



## New Resident Welcome Program

### Social Media & E-Blast Copy Ideas


**Use this copy to promote Omnitrans' New Resident Welcome Program to your city on social media platforms and to your email list.**

#### Social Media Captions


##### OPTION #1

Welcome to (INSERT CITY NAME HERE)! Now you're part of the growing San Bernardino County family. It's a wonderful place to live and explore with endless job opportunities and countless shopping, dining, and entertainment options. To help you explore the place you now call home, @Omnitrans, your local transit agency, is giving all new residents a free 7-day pass for unlimited rides on local, Freeway Express and sbX Rapid Transit bus routes. It's so easy to ride. Visit [omnitrans.org/welcome](https://omnitrans.org/welcome) to get your free pass today!


##### OPTION #2

 Ready to discover San Bernardino? @Omnitrans is your ticket to explore! New residents can ride for free with a 7-day pass. Don't wait, sign up at [omnitrans.org/welcome](https://omnitrans.org/welcome) today. #Omnitrans #WelcometotheNeighborhood #SanBernardino

##### OPTION #3

 New to the area? @Omnitrans has got you covered! Sign up at [omnitrans.org/welcome](https://omnitrans.org/welcome) and grab your 7-day pass for unlimited rides. Welcome to San Bernardino! #Omnitrans #WelcometotheNeighborhood #SanBernardino"

##### OPTION #4

 Moving to San Bernardino? Discover your new city with ease! @Omnitrans is offering free rides to new residents. Don't miss out on the 7-day pass, sign up at [omnitrans.org/welcome](https://omnitrans.org/welcome). #Omnitrans #WelcometotheNeighborhood #SanBernardino

***Don't forget to tag Omnitrans when you post! Our handle is @omnitrans.***

## E-Blast Copy

### SUBJECT LINE IDEAS

- Welcome to the neighborhood!
- Welcome to (insert city)!
- New residents get free transportation for 7 days!
- Try Omnitrans free for 7 days!
- Exploring your new neighborhood yet?

### E-BLAST COPY OPTION #1

We are so excited you recently joined the growing San Bernardino County family. It's a wonderful place to live and explore – from endless job opportunities to countless shopping, dining, and entertainment options. To help you explore the place you now call home, Omnitrans, your local transit agency, is giving all new residents a **free 7-day pass for unlimited rides** on local, Freeway Express and sbX Rapid Transit bus routes. It's so easy. Visit [omnitrans.org/welcome](https://omnitrans.org/welcome) today!

Claim your free pass:

1. Visit [www.tokentransit.com/omnitrans/newresidentwelcomeprogram](https://www.tokentransit.com/omnitrans/newresidentwelcomeprogram) and then provide your email and the code: **TRYOMNI**
2. Check your email! The pass will be immediately delivered to your inbox.
3. Download the Transit app to open the pass.
4. Show the driver your pass on Transit App when you board any Omnitrans bus.

### E-BLAST COPY OPTION #2

Welcome to the neighborhood!

We hope you love your new spot. To help you explore, Omnitrans, your local transit agency, is offering a **FREE 7-day unlimited ride pass** for all local, Freeway Express, and sbX Rapid Transit bus routes.

So get out and explore because our city has tons to offer!

Claim your free pass

1. Visit [www.tokentransit.com/omnitrans/newresidentwelcomeprogram](https://www.tokentransit.com/omnitrans/newresidentwelcomeprogram) and then provide your email and the code: **TRYOMNI**
2. Check your email! The pass will be immediately delivered to your inbox.
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