



# Marketing Transit Toolkit: Guidance and Tools for Small Agencies

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Connecticut RTAP Spring Conference  
April 25, 2018



U.S. Department of Transportation  
Federal Transit Administration

# Agenda

- Marketing Transit Toolkit
  - Overview of Toolkit Contents
  - Marketing Tools
  - Other National RTAP Marketing Tools
- National RTAP Overview
- Questions

# Marketing Transit Toolkit

# Marketing Transit Toolkit

- Free online toolkit with guidance and tools to help any transportation provider looking to create or revise their marketing plan and strategies
- Designed for small systems without dedicated marketing staff
- Available at [nationalrtap.org/marketingtoolkit](https://nationalrtap.org/marketingtoolkit), no registration required

The screenshot shows the homepage of the National RTAP Marketing Toolkit. At the top left is the National RTAP logo with the text 'Rural Transit Assistance Program'. To the right are links for 'Cloud Signup' and 'Cloud Login'. Below these are icons for 'Chat Online', 'Click to Email', and 'Call Us at: 888-589-6821'. A left sidebar contains a 'Marketing Toolkit' menu with options: 'How-To Guide For Marketing Transit', 'Marketing Plan Workbook', 'Marketing Tools', and 'Other Resources'. The main content area features a row of four images: a white van with its side door open, a green and white transit truck, a blue bus with passengers, and a red transit truck. Below the images is the heading 'Marketing Transit Toolkit' and a subheading 'Welcome to the National RTAP Marketing Toolkit'. A paragraph follows, stating: 'This toolkit is designed as a comprehensive and practical guide for rural and tribal public transportation agencies to develop and implement successful marketing programs for their systems. Transit agencies in smaller communities rely on a relatively small staff to keep the wheels turning. Of necessity, transit managers are involved in virtually all aspects of their organization, supervising day-to-day operations, vehicle maintenance, customer service, financial reporting and'.

# Toolkit Contents

## 1. **How-To Guide**

- Marketing Overview
- Marketing in the Transit Environment
- Developing a Marketing Plan
- Strategies for Marketing Public Transit
  - Fundamental Communications (Branding and Passenger Information)
  - Strategies for Building Awareness, Image, and Support (Paid and Non-Paid Communication)
  - Targeted Strategies for Generating Ridership (Gatekeeper Outreach and Targeted Communications)

# Toolkit Contents

## 2. Marketing Plan Workbook

- Worksheets to help you develop and implement a marketing plan
  1. *Situation Assessment*
  2. *Resources for Marketing*
  3. *Goals and Objectives*
  4. *Target Markets*
  5. *Strategies*

**5. Marketing Strategy Worksheet**

**Fundamental Communications**  
These are strategies that every transit agency needs to utilize in order to identify its services and provide directions for using them.

- ① Branding
  - ☒ Name and Logo
  - ☒ Vehicle Graphics
  - ☒ Bus Stop Signage (for fixed routes)
- ① Passenger Information
  - ☒ Passenger Guide
  - ☒ Website
  - ☒ Telephone Information/Reservations

**Additional Strategies**  
From these strategies, select those that are most appropriate for your community, transit system, objectives and target markets.

- ② Additional Passenger Information
  - ☐ Information at the Bus Stop
  - ☐ Google Transit
  - ☐ Real-time Information

**Strategies for Building Awareness, Image and Support**

Non-Paid Communications Channels	Paid Media Advertising
① <input type="checkbox"/> News Releases	② <input type="checkbox"/> Transit Advertising
② <input type="checkbox"/> Website Posts	② <input type="checkbox"/> Newspaper
② <input type="checkbox"/> Email Announcements or Newsletters	② <input type="checkbox"/> Posters
② <input type="checkbox"/> Public Speaking	③ <input type="checkbox"/> Radio
③ <input type="checkbox"/> Social Media (Facebook or Twitter)	③ <input type="checkbox"/> Television
③ <input type="checkbox"/> Radio PSA's	③ <input type="checkbox"/> Direct Mail
③ <input type="checkbox"/> Videos	③ <input type="checkbox"/> On-Line Advertising

