



**ACTION 6:**

# Personalized Communications

**Design personalized communications to share relevant, customized information with students and employees.**

## Opportunity

OSU has a unique ability to send tailored communication materials directly to employees and students based on the transportation options that are most relevant to them. Messages to employees or students could be tailored to meet individual needs based on their geographical region or stated preferences.

## Current State

Currently, OSU communicates information about transportation in the same way to everyone. As a result, the messaging about bicycling, transit, or carpooling rarely reaches a receptive audience. Transportation Options programs are marketed primarily through a website, social media, and a printed guide that is distributed to new employees and students.

## Discussion

### Addressing Individual Needs

OSU has devoted much time and attention to developing marketing materials to promote transit and biking, carshare, and more recently carpooling. Methods of reaching students and employees have included posters, social media posts, sidewalk stickers, and brochures. These campaigns have elevated the awareness of the various transportation programs on campus, and the quality of the materials has improved their visibility and effectiveness. However, all of these strategies craft one message that is then distributed as widely as possible, in the hopes that the right audience will happen to see it.

By using data such as geographic region, stated preference, or commute behavior recorded through the Commute Platform (Action 2), OSU Transportation Services can share specific, relevant information to help employees and students understand their transportation options. For example, after transit frequency is increased (Action 8), OSU could contact employees along the improved routes to alert them to the new opportunity. Alternatively, if an employee were to log one bike trip in the Commute Platform, and then drive alone for the remainder of the month, they might receive additional resources or incentives to make another bike trip. Opt in or out features can give employees more power to tailor their experience.

**Cost**  
\$

**Timeline**  
Short

**Lead**  
OSU Transportation Services

**Complementary Actions**  
Commute Platform (Action 2)  
Commute Incentives (Action 3)

**Partners**  
N/A

