



# *EnoMAX*

*August 7, 2019*



## Share & Learn...

- *Sound Transit Comms Structure*
- *Ridership Comms*
- *System Expansion Comms*
- *Employee Comms*

Sound Transit District



# System Expansion

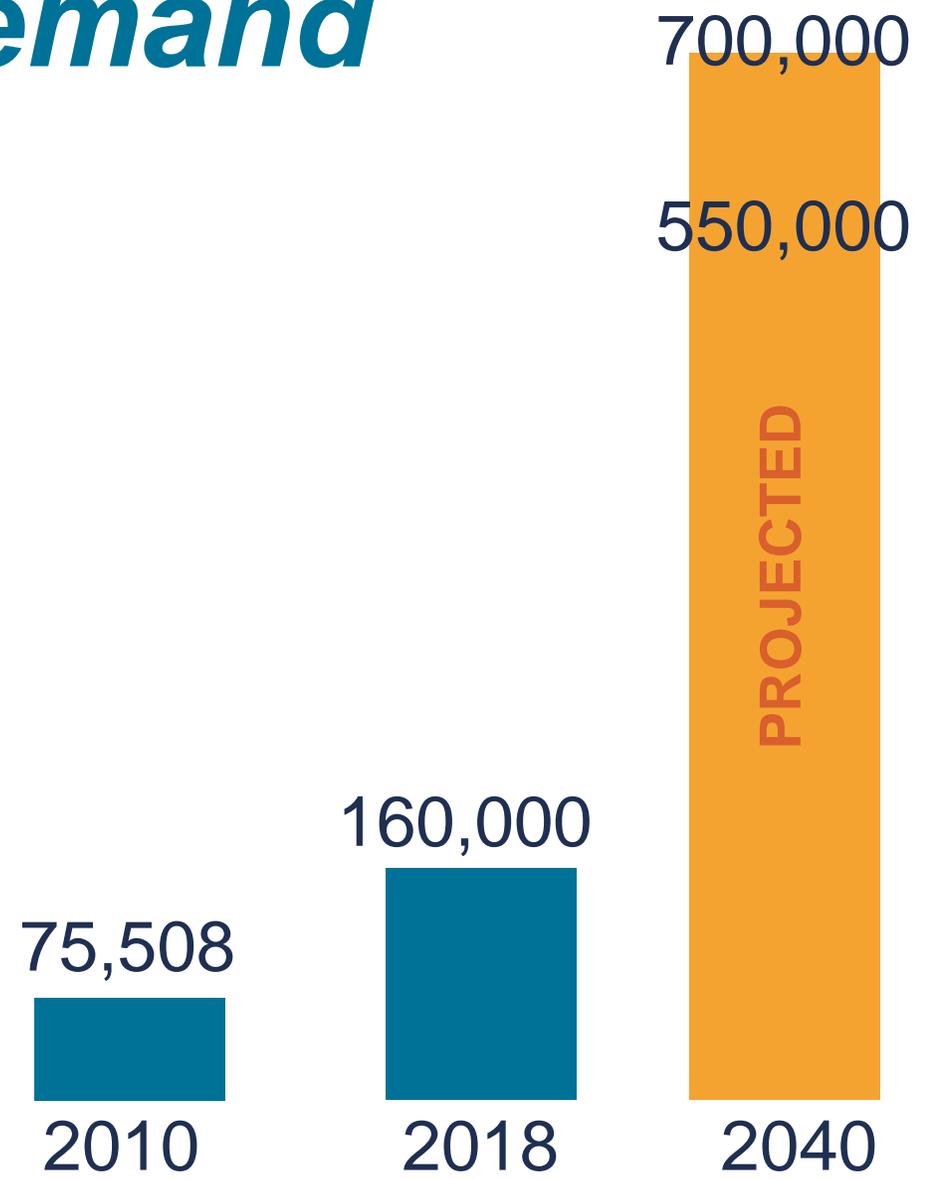
Sound Transit's system expansion means every few years new light rail, bus rapid transit and commuter rail stations open throughout the region, providing fast, reliable alternatives to congested roads



