National RTAP Products, eLearning & More

Connecticut Annual Transit Conference
April 25, 2016

National
RTAP
Rural Transit Assistance Program

FTA U.S. Department of Transportation
Federal Transit Administration

Presentation Outline

- National RTAP Overview

- National RTAP Products & Services

  National RTAP Resource Center

  Training Materials

  Toolkits, Tech Briefs & Topic Guides

  Webinars & Peer Calls

  Web Apps

  GTFS

- Marketing Toolkit

- Questions

National RTAP Overview

National RTAP Overview

- Provides FREE training and technical assistance to rural and small urban and Tribal transit operators

- Funded by Section 5311 formula program for non-urbanized areas

- RTAP manager in each state

- FTA contracts with non-profit vendor for national program

  - Neponset Valley Transportation Management Association

  - Product development guided by Review Board

    - 7 representatives of State Departments of Transportation

    - 7 representatives of rural / Tribal transit operators

Use National RTAP Resources to:

- Create or update a training class

- Answer your questions about rural transit planning, operations, management, or funding

- Incorporate technology into your program or transit system

- Learn about the latest developments in rural transit, including funding opportunities

- Get expert advice from a peer transit provider

- Hear knowledgeable speakers without leaving the office

- www.nationalrtap.org

National RTAP Products and Services

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  Web Apps

  Rural INTDAS

- National RTAP eLearning

The Resource Center

- www.nationalrtap.org
- Staff available to provide one-on-one assistance
    - Phone, e-mail, online chat
    - Monday-Friday, 9:00am - 5:00pm Eastern
    - 888-589-6821
    - Answer questions, research issues, send copies of materials
- View, download, or order training modules, webinars, videos, technical briefs, and reports
- Access to National RTAP in the Cloud web applications

eLearning Training Modules Currently Available

- START Online – Safety Training and Rural Transit

- Top Shops: Emergency Management in Vehicle Maintenance Facilities

- 2 the Point Training

- Emergency Procedures for Rural Transit Drivers

- Problem Passengers, Challenging Situations

- FTA Guidance & Documents
  - ADA & Disability
  - Title VI Requirements
  - Reasonable Suspicion

- NCMM Mobility Management Training

Upcoming eLearning Courses!

- Safety-Sensitive Employee Substance Abuse Online Program
    - Training on the effects and consequences of prohibited drug use on personal health, safety and work environment
    - Employees that perform safety-sensitive functions for the transit system are required by FTA to receive a minimum of 60 minutes of training
    - Expected to be available May 2016
- www.elearning.nationalrtap.org
    - Register as an agency or as an individual

Toolkits, Technical Briefs & Topic Guides

Toolkits

- ADA Toolkit

- Bus Roadeo Toolkit

- Find Anything Toolkit

- Marketing Toolkit **New!**

- State RTAP Manager's Toolkit

- Transit Manager's Toolkit

Toolkits, Technical Briefs & Topic Guides

Technical Briefs

- Why GTFS? *New!*

- eLearning Technical Brief

- Top Shops: Emergency Management in Maintenance Facilities

- Oversized Wheeled Mobility Devices

- Grant Writing Made Easy: How to Write a Successful Grant Application

- Drug and Alcohol Testing, DOT and FTA Compliance

- Livable Communities: Tips for Designing Transit Services and Infrastructure to Promote Livability

Toolkits, Technical Briefs & Topic Guides

Topic Guides

- ADA

- Bloodborne Pathogens

- Defensive Driving

- Distracted Driving

- Drug and Alcohol Programs

- Livability

- Mobility Management and Intelligent Transportation Systems (ITS)

- Map-21 Program Changes

- RTAP Programs

- Safety & Transit Asset Management (TAM)

- Tribal Transit

- Wheelchair Securement

Webinars & Peer Calls

101 Webinar Series

- Ethics in Transit Decision-Making

- FTA Bus Safety Program and SMS for Small Agencies

- FTA Intercity Bus Program

- Rides to Wellness

- Title VI Requirements

- Video recordings and PowerPoints available on our website

- E-mail info@nationalrtap.org to be put on invitation list, or register for upcoming webinars under the Webinars tab at www.nationalrtap.org

Webinars & Peer Calls

Peer Calls

- TCRP Research Needs

- Transit Manager 101

- Tribal Transit

- Title VI Plans

- Interstate Regulations

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National RTAP Web Apps

National RTAP Cloud

- Website Builder V2 – create and design websites for your agency
- GTFS Builder – create General Transit Feed Specification (GTFS) files for online trip planning
- ProcurementPRO – receive accurate federal clauses and certifications for specific procurement type, cost and method
- www.nationalrtap.org

Rural INTDAS

- **Integrated National Transit Database Analysis System (INTDAS)**
  - Access to Rural NTD Data
    - Integrates multiple years of rural NTD data
    - Quick access and analysis of Rural NTD data
    - Peer comparisons or performance measures
  - www.ftis.org/INTDAS
    - Register as an individual

