

### PROJECT DESCRIPTION

Public transit is a great, sustainable way of getting around town and the City of Mason City hopes to attract new riders to their public transit system with the help from students from the University of Iowa School of Journalism and Mass Communication. Students created a marketing and communications campaign to attract riders, such as employees, community college students, and middle and high school students to encourage them to take advantage of the low-cost, energy-saving system.

The City of Mason City hopes to engage prospective riders from currently un-tapped markets, such as employees, community college students, and middle and high school students, which will serve to both educate local residents about public transit services and encourage them to take advantage of the low-cost, energy-saving system.



Examples of advertisement posters for the Mason City transit system. Having free ridership programs can enhance ridership among a variety of demographics from students, veterans and encourage Mason City citizens to ride the public transit.



Examples of advertisement posters for the Mason City transit system. Encouraging Mason City citizens to ride public transit promotes sustainability through group ridership, less money spent on gas emitted into the atmosphere and free rides on Earth Day.

### KEY TACTICS

- Create and maintain a lasting relationship with the Mason City community by improving the reputation of public transit and increase public ridership
- Hold special days such as a "ride to work" for free or "students ride free" can increase overall ridership if advertised throughout the transit system well in advanced.
- Create partnerships with local business and offering coupons through the business is a cost-effective way to advertise the transit system and builds a relationship with local business in Mason City
- Have a "Ride for Charity" day could enhance the public transit's reputation and give the public an incentive to ride.