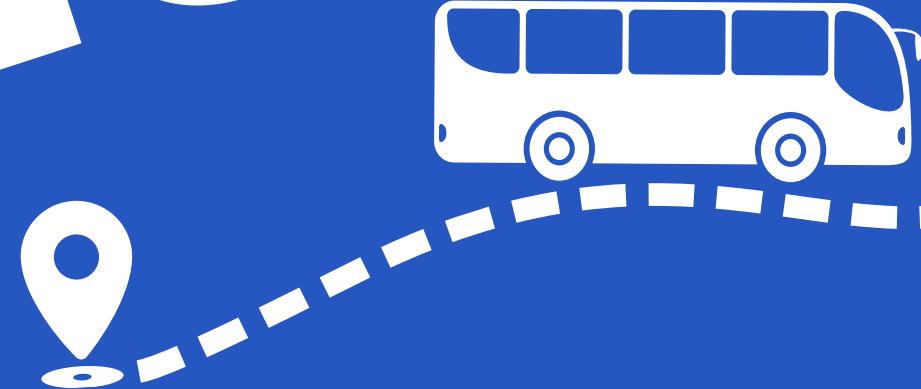


Lane Transit District

love your lane



Presented by **Team Lane Legends**

March 2025

# I MEET LANE LEGENDS



JULIA  
WILFONG



MIA  
COLLIER



MIA  
SAUCEDO



PAIGE  
DEMARCO



SOPHIA  
LABUCAY

# | AGENDA

- 1 Brief
- 2 Situation Analysis
- 3 Target Audience
- 4 Goals & Objectives
- 5 PR Strategy
- 6 Tactics/Mockups
- 7 Key Messages
- 8 Timeline
- 9 Budget
- 10 Measurement & Evaluation

# I BRIEF

Lane Transit District (LTD) was founded in 1970 with the mission to connect the community by fostering ideals of equity, safety, innovation, and collaboration. Utilizing 111 buses and over 300 operators, they provide over 6 million rides per year, spanning from Junction City to Cottage Grove. LTD is asking for a campaign that improves their public image -- distancing themselves from stigma, and to reach a broader, consistent audience.

# | TARGET AUDIENCE

## Female Students at the University of Oregon

Who...

- Are members of student groups
- Have never ridden the bus
- Have safety concerns
- Are interested in budget-friendly options
- Think that public transportation isn't for them



# I SITUATION ANALYSIS - SWOT

## Strengths

- Eco-Friendly
- Student Access
- Accessibility
- Safety Features

## Weaknesses

- Rural Coverage
- Funding
- Limited Hours
- Stigma

## Opportunities

- Expansion
- Sustainability Trends
- Mobile App
- Population Growth
- Partnerships

## Threats

- Economic Decline
- Ride-Share Competition
- Safety Concerns
- Weather
- Policy change

# GOALS & OBJECTIVES

Improve perceptions of LTD services among female UO students, particularly regarding safety, reliability, and cleanliness, to reduce bias against using public transit.

Increase the number of first-time female UO student riders by 10-15% within one year by addressing perception barriers and encouraging trial experiences.

Encourage participation in LTD's long-range planning process, focusing on engagement with communication efforts and interest in contributing to transit decisions.

# | PR STRATEGY

Use collaboration and group engagement to educate female students about the LTD services and encourage first-time riders to love their lane

## Proposed Partners

- 1 **Female Student Athletes**
- 2 **Greek Life**
- 3 **Outdoor Program**

# I FEMALE STUDENT ATHLETES



## What

Women in Flight (student-athletes)

## How

Partnerships:

Collaborating with UO Women's Athletics, such as Women in Flight, to create more visibility for LTD services among female student-athletes.

Social Media Engagement:

Leverage platforms like Instagram and TikTok for posts, vlogs, and stories featuring female athletes sharing their transit experiences.

## Outcome

Increase exposure among the UO female community, encouraging more student-athletes and women to use LTD services and engage with sustainability efforts.

