



Advancing Women in Transportation

WTS
BRAND
REFRESH

July 1, 2019
Sentiment Survey Results

Background

In late Spring 2019, WTS conducted an online sentiment survey targeted at WTS members and anyone involved with the organization.

Timing

The survey was open for nearly four weeks, from May 8 through June 3, 2019.

Length

Included up to 18 questions, depending on selected responses.

Platform

Built in *SurveyGizmo* online survey software tool, embedded into WTS brand refresh participate.online site.

Translation

If desired, site visitors were able to use an embedded Google Translate tool to translate the entire site and survey into a variety of languages.

Notifications

The survey was advertised using the following tools:

- In person: Presented at the WTS Annual Conference (May 15-17, 2019)
- Email: Featured in May Transshorts email blast (May 30, 2019)
- Social media: Shared on WTS International Facebook, Instagram, Twitter, and LinkedIn pages (May 30, 2019)

Goals

The survey was designed and promoted with the following goals in mind:

- Understand participants' experiences, values, and hopes for the organization
- Determine experiences with and thoughts about current brand
- Understand perceptions of WTS values and benefits

Details for understanding this survey

N=385 completed survey responses were received.

Survey takers were not required to answer every question, so the sample size for individual questions varies.

Percentages shown in this report are based on responses to individual questions and are rounded to the nearest whole number.

Top sources for N=385 surveys

How did participants hear about the website and survey?

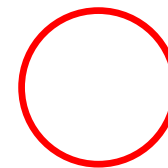


Direct URL

- Typed into web browser
- Clicked in Transshorts email newsletter

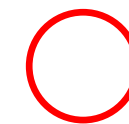
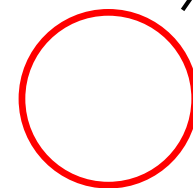
Facebook

- Clicked on from WTS post, or a shared post



LinkedIn

- Clicked on from WTS post, or a shared post



Google

- Organic traffic from a Google search

Executive summary

Participants perceive the existing WTS brand as:

- **Professional** over casual (93% to 7%)
- **Formal** over informal (84% to 16%)
- **Traditional** over modern (83% to 17%)

Participants most highly value the WTS core values of **collaboration** and **inclusion** (both with 97% of rankings), and the benefits of **networking** (100%) and **professional development** (79%).

The majority (61%) of participants rate WTS as having a **strong or very strong reputation**.

Executive summary cont'd

This audience is most interested in a refreshed brand with a tone that is:

- **Forward-thinking** (100% of responses)
- **Professional** (92%)
- **Inspiring** (85%)

And is least interested in a tone that is:

- **Corporate** (3%)
- **Formal** (2%)

While nearly half of the participants are interested in using a **different shade of the existing blue** color, participants are also interested in **emerald green** (49%) and **deep purple** (44%). They are not interested in **pink** (7%).

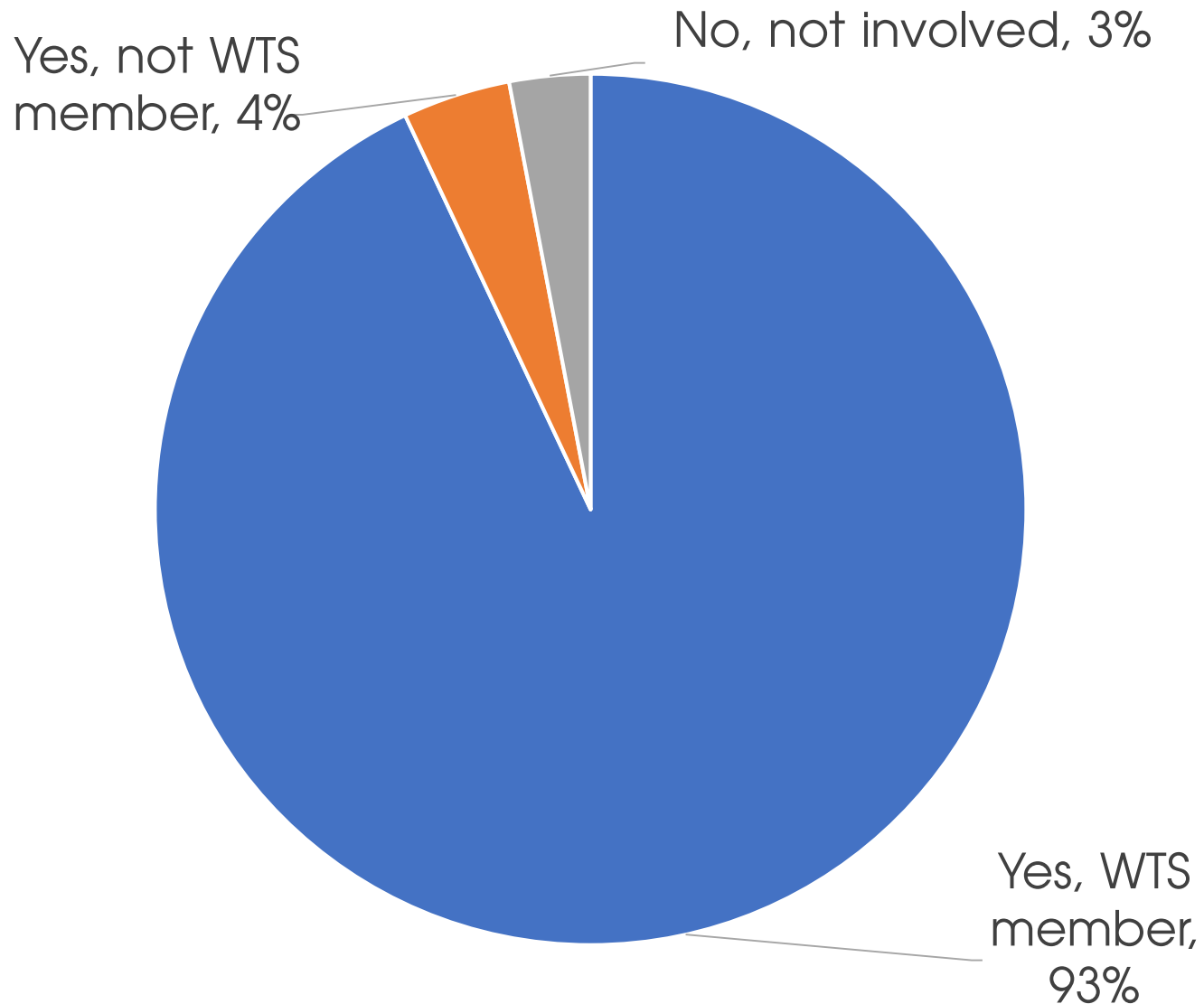
Executive summary cont'd

This audience's opinions were informed by a **high level of involvement** with WTS (97%), though the length of involvement varies.

