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The goal of this guide is to assist you with a successful implementation and launch of TransLoc services (including RealTime, Traveler, and OnDemand) and the Rider app. Wording and images may be adjusted as needed, with the exception of the TransLoc logo. Any of the assets mentioned in this document can be found on our website at http://www.transloc.com/marketing.

To help you get started we have created a quick start guide and checklist.

**Note:** Replace [youragency] in any links we’ve called out in this document with your agency’s short name or slug. For example, http://[youragency].transloc.com becomes http://nyu.transloc.com for NYU.
WHY MOBILE?

You may be asking why we put such a heavy emphasis on marketing the mobile app to riders... after all, you’ve got a live map, right? Well, here are some seriously good statistics that show why providing a mobile app is good for both you and your riders.

GET THE WORD OUT

Informed riders are happy riders. Make sure people know TransLoc Rider is your official mobile application and you’ll increase ridership, decrease customer support calls, and have happier passengers.

Click here for a full infographic on mobile solutions and transit.

Sources:


TransLoc, Inc., mobile use statistics averaged from May–October 2015. Data from 133 clients in 94 cities across 31 states and in 3 countries, tracking 3,368 vehicles.
We have a variety of web components available for your agency to implement. Riders need to be notified that your agency is now partnering with TransLoc, giving them access to the live map and the TransLoc Rider app. This will allow your transit riders to find the pertinent information they need via the app or the website, including service change announcements, real-time bus tracking, and the live map.

Steps to implement these web components are detailed on the following pages, with images and links to more in-depth instructions.
**LIVE MAP**

Provide access to your TransLoc live map in a visible, fixed location on your website.

For complete instructions on how to embed the live map on your agency's website go to:

http://[youragency].transloc.com/info/embed

**WEBSITE BUTTONS**

Install website buttons to direct riders to the app store (www.translocrider.com or www.transloc.com/app). You should place them in a highly-visible location on your agency’s home page so transit riders can easily access them.

A variety of website buttons are available on the TransLoc Agency Marketing Assets page here.
RIDER WEBSITE

We’ve created a rider-facing website at www.translocrider.com for you to share with the public. This site gives riders the information they need about the Rider app features and how to download it.

Regularly include a link to the TransLoc Rider site in your social media, mention it in any press releases, and add it to your email banners. If you’d like to explore the website, click here.

Note: The web link www.transloc.com/app automatically routes users to the appropriate app store when clicked on a mobile phone, but for desktop browsers it links to www.translocrider.com.
SOCIAL MEDIA

Social media is the easiest, most pervasive way to reach potential and current riders. Setting up regular posts on Facebook, Twitter, Instagram, etc., with an image and link to download the app is a great way to make sure your users know that they can use TransLoc Rider for your system and where to find it.

We have crafted a guide and some images and sample posts you can use (click here), but you’re always welcome to use your own, or recycle our tweets/posts. If you’re not following us on Twitter and Facebook, you should! Our profiles are linked below.

facebook.com/transloc
twitter.com/transloc (@TransLoc)
instagram.com/transloc_inc (@transloc_inc)
linkedin.com/company/transloc
Do you have an email list or contact database for newsletter sign-ups or service alerts? Send out an email announcement to your lists with links to your live map ([youragency].transloc.com), the app website (translocrider.com), or to download the app (transloc.com/app).

We have emails banners available too! Just embed them in any email and turn them into a hyperlink using the web addresses below.

http://transloc.com/app
- or -
http://translocrider.com
LIVE DISPLAY

You can deploy beautiful signs to help keep people informed. Stops with amenities or common gathering places like student union buildings, public buildings, and other places where passengers congregate are great spots to include Live Displays—all you need is an LCD screen!

Designed for non touch-interface kiosks, Live Display offers an airport-style arrival screen with optional scrolling. Live Display is a good starting point for displaying arrival information to your riders and can include the live map, a QR code to download the app, announcements, or selected web pages.

Live Display Link: http://[youragency].transloc.com/livedisplay
Despite the digital age, print and media formats are still an effective way to get the word out to riders about your agency’s adoption of the TransLoc Rider app. These include everything from bus car cards and stickers to press releases and newspaper ads.

