
Promoting Alternative Modes Through Online Viral Marketing



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Chief Strategist, Bruins for Traffic Relief

April 21, 2009

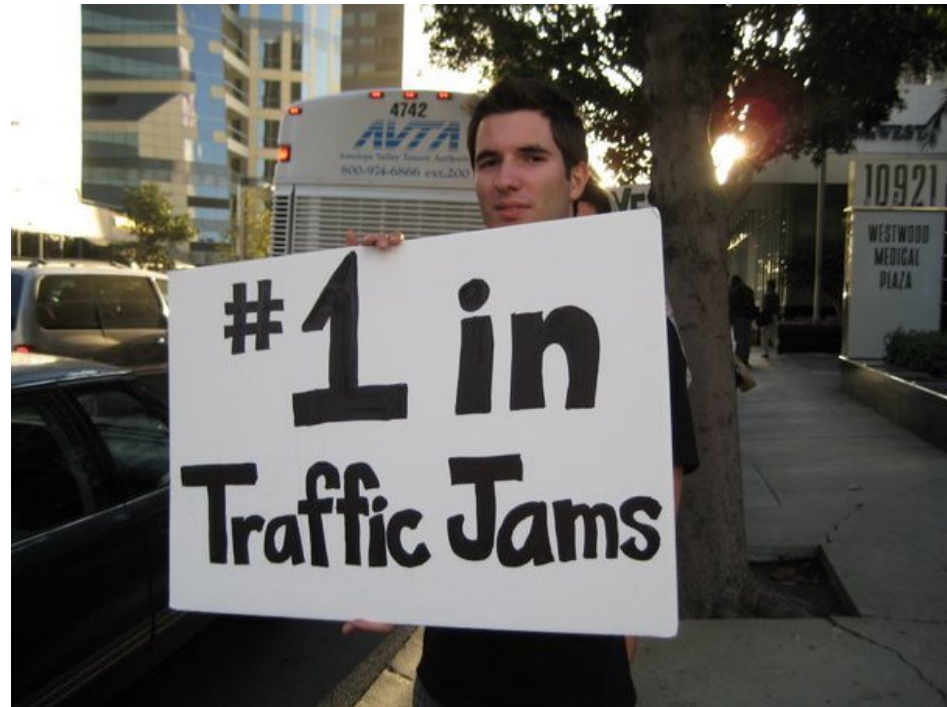
Welcome

- About Bruins for Traffic Relief (BTR)
- How did BTR use online marketing tools to
 - Help pass Measure R?
 - Launch a movement: Los Angeles Wants Google Transit
- Ideas for promoting alternative modes through “online viral marketing”
- Conclusion: Online social networks helps people connect on any topic, including commuting



About Bruins for Traffic Relief

- Founded by Misha Silin '09 and two friends from his fraternity in Spring 2008
- Why?
 - Misha's response to traffic in LA
 - He often spoke of Moscow's subway system
 - Empowered to do make a difference in a tangible way
- Why did I join?
 - I am the club's Chief Strategist



Misha Silin, Founder of Bruins for Traffic Relief

Bruins for Traffic Relief's accomplishments



- Grassroots campaign to pass Measure R
- Gather signatures to show support for Westside Extension Study
- Advocated for better bus infrastructure at Westwood Expo station

BTR's current project: Los Angeles Wants Google Transit

facebook Home Profile Friends Inbox 33 Sirinya Tritipeskul Settings Logout

 Los Angeles wants Google Transit!
Global

Basic Info

Type:

Description:

Geography – Ridesharing & Transportation

Google Transit provides superior usability, familiarity, and reach to any proprietary transit trip planning option. It's ADA compliant, multilingual, and mobile device accessible.

Now that the WMATA (DC Metro) is going on Google Transit, the LACMTA (LA Metro) should be next.

Metro is 99% of the way there, they just need to sign a contract and flip the switch. It doesn't cost Metro anything. Why haven't they done this yet? Foot dragging, and other excuses about ad revenue.

Metro can only bring their own data to Google Transit (orange & red buses). In order to strengthen connection opportunities, its important for the municipal operators (Long Beach Transit, Big Blue Bus, etc) to join Burbank Bus on Google Transit

Join the group to express your support for Metro & LA Munis to join Google Transit. A large membership will show Metro & Munis that it's not just an isolated few who are aware of Google Transit and would like to see Metro & Munis on the service. Write a comment on the wall or discussion board to register your frustration with Trip Planner or support of Google Transit. Why do you want Google Transit? <http://www.facebook.com/topic.php?uid=68397917118&topic=8048>

For those of you who want to be more involved: In the next few weeks we'll contact you about how to get involved with petitions, public



Problem



Solution

BTR's current project: City Council District 5 Debate, 4/20/09



DAILY BRUIN

News Sports A&E Viewpoint Blogs Archives Classifieds DBT

Monday, April 20th, 2009

Students host run-off debate

By Samantha Masunaga
Updated: Monday, April 20, 2009 at 2:48 a.m.
Published: Monday, April 20, 2009



Vahedi, Council Member



Kortez, Assembly Member

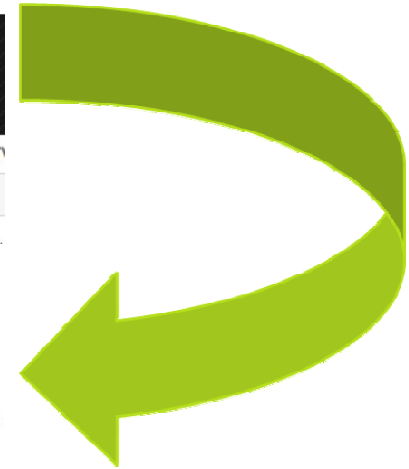
A run-off debate between the two candidates for the Los Angeles City Council 5th District seat will be hosted at the Charles E. Young Grand Salon in Kerckhoff Hall at 6:30 p.m. today.

