



That's How We Roll

“Return to Transit” Campaign | 2021 HCDE Capstone

The Team



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Agenda



Introduction



Research: Key Findings



Concept Development & Testing



Campaign Development & Strategy



Implementation Plan



Documentation

Introduction

Problem

Audience

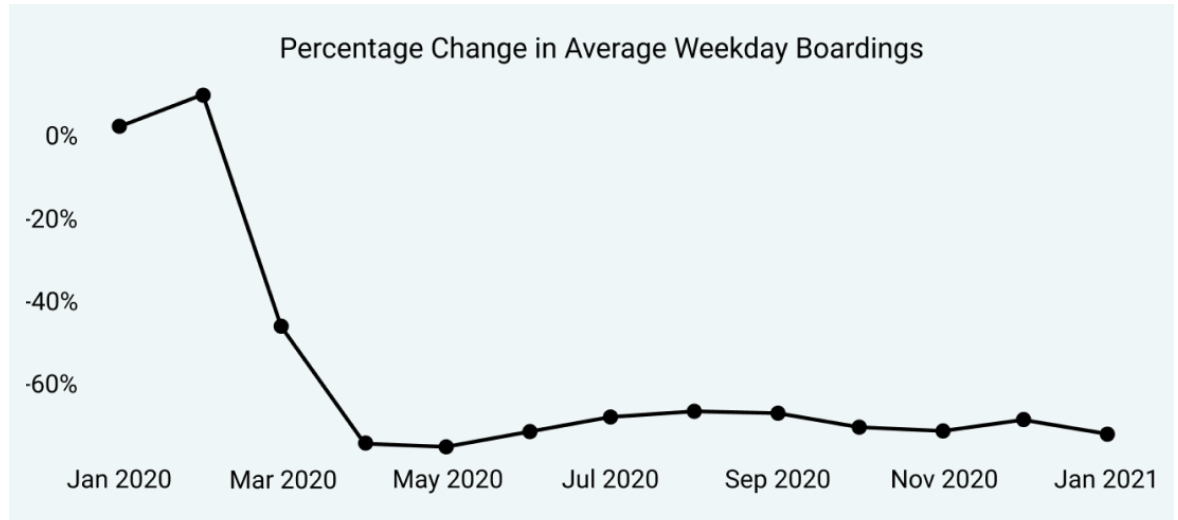
Original Design Question

Why a Campaign?

Industry Audit Findings

Problem

70% drop in Metro average weekday ridership since the COVID-19 public health crisis began



Percent change in average weekday boardings for each month compared to one year earlier, 2020-2021. The Dash.

Audience



Lapsed Riders

Bus riders who typically use the transit system but have currently **lapsed in ridership** due to **safety concerns** and **lifestyle changes** associated with the COVID-19 pandemic.

ORIGINAL DESIGN QUESTION

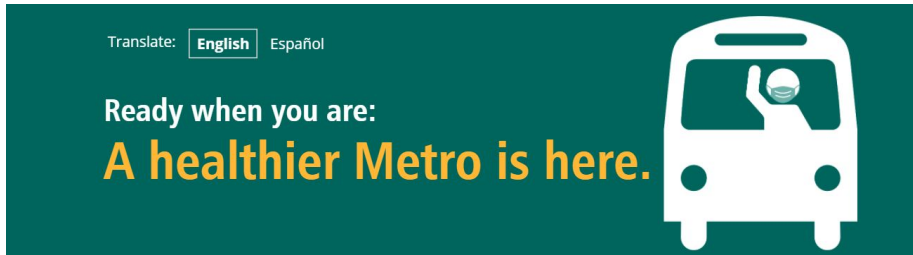
How might we rebuild trust and motivate customers to return to transit?

Why a Campaign?

Many people have built new routines in the past year.

As people start to reform their transportation habits, we want to remind them that Metro is a viable option.

Metro has successfully rolled out previous campaigns.



The timing is right.

- Metro continuing to take health precautions
- Increasing vaccine availability

2,598,089

doses administered to King County residents as of 6/1/2021

Industry Audit Findings

MESSAGING

Evoking a sense of responsibility

“Ready when you are”

Going above and beyond

Shared responsibility

STANDOUTS

Usage of statistics / data

Transparency

Supporting visuals

NEXT-LEVEL
CARE

NEAR ZERO (0.003%)

is the infection risk from breathing when everyone wears a mask on board.

— Department of Defense study, [TRANSCOM/AMC Commercial Aircraft Cabin Aerosol Dispersion Tests](#)

[LEARN MORE](#)

Safer Travel at Every Step

PRE-TRIP CHECK-IN SECURITY DELTA SKY CLUB BOARDING ON BOARD YOUR SEAT BAGGAGE CLAIM

Security Checkpoint

To continue to provide a safer experience through security, multiple efforts have been implemented at TSA checkpoints. For more information, visit [tsa.gov/coronavirus](#).

