

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

GDOT Sub-Recipient Workshop 2021

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



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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.

Georgia Statewide Transit Plan

Improving Access and Mobility through 2050

Final Report

December 2020

The preparation of this report has been financed in part through a grant from the U.S. Department of Transportation, Federal Transit Administration, under the Urban Mass Transportation Act of 1964, as amended, and in part by the taxes of the citizens of the State of Georgia.



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






Let's Ride

Logo Design Integrated with Provider Names



Applications

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



Stickers



Marketing Collateral



ISSUE NO | MONTH - MONTH YEAR | VOLUME



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 fonts 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

Give us a blurb about a story on page 3. Put a quote from the story here to get the audience interested.



Email Newsletter

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 staying in touch with your customers. It helps reduce 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 affords. 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. Microsoft Office Word makes it simple to create and send e-mail newsletters. Customers will appreciate the regular communication and you could be rewarded with more business from your existing customer base.

Meet the faces behind rural transportation

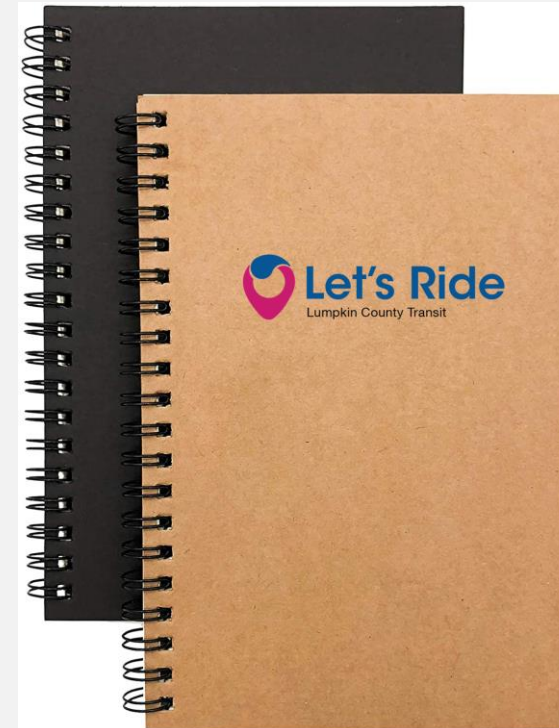
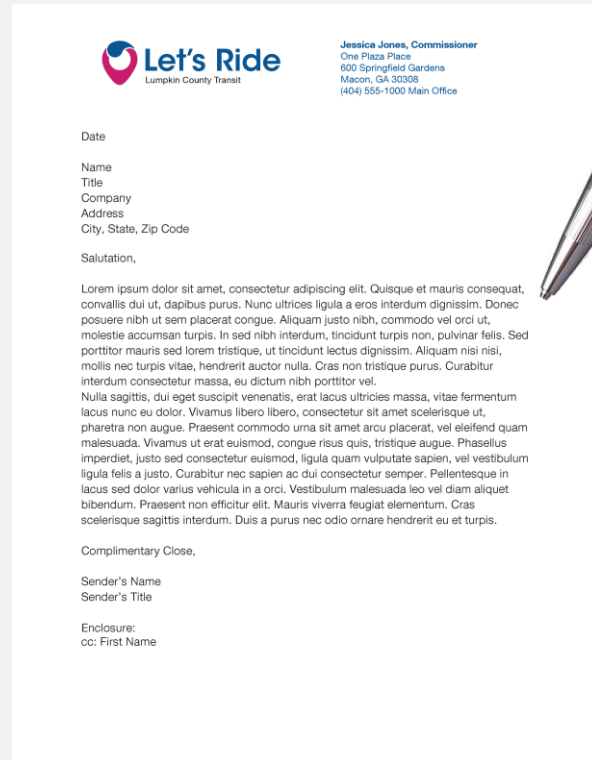


1. Use big headlines.
2. Make your articles short and to the point.
3. All information should be of value to the customer.

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.



PRESS RELEASE

For Immediate Release:
Friday, July 16, 2021

Contact:
mediarequests@dot.ga.gov



Georgia DOT Launches Let's Ride Rural Transit Program Website and Mobile App

ATLANTA, GA – The Georgia Department of Transportation's (Georgia DOT) Office of Intermodal is excited to announce the launch of its Let's Ride rural transit website and mobile app today in coordination with National Rural Transit Day. The Let's Ride website and mobile app bring rural Georgians a simplified and streamlined way to plan and book their travel with participating rural transit providers.

"In 2019, rural transit provided more than 1.5 million rides to Georgians getting them to jobs, shopping, doctor's appointments, wherever they needed to go," said Carol Corner, Georgia DOT director of Intermodal. "We look forward to the usage of rural transit continuing to gain momentum now that there is an easy and convenient way to book trips in advance."

The Let's Ride website and accompanying mobile app allow transit users to easily and conveniently plan their trips with rural transit providers that are partners of the Let's Ride program. The app allows users to set their pick-up and drop-off locations and schedule rides. The app is currently being utilized by three rural transit providers with more planned to join soon.

← Tweet



Georgia DOT
@GADeptofTrans

Today is Rural Transit Day. GDOT appreciates the service and dedication of rural transit providers throughout Georgia. Thank you for all that you do in our rural communities. Learn more about GDOT's Transit programs at bit.ly/3epmGqD #RuralTransitDay



GDOT West Central and 6 others

9:44 AM · Jul 16, 2021 · Twitter Web App

www.LetsRideGA.com

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 App Operators

Riders can book trips with the following rural transit agencies through Let's Ride app. Check back frequently as more operators are added!



