



**GET VACCINATED -
RIDE OUR BUSES &
FERRIES FREE FOR A
MONTH**

PARTNERSHIP CAMPAIGN

**Kitsap Transit
2021 APTA AdWheel
Awards Entry**

CAMPAIGN BACKGROUND

In 2021, as COVID-19 vaccine became available, Kitsap Transit (KT) partnered with Kitsap Public Health District to support mass vaccination in the county.

Context: Prior to launching its Get Vaccinated campaign, KT communicated two key messages to the public:

- KT provided space in its Gateway Center and Park & Ride to Peninsula Community Health Services, a local non-profit, for mass vaccination clinics. The move caught the attention of [Stateline](#), a news publication of The Pew Charitable Trusts.
- KT provided free transportation to vaccination appointments.

Stateline

Need a COVID-19 Vaccine? Visit Your Local Transit Center

STATELINE ARTICLE | April 12, 2021 | By: Jenni Bergal | Read time: 6 min

Creative Thinking

Some transit agencies have been creative with the type of spaces they're using for vaccine clinics.

In Bremerton, Washington, Kitsap Transit converted a parking lot and indoor space at an old strip mall that it used as a park-and-ride site and storage facility.

Since January, Peninsula Community Health Services, a nonprofit health agency, has used some of the space to run a mass vaccination clinic.

"It's been a huge success," said John Clauson, Kitsap Transit's executive director. "Since the onset, folks there have filled up the parking lot to get vaccinated."

GET VACCINATED

June 2021 - Present

When vaccination momentum stalled, KT put together a partnership with three of the largest vaccination providers in Kitsap County.

In June, the Get Vaccinated campaign launched, with **the goal of persuading more Kitsap County residents to initiate vaccination.**

Anyone who gets a COVID shot (or booster) through a participating provider can redeem a voucher for a KT "Vaccination Pass," a bus/ferry pass valid any month through May 2022.

Community Partners



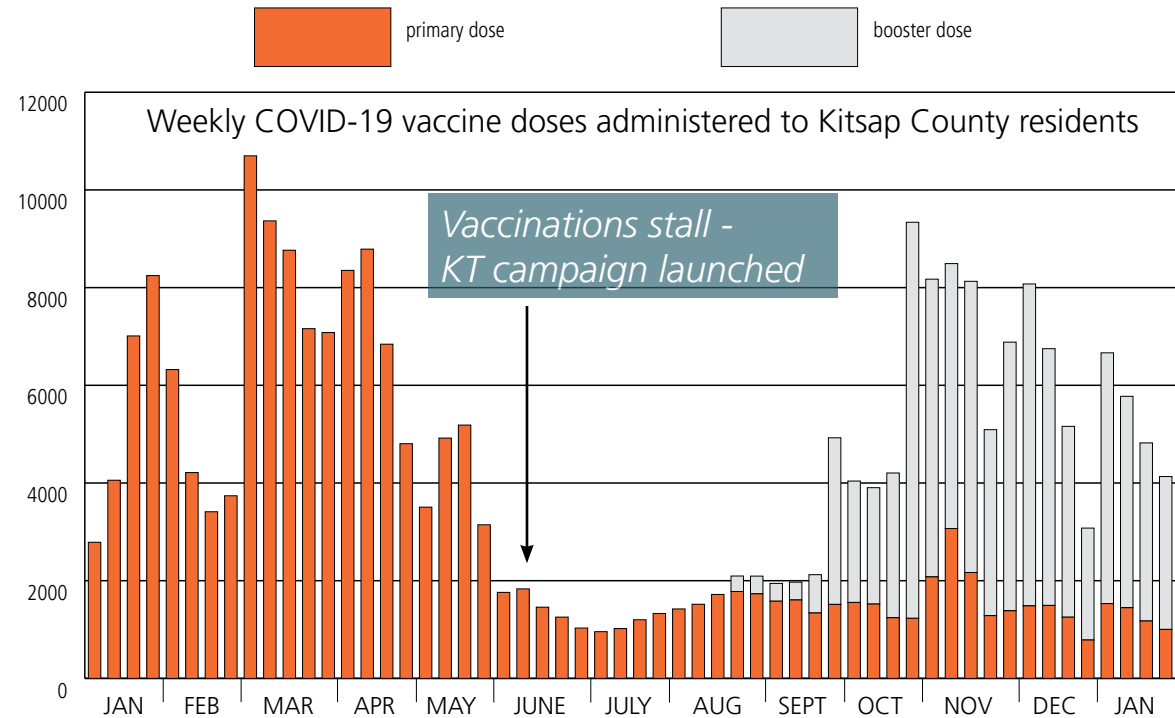
Peninsula
Community
Health
Services



KITSAP PUBLIC
HEALTH DISTRICT



KAISER PERMANENTE
OF WASHINGTON



VACCINATION VOUCHERS

Because each Pass had a fare value of \$200, KT needed internal controls to validate voucher redemptions.

