

Agenda Item No.	Board Meeting Date	Open/Closed Session	Information/Action Item	Issue Date
12	08/26/13	Open	Information	08/08/13

Subject: Mobile Web App and Social Media Update

## ISSUE

Provide an update to the Sacramento Regional Transit District’s (RT) Board of Directors on RT’s current web and social media communication tools including RT’s new mobile web application, Facebook and Twitter.

## RECOMMENDED ACTION

None, information item only.

## FISCAL IMPACT

None, as a result of this action.

## DISCUSSION

Communication that is timely and accurate is a must to build and enhance strong customer relationships. RT staff recognizes this and knows that achieving such a goal is not a one size fits all solution. In order to get vital information into our customers hands RT has incorporated several social media and web-based tools into our marketing and outreach program. Some of these tools include the following:

### **Mobile Web Application**

The number of RT riders accessing RT information through the internet, specifically mobile browsers, is higher than ever. Many of these users are “choice” riders, who have the choice to drive or take transit if the information they need and want is not quickly and easily accessible.

To help satisfy the need for easily accessed information by mobile devices, RT has created a mobile web app at m.sacrt.com. This tool allows riders to easily use their iPhone, Android and tablet devices to track buses in real-time, find nearby stops, and access routes and schedules.

The mobile site is simple, loads quickly and provides access to useful tools including:

- Real-Time Bus Arrival Information
- Scheduled Train Arrivals
- Trip Planner
- Routes and Schedules
- Basic RT Information, Including Fares and Contacts

RT is encouraging riders to input m.sacrt.com into their smart phone or tablet browser and then add the link to their home screen. A prompt appears with instructions about this process

Approved:

Presented:

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the first few times riders use the link.

## RT Social Media and Twitter Launch

Social media also provides RT a great opportunity to connect with our riders through their mobile devices. In March 2009, the RT Facebook page was launched to promote the RT brand and to assist in disseminating RT news, including service changes, events and campaigns.

Today, the RT Facebook page can be found at [www.facebook.com/sacramentort](http://www.facebook.com/sacramentort). The page has nearly 2,000 “Likes,” and posts have evolved to include RT branding, RT news, community partner information, transit industry happenings, construction updates and limited service disruption information.

The Facebook page receives more than 1,000 views per week (sometimes much more) and information is posted by staff three to five times per week. In the future, Marketing and Communications staff may further engage riders through photo and post contests, possibly in connection to RT’s “My Line” marketing campaign.

## Twitter Launch

RT will take the next step into the social media realm on September 3 when we officially launch our Twitter handle @RideSacRT.

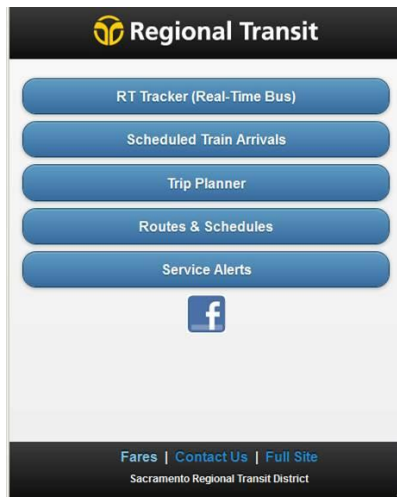
A growing number of users including RT riders use Twitter as their initial source for breaking news. After quickly learning a little about whatever incident is occurring, they then look for more information through the links, websites and other social media channels.

RT plans to use Twitter to engage our ridership and provide useful news and information through posting daily tweets. The categories of information the tweets fall into will be similar to Facebook, with a greater focus on providing timely and relevant information about RT when news related to RT is breaking. For instance, RT staff can use Twitter to advise the public of major service disruptions.

RT had been hesitant to enter into the Twitter space, because of concerns about staffing, message content, audience interaction and tweeting expectation. After a valuable training session with a local social media advisor, RT staff believes we are ready to tackle these concerns through careful planning and the application of simple guidelines.

A PowerPoint presentation on the RT mobile web app and social media channels is attached for your information and will be discussed at the August 26 Board Meeting.

