Individualized Marketing: Southern Oregon University

Prepared for Public Transportation Advisory Committee
July 13, 2015
Medford, Oregon

IM Program Goals

- Reduce drive-alone trips
- Increase use of transportation options
- Increase awareness & support
- Build capacity among TO providers
- Improve health & safety
- Support local economy & community

What is IM?

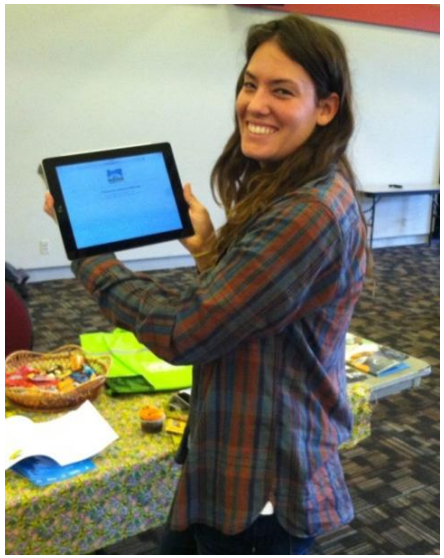
Customized Packets
Community Outreach
Ongoing Comm-unications
Events
Visibility & Norming

Oregon

Drive less. Save more.
COMING SOON TO
Your
NEIGHBORHOOD
PRÓXIMAMENTE EN SU VECINDARIO
Ready to have fun and connect with your community while saving money?
¿Está listo para divertirse y relacionarse con su comunidad mientras ahorra dinero?

Other Key Elements

- Strong partnerships
- Stakeholder engagement
- Robust evaluation
- Documenting lessons learned

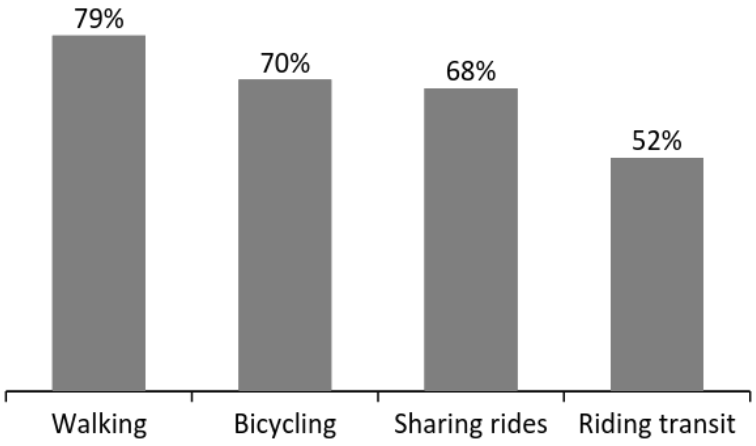


2014-2015 ODOT Programs

- Southern Oregon University
- Cedar Hills
- Corvallis
- Astoria
- Salem
- Portland Community College
- Springfield/Eugene SmartTrips

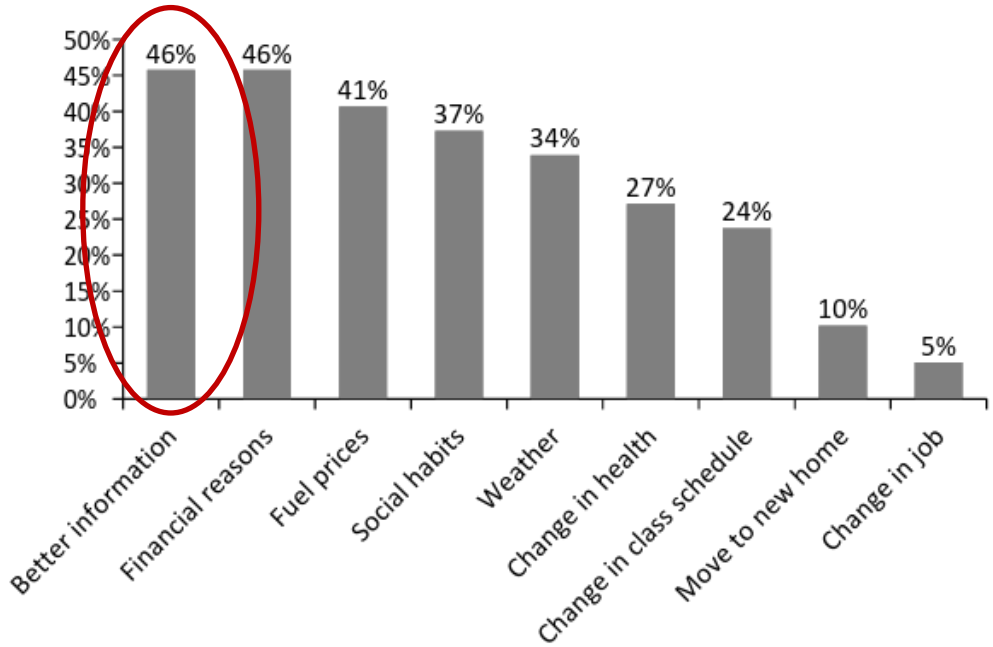
SOU Participant Survey Results

The program helped participants take more trips by...