# WOMEN IN FLIGHT SOCIAL MOCKUPS



# I GREEK LIFE



## What

Work with UO sororities and PHC to design themed bus wraps featuring sorority branding or philanthropy causes

## How

Competition: Sorority members will have the chance to design their own wraps and display their creativity through friendly competition

## Outcome

Increased visibility of LTD services among female students

Social media awareness through sorority accounts

Helping philanthropy causes that your riders care about

# | GREEK LIFE X BUS WRAP - MOCKUP

## BUS WRAP EXAMPLES



## UO PHC X LTD Poster

**LOVE YOUR LANE**  
**LTD X UO PHC**

---

**BUS WRAP COMPETITION**



**Lane Transit District | LTD**

- Create a bold, eye-catching design for the EMX
- WIN \$500 for your sorority's philanthropy
- Group ride to **DERBY DAYS**
- Due: April 4 at [www.LTD/LYL.com](http://www.LTD/LYL.com)



# | OUTDOOR PROGRAM



## What

Partner with the Outdoor Program to facilitate “Hot Girl Walks” with UO female students. Take the students to local hikes an LTD bus.

## How

Promote the walks on LTD and Outdoor Program social media channels, school newsletters and LTD X Outdoor Program Map flyers around campus.

## Outcome

Increase female ridership on LTD services for outdoor adventures, fostering community engagement and creating a fun, social way to explore Eugene’s best hiking spots with friends

# OUTDOOR PROGRAM - MAP MOCKUP

**love your lane**

LTD's MAP TO EXPLORING EUGENE

**AMAZON PARK**  
A  
Amazon is large beautiful park with playgrounds, a dog park, and trails to explore!

**PRE'S TRAIL**  
B  
Named after Steve Prefontaine, this 4.3 mile loop around the river and Autzen is perfect for running and walking!

**SKINNER BUTTE**  
C  
One of Eugene's oldest parks, perfect to see the Oregon "O" and watch the sunset

<img alt="A map of Eugene, Oregon showing bus routes and landmarks. It highlights three locations: Amazon Park (A), Pre's Trail (B), and Skinner Butte (C). The map includes street names like 5th, 6th, 7th, 8th, 9th, 10th, 11th, 12th, 13th, 14th, 15th, 16th, 17th, 18th, 19th, 20th, 21st, 22nd, 23rd, 24th, 25th, 26th, 27th, 28th, 29th, 30th, 31st, 32nd, 33rd, 34th, 35th, 36th, 37th, 38th, 39th, 40th, 41st, 42nd, 43rd, 44th, 45th, 46th, 47th, 48th, 49th, 50th, 51st, 52nd, 53rd, 54th, 55th, 56th, 57th, 58th, 59th, 60th, 61st, 62nd, 63rd, 64th, 65th, 66th, 67th, 68th, 69th, 70th, 71st, 72nd, 73rd, 74th, 75th, 76th, 77th, 78th, 79th, 80th, 81st, 82nd, 83rd, 84th, 85th, 86th, 87th, 88th, 89th, 90th, 91st, 92nd, 93rd, 94th, 95th, 96th, 97th, 98th, 99th, 100th, 101st, 102nd, 103rd, 104th, 105th, 106th, 107th, 108th, 109th, 110th, 111th, 112th, 113th, 114th, 115th, 116th, 117th, 118th, 119th, 120th, 121st, 122nd, 123rd, 124th, 125th, 126th, 127th, 128th, 129th, 130th, 131st, 132nd, 133rd, 134th, 135th, 136th, 137th, 138th, 139th, 140th, 141st, 142nd, 143rd, 144th, 145th, 146th, 147th, 148th, 149th, 150th, 151st, 152nd, 153rd, 154th, 155th, 156th, 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# I KEY MESSAGES

what are the messages throughout the three campaigns?

## Empowering Women

Riding the bus is a safe and environmentally friendly way for females to explore Eugene and get to where they need to go

## Building Community

LTD is committed to the community by working with members and organizations to improve services and gather valuable feedback

## Safety + Comfort

LTD buses provide a safe, comfortable ride with clean buses, secure stops, and friendly drivers to make female riders feel at ease

# BUDGET

## Social Media:

- Canva Pro:
  - **\$119.99** (\$14.99 monthly)
- Paid Social Media Ads:
  - **\$300** (Estimated cost for targeted ads over campaign duration)
- Content Creation:
  - **\$500** (filming, editing, and producing social media content)