The event, which will be taped for broadcast by KABC-TV, will consist of six questions compiled by students that relate to issues such as housing in Westwood and land-use policies.

The debate, which is between candidates Paul Koretz and David Vahedi, is hosted by the student group Bruins for Traffic Relief and is sponsored by the Graduate Students Association and the Undergraduate Students Association Council. ABC7 newscaster Adrienne Alpert will serve as the debate's moderator.

"I think it's important for students to get involved with local politics because these issues can be taken care of by (local politicians)," said Mikhail Silin, a fourth-year communication studies student and the president of Bruins for Traffic Relief.

"Since there's apathy in student voting, politicians don't count them as part of the constituents," he added.



Debate planning
led by Misha Silin



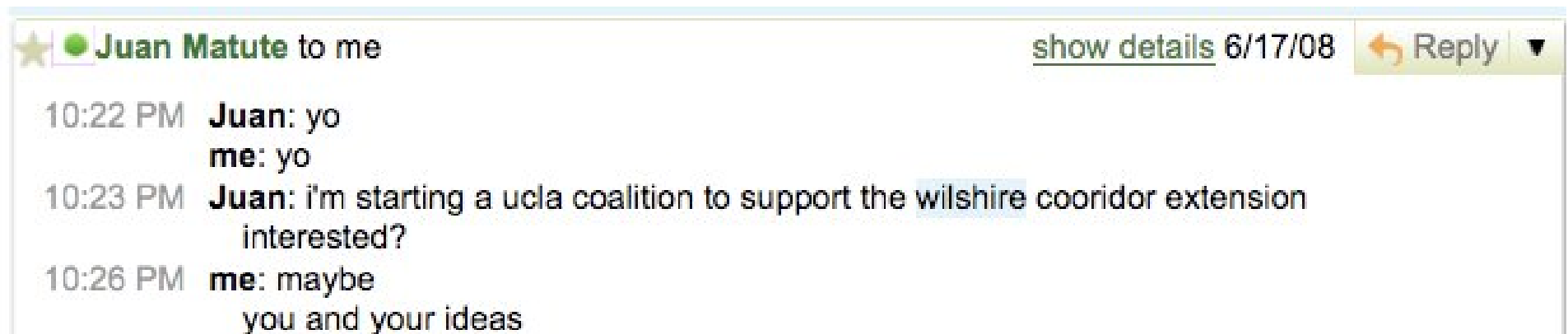
How does BTR use online social networking in its projects?

Vote Yes on Measure R!

Bruins for Traffic Relief launched a grassroots campaign to pass a \$40 billion dollar sales tax measure to fund transportation improvements



The genesis of a Big Idea



- Sometimes, good ideas take place over Gchat (Google's Instant Messenger product)

The genesis of a Big Idea



- And over lunch at El Pollo Loco...
- We came up with the idea of testing the potential for social networking, new media, and viral marketing to pass a local ballot measure.
- Luckily, that same day, we had our first meeting of Bruins for Traffic Relief.
- We needed people for a rally: The founders had fraternity pledges.
- And we had a plan to grow the events

The plan

- Four Friday afternoons in October 2008 between 4 and 6PM
- Sought to leverage the snowball effect
 - We took photographs on Week 1 to communicate what we were doing to both the traditional and new media
 - Post pictures on Facebook
- Two goals:
 1. The goal was to reach out to people usually dismissed as apathetic –MY generation, the Millennials



2. Create genuine awareness of Measure R



UCLA Bruins Want Their Wilshire Subway

A group of UCLA students, under the auspices of [Bruins for Traffic Relief](#), hit the streets to garner support for [Measure R](#), the countywide ballot initiative that would raise the sale tax to an estimated \$40 billion for transit over the next 30 years. "As the largest trip-a-day population of 55,000, UCLA stands to greatly benefit from new transit options," says Juan Matute, an urban planning student and director of the [UCLA Sustainability Center](#).



Monday, October 1, 2012

Bruins for Traffic Relief

by Damien Newman

WESTWOOD: Here's a shot of that rally for [Measure R](#) that's currently underway at the corner of Wilshire and Westwood during rush hour. Editor Neal, who took the photo, reports: "Small turnout, but many supportive beeps. An old crazy man

Results: New media coverage

Well-regarded local blogs posted about Week 1 in advance of Week 2, some came to scope out Week 2.

Results: Traditional media coverage



Students take to the streets for public transit **With the election looming, Bruins fight for Measure R to bring Metro to Wilshire**

By Carolyn McGough

Updated: Wednesday, October 22, 2008 at 7:05 p.m.

Published: Wednesday, October 22, 2008

Bruins for Traffic Relief, a new student group encouraging alternative public transportation options for UCLA students, has kicked it into high gear lately in light of the forthcoming November presidential election.

Undergraduate and graduate students are involved in supporting the cause, including Bruins for Traffic Relief external vice president Mikhail Silin and Juan Matute, a graduate voice the student group.

Silin said he believes it is of utmost importance to relieve traffic congestion in Los Angeles County and to support alternatives to driving in cars.

Several of the members of Bruins for Traffic Relief have been hitting the streets of Westwood, holding signs and speaking with public transportation users especially about Measure R, a half-cent sales tax increase that would fund up to \$40 billion over 30 years in Los Angeles.

The group took to Wilshire Blvd. last Friday in support of Measure R, and they will be back on Wilshire and Gayley Avenue this Friday to show their support for the measure.

