

BEST MARKETING AND COMMUNICATIONS  
TO SUPPORT RIDERSHIP OR SALES

# SHOESTRING TACTIC

SERVICE CHANGE COMMUNICATIONS



SERVICE CHANGE COMMUNICATIONS:  
POSTERS, SOCIAL POSTS AND BANNERS.

## SITUATION OVERVIEW

Each year LYNX has three service changes in April, August and December. Our 2021 December service change was our largest service update in more than a decade. With our ridership numbers at 60 percent of our pre-COVID-19 numbers, the new updates were done in an effort for us to improve our ridership and the customer's overall experience, particularly in high traffic areas.

DECEMBER 12, 2021

# SERVICE PROPOSAL\*

\* SUBJECT TO CHANGE



The next service change is December 12. To see the proposal including public hearings and workshops please visit [golynx.com/servicechange](http://golynx.com/servicechange)

DECEMBER 12, 2021

# SERVICE CHANGE



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12 DE DICIEMBRE DE 2021

# PROPUESTA DE SERVICIO\*

\* SUJETO A CAMBIOS



El próximo cambio de servicios es el 12 de diciembre. Para ver la propuesta incluyendo audiencias y talleres públicos, por favor visite [golynx.com/servicechange](http://golynx.com/servicechange)



DECEMBER 12, 2021

# SERVICE PROPOSAL\*

\* SUBJECT TO CHANGE



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12 DE DICIEMBRE DE 2021

# CAMBIO DE SERVICIO



El próximo cambio de servicios es el 12 de diciembre. Por favor visite [golynx.com/servicechange](http://golynx.com/servicechange) para más información.



DECEMBER 12, 2021

# SERVICE CHANGE



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DECEMBER 12, 2021

# SERVICE CHANGE



**SCHEDULE ADJUSTMENTS:**

LINK 3	LINK 40	LINK 105	LINK 434
LINK 8	LINK 42	LINK 106	LINK 443
LINK 11	LINK 44	LINK 107	LINK 436 N
LINK 20	LINK 48	LINK 108	LINK 436 S
LINK 21	LINK 49	LINK 125	
LINK 37	LINK 102	LINK 319	

**ROUTE AND SCHEDULE ADJUSTMENTS:**

LINK 6	LINK 61	LINK 304
LINK 36	LINK 300	LINK 306
LINK 38	LINK 301	NEIGHBORLINK 652
LINK 50	LINK 302	
LINK 60	LINK 303	

**ROUTE ADDITION:**  
LINK 312 (NEW)

**ROUTE ELIMINATION:**  
LINK 58  
LINK 61  
LINK 305  
LINK 313

FOR MORE INFORMATION CALL 407.841.LYNX (5969) OR VISIT: [golynx.com](http://golynx.com)  /golynx  @lynxbusorlando 







SERVICE CHANGE COMMUNICATIONS:  
SIMPLE SERVICE CHANGE OVERVIEW FLYERS.



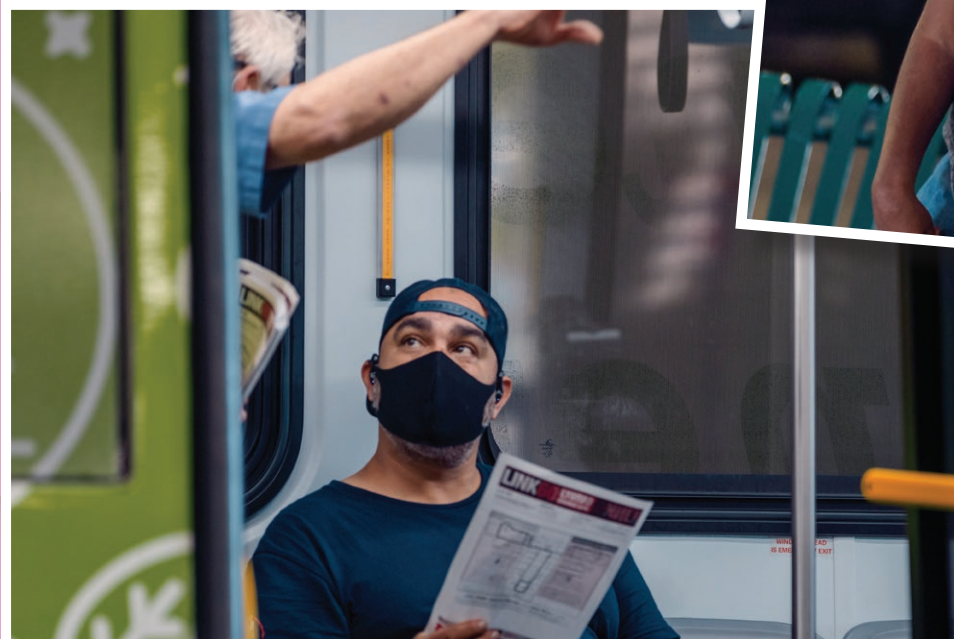
NUMBER OF FLYERS CREATED | **60**

\*OVER 60 FLYERS WERE CREATED FOR THIS SERVICE CHANGE (IN ENGLISH AND SPANISH) VERSUS OUR NORMAL FLYER UPDATES OF TWO.





