



APTA 2019 AdWheel Awards

Transit App Endorsement



For years, VTA riders have asked for a mobile app for real-time transit information. Customer expectations are high, and VTA lacks the resources to design, build and maintain a native app of that caliber.

Rather than reinvent the wheel, VTA chose a bootstrap strategy. We officially endorsed the Transit app in exchange for data sharing and local customizations. Our multi-channel campaign aimed to increase transit ridership by increasing the use of this app, which makes riding VTA easier and more predictable.

This campaign and agreement with Transit is an example of public-private cooperation to deliver a high-quality product with efficient use of public funds.

The results:

- 50% increase in Daily Active Users (on weekdays)**
- 39% increase in Monthly Active Users**



Know when your bus arrives
Try Transit, the app for real-time and trip planning.
Endorsed by VTA.

Valley Transportation Authority

68
South to Gilroy Transit Ctr
Santa Clara / Almaden Avenue

9 min
34 min
51 min

Download on the App Store
GET IT ON Google Play

The advertisement features a background image of a bus stop. A smartphone is shown displaying the Transit app interface with a map and a list of routes. A callout box highlights route 68, showing its current location and arrival times. The VTA logo and the Transit app logo are in the top right corner. Download instructions for the App Store and Google Play are in the bottom right corner.

Bus Car Card

Know when your train arrives
Try Transit, the app for real-time and trip planning.
Endorsed by VTA.

Valley Transportation Authority

South to Santa Teresa
River Oaks Station

6 min
21 min
36 min

Download on the App Store
GET IT ON Google Play

The advertisement features a background image of a light rail train platform. A smartphone is shown displaying the Transit app interface with a map and a list of routes. A callout box highlights the route from South to Santa Teresa, showing its current location and arrival times. The VTA logo and the Transit app logo are in the top right corner. Download instructions for the App Store and Google Play are in the bottom right corner.

Light Rail Car Card

Know when your bus arrives[™]

Try Transit, the app for real-time and trip planning. Endorsed by VTA.



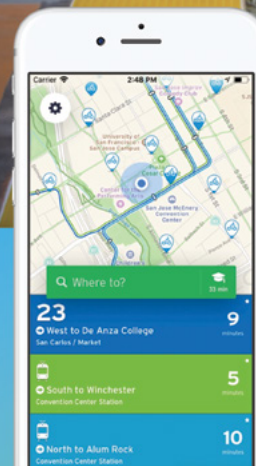
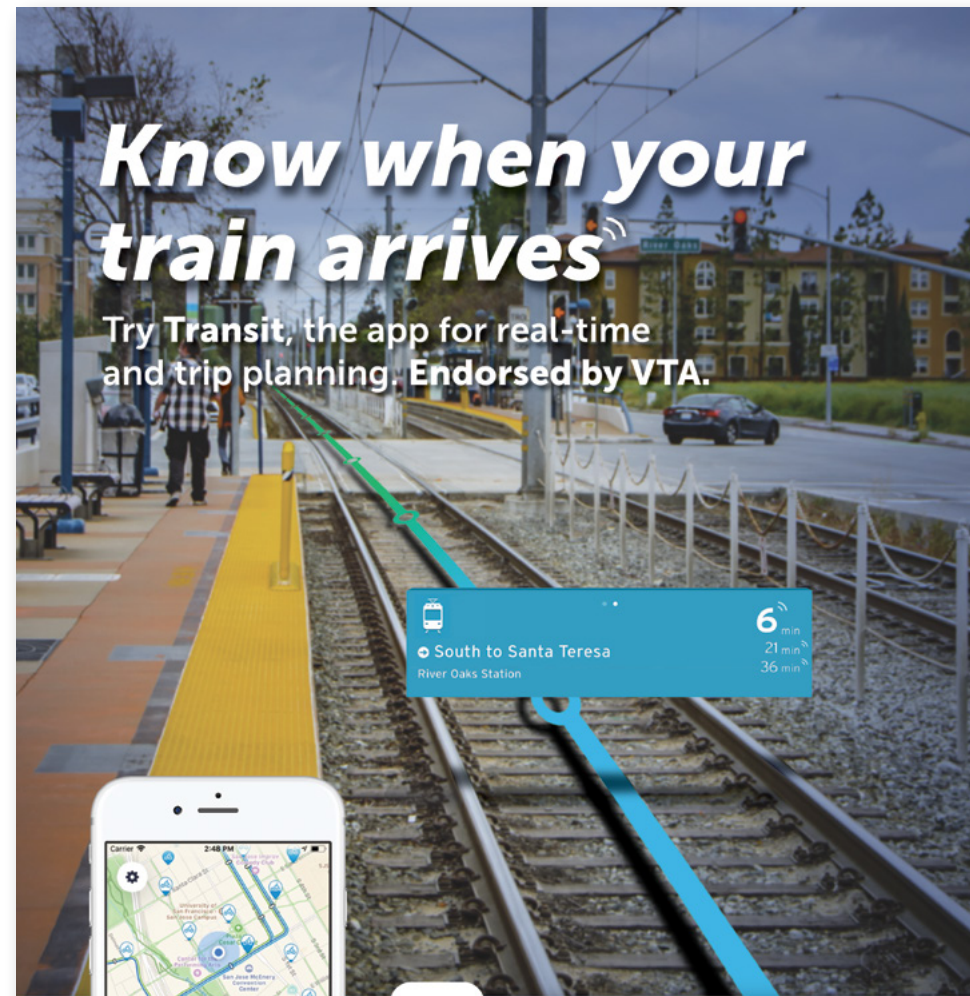
Download on the App Store