How we define crowding

We describe crowding in three categories: based on current social distancing standards on our vehicles: Not crowded, Some crowding, and Crowded.

NOT CROWDED

SOME CROWDING

CROWDED

We are monitoring usage and feedback and will modify these categories as public health conditions change. For example, a standard bus with 20 riders is currently labeled as "Crowded," but might not be considered crowded when social distancing becomes less necessary and the MBTA adjusts its crowding definitions.

Research: Key Findings

Research Questions

Methodology

Participants

Research Insights

Mindsets

Revised Design Question

Research Questions

1

What **attitudes and beliefs** characterize lapsed riders?

2

What **concerns and obstacles** do riders currently face while taking transit?

3

What **factors and motivations** influence riders to use or not use transit?

Methodology



SURVEY

Google Forms

12 questions (+ screener & demographics)

Participants were entered to win one of ten \$15 Tango gift cards, funded by the College of Engineering



INTERVIEWS

Zoom

Semi-structured interviews

Participants each received a \$30 e-gift card through Tango, funded by the College of Engineering

Research Participants

310 **survey** respondents met criteria
and completed the survey

6 **interview** participants,
selected from the survey

INCLUSION CRITERIA

Users who ride less frequently or have stopped riding the Metro since the onset of the COVID-19 pandemic

Users who say they may or intend to use Metro again in the future

Research Insights

Highlighting key findings



RESEARCH FINDINGS

Some people enjoy riding the bus for the experience.

LAPSED RIDERS SAY...

*“I like being able to see the scenery. I like going over the Ballard bridge on the bus and **being able to look at the mountains and the water and the boats and I love that.**”*

*“I could work on other things and **get some work done or get some reading done while I’m on the bus.**”*



RESEARCH FINDINGS

Pre-pandemic, many riders valued the bus for its ability to minimize driving-related stress.

LAPSED RIDERS SAY...

“Driving can be stressful. Finding parking, looking for parking, not even just paying for parking, but..driving through a parking garage being like ‘I’m going to be late, I’m going to be late.’”



RESEARCH FINDINGS

Route closures and reduced service are a source of concern for lapsed riders as they consider their return to transit.

25.5%

of lapsed riders cite **reduced route schedules and options** as an influence on their change in riding behavior

LAPSED RIDERS SAY...

"I haven't ridden it for a while...I know they have reduced the trips, and so. Like, is the 18X back? You know, do I have to take the 40?"

Mindsets

Customer segmentation

Mindsets



Criteria to return

PLACES REOPENING

Riders who are willing to return to transit as soon as places for them to go reopen.

ADDITIONAL SAFETY CONCERNS

Riders who are weighing other criteria (vaccinations, case rates, etc) in addition to places reopening.



Readiness to return

JUMP RIGHT BACK IN

Riders who are ready to return to transit and normal activities once it is safe (e.g. after they are vaccinated).

NEED TIME TO ADJUST

Riders who are excited to return to transit and normal activities, but need time to ease back into society.

Mindsets



Transit attitudes

ENJOY THE EXPERIENCE

Riders who enjoy the experience of riding the bus, such as watching the scenery or walking to the bus.

POINT A TO POINT B

Riders who take the bus purely as a form of transportation.

PRODUCTIVE TIME GAINED

Riders who use the bus time to work, read, or engage in other leisure activities.



Mindsets



Destination

WORK

Riders who utilize the bus for their commute and care more about reliability and timing.

RECREATIONAL

Riders who use the bus for recreational activities, such as going to sporting events or seeing friends. Timeliness is less important.

ERRANDS

Riders who use the bus to go to necessary activities such as doctor appointments and grocery shopping.



Research Takeaways

TRANSPARENCY & COMMUNICATION

Communicate with riders clearly about any updates regarding COVID-19 and Metro.

Point riders to resources regarding routes and service restorations

Focus messaging on controllable situations. Encourage riders to have autonomy.

PLACES TO GO

Connect Metro as a method of transportation to both work and recreational activities and/or to see family and friends

BUS BENEFITS

Consider highlighting no-stress benefits of bus in comparison to driving.

Showcase the personal and communal benefits of the bus experience.

REVISED DESIGN QUESTION

How might we facilitate a return to transit through

1

reducing friction
and uncertainty

2

cultivating excitement
about a return to
“normal life”

3

building a sense of
community and
mutual benefit

Concept Development + Testing

Methodology

Concept Overviews

Findings

Methodology

IMPLEMENTATION

Unmoderated on
UserTesting.com

3 concepts
evaluated with

6 participants

EVALUATION CRITERIA

- **Degree of motivation:** How motivated are users to return to transit?
- **Level of understanding:** How well do users understand the key information being conveyed?
- **Visual appeal:** How appealing is the visual style?
- **Preference:** Which campaign direction resonates the most with them?