# COMMUNITY OUTREACH





# SOCIAL MEDIA OUTREACH

We utilized our 14,000 social media following (Instagram, Twitter and Facebook) and placed notices on key bus stops and SuperStop terminals to notify our riders of any upcoming public hearings.

Central Florida Regional Transportation Authority(LYNX)  
September 22, 2021 · 🌐

LYNX has proposed making system-wide changes effective Dec. 12. For details on these proposed changes including public hearings and workshops please visit [golynx.com/servicechange](http://golynx.com/servicechange)

DECEMBER 12, 2021  
**SERVICE PROPOSAL\***   
\* SUBJECT TO CHANGE

The next service change is December 12. To see the proposal including public hearings and workshops please visit [golynx.com/servicechange](http://golynx.com/servicechange)

 LYNX

Central Florida Regional Transportation Authority(LYNX)  
Transportation Service

👍👎🗨️ 37      68 Comments 11 Shares

👍 Like    💬 Comment    ➦ Share

[Learn more](#)

Central Florida Regional Transportation Authority(LYNX)  
October 7, 2021 · 🌐

Have questions about the proposed service changes for Dec. 12? Today we'll be at the following locations to answer any questions you might have:

- 📍 LCS Bays: 6:30am-8am for Links 36, 38, 50, 300, 313
- 📍 Disney Springs Transfer Center: 6:45am-7:15am; 5pm-5:30pm for Links 50, 300, 301, 302, 303, 304, 306

V... See more



👍👎🗨️ 11      1 Share

👍 Like    💬 Comment    ➦ Share

Central Florida Regional Transportation Authority(LYNX)  
November 4, 2021 · 🌐

LYNX Board approves service change. Here's all you need to know about the Dec. 12 service change. <http://ow.ly/5nbG50GGfih>

The new maps and schedules are being developed and will be posted soon.

DECEMBER 12, 2021  
**SERVICE CHANGE** 

The next service change is December 12. Please visit [golynx.com/servicechange](http://golynx.com/servicechange) for more information.


 LYNX

👍👎🗨️ 12      1 Share

👍 Like    💬 Comment    ➦ Share

Central Florida Regional Transportation Authority(LYNX)  
November 21, 2021 · 🌐

The December service change is just three weeks away. New maps, schedule book and more are now available online: <http://ow.ly/VXg550GSqjT>



👍👎🗨️ 10      3 Shares

👍 Like    💬 Comment    ➦ Share


Central Florida Regional Transportation Authority(LYNX)  
November 15, 2021 · 🌐

LYNX will be conducting outreach events this week to provide information and answer any questions you may have about the Dec. 12 service change.

The first event will be held:

- 📅 Tuesday, Nov. 16
- 📍 LYMMO Lime line and NeighborLink 652

👁️... See more




👍👎🗨️ 12      3 Comments 1 Share

👍 Like    💬 Comment    ➦ Share

Central Florida Regional Transportation Authority(LYNX)  
December 2, 2021 · 🌐

Today we will be at the UCF/Valencia Downtown Campus from 8 a.m. - 4 p.m. to provide information and answer any questions you may have about the Dec. 12 service change.

For an overview of this service change visit [golynx.com/servicechange](http://golynx.com/servicechange).



👍👎🗨️ 5

👍 Like    💬 Comment    ➦ Share



## RESULTS

As a result of this major service change, which included discontinuing low performing services, we are able to focus our efforts on improving our high demand areas.

### PROJECT COST: \$0

This initiative did not require any funding as everything was done in house.

### Quicker Employee Routes

The realigning of our routes resulted in us being able to increase our efficiency on direct routes to large employment areas (i.e. Walt Disney World, Universal Orlando, SeaWorld and Orlando International Airport).

### Longer Service Hours

Longer service hours will be offered on select routes to more neighborhoods to accommodate workers.

### Easier Connections

The service change will provide easier connections to routes at transfer centers.

### Service Efficiencies

The service change will benefit service efficiencies to help with operations and offer a more improved schedule analysis and adjustment to on-time performance.

### Express Rides

Visitors will now have the option of a direct ride from Downtown Orlando to major tourist attraction areas (Walt Disney World, SeaWorld and Universal Orlando).