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transit[™] Valley Transportation Authority

Know when your train arrives[™]

Try Transit, the app for real-time and trip planning. Endorsed by VTA.



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GET IT ON Google Play

transit[™] Valley Transportation Authority

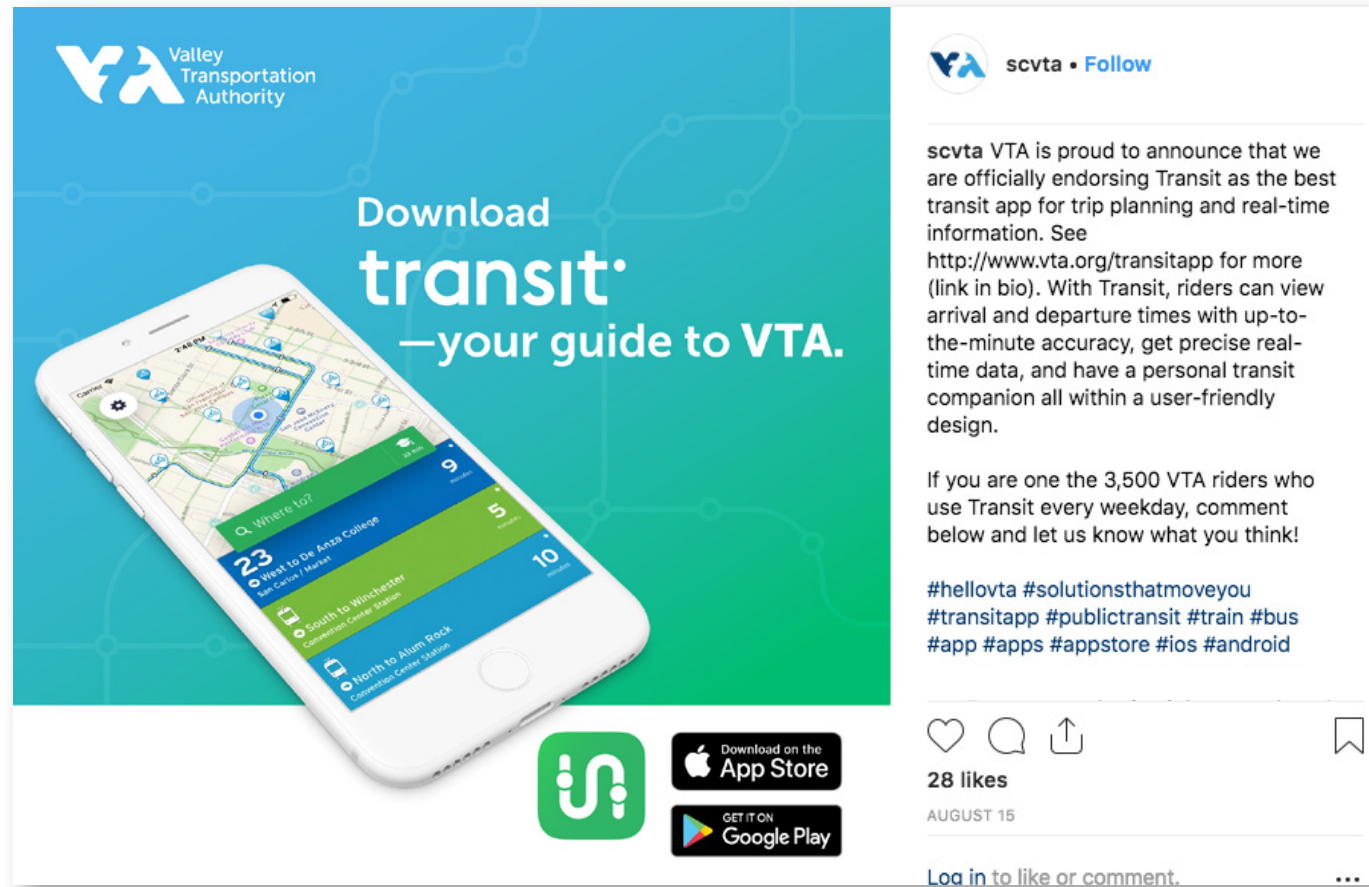
Bus Shelter Poster

Light Rail Station Poster



Bus Exterior

Digital/Social Media



VTA Valley Transportation Authority

Download **transit** —your guide to VTA.

scvta • Follow

scvta VTA is proud to announce that we are officially endorsing Transit as the best transit app for trip planning and real-time information. See <http://www.vta.org/transitapp> for more (link in bio). With Transit, riders can view arrival and departure times with up-to-the-minute accuracy, get precise real-time data, and have a personal transit companion all within a user-friendly design.

If you are one the 3,500 VTA riders who use Transit every weekday, comment below and let us know what you think!

#hellovta #solutionsthatmoveyou #transitapp #publictransit #train #bus #app #apps #appstore #ios #android

28 likes

AUGUST 15

Log in to like or comment.

Download on the App Store

GET IT ON Google Play



Transit + EZfare = VTA made easy!!

Download on the App Store

GET IT ON Google Play

transit

VTA Valley Transportation Authority



transit

Download **Transit:** VTA in real time. VTA's officially endorsed trip planning app.

Download on the App Store

GET IT ON Google Play

Instagram/Facebook Posts

Digital Ads

Download **Transit: VTA in real time.**
VTA's officially endorsed trip planning app.

Valley Transportation Authority transit

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VTA's officially endorsed trip planning app.

