



Cost Conscious Marketing

To Attract Riders

Elea Carey



Selena Barlow



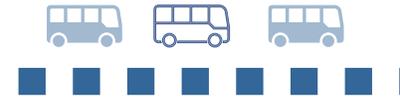
Your Presenters

Selena Barlow, Transit Marketing

- Consultant with three decades of experience marketing public transit through effective:
 - Market Research & Planning
 - Branding
 - Passenger information
 - Ridership promotion
- Focus on working with small to medium sized systems with limited resources.

Elea Carey, Transit Happy

- Consultant with 30+ years of marketing experience, especially with new ideas and initiatives.
- Serving transit clients across the country
- Especially passionate about helping rural and small-urban transit with:
 - Creative development
 - Media research
 - Marketing and strategic plans



What is marketing?

Marketing is an on-going process

- It's more than a single promotional tactic
- It's everything you do you to communicate with and influence your riders, potential riders and community
- It's not something you do once or occasionally...it is something you do every day



What marketing can and can't do

- Marketing is not a magic wand.
- It's a crowbar that leverages good service.
- Marketing can't "fix" service that doesn't meet the potential riders' needs.
- Marketing can:
 - Create awareness that transit is available.
 - Educate the public about services and benefits relevant to them.
 - Overcome misconceptions and stigma that transit is only for "others."
 - Engage the attention of potential riders and supporters.



How is transit marketing different?

- Multiple goals

- Build visibility
- Build support
- Educate
- Dispel misconceptions/ stigma
- Build ridership

- Multiple target audiences

- General Public
- Taxpayers
- Decision makers
- Gatekeepers
- Current riders
- Potential riders



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Transit System Map Bus Schedules Rider Guide

FREE public transportation in Concord, New Hampshire and surrounding communities.

Where will you go today?

Includes the new Concord-Laconia Connector

Effective Fall 2023



603-225-1989
concordareatransit.com

Penacook Route
Monday-Friday
Southbound to downtown
Northbound from downtown

Physicians Riverview Concord Industrial Park	State House	Concord Hospital	Englewood Highway	Concord Highway	Riverview Highway	Physicians Riverview Concord	Physicians
6:20	6:27	6:40	6:47	6:53	6:59	6:59	6:18
7:03	7:09	7:16	7:26	7:41	7:48	7:54	8:00
8:04	8:10	8:17	8:27	8:42	8:49	8:55	9:01
9:05	9:11	9:18-9:28*	9:48	10:03	10:10	10:16	10:22
10:26	10:32	10:39	10:49	11:04	11:12	11:18	11:24
11:28	11:34	11:44	11:54	12:09	12:17	12:23	12:29
12:33	12:39	12:40	12:50	1:14	1:22	1:28	1:34
1:38	1:44	1:54	2:04	2:19	2:27	2:33	2:39
2:43	2:49	2:50-3:15*	3:25	3:40	3:48	3:54	4:00
4:04	4:10	4:20	4:30	4:45	4:53	4:59	5:04
5:08	5:14	5:24	5:34	5:44	5:52	5:58	6:06
6:10	6:16	6:26					
6:34	6:40	6:47					

*bus arrives at first time shown; departs at second time shown.

Crosstown Route
Monday-Friday
Westbound to downtown
Eastbound from downtown

Industrial Park Riverview Concord Highway	Englewood Highway	State House	Concord Hospital	Englewood Highway	Concord Highway	Physicians Riverview Concord	Physicians
6:01	6:05	6:08	6:15	6:20	6:24	6:31	6:37
6:51	6:56	6:59	7:02	7:06	7:10	7:15	7:20
7:51	7:56	7:59	8:02	8:06	8:10	8:15	8:20
8:51	8:56	8:59	9:02	9:06	9:10	9:15-9:35*	9:40
10:11	10:16	10:19	10:22	10:26	10:29	10:35	10:41
11:01	11:06	11:09	11:12	11:16	11:20	11:26	11:32
12:15	12:20	12:23	12:26	12:30	12:33	12:39	12:45
1:16	1:21	1:24	1:27	1:31	1:34	1:40	1:46
2:19	2:24	2:27	2:30	2:34	2:37	2:43-3:00*	3:09
3:43	3:48	3:51	3:54	3:58	4:01	4:07	4:13
4:44	4:49	4:52	4:55	4:59	5:02	5:08	5:15
5:46	5:53	5:56	5:59	6:03	6:06	6:12	6:19

*bus arrives at first time shown; departs at second time shown.

Heights Route
Monday-Friday
Westbound to downtown
Eastbound from downtown

Walton	Hammond Heights	Event Area	Concord Hospital	State House	St. Mary's Hospital	Englewood Highway	Post Office	Hammond Heights	Walton
6:04	6:09	6:10	6:16	6:24	6:29	6:37	6:47	6:51	6:51
6:51	6:59	7:04	7:07	7:09	7:13	7:27	7:32	7:40	7:54
7:54	8:01	8:06	8:09	8:11	8:15	8:29-8:40*	8:34	8:52	9:16
9:16	9:23	9:28	9:31	9:33	9:37	9:51	9:56	10:04	10:14
10:18	10:25	10:30	10:33	10:35	10:39	10:53	10:58	11:06	11:16
11:20	11:28	11:33	11:36	11:38	11:42	11:56	12:01	12:09	12:19
12:23	12:31	12:36	12:39	12:41	12:45	12:59	1:04	1:12	1:26
1:26	1:34	1:39	1:42	1:44	1:48	2:02	2:07	2:15	2:25
2:29	2:37	2:42	2:45	2:47-3:00*	3:13	3:27	3:32	3:40	3:50
3:54	4:02	4:07	4:10	4:17	4:21	4:35	4:40	4:48	4:58
5:02	5:10	5:15	5:18	5:25	5:29	5:45	5:50	5:58	6:02
6:12	6:20	6:25	6:28	6:30	6:34				

*bus arrives at first time shown; departs at second time shown.

Service Days and Holidays
CAT operates Monday thru Friday. There is no CAT service on the following holidays:
• New Year's Day • MLK Day
• President's Day • Memorial Day
• Independence Day • Labor Day

Plan your trip with Google Maps.
Just put in your start point and destination, then click on the transit icon to get detailed CAT route and schedule information.
Learn more at concordareatransit.com

603-225-1989
concordareatransit.com

How is transit marketing different?

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- Build ridership

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- General Public
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- Gatekeepers
- Current riders
- Potential riders

Mountain Line gets our employees to work...

And it's fast and dependable.

Bill Miller manages three Late for the Train coffee shops in Flagstaff - all served by Mountain Line. His employees use the bus as an affordable way to get to work, while customers can stop in for a quick cup of coffee on their way.

– Bill Miller
*General Manager,
Late for the Train*

Tamar started riding the bus to work during the winter when it was too cold to bike. Now she has discovered that it is a fast, dependable way to get to work on time and to go other places, like the mall. She says the bus is always on time and the drivers are very friendly.

– Tamar Leffert
Barista, Late for the Train

MOUNTAIN LINE

(928) 779-6624 www.mountainline.az.gov

GETTING US ALL WHERE WE WANT TO GO

Operated by **NAIPDA** Northern Arizona Intergovernmental Public Transportation Authority

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 - **Build ridership**
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— TELL EVERYBODY —
IT'S TRANSIT EQUITY DAY!

EVERYONE RIDES FREE
SATURDAY FEBRUARY 4TH

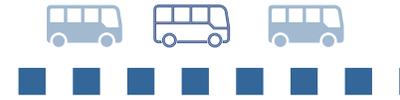
 EVERY BUS 
EVERY TRAIN

EVERYWHERE IN SAN BERNARDINO COUNTY



 **LEARN MORE ABOUT
TRANSIT EQUITY**

powered by 
San Bernardino County
Transportation Authority



What does cost-conscious mean
and how do you get there?

