

Bus Rapid Transit Network Marketing Strategy

TT2018-0905

2018 July 19



BRT Expansion – Fall 2018

CITY OF CALGARY
RECEIVED
IN COUNCIL CHAMBER

JUL 19 2018

ITEM: TT 2018-0905
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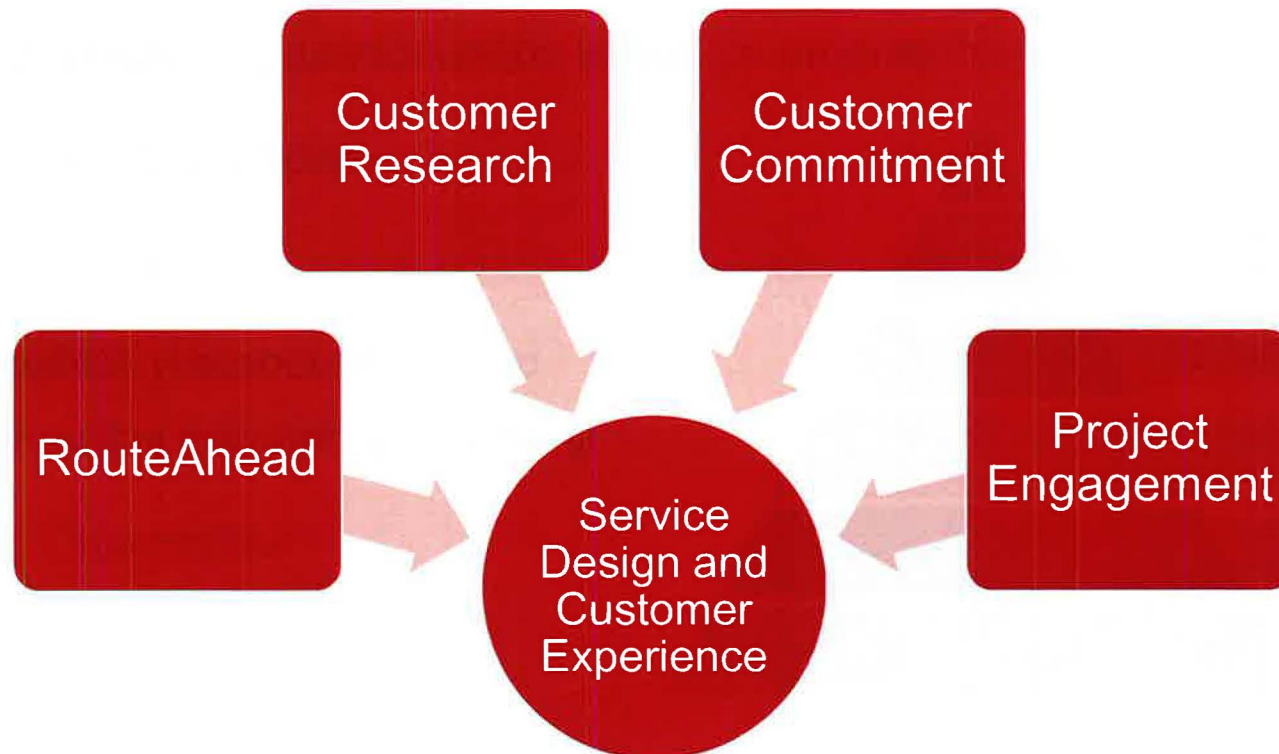
CITY CLERK'S DEPARTMENT



Policy

- ImagineCalgary
- Municipal Development Plan & Calgary Transportation Plan
- RouteAhead
- Investing In Mobility
- Assessment of transportation needs for redevelopment projects
- Policies driven by emerging land use trends (condo developments, employment centres outside the downtown)





RouteAhead: Core Principles for Public Transit



VISION
OF TRANSIT AS A
PREFERRED CHOICE

CORE PRINCIPLES FOR PUBLIC TRANSIT IN CALGARY

**CUSTOMER
EXPERIENCE**

NETWORK

FINANCES

**CUSTOMER
EXPERIENCE**

- **Make it easy** to use.
- **Safe, accessible, clean, convenient, comfortable** and **reliable**.
- **Address barriers** to use for non-users.

