

Campaign Overview: Get on Board

THE RAPID

The bottom of the slide features a decorative graphic consisting of several overlapping, wavy bands in shades of blue and red, creating a sense of motion and energy.

Research Findings

- Identified the need for on-going communication that
 - Defines the roles of The Rapid in the community
 - Illustrates system benefits
 - Provides answers to “what’s in it for me?”
- Targets tailored information to specific populations and/or perspectives

Approach

- Different people in the community talking about The Rapid in their own words.
- Representing a variety of perspectives—customers, business owners, higher ed, environmental, community advocates, etc.

Approach

- Identified participants and recorded in-depth interviews
- Content from interviews will be used to develop a variety of communication tools that will work together to inform/educate
- Persuasiveness comes from authenticity and independence of participants

Campaign Message: Get on Board

- Recognize importance of public transportation to the community
- Join with campaign participants in supporting public transportation
- Philosophical and literal connotations
 - Awareness and support are key goals
 - Ridership growth may result

Campaign Formats

- Stand-alone Web site
 - Focus on key messages
 - Provide more resources than can be contained in a single ad
 - Foster community conversation
 - Link to other individual, regional, and national perspectives on public transportation



It's time to get on board.



Transit related Development Community Events On Board Campaign




"Public transportation isn't just for a particular group of people."
— Casey Dutmer
[LEARN MORE](#)



"The Rapid means freedom for me."
— Rae Bower
[LEARN MORE](#)



"Public transportation is one of the best investments we can make."
— Rodney Martin
[LEARN MORE](#)

blog

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// JAN 3 2010 // 3 comments // general

twitter

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~ 7:00 pm via [twitter](#)

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~ 4:55 pm via [twitter](#)

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300 Ellsworth SW Grand Rapids, MI 49503-4005
Phone: (818) 456-7514

Looking for stops near your address?

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When's the bus coming to your stop?

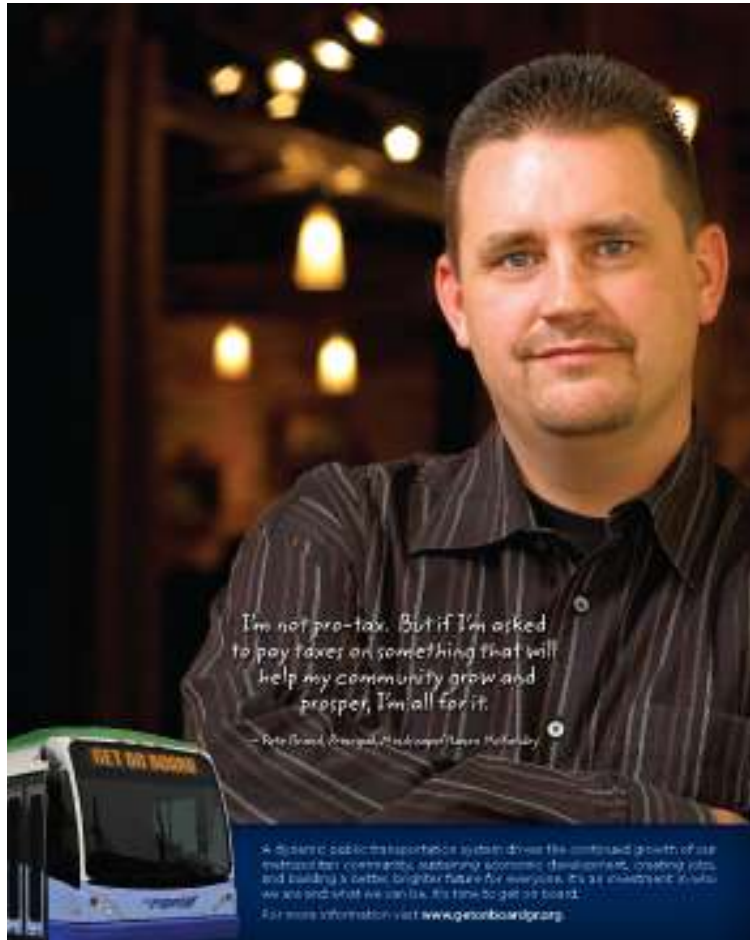
[Search](#)

Draft Campaign Home Page

Campaign Formats

- Campaign elements will communicate messages and drive traffic to Web for more information
 - Print advertising
 - TV spots
 - Videos for use in community presentations
 - Social Media – leverage networks to increase outreach
 - Proactive outreach to other partners for links, social media postings, etc.