KT designed and printed serialized “Vaccination Vouchers” (at right) and distributed them to partners’ clinics. After giving a customer their first COVID shot, the clinic tears along the perforation (see dashed line) and remits the stub to KT.

Customers take a photo of the QR code (circled) with their phone to navigate to an online registration form. Once they submit the form and a photo of their voucher, the system performs data validation checks. If the request is valid, Customer Service issues a pass.

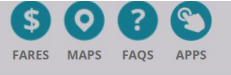


LANDING WEBPAGES

KitsapTransit.com/vaccination-pass

LEARN KITSAP TRANSIT

Vaccination Pass



[Helpful Videos](#) [Rules of Conduct](#) [Rules, Safety & Tips](#) [Transit Apps](#) [Travel Training](#) [Wheelchair & Mobility Devices](#) [Accessibility](#)



GET VACCINATED

Ride our buses and ferries FREE FOR A MONTH

Starting Monday, June 14, anyone who gets vaccinated against COVID-19 through a participating provider in Kitsap County is eligible to receive a "vaccination voucher" that can be redeemed for a combo bus/ferry pass good for use on all of Kitsap Transit's services in **any month from June 2021 through May 2022**.

Those who redeem a voucher should allow up to 10 business days for processing from the time Kitsap Transit receives it, including pick-ups at the Customer Service Office.

Promotion Rules

This voucher can be redeemed for a Kitsap Transit (KT) combo bus/ferry pass good for one month from June 2021 through May 2022. With the pass you can ride FREE on all Kitsap Transit services: Routed, Worker/Driver, ACCESS, Dial-A-Ride, Vanpool, Local Foot Ferry and Fast Ferry – and will be loaded on an ORCA card. Existing ORCA cardholders can ask to have the pass loaded to their card for the month in which they plan to use it.

If that's not for you, give this voucher to a friend. KT must receive a completed registration form with the correct date on which the voucher was issued and name of vaccination provider.

Limit one bus/ferry pass per person. Submit voucher via online form, mail or in person. KT is not responsible for lost vouchers. Eligibility must be established to ride on ACCESS. **Pass is NOT valid on other transit services, redeemable for cash nor transferrable.** If you need assistance redeeming a voucher, call Customer Service at 800.501.RIDE (7433).

The promotion is open to teenagers; Kitsap Transit Customer Service will follow up with the parent or legal guardian to request paperwork necessary to issue a Reduced Fare card.

FAQs

Q: I already got vaccinated against COVID-19 before your promotion. Can I get a voucher for a bus/ferry pass?

A: This incentive is open only to those who receive a COVID-19 vaccination starting in mid-June. The intention of the promotion is to accelerate the share of our county's residents who are vaccinated against COVID-19.

Q: I don't know what month I will need to use the bus/ferry pass. Can I pick the month later?

A: Yes! When you fill out the registration form with your voucher serial number, when prompted for the month you want the pass activated, select the option that says "Unsure - Tell You Later." You'll need to notify us by the 15th of the month to activate the pass for that month.

Voucher Registration Form

Step 1: Vaccination Voucher

We need a little information to verify you have an original voucher from an eligible vaccination provider. If we are unable to verify this information, we cannot issue a pass.

Voucher code *

Serial number located at the top of your voucher. Please type exactly as shown; no spaces, please.

Date of Vaccination / Voucher Issued *

If you received two shots, just provide one date (must be after June 1, 2021).

Participating Provider *

Please select from the list.

How will you redeem your voucher? *

Please select from the list.

Step 2: Apply for a FREE pass

This section should be filled out by the person to whom the combo bus/ferry pass will be issued ("Pass User"). Please provide the Pass User's name and contact information (phone, e-mail, mailing address). The Pass User does NOT need to be the same person who received the vaccination.

First Name of Pass User *

Middle Name of Pass User

CLINICS



In launching the campaign, KT provided branded swag (face masks, hand sanitizer), vouchers and signage to participating vaccination clinics.



PUBLIC RELATIONS

[KitsapTransit.com/news-releases](https://www.kitsaptransit.com/news-releases)

K I T S A P
Daily News

Cash? How about a joint? They could be yours for a COVID shot

Inslee tries to get more people to get their shots

By [Bob Smith](#)

Wednesday, June 9, 2021 9:45pm | **BUSINESS** **NEWS**

In Kitsap County, Kitsap Transit is taking part in the vaccination drive. The transit agency said it will begin giving out “vaccination vouchers” later this month to anyone who has gotten their shots through a participating provider in Kitsap County. The vouchers can be redeemed for a combination bus/ferry pass good for use on all Kitsap Transit services in any month from June 2021 through May 2022.



