

Suggested Activities for National Get on Board Day

Events

- Build partnerships with local businesses. Ask them to promote National Get on Board Day in partnership with you.
- Hold an open house for community leaders and local media to see your facilities and equipment. Cap off the event with a ceremonial ride.
- Invite elected officials to attend any events, as well as to ride public transportation that day.
- Host an information fair promoting the benefits of public transportation.
- Create school activities to get local children involved (i.e. coloring contest or slogan contest).
- Promote your agency and National Get on Board Day by setting up a table or booth at a popular transit stop with a lot of pedestrian traffic.
- Host a scavenger hunt.
- Host a competition between mayor/elected officials/communities. Award a prize for the most rides on public transit.
- Host a health and wellness event and showcase the connection between riding transit and health.
- Host a rider appreciation event.
- Invite local influencers to ride public transit and have them document their trip.
- Ask a local celebrity to be part of an event talk about the value of public transit in your community.
- Conduct a tour of your facility for politicians.
- Conduct an event featuring a people who benefit from your services (senior citizen, person with disabilities, local business owner, student, commuter, single parent, veteran)
- Hold an event at a local college/university with students and discuss the benefits of transit.
- Hold a groundbreaking ceremony.
- Hold a “Golden Ticket” Promotion -- on Get on Board Day publicize that every hundredth transit card purchased will come preloaded with a month of free rides.
- Hold a “How Many Transit Cards Do You Have?” Competition -- conduct an online competition challenging riders to show off how many cards they have, and declare the winner the Champion of your city’s transit system.
- Create a Celebration Bus or Train -- select one bus or train car and deck it out as a Celebration Car, with streamers, posters and other decorations. Also, offer free Get on Board giveaways. Encourage riders to post their celebratory ride on social media.
- Create a “Cash Car” -- riffing off the show “Cash Cab,” create a bus or train car with a host that selects random riders to answer trivia questions about public transit. Award prizes for answering questions correctly.

- Have a local celebrity make onboard announcements. Turn it into a competition in which people tweet their guesses as to who is the Guest Announcer.

Media

- Work to promote National Get on Board Day with your local media.
- Have your agency CEO ride the bus and/or train to thank regular riders and welcome new riders.
- Offer high-level staff to appear on local broadcasts and invite media to any/all events.
- Partner with a local media outlet or a local business to promote public transportation.

General

- Have special Get on Board Day messages for voice mail, email, and electronic message boards.
- Produce special buttons/stickers/t-shirts for all employees to wear.
- Utilize proclamations so local, regional, and state officials can proclaim Get on Board Day in your area. (See template in the toolkit.)
- Have your Board pass a Get On Board Day proclamation. (See template in the toolkit.)
- Utilize messaging and logos/artwork to create banners and signage for the day.
- Use destination headers to promote National Get on Board Day.

Promotions

- Offer free rides.
- Offer discounts on weekly or monthly passes.
- Have a drawing for free passes or other prizes.
- Have drivers/conductors pass out giveaways to riders.
- Work with local retailers to provide coupons to riders or discounts to people wearing Get on Board Day buttons or stickers.