**Targeted Strategies for Generating Ridership**

① <input type="checkbox"/> Gatekeeper Outreach	② <input type="checkbox"/> Orientation Packets
② <input type="checkbox"/> Permanent Information Displays	② <input type="checkbox"/> Email blasts
② <input type="checkbox"/> Customized Information (audience-specific)	② <input type="checkbox"/> Newsletter Articles
② <input type="checkbox"/> Bulletin Board Posters and Flyers	② <input type="checkbox"/> Travel Training
② <input type="checkbox"/> Website Links	③ <input type="checkbox"/> Fare Programs

## 3. Marketing Tools

- Tools to help you implement the strategies you identify for your system
- Designed for novice marketers and come with instructions

# Marketing Tools

## ■ Photo and Graphics Libraries

- Copyright-free transit-related photos and graphics
- High and low resolution images for print and online

## ■ Microsoft Publisher Templates

- For passenger information and promotional materials
- Map and Schedule Maker “utilities” for use in templates
- Detailed instructions for using the templates

## ■ Other Tools & Resources

- Guidance and examples for news releases, radio spots, surveys, and more

# Photo Library

- Various transit riders, vehicles, environments, and situations:

- Bicycles
- Buses
- Family
- Groups
- Mobility-Assistive
- Seniors
- Service Dog
- Shopper
- Students
- Workers





# Graphics Library

- Two styles of illustrations:
  - Graphic vehicles
  - Illustrations of buses in various situations and environments
- Three styles of vehicles:
  - Vans
  - Cutaway buses
  - Transit buses
- Transit Symbols and Icons
- Graphics are black and white, but can be colored in Publisher



# Templates in MS Publisher

## (2 styles of each)

- Flyer
- Poster
- Postcard
- Newspaper Ad
- Newsletter – print
- Newsletter – email
- Letterhead
- Business Card
- Bus Stop Sign
- Brochure/Passenger Guides
  - Letter – options with and without map and schedule (e.g. for Dial-a-Ride)
  - Legal – with map and schedule
  - Tabloid – for multi route systems
- Template Utilities
  - Map Maker Template (Publisher)
  - Schedule Maker Template (Excel)
- Instructions for Templates
  - Customizing Templates in Publisher
  - Printing Instructions

# Templates

### Rules to Ride By

- Buses pickup only at approved locations
- Be at the stop 5 minutes before the scheduled departure time
- No eating, drinking or smoking on the buses
- No more bags than passenger can handle and place under seat or in lap (limit 4)
- Animals in approved pet carrier only
- No hazardous materials on bus
- No radios or tape players without headsets
- No profane or inappropriate language or behavior
- Passengers who fail to comply with these rules may be denied service and/or discharged from the bus.

Serving Greater Alpha County and the Beta Township Community


## ALPHA TRANSIT



### Passenger Guide

INCLUDES

- Complete Schedule
- Route Map
- Fares and Bus Passes
- Dial-A-Ride



### Transit Fares

PER RIDE IN EACH DIRECTION

General Public	\$2.00
Child (under 6 yrs.)	Free
Senior (60+) and Disabled	\$1.00


### Dial-a-Ride Fares

PER RIDE IN EACH DIRECTION

General Public	\$3.00
Child (under 6 yrs.)	Free
Senior (60+) and Disabled	\$2.00

### Multi-ride Bus Passes

UNLIMITED RIDES PER TIME PERIOD



### Alpha Transit

Serving Greater Alpha County and Beta Township Community

#### How the Alpha Transit system works:

Two buses serve the route every two hours Monday through Saturday from 7 a.m. to 5 p.m., starting in the rural Alpha County area, and travel to the central business, school, and shopping areas in the Beta Township, with returns trips every two hours from 9 a.m. to 7 p.m. Sunday bus service is every two hours from 10 a.m. to 4 p.m.

