

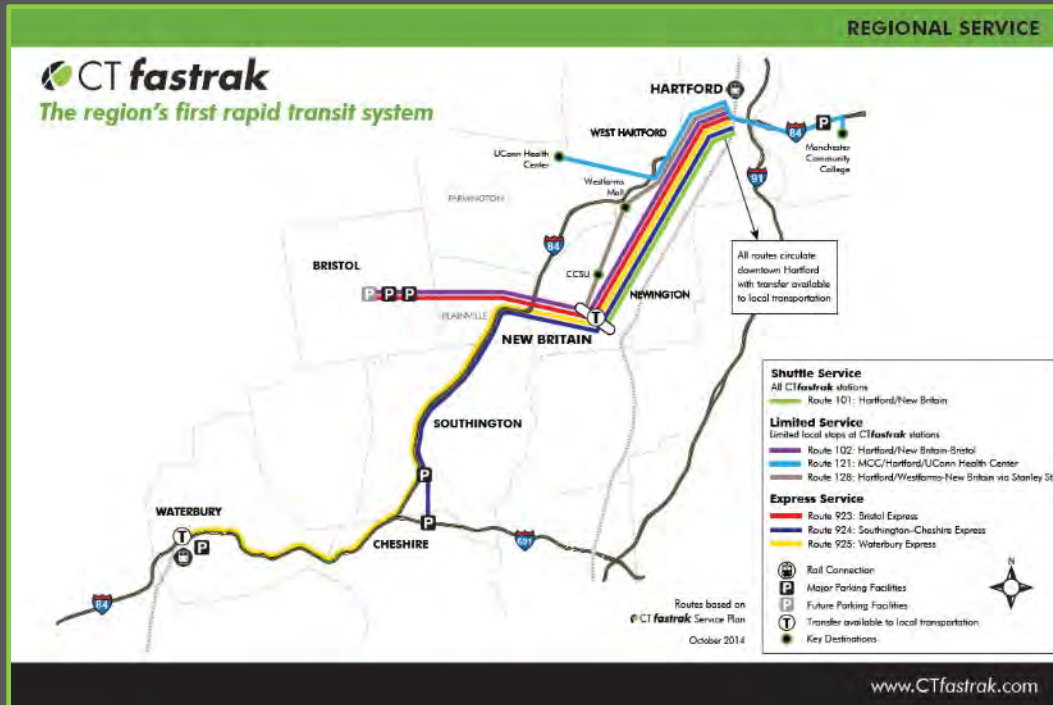
CT *fastrak*

Changing the Story

*Using Targeted Engagement
to Build Project Support*



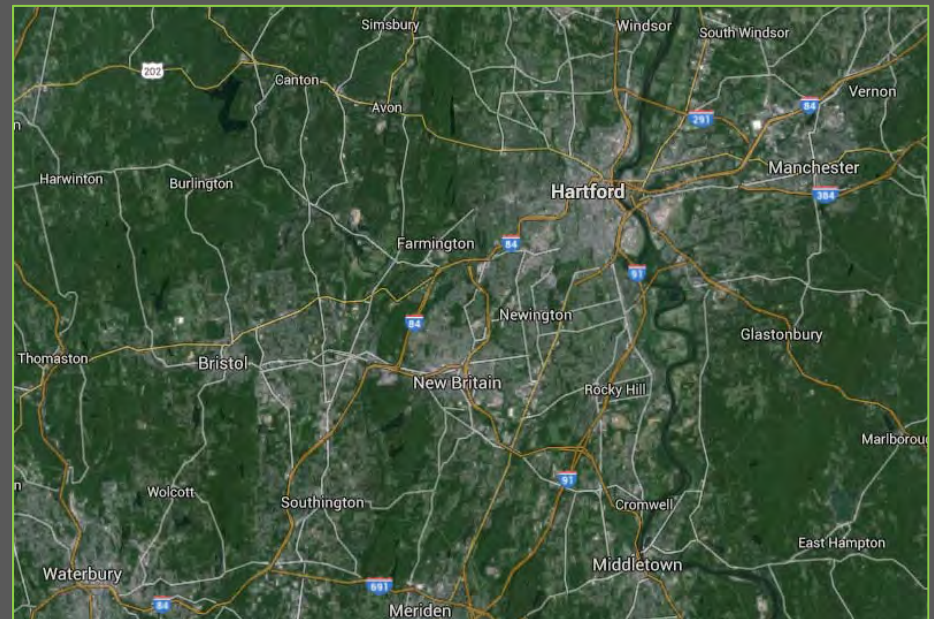
What is CTfastrak?



- Bus Rapid Transit
- Central Connecticut (Hartford)
- 9 ½ mile bus only roadway
- Parallel to Amtrak rail line
- \$567 million
- New concept for region
- Historically transit-dependent
- Population didn't understand system or multi-modal vision
- "American Dream"



History



- 1997 CROG Hartford West MIS
- 2001 Final EIS
- 2002 Record of Decision
- 2006 FEIS Re-evaluation
- 2009 Service & Ops Plan
- 2011 Full Funding Grant Agmt (FTA & CTDOT)
- 2012 Construction
- March 2015 Service Operations



Summer 2012



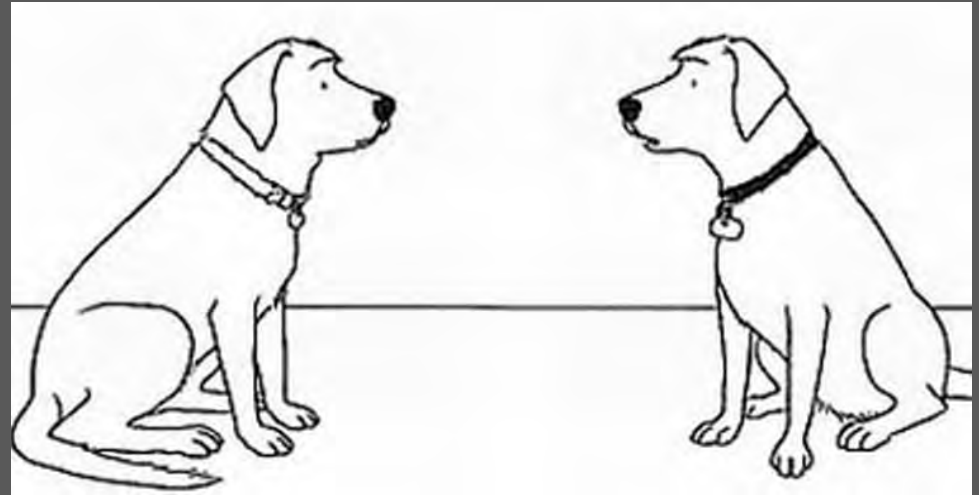
- Construction underway
 - No public outreach since planning ended
 - Public controversy
- New public engagement initiative



Public Engagement

- CTDOT organizational structure
- Public engagement strategy
- Team development
- Plan development
- Lack of public understanding
- Construction-oriented website
- Negative press coverage

Social media is everywhere now



“I had my own blog for a while, but I decided to go back to just pointless, incessant barking.”