2013 Data Year

Effectiveness Measures	4R07-001 Aiken Area Council on Aging, Inc.	4R07-004 Edgefield County Senior Citizens Council	4R07-008 Newberry County Council on Aging	4R07-018 McCormick County Senior Center	4R07-027 Bamberg County Office On Aging	4R07-033 Lancaster County Council on Aging
Service Consumption						
Annual Vehicle Revenue Miles	658,624	496,306	482,856	293,199	475,586	359,281
Annual Vehicle Revenue Hours	27,535	18,648	23,021	11,494	23,959	26,208
Total Unlinked Passenger Trips	51,342	23,445	46,467	18,675	31,212	25,901
Total Unlinked Passenger Trips per Vehicle Revenue Mile	0.08	0.05	0.10	0.06	0.07	0.07
Total Unlinked Passenger Trips per Vehicle Revenue Hour	1.86	1.26	2.02	1.62	1.30	0.99
Service Quality						
Average Speed (RM/RH)	23.92	26.61	20.97	25.51	19.85	13.71
Average Age of Fleet (in years)	5.56	6.07	5.38	7.75	5.56	4.64
Total Reportable Incidents	0	0	0	0	2	0
Vehicle Revenue Miles between Incidents	n/a	n/a	n/a	n/a	237,793	n/a
Total Accidents (Fatalities + Injuries)	0	0	0	0	2	0
Vehicle Revenue Miles between Accidents	n/a	n/a	n/a	n/a	237,793	n/a

Rural INTDAS

- View the data that results from your reports

- Benchmark yourself against other rural systems

National RTAP

Marketing Transit Toolkit

What is the Marketing Toolkit?

http://nationalrtap.org/marketingtoolkit/

What is the Marketing Toolkit?

How-To Guide
- Overview of how marketing works in the transit environment and how to develop an effective rural transit marketing plan

Marketing Toolkit

How-To Guide for Marketing Transit
Marketing Overview
Marketing in the Transit Environment
Developing a Marketing Plan
Strategies for Marketing Public Transit
   Fundamental Communications
   Strategies for Building Awareness, Image, and Support
   Targeted Strategies for Generating Ridership

Marketing Plan Workbook
1. Situation Assessment Worksheet
2. Resources Worksheet
3. Goals and Objectives Worksheet
4. Target Markets Worksheet
5. Marketing Strategy Worksheet

Marketing Tools
Photo Library
Graphics Library
Templates
Other Tools

Other Resources

What is the Marketing Toolkit?

How-To Guide
- Overview of how marketing works in the transit environment and how to develop an effective rural transit marketing plan

Strategies
- A wide variety of proven marketing strategies for building awareness, image, support and ridership

Marketing Plan Workbook
- A series of worksheets which you can use to develop a marketing plan

Marketing Toolkit

How-To Guide for Marketing Transit
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What is the Marketing Toolkit?

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- A wide variety of proven marketing strategies for building awareness, image, support and ridership

Marketing Plan Workbook

- A series of worksheets which you can use to develop a marketing plan

Marketing Tools

- Copyright free photos and graphics
- MS Publisher templates for passenger information and promotional materials
- Guidelines for news releases, radio spots and more.

Marketing Toolkit

How-To Guide for Marketing Transit

Marketing Overview

Marketing in the Transit Environment

Developing a Marketing Plan

Strategies for Marketing Public Transit

  Fundamental Communications

  Strategies for Building Awareness, Image, and Support

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Marketing Plan Workbook

1. Situation Assessment Worksheet

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Other Resources

What is Marketing?

What is Marketing?

- Everything that a transit agency does to communicate with its riders, potential riders, and other important stakeholders within the community it serves.

What does Marketing Do?

- **Transform Your Audience**

Unawareness

↓

Awareness

↓

Knowledge

↓

Positive Image

↓

Trial Rider

↓

Transit Rider

What Does Marketing Do?

How?

- Raise awareness of public transit in the community

- Dispel misconceptions

- Increase ridership

- Influence the community to support public transit

- Satisfy funding requirements

What Can't marketing do?

Marketing cannot fix poor or inadequate service.
If service falls short — buses break down, schedules are unreliable — or it simply does not meet the needs of the target user, marketing will only make matters worse by offering a promise that the service cannot fulfill.

Getting Started

Elements of a Marketing Plan

The transit marketing plan includes five major topics:

– Situation

– Resources

– Goals and Objectives

– Target Markets

– Strategies

Developing a Plan - Worksheets

- [Assessing Your Situation](#)

- [Counting Your Resources](#)

- [Goals and Objectives](#)

- [Target Markets](#)

- [Selecting Marketing Strategies](#)

Assessing Your Situation

- **Assess Your System's Visibility and Visual Image**

  – Ask Yourself

- **Assess Your System's Passenger Experience**

  – Survey or interview your riders

- **Assess Your Image in the Community**

  – Reach out to non-rider groups — community leaders, employers, stakeholders and gatekeepers (individuals or organizations that can provide access to potential user groups) about their views of the system

Counting Your Resources

- What resources are available?

