



## CASE STUDY

# Driving public trust for Chapel Hill's first rapid bus route



### Objectives

Developing a Bus Rapid Transit (BRT) route requires investments in infrastructure, significant changes to traffic patterns, and broad community support. Chapel Hill Transit faces the challenge of securing federal funding, managing public expectations, and building a distinct identity for the future service.

### Challenges

The BRT project requires navigating a complex brand landscape to ensure the new service feels distinct and fully integrated with the existing services. Another challenge is translating complex technical infrastructure plans into clear and accessible messages that engage the public.

### Solutions

Content Matters is implementing a strategic communications plan. Our methodology centers on a Three-Pillar Approach: establishing a premium route naming & identity, ensuring consistent sub-branding, and executing a targeted, phase-based communication strategy.

## IMPACT

### Brand Positioning

Successfully positioning bus rapid transit as a necessary, reliable, and high-quality transportation upgrade.

### Efficiency and Consistency

The project team can now address community concerns directly and transparently before they escalate, ensuring the public narrative remains focused on the benefits of the infrastructure investment.

### Enhanced Trust and Engagement

By achieving clarity and consistency across all channels, the project fosters greater public trust and deeper, more meaningful engagement, critical for long-term rider adoption.



*We're building a better, more connected future for Chapel Hill. We've always valued progress in transit. Bus Rapid Transit is the next step in that journey.*

### CHAPEL HILL TRANSIT

