

CHOOSE TRANSIT.

Ridership Campaign



PHASE ONE: CHOOSE TRANSIT.

A challenge to the community.



BILLBOARDS



PHASE ONE: CHOOSE TRANSIT.
BUS SHELTERS



CHOOSE TRANSIT.

Shorter waits. Quicker trips.
New high frequency routes.

sdmts.com



CHANGING THE WAY
SAN DIEGO MOVES

Advertisement

Shorter waits. Quicker trips.

MTS Expands High-Frequency Bus Network

Getting people to their destinations faster and with less waiting time is the goal behind the Metropolitan Transit System (MTS) expanded high-frequency bus network, which launched earlier this year. It's all part of the agency's Transit Optimization Plan (TOP), which will include more than 30 routes with a frequency of 15 minutes or better when the plan is fully implemented. MTS is allocating an additional \$2 million to fund these new services.

"We know that frequency and speed of service are the keys for our current riders and attracting new riders," said Paul Jablonski, MTS chief executive officer. "We are meeting our system's goal to be a convenient and efficient as possible. Hundreds of thousands of people already choose transit every day. We're working hard to make our system an even more attractive choice for people all over the San Diego region."

The public can view all changes online at sdmts.com/TOP. Along with the Jan. 28 changes, MTS will make more changes in June and September of this year. In total, more than 60 routes will be changed to better meet market demands. Key changes to some of the busiest routes in the MTS bus system include:

Route 3 (Hillcrest, Mission Hills, Balboa Park, Cortez Hill, Gaslamp Quarter, Lincoln Park). Weekday frequency increased from 15 to 12 minutes, and Sunday

frequency increased from 60 to 30 minutes. **Route 5** (Downtown, Sherman Heights, Stockton, Mt. Hope, Chollas View, Encinitas). Weekday frequency increased from 15 to 12 minutes.

Route 11 (Skyline Hills, Valencia Park, Southcrest, Logan Heights, Downtown, Hillcrest, University Heights, Normal Heights, SDSU). Split into two routes to improve reliability and on-time performance.

Rapid 235 (Downtown San Diego, Kearny Mesa, Miramar, Rancho Bernardo, Escondido). Weekday midday service increased to a 15-minute frequency.

Route 906/907 (San Ysidro, Chaparral, West). Saturday service and Sunday afternoon service increased to a 15-minute frequency.

Route 950 (Chaparral, Chaparral, Chaparral, Chaparral). Weekday service to Iris Avenue Transit Center increased to 10-minute frequency during morning peak hours and service split extended into late evening.

Route 955 (SDSU, Talmadge, Oak Park, Southcrest, National City). Weekday service



increased from 15 to 12-minute frequency. **Trolley**. The Orange Line terminals will change by May. The west terminal will be at the new Courthouse Station, between Union and State streets on C Street. The east terminal will be at the Armada Avenue Station. These changes will improve on-time performance for the Orange Line. All Trolley routes will have schedule changes to better connect with the high-frequency bus network.

TOP background. TOP is an update of the 2004-2006 Comprehensive Operational Analysis (COA) that

resulted in major changes to the system's bus and Trolley services. In the 10 years since COA implementation, MTS experienced increased ridership, fare revenue and operational efficiencies for nine years straight. However, after record-breaking ridership in FY2015, ridership dipped in FY2016, and again in FY2017, which follows a national trend in declining public transportation use. TOP is designed to reverse that trend by attracting riders.

"Getting people out of cars and into alternative modes of transportation is absolutely critical in order for this region to achieve its Climate Action goals," Jablonski said. "MTS wants to do everything it can to enhance its service to make it as easy as possible for people to use transit. TOP is just one of the many ways we are working to make transit a viable option for many more people."



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TROLLEY CHANGES Coming Soon

Better Connections to Expanded High-Frequency Bus Network

'By May, MTS will open the brand new Courthouse Station in downtown San Diego that will be served exclusively by the Orange Line. The entire terminus for the Orange Line will also move to the Armada Avenue Station.

These changes will enhance the on-time performance of the Orange Line and allow for Trolley schedule changes on all lines to better connect to the expanded high-frequency bus network, which launched earlier this year.