  – The marketing toolkit suggests that transits should spend about 1% of their operating budget on marketing

Item	Marketing Budget	Capital Budget	In-house/ Contribution
Branding	$	$	$
Graphic Support	$	$	$
Vehicle Graphics	$	$	$
Bus Stop Signage	$	$	$
Passenger Information	$	$	$
Printing Passenger Guides	$	$	$
Website Hosting & Maintenance	$	$	$
Info Panels for Bus Stops	$	$	$
Promotional Efforts	$	$	$
Printing Posters and Flyers	$	$	$
Media Advertising	$	$	$
Schedule Holder/Display Fixtures	$	$	$

Goals and Objectives

- **Awareness** — letting people know transit exists in your community

- **Education** — educating the population about your services and their benefits

- **Image/Perception** — creating a positive and inclusive image of your transit system

- **Ridership** — encouraging trial ridership among new customers and continued use among existing riders

- **Support** — building support in the broad community and among community leaders

Target Markets

- Once you have identified your target markets, you can customize messages that appeal to and are appropriate for specific groups.

  Ridership Target Markets

  Non-Rider Target Markets

- Identifying a target market is a key step to creating more effective marketing materials.

- examples from the toolkit include:

Target Markets

- Effective targeted marketing highlights what your audience needs to know to become riders.

  – Destinations, Hours, and reliable service that meet their transportation needs

  – Relevant benefits (mobility, convenience, reduced cost, reduced time, or independence)

Target Markets

- Examples include;

  – A brochure distributed to college students that shows exactly which routes serve the campus, at what hours and for what price.

  – A flyer advertising increased service during key commute times for workers

Marketing Strategies

Selecting Marketing Strategies

- **Fundamental Communications**

  - Branding

  - Passenger Information

- **Additional Strategies**

  - Strategies for Building Awareness, Image and Support

    Non-Paid Communications Channels

    Paid Media Advertising

  - Targeted Strategies for Generating Ridership

Branding

- Name

- Logo

- Vehicle Graphics

- Bus Stop Facilities & Signage

Passenger Information

• Website

• Google Transit (and/or similar trip planning applications)

• At-the-Stop Information

• Telephone Support

• Real-Time Information

• Printed Guide

Creating Your Materials

Marketing Tools

- Photo Library

- Graphics Library

- Microsoft Office Templates

- Template Utilities & Instructions

- Other Tools

- These tools are provided to help you implement the strategies which you have identified as right for your system.

- They are free of charge, designed for use by novice marketers and come with complete instructions.

Photo Library

- Copyright free photos of a wide variety of transit riders and situations appropriate for use in promotional materials

- Organized by topic

- Two versions of each image

  - Low rez for on-line, email, social media

  - High rez for printing

- Bicycles

- Buses

- Family

- Groups

- Mobility-Assistive

- Senior

- Shopper

- Students

- Workers

Graphics Library

- Wide variety of copyright free illustrations and graphics

- Each provided as low and high resolution images

- Graphics are all black and white, but can be re-colored in MS Publisher
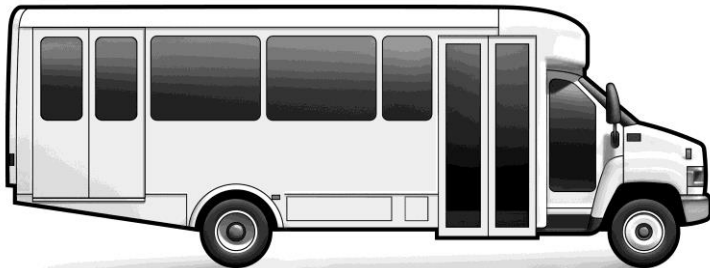
- Two styles of illustrations

  - Graphic Vehicles

  - Detailed illustrations of buses in various situations and environments

- Three styles of vehicles

  - Cutaway Buses

  - Transit Buses

  - Vans

- Symbols and Icons

MS Publisher Templates (2 styles of each)

- Bus Stop Sign

- Business Card

- Letterhead

- Letter-Sized Flyer

- Tabloid-Sized Poster

- Postcard for Direct Mail

- Newspaper Ad

- Newsletter – print

- Newsletter – email

  – Letter-Sized

    With map and schedule

    Without map and schedule (for
    Dial-a-Ride)

  – Legal-Sized (with map)

  – Tabloid-Sized (for multiple route
    systems)

- Utilities

  – Map Maker Template

  – Schedule Maker Template

Other Tools

- Instructions for Creating Content

  – Creating Ads, Flyers and Posters

  – Creating Content for Passenger Guides

- Photo Tips and Photo Release

- News Releases & News Calendar Form

- Radio Script Guidelines and Samples

- Sample Questionnaire for Passenger Survey

- Tips for Communicating with People with Special Needs

Questions?

Contact Information

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National **RTAP**
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