

CTRTP Spring Conference 2015 • Newington, Connecticut

Marketing for Transit

GBT Community Engagement



Monday April 20th 2015

Overview

- Serving Bridgeport and the surrounding region with public FR and DR bus service
- 20 local, express and interregional routes
- Commuter and transit connections to Rail (Bridgeport, Derby, Stratford, Fairfield), Ferry (Bridgeport) and other public bus services (Norwalk, Milford)
- Special door-to-door service for seniors and riders with disabilities
- 57 Fixed route buses
- 200 employees





Today's Topics

1. GBT Marketing
2. Best Practices – Internet Focus
3. Questions and Answers



Marketing Goals

- Grow ridership
- Build awareness
- Serve the community



Marketing Principles

“Give riders the info they need, when they want it, in the medium they want it, in language they understand.”

- Relevant
- Flexible
- Clear and Understandable
- Inclusive
- Proactive
- Honest and Transparent – Accurate, Trustworthy and Complete
- Responsive



Product Quality

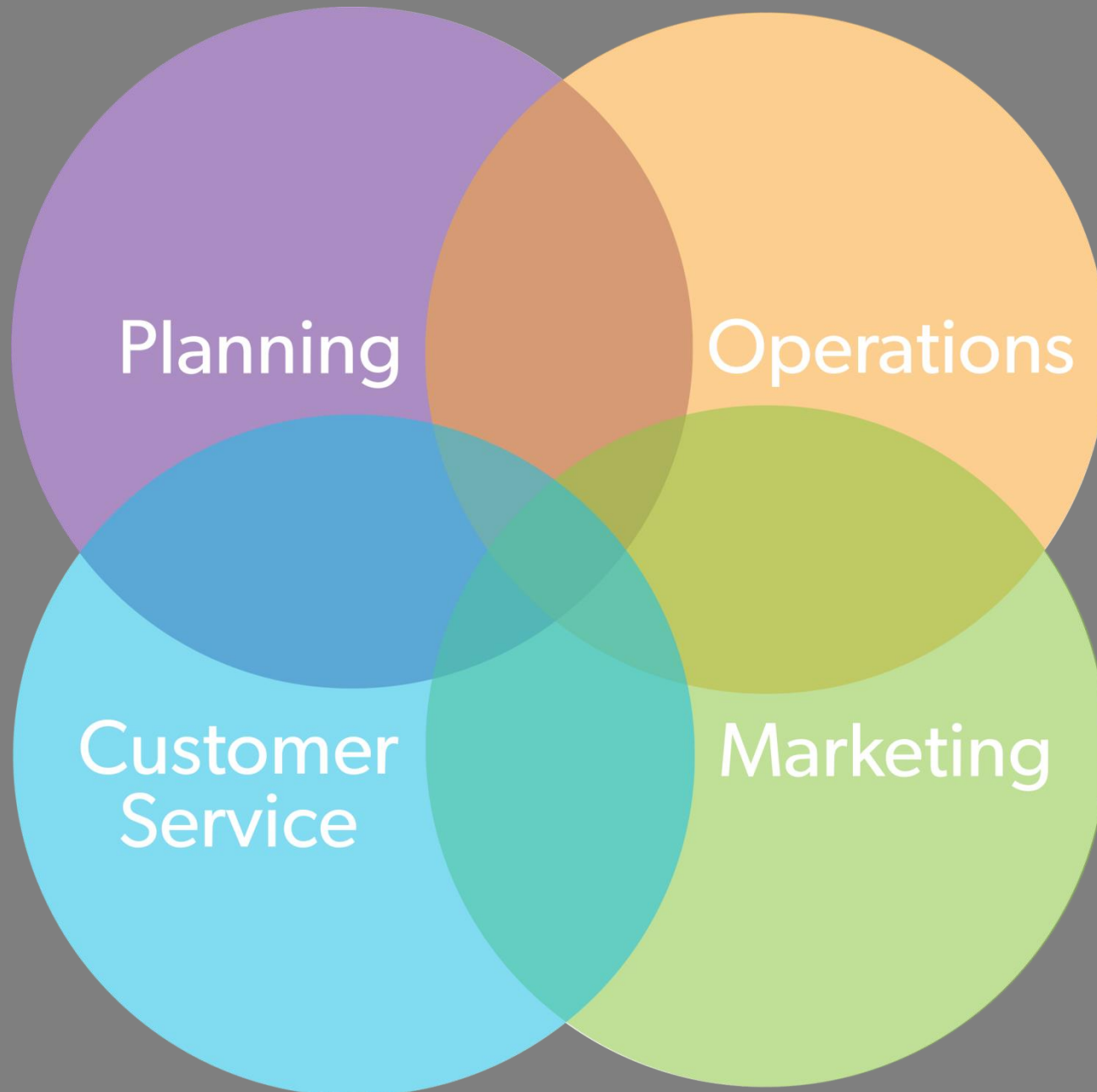
- Staff Attitude
- Fare Structure
- Condition of Fleet/Equipment
- Availability and Condition of Facilities
- Availability and Condition of Amenities/Signs
- Availability and Accuracy of E-Information
- Clarity and Availability of Print Outreach Materials
- Conditions Between Start/End of Trip and the Bus Stop
- Service Planning/Coordinating with Land Use Planning



Audience

- Riders and Prospective Riders
- Residents
- Local Elected Officials – Cities and Towns
- State Elected Officials - CGA
- Federal Elected Officials
- Funding Source Agencies
- Press and Mass Media
- Community Organizations
- Project Specific (Neighborhoods/Routes etc.)
- LEP