Participants were spread mostly evenly among the six WTS membership regions, with a 2:1 ratio of working in private to public sector roles.

Survey demographics

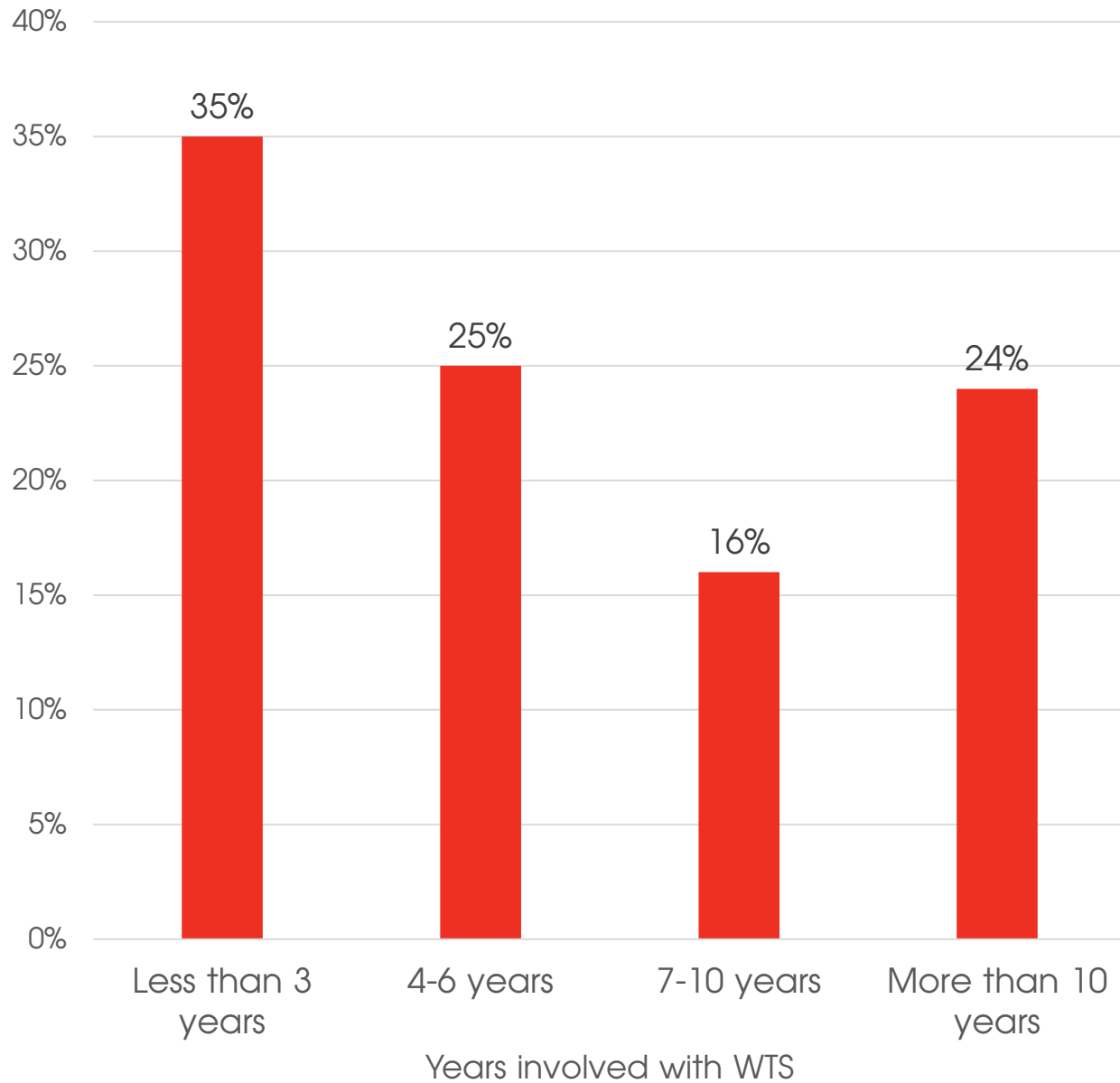
Who did we hear from?



Involvement

Are you currently involved with WTS?

