EXECUTIVE SUMMARY
2013-2014

PR impressions: 4,589,718
Ad Value: $12,271
PR Value: $36,813
Eblasts Sent: 1,494
Facebook Impressions: 169,835
Twitter Impressions: 341,171
Featured Rider Submissions: 90
2013 MARKETING REPORT
**Public Relations**

- Total Impressions: 2,204,156
- Ad Value: $6,471
- PR Value: $19,413
- Drafted total of 6 releases, 2 above the set scope
- Garnered coverage through 23 local media hits
- Secured television, radio, print & online exposure
PUBLIC RELATIONS

BOWSTERN: BAY TOWN TROLLEY 2013-2014 MARKETING SUMMARY

NEWS

FOR IMMEDIATE RELEASE
February 21, 2013

PUBLIC TRANSPORTATION ANNOUNCES 2013 ENHANCEMENTS
Systems Show Ridership Spikes as 2013 Plans Unveiled

[Panama City, Fla.] - The Bay County Transportation Planning Organization (BCTPO) has unveiled a 5-year plan to expand its current fleet and services. The plan includes

- Increased frequency of service,
- Expanded route coverage,
- Improved technology for riders,
- Enhanced connectivity with other transportation modes.

These upgrades come at a time when the community has seen a significant increase in ridership. The BCTPO has observed a 20% increase in ridership compared to last year, and is expected to continue growing in the coming years.

“Bay County has seen a resurgence in the importance of public transportation,” said Tom Smith, BCTPO Administrator. “With the increased demand, we are excited to bring these enhancements to our riders.”

The enhancements are expected to be implemented in phases, with the first phase beginning in the spring. BCTPO has also announced plans to seek additional funding through federal grants to support further expansion.

MORE...

BAY COUNTY TPO

MEDIA CONTACT:
Melissa Hendley
850-570-1797

BAY TOWN TROLLEY ROLLS OUT NEW VEHICLES
First of Five New Fleet Buses Will Debut on Roads Tomorrow

[Panama City, Fla.] - Bay Town Trolley is excited to announce the launch of five new buses, which will be put into service this week. The new buses feature

- Improved seating arrangements,
- Enhanced connectivity with other transportation modes,
- Increased capacity for riders.

“The addition of these new buses is a major step forward for Bay County,” said Mayor Smith. “We are committed to providing our residents and visitors with reliable and efficient transportation options.”

The new buses will be equipped with modern technology, including real-time tracking and passenger information systems. They will also feature

- Increased capacity for riders,
- Enhanced connectivity with other transportation modes.

For more information, please visit www.BayTownTrolley.com.

MORE...

BAY COUNTY TPO

MEDIA CONTACT:
Amber Hendley
850-570-1797

LOCAL PUBLIC TRANSPORTATION YEAR-IN-REVIEW
Systems Show Fourth Quarter Ridership Spikes & Discuss Planned 2013 Enhancements

[Panama City, Fla.] - The Bay County Transportation Planning Organization (BCTPO) has reviewed ridership statistics for the fourth quarter of 2012. The organization

- saw a significant increase in ridership,
- discussed plans for enhancements in 2013.

“The fourth quarter was a strong period for Bay County’s transportation system,” said Tom Smith, BCTPO Administrator. “We look forward to continuing to provide reliable and efficient transportation options in 2013.”

The BCTPO has announced plans to implement a number of enhancements in 2013, including

- Increased frequency of service,
- Expanded route coverage,
- Improved technology for riders.

For more information, please visit www.BayCountyTPO.com.

MORE...
Total number of distributed eblasts: 689
Average open rate: 33.3%
Average click-through rate: 6.7%
Both rates are above industry standards.
Facebook
April – December
Total Impressions: 67,103
Total Increase in Fans: 97 new fans, 16.2% increase
Total Engagement: 3,536
SOCIAL MEDIA
Total Featured Riders: 6
Total Featured Rider Submissions: 40
Twitter
May – December
Total Increase Twitter Followers: 153 followers
Total Impressions: 104,119
Distributed to 48 elected officials across Bay County, Panama City, Mexico Beach, Lynn Haven, Callaway, Parker, Springfield, and Panama City Beach.

Mock-up of record:

Label Close-up:
2014 MARKETING REPORT
Total Impressions: 2,385,562
Ad Value: $5,800
PR Value: $17,400

- Drafted total of 6 releases, 2 above the set scope
- Garnered coverage through 19 local media hits
- Secured television, radio, print & online exposure
Bay County TPO

Bay Town Trolley Offers Free Rides June 19
Systen encourages community to try transit.

