

Successful Communications Strategy in Public Transportation Campaign

Values-Based Communications and Success Keys

Dee Allsop, Ph.D.
703-889-0238
dtallsop@heartandmindstrategies.com

Heart + Mind
STRATEGIES

Overview

- Values Based Communication Strategy
- APTA
- Keys to Success
 - Identify/communicate the core values of your region
 - Timing
 - Research and strategic Intelligence
 - Problem awareness
 - Diverse, Community Leader Champions
 - Specific answers: “What is in it for me?”
 - Targeted Messaging
 - Stay on Message

Why Voters Turnout & Vote to Support

- A *personal connection or affect to the spokespeople* and high-profile figures associated with the campaign.
- Belief that the candidate/issue will have a *direct positive impact in their life* or the lives of people they care about.
- Belief that your candidate or issue supports their *core values*—they may not agree with every message, but believe it will protect/promote the things they care most about.

The Power of “Values”

Many of the most successful enterprises have been built on our values research approach to help a client unlock the key to what makes them most powerfully and personally relevant to their key stakeholders

Ameriprise
Financial



Helping you start discovering the possibilities, unlocking your passions and articulating a vision to your future.

got milk?



Drinking milk every day helps you maintain a healthy weight and look your best.



What happens in Vegas, stays in Vegas.

What are Values?

- ✓ Values are the central guideposts for human decision making.
- ✓ Make clear which issues have the greatest impact
- ✓ Visions built on the public's values focus, engage, and unify public and leaders behind action—action the public wants and therefore will support.

Why Values Matter

- **They are motivational** → Ideal to inspire to DO something
- **Widely shared** → Ideal to build coalitions-- expand our base and reach out
- **Stable, enduring** → Echoes of our past
Ideals for our future
Continuity throughout
a project--umbrella
theme

Personal Values

- ✓ **Self-Esteem**
- ✓ **Personal Satisfaction**
- ✓ **Sense of Accomplishment**
- ✓ **Security**
- ✓ **Care for Others**
- ✓ **Peace of Mind**
- ✓ **Enjoyment / Enjoy Life**
- ✓ **Happiness**
- ✓ **Personal Freedom and Control**
- ✓ **Take Care of Family**
- ✓ **Longevity**
- ✓ **Concern for Future Generations**
- ✓ **Belonging**
- ✓ **Trust**
- ✓ **Sharing with Others**
- ✓ **Self-Fulfillment**
- ✓ **Sanctity of Life**
- ✓ **Pride**
- ✓ **Love**
- ✓ **Self-Preservation**
- ✓ **Preserve the Earth**
- ✓ **Eternal Life / God**
- ✓ **Respect**
- ✓ **Self-Image**

An Effective Theme or Communication Must Connect Both Rationally and Emotionally

Identifying the rational and emotional drivers of this hinge is the purpose of “values” research.



***Persuade By Reason,
Motivate By Emotion***



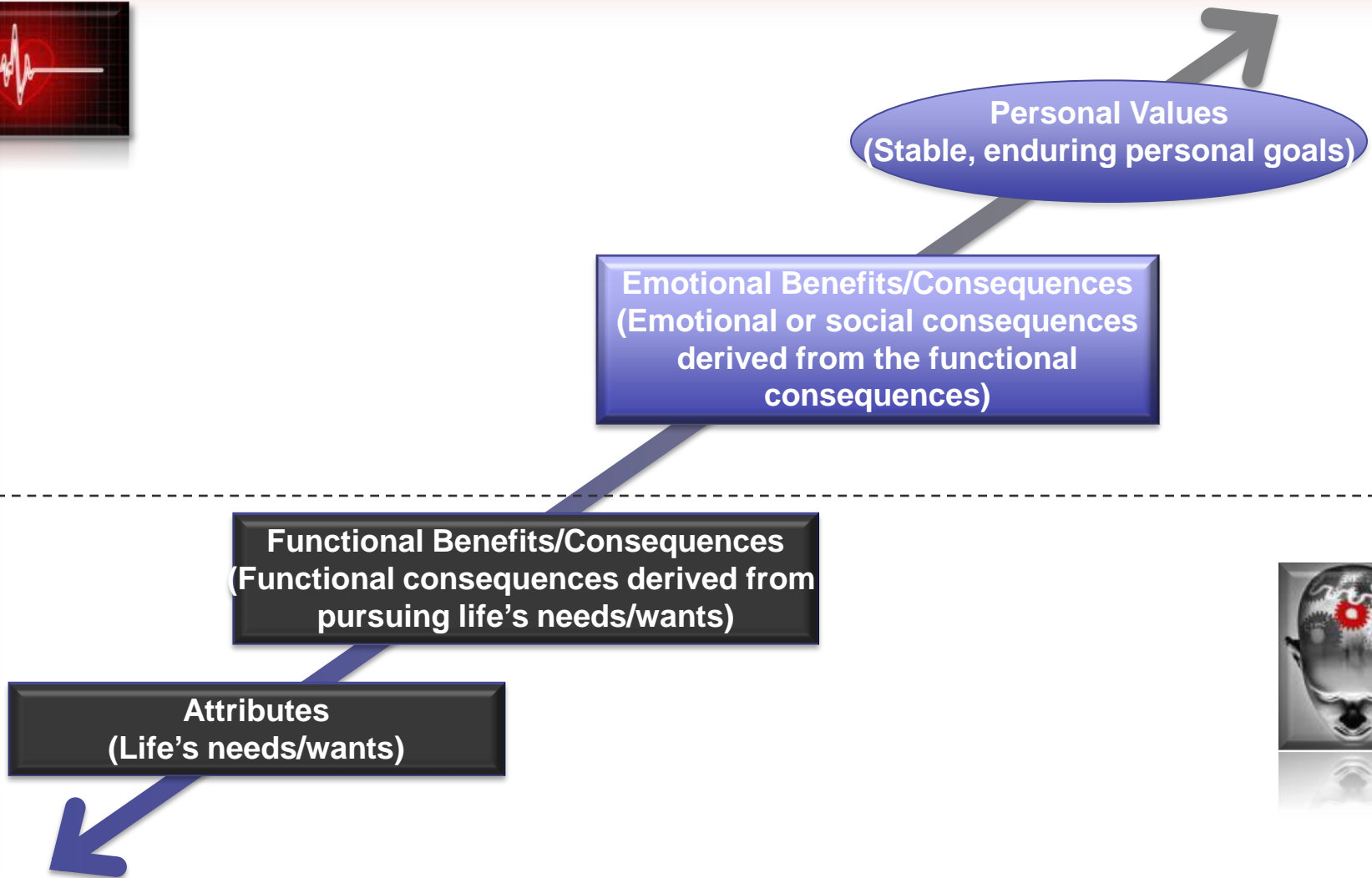
Connect emotionally by tapping into personal values

Values Research: Rational and Emotional

linking the components



Heart + Mind STRATEGIES



Example of the values process

LOGIC	QUESTIONS	ANSWERS
<p>VALUE</p> <p>↑</p>	<p>Why is it important for you to be more at ease?</p>	<p>“Security and love as a parent” (Family Love)</p>
<p>PERSONAL CONSEQUENCE</p> <p>↑</p>	<p>What is the benefit to you when you can raise your son in a safe environment?</p>	<p>“Less worry - more at ease” (Less Worry)</p>
<p>FUNCTIONAL CONSEQUENCE</p> <p>↑</p>	<p>Why is that important to you?</p>	<p>“Raise son in a safe environment” (Feel Safe)</p>
<p>ATTRIBUTE</p> <p>↑</p>	<p>Why are the “friendlier people” important to you?</p> <p>Why did you rate the quality of life in the region so high?</p>	<p>“Better place to raise family” (Good place for family children)</p> <p>“People here just seem to be friendlier” (The People)</p>



