



Department of Transportation

Pasadena Transit 25th Anniversary Celebration

Transportation Advisory Commission
September 26, 2019





25th Anniversary Campaign

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- Goals of the campaign
 - > Celebrate
 - > Promote
 - > Educate
- Target audience
 - > Riders
 - > Pasadena residents
 - > Stakeholders
- Funded with JARC grant marketing funds



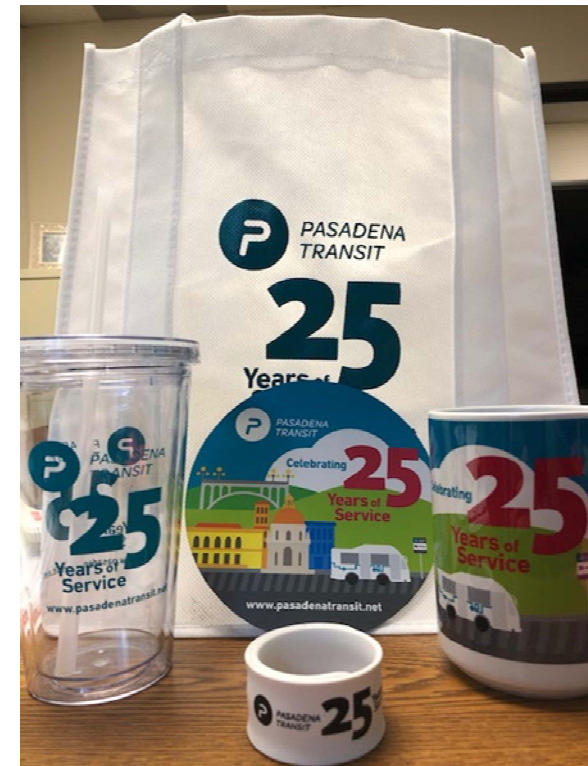
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Celebrate

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- Giveaways
 - > Promotional items to give to riders on the bus, at events and social media contests
 - > Commemorative TAP cards
- Commendation from the Mayor

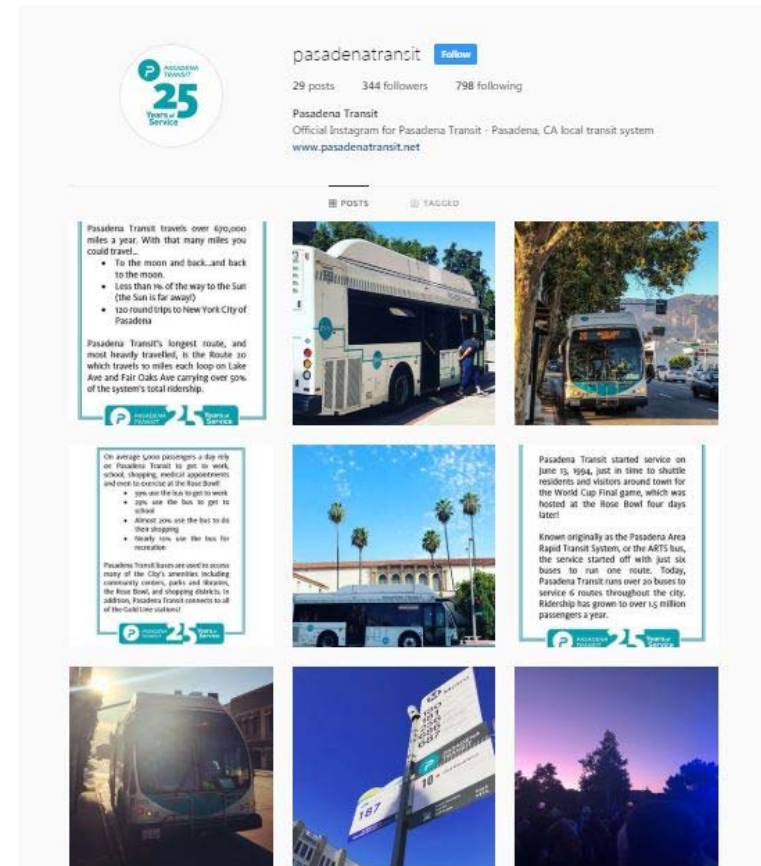




Promote

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- Print ads
- Radio ads
- Social Media
 - > New Instagram
 - > Twitter
- Fact a week for 25 weeks
 - > Shared through City Manager Newsletter
 - > Social Media



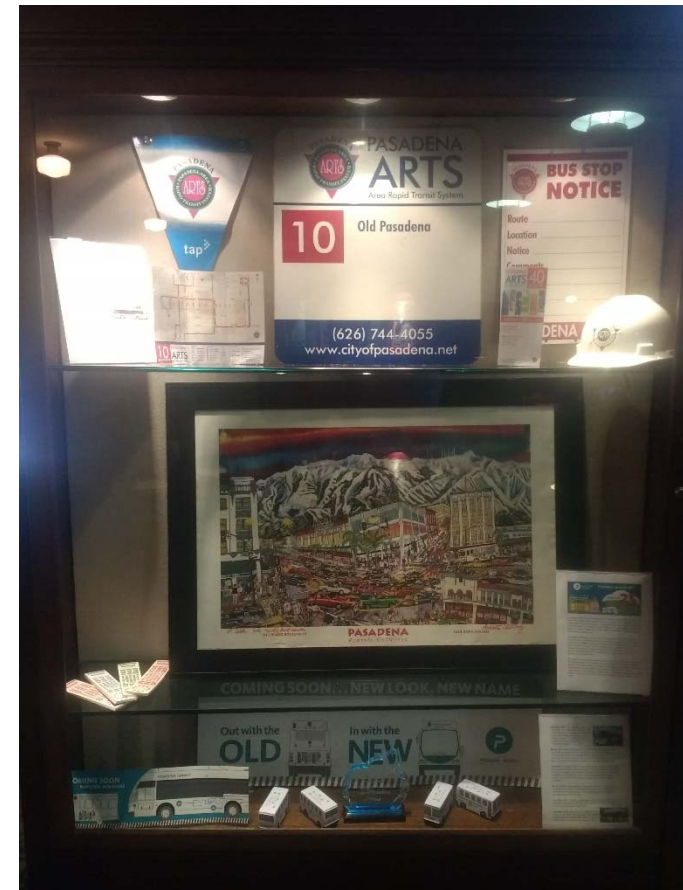
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Educate

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- History page on website
- Library Exhibit
- Video will be produced
- Pasadena Now will write a series of articles
- InFocus
- Event TBD





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