Cost-conscious means...

VALUE

- Not necessarily free or cheap
- Effective and efficient strategies for reaching the right audience with the right message
- Long term value, not just momentary exposure



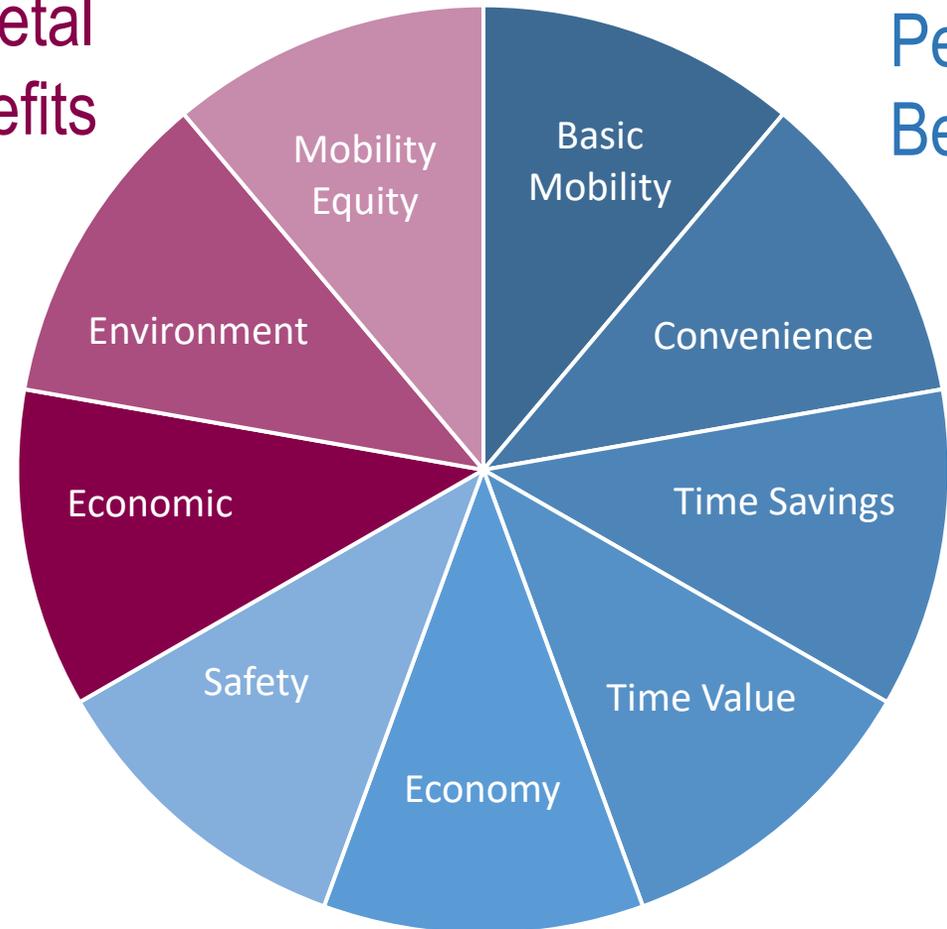
Cost-conscious means...

TARGETED

- What do you have to offer – benefits?

Societal
Benefits

Personal
Benefits



Cost-conscious means...

TARGETED

- What do you have to offer – benefits?
- For whom are those benefits relevant?



Cost-conscious means...

TARGETED

- What do you have to offer – benefits?
- For whom are those benefits relevant?
- What do you need to say to influence potential riders?



I am **H** Line



FASTER TRIPS MORE SERVICE NEW BUS STATIONS IMPROVED ACCESS

RAPIDRIDE

King County
METRO
Moving forward together

Cost-conscious means...

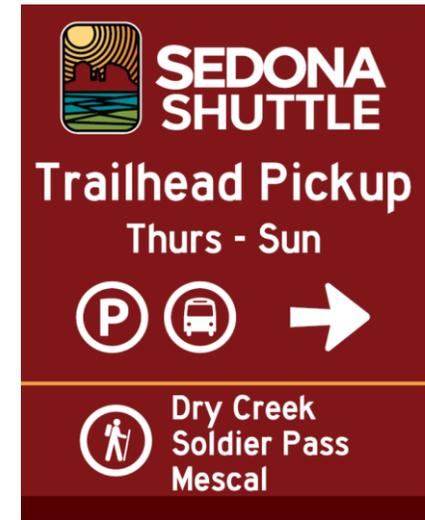
TARGETED

- What do you have to offer – benefits?
- For whom are those benefits relevant?
- What do you need to say to influence potential riders?
- What communication channels will reach the right audience with the right message?
- How can you use your resources, including staff time, cost-consciously?



Branding is the most cost-conscious way to build visibility

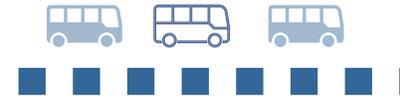
- **Vehicles and bus stops** are seen by thousands of potential riders every day.
- They are an opportunity to communicate using your **capital investments** to create long-term marketing value.
- Bold branding of buses and bus stops is the most **cost-effective** way to build visibility among the overall population.



Branding is the most cost-conscious way to build visibility

- \$10,000 for a bus wrap
- Seen by 5,000 people per day
- On road 5 days per week - 250 days/year
- Service life for cutaway – 5 years
- 6,250,000 exposures
- \$.0016 per exposure
- **And it is paid for with capital dollars!**





Know your promotional options



UNPAID

- Public Speaking
- Public Relations
- Social Media
- Posters & Displays
- PSAs
- Blogs
- DIY Videos
- Events



PAID

- Newspaper
- Radio
- TV
- Cinema
- Transit
- Digital
- Direct Mail

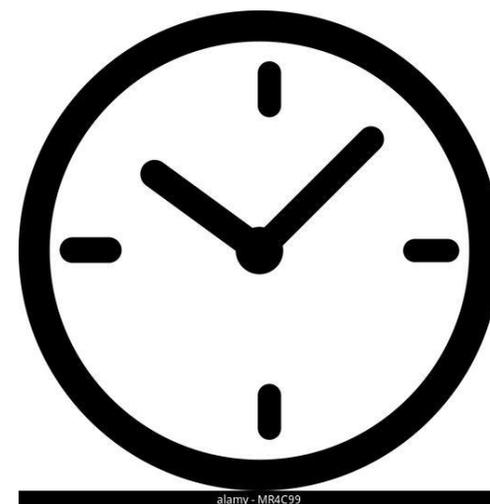


PARTNERS

- Schools & Colleges
- Social Services
- Senior Centers
- Employment Programs
- Local Businesses
- Neighboring Transit Agencies



Unpaid



alamy - MR4C99

Media Relations

- Get to know your local reporters
- Follow their work and comment on it
- Make their job easier by providing timely, well written news releases
- Create a News Release Calendar



The Advocate-Messenger

Home News Sports Obituaries Features Opinion Public Records Contests Weather

New transit service begins Aug. 7

Published 11:26 am Thursday, July 27, 2023

By John Reitman



Bluegrass RIDE will begin in Danville on Aug. 7. Photo submitted

NEWS REPORT

Beginning Aug. 7, residents of Danville will have a new way to get around, and it is free. Bluegrass RIDE will introduce fare-free public transit service throughout the community.