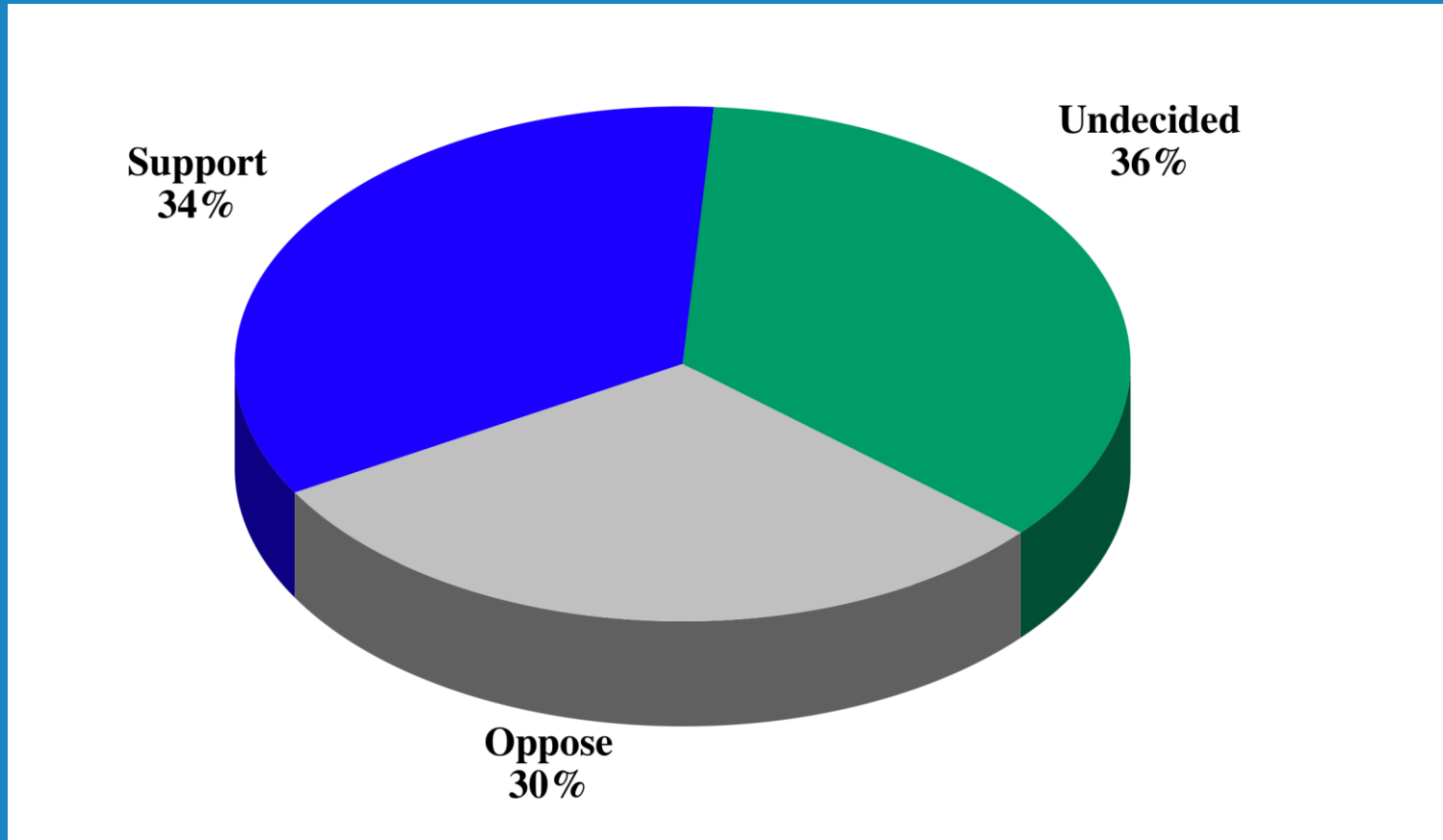
Campaign Example

National Turnaround in Public Transportation



Support for Public Transportation - 2002

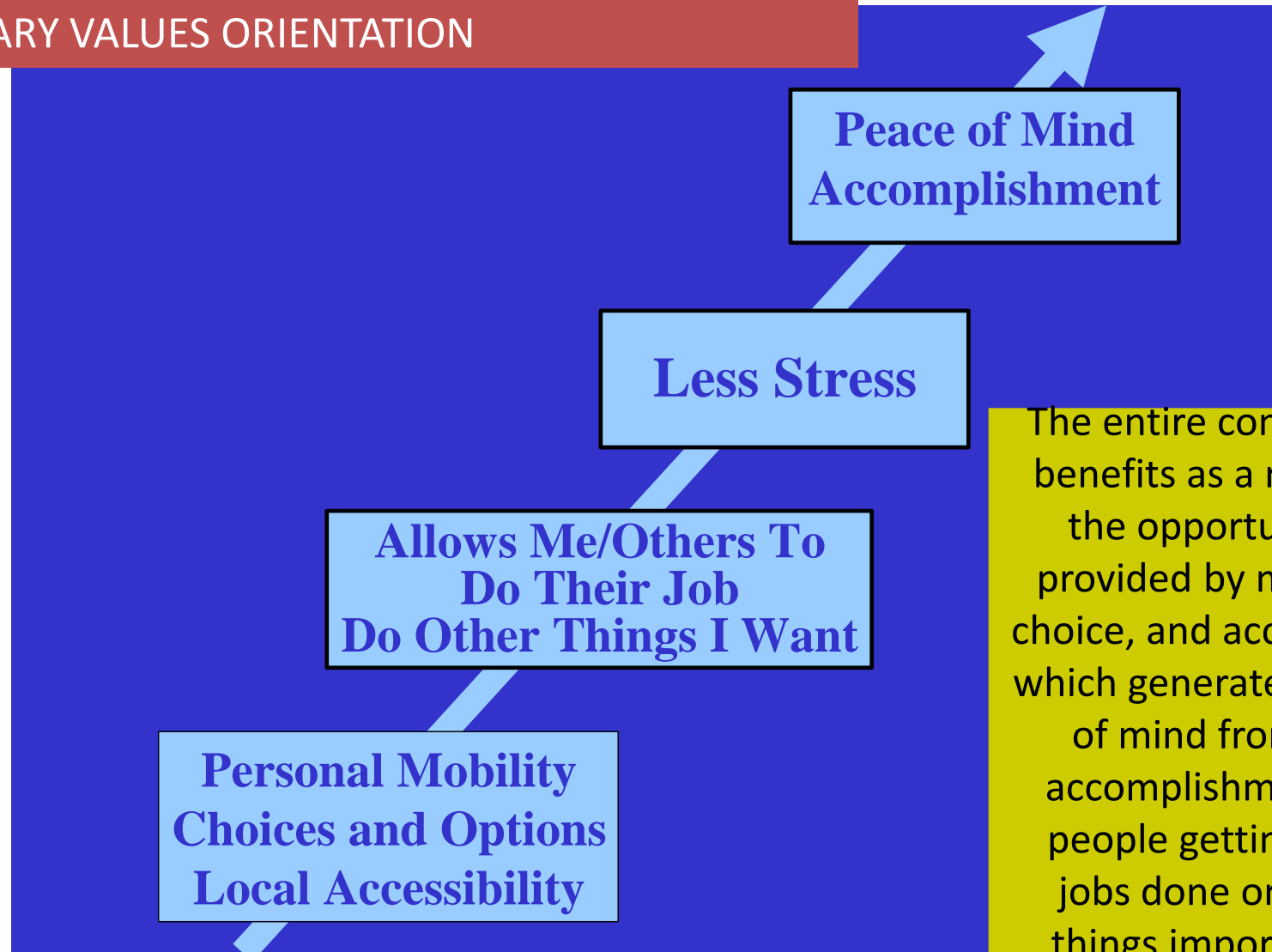
Initial Benchmark



Source: Wirthlin Worldwide Poll, January 2002

Community Benefit Built on Personal Opportunity

PRIMARY VALUES ORIENTATION



The entire community benefits as a result of the opportunities provided by mobility, choice, and accessibility which generate a peace of mind from the accomplishments of people getting their jobs done or other things important to them.



**WITHOUT PUBLIC TRANSPORTATION, EVERY DAY MILLIONS OF PEOPLE
COULDN'T GET WHERE THEY NEED TO GO.**

HOW WOULD THAT AFFECT YOU?

Every day, public transportation enables people from all walks of life to get to work, to get to class, to volunteer at the local community center, or just go where they want to go. And when people thrive, communities thrive. Find out why public transportation helps us all. Visit www.publictransportation.org.