**NETWORK
PLANNING**

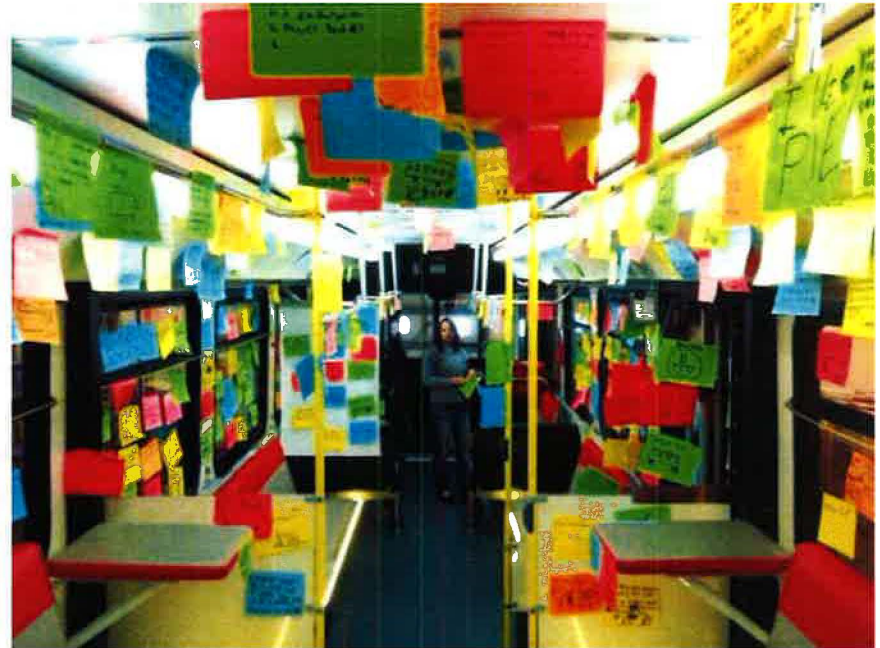
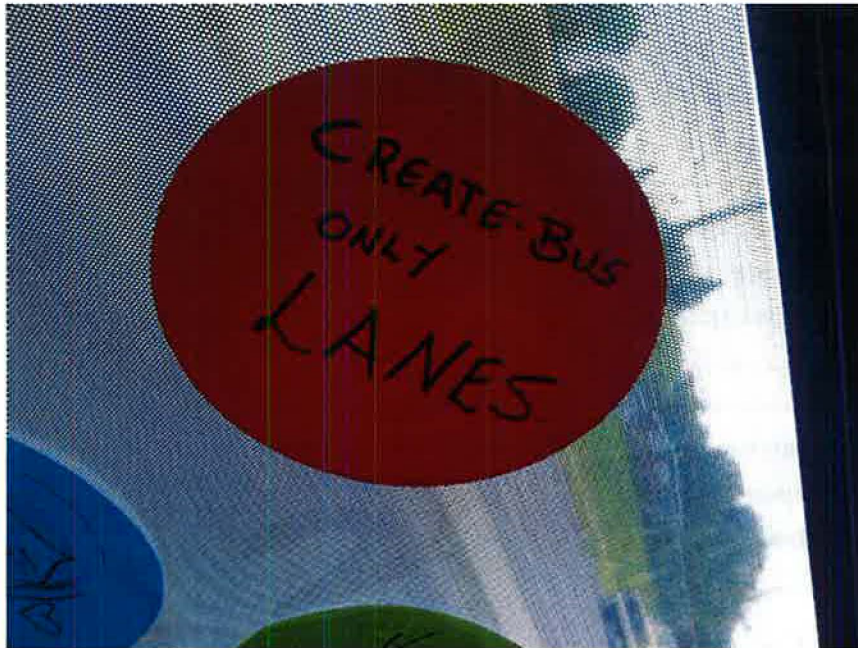
- Match transit to **land use**.
- Focus investment on **increasing ridership**.
- **Evolve** from radial network to connective grid.

**FINANCING
TRANSIT**

- Meet near-term **revenue/cost ratio** (50/50 to 55/45).
- Meet **capital funding objectives** of Investing in Mobility.
- **Take care of** and **optimize use** of what we own.



