

MARKETING & OUTREACH 2020-2022

The following summary is intended to paint a picture of the marketing campaigns and public outreach conducted since the fall of 2020. Thanks to federal funding and community partnerships, we've been able to shepherd our community through the worst of the pandemic with messaging that has aligned with the work of our public health agencies in a way that's encouraged safety, community and connectedness. We've also had the opportunity to spotlight our dedicated LTD team and loyal riders in an effort to transition to a return to ridership. In doing so, we've boosted morale agency-wide and increased awareness in the community.

CAMPAIGN: Don't Invite COVID & Welcome Vax – Follow the Four

It was fall 2020. Our COVID-19 case numbers were rising, and our community was bracing for an even sharper increase come winter. Schools were closed. People were working from home. Lane Transit District ridership was reduced to essential trips only. What could we do to turn the tide?

LTD and 23 community partners launched a bold campaign to cut through the clutter, overcome the fatigue and collectively share the same message, in the hopes of reducing the number of cases.

The campaign initially launched with the message "Don't Invite COVID & Follow the Four" –Wash your hands. Stay six feet apart. Avoid large gatherings. Wear a mask. The campaign presented a personified, badly behaved COVID character that caused havoc wherever it went. It didn't wear a mask or wash its hands, and it always wanted to be near you. It's the big germ you love to hate.

Each month, we featured COVID in a different situation. LTD and community partners shared the imagery and messaging on their digital communication channels, including tips on how to "Follow the Four" with links to more information on campaign websites in English and Spanish: DontInviteCovid.org and NoInvitesCovid.org.

With the help of federal funding and through generous donations from local media partners, the campaign appeared in print and on billboards, TV, radio and buses.

When vaccines became available, our message shifted to "Welcome Vax! & Follow the Four" and embraced our heroes, Vaxana & Vaximilian, who set out to prove that anyone can become a Vax hero.

These characters provided levity in their quest to deliver an important message during a difficult time to keep Lane County safe during the pandemic. Messaging and videos, along with the characters' origin stories, were available in English and Spanish at WelcomeVax.org and BienvenidaVax.org.

Advertisements ran on local web, social, TV, radio, print and billboards with enough coverage to reach the entire county with multiple impressions per month.

Radio

KMGE (Mix)
 KEQB (Spanish)
 KDUK (Top 40)
 KFLY (Country)
 KOOL (Oldies)

Television

KEZI (ABC)
 KMTR (NBC)
 KVAL (CBS)
 Xfinity (Cable)

Outdoor

Outfront Media
 (rotating billboard
 locations)

Print

Eugene Weekly

Digital

Xfinity Streaming
 Facebook
 Instagram

CAMPAIGN: We Ride

Throughout the pandemic, the teams at LTD continued to provide essential services to the community, stepping up its already exemplary cleaning of buses, community communications and safety measures.

In our transition from essential trips to a return to ridership, we focused on the important work we do by shining a spotlight on our teammates through a series of department overviews that reflect our commitment to connecting our community. These videos took people behind the scenes to see what it means to work at LTD and serve our riders.

By featuring our many unsung heroes who make up our fleet, facilities, operations, customer service and administration teams, we were able to convey what's really at the heart of our mission. In all that we do, LTD is committed to creating a more connected, sustainable and equitable community through respect, integrity, equity, safety and collaboration.

Advertisements ran on local social, radio and TV with enough coverage to reach the entire county with multiple impressions per month.

Radio

KMGE (Mix)
 KEQB (Spanish)
 KDUK (Top 40)
 KFLY (Country)
 KOOL (Oldies)

Television

KEZI (ABC)
 KMTR (NBC)
 KVAL (CBS)

Digital

Facebook
 Instagram

CAMPAIGN: I Ride

When we could safely encourage a return to ridership, we focused on the benefits of transit and all the ways we can get you where you need to go conveniently and safely.

Through a series of videos, we included a diverse group of riders who shared the many reasons why they rely on LTD – to get them to school, work, practice, appointments and just for fun.

In doing so, we were also able to highlight our fleet's accessibility features, as well as our training and assistance programs for riders, touching on the personalized solutions we offer to suit each rider's needs.

By featuring real riders – each with their own unique story and reason for riding – the videos felt authentic, meaningful and relatable.

Advertisements ran on local social and TV with enough coverage to reach the entire county with multiple impressions per month.

Television

KEZI (ABC)
KMTR (NBC)
KVAL (CBS)
Connected-TV
(streaming)

Digital

Facebook
Instagram

NEXT STEPS

By sustaining and advancing current and future campaigns, we will continue to build awareness, connect our community and increase ridership.