

Introducing the Updated Marketing Transit Toolkit

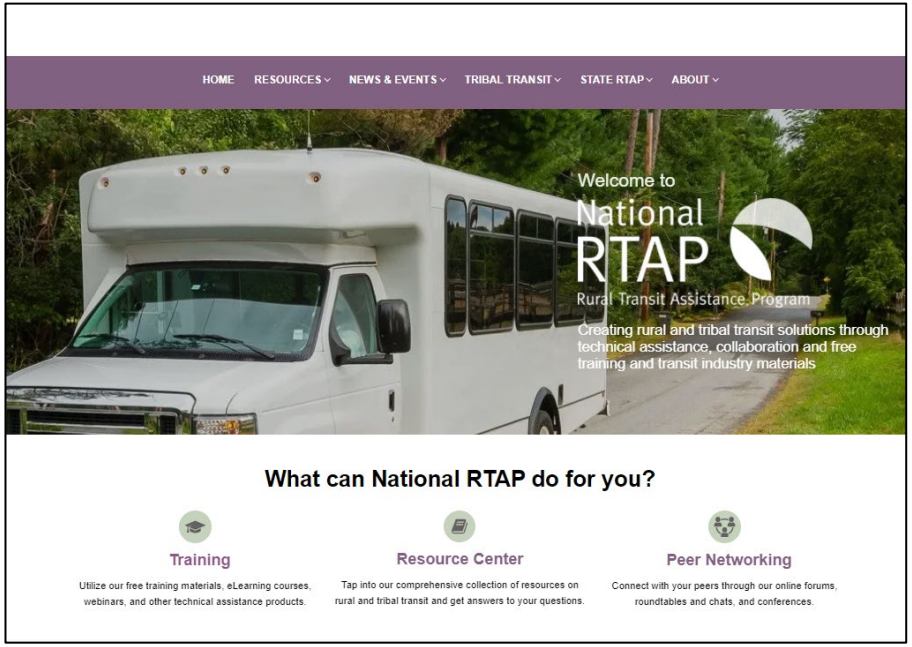
November 12, 2:00-3:15 PM ET

National RTAP
Rural Transit Assistance Program

FTA
U.S. Department of Transportation
Federal Transit Administration

National Rural Transit Assistance Program

- Technical assistance center funded by FTA through the Section 5311 Program
- Provides free training materials and technical assistance to rural and tribal transit providers and State RTAPs
- Review Board – 14 State DOT and rural and tribal transit agency staff from across the country
- Learn more at nationalrtap.org



National RTAP Resources and Services

Training

manuals, videos, slides, and eLearning for front-line staff and management

Information

and best practices via tech briefs, toolkits, topic guides, articles, and news

Technology Tools

for procurement, cost allocation, website building, and GTFS

Peer Networking

and training via webinars, conferences, roundtables, and online forums

Assistance

through reference services and tech support – bring us your questions!

What is TACL?



http://transportation-tacl.org

The Transportation Technical Assistance Coordination Library (TACL) provides a sustainable methodology and platform for access and findability of rural and tribal transit coordination resources across a diverse range of transportation technical assistance centers and the Federal Transit Administration (FTA).

The FTA-funded technical assistance centers participating in this ongoing work are:

- National Aging and Disability Transportation Center (NADTC)
- National Center for Applied Transit Technology (N-CATT)
- National Center for Mobility Management (NCMM)
- National Rural Transit Assistance Program (National RTAP)
- Shared-Use Mobility Center (SUMC)
- Transit Workforce Center (TWC)

Presenters



Elea Carey
Founder
Transit Happy



Rick Schuster
Owner
THINK Graphic Design



Selena Barlow
Owner
Transit Marketing

National RTAP
Rural Transit Assistance Program

Marketing Transit Toolkit UPDATE

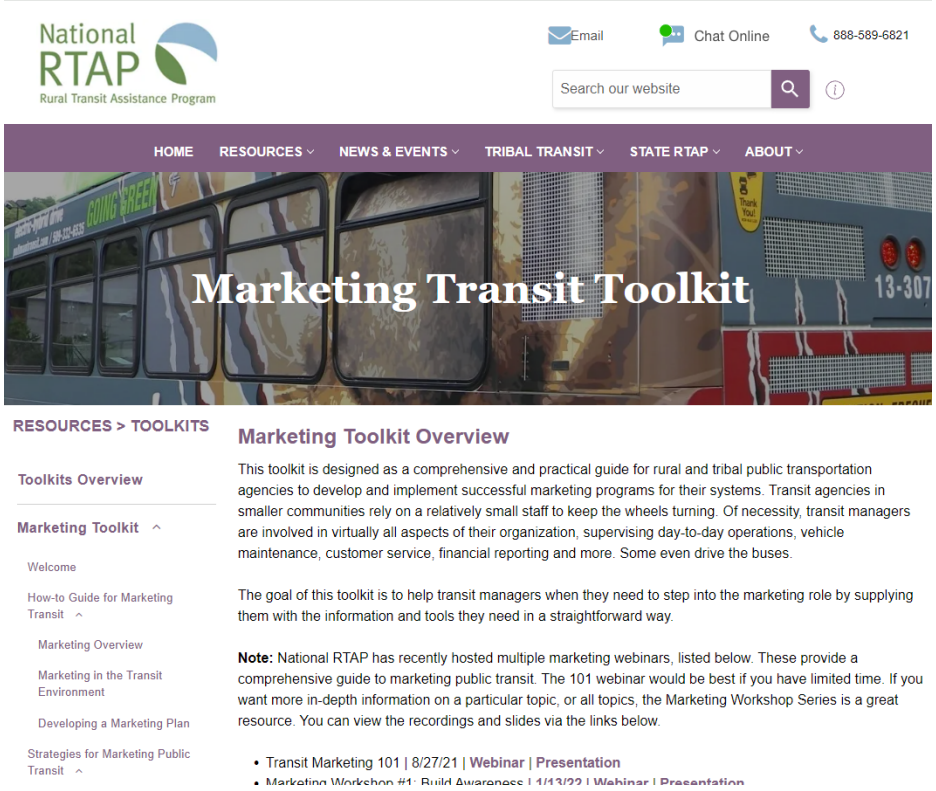
November 2024

ORIGINAL MARKETING TRANSIT TOOLKIT



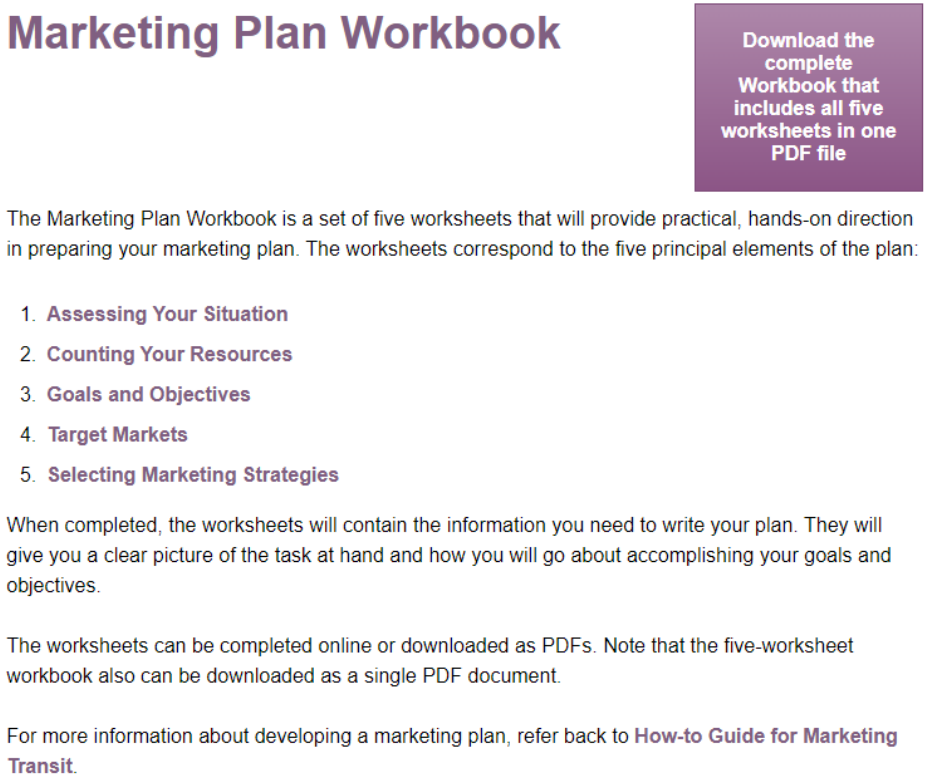
Original Toolkit – 2015

- Transit Marketing How to
- Marketing Plan Workbook
- Photo Library
- Templates in Publisher



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- Transit Marketing How to
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Marketing Plan Workbook

Download the complete Workbook that includes all five worksheets in one PDF file

The Marketing Plan Workbook is a set of five worksheets that will provide practical, hands-on direction in preparing your marketing plan. The worksheets correspond to the five principal elements of the plan:

1. **Assessing Your Situation**
2. **Counting Your Resources**
3. **Goals and Objectives**
4. **Target Markets**
5. **Selecting Marketing Strategies**