Over 600 SOU Students Ordered Travel Kits!

For those who are driving less, why?



"My boyfriend and I used to drive a lot.... When we came to Ashland to go to SOU, it was great to learn that Drive Less Connect was a program that existed to help others, like me.... Thanks so much for starting and keeping this program!"

Southern Oregon University

Danielle Mancuso
Assistant Director of Student Life

Mission

Southern Oregon University is an inclusive campus community dedicated to student success, intellectual growth, and responsible global citizenship.

SOU General Profile

- Headcount: 6,186 (FTE: 4,343)
- 88% undergrad and 12% graduate
- 71% resident and 29% non-resident
- 18% minority population
- 21 to 1 student to faculty ratio
- 157 tenure track faculty, 183 administrative personnel, and 190 classified staff
- Housing and residential services capacity: 1100 and another 206 family housing units

Commuters: Where are they coming from?

City	# of students
Ashland	1,786
Medford	608
Grants Pass	166
Talent	134
Phoenix	59
White City	32
Jacksonville	29
Klamath Falls	26
Gold Hill	21

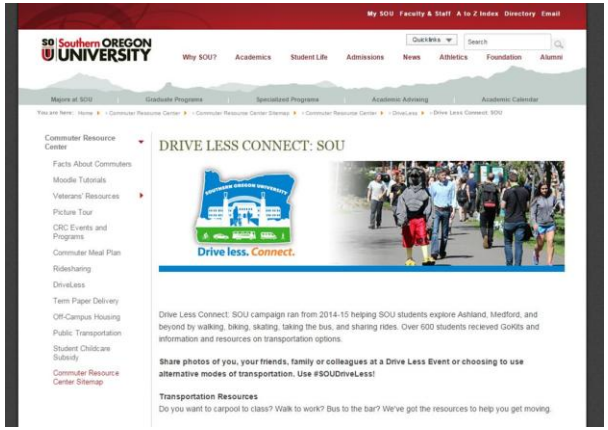
Why this partnership?

- Commitment to sustainability
- Community building
- Student success
- Developing local & statewide partnerships

Benefits of the Program

- 66% of participant respondents told us that their perception of SOU has improved because of the DLC:SOU program
- Increase in programming & awareness
- Student enrollment and leadership development
- Faculty and staff interest (emails)
- Continued partnership and implementation programs

Drive Less Connect: SOU



- Year Long Outreach vs. traditional timeline.
- 3 Term Outreach Plan.
- Use established social networks.
- Student to Student Outreach and Earned Media.

