RFTA TICKETS

MOBILE TICKETING COMMUNICATIONS PLAN

ROARING FORK TRANSPORTATION AUTHORITY

powered by justride

GOALS

1. Encourage behavior change of current riders to adopt RFTA Tickets.

2. Educate riders on how to use the app.

TARGET AUDIENCES

FREQUENT RIDERS

Local area commuters

ROARING FORK VISITORS

Tourists & frequent visitors

KEY MESSAGES

(To be communicated in English & Spanish)

FREQUENT RIDERS

- Your commute just got easier, with a couple clicks you can hop on board.
  - Save 25% on fares every time you use the app.
- RFTAs new mobile ticketing app is with you wherever you go.
- Download the app. Purchase your pass. And take a ride.
- Keep the change! With RFTAs mobile ticketing app, you'll never need cash again.

ROARING FORK VISITORS

- Skip the ticket line, buy your pass on time.
  - Don't miss the first chair, use our app to purchase your ticket.
- Your ticket to fun just got a whole lot easier.
  - Buy a single ride, daily or monthly pass for your visit/trip.

(Visual: skier on their phone at a stop)

STRATEGIES

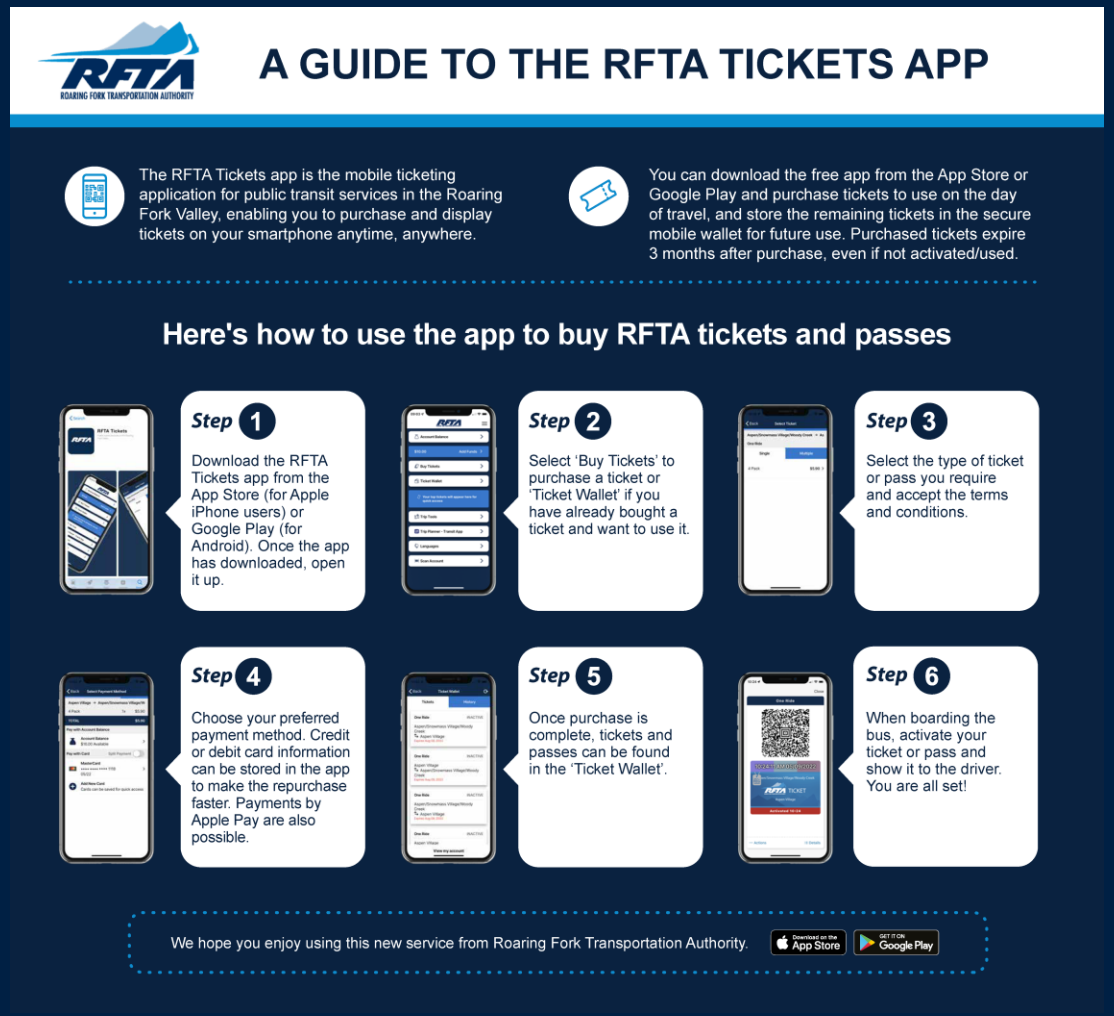
ENCOURAGE CURRENT RIDERS TO ADOPT THE APP

Through the utilization of the RFTA website, social media channels, targeted placement at bus stops, and advertising space available on the bus.