1997 to 2014: From New Britain-
Hartford Busway to  **CTfastrak**

*A contentious
project that has
taken nearly
20 years from
concept to service
operations*



A tough beginning...

2011 Comments
(pre-construction)



@HatorOh

Hater Oh

@ctbusway you should die and come back as a rail line in the next life #Hartford



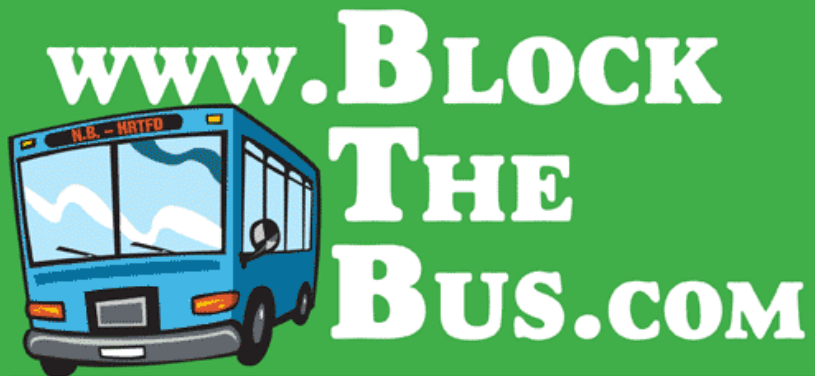
@ctbusway

NB-Hartford Busway

@HatorOh Hoping that maybe ctbusway can have more than one life - plan leaves room for eventual rail line, check it out: tinyurl.com/6j4m8th

Set minds with loud voices

Senator Joe Markley and
Representative Selim Noujaim
invite you to a Block The Busway meeting.



Stop the busway boondoggle!

**Wednesday • July 27, 2011 • 6–8 pm
Rotella Magnet School • Auditorium
380 Pierpont Road • Waterbury, CT**

We will lay out our plans to stop this irresponsible,
unnecessary and expensive project.

All members of the public are welcome; more information
on the busway is available at BlockTheBus.com

**It's not too late to
STOP
the
BUSWAY!**



**Rally to Block
the New Britain to
Hartford Busway**

**Wednesday • April 18th
10:00 am**

**Legislative Office Building
Room 1B • 300 Capitol Avenue
Hartford, CT**

For more information please contact Pam Salamone at 860-240-0381

***We cannot change minds...
...but we can change (tell) the story***



How ???

build the TEAM

- CTDOT transit staff
- Consultant team (Baker)
- Key subconsultants

Technical experts

- ~ Dennis PR
- ~ Quest Corporation of America (QCA)
- ~ Mintz + Hoke

define the VISION

- What matters?
- What is the vision?
- What are the key messages?
- What does/doesn't the public know?

create the PLAN

- Understand target audiences
 - ~ Current riders
 - ~ Choice riders
 - ~ Non-riders

tell the STORY

- Branding & brand messaging
- Website
- Technology
- Media (print, television, electronic, social)
- Outreach
 - ~ Public meetings
 - ~ "Pop Up" meetings



Branding



Brand Messaging



CTfastrak | HOME ABOUT NEWS CONSTRUCTION VISUALS FAQs CONTACT US

Get On Board!

CTfastrak will provide a critical link to connect communities in central Connecticut like never before and will serve as the spine of the transit system. Click [HERE](#) to discover how the service will provide enhanced access to the area.

Couldn't make it to one of our Spring 2014 Open Houses? View the presentations [here](#)

- Feature Articles
- Take a Tour of CTfastrak
- Get Project Updates
- Download Brochures
- Construction Updates

Tweets | [Follow](#)

CTfastrak @CTfastrak
Try this Complete Streets survey from @bikewalkct they are trying to get feedback from as many CT towns as possible! [goo.gl/ABRLGc](#)
Expand

Quick Links | [CT rides](#) | [CT transit](#) | [CT rail](#)

Follow Us | [Facebook](#) | [Twitter](#) | [YouTube](#) | [Instagram](#)



CTfastrak | HOME ABOUT NEWS CONSTRUCTION VISUALS FAQs CONTACT US

Transit At The Speed Of Life

CTfastrak is Connecticut's first Bus Rapid Transit system, combining the fast, traffic-free advantage of a train with the frequent, direct and flexible benefit of a bus. Click [HERE](#) to find out more about the future of transportation.

Couldn't make it to one of our Spring 2014 Open Houses? View the presentations [here](#)

- Feature Articles
- Take a Tour of CTfastrak
- Get Project Updates
- Download Brochures
- Construction Updates
- Community Corner

Tweets | [Follow](#)

CTfastrak @CTfastrak
Try this Complete Streets survey from @bikewalkct they are trying to get feedback from as many CT towns as possible! [goo.gl/ABRLGc](#)
Expand

Quick Links | [CT rides](#) | [CT transit](#) | [CT rail](#)

Follow Us | [Facebook](#) | [Twitter](#) | [YouTube](#) | [Instagram](#)

Translate Site
Select Language

Website

The screenshot shows the CTfastrak website homepage. At the top is the CTfastrak logo and a navigation menu with links: HOME, ABOUT, RIDING CTFASTRAK, VISUALS, FAQs, and CONTACT US. The main banner features a green and white bus with the text "A SMARTER WAY TO WORK." and "NOW". Below the banner are five icons representing different services: How to Ride, Service Maps, Routes & Schedules, Rewards Program, and Fares. The bottom section includes a "PLAN YOUR TRIP" form with fields for Start Address, Destination Address, and Depart time, along with a "SUBMIT" button. To the right of the form are "Quick Links" for CT rides, CT transit, and CT rail, and a "Follow Us" section with social media icons. A "Sign Up for CTfastrak News" button is also present. On the far right, there is a "Tweets" section displaying recent tweets from CTfastrak and CTrides.

This block shows a video player for the "2014 CTfastrak 3D Animated Tour (11/25/2014)". The video displays a 3D map of downtown New Britain, highlighting the bus route in green. Key locations labeled on the map include "DOWNTOWN NEW BRITAIN", "EAST MAIN STREET", and "EAST STREET". A play button is centered over the map. Below the video player, there is a link that says "Click here to view Spanish video (en Español)".

<http://ctfastrak.com/visuals/animated-tour>



Phases of Outreach

1. What is it?

- Define the BRT system

2. Why should I ride?

- Convenience and connectivity
- System features

3. How does it work?

- Routes and service
- Connectivity
- Fares
- Ticket Vending Machines

Begin Operations!