PUBLIC TRANSPORTATION
Wherever life takes you

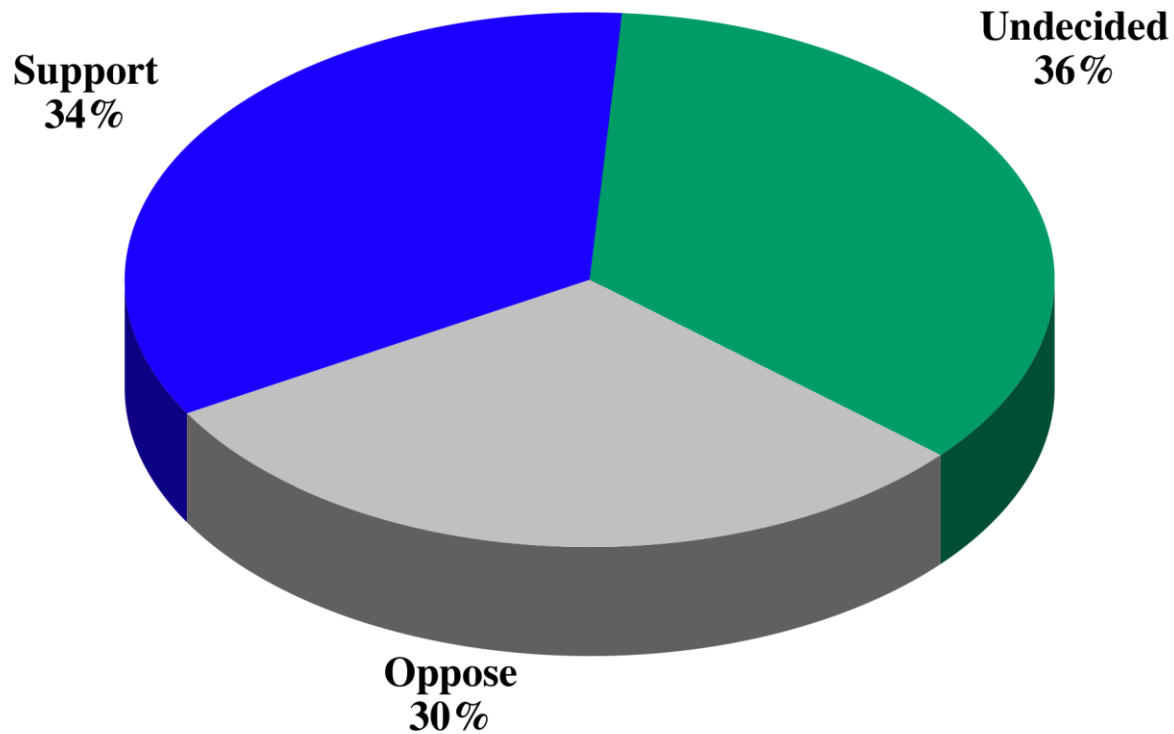


See Video #1



Support for Public Transportation - 2002

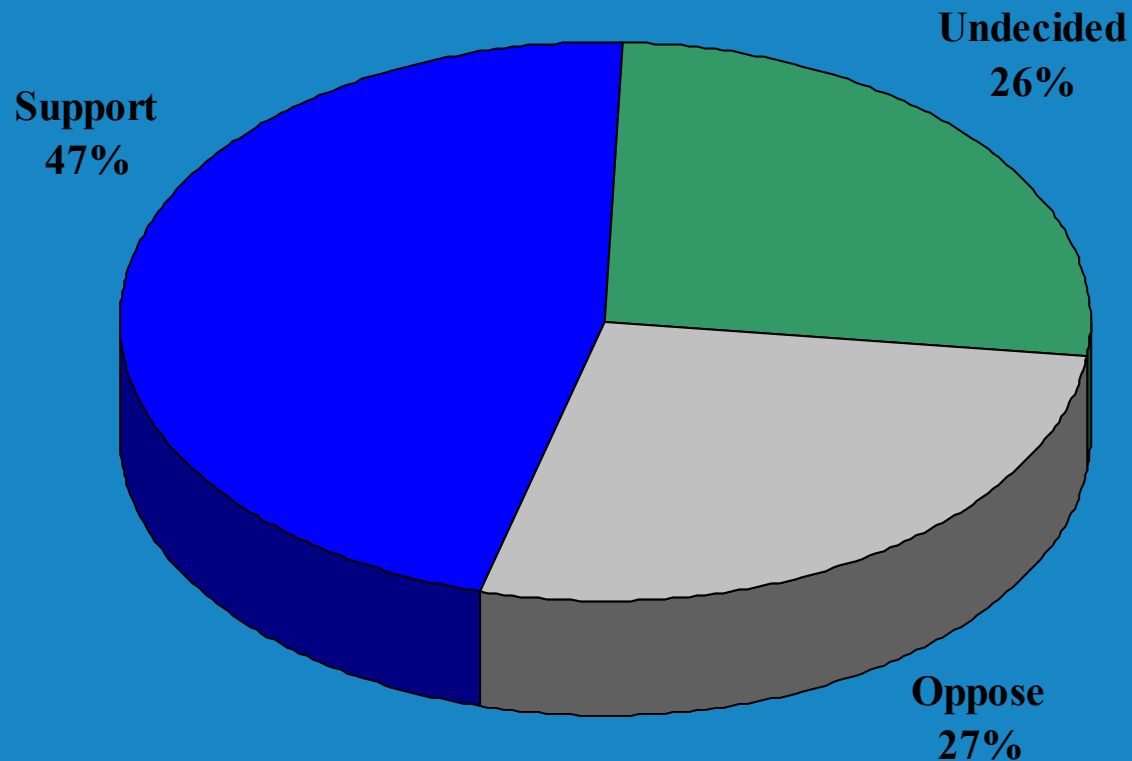
Initial Benchmark



Source: Wirthlin Worldwide Poll, January 2002



Support for Public Transportation - 2005

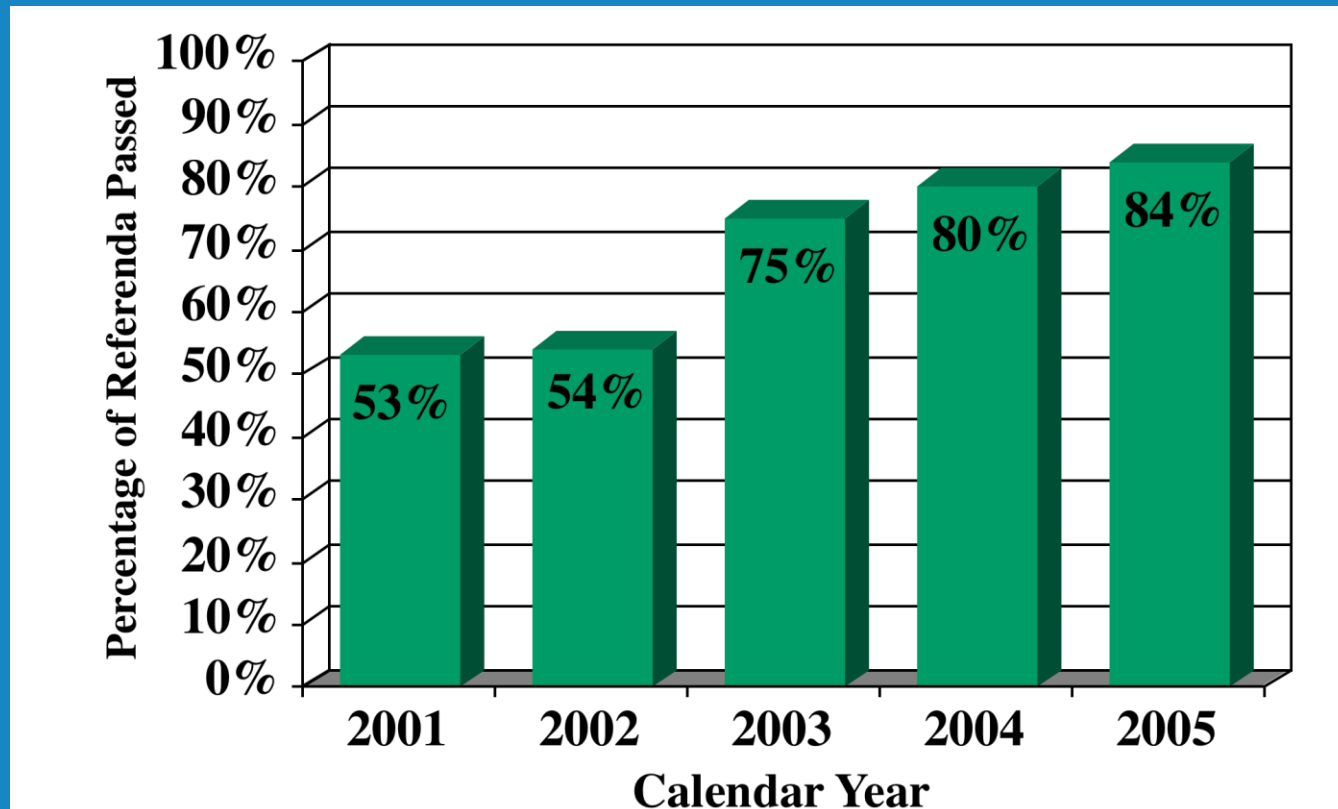


Source: Wirthlin Worldwide Poll, Wave 4, April 2005



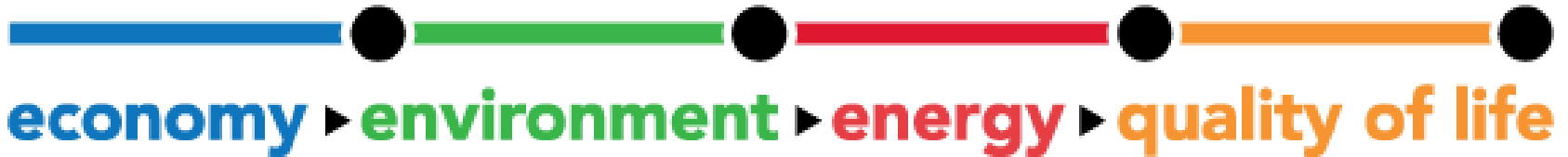
(PT)² is Working

INCREASE IN PERCENTAGE OF LOCAL TRANSIT FUNDING REFERENDA PASSED ANNUALLY SINCE THE BEGINNING OF (PT)²



2008 77%
2009 70%

PUBLIC TRANSPORTATION TAKES US THERE



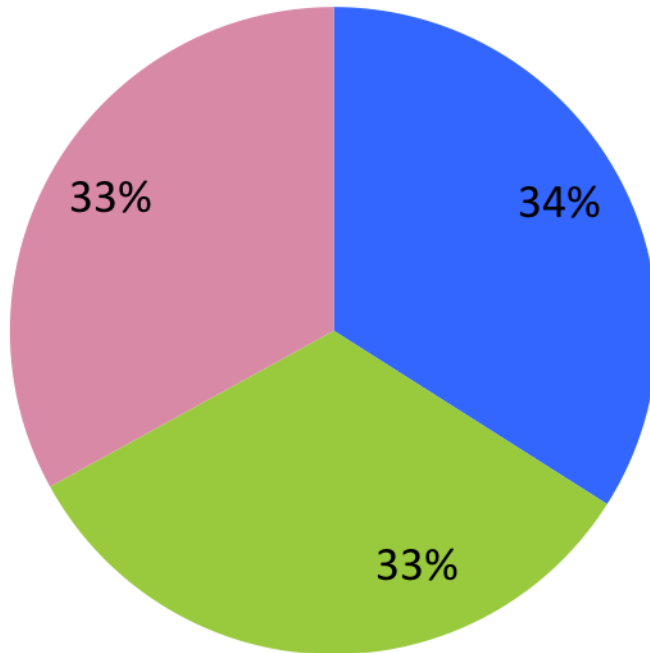
“Public Transportation Takes Us There”



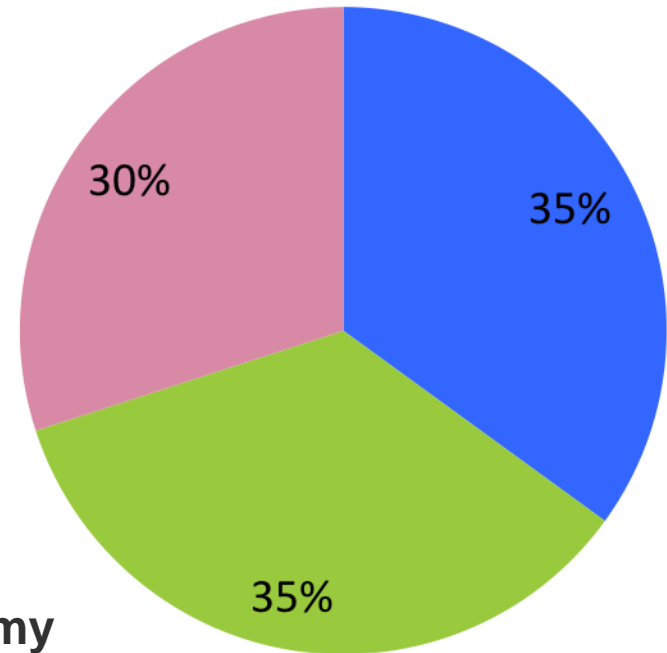
- A single, unified platform for all communications
- Message is positive, forward-looking and evokes movement
- “There” means something different to each audience: the economy, energy independence, the environment or improved quality of life
- Easily customized to circumstances or legislation (e.g. Energy, Climate Change, Authorization)

