

INTER OFFICE MEMO

To: Board of Directors

Date: 10/11/2023

From: Ryan Jones, Manager of Marketing & Communications

Reviewed by: MR

SUBJECT: One Seat Regional Ride Video

Background:

To make travelling across multiple public transit service areas easier and safer for Paratransit riders, County Connection's Board of Directors approved the "One Seat Regional Ride" pilot program in 2021 in partnership with Tri Delta Transit, WestCAT, and LAVTA. The program aims to streamline current regional ride practices by eliminating transfers for trips that cross multiple transit service areas. With One Seat, passengers can have a "one-seat" ride for the entire duration of their trip, without the need to transfer to a different vehicle and service provider.

Marketing Campaign:

As interest in the One Seat Regional Ride program and its success grows, staff is putting together marketing assets, starting with a video. In collaboration with our transit partners, staff produced a One Seat Regional Ride video, featuring passenger testimonies and an overview of the program. This approximately 2-minute video also illustrates how the program works through animations and infographics. From this, staff will work in conjunction with our partnering agencies to further public engagement through marketing of the One Seat Regional Ride.

The One Seat Regional Ride video was shared at the 2023 APTA Expo, presented by Christy Wegener, Executive Director of LAVTA.

Financial Implications:

All costs associated with this marketing campaign are included in the Promotions budget.

Recommendation:

None, for information only.

Action Requested:

None, for information only.

Attachments:

None