



#### Big Ideas, Small Budgets

American Public Transportation Association- Marketing Conference
San Diego, California
March 1<sup>st</sup>, 2011



## Background

- Location: 100 miles South of Dallas and 100 miles North of Austin
- Population:160,000
- 9 Fixed routes, 5 Campus Shuttle routes
- Fleet Size: 20 buses, 32 Cutaways, 10 Minivans
- Bus Only System
- 120 Bus Benches, and 30 shelters throughout town.



# Partnerships



Official radio Station of Waco Transit



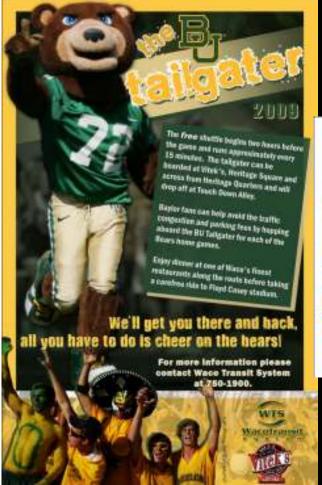




DASH (Downtown Area Shuttle)



## Special Events





Free Fare Day



The BU Tailgater

**Holiday Tour Of Lights** 

### Christmas Trolley

http://www.youtube.com/watch?v=q2sYqR
 Pogww

8,000 LED Christmas Lights, 40 Man Hours, 5,000 Watt Generator, 600 Watt Stereo System