

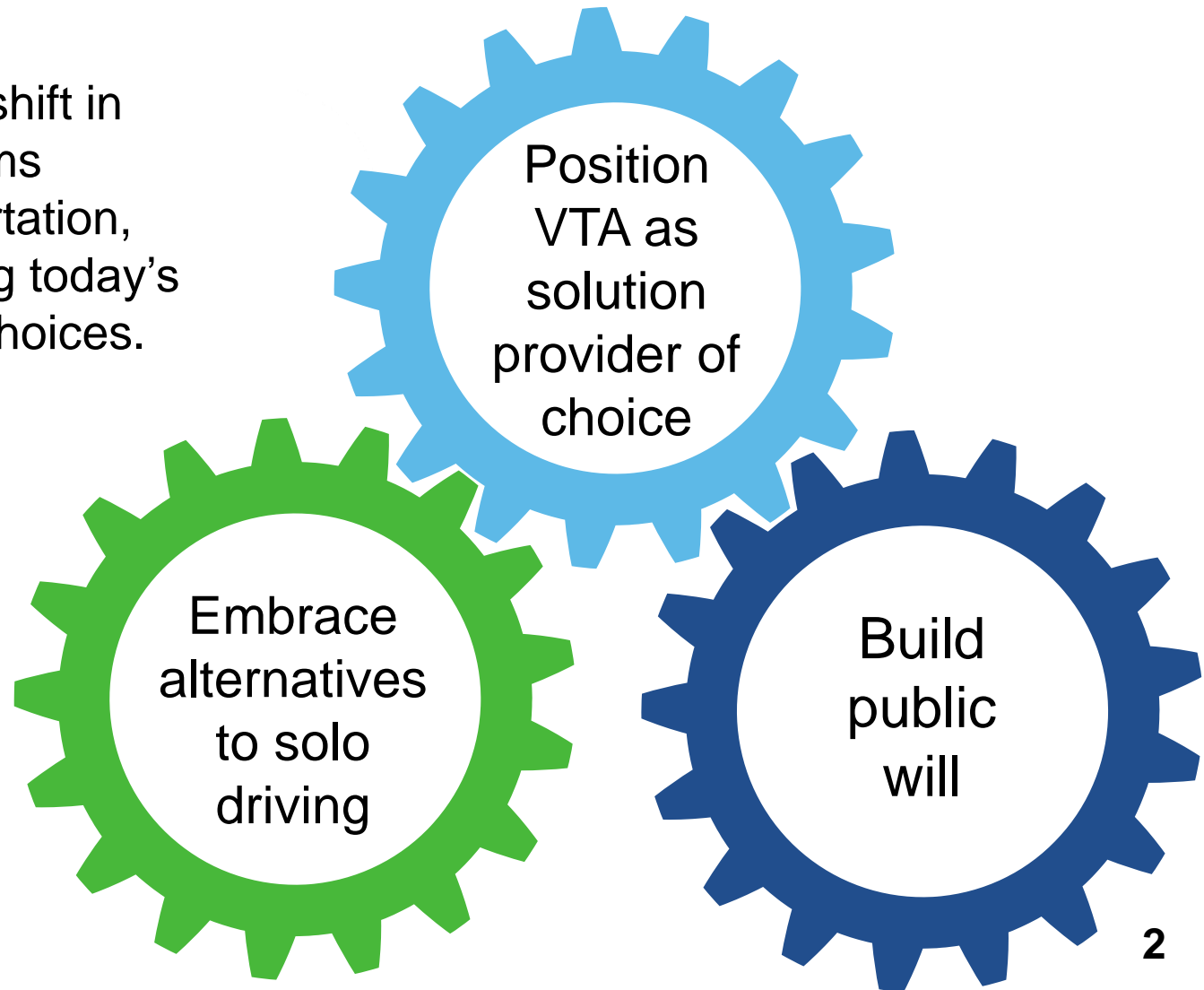
Public Will Building and Brand Refresh Analysis

Changing Mobility Habits



Objectives

Work toward a shift in community norms around transportation, while influencing today's transportation choices.



Methodology

| Activities | Subjects |
|--|--|
| <ul style="list-style-type: none">• Grounding in previous research• Employee discussion groups• Interviews with peer transit agencies• In-depth public survey• Formative focus groups with residents | <ul style="list-style-type: none">• Audience segmentation• Current perceptions of VTA• Values drivers informing transportation choices• Unique value proposition for VTA• Messaging to motivate alternatives to solo driving |

Grounding

A snapshot of VTA's vision, direction and organization

- Review of previous research
- Examination of the public discourse
- Review of VTA branding and messaging
- Identification of best practices and innovation



Key Initial Findings: Employee Input on what's Important

| | | | |
|---|-----|-----|-----|
| Your health and well-being | 431 | 475 | 91% |
| Family | 430 | 473 | 91% |
| Your job/career | 423 | 478 | 88% |
| Being comfortable financially | 398 | 474 | 84% |
| Safety/security | 386 | 473 | 82% |
| Protection of the environment, promotion of | 333 | 478 | 70% |
| Education | 331 | 474 | 70% |
| Affordable Housing | 329 | 473 | 70% |
| Being physically active | 322 | 474 | 68% |
| The strength and vitality of your community | 322 | 478 | 67% |

| | | | |
|---|-----|-----|-----|
| Reliability | 380 | 441 | 86% |
| Convenience, access, proximity | 372 | 445 | 84% |
| Safety, security | 356 | 441 | 81% |
| Length of time required to travel | 341 | 442 | 77% |
| Maximizing my flexibility to get around | 301 | 442 | 68% |
| Productivity, use of time | 294 | 442 | 67% |
| What's best for my family | 283 | 442 | 64% |
| What's best for my health and others in the community | 172 | 442 | 39% |
| Cost, fares | 169 | 445 | 38% |
| Protection of the environment, sustainability | 155 | 445 | 35% |