Getting people to their destinations faster and with less waiting time is the goal behind the Metropolitan Transit System's Transit Optimization Plan (TOP), which will include more than 30 routes with a frequency of 15 minutes or better when the plan is fully implemented in September. MTS is allocating an additional \$2 million to fund these new services.

"We know that frequency and speed of service are the keys for our current riders and attracting new riders," said Paul Jablonski, MTS chief executive officer. "We are meeting our system's goal to be a convenient and efficient as possible. Hundreds of thousands of people already choose transit every day. We're working hard to make our system an even more attractive choice for people all over the San Diego region."

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CHANGING THE WAY SAN DIEGO MOVES

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PHASE ONE: CHOOSE TRANSIT. DIGITAL ADS



PHASE ONE: CHOOSE TRANSIT.
BENCH ADS



PHASE ONE: CHOOSE TRANSIT. PARTNER TOOLKIT



CHOOSE TRANSIT.

PARTNER TOOLKIT

FREE RIDE DAY

Tue, Oct 2

Contact:

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(619) 573-0768 (cell)
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Digital Ads

MTS CHOOSE TRANSIT.

Free Ride Day ads feature buses or Trolleys. English and Spanish versions are available. Standard digital ad sizes available for download include: 320x50, 300x250, 320x480, 728x90, 160x600, 300x600, 970x90, 1200x628, 768x1024.



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Facebook Cover Images

MTS CHOOSE TRANSIT.



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MTS Photos

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A variety of MTS photos for promotional use. City specific photos are available on request.



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PHASE TWO: I CHOOSE TRANSIT.

A personal appeal.





I CHOOSE TRANSIT.
My commute. My time.

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I CHOOSE TRANSIT.
How I get there defines me.

