

Process Book

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Team 9: Return to Transit Campaign

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TABLE OF CONTENTS

- Executive Summary** 1
- Industry Audit** 2
 - Overview 2
 - Findings Summary 3
- Research** 5
 - Overview 5
 - Research Questions 5
 - Research Synthesis 5
- Concept Development & Testing** 8
 - Overview 8
 - Thematic Concepts 9
 - Concept Testing Results 13
 - Sponsor Feedback 14
 - Design Rationale 14
- Campaign Strategy & Design** 15
 - Overview 15
 - Campaign Strategy..... 15
 - Digital: Social Media Plan 16
 - Digital: Landing Page 23
 - Physical Materials 31
 - Business Partnerships 36
 - Visual Language 36
- Conclusion**..... 38

EXECUTIVE SUMMARY

Overview

This summary gives a broad overview of the research and design phases of developing the *That's how we roll* campaign. This marketing campaign is designed to restore ridership for King County Metro after the COVID-19 pandemic. The research findings and recommended strategic, creative, and marketing approaches are intended to be helpful for all transit agencies, as well as for other businesses and organizations looking to instill confidence as they welcome customers back.

Project Summary

The development of *That's how we roll* falls into research and design phases. Specific steps within these phases are detailed below.

Research:

1. *Industry Audit*: This research explored the strategies that other companies and organizations have implemented in response to the COVID-19 pandemic. This work generated insights from organizations with diverse audiences by auditing organizations across transportation, transit, service, and hospitality industries.
2. *Survey*: A survey of lapsed riders helped identify high level research themes and give an overview of lapsed riders' attitudes toward returning to transit
3. *User Interviews*: Interviews delved into core motivations and personal experiences of lapsed riders.

Design:

1. *Campaign Strategy*: Research insights were used to synthesize a cohesive campaign strategy including channels of communication and components of the final campaign.
2. *Concept Development*: Concept development applied research findings to the creation of three thematic concept directions. These concepts were reviewed by lapsed riders on useresting.com, and presented to mentors for feedback.
3. *Visual Assets*: Mentor input and data from concept testing influenced the choice of the *That's how we roll* concept as the direction to be refined into a fully fledged campaign. Visual assets for this campaign span both physical and digital formats.

INDUSTRY AUDIT

Overview

As part of the background research phase of our “Return to Transit” campaign development, we conducted an **audit** of practices within the transit industry and across various external industries. This involved reviewing the messaging and business-oriented strategies that other organizations have adopted in response to the COVID-19 pandemic.

Through this audit, our goals were to:

- **Document safety precautions** being taken by various organizations and assess the success of their techniques to communicate such precautions;
- **Evaluate the success of business strategies** and shifts that various organizations have made during the pandemic and determine whether any of these strategies could be applied to the context of King County Metro; and
- **Pinpoint common themes across copy and visuals** that effectively inspire confidence in the organization.

Areas of Evaluation

We examined and documented the following information for each organization:

- Audience (*demographics*)
- Communication platforms
 - Community engagement
- Policies
- Health precautions
- Strategy
- Incentives offered (*if any*)
- Messaging (slogans, catchphrases) / tone of voice
 - *Length of information*
- Visuals (*if any*)
- Strength / weaknesses overall
 - *With emphasis on the lenses of safety, reliability, and equity*

Organizations

Metro systems [7]

- Port Authority Trans-Hudson (PATH) [x]
- Toronto Transit Commission (TTC) [x]
- New York Metropolitan Transit Authority (MTA) [x]

- San Francisco Municipal Transportation Agency (SFMTA) [x]
- Massachusetts Bay Transportation Authority (MBTA) [x]
- Taipei Metro [x]
- Kitsap Transit [x]

Other transit / travel [7]

- Uber [x] [x]
- Lyft [x]
- Alaska Airlines [x]
- Delta [x]
- Sea-Tac Airport [x]
- Greyhound [x]
- Washington State Ferry [x]

Service / hospitality [5]

- Starbucks [x]
- Airbnb [x]
- Marriott Hotels [x]
- Space Needle [x]
- Amazon [x]

Findings Summary

After careful review of our full data, we began to note common themes across the various areas of evaluation and identified examples of “standouts,” or examples of an organization’s communication or safety practices that were done exceptionally well.

From our industry audit, we saw common themes across the different organizations.

Common themes:

- Many companies tried to **evoke a sense of community** through their messaging and language. There was an emphasis on the importance of looking out for each other and working together to fight the pandemic.
- Companies also highlighted the idea of **shared responsibility** when it came to the pandemic. They detailed the actions and steps they were taking as a response to the pandemic, and also noted what customers should do in order to keep everyone safe.
- Being **transparent** was also a strength that we saw in our audit. Companies would present information on what to do during every step of the customer journey, which helped instill a sense of confidence in customers.

We distilled our full findings into a slide deck report, including written and visual examples to illustrate these themes, and presented these findings to our sponsors.

Our findings summary report can be viewed through this link. [\[Industry Audit Deck\]](#)

RESEARCH

Overview

The bulk of this project’s research phase consisted of a survey and user interviews to develop rider mindset segmentations. The guiding design question that we kept in mind for our research was “How do we rebuild trust and motivate customers to return to transit?” The goal of the research phase was to find key themes about rider attitudes, motivations, and experiences on public transportation. Our target research population was lapsed riders, who are people who used to ride King County Metro but have stopped throughout the course of the Covid-19 Pandemic. The survey helped identify high level themes and topics, while the interviews delved into core motivations and personal experiences. Through our research findings, we developed rider mindset segmentations to inform our campaign strategy. Our goal is to develop a marketing campaign that conveys a sense of safety to riders and restores their trust in the transit system.