The 9-R Watchdog Coalition is ready to sink its teeth into what it sees as an ineffective school board and superintendent. The group grew in popularity to renew the contract of popular Durango High School teacher Padraig Lynch. Now that Lynch and Lynch may take legal action to restore his good name. "Our local school board is supposed to be the checks and balances for the superintendent, and they aren't," N Gattlieb said. Gattlieb was one

Public Speaking

- Speak at targeted and community events to:
 - Raise awareness
 - Promote Ridership
 - Build Support



Public Speaking

- Speak at targeted and community events to:
 - Raise awareness
 - Promote Ridership
 - Build Support
- Potential Audiences:
 - Community gatherings
 - Government meetings
 - Student orientations
 - Senior Centers & Events
 - Social Service Agency constituents
 - Social Service Staff (train-the-trainer)
 - Service Organizations

Public Speaking

- Tools to increase impact:
 - PowerPoint or Video
 - Handouts of Riders Guides or targeted materials
 - Trip Planning table
- Some presentations can be remote

MST MID-STATE TRANSIT

Origin-to-Destination Transportation for Seniors and Persons with Disabilities in Belknap and Merrimack Counties

Effective June 1, 2021

Reservations: 603-225-1989

Where will you go today?

603-225-1989
concordareatransit.com

Serving Belknap and Merrimack Counties

The safest, easiest, most affordable way to get where you need to go.

Mid-State Transit provides origin-to-destination transportation for seniors (60+) and adults with disabilities in Belknap and Merrimack Counties – outside of the Concord area.

MST Bus Service

This map shows only MST Bus Service. Service is available on other days of the week via MST Volunteer Drivers.

MST Bus Service is available within each colored zone on the days listed. Individual towns within each zone are only served on the days listed on the map.

Call 603-225-1989 to learn more or to schedule your ride.

Zone	Days	Hours
Zone 1	Mon-Fri	8:30am - 3pm
Zone 2	Mon-Fri	8:30am - 3pm
Zone 3	Mon-Fri	8am - 3pm
Zone 4	Mon-Fri	8:30am - 1:30pm
Zone 5	Mon-Fri	8:30am - 3pm

Shaded areas are served by two zones. White areas served only by MST Volunteer Drivers.

Recommended Round-trip Donation: \$3.00
Reservations: 603-225-1989

MST MID-STATE TRANSIT
603-225-1989
concordareatransit.com

Other Transportation Resources

Travel Training

If you'd like to learn more about using CAT and MST services, we offer travel training programs. Call our Travel Trainer at 603-225-3295 to learn more.

Taxi Voucher Program

Ask us about our new taxi voucher program – 603-225-1989.

Ridesharing

NH Rideshare provides Rideshare information and matching. Visit www.nh.riideshare.nh.gov to get started.

Mid-State Transit / Concord Area Transit
PO Box 1016
Concord, NH 03302-1016
603-225-1989 concordareatransit.com
TTY Relay 7-1-1 OR TTY 1-800-735-2964

A service of
COMMUNITY ACTION PROGRAM
NORTH HAMPSHIRE COMMUNITY SERVICES, INC.



Social Media

- Use social media channels to share news about your organization.
- Tag partner organizations, share their news, and ask them to share yours.
- Grow your social media following.
- Respond to users' comments and questions.

 NW Connector
August 13, 2021 · 🌐

Bump, Set, and Spike your way into the weekend by stopping by the 39th Annual Beach Volleyball tournament that's taking place in Seaside, OR between now and Sunday, August 15th!

Sunset Empire Transit District's Seaside Streetcar offers local circulator service to get you between all of Seaside's key destinations. Learn more and plan your weekend trip at nwconnector.org



The graphic features a central volleyball with blue waves at its base. Text around the volleyball includes 'SEASIDE' in an arc, '39th Annual' in blue, and 'Beach Volleyball' in large white letters. Below the volleyball, it says 'AVP AMERICA' in blue, 'www.SeasideBeachVolleyball.com' in white, and 'Wilson' in red. Social media icons for Facebook, Instagram, and YouTube are also present. The background shows a collage of beach volleyball players in action.

THU, AUG 12, 2021

39th Annual Seaside Beach Volleyball Tournament

Seaside, OR

Sports · 367 people

☆ Interested

Events

- Table, booth or bus at local community events
- Attend marketing partners' events
- Create and host your own events (e.g. Stuff the Bus)



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Sedona Shuttle's Stuff-the-Bus

Sedona Shuttle recently partnered with Toys for Tots to host a "Stuff-the-Bus" at Posse Grounds Pavilion. The goal was to fill a Sedona Shuttle bus with toys to be given to Sedona families in need. And the goal was met! Every seat was piled high with games, dolls, toy trucks, stuffed animals...everything needed to delight Sedona's children.

Thanks to all of you who contributed! Happy Holidays.



Paid 

Traditional Media Advertising

- Newspaper
 - Strong in small communities
 - Print and Digital Options
- TV
 - Station may be willing to produce spot for free
- Radio
 - Sponsor weather, news or sports
 - Excellent for Spanish language marketing
- Cinema Ads
 - Inexpensive and geographically targeted

Is the medium a cost-efficient way to reach your target audience?

Digital Advertising

- Banner ads on websites
 - Targeted by geography, demographics and on-line behavior
- Social Media ads
 - Targeted by geography, demographics and interests

THE SUN
News Local News Sports Things to Do Obituaries Opinion The T.E.A.
TRENDING: Estimote 2022 Carousel Mall catches fire again Stagecoach 2022 announces headliners Best of IE 2022: Best Winery

Ad
Nike Yoga Collection
Ultimate comfort, performance, and style—on and off the

After mudslides, firefighters hunt for missing Forest Falls resident in San Bernardino Mountains
Some evacuations were lifted Tuesday.
Related:
Evacuations ordered in Oak Glen and Forest Falls as mudslides hit the area 2 days ago

SUBSCRIBER ONLY
Racist, misogynistic Instagram site potentially linked to guards at Victorville prison
Ca to go

Metrolink **ONT**
Your **FREE & EASY** port

VVTA Victor Valley Transit Authority
Sponsored ·

Set yourself free to go your own way!
Track your bus in real-time at the new **VVTA.org**
and enjoy **FREE WiFi** while you ride.

Ride the bus FREE for a week

vvta.org/freerides
Get your Victor Valley Transit free rides...

Like Comment Share

CT

cta
Orange County
OmniTrans

Direct Mail

- Geographically Targeted and Affordable
 - Every Door Direct Mail
 - Choose area on a map
- Highly visible (large, color flats)
- Useful for providing targeted route info
- Ability to offer free ride coupon



**SET
YOURSELF
FREE**

TO GO YOUR
OWN WAY



Ride FREE for five days!
See other side for details

**VICTOR
VALLEY
TRANSIT**
www.vvta.org
760-948-3030

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sb cta
San Bernardino County
Transpiration Authority

FREEDOM IS JUST A SHORT WALK TO THE BUS STOP

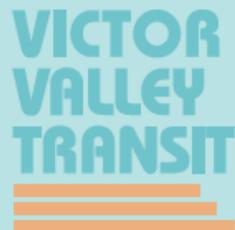
Victor Valley Transit can take you where you need to go in Barstow, with connections to the Victor Valley and San Bernardino Valley.

Routes 1, 2, 3 and 6

Hourly service Mon-Fri 6am to 8pm, Sat-Sun 8am to 5pm

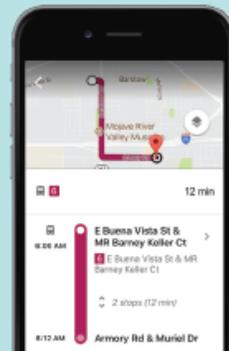
Route 15

Four trips daily Mon-Sat to and from Victorville & San Bernardino



www.vvta.org
760-948-3030

Plan your trip in seconds with Google Maps
Click the transit icon instead of the car!