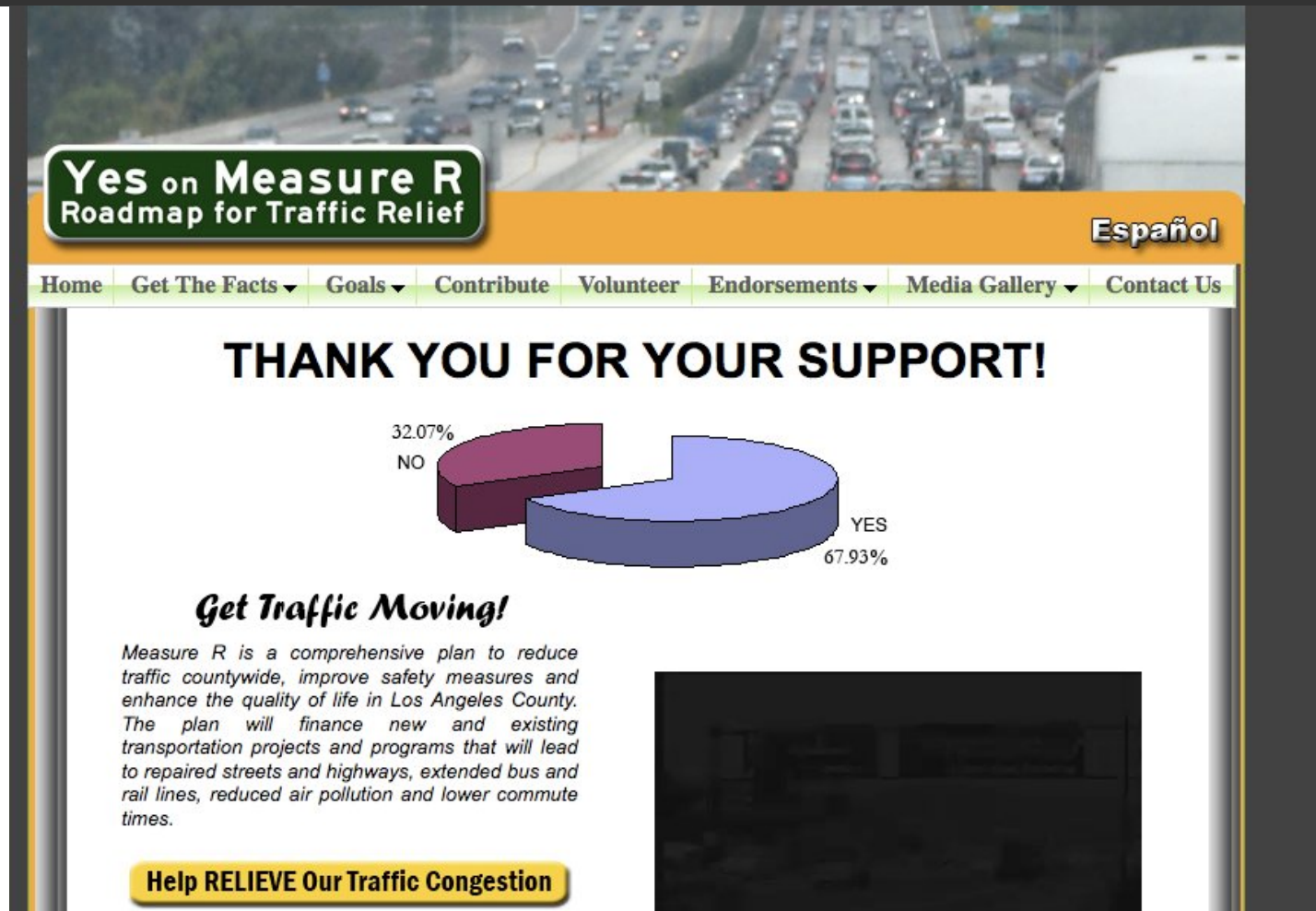
"We went out on Wilshire on Friday from four to six holding up signs for Measure R, talking to people on the bus stops and telling people about it," Silin said.

We inspired individual supporters



This is Brigham Yen. He lives in Pasadena. He heard about our campaign through the blogs, and he came out to join us. He also campaigned in Century City, Dockweiler Beach, and close to home in Old Town Pasadena.

We inspired a real campaign



The screenshot shows the 'Yes on Measure R' website. At the top, there's a banner with a traffic jam image and the text 'Yes on Measure R Roadmap for Traffic Relief'. To the right of the banner is a link for 'Español'. Below the banner is a navigation menu with links: Home, Get The Facts, Goals, Contribute, Volunteer, Endorsements, Media Gallery, and Contact Us. The main content area features a large 'THANK YOU FOR YOUR SUPPORT!' message. Below this is a 3D pie chart showing survey results: 67.93% YES (blue) and 32.07% NO (maroon). To the left of the chart is the text 'Get Traffic Moving!' followed by a paragraph describing Measure R. At the bottom left is a yellow button that says 'Help RELIEVE Our Traffic Congestion'. On the right side of the main content area is a dark, low-contrast image.

Yes on Measure R
Roadmap for Traffic Relief

Español

[Home](#) [Get The Facts](#) [Goals](#) [Contribute](#) [Volunteer](#) [Endorsements](#) [Media Gallery](#) [Contact Us](#)

THANK YOU FOR YOUR SUPPORT!

32.07%
NO

67.93%
YES

Get Traffic Moving!

Measure R is a comprehensive plan to reduce traffic countywide, improve safety measures and enhance the quality of life in Los Angeles County. The plan will finance new and existing transportation projects and programs that will lead to repaired streets and highways, extended bus and rail lines, reduced air pollution and lower commute times.

Help RELIEVE Our Traffic Congestion

We even inspired a counter-response



- ❑ Politicians in the San Gabriel Valley carried signs to show their opposition to Measure R.
- ❑ Note:
 - ❑ Signs share that same homemade with marker aesthetic as BTR's.
 - ❑ This picture was posted on LA Streetsblog

Results: Measure R passed



- And we got to meet the mayor

Los Angeles Wants Google Transit

BTR's project to get Metro to participate in an online trip planner

METRO TRIP PLANNER

Trip Planner 03/12/09 11:56am [Home](#) | [New Trip](#) | [Help](#) | [New!](#) | [NexTrip \(beta\)](#)

[Go Back](#) | [Change Request](#) | [Return Trip](#)

You are traveling on **Thursday** and **Arriving at 11:55AM**. Fare class: **Regular**. Max walk: **1/3 Mile**. Mode: **ANY**.