Research Questions

Our guiding research questions were:

- What attitudes and beliefs characterize lapsed riders?
- What concerns / obstacles do riders currently face while taking transit?
- What factors and motivations influence users to use or not use transit?
- What actions can Metro take to rebuild people’s trust?
- What understanding do users have about current regulations and steps Metro is taking to protect them?

Research Synthesis

Drawing from our research insights, we developed mindset segmentations that break down the various attitudes and motivations that riders may have in regards to returning to Metro.

Mindset Segmentation

TYPES OF RIDERS BY...

Mindsets are not mutually exclusive. Individuals can draw motivation from multiple mindsets within the same category. Mindsets serve as a breakdown of possible motivations or attitudes that may contribute to a user's decision or opinion.



MASKING MOTIVATIONS

Personal safety

Riders who are motivated to wear masks to protect themselves

Respect for others

Riders who are motivated to wear masks as common courtesy, wanting to make sure others feel secure in their personal safety.

Social pressures

Riders who are motivated to wear masks to avoid judgement from others.



FUTURE MASK USAGE

Stop as soon as possible

Riders who are looking forward to not wearing masks as soon as it is safe to do so, but will still follow rules if mask requirements are in place.

Continue after the pandemic

Riders who express wanting to wear masks in the future, such as during cold and flu season.



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.



IMPORTANCE OF COMMUNITY VACCINATION

Community emphasis

Riders who need to see high levels of community vaccination in order to feel secure taking transit, likely in addition to their own vaccination.

Personal emphasis

Riders who place the most faith in their personal vaccination (and family's vaccination), so community vaccination levels are less important.



TRANSIT ATTITUDES

Enjoy the experience

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

Productive time gained

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

Point A to Point B

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



DESTINATION

Work

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

Errands

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

Recreational

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



TRANSPORTATION OPTIONS

Convenience

Riders where convenience is a primary factor on deciding to ride the bus or take an alternative form of transportation such as a car or ride share.

Lack of access to a car

Riders who rely on public transportation or rideshare to get to a destination.

The following slide deck details the process and major findings and insights from each stage of our research synthesis: survey, interviews, and mindset segmentation. The research synthesis deck can be viewed through this link. [\[Research Synthesis Deck\]](#)

CONCEPT DEVELOPMENT & TESTING

Overview

In this phase, our team applied research findings to the development of an overarching campaign strategy and the creation of three thematic concept directions: *That's how we roll*, *Welcome Back*, and *Reconnect*. Through mentor feedback and data from concept testing results, we ultimately selected and refined one of these conceptual directions. This direction became the final *That's how we roll* campaign.

These concepts were developed in response to our revised design question:

How might we facilitate a return to transit through:

- providing public health information
- building a sense of community and mutual benefit
- reducing friction and uncertainty
- highlighting destinations, and cultivating excitement about a return to “normal life?”

Methodology

This research was run as unmoderated concept tests with lapsed riders on [usertesting.com](https://www.usertesting.com). We conducted 6 interviews and ordered concepts in three different configurations to avoid order bias. These configurations were:

- ABC (Welcome Back, This is How We Roll, Reconnect)
- BCA (This is How We Roll, Reconnect, Welcome Back)
- CAB (Reconnect, Welcome Back, This is How We Roll)

Users were asked to click through each concept and answer a series of qualitative and quantitative questions out loud about each concept. The capstone team then reviewed these recordings and synthesized opinions and insights across all tests.

Our target audience are lapsed riders: bus riders who typically use the transit system but have lapsed in ridership due to safety concerns and lifestyle changes associated with the COVID-19 pandemic. We interviewed 6 lapsed riders, based on the following inclusion criteria:

- Users who have stopped riding the Metro since the onset of the COVID-19 pandemic
- Users who intend to use Metro again in the future

Evaluation Criteria

For each campaign direction, users answered questions related to the following criteria:

- **Degree of motivation:** How well does this concept motivate the user to return to transit?

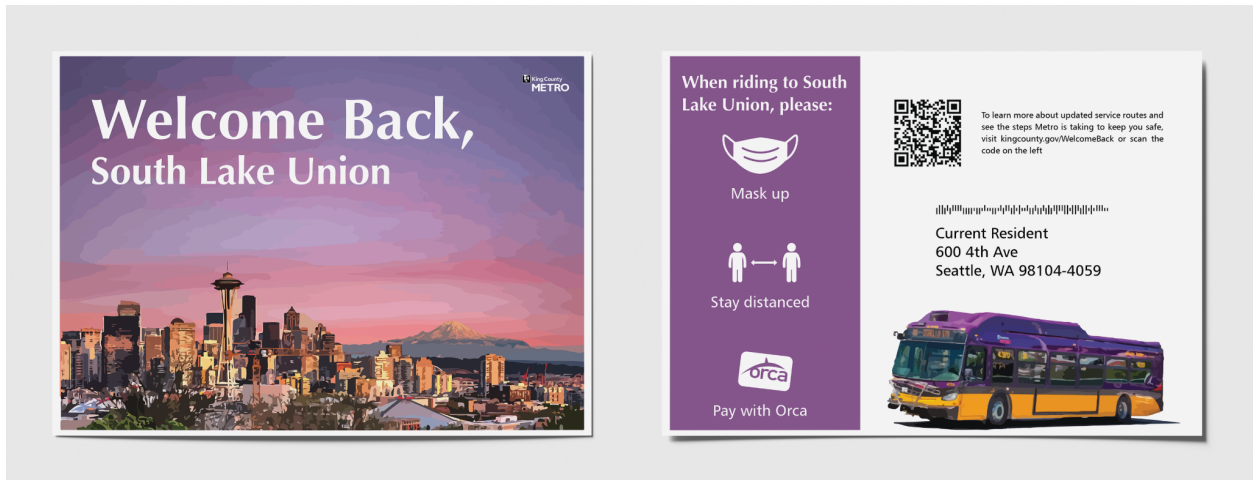
- **Level of understanding:** How well does the user understand the key information being conveyed by this concept?
- **Visual appeal:** How appealing is the visual style of this concept?
- **Preference:** Which campaign direction resonates the most with the user?

