COURTESY CAMPAIGN
2015
About Spokane Transit

- Public Transportation Agency for Spokane, Washington
- The second largest city in the state
Spokane is the #71 market in the U.S. in terms of CSAs (Combined Statistical Areas)

That means we’re smaller than Portland, Oregon (#17) and larger than Portland, Maine (#76)
Spokane Transit partnered with Eastern Washington University’s Visual Design Capstone Students to create a friendly and engaging communications campaign to help educate the public about STA’s Rules of Conduct.
CHALLENGES
Past signage posted on buses:

- Difficult for passengers to read
- Difficult for coach operators to enforce.

Road Rules

- Don’t use foul language
- Be friendly and courteous
- Bikes allowed on bike racks only
- Report suspicious activity to your driver or an STA employee
- Collapse strollers or carts before boarding the bus
- No explosives or corrosives
- No gasoline or other flammable liquids
- No eating
- No tobacco or e-cigarette use allowed
- Shoes and shirts required
- Strollers or carts that block the aisle are prohibited
- Animals must be kept in appropriate containers with absorbent material, except service animals accompanying passengers with disabilities
- Radios or playback devices must be played through earphones

Non-Discrimination Policy And Procedure

Pursuant to Title VI of the Civil Rights Act of 1964, Title II of the Americans with Disabilities Act, Environmental Justice regulations and in accordance with applicable state and local laws: Spokane Transit Authority (STA) provides equal access to its programs and services. If you believe that you have received discriminatory treatment by STA on the basis of your race, color, national origin, economic status, disability or limited English proficiency, you have the right to file a formal complaint. The complaint must be filed no later than 180 calendar days of the alleged discriminatory incident. To file a complaint, or for additional information, or for information in another language contact STA’s Community Ombudsman at (509) 325-6094, TTY Relay 711, or STA 1230 W Boone Ave, Spokane, WA 99201.
STA Plaza

- 3 million Plaza boardings/year
- 21,345 people catch the bus each weekday
- 1,773 bus trips serve the Plaza each weekday
STA OR GO?

The Transit Authority is preparing to spend millions on the Plaza — but some downtown businesses wish it wasn’t there at all

By Daniel Walters
Downtown neighbor associations recommended a courtesy campaign as one step towards approving Plaza renovation.
COURTESY CAMPAIGN

Goals:

- Strengthen relationships with downtown neighbors to garner their support for Plaza renovation by encouraging positive behavior

- Strengthen relationship with largest customer, Eastern Washington University

- Generate media coverage to improve community perception of the Plaza.
COURTESY CAMPAIGN

Strategy:

- Collaborate with EWU’s Visual Communication Design Department to create courtesy campaign concepts.

- Six teams of senior design students created and pitched their concepts to a panel comprised of STA Executives, Staff and EWU Professors.
MEET THE RIDEALONGS

Throughout the year this cast of quirky characters will be sharing tips to help you safely ride the bus with confidence.
SPOKANE TRANSIT PLAZA BANNERS

Whether You’re an Adult or Kid, Your Beverage Needs a Lid!

Using memorable rhymes, bright colors and amusing illustrations, messages are conveyed in a manner that is both fun and informative.

Spokane Transit reminds you that only beverage containers with spill-proof lids are allowed on buses.
Please Leave the Driver Alone, So We All Make it Safely Home!

Spokane Transit reminds you to please avoid activities that might distract your driver.

When You Have to Sneeze, Cover up Your Mouth, Please!

Spokane Transit reminds you to please cover your cough.
SPOKANE TRANSIT PLAZA BANNERS

It’s No Joke. It’s Still a Smoke.

Spokane Transit reminds you that the use of e-cigarettes and all tobacco products are prohibited on the bus, in facilities and at stops.

If Something Strange is on the Bus, We Need to Know. Please Tell Us!

Spokane Transit reminds you to please report any suspicious or inappropriate behavior to your driver or Plaza Security.
SPOKANE TRANSIT PLAZA BANNERS

Rabbits, Dogs, and Cats are Great. Keep Them Secure in a Proper Crate.

Spokane Transit reminds you that all pets must be kept in appropriate containers with absorbent liners.

Forgive us for Being so Direct, But Please Treat Others with Respect.

Spokane Transit would like to remind you to respect the special needs of people who are older or physically challenged.
EARNED MEDIA

GOALS:
- Showcase partnership with EWU
- Respond to downtown business concerns
- Encourage desirable behaviors
- Celebrate the partnership and connect STA to social audiences

OBJECTIVES:
- Use social platform to share EWU and STA partnership and resulting courtesy campaign through video.
- Use earned media to share the story of this unique partnership
EARNED MEDIA

MEDIA STRATEGY:

- Media release/pitch highlighting the partnership with EWU
- Social media
  - Create social images and content that introduce the appropriate individual courtesy messages/Ride Alongs
- Videos
  - Introduction of EWU and STA Partnership
  - Meet the Ride Alongs
Timeline:

- 1/31 Easterner article
- This week:
  - Spokesman Review article
  - Media release/pitches
  - Video and social media launch

Final media results…to be continued
The Spokesman-Review

The Easterner

Spokane Transit Authority shared a link.
Published by Beth Anderson Brousley ⏰: February 11 at 4:43pm

VCD seniors’ design chosen for STA
A group of EWU students had their senior capstone project for Visual Communication Design (VCD) from the 2015 Spring Quarter chosen as the new courtesy campaign for Spokane Transit Authority. The campaign features...