- 9 days free
- Station ambassadors
- Instructional videos
- Media blitz
- Station events
- CT *fastrak* rewards program



Outreach Implementation

Tours

- Media (Don Stacom, Hartford Courant)
- Supporting organizations

Corridor Communities

- Erin Stewart, Mayor of New Britain

Celebrate Milestones

- Flatbush Avenue Bridge opening

Public Meetings

- Corridor communities

“Pop-Up” Meetings

- Aetna & downtown businesses
- Shop Rite

Westfarms Mall

- Display, tickets, seats, video...

Social Media

- Multiple sites
- Responsive!
- Conversations



Cross-Branded Presence



The image displays a cross-branded presence for CTfastrak across four social media platforms: Facebook, Twitter, YouTube, and Instagram.

Facebook: The CTfastrak page features a cover photo of a modern transit station with green and white buses. The profile picture is the CTfastrak logo. The page includes a timeline of posts, a 'Status' section, and a 'People' section. A recent post mentions a survey from Bike Walk Connecticut.

Twitter: The CTfastrak (@ctfastrak) profile shows a bio stating 'Beginning a new era of transportation in Connecticut, combining the fast, traffic-free advantages of a train with frequent, direct & flexible benefits of a bus'. The profile includes statistics for tweets (1,035), photos/videos (68), followers (2,002), and followers (917). Recent tweets mention a survey and a new Flatbush station.

YouTube: The CTfastrak channel features a banner image of a transit station. The channel includes a 'What to watch next' section with videos like '2014 CTfastrak Spring Open Houses...' and '2014 CTfastrak 3D Animated Tour'. The channel also has a 'Recent activity' section with videos like '2014 CTfastrak Tour Animado' and '2014 CTfastrak Spring Open Houses...'.

Instagram: The ctfastrak_connecticut profile shows a grid of photos including transit stations, buses, and people. The profile includes statistics for posts (30), followers (20), and following (32). The bio states 'CTfastrak Connecticut's first regional rapid transit system for commuters throughout Connecticut. Opening in early 2019! http://www.ctfastrak.com'.

Mobile Access is Critical



Cross-Platform Engagement

The image displays two social media profiles side-by-side, demonstrating cross-platform engagement for CTfastrak.

Facebook Profile (Left):

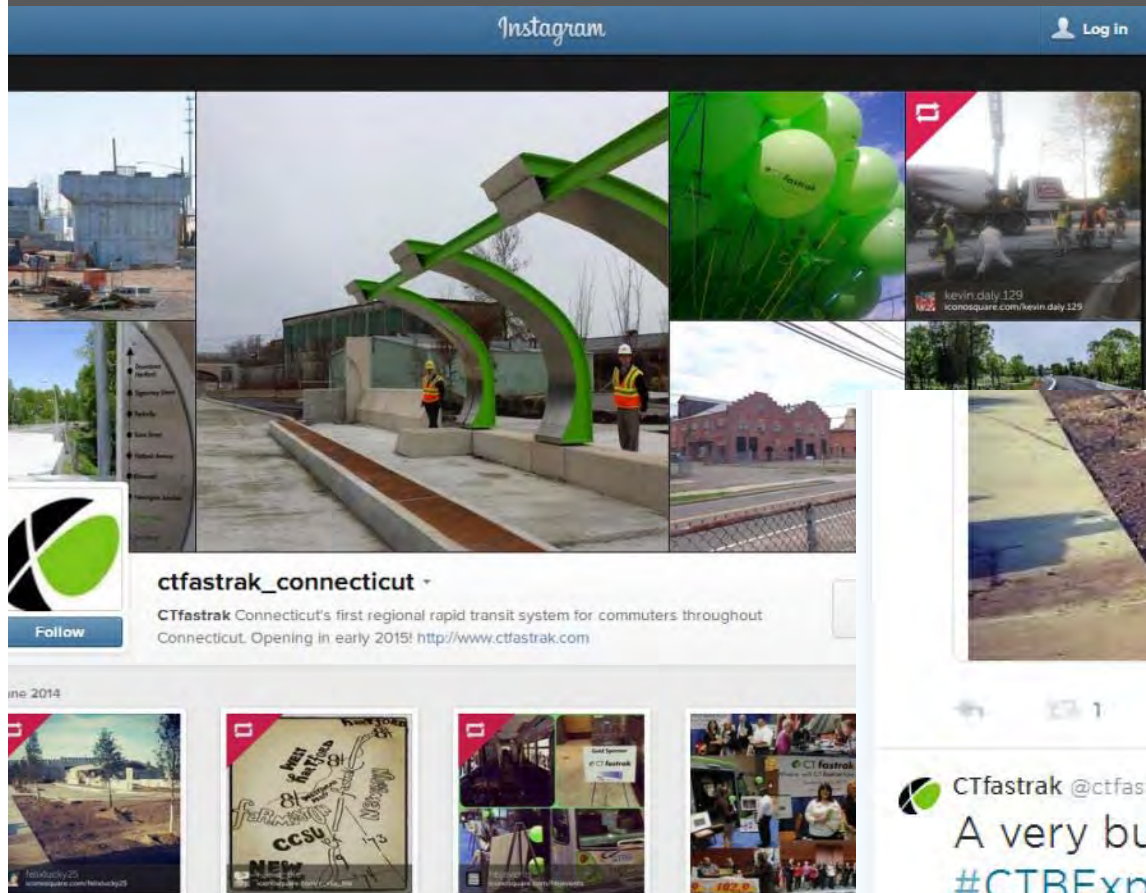
- Page Name:** CTfastrak Public Transportation
- Profile Picture:** A green and black logo featuring a stylized 'X' or leaf shape.
- Stats:** 484 likes, 47 visits.
- Reach:** Reach up to 320,000 people near West Hartford.
- About:** Construction Office: 430 New Park Ave West Hartford, Connecticut. (860) 231-0461. Open Today 5:00am - 1:00am. www.ctfastrak.com.
- Timeline:** Shows a status update asking "What have you been up to?" and a link shared by Stephanie Brooks (June 10) about a "Complete Streets survey from Bike Walk Connecticut".

Twitter Profile (Right):

- Profile Name:** CTfastrak @ctfastrak
- Profile Picture:** The same green and black logo as the Facebook profile.
- Stats:** 1,035 tweets, 68 photos/videos, 2,001 following, 917 followers, 186 favorites.
- Tweets:** Two tweets are visible. The first, dated June 10, promotes a "Complete Streets survey from @bikewalkct" with a link. The second, dated June 9, thanks @FlexReyz for an Instagram photo of a new Flatbush station.

Facebook/Twitter

Cross-Platform Engagement



Instagram/Twitter



View more photos and videos

CTfastrak @ctfastrak · Jun 9
A very busy day for #CTfastrak at the #CTBExpo @CTBEXPO with Lt. Gov @NancyWymanCT @LGWyman, #WDRC radio and new bus!



