NEXUS
STRATEGY AND IMPLEMENTATION

NEXUS STRATEGY AND IMPLEMENTATION · FOR GPTC

A Year In Motion

Month-by-month marketing, outreach and event impact for Gary Public Transportation Corporation

December 2025 – October 2026

GPTC Board of Directors · November 2026 · Building demand. Showing up on the ground. Creating moments people remember.



THE STORY WE HELPED TELL

GPTC’s year, by the numbers

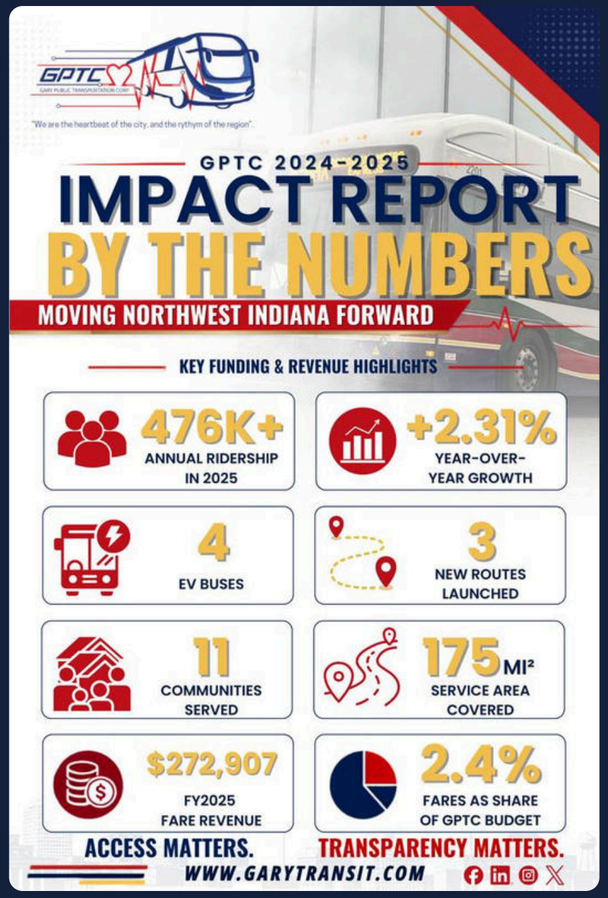
Nexus gathered, shaped and designed GPTC’s results into the 2024–2025 “In Motion” Impact Report.

