



Ready to Ride Program Update

Board of Trustees Presentation

July 2, 2013



Ready to Ride Business to Business Program



Commuter Advantage:

<i># of Client Companies</i>	<i>649</i>
<i># of Enrolled Employees</i>	<i>13,222</i>
<i># of Enrollees/Client Company</i>	<i>20</i>

*Issue: Experienced a low “conversion rate”.
Only current riders enrolled in the Commuter
Advantage program . . . Didn’t attract many
new ones.*



Ready to Ride Business to Business Program



The Challenge:

Recruit Commuter Advantage enrollees by encouraging daily commuters to get out of their cars and test ride transit.





Ready to Ride

Business to Business Program



Objective: Leverage high gas prices to encourage trial use of transit.

Target Audience: Employees of current Commuter Advantage client companies located Downtown or near University Circle.

Partners include: Medical Mutual, Sherwin Williams, Intercontinental Hotels, Forest City Enterprises, Idea Stream, Baker Hostetler, URS, Key Bank, Calfee Halter – over 24 participants

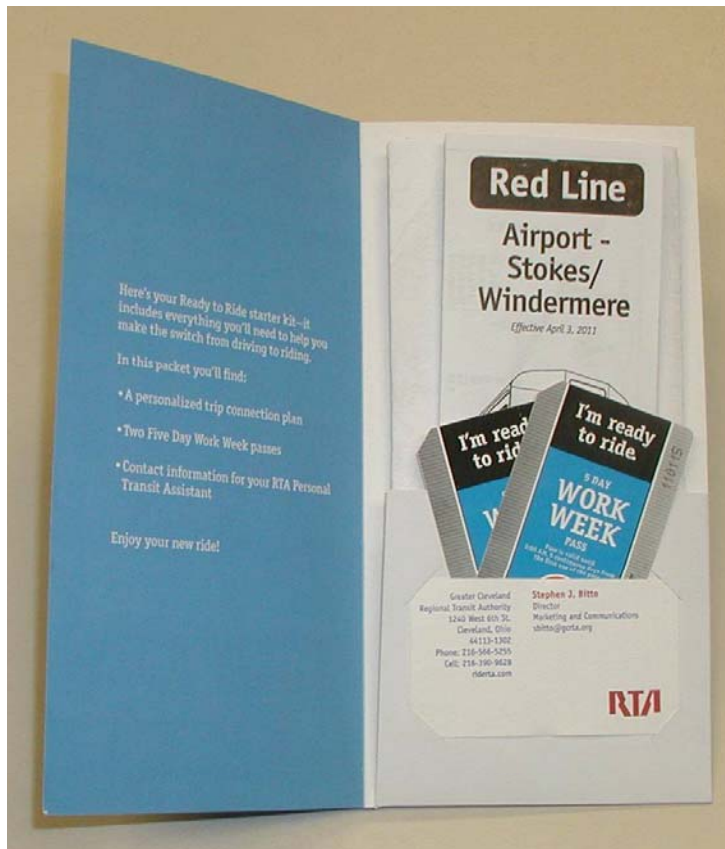


Ready to Ride Business to Business Program





Ready to Ride Personalized Starter Kit



Starter Kit Elements:

- Two (2) 5-Day Flex Passes
- Personalized Trip plan
- Route Schedules
- Bus Buddy – Business Card



Ready to Ride Testimonials



“I’m really liking the 246. It is so peaceful riding through Cleveland traffic. It’s a luxury coach and the people are friendly” – **Clare Mahoney, Sherwin Williams**

“I changed my ride to the 77F and love it.” **Angelia Everett, Medical Mutual**

“Once I got the hang of it realized it was very easy and I’ll be riding the bus from now on whenever possible.” **Gina Anselmo, URS Corporation**

“I’ve found out that riding the RTA HealthLine is extremely convenient. That was a great idea to lure customers who would have otherwise ruled out transit. . . Like myself.” **Brandon Cox, Tucker Ellis**