THEMATIC CONCEPTS

Concept 1: Welcome Back

The *Welcome Back* campaign focuses on a return to places and events that riders haven't had access to during shelter-in-place. The final word of the slogan is interchangeable (e.g. Welcome back, concerts | Welcome back, Capitol Hill | Welcome back, MoPop). This variety allows the campaign to resonate with a wider audience, and builds excitement about returning to transit.

This angle specifically emphasizes our design goals of **highlighting destinations** and **cultivating excitement about a return to “normal life.”**





Design Rationale: Many users expressed excitement about destinations reopening and events returning. In fact, “Places to go” was the second most cited minimum criteria used by survey respondents to decide when to return to transit. The *Welcome Back* campaign intended to capitalize on this criteria and generate excitement around taking Metro. A secondary goal for this concept was invoking a sense of community. We aimed to do so through welcoming language, a common strategy found in the industry audit. This design goal was inspired by reports from many of the interviewees that they missed the communal aspect of riding on the bus.

Concept 2: This is How We Roll

The *This is How We Roll* concept focuses on educating riders in order to build a sense of reliability and instill confidence. This concept marketing included Metro-relevant public health information and a focus on mobility and freedom to travel.

Specifically, this concept emphasized our design goals of **reducing friction and uncertainty** and **providing public health information**.



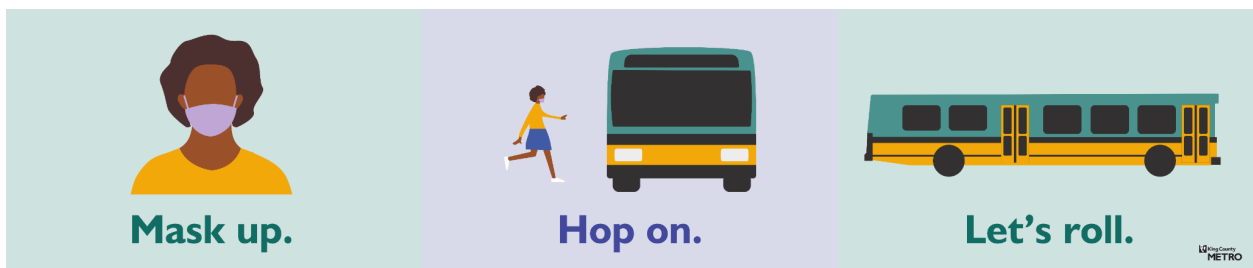
Committed to getting you to your destination safely.
 Here's what we're doing:

- 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

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

King County METRO
<https://kingcounty.gov/depts/transportation/metro.aspx>
 @kcmetrobus



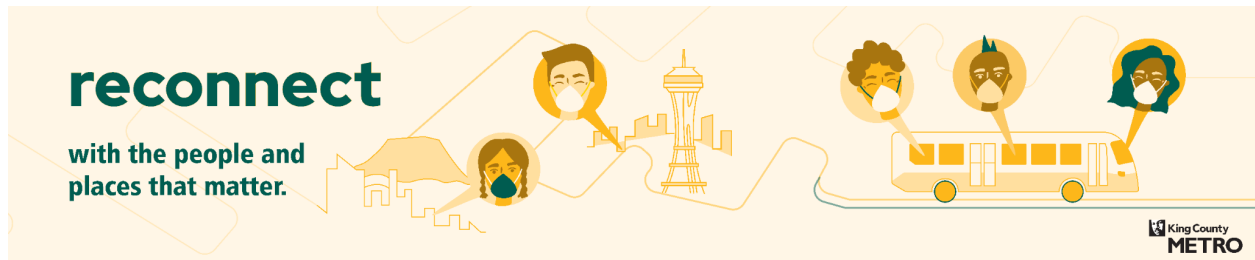
Design Rationale: Through our interviews, we found that many riders favored taking the bus over their own personal vehicle to minimize driving stressors such as parking and traffic. Additionally, the survey results revealed that reliability was the biggest concern riders had that discouraged respondents from taking Metro. The *This Is How We Roll* concept focused on emphasizing the benefits of taking Metro and instilling a sense of reliability by highlighting that Metro can take care of the driving - so that riders can relax during their commute and focus on their leisure activities. This campaign concept aimed to mitigate concerns about reliability and prioritize the advantages of taking Metro.

Concept 3: Reconnect

The *Reconnect* campaign focused on building a sense of community, a fundamental sense of togetherness. It attempted to create a sense of excitement by emphasizing how the bus can connect people to places, to each other, and to activities. It additionally showcased that Metro is reliable and can be that core connection in King County.

This concept particularly emphasizes our design goals of **building a sense of community** and **cultivating excitement about a return to “normal life.”**





Design Rationale: King County Metro’s self-defined purpose is “We connect people and communities,” and we wanted to develop a concept that leaned into this identity. We also gravitated towards a connection-oriented approach because the invoking of community was a common theme across organizational messaging in our industry audit. Our interview respondents shed light on their perception of the bus as it relates to community, with multiple noting that they appreciated “the community feel” and “open neighborhood oriented type of bus system” pre-pandemic. Additionally, interview respondents expressed their excitement to begin seeing friends and family again once they were ready to return to more activities, so we hoped to tap into this excitement about reuniting with loved ones through this concept.