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BILLBOARDS



PHASE TWO: I CHOOSE TRANSIT.
BUS SHELTERS



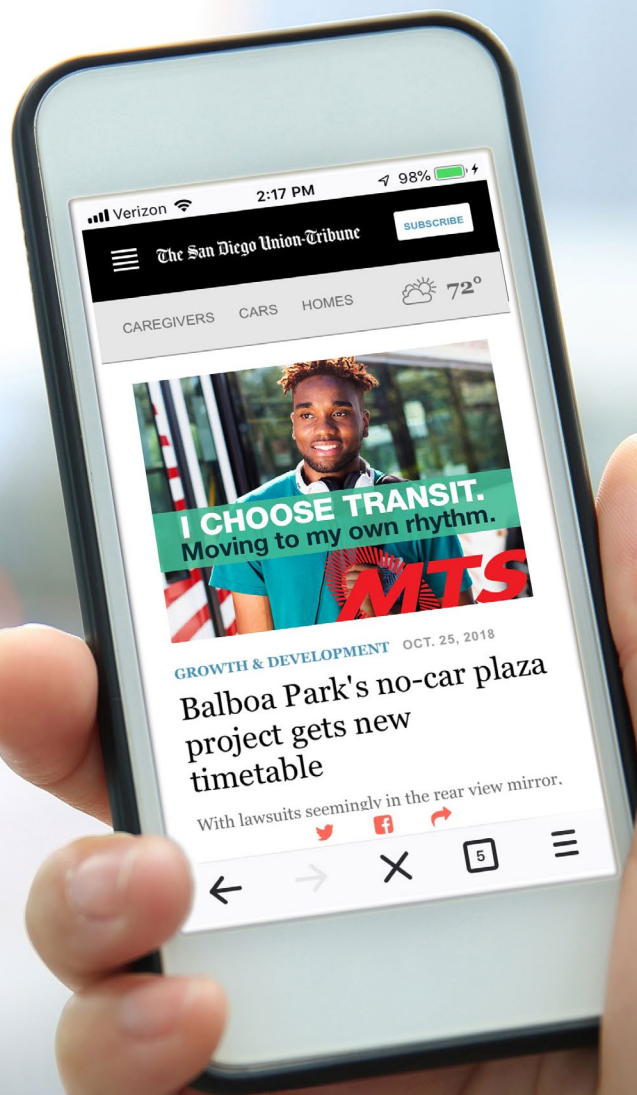
PHASE TWO: I CHOOSE TRANSIT.
BENCH ADS






I Choose Transit - TV Ads - English and Spanish







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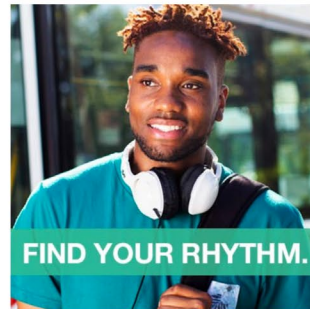
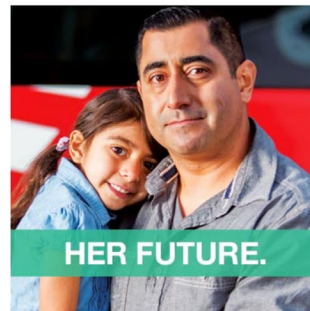
PLAN A TRIP

COMPASS CLOUD MOBILE

TICKETING

MAPS & ROUTES

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I CHOOSE TRANSIT.