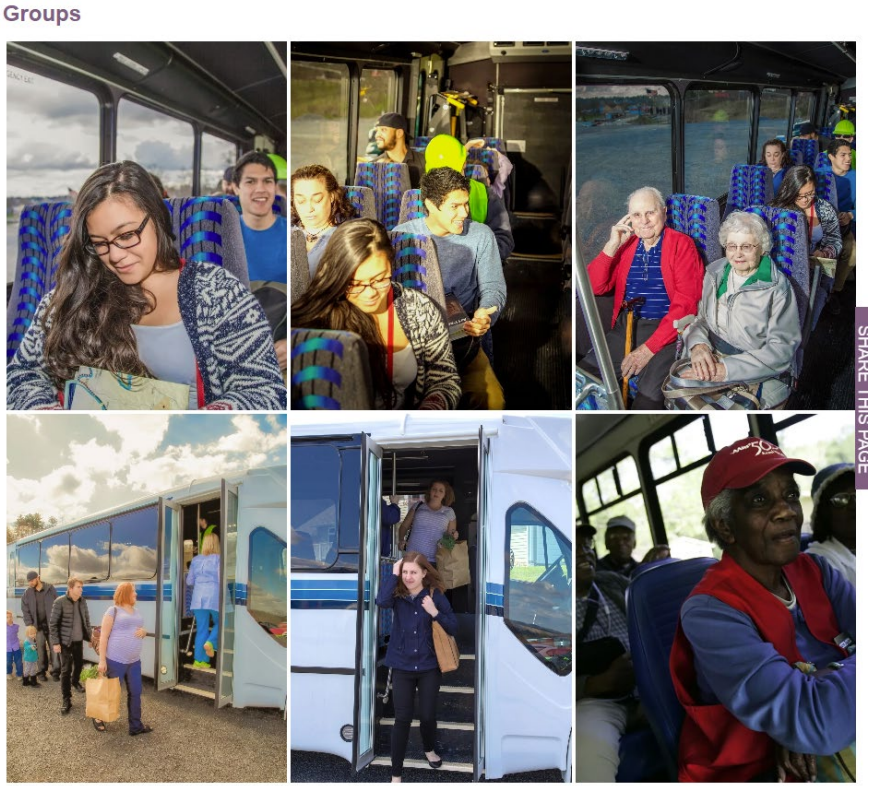
When completed, the worksheets will contain the information you need to write your plan. They will give you a clear picture of the task at hand and how you will go about accomplishing your goals and objectives.

The worksheets can be completed online or downloaded as PDFs. Note that the five-worksheet workbook also can be downloaded as a single PDF document.

For more information about developing a marketing plan, refer back to **How-to Guide for Marketing Transit**.

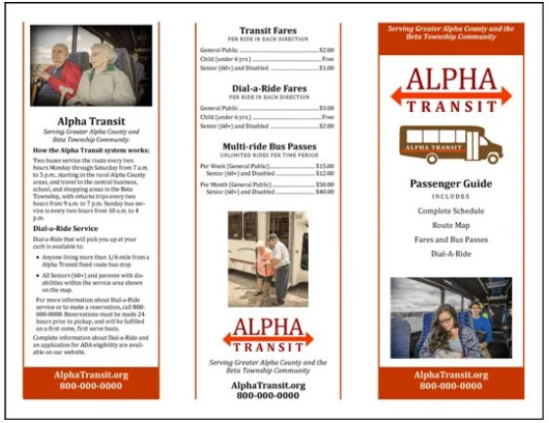
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COMPLETE REVAMP OF MARKETING TOOLKIT FOR CURRENT WORLD



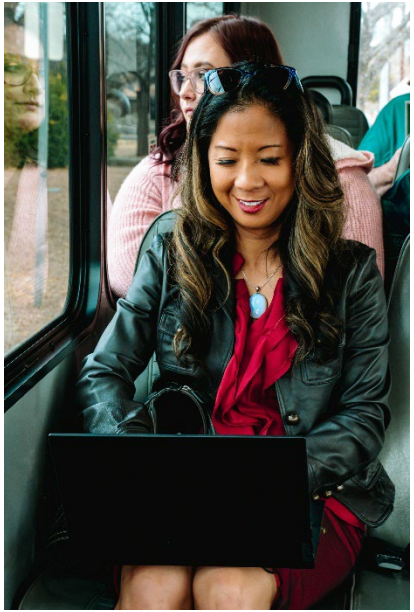
Marketing Strategies Updated to Reflect

- 2024 Post-Covid Reality and how to build back ridership
- Changes in media landscape
- Changes in how people get information
- Increased focus on LEP populations



Marketing Tools Updated

- Photo library expanded to more than 300 new royalty free photos
- Templates totally revamped to take advantage of easy-to-use on-line graphic platform – Canva
- New family of illustrations created for easy use and editing in Canva
- Detailed guides and videos on how to use these tools



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A - Rider Guide

Letter size (8.5" x 11") with bleed

Use Canva Template

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National RTAP Marketing Toolkit

www.nationalrtap.org



RESOURCES > TOOLKITS

Marketing Toolkit

- What's in the Marketing Toolkit?

How-to Guide For Marketing Transit

- Marketing Webinars
- Marketing Basics
- Marketing in the Transit Environment
- Strategies for Marketing Public Transit
- Developing a Marketing Plan
- Marketing Workbook

Marketing Tools and Templates

- Intro to Marketing Tools
- Photography
- Illustrations and Icons
- Passenger Information Design
- Marketing/Promotion Design
- Radio Ads and PSAs

Table of Contents and Navigation

The Marketing Toolkit: Welcome

Transit agencies in smaller communities often have limited 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 more. Some even drive the buses.

In 20 …sive and practical guide for rural and tribal public transportation agen… …r their systems. *The Marketing Toolkit*'s goal is to help transit … them with the information and tools they need.

Ho…

- Marketing Basics
- Marketing in the Transit Environment
- **Strategies for Marketing Public Transit**
  - Strategies - Introduction
  - Strategies - Fundamental
  - Strategies - Recommended
  - Strategies - Optional
  - Strategies - Special Needs
- Developing a Marketing Plan
- Marketing Workbook

Marketing Tools and Templates

- Intro to Marketing Tools

Marketing Guide and Resources

How-to Guide For Marketing Transit

- **Marketing Webinars**
- **Marketing Basics**
- **Marketing in the Transit Environment**
- **Strategies for Marketing Public Transit**
  - Strategies - Intro
  - Strategies - Fundamental
  - Strategies - Recommended
  - Strategies - Optional
  - Strategies - Special Needs
- **Developing a Marketing Plan**
- **Marketing Workbook**

The How-to Guide for Marketing Transit

- **Marketing basics**
- Marketing in the transit environment
- Strategies for marketing transit
- Raising Awareness
- Dispelling Misperceptions
- Increasing Ridership
- Developing Community Partners
- Satisfying Funding Requirements

The How-to Guide for Marketing Transit

- Marketing basics
- **Marketing in the transit environment**
- Strategies for marketing transit

- Identifying Target Markets
  - Current Riders
  - Potential Riders
  - Non-rider Stakeholders
- Crafting the Message
  - Barriers to Ridership
  - The knowledge gap
  - The perception gap
  - Transit's benefits – personal and societal

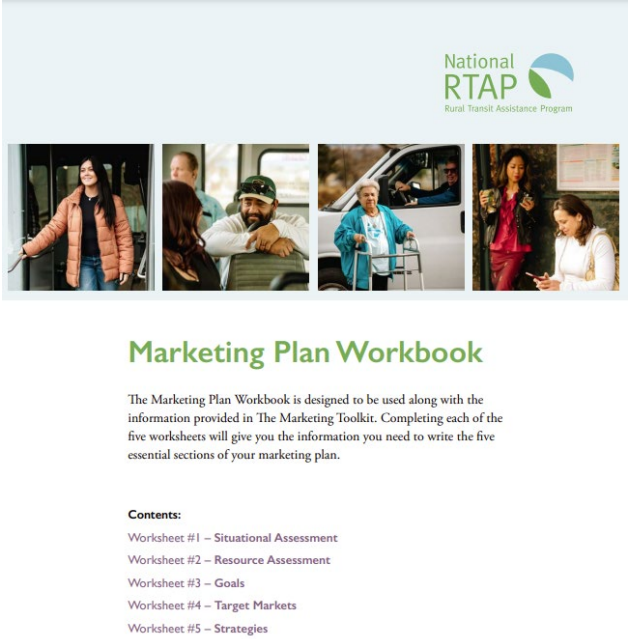
The How-to Guide for Marketing Transit

- Marketing basics
- Marketing in the transit environment
- **Strategies for marketing transit**
  - Priority
    - Fundamental
    - Recommended
    - Optional
  - Focus
    - Branding
    - Passenger Information
    - Awareness, Image & Support Building
    - Ridership Generation

Marketing Plan Workbook

Step by Step Guide for Developing a Marketing Plan

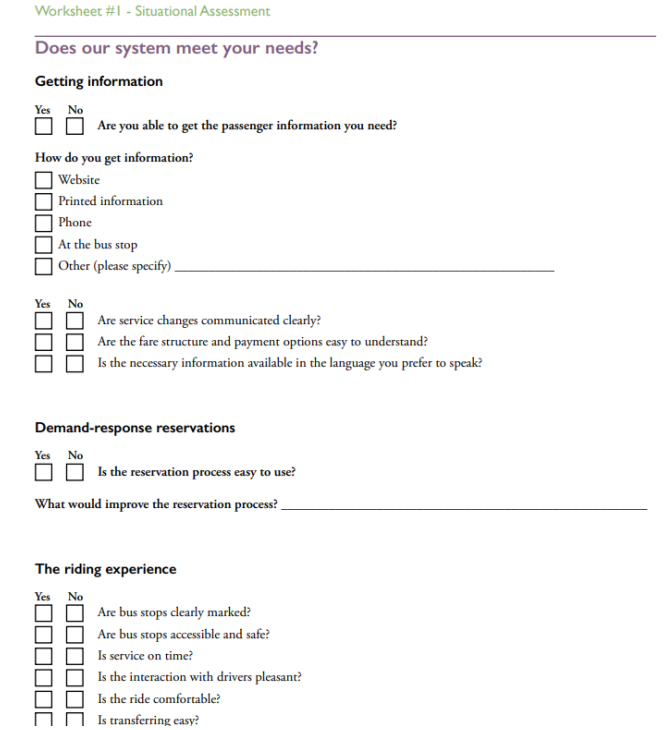
- Situational assessment
- Resource assessment
- Goals worksheet
- Target markets worksheet
- Strategies worksheet



Marketing Plan Workbook

Step by Step Guide for Developing a Marketing Plan

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Worksheet #1 - Situational Assessment

Does our system meet your needs?