Ready to Ride 2013 Partners



- Cuyahoga County
- PNC Bank
- Ernst & Young
- Tucker Ellis
- University Hospital
- AmTrust





Ready to Ride Program



Phase I: Business to Business

Phase II: Digital/Facebook

Phase III: Mass Media Campaign





Ready to Ride Program

“It’s easier than you think Cleveland”



Target Audience:

Students; Young professionals

Messaging:

- Taking transit is not a complicated proposition
- Benefits of taking transit
 - Less stress
 - Saves money
 - More productive time
 - Green and clean



Ready to Ride Program

“It’s easier than you think Cleveland”



Media Mix:

- Television
- Radio
- Digital
- Outdoor

Time Frame:

1st Flight: 5 week period, Mid-May – Mid-June (Off week of Memorial Day)

2nd Flight: 5 week period, Mid-August – Mid September (Off Week of Labor Day)



Ready to Ride Program

“It’s easier than you think Cleveland”



Media Mix:

TV: Local Outlets: WKYC TV3, WEWS TV5 WJW TV8, WOIO TV19, WUAB TV43
(Early AM News, Today Show/GMA, Pre-Prime and Late News)



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(Early AM News, Today Show/GMA, Pre-Prime and Late News)

Radio: WAKS 96.5 FM, WMJI 105.7FM, 
WQAL 104.1 FM, WZAK 93.1 FM,
Indians Baseball Network (WMMS 100.7 FM &
WTAM 1100 AM)



Ready to Ride Program

“It’s easier than you think Cleveland”



Media Mix:

Digital: Banner Ads (w/animation) and Tile Ads placed on Cleveland.com, WJW.com and Facebook



Ready to Ride Program

"It's easier than you think Cleveland"



Greater Cleveland Regional Transit Authority

Home Schedules & Maps Riding RTA Visitors About RTA Doing Business

GET READY TO RIDE.

JOIN THE READY TO RIDE PROGRAM AND GET YOUR FREE STARTER KIT.

GET STARTED!

Routes & Schedules

- Rail
- Bus
- Park-N-Ride
- HealthLine
- Trolley
- Real-time
- Paratransit

New to RTA? Start here.

- How to Ride
- Fares
- Parking
- Airport Service

Plan a Trip

Start (e.g. Hopkins Airport)

End (e.g. Rivergate Park)

Depart Arrive Best Route

Apr 13 2013

01:29 P.M.

Get Directions

Service Alerts

Line	Alerts
Red Line	2 Alerts
Green Line	1 Alert
Blue Line	Normal Service

View All Service Alerts

View Elevator / Escalator Status





Ready to Ride Program

“It’s easier than you think Cleveland”



GET YOUR

FREE STARTER KIT



AND GET READY TO RIDE!

close



Ready to Ride Program

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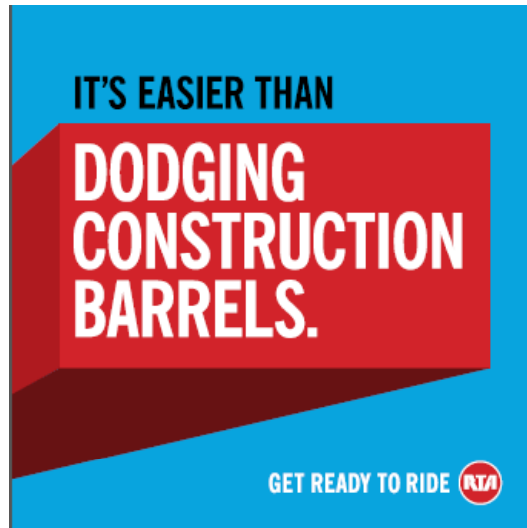
Digital: Banner Ads (w/animation) and Tile Ads placed on Cleveland.com, WJW.com and Facebook

Outdoor: Signs posted in Transit Zone Shelters throughout Downtown.



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