RouteAhead: Improving the Customer Experience



UNDERSTANDING



ACCESSING



WAITING



PAYING



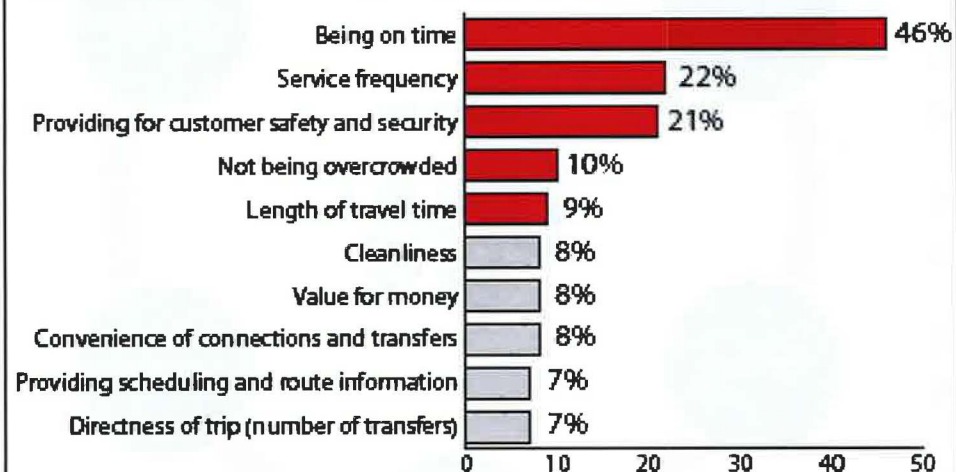
RIDING



CONNECTING

Key Drivers and Priorities

Most commonly cited importance factors (1st & 2nd)



Non/Lapsed/Occasional User Key Attributes

Travel time

Reliability

Service Frequency

Simple Network

High Quality Amenities

Our Customer Commitment



We promise to be...

Safe – We'll plan, design and operate a safe transit system.

Reliable – We'll provide a dependable transit service by minimizing delays and being on time.

Helpful – We'll provide a service that is friendly and helpful.

Informative – We'll provide customers with accurate, consistent and timely information.

Easy-to-use – We'll make it easy to get around on Calgary Transit.

Clean – We'll keep our vehicles, stops and stations clean.



- Who are the customers who will use it?
- What are their travel needs?
- What are their preferences for design choices and infrastructure?
- What are their likes and dislikes about transit service?
- How will the BRT service influence their choices around transit use?

BRT Expansion – Fall 2018

Service Change	Service Catchment
BRT Network	<ul style="list-style-type: none"> 53 communities 320,000 people
2018 Transit Service Review	<ul style="list-style-type: none"> 25% of existing routes 70,000 daily passenger trips 99 communities







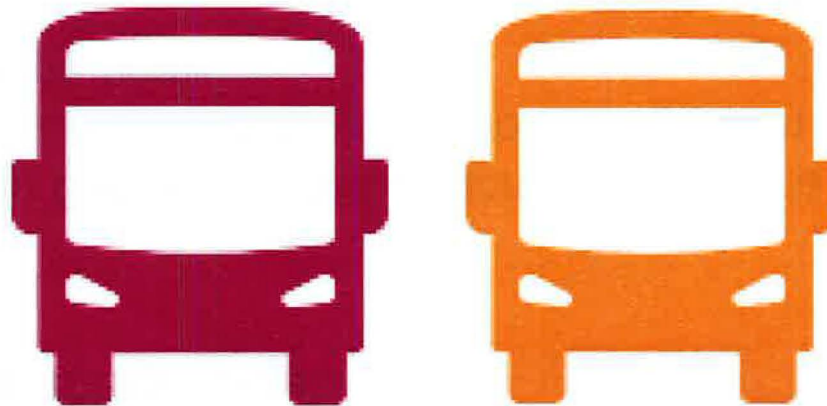


Campaign Goals

1. To inform existing Calgary Transit customers about the significant changes to their current bus route network, and which revised transit options are best for them.
2. To inform existing Calgary Transit customers about the enhanced BRT service and customer experience amenities that are being implemented.
3. To increase ridership by attracting new customers and increasing usage from occasional transit customers, through improved awareness of the enhanced value of the BRT service among Calgarians.

