



JACKSONVILLE
TRANSPORTATION
AUTHORITY

TryTransit

Increase Ridership Comprehensive Campaign

Category 1

1. Who was the target audience for this entry?

The Jacksonville Transportation Authority (JTA) developed and launched a comprehensive “Try Transit” campaign to reach a target audience that consisted of the Northeast Florida community-at-large, local and state elected officials, government leaders and JTA customers. The objective was to promote public transportation as a viable alternative to driving, increase ridership throughout the system’s various modes of mobility and generate more revenue for the Authority. The multi-faceted campaign components included:

- Employee Pride challenge
- Jacksonville Gems, promoting businesses and attractions along JTA routes
- Promos for the elderly on Seniors Day
- Why I Ride testimonials
- Take a Selfie Diversity campaign
- Free museum admission with purchase of JTA fare using MyJTA app
- Free rides

2. What was the situation/challenge that necessitated creating this entry?

The challenge the JTA faced that led to the creation of the “TryTransit” campaign is the same that transportation authorities throughout the U.S. are facing: ridership is on the decline or remains stable. Despite America’s crumbling infrastructure, the gridlock on roads and lengthier commutes, the public still has a one-car, one-driver mentality. While the JTA’s ridership was stable, the executive leadership wanted to take a pro-active approach to increase ridership by attracting new customers. The comprehensive “TryTransit” campaign accomplished that goal by helping build the customer base and generating more riders per trip.

3. What was the strategy/objective of this entry?

The strategy to implement the “TryTransit” campaign included conducting research on peer activity throughout the country and setting baseline measurements for the multi-year program with quarterly reporting requirements. In February 2017, the campaign launched underscoring the vital role public transportation plays in Jacksonville and the region. People were asked to ditch their cars and take a JTA bus, trolley, First Coast Flyer BRT, Skyway, or St. Johns River Ferry and see for themselves how the JTA has advanced transit. Targeted campaigns were developed for elected officials, students, young adults, JTA employees and others. The JTA expanded its outreach to ESL customers and developed partnerships with businesses and attractions to promote public transit.

4. What results/impact did this entry have?

At the campaign’s one-year mark, the results were very favorable. JTA total bus ridership declined by only 4.8%, while 11 of our 12 peer authorities were on average down by 6.0 % during the period of February 2017 to November 2017.

5. Why should this entry win an APTA AdWheel?

This entry should win an AdWheel Award because the concept was fresh, inventive and multifaceted. The pro-active, comprehensive campaign has drawn attention from transportation authorities of all scopes and sizes and has been recognized as a best-in-class concept. The initiative was developed with many different successful campaigns, each targeted to different audiences, which serve as a blueprint for other agencies to use in their efforts to increase ridership and promote public transportation as reliable, affordable, safe, clean and convenient with more amenities than transit systems of yesteryear.



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Overview

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Ridership throughout the U.S. is on the decline or remains stable. Despite America's crumbling infrastructure, the gridlock on roads and lengthier commutes, the public still has a one-car, one-driver mentality.

While the JTA's ridership was stable, the executive leadership wanted to take a pro-active approach to increase ridership by attracting new customers.

The comprehensive "TryTransit" campaign accomplished that goal by helping build the customer base and generating more riders per trip.





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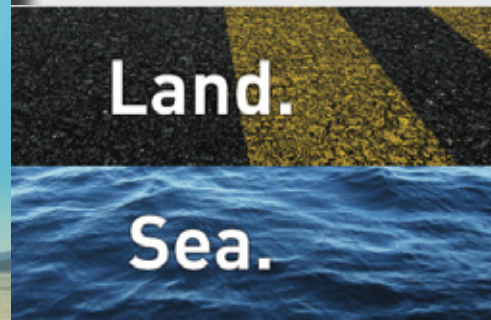
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Comprehensive Campaign

Collateral

Category 1



Posters





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Collateral

Category 1



Bus Wrap



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Launch
Category 1



Fares

Bus
Fixed Route: \$1.50
Express Route: \$2.00
Paratransit: \$3.00 (Transportation Disadvantaged)
Senior Fares: Free at age 65
Reduced Fare: \$1.75
Reduced Fare Express Route: \$1.50

Skyway
Complimentary

Ferry
Pedestrian/Bicycle: \$1.00
Motorcycle: \$5.00
Vehicles under 20-foot in length (Cars/Vans/Trucks): \$4.00
Vehicles 20-foot in length or longer: \$10.00
Buses & RVs: \$20.00
Coupon Book (20 crossings, Vehicles under 20-foot in length): \$45.00
Additional Weekend Fares: Additional Vehicle Occupants: \$1.00 each, Driver and Children 3 and under Free.

Introducing the TryTransit Challenge

Ride If You Love Transit!
The JTA is out to increase ridership the best way it knows how. By providing a positive, efficient and fun experience with the TryTransit Challenge.

Jacksonville residents can now show their support of public transportation by encouraging their colleagues, friends, and family to rise to the challenge. Take that selfie, and post a challenge. And so on and so on.

First, the good news. There are no buckets of ice water involved.

Take the TryTransit Challenge!

We are urging you to TryTransit because where Public Transportation Goes, COMMUNITY GROWS!

- 1 Ride any mode of public transportation (Bus, Ferry, Trolley, Skyway).
- 2 Take a selfie of your ride, and share your experience on Facebook within 48 hours of completing your ride.
- 3 Post your photo on your Facebook page with the hashtag #TryJTA.
- 4 In your post, tag the person(s) you are challenging and tag JTA.
- 5 After your friends accept and complete the challenge, please take a moment to thank them for Rising to the Challenge and showing their support for public transportation.