[Panama City, Fla.] — Bay Town Trolley announced that it will offer free rides on June 19, 2014, in celebration of the ninth annual National During the Pump Day. This initiative is co-sponsored by the American Public Transportation Association (APTA) in 2006 when gas prices reached $3 per gallon, encouraging people to leave their cars at home and try transit as a more cost-effective alternative for traveling around town.

"For those who have considered utilizing the Bay Town Trolley as part of their commute, this is an opportunity to try transit for free," said Commissioner Rodney Friend, Chairman of the Bay County Transportation Planning Organization (TPO). "By using transit, not only do you save money on transportation, but you’re preserving the environment. Bay Town Trolley is a proud member of our community, and we are dedicated to providing excellent service to everyone.

Those interested in trying the trolley can visit www.baycountytrolley.com for route maps and schedules. According to APTA’s Transit Savings Report, a two-person household can save more than $30,000 a year by downsizing to a car, and a single commuter switching to public transportation reduces a household’s carbon emissions by 10 percent. To learn more about the benefits of public transportation visit www.gobrt.com.

For more information about Bay Town Trolley’s service routes and schedules, please visit www.baycountytrolley.com or contact Nancy Lim at 850-385-8085.

***
Total number of distributed eblasts: 805
Average open rate: 34.1%
Average click-through rate: 6.58%
Both rates are above industry standards.
Support the Harvest Trolley Food Drive

Donate three non-perishable food items on board and get a free, one-way ride!

October 27 – November 1

All proceeds go to the local Salvation Army.

For more information about Bay Town Trolley, please visit us online.

Bay Town Trolley Embraces the Spirit of Giving

“This season, and the Bay Town Trolley team has embraced the spirit of giving. An appreciation initiative targeted at awarding a free monthly pass to one rider began in 2013 and continues full steam ahead into the New Year. This month, we are pleased to announce Melissa Witzgall as our “Featured Rider” and winner of the 30-day pass.

A local resident, Witzgall has been a consistent user of the transit service for four years. "We ride BTT every day," said Witzgall. "It’s our method of transportation, and we use it to get everywhere we need to go. I am thrilled to be named the first Featured Rider of 2014, and I am extremely grateful for the trolley and their affordable prices."

A new winner is announced at the beginning of every month, and Bay Town Trolley plans to continue the monthly pass giveaway throughout 2014. If you are interested in becoming the next Bay Town Trolley Featured Rider and winning a free monthly pass, please visit www.facebook.com/BayTownTrolley and click on “Featured Rider.”
Facebook

- Total Impressions: 102,732
- Total Increase in Fans: 187 new fans, 25% increase
- Total Engagement: 3,387
SOCIAL MEDIA

Bay Town Trolley

How well do you know the Trolley? Which of these is not a stop on Bay Town Trolley Route 1?

A) Downtown
B) Publix
C) Bay Medical Center
D) Gulf Coast State College

Do you know the answer to this question? How many drivers are on staff at Bay Town Trolley?

Bay Town Trolley

Bay Trolley riders, why do you enjoy riding the Bay Town Trolley? Comment below to share your experience with us.

Bay Town Trolley

How do I get to the Beach? Would you like more information about the Beach?

Bay Town Trolley

Bay Town Trolley

Bay Town Trolley

Bay Town Trolley

Bay Town Trolley

Bay Town Trolley
Total Featured Riders: 7
2014 Featured Rider Submissions: 50
Total Featured Rider Submissions: 90
Twitter
Total Increase Twitter Followers: 213 followers
Total Impressions: 237,052
TROLLEY PARTNER

Over 30 local businesses reached

TROLLEY PARTNER NETWORK FEATURED BUSINESS:

SAVE $8 ON YOUR NEXT ADVENTURE

Pirate's Island Adventure Golf

MEET NOVEMBER'S TROLLEY PARTNER:
BOOKS BY THE SEA

TROLLEY PARTNER NETWORK FEATURED BUSINESS:

$20 GAME PLAY WITH PURCHASE OF $20 GAME PLAY

Dave & Busters

TROLLEY PARTNER NETWORK FEATURED BUSINESS:

CAPTAIN'S LADY CAFE & SNOBALLS

BUY 1 GET 1 FREE!

Looking for a taste of New Orleans but don't want to make the trip? Look no further than Captain's Lady Cafe & Snoballs! This local favorite is offering a special deal just for Bay Town Trolley riders. Just show your trolley ticket and get:

- Buy 1 Get 1 Free snoballs or
- Buy a muffuletta and get a free snoball