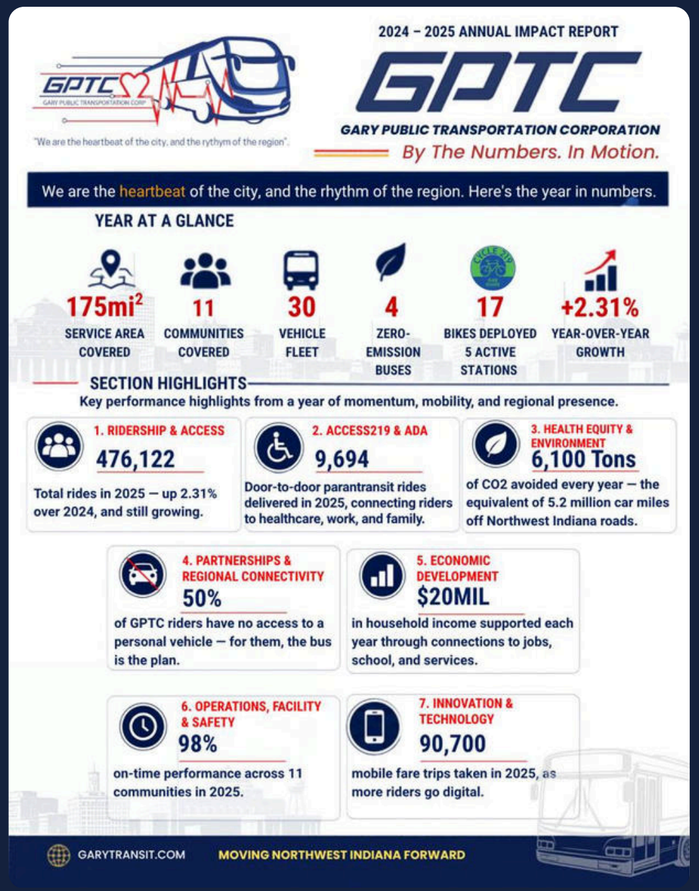
476,122
rides in 2025, up 2.31%

9,694
Access219 door-to-door rides

98%
on-time performance

6,100
tons of CO_2 avoided each year





THE YEAR AT A GLANCE

Eleven months, one story: GPTC in motion

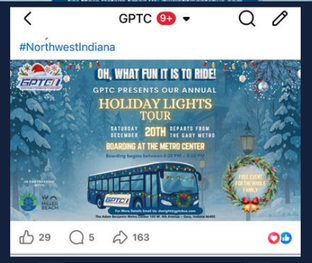
Month	Headline
December 2025	Holiday Lights Tour sells out, bringing 75 riders to the Metro Center
January 2026	“New Year, New Routes” campaign; Facebook expands GPTC’s reach
February 2026	Transit Equity Day posts draw 546% more views than a typical post
March 2026	Impact Report shoot day, “In Motion” cover approved, Cycle219 Calumet College station live
April 2026	“In Motion” media kit for State of the City; April 27 service changes
May 2026	Impact Report activation strategy; Air Quality Action Day rapid response
June 2026	Community Pop-Up Series launches at Lake Effekt Street Art Festival
July 2026	Full report design, interactive reader website
August 2026	Report presented to NIRPC; Geared up for rollout. Worked on Securing locks for bikes
September 2026	Report finalized and distributed with flipbook and leave-behind
October 2026	Week Without Driving; Holiday Lights partner kickoff; Whiting Cycle219

MONTH 01 OF 11

December

2025











Lighting Up Gary for the Holidays

ACCOMPLISHMENTS

Press release, email campaigns and Eventbrite setup
FB + IG campaign with motion graphics and countdowns
Day-of check-in, guest flow and photo capture

EVENTS & MILESTONES

Dec 19: tour sells out on Eventbrite
Dec 20: Holiday Lights Tour on the L2 route with Cycle219 and Visit Miller Beach

IMPACT

Sold out

About 75 riders, with demand far beyond one bus

SOCIAL MEDIA

163

shares of the Facebook flyer post, plus 29 reactions and 5 comments

TAKEAWAY

Demand outran capacity. 2026 needs more buses, more neighborhoods, sponsors and a ride
survey on board.

MONTH 02 OF 11

January

2026



New Year, New Routes

ACCOMPLISHMENTS

- Launched the “New Year, New Routes” campaign
- Cycle219 Instagram launched with intro graphics, QR codes and TikTok video
- Built BHM and Transit Equity Day campaigns

EVENTS & MILESTONES

- **Jan 20:** shared the Gary ELevated bike and trail story
- Cycle219 fleet in winter maintenance and storage
- **Jan 30:** Lakeshore Public Media (NPR/PBS) covers GPTC’s free fares for Transit Equity Day

IMPACT

17

Cycle219 bikes tracked: 10 in Gary, 3 in Whiting, 7 more set for Whiting in spring

SOCIAL MEDIA

- Facebook expanded GPTC’s reach, citing “quality content”
- New Year and “A Path of Progress” posts flagged as top content

TAKEAWAY

Build awareness before the bikes return: the goal is a Cycle219 that feels approachable, visible and community-owned.

MONTH 03 OF 11

February

2026



February report video

Purpose-Driven Storytelling

ACCOMPLISHMENTS

Transit Equity Day: press release, email blast, 8 graphics
Black History Month Trivia across 3 weeks
Cycle219 spring prep with 4 vendors

EVENTS & MILESTONES

Feb 4: free fares honoring Rosa Parks' 110th birthday
Fuel Outdoor Media sponsorship recognized
Impact Report storyline set: "Destination Bound"

IMPACT

546%

more views than a typical post: 805 views and 156 engagements on "Ride Free with GPTC"

SOCIAL MEDIA

+128%

engagement during BHM Trivia, with viewership up 17% (Facebook + Instagram)

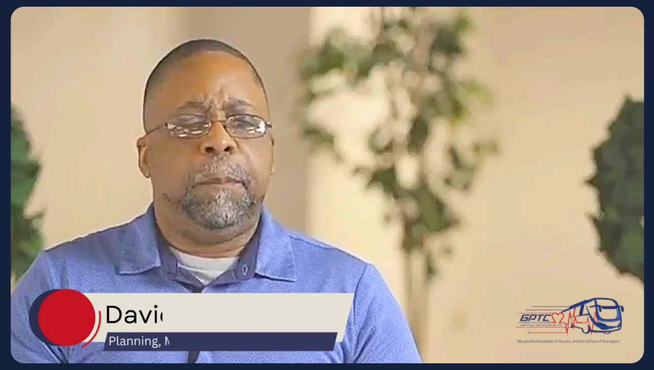
TAKEAWAY

Mission-driven content beats routine posts: leading with history and purpose earned more than five times normal reach.