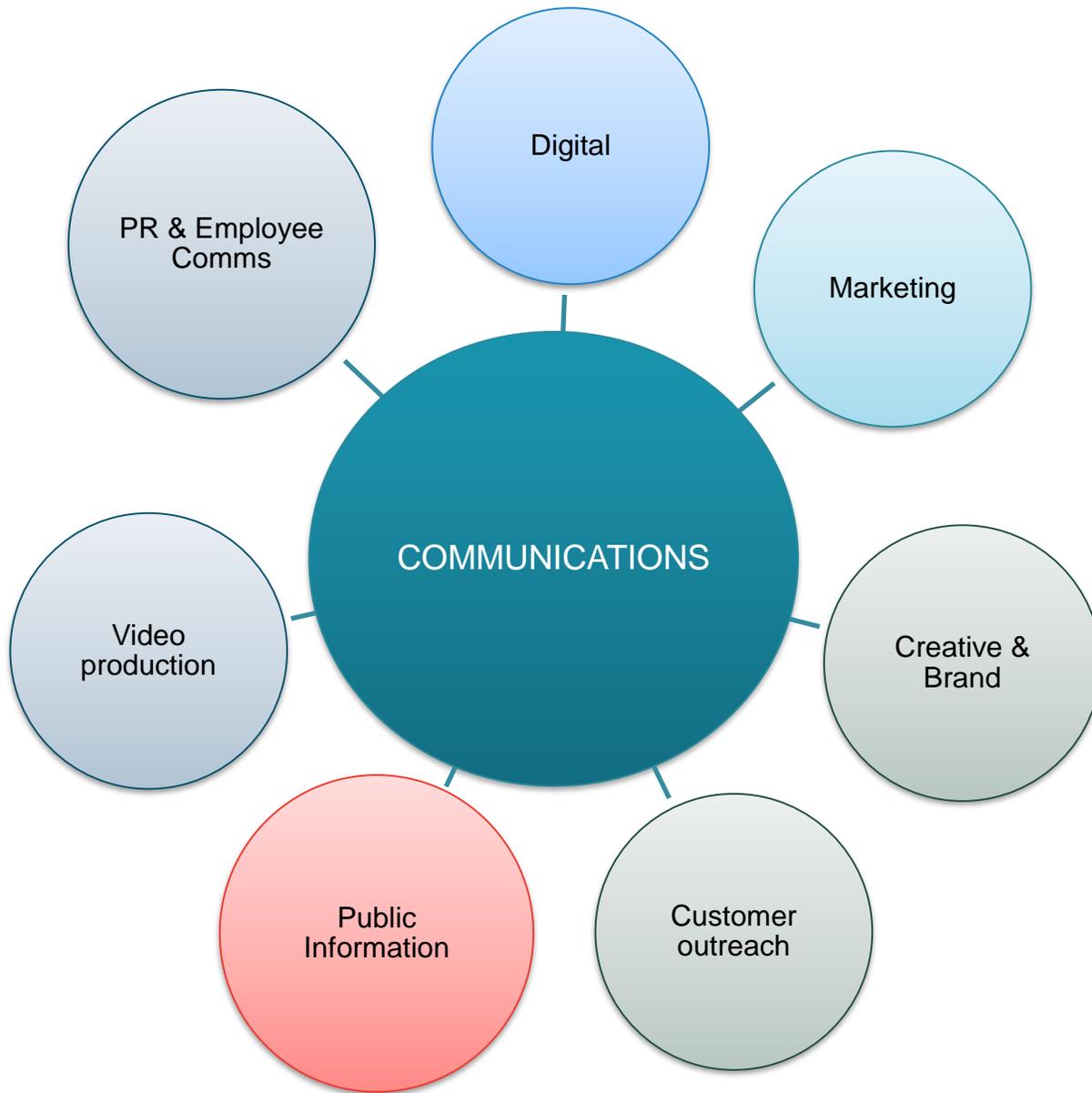
More information on each project:  
[www.soundtransit.org/system](http://www.soundtransit.org/system)

# Meeting growing demand

## Average weekday ridership



# Communications @ Sound Transit



## The Mission of Communications

*Provide high quality communications that build trust and connect Sound Transit to its customers, stakeholders, and the general public.*

# Quality products

➤ *We define the quality of our communications products in these ways:*

- ✓ Targeted and tailored
- ✓ Clear and concise
- ✓ Accurate
- ✓ Compelling
- ✓ Cohesive and integrated
- ✓ Timely
- ✓ Driven by data
- ✓ Brand adherence

# *Stressful times for Comms leaders*

- Digitization of the marketplace (employees vs chatbots)
- Brand-first is dead: brands must fulfill needs, will be defined by CX
- Brain space battle: In 60 seconds, 29M WhatsApp messages & 3.3M FB posts...!
- Disruptive advertising continues its decline: 60% of millennials stream TV
- Omni-channel mix choices...
- Diminishing news reach
- Content...content...content...

