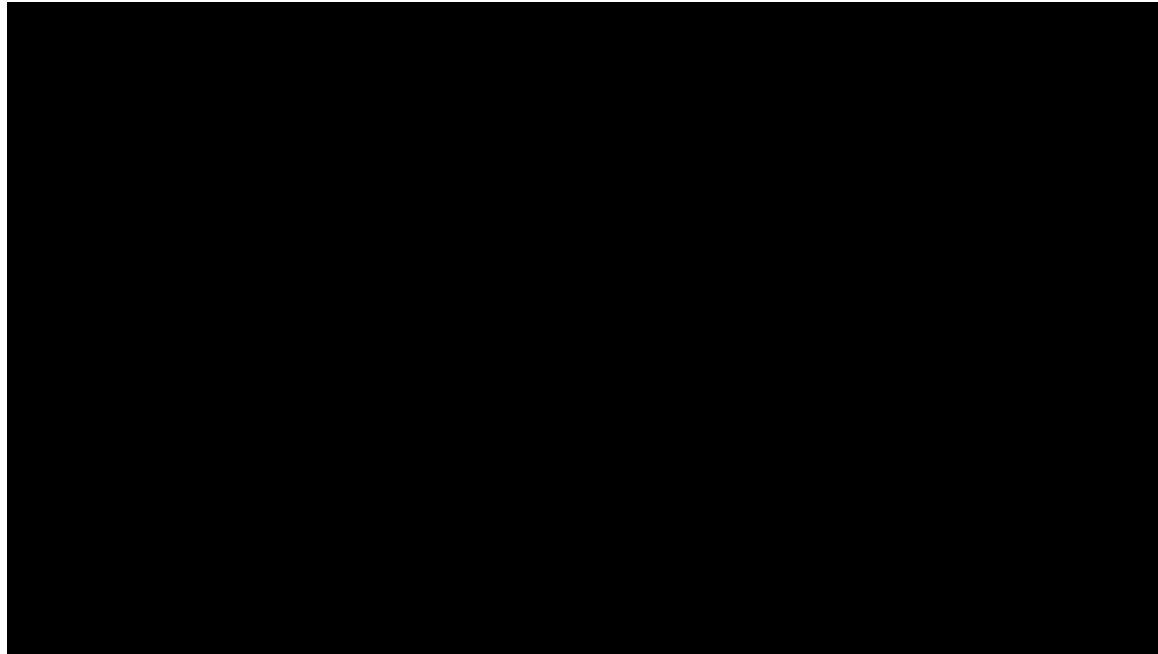
intercitytransit.com/services/...
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TVW Ads



2025 to date:

- 191,264 Banner impressions (439 clicks)
- 7,106 Video plays
- 6,081 Pre-roll acknowledgements

Questions?

Nick Demerice
ndemerice@intercitytransit.com

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