



BREVARD County SPACE COAST AREA TRANSIT

Public Information Release

Jim Liesenfelt
Transit Director
Space Coast Area Transit
Office: 321-635-7815 x 601
info@ridescat.com

FOR IMMEDIATE RELEASE
November 5, 2010

Space Coast Area Transit Wins Six State Transit Awards

Space Coast Area Transit received 4 first-place marketing awards and was awarded best of show for their social media marketing efforts at the 36th Florida Public Transportation Association (FPTA) Annual Conference. The awards were split into two categories, those with less than 100 buses in their fleet and those with more than 100 buses. The best-of-show award encompassed both categories. Space Coast Area Transit won First Runner Up for safety in a medium size system, a coveted award issued by FPTA to recognize the best transit safety record in the State.

The awards for marketing included signage and a cable television commercial that was funded by the Florida Department of Transportation to increase transit ridership on the congested 520 and A1A corridors. Using play on words, the campaign featured a medieval "knight" to promote "night service" on the two routes serving the 520 and A1A corridors, Route 4—520 Connector and Route 9—Beach Trolley. Another first-place award was given for a campaign honoring Space Coast Area Transit's ten-millionth transit rider. Elements focused on the significance of how many people ten million really is, by comparing the number of riders to the entire population of LA, Chicago, Houston and Philadelphia being loaded into buses. Space Coast Area Transit vendors donated a prize package for the ten-millionth rider that included a 60" flat screen HDTV, an i-Phone, flip video camera, and a behind the scenes tour and VIP luncheon at News 13. The last first-place award that went on to win best of show was for Space Coast Area Transit's Facebook and Twitter social media marketing. By using FBML, their facebook account acts as a mini website, featuring schedules and maps in both English and Spanish, as well as vanpool and Park & Ride lot information. Riders can also receive Tweets from the local transit service by following their Twitter account, SCATBus.

Space Coast Area Transit is represented by Titusville-based Space Coast Advertising Consortium. Wendy Ellis, the agency's president stated, "it's an honor and a pleasure to be a part of their public outreach efforts. Anytime you have an organization whose reputation for customer service is outstanding as Space Coast Area Transit's is, it creates an effective partnership. Jim Liesenfelt, the Director of Space Coast Area Transit said that "being recognized for having effective community outreach was very gratifying, however, passenger safety has always been the number one priority. To be acknowledged as having one of the top safety records in all of Florida is a tribute to all the Space Coast Area Transit employees who work hard every day to provide mobility to our residents, in the safest possible manner," he said. For printable maps and schedules, log on to RideSCAT.com or for further information, call 633-1878.