# Performance measures

## ➤ *How do we know we're having an impact?*

- ✓ Ridership demand
- ✓ Audience reach
- ✓ Customer engagement
- ✓ Customer awareness
- ✓ Customer satisfaction
- ✓ Public approval

# *Ridership Comms*

*Is your organization  
prioritizing ridership?*

# *Let's talk about ridership*

*Is it prioritized?*

*Is it resourced?*

*Who in your organization “owns” it?*

# *Truth*

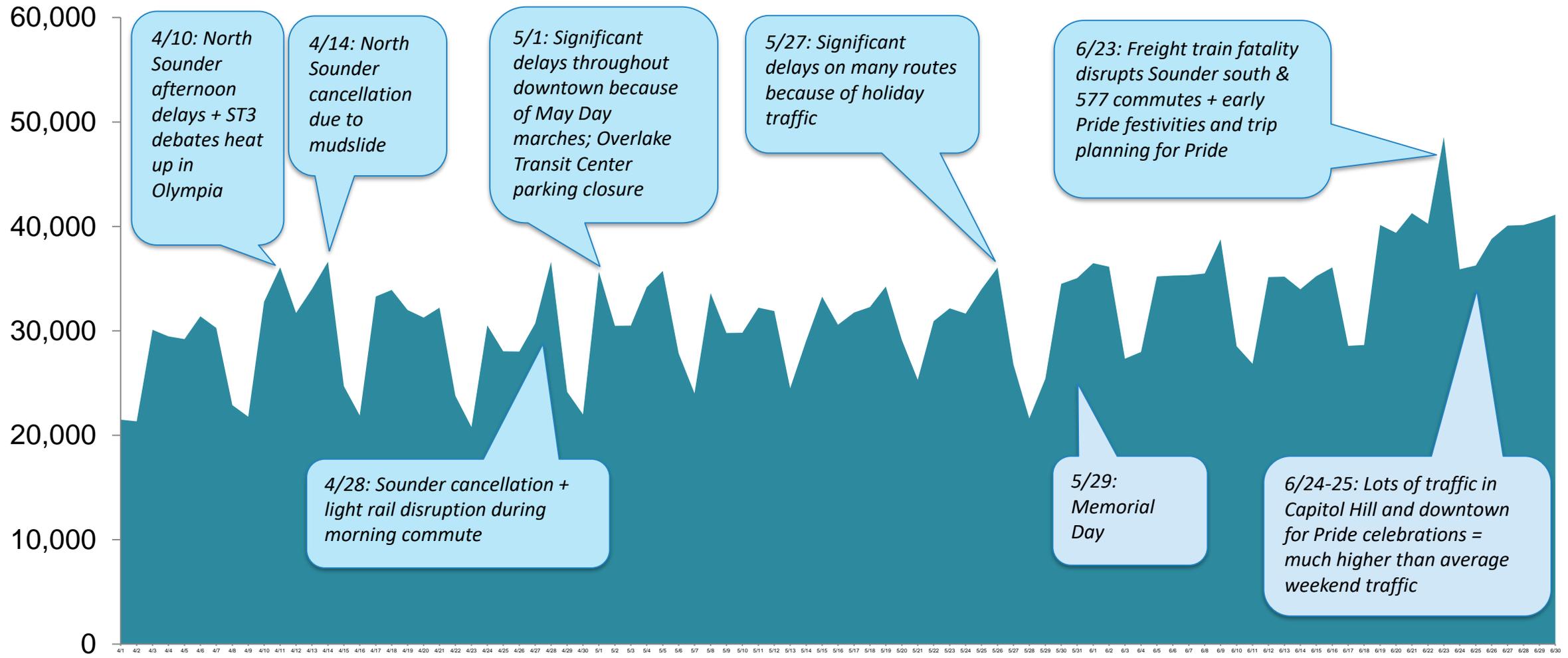
**“BUILD IT AND THEY WILL COME  
IS NOT A STRATEGY, IT’S A  
PRAYER.”**

**STEVE BLANK**

# The subscription business simplified

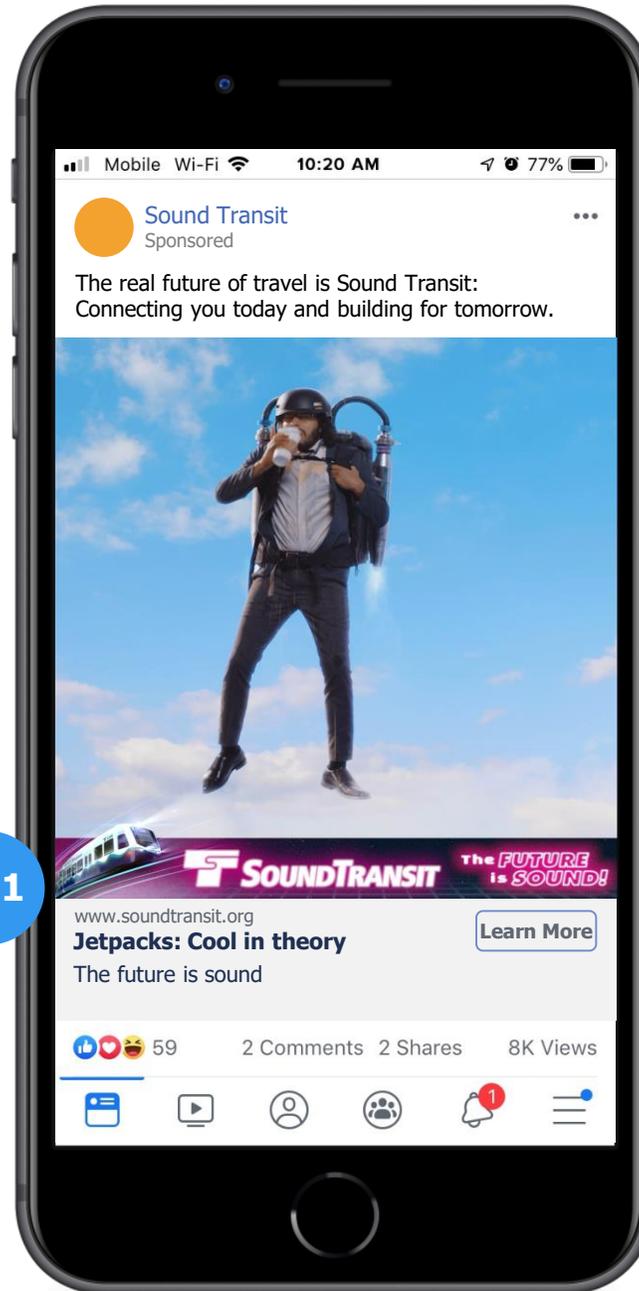
LINK RIDER ACQUISITION							
	SEPT	OCT	NOV	DEC	JAN	FEB	MAR
ORGANIC	2500	1500	1200	1600	1100	1100	1600
CAMPAIGN A	300	200	50				
SAFETY IMPROVEMENT			100	150			
CAMPAIGN B			200	300	150		
NEW TRIP PLANNER						200	125
SERVICE PLAN C	700	300	200	150	25		
NEW CRUISE LINE							100
SEAHAWKS	100	300	400	200	?		
MARINERS	50						100
HUSKIES	400	300	200	?			
SOUNDERS							100
NEW PARK & RIDE	100	200	50	25			
LINK RIDER RETENTION							
ORGANIC	95%	96%	95%	92%	93%	92%	93%
SAFETY IMPROVEMENT	2%	2%	1%				
FARE INCREASE	-3%	-3%	-1%				
NEW FARE ENFORCEMENT	-1%	-1%					
NEW TRIP PLANNER	3%	3%	3%	3%			
TUNNEL THROUGH-TIMES					4%	3%	3%
PAY-PARKING LAUNCH	-1%	-1%	0%	2%	2%	5%	
CAMPAIGN A	4%	4%	4%				
ROAD CONGESTION	5%	4%					

# Web correlation to ridership



# Social Campaign

1:1



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Copy:

Post:

The real future of travel is Sound Transit.  
Connecting you today and building for tomorrow.