Spokane Transit Authority
Written by Marc Morris ⏰: December 31, 2015

Come join us at the Plaza!

439 people reached
VCD seniors’ design chosen for STA

Students created the Ridealongs as part of their senior capstone

By Devante Gaillard, Contributing Writer
January 31, 2016
Filed under News, Showcase

A group of EWU students had their senior capstone project for Visual Communication Design (VCD) from the 2015 Spring Quarter chosen as the new courtesy campaign for Spokane Transit Authority.

The campaign features blob-type characters called the Ridealongs with vibrant colors giving friendly reminders of Spokane Transit rules.
Six teams were given ten weeks to design their own take on the courtesy campaign. Following presentations from each group, one was chosen to be the winner and the design used for the campaign. The winning group was Ashley Teel, Cassandra Baden, Audrey Carter and Bryn McAllister.

The Ridealongs’ design aims to be unlike anything featured on the buses before, according to Teel. “No one likes the rules; they’re boring. Which is why they’re often ignored,” Teel said.
“STA is proud to have partnered with EWU on this fun and educational effort. Students were given an opportunity to solve a real challenge for our organization and they came to the table with some great thinking and incredible creativity. To say we were impressed is an understatement.”

- E. Susan Meyer, CEO, Spokane Transit
There’s a big difference between studying theoretical material in the classroom and actually doing the work for an organization.

- Melinda Breen, Professor
  EWU Visual Communications Design
Our group was thrilled to have STA as a ‘client’ for this project and I even broke down in tears when we were selected as the chosen group. Knowing that we’d be making an impact in the Spokane community – that my designs would help people – was incredibly fulfilling. The selection of our creative gave us major validation on our strategic thinking and execution.

- Cassandra Baden, EWU graduate
  Ride Alongs concept designer
STA OR GO?

The Transit Authority is preparing to spend millions on the Plaza — but some downtown businesses wish it wasn’t there at all

By Daniel Walters
STA Plaza Stays! Renovation begins in April.

The Transit Authority is preparing to spend millions on the Plaza — but some downtown businesses wish it wasn’t there at all

By Daniel Walters
PLAN TO REACH YOUTH

GOALS:
- Create new generation of public transportation advocates

MEDIA STRATEGY:
- Partner with Spokane School District to educate children/parents on the safety and simplicity of riding the bus
- Advertise in Kid’s Newspaper

SUCCESS METRICS:
- Increase in understanding of safety among students and parents
- Increase in ridership among students and their parents
Featured in student guide to educate students on the safety and simplicity of public transportation.

**Mobility Training**

Mobility Training is a free Spokane Transit program that helps people learn to ride the bus, from bus routes to ticketing, and how the system can work for your specific needs. If you're hesitant to ride the bus, Mobility Training will give you the confidence you need to be comfortable and in control of your schedule and your life. Your mobility trainer will determine your needs and design an individualized training plan, including one-on-one instruction while actually riding the bus with you.

**Safety**

Security personnel regularly patrol STA lots, shelters, and buildings to keep them safe. In the unlikely event there is an emergency while you're on the bus, simply follow the bus driver's instructions.

Next time you're on the bus, note the emergency exits and how they work, including those located in the windows and roof of the bus. If there is an emergency at The Plaza, security officers will give you instructions via the public address system or in person. To report a problem call STA Security at 444-6817 or dial 911.

You can count on STA employees for assistance in an emergency. Safety is everyone's concern. If you see something suspicious report it to an STA bus driver, customer service representative or security officer.

**Rules of the Road**

For the safety and comfort of people using public transit services or facilities, STA has rules that govern behavior. These laws are enforced by STA security and local police. Violators may be subject to arrest, fine, or exclusion from STA vehicles and facilities.

**Points of Courtesy**

1. Please respect your fellow riders.
2. Animals (except service animals) must be in a carrier that fits under the seat or on your lap.
3. The center aisle of the bus must be kept clear at all times.
4. Bicycles are allowed only on the racks in front of the bus.

**Contact Spokane Transit**

338-RIDE (338-7433)

Route and Schedule Information Call Center
TTY Relay 711. Hours: Mon-Fri 6:00 a.m. to 8:00 p.m., Saturdays - 6:30 a.m. to 8:00 p.m., Sundays - 8:00 a.m. to 6:00 p.m.

Park and Ride Locations
Spokane Transit has 12 park and ride lots throughout the region, making it handy to leave your car behind and let Spokane Transit do the driving, especially when the roads are icy. Please see spokanetransit.com for locations near you.

STA on Social Media

Specific information about routes affected during Winter Operating Conditions, construction and service changes are pushed via text messaging and e-mails but not through social media. Sign up for STA on Social Media to receive alerts at spokanetransit.com.
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