



Transpo launched the DTSB Game Day Express in 2017 to increase Saturday ridership and meet the need for additional transportation options between downtown South Bend and the University of Notre Dame for home football games.

Transpo's existing routes that serve campus are detoured due to traffic patterns and limited access to areas of campus on home games. By creating a new express route, Transpo was able to provide direct service between downtown and the Eck Visitor's Center in the heart of campus.

The target audience was residents and visitors to the community. The Game Day Express route included stops at downtown hotels to provide easy access for out-of-towners. Free parking was offered in the downtown parking garages and convention center parking lot to encourage both residents and visitors arriving by car to park and ride for free from downtown.

Like many small agencies, Transpo did not have the financial resources available to expand service. By leveraging existing relationships and developing new partnerships, the service was fully funded by:

- Aloft Hotel (opened fall 2017)
- Century Center Convention Center
- DoubleTree Hotel
- Downtown South Bend, Inc. (public/private partnership promoting growth and prosperity in DTSB)
- Fiddler's Hearth (local, family-friendly Irish pub)
- Visit South Bend (Convention & Visitor's Bureau)
- U93 Radio

Promotional / Advertising

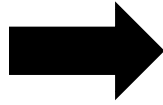
- Visit South Bend provided graphic design services at no charge and the above graphic was utilized for Transpo's existing electronic billboard, interior / exterior bus advertising, flyers and social media
 - Flyers were distributed to all area hotels the Thursday prior to each home game
- Partnership with U93 Radio provided over \$8,000 in on-air advertising promoting the Game Day Express in exchange for five (5) exterior bus advertisements promoting the station
- All partners were provided with content to promote across all social media channels
- Transpo staff was on hand at each Game Day Express stop to greet passengers, answer questions and provide service information

Results

- Increased Saturday ridership by 41% on each of the home game Saturdays
- Increased public awareness

- Developed partnerships with local hotels to promote use of public transit guests
- Exceeded target audience by providing additional transportation option for service workers on campus

The Game Day Express flier was distributed throughout the community.



- Distributed through Transpo's regular outlets
- Visit South Bend provide to all area hotels prior to each game to distribute to guests upon check-in
- Utilized online and through social media with all Game Day Express partners



Game Day Express Bus Stop signs – Transpo staff greeted customers at each stop location.



Game Day Express exterior bus ads promoting the service

