



# RTD Route 47. All New.

## Midtown Corridor | Arriving March 2018



[sjRTD.com/express](http://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




**RTD Route 47. All New.**  
Midtown Corridor | Arriving March 2018

DMV      Downtown Stockton      Eastland Plaza      Franklin High

[sjRTD.com/express](http://sjRTD.com/express)

**RTD Route 47. All-new.**  
Midtown Corridor - Bus Rapid Transit (BRT)

DMV      Downtown Stockton      Eastland Plaza      Franklin High



Service starts Sunday, March 1, 2018

**FIRST WEEK FREE**  
Ride RTD Route 47 for FREE between March 11 and 17, 2018.  
*But wait, there's more!* See back for more details.

SAN JOAQUIN RTD  
P.O. Box 201016 | Stockton, CA | 95201  
(209) 943-1111 | [sjRTD.com](http://sjRTD.com)

[f](#) [t](#) [in](#) [v](#) [y](#)




DMV      Downtown Stockton      Eastland Plaza      Franklin High

**RTD Route 47. All New.**  
**FIRST WEEK FREE**  
Midtown Corridor | Arriving March 2018

**YOU'RE INVITED**

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 Arte 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](http://sjRTD.com/express)

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

**FIRST WEEK FREE**



DMV      Downtown Stockton      Eastland Plaza      Franklin High

**RTD Route 47**  
**All New**  
Midtown Corridor  
Arriving March 11, 2018

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

Learn more at [sjRTD.com/express](http://sjRTD.com/express)

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

**RTD is Changing**



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

RTD staff will be available to provide you with the new schedules and help you plan your trips.

**Thursday, February 1**  
9 a.m. to 4 p.m.  
Downtown Transit Center (Boardroom)  
421 East Weber Ave  
Stockton, CA 95202

**Wednesday, February 14**  
10 a.m. to 3:00 p.m.  
Delta College (Route 40 Express Stop)  
5151 Pacific Ave  
Stockton, CA 95207

Play the Wheel of Fun and win RTD promotional items. Snacks will be provided. Questions? Contact (209) 943-1111



**RTD** The places you can go on RTD!

[f](#) [t](#) [in](#) [v](#) [y](#)



DMV      Downtown Stockton      Eastland Plaza      Franklin High

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

**El Corredor Midtown**  
Llegará Marzo 2018

**ESTÁS INVITADO**

¡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 público.

¡Infórmate más hoy! [sjRTD.com/express](http://sjRTD.com/express)

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

# Digital Media



**RTD Route 47. All New. FIRST WEEK FREE**  
Midtown Corridor Arriving March 11, 2018

TAP TO LEARN MORE



**YOU'RE INVITED!**

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

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

Join RTD for food, drinks, and a bus route tour!

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

*The place you can go on RTD! FASTER*

DMV   Downtown Stockton   Eastland Plaza   Franklin High

**RTD Route 47. All New. FIRST WEEK FREE**  
Midtown Corridor | Service starts March 11, 2018

**RTD is Changing**



Thursday, February 19 a.m. to 4 p.m.  
Downtown Transit Center (Boardroom)  
421 East Weber Ave  
Stockton, CA 95202

Wednesday, February 14 10 a.m. to 3:00 p.m.  
Delta College (Route 40 Express Stop)  
5151 Pacific Ave  
Stockton, CA 95207

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



**RTD Route 47. All New. NOW IN SERVICE**

DMV   Downtown Stockton   Eastland Plaza   Franklin High

TAP TO LEARN MORE



**GREATER STOCKTON CHAMBER OF COMMERCE**  
EST. 1901

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!




**New Express Routes**  
FREE - Take one

Look inside for special offers when you show a valid RTD bus pass.

**Express**  
SAN JOAQUIN RTD  
sjRTD.com

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.