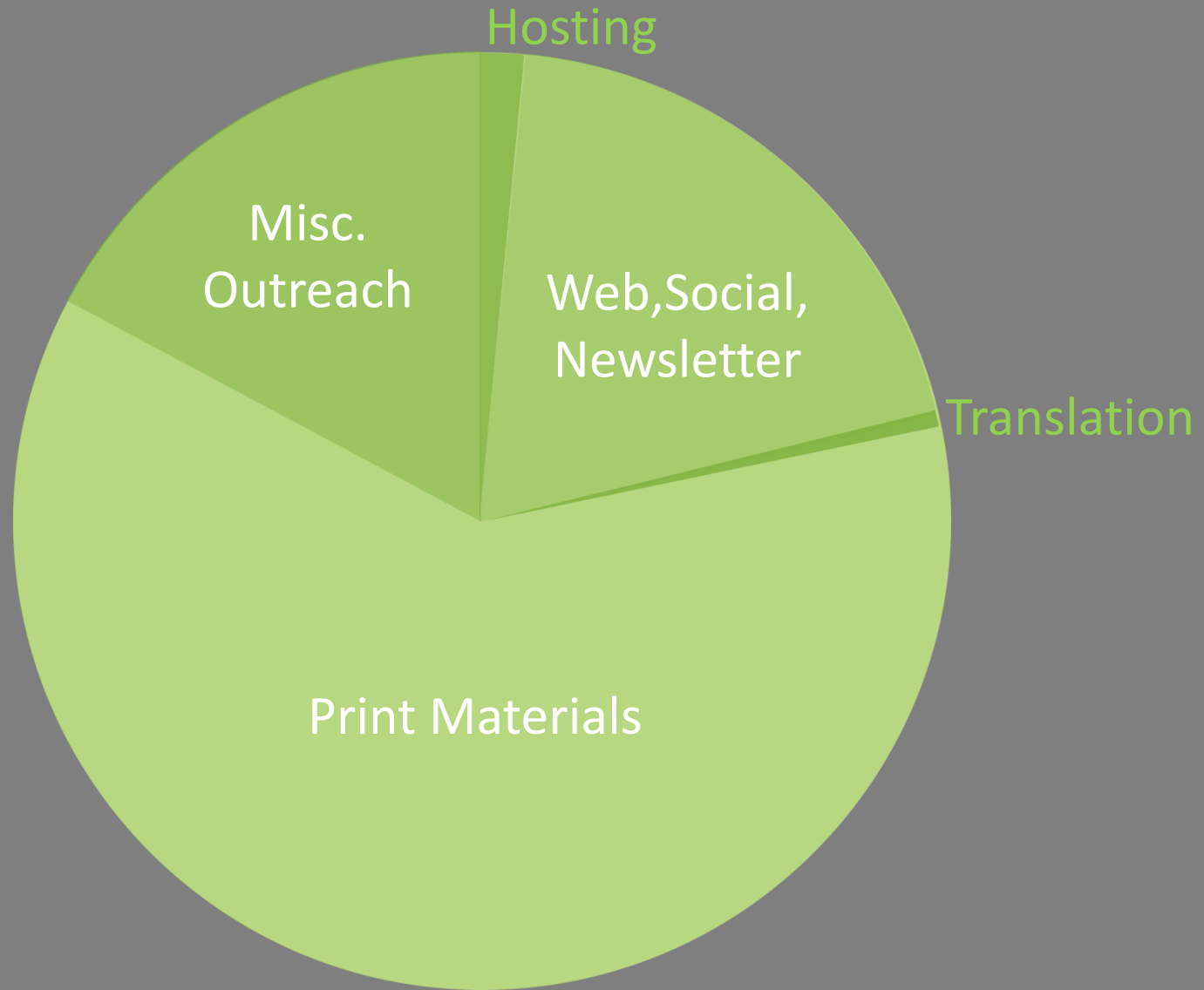
Organizational Overlap



Resources



Marketing Resources



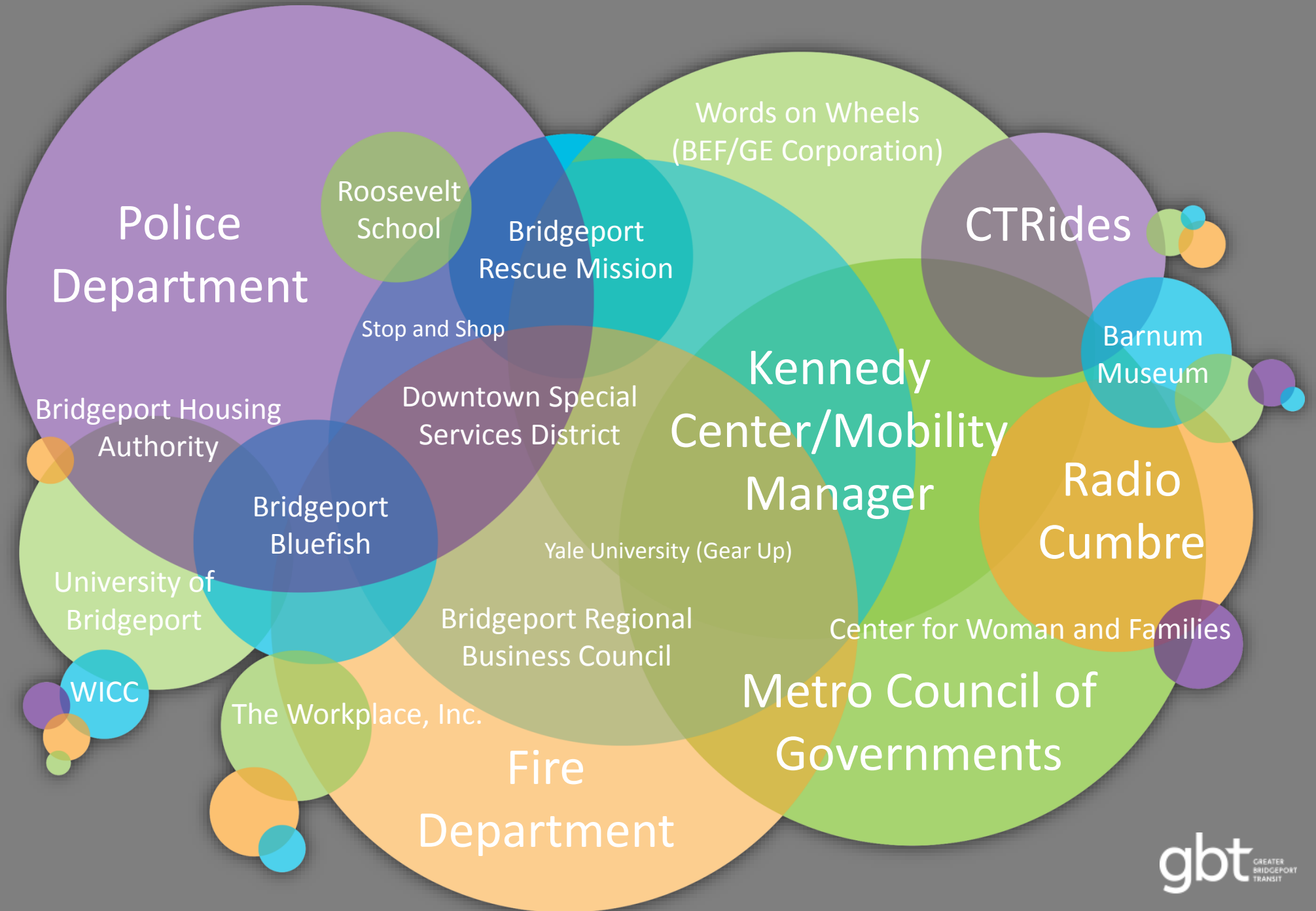
Bridge House Rehabilitation Facility • Washington
Heights Senior Living Community • Action fo
Bridgeport Community Development • Cesar Bata
School • Eleno Senior Apartments • Unicare, LL
Retirement and Assisted Living Facility • College Fa
at Housatonic Community College • Astoria Pa
Senior Living • Sycamore Place Apartments
Housatonic Community College • University
Bridgeport Career and Internship Expo • Sheeha
Center in Bridgeport • Family Reentry You
Mentoring program • Augustana Homes
Bridgeport Low Income Seniors • Bulard Haven
Technical High School • Porter and Chester Institut
in Stratford • Stratford Public Library • Sikorski

STREET

LEVEL

OUTREACH

Community Partners



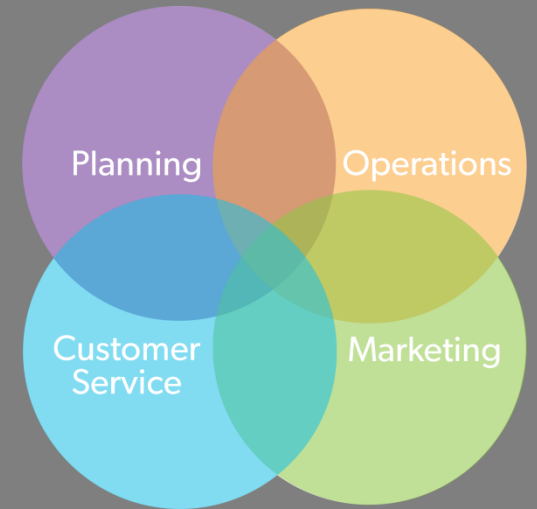
Events

Words on Wheels • Radio Broadcasts (Live and In Studio) • Earth Day • Tell Us Your Story • Know How To Go Kick-Off • CTrides Kickoff • Open Houses




Emergency Outreach

- 24/7
- Real-time, responsive
- Relevant, clear, concise
- Transparent
- Bi- or Multi- Lingual
- Broadcast across all mediums



gbt GBT - Greater Bridgeport Transit
Posted by Susan Rubinsky [?] · 3 hours ago

El Servicio Nacional de Meteorología ha emitido una "Advertencia de tormenta de nieve" para el sur de Connecticut, del lunes por la tarde (25 enero 2015) al martes por la noche (26 enero 2015). Habrá una combinación de vientos fuertes, niev... See More



52 people reached Boost Post

Like · Comment · Share · Hootlet

Aguel Remigio, Armando Garcia, Ma Cari A Bautista and 2 others like this.

Write a comment...

Fernando Valiente Gracias por mantener informado
See Translation
Like · Reply · 2 hours ago

gbt GBT - Greater Bridgeport Transit de nada.
Like · Commented on by Susan Rubinsky [?] · about a minute ago


Write a reply...

gbt GBT - Greater Bridgeport Transit
Posted by Susan Rubinsky [?] · Yesterday

Blizzard Alert#2:

Due to weather conditions, GBT service will be suspended at 8 PM this evening, Monday, January 26, 2015. It is highly likely that service will also be suspended tomorrow morning.

During the storm, we'll be posting regular updates to gogbt.com, Facebook and Twitter and will also make announcements via Radio Cumbre (AM 1450), WICC (AM 600) and Connecticut News 12.



1,419 people reached Boost Post

Like · Comment · Share · Hootlet 22 Shares

Carelys Shnooky Alvarado, Garth Trotto, Governor Mallory and 2 others like this.

Write a comment...

Garth Trotto Governor Mallory has issued all highways and roads shut down till storm is over
Like · Reply · Yesterday at 6:50pm

gbt GBT - Greater Bridgeport Transit More recent updates are on the GBT page. GBT service for tomorrow has been cancelled.
Like · Commented on by Susan Rubinsky [?] · 22 hours ago

Carelys Shnooky Alvarado Can't wait
Like · Reply · Yesterday at 6:28pm

gbt **GBT - Greater Bridgeport Transit**
Posted by Susan Rubinsky [?] · 5 hours ago

Alerta No. 5 sobre clima invernal

Recordatorio: el servicio de autobuses de GBT estará suspendido en la región de Greater Bridgeport por el resto del día martes 27 de enero de 2015.

