



## 2019 APTA AdWheel Awards

### Best Marketing & Communications to Increase Ridership or Sales – Shoestring Tactic

Transpo launched a new Summer Travel Program in 2018 to provide free, unlimited travel for all K-12 students for the months of June, July and August.

The goal of the program was to introduce students, at an early age, to public transportation and the vital connections it provides to employment, educational, recreational and entertainment opportunities.

Transpo previously offered a discounted Summer Travel Pass for \$30, but wanted to expand the reach and increase access for all K-12 students.

By offering the new program for free, Transpo had a very limited budget to promote the program yet needed a wide reach to ensure success.

### Roving Press Conference

To announce the launch of the new Summer Travel Program, Transpo hosted a “roving” press conference on May 15, 2018.

Local media and community partners were invited to board a bus at University Park Mall. Over the course of 75 minutes, all local media outlets were a captive audience and learned about the new program that would provide free travel for all K-12 students.

Community Partners included:

- Superintendent from South Bend Community School Corporation
- Principal from School City of Mishawaka
- Director from South Bend Venues, Parks & Arts
- Assistant Director from Mishawaka Parks
- Marketing Director from Salvation Army Kroc Center

Each community partner was provided the opportunity to speak about the value of free transportation for K-12 students.



The roving press conference made stops at Central Park in Mishawaka, Potawatomi Zoo in South Bend, John Adams High School and the Salvation Army Kroc Center. At each location, media was provided the opportunity to film and interview community partners. Interviews took place on and off the bus throughout the 75-minute tour.

Upon completion of the tour, media was returned to the starting point. The response from the media was overwhelming as this was the first time for such an interactive and engaging press conference.

The Summer Travel Program “buzz” was immediate, but more was needed to keep the momentum going all summer.

*See Roving Press Conference Earned Media Report*

### Summer Travel Program – Promotional Video

Transpo partnered with a local marketing firm to create a Summer Travel Program Promotional Video showcasing local talent and demonstrating the convenience and ease of traveling for free by showing your student ID card.

The video was an immediate hit.

**Transpo - South Bend Public Transportation Corporation**

Published by Courtney King [?] · June 18 · 🌐

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"Your bus driver's cool. His name is Paul. He'll take you where you wanna go, even to the mall." 🎧👏

Free rides with TRANSPO all summer with your student ID.

01:03

WWW.SBTRANSPO.COM

**Free rides with TRANSPO all summer with your student ID.** [Learn More](#)

**Performance for Your Post**

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**63,023** People Reached

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**46,399** Video Views

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**1,865** Reactions, Comments & Shares 📊

<b>904</b> 👍 Like	<b>204</b> On Post	<b>700</b> On Shares
<b>268</b> ❤️ Love	<b>36</b> On Post	<b>232</b> On Shares
<b>61</b> 😂 Haha	<b>24</b> On Post	<b>37</b> On Shares
<b>19</b> 😮 Wow	<b>2</b> On Post	<b>17</b> On Shares
<b>4</b> 😞 Sad	<b>0</b> On Post	<b>4</b> On Shares
<b>302</b> Comments	<b>58</b> On Post	<b>244</b> On Shares
<b>314</b> Shares	<b>303</b> On Post	<b>11</b> On Shares

**5,506** Post Clicks

<b>1,340</b> Clicks to Play 📊	<b>227</b> Link Clicks 📊	<b>3,939</b> Other Clicks 📊
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**63,023** People Reached      **7,371** Engagements

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Boosted on Jun 19

Audience: TRANSPO Summer Program

By Courtney King · Completed

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👍❤️😂 246

**Boost Again**

40 Comments 303 Shares

The local NBC affiliate also did a story on the success of the video.

Viral Video Success: <https://www.wndu.com/content/news/Viral-video-equals-success-for-Transpo-Free-Summer--487499281.html?fbclid=IwAR2jfPjOxqz4dL0nu3PL6b-tOicW0YroqSMpyKGqxnFxyTYsZqScPlmfP4>

## **Results**

- Exceeded expectations!
- K-12 Summer Ridership increased 360% over 2017
  - Goal was 12,000 rides – new record of 27,751 K-12 summer rides
- Increased public awareness and improved public perception
- Anticipate K-12 student ridership will increase during the 2018-2019 school year