Tip: Click on a location to view on the map.

Starting at LAX

Ride **Flyaway Union Station(LAX TERMINAL)** heading south.
From: **WORLD WY NTOM BRADLEY TERMINAL** Lv: **09:31AM**
To: **PATSAOURAS PLAZA/BUS BAY 9** Ar: **10:20AM**
Pay \$5.00, (EZ Pass accepted)
Ride **Metro Rail Red Line (NORTH HOLLYWOOD STATION)** heading west
From: **UNION STATION** Lv: **11:34AM**
To: **HOLLYWOOD/HIGHLAND STATION** Ar: **11:55AM**
Pay \$1.25, Monthly Pass: \$62.00, (EZ Pass accepted)

Ending at HOLLYWOOD BLVD/HIGHLAND AV
Total cash fare = \$7.25
Trip time is about 2 hours and 24 minutes.
Trip distance is about 28.86 miles.
Driving cost: is about \$15.61 (based on AAA's formula at \$4.1 cents/mile)

MapVision Technologies, Inc. - Thomas Brothers data
Scale=26.6 mi - Click map to center

Zoom in < 1 2 3 4 5 6 7 8 > Zoom out

Nearby: Pass Outlets | Park & Ride Lots

powered by: **TripMaster** software
Questions/Comments regarding the Trip Planner?
Contact the **Metro Webmaster**.

M Metro

Google Maps Transit

Get Directions [My Maps](#)

A B

Add Destination - [Show options](#)

By public transit

Also available: ☒ By car

Alternate routes

Suggested trips leaving at Mar 12, 2009 11:55am:

- 1: 12:00pm - 1:07pm (1 hour 7 mins)
- 2: 12:10pm - 1:12pm (1 hour 2 mins)
- 3: 12:20pm - 1:17pm (57 mins)
- 4: 12:10pm - 1:41pm (1 hour 31 mins)
- 5: 12:00pm - 1:36pm (1 hour 36 mins)

Transit directions to Times Square, New York, NY 10036

John F Kennedy Airport

Map controls: Print, Send, Link, Map, Satellite, Terrain

Scale: 5 mi

©2009 Tele Atlas

Problem

Solution

On-going: LA Wants Google Transit

Greater Greater Washington

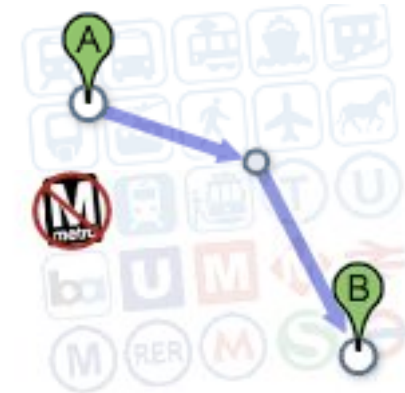
The Washington, DC area is great. But it could be **greater**.

Metro refuses to participate in Google Transit

by Michael Perkins

Three years after the launch of Google Transit, which gives directions on Google Maps, and after constant requests by riders and bloggers:

Heard from friend in Washington, DC
about a DC-based blogger's attempt
to bring Google Transit there



- Questioned why we didn't have it here in Los Angeles
- Asked the club whether we could lobby Metro to switch to Google Transit ourselves
 - Considered online petition
 - Ruled out litigation

And when we saw that WMATA
agreed to go on Google Transit...

Greater Greater Washington



Metro "punts": Will release transit schedule data for Google and others

by [Michael Perkins](#)

Metro listened to the riders. Yesterday at the DC Council oversight hearing for WMATA, General Manager John Catoe announced that Metro will release schedule and routing information in the open Google Transit Feed Specification format. They will post the



facebook

Home

Profile

Friends

Inbox

33



Los Angeles wants Google Transit!

