NEXUS STRATEGY AND IMPLEMENTATION · FOR GPTC

A Year In Motion

Eleven months of marketing, outreach, events and Cycle219 bike share for Gary Public Transportation Corporation.

December 2025 – October 2026 · Board of Directors, November 2026



40
Cycle219bikes deployed, up from 14

171
registered Cycle219 riders; 600+hours ridden

500+
people at theCycle219 Whiting launch

546%
more views onTransit Equity Day posts

The year, month by month

Dec 2025	Holiday Lights Tour sells out: about 75 riders, 163 shares of the flyer post
Jan 2026	“New Year, New Routes” campaign; Cycle219 Instagram launched; Lakeshore Public Media covers Transit Equity Day
Feb 2026	Transit Equity Day free fares honoring Rosa Parks; Black History Month Trivia lifts engagement 128%
Mar 2026	Impact Report shoot day; “In Motion” cover approved; Cycle219 Calumet College station goes live
Apr 2026	“In Motion” media kit for the State of the City; April 27 service changes; engagement up 63%
May 2026	**Standing room only at the Indiana Walk and Bike Summit**; same-day Air Quality posts; impressions from new followers up 94.4%
Jun 2026	Pop-Up Series at Lake Effekt; Marquette Greenway ribbon cutting; Cycle219 grand opening with 7 stations
Jul 2026	Full report design and web reader; Independence Day Parade; 10,000 video views across platforms
Aug 2026	Report presented to NIRPC; Cycle219 smart locks secured; followers up 17% across platforms
Sep 2026	36-page report finalized; “Is Here” poster, leave-behind and homepage sliders
Oct 2026	Week Without Driving; Fest in the First mural; Cycle219 Whiting launch with 500+ people

THE STORY WE HELPED TELL · GPTC 2024–2025 RESULTS

476,122
rides in 2025, up 2.31%

9,694
Access219 rides

98%
on-time performance

6,100
tons of CO_2 avoided yearly

Scan to Read More about our Partnership with GPTC, Download the Report, and See our full presentation

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

Over →

A YEAR IN MOTION · DEC 2025 – OCT 2026

What Nexus delivered for GPTC



SPOTLIGHT · MAY 2026 · INDIANAPOLIS

Standing room only at the Indiana Walk and Bike Summit

The GPTC and Cycle219 panel was one of the most popular workshops of the summit. Planners and advocates from across the state lined up to talk with GPTC and learn how a regional transit agency pulled off the Cycle219 bike share, putting Gary on the map as a model for the state.

2024–2025 “In Motion” Impact Report

- Interviews, quote bank, letters, writing and 36-page design
- Print, PDF, flipbook, web reader and homepage sliders
- State of the City media kit; presented to NIRPC
- “Voices from the Journey” video series for the rollout late November 2026

Marketing and social media

- Transit Equity Day, Black History Month and seasonal campaigns
- Service change and Week Without Driving campaigns
- Same-day Air Quality Action Day response
- 10,000 video views; followers up 17% across platforms

Cycle219 bike share

- Fleet grew from 14 to 40 bikes; stations and ridership tripled
- 171 registered riders and 600+ hours of riding
- Stations at Calumet College, Gary, Miller and Whiting
- Logistics, smart locks, vendors and rider flyers

Showing up in the community

- Holiday Lights Tour, Lake Effekt Pop-Up, One Earth Film Festival
- Marquette Greenway ribbon cutting; Independence Day Parade
- National Night Out; Fest in the First mural with VOCART
- Whiting launch with Calumet College of St. Joseph and the City of Whiting









What we learned

- Purpose-driven, local stories beat routine posts
- Capture rider feedback at every event
- Lock data and footage deadlines early
- Plan a weather backup for every event
- Bike share will continue to expand; planning needs to start now

Coming up

- Impact Report presentation to our community
- Impact Report social rollout, late November–December
- Holiday Lights 2026: a multi-date series with sponsors
- GPTC website redesign, winter 2026–2027
- Cycle219 regional expansion

> When GPTC shows up at parades, festivals, trail days and statewide summits, people see a transit agency that is part of the community. Every appearance says the same thing: equitable mobility is for everyone in the region.

Nexus Strategy and Implementation
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