MONTH 04 OF 11

March

2026



David Wright interview, shoot day





The Impact Report Takes Shape

ACCOMPLISHMENTS

Produced the on-camera shoot day, from scheduling to questions
“In Motion” cover and 10-theme color system approved
4 co-branded billboard concepts, incl. WDS Group

EVENTS & MILESTONES

Mar 6: interviews at Metro Center with GM, board, staff and operators
Mar 12 & 26: recalibration and check-in decks
Mar 27: Cycle219 Calumet College station live

IMPACT

7 of 13

report sections approved; 4 PR pitch angles set for C Whitt

SOCIAL MEDIA

3 Impact Report teaser posts approved
Spring and Summer Facebook headers designed
BHM Trivia winners announced

TAKEAWAY

Data and footage delays forced a reset. A recalibrated timeline with check-ins and an approv checklist kept the report moving.

MONTH 05 OF 11

April

2026













Telling the Story at City Hall

ACCOMPLISHMENTS

16-page “In Motion” media kit with Mayor’s talking points
Service change campaign for 3 routes
Impact Report draft and April board deck

EVENTS & MILESTONES

State of the City Address, Mayor Eddie D. Melton
Apr 27: L1, L4/R5 and R2 service changes
Apr 25: Cycle219 tabling at One Earth Film Festival

IMPACT

Media kit approved; GM “overall very impressed”
New coverage at Market City and Lake County Library

SOCIAL MEDIA

Route-by-route service change posts
Cycle219 station announcements
- Engagement: 63% increase

TAKEAWAY

Fast feedback means fast results: the media kit went from first draft to GM approval in 5 day
Late data and partner quotes are what slowed the report.

MONTH 06 OF 11

May

2026





Activating the Story

ACCOMPLISHMENTS

Multi-channel Impact Report activation strategy
May board deck and status report
Cycle219 “How It Works” rider flyer

EVENTS & MILESTONES

Air Quality Action Day response
Cycle219 new-bike and Whiting/Robertsdale prep
Bike & Walk Summit Panel

IMPACT

Clear rollout plan for public, riders, funders and partners
Standing Room Only at the Bike & Walk Summit Panel

SOCIAL MEDIA

- Air Quality Action Day posts promoting transit and bike share
- Engagement: 94.4% increase in impressions from new followers

TAKEAWAY

Being ready to post same-day lets GPTC lead the conversation on air quality and health equity.

Bike & Walk Summit Success

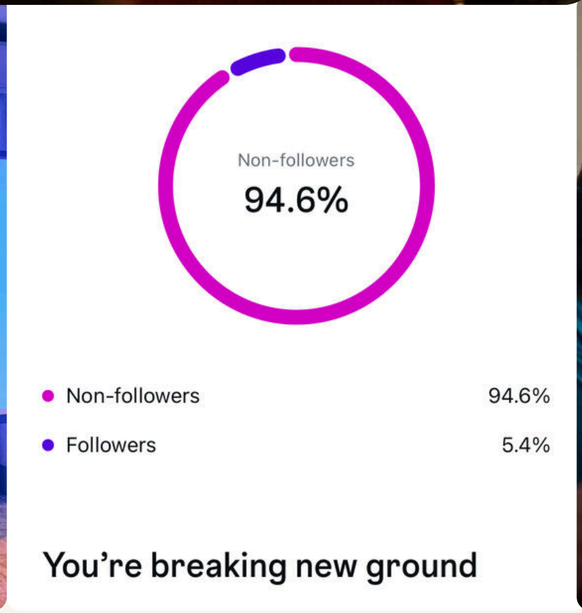














MONTH 07 OF 11

June

2026







Showing Up in the Community

ACCOMPLISHMENTS

- Pop-Up Series materials and “Every Ride Has a Story” board
- Community outreach emails and social copy
- Independence Day Parade giveaway coordination

EVENTS & MILESTONES

- **Jun 14:** Pop-Up Series launch at Lake Effekt Street Art Festival
- Cycle219 Grand Opening: “Get ready to ride!” with 7 stations, $1.50 rides

IMPACT

- GPTC brought directly to residents at a major arts festival
- Same-day Air Quality posts (June 4); ~40 interview videos edited

SOCIAL MEDIA

- Pop-Up promo with People We Meet On The Bus: raffles, bikeshare vouchers, prizes
- Reach: Statewide mentions from People We Meet On The Bus and Health by Design

TAKEAWAY

Bike share runs on field work: Cycle219 logistics took 69 of 124 hours. It needs its own budget line, and content reviews need firm sign-off dates.

