

California Transit Association
53rd Annual Fall Conference

**#Trending - Marketing for the Digital Age and
Connecting with Existing and Future Riders**

Monterey-Salinas Transit

Lisa Rheinheimer, Director of Planning and Marketing

This is Us!



Before

Monterey-Salinas Transit
Wednesday at 2:43 PM

Join us Monday, October 8th, at 10:00 a.m. for MST's Board of Directors meeting. The agenda, directions, and transportation information are here: <http://ow.ly/qOjO50jjvVM>



Like Comment Share

6



MST
7,078 Tweets


Tweets Tweets & replies Media Likes

MST @MST_BUS · 5h
10/03/18 - 16 CSUMB - the 9:55am departure from the Marina Transit Exchange delayed by 15-20 minutes

MST @MST_BUS · 6h
10/03/18 - 20 Monterey - the 9:20pm departure from the Salinas Transit Center delayed by 17 minutes

MST @MST_BUS · 13h
N. Fremont corridor- Lines will service all stops both directions until further notice
MST Twitter for notice

MST @MST_BUS · 23h
10/02/18 - 93 Ryan Ranch - the 4:29pm departure from the Monterey Transit Plaza delayed by 20-25 minutes



Vision



MST RealTime Video

MST RealTime

MST RealTime

Bus arrival info
at your fingertips.

Text, App, Phone,
or Maps.



Real easy.



MST RealTime

Bus arrival info
at your fingertips.

Text, App, Phone,
or Maps.



Real easy.



MST RealTime

Bus arrival info
at your fingertips.

Real easy.



MST

MONTEREY-SALINAS TRANSIT

MST RealTime



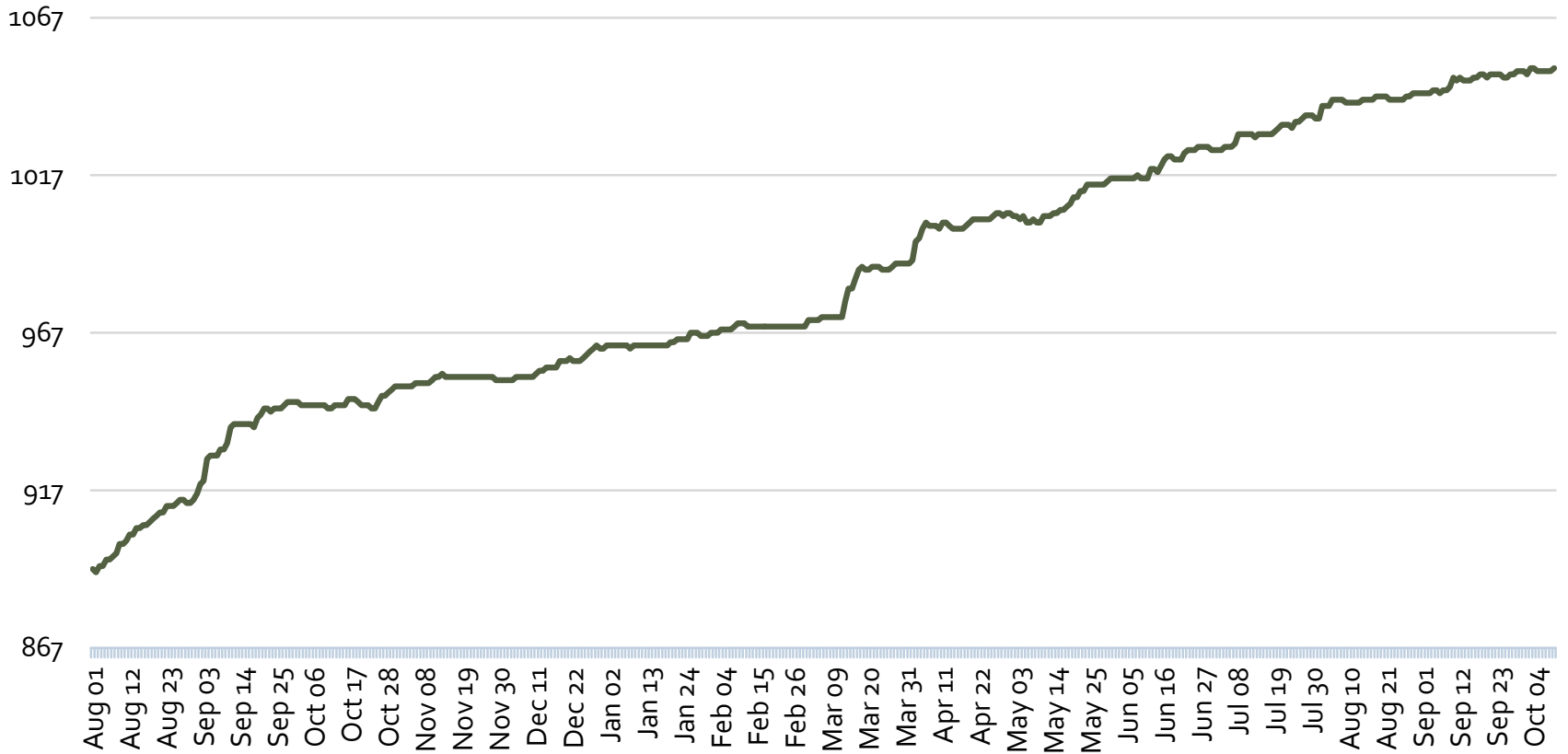
Monterey-Salinas Transit gets a new smartphone app.



