



**APTA AdWheel Award Submission:
Tucson Transit Marketing Campaign**
Fall 2018

- **Tucson Transit Fall 2018 Marketing Campaign**



How-to Flyers

How-to Flyers passed out during college orientations



Bus Station Ads

Bus Station Shelter Ads during



Street Car Ads

Vertical ads in all Sunlink street cars

- **Tucson Transit Fall 2018 Marketing Campaign**



Digital Landing Page

GoTucsonTransit.com linked directly to download app

No car? No problem. The GoTucson Transit app makes getting around the city as easy as 1, 2, 3.



The Passport-powered app introduces 3-Day Pass option

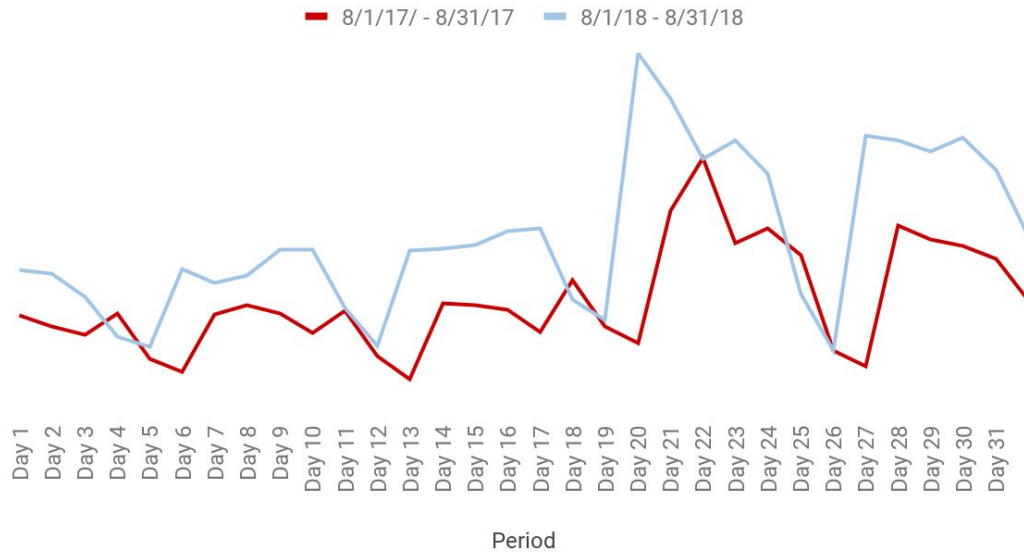
Tucson, Ariz. (Aug. 15, 2018) — Leaving home for college is a huge milestone with so much excitement to look forward to in the school year. It's also a time of great responsibility and independence. Students will make decisions on what classes to take, whether to work part-time and even how to spend weekends off-campus. One question students won't have to consider is how to get around town. A partnership with the City of Tucson and Passport makes moving throughout the city easy with the GoTucson Transit app.

PR campaign

Press release to announce new 3-day pass

• Mobile Ticketing Transactions YoY

Tucson Transit Transactions YoY



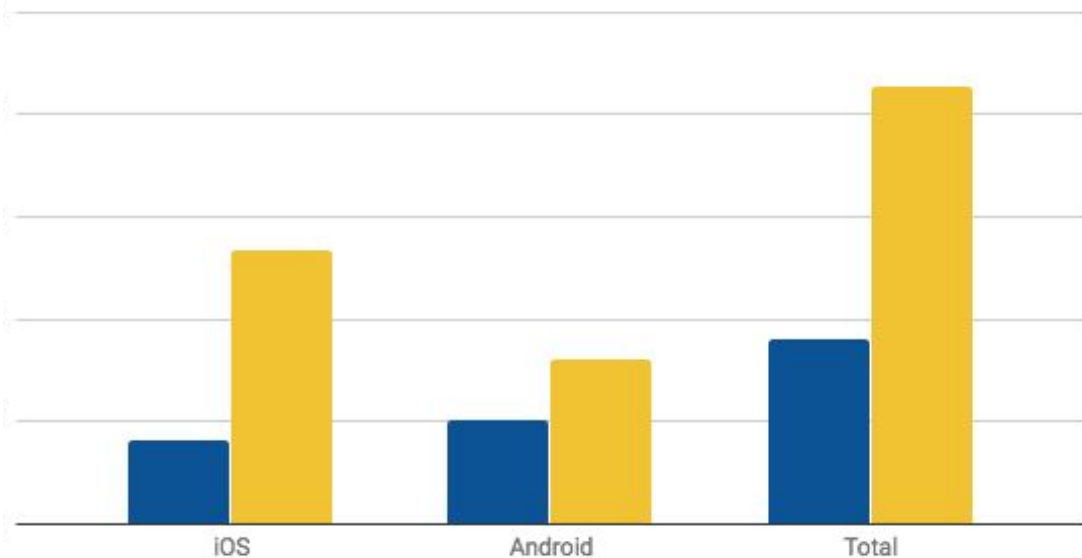
60% increase in mobile ticketing transactions from Aug. 2017 to Aug. 2018

Record monthly transactions in August, September and October 2018

• App Downloads

GoTucson Transit downloads

■ July ■ August



133% increase in total app downloads from July 2018 to August 2018

- **Monthly Mobile Ticketing Transactions**



Record-breaking transactions in August 2018, September 2018 and October 2018