Sabemos que todos quieren que se reanude el servicio de ... See More



100 people reached

Boost Post

Like · Comment · Share · Hootlet

1 Share

Ma Cari A Bautista likes this.


gbt Write a comment...

gbt **GBT - Greater Bridgeport Transit**
Posted by Susan Rubinsky [?] · 6 hours ago

Winter Weather Alert #5

A reminder: GBT bus service is suspended in the Greater Bridgeport Region for the remainder of Tuesday, January 27, 2015.

We know everyone is eager for bus service to resume. Our crews are working on cleanup and we... See More



1,027 people reached

Boost Post

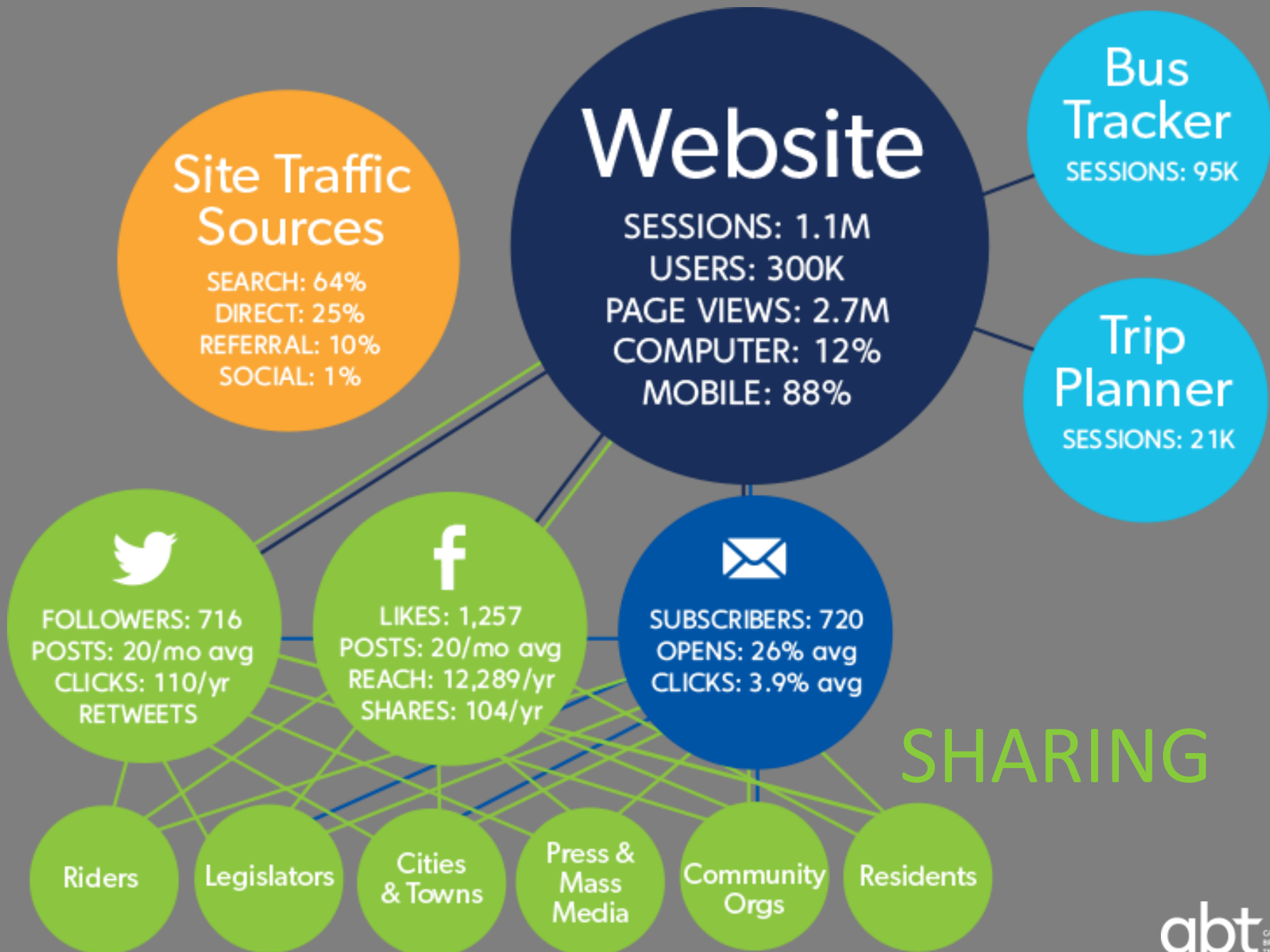
Like · Comment · Share · Hootlet

3 Shares

Bessie Yeh, Lori Goodson and Dorothy Faye like this.

gbt Write a comment...

Internet Engagement



Data cited is for 2014 calendar year, unless otherwise noted.

Sharing Example

Greater Bpt Transit,
Your Tweet got retweeted!

Greater Bpt Transit
[@goGBT](#)

Alert: GBT will be operating regular bus service in the Bridgeport Region today. Riders should expect delays and minor detours.

[04:48 AM - 22 Jan 14](#)

Retweeted by

WTNH News 8 [@WTNH](#)
To 37260 followers.

Learn more about [@WTNH](#). [View their profile](#)

Mass Media SHARING to 37,260 followers



Marketing Best Practices

- Define Goals
- Define/Rank Audience
- Select Mediums
- Create Messages (content)
- Broadcast
- Engage
- Repeat/Iterate



Who Is Online?

- 87% - online
- 58% - Facebook
- 59% - Seniors - online
 - Projected growth
- 31% - Seniors - Facebook
 - Projected growth



Who is on Mobile?

- 90% - cell phone
- 64% - smartphone
- 42% - tablet
- 32% - e-reader
- 7% are “smartphone-dependent” (only access point to internet)



Responsive Site

- One site works in all screens, devices*
- Updates in one place
- Easy updates via CMS in-house
- No wait, real-time
- Low Cost, comparatively

*May not work correctly in older/all devices

App

- Multiple apps per device/OS
- Multiple updates/ per app
- Software dev team for updates
- Wait time for Apple store approval per update
- High cost, comparatively

Overview

Jan 1, 2014 - Dec 31, 2014

Customize Email Export Add to Dashboard Shortcut

All Sessions
100.00%

+ Add Segment

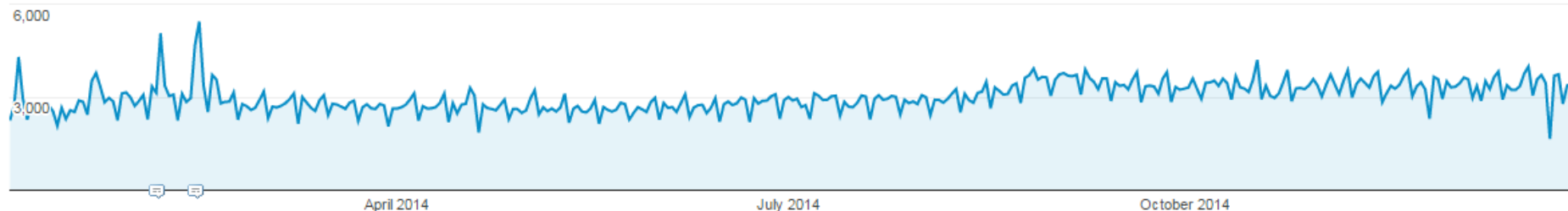
Explorer

Summary Site Usage Ecommerce

Sessions vs. Select a metric

Day Week Month

Sessions



Primary Dimension: Device Category

Plot Rows Secondary dimension Sort Type: Default

advanced [Grid] [List] [Table] [Filter] [Columns]

Device Category	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	1,101,354 <small>% of Total: 100.00% (1,101,354)</small>	19.89% <small>Avg for View: 19.87% (0.08%)</small>	219,040 <small>% of Total: 100.08% (218,862)</small>	43.95% <small>Avg for View: 43.95% (0.00%)</small>	2.48 <small>Avg for View: 2.48 (0.00%)</small>	00:02:56 <small>Avg for View: 00:02:56 (0.00%)</small>	0.00% <small>Avg for View: 0.00% (0.00%)</small>	0 <small>% of Total: 0.00% (0)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. mobile	936,593 (85.04%)	15.41%	144,372 (65.91%)	45.54%	2.36	00:02:56	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. desktop	127,090 (11.54%)	50.06%	63,618 (29.04%)	31.61%	3.34	00:03:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. tablet	37,671 (3.42%)	29.33%	11,050 (5.04%)	46.13%	2.68	00:02:29	0.00%	0 (0.00%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 3 of 3