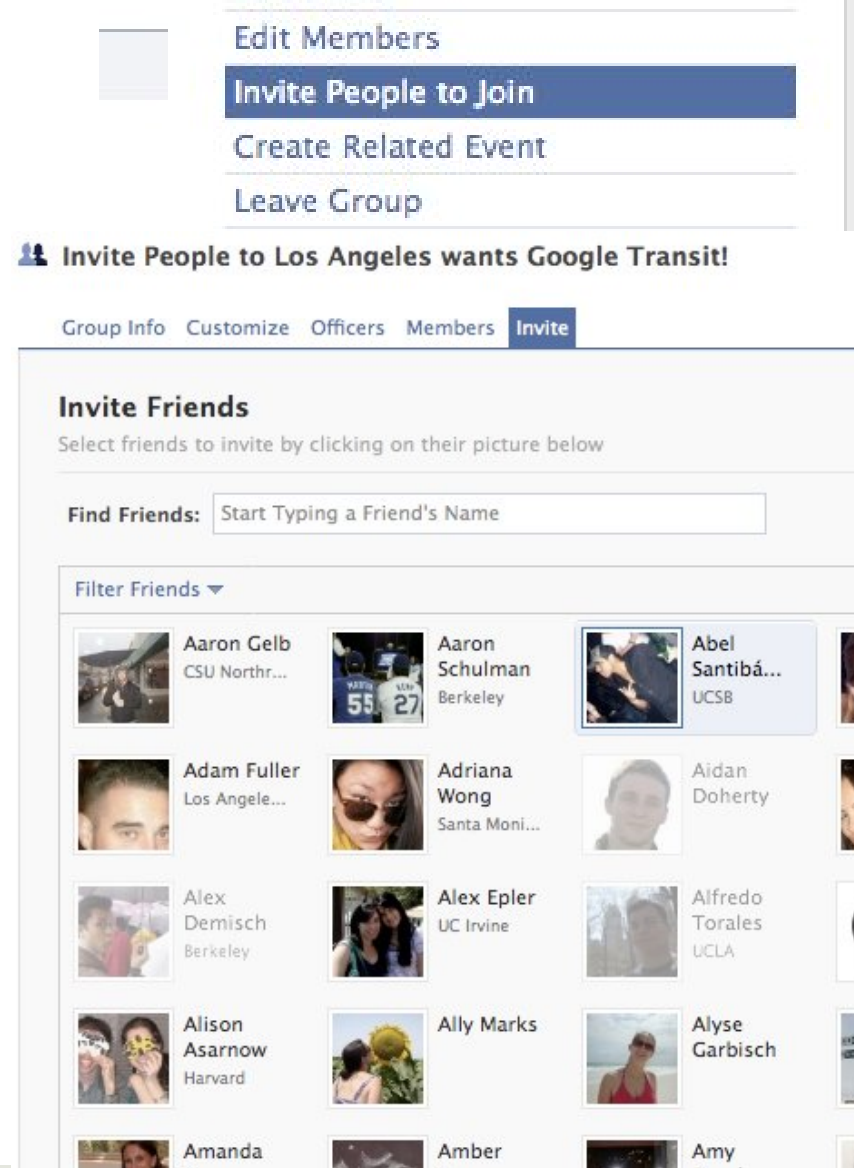
Global

■ We started a
Facebook group

Basic Info

Los Angeles Wants Google Transit

- Bloggers had written previously about the topic, but nobody had ever started a Facebook group to rally people around the cause
- 100 members within 17 hours
 - Every time we hit refresh, more people joined the group!
 - 500 members within a week
 - 716 members now
- People invited their friends
 - One of my friends from elementary school invited his entire address book
 - Typically you do this judiciously



Politicians and Metro
board members



Post #11

Eric Garcetti

Thanks everyone
Metro and pushing
progress. Keep
Garcetti

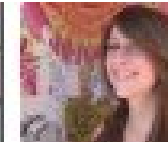


Richard Katz
Los Angeles, CA

Friends, former
students, even
friends who are
NOT transit-
geeks, but are on
Facebook and
saw the
relevancy of this
issue



Tam Truong
Los Angeles, CA



Katherine Schneider
USC

Key decisionmakers and "regular"
people alike joined the group

Power of the Facebook newsfeed

Write a comment...



Gabe Cardenas wants everyone to come out to the Westwood Brew Co this Friday at 9 for the best karaoke and dance music around. It's one big party, I'm the host! KARAOKE SONGS UPDATED MONTHLY!

2 hours ago · Comment · Like



Franz Loza establishing national education standards. hard to believe this is something the US does not already have. all this time we were trying to fix a system we could not even begin to diagnose accurately.



How to Raise the Standard in America's Schools - TIME

Source: www.time.com

Our students are falling behind their counterparts in the rest of the world, threatening the U.S.'s economic future. Why national education standards are the only way to fix the system

2 hours ago · Comment · Like · Share



Jenny Teague Apparently our picture of the Ooolllldsmobile shows up on page 6 of Google Images if you look up 76 Oldsmobile Delta 88!!!



things to have when zombies attack!!!!!! by Jenny

Remington 870, Purple Rain LP, Cricket Bat, 1976 Oldsmobile Delta 88 and Food & Water.

- Many group members joined after seeing their friends had joined through FB's newsfeed
- When you log in, you see is a "newsfeed", which shows your friends' latest status changes, pictures, groups, quizzes, etc
- Dubbed "Stalker-feed"
- This is how I know that Google Transit didn't only interest "transit geeks"

Los Angeles Wants Google Transit

- The Facebook group gave us a way to communicate with people who wanted the same thing
 - We messaged members about how they can get more involved by getting more people to join the group, posting online,
- Results:
 - Generated more new media/blog coverage
 - People called/e-mailed/wrote into Metro
 - Councilmember Eric Garcetti posted on Saturday that he had assigned his deputy to advocate for this cause
 - This meant people inside Metro were talking – always good!
 - Now, we cross our fingers and monitor the situation

What does this mean for you?

- Millennials and the tech savvy prefer to use passive travel modes. People can use Facebook, Twitter, and other websites from their phones during their commute.
 - Online social networking can be another way for you to communicate the merits of using alternative modes
-



Ideas for promoting TDM/alt modes through online marketing and Web 2.0

Facebook

Online social networking



The screenshot shows a Facebook interface with a blue header bar containing the 'facebook' logo and navigation links: Home, Profile, Friends, and Inbox (33). Below the header, a post titled 'Why I want Google Transit' is visible, with a sub-header 'Back to Los Angeles wants Google Transit!'. The post is categorized as a 'Problem'. Below the title, there are tabs for 'Discussion Board' and 'Topic View'. The main content area shows the topic 'Why I want Google Transit' and indicates that 17 posts by 16 people are displayed. Three posts are visible:

- Post #1:** Juan Matute wrote: 'Why do you want Google Transit? Is it something personal, like the belief that making it easier for directions will increase ridership and improve service while decreasing emissions? Post your story here and we'll make sure Metro gets it.'
- Post #2:** Dawn Carey Newton (Los Angeles, CA) wrote: 'I am a housewife and don't work outside the home, but when I am is my job to entertain them. An integral part of living and hosting mass transit. Having previously worked in NYC, Google Transit was clear maps showing me how to get from my hotels to my meetings. Google Transit was set up for LA and people knew about it that was ridership.'
- Post #3:** Nova Cruz (Los Angeles, CA) wrote: 'functions of having Google Transit for LA people: social: 1. be nice to the motherland by encouraging more people using it'

- Corporate Network likely already on Facebook
- You can advertise to your corporate network on Facebook
- Start a group restricted to your corporate network for people interested in alt-mode commuting. Publicize on internal web site.
- You can send messages to those who have joined the group. They can also use the groups discussion feature & wall to interact with each other
- Maybe your company has a few people commuting by bicycle from the same neighborhood.
- They can use this group's page to discover each other and interact, possibly forming a bike train for some commutes.