Transit Best Practices for Marketing

- Create unique campaign to promote this new service offering
- Focus on high value features to increase usage
- Differentiate the new rapid transit service from existing bus routes
- Improved wayfinding, signage, customer information





Comparisons

York Region

726

We get where **you're going**

Connect with **viva** for schedules, maps and info

VIVA

zum

your city

Outboard From Downtown

Southwest Station

A WHOLE NEW WAY TO TRAVEL

METRO LINK

THINK LINK

THE NEW **RT**

COMES STANDARD WITH A/C, PLUSH SEATS AND ROOM FOR 40.

rapidtransit

your city in fast forward

winnipegtransit.com

Calgary



Proposed Product Name

- Differentiate new service from current BRT
- Plain language policy alignment (Acronyms very difficult for ESL speakers)
- Memorable, short and easy to pronounce
- Follows industry best practices
- Customer advisory group stated BRT is not well understood as a naming convention

MAX

Maximum convenience

Maximum connections

Maximum comfort

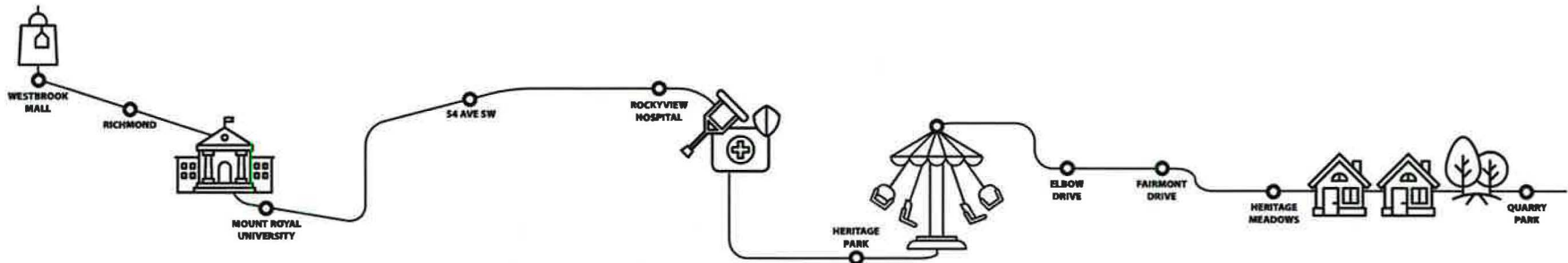


Informational and Awareness Campaign - Tactics

Concept	Leverage City owned channels
Audience	<ul style="list-style-type: none"> • 336,000 Calgary Transit riders • 320,000 citizens living in affected communities
Description	<ul style="list-style-type: none"> • Increases reach and promotions • Improvements to website and app to support usage • Introduce colour scheme
Tactics	<ul style="list-style-type: none"> • Web content update • Social media • App ads • Contest • Rider guides • Posters • 3 bus wraps (one for the Teal, Orange and Purple lines) • TV • Transit Assets (Video displays, Onboard Advertising, and Transit infrastructure - bus benches, bus shelters, LRT platforms, • Radio (multilingual) • Launch event • Creative campaign • Community Newsletters • Social media kits for councilors and community leaders • Transit intercepts
Funding	\$366,000



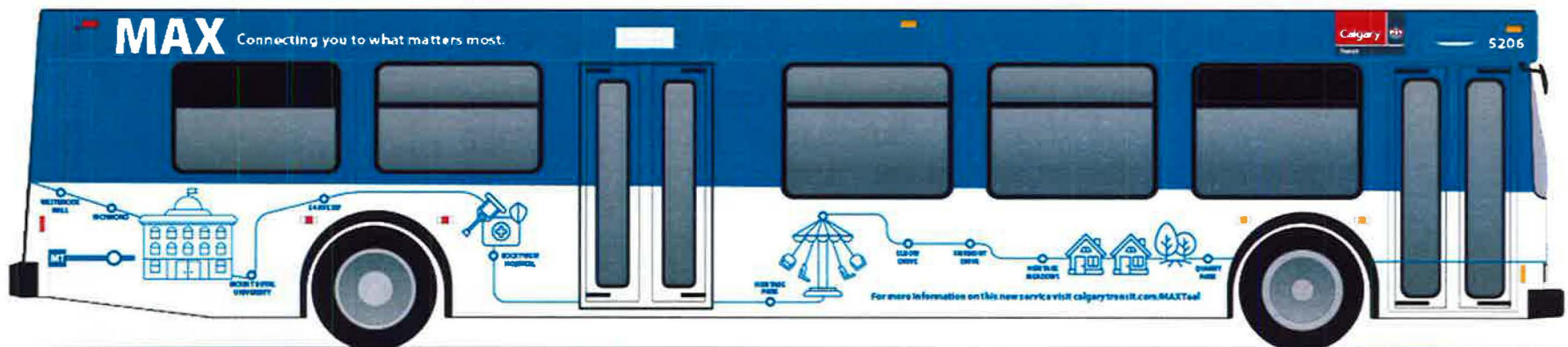
The line tells the story.