Getting information

Yes No

☐ ☐ Are you able to get the passenger information you need?

How do you get information?

- ☐ Website
- ☐ Printed information
- ☐ Phone
- ☐ At the bus stop
- ☐ Other (please specify) _____

Yes No

☐ ☐ Are service changes communicated clearly?

☐ ☐ Are the fare structure and payment options easy to understand?

☐ ☐ Is the necessary information available in the language you prefer to speak?

Demand-response reservations

Yes No

☐ ☐ Is the reservation process easy to use?

What would improve the reservation process? _____

The riding experience

Yes No

☐ ☐ Are bus stops clearly marked?

☐ ☐ Are bus stops accessible and safe?

☐ ☐ Is service on time?

☐ ☐ Is the interaction with drivers pleasant?

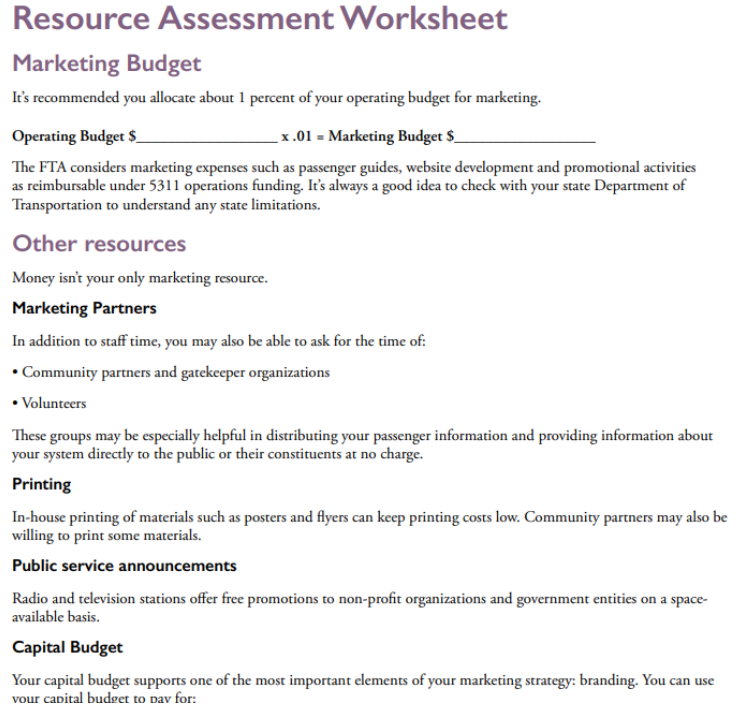
☐ ☐ Is the ride comfortable?

☐ ☐ Is transferring easy?

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Resource Assessment Worksheet

Marketing Budget

It's recommended you allocate about 1 percent of your operating budget for marketing.

Operating Budget $_____ x .01 = Marketing Budget $_____

The FTA considers marketing expenses such as passenger guides, website development and promotional activities as reimbursable under 5311 operations funding. It's always a good idea to check with your state Department of Transportation to understand any state limitations.

Other resources

Money isn't your only marketing resource.

Marketing Partners

In addition to staff time, you may also be able to ask for the time of:

- Community partners and gatekeeper organizations
- Volunteers

These groups may be especially helpful in distributing your passenger information and providing information about your system directly to the public or their constituents at no charge.

Printing

In-house printing of materials such as posters and flyers can keep printing costs low. Community partners may also be willing to print some materials.

Public service announcements

Radio and television stations offer free promotions to non-profit organizations and government entities on a space-available basis.

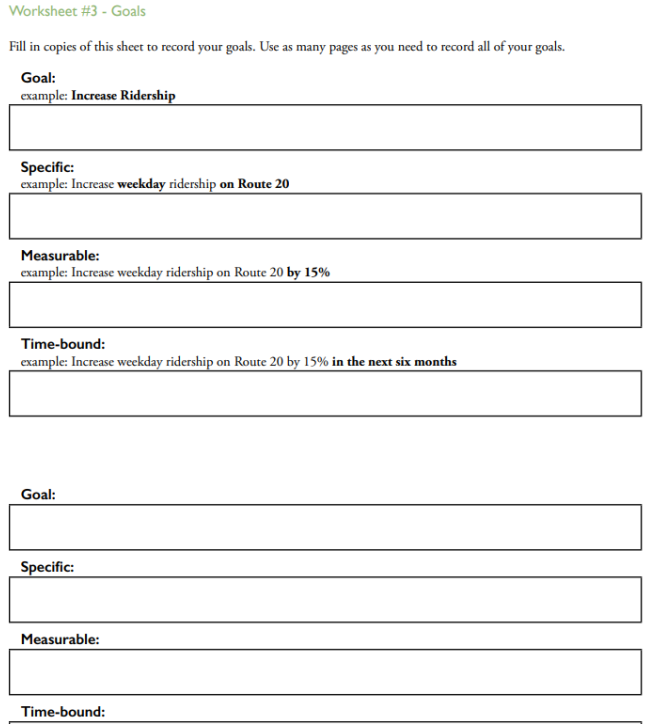
Capital Budget

Your capital budget supports one of the most important elements of your marketing strategy: branding. You can use your capital budget to pay for:

Marketing Plan Workbook

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- Situational assessment
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- **Goals worksheet**
- Target markets worksheet
- Strategies worksheet



Worksheet #3 - Goals

Fill in copies of this sheet to record your goals. Use as many pages as you need to record all of your goals.

Goal:
example: **Increase Ridership**

Specific:
example: Increase **weekday** ridership **on Route 20**

Measurable:
example: Increase weekday ridership on Route 20 **by 15%**

Time-bound:
example: Increase weekday ridership on Route 20 by 15% **in the next six months**

Goal:

Specific:

Measurable:

Time-bound:

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Worksheet #4 - Target Markets

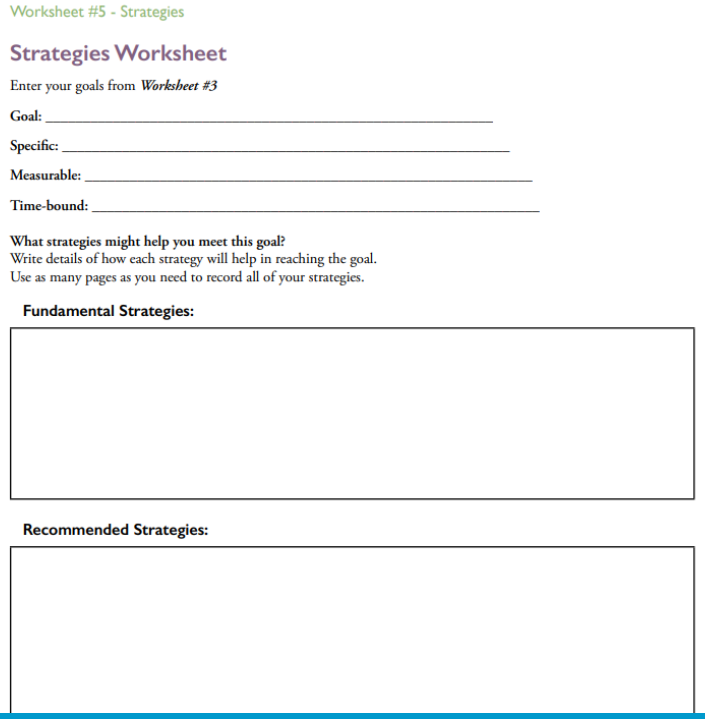
Ridership Markets

	Does our system meet their transportation needs (destinations, hours, reliability)?		**Do we offer this market a relevant benefit** (mobility, convenience, money savings, time savings, independence)?		**Priority** (rank each in order of importance)
	Yes	**No**	**Yes**	**No**	
Low-income families	☐	☐	☐	☐	
Older adults/retirees	☐	☐	☐	☐	
Local retail and other low-wage workers	☐	☐	☐	☐	
People with physical disabilities	☐	☐	☐	☐	
People with cognitive or emotional disabilities	☐	☐	☐	☐	
Local professionals	☐	☐	☐	☐	
Longer distance commuters	☐	☐	☐	☐	
Job seekers	☐	☐	☐	☐	
People with limited English proficiency	☐	☐	☐	☐	
College students	☐	☐	☐	☐	
Secondary school students	☐	☐	☐	☐	
Special-event attendees	☐	☐	☐	☐	
Visitors or tourists	☐	☐	☐	☐	
Others:	☐	☐	☐	☐	
	☐	☐	☐	☐	
	☐	☐	☐	☐	

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- **Strategies worksheet**



Worksheet #5 - Strategies

Strategies Worksheet

Enter your goals from *Worksheet #3*

Goal: _____

Specific: _____

Measurable: _____

Time-bound: _____

What strategies might help you meet this goal?
Write details of how each strategy will help in reaching the goal.
Use as many pages as you need to record all of your strategies.

