



Post-COVID Marketing

VTA Conference

September 29, 2021

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- Zero fare
- Clean/disinfect daily
- Minimize passenger-operator close contact
- Rear door entering/exiting
- Encourage social distancing
- On-board audio messaging promoting safety guidelines
- Channel cards outlining safety guidelines
- Website alerts

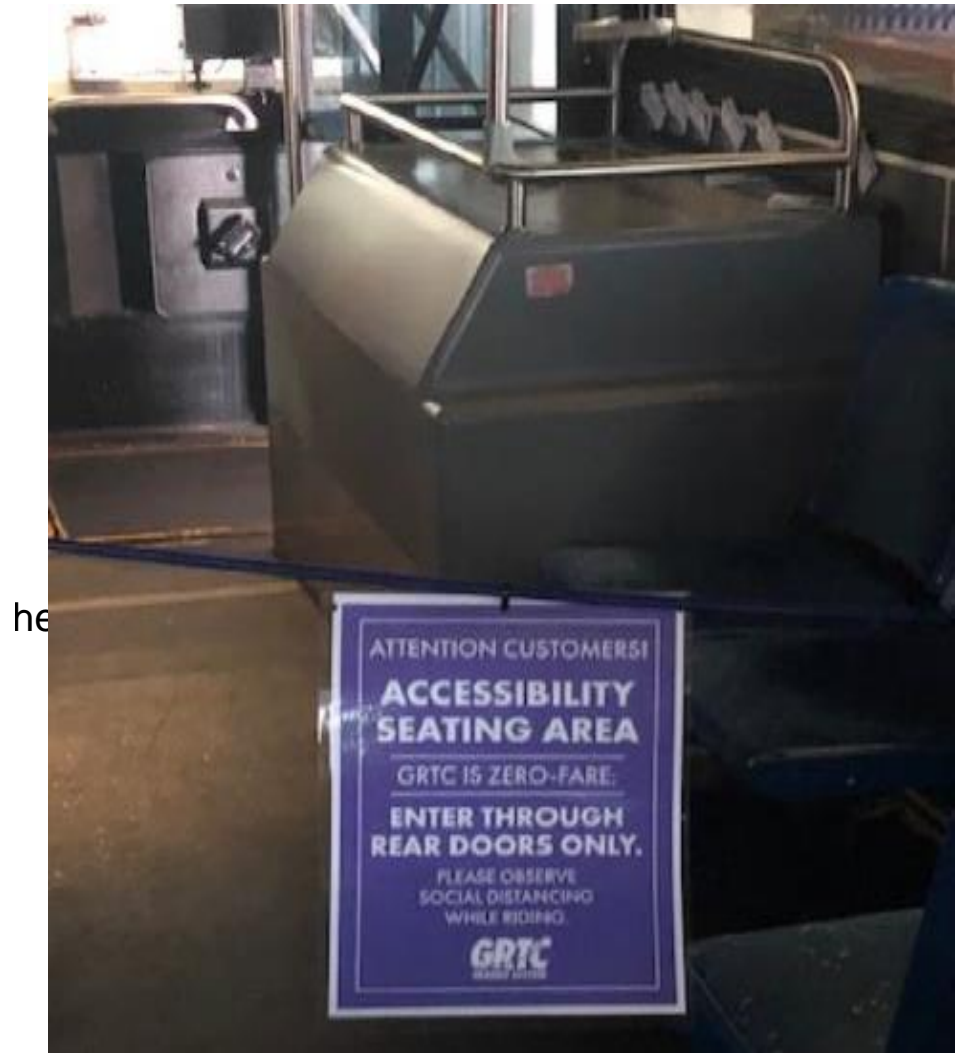
ATTENTION CUSTOMERS!



**GENERAL
BOARDING**



**ONLY ACCESSIBLE
BOARDING**

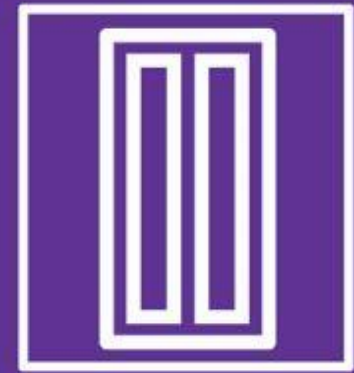


Channel Card Messaging

**ONLY PASSENGERS NEEDING THE
BOARDING RAMP OR OPERATOR
ASSISTANCE MAY USE FRONT DOORS.**



**FRONT
DOORS**





Channel Card Messaging

**ENTER / EXIT USING REAR DOORS ONLY.
SIT BEHIND ACCESSIBILITY-RESERVED
SEATING AREA.**



**REAR
DOORS**





Channel Card Messaging



**YOU MUST EXIT THE BUS
AFTER A ONE-WAY TRIP.**



**NO EXTENDED RIDES
ON A SINGLE VEHICLE
WILL BE ALLOWED.**



Channel Card Messaging



PLEASE LEAVE THE SEAT NEXT TO YOU EMPTY.



ONLY FAMILY MEMBERS ARE ALLOWED TO SIT TOGETHER.



Channel Card Messaging



**UNACCOMPANIED
MINORS ARE NOT
ALLOWED TO RIDE.**



**MINORS IN WORK UNIFORMS
OR WITH EMPLOYEE BADGES
MAY RIDE TO & FROM WORK.**

Channel Card Messaging



**PLEASE ELIMINATE ALL
NON-ESSENTIAL TRIPS.**



**FOLLOW ALL HEALTH
PRECAUTIONS & SOCIAL
DISTANCING GUIDELINES.**



Bus Signage



CDC Mask Guidance

- GRTC staff wearing masks, unless alone.
- Customers asked to wear masks/coverings.



CDC Mask Guidance



Daily Cleaning





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