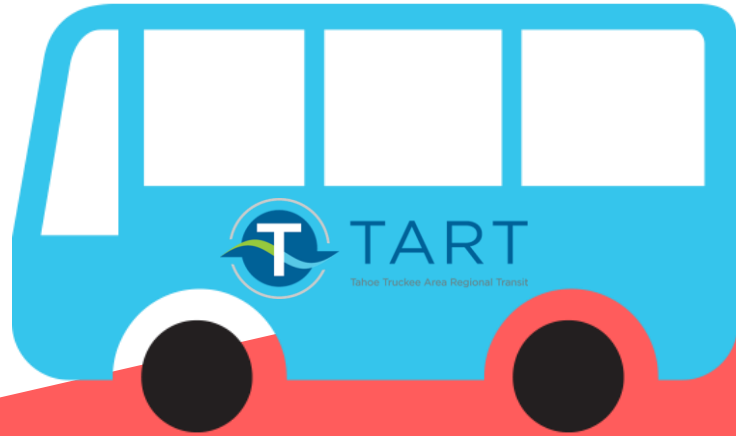


# POP on TART



## TEAM BUS

Kylee Bigelow

Kendall Galka

Liesl Hepburn

Katie Korpi

Lauren Sully

Vanessa Vindel

# Overview

The Pop on Tart campaign seeks to increase TART ridership for the uses of recreation and nightlife activities. We want to attract locals and visitors to take advantage of the existing TART system in a fun, colorful way.

***Associate TART with a fun and positive memory!***



# Who should ride the bus?

# EVERYONE



#POPonTART

# Our target audience for the campaign:

- Age 18-40
- North Tahoe/Truckee Locals and Visitors
- Active in recreation and nightlife
- Users living or staying in close proximity to bus stops

# Positive Impacts

- Increase use of an underutilized resource
- Decrease drunk driving incidents in the area
- Reduce congestion on roads and in parking lots during peak seasons
- Keep Tahoe Blue



# Created a 10 Question Survey

*100 people surveyed*

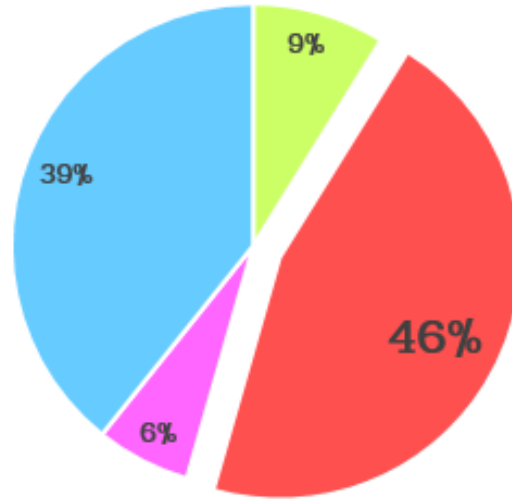
What we wanted to find out...



- Are people riding the bus? Why or why not?
- What would motivate people to ride the bus for the first time or more frequently?
- For what purpose would they take the bus?


# Survey Results..

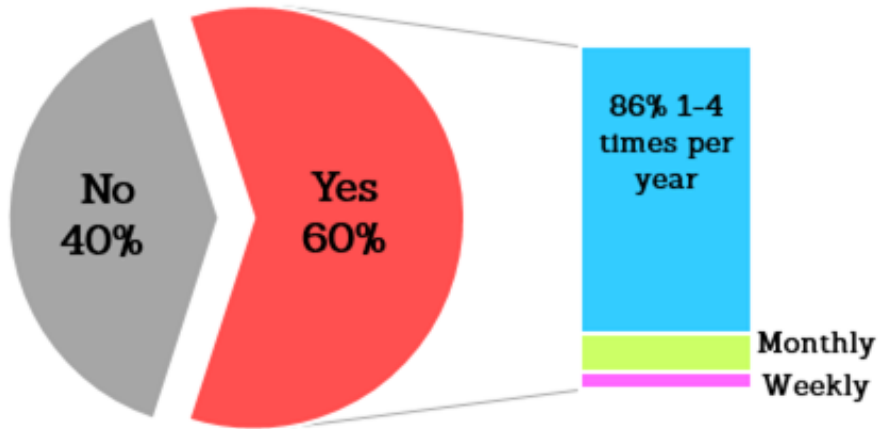
Location Demographic




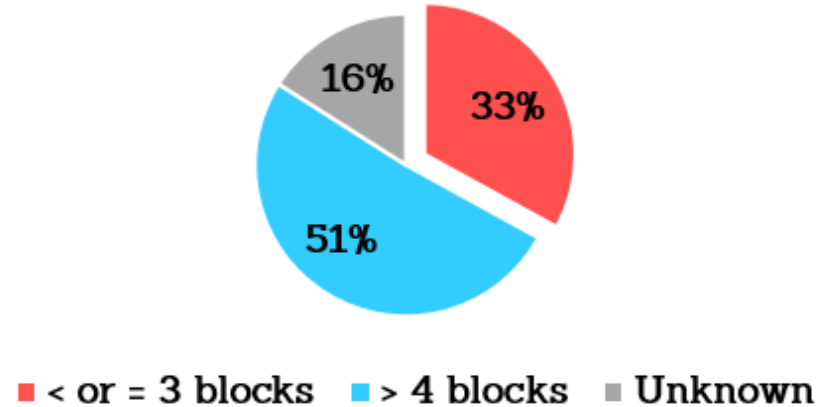
■ Out of Town ■ Lake ■ Reno ■ Truckee

# Survey Results...

Have you ever ridden ?




