



Worcester Regional Transit Authority

MARKETING UPDATE

CELEBRATING 50 YEARS!



- Wrapped Bus, additional ads for interiors
- Chamber of Commerce “Breakfast Club” Salute on March 7
- Livability Magazine Brand Story Feature
- Local event opportunities for community outreach
- Press releases / media campaigns
- Re-brand procurement, Spring 2024

Recognition as Breakfast Club “Salute”



YEAR LONG CELEBRATION

Livability Magazine Brand Story & Leaderboard



WORCESTER COMMUNITY ACTION COUNCIL
Internship from the YouthWorks Program, Spring 2024

ST. PATRICK'S DAY PARADE
March 10, 2024, Parade Participant

RE-USE OF FORMER BIKE RACK SPACE
Mobile Farmers Markets, WPL Mobile Library

KICK OFF TO RE-BRANDING EFFORTS
Identifying scope of work for logo, buses & signage redesign