Welcome Back



When riding to South Lake Union, please:



Mask up



Stay distanced



Pay with Orca



To learn more about updated service routes and see the steps Metro is taking to keep you safe, visit kingcounty.gov/WelcomeBack or scan the code on the left



Current Resident
600 4th Ave
Seattle, WA 98104-4059



Reconnect



reconnect,
reunite,
rejoice.



ready for reopenings

Metro knows how important it is for you to return to the activities, people, and places you care about. We're ready to help you reconnect safely through:

-  Route expansions
-  On-board mask dispensers
-  Increased service for busy routes



To learn more about your routes and the steps we're taking to keep you safe, visit kingcounty.gov/reconnect or scan the code on the left.



kingcounty.gov/depts/transportation/metro.aspx
@kcmetrobus

Current Resident
600 4th Ave
Seattle, WA 98104-4059

That's How We Roll



Leaving your house again?
We'll take care of the driving.



That's how we roll.

Committed to getting you to your destination safely.

Here's what we're doing:



Providing mask
dispensers on board



Cleaning and disinfecting
vehicles daily



Increasing bus service for
busy routes



Maintaining physical
distance

Scan to learn more about
what we're doing to
keep our riders safe



King County METRO

Current Resident
600 4th Ave
Seattle, WA 98104-4059



<https://kingcounty.gov/depts/transportation/metro.aspx>
@kcometrobus

Findings



That's how we roll was the best choice because it appealed to the widest audience and addressed the design question.

- *That's how we roll* messaging can be **modified** to emphasize Metro's reopening practices rather than just Covid safety
- Resonates well with **commuters**
- **Out of the box** for Metro's current branding practices
- *Reconnect* may be targeting people who will already return to transit without being prompted

Campaign Development + Strategy

Concept Integration

Campaign Strategy

Social Media

Physical Materials

Digital Presence

Concept Integration



That's how we roll.

FOCAL POINTS

Emphasis on **mobility** to cultivate excitement about a return to transit

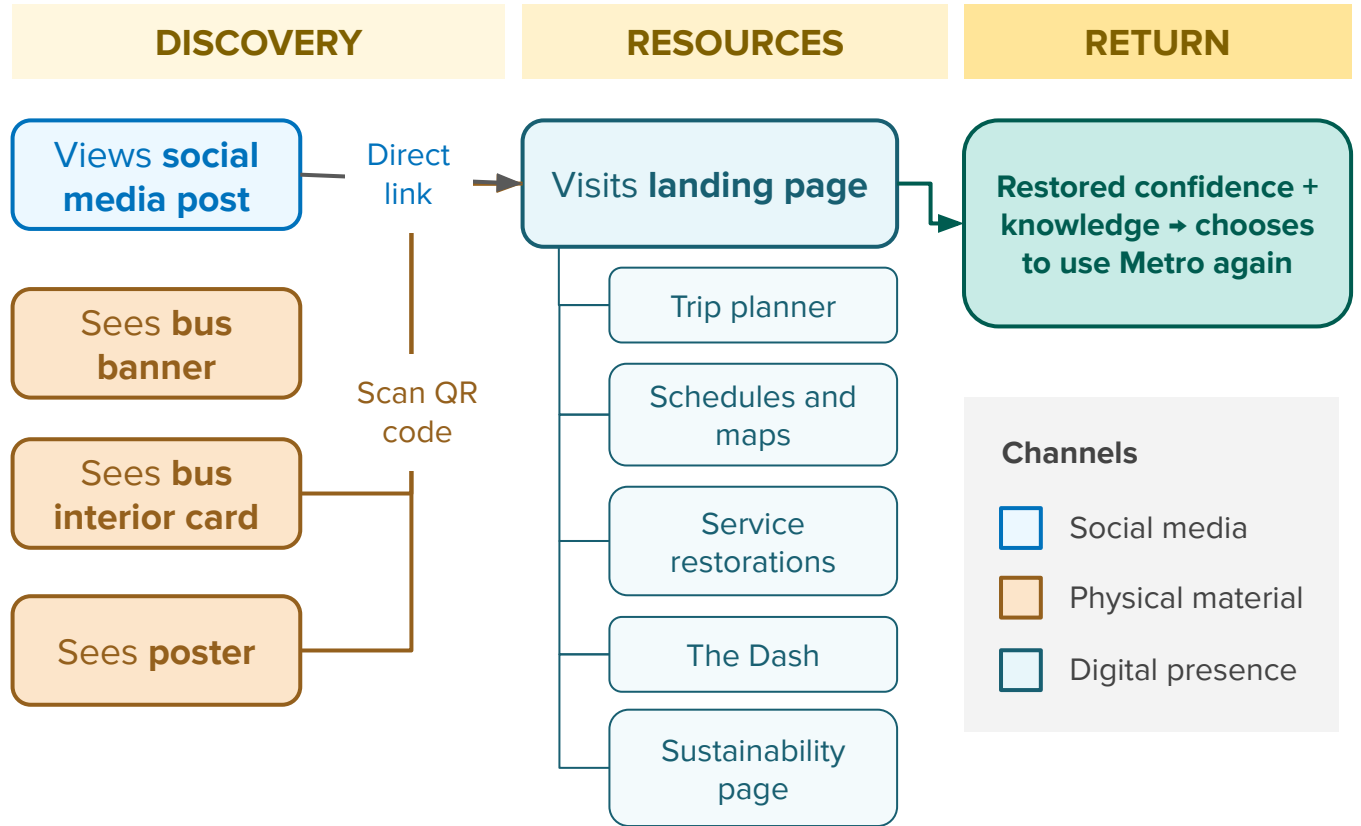
Addition of a **community** focus as in *Reconnect*

