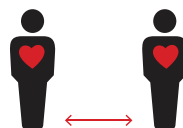




LET'S RIDE *together*

Marketing and Communications on the COVID-19 Pandemic
Shoestring Tactic








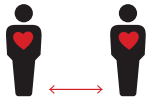


PHASE ONE

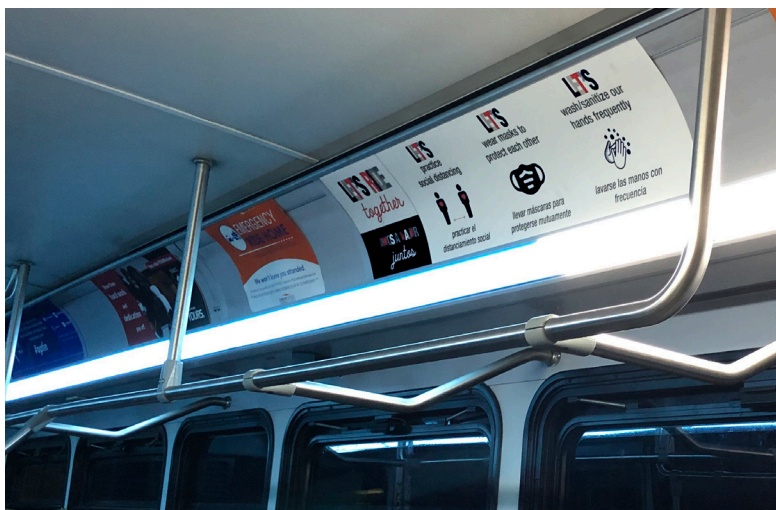
VEHICLE INSTALLATIONS:

Door Panels:



Header Panels:

 <i>together</i>	 practice social distancing	 wear masks to protect each other	 wash/sanitize our hands frequently
 <i>juntos</i>	 practicar el distanciamiento social	 llevar máscaras para protegerse mutuamente	 lavarse las manos con frecuencia



Rear Exit Panel:



LET'S GO!

iVAMOS!

TICKET

The graphic features a black background with white and red icons representing various activities: a person on a bicycle, a person walking, a house, a camera, a person meditating, a shopping cart, a burger, a drink, a fork and knife, a window, a briefcase, and a person with a heart. A 'TICKET' icon is also present.



COMMUNICATION TO PARATRANSIT RIDERS:



As Pennsylvania counties move into the Green Phase, rabbittransit invites you to return to ride with us! Ride safely on our Shared Ride service by following these guidelines:

Keep Your Hands Clean



Our vehicles are frequently sanitized for your protection, but experts say keeping our hands clean is still the best way to prevent spreading the coronavirus and other illnesses. Take advantage of the hand sanitizer available for your use on the vehicles. Use the hand sanitizer upon entering and exiting the vehicle.

Wear a Mask



Wearing a nose/mouth covering if you are able reduces the spread of the virus significantly. If you need a mask, please contact customer service at 1-800-632-9063. Cloth masks are available at no cost to riders.

Maintain Social Distance



Plastic barriers have been installed in all vehicles to maintain social distance between the driver and riders. Riders should sit as far apart as they are able. To further reduce contact, we recommend pre-paying for your trip on rabbittransit.org. You can also prepay by calling customer service at 1-800-632-9063.

Return to rabbit today! Visit FindMyRidePA.com or call 1-800-632-9063 to start scheduling your trips.



PHASE TWO

FLYERS AND POSTERS:



It's cold, flu and COVID-19 season, so
let's wash/sanitize our hands frequently.

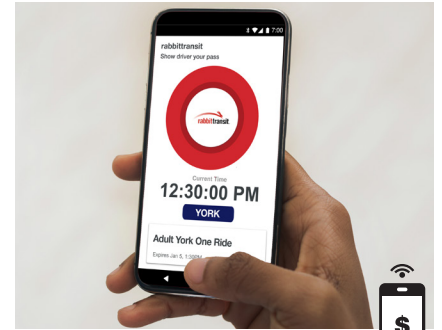
LET'S RIDE together
rabbittransit. Scan to read more!



It's cold, flu and COVID-19 season, so
let's wear masks to protect each other.

LET'S RIDE together
rabbittransit. Scan to read more!

exp 11/13



It's cold, flu and COVID-19 season, so
let's reduce contact by buying tickets on Token Transit or online.