#### Dial-A-Ride Service

Dial-A-Ride that will pick you up at your curb is available to:

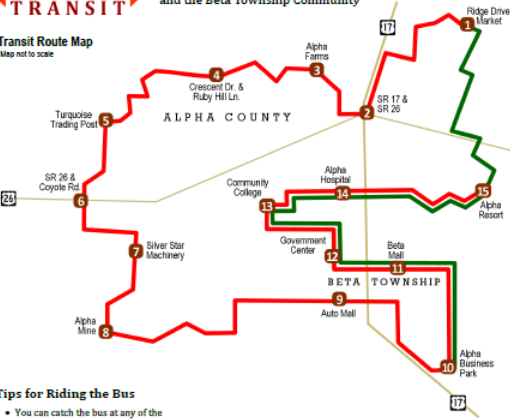


## ALPHA TRANSIT

Serving Greater Alpha County and the Beta Township Community


### Transit Route Map

Map not to scale



#### Tips for Riding the Bus

- You can catch the bus at any of the stops shown on the schedule.
- You can also flag the bus down at any location along the route where it is safe to stop. If you plan to catch the bus at other than a bus stop, it is a good idea to call ahead so the driver can be alerted to look for you.
- Please be ready to pay your fare when you board, with exact cash or a ticket. Drivers do not carry change.



800-000-0000 • AlphaTransit.org

For current schedule updates and information:  
800-000-0000 • AlphaTransit.org

### Quick Route — 6 stops

#### To Alpha Business Park

Departures — Monday through Saturday  
AM: 7:00, 9:00, 11:00 — PM: 1:00, 3:00, 5:00

Stop	First Bus AM	Every Two Hours	Last Bus PM
1. Ridge Drive Market	7:00	-00	5:00
15. Alpha Resort	7:12	-12	5:12
14. Alpha Hospital	7:20	-20	5:20
13. Community College	7:24	-24	5:24
12. Government Center	7:29	-29	5:29
11. Beta Mall	7:33	-33	5:33
10. Alpha Business Park	7:39	-39	5:39

#### To Ridge Drive Market

Departures — Monday through Saturday  
AM: 8:00, 10:00 — PM: 12:00, 2:00, 4:00, 6:00

Stop	First Bus AM	Every Two Hours	Last Bus PM
10. Alpha Business Park	8:00	-00	6:00
11. Beta Mall	8:06	-06	6:06
12. Government Center	8:10	-10	6:10
13. Community College	8:15	-15	6:15
14. Alpha Hospital	8:19	-19	6:19
15. Alpha Resort	8:27	-27	6:27
1. Ridge Drive Market	8:39	-39	6:39



### Full Route — 15 stops

#### To Alpha Resort

Departures — Monday through Saturday  
AM: 7:00, 9:00, 11:00 — PM: 1:00, 3:00, 5:00

Stop	First Bus AM	Every Two Hours	Last Bus PM
1. Ridge Drive Market	7:00	-00	5:00
2. Intersection of SR 17 & SR 26	7:10	-10	5:10
3. Alpha Farms	7:16	-16	5:16
4. Crescent Dr. & Ruby Hill Ln.	7:23	-23	5:23
5. Turquoise Trading Post	7:29	-29	5:29
6. Intersection of SR 26 & Coyote Rd.	7:35	-35	5:35
7. Silver Star Machinery	7:40	-40	5:40
8. Alpha Mine	7:45	-45	5:45
9. Auto Mall	7:53	-53	5:53
10. Alpha Business Park	7:59	-59	5:59
11. Beta Mall	8:05	-05	6:05
12. Government Center	8:09	-09	6:09
13. Community College	8:14	-14	6:14
14. Alpha Hospital	8:18	-18	6:18
15. Alpha Resort	8:26	-26	6:26