Leveraging Existing Resources

commuter resource center

ECOS

SOU BIKE

SOU NRC

SOU Outdoor Program

multicultural RESOURCE CENTER

SOUTHERN OREGON UNIVERSITY SOU 1872

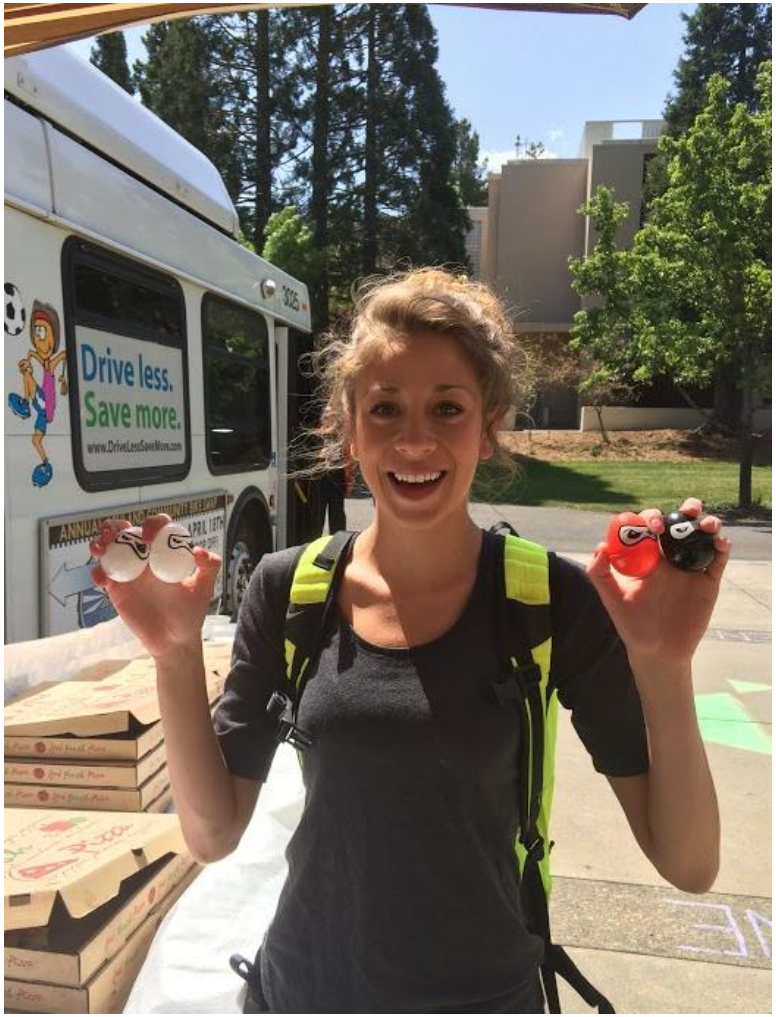
STEVENSON UNION
Bookstore

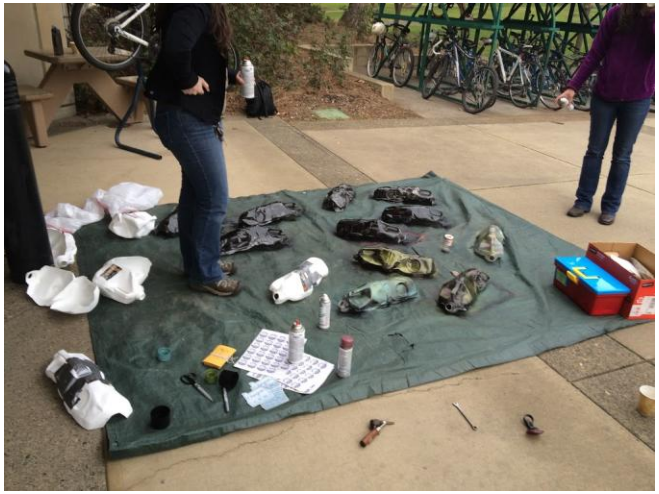
Oregon
Drive less. Save more.

Drive Less Connect: SOU Events

Drive Less Connect: SOU Events

DLC: SOU Quirky Events





3,000 Mile Challenge

DRIVE LESS CONNECT: SOU
3,000 MILE CHALLENGE

April 13-24

- 3,000 Mile Goal: Walking, biking, carpooling, transit

- 3,851 Miles Logged!

Individualized Marketing + Transit

- Expand transit brand and awareness through targeting:
  - Select ‘Interested’ Group
  - Outreach and Marketing
  - Education

- Relationship and Capacity Building.

- Metrics for Success: Increase Bus Pass Usage and Increase Student Transit Ridership.

IM + Promoting Transit

- Concentrated marketing and earned media.
- Education/Awareness= Ridership.
- Increased Transportation Options for Students.
- Group Bus Pass Program.

SOU Student Bus Pass Program

- Reinstated in 2013.
- Student Bus Pass Program: Fare Share Member
  - Student Pays $15 per term.
  - SOU pays $0.45 per eligible person per month.
  - 80% discount off Monthly Pass.