Cross-Platform Engagement



HOME ABOUT NEWS CONSTRUCTION VISUALS FAQs CONTACT US

Search



ANIMATED TOUR

2014 CTfastrak 3D Animated Tour



[Click here to view Spanish video \(en Español\)](#)

Feature Articles



CTfastrak YouTube

Home Videos Playlists Channels About

What to watch next



2014 CTfastrak Tour Animado
by CTfastrak 53 views

Recent activity



2014 CTfastrak...
uploaded 2 weeks ago



2014 CTfastrak...
uploaded 3 weeks ago



2014 CTfastrak...
uploaded 1 month ago



December 2012...
uploaded 9 months ago



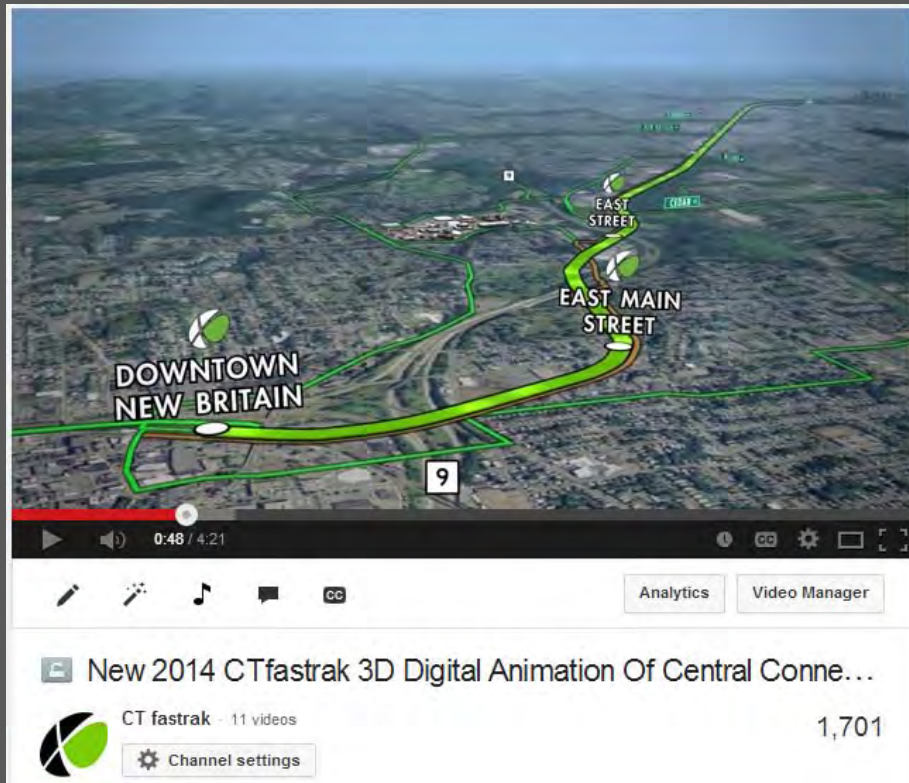
March 2013 - WFSB...
uploaded 1 year ago



March 2013 - CTfastrak...
uploaded 1 year ago

Web/YouTube
video integration

Different Audiences Per Platform

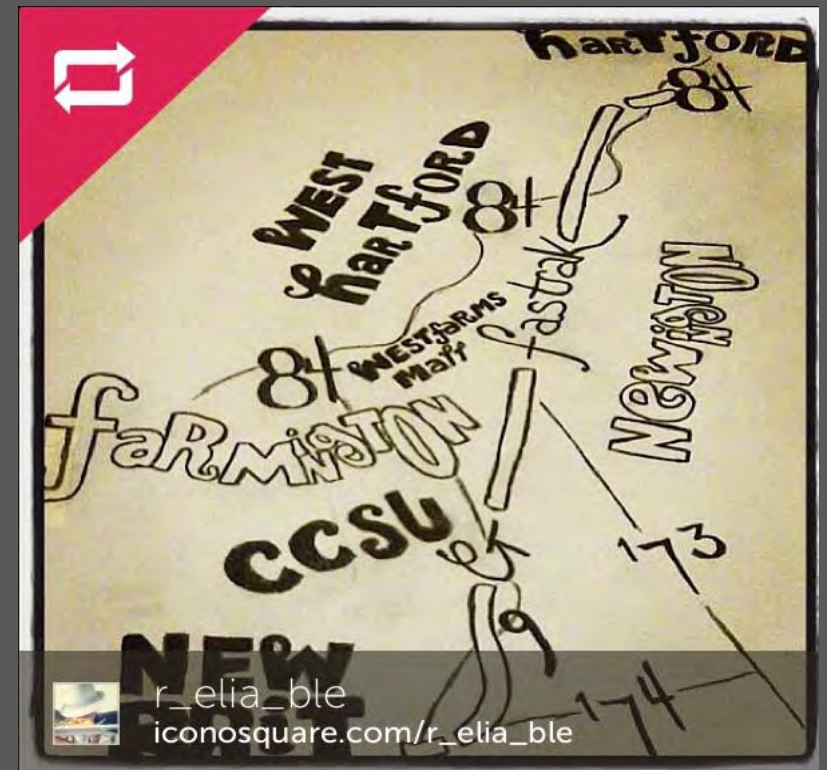


YouTube

16,577+ views







Broadest reach

Instagram
Hyper-local









Late 2012: Digital story begins to change

People Who Like This ▼

	Mike DiMauro	Make Admin	✕
	Melissa Matias	Make Admin	✕
	Liam Sweeney	Make Admin	✕
	Myles Brown	Make Admin	✕
	Brian Garcia	Make Admin	✕
	Renee Vicki Cook	Make Admin	✕

Pages that like this ▼

	The Rideshare Company
	CCSU Marketing Club!
	Fitzgerald & Halliday, Inc.
	Simsbury Free Bike
	State Representative James Albis
	CCSU Transportation Options

Transit Audience is Changing



Proportion of workers traveling to work by car has fallen across the country (2000 to 2007-2011)

source:
ConnPIRG Education Fund

- New generation of drivers using more public transit
- Between 2001-9, Americans between 16-34 years of age reduced average driving miles by 23%
- Connecticut commuters driving less, using public transportation more, especially in urban areas