Fundamental Strategies:

Recommended Strategies:

Webinars

- Marketing overview
- Branding and awareness
- Website design
- Passenger information
- Community-based marketing
- Improving the passenger experience
- Market research



Trainer: Selena Barlow, Transit Marketing

Case Studies

Real-world examples of transit marketing efforts

- Sprinkled as examples throughout how-to-text
- Included as a set under resources
- Campaign materials, rationale and results

Branding: Bluegrass Ride

Blue Grass Community Action Partnership (BGCAP) Transit, of Central Kentucky, rebranded to Bluegrass RIDE to raise the public profile of the agency and...

See Case Study



Passenger Information: Calaveras Connect

Calaveras Connect operates a combination of deviated fixed-route and demand-response service over a very rural county. Some services only operate one or two...

See Case Study



Digital Advertising: NWOTA

Five small transit organizations serving the Northwest Oregon Coast banded together to promote travel to and from cities in Central Oregon to the coast and north...

See Case Study



Branding: Bluegrass RIDE

Blue Grass Community Action Partnership (BGCAP) Transit, of Central Kentucky, rebranded to Bluegrass RIDE to raise the public profile of the agency and make local residents aware that this is a transit system for everyone, not just the older adults or persons with disabilities.

BGCAP chose the new name for the service, Bluegrass RIDE, to reflect both the purpose of the system and the history and culture of the region. While a consistent umbrella brand is used across the region, it's localized for each of the three communities in which local service is provided, with the addition of the town name in a unique color on the vehicles and marketing tools. In the first three months of operation as Bluegrass RIDE, monthly ridership in Georgetown increased more than 400 percent. Danville and Nicholasville have seen similar results.

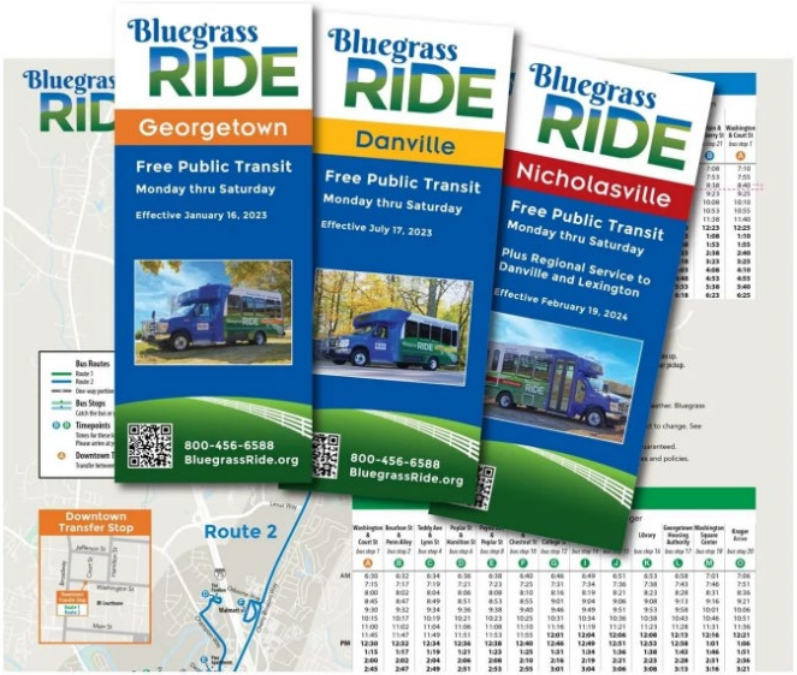




The new vehicles are branded in a bold color scheme that captures the personality of the Bluegrass region and differentiates the transit services from the specialized social service transportation provided by BGCAP.







Customized brochures for each community include route maps, schedules, and basic how-to-ride info.





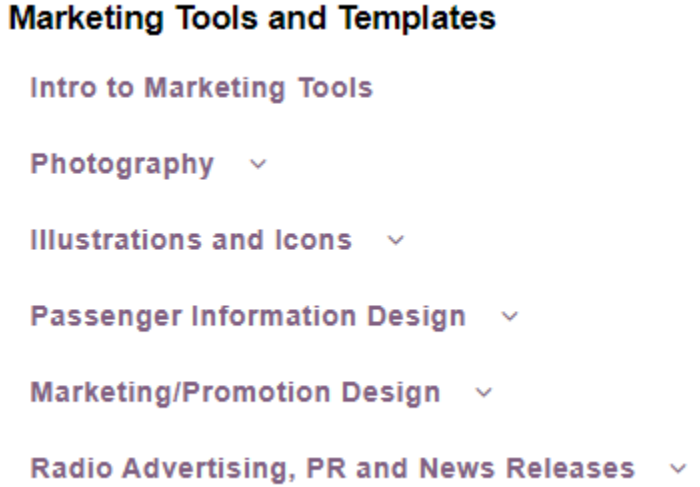


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Marketing Tools

Marketing Tools

- Library of Photos
- Library of customizable Illustrations
- Canva Templates
  - Passenger Info
  - Marketing and Promotion
- Instructions for customizing and creating marketing materials in Canva
- Other tools



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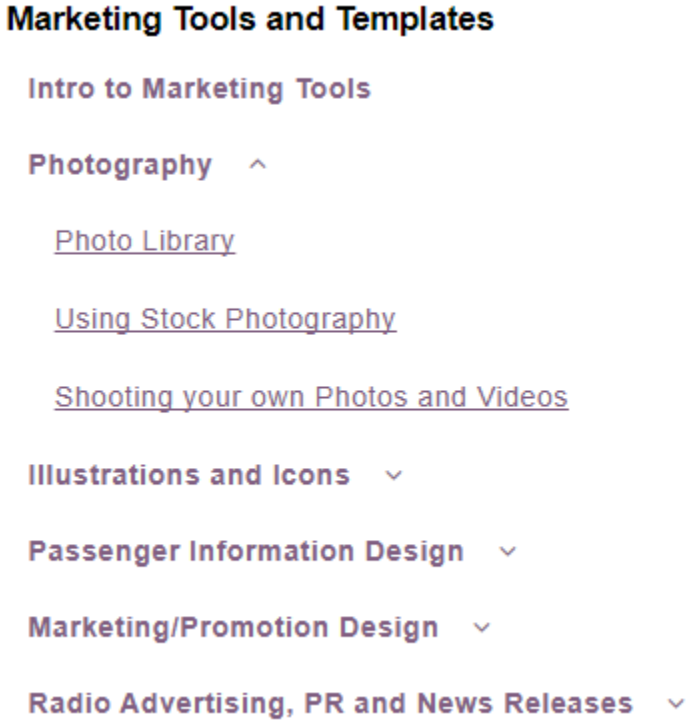


Photo Library

Photo Library

Jump to the Photo Library at the end of this section.

National RTAP has created a library of original transit-related photos that you can download and use in your materials, copyright-free.

These photos are organized into categories that make it easy to find what you need. To download a photo, simply click the download link below the photo. (this may change depending on how RTAP website people set up the page)

When downloading, be sure to save the photo to a location on your computer or your server that will allow you to easily find it when needed. You may wish to create a single folder containing photos or you may want to save them in individual folders for projects you are using them for.

To Use the Photos in a Canva Project:

1. On the editor panel on the left of your screen (this shows up when you're working on an individual Canva design), select the **Uploads** tab.
2. Click **Upload files** and select the files that you want to upload.
   You can also drag them from your computer folder to the **Uploads** tab.
3. To use your upload in your design, click on it from the side panel.
   To replace an existing photo, drag the new photo from the side panel onto the photo you want to replace in your design.

Video Tutorial - Using the National RTAP Resources in Canva

Watch this short video to learn more about using the National RTAP photos and illustrations in Canva.