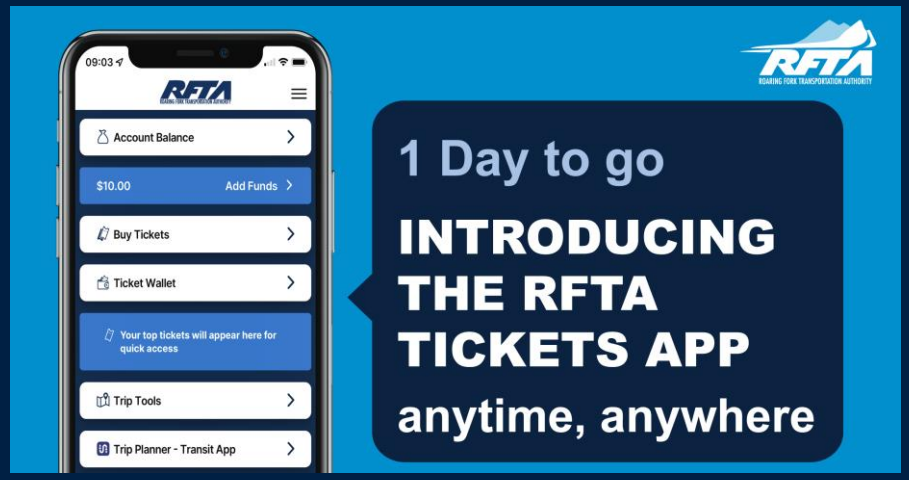
CREATE EDUCATIONAL RESOURCES ON APP FEATURES AND USE

A social media campaign and an informational webpage will create an awareness of the app and all its features. Pamphlets, handouts, rack cards and informational business sized cards prompting the app use will be distributed through the RFTA network and information kiosks.

MATERIALS



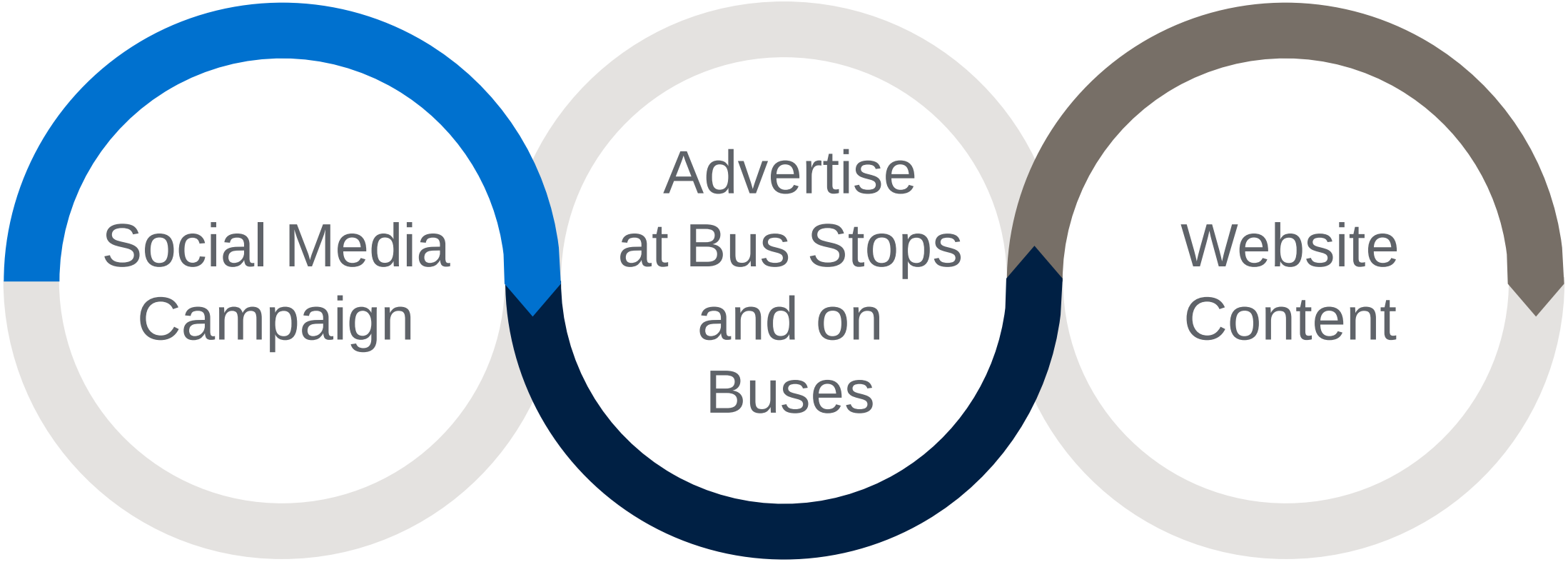
Sample: Digital & Print Leaflet



Sample Social Media Promotion "Countdown to Launch"

Sample: How the App works video for social media

TOOLS & TACTICS



TIMELINE

OCTOBER

- **October 1:** Train RFTA Bus Operators at in-service training dates on all aspects of RFTA mobile ticketing, validators and customer interfaces.
- **October 1:** Inform and educate local businesses on how to purchase up-coming RFTA Winter Seasonal Passes for their employees.

NOVEMBER

- **November 1:** Soft launch: start selling RFTA Seasonal Passes which will be activated for use on December 1.
- **November 1:** Begin public messaging for RFTA Tickets by implementing tools and tactics and informing the public through key messaging.
- **November 21:** App goes live for everyone.

DECEMBER

- **December 1:** RFTA Seasonal Passes are live for use.
- Continue campaign awareness and messaging.
- Analyze campaign effectiveness. Make adjustments as needed.