#### To Ridge Drive Market

Departures — Monday through Saturday  
AM: 8:00, 11:00 — PM: 1:00, 3:00, 5:00, 7:00

Stop	First Bus AM	Every Two Hours	Last Bus PM
15. Alpha Resort	8:00	-00	7:00
14. Alpha Hospital	8:08	-08	7:08
13. Community College	8:12	-12	7:12
12. Government Center	8:17	-17	7:17
11. Beta Mall	8:21	-21	7:21
10. Alpha Business Park	8:27	-27	7:27
9. Auto Mall	8:33	-33	7:33
8. Alpha Mine	8:41	-41	7:41
7. Silver Star Machinery	8:46	-46	7:46
6. Intersection of SR 26 & Coyote Rd.	8:51	-51	7:51
5. Turquoise Trading Post	8:57	-57	7:57
4. Crescent Dr. & Ruby Hill Ln.	10:03	1:03	8:03
3. Alpha Farms	10:10	1:10	8:10
2. Intersection of SR 17 & SR 26	10:16	1:16	8:16
1. Ridge Drive Market	10:26	1:26	8:26

# ALPHA TRANSIT








800-000-0000  
AlphaTransit.org

- Legal brochure – with map and schedule
- Bus stop sign

# Templates

- Letter brochure - without map and schedule
- Poster



**Alpha Transit**  
*Serving Greater Alpha County and Beta Township Community.*

**Dial-a-Ride Service**

Dial-a-Ride is a shared ride curb-to-curb transit service provided to the general public throughout Alpha County. It serves Beta Township, plus the communities of Tintown, Smallville and Grass Valley.

Dial-a-Ride operates Monday through Saturday, from 7 a.m. to 6 p.m. It does not operate on holidays.

A prior day reservation is required. You can reserve your trip up to two weeks in advance. Emergency same-day reservations are accepted on a space available basis.

This guide provides complete information about Dial-a-Ride fares, popular destinations and making a reservation.

For more information about Dial-a-Ride service or to make a reservation, please give us a call.

**800-000-0000**

**Dial-a-Ride Fares**  
PER ONE-WAY RIDE

Within Beta Township

General Public .....	\$3.00
Child (under 6 yrs.) .....	Free
Senior (60+) .....	\$2.00
Persons with Disabilities .....	\$2.00

To or From Locations  
Outside of Beta Township

General Public .....	\$6.00
Child (under 6 yrs.) .....	Free
Senior (60+) .....	\$4.00
Persons with Disabilities .....	\$4.00


**ALPHA TRANSIT**

*Serving Greater Alpha County and the Beta Township Community*


**AlphaTransit.org**  
**800-000-0000**

*Serving Greater Alpha County and the Beta Township Community*

**ALPHA TRANSIT**




**Dial-a-Ride Service throughout Alpha County**



**AlphaTransit.org**  
**800-000-0000**

*Serving Greater Alpha County and the Beta Township Community*




**Getting Around is Easy and Inexpensive with Alpha Transit**

All kinds of people have discovered how easy and economical it is to get around on Alpha Transit. It's a great way to travel to work, school, shopping, a doctor's appointment, or wherever you need to go.

Describe the type of service you offer - fixed route, Dial-a-Ride or a hybrid. Make sure it is clear who can use the service. The photos you choose to include will also communicate this message.


To find out if Alpha Transit will work for you, visit our website or give us a call.



**Great Places to Go on the Bus**

- Beta Town Mall
- Alpha County Medical Center
- Alpha-Beta Market
- Smallville
- Tintown
- Alpha -Beta Community College
- Tintown Medical Clinic
- AB Medical Offices
- Beta Town Cinemas
- Alpha Senior Apartments

**ALPHA TRANSIT**




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**AlphaTransit.org • 800-000-0000**



# User Examples

*Serving Person County Residents since 1999*




**Dial-A-Ride**

There are 14 buses in service daily for the residents of Person County.