Shifting Demographics

**Hartford region has a growing younger population
(students, young families, recent immigrants)**

Population growth rate

Persons 18 to 24	29.80%
Persons 25 to 44	23.20%
Persons 65 and older	14.70%



source:
2010 US Census

Analytics: Facebook

Your Fans

People Reached

People Engaged

Check-ins

The people who like your Page

Women

39%

Your Fans

46%

All Facebook

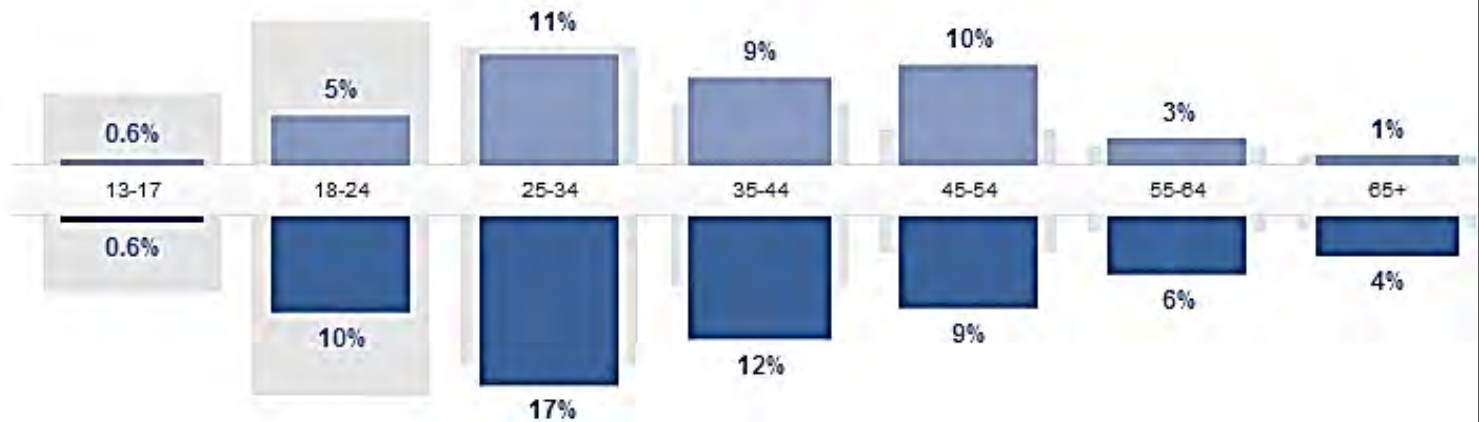
Men

59%

Your Fans

54%

All Facebook



>500 fans

City	Your Fans	City	Your Fans
Hartford, CT	79	Bristol, CT	11
New Britain, CT	60	Farmington, CT	10
West Hartford, CT	38	Manchester, CT	10
Newington, CT	26	Southington, CT	9
New Haven, CT	13	Middletown, CT	8
Bristol, CT	11	East Hartford, CT	8

Analytics: Twitter

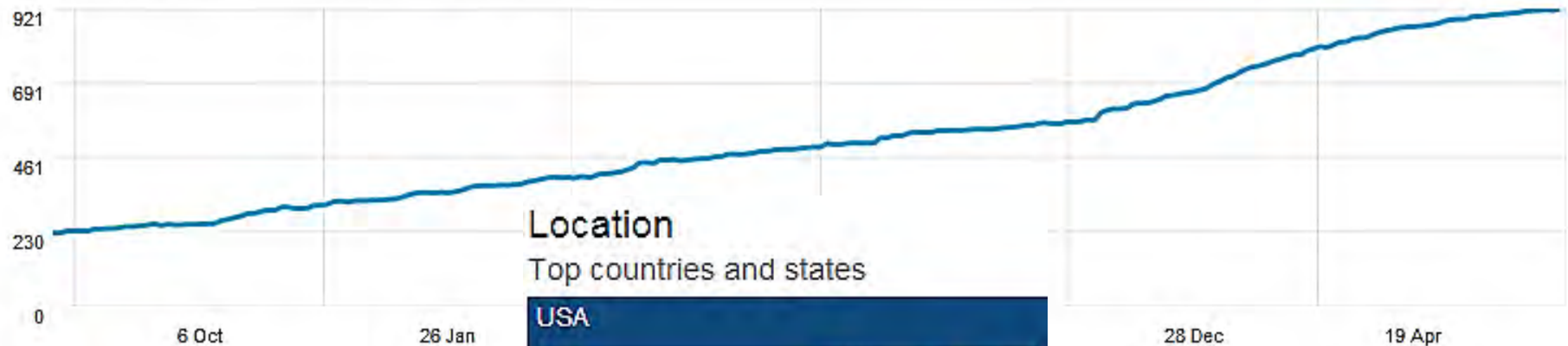
Followers

Gender

76% M

24% F

917 followers as of 6/14/2014 (days shown in Pacific time)



Location

Top countries and states



Top cities

- 48% Hartford & New Haven, US
- 15% New York City, US
- 4% Boston, US
- 4% Washington, D.C., US
- 3% Philadelphia, US

>1,000 followers

Analytics: YouTube



CT fastrak

Created: Dec 17, 2010 • Videos: 14 • Lifetime views: 16,577

CHANNEL

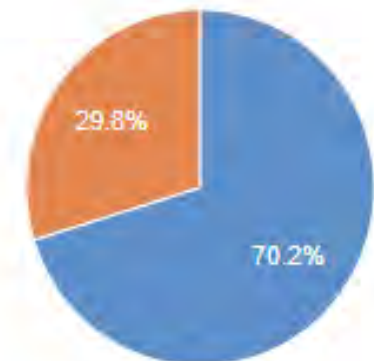
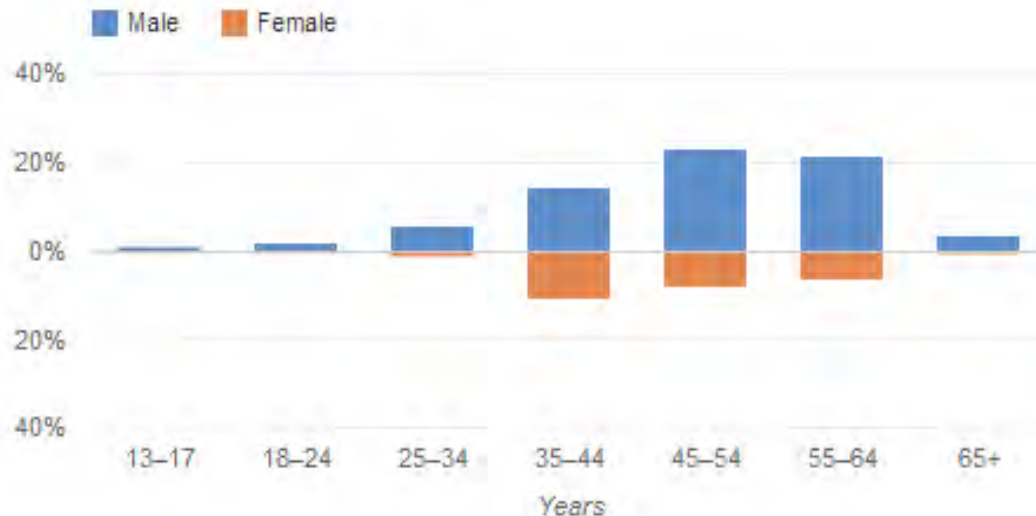
Lifetime (Jan 11, 2011 – Jun 16, 2014)