Public Transit Benefits

National



Beltway

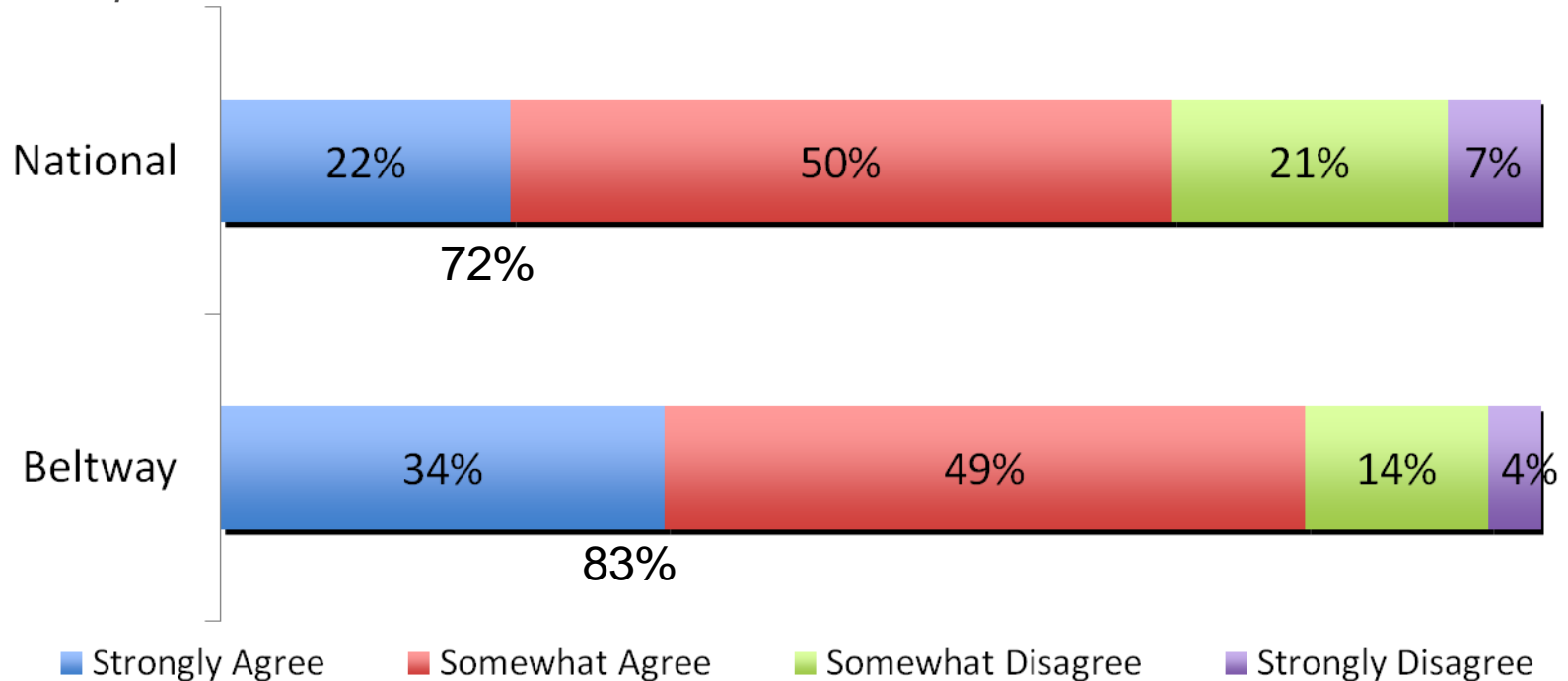


-  Economy
-  Energy
-  Environment

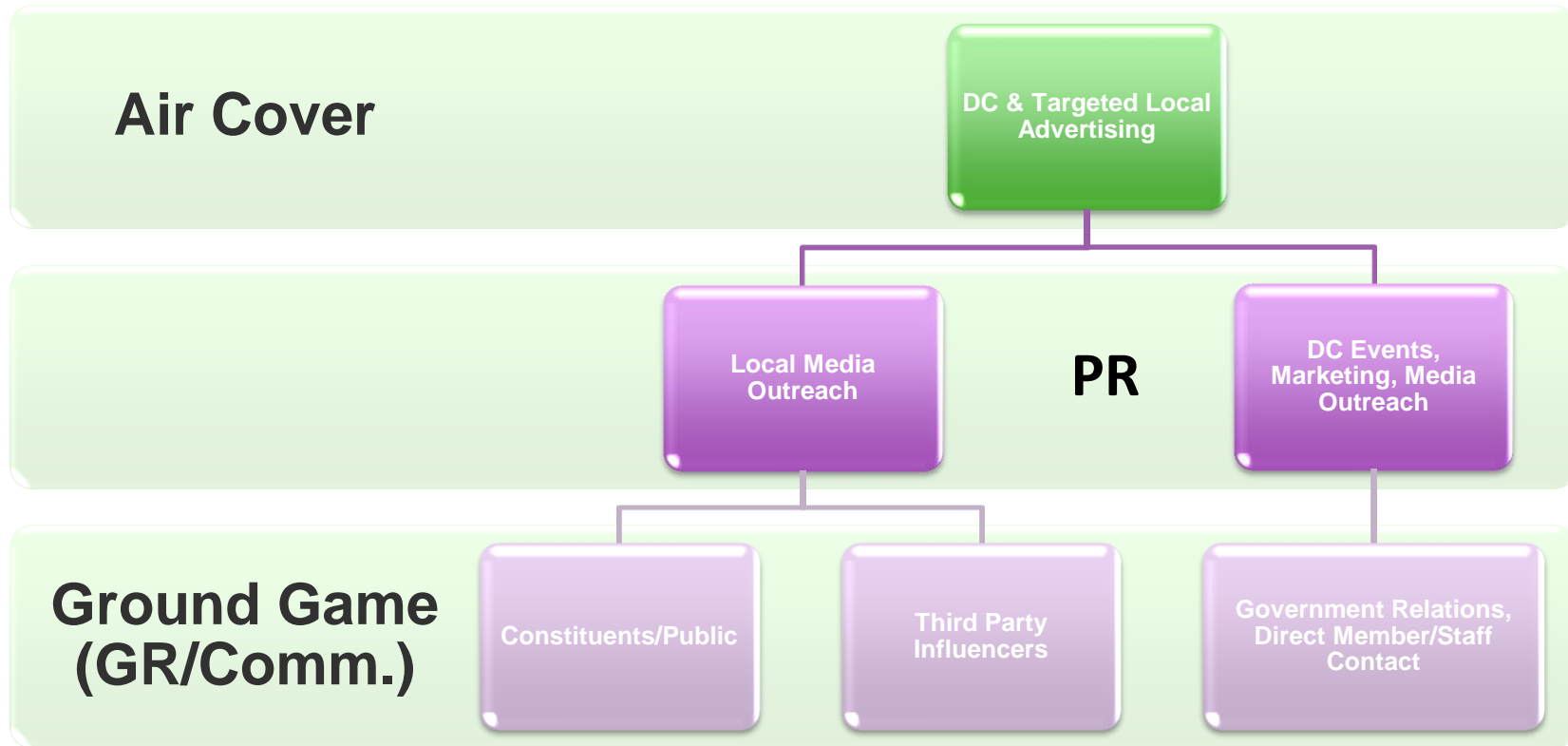
Q807 The benefits of public transportation generally fall into 3 broad areas: economic benefits, environmental benefits, and energy related benefits. Comparing these types of benefits, about what percent of these benefits fall into each of these categories (your responses should total 100%)?

“Takes Us There” Message Works

Public transportation plays a significant role in finding a solution to the numerous challenges facing America today. Investing in public transportation not only creates jobs and stimulates economic growth, it reduces our dependence on foreign energy, protects the environment and improves our quality of life. Whatever the priority, whatever the issue, public transportation takes us there.

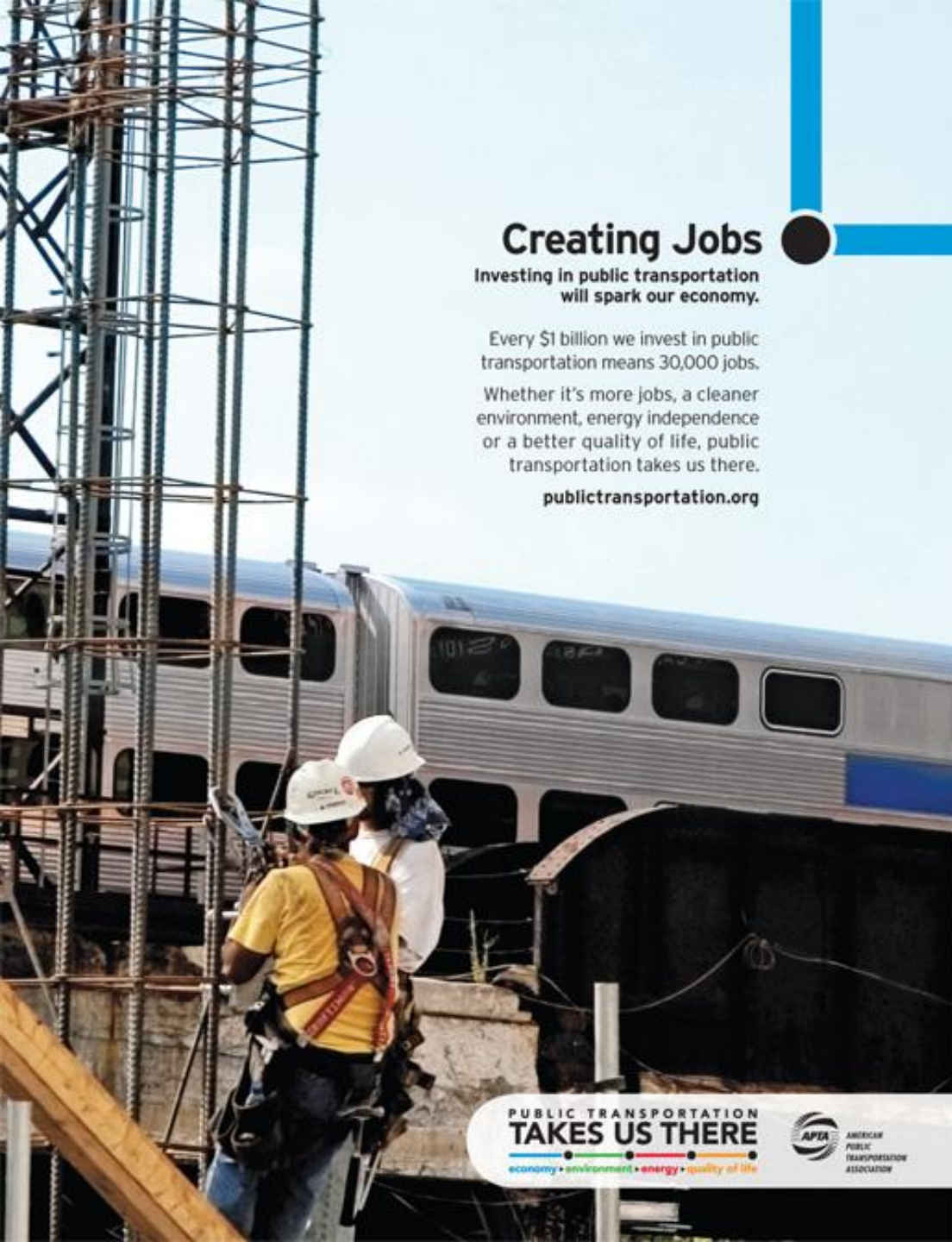


Campaign Approach



“Takes Us There” Advertising

- Primarily DC-based to reach Congress and other influencers/policymakers, includes:
 - Print
 - Radio
 - Online
 - Transit
- Localized versions available for use



Creating Jobs

Investing in public transportation
will spark our economy.