Gathering Feedback at Community Events

















CYCLE219 · 2026 SEASON

Stations opening across the region

40
bikes deployed from 14

127
field hours, Apr–Jun

$1.50
per 30-minute ride

STATION OPENINGS

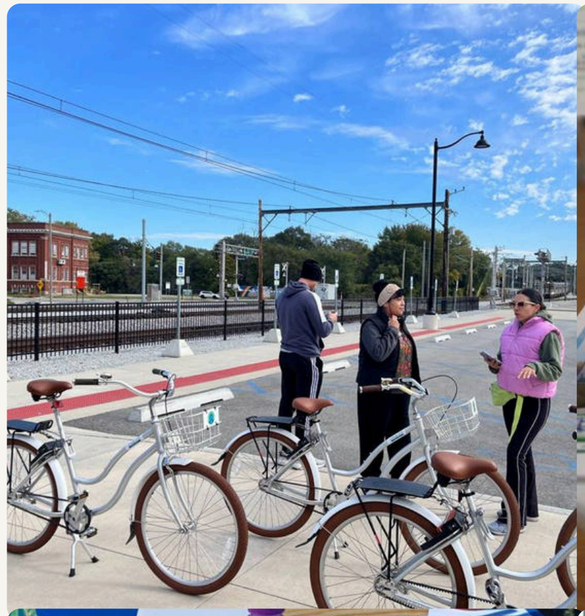
Mar 27: Calumet College of St. Joseph goes live
April: Lake St, Marquette Park, Gary Metro and Broadway Lofts
June: second Calumet College station; IUN wayfinding Miller South Shore station links bikes to NICTD rail
Oct 24: Whiting launch at the Costume Slow Roll

IMPACT

Every station is a first-mile, last-mile link to GPTC buses and the South Shore Line, and every tabling event grows a rider contact list.

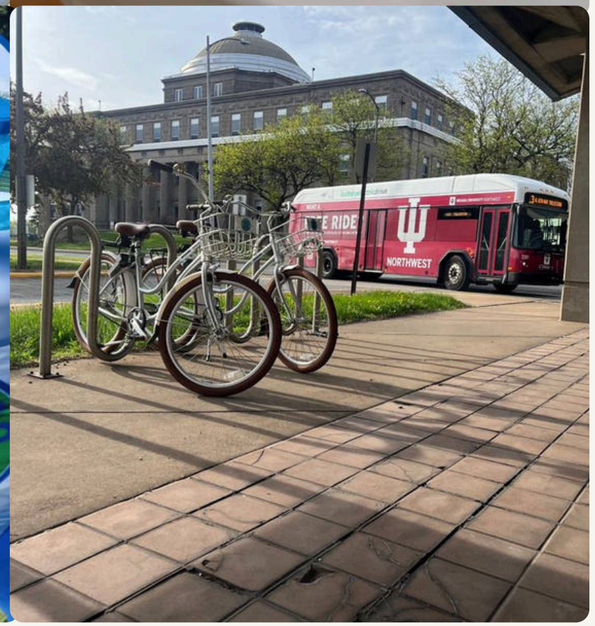
WITH NEXUS

- **Doubled the fleet size**
- **Tripled the stations**
- **Tripled the ridership**





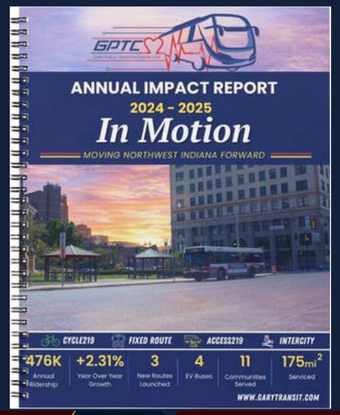




MONTH 08 OF 11

July

2026











Building the Impact Report

ACCOMPLISHMENTS

Full report draft, design and editing
Interactive HTML reader, hero sliders and web build
Media Kit v21 and Stats Snapshot redesign

