Let’s Ride Branding Campaign, Website, and Mobile App

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Let’s Ride Branding Campaign, Website, and Mobile App

Matthew Wilson  Mobility Manager
Ashley Finch  Intermodal Planner

Syed Naqi  Project Manager, HB Software Solutions / QRyde
Let’s Ride Rural Transit Branding Campaign
Purpose of the Rural Transit Branding Campaign

Statewide Transit Plan Feedback

Transit Agencies:
• Public awareness of transit options
• Public perception of transit
• Informing elected leaders on benefits of public transit

Public Survey:
• 506 respondents said their primary reason for not taking transit is that “service is not available in their community”;
• 86% of these people live in communities with rural demand response public transit systems.
Rural Transit Vehicles Today
The Process

- Scoping & Brainstorming with Intermodal & Communications teams
- Focus Group style calls with transit providers
- Solicited feedback on what providers wanted in new logo and marketing materials
- Graphic artist presented sketches to Intermodal
- Team narrowed down sketches to 2 concepts for graphic design
- Refined the final logo and slogan
Reimagining How Rural Transit is Marketed

Desired Perception & Key Messages:
- Friendly and makes you smile
- Transit is for everyone
- Offers independence
- Safe and affordable
- Reliable and convenient
- We have room for you
- It’s a community service
- Here when you need us

Logo Influence:
- Modern rather than traditional
- Sophisticated, friendly; not stuffy
- Integrate new logo with local transit name
- Adoption is optional, but encouraged
Logo Design Integrated with Provider Names

- Let’s Ride Three Rivers Regional Transit
- Let’s Ride Middle Georgia Community Transit
- Let’s Ride Twiggs County Transit
- Let’s Ride Baldwin County Transit
- Let’s Ride Southwest GA Regional Transit
- Let’s Ride Coastal Regional Coaches
Applications

- Bus design; stickers
- Website & Printed Materials
- Driver shirts, office supplies
Stickers
Marketing Collateral

**Let's Ride**

**The New Face of Rural Transportation**

To change any of the text in this document, just click on the text you want to update and start typing.

To change the colors, go to the Design tab and click on Colors. From the list of colors, choose a different color scheme.Hover over the different choices to see how the overall feel of the document will change with each option.

You can also update the font of the entire document easily. From the Design tab, choose a font combination that fits your taste.

Reset the theme to restore the template to its original state.

**Services**

Save us a trip and a roll on our bus. It's a quote from the story we get the audience interested.

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**Email Newsletter We Ride**

We have room for you!

Often businesses spend as much time and effort gathering new customers as they do on anything else. It is also one of the costliest functions of doing business. So, it is important to make sure you do not lose the customers you have spent so much energy to acquire. The alternative is to continue with the time-consuming process of finding new customers from an ever-shrinking pool of prospects. Since it costs much less to keep existing customers instead of constantly replacing them, it makes good business sense to do what it takes to keep customers coming back.

"Make sure you do not lose the customers you have spent so much energy to acquire."

**Transit for Everyone**

Using an e-mail newsletter can be an effective, low-cost method for sharing in touch with your customers. It helps increase churn and can easily generate more business from customers you have already spent a great deal of effort to win. Since there are no mailing and printing costs involved, it is also very gentle to your bottom-line. Another benefit is the almost instantaneous delivery that e-mail offers. You do not have to worry whether the Post Office will get the newsletter to your customers in time for them to take advantage of a special offer.

1. Use big headlines.
2. Make your articles short and to the point.
3. All information should be of value to the customer.

Meet the faces behind rural transportation.
Sample Driver Uniforms
Provider budgeted Office Supplies
Provider-sponsored Promotions
Let’s Ride Website and Mobile Application
www.LetsRideGA.com

Launched on National Rural Transit Day (July 16th)
www.nationalrtap.org/News/Rural-Transit-Day

Brings Georgians a simplified and streamlined way to plan and book their travel with participating rural transit providers.
Phase I: Launch Website

• Display Let’s Ride app operators and contact info
• Provide Mobile App User Directions
• Provide Mobile App Links to Stores (iOS & Google Play)

Phase II: Expand Website

• Display ALL Rural Transit operators and contact info
• Allow riders to find their local Rural Transit operator closest to them
• Allow riders to schedule rides via website
• Expand Let’s Ride app operators
Let’s Ride Mobile App Version II

Available for iOS and Andriod

Version I: Launch Mobile App
• Rider “Sign Up”
• Riders contact their Let’s Ride operator
• Provider sends rider User ID
• Rider completes Registration Form
• Rider then is able to book/schedule trip

Version II: Expand Mobile App Features/Functions
• App determines rider’s location and appropriate transit operator
• App adds trip to the Let’s Ride operator’s requested ride in QRyde

How to Become a Let’s Ride Operator:
Contact Troy Green: tgreen@dot.ga.gov
Let’s Ride Mobile Application Demo
QUESTIONS?

Matthew Wilson  mawilson@dot.ga.gov
Ashley Finch  afinch@dot.ga.gov
Syed Naqi  syedn@qryde.com