SOU IM: Bus Pass Growth

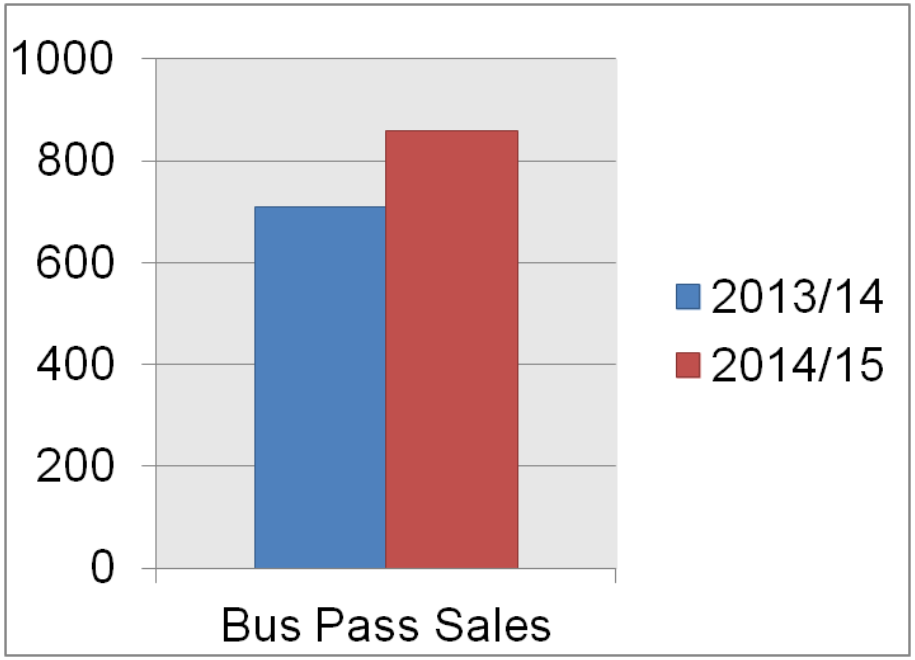
Student Bus Pass Sales: Success

2013/2014 Academic Year: 709

2014/2015 Academic Year: 860

- **22% Increase in Sales**

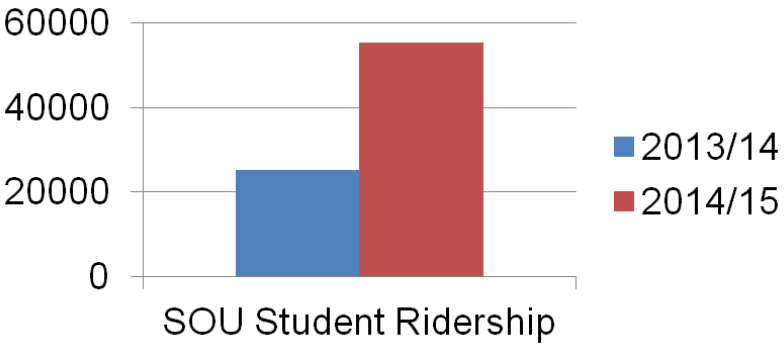
- Primary reason- Increased Outreach & Earned Media, Tailored Travel Information, Incentives and Peer to Peer Involvement.



SOU IM: Increased Transit Ridership

Increased Transit Ridership: Success

- 2013/2014 Ridership: 25,337
- **2014/2015 Ridership: 55,359**



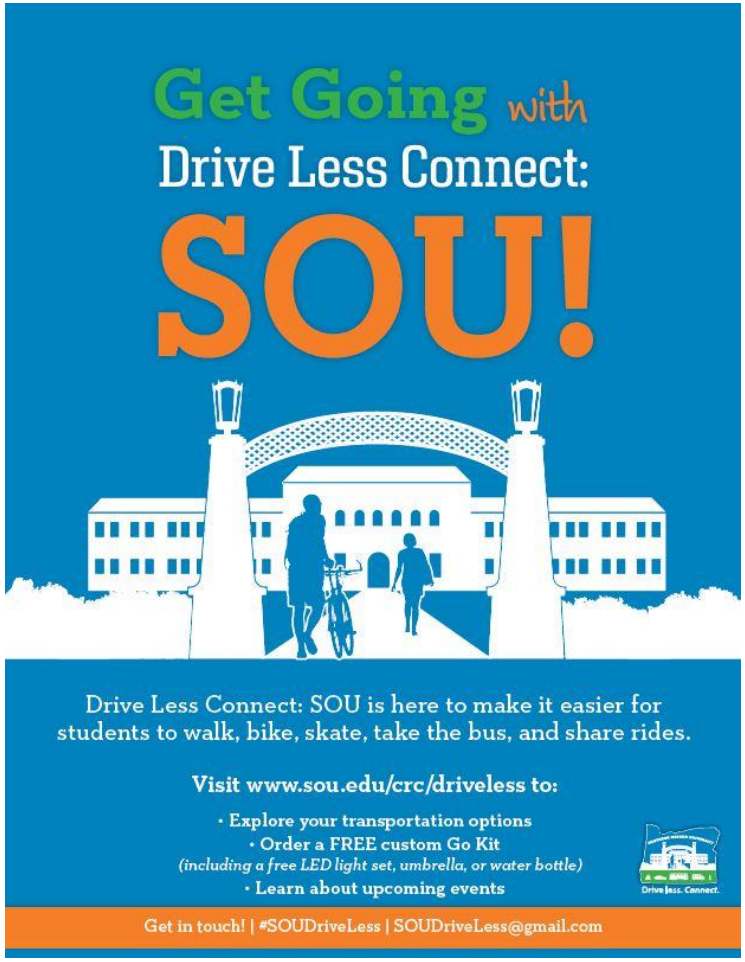
- **118% Increase** in SOU Student Transit Ridership.

What Does This Mean?
An increase from 35.7 average trips per student, per year to 64.4 trips!!!

IM and Relationship Building

- Student Support for Transit.
- More students travel RVTD.
- Plans for next year and beyond.
- SOU + Transportation Options.

Questions?


Get Going with
Drive Less Connect:
SOU!
Drive Less Connect: SOU is here to make it easier for students to walk, bike, skate, take the bus, and share rides.
Visit www.sou.edu/crc/driveless to:
• Explore your transportation options
• Order a FREE custom Go Kit
(including a free LED light set, umbrella, or water bottle)
• Learn about upcoming events
Drive less. Connect.
Get in touch! | #SOUDriveLess | SOUDriveLess@gmail.com