Morgan County Transit

991 S Main St
Madison, GA 30650
(706) 342-4052
Visit Website

County Served: Morgan

Coastal Regional Commission

1181 Coastal Dr. SW
Darien, GA 31305
(912) 437-0800
Visit Website

Counties Served: Bryan, Bulloch, Camden, Chatham, Effingham, Glynn, Liberty, Long, McIntosh and Screven

Southern Georgia Regional Commission

1725 South Georgia Pkwy W
Waycross, GA 31503
(or)
1937 Carlton Adams Dr
Valdosta, GA 31601
(855) 360-7475
Visit Website

Counties Served: Atkinson, Bacon, Ben Hill, Berrien, Brantley, Brooks, Charlton, Clinch, Coffee, Cook, Echols, Irwin, Lanier, Lowndes, Pierce, Tift, Turner and Ware

Step 1

Visit the Apple App Store or Google Play Store and search for 'Let's Ride', then download app to your device.

Step 2

Open application and select 'Sign Up' to complete initial registration.

Step 3

Enter mobile number to receive SMS verification message.

Step 4

Complete the app registration form. The User ID will be provided by the county. Once registration is completed, use User ID and Password to log in.

Step 5

Book a trip by selecting a destination
Enter pickup address
Set trip date and time
Select transportation provider

Step 6

Review and book trip.

Let's Ride Mobile App Version II

Available for iOS and Android

Version I: Launch Mobile App

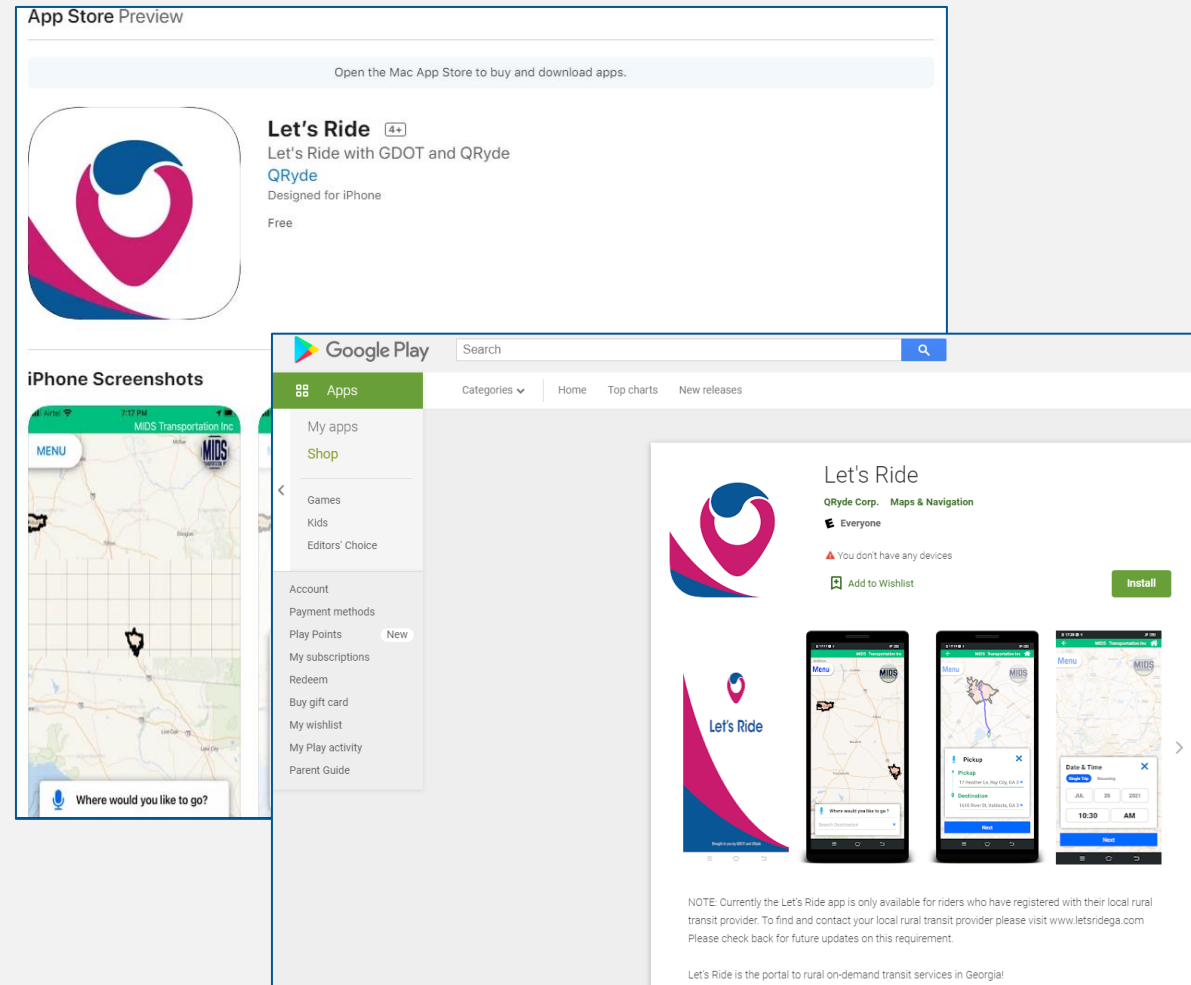
- Rider “Sign Up”
- Riders contact their Let's Ride operator
- Provider sends rider User ID
- Rider completes Registration Form
- Rider then is able to book/schedule trip

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?



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