CTfastrak
Connecticut's First Bus Rapid Transit System

Changing Public Opinion Through Outreach and Education

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Opened on March 28, 2015

Controversy surrounding project

Referred to as the “The Busway”, “Bus to Nowhere”, “Hartford to New Britain Bus”
- Open house style format
- Focused on construction
- Traditional DOT approach
- Lack of understanding of the system
Bringing the outreach to the customer

Customer education about the system, more than just a road for buses

All about the service plan, where can CTfastrak bring you?
Post Your Best CTfastrak “Selfie” & Win Lunch For Two!

November 16th through December 14th
Start posting your CTfastrak selfies on Nov. 16th — pictured on a bus, at a CTfastrak station or at a CTfastrak Rewards Partner — and we’ll pick one lucky winner each week to win “Lunch For Two” at either East Side Restaurant in New Britain or Black Eyed Sally’s Restaurant in Hartford!

We’ll look for your selfie posts on Facebook, Instagram or Twitter

Multi-Prong Approach

- Tabletops
- Tours
- Social Media
- Community Events
- Expos
- Business Luncheons
- Media Events
- Sports Games
- College Events
- Libraries
RIDE FOR FREE

SAT 28  SUN 29  MON 30  TUES 31  WED 1  THURS 2  FRI 3  SAT 4  SUN 5

CT fastrak
Stadium Club Upgrade

That’s how happy hour-ers ‘fastrak.

CT fastrak.com

To ride, or not to ride. That’s not even a question.

Go in style.
Special Events
Be in the Community!
It Works!

- We have ambassadors within the community now.
- People understand what the system does.
- Surrounding businesses see the value.
- Desire for more service.
YOUR COMMUTE JUST GOT EASIER.
All aboard June 16. HartfordLine.com
HARTFORD LINE
CT rail

TRANSIT REWARDS
Ride. Shop. Save.

Hartford Line
CT fastrak
HARTFORD LINE
CT rail
SHORE LINE EAST
CT rail