Concept Testing Results

In unmoderated user testing sessions with the above three campaign directions, users were asked to provide qualitative feedback as well as quantify their impressions on appeal and usefulness of information included in each campaign.

The *That’s how we roll* and *Reconnect* campaigns were similarly popular with users, each appealing to a different user base. As intended, *Reconnect* appealed to those who missed the communal aspect of riding the bus and inspired an emotional response to the idea of returning to transit and a post-COVID lifestyle. However, some users found this messaging indirect and vague. Alternatively, *That’s how we roll* appealed more to commuters and those who simply take the bus for convenience’s sake. Users liked that this campaign included straightforward messaging with clear calls to action and a snappy brand voice. However, because the concept version of *That’s how we roll* is statistic-based and information heavy, the campaign’s materials could be dated, especially depending on how masking and distancing guidelines change over the next few months.

The *Welcome back* campaign was less popular among users, as it didn’t have a strong information component and the focus on destinations and events reopening was targeted at niche user groups. For example, the appeal to sporting event spectators on the bus banner only appeals to sports fans, and excludes those who aren’t a part of that community but are still a part of our target audience. In addition, testers had a wide range of comfort levels with large events reopening. This feedback gave us the clarity we needed to focus on combining useful elements of the other two campaigns.

Sponsor Feedback

When presented these options, sponsors also favored both the *Reconnect* and *That's how we roll* campaigns. They noted that the *Reconnect* campaign was more unique in sentiment than a typical marketing campaign run by Metro, but that the “Reconnect” tagline had been used by Metro before. “That’s how we roll” gave them a sense of unity evocative of the “Let’s Roll” post 9/11 era. The sponsors received the *Welcome back* campaign more favorably than concept testers, and were interested in exploring both the welcoming of people back to events and places, and the welcoming of events and places back into people’s lives.

Design Rationale

After reviewing feedback from these various inputs, our team decided to develop the *That's how we roll* campaign for the following reasons:

- The messaging could be modified to emphasize Metro’s reopening practices rather than just COVID safety, making it less prone to becoming out of date
- It resonated well with commuters, a key user group
- It was the strongest foundation for which to pull in important elements of the other concepts
- Reconnect may target people who will already return to transit to seek the community element without being prompted

In pursuing *That's how we roll*, we knew we wanted to incorporate salient elements from Reconnect and Welcome back that had resonated with sponsors and user testers. First, we decided to shift from emphasizing reliability to mobility, as reliability cannot be guaranteed as Metro juggles reopening routes and changing practices. Secondly, we decided to try and balance the snappy, straightforward messaging of *That's how we roll* with more of a community focus through empathetic messaging inspired by *Reconnect*.

CAMPAIGN STRATEGY & DESIGN

Overview

Based on mentor feedback and concept testing results, the capstone team ultimately selected the *That's how we roll* campaign, while integrating elements from the *Reconnect* and *Welcome back* campaigns. For the campaign, our team created a variety of visual assets and a strategy dictating their usage. These assets span both physical and digital formats.

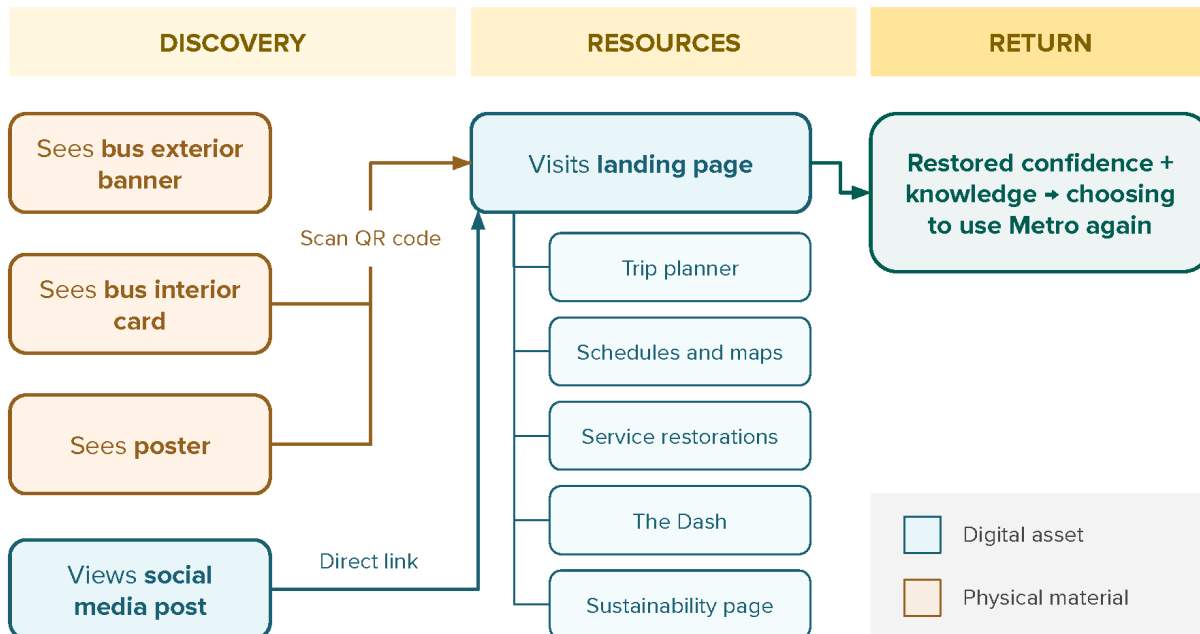
CAMPAIGN STRATEGY

Our campaign takes a multi-pronged approach through three forms of media: digital, physical, and business partnerships. Our developed materials showcase the digital and physical approaches, while community partnerships is the third section to be developed in “next steps”. The digital side of our campaign consists of social media materials and a webpage, while the physical side of our campaign consists of exterior bus ads as well as other print materials. The use of business partnerships is a suggestion for Metro to pursue but is not within the scope of this project. Our campaign aims to *facilitate a return to transit through providing public health information, building a sense of community, reducing friction and uncertainty, highlighting destinations, and cultivating excitement about a return to “normal life.”*

