



OHIO LOVES TRANSIT 2024

FEBRUARY 11-17



Ohio Loves Transit 2024 Presented by the Ohio Public Transit Association Sunday, February 11 through Saturday, February 17, 2024

GOAL: Spread the message of the importance of public transit in our communities. We want to reach our riders and, more importantly, our non-riders – the media, our local business communities, local politicians, and state public officials.

We strongly encourage you to include the following in your Ohio Loves Transit campaign:

- Email out a press release about Ohio Loves Transit week
- Share the Ohio Loves Transit graphics on your social media page(s).
- Use promotional materials to encourage key partners, stakeholders, and public officials to promote public transit by giving them a button or sticker, asking them to share a picture and why they support public transit with #ohiolovestransit.
- Create an “event” on social media for OLT, invite key stakeholders to the event and encourage them to share it with their followers. Post daily within the event using social media graphics and be sure to interact and engage with participants who may have questions. Ask partners to make their own posts in the event about why transit is important to them, with photos. Ask them to take selfies while wearing OLT stickers and buttons and share why they love transit.
- Have a special focus on Ohio Loves Transit Day, February 13th. Share OPTA posts, press release and proclamations within the event and on social media channels.

ASSETS: Visit the [member portal](#) for assets and copy that has been provided for Ohio Loves Transit. The portal includes:

Ohio Loves Transit Ideas & Assets | Logos and Headers | Social Media Files/Multiple Formats | Customizable Letterhead Templates | Legislative Communications | Customizable System Statistic Flyers

IDEAS to PROMOTE OHIO LOVES TRANSIT:

DAILY SOCIAL MEDIA POSTS: There are corresponding social media graphics in varying sizes in the OPTA member portal for OLT. Specific days/themes are just suggestions and do not have to be strictly followed except for Feb. 13th:

- **February 11 Launch Date.** Use hashtag #OhioLovesTransit to begin the trend.
- **February 12 Moving Ohio Forward**

- Share how transit is a lifeline for the community, and that where transit goes, economies grow by highlighting areas of economic growth in your community and the routes that serve those areas.
- **February 13 Ohio Loves Transit Day**
 - Encourage riders and staff to promote Ohio Loves Transit through X and Facebook
 - Promote photos of transit staff attending events at the Ohio Statehouse and meeting with their legislator to about the importance of transit.
- **February 14 Transit is Essential!**
 - Share customer testimonials about who depends on your services, or share photos of customers with stats about your services (69% of customers use RTA to get to essential jobs, etc.).
- **February 15 We Move People!**
 - Share customer testimonials about the good you do in your community (helping people get to doctor's appointments, doing grocery deliveries, commute to work, dialysis, etc.)
- **February 16 Ohio Loves Transit 2024**
 - Use your creativity to include a local angle or POV not yet discussed by your transit agency.
- **February 17 Ohio's Public Transit Moves All Ohioans Forward**
 - Push for the promotional selfies and make sure all posts include the #OhioLovesTransit hashtag to increase trending.

FAST FACTS TO SHARE ON SOCIAL MEDIA

(Feel free to copy and paste!)

- Each and every day Ohio's 67 urban and rural transit systems embark on an average of 161,644 trips. That means more than 59,000,000 times each year seniors, workers, students, veterans, people with disabilities, commuters, cyclists, shoppers, sports fans and others climb on board a vehicle operated by an OPTA member.
- While the people who ride public transit and the places they travel to are incredibly diverse, one thing is constant: Ohioans know they can depend on their local system to provide safe, reliable, affordable, convenient transportation when and where they need it.
- Ensuring that Ohio's transit systems have the resources it takes to meet the public's expectations today, tomorrow and for decades to come is OPTA's mission because we believe strong public transit creates vibrant communities...
- In addition to the economic activity generated by transit spending, the 8,000 dedicated men and women who work for Ohio's 67 rural and urban systems support 64,000 jobs in communities across the state.
- Study after study shows it: public transit delivers more than great rides, our systems power Ohio's economy by generating business activity and creating jobs.

- For every \$1 that communities invest in public transportation, approximately \$4 is generated in economic returns.
- Ohio's rural transit system provide more than 2,000,000 rides per year that connect residents to shopping malls, medical facilities, schools, and other destinations.
- A recent study found investment in public transit pays big dividends for property owners. The value premium for single-family residential property near public transit was as high as 32 percent, for condominiums near transit as high as 18 percent, for rental apartments near transit as high as 45 percent, for commercial property near transit as high as 120 percent, and for retail property near transit as high as 167 percent.
- Every \$10 million spent operating Ohio's transit systems generates \$32 million in business sales.
- Did you know: Ohio's transit systems are nationally-recognized leaders in the use of alternative fuels? Public transit in the state uses hybrid, electric, and hydrogen fuel-cell powered buses.

CALL TO ACTIONS TO POST ON SOCIAL MEDIA:

Engage with your customers and make them your ambassador by using social media as a tool to get people to share their stories. Contact some of the best ones and re-share with photos and graphics!

- Share your public transit story with us! Where does public transit take you?
- How has public transit impacted your life?
- Where do we take you on our public transit? To the doctor? To work? To school? Shopping? Share your story with us
- "Like" if you agree that public transit is essential in your community – just like public libraries or public parks. Local transit gets you there!

PROMOTIONAL IDEAS for OHIO LOVES TRANSIT:

- Share OPTA messaging about Ohio Loves Transit on your social media
- Share OPTA messaging about Ohio Loves Transit through email with press release and graphics to local media as well as community partners
- Print out OLT graphics and hang them at transit centers, your offices, inside your buses
- Print out OLT graphics and ask to hang in local businesses or at your community stakeholders' offices
- Create a social media event and invite followers and partners to participate (see above for more)
- Encourage those who receive promotional items to post about why they support public transit on social media with a selfie and #ohiolovestransit
- Have agency employees wear OLT stickers and buttons and share why transit is essential. Talk to people in your daily life about why you are wearing these items and share selfies on social media with #ohiolovestransit

FREE RIDES on Ohio Loves Transit Day

- With the approval of your leadership, provide free rides on February 13 or other dates during Ohio Loves Transit Week.
- Agencies with mobile ticketing can grant a free ride or pass to mobile ticketing users and advertise this in advance to get more people to sign up for your app. It's a win-win!
- If you are able to do this – please include Ohio Loves Transit Day 2024 message within all advertising to customers about your free ride day.

**For More Information on Ohio Loves Transit, contact
OPTA at admin@ohioneedstransit.org**