16,577+ lifetime views
Males, 45-54 years

ALL
100%

MALE
70%

FEMALE
30%



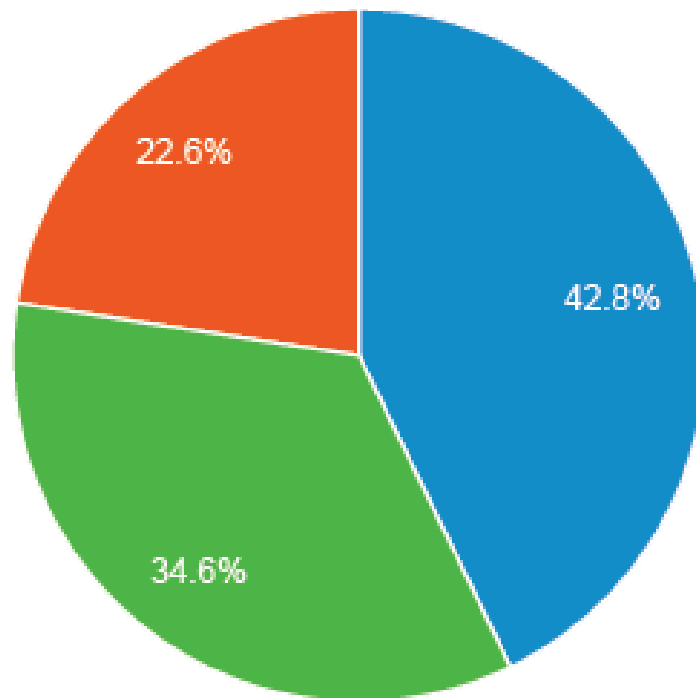
Top locations by views

Views	13–17 years	18–24 years	25–34 years	35–44 years	45–54 years	55–64 years	65+ years	Gender
15,614	1.5%	2.0%	6.9%	25%	32%	28%	4.1%	<div><div></div><div></div></div>