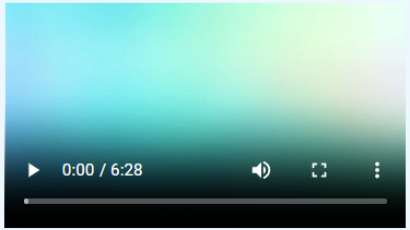


Photo Library

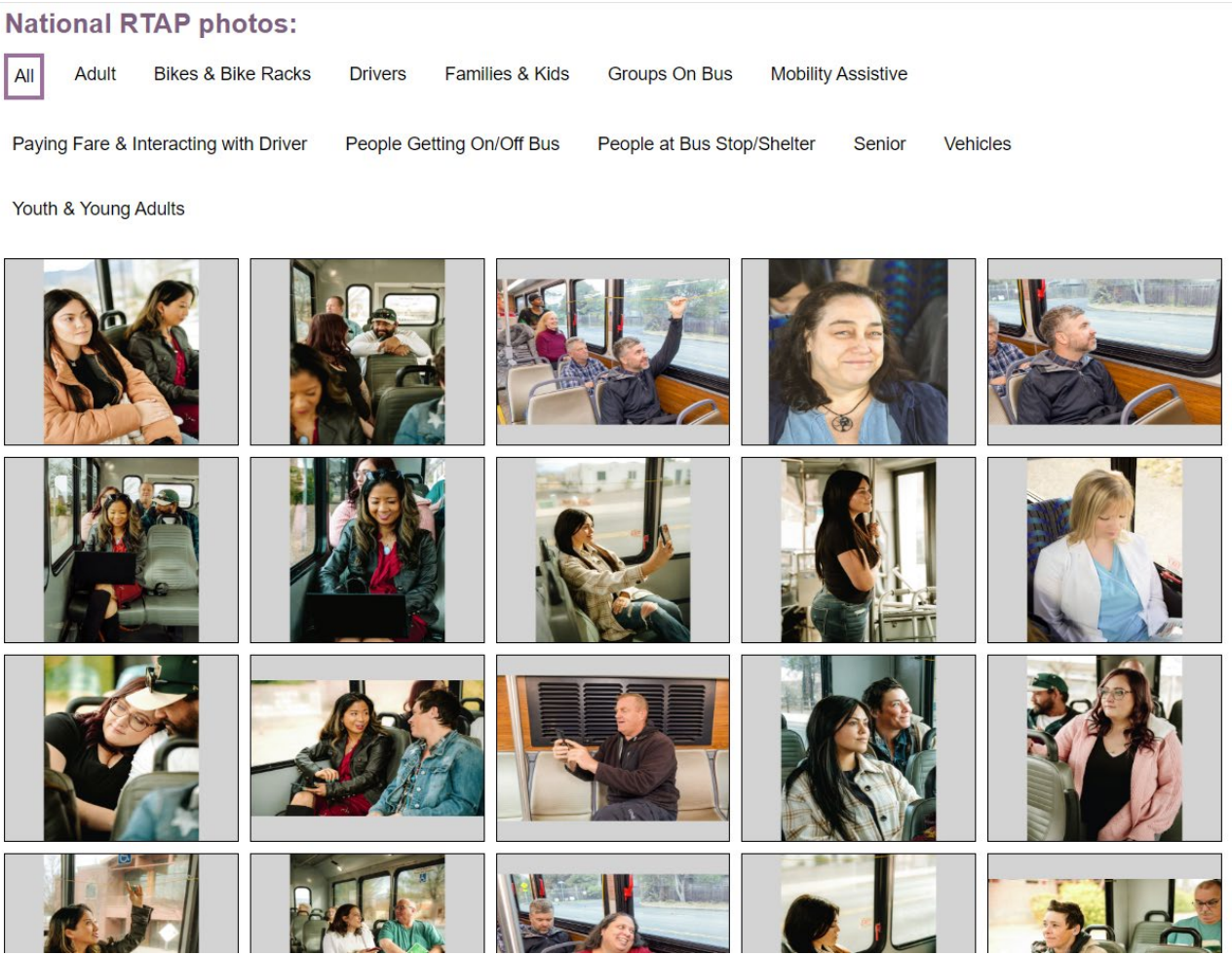
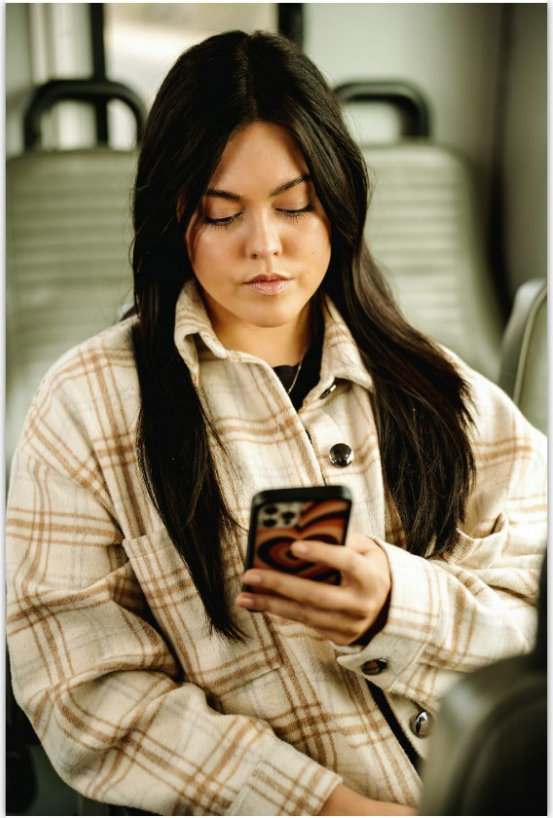
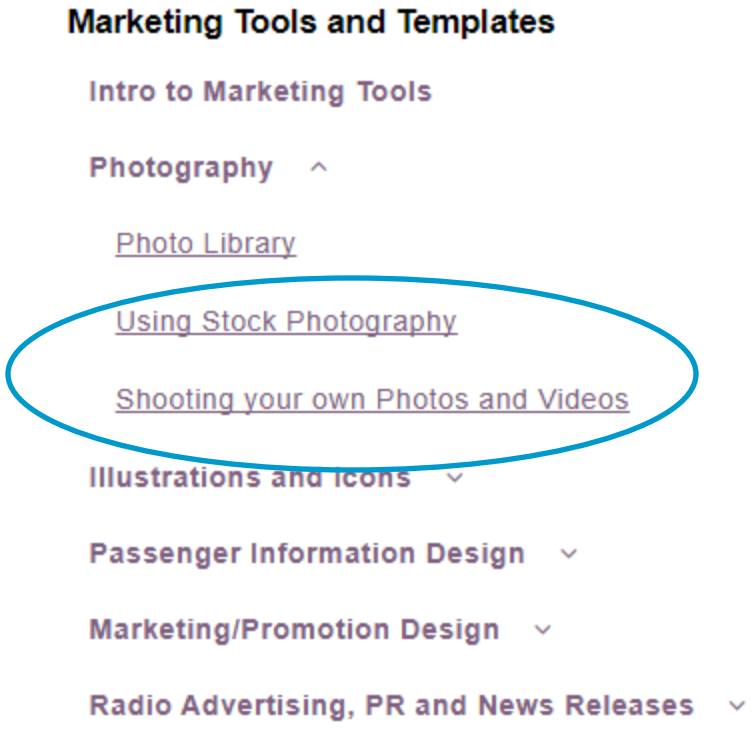


Photo Library



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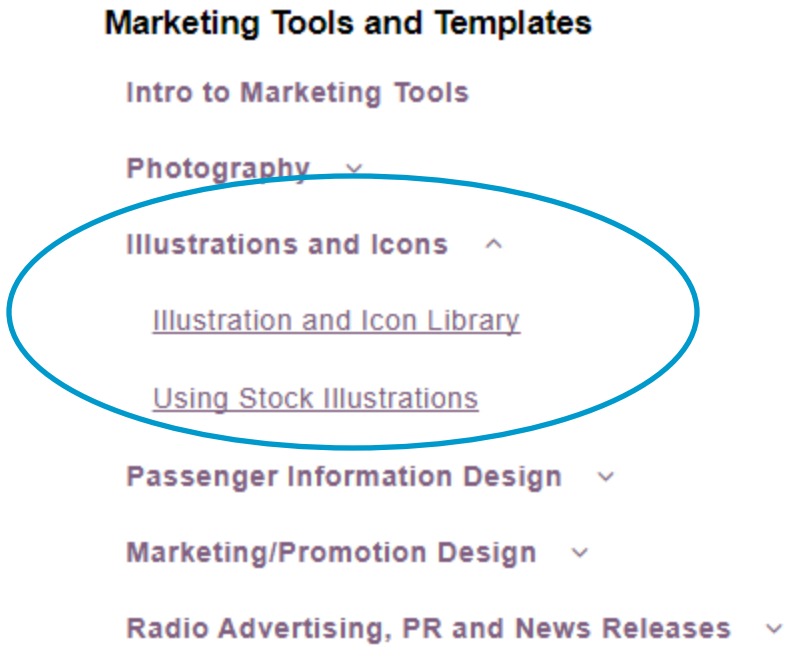


Illustration Library

Illustration and Icon Library

Jump to Illustrations and Icons at the end of this section.

National RTAP has created a library of transit-related illustrations and icons that you can download and use in your own materials. To download an illustration, simply click on the image and look for "Download" above the image. Once this is clicked on your image will begin to download.

When downloading, be sure to save the item to a location on your computer or your server that will allow you to easily find it when needed. You may wish to create a single folder containing illustrations or you may want to save them in individual project folders.

To Use the Illustrations in a Canva Project:

1. On the editor side panel (this shows up when you're working on an individual Canva design), select the **Uploads** tab.
2. Click **Upload files** and select the files that you want to upload.
   Or simply drag them from your computer folder to the **Uploads** tab.
3. To use your upload in your design, click on it from the side panel. Or click and drag it into your design.

Changing Colors in Canva

You can recolor the illustrations in Canva after you place them in a design. When you select the image, a bar showing the colors in the image will show up at the top of the editing screen. Clicking a color in the top bar will open the Document Colors tab at left, allowing you to edit that color or select a new color.

Note: many of the stock illustrations within Canva can also be recolored, but only if they contain five or fewer colors.