PRESS RELEASE

Free Kitsap Transit monthly pass for COVID-19 vaccinations

June 3, 2021

Media Contact: Sanjay Bhatt, sanjayb@kitsaptransit.com

BREMERTON, Wash. – Starting later this month anyone who gets vaccinated against COVID-19 through a participating provider in Kitsap County is eligible to receive a “vaccination voucher” that can be redeemed for a combo bus/ferry pass good for use on all of Kitsap Transit’s services in any month from June 2021 through May 2022.

As of May 30, approximately 52.5 percent of Kitsap County residents age 12 and older had initiated COVID-19 vaccination. Vaccination appointments are now widely available – and Kitsap Transit provides free transportation to them – yet fewer people are expressing interest. Only people who haven’t gotten a COVID-19 vaccination are eligible for Kitsap Transit’s incentive because it is intended to accelerate the share of the population who are vaccinated.

“We all have a role to play in protecting ourselves and our community and trying to return to a new normal,” said John Clauson, Executive Director of Kitsap Transit. “Our health-care providers have been doing tremendous work throughout the pandemic, and we are proud to partner with them to nudge those who have procrastinated or been on the fence on getting vaccinated.”

The pass promotion is Kitsap Transit’s latest effort to slow the spread of COVID-19 in Kitsap County: Kitsap Transit continues to require masks on its services, provide free masks and hand sanitizer and sanitize its fleet daily with ultraviolet (UV) light and a hospital-grade disinfectant proven to neutralize the virus that causes COVID-19.

The “vaccination pass” can be used on all of Kitsap Transit’s services – Routed, Worker/Driver, Dial-A-Ride, 402566, Medical, Local, Fast, Ferry, and Fast Ferry – and is not valid on GPSA and 5-1111 GPSA.

BUS EXTERIOR ADS

GET VACCINATED
RIDE OUR BUSES & FERRIES
FREE FOR A MONTH

Learn more at kitsaptransit.com/COVID-19

Available only through participating providers.

KITSAP PUBLIC HEALTH DISTRICT
Kitsap Transit

The advertisement features a blue background with a white and orange graphic on the left. On the right, there is an illustration of a person in a white protective suit and mask, holding a syringe, standing next to a large, stylized red coronavirus particle with a crown and a mischievous expression. The background also shows a city skyline.

“Offering transit passes to those who get vaccinated promotes public health, helps minimize the inequities that this pandemic has caused and gets people back to work more economically and safely. Thank you, KT!”

Dr. Gib Morrow, Kitsap Public Health District

VACÚNESE
VIAJE EN NUESTROS AUTOBUSES
Y FERRIES GRATIS POR UN MES

Obtenga más información en kitsaptransit.com/COVID-19
Disponible sólo a través de proveedores de vacunas participantes.

