

Building Your Brand Through a Campaign



Free Ride Day

California Transit Association



The Brand



If MTS were a car, what brand would it be?





MTS Free Ride Day – Oct. 2, 2018

- Goals
 - Reverse downward ridership trends
 - Provide impetus for other major organizations to join MTS in the “Choose Transit” call to action
 - Launch a broader Choose Transit marketing campaign



MTS Free Ride Day

- Tactics

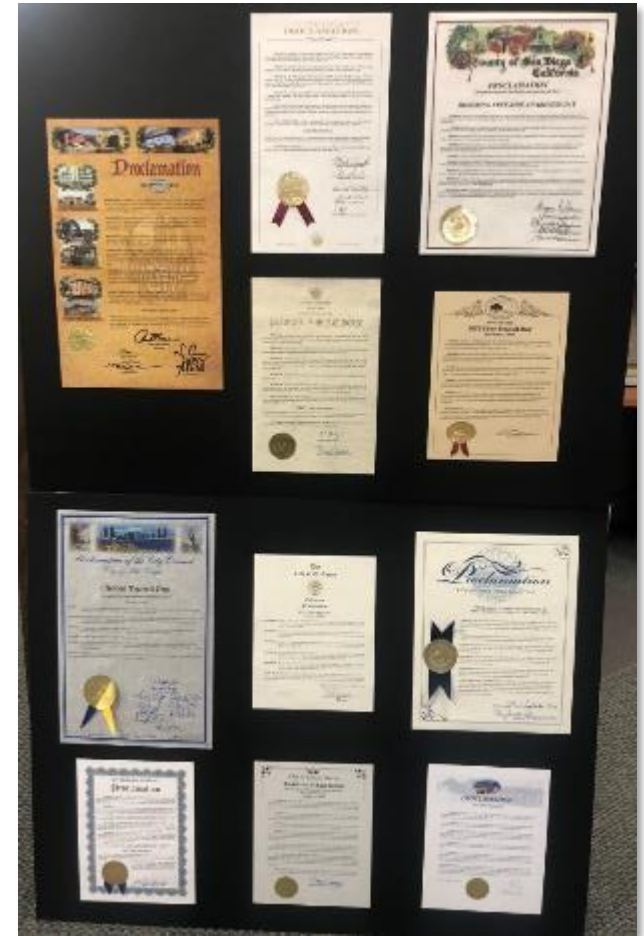
- Collaborate with Cities, County, Navy and other major employers
- City and County Proclamations
- Create a media event prior to the day
- Welcome new riders and appreciate existing riders
- Generate media coverage on the day of the event
- Coincided with National RideShare Week



MTS Free Ride Day

Results

- Buy-in from all cities and county



MTS Free Ride Day

- Results
 - Collaboration
 - City police outdoor monitors
 - 70 screens on Navy bases
 - 80 organizations posting
 - Elected Support (non-board)
 - Todd Gloria, Lorena Gonzalez-Fletcher, Scott Peters, Chris Ward, Barbara Bry
 - 180 third-party Facebook posts
 - 2,000 retweets



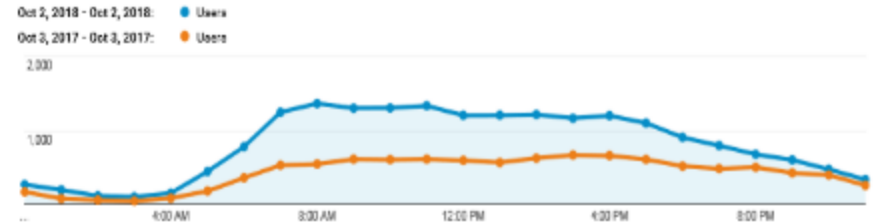
MTS Free Ride Day

- MTS Advertising
 - \$125,000
 - Billboards (4)
 - Street Banners (200)
 - Station Banners (25)
 - ABC 10 (118)
 - Televisa (163)
 - Print Ads (4)
 - Entercom Radio
 - Digital
 - DMV Monitors (176)



MTS Free Ride Day

- MTS Earned Media
 - 3.5 million impressions
 - Web Traffic Doubles

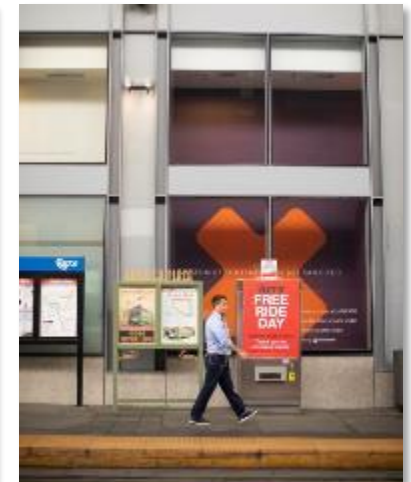


Free Ride Day



- Customer Service

- Ambassadors
- Security
- Bus Operators
- Supervisors
- Customer Service

- 54 courtesy Cloud Day passes issued
- Only two “unfair” complaints
- 1,095 trip plans



FREE RIDE DAY RIDERSHIP

SERVICE	FREE RIDE DAY	ONE-YEAR PRIOR	RIDER INCREASE	% INCREASE
 MTS BUS				
IAD & KMD	104,023	92,246	11,777	13%
South Bay	86,479	76,474	8,038	13%
East County	22,017	16,218	5,799	36%
Copley	5,243	4,327	916	21%
Total	217,762	189,265	28,497	15%
 TROLLEY				
Blue Line	69,060	61,649	7,411	12%
Orange Line	34,370	29,936	4,434	15%
Green Line	46,417	33,797	12,620	37%
Total	149,847	125,382	24,465	20%
TOTAL MTS	367,609	314,647	52,962	17%



Free Ride Day



Keys to Success

- Work with Cities Early
 - August: In-person meetings
 - Sept: Council presentations
- Find a Date with Common Themes
 - National Ridershare Week
 - #TransitTuesday
- Leverage Climate Action Plans
 - Use in pitches to stakeholders
- Employers and CBO's



Next Steps

- Continue Choose Transit Campaign
- Elevate Transit Tuesdays
- Begin Corridor BOGO Campaign



Thank You!

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