The social media side of the campaign aims to increase awareness and ignite excitement, the webpage side of the campaign hopes to provide a centralized location of information, and the physical side of the campaign hopes to target commuters. Finally, utilizing business partnerships could help Metro connect to employers and employees. Using material developed for the campaign, we suggest that Metro can connect to business and community partners through email.

Interaction Flow

We intend for lapsed riders to discover our campaign through one of our various distribution channels. Upon discovery, they have the option to access additional knowledge and resources through the campaign landing page and its included links. Together, this strategic messaging will remind riders of the bus's value as a viable transportation option, restore their confidence in the bus system, and equip them with the information they need to begin riding again.



DIGITAL: SOCIAL MEDIA PLAN

The campaign will be rolled out over a period of time using three of Metro’s existing social media platforms: Facebook, Twitter, and Instagram. Because Metro’s social media reach extends to those who already follow its accounts or pages, the social media arm of the campaign particularly seeks to target lapsed riders who used to be more heavily invested in Metro and its activities and thus follow its social media accounts.

The campaign’s social media strategy consists of the implementation of a post series that introduces and emphasizes the campaign slogan and themes while directly linking to rider resources. We also sought to provide an adaptable framework for future social media posts—as health policies, bus reliability statistics, and route news are constantly in flux, we have provided two categories of assets for social media: **“Appeal” posts**, which seek to increase the reach and awareness of the campaign, and **“Announce” post templates**, which can be leveraged to highlight future announcements and news that align with overall campaign themes.

In keeping with the current Metro social media framework, consistent posts will be made across Metro’s three main social media platforms (Facebook, Twitter, and Instagram).

Appeal Posts

The Appeal posts comprise our core campaign content and aim to introduce and emphasize the “That’s how we roll” slogan, highlight the idea of mobility that the campaign evokes, and remind Metro’s audience about the value of riding the bus. These posts:

- Provide a direct link to the campaign landing page.
- Include the form of animated GIFs on Twitter.

Appeal: Campaign Kickoff

Instagram:



Caption:

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! 🚌➡️

Twitter: GIF linked [here](#)

Facebook:



Appeal: Emotion-Oriented

Instagram:



Caption:

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.

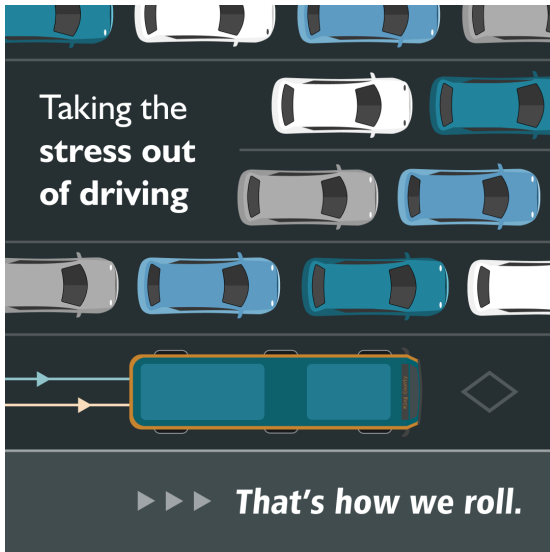
Twitter: GIF linked [here](#)

Facebook:



Appeal: Car-Targeted

Instagram:



Caption:

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.

Twitter: GIF linked [here](#)

Facebook:

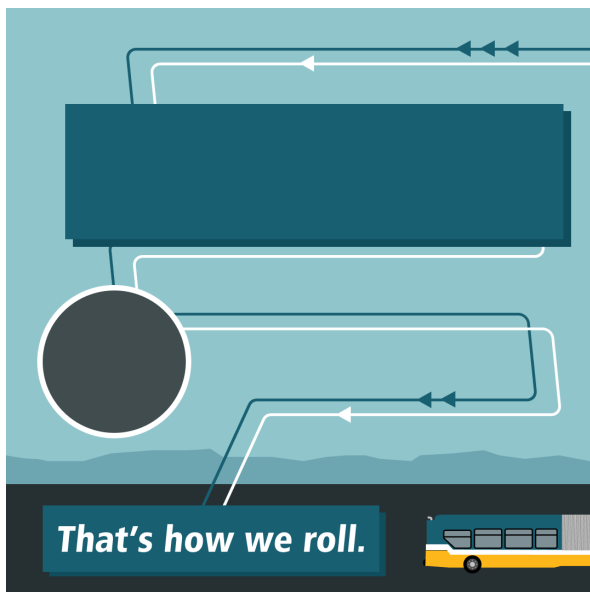


Announce Templates

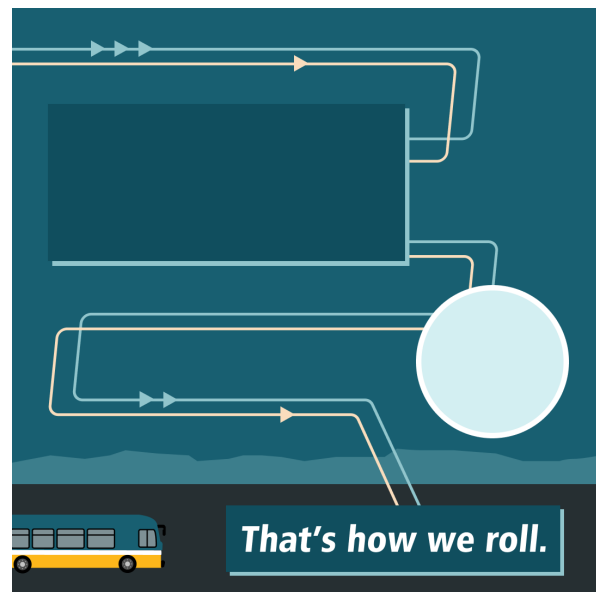
The Announce templates provide both a solution to the uncertainty of what the public health and bus service situation will be at the time of the campaign’s rollout and an opportunity for the campaign to have greater longevity on social media. These post templates can be edited to include appropriate headings and icons for new announcements or updates that fit in with campaign thematic categories.

Templates come in two forms-- right-aligned and left-aligned-- in order to provide more visual variation in campaign content.

Right-aligned Instagram template



Left-aligned Instagram template



Template assets also include six circular icons that represent thematic categories for announcements. An icon can be used for a particular post based on which category the announcement falls under. Icons are included for themes of **service expansion**, **commute**, **sustainability**, **reliability**, **health safety**, and **community**.



Service / Route Expansion



Commute



Sustainability



Reliability / Destinations



Masking / Health Safety



Community / Lifting of guidelines

Announce posts should link to either the campaign landing page or a relevant Metro page or resource. They also might be used to target specific rider groups if Metro notices that some groups are slower to return than others or if expansions occur for a particular set of riders (i.e. commuters, people living in south King County). In this case, Metro might also pay to promote the posts in order to reach audiences that do not already follow Metro.

Announcement Example: Mask Reminder

Instagram:



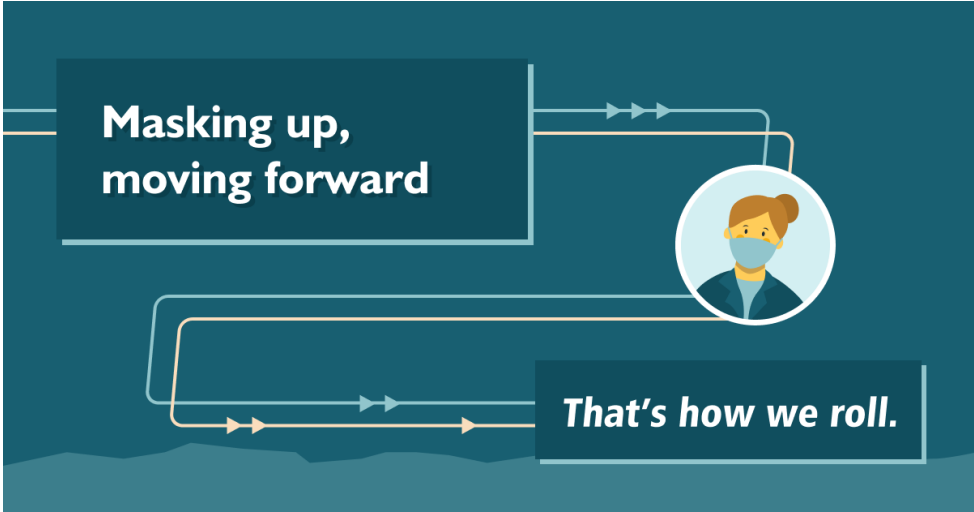
Caption:

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!



Facebook / Twitter:



DIGITAL: LANDING PAGE

The landing page acts as a comprehensive digital hub of information for the *That's how we roll* campaign. By providing a centralized location for information and links, the landing page ties the materials of the campaign together. The landing page is designed in multiple sections, providing a flexible way to adjust, add, and/or remove content as the COVID landscape changes.

The current landing page consists of six sections: hero image slider, introduction and navigation, trip information, COVID information, destinations carousel, and stay connected. The full landing page can be found in Appendix 1.

Hero image slider: The hero image slider showcases the *That's how we roll* sentiment. The purpose of the slider is to draw users to the page, introduce the campaign, and share key information with users. In the material provided, the hero images share how Metro can take care of driving, statistics about route restoration, and the environmental benefit of riding Metro. The hero images are designed to be a mix of real life photos and graphical elements from the campaign. Each hero image is replaceable.



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.*

XX

routes reopened since July 2021



▶ ▶ ▶ *That's how we roll.*

Introduction and navigation: This section provides a summary of the purpose of the campaign and a call to action to ride Metro. Additionally, there is a navigation section, providing links to sections on the Landing Page, as well as other relevant Metro sites. The introduction messaging can change depending on the current landscape, and links can be added/removed as needed.

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

Trip information: (“Get trip information”) This section provides users with resources for trip planning. In addition to providing resources, the graphic intends to encourage users to take the first step in trip planning. The graphic is replaceable.



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 62550. 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.

COVID information: (“Know before you go”) This section shares current regulations and information regarding the COVID pandemic. Focusing on a dual responsibility, we want to share how Metro is keeping passengers safe, and how individuals can keep themselves and the community safe. This section is likely to be the most malleable, as regulations are constantly changing.