Initial Findings: Employee input on value VTA provides

| Answer Options | Response Percent | Response Count |
|---|------------------|----------------|
| We provide safe, reliable bus and light rail service | 53.9% | 246 |
| We help people get where they want to go | 53.5% | 244 |
| We provide a service that a majority of our riders can't function without | 34.9% | 159 |
| We look at the big picture in terms of transportation challenges, and work collaboratively with the County's many communities to address them | 32.9% | 150 |
| We're a critical part of the economy and quality of life in Santa Clara County/Silicon Valley | 32.5% | 148 |
| Our employees make a difference in community members' lives every day | 18.2% | 83 |
| We create jobs in the community | 15.4% | 70 |
| VTA cares about our local community and environment as an integral part of how we do business | 13.8% | 63 |
| We're evidence of people's tax dollars at work | 11.8% | 54 |
| We help ensure the sustainability of our environment | 8.6% | 39 |

Key Initial Findings: Employee Input and Grounding

- VTA its own champion
- VTA is a highly visible brand
- Unclear relevance to public
- Target audiences conscious about sustainability
- VTA often positions itself as a SERVICE provider rather than a SOLUTION provider
- VTA needs to improve its service
- VTA needs to better align with community vision/values
- Understand that increasing ridership is a priority
- Mid-level confidence that VTA can effectively respond to the county's needs

Key Initial Findings: Employee Input and Grounding

- Convenience/time and cost drive public transportation choices
- VTA's unique value proposition is moving residents' quality of life
- Needs to improve its infrastructure to improve impact
- The opportunities to increase ridership over the long term are varied
- Recognize real challenges with service and quality

External Research

General Population Survey

500 residents of Santa Clara County

18-minute phone survey

Focus Groups

In depth discussions based on phone survey findings

Message and image testing

| | |
|--|---|
| No choice but ridership, potential public willing building supporter | Latinas, ages 21 to 45 |
| Potential riders, likely public will building supporter | White/Asian women, ages 21 to 45 |
| Choice riders, likely public will building supporter | Lean Latino/some White men, ages 26 to 45 |
| Potential riders, potential public will building supporter | Lean Latino/some White men and women, ages 50 to 64 |

Key Initial Findings

- Only about a quarter of respondents use public transit now.
- About half of respondents say they are likely to commit to taking public transit, carpooling, walking or biking one day a week
- Convenience outweighs all other factors in making transportation choices
- Faster service and better timed connections would make people most likely to want to take public transportation
- Health, community benefits and the economy tested the lowest

Key Initial Findings

- Riders generally happy
- Bay area and millennials more environmentally focused
- Service vs. Solutions provider
- Brand looks dated/not reflective of values, value and voice
- Need for a brand refresh to carry the initiative and the agency forward

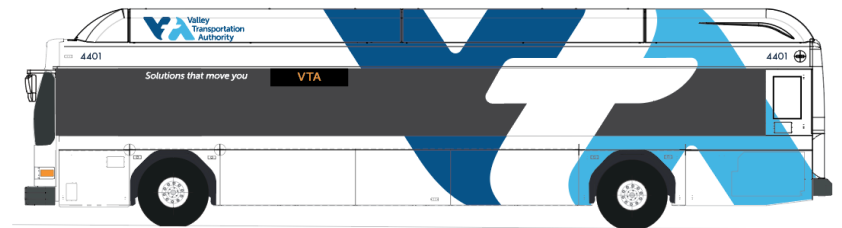


Recommendations and Actions

- Make system more accessible and convenient
 - **Transit Service redesign**
- Make utilizing public transportation less daunting
 - **Multimodal trip planner, electronic fares**
- Get people to try public transportation, but make sure that it is a good experience or you could lose them.
 - **Targeted ridership campaigns**
- Ask people for a small time commitment – once or twice a month – this seems bite-size to them and therefore more manageable.
 - **Let people know what this small commitment means – 108,000 fewer cars on the road or a 10% reduction in traffic.**
 - **Change public will-social norms on mobility**

Brand Refresh

- Explored options for visual identity and tagline, color palette and messaging
- Tested via focus groups
- What “works” (motivates people to think differently about VTA and their transportation choices)
- Refined based on internal and external input
- Implementing over 3-5 years





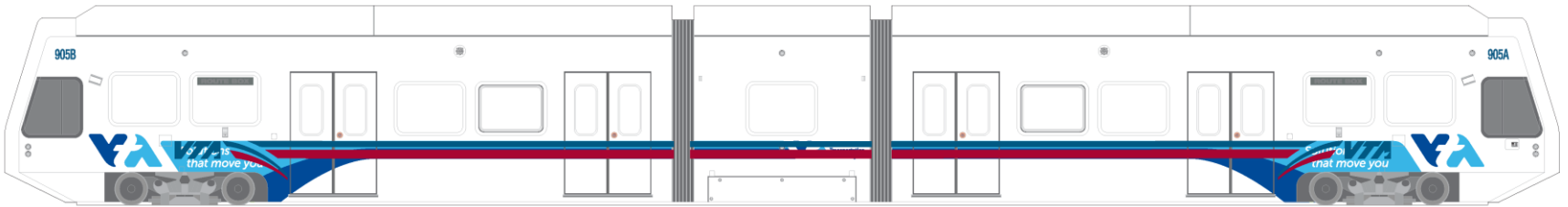
NOT TO SCALE



VTA Santa Clara Valley Transportation Authority
Solutions that move you

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