



JACKSONVILLE
TRANSPORTATION
AUTHORITY

Why I Ride

Increase Ridership
Print Media

Category 1

1. Who was the target audience for this entry?

The Jacksonville Transportation Authority (JTA) created the "Why I Ride" campaign to reach people who don't typically ride the JTA system or who have never ridden it at all. The campaign promoted businesses and attractions along JTA routes to show potential customers that they can reach desired destinations on public transit.

2. What was the situation/challenge that necessitated creating this entry?

The situation or challenge that necessitated creating the campaign was the poor reception initially received from businesses and others in the community who had negative perceptions about people who use public transit.

3. What was the strategy/objective of this entry?

The strategy behind the "Why I Ride" campaign was to identify and feature the faces of Jacksonville's choice riders – people who are not dependent on public transit - in an effort to eradicate old perceptions. The campaign showcased to the community that there are people just like them who live in great neighborhoods, who own one or more vehicles and prefer to ride the JTA system to and from work because it is affordable, accessible, convenient and safe.

4. What results/impact did this entry have?

The results of the "Why I Ride" campaign were very favorable. On a daily basis, some of the choice riders featured in the print ads would call the JTA's Customer Service Department to tell us they had become instant celebrities at local businesses and in their communities. By being prominently featured on billboards, in print ads, bus monitors and on bus shelter advertisements, their faces were instantly recognizable and positively associated with the JTA. The campaign accomplished the JTA's goal of promoting the fact that people from diverse backgrounds, cultures and income levels enjoy riding the system. Exhibiting positive images of who rides public transit also changed perceptions in the business community for the better.

5. Why should this entry win an APTA AdWheel?

The JTA's "Why I Ride," campaign should win an APTA AdWheel Award because it took an inventive approach to an issue transportation authorities throughout the U.S. are facing. As people commute further distances to work and America's roads and highways become more congested, enticing the public to ditch the one-car, one-driver mentality is crucial. The campaign illustrated that people from all walks of life ride the JTA's fixed route buses, the iconic Skyway, the St. Johns River Ferry and the First Coast Flyer bus rapid transit system. The JTA saw an increase in ridership during and after the campaign was implemented.



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Billboard Ad



Shelter Poster



Money Pages Magazine