



TEAM LANE RIDERS

LTD PR Plan



MEET THE TEAM



NATALIE THOMAS



LAUREN RISMANI



MALIA PAGANUCCI



AVERY JANTZER



SHAWN XU

AGENDA

- Target Audience ○
- Brief ○
- Situation Analysis ○
- Goals & Objectives ○
- PR Strategy ○
- Key Messages ○
- Tactics ○
- Measurement & Evaluation ○
- Timeline ○
- Budget ○
- Summary ○

UNIVERSITY OF
OREGON STUDENTS

LANE COMMUNITY
COLLEGE STUDENTS

BUSHNELL UNIVERSITY
STUDENTS

AGES 18 - 25

TARGET
AUDIENCE



BRIEF

Our goal for this campaign is to promote LTD and its services to UO, Bushnell University, and Lane Community College students and provide suggestions and ideas to increase ridership.

SITUATION ANALYSIS

STRENGTHS

- Helpful resource for students
- Free bus rides
- Sustainable initiatives
- LTD’s dedication as a company

WEAKENESSES

- Lower ridership when school is not in session
- Ridership decrease since Covid 19
- Stigma about buses

OPPORTUNITIES

- Promote LTD services
- Promote ridership
- Change stigma about buses

THREATS

- Alternative way of transportation (walking, biking, cars)
- Safety and cleanliness concerns

GOALS & OBJECTIVES

INCREASE RIDERSHIP
AMONG COLLEGE
STUDENTS

PROMOTING AN INTERACTIVE
STUDENT ACTIVITY
CONNECTED TO LTD,
COLLEGES, AND LOCAL
BUSINESSES.

DRIVE TRAFFIC FROM
INSTAGRAM TO THE LTD
WEBSITE

INCREASE UO, BUSHNELL,
AND LANE COMMUNITY
COLLEGE RIDERSHIP BY
15% IN SIX MONTHS VIA THE
UMO APP AND LTD
WEBSITE.

GET UO, BUSHNELL, AND
LCC STUDENTS TO
PARTICIPATE IN THE
LONG-RANGE PLANNING
PROCESS (2045)

INCREASE AND LEVERAGE
PARTICIPATION WITH ANNUAL
TERM EVENTS TO CONTRIBUTE
TO THE LONGEVITY OF LTD AND
THEIR LONG RANGE MOBILITY
PLAN.

PR STRATEGY

CREATE A BEHIND THE SCENES SOCIAL MEDIA
PLAN WITH LTD BUS DRIVERS

LEARN THE BUS AND EXPLORE THE CITY -
EDUCATE STUDENTS ABOUT LTD

DRIVE TRAFFIC TO THE LTD WEBSITE AND UMO
APP

KEY MESSAGES

COLLEGE STUDENTS RIDE FOR FREE

LEARN THE BUS AND EXPLORE THE CITY

CLEAN, SAFE, COMFORTABLE BUS RIDE? YES PLEASE!

WELCOME WEEK SCAVENGER HUNT

How:

- Mobile scavenger hunt for UO, Lane and Bushnell students.
- An annual event for college students.
- Implement a social media campaign to spread awareness for student involvement.

Expected Outcome:

- Confident riding public transit and exploring Lane County.
- Students choose LTD as their first choice for transportation.
- Increases ridership from University of Oregon, Bushnell University, and Lane Community College students

BTS: GETTING THE BUS READY FOR RIDERS

How:

- LTD bus drivers will create a day-in-the-life video for **Instagram reels**.
- The Bus Driver will be the “Rider Guide.”
- Showcases getting an LTD bus ready for the day.
- The cleaning protocols, safety practices, and unique characteristics of the buses.

Expected Outcome:

- Potential and new student riders learn about the cleanliness of the buses and comfortability.
- Riders get to know the bus drivers.
- Increased awareness of the safety measures.
- Drives traffic to LTD website and UMO app.

