

CHOOSE TRANSIT.

FREE RIDE DAY

Tue, Oct 2

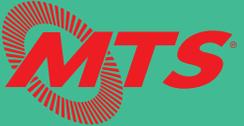
PARTNER TOOLKIT

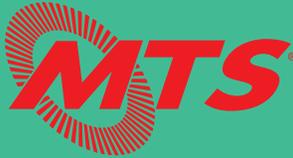
Contact:

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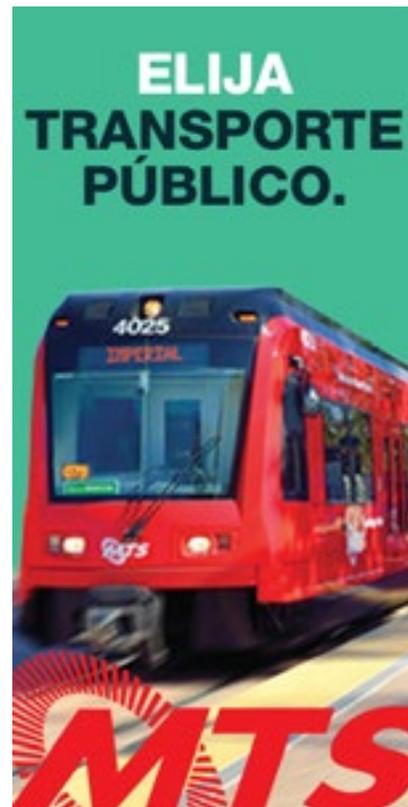
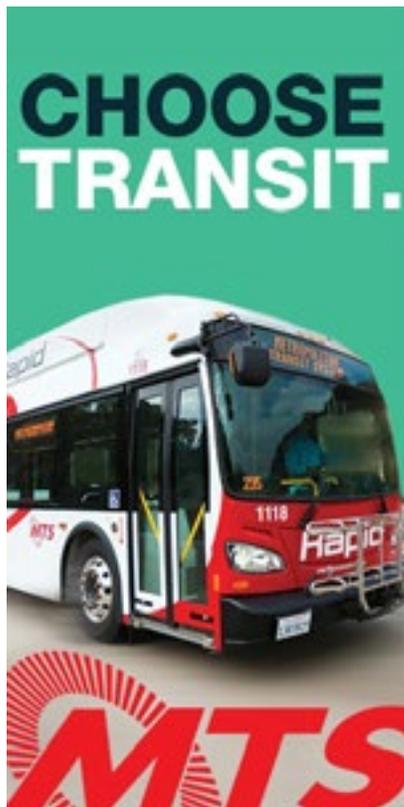
 **CHOOSE TRANSIT.**

 **ELIJA TRANSPORTE PÚBLICO.**

 **FREE RIDE DAY**
Tuesday, October 2

 **DIA DE VIAJES GRATIS**
martes 2 de octubre

CHOOSE TRANSIT ads feature buses or Trolleys. English and Spanish versions are available. Standard digital ad sizes available for download include: 320x50, 300x250, 320x480, 728x90, 160x600, 300x600, 970x90, 970x250, 1200x628.



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Facebook Cover Images

MTS CHOOSE TRANSIT.



Social Media Post Images



Choose Transit and Free Ride Day Social Media images are available in standard Facebook, Instagram sizes.





Participate in Free Ride Day on October 2

October 2 will be a big day for the City of Chula Vista. The Metropolitan Transit System is offering free rides to residents on buses and Trolleys all day long.

Chula Vista residents should take advantage of this opportunity. MTS has more service than ever before including South Bay Rapid. This direct, non-stop bus service provides a direct link between the East Palomar Transit Station along I-805 and Downtown San Diego. Service on MTS is fast and dependable. The agency has made \$660 million in upgrades to the Trolley system as well. New modern low-floor Trolleys running on the Blue Line make for easy boarding. Buses have been upgraded as well, facilities are improved with new benches and new shelters.

MTS has been a mainstay in our community for many years. A lot of residents use buses and Trolleys taking us to jobs, school, health appointments, church and for visiting family. It's an important source of community. October 2 is a day for everyone to Choose Transit.

People choose transit for a variety of reasons. Here are a few that should convince people to choose transit on October 2, and in the future:

- **Save Money** – An average resident spends \$2,300 annually commuting by car. The yearly cost of commuting on the bus or Trolley is \$864. That's a savings of \$1,400, or about \$120 per month!
- **Help the Environment** – using transit instead of a car just two days a week will reduce emissions by nearly 2,000 pounds per year.
- **Family Excursion** – An activity all young kids love is riding trains and buses. MTS has Family Weekends – which allows two kids 12 and under to ride free with each paying adult on Saturdays and Sundays. Make transit a part of your weekend plans and have some fun.
- **Take Your Commute Back** – Make your commute time your time. When MTS does the driving you can relax, listen to music, check that inbox or send that next text message – no hassles, no worries.

Taking transit can offer a lot of benefits to families in Chula Vista. I'm choosing transit on Oct. 2 and I hope you will too.



**FREE
RIDE
DAY**
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sdmts.com



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Electronic Signature



Add Text to electronic signatures:

Ride the Bus and Trolley for free!

MTS Free Ride Day: Tuesday, October 2, 2018

Mary Smith

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(619) 555-1234



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Five **Choose Transit** themed videos are available. Links to all the videos can be found on sdmts.com/choose-toolkit.



Working mother makes the most of her commute time.



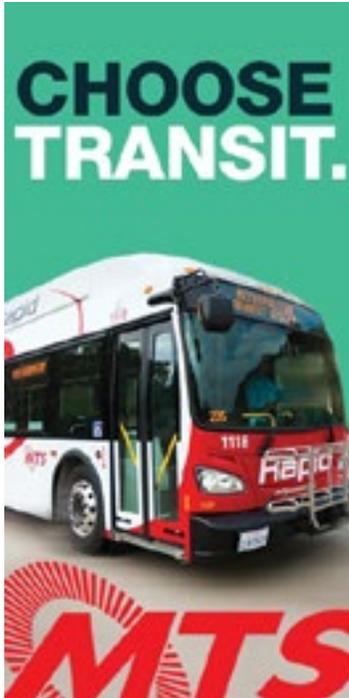
Father chooses to take Transit out of his concern for his daughter's future. This video is available in English and Spanish.



Millennial activist is involved in her San Diego community and chooses transit to stay connected.



Young student and musician goes his own way and finds his own rhythm by choosing transit.



Please link all digital content for Choose Transit to:
sdmts.com/choose-transit



Please link all digital content for the Free Ride Day to:
sdmts.com/free-ride-day

MTS Photos

A variety of MTS photos for promotional use. City specific photos are available on request.



HEADLINE

Font: Helvetica Neue, Heavy 85

Tracking: -30

Medium Type

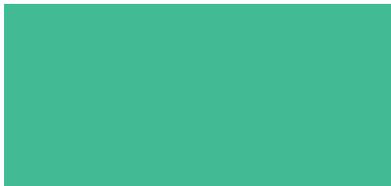
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Tracking: -30

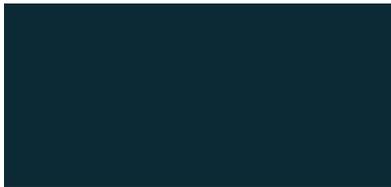
Small Type

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Tracking: 0



CHOOSE GREEN
C69 M0 Y55 K0



CHOOSE BLACK
C91 M69 Y55 K60



TRUE RED
C0 M100 Y100 K0