The Seven Mandatories of Effective Messaging

Bob Henrie, Principal
R&R Partners
#1
Return on investment
#1
What’s in it for me?
“King of the Road”
Utah Transit Authority
September, 2000
#2
A long term vision
#2

Selling the big picture
ON TRACK TO THE FUTURE

It's your chance to choose the route your UTA takes into the future.
LIFE IN THE FAST LANE
WHAT’S AHEAD?

(18,000 passengers a day ride the
UHPA & Rapid Transit; 100 rail services
UTA TRAX; UTA Funding (towards
light rail project) — many of whom never
used public transportation in the past.)

Making TRAX toward the future

- Expect greater TRAX access. More
people in more communities along the
Westside will be able to take the
convenience of TRAX as it
throughout the valley.

- More TRAX destinations. UTA is
planning to add major areas
in the valley, including
Ensign Peak, Liberty Park,
and West Valley City.

- Expanded service, too. Getting to
where you want to go will be
more convenient —
evenings and weekends.

- Increased frequency of service
along major routes.

- Green light! TRAX stations
are more efficient and
environmentally friendly.

- New stations along the
route.

- Bus service is rolling, too.

- Expanded bus service: Getting to
where you want to go will be
more convenient —
evenings and weekends.

- Increased frequency of service
along major routes.

- New routes and stops.

- Improved transfer points.

- More frequent service.

- Increased capacity.

GETTING THERE FROM HERE.

The Wasatch Front Regional Council is
announcing UTA's comprehensive plan
for the future.

- Expanded service: Getting to
where you want to go will be
more convenient —
evenings and weekends.

- Increased frequency of service
along major routes.

- New routes and stops.

- Improved transfer points.

- More frequent service.

- Increased capacity.

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 roads operating funds
are financed almost entirely with
sales tax revenue.

- The cost of operating a fair share of
government vehicles, like police and fire
trucks, is also financed through sales
and property taxes.

- The Wasatch Front Regional Council
assures you that there will be no
increase in sales tax.

- Transportation tax revenue.

- Public transportation services.

- Increased funding for
infrastructure projects.

- New routes and stops.

- Improved transfer points.

- More frequent service.

- Increased capacity.

- New stations along the
route.

- Expanded service, too. Getting to
where you want to go will be
more convenient —
evenings and weekends.

- Increased frequency of service
along major routes.

- New routes and stops.

- Improved transfer points.

- More frequent service.

- Increased capacity.

- New stations along the
route.

- Expanded service, too. Getting to
where you want to go will be
more convenient —
evenings and weekends.

- Increased frequency of service
along major routes.

- New routes and stops.

- Improved transfer points.

- More frequent service.

- Increased capacity.

- New stations along the
route.
Sitting down with this message now may save you from sitting in traffic later.

More transportation options.
Currently, 3,000 passengers a day ride the UTA TRAX (Train gridded) light rail system -- many of whom never used public transportation in the past. However, our current transit system works accommodate projected linear growth. The long-range transportation plan calls for:
- **More TRAX routes**, more frequently, including late evenings and Sundays.
- **Expanded parking** at TRAX stations.
- **More TRAX destinations**, including: University of Utah Medical Center Salt Lake International Airport West Valley City West Jordan Draper
- **High-speed commuter service.** Passengers will be able to ride a new commuter rail (light rail) gridline between Salt Lake and Ogden, and eventually to Provo, including points in between.
- **Expanded bus service.** Many more routes at more times, including late evenings and Sundays. The end goal is to have buses arrive at stops with such frequency, riders will no longer need a schedule.

Funding public transportation.
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 explicitly prohibits the use of gas taxes for public transit. The long-range plan assumes there will be local support for a one-quarter of one percent increase in sales tax.

Even if you don't ride it, you use it.
It's clear that this plan directly benefits those who depend on public transit -- students, seniors, the working public, those with limited income and people with disabilities. But there's a lot of benefit in it for non-riders, too.

- **Relieves congestion.** UTA takes 5,000 cars off the road on an average day. With the full, long-range plan implemented, that number could increase to 200,000 cars/day.
- **Reduces pollution.** More public transportation and fewer cars on the road can help us all breathe a little easier.
- **Provides options.** When your car is in the shop, when your kids need a ride or whenever you want to go somewhere without driving or parking -- a better public transportation system gives you options.
- **Protects our quality of life.** Less congestion, less pollution and more options benefits all of us -- especially our children and grandchildren to come.

How to find out more.
Interested in more specific information? Visit us at www.uta.com or call 801-365-0600.
#3
An attitude of accountability
#3
Can I trust you?
“Predator”
Mark Shurtleff
October, 2004
“Identity Theft”
Mark Shurtleff
October, 2004
#4
Segment the market
#4
Talk to those who matter
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
- 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
- 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

All we need is 1/16 of 1% in additional sales tax (just 25¢ for every $100) to qualify for over $800 million in Federal support to make it happen. Vote Yes on County Measure #1!
Yes, West Jordan could have a light rail extension.

**VOTE YES on County Measure #1**

Here's what we could get in West Jordan:

- A light rail extension that will connect Gardner Village, City Hall, and the new Salt Lake Community College with other areas such as Midvale, Sandy, Murray, Salt Lake City and the University of Utah.
- Over the length of the plan, a doubling of the bus service in West Jordan including:
  - Increased night service
  - Increased Saturday service
  - Sunday & holiday service
  - Circulator route that key destinations together — like Jordan Landing, Salt Lake

Community College, City Hall, and other destinations:
- 16 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 info
- Community transit hubs
- More service for the disabled community

All we need is 1/4 of 1% in additional sales tax (just 25c for every $100) to qualify for over $800 million in Federal support to make it happen. Vote Yes on County Measure #1!
Yes, Sandy City could have more light rail more often.

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

- Increased light rail frequency
- Over the length of the plan, a doubling of the bus service in Sandy City including:
  - Increased night service
  - Increased Saturday service
  - Sunday & holiday service
  - Circulator routes that tie major destinations together — like Jordan Commons, South Towne Center and other destinations
- 15 to 20 minute frequency of bus service on all major corridors
- Access to a regional commuter rail system from Oyster to Provo
- Park-and-Ride lots
- Community transit hubs
- More service for the disabled community

All we need is 1/4 of 1% in additional sales tax (just .25¢ for every $1.00) to qualify for over $800 million in federal support to make it happen. **Vote Yes on County Measure #1!**
“Predator - Spanish”
Mark Shurtleff
October, 2004
#5
Gutsy leadership
#5
God so loved the world
Both delighted millions. But our lines were shorter. Keep riding.
To plan a trip online, visit www.rideuta.com.
“Your Ride is Ready”
Utah Transit Authority
December, 2003
#6
Neuter the opposition
#6
Speaks for itself
Dan England, CEO – CR England Trucking
Scott Anderson, President – Zions Bank
Additional Testimonials

Larry H. Miller, Owner – Utah Jazz
Michael Young, President – University of Utah
Keith Rattie, CEO – Questar Gas
Rich Walje, CEO – Utah Power and Light
H. David Burton, Presiding Bishop – Church of Jesus Christ of Latter Day Saints
#7
Get on message
Stay on message
#7
Actually “Mandatory #1”
“Names”
LVCVA
March, 2005
“Parents”
LVCVA
Sneak Peek
Proudly helping companies of vision & good taste to rip their competition to bloody shreds in an elegant, dignified & professional manner since 1974.

801.531.6877 — www.rrpartners.com