Online ridematching meets social networking

- Today, there are many online ridematching options
 - UCLA uses Zimride, which offers solutions tailored to a custom network (ie, your larger corporation) for a fee.
 - Others: PickupPal, Carticipate
- Users can review profiles of potential carpoolers before getting in the car
- Commute with friends or friends of friends who you may not otherwise

The screenshot displays the ZIMRIDE UCLA CARPOOL interface. At the top, there are input fields for 'Starting location...' (ex: Santa Barbara, CA, USA) and 'Ending location...' (ex: 514 Bryant St, Palo Alto, CA), with a 'Find Rides' button and a count of '40592 rides Browse by City'. Below this is a navigation bar with tabs: 'My Rides', 'My Rank', 'UCLA', 'Smith', 'Friends' Rides', and '+ Add Ride'. The main content area features a profile for 'Matt Van Horn' with a photo, a 'Request Ride' button, and a 'Ride Details' section. The ride details include: From: Guerrero St, San Francisco, CA, USA; To: Potrero Hill, San Francisco, CA, USA; When: Leave at 7:30am on every Tuesday, Wednesday, Thursday; Return: Return at 7:00pm on every Tuesday, Wednesday, Thursday; Notes: Mission to Potrero for work every day; Report Post. A green arrow points to the 'Request Ride' button with the text 'I could click here to view Matt's profile'. Below the profile is a 'Feedback History' section showing a 'Rating: Positive' and a 'Comment: Baller and 1/2.'. At the bottom right, there is a 'Ride Map' showing the route between the start and end locations.

ZIMRIDE
UCLA CARPOOL

Starting location... → Ending location...
ex: Santa Barbara, CA, USA ex: 514 Bryant St, Palo Alto, CA **Find Rides**
40592 rides
Browse by City

My Rides My Rank UCLA Smith Friends' Rides + Add Ride

UCLA Carpool Challenge!
Help build a new form of transportation at UCLA. **Recruit Friends**

UCLA Users
200 400 600 800 1000 1200 1400

My Information

Notifications: Offers/Requests, Matches, Comments by Email and Facebook
E-mail: stritipeskul@ts.ucla.edu
AIM/MSN/GTalk: sirinya.tritipeskul
Driving Speed: Fast
Music Volume: Loud
Smoking: Not Permitted

Edit My Information

My Rides My Rank UCLA Smith Friends' Rides + Add Ride

Matt Van Horn is offering a ride
Request Ride

Ride Details

From: Guerrero St, San Francisco, CA, USA
To: Potrero Hill, San Francisco, CA, USA
When: Leave at 7:30am on every Tuesday, Wednesday, Thursday
Return: Return at 7:00pm on every Tuesday, Wednesday, Thursday
Notes: Mission to Potrero for work every day
Report Post

Ride Map

Feedback History

Rating: Positive
Comment: Baller and 1/2.

I could click here to view Matt's profile

Smartphone applications

- Why mention smartphones during a talk about viral marketing and alt modes?
 - Smartphones increasing in popularity as cost falls
 - Smartphones are a tool that alt mode commuters can use to access useful and necessary information for planning their trips
 - Bus and train schedules
 - Itineraries
 - Maps
 - Station outages
 - When is the next bus coming?
- With innovation increases the potential to turn solo-drivers into choice riders