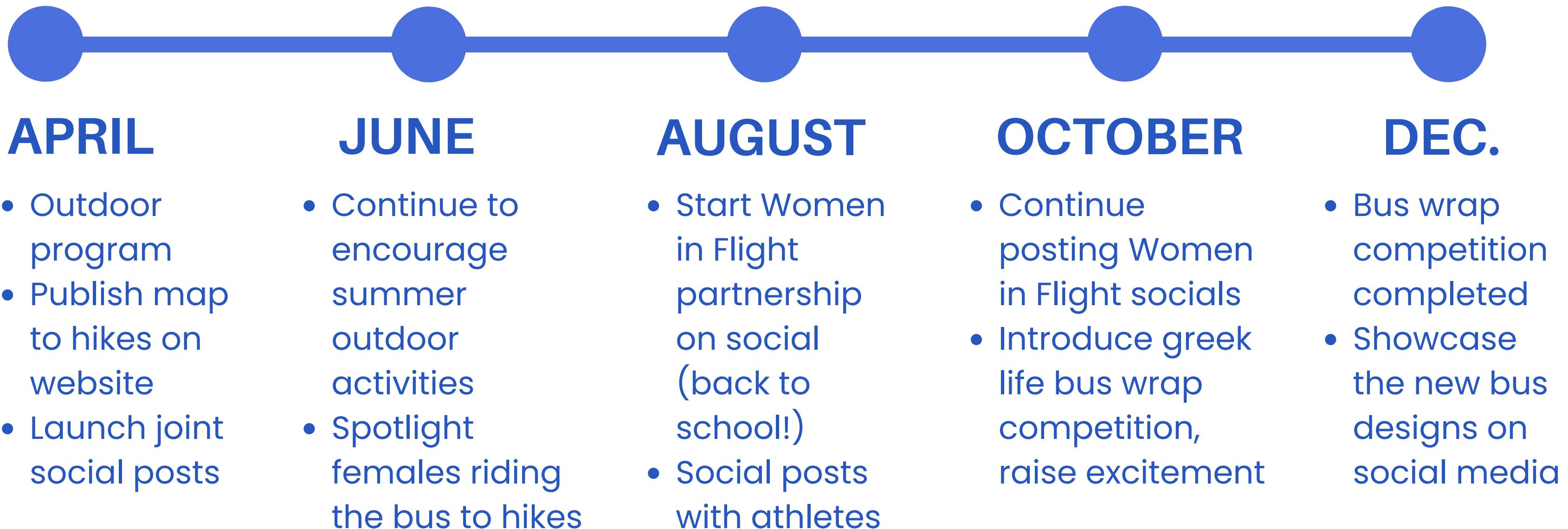
## Promotion:

- Flyers & Posters:
  - **\$50** (Estimated cost for printing and distributing around campus)
- Bus Wrap Design & Printing:
  - **\$7,000** (Per bus)
- LTD X Outdoor Program Maps:
  - **\$250** (Estimated printing cost for a batch of maps)

**Total Cost:**

**\$8,219.99**

# I TIMELINE - 12 MONTH CAMPAIGN



# | LONG - TERM PLAN

## FIRST YEAR

- Focus on raising awareness
- Target UO female students through social and campaigns

## SECOND YEAR

- Continue to highlight students on social media
- Collaborate with other student groups

## LONG-TERM

- Promote sustainable lifestyle through Instagram, TikTok and campus groups to target student population
- Create bi-annual bus wrap competitions with greek life with reward (bus ride with the duck to Autzen, ride to formal events, etc)
- Post flyers and handouts around campus

# MEASUREMENT & EVALUATION

KPI	Description	Measurement Method	Frequency of Tracking
First-Time Female Rides	Increase in the number of first-time female rides (target: 10-15% growth).	Track the number of female riders on the LTD system.	Monthly Updates
Website Engagement	Website visits from UO female students regarding first-time rides.	Track clicks on relevant UO-specific LTD pages (e.g., "Try LTD" or "First-Time Rider" pages).	Monthly Analytics (Google Analytics)
Promo Code Redemption	Use of special promo codes for first-time riders.	Track usage of promo codes provided to UO female students.	Monthly Updates
Survey Responses	Responses to perception barrier surveys sent to UO female students.	Collect responses on attitudes toward using public transportation.	Quarterly Surveys
Trial Ride Program Participation	Number of UO female students participating in free ride trial programs.	Track sign-ups and completions for trial programs (if applicable).	Monthly Reports
Social Media Engagement	Engagement with posts about reducing barriers and promoting trial experiences.	Track likes, shares, comments, and clicks on related social media content.	Weekly Monitoring

- 10-15% Increase in First-Time Female Riders by end of February 2026.
- Addressed Perception Barriers: Demonstrated through survey feedback showing shifts in attitudes about using LTD.
- Trial Experience Participation: Measured by the number of new riders who participated in promotional programs.

# QUESTIONS?



# THANK YOU!



Team Lane Legends