Know before you go

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

Guidance for passengers



Mask up



Maintain physical distance



Avoid closed areas



Sign up for Transit Alerts

How Metro is keeping you safe



Providing mask dispensers on board



Physical distancing



Cleaning and disinfecting vehicles daily



Upgrading air filters

Destinations carousel: (“Reconnect to the people and places that matter”) This section showcases places to go, hoping to encourage riders to get out and about, exploring King County destinations and reconnecting with people. We intend to spark a sense of excitement on returning to “normal”, inspiring riders to explore with Metro. Each destination can be updated as needed.

Reconnect to the people and places that matter



Stay connected: (“Stay connected and in the know”) This section provides resources about alerts, social media, and feedback. Riders will be able to keep up to date with Metro through social media and alerts through this section.

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.

The full landing page can be seen on the next two pages.

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 62550. 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.

Know before you go

"CDC has issued an Order that requires **face masks to be worn by all travelers while on public transportation.**"

- as of March 23, 2021

Guidance for passengers



Mask up



Maintain physical distance



Avoid closed areas



Sign up for Transit Alerts

How Metro is keeping you safe



Providing mask dispensers on board



Physical distancing



Cleaning and disinfecting vehicles daily



Upgrading air filters

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

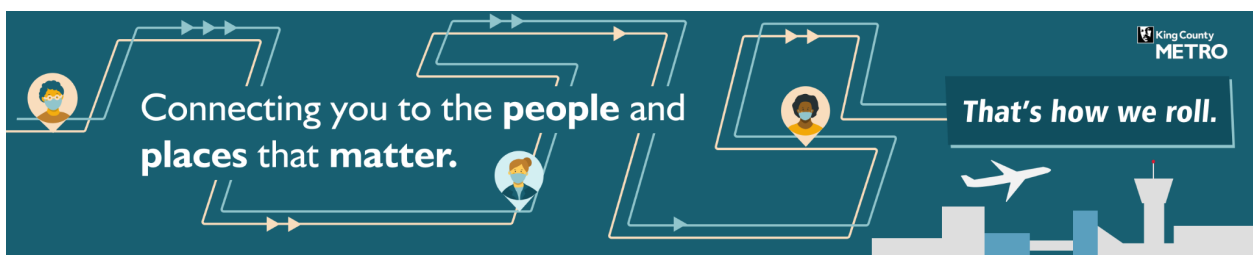
Read our blog posts with the latest Metro news.

PHYSICAL MATERIALS

Our campaign includes a set of physical materials that aim to encourage people to return to transit through usage of data and emotional appeal. The physical materials will be displayed both on and off the bus. King ads will be displayed on the sides of buses, Tail ads on the back of busses, and interior cards on the inside upper corner edge of buses. 11 x 17 inch posters with company specific information will be distributed to the bulletin boards of business partners of King County Metro.

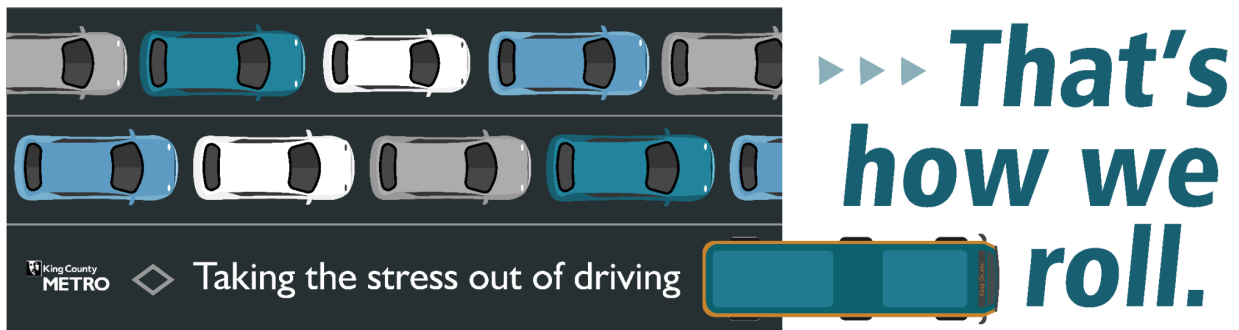
King Bus Displays

The king bus ad displays are located on the exterior side of the Metro bus. These ads are typically viewed for short periods of time (2-5 seconds), so our ads are designed with minimal written content and focus on creating a sense of community through the messaging of connecting with people and places that matter in order to appeal to people emotionally. The three visual designs feature different Seattle icons, such as the mountain range, downtown, and the Sea-Tac airport - all destinations that transit can help connect lapsed riders to once again.