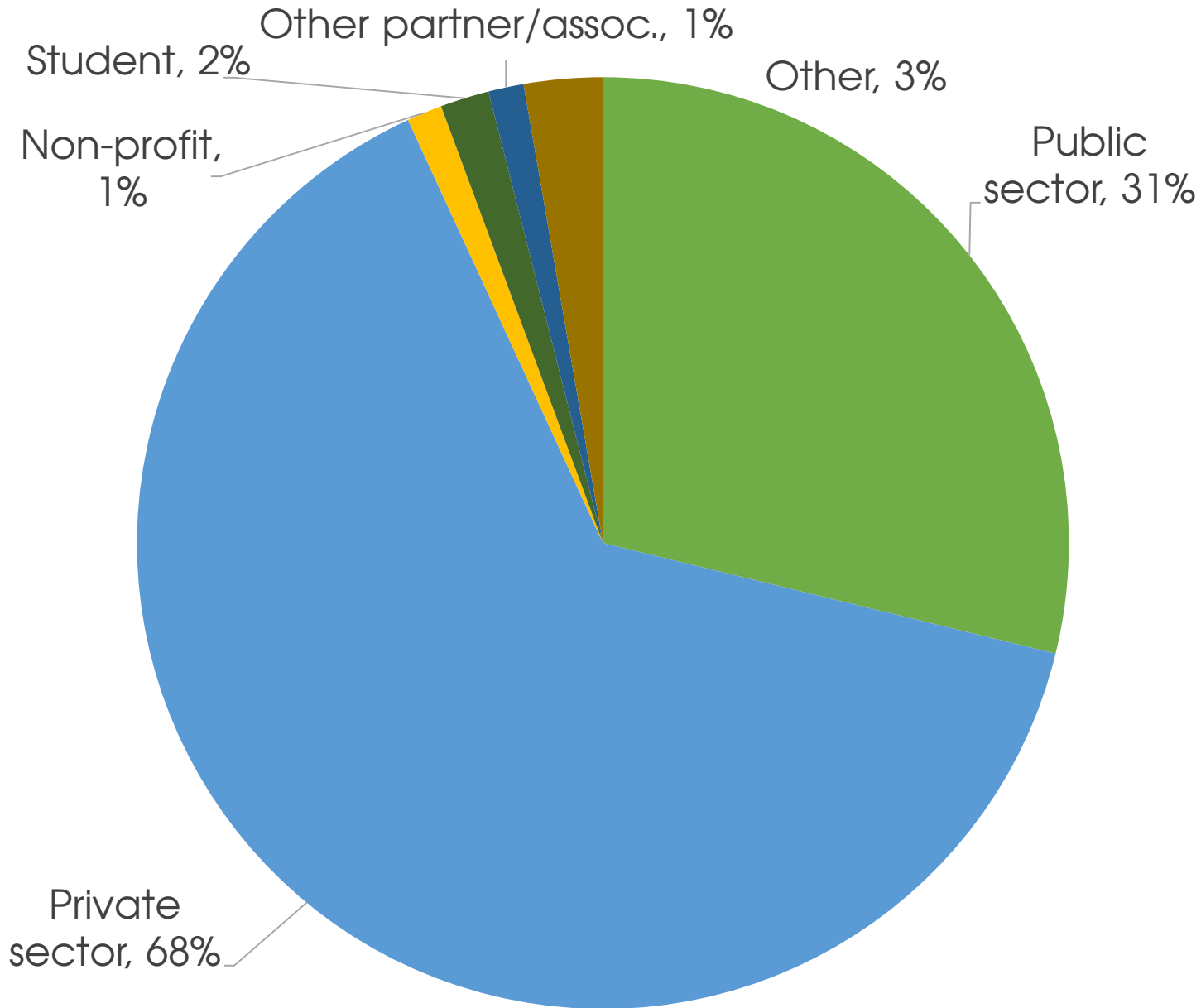
- Yes, I am involved and am a WTS member: **93%**
- Yes, I am involved but am not a WTS member: **4%**
- No, I am not currently involved with WTS: **1%**



Membership

(If yes,) How long have you been involved with WTS?

- Less than 3 years: **35%**
- 4-6 years: **25%**
- 7-10 years: **16%**
- More than 10 years: **24%**



Industry role

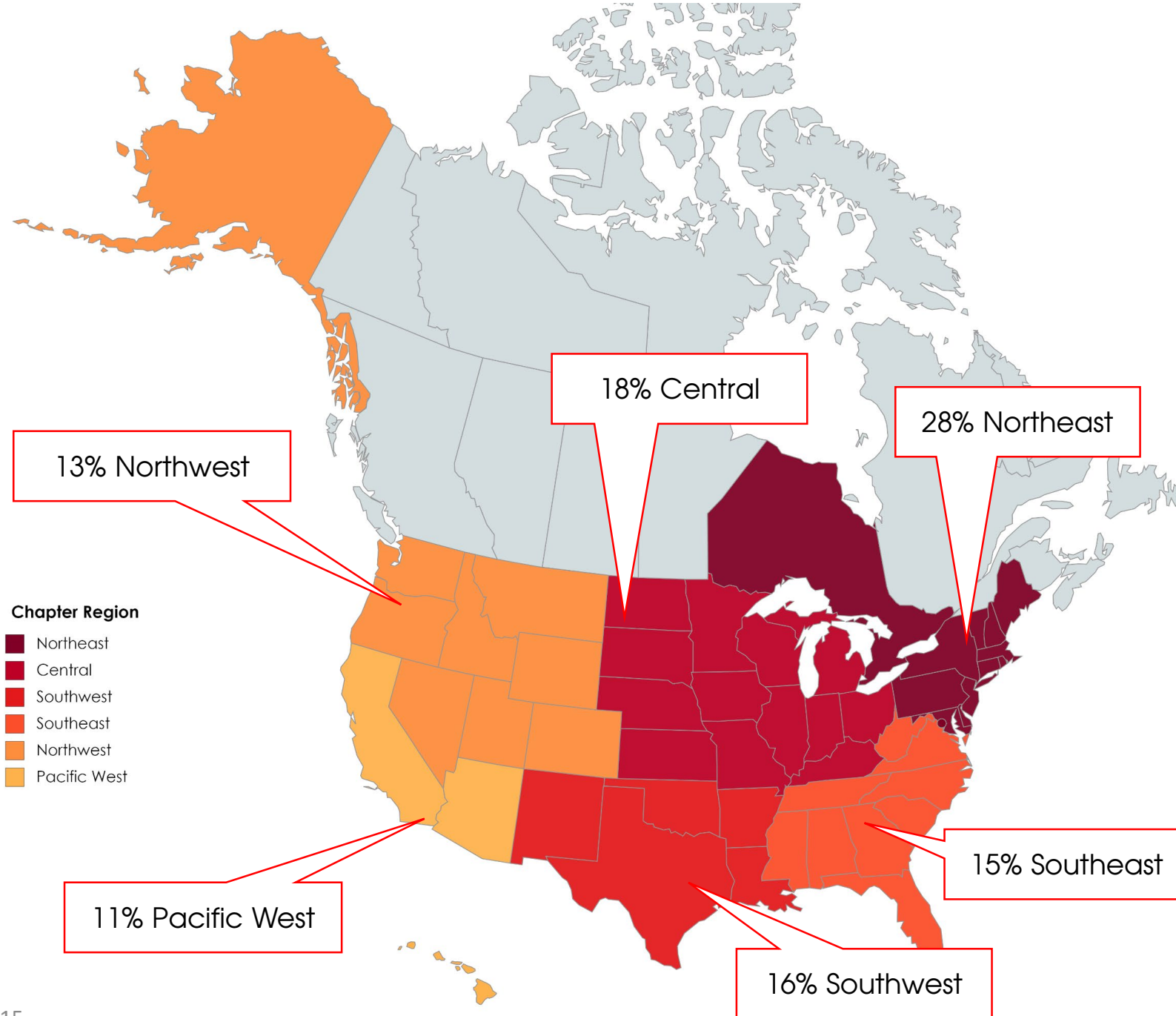
What is your role in the transportation industry?
(choose all that apply)

