

Earth Day Campaign 2010

April 1



Launch:
"The air behind this bus is 80% cleaner" on bus tails promoting bus engines retrofitted with EPA-approved clean technology

Launch:
Planting a tree through the National Arbor Day Foundation for every 31-day bus pass sold in April.

April 1



Large format poster promoting upcoming Earth Day events on display in bus terminal

April 7



Launch: Twitter

Facebook Post:
Information about ways to reduce Co2 and link to Earth Day network



Facebook Post:
The Daily Green

April 12-13



Facebook Ad:
Go GBT T-shirt giveaway

Facebook Posts:
Various links, info resources & articles on public transit & sustainability

April 19



Facebook Post:
"Individuals who ride public transportation can save on average \$9,293 annually." data and link.



GBT & WICC AM 600 Live radio broadcast on GBT bus



Facebook Fan count: 309



Twitter Followers count: 39



March 1 -31

Facebook:
GBT becomes a fan of approximately 100 Earth Day, sustainability & transportation organizations & groups



Facebook:
Approximately 100 people become fans of GBT

3/31:
Facebook Fan count: 276

April 1

Facebook Post:
Sustainability conference at Central CT State University featuring Bridgeport's sustainability initiatives

Facebook Post:
Article about GBT giving away free bus passes to the homeless

Facebook:
Fans begin to "Like" posts and begin leaving comments

April 6



Facebook Post:
The City of Bridgeport's B Green initiative announced

Facebook Post:
Carbon footprint calculator

April 8

GBT Event Invitations sent to Facebook Fans:



Food Drive for the needy, 4/21 - 4/23.

Party for the Planet at the Beardsley Zoo 4/17 - 4/18

Facebook Post:
Promoting bus engines retrofitted with EPA-approved clean technology

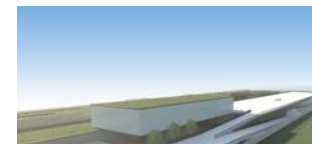


April 17-18

GBT at Beardsley Zoo's Party for the Planet Earth Day event:



Facebook Post:
New bus facility to save energy & increase capacity



April 21

Giveaway Totals



1,200 T-shirts

1000 Seed Packets

600 Cloth Tote Bags



Over 40 boxes of food collected for the needy

April 30



Total 31-day passes sold: 177