This report was generated on 4/17/15 at 1:47:24 PM - Refresh Report

All Sessions
88.46%

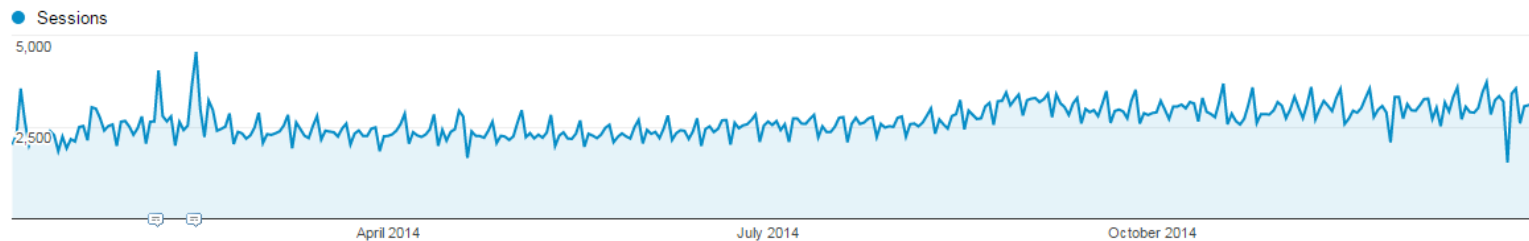
+ Add Segment

Explorer **Map Overlay**

Summary Site Usage Ecommerce

Sessions vs. Select a metric

Day Week Month



Primary Dimension: Mobile Device Info Mobile Device Branding Service Provider Mobile Input Selector Operating System Other

Plot Rows Secondary dimension Sort Type: Default

advanced

	Mobile Device Info	Acquisition			Behavior			Conversions		
		Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session	Goal	Goal Completions	Goal Value
		974,264 <small>% of Total: 88.46% (1,101,354)</small>	15.95% <small>Avg for View: 19.87% (-19.72%)</small>	155,422 <small>% of Total: 71.01% (218,862)</small>	45.56% <small>Avg for View: 43.95% (3.66%)</small>					\$0.00 <small>Total: (0.00%)</small>
<input type="checkbox"/>	1. Apple iPhone	424,022 (43.52%)	20.86%	88,470 (56.92%)	45.3%					
<input type="checkbox"/>	2. (not set)	47,625 (4.89%)	15.22%	7,249 (4.66%)	46%					
<input type="checkbox"/>	3. Apple iPad	22,092 (2.27%)	34.13%	7,541 (4.85%)	4					
<input type="checkbox"/>	4. Samsung SPH-L710 Galaxy S III	14,466 (1.48%)	9.08%	1,314 (0.85%)	4					
<input type="checkbox"/>	5. Samsung SGH-M919 Galaxy S IV	13,929 (1.43%)	8.23%	1,146 (0.74%)	45.9%					
<input type="checkbox"/>	6. Samsung GT-I9500 Galaxy S IV	13,896 (1.43%)	8.69%	1,208 (0.78%)	41.65%					
<input type="checkbox"/>	7. Samsung SGH T599N	13,560 (1.39%)	9.23%	1,251 (0.80%)	47.17%					\$0.00 (0.00%)
<input type="checkbox"/>	8. Samsung SGH-T999 Galaxy S III	11,413 (1.17%)	6.81%	777 (0.50%)	48.09%	2.29				\$0.00 (0.00%)
<input type="checkbox"/>	9. Apple iPod	11,142 (1.14%)	30.23%	3,368 (2.17%)	48.69%	2.26	00:02:06	0.00%	0.00%	\$0.00 (0.00%)
<input type="checkbox"/>	10. Samsung GT-I9300 Galaxy S III	10,954 (1.12%)	6.83%	748 (0.48%)	46.40%	2.39	00:03:01	0.00%	0.00%	\$0.00 (0.00%)

1,208 different mobile devices in 2014

Show rows: 10 Go to: 1 - 10 of 1208

This report was generated on 4/17/15 at 4:49:52 PM - Refresh Report



Email Best Practices

“HTML Email is the single most effective marketing tool across all industries.”

(beats out all other on- and off-line marketing activities in performance)

- Quality vs Quantity
 - Content
 - List
- Timing
 - Tues or Thurs Afternoon
 - Weds, anytime
 - Sunday evenings



Email Best Practices

- Send email address – key person at your agency
- Invite existing contacts to signup
- Promote signup on Site & Social
- Create editorial calendar for year
- Webpage version of each email
- Bi- or Multi- Lingual
- Emergency outreach usurps calendar



Susan Rubinsky <susan@rubinsky.com>

Know How To Go

1 message

Doug Holcomb <DHolcomb@gogbt.com>
 Reply-To: DHolcomb@gogbt.com
 To: susan@rubinsky.com

Thu, May 29, 2014 at 2:06 PM



Press Release | View Webpage | En español

GBT Newsletter | May 29, 2014

Know How To Go Kickoff Event

THU June 5 | 10 AM-12 PM | GBT Bus Station

Please join us for the *Know How To Go* kickoff event at the GBT bus station. *Know How To Go* is a transportation guide for seniors, people with disabilities, and veterans.

This event will highlight the many transportation alternatives available in Connecticut's southwest region for seniors, veterans and people with disabilities. Scheduled speakers include Margaret Mixon, Regional Mobility Manager from the Kennedy Center and GBT CEO Doug Holcomb.



We'll have people on hand to talk with you about travel options and programs. Come and learn more about the many options there are for getting around. Hope to see you there!

"Transportation is a life-line to economic, educational and health care opportunities, as well as serving simple needs."

-Wendy Bloch, Founder of Mobility Services, The Kennedy Center, Inc.



Wheelchair Welcome.

Access to jobs, medical appointments, shopping and other important community

Save the Date!



TOD at Stratford Festival
 SAT June 7
 10 am - 5 pm



Susan Rubinsky <susan@rubinsky.com>

Sepa Cómo Ir

1 message

Doug Holcomb <DHolcomb@gogbt.com>
 Reply-To: DHolcomb@gogbt.com
 To: susan@rubinsky.com

Thu, May 29, 2014 at 2:12 PM



Lanzamiento del evento "Sepa cómo ir"

Jueves 5 de junio | 10 a.m. a 12 p.m. | Estación de Autobuses de GBT

Venga al lanzamiento del evento "Sepa cómo ir" que se realizará en la Estación de Autobuses de GBT. "Sepa cómo ir" es una guía de transporte para personas de la tercera edad, discapacitados y veteranos del servicio militar.

En este evento se destacarán las diversas alternativas de transporte disponibles en la región sudoeste de Connecticut para personas de la tercera edad, veteranos del servicio militar y discapacitados. Entre las personalidades que harán uso de la palabra se destacan Margaret Mixon (Gerente del programa Regional Mobility del Kennedy Center) y Doug Holcomb (CEO de GBT).



Habrá personal disponible para informar al público acerca de las opciones y programas de transporte. Venga y entérese de las distintas formas de ir a donde necesite. ¡Nos vemos!

"El transporte es vital para aprovechar oportunidades económicas, educativas y de atención de la salud, así como para servir hasta las necesidades más simples."

-Wendy Bloch, Fundadora de Mobility Services, The Kennedy Center, Inc.

¡Anótelo en su calendario!



TOD en el Festival de
 Main Street en Stratford

Accesible a personas en silla de ruedas.

A veces ir al trabajo, a las citas médicas, a las tiendas y a otros importantes servicios que necesita la comunidad puede resultar un verdadero desafío. GBT ha tomado medidas para que a los



Greater Bridgeport Transit | One Cross Street, Bridgeport, CT 06610 | 203-366-7070 | info@gobt.com
Shopping Cart | My Account

Route | Ruta

Schedules & Maps | Horarios y mapas

Rider Information | Información del pasajero

News | Noticias

Earth Day 2015
Día de la Tierra de 2015

Stand Up 4 Transportation

Driver Safety Awards 2015

Premios 2015 por manejo seguro

Winter Weather Service Status 2/2/15

Blizzard Warning 1/26/15
Advertencia de tormenta de nieve

2014 Newsletters
¿Está listo?

Transit Community Meeting 11/18/14

Reunión con la comunidad de tránsito - 11/18/14

Take the Transit Survey
Particpe en la encuesta de tránsito

September Service Changes
Cambios del servicio en septiembre

Growing Ridership:
Creciente cantidad de usuarios

GBT Drivers Win Big
Conductores de GBT se destacan en competencias

Know How To Go
Sepa Cómo Ir

Lanzamiento de la Semana de CTrides

Earth Day 2014
Día de la Tierra de 2014

Service Changes 2014
Bluefish 2014

Cambios en un servicio de 2014

2013 Newsletters
2012 Newsletters

Events | Acontecimientos

Contact Us | Contactanos

Feedback

Careers

About GBT


Know How To Go

Learn How To Go

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Wheelchair Welcome.