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Blog Post

Home>News and Media>Connect with VTA>Transit App Makes Trip Planning with VTA Easier

Transit App Makes Trip Planning with VTA Easier

8/15/2018 4:34 PM | Stacey Hendler Ross



Download **Transit: VTA in real time.**
VTA's officially endorsed trip planning app.

Valley Transportation Authority transit

Download on the App Store GET IT ON Google Play

VTA announces its official endorsement of "Transit" as the best app for VTA real-time information and trip planning, based on our rider's feedback. And it's free!

Our surveying, market research, and riders' social media comments among more than 3500 VTA riders who use Transit already show **Transit is their favorite** transit-focused trip planning app for VTA light rail and bus.

With Transit, you can easily plan your trip with up-to-the-minute accuracy and view arrival times for

nearby VTA routes.

GO, Your Personal Transit Companion

Transit's GO feature is a personal transit companion. This feature can send notifications when it's time to leave so you don't miss your ride, adjust your ETA if you're in traffic or miss a transfer, or alert you when your destination is approaching.

Customize Transit

We know everyone uses VTA differently, so here are some ways you can customize Transit so it works best for you:

- Star the routes you use every day so they always show up on top.
- Save locations for your home, work, gym, favorite coffee shop, etc.
- Hide transit routes you never use through the options menu.
- Modify your trip planner preferences to minimize walking or include bike routes.

Also try **EZfare, VTA's mobile payment app.** The two go hand-in-hand. After you plan your trip, pop over to EZFare to buy your fare right from your smart phone.