PRSTD STD
U.S POSTAGE
PAID
TUCSON, AZ
PERMIT NO. 3341

*** ECRWSS
Postal Customer

RIDE THIS WEEK FOR FREE!

5 FREE DAY-PASSES

VALID FOR 5 DAY-PASSES ON VICTOR VALLEY TRANSIT



VALID THROUGH JUNE 3, 2018.

Present coupon to driver to get your free day-pass each day you wish to ride.



No Mailing List
Required

Route Map for
Local Area

Free Ride
Offer

Schedule
Info via
Google
Maps

Transit Advertising

Use your own resources

- Buses
 - Wraps
 - Panels
 - Window Clings
- Bus Shelters
- Car Cards



Transit Advertising

Use your own resources

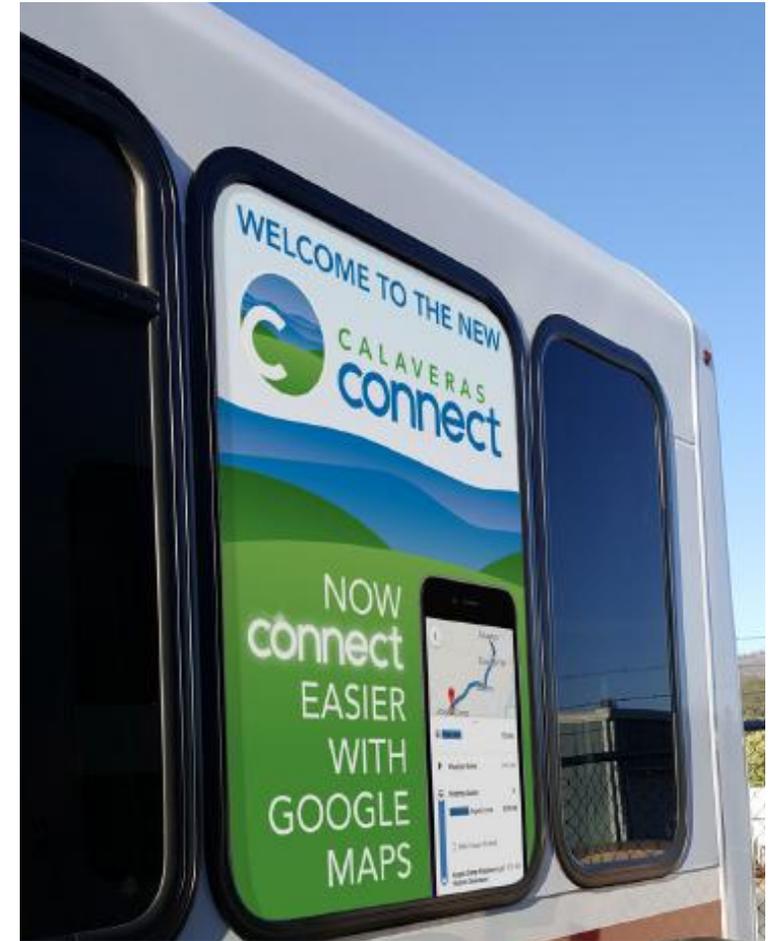
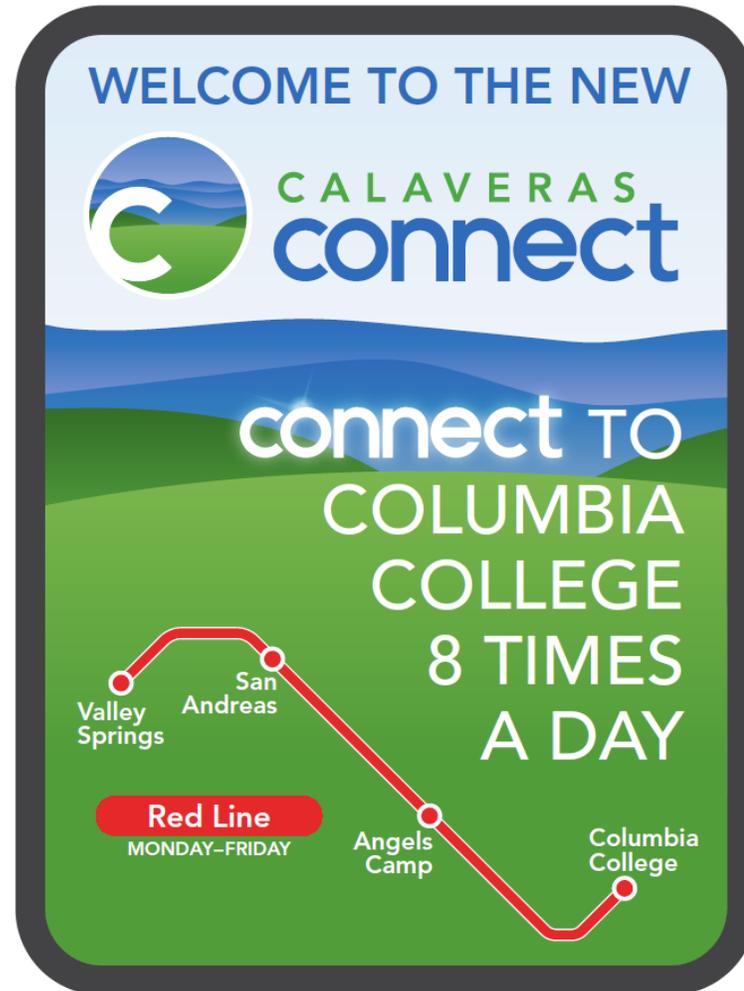
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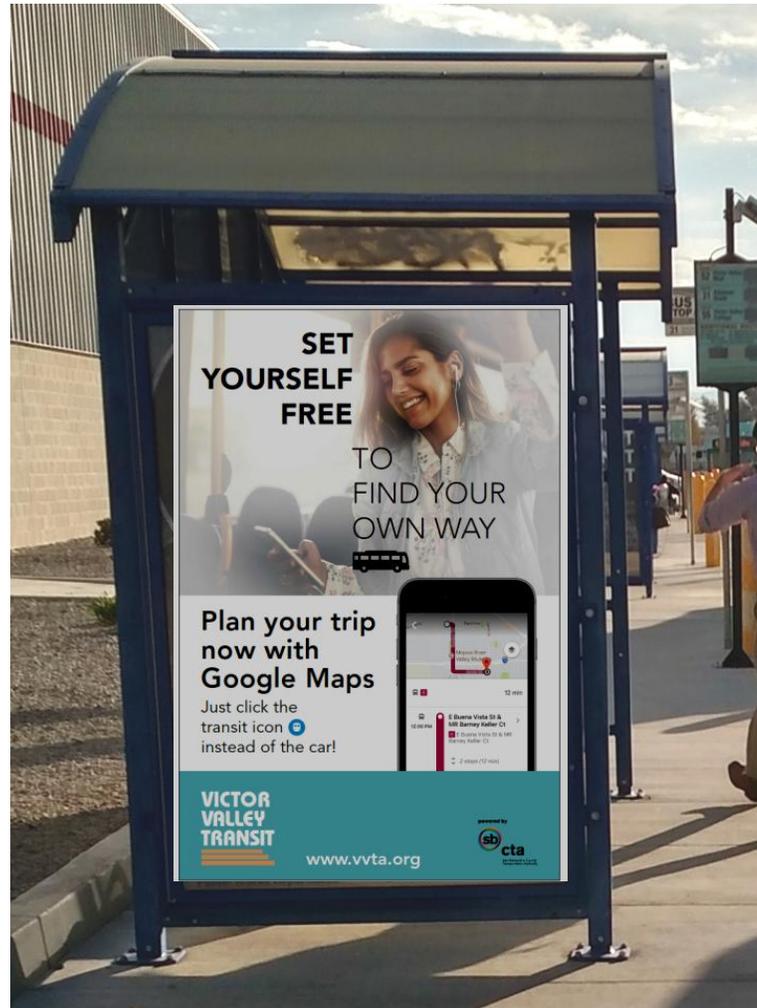
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Ride Happy! Be Safe. Be Respectful. Be Kind.

