Innovative On-Demand Partnerships: King County Metro’s Via to Transit Pilot
SERVICE AREAS
MESSAGING:
What we want people to...

**THINK**
The service is a RELIABLE way to get to/from transit hubs, and it is INVITING and ACCESSIBLE to everyone.

**FEEL**
OPTIMISTIC when they engage with the service. LIBERATED FROM THE STRESS of their usual commute experience.

**DO**
Confidently CHOOSE the service.
COMMUNITY-BASED APPROACH

1. English
2. Spanish
3. Chinese
4. Vietnamese
5. Amharic
6. Somali
7. Tagalog
8. Russian
9. Korean
10. Tigrinya

Infórmese más en kingcounty.gov/metro/via-to-transit/es o llame al 206-258-7739 y diga ‘Spanish.’
PROTAGONIST
PRINT MATERIALS & ADS

- Posters
- Brochures
- Signage
- Billboard
- LEP Flyers
- Station Buyout
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How did you get here today? Next time, try Via to Transit.
DIGITAL MARKETING

- Social media ads
- Ethnic media ads
- Email templates for local employers & CBOs

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## FACEBOOK AD RESULTS

<table>
<thead>
<tr>
<th>Language</th>
<th>Budget</th>
<th>Unique CTR</th>
<th>Clicks</th>
<th>Cost per Click</th>
<th>Reach</th>
<th>Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>English</td>
<td>$1,050</td>
<td>2.3%</td>
<td>1,060</td>
<td>$0.99</td>
<td>41,774</td>
<td>188,525</td>
</tr>
<tr>
<td>Spanish</td>
<td>$550</td>
<td>2.4%</td>
<td>374</td>
<td>$1.47</td>
<td>13,319</td>
<td>80,062</td>
</tr>
<tr>
<td>Vietnamese</td>
<td>$550</td>
<td>5.4%</td>
<td>399</td>
<td>$1.38</td>
<td>6,144</td>
<td>75,972</td>
</tr>
<tr>
<td>Chinese</td>
<td>$550</td>
<td>6.1%</td>
<td>193</td>
<td>$2.85</td>
<td>2,523</td>
<td>35,961</td>
</tr>
<tr>
<td>Tagalog</td>
<td>$550</td>
<td>5.9%</td>
<td>252</td>
<td>$2.18</td>
<td>3,604</td>
<td>56,546</td>
</tr>
<tr>
<td><strong>Overall</strong></td>
<td>$3,250</td>
<td>4.4%</td>
<td>2,278</td>
<td>$1.77</td>
<td>67,364</td>
<td>437,066</td>
</tr>
</tbody>
</table>
AGENCY COMMUNICATIONS

- Web
- Organic social media
- Transit alerts
- Press release
- Other agency programs

Home, work or school is just a short, on-demand ride away from your Link light rail station. Ride and connect to Link light rail and buses at the Mount Baker, Columbia City, Othello, Rainier Beach, or Tukwila International Blvd. stations.
OUTREACH & ENGAGEMENT

- Street teaming
- Community events
- Outreach to 37+ CBOs
RESULTS

- 800 rides per day
- 8 min average wait time
- 4 rides per vehicle per hour
- 4.8 average ride rating
- 30% are reduced fare rides
WHAT’S NEXT

▪ Promoting off-peak
▪ Shifting paratransit
▪ More CBO outreach
▪ Community conversations

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Thank you!

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