



## NEWS RELEASE

### Kitsap Transit launches first general ridership campaign

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Today, Kitsap Transit kicks off its first general awareness campaign to promote Kitsap Transit and increase ridership on all services. The campaign, **“Be Transported – Take your mind off the road,”** highlights four demographics of riders and how time spent traveling aboard a bus enables people to concentrate on something other than the road.

The campaign runs through November and has been in development for more than a year. Kitsap Transit worked closely on the campaign’s design and concept with United Creations, a Seattle firm which was awarded a three-year contract in 2012 to develop the agency’s new logo and branding, new website, and multiple marketing campaigns.

Campaign art will appear on Kitsap Transit’s website and Facebook page as well as on sides of buses. Kitsap Transit also will distribute branded promotional materials such as bicycle safety lights, notebooks and headphones at community events.

At events and through mailings, Kitsap Transit will distribute postcards with two free-ride tickets to encourage people to try the agency’s transit services. The tickets are valid on buses and foot ferries until the end of this year.

Kitsap Transit plans to promote the campaign at these upcoming events:

- Saturday, April 30, 10 a.m. to 3 p.m., at the Science, Technology, Engineering and Mathematics Showcase hosted by Kitsap Mall.
- Wednesday, May 11, 11 a.m. to 2 p.m., at the Military & Veterans’ Tribute hosted by Olympic College.
- Saturday, June 4, 10 a.m. to 2:30 p.m., at Kids Day hosted by Kitsap County Fairgrounds.

Specific areas of Kitsap County where ridership could be improved will see more intense promotion over the course of the campaign:

In South Kitsap, the campaign will focus on recreational and weekend trips on the #4 and #5 routes, the foot ferry and the new SK Ride – a shared-ride transit service for parts of South Kitsap, including McCormick Woods, Sunnyslope and Olympic View Industrial Park. (Riders can simply call 1-844-475-7433 or use the TapRide app to request a ride starting and ending in the service area.)

In Central Kitsap, the campaign will aim to reach people who work in Silverdale and highlight routes #13, #17 and #32 connecting to Silverdale from Poulsbo and Bremerton.

In Poulsbo, the campaign will highlight revised bus schedules upon the opening of the new North Viking Park and Ride as well as the local route that will remain.



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### **About Kitsap Transit**

Kitsap Transit has been operating friendly, convenient public transit since 1983. The Bremerton-based transit agency for Kitsap County carried more than 3.8 million riders last year across a multi-modal system of routed buses, paratransit shuttles, vanpools, worker/driver buses for the Puget Sound Naval Shipyard and passenger-only ferry service. Learn more at [www.kitsaptransit.com](http://www.kitsaptransit.com).