Access to jobs, medical appointments, shopping and other important community services can sometimes be a challenge. GBT has made getting there easier for seniors and riders with disabilities. All of our city buses are equipped to safely accommodate common wheelchairs and mobility devices.

Priority seating is set aside in the front of the buses. GBT drivers are trained in the safe use of all accessibility equipment and understand the needs of riders with disabilities.

Learn How To Go.

GBT Talking Your Story 11.17.10



Travel Training is a program that teaches people with disabilities, veterans, and seniors how to use the local bus and rail system safely. Once trained, people find new freedom, self-reliance, and success!

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Sepa Cómo Ir

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Accesible a personas en silla de ruedas.

A veces ir al trabajo, a las citas médicas, a las tiendas y a otros importantes servicios que necesita la comunidad puede resultar un verdadero desafío. GBT ha tomado medidas para que a los usuarios de la tercera edad y a los discapacitados les resulte más fácil llegar a donde necesiten. Todos los autobuses de la ciudad están equipados para transportar en forma segura las sillas de ruedas comunes y los aparatos que la gente necesita para desplazarse.

En la parte delantera de los autobuses hay asientos destinados a personas con problemas de movilidad. Los conductores de GBT están entrenados en el manejo seguro del equipo que

Rider Alerts

Apr 3, 2015

Good Friday Service: On Friday, April 3, GBT will be operating Saturday service schedules.

More info »

Bus Tracker

Trip Planner

Buy Passes

¡Anótelos en su calendario!

GBRC

TOD en el Festival de Main Street en Stratford

7 de junio de 2014
10 a.m. a 5 p.m.
Mesa de TOD para información al público, frente al Milford Bank, cerca del asta de la bandera

Descubra qué es el "Desarrollo basado en el tránsito" para la región y cuál es su impacto sobre el desarrollo económico, la vivienda y el acceso al transporte público. Queremos conocer sus ideas! Visite nuestra mesa en el Festival de Main Street en Stratford. Estaremos frente al Milford Bank, cerca del asta de la bandera.

Reunión pública sobre TOD

Jueves 26 de junio | 6:30 pm
Margaret E. Morton Government Center
(City Hall Annex)
Conference Rooms A & B
999 Broad Street, Bridgeport, CT

GBT y el Consejo Regional de Bridgeport (Greater Bridgeport Regional Council) le informarán acerca de Transit Oriented Development (TOD). Allí usted podrá sugerir ideas sobre cómo mejorar el sistema de transporte de Bridgeport, Fairfield, Stratford y Trumbull.

Noticias de GBT en español

Sea el primero en enterarse. Aproximadamente una vez al mes le enviaremos

Track My Email Message

Know How To Go – ENG – May 2014 ✉

Subject: Know How To Go

May 29, 2014 2:06:01 PM (Completed in 40 seconds)

640

contacts
sent to

[export message data ▼](#)

[create a segment ▼](#)

Email Impact



26.4% Opened ? 169 contacts 705 opens

0.5% Bounced ? 3 contacts

73.1% No Info ? 468 contacts

6% Clicked ? 36 contacts 683 clicks

Unsubscribed ? 0

Complained ? 0

Social Impact ?

0
TOTAL TWEETS

0
TOTAL LIKES










0
TOTAL +1'S

0
TOTAL SHARES

Lists and Segments

GBT Newsletter – ENG	343 contacts
GBT Board of Commissioners	10 contacts
GBT Union	1 contacts
Transit Districts /FTA/CDOT/MetroPool	17 contacts
Legislative US	4 contacts
Legislative State Senate	2 contacts
Legislative State House	10 contacts
Chief Elected Officials	5 contacts
Press: Papers	5 contacts
Press TV:	5 contacts
Press Radio	4 contacts
Trade Associations:	5 contacts
PAC	7 contacts
GBRC	4 contacts

Click Report

http://knowhowtogoct.o...%20To%20Go%20Guide.pdf		16 contacts	643 clicks
http://goqbt.com/index...-to-go#travel_training		12 contacts	18 clicks
http://goqbt.com/index.php?page=know-how-to-go		7 contacts	8 clicks
http://goqbt.com/uploa...tion-Guide-5-29-14.pdf		2 contacts	4 clicks
http://knowhowtogoct.o...ticle&id=75&Itemid=435		1 contacts	3 clicks
http://knowhowtogoct.o...ticle&id=76&Itemid=479		3 contacts	3 clicks
https://www.google.com...0x0:0x483e4cf40230e746		2 contacts	2 clicks
http://goqbt.com/index.php?page=sepa-como-ir		1 contacts	1 clicks
http://knowhowtogoct.o...ticle&id=80&Itemid=484		1 contacts	1 clicks

Filter Type: [All](#) [Open](#) [Closed](#) [Unsubscribed](#) [Bounced](#) [Forwarded](#)

[Show Expanded Data](#)

Jane Younger (jyoung@fidelity.com)	May 20, 2014 11:03 PM	114 opens
Lary Hayes (laryh@fidelity.com)	May 20, 2014 01:06 PM	12 opens
Teri Allen (tallen@fidelity.com)	May 20, 2014 03:31 PM	15 opens
Bryndi Sandy (bryndi@fidelity.com)	May 20, 2014 02:29 PM	10 opens
John Tiller (jtiller@fidelity.com)	May 20, 2014 07:50 PM	0 opens
Jody Semore (jody.s@fidelity.com)	May 20, 2014 03:31 PM	0 opens
Woods Black (wblack@fidelity.com)	May 20, 2014 04:13 PM	4 opens
Barbara Traper (btraper@fidelity.com)	May 20, 2014 02:40 PM	4 opens
No Name (no.name@fidelity.com)	May 20, 2014 02:16 PM	0 opens
No Name (NOYTHAMMUPHILL@FIDELITY.MED)	May 20, 2014 02:11 PM	4 opens
No Name (no.name@fidelity.com)	May 20, 2014 02:41 PM	7 opens
Cari Condon (ccondon@fidelity.com)	Jun 2, 2014 05:53 PM	7 opens
Danielle Harben (dharben@fidelity.com)	May 20, 2014 06:12 PM	6 opens
Mark T. Averette (Mark.Averette@fidelity.com)	May 20, 2014 01:24 PM	0 opens
David Corware (dcorware@fidelity.com)	May 20, 2014 02:21 PM	0 opens
No Name (no.name@fidelity.com)	May 20, 2014 02:07 PM	4 opens
Pepi Brandt (pbrandt@fidelity.com)	May 20, 2014 09:25 AM	3 opens
Deborah Vvedel (dvvedel@fidelity.com)	May 20, 2014 10:41 PM	1 opens
Woods Black (wblack@fidelity.com)	May 20, 2014 04:13 PM	4 opens
Barbara Traper (btraper@fidelity.com)	May 20, 2014 02:40 PM	4 opens
No Name (no.name@fidelity.com)	May 20, 2014 02:16 PM	4 opens
No Name (NOYTHAMMUPHILL@FIDELITY.MED)	May 20, 2014 02:11 PM	4 opens
No Name (no.name@fidelity.com)	May 20, 2014 02:41 PM	7 opens
Cari Condon (ccondon@fidelity.com)	Jun 2, 2014 05:53 PM	7 opens
Danielle Harben (dharben@fidelity.com)	May 20, 2014 06:12 PM	6 opens
Mark T. Averette (Mark.Averette@fidelity.com)	May 20, 2014 01:24 PM	0 opens
David Corware (dcorware@fidelity.com)	May 20, 2014 02:21 PM	0 opens
No Name (no.name@fidelity.com)	May 20, 2014 02:07 PM	0 opens
Pepi Brandt (pbrandt@fidelity.com)	May 20, 2014 09:25 AM	1 opens
Deborah Vvedel (dvvedel@fidelity.com)	May 20, 2014 10:41 PM	1 opens
Chris Cross (ccross@fidelity.com)	May 20, 2014 03:13 PM	4 opens
Ronald Hargrave (rhargrave@fidelity.com)	May 20, 2014 01:54 PM	1 opens
Tara Miller (tmiller@fidelity.com)	May 20, 2014 02:00 PM	7 opens
Excelsior Trust (excelsior@fidelity.com)	May 20, 2014 02:18 PM	1 opens
No Name (no.name@fidelity.com)	May 20, 2014 02:17 PM	1 opens
Nancy Wray (nwray@fidelity.com)	May 20, 2014 11:39 PM	4 opens
Carlene Sanderson (csanderson@fidelity.com)	May 20, 2014 02:08 PM	4 opens
Bob Warner (bwarner@fidelity.com)	May 20, 2014 02:24 PM	4 opens
Suzanne Beile (sbeile@fidelity.com)	May 20, 2014 02:45 PM	4 opens
Andrew Apple (apple@fidelity.com)	May 20, 2014 02:17 PM	4 opens
Jan Robert (jrobert@fidelity.com)	May 20, 2014 02:30 PM	4 opens
Christopher Rapp (crapp@fidelity.com)	May 20, 2014 02:57 PM	4 opens
Mike D'Elia (mde@fidelity.com)	May 20, 2014 04:17 PM	1 opens
Nader Alwan (nalwan@fidelity.com)	May 20, 2014 04:21 PM	1 opens
NARRY DEWY (ndewy@fidelity.com)	May 20, 2014 04:05 PM	1 opens
Julia Sandry (jsandry@fidelity.com)	May 20, 2014 03:59 PM	1 opens
Margaret Andrews (margaret@fidelity.com)	May 20, 2014 01:14 PM	1 opens
Mary Selig (mselig@fidelity.com)	May 20, 2014 01:09 PM	1 opens
Tara Halley (thalley@fidelity.com)	May 20, 2014 01:02 PM	1 opens
glid me@fidelity.com	May 20, 2014 01:41 PM	1 opens
Rhyla Freeman (rffreeman@fidelity.com)	May 20, 2014 02:38 PM	1 opens