EVENTS & MILESTONES

Jul 2: Independence Day Parade support
Jul 23: HEAT meeting presentation
Sentinel smart-lock coordination for Cycle219

IMPACT

88 hrs

of strategy, design and production in a single month

SOCIAL MEDIA

Built “Momentum and Growth” posts (Hard Rock, Access219) for the Nov–Dec rollout
Gary Air Show ad coordination that had to be canceled due to the derecho
Views: 10,000 video views across platforms

TAKEAWAY

A report only matters if people see it, so the reader, website and snapshot were built alongside the report itself.

JULY 2 · CITY OF GARY INDEPENDENCE DAY PARADE

Celebrating Gary, Together

+200
goodie bags distributed

250
GPTC and Cycle219 buttons handed out

10
blocks of Broadway, 15th Avenue to 6th Avenue

What Nexus delivered

About 200 goodie pouches with candy, custom Cycle219 and GPTC stickers, Cycle219 buttons and slap bracelets

- 100–150 more red, white and blue whistles, bead necklaces and flag pins handed out along the route
- Nexus team members marched alongside GPTC and Cycle219 the whole way

Coordinated lineup, check-in and parade-ready setup with the City of Gary

The Day

GPTC rolled through the heart of Gary on one of the city's biggest days of the year. Families along Broadway took home branded pouches, so GPTC and Cycle219 showed up as part of the celebration, not just a ride.









SUMMER 2026 · SHOWING UP FOR THE COMMUNITY

Present where Gary gathers



Independence Day Parade · July 2

GPTC rolled with the city, trolley and Board President included. Nexus coordinated the GPTC and Cycle219 giveaway bags, prep and social promotion.



Marquette Greenway Ribbon Cutting · June 6

On National Trails Day, Nexus updated and promoted the schedule with the GaryEL Coalition, tying GPTC and Cycle219 to Gary's growing trail network.

WHY IT MATTERS

When GPTC shows up at parades, festivals and trail days, residents see a transit agency that is part of the commun not just passing through it. Every appearance says the same thing: equitable mobility is for everyone in the region.

MONTH 09 OF 11

August

2026









Taking the Report on the Road

ACCOMPLISHMENTS

Social Media Campaign Deck and asset directory
Video graphic templates and video QC
Cycle219 Sentinel hardware payment finalized

EVENTS & MILESTONES

Aug 4: Impact Report to NIRPC Transportation Committee
Aug 4: National Night Out, RailCats Stadium
Aug 21–23: Gary Air Show promotion

IMPACT

GPTC's story presented to the regional planning authority
Cycle219 drew interest in expanding to more NWI cities

SOCIAL MEDIA

Air Show ads for GPTC and Cycle219
Built "Voices from the Journey" and "Destination Bound" posts, set to publish late Nov–Dec
Reach: 17% increase in followers across platforms