MY COMMUTE. MY TIME.



Choose Transit - Your Time

Watch laterShare

Taking transit gives you more time for you. Read, text, stare out of the window - let your mind wander while you make your way between work and home. It gives you the freedom to change your plans last minute and meet a friend for a coffee, or to stop at the store without looking for parking.

FIND YOUR ROUTE

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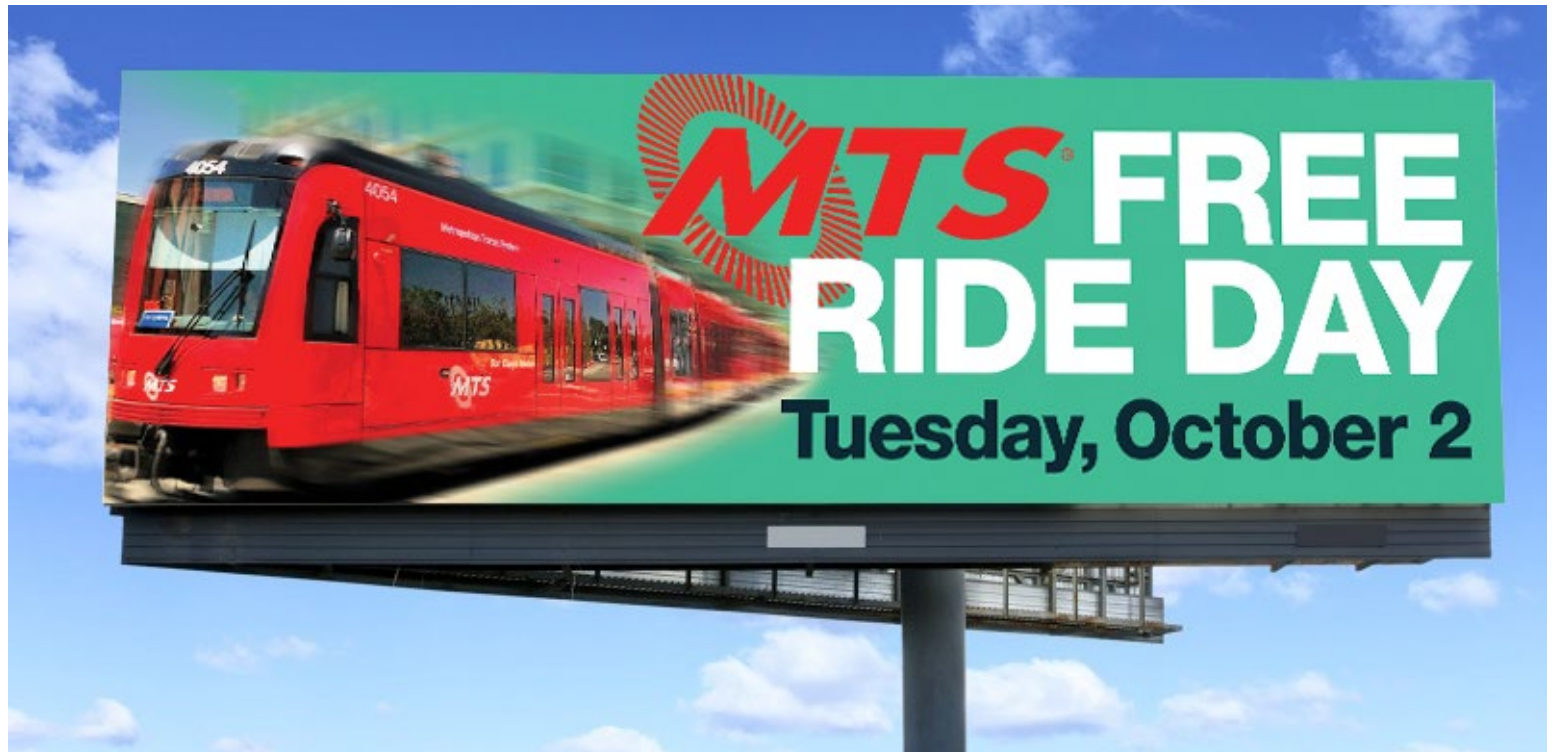
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CHOOSE TRANSIT.

