



Ohio Loves Transit 2021

Presented by the Ohio Public Transit Association

Sunday, February 7 through Sunday, February 14, 2021

GOAL: Spread the message of the importance of public transit in our communities. We want to reach our riders and, more importantly, our non-riders – the media, our local business communities, local politicians and state public officials.

PLEASE make sure to include *at least* the following in your Ohio Loves Transit campaign.

- Email out a press release about Ohio Loves Transit week
- Share the Ohio Loves Transit graphics on your social media page(s).
- Use promotional materials to encourage key partners, stakeholders, and public officials to promote public transit by giving them a button or mask, asking them to share a picture and why they support public transit with **#ohiolovestransit**.
- Across the state we're making a big effort to have 'influencers' share the message of why transit is essential. If you lack media coverage in your area, sending materials to local partners who you work with on projects (special shuttles, travel training, client usage, etc.) can help increase the scope of the campaign.

Create an "event" on social media for OLT and invite them to the event and encourage them to share it with their followers. Post daily within the event using social media graphics and be sure to interact and engage with participants who may have questions. Ask partners to make their own posts in the event about why transit is important to them, with photos. Ask them to take selfies while wearing OLT masks and buttons and share why they love transit. Big push with **#ohiolovestransit** should focus on February 14—the official Ohio Loves Transit Day.

Share OPTA posts, press release and proclamations within the event and on social media channels.

ASSETS: Visit the [MEMBER PORTAL](#) for assets and copy that has been provided for Ohio Loves Transit.

The portal includes:

Ohio Loves Transit Ideas & Assets | Logos and Headers | Social Media Files/Multiple Formats
Customizable Letterhead Templates | Legislative Communications
Customized System Statistic Flyers | Promotional Products/Vendors/Artwork



IDEAS to PROMOTE OHIO LOVES TRANSIT

DAILY SOCIAL MEDIA POSTS: There are corresponding social media graphics in varying sizes in the OPTA member portal for OLT:

- February 7 **Launch Date. Use hashtag #ohiolovestransit to begin the trend. Ohio Loves Transit 2021**
- February 8 **#OhioLovesTransit**
- February 9 **Transit is Essential!**
 - Share customer testimonials about who depends on your services, or share photos of customers with stats about your services. (69% of customers use RTA to get to essential jobs, etc.)
- February 10 **We Move People!**
 - Share customer testimonials about the good you do in your community (helping people get to doctor's appointments, doing grocery deliveries, emergency evacuations, dialysis, share if you're helping people get to COVID vaccination sites).
- February 11 **Ohio Loves Transit 2021**
- February 12 **#OhioLovesTransit**
- February 13 **Moving Ohio Forward**
 - Share how transit is a lifeline for the community, and that where transit goes, economies grow by highlighting areas of economic growth in your community and the routes that serve those areas. Link to info about transit at www.ohioneedstransit.org/ohiolovestransit
- February 14 **Ohio's Public Transit Moves All Ohioans Forward**
 - Push for the promotional selfies and make sure all posts include the #ohiolovestransit hashtag to increase trending.

FAST FACTS TO SHARE ON SOCIAL MEDIA

(Feel free to copy and paste!—these are from the OPTA website)

- Each and every day Ohio's 68 urban and rural transit systems embark on an average of 315,068 trips. That means more than 115,000,000 times each year seniors, workers, students, veterans, people with disabilities, commuters, cyclists, shoppers, sports fans and others climb on board a vehicle operated by an OPTA member.
- While the people who ride public transit and the places they travel to are incredibly diverse, one thing is constant: Ohioans know they can depend on their local system to provide safe, reliable, affordable, convenient transportation when and where they need it.