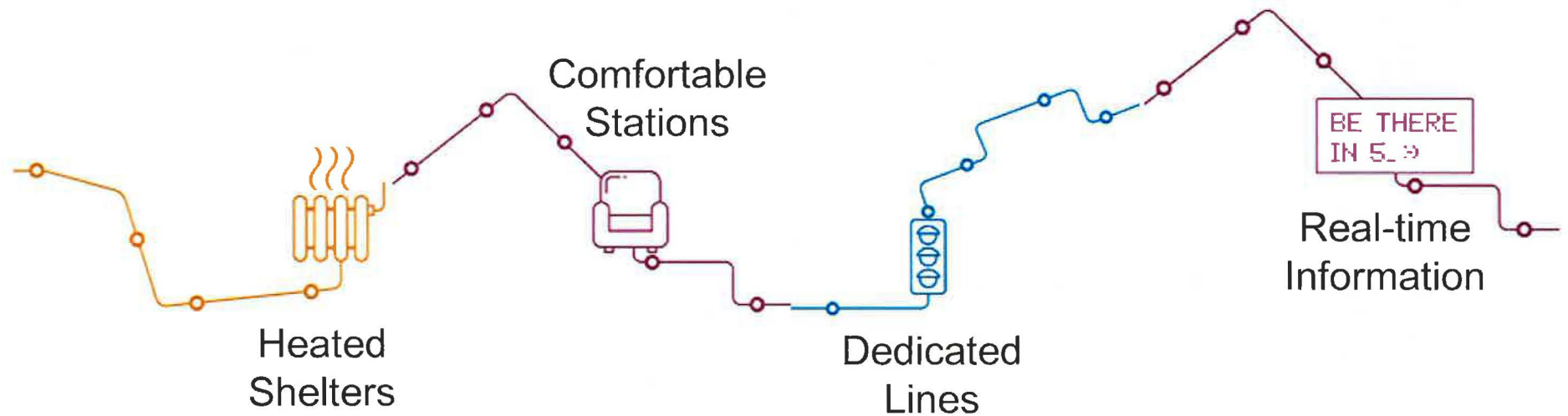
Simple line drawings can educate and inform our audience about the different routes, destinations and attributes.

Lines connecting people to what matters most in their everyday lives.

Example campaign bus wrap
(one in each colour for campaign awareness)



This campaign is flexible, adaptable and scalable.



Simple line drawings can evolve to show attributes and many other benefits of transit. This campaign treatment could evolve to include Red and Blue Line CTrain, and other rapid transit messaging as well.