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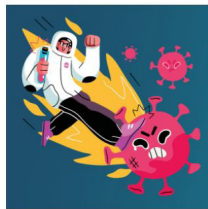
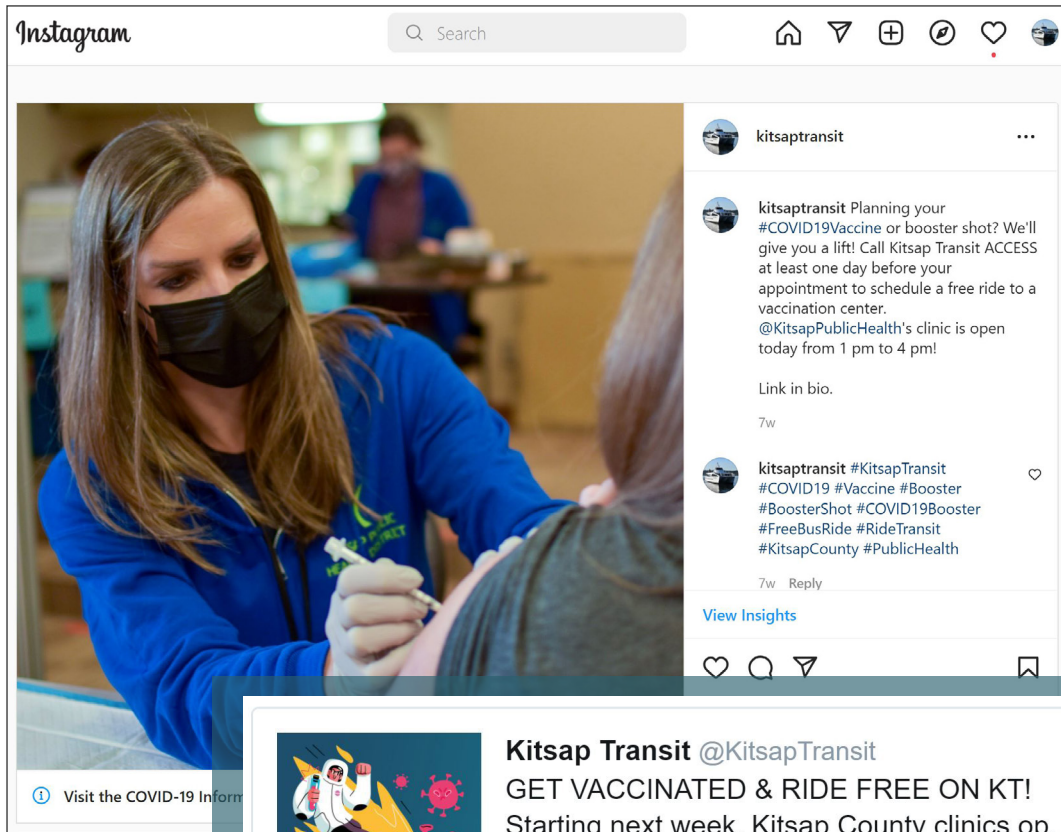
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SOCIAL MEDIA (samples)



Kitsap Transit @KitsapTransit

GET VACCINATED & RIDE FREE ON KT!
Starting next week, Kitsap County clinics op. by @kpwashington @KitsapHealth and Peninsula Community Health will offer those getting COVID19 shots a voucher good for a pass that can be used in any month thru May 2022:

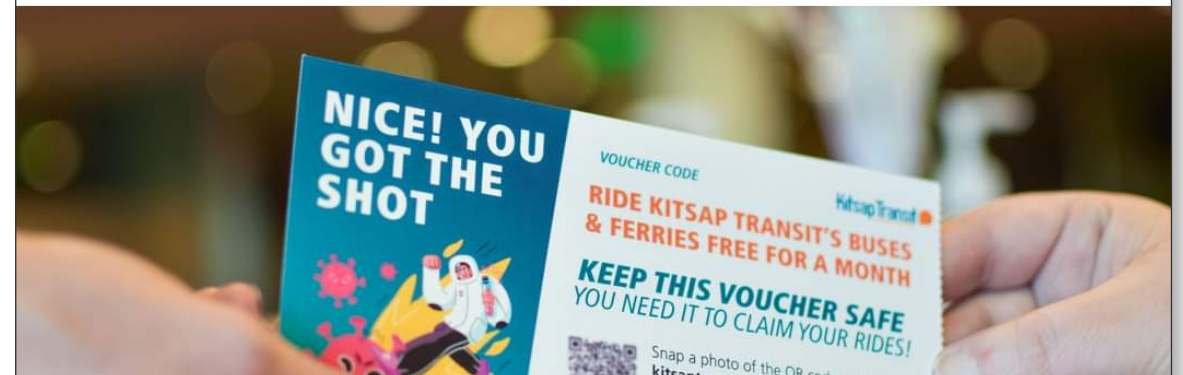
<https://www.kitsaptransit.com/vaccination-pass> ... pic.twitter.com/JNEaiGeQuA



Kitsap Transit

If you're getting a COVID-19 vaccination at **Kitsap Public Health District's** clinic today, don't forget to pick up a Vaccination Pass! This voucher can be redeemed for a pass to ride any Kitsap Transit service FOR FREE for a month.

More information on the vaccination clinic is available on the health district's website:
<https://bit.ly/3nW9OuM>



GET VACCINATED RESULTS

Vaccination Passes

- Stubs collected: 3,120
- Pass Registrations: 256
- Passes Issued: 142
- Passes To be Issued: 97

Campaign Webpage

- Pageviews: 1,967
- Uniques: 1,719
- Time on Page: 2:23
- Bounce Rate: 1.5%

E-mail Blast

- Reach: 7,825
- Unique Opens: 1,328 (17%)



Facebook Organic

- Reach: 12,521
- Engagements: 607



Twitter Organic

- Reach: 9,841
- Engagements: 286



Instagram Organic

- Reach: 145
- Engagements: 10

Transit Advertising

- Kings: 12
- Queens: 14
- Tails: 16
- Impressions: 1,023,414

Questions?

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sanjayb@kitsaptransit.com