- **Make room for everyone.** Keep extra seats and the aisle clear.
- **Be kind.** Offer seats to those less able to stand.

To report bad conduct or harassment:
• Report incidents on the WTA Watch app
• Call Dispatch: 760-943-3030

• In an emergency, call 911

VICTOR VALLEY TRANSIT

powered by sb cta
San Bernardino County Transportation Authority



Partners



Colleges
Schools
Social Service Agencies
Senior Centers &
Residences
Employment Programs
Medical Providers
Residential Communities
Businesses
Destinations

Working with community partners

- Develop a list and update it regularly
- Communicate regularly with email updates
- Ask for opportunities to address their staff and/or constituents
- Ask how best to communicate with their constituents
 - Displays
 - Collateral
 - Social Media
 - Travel Training
- Follow-through with targeted messaging and materials

FREEDOM IS JUST A WALK TO THE

WE connect YOU TO COLUMBIA COLLEGE
Ride FREE with your college ID

Columbia College 68

- 8 round trips a day between Calaveras County and Columbia College
- Save money on gas and parking fees
- Cram, sleep or text on your way to class
- Plan your trip using Google Maps on your smartphone
- Ride any route, any time, free with your current Columbia College ID

CALAVERAS connect 209-754-4450
www.CalaverasConnect.org



Putting it all together

A Few Case Studies

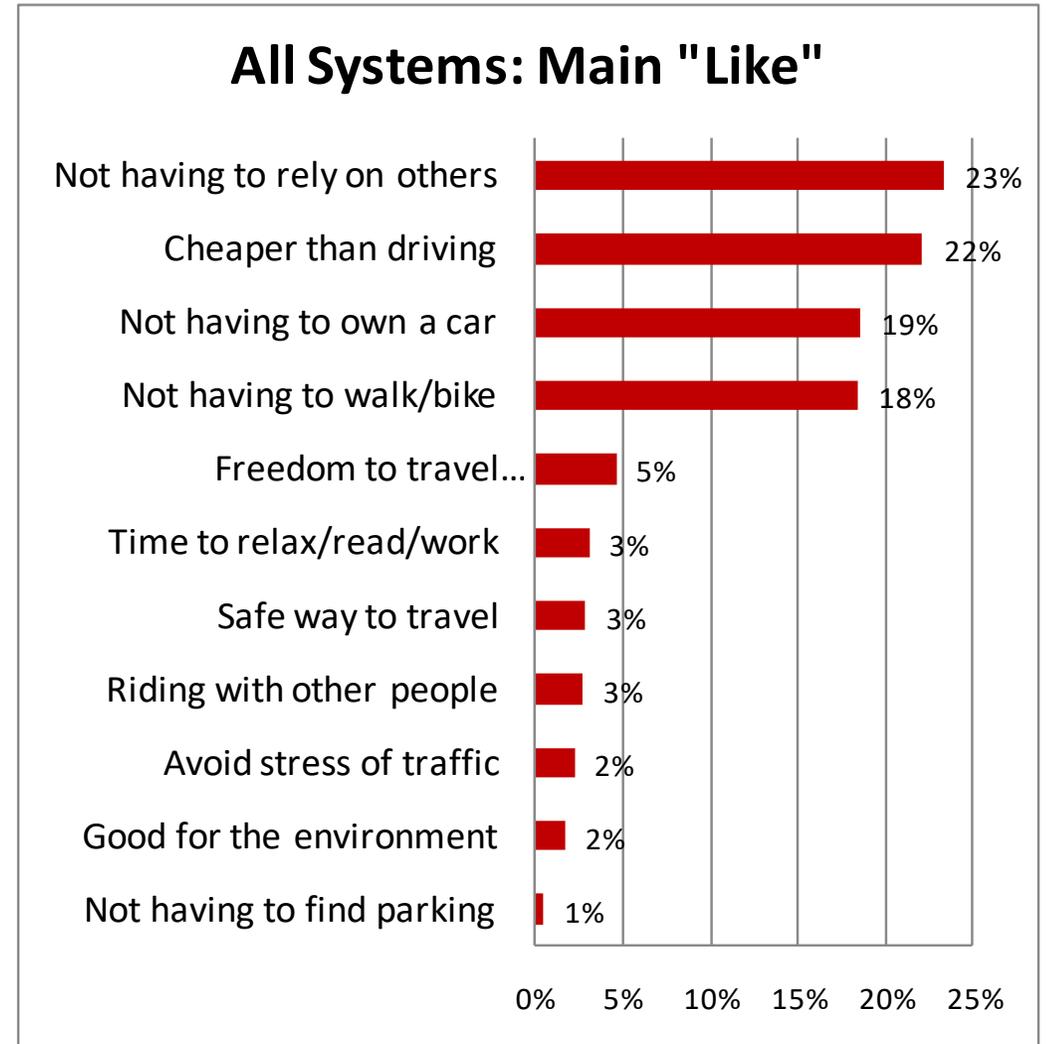


Know Your Audience

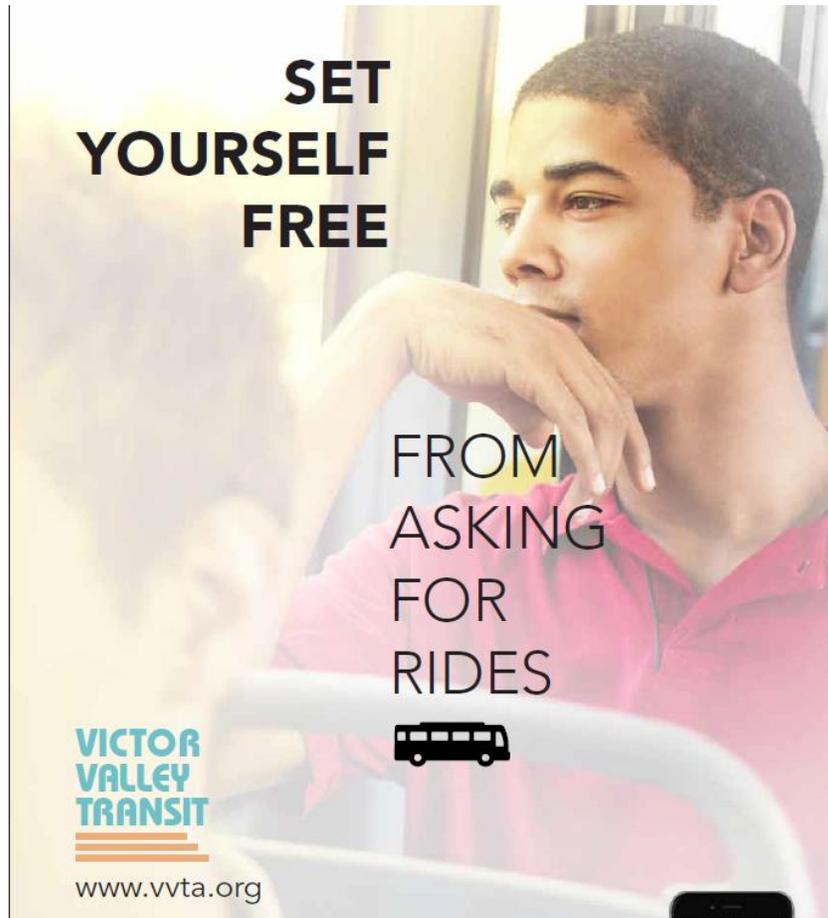
And use that knowledge to drive messaging