Mobile media access growing

Visits by Traffic Type

■ organic ■ direct ■ referral



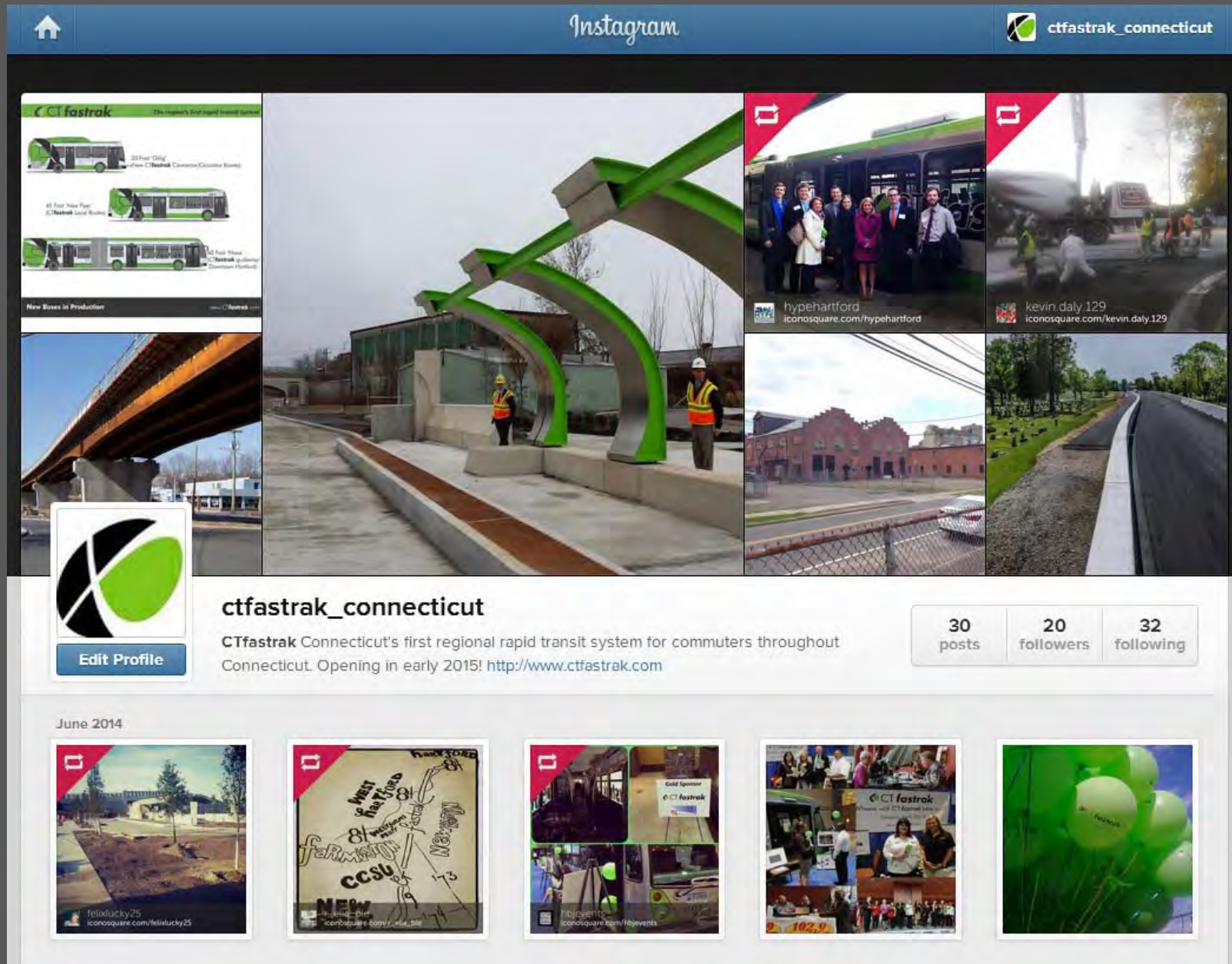
Visits and Pageviews by Mobile

**Mobile
(Including
Tablet)**

Sessions Pageviews

No	949	3,733
Yes	509	1,355

Mobile Media Access Growing



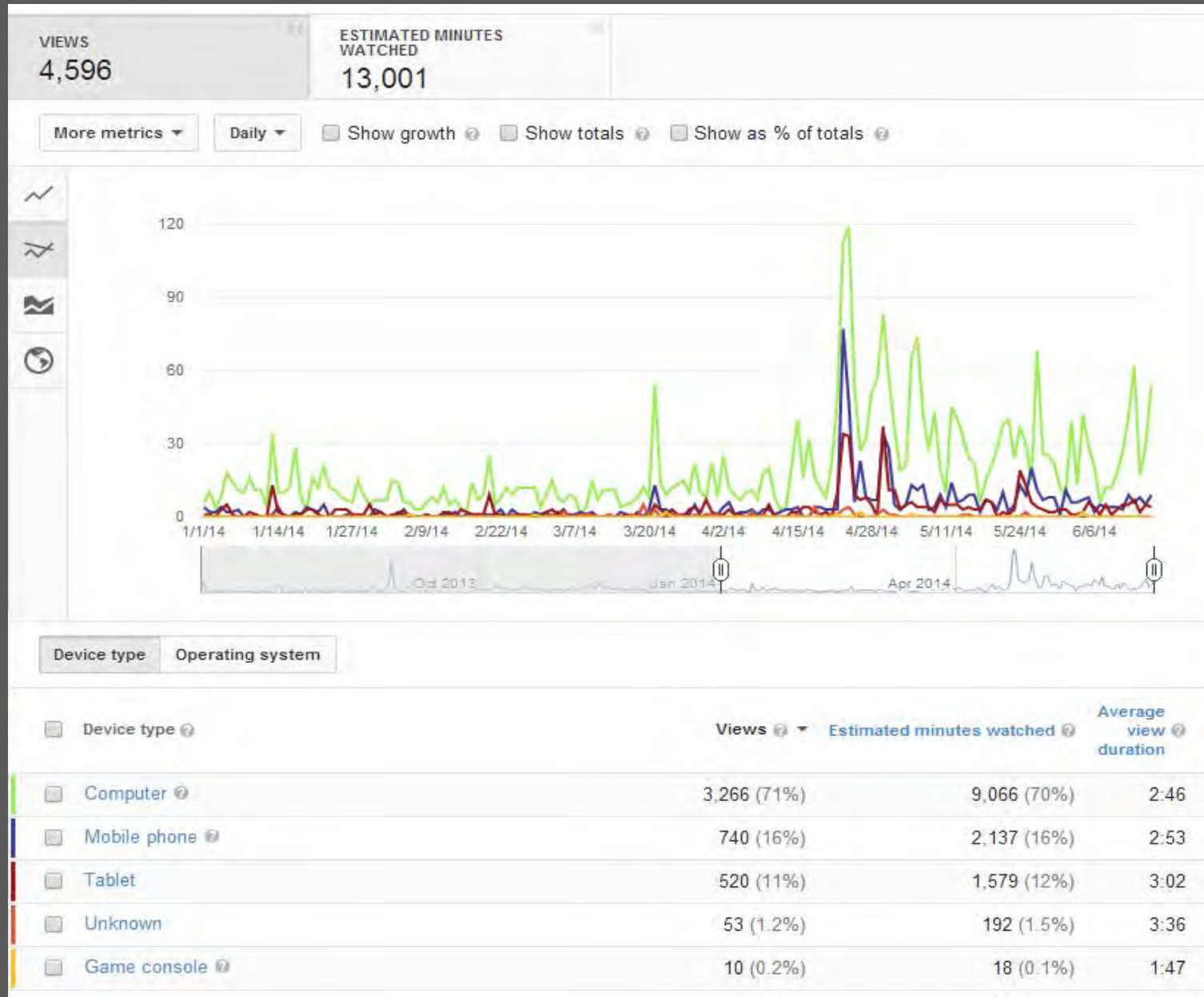
Mobile Media Access Growing

Where Your Page Likes Came From

The number of times your Page was liked, broken down by where it happened.



Mobile Media Access Growing



Nationwide: How do we match?

- 56% of Americans have social networking profile
- 12 million more Americans use social networking many times daily
- 2011-2012: biggest growth among users ages 45-54
- 76% Twitter users now post status updates
- 54% Facebook users access via mobile phone
- More women than men use social media (78% to 69%) but more men than women use social media for business purposes 27% to 22%)

sources:

Edison Research FinancesOnline.com

The Pew Internet Project



Taking It to the Street

2013



2013 UConn Health Center Fair



2013 Central CT State Univ. Student Club Fair

Taking It to the Street

2013 – 2014



2013 WTS Construction Tour



2013 Transit Oriented Development project



2013 Brownfield Redevelopment Site



2014 CT Business Expo

Taking It to the Street

2014



2014 Little Poland Festival



2014 CT Business Expo



Spring 2014 Public Open Houses

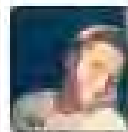
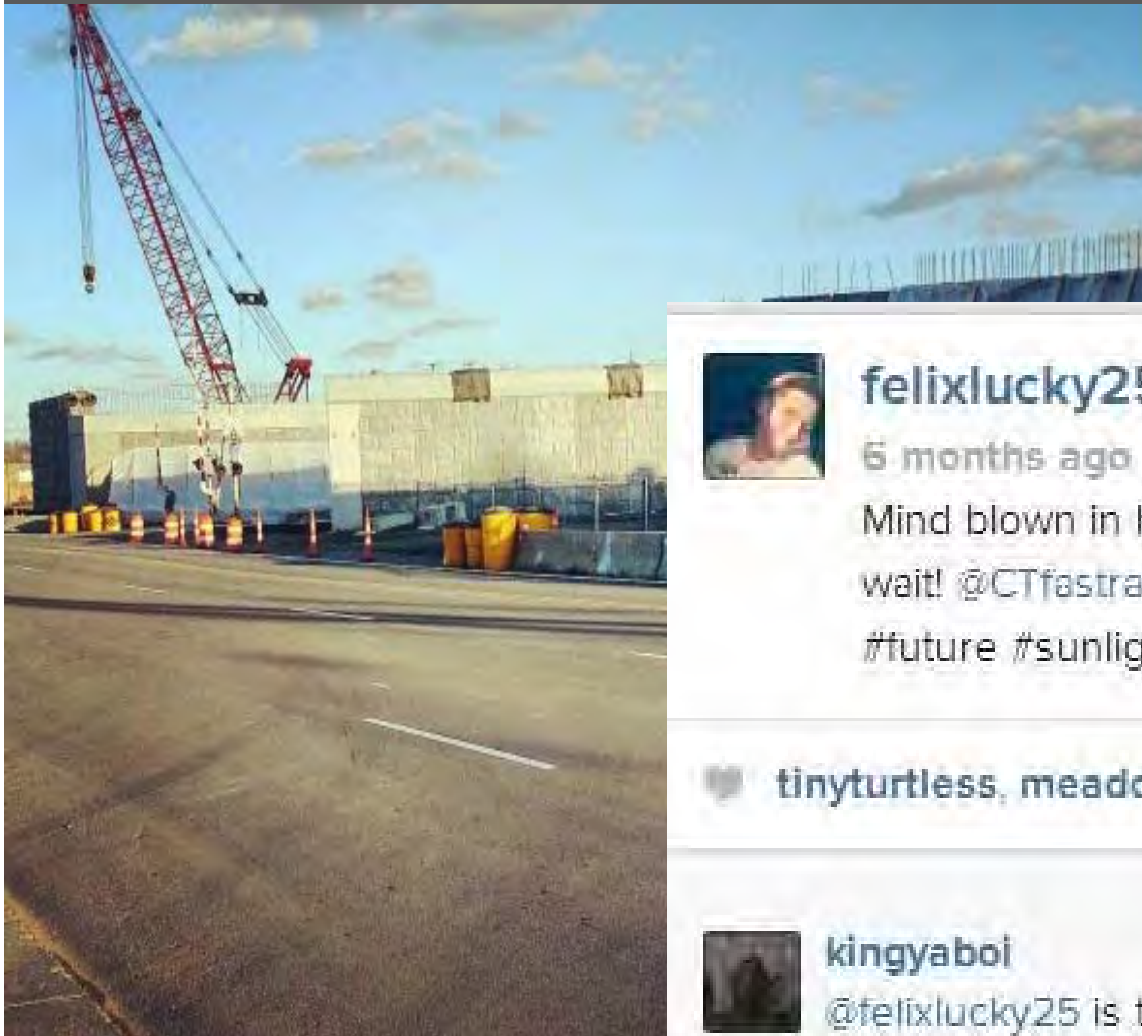
In the classrooms and on smartphones