**FREE
RIDE
DAY**

October 2, 2018







**NORTH COUNTY
TRANSIT DISTRICT**




FREE RIDE DAY

Tuesday, October 2

**All Buses, Trolleys,
SPRINTER and
COASTER are
totally free!**





**sdmts.com
GoNCTD.com**




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FREE
RIDE DAY
Tuesday, October 2

On October 2nd we're opening up our whole system to show how MTS can change the way San Diego moves.


That's right - on October 2 all fixed route MTS buses and all three Trolley lines will be TOTALLY FREE* to ride. Take the pledge below or RSVP on the Facebook event today to show that you plan to Choose Transit on October 2!

*Access Services not included


Why do you Choose Transit?




Take Back Your Commute Time



Protect the Environment



Shape Our Cities



Connect with Your Community

Free Ride Day Giveaways

Frequently Asked Questions

Park and Ride Information

Free Ride Day Pledge

StartComplete

Email Address *

Home Zip Code

Work/Destination Zip Code

How often do you ride MTS? *

☐ Never - This will be my first time ☐ Rarely - Fewer than 5 times per year ☐ Sometimes - Once or twice per month ☐ Frequently - 3 or more times per week


Would you like a reminder email?

☒ I would like a reminder email and to be added to the MTS Rider Insider email program to receive updates about Free Ride Day, promotional giveaways and other MTS news (sent approximately twice a month).

☐ I do not want any emails from MTS

Submit

Printer-friendly version



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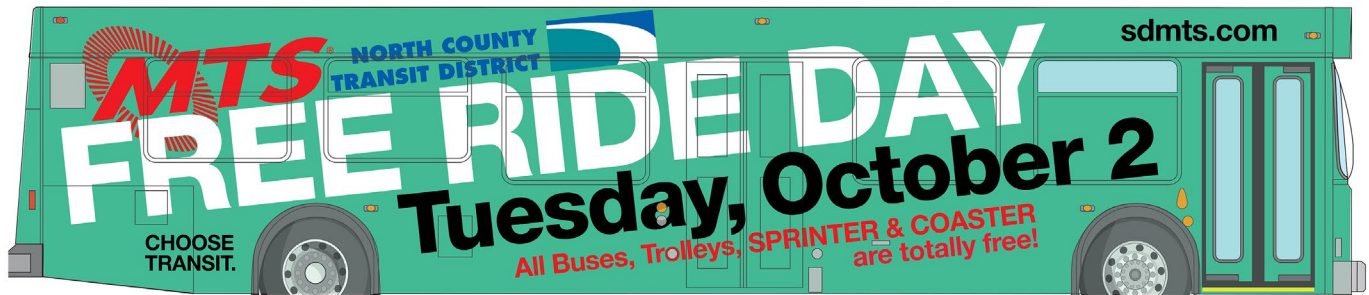
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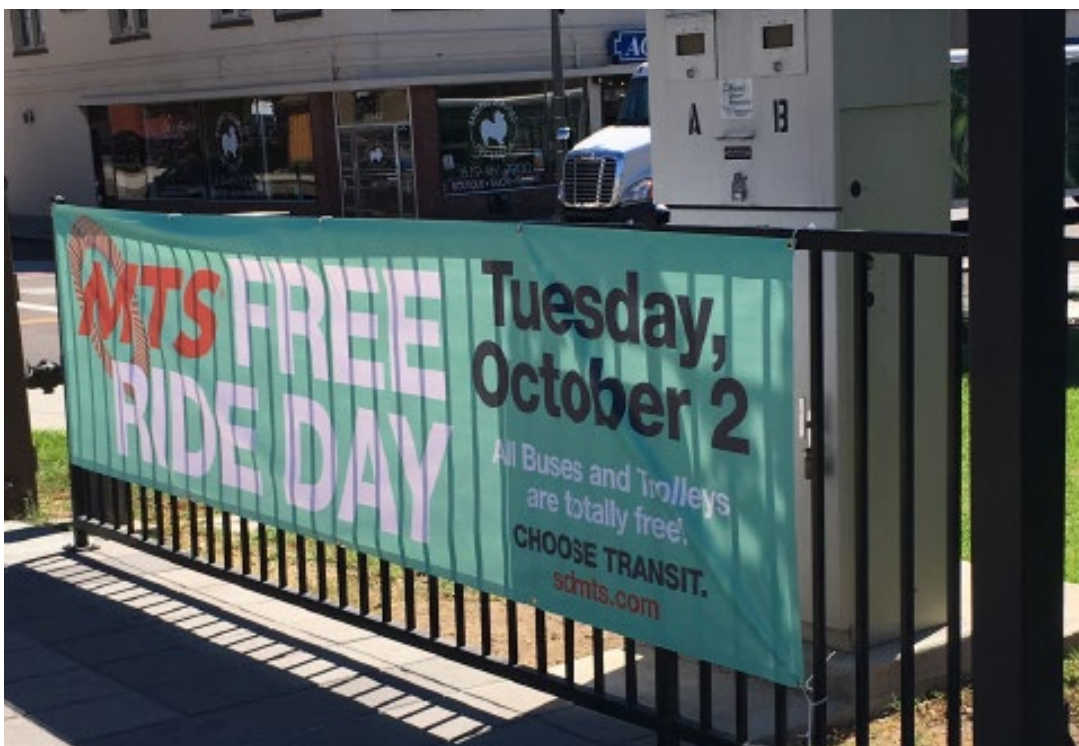
STREET BANNERS