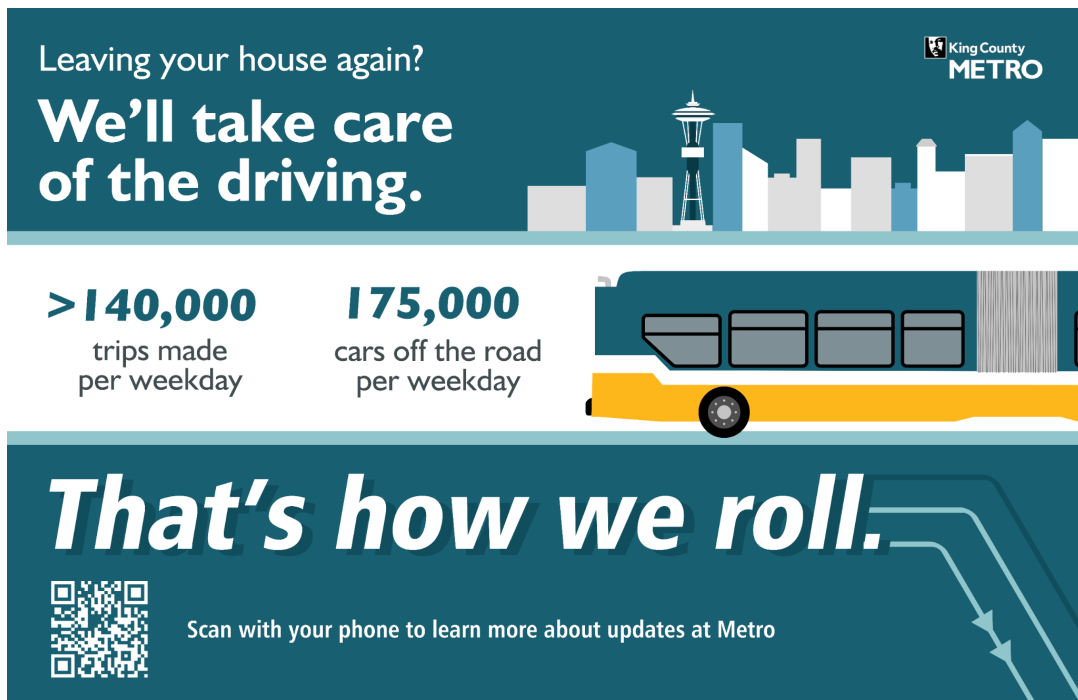
Tail Bus Displays

The tail displays go on the back of each bus, and are specifically targeted towards commuters. These lapsed riders may have the option to drive and have chosen to avoid transit. As workplaces reopen, we want to motivate these users to return to transit by highlighting the benefits of transit over driving that our survey respondents and interviewees mentioned frequently. These benefits (namely avoiding traffic and gaining leisure time) are showcased through the first two designs, while the third design aims to build a sense of unity between tail displays and other campaign materials through one of our standard designs. Overall, these displays can have slightly more complex visual ideas and messaging, as the average time given to look at them will be around 30 seconds.



Interior Bus Cards

Our team created three interior bus card designs to be placed along the inside upper corner of the bus, where those sitting or standing on the bus can see them. These advertisements are an opportunity to target riders that are already on the bus, and can be looked at for as long as the rider chooses. As a result, they are intended to convey information and statistics that might convince users to continue using transit or return to it with greater frequency.





600,000
tons CO₂ displaced
per year

ZERO
emission
busses

175,000
cars off the road
per weekday



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

That's how we roll.

BUSINESS PARTNERSHIPS

As a part of deploying our campaign, we recommend that Metro utilizes their existing business partnerships, so that employers can communicate information from the campaign with employees and potential commuters. Such business partnerships include groups such as Challenge Seattle and the Washington Roundtable, as well as companies in the King County area such as Amazon or Boeing. Working with these community partners, we can share digital materials through email and encourage businesses to post informational posters in the office. Through these open lines of communication, partners can distribute campaign related information internally as they see fit.

VISUAL LANGUAGE

To ensure that the materials created for the campaign are consistent, our team came up with a standard visual language. Visual rules and standardized components are used across all *That's how we roll* campaign assets.

Color Palette:

Campaign Colors

Campaign Light Blue Hex Code: #91C5CC	
Campaign Teal Hex Code: #185F71	
Campaign Sand Hex Code: #F9DDBD	
Campaign Gold Hex Code: #BE7F2E	

Typography:

Campaign Typography

Humanist Roman

USAGE: Headline, body text

Humanist Bold

USAGE: Headline, body text

Humanist Condensed Bold

USAGE: Body text

Humanist Condensed Bold, -5 Horizontal Skew

USAGE: Headline, tagline

Gill Sans

USAGE: Numbers

Open Sans

USAGE: Landing page

Visual Components:

Visual Components

Sharp, crisp, angular lines



Triangle arrows



10px - 20px corner radius



5 degree slanted text, boxes, and lines



White text on dark background



CONCLUSION

Implementation Plan

This campaign can be implemented as a whole, or as distinct parts. The steps to implement each prong of the campaign are detailed below.

Social Media Campaign: The “announce” templates, which feature interchangeable elements, will need to be assembled based on the message being conveyed in that post. Additionally, this asset requires messaging for the graphic and caption content of that post to be developed.

Landing Page: Information for each module should be reviewed for clarity and relevance. In particular, the ‘COVID information: “Know before you go”’ section will need to be updated with current regulations.

Interior cards: Only design 1 for the interior cards need updating with the number of routes that have been reopened since a specific month. All other interior cards can be implemented as is.

King Ads: No information needed; can be implemented as is

Tail Ads: No information needed; can be implemented as is

11 x 17 inch Posters: No information is needed for the main graphical portion of these posters. However, if these are to be distributed to businesses with which Metro has specific relationships (such as Amazon and Boeing), then information about the transit needs of these workplaces should be included in the lower paragraph of these posters

Further Opportunities

This research and creative development lends itself well to further actionable opportunities. From a visual stance, the incorporation of more King County landmarks from a wider range of neighborhoods would strengthen the campaign’s appeal to these communities. Next, by leaning into business partnerships and seeking out the relevant information for 11 x 17 inch posters, Metro could provide a south of truth for employees while strengthening confidence and professional relationships. Finally, many of these workplaces may only be returning in a remote or hybrid capacity. With this use case in mind, it’s important to consider how information could be disseminated to employees outside a physical space. The final opportunity this work reveals is the development of email specific graphics intended to be easily forwardable across majority-online organizations.