

sjRTD.com/express

**Target Audience:** Current and potential English and Spanish-speaking passengers in need of transportation from their residence to and from places of work, medical facilities, and other important locations for daily living.

**Situation Challenge:** In creating BRT Express 47, RTD connected residents with a direct route joining opposite sides of their city. To highlight the route, RTD created an engaging, comprehensive marketing campaign entitled "Reconnecting from East to West." The campaign focused on the benefits that Route 47 yields to our target audience. The residents in the area served by the Midtown Corridor are a diverse and underserved community—over 70% Hispanic—needing reliable and efficient transportation. Because of the predominately Hispanic population, our campaign needed to reach both English and Spanish-speaking audiences. Our primary focus was creating electronic media—with a secondary focus on billboard advertising, social media, and a launch event—to successfully engage our current and potential passengers.

**Strategy Objective:** RTD leveraged technology to create a targeted campaign. Our television ad, depicting RTD's mascots using BRT Express to reconnect with one another and with the community, aired on Comcast and YouTube. RTD advertised on both English and Spanish-language radio. One



radio ad was highlighted with a creative traffic report tie-in. During the traffic report, the announcer noted that the listener would not be sitting in traffic right now if they took BRT Express 47. RTD leveraged geofencing in regions near the route so that residents using their smartphone within the location of BRT Express 47 would see a pop-up ad promoting the route; those looking out the bus window would see our billboard ad featuring a friendly bus operator, our newly-branded bus, and a sketch of Stockton's cityscape.

**Results Impact:** Since the launch of BRT Express 47 on March 1, ridership has increased from 10,696 in the first month of launch to 25,086 in September of that year. In total ridership, BRT Express 47 has served over 144,000 passengers since its inception, an increase of 134%. To date, our video ad on YouTube has generated over 140,000 views, establishing a connection to our potential passengers. The perfectly placed routes along the Midtown Corridor, combined with a campaign that spanned multiple media outlets, resulted in the increased ridership for the underserved areas of the city.

Why Submit: RTD used radio, television, and billboard advertising to create an attention-grabbing marketing campaign. Not only did RTD achieve its goal of connecting the people of Stockton to its services, but the route also contributed to increased commerce and revitalization of Downtown Stockton. This campaign deserves recognition because of its creativity and focused promotion of this valuable service to its residents. Because of BRT Express 47 and its marketing, RTD is reconnecting Stockton's communities.

### **Print** Media









Learn more at siRTD.com/express







RTD

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Join RTD for food, drinks, and a bus tour at the Children's Museum on March 1, 2018, 4 - 7 p.m.

YOU'RE INVITED

The first 50 guests will receive limited edition Artie D. bobble heads and commemorative tote bags! 402 W. Weber Ave, Stockton, CA 95203. Offers good while supplies last.

Learn more at sjRTD.com/express

First week free on Route 47 only, March 11 - 17, 2018.



#### La Ruta 47 de RTD Totalmente Nueva PRIMERA SEMANA GRATIS

El Corredor Midtown Llegará Marzo 2018



¡Celebra el lanzamiento del corredor en el centro de la ciudad con San Joaquin Regional Transit District (RTD)!

Acompaña a RTD para comida, bebidas, y una gira de autobús en Children's Museum el 1 de Marzo, 2018, 4 - 7 p.m. 402 W. Weber Ave, Stockton, CA 95203. Este evento está abierto al publico.

¡Infórmate más hoy! sjRTD.com/express

La primera semana es gratis en la Ruta 47 solamente, 11 de Marzo – 17 de Marzo, 2018

## Digital Media







This email is to inform you of one more way San Joaquin RTD can drive business to your door. San Joaquin Regional Transit District (RTD), who are valued members of the Greater Stockton Chamber of Commerce and our community. Please use the contact information listed in the e-mail for any additional inquiries you may have. Thank you!



Keep an eye out for RTD's mini coupon book featuring discounts and deals at multiple locations along the all-new Midtown Corridor – Route 47 and MLK Corridor – Route 49.

Coupons and bus corridors coming soon.











# RTD Route 47. All New. FIRST WEEK FREE

**Midtown Corridor | Arriving March 2018** 



Celebrate the launch of the Midtown Corridor with San Joaquin Regional Transit District (RTD)!