JTA boldly kicked off the "TryTransit" initiative in February 2017 to underscore the vital role public transportation plays in Jacksonville and the region. Starting with a special trip with members of the City Council, we made riding cool by asking people to take a selfie when they gave JTA a try.





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Increase Ridership
Comprehensive Campaign
Employee Pride
Category 1

EMPLOYEE
PRIDE 

JTA employees stepped up and showed their pride for the system by participating in internal campaign where departments challenged each other to ride the JTA to work, lunch and meetings.



Rack Card



Score Card



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Employee Pride

Category 1

I accepted the
Challenge!

SCORE CARD

Name: _____

Date: _____

Destination: _____

Mode (please circle): BUS FIRST COAST FLYER

Route #: _____

Signature: _____

EMPLOYEE PRIDE

NON-ADMINISTRATIVE EMPLOYEES

Score Card



Sticker



Hat



Monitor



Posters



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Employee Pride
Category 1



Social Media



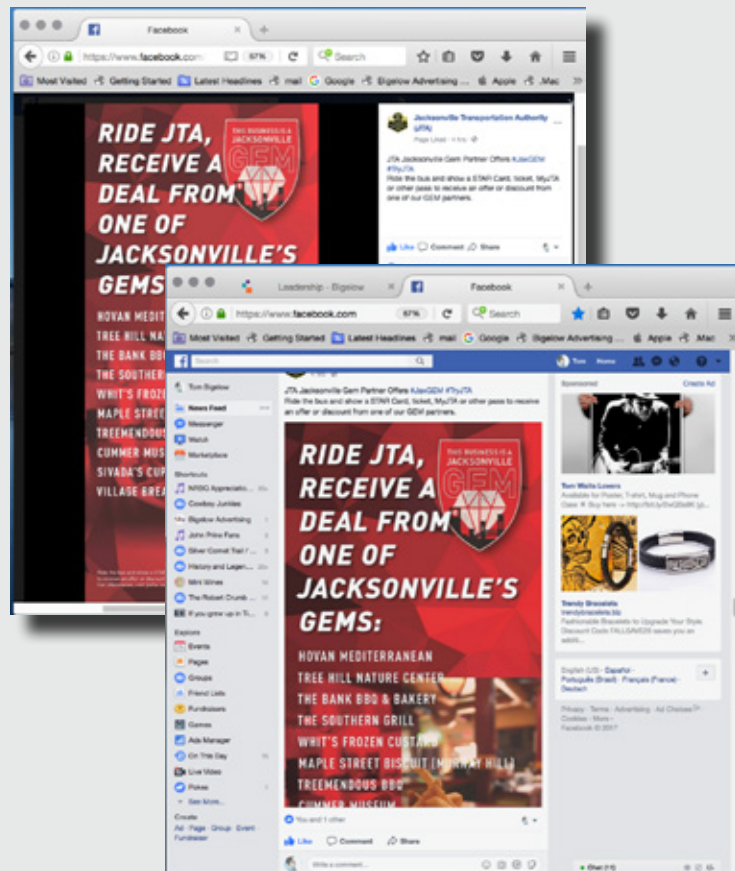
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Jacksonville GEMS
Category 1



Brochure



Social Media

JTA created a Jacksonville Gems initiative where we partnered with restaurants and attractions along key routes. Since everyone loves a discount or special offer, customers were eager to show they rode the bus by presenting a STAR Card or other fare media, then tweeting #JaxGem #TryJTA.



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MOSH/MyJTA App

Category 1

JTA partnered with the Museum of Science and History (MOSH) to establish a summer promotion designed to increase ridership and promote the First Coast Flyer. The promotion allowed Purple Star card holders free unlimited admission to the Mosh from May 27 – September 6.

JTA renewed the partnership with MOSH to incent customers and the community to download the MYJTA app. The promotion allowed anyone using the MYJTA app free unlimited admission to the MOSH special summer exhibit of Earth Explorers.



MOSH/MyJTA App



Website



Purple Star Card



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Senior Day

Category 1



The JTA took more than 30 seniors on a special field trip to teach and show them the benefits of using transit. The day included a special trip to the museum with lunch and a return trip to the senior center.



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Why I Ride

Category 1

Billboard Ads



The Jacksonville Transportation Authority (JTA) created the “Why I Ride” campaign to reach people who don’t typically ride the JTA system or who have never ridden it at all.



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Comprehensive Campaign
Take a Selfie Diversity Campaign

Category 1

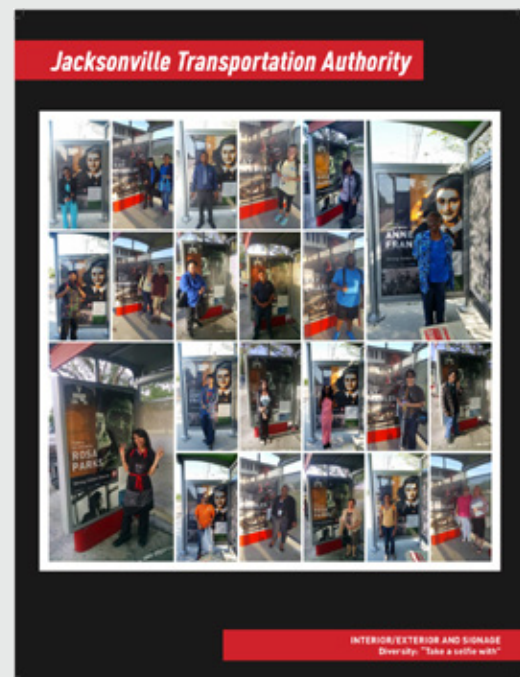


Shelter Posters

JTA encouraged ridership through a social media campaign that asked customers to take a selfie with one of the minority leaders we featured during the Diversity Campaign in February.



Diversity Campaign



Employee Selfies