“Set Yourself Free” Campaign

- Pre-campaign Survey of riders on four systems in San Bernardino County, showed what transit users like about transit:
 - Not having to rely on others for rides
 - Not having to own or pay for a car
 - Not having to walk or bike
- The campaign creative was built on this common motivation:
 - Transit lets you “Set Yourself Free” from the alternatives.
 - Transit provides independence and freedom to travel on one’s own terms



Customized for each target audience



SET YOURSELF FREE

FROM ASKING FOR RIDES

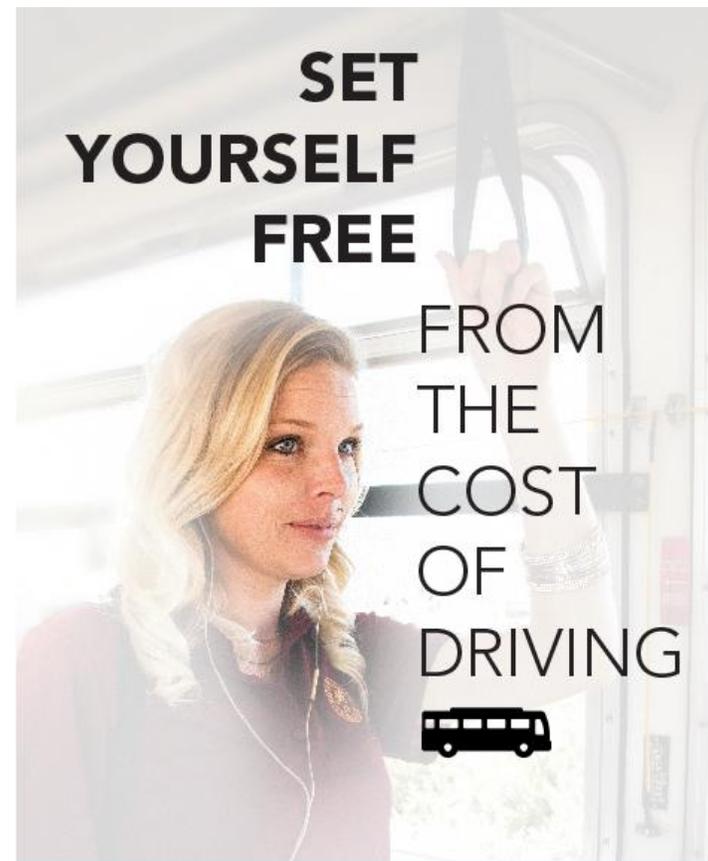


VICTOR VALLEY TRANSIT

www.vvta.org

powered by  San Bernardino County Transportation Authority

Plan your trip now with Google Maps
Just click the transit icon  instead of the car!



SET YOURSELF FREE

FROM THE COST OF DRIVING



Ride Victor Valley Transit FREE with your VVC ID



SET YOURSELF FREE

FROM WORRYING ABOUT YOUR RIDE



MBTA
METROBUS TRANSIT AUTHORITY

www.mbtabus.com
760-366-2395

powered by  San Bernardino County Transportation Authority

Plan your trip now with Google Maps
Just click the transit icon  instead of the car!



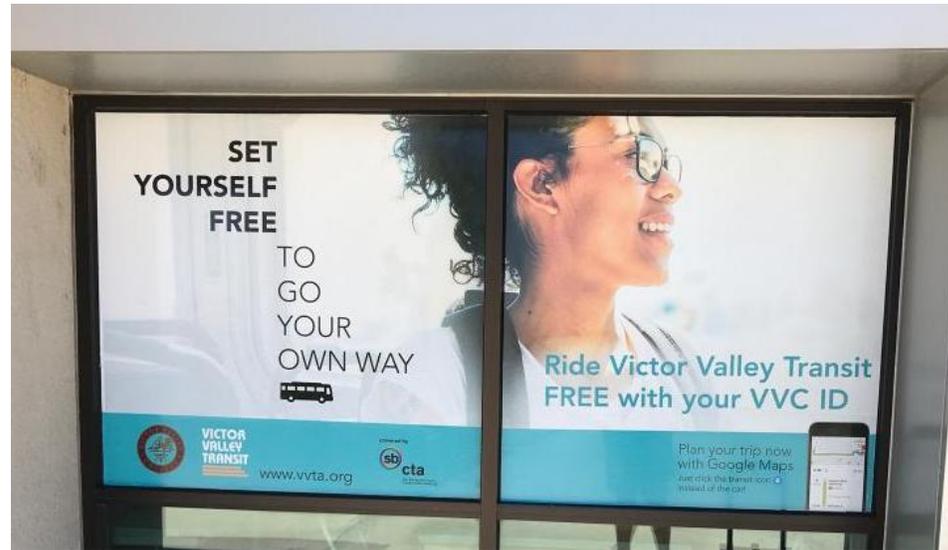


Partnership Marketing

Victor Valley Transit and Victor Valley College

**Ride Victor Valley Transit
FREE with your VVC ID**

College Partnership



Plan your trip now with Google Maps Just click the transit icon instead of the car!





Bluegrass RIDE

Launching a New System
Georgetown, Kentucky

BGCAP Transit

Blue Grass Community Action Program



Service Plan



- Improved routes in three local communities
- Regularly scheduled intercity service
- Fare Free

Better marketing of
better service

Bluegrass RIDE



Bluegrass
RIDE

 **Bus
Stop**

 800-456-6588
BluegrassRide.org

User Friendly Passenger Information

Georgetown Monday-Friday Service

Route 2 Mon-Fri

Eastbound from Downtown to BCTC											Westbound from BCTC to Downtown											
Washington Court St	Washington St	The Pavilion	Market St	Walnut St	Walnut St	Walnut St	Walnut St	Walnut St	Walnut St	Walnut St	Walnut St	Walnut St	Walnut St	Walnut St								
6:30	6:32	6:33	6:43	6:49	6:56	7:04	7:07	7:15	7:18	7:30	7:37	7:46	7:55	8:03	8:15	8:23	8:29	8:30	8:33	8:45	8:52	9:09
8:45	8:47	8:54	8:58	9:04	9:11	9:19	9:22	9:30	9:33	9:45	9:52	9:59	10:07	10:15	10:29	10:37	10:44	10:45	10:48	11:00	11:07	11:29
11:45	11:47	11:54	11:58	12:04	12:11	12:19	12:22	12:30	12:33	12:45	12:52	12:59	13:07	13:15	13:29	13:37	13:44	13:45	13:48	14:00	14:07	14:29
12:30	12:32	12:33	12:43	12:49	12:56	1:04	1:07	1:15	1:18	1:30	1:37	1:44	1:52	2:00	2:14	2:22	2:29	2:30	2:33	2:45	2:52	3:14
1:15	1:17	1:24	1:28	1:34	1:41	1:49	1:52	2:00	2:03	2:15	2:22	2:29	2:37	2:45	2:59	3:07	3:14	3:15	3:18	3:30	3:37	3:59
2:45	2:47	2:54	2:58	3:04	3:11	3:19	3:22	3:30	3:33	3:45	3:52	4:00	4:07	4:15	4:29	4:37	4:44	4:45	4:48	5:00	5:07	5:29
3:30	3:32	3:39	3:43	3:49	3:56	4:04	4:07	4:15	4:18	4:30	4:37	4:44	4:52	5:00	5:14	5:22	5:29	5:30	5:33	5:45	5:52	6:14
4:15	4:17	4:24	4:28	4:34	4:41	4:49	4:52	5:00	5:03	5:15	5:22	5:29	5:37	5:45	5:59	6:07	6:14	6:15	6:18	6:30	6:37	6:59
5:00	5:02	5:09	5:13	5:19	5:26	5:34	5:37	5:45	5:48	6:00	6:07	6:14	6:22	6:30	6:44	6:52	6:59	7:00	7:03	7:15	7:22	7:44
5:45	5:47	5:54	5:58	6:04	6:11	6:19	6:22	6:30	6:33	6:45	6:52	7:00	7:07	7:15	7:29	7:37	7:44	7:45	7:48	8:00	8:07	8:29