Great news for Monterey Peninsula students with appetites but without cars.

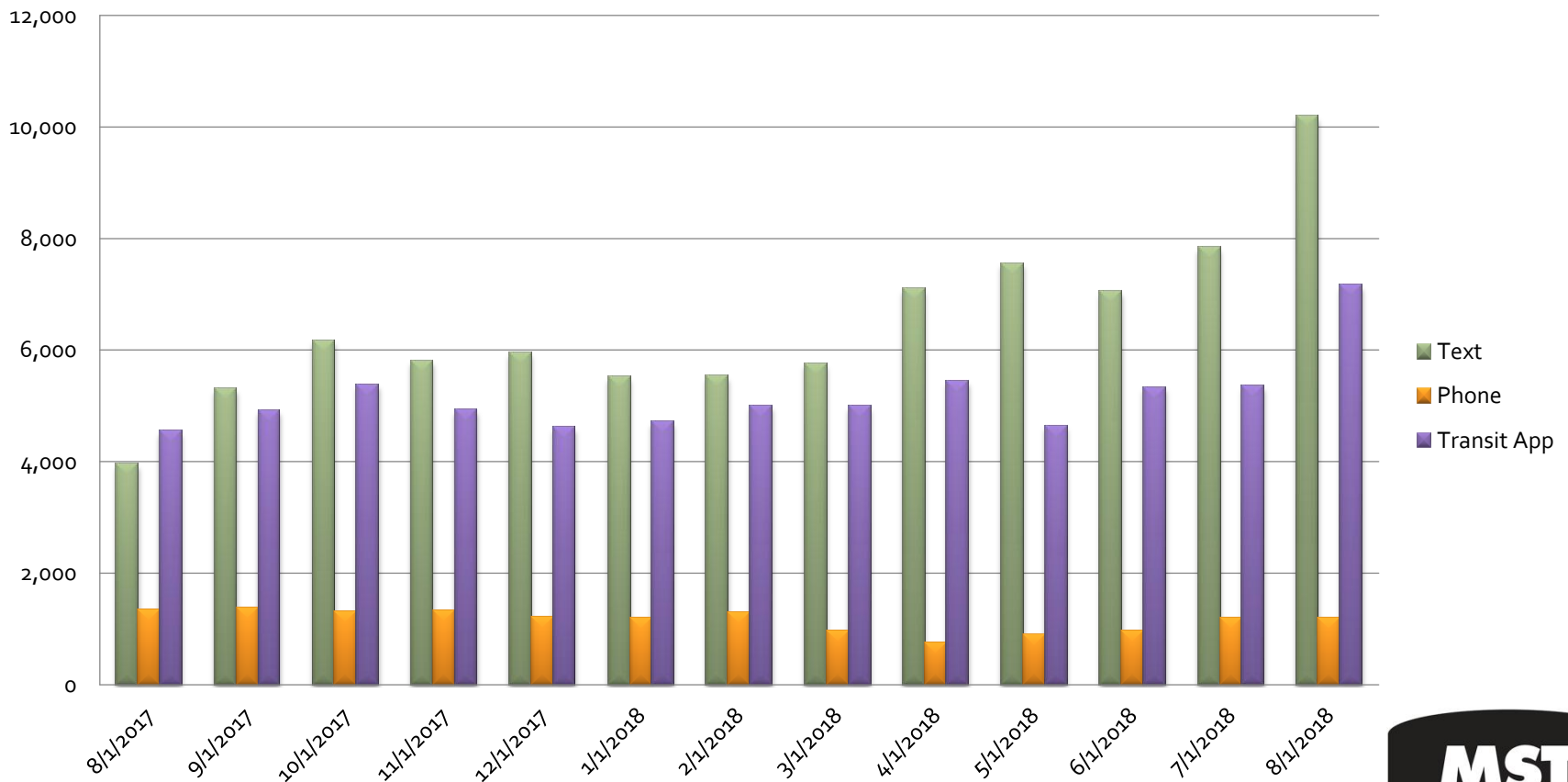


Facebook Fans



MST RealTime

MST RealTime Usage



MST RealTime

- Very positive!
- 55% of customers use RealTime



Follow Us!



@montereysalinas.transit



@MST_BUS



mst_bus

www.mst.org - 888-MST-BUS1



Contact Me

Lisa Rheinheimer
Director of Planning and Marketing
Monterey-Salinas Transit
lrheinheimer@mst.org
831.264.5874