**Monday through Friday:**  
Operation Hours: 6:00am—6:00pm  
Office Hours: 8:30am—5:00pm

There is 1 bus in service for Person County Residents going to Prospect Hill, Durham or Chapel Hill for Medical appointments only.

**Tuesday through Thursday:**  
Departs from PATS parking Lot around 6:00am  
Returns to PATS parking Lot by 5:00pm



Person Area Transportation System  
341 South Madison Blvd.  
Roxboro, North Carolina 27573  
Office: (336) 597-1771  
Fax: (336) 330-2311




**Roxboro Uptown Shuttle**

As of now there is 1 bus in service daily for Person County Residents to catch the Roxboro Uptown Shuttle. See schedule below.


**Monday through Friday:**  
Departs from PATS parking lot  
**7:00am—12:00pm**  
**1:00pm—5:00pm**

A Public Transportation System

**Roxboro Uptown Shuttle Map and Schedule**



STOPS	AM					PM				
1—Cleveland Lane (Playground)	7:00	8:00	9:00	10:00	11:00	1:00	2:00	3:00	4:00	5:00
2—Brookstone / Shale Circle (Mailboxes)	7:05	8:05	9:05	10:05	11:05	1:05	2:05	3:05	4:05	5:05
3—Walmart (2nd door)	7:10	8:10	9:10	10:10	11:10	1:10	2:10	3:10	4:10	5:10
4—Week Drive (across from Golden Coral)	7:15	8:15	9:15	10:15	11:15	1:15	2:15	3:15	4:15	5:15
5—Madison Square Center (DSS/FEMA)	7:20	8:20	9:20	10:20	11:20	1:20	2:20	3:20	4:20	5:20
6—PMH	7:25	8:25	9:25	10:25	11:25	1:25	2:25	3:25	4:25	5:25
7—PCC	7:32	8:32	9:32	10:32	11:32	1:32	2:32	3:32	4:32	5:32
8—Oaks Apartment	7:34	8:34	9:34	10:34	11:34	1:34	2:34	3:34	4:34	5:34
9—Pine Ridge	7:36	8:36	9:36	10:36	11:36	1:36	2:36	3:36	4:36	5:36
10—Roses / Food Lion	7:41	8:41	9:41	10:41	11:41	1:41	2:41	3:41	4:41	5:41
11—Person Plaza (Peebles / Just Save)	7:47	8:47	9:47	10:47	11:47	1:47	2:47	3:47	4:47	5:47
12—Long Memorial Church Parking Lot (Help Center)	7:48	8:48	9:48	10:48	11:48	1:48	2:48	3:48	4:48	5:48
13—Courthouse (Main Street)	7:51	8:51	9:51	10:51	11:51	1:51	2:51	3:51	4:51	5:51
14—Library	7:53	8:53	9:53	10:53	11:53	1:53	2:53	3:53	4:53	5:53



Person Area Transportation System  
336-597-1771

www.personcounty.net (Transportation Department) • Office: 336-597-1771

*...Need a ride?*

- Doctor appointments
- Shopping trips
- Group excursions
- Etc....

## THE WAYNE COUNTY TRANSPORTATION SYSTEM *happily brings you* **COUNTRY ROADS**

**RIDES FUNDED BY:**

- PA DEPT OF AGING—AGE 60-64
- THE PA LOTTERY—AGE 65+
- PERSONS WITH DISABILITIES
- MEDICAL ASSISTANCE TRANSPORTATION PROGRAM

FOR MORE INFORMATION, PLEASE CALL  
253-4280, MONDAY THROUGH FRIDAY, 8AM-4PM

- Person Area Transportation System
- Wayne County Transportation System

# Other Tools

- Instructions for creating content for brochures, ads, flyers
- Photo tips and Release Form
- News releases and news schedule
- Radio script guidelines and samples
- Sample passenger survey questionnaire
- Tips for communicating with people with special needs

[illegible]

Format your script for the station on your letterhead, with your contact information at the upper left corner.