The following section gives examples of some ways to effectively use our print and media resources to your advantage.
PRESS KIT

We have created a press kit that provides you with the basics for announcing your partnership with TransLoc and the availability of the Rider app to the public. With a few tweaks to the template material included you can release a well-crafted statement about our services in just a few minutes.

You can find the press kit here.

(Agency Name) Providing Real-Time Updates With TransLoc® Rider
Enhancing Service With Real-Time Transit Tracking Via Mobile

(City, State)—(Date)—(Agency name) is enhancing service with TransLoc® Rider. The best-of-breed transit mobile app will enable riders to access real-time information using their smartphone or SMS for universal mobile access.

TransLoc Rider users can watch buses moving in real time, see the location and heading of buses in their vicinity and get accurate arrival predictions. The state-of-the-art mobile app is available for both iOS and Android and features an intuitive design and interface. Smart search enables riders to quickly locate specific routes and stops. Easily set favorite routes and stops and receive personalized alerts.

“The Rider app is designed for the way you travel, which means you can quickly find your bus and be on your way,” said TransLoc CEO Doug Kaufman. “We are thrilled to work with [agency name] to make transit more accessible and user-friendly than ever.”

About TransLoc
TransLoc is solving the biggest problems in transportation through technology. The TransLoc suite of products includes Rider mobile app (available in the iOS App Store or on Google Play), RealTime control center, Traveler visualization and planning tool and OnDemand automated demand-response system. To learn more about TransLoc, go to www.transloc.com.

About (Your Agency)

(Insert your press release boilerplate here)

Media Contact

(Insert the contact information for a representative from your agency)
PRINT ADS

Car cards, window stickers, and handouts are a great way to get riders’ attention. We have created a suite of print-ready options for you to choose from.

CAR CARDS
You can find a guide along with print-ready and customizable car cards here.

APP DOWNLOAD CARDS
We also designed app download cards for bus operators to be able to have aboard and give to riders. Those can be found here.

STICKERS
Stickers can be affixed to the left of the bus doors or at bus stops and shelters. You can design your own or use ours, here.

SIGNS
Signs placed at stops are just one more way to increase visibility of the TransLoc Rider app and give riders the option to track their bus live. Since most signage should be branded to your agency, we included an example shown to the right.
From administrators and bus operators to your surrounding community and local businesses, you can gain support for your marketing initiatives in surprising forms. Taking advantage of these opportunities is pretty simple, you just have to understand how.

The next section details suggestions for reaching out to surrounding support systems you may or may not have considered.
ADMINISTRATION

Informing callers of the availability of real-time bus tracking in your automated response prompt is a great way to reduce the call burden on your staff. For example:

“Thank you for calling Capital Area Transit. Real-time location and arrival times for all buses and routes are now available on our website or through the TransLoc Rider app, available for both iPhone and Android. To download the app, visit transloc.com/app or search for TransLoc Rider in your app store. To reach…”

Take advantage of intra-webs (internal company websites), newsletters, staff meetings, break rooms, and trainings to be sure staff know about the availability of real-time tracking and can inform riders how to access the app or live map. You can even put up flyers in high-traffic areas as a reminder.

You can also include a link to your live map, the rider-facing website (translocrider.com), or to download the app (transloc.com/app) in your organizational email signatures.
**BUS OPERATORS**

Supply bus operators with **app download cards** to distribute to riders on high-traffic days.

Make sure operators are informed about the app. Have bus operators and other staff share the app with riders whenever possible, especially when inclement weather or delays are possible.
YOUR COMMUNITY

Consider partnering with businesses along popular bus routes to spread the word with signs or displays.

Work with the Chamber of Commerce or the Convention & Visitors’ Bureau to get the word out to those new or visiting from out of town, especially hotels and tourist attractions (i.e., museums, concert venues, shopping districts). Put a small ad in their brochures or give them app download cards to hand out.

Working with venues or organizers of conferences and large-scale events (i.e., stadiums, convention centers) is another great opportunity to connect with visitors and residents alike.
For assistance with marketing objectives, files, or implementation, please contact the TransLoc Marketing Department. You can also find more information on our website, at www.transloc.com/marketing.

phone: 888.959.3120 x5

e-mail: marketing@transloc.com

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