

Message	Type	Channel	Date
<b>Week One</b>			
The Regional Ride Pass is here! Travel between RTA and JeT with one pass. The pass can be purchased on all RTA & JeT vehicles, or on the New GoMobile. For more info, visit (link).	Promotional	Facebook/Twitter	9/7/2018
Go between RTA & JeT? No problem! The Regional Ride Pass allows riders unlimited travel on RTA & JeT vehicles for 24 hours. Visit (link) for more info!	Informative	Facebook/Twitter	9/12/2018
<b>Week Two</b>			
Did you know you can get your Regional Ride Day Pass on the NEW GoMobile? Download the app today and get your regional pass (or any other pass!). Visit (link) for more info!	Promotional	Facebook/Twitter	9/18/2018
Regional Ride Day Passes are now available! Ask your bus or streetcar operator about them today!	Informative	Instagram	9/19/2018
You can use almost any RTA bus to transfer to a JeT bus. For a list of which RTA routes transfer to which JeT routes, visit (link) today!	Informative	Facebook/Twitter	9/21/2018
<b>Week Three</b>			
Live in Gretna, but work in New Orleans? No problem! The Regional Ride Day Pass allows for easy transfers between RTA and JeT vehicles no matter which bank you're on!	Informative	Facebook	9/25/2018
Easier transfers between RTA and JeT, anytime! Get your Regional Ride Day Pass today on all RTA & JeT vehicles, or on the NEW GoMobile app. Visit (link) for more info	Promotional	Twitter	9/27/2018
<b>Week Four</b>			
Dark			10/1/18 - 10/14/18
<b>Week Five</b>			
Customer Testimonial if we are able	Informative	Facebook/Twitter	10/9/2018
Riders are saying it's never been easier to transfer between RTA and JeT! Purchase your pass today from your operator or the RTA GoMobile app!	Promotional	Facebook	10/12/2018

<b>Week Six</b>			
Dark			
<b>Week Seven</b>			
Need info on the Regional Ride Day Pass? Visit (link) or call Rideline at 504-248-3900 to find out where to get the pass and how to use it!	Informative	Facebook/Twitter	10/22/2018
Headed to Voodoo Fest this weekend and live on the Westbank? No problem! Get a Regional Ride Day Pass which can be used on both RTA & JeT vehicles. Check out (link) for more info or contact Rideline at 504-248-3900.	Promotional	Facebook/Twitter	10/25/2018