Calgary



Extension of the current colour based wayfinding system

MP

MT

MO

Red & Blue lines will now be joined by the new Max coloured lines

MP Max Purple

MT Max Teal

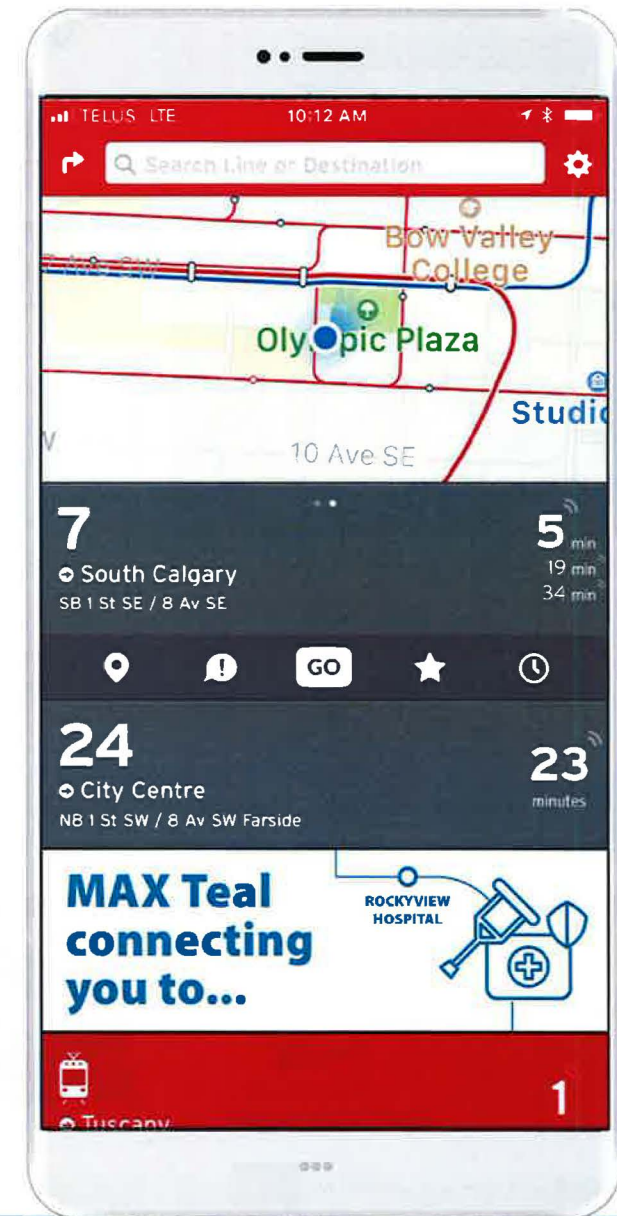
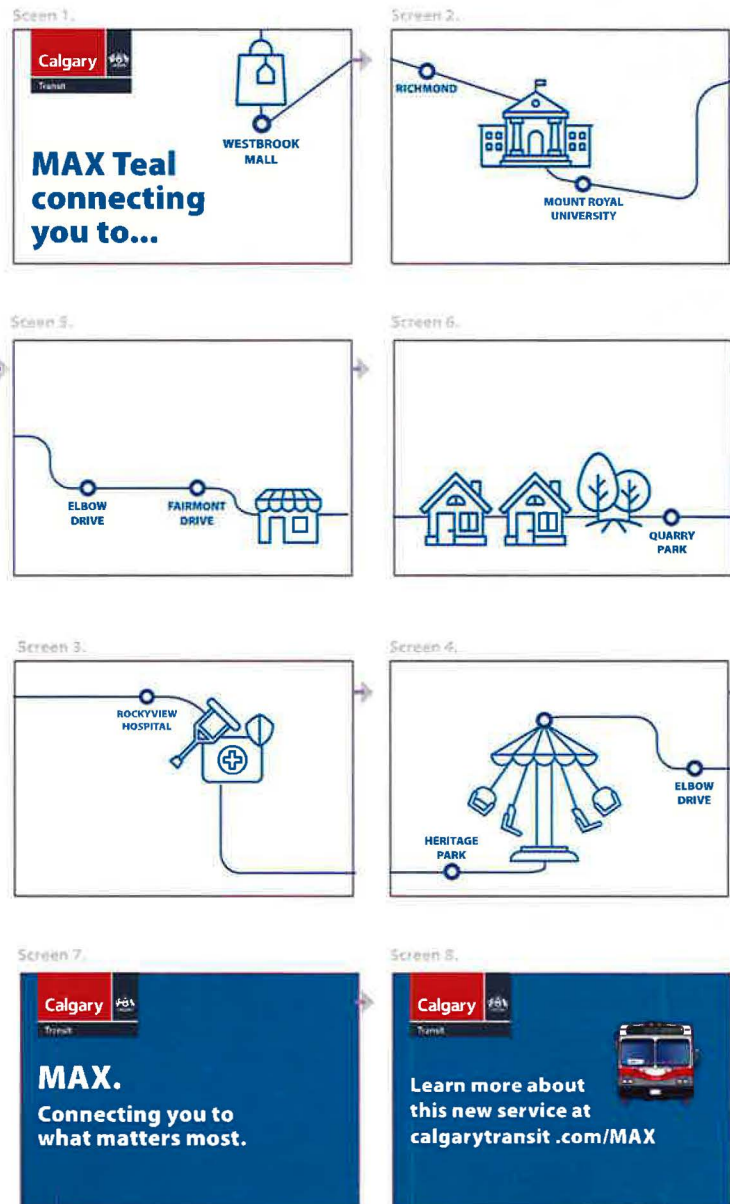
MO Max Orange