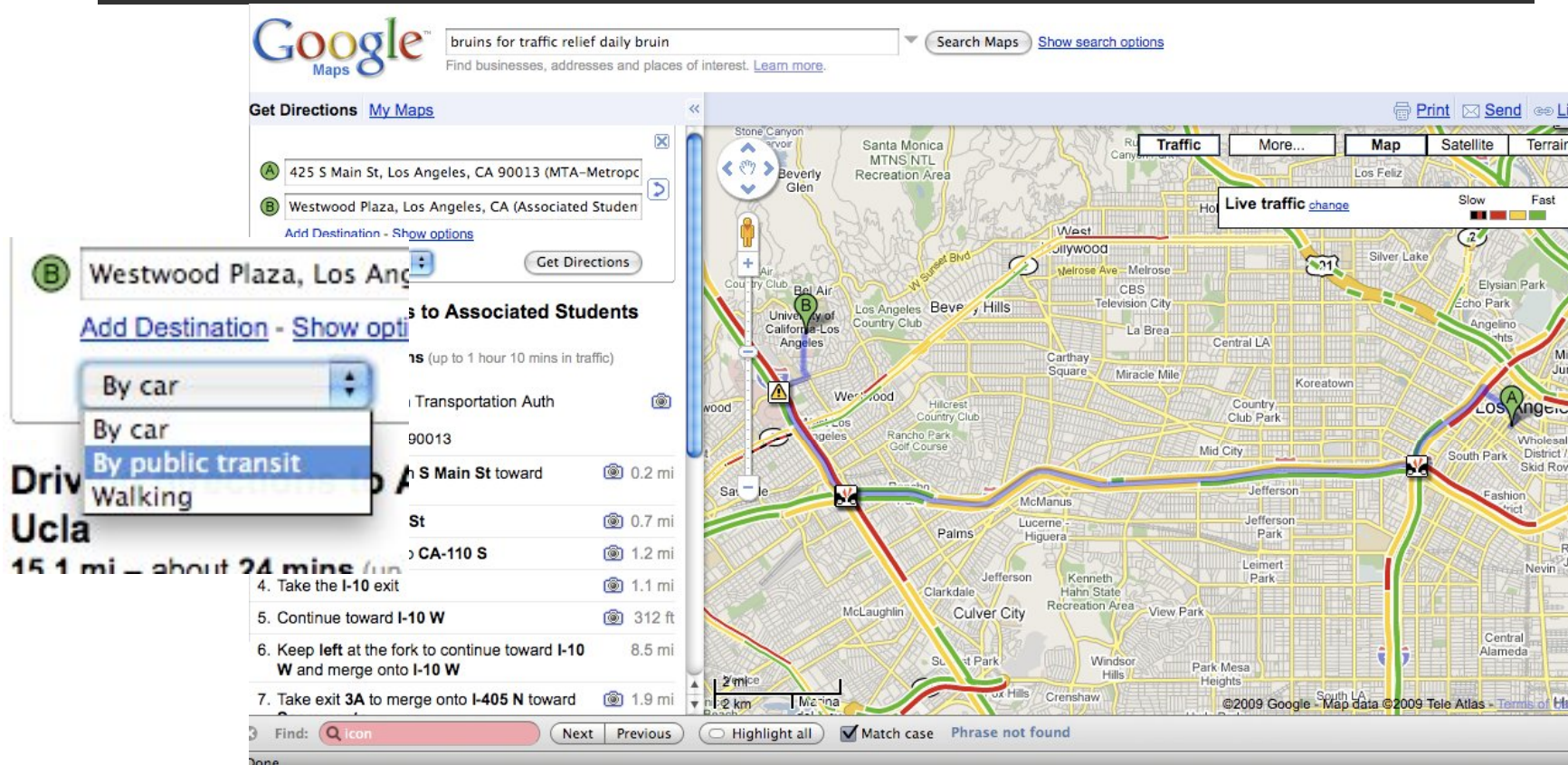
Smartphone applications

The San Francisco webcam network

- You can see footage of traffic from different webcams on your Smartphone!
- This is an iPhone application



Smartphone applications

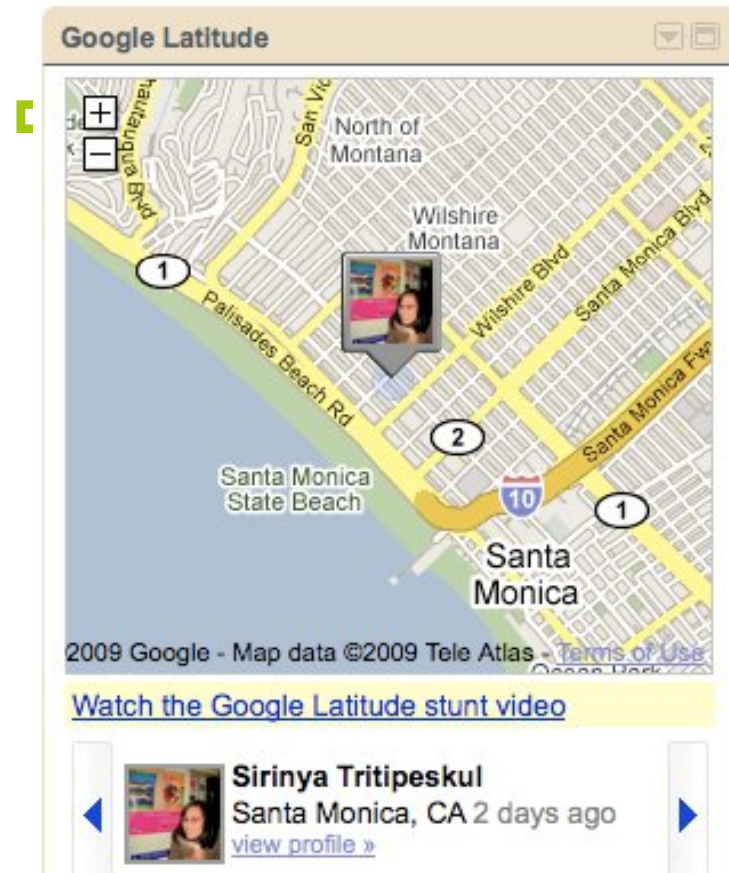


- Google Maps
 - Figure out driving, walking or transit directions
 - Figure out traffic conditions

Smartphone applications

Google Latitude

- See where friends & co-workers are using Google maps on your smart phone.
- Coordinate rides.
- Driver of shared-ride service (carpool, vanpool) can use Latitude so that passengers know where they are and when they're on their way.
- Also available on Google maps web site.



Twitter

- What is Twitter?
 - Free
 - Communicate your status within 140 characters (size of a text message)
 - Sign up to follow other people's feeds
 - Updates in real time
 - Accessible via internet and smartphone



The screenshot shows a Twitter profile for a user named 'aplusk'. The profile includes a profile picture of a person wearing sunglasses, the name 'aplusk', and a bio that reads: 'Over all i like it's widgetness I wish there was retweet RT capabilities. I also wish you could open multiple tabs at the same time.' The bio is highlighted with a blue selection box. Below the bio, there are three tweets: 1. '@guyoseary have a safe flight brother. miss u.' with a timestamp of '8 minutes ago from Tweetie in reply to guyoseary'. 2. 'trying out tweetie on OSX. It's pretty sexy.' with a timestamp of '9 minutes ago from Tweetie'. 3. 'Keeping cool http://twitpic.com/3ob2b' with a timestamp of 'about 4 hours ago from Tweetie'. On the right side of the profile, there is a summary box showing 'Name ashton kutcher', 'Web http://blahgirls.com', '84 following', and '2,536,953 followers'. Below this, there are sections for 'Updates' (1,622), 'Favorites', and 'Following' (a list of user avatars). At the bottom right, there is an 'RSS feed of aplusk's updates' link.

aplusk

Over all i like it's widgetness I wish there was retweet RT capabilities. I also wish you could open multiple tabs at the same time.