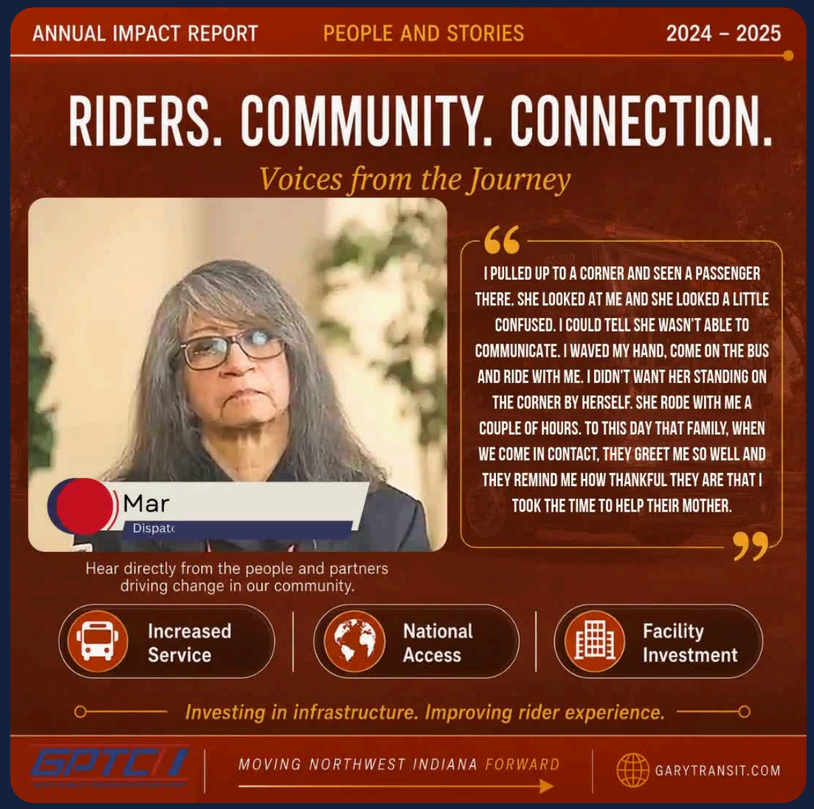
TAKEAWAY

The derecho canceled the Aug 19 Age Friendly Advisory Council presentation. Every event plan now needs a weather backup.

IMPACT REPORT VIDEO SERIES · BUILT JULY–AUGUST · AIRS LATE NOV–DEC

Voices from the Journey: the people who keep Gary moving

Nexus edited the March 6 interviews into branded, color-coded clips for each Impact Report theme.



Mary Golden

Dispatcher · People and Stories

Click on video to see Mary's Interview

IMPACT REPORT VIDEO SERIES · BUILT JULY–AUGUST · AIRS LATE NOV–DEC

Voices from the Journey: the people who keep Gary moving

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Willie Woodson

Dispatcher/Operator · Sustainability

Click on video to see Willie's Interview

IMPACT REPORT VIDEO SERIES · BUILT JULY–AUGUST · AIRS LATE NOV–DEC

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Dale Watts

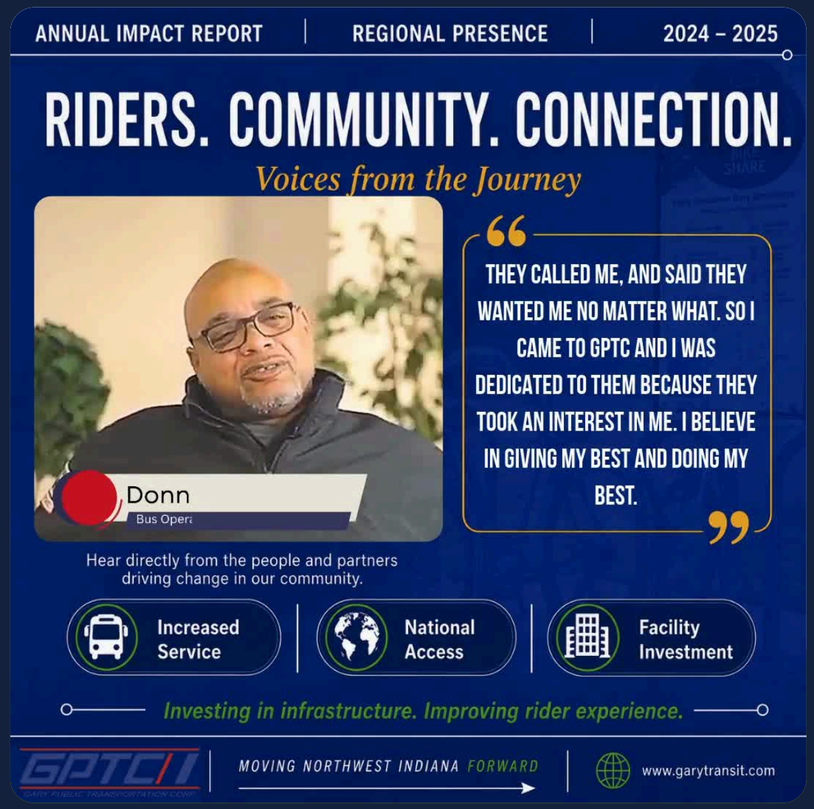
Senior Bus Operator · Equity and Access

Click on video to see Dale's Interview

IMPACT REPORT VIDEO SERIES · BUILT JULY–AUGUST · AIRS LATE NOV–DEC

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Donnell Sylva

Operator/Union President · Regional Presence

Click on video to see Donnell's Interview

IMPACT REPORT VIDEO SERIES · BUILT JULY–AUGUST · AIRS LATE NOV–DEC

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Antoine Goffin

Board President · Equity and Access

Short cuts for Reels and Stories, longer cuts for Facebook and the website. All are ready for the rollout.