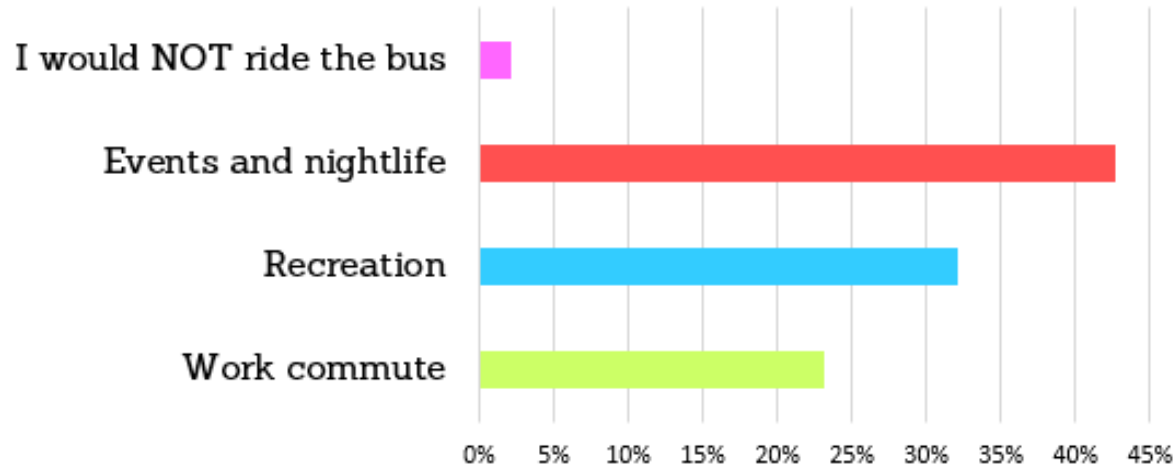
Proximity to  stop






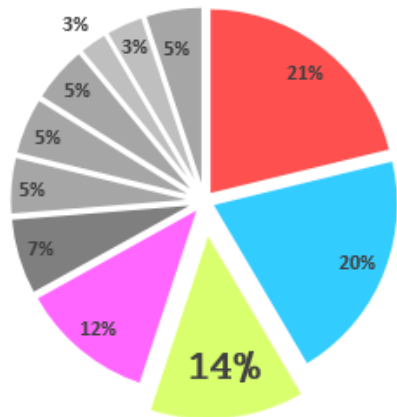
# Survey Results...

If  met your needs, what would you use it for?



# Survey Results...

What would motivate you to start riding ?



■ Frequency

■ Awareness/Understanding

■ Park & Ride

■ No Transfers

■ Bus Lane

■ Proximity of Stops

■ Extended Hours

■ Free/Price/Payment

■ Bus Quality

■ Not Interested

Increased Awareness was identified as a **top 3 motivator** to get on the bus

This was the only motivator that wasn't based on transportation infrastructure.

# Marketing Plan

Campaign: use colorful and fun imagery in places where it will be seen and shared by target audience.

## 1. Social Media:

- a. Instagram
- b. Facebook

## 1. Print Collateral:

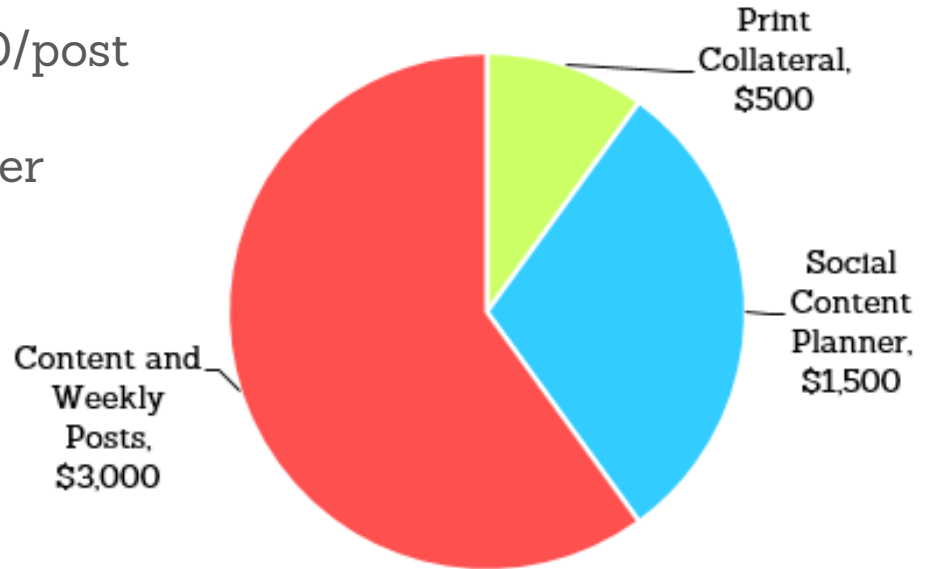
- a. Posters
- b. Drink Coaster
- c. "You're Drunk" Bar Card
- d. Sticker