Join RTD for food, drinks, and a bus tour at the Children's Museum on March 1, 2018, 4 - 7 p.m.

The first 50 guests will receive limited edition Artie D. bobble heads and commemorative tote bags!

402 W. Weber Ave, Stockton, CA 95203. This event is open to the public.

Learn more at sjRTD.com/express

First week free on Route 47 only, March 11 - 17, 2018

## **Social** Media







Learn about your routes including the new Midtown Corridor Bus Rapid Transit (BRT) route O O L

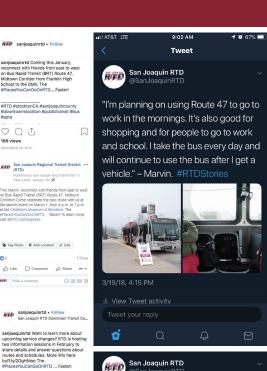
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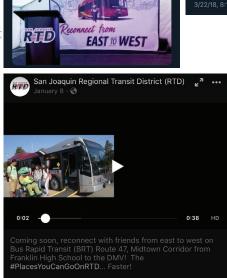


RTD Route 47. All New. Celebrate with us!



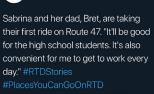












San Joaquin RTD

4 – 7 p.m. | March 1, 2018 | Children's Museum of Stockton







San Joaquin Regional Transit District (RTD) is at San Joaquin Coach Operator Gabe, as he starts his service on the new Route 47 this





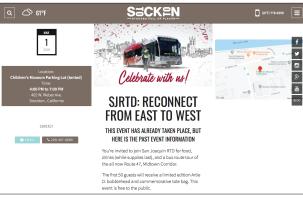
Thank you to our wonderful sponsors, GILLIG, A Z Bus Sales, Swiftly, and Port of Stockton, for your contributions to our Midtown Launch of the ne Express Route 47, coming this March!



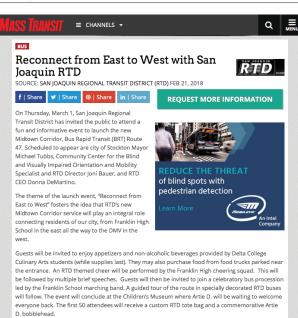




### **Press**







The Midtown Corridor launch event will be held in the parking lot of the Children's Museum of Stockton, 402 W Weber Ave, Stockton, California 95203 between 4:00 p.m. – 7:00 p.m.



#### RTD to launch new Midtown BRT service

FEBRUARY 21, 2018 / SJCOG

On Thursday, March 1, San Joaquin Regional Transit District (RTD) invites the public to attend a fun and informative event to launch the new Midtown Corridor, Bus Rapid Transit (BRT) Route 47.



The theme of the launch event, "Reconnect from East to West" fosters the idea that RTD's new Midtown Corridor service will play an integral role connecting residents of our city, from Franklin High School in the east all the way to the DMV in the west.

Scheduled to appear are City of Stockton Mayor Michael Tubbs, Community Center for the Blind and Visually Impaired Orientation and Mobility Specialist and RTD Director Joni Bauer, and RTD CEO Donna DeMartino.

Guests will be invited to enjoy appetizers and non-alcoholic beverages provided by Delta College Culinary Arts students (while supplies last). They may also purchase food from food trucks parked near the entrance. An RTD themed cheer will be performed by the Franklin High cheering squad. This will be followed by multiple brief speeches.

Guests will then be invited to join a celebratory bus procession led by the Franklin School marching band. A guided tour of the route in specially decorated RTD buses will follow. The event will conclude at the Children's Museum where Artie D. will be waiting to welcome everyone back. But wait, there's more! The first 50 attendees will receive a custom RTD tote bag and a commemorative Artie D. bobblehead.

The Midtown Corridor launch event will be held in the parking lot of the Children's Museum of Stockton, 402 W Weber Ave, Stockton, CA 95203 between 4:00 p.m. – 7:00 p.m.

For more information, visit sjRTD.com, follow RTD on Facebook and Twitter, or call (209) 943-1111.

## Launch Event