- Public sector: **31%**
- Private sector: **68%**
- Non-profit: **1%**
- Student: **1%**
- Other transportation partner/association: **1%**
- Other: **3%**

Location

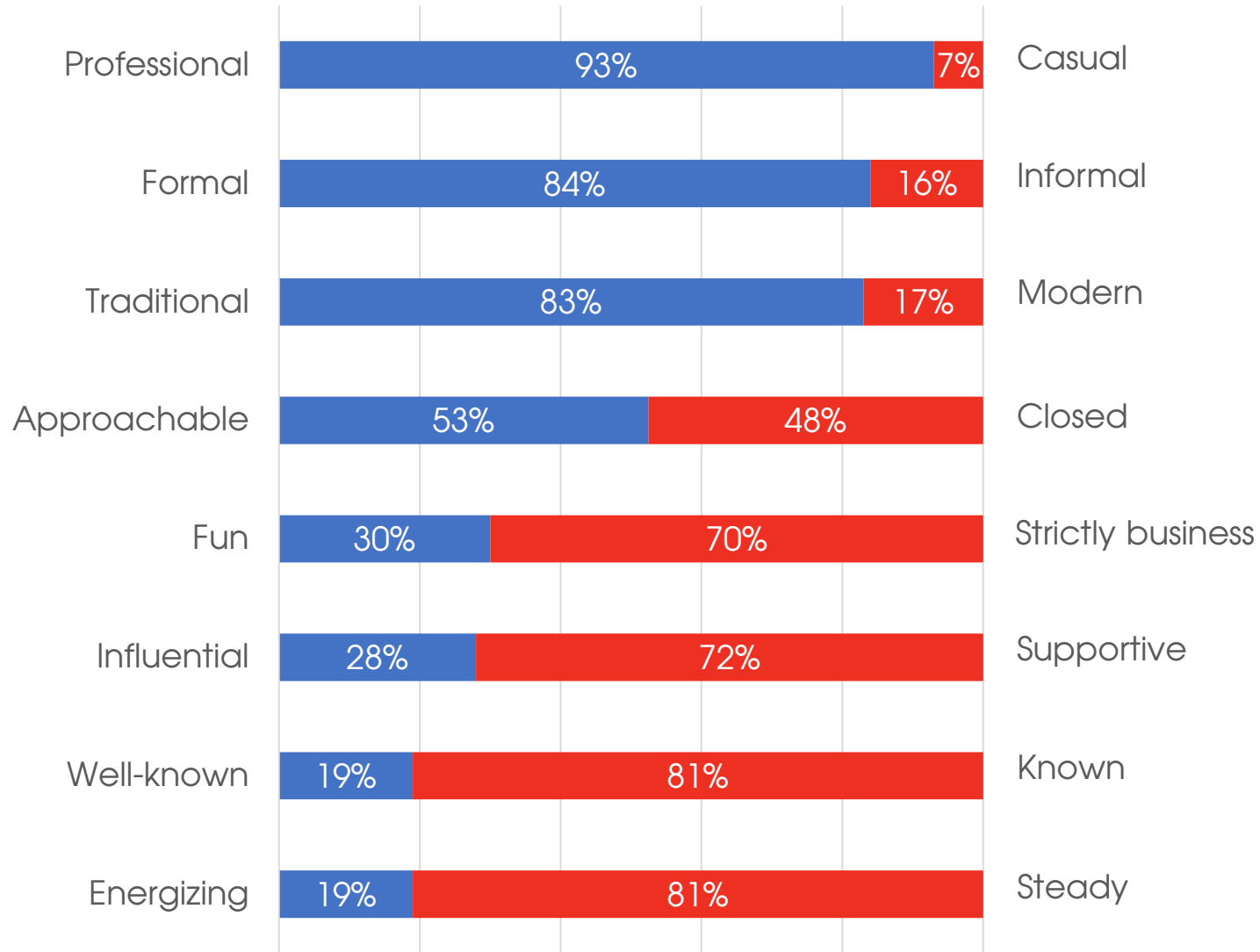
What state/
province/territory
do you live in?

(Results grouped into
chapter regions)



Survey results

What did we hear?