CHOOSE TRANSIT. FREE RIDE DAY VEHICLE WRAPS

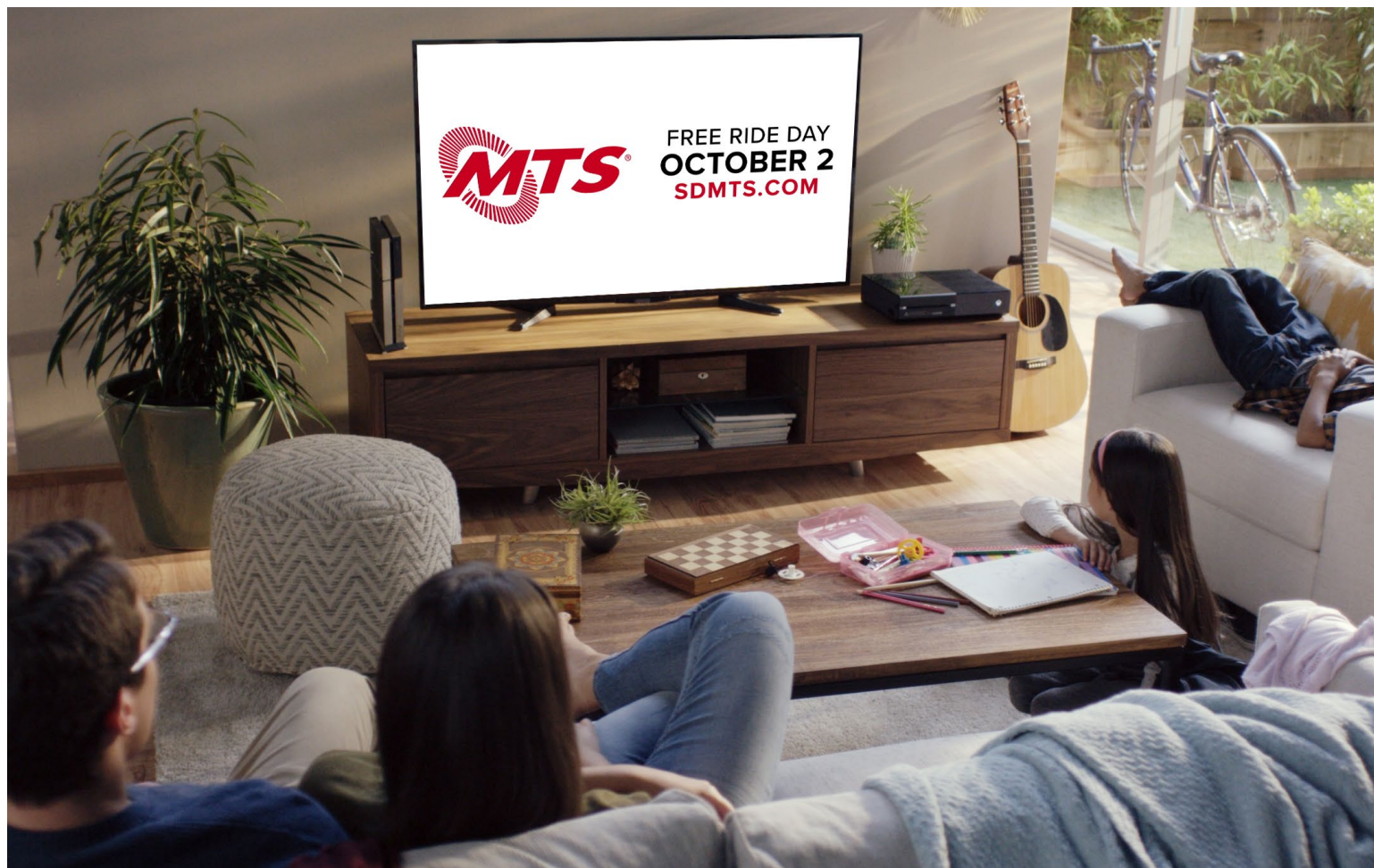


CHOOSE TRANSIT. FREE RIDE DAY
STATION BANNERS



CHOOSE TRANSIT. FREE RIDE DAY COMMUNITY PROCLAMATIONS





Free Ride Day - TV Ads - English and Spanish



CHOOSE TRANSIT. FREE RIDE DAY PARTNER TOOLKIT



CHOOSE TRANSIT.

FREE RIDE DAY

PARTNER TOOLKIT

Tue, Oct 2

Contact:
Mark Olson, Manager of Public Relations
1255 Imperial Avenue, Suite 1000
San Diego, CA 92101-7490
(619) 557-4588
(619) 573-0768 (cell)
mark.olson@sdmts.com



Posters & Flyers

MTS CHOOSE TRANSIT.