Every \$1 billion we invest in public
transportation means 30,000 jobs.

Whether it's more jobs, a cleaner
environment, energy independence
or a better quality of life, public
transportation takes us there.

publictransportation.org

Economic Message

PUBLIC TRANSPORTATION
TAKES US THERE
economy • environment • energy • quality of life



Economic – Local Ad



Every \$1 billion we invest in U.S. public transportation systems like [system] means 30,000 jobs.

Whether it's more jobs, a cleaner environment, energy independence or a better quality of life, public transportation takes us there.

publictransportation.org

Energy



Energy Independence

Investing in public transportation will keep our nation strong.

Public transportation saves 4.2 billion gallons of gasoline each year, making us less dependent on foreign oil.

Whether it's more jobs, a cleaner environment, energy independence or a better quality of life, public transportation takes us there.

publictransportation.org

**PUBLIC TRANSPORTATION
TAKES US THERE**
economy • environment • energy • quality of life



Protecting the Environment

Greater investment in public transportation should be part of the climate change bill.

One-third of U.S. carbon dioxide emissions comes from transportation sources. Public transportation already reduces those emissions by 37 million metric tons each year.

Whether it's more jobs, a cleaner environment, energy independence or a better quality of life, public transportation takes us there.

publictransportation.org

**PUBLIC TRANSPORTATION
TAKES US THERE**
economy • environment • energy • quality of life



Environmental



Easing Traffic

Greater investment in public transportation will keep our community moving.

In one year, public transportation riders save 541 million hours in travel time, reducing stress and decreasing congestion on our busy roadways.

Whether it's more jobs, a cleaner environment, energy independence or a better quality of life, public transportation takes us there.

publictransportation.org

**PUBLIC TRANSPORTATION
TAKES US THERE**
economy • environment • energy • quality of life



Quality of Life

Keys to Success

Keys to Success

- Identify and communicate around the core values of your region
- Timing
- Research and strategic Intelligence
- Problem awareness
- Diverse, Community Leader Champions
- Specific answers: “What is in it for me?”
- Targeted Messaging
- Stay on Message

No Silver Bullet: Messages Targeted to Your Region

Finish the Freeways

Phoenix

Getting our Economy Back on Track

Santa Clara

Choice: The Urban Commuter Rail: New Ways to
Connect

Austin

- Existing Tracks
- Keep the Freeways Moving

Keep K.C. Working

Kansas City

- Neighbors Helping Neighbors
- What if you had no way to get to your job?

Its all about more choices...

Miami-Dade

Pulling Together

MARTA

- Pulling Together: Employers and Employees
- Pulling Together: Sports and Fans

Serving All Walks of Life

Lansing

Wherever Life Takes You...We'll Get You There

Tulsa

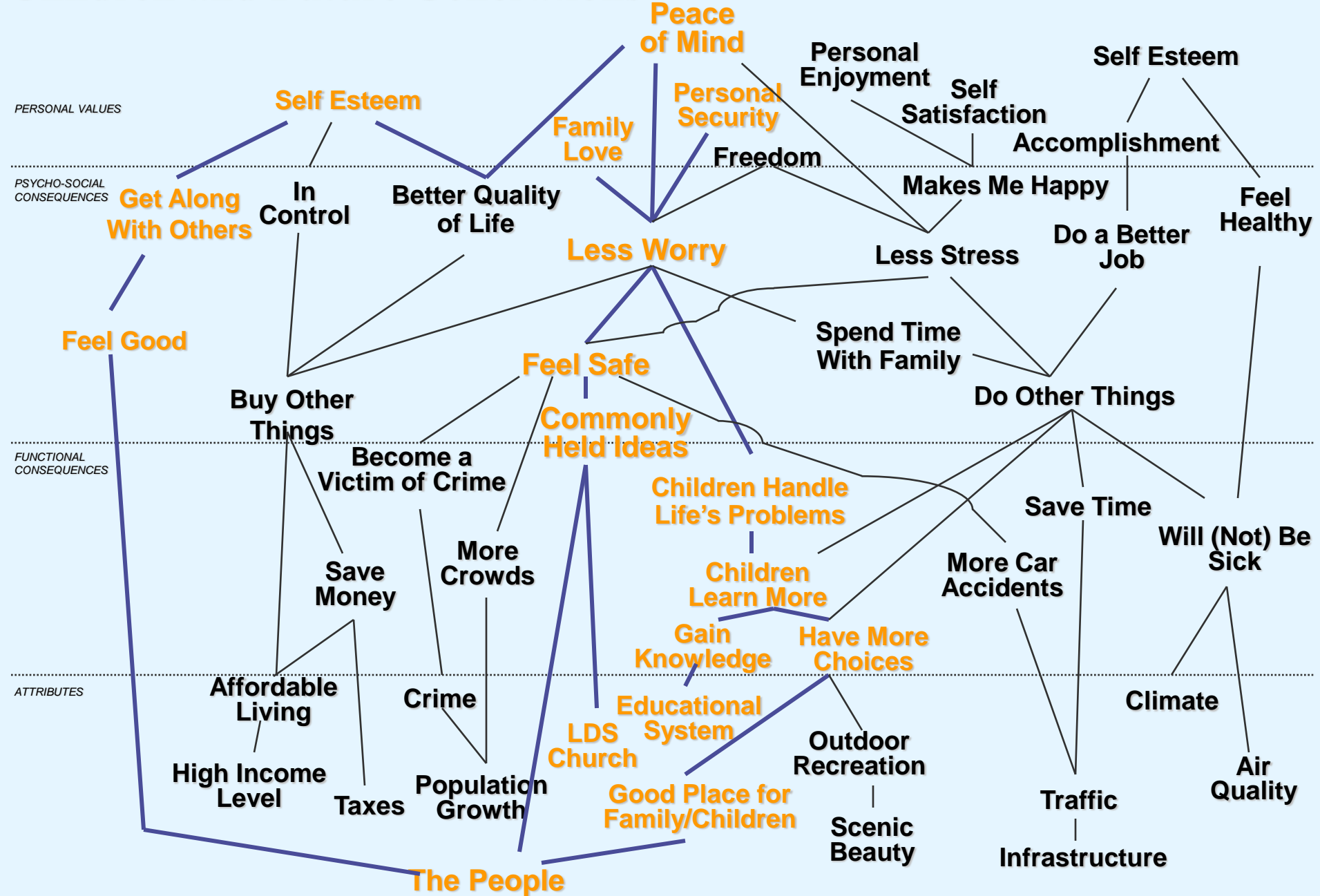
Some of us ride it. All of us need it.

St Louis

UTAH: Personal and Community Enrichment

Children and Future Generations

(31%)



Personal Time and Opportunity

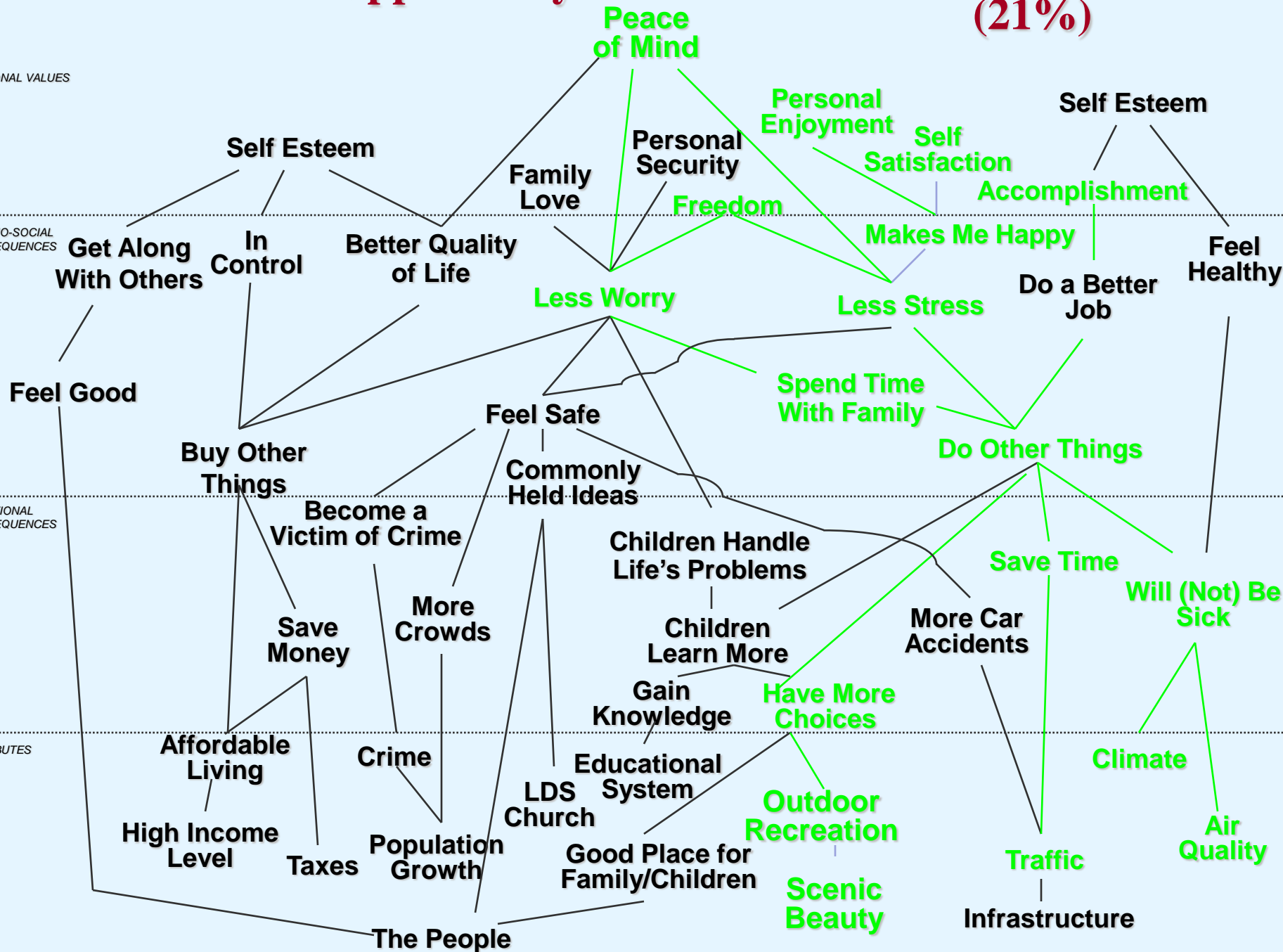
(21%)