FAST FACTS continued

- Ensuring that Ohio's transit systems have the resources it takes to meet the public's expectations today, tomorrow and for decades to come is OPTA's mission because we believe strong public transit creates vibrant communities...
- In addition to the economic activity generated by transit spending, the 60,000 dedicated men and women who work for Ohio's 68 rural and urban systems support 180,000 jobs in communities across the state.
- Study after study shows it: public transit delivers more than great rides, our systems power Ohio's economy by generating business activity and creating jobs.
- For every \$1 that communities invest in public transportation, approximately \$4 is generated in economic returns.
- Ohio's rural transit system provide more than 2,000,000 rides per year that connect residents to shopping malls, medical facilities, schools, and other destinations.
- A recent study found investment in public transit pays big dividends for property owners. The value premium for single-family residential property near public transit was as high as 32 percent, for condominiums near transit as high as 18 percent, for rental apartments near transit as high as 45 percent, for commercial property near transit as high as 120 percent, and for retail property near transit as high as 167 percent.
- Every \$10 million spent operating Ohio's transit systems generates \$32 million in business sales.
- Did you know: Ohio's transit systems are nationally-recognized leaders in the use of alternative fuels? Public transit in the state uses hybrid, electric, and hydrogen fuel-cell powered buses.

CALL TO ACTIONS TO POST ON SOCIAL MEDIA

Engage with your customers and make them your ambassador by using social media as a tool to get people to share their stories. Contact some of the best ones and re-share with photos and graphics!

- Share your public transit story with us! Where does public transit take you?
- How has public transit impacted your life?
- Where do we take you on our public transit? To the doctor? To work? To school? Shopping? Share your story with us!
- "Like" if you agree that public transit is essential in your community – just like public libraries or public parks. Local transit gets you there!



PROMOTIONAL IDEAS for OHIO LOVES TRANSIT

- Share OPTA messaging about Ohio Loves Transit on your social media
- Share OPTA messaging about Ohio Loves Transit through email with press release and graphics to local media as well as community partners
- Print out the OPTA graphics and hang them at transit centers, your offices, inside your buses
- Print out the OPTA graphics and ask to hang in local businesses or at your community stakeholders' offices
- Create a social media event and invite followers and partners to participate (see above for more)
- Encourage those who receive promotional items to post about why they support public transit on social media with a selfie and **#ohiolovestransit**
- Have agency employees wear OLT masks and buttons and share why transit is essential. Talk to people in your daily life about why you are wearing these items and share selfies on social media with **#ohiolovestransit**
- Share the OLT video on social media, YouTube, via newsletters and email blasts, on video monitors in transit centers or in buses, with community partners, legislators, on public access, as a community service or public service announcement with local media stations.

FREE RIDES ON Ohio Loves Transit Day

- With the approval of your leadership, provide free rides on February 14 or other dates during Ohio Loves Transit Week.
 - o Agencies with mobile ticketing can grant a free ride or pass to mobile ticketing users and advertise this in advance to get more people to sign up for your app. It's a win-win!
 - o If you are able to do this – please include Ohio Loves Transit Day 2021 message within all advertising to customers about your free ride day.



OHIO LOVES TRANSIT VIDEO

- A 30-second broadcast video and a 90-second social media video will be produced to show how transit is essential as part of OLT efforts

Draft Script

- Local transit agencies are essential in keeping our communities moving. We connect your friends and neighbors to essential jobs. And doctor's appointments.

We help those who take care of others. And you can depend on us to take care of you. Whether it's delivering groceries... or providing a ride so you can get a vaccine... local transit is the lifeline of your community.

Ohio loves transit. And Ohio needs transit... now, more than ever. To find out more, visit ohioneedstransit.org.

- A statewide media buy in partnership with Spectrum will run this video from February 7 through February 14. These videos will be provided to you for use through other channels:
 - o Website posting
 - o Social media
 - o YouTube
 - o E-newsletter
 - o Email blasts
 - o Video monitors in transit centers or in vehicles
 - o With community partners
 - o Went to legislators
 - o Share on public access
 - o As a community service or public service announcement with local media stations.

For More Information on Ohio Loves Transit, contact

Jessica Olson, Communications Director, Greater Dayton RTA
jolson@gdrtta.org

Phyllis VanArsdale, Executive Administrator, OPTA
pvanarsdale@ohioneedstransit.org