# RT Mobile Web App and Social Media

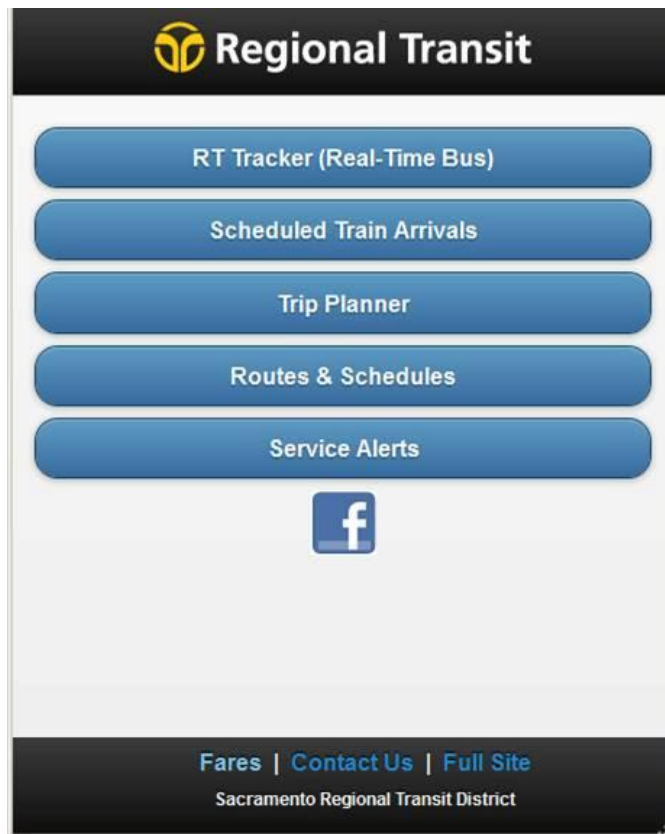


**August 26, 2013**

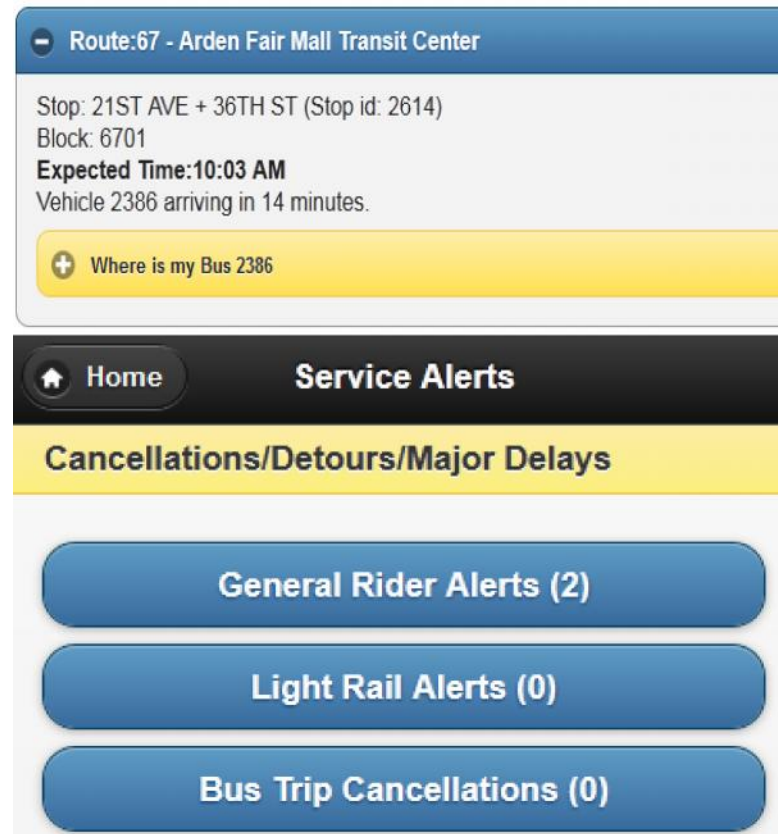
**Michael Young**

Senior Marketing and Communications Specialist

# RT Mobile Web App – m.sacrt.com



The screenshot shows the home screen of the RT Mobile Web App. At the top is the Regional Transit logo. Below it are five blue buttons: "RT Tracker (Real-Time Bus)", "Scheduled Train Arrivals", "Trip Planner", "Routes & Schedules", and "Service Alerts". A Facebook icon is centered below these buttons. At the bottom, there are links for "Fares", "Contact Us", and "Full Site", along with the text "Sacramento Regional Transit District".



The screenshot shows the service alerts screen. At the top, there is a header for "Route:67 - Arden Fair Mall Transit Center". Below this, it displays "Stop: 21ST AVE + 36TH ST (Stop id: 2614)", "Block: 6701", "Expected Time:10:03 AM", and "Vehicle 2386 arriving in 14 minutes." A yellow button with a plus sign and the text "Where is my Bus 2386" is located below the vehicle information. Below the header is a navigation bar with "Home" and "Service Alerts" options. A yellow banner below the navigation bar reads "Cancellations/Detours/Major Delays". Three blue buttons are stacked below the banner: "General Rider Alerts (2)", "Light Rail Alerts (0)", and "Bus Trip Cancellations (0)".