Route 1 Mon-Fri

Southbound from Downtown											Northbound to Downtown											
Washington Court St	Washington St	The Pavilion	Market St	Walnut St	Walnut St	Walnut St	Walnut St	Walnut St	Walnut St	Walnut St	Walnut St	Walnut St	Walnut St	Walnut St								
6:30	6:32	6:33	6:43	6:49	6:56	7:04	7:07	7:15	7:18	7:30	7:37	7:46	7:55	8:03	8:15	8:23	8:29	8:30	8:33	8:45	8:52	9:09
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11:45	11:47	11:54	11:58	12:04	12:11	12:19	12:22	12:30	12:33	12:45	12:52	12:59	13:07	13:15	13:29	13:37	13:44	13:45	13:48	14:00	14:07	14:29
12:30	12:32	12:33	12:43	12:49	12:56	1:04	1:07	1:15	1:18	1:30	1:37	1:44	1:52	2:00	2:14	2:22	2:29	2:30	2:33	2:45	2:52	3:14
1:15	1:17	1:24	1:28	1:34	1:41	1:49	1:52	2:00	2:03	2:15	2:22	2:29	2:37	2:45	2:59	3:07	3:14	3:15	3:18	3:30	3:37	3:59
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Route 1 Mon-Fri

Southbound from Downtown											Northbound to Downtown											
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Georgetown Free Public Transit Monday thru Saturday Effective January 16, 2023

800-456-6588 BluegrassRide.org

Home How To Ride Fares Contact Us

Fare-free public transit service has arrived in Georgetown. Coming soon to more communities.

Georgetown

Nicholasville

Danville

Frankfort

InterCity

How to Ride

Learn how to use Bluegrass RIDE to travel within your community or throughout the Bluegrass region.

Arriving Soon

Learn about Bluegrass RIDE transit services that will be added in 2023 - local community routes and regional connections. Learn more.

Plan Your Trip

Start

End

Depart

Time

Date

[Get Directions](#)

Trip planning data is maintained using GTFS Manager from Trillium Solutions, Inc.

Introductory Advertising & Direct Mail

Your RIDE is arriving soon!

Bluegrass RIDE



Beginning January 16, Bluegrass RIDE will provide FREE public transit throughout Georgetown.

- Two new bus routes will take you where you need to go.
- Buses will run every 45 minutes, Monday through Saturday.
- Brand-new, climate-controlled vehicles will offer a clean, comfortable ride.

And the RIDE is free, so you can forget about high gas prices.



See our route maps and schedules:
BluegrassRide.org
800-456-6588

Your RIDE is here!

Bluegrass RIDE



Bluegrass RIDE now provides FREE public transit throughout Georgetown.

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Plan your trip with Google Maps. Just enter your start point and destination and click on the transit icon for a detailed trip plan.



See our route maps and schedules:
BluegrassRide.org
800-456-6588

Your RIDE Has Arrived! And It's FREE!

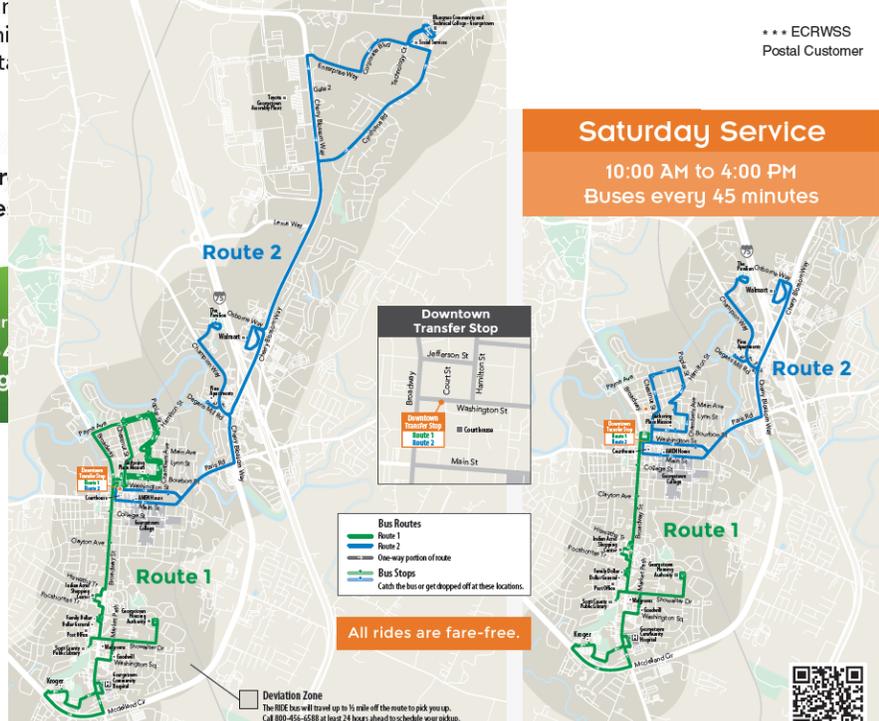
Bluegrass RIDE now provides FREE public transit throughout Georgetown.

- Two new bus routes take you where you need to go.
- Buses run every 45 minutes, Monday through Saturday.
- Brand-new, climate-controlled vehicles offer a clean, comfortable ride.

And the RIDE is free, so you can forget about high gas prices.

Monday–Friday Service
6:30 AM to 6:30 PM – Buses every 45 minutes

Saturday Service
10:00 AM to 4:00 PM
Buses every 45 minutes



See our route maps and schedules:
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Plan Your Trip with Google Maps
Just enter your start point and destination and click on the transit icon for a detailed trip plan.



Bluegrass RIDE
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BluegrassRide.org

PRSTD STD U.S. POSTAGE PAID TUCSON, AZ PERMIT NO. 3341

*** ECRWSS Postal Customer

Deviation Zone
The RIDE bus will travel up to 1/2 mile off the route to pick you up.
Call 800-456-6588 at least 24 hours ahead to schedule your pickup.

All rides are fare-free.