CAMPUS TABLING EVENT

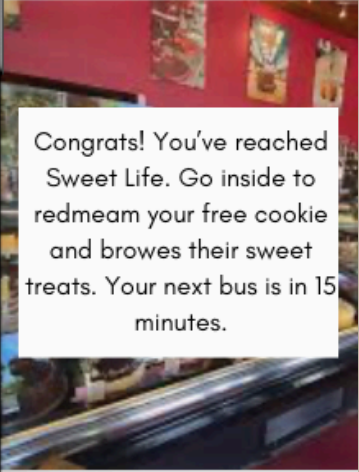
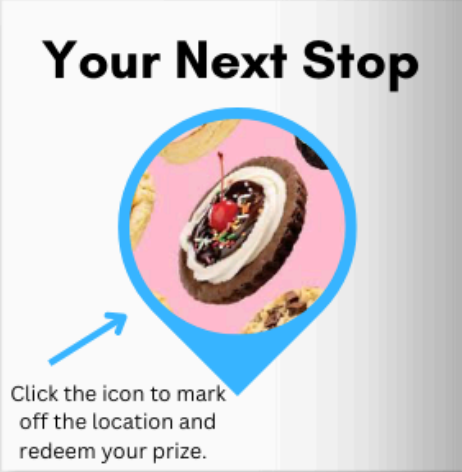
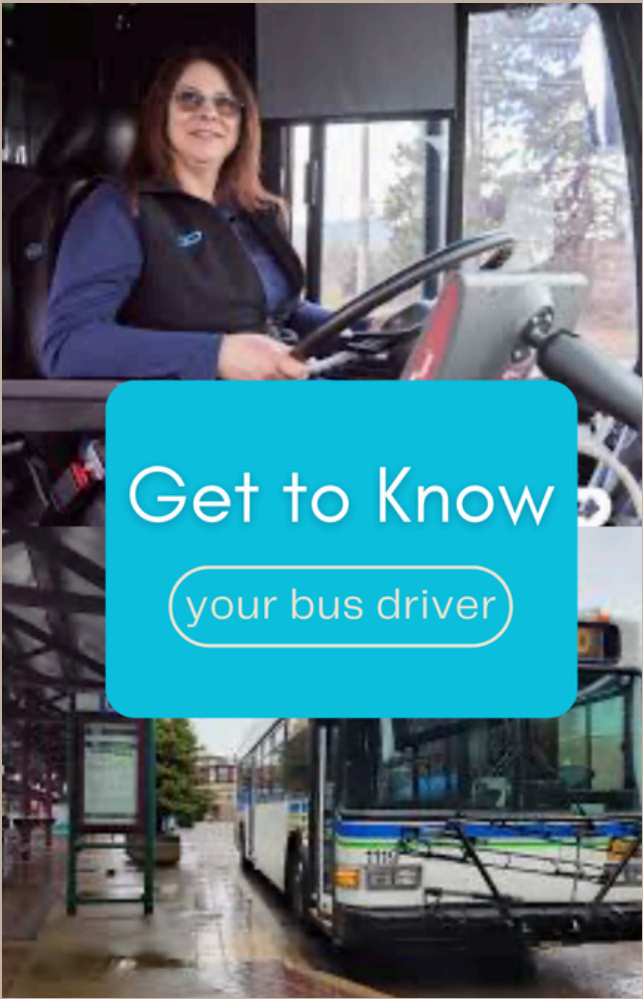
How:

- LTD representatives will have a tabling event at UO, Bushnell, and LCC campuses.
- Flyers, prizes, and informational guides
- Details about available services, route planning, fare options, and upcoming events.
- Opportunities to sign up for LTD-related events and ask questions.

Expected Outcome:

- Educate potential and new student riders about LTD services and future events.
- Students will gain confidence about using LTD services for their daily use.
- Increased ridership and awareness of upcoming transit-related initiatives.


MOCK UPS



ltd.org

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Relaunch to update



RIDING LTD

FARES & PASSES

ABOUT US

ACCESSIBILITY INFO

FOR EMPLOYERS

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🗺️

🔗


👤

AAA

Watch Behind the Scenes content here

WINTER SERVICE CHANGE BEGINS FEBRUARY 2


SEE ROUTE UPDATES HERE →




PLAN YOUR TRIP

From


To

02/25 

12:52 pm 


✓ Departing

Arriving

Fastest Route 


PLAN MY TRIP NOW →

Help



LATEST NEWS

View All News



FIND YOUR ROUTES

MEASUREMENT & EVALUATION

30% INCREASE
IN WEBSITE
TRAFFIC

35% OF
STUDENTS
PARTICIPATE IN
THE SCAVENGER
HUNT

GROWTH IN
SOCIAL MEDIA
FOLLOWING &
ENGAGEMENT

15% INCREASE
RIDERSHIP
AMONG
UNIVERSITY
STUDENTS



TIMELINE

BUDGET

Printing & Materials	Scavenger Hunt Event	Digital & Social Media	Tabling Events	Estimated Total Cost
<ul style="list-style-type: none">Flyers & Brochures (100 copies)<ul style="list-style-type: none">\$250Informational Guides (100 copies)<ul style="list-style-type: none">\$450Event Signage & Banners<ul style="list-style-type: none">\$250	<ul style="list-style-type: none">Mobile App Update<ul style="list-style-type: none">\$300QR Code Setup<ul style="list-style-type: none">FreePrizes & Business Discounts Contribution<ul style="list-style-type: none">\$700Marketing & Promotion (Social Media Ads, Posters)<ul style="list-style-type: none">\$1,600	<ul style="list-style-type: none">Bonus Compensation for Bus Drivers' Participation<ul style="list-style-type: none">\$50/hour + Voucher from Local BusinessesAdvertising Budget (Social Media & Google Ads)<ul style="list-style-type: none">\$2,000	<ul style="list-style-type: none">Tables, Chairs, and Setup Materials<ul style="list-style-type: none">\$100Promotional Items (Treats, Stickers, Pens, etc.)<ul style="list-style-type: none">\$150	<div>Total Estimated Cost: \$7,000</div>

SUMMARY

We want to educate University of Oregon,
Bushnell Univesity and Lane Community College
Students about LTD services by providing
interactive information activities and videos.

THANK YOU

QUESTIONS?