# Regional Transit and Social Media



[facebook.com/SacramentoRT](https://facebook.com/SacramentoRT)



[@RideSacRT](https://twitter.com/RideSacRT)

# RT on Facebook



**Regional Transit**

**Sacramento Regional Transit District**  
1,931 likes · 33 talking about this

Government Organization · Public Transportation  
RT's mission is to promote and enhance regional mobility and serve the public by providing quality transit services and solutions that improve the overall quality of life in the

About Photos Likes Videos Events

- Started in March 2009
- 1,931 “Likes”
- More than 1,000 weekly views
- Three to five posts per week

# RT on Facebook: Posting Makeup



1. RT Branding



3. Community Posts

2. RT News

**SEE IT • HEAR IT • REPORT IT**



Call or text a crime tip to report non-emergency crime.  
 Call: 916-556-0275  
 Text to: 67283 (messages must begin with sacrt)

Non-emergency crime includes:

- Public alcohol consumption
- Drug activity
- Sale of counterfeit fare media

In case of an emergency or immediate danger, call 9-1-1.

This document was prepared under a grant from the White Collar Crime Program, Department of Justice, Office of Justice Programs, U.S. Department of Homeland Security. This document is not intended to be used for any other purpose. It is not intended to be used for any other purpose. It is not intended to be used for any other purpose.