Facebook

- 71% of adult internet users/58% of entire adult population
- High Use among Riders, Residents, Community

Facebook page header for GBT - Greater Bridgeport Transit. Search bar, navigation tabs (Page, Messages, Notifications, Insights, Posts), and utility links (Settings, Help).

Page Cover Image



gogbt.com
GBT - Greater Bridgeport Transit Bus Station

Create Call-to-Action | Share | Hootlet

Page Information

1,260 likes +1 this week
665 visits +48 this week
255 post reach this week

Promote Your Page
Reach up to 200,000 people near Bridgeport
[Promote Page](#)

About

Public bus service in the Greater Bridgeport Region in CT.
<http://www.gogbt.com/> [Promote Website](#)

Photos

Recent photos showing bus stop and Earth Day graphics.

Timeline

Status | Photo / Video | Offer, Event +

gogbt What have you been up to?

gogbt **GBT - Greater Bridgeport Transit**
Posted by Susan Rubinsky [?] · Yesterday at 8:12am · 🌐

Ayúdenos a llenar un autobús con alimentos para gente necesitada.
17 de abril de 8 am a 1 pm
"Stuff a Bus" (Llenemos un autobús) en Stop & Shop de Bridgeport
LUGAR: 4531 Main Street, Bridgeport CT 06606... [See More](#)

[See Translation](#)



Recent

2015
2014
2013
2012
2011
2010
2009

See Your Ad Here



GBT - Greater Bridgeport ...
Public bus service in the Greater Bridgeport Region in CT.
Like Page · 1,260 people like this page
[Promote Page](#)

gbt
Compose message...

GBT Facebook GBT Twitter GBT G+ GBRC Facebook GBRC Twitter GBRC G+ PRT Facebook SR Facebook SR Twitter


My Posts Events Posts to page Messages Scheduled

GBT - Greater Bridgeport Transit
Apr 17, 8:12am

Ayúdenos a llenar un autobús con alimentos para gente necesitada.

17 de abril de 8 am a 1 pm
"Stuff a Bus" (Lenemos un autobús) en Stop & Shop de Bridgeport
LUGAR: 4531 Main Street, Bridgeport CT 06606

Busque el camión de Bridgeport Rescue Mission y entregue un alimento no perecedero. Todas las donaciones son a beneficio de Bridgeport Rescue Mission.




1 like

GBT - Greater Bridgeport Transit
Apr 17, 8:09am

Help Those in Need

April 17 | 8 am - 1 pm
"Stuff a Bus" at Stop & Shop in Bridgeport
LOCATION: 4531 Main Street, Bridgeport CT 06606

Help us stuff a bus with food for those in need. Just look for the Bridgeport Rescue Mission truck and drop off a non-perishable food item. All donations to benefit the Bridgeport Rescue Mission.



Earth Day 2015 | Día de la Tierra 2015
By: GBT - Greater Bridgeport Transit

When: Apr 22, 6:30am
Where: GBT - Greater Bridgeport Transit

[View](#)


Stand Up 4 Transportation
By: GBT - Greater Bridgeport Transit

When: Apr 09, 10:30am
Where: Great Hall at Union Station, Hartford, CT

[View](#)

CTrides
Apr 17, 12:48pm


Thanks to GBT - Greater Bridgeport Transit for all the events planned for #EarthDay, April 22! #CTrides will be helping out! See what's planned: <http://ow.ly/LK3f2>



GBT - Earth Day 2015
gogbt.com

Bridgeport Rescue Mission
Apr 17, 8:57am

GBT - Greater Bridgeport Transit and BRM have partnered today at the Stop & Shop Supermarket Co 4531 Main St. Bridgeport to Stuff-a-Truck full of non-perishables! Come support us by making a donation or donating food.



16 shares 44 likes

Bridgeport Rescue Mission
Apr 17, 8:57am

GBT - Greater Bridgeport Transit and BRM have partnered today at the Stop & Shop Supermarket Co 4531 Main St.

Ashlee Cam
Apr 09, 11:16am

Bus 2052 is like over 45 mins late. This is highly frustrating

42 comments

Shirley Ybarra
Apr 08, 8:49am

DONT GIVE MONEY TO BROWARD AND MIAMI BECAUSE SOMEONE IS POKETING THE MONEY BECAUSE EVERY YEAR DURING TAX TIME THEY FIND IT TO BE CONVENIENT TO BREAK DOWN NOT SHOW UP AT THE EXPENSE OF PEOPLE WHO REALLY NEED IT. THEY IS NO TRANSPARENCY HERE. WHERE IS THE MONEY GOING. ITS NOT GOING TO BROWARD AND MIAMI. THIS NEEDS TO BE EXPOSED

1 comment

Rajel Lee
Apr 02, 9:59pm

ok

12 comments


Jesenia Ramirez
Mar 23, 6:34pm

92 comments

GBT - Greater Bridgeport Transit
Mar 12, 8:26am

The best bet is CL Rt 5 also goes out to Black Rock, but not as far down Fairfield Ave. as you are going.

There are no messages scheduled for this network at this time.



Share while you browse

Get the Hootsuite Chrome extension to quickly share and schedule links, images and videos you visit on the web.

[Install Extension](#)



Twitter

- 23% of adult internet users/19% of entire adult population
- High use among Legislators, Public Officials, Mass Media



TWEETS 748 FOLLOWING 599 FOLLOWERS 732 FAVORITES 8

Edit profile

Greater Bpt Transit

@goGBT

Greater Bridgeport Transit - We provide public bus service for people in the Greater Bridgeport, Connecticut, area.

Bridgeport, CT

gogbt.com

Joined March 2010

12 Photos and videos



Tweets Tweets & replies Photos & videos

Greater Bpt Transit @goGBT · Apr 17
Ayúdenos a llenar un autobús con alimentos para gente necesitada.
17 de abril de 8 am a 1 pm, Stop & Shop de Bridgepot, 4531 Main Street

Greater Bpt Transit @goGBT · Apr 17
Help us stuff a bus with food for those in need. Today, 8 am – 1 pm, Stop & Shop in Bridgeport, 4531 Main Street.

Greater Bpt Transit retweeted
Governor Dan Malloy @GovMalloyOffice · Apr 9
#StandUp4Transportation b/c federal transportation funding is critical to economic growth in our towns & cities #SU4T

Who to follow · Refresh · View all

-  **BptInfo @BptInfo** ×
Followed by Housatonic and...
[Follow](#)
-  **Excel Bridgeport @ExcelBr...** ×
Followed by GOOD Bridgep...
[Follow](#)
-  **Funchal Cafe @Funchal_Cafe** ×
Followed by CW4BB and ot...
[Follow](#)

Popular accounts · Find friends

Trends · Change

- #RecordStoreDay
- #nerdland
- #GlobalCitizenEarthDay
- #SRHvsDD
- Budgets



The screenshot shows the Hootsuite dashboard for the account goGBT. The dashboard is organized into several columns:

- Sent Tweets:** Contains tweets sent from Hootsuite, including announcements about a parade and bus driver awards.
- My Tweets, Retweeted:** Contains tweets from goGBT, including alerts about snow storms and weather-related delays. One tweet about weather-related delays is highlighted with a blue box.
- Mentions:** Contains tweets mentioning goGBT, such as from CityofBptCT, CTrides, QueenQuay8807, enacevedo68, CityofBptCT, ct2bos3, and MayorBillFinch. Several tweets in this column are highlighted with yellow circles.
- New Followers:** Contains tweets from new followers, including nancyuribe61, StrfdRec (highlighted with a green box), CrowdTBlogger, Nelsmoney, PrincessxBREEZY, katswitchkitch, and chrissantana72.
- Scheduled Tweets:** A message indicating that there are no messages scheduled for this network at this time.