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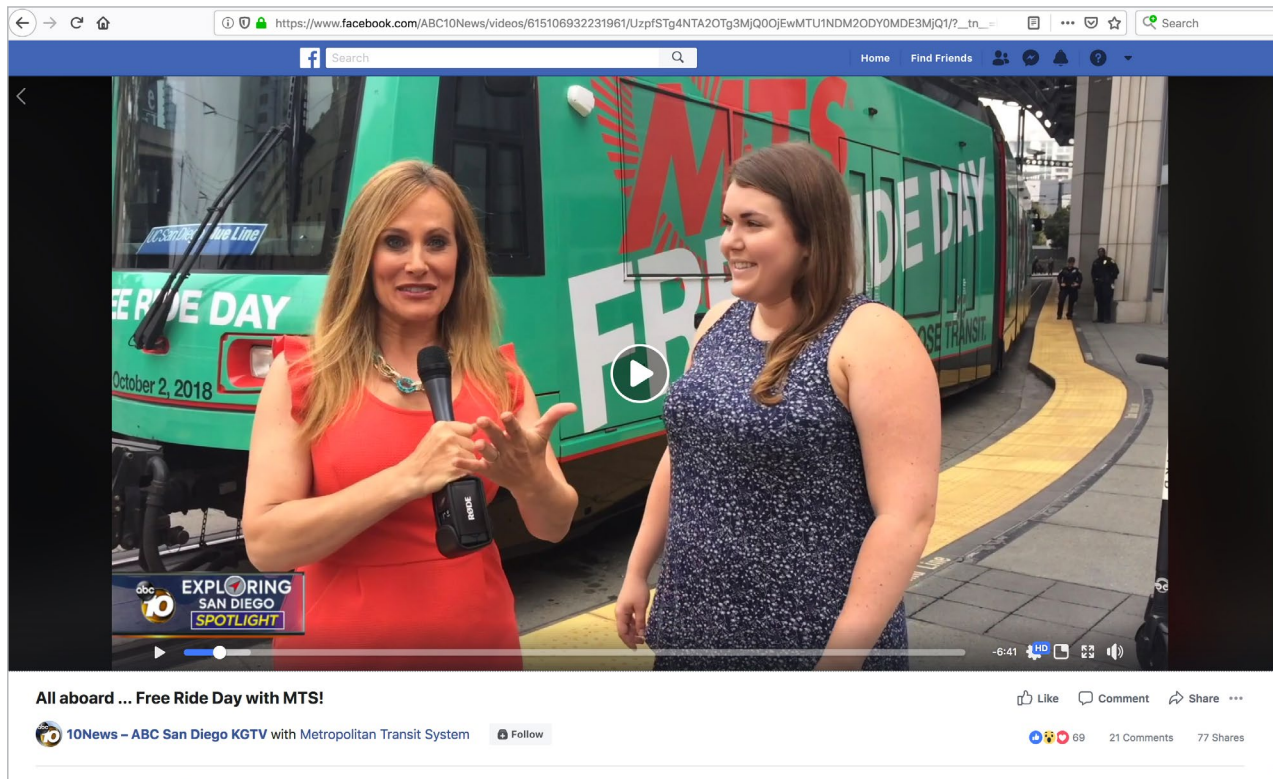
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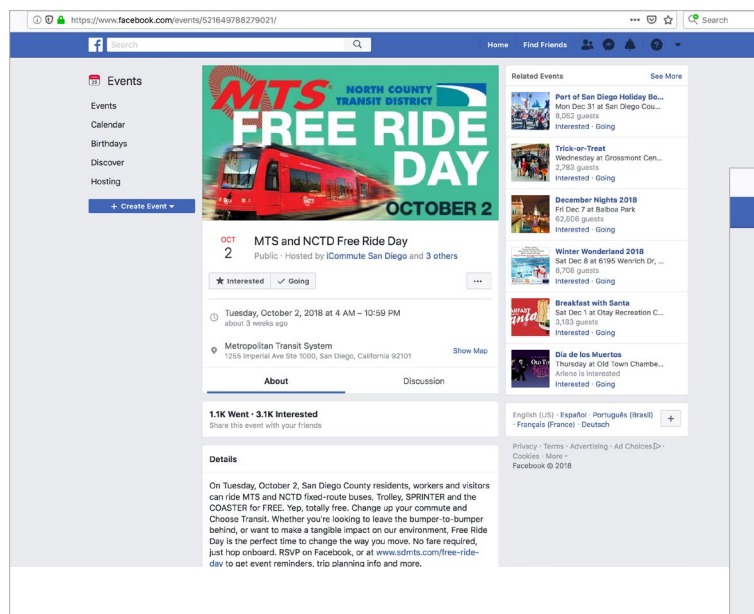
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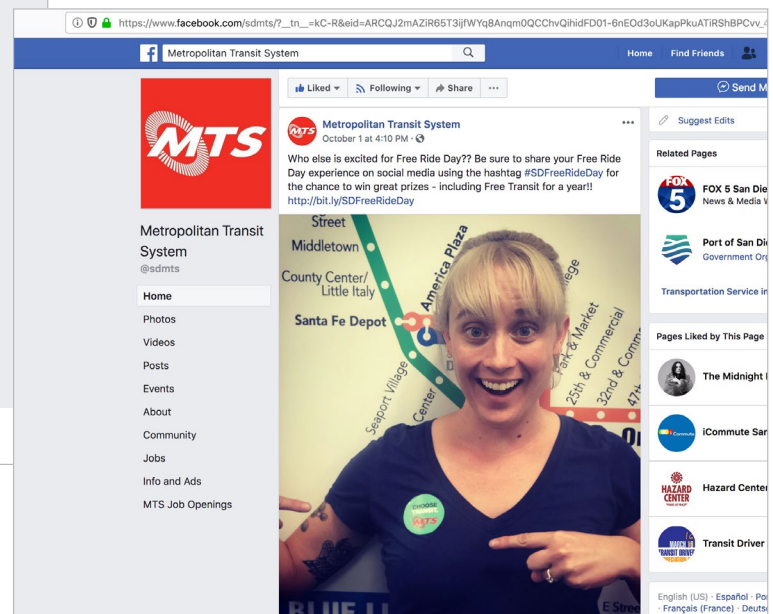
Facebook Live with Local News