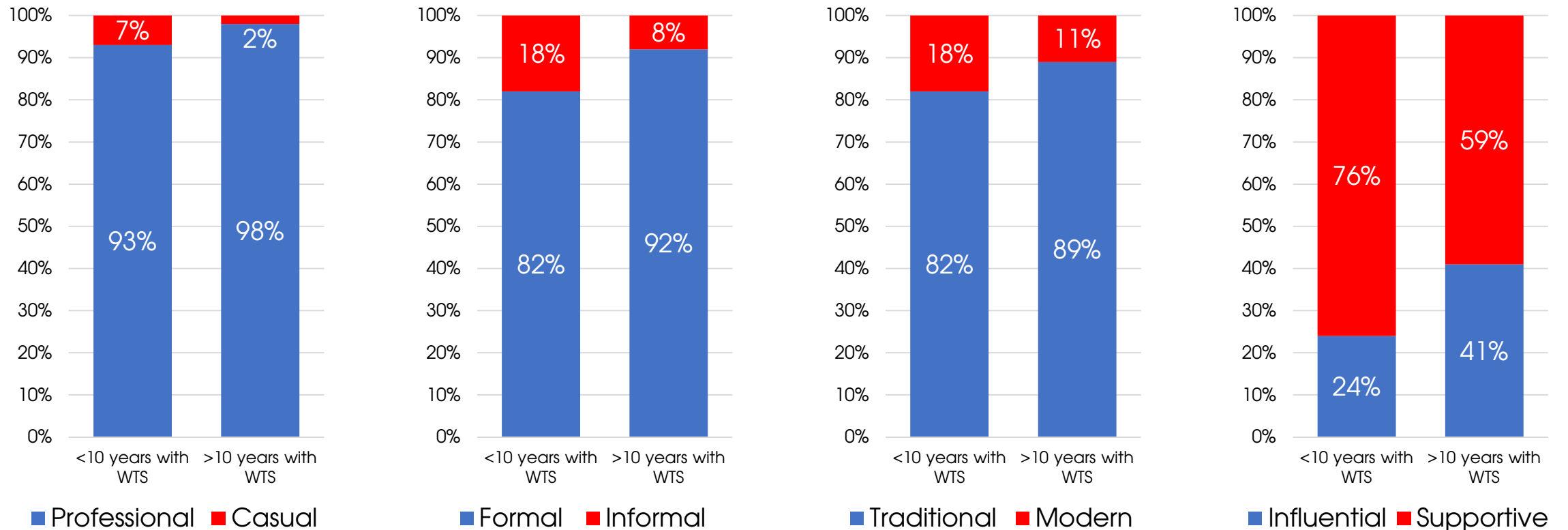


Current brand perceptions

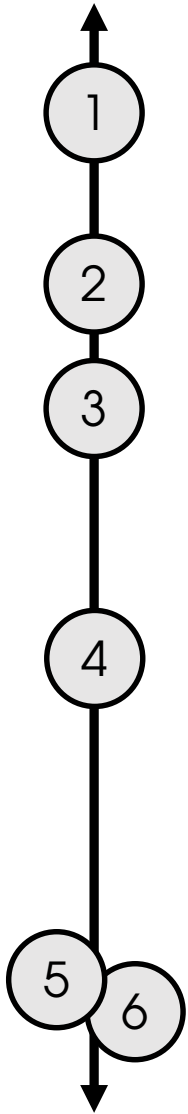
Please choose one word from each pair. The current WTS brand is best described as:

Brand perceptions of long-involved participants

Participants reporting more than ten years of involvement with WTS perceive the current brand differently, in some ways.



Relative ranking



Overall ranking:

1. Collaboration
2. Inclusion
3. Knowledge sharing
4. Mentorship
5. Unity/cohesion
6. Passion

Ranking core values

Please rank the below WTS core values in order of importance to you (1=most important, 6=least important)

Most responses:
(chosen the most, regardless
of rank)

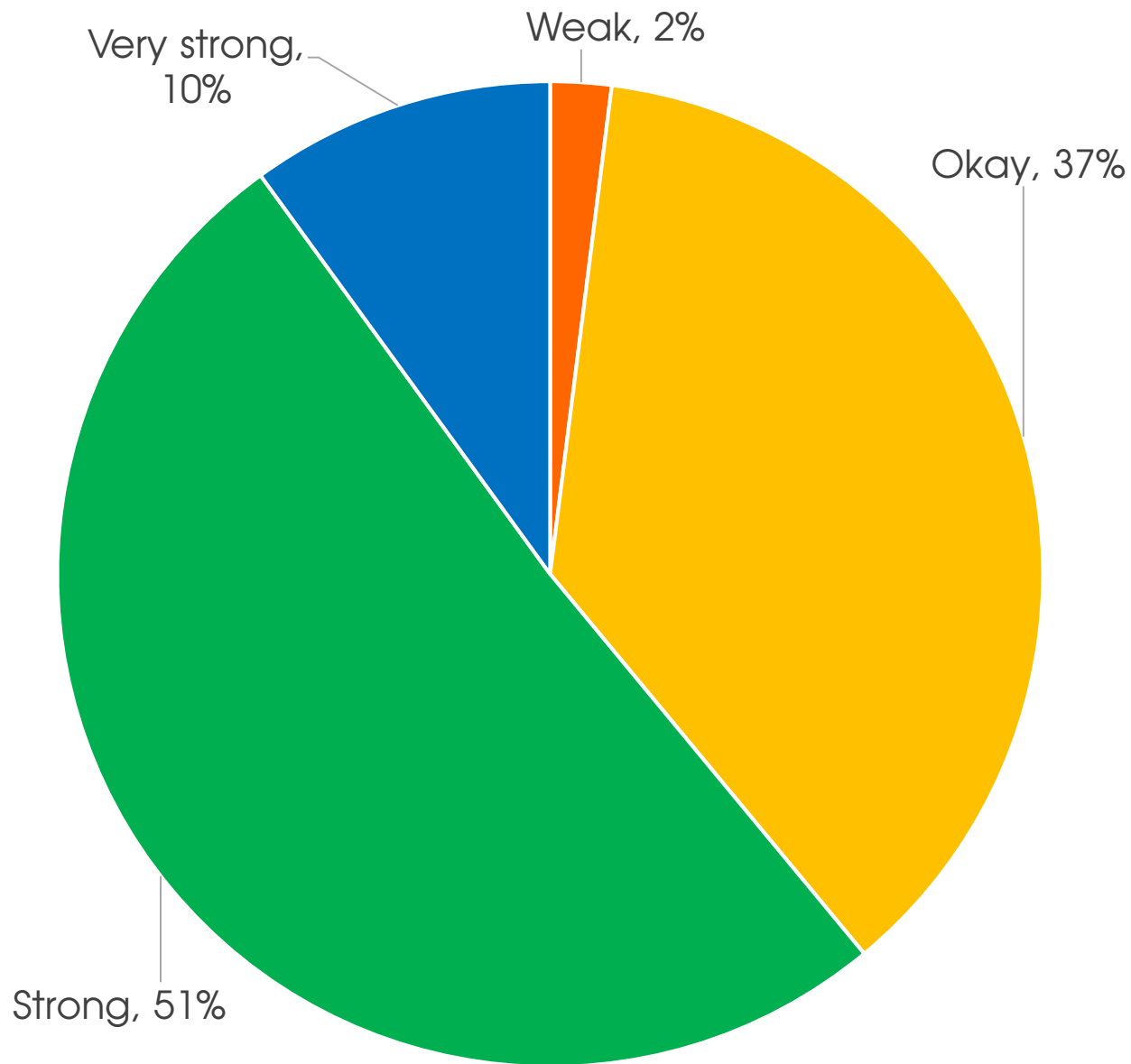
1. Professional networking
2. Professional development opportunities
3. Resource for industry/ technical knowledge
4. Friendship