 Regional Transit

**Crime Tip: Call 916-556-0275 or Text to: 67283 (messages must begin with sacrt)**

# RT on Facebook Posting Cont ...



4. Transit Industry News



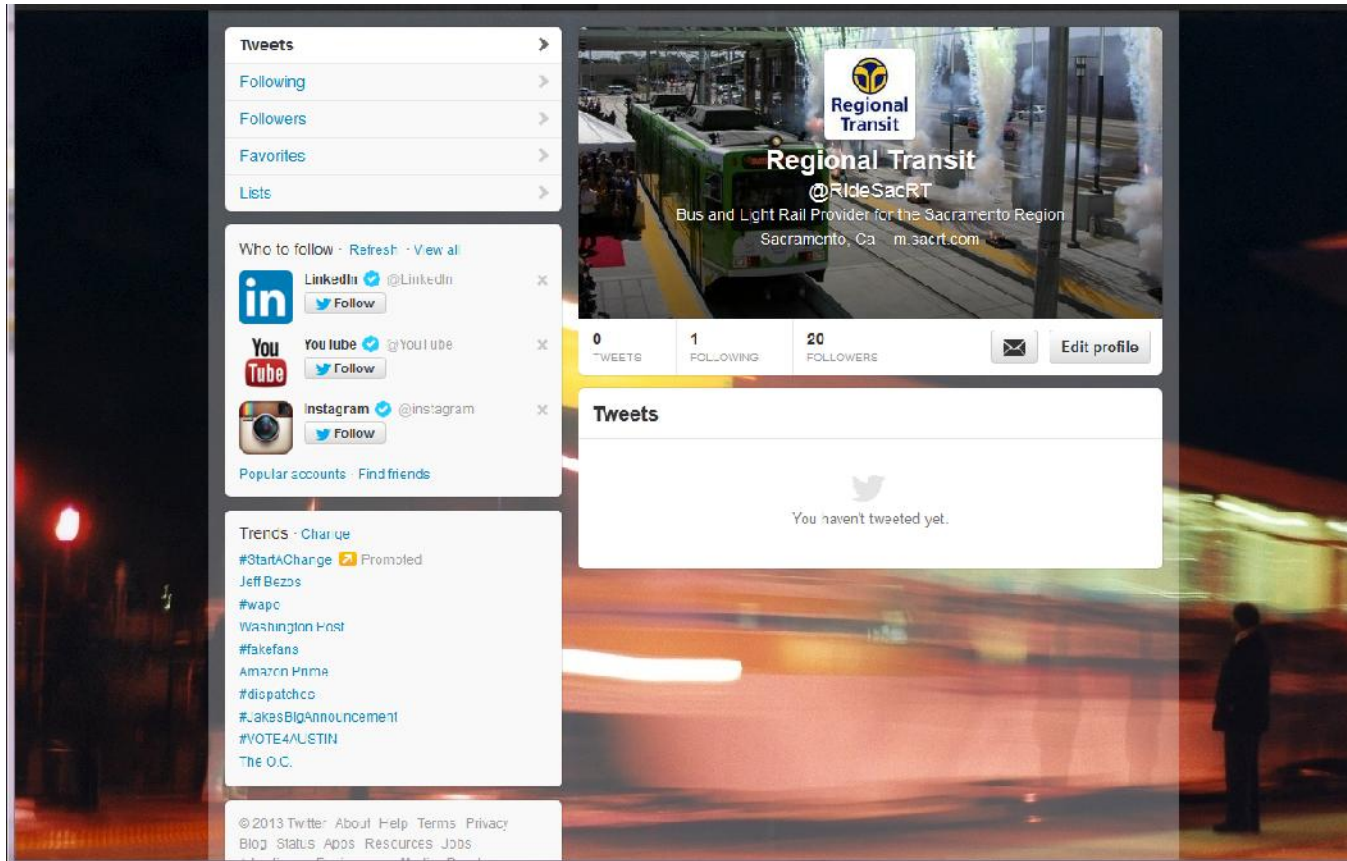
5. Construction Updates



6. Disruptions



# Twitter Launch: @RideSacRT

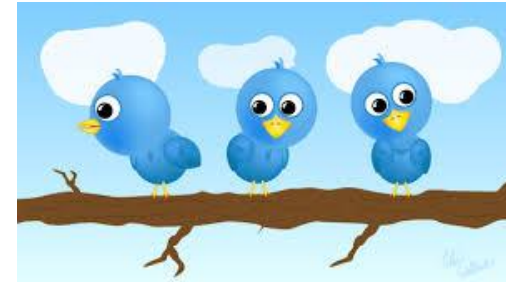


**First Tweet: 9/3/2013**

## Twitter: Decisions Made Before Launch

### Issues considered before launch:

- **Staffing levels** – Are they sufficient?
- **Audience** – Who is RT communicating with? How do they use Twitter? What do they want from Twitter?
- **Messages** – What will RT post? How frequently? How will RT's Twitter differ from RT's Facebook?
- **Responses** – How will RT respond to customer tweets?
- **Disruptions** – How will they be treated, handled by whom?

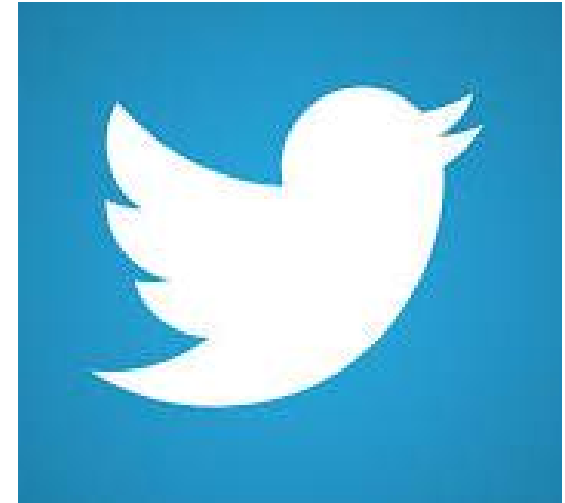
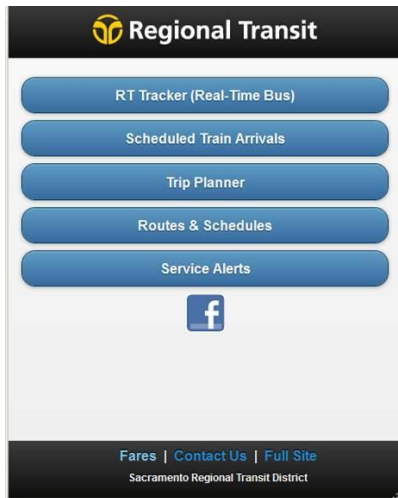


## Twitter Moving Forward

### Goals:

- To engage RT's audience with an active, relevant Twitter feed
- To provide riders with timely, accurate information about RT service, events, news, partners and industry
- To gain additional insight into what riders are interested in through tracking tweet engagement. Reports will be provided to the General Manager/CEO on Twitter account activity.





Website: [www.sacrt.com](http://www.sacrt.com)

Mobile Web App: [m.sacrt.com](http://m.sacrt.com)

Facebook: [facebook.com/SacramentoRT](https://facebook.com/SacramentoRT)

Twitter: [@RideSacRT](https://twitter.com/RideSacRT)