PERSONAL VALUES

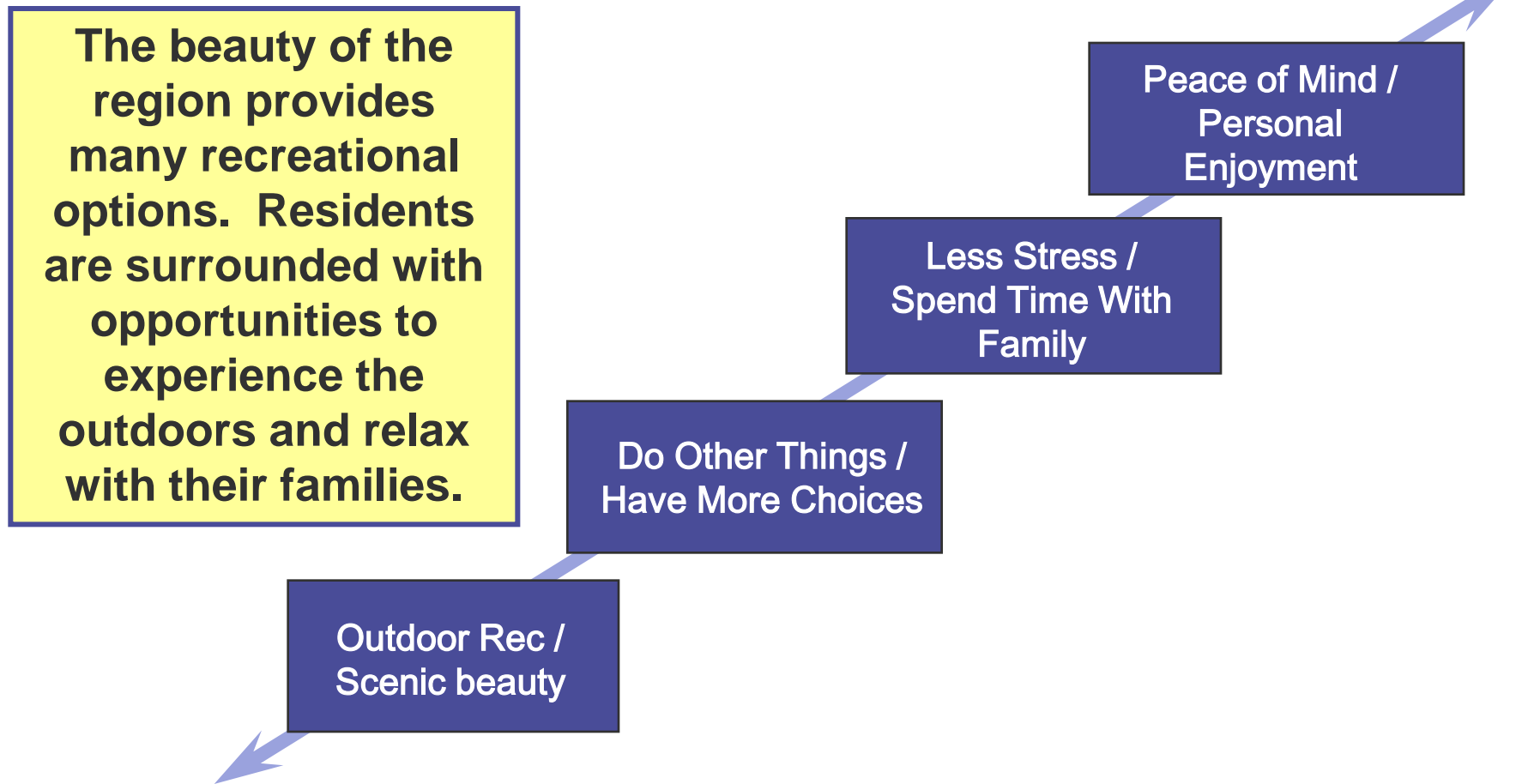
PSYCHO-SOCIAL CONSEQUENCES

FUNCTIONAL CONSEQUENCES

ATTRIBUTES

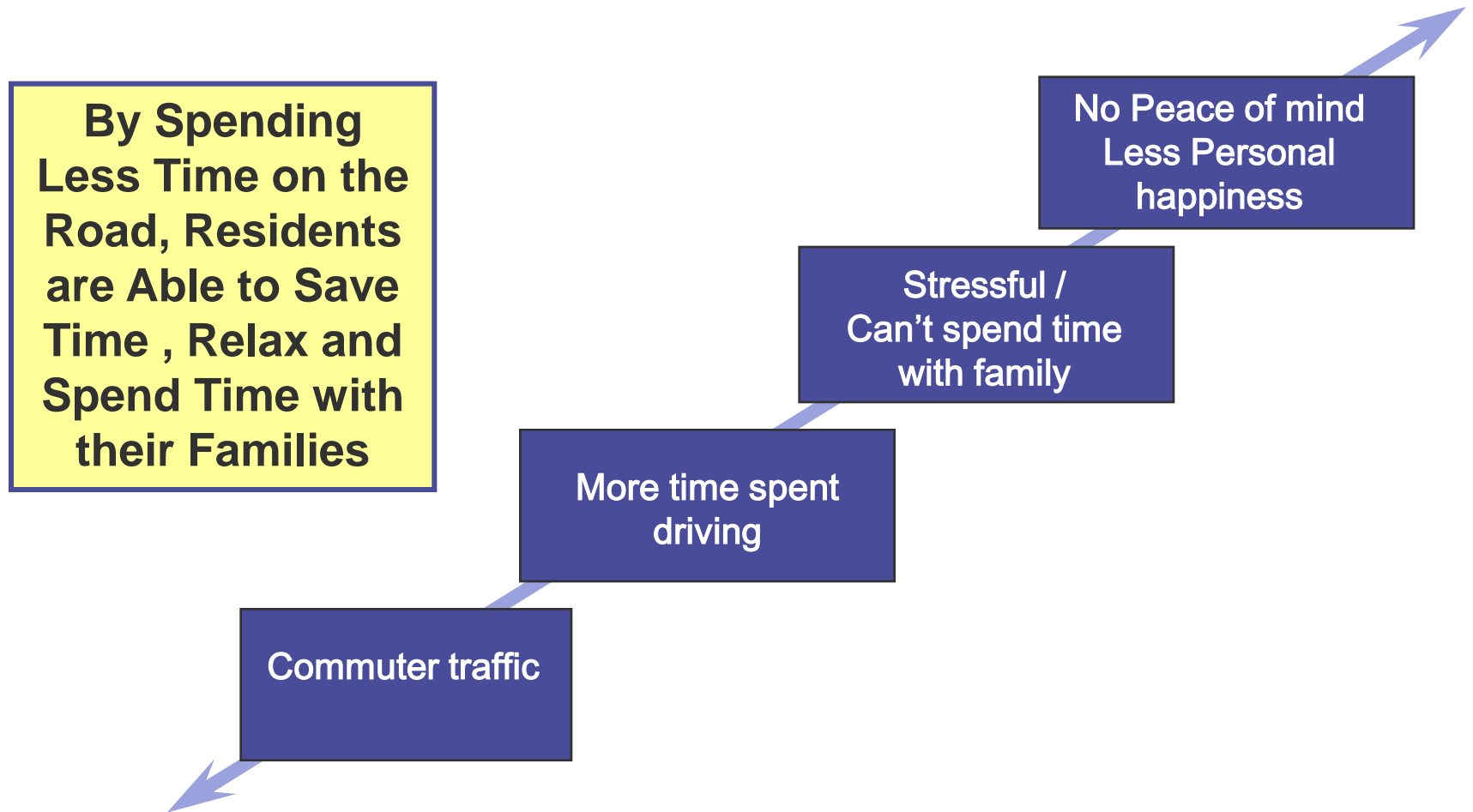


Time, Opportunity for Personal Priorities (34%) Outdoor/Scenic Component (positive)



Time and Opportunity for Personal Priorities (34%)

Traffic/Commute Component (negative)