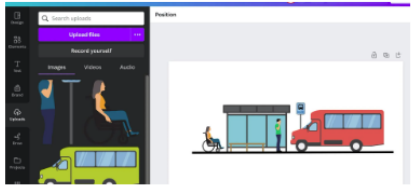


Combine Images in Canva



You can layer several of the illustrations together to create your own "scene." Each illustration within your scene can be recolored as described above. To move an image in front of another, right-click the image and select **Layer** then **Bring forward**, **Send backward**, etc.

Use the **Elements** tab to add a line (such as the line indicating the ground in the image below) or shape (such as a background color) to your scene.



Video Tutorial –
Using the National RTAP Resources in Canva

Illustration Library

National RTAP Illustrations and Icons:

Click images to download illustrations.

All | Icons | People | Shelters and Bus Stops | Vehicles

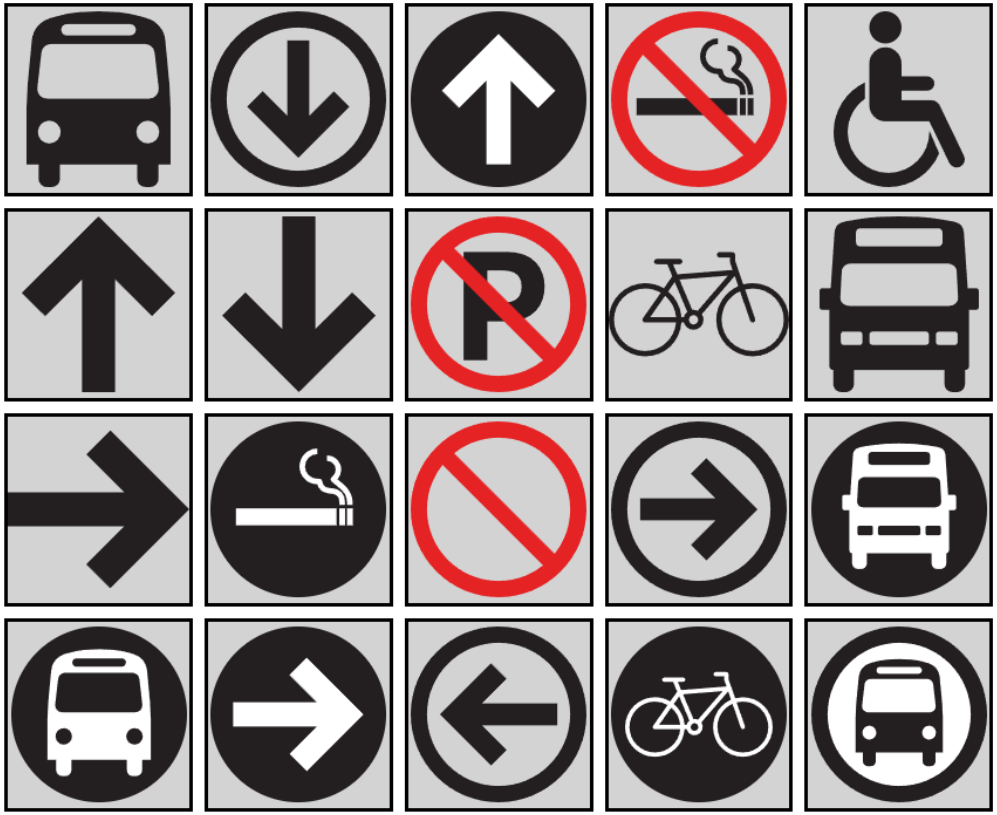


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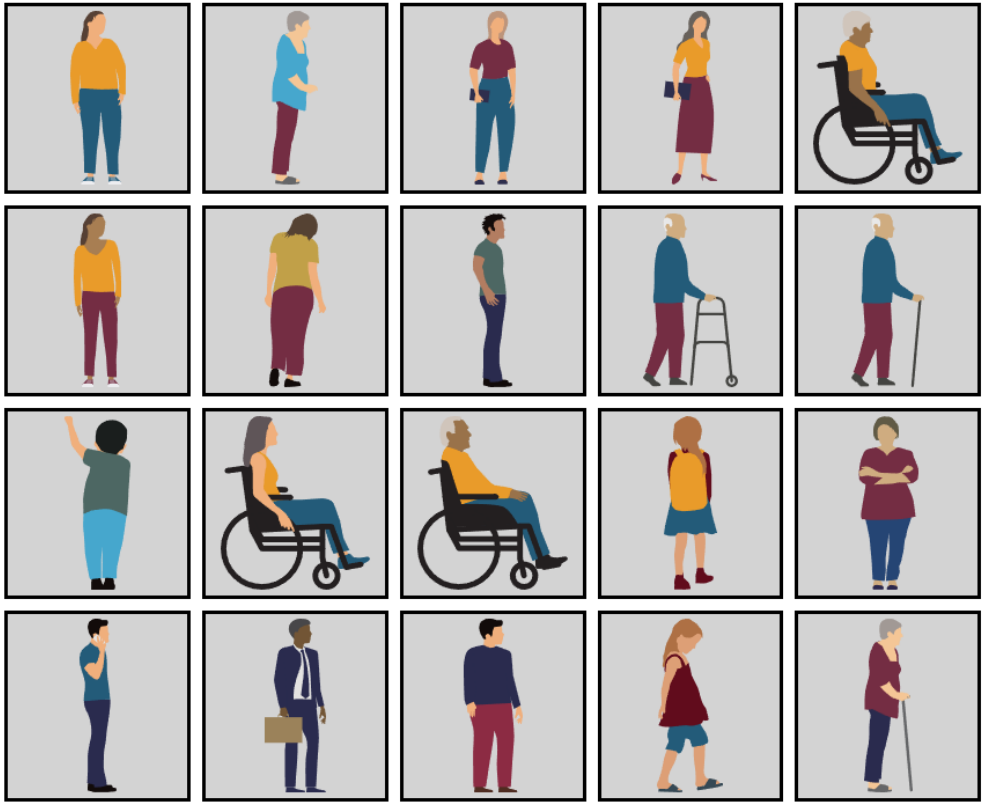


Illustration Library

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Click images to download illustrations.

All Icons People Shelters and Bus Stops Vehicles

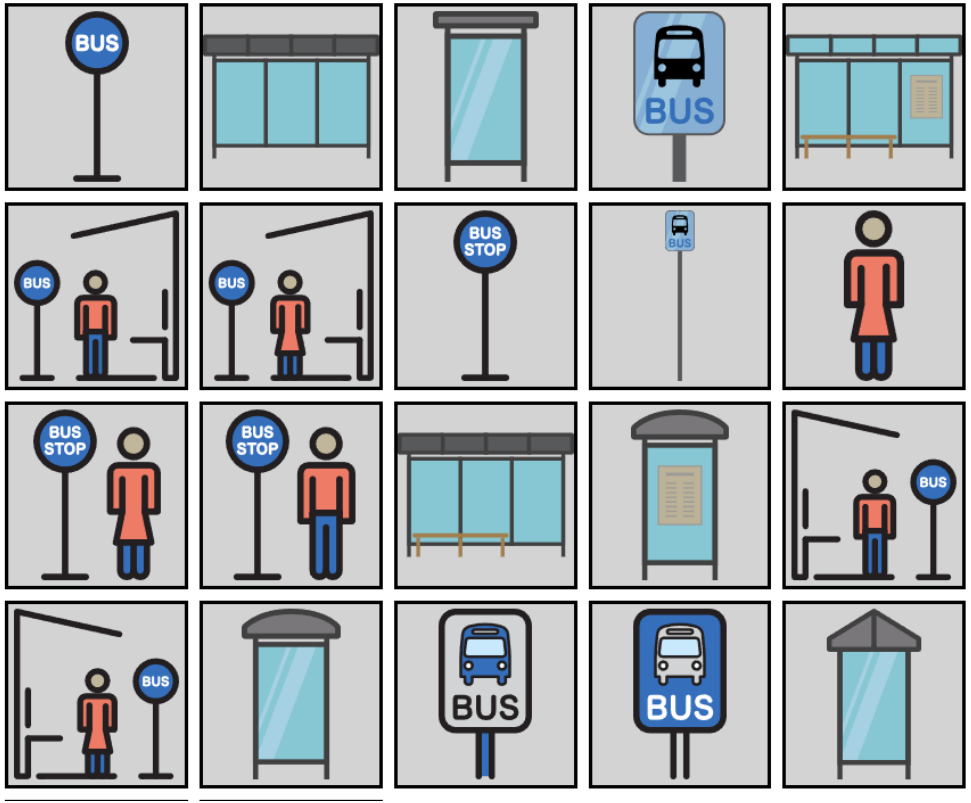
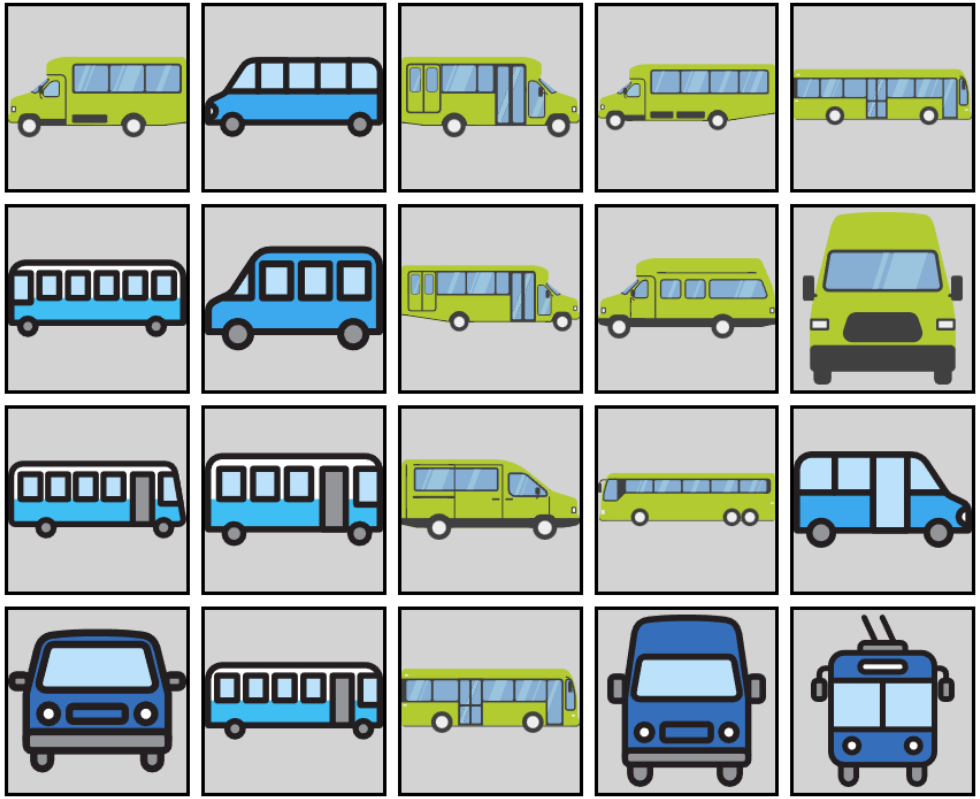