TONE

Straightforward, snappy statements with an emphasis on verbs

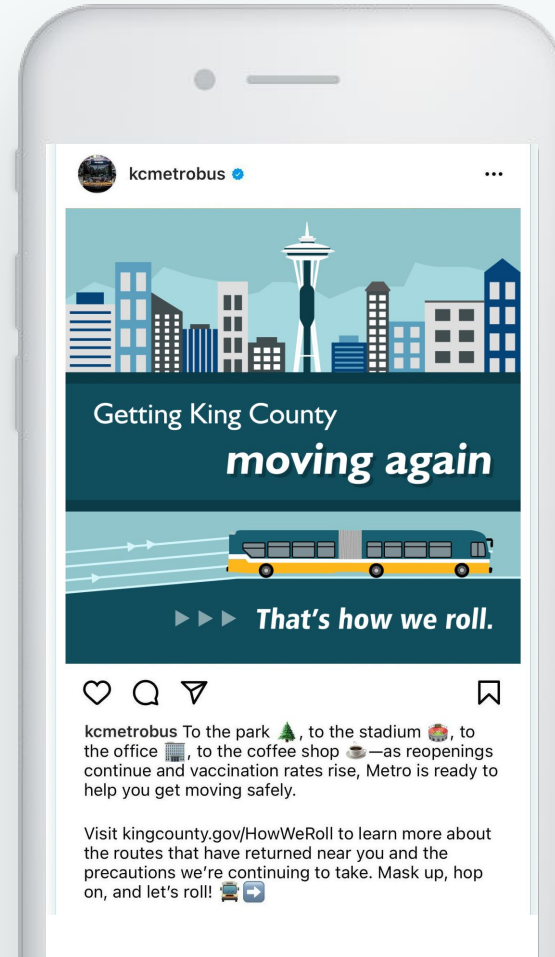
Highlighting benefits and updates from Metro with confidence

Campaign Strategy



Social Media

Assets for Facebook, Twitter, and Instagram channels



kcmetrobus



Getting King County

moving again



▶▶▶ **That's how we roll.**



kcmetrobus To the park 🌲, to the stadium 🏟️, to the office 🏢, to the coffee shop ☕—as reopenings continue and vaccination rates rise, Metro is ready to help you get moving safely.

Visit kingcounty.gov/HowWeRoll to learn more about the routes that have returned near you and the precautions we're continuing to take. Mask up, hop on, and let's roll! 🚌➡️

Social Media Strategy



APPEAL

Core posts of campaign that introduce and emphasize slogan

ANNOUNCE

Adaptable framework for new announcements or updates that fit with campaign theme

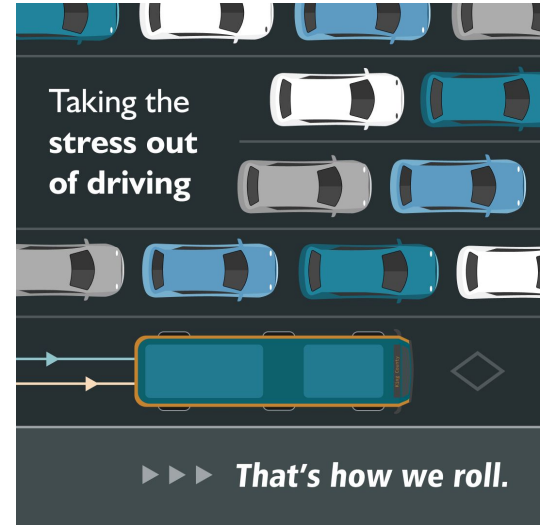
Appeal Themes



Mobility



Connection



Bus Benefits

Appeal: Mobility



To the park 🌲, to the stadium 🏟️, to the office 🏢, to the coffee shop ☕—as reopenings continue and vaccination rates rise, Metro is ready to help you get moving safely.