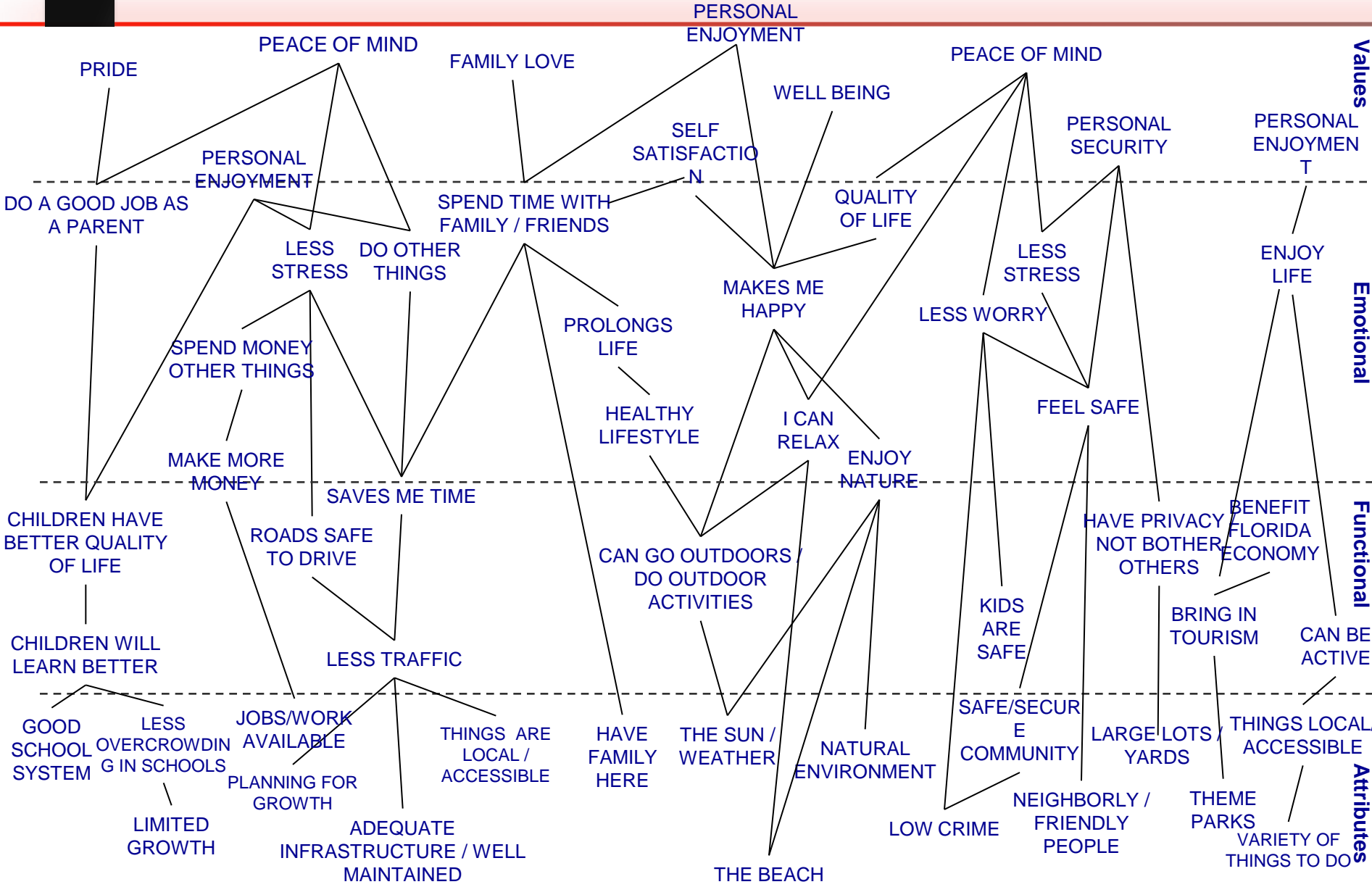


UTA: Future Generations

See Video #2

Central Florida Decision Making Map

2007



Three Foundational Values Pillars of Central Florida

**Nature and the
Outdoors**

**High Quality
of Life from
Enjoyment in
Family
Friendly
Activity Nature
Allows**

**Safe and
Secure
Communities**

**Peace of Mind
and Security
from Living in
Safe and
Secure
Communities**

Education

**Community
and Parental
Peace and
Pride
Through Good
Educational
Opportunities**

Key Values Strategy

Peace of Mind from Living in Safe and Secure Communities

Heart + Mind STRATEGIES

We believe familiar, and friendly neighborhoods are important for everyone and need to focus growth in creating these environments where peace of mind and a sense of security flourish

Foster Distinct, Attractive Place to Live

Key Stakeholder

Leading to Greater Peace of Mind and Sense of Security

Less Worry Over Personal and Family Safety

Feeling Safe

Safe, Neighborly Community

Central Florida

Values Translated into Visions and Scenarios

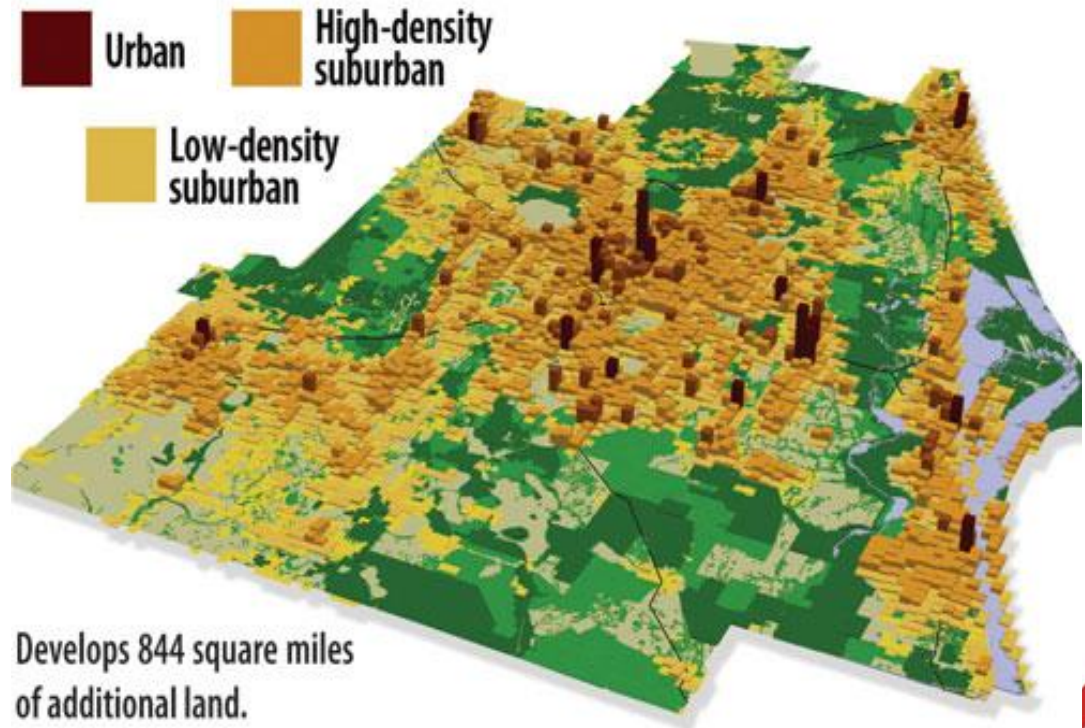
Safe and Secure Communities

CENTERS

Increasingly, communities in Central Florida have created successful “city centers” with a mix of commercial and residential development. Rich architectural details create a unique “feel” for each community. These centers provide “all that you need” to live, work and play within close proximity.

Foster Distinct, Attractive Place to Live

Choice B - Centers



Key Values Strategy

High Quality of Life from Enjoyment in Family Friendly Activity Nature Allows

27/76

We envision a future and a place where nature is preserved so that families and individuals are able to experience the best of the amazing outdoors that surround us to better the quality of our lives and increase the joy we get out of life

Preserve Open Space

Key Stakeholder

Personal & Family
Enjoyment, and
Development

Live Better Enjoying
& Relaxing w/ Family
and Friends

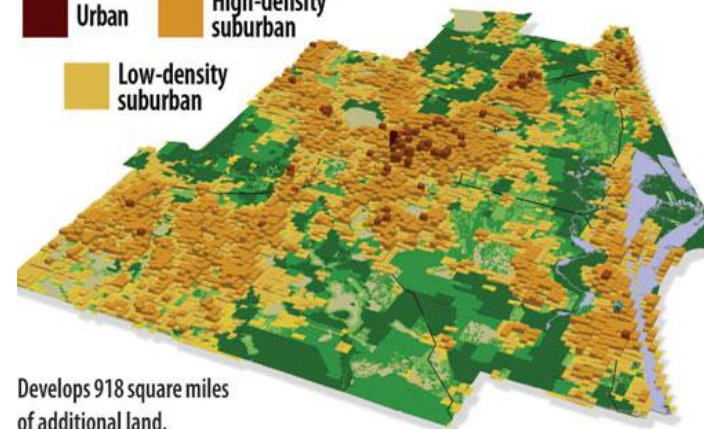
Enjoy Outdoors &
Nature
Live Healthy

Weather,
Environment,
Natural Beauty

Central Florida

Choice A - Green Areas

Urban High-density suburban
Low-density suburban



Develops 918 square miles
of additional land.

Other Values Themes in Central Florida

Heart + Mind STRATEGIES

Provide Transportation Choices

Traffic

By Spending Less Time on the Road, Residents are Able to Save Time, Relax and Do Things They Enjoy

Key Stakeholder

Peace of mind
Personal happiness

Less stressful
Do other things/
Spend time with
family

Less time spent
driving
Less road rage

Less commuter
traffic

Central Florida

Timing

- Key factor in timing links to who makes up your winning coalition of voters:
 - How strong is support?
 - When are they likely to turn out?
 - General, primary, Presidential or 'off year', special...
 - What else is on the ballot to impact their turnout?
- Generally requires 16-18 months from time that key components of strategy are known and in place (funding mechanism, theme/message, modal emphasis). Many other factors impact...
 - Transportation/Transit image
 - Public outreach/engagement
 - Problem awareness
 - Familiarity with vision and proposed solutions
 - Fundraising

Research and Strategic Intelligence

- Identify Key Issues/Concerns (problem awareness)
- Identify core values and themes
- Hone message to address key issues in context of key themes/values
- Identify best mix of projects (modes and specific projects)
- Identify your winning coalition and when they turnout (helps determine timing)
- Test public reaction to funding mechanisms
- Identify key spokespeople/groups

Problem Awareness

TRANSPORTATION TROUBLES AHEAD

The Wasatch Front's growing transportation crisis



Why we're here



- Major transportation investments have been made over past decade
 - I-15 in Salt Lake County
 - TRAX main line and University line
- Projects done on time and under budget
 - Utah hailed as being on leading edge of innovative transportation projects
- Major positive impact on people's lives and our economy

But ...

our needs are growing much faster than our ability to meet them



Why should we care?



- Transportation is the backbone of our economy and quality of life
 - Transporting goods to and from Utah is a \$100 billion a year industry and growing – 75%+ travel by truck
- A congested transportation network:
 - Increases the cost of doing business
 - Puts us at an economic disadvantage to competitors
 - Reduces productivity and increases costs due to time lost sitting in traffic
 - Creates a more stressful, less-desirable place to live and work
 - Increases air pollution and related health costs

Look familiar?



What's needed?