3 minutes ago from Tweetie

@guyoseary have a safe flight brother. miss u.
8 minutes ago from Tweetie in reply to guyoseary

trying out tweetie on OSX. It's pretty sexy.
9 minutes ago from Tweetie

Keeping cool <http://twitpic.com/3ob2b>
about 4 hours ago from Tweetie

@ieffrutler writing an article for a magazine. little piece on

ashton kutcher
Web <http://blahgirls.com>
84 following 2,536,953 followers

Updates 1,622

Favorites

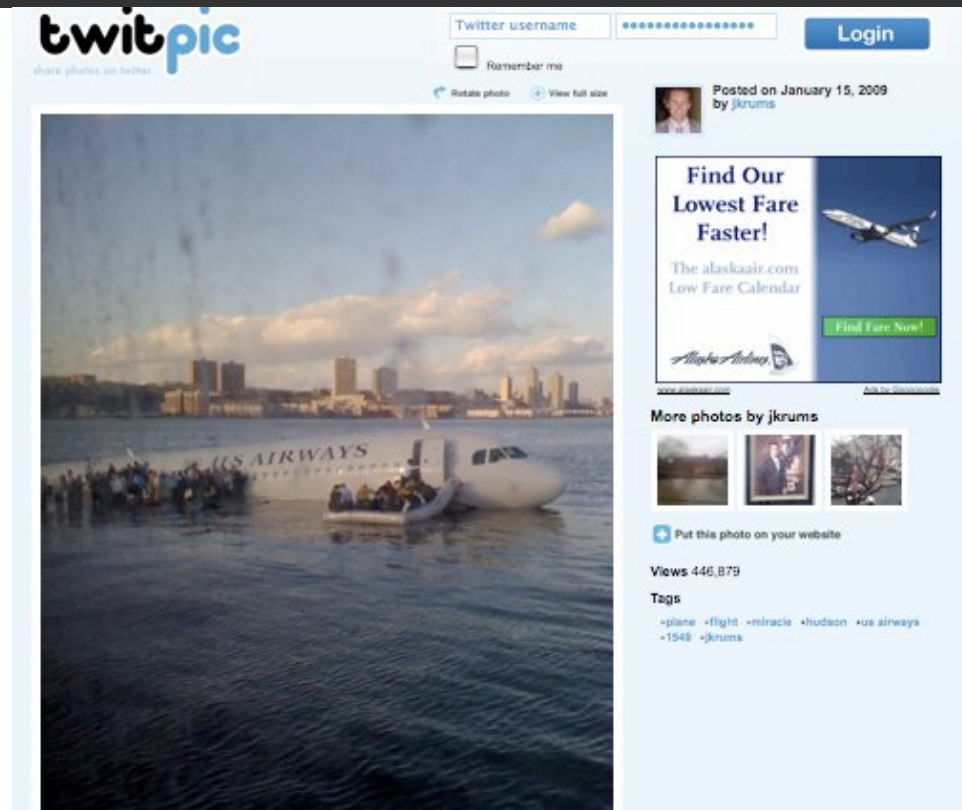
Following

Aaron Cohen
John Mayer
Shane Powers
Justin Mooney T.J. Jefferson

RSS feed of aplusk's updates

Twitter can communicate breaking news

- First words about the US Airways plane accident over the Hudson river was via Twitter.
- A rescuer took his Smartphone, took a picture and posted to Twitpic



There's a plane in the Hudson. I'm on the ferry going to pick up the people. Crazy.

[Login to leave a comment](#)

...and whether the CalTrain bike car is full

- Caltrain commuters can sign up for a CalTrain feed
 - Completely grassroots
 - Idea is that people can send tweets to this account about delays, congestion
- Example: Up in the Bay Area, there is a separate stream for bicycle commuters on CalTrain
 - Limited spaces for bikes mean that bike commuters need to be able to communicate how many bike spaces remain



bikecar

**NB383 2 old with front sign
T17:40**

3 minutes ago from web

Train 267 gallery style w 2 bike cars T16:53

about 1 hour ago from web

264 1 new. Stay cool, drink lots of water. T16:36

about 1 hour ago from web

SB134 two old; 2nd car with 40 spots T09:19

about 8 hours ago from web

SB332 one new; two bumped at 22nd T09:06

about 9 hours ago from web

230 2 old. South car 40 spots T08:42

about 9 hours ago from web

231 2 old. T08:28

about 9 hours ago from web

NB225: one old T08:02

Name bikecar

Location SF Bay Area, CA

Web <http://cow.org/c/...>

Bio Caltrain bicycle car status provided by riders. See URL for instructions to update.

6

following

214

followers

Updates

2

Favorites

Following



RSS feed of bikecar's updates

How can you use Twitter to encourage commuters to try alt modes?

- ▣ Tweet open seats in shared ride vans or carpools
- ▣ Have an alternative mode commuter tweet his/her commute and post the feed on an internal web site
- ▣ Create your own Twitter account to tweet announcements related to using alt modes to your commuters
 - ▣ Announce road and/or transit closures
 - ▣ Announce fun stuff related to your TDM program
 - ▣ Remember: Make it fun and interactive and people will opt-in.

Closing thoughts about online viral marketing

- People want to feel connected, even if it is remotely through online social networking
 - To change travel behavior – and ultimately, that is what ETCs seek to do – you have to figure out how to reach out to your target population
 - If your target population is a cohort that is educated, technologically savvy, then you have to meet them through their social mediums
 - Create buzz – give people something to talk about
 - Online social networking, Web 2.0, and other options have the potential to provide useful information when alt mode commuters want or need it.
-

Sirinya Tritipeskul
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This presentation is available for download from
<http://www.lasubwayblog.com>