Facebook Event



Facebook Posts



Instagram



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sdmts 5 Days til Free Ride Day! Tip: You can use one of our Park & Ride lots or a ridesharing service to maximize your commute. We've partnered with @lyft, @uber_sd & @bird to give you Free Ride Day discounts to and from transit stops. Use code RIDESHARESD18 for Uber and Lyft, or SDMTS for \$5 off Bird. #SDFreeRideDay #choosetransit #sdmts #mtsmovesme #multimodal

b_martiz @nykendrahebert @_rinirt_ @luststigma



121 likes

SEPTEMBER 27

Log in to like or comment.

Twitter



San Diego MTS
@sdmts

The first ever #SDFreeRideDay was a great success. We loved welcoming nearly 47,000 additional riders to our system! So to all our riders, new and returning, thanks for choosing transit. We look forward to seeing on board again, soon. 🚗🚶❤️



5:01 PM - 4 Oct 2018

25 Retweets 73 Likes



3 25 73



Free Ride Day is October 2

We're one week away from Free Ride Day! Next Tuesday, October 2, you can ride any fixed-route MTS bus or Trolley, or the NCTD BREEZE, SPRINTER and COASTER for free. Yep, totally free. So mark your calendar and get ready to hop onboard.

Plus, when you participate in Free Ride Day, **you could be the lucky person to win free transit for a year**. MTS is giving away great prizes to a dozen lucky riders who choose transit on October 2.

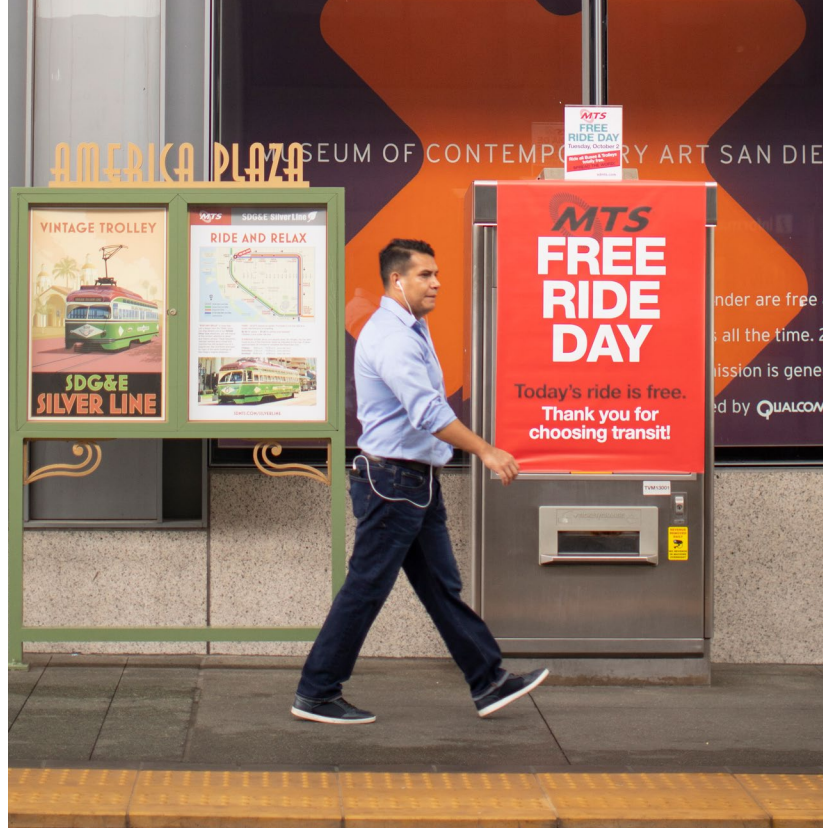
View the list of prizes and
learn how to enter next week.



[Join the Free Ride Day Facebook page](#) to get even more event updates, and stay tuned for another email Thursday with helpful tips for riding on Free Ride Day – including an exclusive discount for Lyft and Uber codes on trips to and from transit centers!



Keychains and Stickers



All ticket machines and validators dressed to impress.