- Expand I-15 in Utah & southern SL Cos.
- Expand I-15 in Davis & Weber Cos. & complete Legacy Parkway
- Build commuter rail between Brigham City & Payson
- Build Mountain View Corridor
- Expand TRAX



Your commute time in 2015



Salt Lake City to South Jordan – PM rush h

Today	37 minute
2015 with planned improvements	39 minute
2015 with today's revenue only	63 minute

It's up to us



- We have two choices:
 - Address our transportation needs now and protect our economy and high quality of life.
 - Delay action and face a future of congestion, lost productivity and lower quality of life.

Problem Awareness

See Video #3

Diverse Community Leader Champions

Take every opportunity to link to broad, diverse coalition partners

Who we are



- Mountainland Association of Governments (MAG) – transportation planning organization for urban Utah County
- Wasatch Front Regional Council (WFRC) – transportation planning organization for urban Weber, Davis and Salt Lake Counties
- Utah Department of Transportation
- Utah Transit Authority
- Envision Utah
- Salt Lake Area Chamber of Commerce

Diverse Community Leader Champions

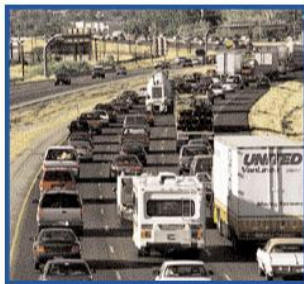
See Video #4

Specific Solutions: Part of a Vision that Helps Everyone

ON TRACK TO THE FUTURE

It's your chance to choose the route
your UTA takes into the future.

Educate the Public. Sell the big picture—a transportation system that helps everyone. When People Thrive, Communities Thrive. Even if you never ride, you benefit.



STEERING CLEAR OF A CRISIS.

In the next 10 years, the traffic along the Wasatch Front will grow by 50 percent. That brings with it increased concerns about how to deal with added congestion the growth will bring. With limited space and the fact that more on the roads means more congestion, air building more roads and freeways isn't the answer. In a recent Dan Jones poll, 86 percent of Wasatch Front residents favor expanding our public transportation capabilities. A long range transportation plan has already been developed and approved by our elected leaders, and together we can choose to make it happen.



The plan, and the driving force!

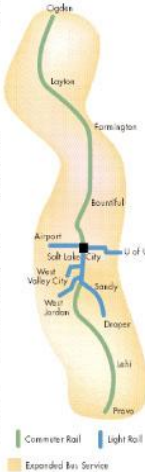
- In 1969, elected officials of the five Wasatch Front counties formed the Wasatch Front Regional Council to specifically deal with impending growth and transportation concerns.
- In 1998, a 20-year transportation plan, with specific project and cost specifications, was approved by the Wasatch Front Regional Council. The Utah Transit Authority has been charged with implementing the fixed guideway and public transit portion of that plan.
- We're ready. When funding is available, transportation improvements can begin immediately.

LIFE IN THE FAST LANE WHAT'S AHEAD?

19,000 passengers a day ride the 15-mile, 16-station north/south UTA TRAX (fixed guideway) light rail system – many of whom never used public transportation in the past. TRAX has already proven to be fast, non-polluting, quiet transportation alternative. Teamed with UTA's bus s TRAX has become an integral part of increasingly efficient public transport system with a very bright future.

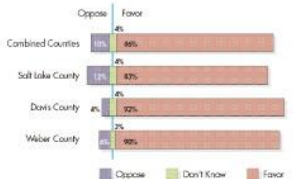
Making TRAX toward the fut

- Expect greater TRAX access.** More people in more communities along the Wasatch Front will be able to e the convenience of UTA's TRAX system through increased rail extensions. will also be more TRAX trains arrive more frequently with greatly expanded parking areas at the stations.
- More TRAX destinations.** You'll be to ride TRAX to most major areas c the valley, including the University of Utah, the Salt Lake International Airport, West Valley City, West Jordan and Draper.



WASATCH FRONT RESIDENTS OVERWHELMINGLY FAVOR EXPANSION OF PUBLIC TRANSIT

Dan Jones & Associates, April 2000



- High-speed commuter service.** Passengers will be able to travel by express commuter rail (fixed guideway) between Provo, Salt Lake and Ogden, including points in between.
- High-tech, arrival information systems.** Riders will get clear, reliable, easy-to-understand information about when your next ride will arrive. This high-tech information will also help UTA build a more reliable and efficient system.



GETTING THERE FROM HERE.

The Wasatch Front Regional Council is entrusting UTA with implementation of the public transit part of its 20-year transportation plan for good reason:



- Our record of achievement.** UTA is a two-time winner of the American Public Transportation Association's Outstanding Transit System award – 1986 and 1996.
- We've proven we can get the job done.** In 1999, the General Accounting Office (GAO) reported that UTA had one of the best records in the United States for building a light rail system under budget and ahead of schedule.

Bus service is rolling, too.

- Expanded bus service.** Getting to where you want to go will be even more convenient—especially evenings, weekends, Sundays and holidays. Plus, it'll be easier and more convenient to get to UTA TRAX stations than ever before. The bus grid system will be expanded, both north/south and east/west, to provide more frequent and express bus services. Our end goal? To have buses arrive at stops with such frequency, riders will no longer need a schedule.

- Expanded vanpool and carpool programs.** Major area employers will benefit from increased vanpool and carpool accessibility, making it easier for employees to get to and from work without driving their own cars.



THE FINANCIAL CHALLENGES DOWN THE ROAD.

UTA, like virtually all public transportation services (including roads and highways) in the United States, is funded by tax dollars. In UTA's case, **all local operating funds come solely from sales tax revenue.** In fact, our State Constitution strictly prohibits the use of gas taxes for public transportation. To become a reality, the Wasatch Front Regional Council Plan assumes that there will be local support for a one-quarter percent increase in sales tax.

- No increase since 1974.** The original 1/4-cent per dollar has not increased in 26 years. A little has gone a long way.
- Transportation tax revenues equal transportation services.** All funds go directly to public transportation and maintenance. Service is equitably distributed based on county sales tax collection.
- A significant portion of Utah's sales tax comes from visitors.** Tourists contribute significantly to Utah's sales tax revenues.
- Our current investment?** Wasatch Front Counties' investment in transit through sales tax is less than half the average for U.S. cities.



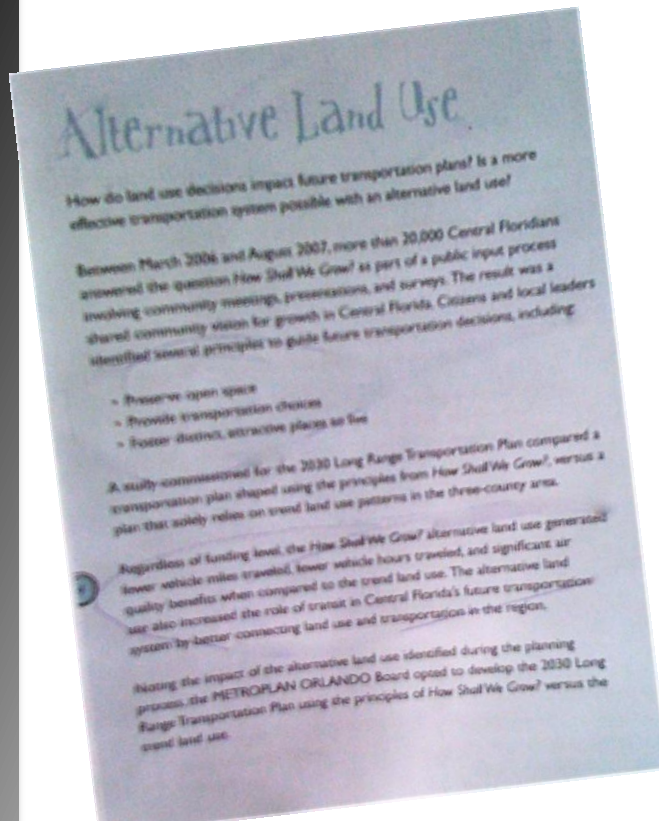
TRANSPORTATION TIMELINE



You are here.

Specific Solutions: Part of the People's Vision

**Educate the Public. Sell the big picture
Particularly if it is their vision!**



**Metroplan 2030 Long Range
Transportation Plan Executive Summary**

Misplaced Emphasis?

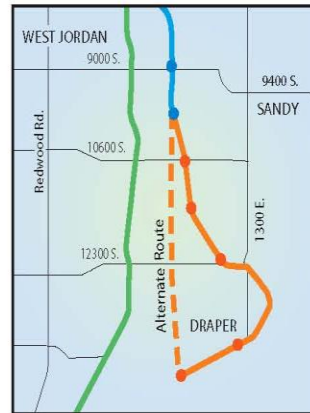
- What the...?
- Stop Plannerspeak
- The People's Vision
- Tie into the equity of well established community process and vision
- Continuation of your vision—protecting and promoting what you value most

Specific Solutions: What is in it for me?

Yes, Draper City could have a light rail extension.

VOTE YES on County Measure #1 and here's what we could get in Draper City:

- A **light rail extension** that will connect Draper City with Sandy City, Salt Lake City, the University of Utah and other destinations along the Wasatch Front
 - 15 to 20 minute frequency of bus service on all major corridors
 - Access to a **regional commuter rail** system from Ogden to Provo
 - **Park-and-Ride lots**
 - **Community transit hubs**
 - More **service for the disabled** community
- Over the length of the plan, a **doubling of the bus service** in Draper City including:
 - Increased night service
 - Increased Saturday service
 - Sunday & holiday service



All we need is 1/4 of 1% in additional sales tax (just 25¢ for every \$100) to qualify for over \$600 million in Federal support to make it happen. Vote Yes on County Measure #1!



YES to County Measure #1
Better Public Transit

Paid for by People for Sensible Transportation

Your vote can make it happen.



Nevertheless, its still about the bigger system

Stay on Message

Staying on Message = Force Multiplier

“Our coalition of supporters made for strange bedfellows. We had the business community, elected officials, bus operator unions, even environmentalists all preaching our simple, consistent message. Even when our opponents tried several different attacks, we all stayed on message.”

Natalie English, Charlotte Chamber

Successful Communications Strategy in Public Transportation Campaign

Values-Based Communications and Success Keys

Dee Allsop, Ph.D.
703-889-0238
dtallsop@heartandmindstrategies.com

Heart + Mind
STRATEGIES