Headline:

Jetpacks: Cool in theory

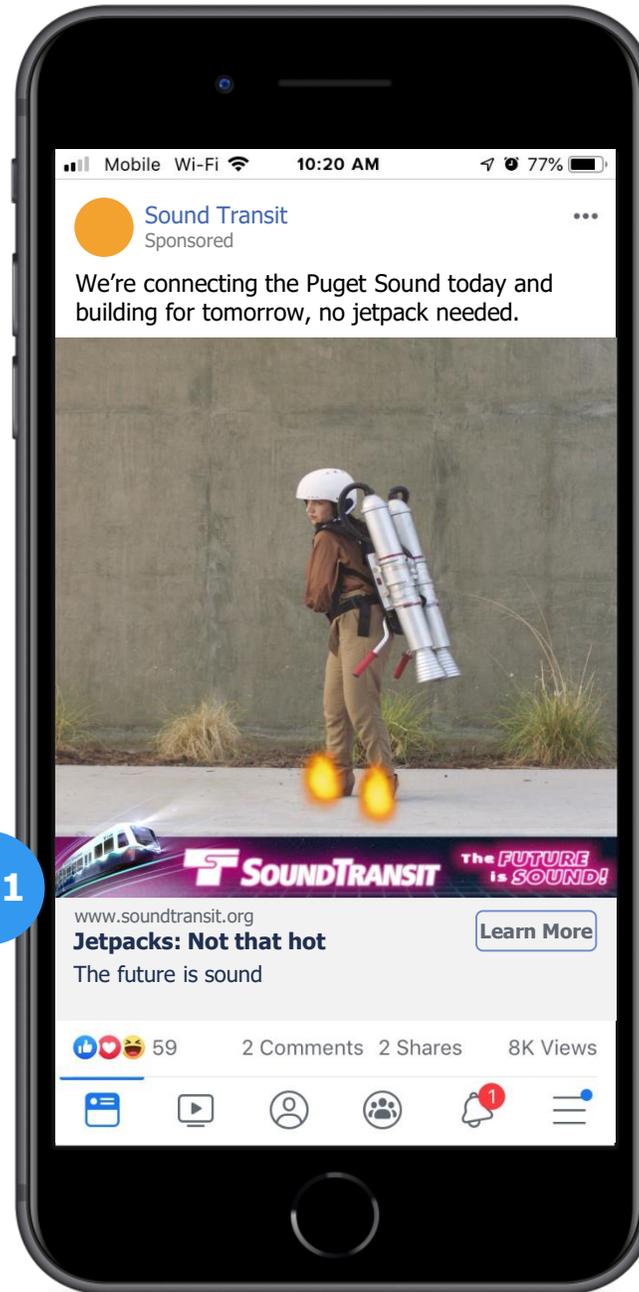
Link description:

The future is sound

---

# Social Campaign

1:1



---

Copy:

Post:

We're connecting the Puget Sound today and building for tomorrow, no jetpack needed.

Headline:

Jetpacks: Not that hot

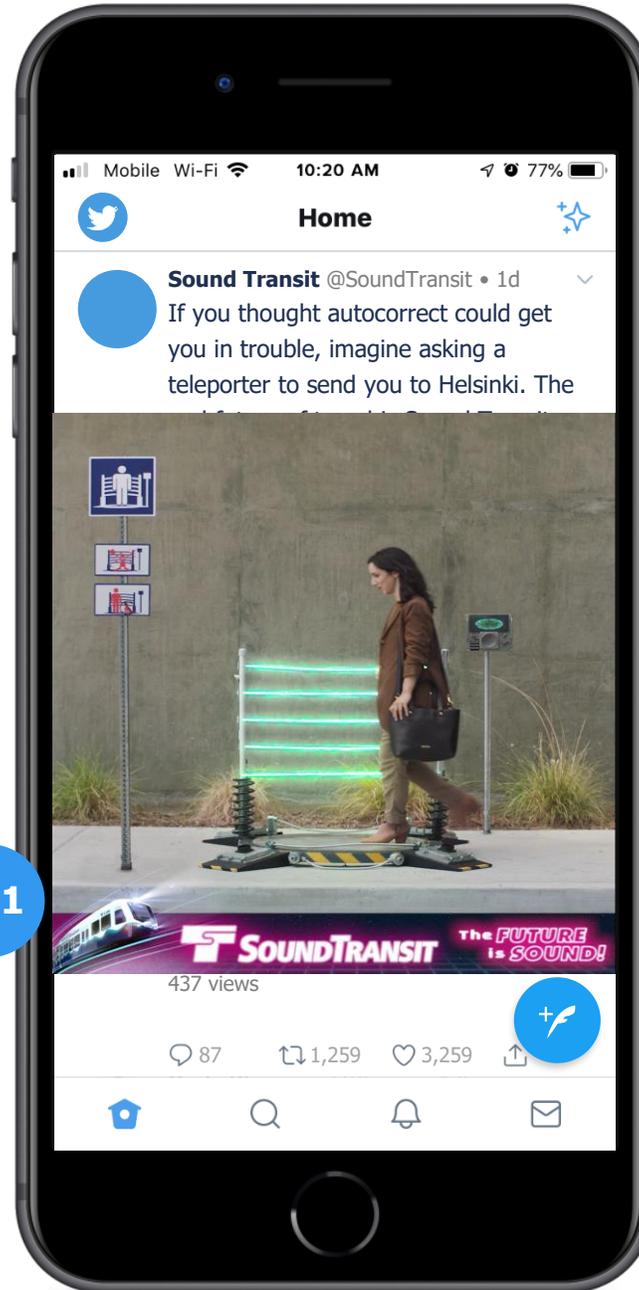
Link description:

