



Spring Break Partnership

Category: 1. Best Marketing & Communications to Increase Ridership or Sales
Sub-Category: Partnership

Pinellas Suncoast Transit Authority (PSTA)
St. Petersburg, Florida

Target Audience

- Residents and visitors in the Clearwater Beach area during the Spring Break Season

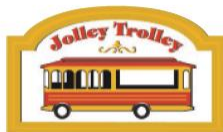


Situation/Challenge

- The City of Clearwater and Clearwater Beach face a massive influx of traffic during the annual Spring Break season
- In the attempt to offset some of the congestion, PSTA, Jolley Trolley, the City of Clearwater, the Clearwater Beach Chamber of Commerce, and the Clearwater Regional Chamber of Commerce partnered to provide and promote public transit services in and around the downtown Clearwater area

Objective/Strategy

- Park Free, Ride Free
- Beachgoers parked for FREE at Clearwater City Hall or Harborview Center Lower lot
- Riders boarded the trolley FREE and got a free day pass
- Service ran with a combination of Jolley Trolley and PSTA's Suncoast Beach Trolley vehicles
- Trolleys ran approximately every 15 minutes
- Promotion ran February 19 through April 29, 2018



Wayfinding

- Signs, signs, signs
 - Yard signs and “sandwich board” signs were deployed all around the downtown area directing drivers to the free parking lots



Extra Staffing

- We used temporary staff to wave signs on the busiest corners and hand out info flyers at local events



Print Materials

- Rack Cards & Flyers were distributed via businesses and partners throughout Clearwater and Clearwater Beach

PARK FREE, RIDE FREE
February 19 through April 29, 2018

2018 Spring BREAK

Trolley Park & Ride service every 15 minutes from 9:00 a.m. to 10:00 p.m. Sunday through Thursday, and until midnight on Friday and Saturday at **Clearwater City Hall and Harborview Center.**

All riders boarding at these locations will receive a **FREE DAY PASS** for all day travel on the entire PSTA bus and trolley system.

Return service to the downtown parking lots boards at the **Clearwater Beach Marina.**

Download our endorsed App: [PSTA.net/TransitApp](https://www.psta.net/TransitApp)

FREE Trolley Park & Ride Service
February 19 through April 29, 2018

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Board Trolleys here to return to the mainland

For more information visit [PSTA.net/springbreak](https://www.psta.net/springbreak) or call the PSTA InfoLine at (727) 540-1900

Other Ways to Get Around

Clearwater Ferry
Departing from the Harborview Center, ferries are \$4 each way and run every 30 minutes from 7:30 a.m. to midnight. (727) 755-0297 • www.clearwaterferry.com

Uber
\$6.75 approximate fare to/from the mainland (subject to surge pricing) www.uber.com

Florida Free Rides
Free rides "on the island," \$10 to/from the mainland from 9:00 a.m. to 3:00 a.m. (727) 424-5458 • www.floridafreerides.com

United Taxi
\$6.75 approximate fare to/from the mainland (727) 777-7777 • www.gounitedtaxi.com

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For Trolley Schedules visit [PSTA.net/springbreak](https://www.psta.net/springbreak) or call (727) 540-1900

Mobile Billboard

- Ad ran at several large-crowd events during the promotion period



Social Media - General

Pinellas Suncoast Transit Authority
Published by Alissa Kostyk [?] · April 20 · 🌐

We know the beach will be hopping this weekend with the Pier 60 Sugar Sand Festival, so we're adding extra trolleys to handle the anticipated increase in ridership. We'll have staffers out at the Park & Ride bus stops to help share info with riders. #SpringBreak2018 #ModernTransit

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PSTA @RidePSTA · Apr 16

Don't forget to take advantage of the #FREE Park & Ride from downtown @MyClearwater to avoid traffic + parking hassles on the beach when headed to the @TBLightning watch party tonight @Pier60SugarSand ! #SpringBreak2018 #GoBolts 🏆 #ModernTransit More info: PSTA.net/springbreak

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TPABayBeachesChamber, Clearwater Reg.Chmbr, Jolley Trolley and Pinellas County

PSTA @RidePSTA · Feb 20

PSTA CEO @BradMillerPSTA discusses the partnership between PSTA & @MyClearwater to help prepare for #SpringBreak. #ModernTransit

Social Media – Gift Card Contest

- Partnered with local beach restaurants to cross-promote



Press Event with the Mayor of Clearwater

PLEASE JOIN US FOR OUR

2018 Spring BREAK

PARK & RIDE OPENING

Tuesday, February 20th at 11:00 a.m.
Harborview Center Park & Ride Lot
West End of Cleveland St., Clearwater

Light refreshments will be served | For more info, visit psta.net/springbreak



Public Event

- PSTA co-hosted a Food Truck event with the City of Clearwater to celebrate the start of Spring Break

TAKE A Spring Break WITH PSTA

Friday, March 30, 2018 4:00 p.m. - 7:00 p.m.

300 Cleveland St. Clearwater, FL 33755

FOOD TRUCKS • GIVEAWAYS • ACTIVITIES

Come and enjoy the fun!

MAR 30 Take a Spring Break With PSTA
Public - Hosted by Pinellas Suncoast Transit Authority and City of Clearwater Government

✓ Going ▾

🕒 Friday, March 30, 2018 at 4 PM – 7 PM
about 7 months ago

📍 Harborview Center
300 Cleveland St., Clearwater, Florida 33755 [Show Map](#)



Results

- More than 26,000 rides were given to people who parked at the free Park & Ride lots
- Social Media efforts were significant
 - Overall (Facebook + Twitter)
 - 40 posts
 - 5808 engagements
 - 140,301 reach
 - Gift Card Promo
 - 6 boosted posts
 - 3048 likes
 - 1047 shares
 - 220 comments
 - 94,336 reach



Results – Full Trolleys & Busy Stops



Why this partnership should win

- Five separate entities working together for a singular goal, with a successful outcome, is an outstanding example of an effective partnership
 - PSTA had overall responsibility for the program and ran some of the trolleys
 - Jolley Trolley ran the balance of the trolleys
 - City of Clearwater helped fund the service, promoted it, and assisted with sign placement easements
 - The two chambers helped promote the service