# Budget

Total Budget = \$5,000 (one year)

- \$3,000: 3 trusted influencers to generate content and posts
  - Each post weekly at \$20/post
- \$1,500: Social content planner
- \$500: Printed Collateral



Beers, Sun  
and Fun



#POPonTART

One Tequila,  
Two  
Tequila...



#POPonTART

Après Your  
Face Off



#POPonTART

Still Gonna  
Send it

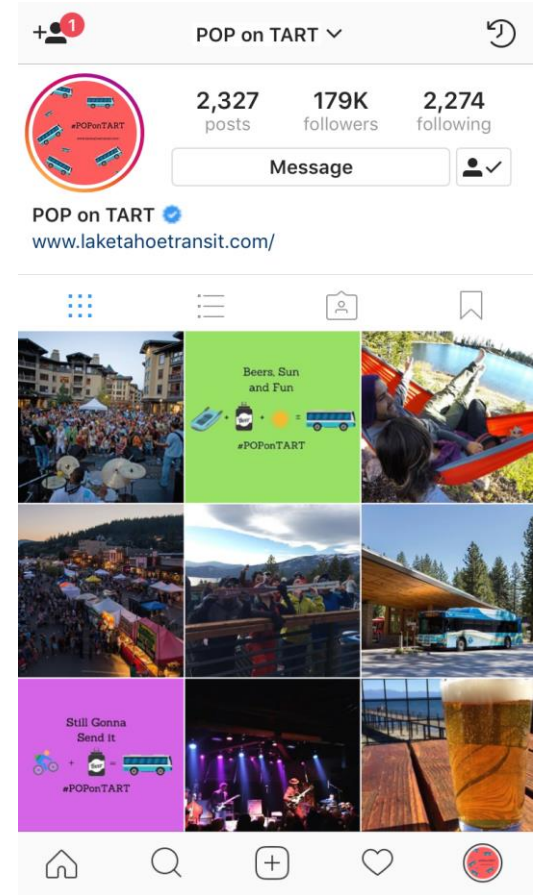
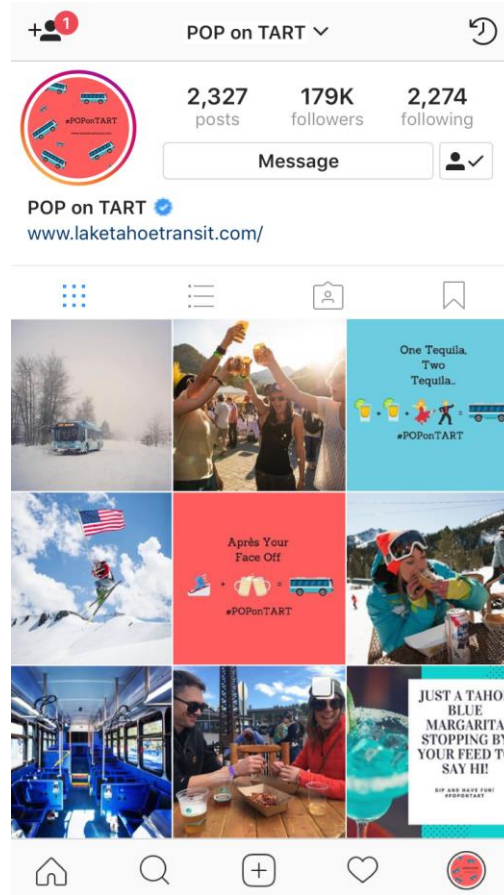


#POPonTART

# Instagram

#POPonTART

- Bright Colors
- Fun messaging
- Emojis & icons
- Tag & share Truckee Tahoe events



#POPonTART



76,715 likes

**tartpopon** This is the before photo of the day. Yeah, you could say we're heavily invested in the after. Come to Foam Fest at @squawalpine. Buses leave Tahoe City Transit Center on the half hour #popontart #foamfest #squawvalley



38,512 likes

**tartpopon** Happy 4th! ❤️🇺🇸💙 We run 7 days a week, including holidays so you can send it! Check out the link in our bio to plan your trip #popontart #happy4th





# Facebook



#POPonTART

And just like that, life hits you with another rent week.

Our night service is FREE after 7pm. Get the schedule at [LakeTahoeTransit.com](http://LakeTahoeTransit.com)



Like



Comment

   13K

Most Relevant ▾

344 Shares



Write a comment...



View all 235 comments

# Conclusion & Next Steps

- Outreach to local nightlife, lodging and recreation establishments to place collateral (Posters, bar cards, etc.)
- Recruit social media influencers & content planner





QUESTIONS?