The future is sound

---

# Social Campaign

1:1



---

Copy:

Post: If you thought autocorrect could get you in trouble, imagine asking a teleporter to send you to Helsinki. The real future of travel is Sound Transit, connecting the Puget Sound today and building for tomorrow.

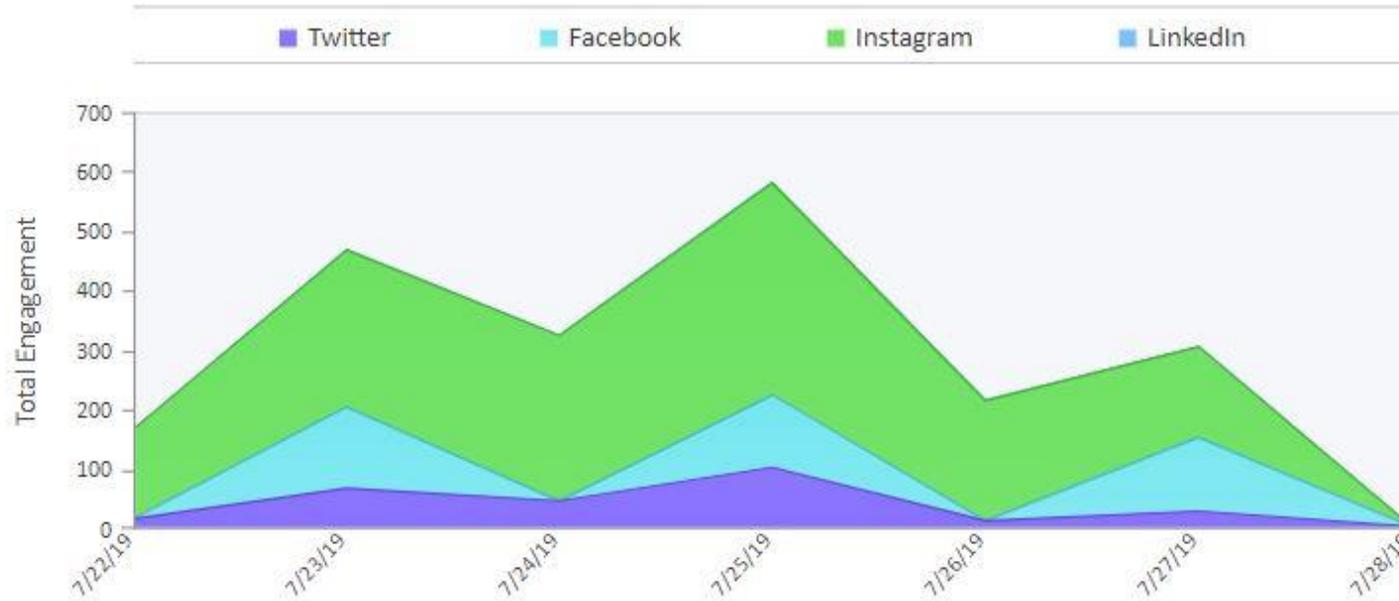
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# *System Expansion Comms*