Calgary



Informational and Awareness Campaign - Digital

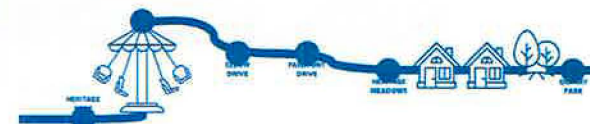




CalgaryTransit.com



Connecting you to...



MAX will give the three new lines of service to easily move you around the city. Just like the 227 red and blue lines, each MAX line is color coded for easy identification. The three new MAX lines will fill important gaps in the City's current transit network and give you more direct connections to major destinations and across public bus and rail modes.

- MAX'S 3 C's

With all these steps now laid out, it's time to make decisions about the first two: the *off* button that was used. RPO has a number of choices for the *off* button. The first one, R44, comes with a warning sign posted on the door, so that everyone can see and give you their best intentions to give you the best possible results. The *off* button



For more information, contact your local sales office, or write to: **McGraw-Hill Construction Information Group, 1221 Avenue of the Americas, New York, NY 10020-1396.**



Learn More



Quanto agli effetti del trattamento, i risultati sono stati positivi: la riduzione del 25% della dose di oppioide ha permesso di ridurre del 30% il consumo di oppioide, del 20% il consumo di benzodiazepine e del 10% il consumo di antidepressivi. Inoltre, il 50% dei pazienti ha riportato una riduzione del dolore e del 40% una riduzione della depressione.

[illegible]

© 2006 Blackwell Publishing Ltd, *Journal of Internal Medicine* 260: 105–112

[illegible]

There is no doubt that a strategic partnership will be required to bring all three parties to the table and to ensure that the interests of all parties are protected. The partnership will be a key element in the success of the project.

[illegible]



ROI and Measurements/Feedback

ROI:

- Best practices: 3% ridership gains
- ROI within two years, with continued scalability

Measurements:

- Monitoring and evaluation of MAX and overall transit ridership
- 80% awareness among affected riders
- 50% awareness among all Calgary Transit riders
- 25% awareness among non transit riders in 53 affected communities
- Targeted marketing and ridership+awareness response from baseline

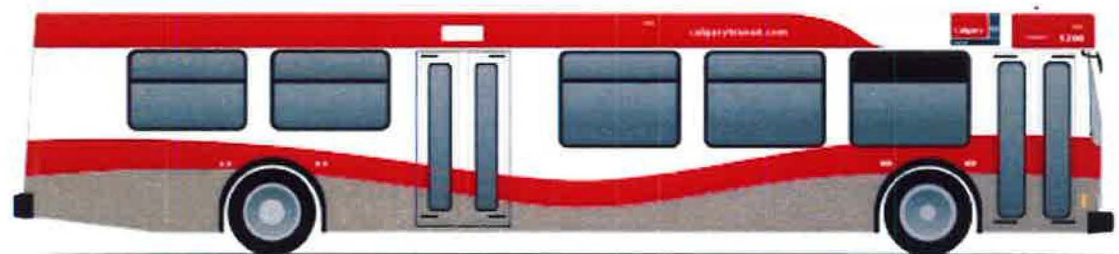
Feedback:

- Calgary Transit service line calls, 311, social monitoring and online analytics.
- Calgary Transit intercept, customer satisfaction and non-user surveys

***Measurements are a result of both operational practices and campaign initiatives*

Recommendation

That the SPC on Transportation and Transit recommend that Council approve funding and allocate \$366,000 to Calgary Transit Program 110 from the Fiscal Stability Reserve for the Bus Rapid Transit Network Marketing Strategy.



Bus livery (City of Calgary Transit Branding remains the same)