Center text as follows:

**:30 Radio Announcement** (or :15 Radio Announcement if it is a 15-second spot)

To air (Month, Date – Month, Date, Year)

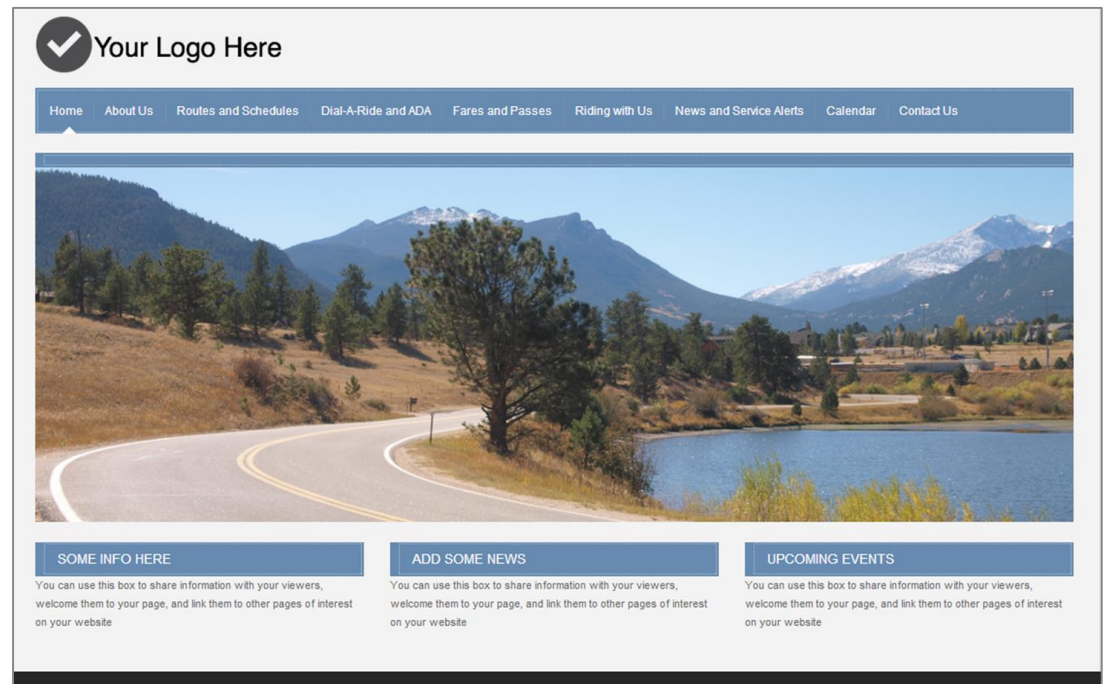
WHEN YOU NEED A RIDE IN THE TWIN PINES AREA, TWIN PINES TRANSIT IS THE WAY TO GO! TWIN PINES TRANSIT OFFERS CONVENIENT SERVICE DAILY TO ANYONE WHO NEEDS A RIDE, FROM LITTLE PINES VILLAGE TO BIG PINES TOWNSHIP. FIND OUT WHY MORE PEOPLE ARE USING TWIN PINES TRANSIT FOR SHOPPING, WORK, MEDICAL APPOINTMENTS, COMMUNITY COLLEGE CLASSES AND EVEN AREA RECREATION. VISIT [TWINPINESTRANSIT.ORG](http://TWINPINESTRANSIT.ORG) TODAY. OR CALL 000-0000.

TWIN PINES TRANSIT IS THE WAY TO GO!