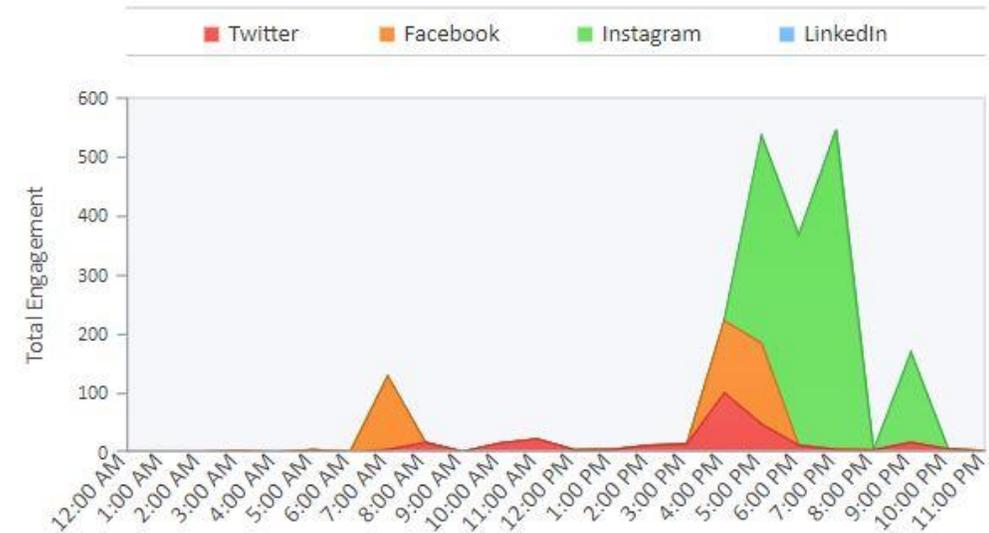
*Bridge to a faster commute*

# Figure out content that engages

## Total Engagement Over Time



## Total Engagement By Hour (7/22-7/28)



# Social: inform, inspire and engage

**Sound Transit**  
Published by Bruce Gray [?] · July 23 at 5:13 PM · 🌐

How do you run trains across a floating bridge that moves in six directions? Here, we'll show you. <https://www.soundtransit.org/.../bridging-gap-making-tracks-t...>



12,781 People Reached      1,615 Engagements      [Boost Post](#)

👍❤️👤 You and 89 others      11 Comments 59 Shares

**Chelsea**  
@The\_ChelC

22 new stations in the next five years!!! Such an exciting time to be a Seattleite

**Sound Transit** - 🚆🚊🚗🚚 @SoundTransit · 1h

Good news for everybody taking Link as we add 22 new stations stretching to Lynnwood, Redmond and Federal Way. Great news! [twitter.com/CHSfeed/status...](https://twitter.com/CHSfeed/status...)

10:55 AM · Aug 2, 2019 · [Twitter Web App](#)

**soundtransit**



[View Insights](#)      [Promote](#)

👍🗨️📍      📌

**840 views** · Liked by **glandberg** and **elizabethtrunkey**  
**soundtransit** Thanks to all our riders for a great first 10 years of Link light rail! 🚆 #Link10

# SOUND TRANSIT - ONLINE CHANNEL GUIDE



## FACEBOOK

PROGRESS • POSITIVE QUALITY

**Purpose:**

- brand awareness
- engagement with citizens
- progress & achievement

### WHAT WE POST

- agency milestones
  - human interest
  - promotional campaigns
  - blog post links
  - capitol project feature stories
  - major service & transit news
  - major community events with a ST tie-in
- PAID:** major campaigns | project news | geotargeted local interest | acquisition
- YUP:** photos, videos, links to blog, infographics, live events, shares
- NOPE:** hashtags, service alerts, narrow-interest events, employee news, long format / dull video

### OUR FOLLOWERS:

urbanists, neighbors, riders, transit & infrastructure enthusiasts, urban living advocates + targeted



### AVERAGE ENGAGEMENT



posts with video: 17



## TWITTER

HELPFUL RESPONSIVE • WITTY

**Purpose:**

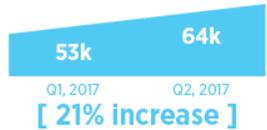
- authority (inform)
- engagement with riders and citizens
- humanize the agency (empathy)

### WHAT WE POST

- rider alerts
  - service news
  - project & planning milestones
  - customer responses
  - shares & retweets of transit news
  - smart tie-in to trends & influencers
- PAID:** rarely
- YUP:** text, links to web, @mentions, hashtags, photos, videos, infographics, shares, animated gifs
- NOPE:** politician photos, employee news, narrow-interest local topics

### OUR FOLLOWERS:

riders, urbanists, news media



### AVERAGE ENGAGEMENT



posts with video: 0



## INSTAGRAM

VISUALLY COMPELLING FUN • SAVVY

**Purpose:**

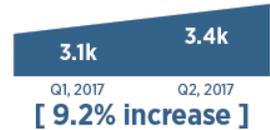
- brand awareness
- entertain
- humanize the agency (lifestyle)
- connection