Drive less, VTA more. [Download Transit for free to make riding VTA easier.](#)



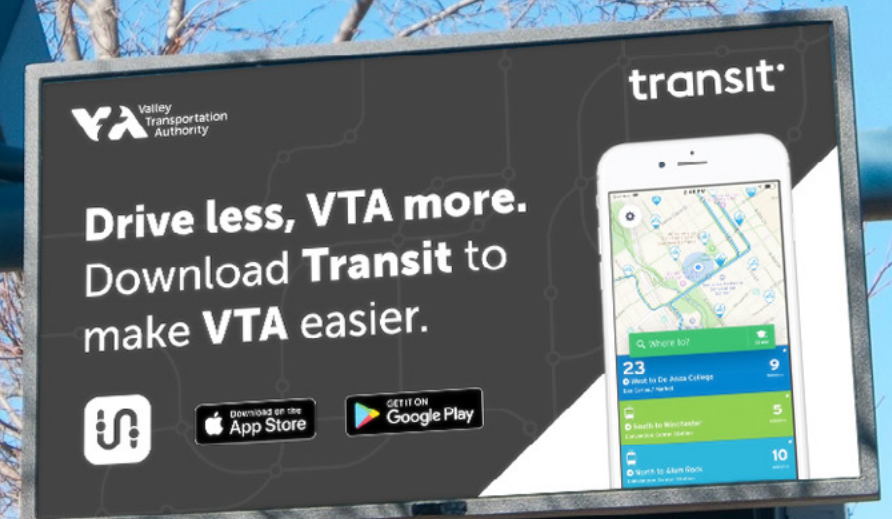
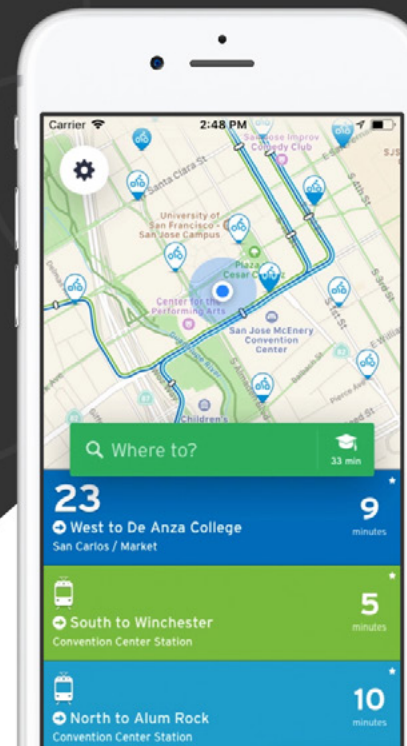
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make **VTA** easier.