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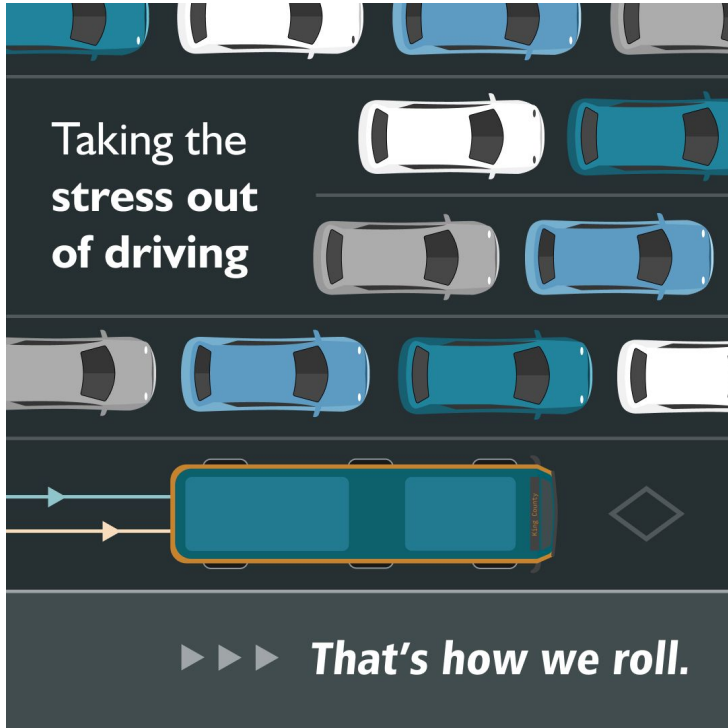
Appeal: Connection



Who have you been missing lately? 🧑🏻 🧑🏿 🧑🏻
After spending so much time away from some of the people and places in our lives that matter the most, we're here to help you reconnect. So don't be shy—tag someone you'd like to hop on the bus to visit in the comments.

Wondering how you'll get to them? Learn more about the routes and service near you at kingcounty.gov/HowWeRoll.

Appeal: Bus Benefits



Parking, traffic, tickets—there's a lot to worry about when you're in a car. 🚗 Let us handle the hard parts of driving so you can sit back and take time for yourself.

Ready to see how Metro could save you money, time, and stress? Input your destination at tripplanner.kingcounty.gov and find the route that works for you.

