**Transit COVID-19 Campaign Updated Messaging for Transits**

1. Reduce fuel costs the easy way! #HopOn
2. Spend twice as much at the gas pump ❌

Spend a fraction of what it costs to fill your tank by getting a regional pass ✔️

#HopOn

1. Electric vehicles are the new wave. 😎 #HopOn (image of electric bus or TEXRail.)
2. Take a ride on the mild side. Your wallet will thank you. #HopOn
3. Headed to dinner with friends, or to enjoy a night out? Leave the driving to us. We’ll make parking easier on you, too. #HopOn
4. Make the transition back to the office easier on your wallet – and your nerves. Leave the driving to us. We’ll get you there. And you can even get a head start on your day on the way to the office. #HopOn
5. Not only can riding with us be less stressful than fighting traffic, but it could also improve your health. Try combining bicycling with your next transit trip. Bicycles are permitted on all our buses and trains. #HopOn
6. Catching a flight this summer? Avoid the extra expense of parking and take us to the airport instead. #HopOn
7. Looking forward to a concert with friends this summer? Leave your car at home and ride transit. We’ll make sure you can focus on fun. #HopOn