



# T r a n s b r a n d i n g R e p o r t

» » » for Public Transportation

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## 7 Steps to a Successful Commuter Benefits Program

### Highlights

- Setting realistic objectives and goals is an important aspect in executing a successful program.
- Employers and commuters are not always aware of transportation alternatives.
- Looking for trends among existing participating employers will help target potential employers.
- Use AIDA to promote your product (Awareness, Interest, Decision, Action).
- Employers are looking for a no-frills, turn-key operation.
- Improve customer relations by following up with employers once their program is implemented.

Implementing a successful **Employer Commuter Benefits Program** can seem a daunting task at first. Companies, HR and administrative professionals are not always eager to embrace changes in their payroll systems, even if it might prove advantageous to themselves and their employees.

Following these seven guidelines can help overcome obstacles and pave the way towards success:

### 1. Define a successful program.

Your goals and objectives will be unique. You may want to enroll new employers or grow ridership among participating employers. Setting reachable and specific goals and expectations are keys to a successful program.

### 2. Understand travel behaviors and perceptions of public transportation.

Designing and distributing surveys can assess both employees and employers needs. Information gleaned from them can be very useful, and you might even discover that some individuals are simply not aware of transportation alternatives.



**3. Focus your marketing efforts on the most promising employers.** Primary and secondary targets can be selected based on examining the characteristics and trends of employers who are currently participating in the program. Potential employers may also be determined through analysis of census,

geographic and demographic data.

### 4. Determine the best way to promote your program.

Create **awareness** of your program with a promotional package or flyer. Once you have one foot in the door, gain their attention with a follow-up call or visit. Present a strong value proposition (what's in it for them) and

provide sufficient information on the benefits and how the program works for them to develop **interest** in the idea. Provide bus schedules and coupons

or tokens for free rides along with materials outlining the benefits and ease of implementation. Establish a relationship by building rapport and offering to assist them in other ways, such as providing commute information packages for new employees or Average Vehicle Ridership

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### News

Mary Duran has recently joined the Majic team as the Manager of Marketing & Analysis. She brings excellent business and marketing experience from her previous employment with Comcast Ad Sales and Nielsen Media Research. Feel free to call her with any questions or comments about our business.



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## Commuter Benefits Program (continued)

**Majic Consulting Group:**  
*Increasing the efficiency and effectiveness of public transportation through improved marketing, planning and management.*

### Our Services Include:

#### Management

Triennial Performance Audits  
Management Reviews  
Economic Impact Studies  
Grant Management

#### Marketing

Marketing Plans  
Marketing Management  
Advertising & Public Relations  
Market Research & Analysis

#### Training

Seminars  
Workshops  
Keynotes  
Custom In-house

#### Planning

Strategic Planning  
Transit Development Plans

ship (AVR) Surveys. Use other classical marketing tactics, such as consensus marketing through testimonials, to help them make a **decision** and stimulate **action**.

### Remember AIDA!

#### Awareness

Information



#### Interest

Benefits



#### Decision

Relationship



#### Action

**5. Oversee the Program.** Employers may elect to pay the transit agency (or consultant firm) directly or purchase vouchers, which can be redeemed for fare media. Wage Works or Transit Check are alternatives. Make the transition in payroll as simple as possible for the employer.

**6. A program synopsis is critical for future growth opportunities.** Evaluating what worked and didn't work for each client will help you gain insight and target prospective employers in the future. It is a good idea to compose notes in a database such as Excel or Customer Relationship Management (CRM),

and analyze any trends that may occur.

**7. Follow up with participating employers.** Employer commuter benefits



programs require routine maintenance and follow-up. Contacting employers periodically to check their satisfaction levels and needs will improve customer relations. By working with participating employers, you could possibly increase ridership and produce more potential leads.

Do you need to jump start your commuter program? Majic Consulting Group can help your agency focus your program for results.