SOCIAL MEDIA


Platform Adaptations



Twitter - Mobility

SOCIAL MEDIA

Platform Adaptations



Connecting you to the **people**
and **places** that matter

Twitter - Connection

SOCIAL MEDIA

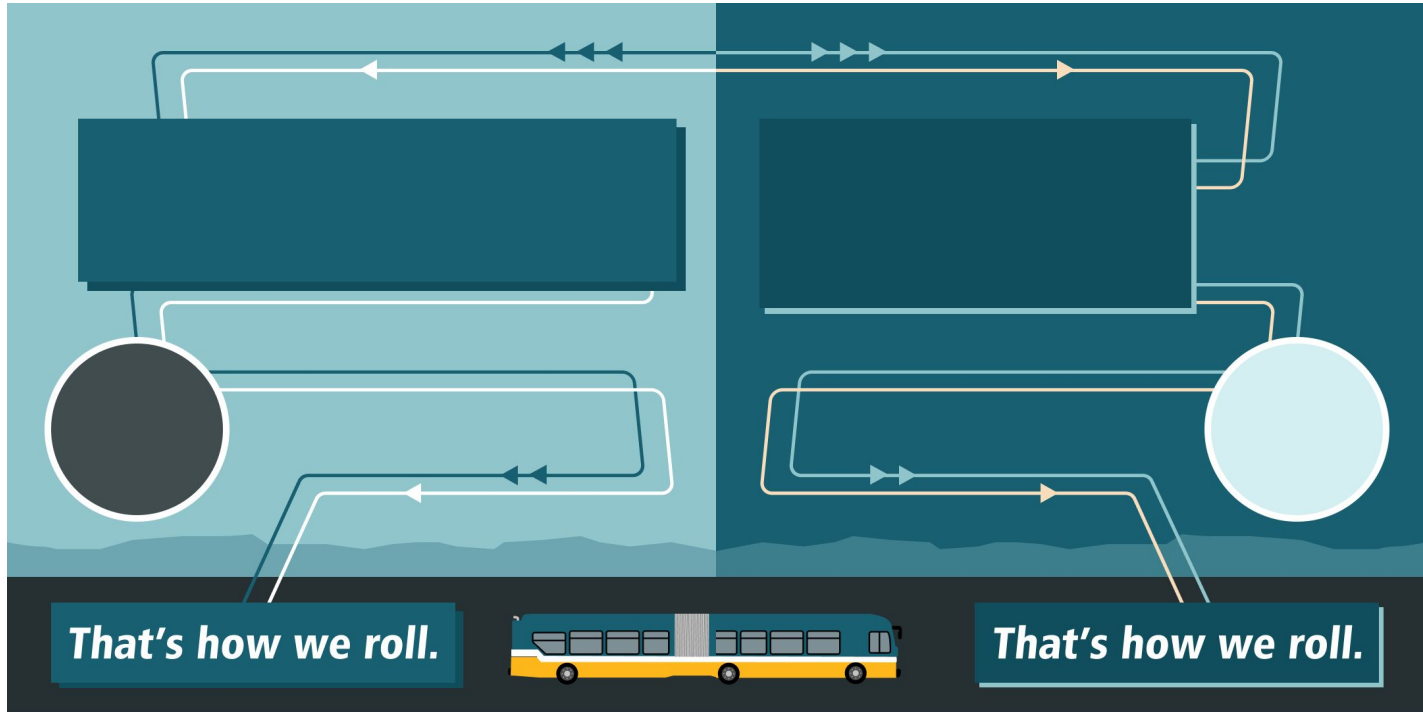
Platform Adaptations



Twitter - Bus Benefits

SOCIAL MEDIA

Announce: Instagram Templates



SOCIAL MEDIA

Announce

Thematic Icons



Service / Route
Expansion



Commute



Sustainability



Reliability /
Destinations



Masking /
Health Safety



Community / Lifting
of Guidelines

Announce: Mask Reminder



It's up to us to make sure every rider has the confidence they need to feel safe when they hop on the bus. That's why we're continuing to sanitize buses daily, use upgraded air filters, and provide masks to riders who need them.

See the ways we're continuing to keep you safe at kingcounty.gov/HowWeRoll. Thank you for wearing your mask when you get on board so we can continue moving forward together!



Physical Materials

Assets to be displayed on bus exterior, bus interior, and in flyer form



PHYSICAL
11 x 17"
Posters



RIDESHARING IS CARING



Scan with your phone to learn more about Metro Vanpool

BENEFITS OF VANPOOL

 Travel in HOV lanes and get to work quicker	 Save money on parking and vehicle costs	 Reduce your carbon footprint
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SHARE THE RIDE

Lorem ipsum any details about ridesharing would go here by the businesses Lorem ipsum any details about ridesharing would go here by the businesses Lorem ipsum any details about ridesharing would go here by the businesses Lorem ipsum any details about ridesharing would go here by the businesses Lorem ipsum any details about ridesharing would go here by the businesses Lorem ipsum any details about ridesharing would go here by the businesses Lorem ipsum any details about ridesharing would go here by the businesses Lorem ipsum any details about ridesharing would go here by the businesses Lorem ipsum any details about ridesharing would go here by the businesses Lorem ipsum any details about ridesharing would go here by the businesses Lorem ipsum any details about ridesharing would go here by the businesses Lorem ipsum any details about ridesharing would go here by the businesses Lorem ipsum any details about ridesharing would go here by the businesses Lorem ipsum any details about ridesharing would go here by the businesses Lorem ipsum any details about ridesharing would go here by the businesses



CONNECTING YOU TO THE PEOPLE & PLACES THAT MATTER



Scan with your phone to learn more about King County Metro

WHY TAKE METRO?

 Travel in HOV lanes and get to work quicker	 Save money on parking and vehicle costs	 Reduce your carbon footprint
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RIDE WITH METRO

Lorem ipsum any details about king county metro would go here lorem ipsum Lorem ipsum any details about king county metro would go here lorem ipsum Lorem ipsum any details about king county metro would go here lorem ipsum Lorem ipsum any details about king county metro would go here lorem ipsum Lorem ipsum any details about king county metro would go here lorem ipsum Lorem ipsum any details about king county metro would go here lorem ipsum Lorem ipsum any details about king county metro would go here lorem ipsum Lorem ipsum any details about king county metro would go here lorem ipsum Lorem ipsum any details about king county metro would go here lorem ipsum Lorem ipsum any details about king county metro would go here lorem ipsum Lorem ipsum any details about king county metro would go here lorem ipsum



PHYSICAL

King Ads

Connecting you to the **people** and **places** that matter.


That's how we roll.


King County METRO

That's how we roll.

That's how we roll.

PHYSICAL
Tail Ads



King County METRO  Taking the stress out of driving

▶▶▶ **That's how we roll.**



King County METRO

Giving you a hands-free commute

That's how we roll.



King County METRO

We'll take care of **driving**

So you can take care of **business**

That's how we roll.

PHYSICAL


Interior Cards

Overview


King County METRO

12


routes reopened since July 2021



That's how we roll.



Scan with your phone camera to learn more about updates at Metro



King County METRO

Taking care of our

community & the environment



600,000 tons CO₂ displaced per year

ZERO emission busses

175,000 cars off the road per weekday



That's how we roll.