### WHAT WE POST

- unique to us
  - quality of life
  - beauty shots
  - humor
  - project & planning milestones
- PAID:** none
- YUP:** photos, short videos, @mentions, hashtags
- NOPE:** politician photos, low-quality images, rider information, links to web

### OUR FOLLOWERS:

artsy urbanists, transit enthusiasts, otherwise transit agencies



### AVERAGE ENGAGEMENT



posts with video: 4



## THE PLATFORM

RELEVANT • AUTHORITATIVE CONVERSATIONAL

**Purpose:**

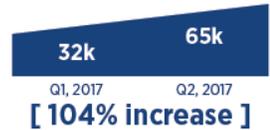
- authority (inform)
- brand awareness
- humanize (empathy)

### WHAT WE POST

- capitol project features
  - topical | explanations | customer support
  - human interest
  - behind the scenes
- PAID:** none
- YUP:** photos, videos (long format), long format narrative, infographics
- NOPE:** duplicative web content or customer information

### OUR FOLLOWERS:

riders, transit enthusiasts, impacted communities, media, targeted



### SUBSCRIBERS



## LINKEDIN

PROFESSIONAL • SMART SKILLED

**Purpose:**

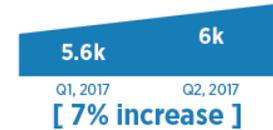
- authority (competence)
- brand awareness
- recruiting

### WHAT WE POST

- agency & employee awards & achievements
  - career opportunities
- PAID:** none
- YUP:** photos, videos, short format profiles, news & information
- NOPE:** low-quality images, rider information, humor

### OUR FOLLOWERS:

transit industry, job seekers, local business people



### AVERAGE ENGAGEMENT



posts with video: 0

# ST online channel guidelines

# Lessons learned

## *Lessons learned:*

- Communications demands as ST3 taxes began being imposed
- New taxes became a political football
- If you have a new tax coming, make sure you're ready

## *What worked well:*

- Created a tax bill insert describing the taxes - complaints decreased
- Consistent adherence to brand and tone
- Maps drove the conversation

# *Employee Comms*

# *Why do we care about Employee Comms?*



# *“You will prioritize employee comms...”*



- A rapidly growing workforce, many new employees
- Evolving culture and business process to deliver projects & services
- Employee feedback: *‘We need stronger engagement’*

***Managing growth and change without information overload***

# *Our goal*

Evolve the employee communications program to enhance employee engagement



# A multi-channel approach

- All-staff meetings
- Executive email
- Posters, flyers
- The Hub intranet
- News Link email newsletter
- Jabber, WebEx, SharePoint

The screenshot shows the Sound Transit Hub intranet homepage. At the top, there is a navigation bar with the Sound Transit logo and the word "hub" in a stylized font. Below the logo, there is a navigation menu with tabs for "Human Resources", "Departments", "ST Life", "ST Values", and "ST Links". A search bar is located on the right side of the navigation menu. The main content area features a large banner for "Black History Month" with the text "Blacks Empowering Success in Transit" and "Black History Month by BEST". Below the banner, there are several news items: "Good news from Total Rewards", "Don't send W2s via ST email", "New Flex Work Program Handbook", "Guidelines for incidentals, travel", and "New passwords for online papers". On the right side, there are sections for "MISSION AND VALUES", "ANNOUNCEMENTS", and "AN AWESOME 2018!". The footer of the page includes a video player for "Office 365 Video" and a "Login" button.

# Our wins

## Quality and consistency

- News Link
- Executive-level input & behavior
- Values campaign
- Offsite all-hands meeting
- Learning what excites interest

## NEWS LINK

January 24, 2019



*Tell the ELT what you think*

Take 90 seconds to let Executive Leadership Team members know your thoughts about the special four-session all-staff meeting. Even if you weren't there, the ELT wants to know what would get you to attend the next town hall Q&A.

One click

# Where to start?

*If we had to start from scratch we would....*

- Define core business objectives
- Confirm short and long term goals
  - Human resources
  - Executive leaders
- Establish clear roles and responsibilities
- Create channel/content strategic plan to support our goals
- Test drive process and tactics
- Define success and measure progress

Thank you.

*Thank you.*



 [soundtransit.org](https://www.soundtransit.org)