# National RTAP Marketing Tools

## Website Builder

- Template with transit related pages – just fill in your content
- Easy to customize design
- Instructional Videos
- Tech Support
- Free website hosting



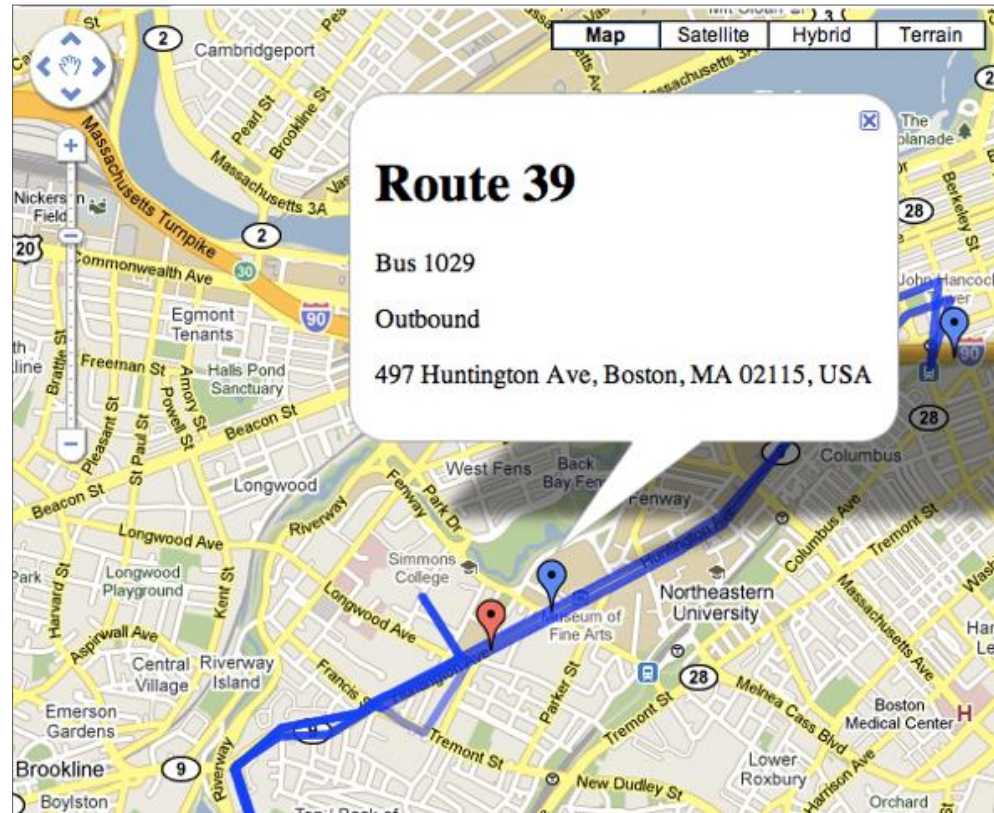


# National RTAP Marketing Tools

## GTFS Builder

(General Transit Feed Specification)

- Helps transit providers enter their route and schedule data into Google Transit and other online trip planners
- Excel spreadsheets
- Free hosting of GTFS data
- Step-by-step guidance in brief instructional videos





# Questions?

Access the Marketing Transit Toolkit at:  
[www.nationalrtap.org/MarketingToolkit](http://www.nationalrtap.org/MarketingToolkit)

# National RTAP Overview

# National Rural Transit Assistance Program

- Technical assistance center funded by the FTA through the Section 5311 Formula Program for Rural Areas
- Provides FREE training materials and technical assistance products and services to rural and tribal transit operators and supports the State RTAP programs
- National RTAP's goals are to promote the safe, effective, and efficient delivery of public transportation in rural areas.
- Review Board – 7 state DOT officials and 7 rural transit providers

# What Does National RTAP Offer for You?

- Comprehensive offering of FREE resources
  - Help you do your job better and manage costs
- One stop for technical assistance products and services
  - If we can't help with your request, we'll connect you to someone who can
- Commitment to innovation
  - Forward-thinking products to address rural transit challenges. You don't have to be a tech expert – know-how and support are provided!