Illustration Library

National RTAP Illustrations and Icons:

Click images to download illustrations.

All Icons People Shelters and Bus Stops Vehicles

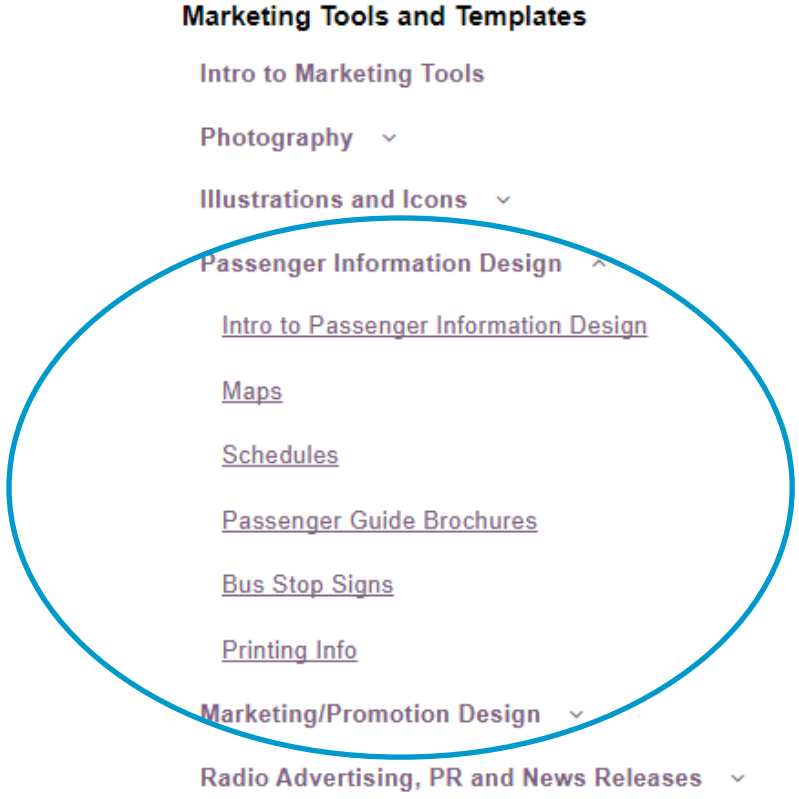


Combine Images in Canva



Marketing Tools

- Library of Photos
- Library of customizable Illustrations
- **Canva Templates**
  - **Passenger Info**
  - **Marketing and Promotion**
- Instructions for customizing and creating marketing materials in Canva
- Other tools



Marketing Tools

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Templates and Instructions

- Passenger Guides (15)
- Bus Stop Signs (5)
- Posters/Flyers (18)
- Print Ads (12)
- Online Ads (9)
- Social Media
- Direct Mail (15)
- Newsletters (4)
- PowerPoint (6)
- Stationery (6)
- Maps
- Schedules
- Printing Info
- Bus Wraps and Branding
- Website Design

Canva Templates

How-to Instructions

Passenger Guide Brochures

Jump down to:

Canva Templates

Whatever type of service you operate, a printed passenger guide is an important companion to your website and a key marketing tool. A printed guide offers several advantages. It appeals to passengers who are less tech-savvy, it has the potential to build awareness of the service through distribution within the community, and it allows for easy display of maps and schedules in a "take-along" format.

Passenger Guide Tips

A passenger guide for a **fixed-route service** should include:

- A route map or maps showing all routes with bus stop locations, landmarks, and key destinations clearly noted
- Schedule information for each route
- How-to-ride information, including fares, fare media (such as tickets and passes), how to identify a bus stop, and any other information specific to your service type (i.e., how to request a deviation, how to apply for paratransit certification)
- Contact information, including a website address and reference to Google Maps trip planning, if that is available

A passenger guide for a **demand-response service** (including dial-a-ride and microtransit) should include:

- A map showing the area your system serves, with landmarks and key destinations
- Hours of service
- Eligibility requirements, if any
- How to make a reservation
- How-to-ride information, including fares, fare media, connecting services, and any other information specific to your service type, such as cancellation policy.

If you operate multiple services or routes, you will need to decide whether to provide a single comprehensive passenger guide that includes information about all your services, or individual guides for each service or route. To make that decision, consider these questions:

- Do you want your riders to use your various services in combination, for example, transferring from one route to another or from demand-response to fixed-route? If yes, then a comprehensive guide will help riders see how the system works as a whole.
- Do your individual services target different market segments or communities, with little crossover in ridership? If yes, then individual guides for each service will be more effective as riders won't have to wade through irrelevant

Canva Templates

Passenger Guides

15 templates

Canva Templates

Dial-a-Ride, Demand-Response Guides, or General Brochures, Letter-size (8.5” x 11”)

These could be used for any general information brochure or schedule. For information on the terms “bleed” and “no bleed,” see the **Printing Information page**.



A - Dial-a-Ride Guide
Letter size (8.5" x 11") with bleed
Use Canva Template



B - Dial-a-Ride Guide
Letter size (8.5" x 11") with bleed
Use Canva Template



C - Dial-a-Ride Guide
Letter size (8.5" x 11") with bleed
Use Canva Template

Rider Guides, Letter-size (8.5” x 11”)

With map and schedules. Good for single routes or small systems.



A - Rider Guide
Letter size (8.5" x 11") with bleed
Use Canva Template



B - Rider Guide
Letter size (8.5" x 11") with bleed
Use Canva Template



C - Rider Guide
Letter size (8.5" x 11") with bleed
Use Canva Template

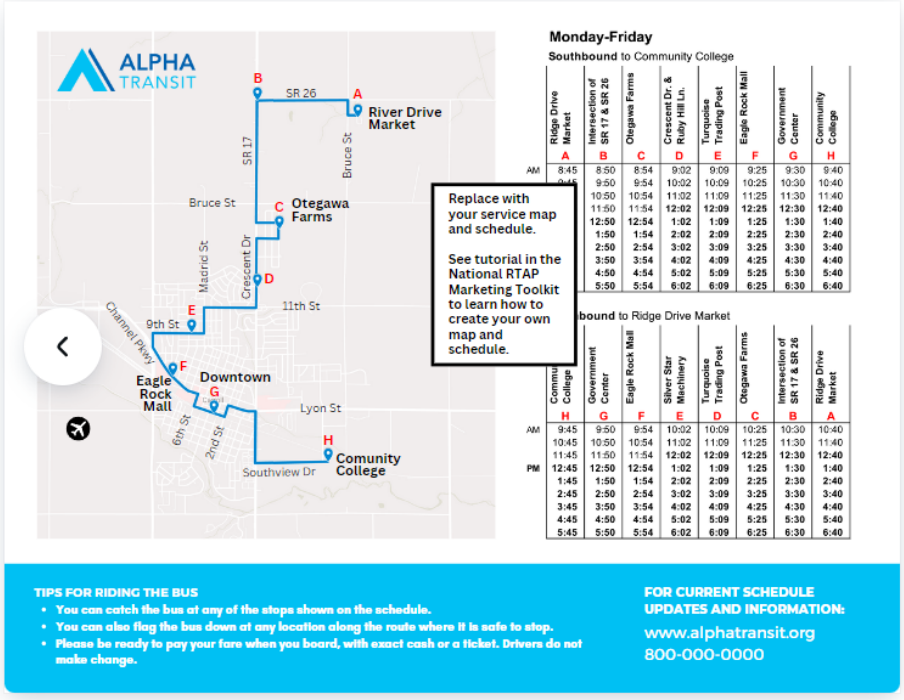
A template created by National RTAP was shared with you, start designing now