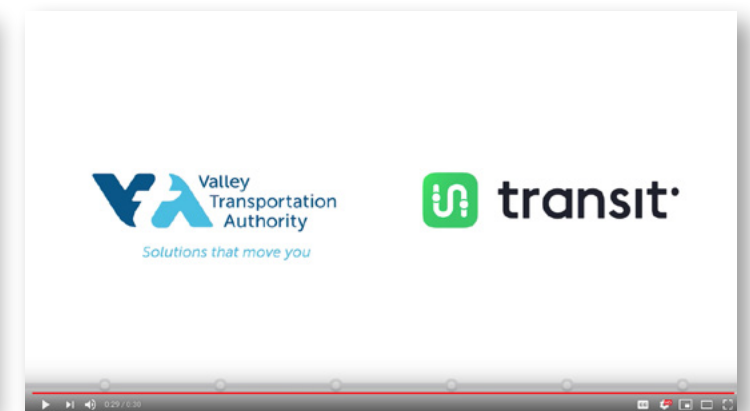
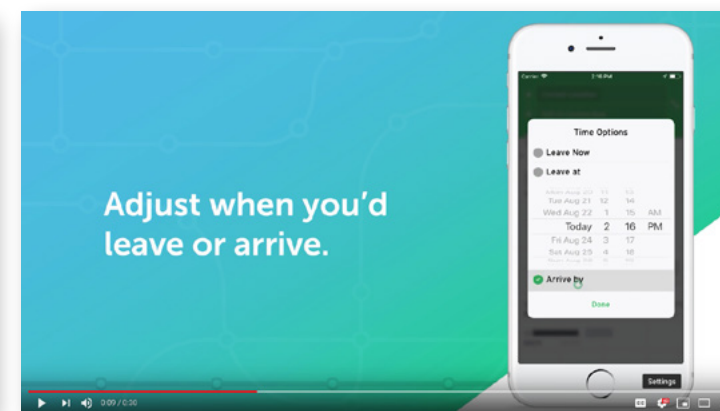
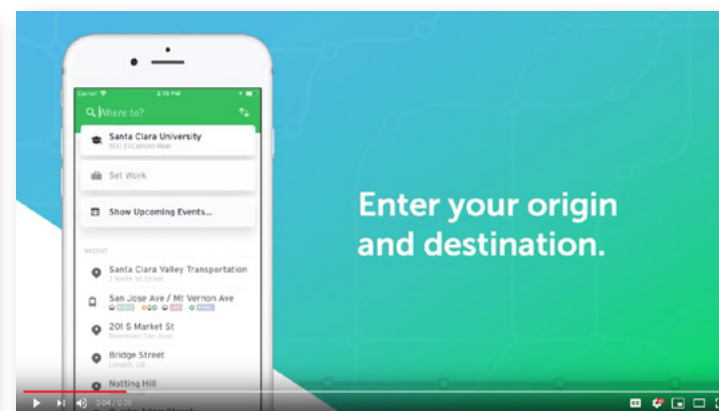
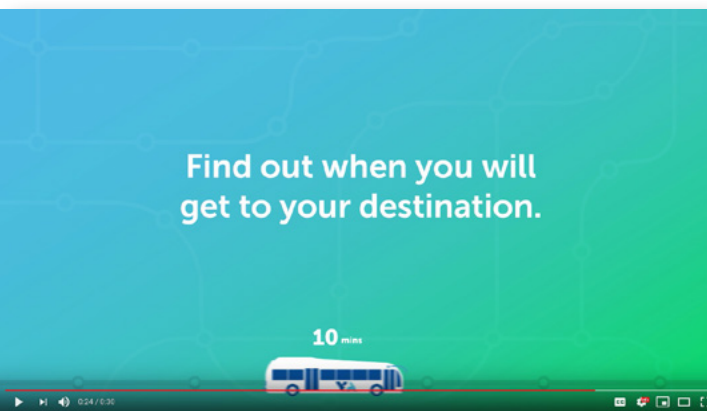
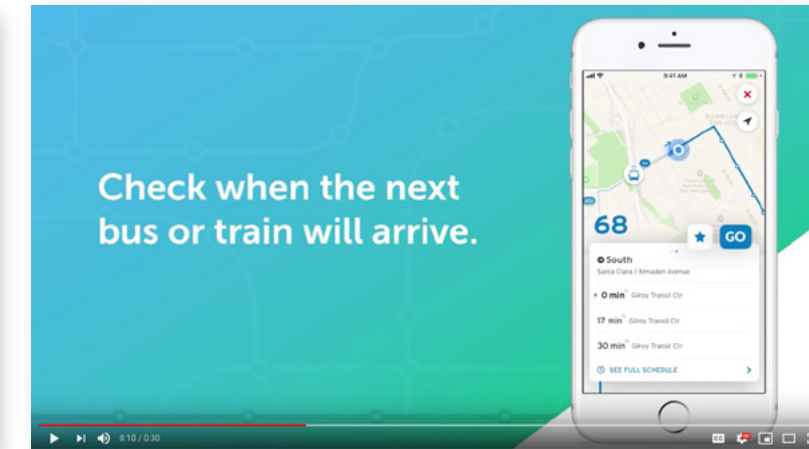
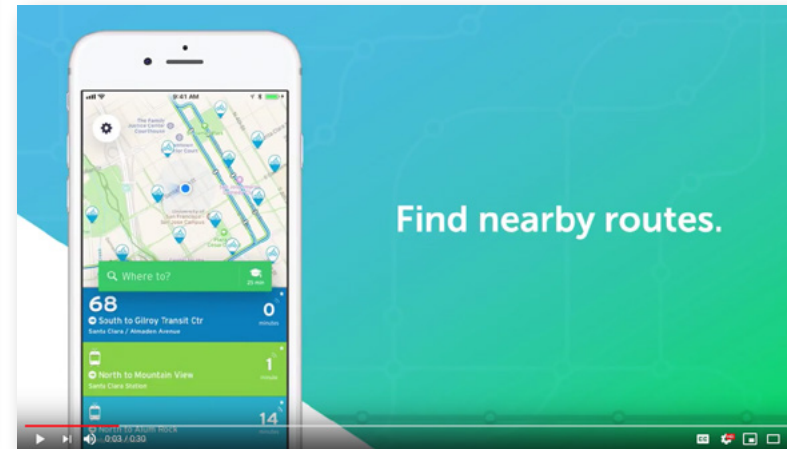
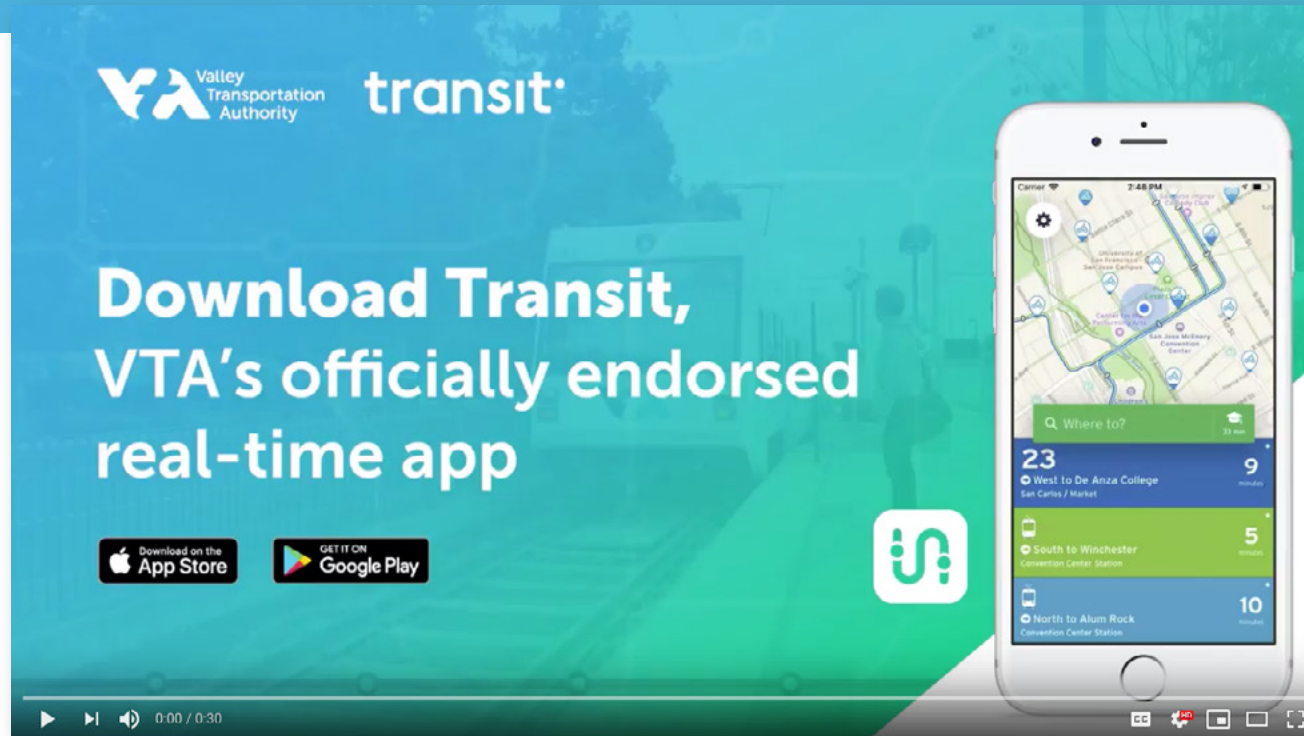
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transit



Platform Information Monitor



Videos



Video 1:
The Transit App - Trip Planner - Endorsed by VTA
<https://youtu.be/oohHVPj2uKQ>



Video 2:
The Transit App - Real-Time Arrivals Nearby - Endorsed by VTA
<https://youtu.be/QGNkAaPAoXo>