Print Ads

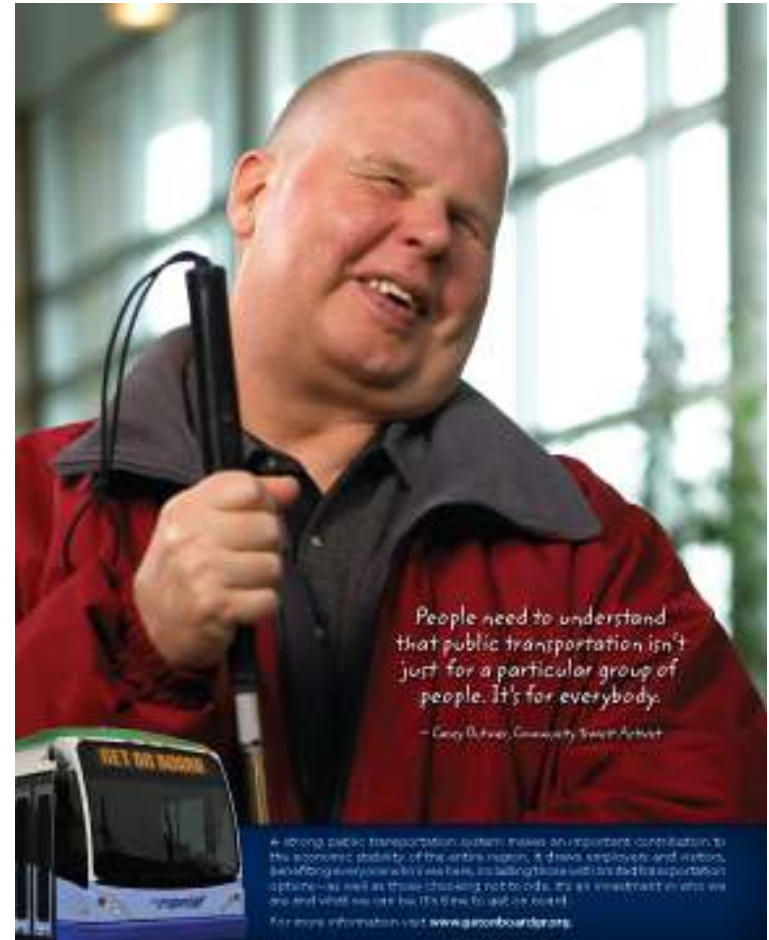


I'm not pro-tax. But if I'm asked to pay taxes on something that will help my community grow and prosper, I'm all for it.

— Pete Frank, General Manager/Leslie McFarland

A strong public transportation system drives the continued growth of our metro area by creating, sustaining economic development, creating jobs, and building a better, brighter future for everyone. It's an investment in the way we live and what we can do. It's time to get on board.

For more information visit www.getonboardgr.org



People need to understand that public transportation isn't just for a particular group of people. It's for everybody.

— Greg O'Leary, Community Transit Activist

A strong public transportation system makes an important contribution to the economic stability of the entire region. It draws employees and visitors, benefiting everyone who lives here, including those with limited transportation options—as well as those choosing not to drive. It's an investment in who we are and what we can do. It's time to get on board.

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Print Ads

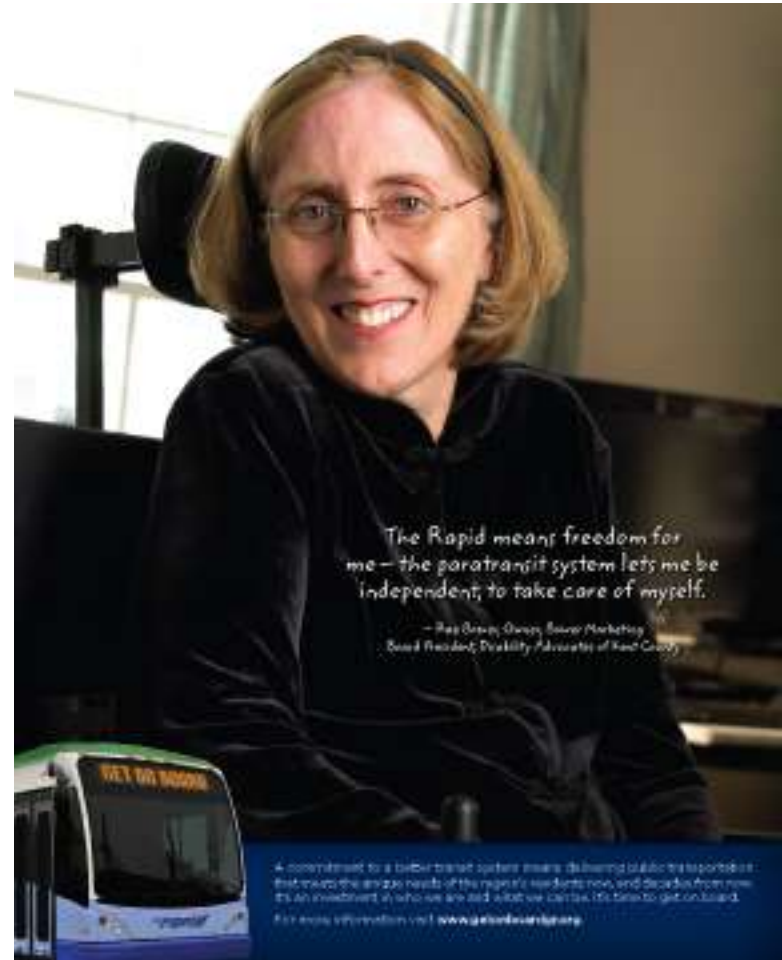


I've watched our area grow for three decades, some of it through the windows of a bus. Public transportation is one of the best investments we can make for a better future.

— Rodney Parkby, Attorney, Parkby, Shaver, Stinson & Judd

Arkansas' most successful entrepreneurs are the communities that have made a long-term commitment to building and maintaining a dynamic public transportation system. Like the Rapid, it's never too late to join the best. It's an investment in who we are and what we can be. It's time to get on board.

For more information visit www.getonboard.org



The Rapid means freedom for me — the paratransit system lets me be independent, to take care of myself.

— Peg Greer, Greer, Bauer Marketing
Board President, Disability Advocates of Kent County

A commitment to a better transit system means delivering public transportation that meets the unique needs of the region's residents now and decades from now. It's an investment in who we are and what we can be. It's time to get on board.

For more information visit www.getonboard.org

THE RAPID

Thank you!

Jennifer Kalczuk
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The logo for 'The Rapid' features the word 'THE' in a small, blue, sans-serif font, followed by 'RAPID' in a large, bold, blue, italicized sans-serif font. A red horizontal line is positioned above the 'I' in 'RAPID', extending slightly to the left and right.

THE RAPID