11 × 8.5 in

Use template for new design

A template created by National RTAP was shared with you, start designing now



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Use template for new design

Canva Templates

Posters/Flyers

18 templates

Canva Templates

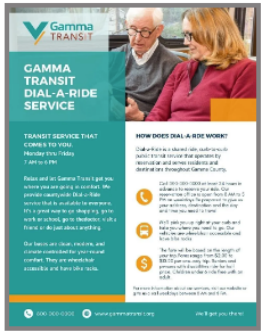
Letter-size Posters (8.5” x 11”)



A - Promo/info Poster
Letter size (8.5" x 11") no bleed
Use Canva Template



B - Promo/info Poster
Letter size (8.5" x 11") no bleed
Use Canva Template



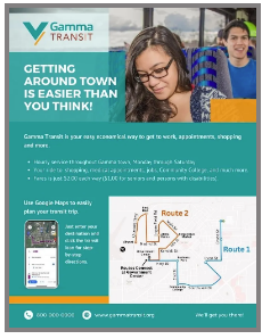
C - Promo/info Poster
Letter size (8.5" x 11") with bleed
Use Canva Template



A - Map/Info Poster
Letter size (8.5" x 11") no bleed
Use Canva Template



B - Map/Info Poster
Letter size (8.5" x 11") no bleed
Use Canva Template



C - Map/Info Poster
Letter size (8.5" x 11") with bleed
Use Canva Template

Canva Templates

Direct Mail

15 templates

Canva Templates

Small postcards (5.5” x 4.25”)



A – Small Postcard
5.5” x 4.25”
Use Canva Template



B – Small Postcard
5.5” x 4.25”
Use Canva Template



C – Small Postcard
5.5” x 4.25”
Use Canva Template

Medium postcards (9” x 6”)



A – Medium Postcard - Promotional
9” x 6”
Use Canva Template



A – Medium Postcard with Map
9” x 6”
Use Canva Template

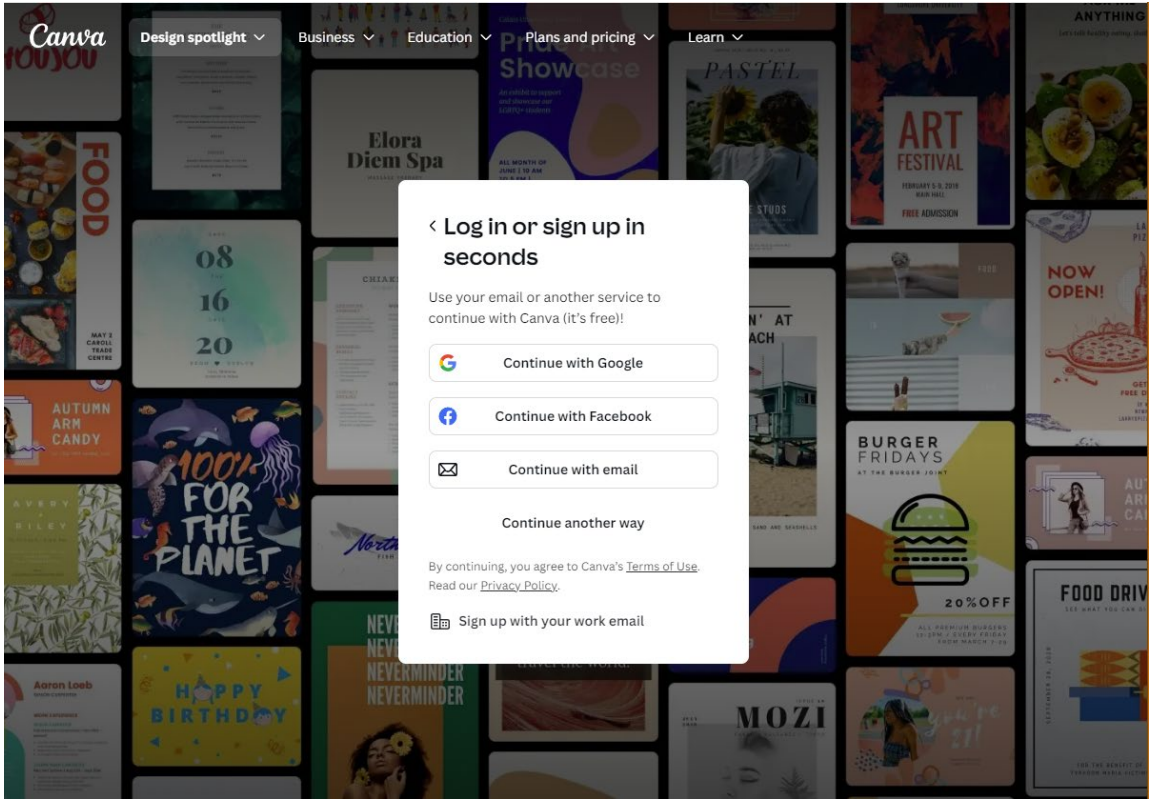


B – Medium Postcard - Promotional
9” x 6”
Use Canva Template

Canva

What is Canva?

- Popular web-based design platform



Why Canva?

- Powerful resources for design and production of printed and digital materials
- Many transit systems are already using Canva
- Low Cost and Easy to Use
  - Free version available to everyone
  - Pro version $120/year
- Can be used to customize pre-designed RTAP templates for passenger information and promotional materials

Video Tutorials in Toolkit

- Getting started with the National RTAP Marketing Toolkit Canva templates
- Using the National RTAP resources in Canva - Photo Library and Illustration & Icon Library
- Making route maps using Google Maps and Canva
- Creating and exporting schedules from the Excel Schedule Builder to Canva

A Quick Intro to Canva

Creating Route Maps

- Create route maps in Google Maps
- Import to and enhance in Canva
- Instructions and video tutorial



Creating Schedules

- Easily create and format bus schedule in excel
- Excel template includes various schedule formats
- Import into Canva
- Instructions and video tutorial

Monday-Friday

Southbound to Community College

	Ridge Drive Market	Intersection of SR 17 & SR 26	Otegawa Farms	Crescent Dr. & Ruby Hill Ln.	Turquoise Trading Post	Eagle Rock Mall	Government Center	Community College
	A	B	C	D	E	F	G	H
AM	8:45	8:50	8:54	9:02	9:09	9:25	9:30	9:40
	9:45	9:50	9:54	10:02	10:09	10:25	10:30	10:40
	10:45	10:50	10:54	11:02	11:09	11:25	11:30	11:40
	11:45	11:50	11:54	**12:02**	**12:09**	**12:25**	**12:30**	**12:40**
PM	**12:45**	**12:50**	**12:54**	**1:02**	**1:09**	**1:25**	**1:30**	**1:40**
	1:45	**1:50**	**1:54**	**2:02**	**2:09**	**2:25**	**2:30**	**2:40**
	2:45	**2:50**	**2:54**	**3:02**	**3:09**	**3:25**	**3:30**	**3:40**
	3:45	**3:50**	**3:54**	**4:02**	**4:09**	**4:25**	**4:30**	**4:40**
	4:45	**4:50**	**4:54**	**5:02**	**5:09**	**5:25**	**5:30**	**5:40**
	5:45	**5:50**	**5:54**	**6:02**	**6:09**	**6:25**	**6:30**	**6:40**

Creating Schedules

- Easily create and format bus schedule in excel
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	Northbound to Eagle Rock Resort	**First Bus AM**	Hourly Service:	**Last Bus PM**
1	Ridge Drive Market	6:00	:00	9:00
2	Intersection of SR 17 & SR 26	6:10	:10	9:10
3	Otegawa Farms	6:16	:16	9:16
4	Crescent Dr. & Ruby Hill Ln.	6:23	:23	9:23
5	Turquoise Trading Post	6:29	:29	9:29
6	Intersection of SR 26 & Coyote Rd.	6:35	:35	9:35
7	Silver Star Machinery	6:40	:40	9:40
8	Eagle Rock Mine	6:45	:45	9:45
9	Auto Mall	6:53	:53	9:53
10	Eagle Rock Business Park	6:59	:59	9:59
11	Eagle Rock Mall	7:05	:05	10:05
12	Government Center	7:09	:09	10:09
13	Community College	7:14	:14	10:14
14	Eagle Rock Hospital	7:18	:18	10:18
15	Eagle Rock Resort	7:26	:26	10:26

Other Resources

- Radio Advertising and PSA Guidelines and format
- News Release Guidelines and format
- Vendors and Sources
- Links to other National RTAP Resources and Toolkits

What's in the Toolkit

How to Guide for Marketing Transit

- Marketing Overview
- Strategies
- Marketing Plan Workbook
- Webinars

Marketing Tools & Instruction in How-to-Use

- Photo Library
- Illustration Library
- Canva Templates
  - Passenger Information
  - Marketing Promotion
- Other Resources

Q&A



Upcoming National RTAP Events

Succession Planning LinkedIn Learnalong

January 7, 2024, 2:00-3:00 PM ET

Books in Transit Discussion Group

The Lost Ticket

February 20, 2025, 2:00-3:00 PM ET



To register or to access recordings, slides, or summaries, go to:

nationalrtap.org/Training/Peer-Roundtables-and-Chats and nationalrtap.org/Webinars.

Thank You

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Webinar Survey

U.S. Department of Transportation
Federal Transit Administration