2012 – 2013



Community Taking Ownership

2013



felixlucky25

Follow

6 months ago

Mind blown in how fast this bridge is being built!!! Can't wait! @CTfastrak #bridge #construction #Connecticut #future #sunlight

tinyturtless, meadora2, idbethert and 7 others like this.



kingyaboi

@felixlucky25 is that the one on flatbush/new park



felixlucky25

Yes it is!:-)

Community Taking Ownership

2013

 Steven Jones, David Ferraro, John Veilleux and 5 others like this.



Write a comment...



Gary Littlefield Another SCAMTRAK boondoggle. \$60,000 an inch for this! Danny's BOONDOGGLE "Connecticut SCAMTRAK"!

Like · Reply · November 14 at 12:02pm



Ian Kolesinskas How is it a scam? Bringing reliable, sustainable transit to thousands of Metro CT residents should be a shared value

Like ·  1 · November 15 at 5:53pm



Nick Addamo well said, Ian

Like · 14 hours ago



Nick Addamo thankfully, positions like Gary's are a dying breed, mass transit is the way of the future and people are supporting it. More is definitely going to come to CT, we really need it

Like · 14 hours ago



Write a reply...



Electronic Dialogue > Face-to-Face

2014



Daniel Mitchell It's ok to be skeptical but don't be negative. Like Ctfstrak has been saying the whole time. It's not just getting from new Britain to Hartford. Its much more than that. It's a main artery to two cities that expands out soon from Tolland to Waterbury ... See More
Like · Reply · 2 · January 18 at 1:13am



Nick Addamo Amen! Your attitude is the right one. The busway is coming whether people like it or not, we should work to make the best out of it. Projects like this should be the norm, car travel is stressful and a waste of time, especially in this state
Like · 1 · 20 hours ago



Write a reply...



Daniel Mitchell If you dont like the project, leave the page. Keep it to yourself. Simple. Its a nice project and this page shows the great progress of this. If you dont like this project, contact your senator about it. Stop with the negative comments and leave it off this page.
Like · Reply · 1 · January 17 at 6:33pm · Edited



Michael Dee Perhaps this is a good start for more mass transit ... Dialogue from both sides is good!
Like · Reply · 1 · 19 hours ago



Fred Soucy I'm just skeptical. People love their cars. Just trying to spark conversation
Like · Reply · 1 · January 17 at 6:30pm



Nick Addamo I hate my car! I can't wait to get rid of it. More projects like this are needed so it is possible to live without a car for those who want to
Like · 20 hours ago

Local Officials Taking Notice

2013



Erin Stewart @stewartfornb

4 Dec

Currently on a tour of @ctfastrak #ctpolitics
pic.twitter.com/e5PPb7kws8

Retweeted by CTfastrak



CTfastrak @ctfastrak

2h

New Britain Mayor Stewart: "this project will be huge in terms of downtown revitalization" @stewartfornb #ctfastrak share.es/DNy9R

Collapse

Reply Retweet Favorite More

1

RETWEET

1

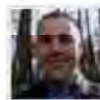
FAVORITE



#CTFastTrak: What People Are Saying On Social Media

A sample of discussion and coverage of the New Britain to Hartford busway on Twitter, Facebook, YouTube and Flickr. Share your thoughts by tweeting at @HartfordCourant or post your opinion on the Hartford Courant Facebook page <http://www.facebook.com/hartfordcourant>

Praise for the project



@ctfastrak Great! I'm looking forward to my new ride to work!

 Doug Kalwat @DougKalwat

7 days ago



@LucasKarmazinas @ctfastrak Building stronger transit connections w 3/4 classic suburbs n upping density will only serve region goin forward

 Lefebver Liberace @ENbrian

16 days ago



Hoping to attend @bikewalkct 's dinner Nov 29 if I can figure out how to get to CCSU w/o a car. ow.ly/f12Hn. No @ctfastrak yet.

 Amanda Kennedy @AmandaKennedy

a month ago

Riding the busway

Tour reveals progress is being made on mass transit project

by Mark Jahne



the CT mirror

Politics Health Care Budget/Economy Schools/Child Welfare

2013

It's not ready for passengers just yet, but progress is being made on the New Britain-Hartford Busway, officially named CTfastrak. The 9.4-mile stretch of pavement will become the centerpiece of an inter-

Op-Ed: New commuter busway will bring better access to food

**CTfastrak –
Bringing Jobs to
“the other side of
the tracks”**

BY MIKE MCGARRY

CT Fastrak Economic Benefit already Evident in Local Housing Market

Hartford, a suburb of New York? Boston? Who would have thought. But with modern technology, someone can live in Hartford, telecommute to New York, hop onto CTfastrak or metro North and be in the city by office hours to check in.

Already, the potential of housing along the new access routes is about to surface. The very successful apartments at 1429 Park Street will be steps away from the bus/rail line, giving those comfortable units, even

homeownership opportunities for 64 families. A Westside representative said “No one will be forced out of their current apartment (they run from 1100 square feet to 2500 square feet) but the deal we are offering will be hard to refuse.”

One current tenant observed “Living at 1429 is great, with a restaurant in the building, shops and all types of goods and services right up the street in Parkville. Now, with the advent of CTfastrak, we will be interest-

Flatbush Avenue bridge over busway opens ahead of schedule

By Alison Jalbert
Assistant Editor

The Flatbush Avenue bridge over the CTfastrak bus rapid transit project on the Hartford and West Hartford line was opened to pedestrian and vehicular traffic Friday, Oct. 18.

transit system.

The project also included the realignment and reconstruction of the New Park Avenue/Flatbush Avenue and Newfield Avenue/Flatbush Avenue intersections.

“This might seem like just a bridge, but it's far more than that,” said Amy Jackson Grove, Federal Highway Administra-





Changing the story...

...one day at a time, one person at a time

using multiple means, methods and technologies