LET'S RIDE together
rabbittransit. Scan to read more!

exp 11/20/20



It's cold, flu and COVID-19 season, so
let's cover our coughs.

LET'S RIDE together
rabbittransit. Scan to read more!



It's cold, flu and COVID-19 season, so
let's stay informed with Rider Alerts.

LET'S RIDE together
rabbittransit. Scan to read more!

exp 12/18/20



It's cold, flu and COVID-19 season, so
let's practice social distancing.

LET'S RIDE together
rabbittransit. Scan to read more!





It's cold, flu and COVID-19 season, so *let's wash/sanitize our hands frequently.*



LET'S RIDE together



It's cold, flu and COVID-19 season, so *let's wear masks to protect each other.*



LET'S RIDE together



It's cold, flu and COVID-19 season, so *let's reduce contact by buying tickets on Token Transit or online.*



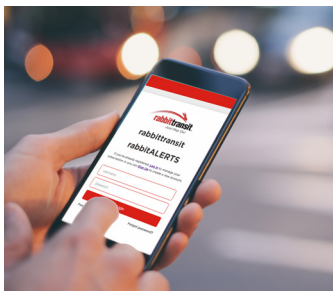
LET'S RIDE together



It's cold, flu and COVID-19 season, so *let's cover our coughs.*



LET'S RIDE together



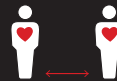
It's cold, flu and COVID-19 season, so *let's stay informed with Rider Alerts.*



LET'S RIDE together



It's cold, flu and COVID-19 season, so *let's practice social distancing.*



LET'S RIDE together



SOCIAL MEDIA:



rabbittransit.
It's cold, flu and COVID-19 season, so *let's wash/sanitize our hands frequently.*

 **LET'S RIDE** together



rabbittransit.
It's cold, flu and COVID-19 season, so *let's wear masks to protect each other.*

 **LET'S RIDE** together



rabbittransit.
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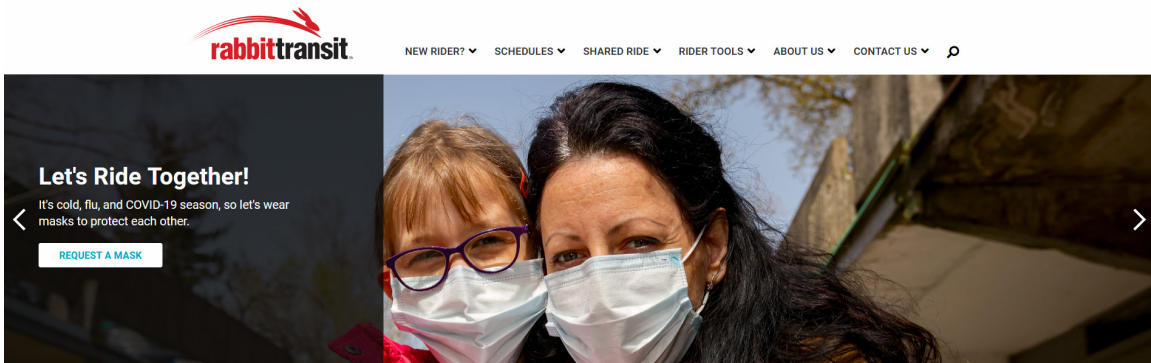
 **LET'S RIDE** together



rabbittransit.
It's cold, flu and COVID-19 season, so *let's cover our coughs.*

 **LET'S RIDE** together

WEBSITE HEADERS:



rabbittransit. NEW RIDER? ▾ SCHEDULES ▾ SHARED RIDE ▾ RIDER TOOLS ▾ ABOUT US ▾ CONTACT US ▾ 🔍

Let's Ride Together!
It's cold, flu, and COVID-19 season, so let's wear masks to protect each other.

[REQUEST A MASK](#)

Let's Ride Together!
It's cold, flu, and COVID-19 season, so let's reduce contact by buying tickets online or through Token Transit.

[READ MORE](#)

Let's Ride Together!
It's cold, flu, and COVID-19 season, so let's cover our coughs.

Let's Ride Together!
It's cold, flu, and COVID-19 season, so let's practice social distancing.

Let's Ride Together!
It's cold, flu, and COVID-19 season, so let's wash/sanitize our hands frequently.

Let's Ride Together!
It's cold, flu, and COVID-19 season, so let's stay informed with Rider Alerts.

[SIGN UP](#)