Highest ranked:
(ranked highest, if chosen)

1. Professional networking
2. Professional development opportunities
3. Mentorship opportunities (as a mentee)
4. Opportunity for financial investment in women in the transportation industry

Most valuable benefits

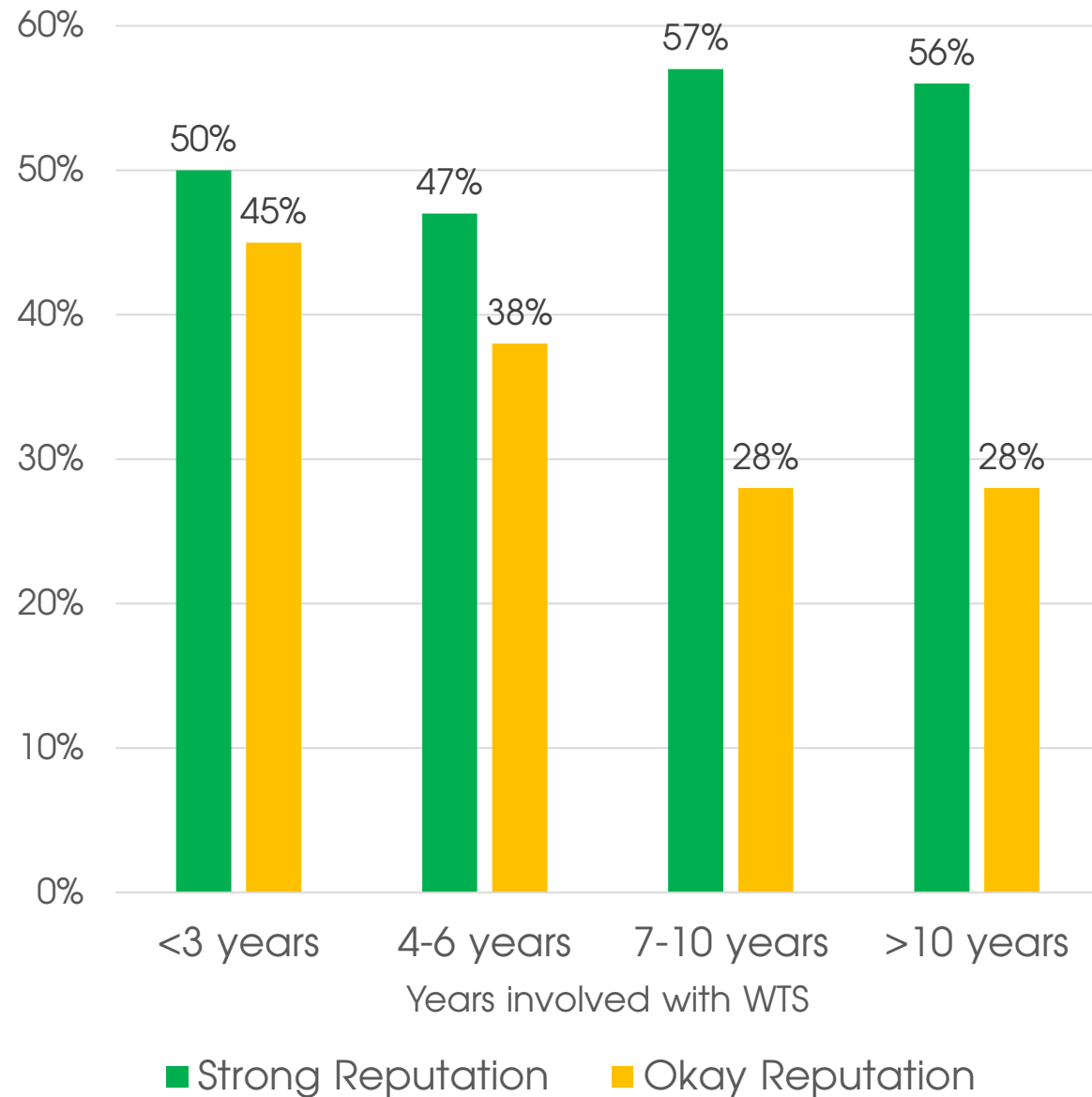
In your experience, what are the top three most valuable benefits of being involved with WTS? (1=most valuable)



WTS' reputation

How would you rate WTS' placement as a professional organization within the transportation industry, nationally?

- Weak reputation: **2%**
- Okay reputation: **37%**
- Strong reputation: **51%**
- Very strong reputation: **10%**



Reputation by length of involvement

Participants involved with WTS for longer are more likely to rate the organization's reputation as strong, as opposed to okay.

