



HIGHLIGHTS:

- Sustainability continues to be a viable marketing trend & a trend that public transportation can cash-in on.
- Communicating “green” benefits of public transportation will gain the trust & action of consumers.
- Marketing that even going a “little green” is beneficial to winning the potential rider.

NEWS:

Majic Consulting Group is looking forward to beginning the Triennial Performance Audit for Tahoe Area Regional Transit and South Tahoe Area Transit Authority.

The Green Opportunity

The current interest in “going green” presents public transportation in particular with a *green opportunity*.

Even as a shaky economy requires scaling back, marketing programs which emphasize *going green* continue to be put in the *must-do* column. According to a recent American Marketing Association (AMA) study, 63% of marketing and PR respondents say the Obama administration’s

policies further accelerate adopting sustainability programs.

Even a quick perusal of general interest magazines, such as *Time* and *Newsweek*, reveals this continuing trend— more and more ads, particularly for transit’s biggest competitor, the car, purport green benefits.

Jumping on the green bandwagon bus

This trend is particularly opportune for public transportation, which can back up its claims:

- One person switching to transit reduces daily carbon emissions by 20 pounds, or more than 4,800 pounds in a year.
- One commuter can reduce a household’s carbon emissions by up to 30% if eliminating a second car—10 times more than other household actions that limit CO₂.

- Using public transportation reduces the nation’s carbon emissions by 37 million metric tons annually—as if New York City; Washington, DC; Atlanta; Denver; and Los Angeles combined all stopped using electricity.

Supporting green claims with facts is key. Consumers are becoming skeptical; companies “talk the talk” of sustainability, but do they “walk the walk?” The AMA study found only 36% say their businesses embrace recycling, and only 20% say their firms actively pursue more efficient energy usage.

Going green—for less green

Going green is important to consumers in theory, but they must usually be aware that other, more personal benefits exist before they will change their habits.



Does your transit agency need help creating a *green* marketing campaign?
Call Majic Consulting Group for award-winning results.



Our Services Include:

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Triennial Performance Audits
Management Reviews
Economic Impact Studies
Grant Management
Legislative Analysis

Marketing

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Custom In-House

Planning

Strategic Planning
Feasibility Studies
Transit Development Plans

While most people understand the importance of conserving energy and not polluting landfills, most businesses do not succeed in demonstrating the real-life value of green products.

A recent market research study found that while 75% of 1,500 consumers surveyed said buying energy-efficient products is important to them, less than half have bought a green electronic product. About 35% said they are unwilling to pay premium prices for environmentally friendly products.



Transit agencies can benefit from this cost-awareness. Public transportation costs pennies on the dollar compared to the single-occupant vehicle—while still being green.

Public transportation can be marketed as a green lifestyle habit that actually *helps* the rider's pocketbook—and helps the community in other ways, such as providing jobs and freeing rider money for reinvestment in the local economy.

In a survey of current transit riders conducted by Majic Consulting Group, "concern for the environment" was the highest ranked reason for riding public transportation, with "low cost" as a close second.

Green for a day

Emphasizing all the benefits that can be obtained while



still being green is still only part of the battle. The biggest obstacle to attracting discretionary (*choice*) riders is that people do not want to give up the convenience of their cars.

To transform these *potential riders* into *trial riders*, and ultimately *regular riders*, let them know that they don't have to give up their cars. They can *go a little green* or *go greener*. Effective marketing to the discretionary rider can emphasize how taking public transportation *just one day a week* can help the environment, the community—and them personally.

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