Like us on Facebook   View our profile on LinkedIn   View on Instagram

Follow us on twitter

For information on sending an email to the members of the Greater Stockton Chamber of Commerce please contact [Lorice Harrison](mailto:Lorice.Harrison@stocktonchamber.org): 209-292-8427 or [lorice@stocktonchamber.org](mailto:lorice@stocktonchamber.org)



**GREATER STOCKTON CHAMBER OF COMMERCE**

Greater Stockton Chamber of Commerce  
Located in the Historic Waterfront Warehouse  
445 W. Weber Avenue, Suite 220  
Stockton, California 95203



DMV   Downtown Stockton   Eastland Plaza   Franklin High

## RTD Route 47. All New. FIRST WEEK FREE

Midtown Corridor | Arriving March 2018

### YOU'RE INVITED

**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](http://sjRTD.com/express)

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



# Press

61°F
**SACKEN**  
STOCKTON FULL OF PLAYERS™
877.778.4238

**1**  
2018

**Location:**  
Children's Museum Parking Lot (tented)

**Time:**  
4:00 PM to 7:00 PM

402 W. Weber Ave,  
Stockton, California

*Celebrate with us!*

**SJRTD: RECONNECT FROM EAST TO WEST**

**THIS EVENT HAS ALREADY TAKEN PLACE, BUT HERE IS THE PAST EVENT INFORMATION**

You're invited to join San Joaquin RTD for food, drinks (while supplies last), and a bus route tour of the all new Route 47, Midtown Corridor.

The first 50 guests will receive a limited edition Artie D. bobblehead and commemorative tote bag. This event is free to the public.

**CONTACT**

209.467.6889

## PASSENGER Transport

THE SOURCE FOR PUBLIC TRANSPORTATION NEWS AND ANALYSIS March 9, 2018

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**San Joaquin RTD Launches BRT Route**

The San Joaquin Regional Transit District (RTD), Stockton, CA, welcomed its new BRT route, the Midtown Corridor, with a public event March 1.

Speakers including RTD Chief Executive Officer Donna DeMartino and Stockton Mayor Michael Tubbs welcomed guests to the event, which also featured food prepared by local culinary arts students, gifts and a guided tour of the route in specially decorated buses.

"The event theme was 'Reconnect from East to West,' and the event made that a reality," DeMartino said. "Students from the local high school on the east side of our city were brought to the event at the Stockton Children's Museum at the far west end." She noted that the new BRT service, designated as Route 47, can transport high school students to two colleges across the city in an average of 23 minutes.

Cheerleaders from the high school performed an RTD-themed cheer during the launch event.

One of the specially decorated RTD buses that provided a guided tour of the new BRT route, with the theme "Port of Stockton." The tour guide in silver cap is RTD Board and Executive Support Specialist Merib Talamantes, and the frog is one of the system's mascots, Freddy.

CLASSIFIEDS

» The Northern Indiana Commuter Transportation District seeks a chief real estate and development officer. [\[More\]](#)

» The Santa Cruz (CA) Metropolitan Transit District is looking for an assistant human resources manager and a safety, security and risk manager. [\[More\]](#)

» Long Beach (CA) Transit requests proposals for a Mobile Gateway Routers project. [\[More\]](#)

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What will it take to make the cities of tomorrow smarter & safer?

Download white paper

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**BUS**

**Reconnect from East to West with San Joaquin RTD**

SOURCE: SAN JOAQUIN REGIONAL TRANSIT DISTRICT (RTD) FEB 21, 2018

f | Share | Share | Share | In | Share

REQUEST MORE INFORMATION

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

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.

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. 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, California 95203 between 4:00 p.m. - 7:00 p.m.

REDUCE THE THREAT of blind spots with pedestrian detection

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## SJCOG NEWSROOM

The Official Source for SJCOG News and Announcements

## 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.

RTD Route 47. All New. Celebrate with us!

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For more information, visit [sjRTD.com](http://sjRTD.com), follow RTD on [Facebook](#) and [Twitter](#), or call (209) 943-1111.

# Launch Event



*Celebrate with us!*

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

You're invited to join San Joaquin RTD for food, drinks, and a bus route tour of the **all-new Route 47, Midtown Corridor**.

Please RSVP to [vgonzalez@sjRTD.com](mailto:vgonzalez@sjRTD.com) by February 23, 2018

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