Social Media & Video

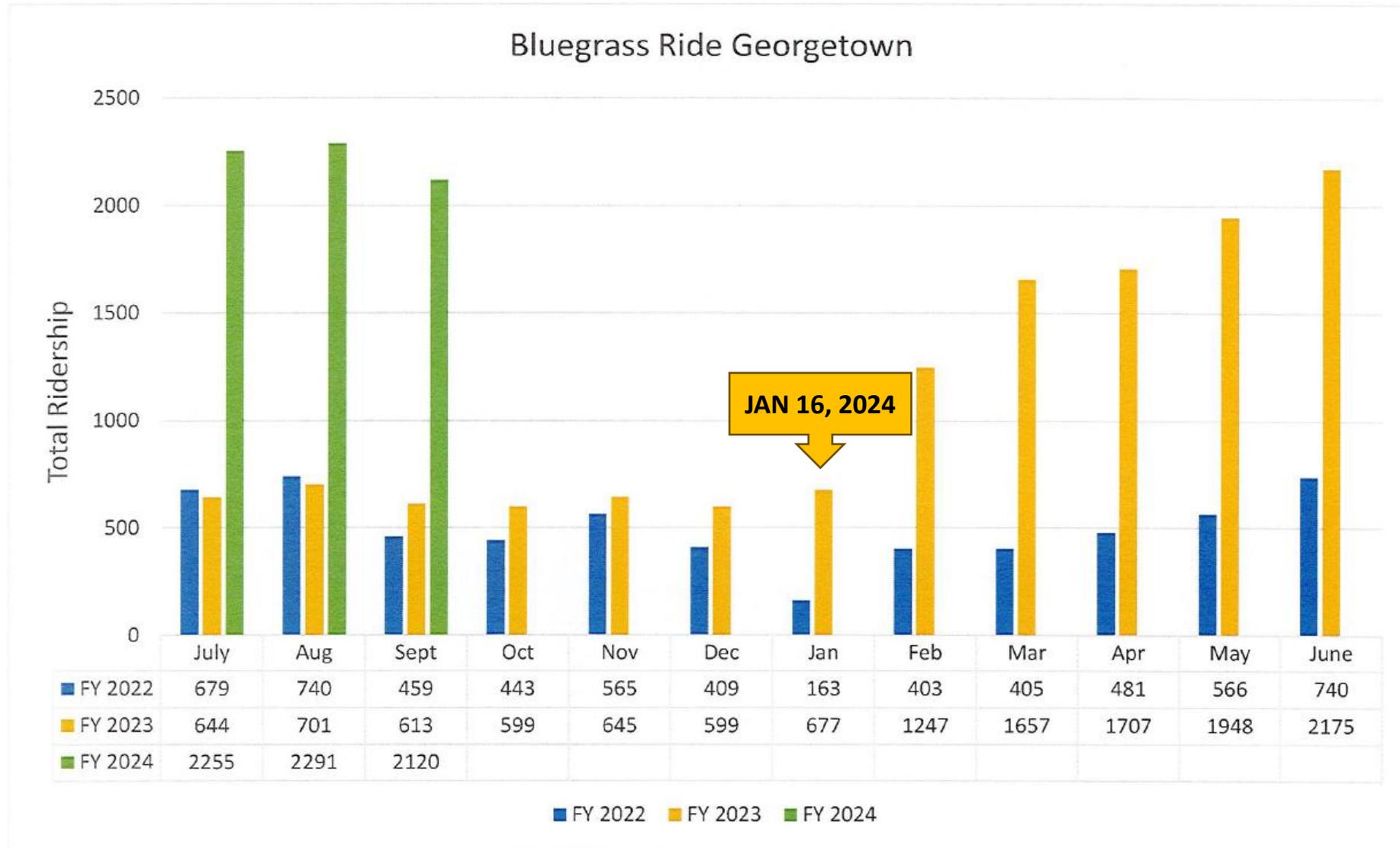


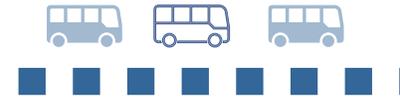
Cinema Advertising

Service Launch Event



Ridership Results





B-Line

Building a Family of Brands
Butte County, California



B-Line

Butte Regional Transit

Schedules & System Maps



Local and Regional Service for:

Chico Oroville Paradise Gridley Biggs
Thermalito Magalia Palermo

August 2025

www.blinetransit.com

B-Line



The logo features a stylized 'B' with a green-to-blue gradient and a swoosh, followed by the text 'B-Line' in blue.

B-Line

The logo features a stylized 'B' with a green-to-blue gradient and a swoosh, followed by the text 'B-Line' in blue and 'FLEX' in light blue below it. A mouse cursor is positioned over the top left of the 'B-Line' text.

**B-Line
FLEX**

Microtransit

The logo features a stylized 'B' with a green-to-blue gradient and a swoosh, followed by the text 'B-Line' in blue and 'LINK' in green below it.

**B-Line
LINK**

Inter-County

The logo features a stylized 'B' with a green-to-blue gradient and a swoosh, followed by the text 'B-Line' in blue and 'PLUS' in orange below it.

**B-Line
PLUS**

Paratransit



B-Line

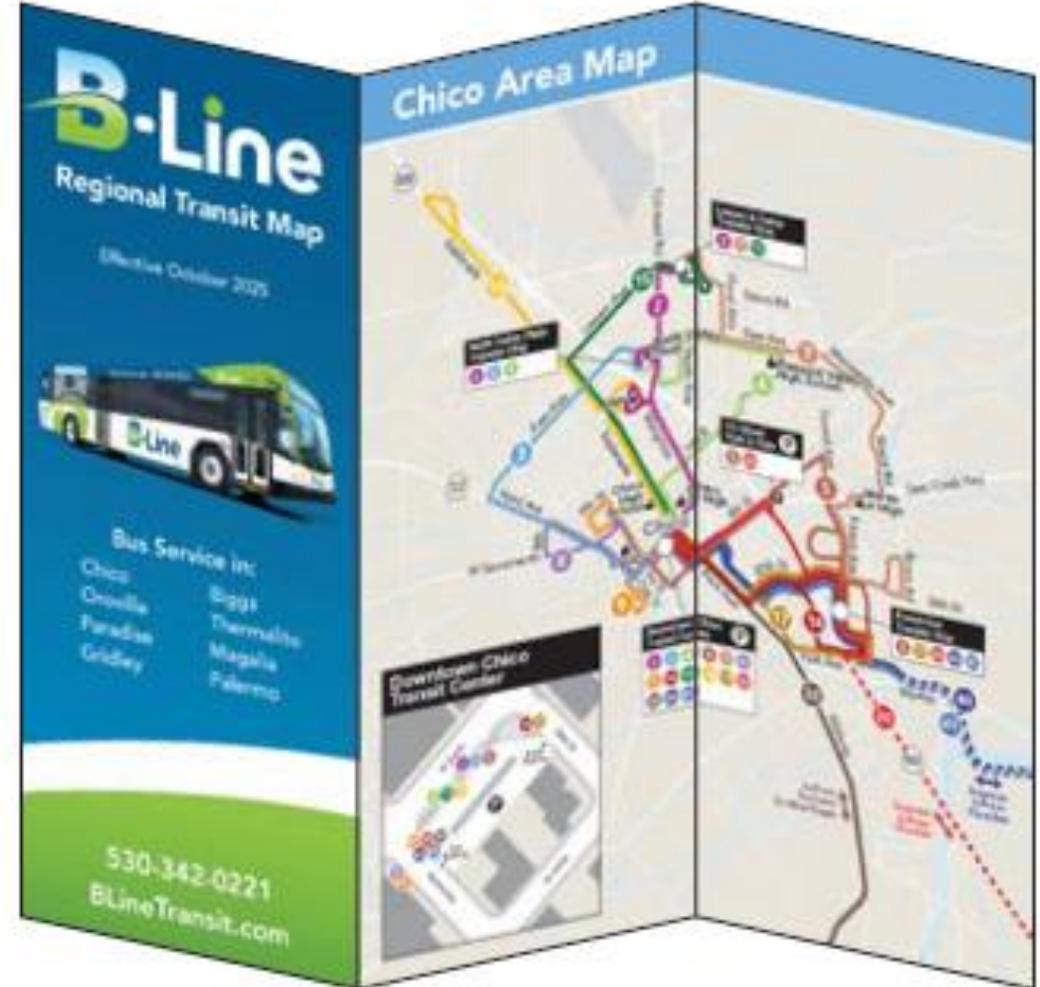
Bus Schedule Book

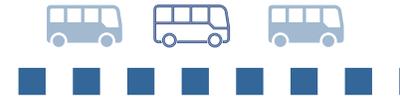
Effective October 2025



Route Maps and Schedules
for Buses Serving:

Chico	Biggs
Oroville	Thermalito
Paradise	Magalia
Gridley	Palermo





Questions?

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