G+/Search

- Search
- Google Local
- Tools
 - Photos/Slideshow

The screenshot shows a Google+ post from the organization 'Greater Bridgeport Transit'. The post is dated April 9, 2015, and is shared publicly. The main text of the post reads: 'A big shout out to all the folks who joined us at the Stand Up 4 Transportation rally in Hartford today!'. Below the text is a large photo of a man in a black t-shirt with 'CENTERPLAN' and 'STAND UP 4 TRANSPORTATION' logos, holding a sign that says 'STAND UP 4 TRANSPORTATION' and '16 photos'. To the right of the main photo is a vertical strip of three smaller photos showing other participants at the rally. At the bottom of the post are interaction buttons: '+1', a share icon, and a text input field labeled 'Add a comment...'. The Greater Bridgeport Transit logo is visible in the bottom right corner of the overall image.



greater bridgeport transit



+Susan



Web Maps News Images Shopping More Search tools



About 74,700 results (0.24 seconds)

GBT - Home

www.gogbt.com/ Greater Bridgeport Transit Authority
Public bus service in Greater Bridgeport, Connecticut.
2 Google reviews · Write a review

1 Cross St, Bridgeport, CT 06610
(203) 366-7070

You've visited this page many times. Last visit: 4/2/15

Schedules & Maps | Horario...

Coastal Link - Route | Ruta 8 - Route
1 - Route 3 - Route 4 - ...

Coastal Link

Coastal Link. Generate PDF. Print
this page. Big Text Size ...

Bus Tracker

That is why we are adding a real-time
Bus Tracker to this website ...

[More results from gogbt.com »](#)

Trip Planner

Not sure what bus to take? The Trip
Planner can help you select ...

Route | Ruta 8

Effective: October 4, 2014 | Effectivo:
4 de octubre de 2014 ...

Route 6

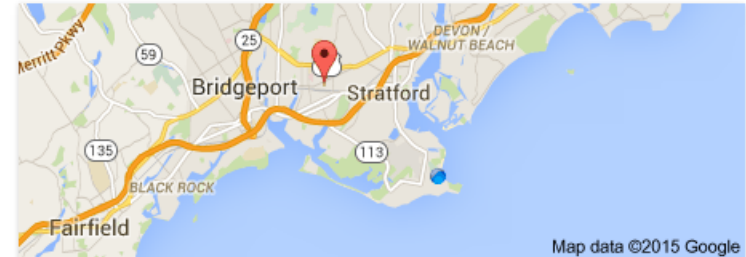
Trumbull Ave. Oakview Dr. &
Lindeman Dr. Westfield ...

Greater Bridgeport Transit Authority - Wikipedia, the free ...

en.wikipedia.org/wiki/Greater_Bridgeport_Transit_Authority · Wikipedia
Greater Bridgeport Transit (GBT) is a transit service serving the Greater Bridgeport
region of the U.S. state of Connecticut. The GBTA provides local bus service ...

GBT - Greater Bridgeport Transit - Bridgeport, CT - Bus ...

<https://www.facebook.com/GreaterBridgeportTransit>
GBT - Greater Bridgeport Transit, Bridgeport, CT. 1260 likes · 19 talking about this ·
663 were here. Public bus service in the Greater Bridgeport...



Map data ©2015 Google

Greater Bridgeport Transit

Directions

Bus Line Company · 3.2 mi

Address: 1 Cross St, Bridgeport, CT 06610

Phone: (203) 366-7070

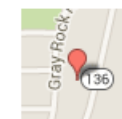
Reviews

2 Google reviews

Write a review

People also search for

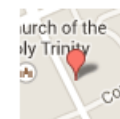
View 15+ more



Norwalk
Transit
District



Stamford:
Metro Train
Station



Middletown
Area Transit



Bridgeport
Bus
Terminal



HART
Transit

Are you the business owner?

Feedback

gbt 1 x v Compose message...

GBT Facebook x GBT Twitter x **GBT G+ x** GBRC Facebook x GBRC Twitter x GBRC G+ x PRT Facebook x SR Facebook x SR Twitter x +

+ Add Stream + Add Social Network

Home Greater Bridgeport Transit

Greater Bridgeport Transit
Apr 09, 5:30pm - Public

A big shout out to all the folks who joined us at the Stand Up 4 Transportation rally in Hartford today!

Bridgeport Hospital
Apr 09, 3:05pm - Public

#TBT Patient unit c. 1960

The White House
Apr 09, 4:31pm - Public

Barack and Jamrock.
<https://instagram.com/p/1QXkvtNHZ>

56 shares 588 +1s 67 replies

My Posts Greater Bridgeport Transit

Greater Bridgeport Transit
Oct 29, 2014, 7:39pm - Public

Greater Bridgeport Transit
Sep 30, 2014, 11:07am - Public

Check out the construction site of the new bus hub at Trumbull Mall.

Veá el sitio donde está construyéndose la nueva terminal de autobuses del Trumbull Mall.

Greater Bridgeport Transit
Jul 16, 2014, 11:44am - Public

A big shout out to the CT Rodeo winners.

Scheduled Greater Bridgeport Transit

There are no messages scheduled for this network at this time.

Share while you browse

Get the Hootsuite Chrome extension to quickly share and schedule links, images and videos you visit on the web.

Install Extension

Following Circle Stream Greater Bridge...

<http://go.wh.gov/cyber-sanctions>
#CyberSanctions

70 shares 476 +1s 228 replies

Bridgeport Hospital
Apr 01, 4:30pm - Public

Whether you are battling cancer, caring for a loved one or are concerned about your own risk, our 2015 Cancer College in #Trumbull on April 25 can provide you with resources and guidance, featuring sessions from our expert physicians.

<http://ow.ly/L6aTJ>

The White House
Apr 01, 3:25pm - Public

"With the new Executive Order I'm signing today, I'm for the first time authorizing targeted sanctions against individuals or entities whose actions in cyberspace result in significant threats to the national security, foreign policy, economic health or financial stability of the United States." — President Obama: <http://go.wh.gov/cyber-sanctions> #CyberSanctions



Pinterest

- 28% of adult internet users/22% of entire adult population
- Female dominant
- Brand sharing, shopping
- Infographic sharing



Follow



SFBART

Oakland, CA www.bart.gov

BART (Bay Area Rapid Transit) provides train service throughout the San Francisco Bay Area. Our main website is www.bart.gov. BART ... and you're there.

9 Boards

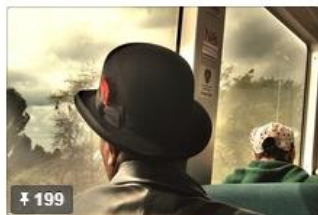
305 Pins

0 Likes

301 Followers

0 Following

Photos in and around BART



199



Follow

BART Cultural Heritage Post...



19



Follow

BART Art Posters



9



Follow

Ask BART videos



7



Follow

Holidays on BART



17



Follow

Other people's subways



3



Fleet of the Future



4



Taking BART to special eve...



11



Celebrating 40 Years of Serv...



33



Pin it 1 Like 2 Visit Site Send Share

Harry Doyle
BART Rider

Found on youtube.com

Transit Information Center by BARTable on Youtube

Search Susan 174

Ask BART videos

SFBART 7 Pins 173 Followers Follow board

- Employment Opportunities at BART
- Fare Issues
- Transit Information Center/Connecting Transit on BART
- Senior Clipper Cards
- Ask BART: Bike security
- Courtesy campaign

Patrick Healy SFT.org is the best way to figure out how to get to where you need to go, not bart.gov

Search Susan

SFBART

SFBART (San Francisco Bay Area Rapid Transit) provides fast service throughout the San Francisco Bay Area. Our main website is www.bart.gov and you're here.

- Photos in and around BART
- BART Culture Heritage Post...
- BART 44 Photos
- Ask BART videos
- Holidays on BART
- Other people's subways
- Fleet of the Future
- Taking BART to special eve...
- Celebrating 40 Years of Ser...

ars ago
on Center/Connecting Transit on BART

• 2 years ago
est way to figure out how to get to where you need to go, not bart.gov


ky • That's you!

Follow Added to Ask BART videos Follow



public x bus x

Interior Funny People Milton Greene Bus


All Pins You




25.media.tumblr.c...
399 68
Alejandra Travel



from Yahoo News
Your Guide to Using the Tube in London
#publictransit #travel #underground
1051 90 1
Yahoo Travel
Yahoo Travel || Best of Europe



Pin it 1051 Like 90 Visit Site Send Share






Found on travel.yahoo.com

Your Guide to Using the Tube in London

Y Yahoo News

Welcome to London! Once you figure out the dollar-to-sterling exchange rate (currently hovering around 1.6 dollars to the British pound) and realize how expensive taxis are, you will soon become an ardent fan of the London Underground, often called the Tube, for getting around this sprawling capital...