Scan with your phone to learn more about Metro's sustainability initiatives

King County METRO


Leaving your house again?

We'll take care of the driving.



> 140,000 trips made per weekday

175,000 cars off the road per weekday



That's how we roll.



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12

routes reopened since July 2021



That's how we roll.



Scan with your phone camera to
learn more about updates at Metro



Interior Card Design 1



XXX

routes reopened since July 2021



That's how we roll.



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Interior Card Design 1 Template

Leaving your house again?



**We'll take care
of the driving.**



>140,000

trips made
per weekday

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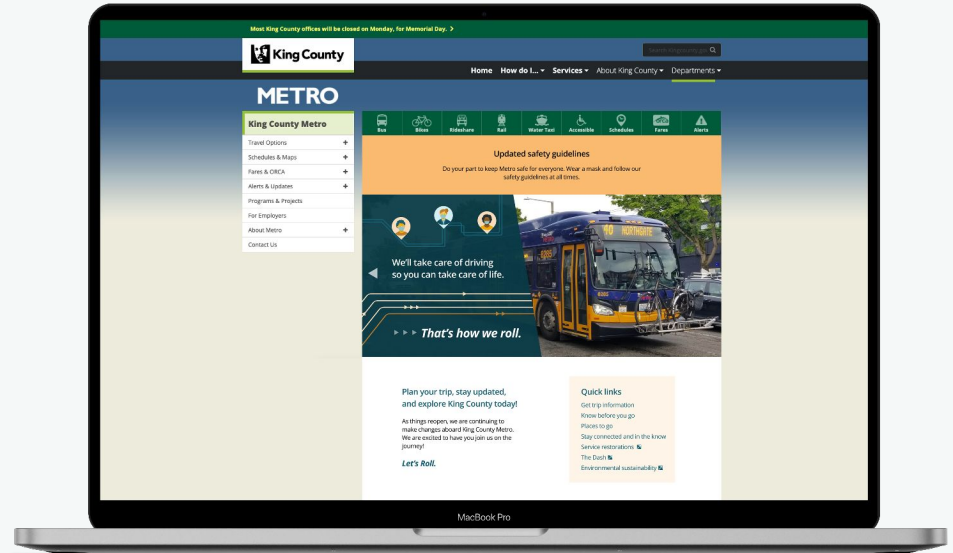


Scan with your phone to learn more
about Metro's sustainability initiatives

That's how we roll.

Digital Presence

Landing page design & structure



DIGITAL

Landing Page

Updated safety guidelines

Do your part to keep Metro safe for everyone. Wear a mask and follow our safety guidelines at all times.



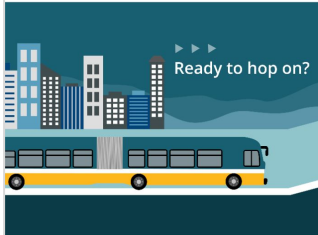
Plan your trip, stay updated, and explore King County today!

As things reopen, we are continuing to make changes aboard King County Metro. We are excited to have you join us on the journey!

Let's Roll.

Quick links

- Get trip information
- Know before you go
- Places to go
- Stay connected and in the know
- Service restorations
- The Dash
- Environmental sustainability



Get trip information



Trip Planner

In Trip Planner, select "Next Departures," then enter a location, address, intersection, or landmark and select the desired location from the map or drop-down list. Trip planner results display scheduled or predicted departure times and any canceled trips.



Schedules & Maps

View our schedules and maps to learn more about Metro's transit service.



Text for Departures

Find the next departure times of transit service by texting your stop ID to 42555. You will receive a return message with the next departure times or canceled trips at that stop. You can find your stop ID on the bus stop sign or in the Trip Planner tool.

"CDC has issued an Order that requires face masks to be worn by all travelers while on public transportation."
-as of March 23, 2021

Know before you go

Guidance for passengers



Mask up



Maintain physical distance



Providing mask dispensers on board



Physical distancing



Avoid closed areas



Sign up for Transit Alerts



Cleaning and disinfecting vehicles daily



Upgrading air filters

How Metro is keeping you safe

Reconnect to the people and places that matter



Stay connected and in the know



Transit Alerts

Subscribe in advance to receive alert messages via email, text, or both.



Service Advisories

Check for route-specific alerts. Please note that these advisories do not include trip-level cancellations, changes, or delays.



Have a say

Metro provides opportunities for you to advise us on long-range planning and ongoing system improvements. Find out more



Metro Matters Blog

Read our blog posts with the latest Metro news.

DIGITAL

Landing Page

Hero image / slideshow



We'll take care of driving
so you can take care of life.