Most responses:

1. Forward-thinking
2. Professional
3. Inspiring
4. Respected
5. Inclusive

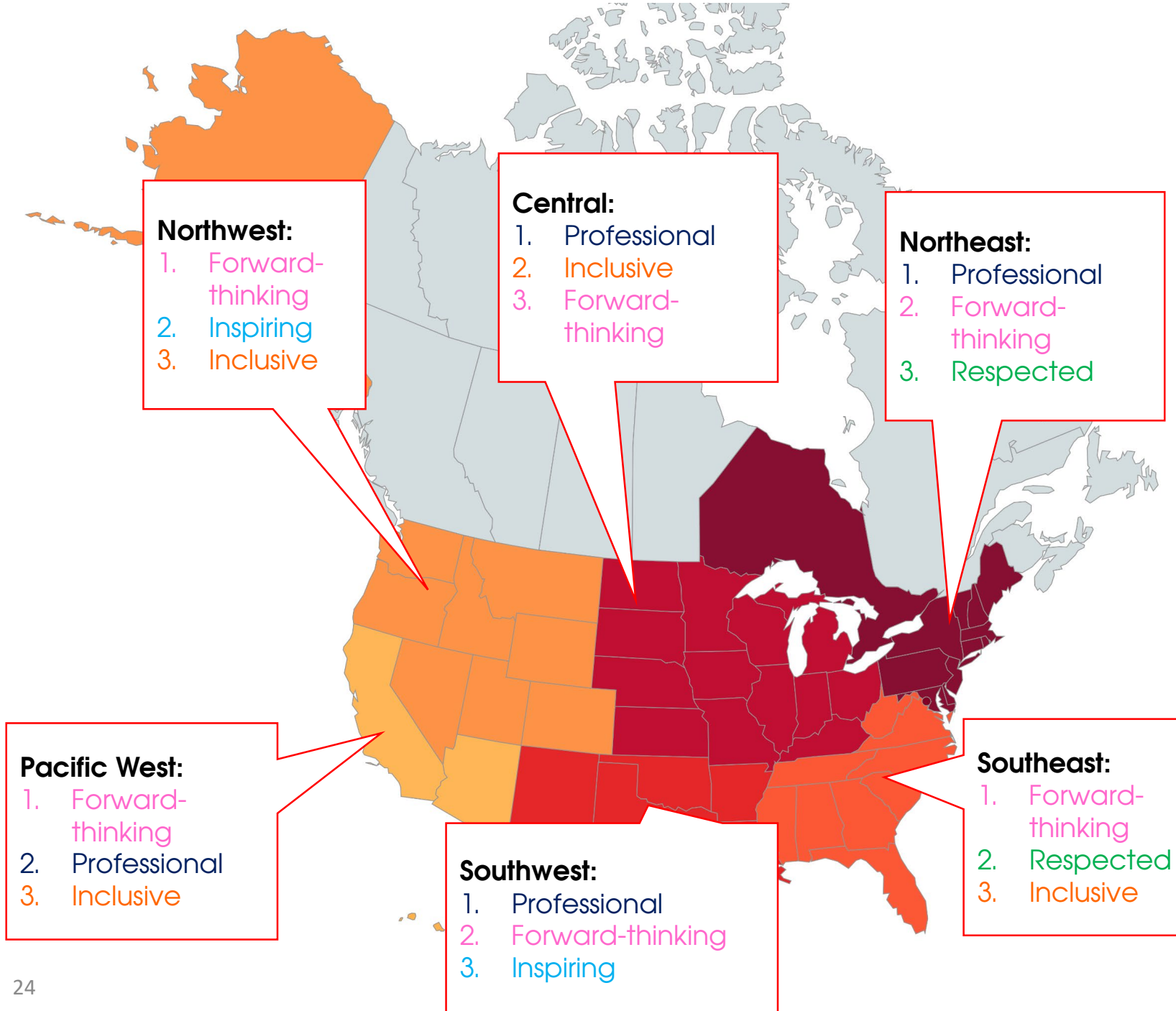
Future brand tone

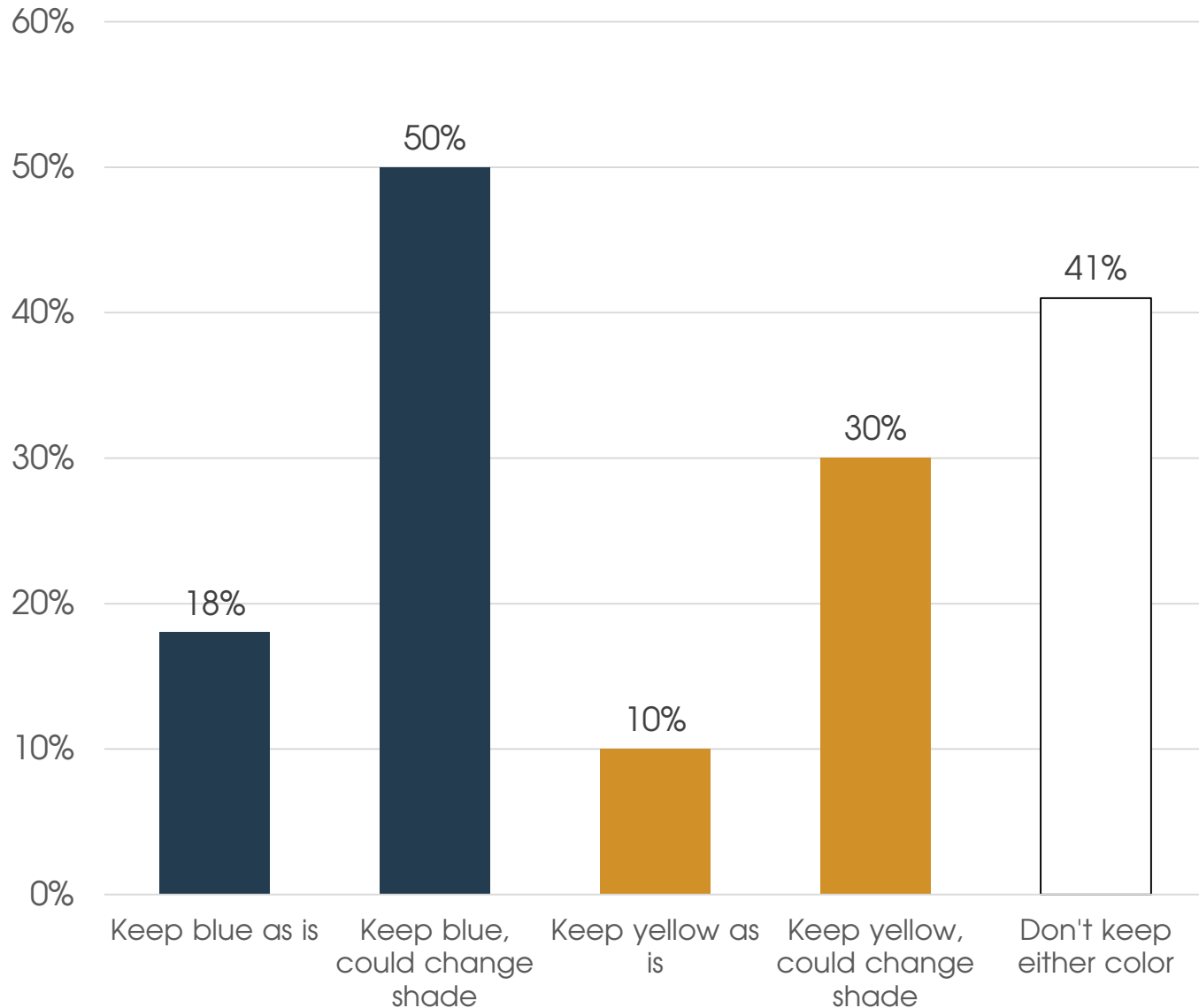
What tone should the future WTS brand convey? Choose your top 5 words.