# National RTAP Products and Services

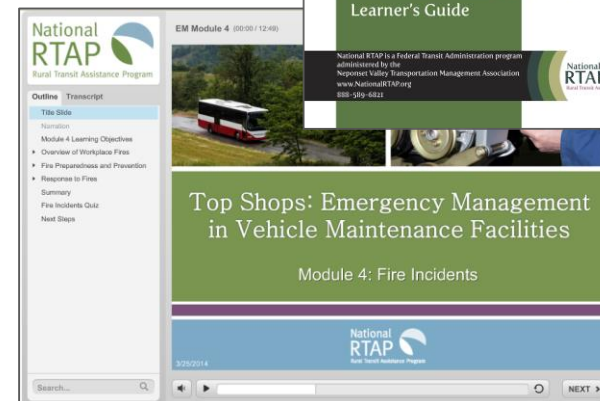
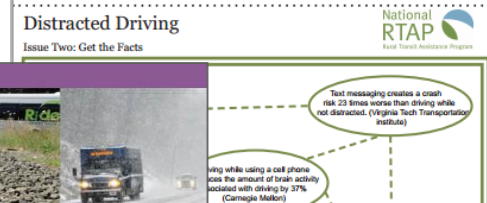
- **Resource Center** – [nationalrtap.org](http://nationalrtap.org), phone, email, chat
- **Bi-weekly eNews**
- **Trainings** – books and e-learning (ships free)
- **Web Apps** – Website Builder, GTFS, ProcurementPRO
- **Online Toolkits** – Transit Manager, ADA, Find Anything
- **Technical briefs** – DBE Program, Grant Writing
- **Resource Library** – Topic guides, National RTAP and partner resources
- **Webinars and Peer Calls** – Procurement, Title VI, ADA, Disaster Preparedness
- **Technical Assistance Conference** – biennial, next is fall 2019, location TBD



# Training Modules

## Popular Products

- Substance Abuse Awareness (online)
- Safety Training & Rural Transit (books/online)
- Customer Driven Service
- Emergency Procedures
- Problem Passengers, Challenging Situations
- 2 the Point Refresher Training (cards/online)
- Top Shops: Emergency Management in Vehicle Maintenance Facilities (online)
- Fundamental Financial Management
- Scheduling & Dispatching
- Boards that Perform
- **Available at [nationalrtap.org](http://nationalrtap.org) or register at [elearning.nationalrtap.org](http://elearning.nationalrtap.org)**



# Resource Library

## *Topic Guides*

- ADA
- Bloodborne Pathogens
- Defensive Driving
- Disasters
- Distracted Driving
- Drug and Alcohol
- Livability
- Mobility Management
- RTAP Programs
- Safety/Transit Asset Management
- Tribal Transit
- Wheelchair Securement

# Webinars & Peer Calls

## Upcoming Webinars:

- Cost Allocation 101 - June 6, 2:00pm ET
- FTA Transit Asset Management for Tribes - June 27, 2:00pm ET

## Recent Webinars and Peer Calls

- Demand Response to Deviated Fixed Route Service Webinar
- FTA Low-No Emission: Grant Writing for Small & Rural Systems Webinar
- Drug & Alcohol Fitness-for-Duty Policies & Procedures for Transit Webinar
- Hours of Service & Electronic Logging Devices Webinar
- Understanding the Updated USDOT Drug & Alcohol Testing Webinar
- Disaster Preparedness Peer Call Series

Register or view recorded Webinars and Peer Calls at [nationalrtap.org](https://nationalrtap.org)



# Contact Information

## National RTAP

Woburn, MA & Washington, DC

888-589-6821

[www.nationalrtap.org](http://www.nationalrtap.org)

[@nat\\_rtap](https://www.facebook.com/nationalrtap)

[@nat\\_rtap](#)

[YouTube Channel](#)

## Liz Taylor

Assistant Director

781-404-5015

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U.S. Department of Transportation  
Federal Transit Administration