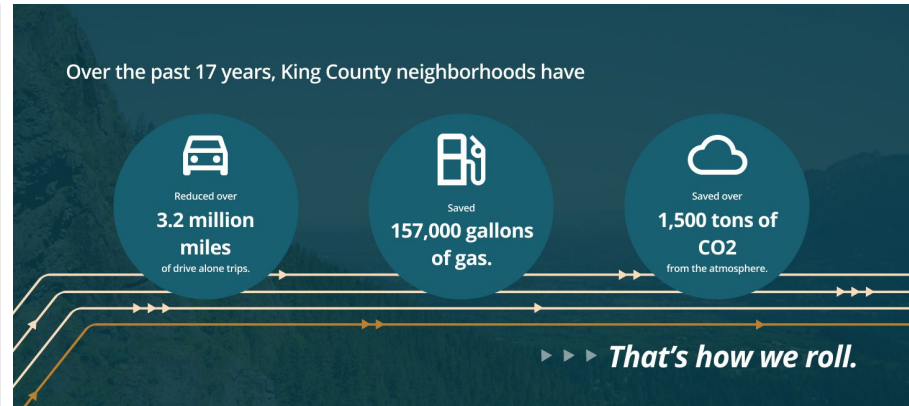
▶▶▶ *That's how we roll.*



XX

routes reopened since July 2021

▶▶▶ *That's how we roll.*



Over the past 17 years, King County neighborhoods have

- Reduced over **3.2 million miles** of drive alone trips.
- Saved **157,000 gallons of gas.**
- Saved over **1,500 tons of CO2** from the atmosphere.

▶▶▶ *That's how we roll.*

Landing Page

Introduction & quick links

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Let's Roll.

Quick links

Get trip information

Know before you go

Places to go

Stay connected and in the know

Service restorations 

The Dash 

Environmental sustainability 

DIGITAL

Landing Page

Get trip information



Get trip information

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DIGITAL

Landing Page

Know before you go

Know before you go

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- as of March 23, 2021

Guidance for passengers



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Avoid closed areas



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How Metro is keeping you safe



Providing mask dispensers on board



Physical distancing



Cleaning and disinfecting vehicles daily



Upgrading air filters

DIGITAL

Landing Page

Destinations carousel

Reconnect to the people and places that matter



DIGITAL

Landing Page

Stay connected and in the know

Stay connected and in the know



Transit Alerts

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Implementation Plan

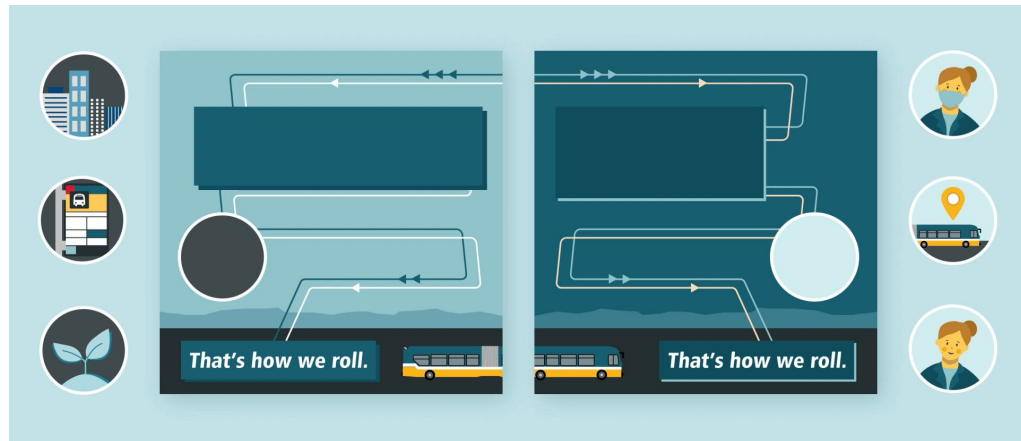
Flexibility

To-Dos for Implementation

Further Opportunities

Flexibility

Social Media Campaign



Landing Page

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- Service restorations [📄](#)
- The Dash [📄](#)
- Environmental sustainability [📄](#)

To-Dos for Implementation

Decide which channels to implement & make content adjustments

Landing Page

Update with current information and resources

Social Media Campaign

Optimize captions for different media channels

Interior Cards

Update the number of reopened results & the appropriate month on the card

King & Tail Ads

No information needed; can be implemented as is

11 x 17 Posters

Business partners & Metro can fill designated space with appropriate content

Documentation

Drive folder with materials and assets [\(x\)](#)

Thank you!

Any questions?

Many thanks to our mentors and partners:

Gaia Borgias

Jim Bennett

Sean Hawkes

Alex Hughan

Abiy Endaylalu

Lori Mimms

UW Transportation Services

Washington Roundtable

Challenge Seattle

Restart



HUMAN CENTERED
DESIGN & ENGINEERING



MOBILITY
INNOVATION
CENTER
at the
UNIVERSITY of WASHINGTON



UNIVERSITY of WASHINGTON
COLLEGE OF ENGINEERING