Future brand tone, by location

Top three answers by number of responses

(Results grouped into chapter regions)





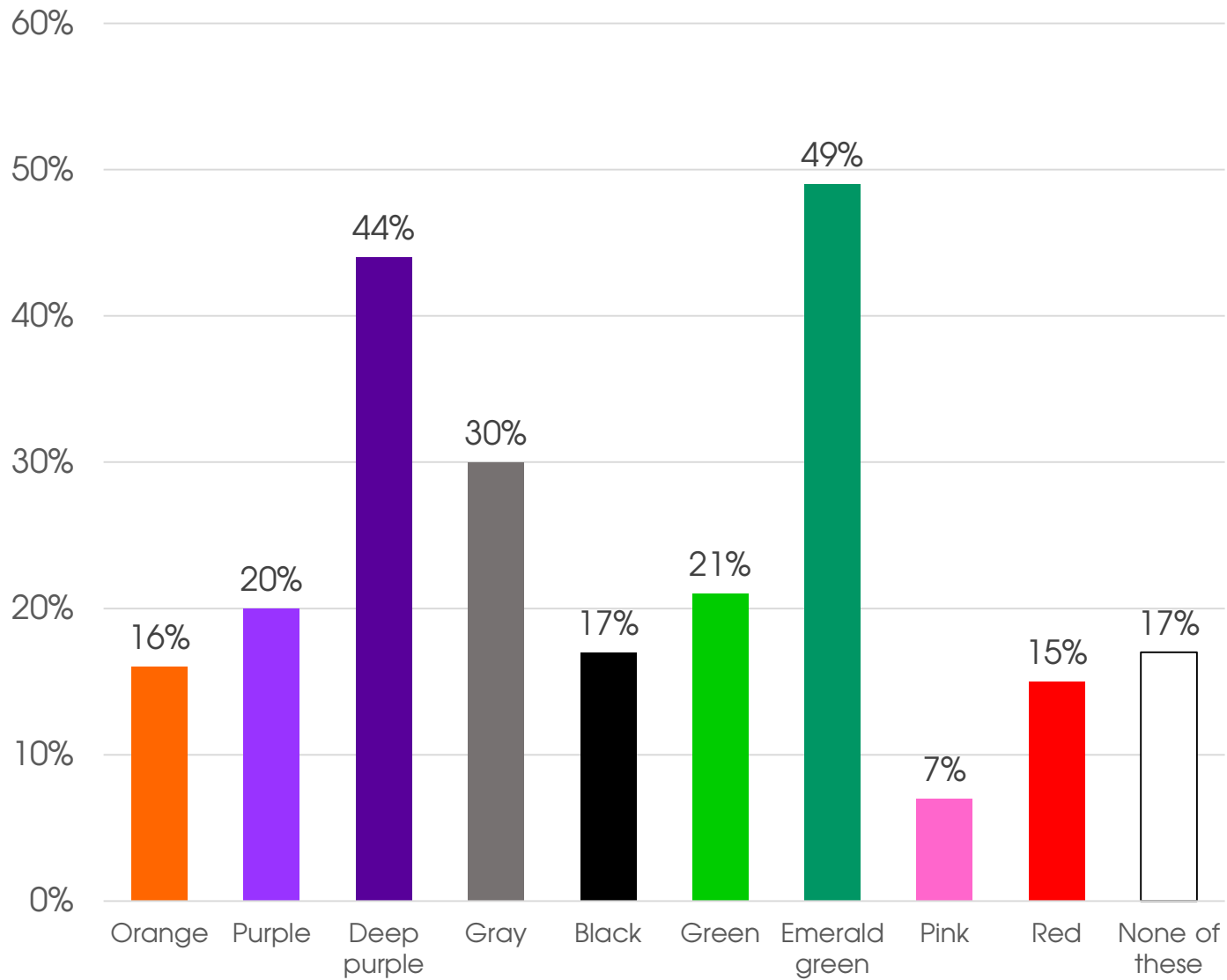
Current brand colors



When it comes to the current brand colors, (choose all that apply):

- Keep blue, as is: **18%**
- Keep blue, could change shade: **50%**
- Keep yellow, as is: **10%**
- Keep yellow, could change shade: **30%**
- Don't keep either: **41%**





Colors to represent WTS

Which colors would best represent WTS? (choose all that apply)

Key takeaways

People involved with WTS highly value the relationships and human connection they receive, and the benefits that allow them to engage with one another.

Even so, participants want the brand's tone to primarily reflect professionalism and forward-thinking more than relationship-oriented ideas.

- This audience perceives the current brand as formal and traditional and is interested in a refreshed brand that maintains a professional image and member contributions to a modernizing industry.
- There may be opportunities to apply the brand in different ways to reflect differing priorities between membership regions.
- The color choices reflect a preference for strong colors that will stand out.