

Delaware Transit Corporation (DTC) News Release

FOR IMMEDIATE RELEASE:
February 16, 2018

Contact: DTC Marketing & Public Affairs
Julie.Theyerl@state.de.us
(302) 576-6005

Delaware Transit Corporation Wins First Place in APTA 2018 AdWheel Award for DART's Beach Bus Marketing Campaign

The Delaware Transit Corporation (DTC) has earned high honors in the marketing and communications world of the public transportation industry, winning first place for “Best Marketing and Communications to Increase Ridership or Sales – Comprehensive Campaign” from the American Public Transportation Association (APTA) 2018 AdWheel Awards for its innovative DART Beach Bus campaign.

The objective of the Beach Bus campaign was to raise awareness of the new Lewes Transit Center and Park & Ride, increase ridership and, in turn, reduce traffic congestion during the summer. The public was offered the option to ride in the comfort of the air-conditioned bus, avoiding the stress and aggravation of driving in bumper-to-bumper traffic.

DTC worked with Aloysius, Butler & Clark (AB&C) on the campaign, which utilized public relations, social media, print, radio, lifeguard stand and movie theater ads, hotel key cards, restaurant/bar coasters and table tents to raise awareness. The “DART to” campaign highlighted the various destinations reached by the Beach Bus, such as “DART to the Boardwalk” and “DART to the Nightlife.” The winning campaign can be viewed at [DART Case Study](#).

The 2017 season of the DART Beach Bus service was proven successful with an unprecedented ridership increase of over 21%, thanks to the launch of a new brand and implementation of strategic advertising. In addition to the clever campaign, bus service levels were increased with more frequencies, expanded service areas and extended hours. As a result, fewer cars were on the roads in the beach areas.

John Sisson, DTC CEO said, “We were elated with the Beach Bus launch and ridership results. From the marketing campaign to the new facilities, signage, planning and operation of the service, employees from all sections of the Corporation deserve credit for the successful Beach Bus season.”

Representatives from DART will be accepting the award during the APTA Marketing and Communications Conference in San Francisco the week of February 26.

The APTA AdWheel Awards recognize the marketing and communications efforts of APTA's membership, nationwide. The annual awards competition creates a structure to share best practices and to raise the awareness of the value of public transportation marketing professionals within the industry.

The Delaware Transit Corporation, a subsidiary of the Delaware Department of Transportation (DelDOT), operates DART First State. Real-Time Transit Information is available on the free DelDOT App (iOS and Android), as well as on DART's Trip Planner at www.dartfirststate.com. For more information, please call 1-800-652-DART.

-end-