IMPACT REPORT VIDEO SERIES · BUILT JULY–AUGUST · AIRS LATE NOV–DEC

Voices from the Journey: the people who keep Gary moving

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David Wright

Board President · Business and jobs

Short cuts for Reels and Stories, longer cuts for Facebook and the website. All are ready for the rollout.

IMPACT REPORT VIDEO SERIES · BUILT JULY–AUGUST · AIRS LATE NOV–DEC

Voices from the Journey: the people who keep Gary moving

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Mary Golden

Planning and Marketing · Cycle219

Short cuts for Reels and Stories, longer cuts for Facebook and the website. All are ready for the rollout.

MONTH 10 OF 11

September

2026







Polishing and Publishing

ACCOMPLISHMENTS

Report finalized with all infographics
"Is Here" poster and "Full Story" leave-behind with QR code
3 homepage sliders linking to the report

EVENTS & MILESTONES

Updated report distributed
All 7 board members confirmed for the report

IMPACT

36

designed pages, in print, PDF, flipbook and interactive web reader

SOCIAL MEDIA

"Fall Into Motion" header promoting the report
Reach: Disaster Relief focused with national recognition from multiple sources.

TAKEAWAY

Plugin license limits blocked ADA-compliant sliders. GPTC needs a web budget or a new platform to keep the site accessible.

MONTH 11 OF 11

October

2026











Expanding the Network

ACCOMPLISHMENTS

Week Without Driving and Fest in the First campaigns
Report web page rebuilt in WordPress
Website platform assessment for GPTC

EVENTS & MILESTONES

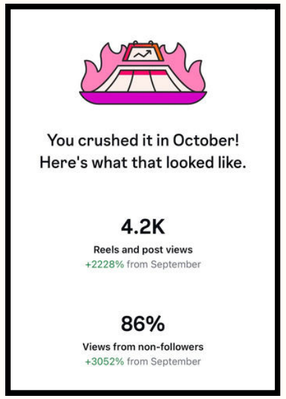
Oct 1–8: Week Without Driving
Oct 8: Holiday Lights partner kickoff
Oct 17: free Cycle219 demos at Fest in the First
Oct 24: Costume Slow Roll, Whiting

IMPACT

Kids painted our Safe Routes to School mural with VOCART, backed by Health by Design
Whiting launch with Calumet College, City of Whiting and Save the Dunes

SOCIAL MEDIA

“Every Stop Opens a Door” posts
“Have You Seen These Bikes?” and Slow Roll promos



TAKEAWAY

Last December’s lessons are paying off: sponsors, stops and swag for Holiday Lights are line up two months early.

OCTOBER 24 · OIL CITY STADIUM, WHITING

Cycle219 rolls into Whiting

500+
families, kids and neighbors

Largest
share of the fleet launched

At the Whiting Costume Parade and Community Trunk or Treat, we cut the ribbon with Calumet College of St. Joseph and the City of Whiting. Folks rode the bikes and learned about Cycle219 bike share, powered by GPTC.















THE YEAR BY THE NUMBERS

What the work added up to

1,788
new Facebook followers in 90 days

546%
more views than typical on Transit Equity Day

163
shares of the Holiday Lights post

+128%
engagement during BHM Trivia

75
riders on the Holiday Lights Tour

36
page “In Motion” Impact Report

74
posts and 370 reactions in the same 90 days

171
total registered users for Cycle219 rides

+600hrs
of Cycle219 ridership

LESSONS AND NEXT STEPS

What we learned, and where we go next

Lessons learned

Purpose-driven, local stories outperform routine posts
Capture rider feedback at every event
Lock data and footage deadlines early
Build weather backups into event plans
The website needs investment to stay accessible



Coming up

Impact Report presentation to the board
Impact Report social rollout, late Nov–Dec
Holiday Lights 2026: a multi-date series with sponsors
GPTC website redesign, winter 2026-2027

- Cycle219 regional expansion

NEXUS
STRATEGY AND IMPLEMENTATION

Thank You

GPTC Leadership and Staff · Operations and Drivers · Community Partners

Nexus Strategy and Implementation

nexusstrategyandimplementation@gmail.com
www.nexusimplementation.com

Building demand. Showing up on the ground. Creating moments people remember.