Wait for the Bus inside a Giant Typographic Sculpture in Baltimore

Your Guide to Using the Tube in London

Visit Britain
Yahoo! Contributor
December 27, 2012



Underground and regular train services meet at many locales, including Kings Cross (Photo by Britain on View/Vis it Britain)

Welcome to London! Once you figure out the dollar-to-sterling exchange rate (currently hovering around 1.6 dollars to the British pound) and realize how expensive taxis are, you will soon become an ardent fan of the **London Underground**, often called the **Tube**, for getting around this sprawling capital city.

The Tube is not a subway
London's subway system, the oldest in the world, **celebrates its 150th anniversary in 2013**. It's technically called "the Underground," but it is not called "the subway." If you wander into something called a subway in Britain, you will find a pedestrian underpass for crossing a busy traffic circus (intersection). A subway does not lead to the Tube

What to Read Next

A BROAD ABROAD WATCH: How to Go Full Local in Puerto Rico
PAULA FROELICH

SPONSORED Credit Cards Are Now Offering 0% APR Through 2017
COMPARECARDS.COM

SPONSORED Dental Implants: What You Should Know
SYMPTOMFIND

ROAD TRIP From Coast to Coast, 10 Must-See Pit Stops Off Interstate 10
NATALIE COMPAGNO

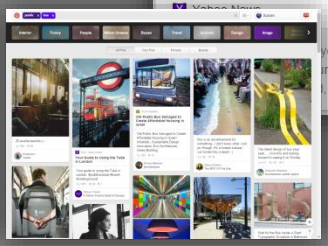
TECH Mark Zuckerberg
Brought to you by Yahoo! Travel Network

Pin it 1051 Like 90 Visit Site Send Share



Found on travel.yahoo.com

Your Guide to Using the Tube in London



you figure out the dollar-to-sterling exchange rate (currently hovering around and) and realize how expensive taxis are, you will soon become an ardent fan often called the Tube, for getting around this sprawling capital...



Instagram

- 26% of adult internet users/21% of entire adult population
- Mobile only posting

INK361 Deck Feed You Popular Blog Statistics Print Photos English Login to Instagram

PROMOTE MARKET SHARE YOUR IDEAS CONTACT INK361

Metro Transit @metrotransitm Follow Add to circle

VIEW STATS POSTS 272 ALBUMS 0 FOLLOWERS 1.1K FOLLOWING 168

The official Instagram account of Metro Transit in the Twin Cities. Follow for updates, old photos & more. Tag your transit photos #MetroTransitMN. Website: metrotransit.org



metrotransitm
♥ 28 ♦ 0 👤 0



Instagram

sanjoaquirtd
San Joaquin Reg Transit Dist The regional transportation provider for Stockton and San Joaquin County, RTD will turn 50 on 6/1/2015. "It's Cool to Ride the Bus!"
<http://www.sanjoaquirtd.com>

56 posts 91 followers 73 following


April 2015

WEBSTA BLOG Like 0 Tweet 0 +1 0

WEBSTA
Instagram Web Viewer

POPULAR SEARCH HOT WEBSTAPICK B


Websta » Posts of @calgarytransit



calgarytransit
Calgary Transit
70 posts 610 followers 19 following

Websta Boards Blog Parts Subscription

calgarytransit 2d
Calgary Transit Normal



57 likes 2 comments
@enderperson_swag @irtiqa_zahid @nikhilk93 @thejetsets

f t g+ p p 0 tumblr. +


calgarytransit 1w
Calgary Transit Valencia

WEBSTA BLOG Like 889k Tweet 0 +1 0

WEBSTA
Instagram Web Viewer

POPULAR SEARCH HOT WEBSTAPICK BOARD TOOLS

Websta » Posts of @njtransit 4 GRID 3 GRID LIST





njtransit
NJ TRANSIT
361 posts 1,589 followers 22 following

Websta Boards Blog Parts Subscription

Official Instagram for NJ TRANSIT - tag us in pictures along your trip with #sightsfromNJT

Twitter: @NJTRANSIT
http://www.njtransit.com

njtransit 4w
NJ TRANSIT Normal

61 likes 3 comments
@cheche577 @railroadxing_44 @isratuga @tony_merced

f t g+ p p 0 tumblr. +


njtransit Happy 80th Birthday Newark Penn! Come join us at the station for a day of music, history and learn about what Newark has to offer! 4w

standardgauge Man wish the RR didn't need me today! 4w

mrs.larchwoodboyz I am an employee of NJ Transit, Newton Ave..... Love it 3w

kсениabostan Do u provide any transits from Philadelphia to Wildwood (bus,train)? @njtransit 1w

njtransit 1mon
NJ TRANSIT Normal



njtransit It's Transit Driver Appreciation Day! Be sure to thank your favorite bus operator or rail conductor/engineer today #tdad 1mon

Waiting for image2.pubmatic.com...

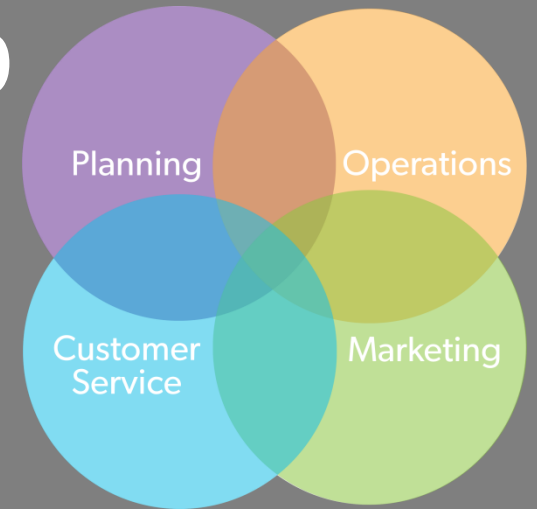
calgarytransit Fred (left) lost his wallet on the bus yesterday. It contained a large sum of cash as he was preparing to go home on a trip to Ghana. Bus driver Mustaf (right) found the wallet on a routine check of his bus. He



Build a Following on Social

- 100% Commitment
- Follow key people, organizations
- Share their content
- Engage with people, orgs online
 - Your Fans/Followers
 - Reviews/Complaints
- Broadcast relevant content

Customer Service Overlap on Social



- Considerations:
 - Comments/complaints via Social
 - Service questions via Social
 - Response time
 - Redirecting complaints
 - Online comment/complaints forms
 - Followers/fans respond to complaints

Customer Service Tools

Online Report It Form – All entries are automatically databased

Email Autoresponder

Report It.
Please provide as much detailed information as you can to help us pinpoint how the problem occurred so we can solve it.

Thank you!

1 When and Where the Incident Occurred 2 Details About the Incident

Date of Event of Incident: *
MM / DD / YYYY

Time of Event of Incident
HH : MM : SS AM/PM

Route Number, if applicable:
[Text Input]

Location:
[Text Input]

Bus Number:
[Text Input]

Report It. [#877]
1 message

Wufoo <no-reply@wufoo.com> Tue, Dec 16, 2014 at 2:09 PM
Reply-To: gcondon@gogbt.com
To: susan@rubinsky.com, dholcomb@gogbt.com, bbausch@gogbt.com, GCondon@gogbt.com

Date of Event of Incident: *	Tuesday, December 16, 2014
Time of Event of Incident	2:07:00 AM
Route Number, if applicable:	Headquarters
Location:	Cross Street
Bus Number:	0000
Was the bus on time?	Yes
What happened?	Can it really be 5 days since we got a complaint?
Your Name *	Gerri Condon
Email *	gcondon@gogbt.com
Phone Number *	(203) 366-7070
Address *	1 Cross Street Bridgeport, CT 06610 United States

Community partners respond to complaints

The screenshot displays the Hootsuite interface with several panels. The 'My Tweets' panel on the left shows tweets from goGBT, including requests for help with bus food and information about fare passes. The 'Retweets' panel in the center shows a tweet from goGBT about a 'Stand Up 4 Transportation' event, with a conversation thread below it. This thread includes a tweet from @sanabeans asking about bus stop clearing and a response from @CityofBptCT providing a reporting link. The 'Home' panel on the right shows other tweets, including one from theoverheadwire about California's transportation transformation and another from PlatformLondon about shareholder resolutions. A yellow circle highlights the conversation between @sanabeans and @CityofBptCT.



Resources from today's presentation - gogbt.com/marketing

Questions & Answers

CTRTAP Spring Conference 2015 • Newington, Connecticut

Marketing for Transit

GBT Community Engagement



Monday April 20th 2015