

San Joaquin Regional Transit District (RTD)

PRESS RELEASE

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FOR IMMEDIATE RELEASE

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RTD Receives Two First Place APTA AdWheel Awards

Stockton, CA—San Joaquin Regional Transit District (RTD) has received two AdWheel awards from the American Public Transportation Association (APTA) for its Rosa Parks Commemoration campaign and its Care Connection video campaign.

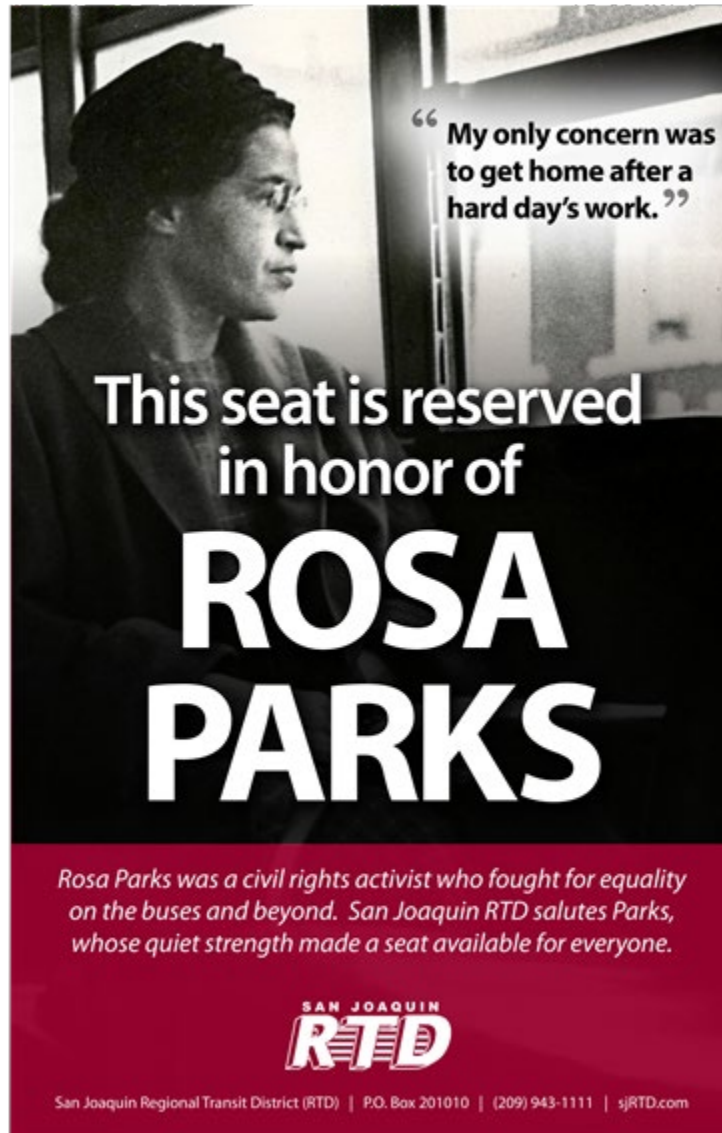
The RTD marketing team envisioned, developed, and executed both campaigns with the help of departments and employees throughout RTD. “No matter what type of campaign, it always takes a team effort to turn a good concept into a great one,” said Marketing Senior Specialist Emily Oestreicher. “From the swift placement of the Rosa Parks plaques on the front seat of the RTD vehicles, to the employees featured in the Care Connection video, we are fortunate to have so many individuals at RTD who are willing to make our marketing dreams a reality.”

The Rosa Parks Commemoration campaign consisted of reserving the front seat of every Commuter, Hopper, and Stockton City bus for her with a plaque honoring her dedication to equal rights advocacy. In its second year, this commemoration occurs the three days leading up to Rosa Parks’ birthday on February 4, which is also when California celebrates Rosa Parks Day.

The Care Connection campaign featured a 30-second commercial, highlighting RTD’s Care Connection program that connects San Joaquin County residents to healthcare facilities beyond the county borders. Currently, this video has been viewed 237,000 times on YouTube, and is available in both Spanish and English.

<https://www.youtube.com/watch?v=-iEdtSnmf3U>

The AdWheel awards recognize the marketing and communications efforts of APTA members and the annual awards competition creates a structure to share best practices and raise the awareness of public transportation marketing professionals’ value within the industry.



“ My only concern was to get home after a hard day’s work. ”

This seat is reserved
in honor of
**ROSA
PARKS**

Rosa Parks was a civil rights activist who fought for equality on the buses and beyond. San Joaquin RTD salutes Parks, whose quiet strength made a seat available for everyone.

**SAN JOAQUIN
RTD**

San Joaquin Regional Transit District (RTD) | P.O. Box 201010 | (209) 943-1111 | sjRTD.com

San Joaquin Regional Transit District (RTD) is the regional transit provider for San Joaquin County. RTD's mission is to provide a safe, reliable, and efficient transportation system for the region. For more information, visit sjRTD.com, follow RTD on [Facebook](#) and [Twitter](#), or call (209) 943-1111.

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