



Marketing Workshop Series: Step 1–Build Awareness

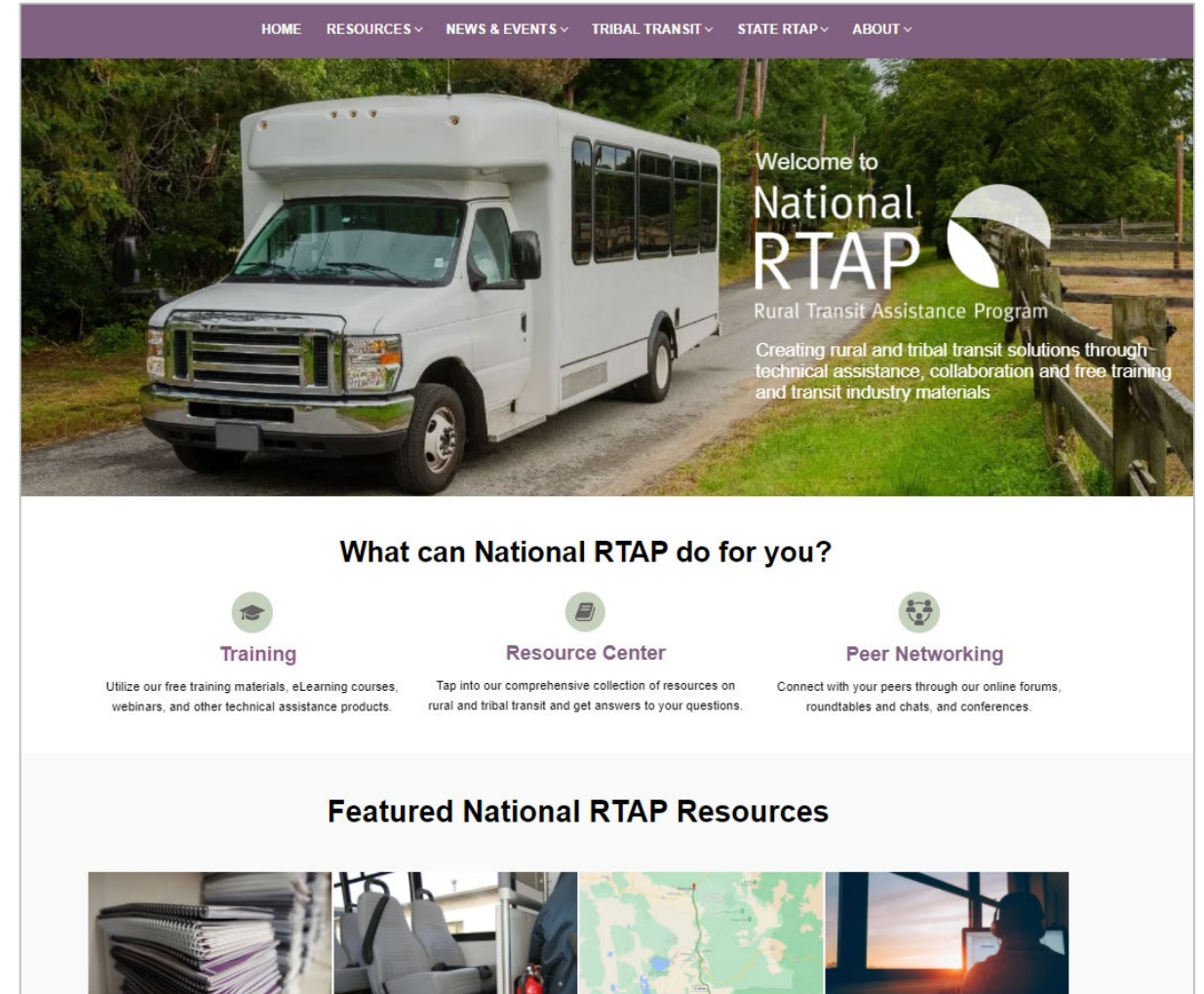
January 13, 2022, 2:00-3:30 PM ET



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
 - Currently soliciting nominations for new members in 2022-2023. Visit our News page for details and the nomination form.
- Learn more at nationalrtap.org



Speaker Introduction



Selena Barlow

Owner, Transit Marketing LLC

- More than 25 years of experience marketing public transportation services throughout the U.S.
- Her areas of expertise include marketing plan development, market research, community outreach, and creation of marketing tools and campaigns.
- Over the past decade, her work has focused on rural and small urban communities where marketing can have the greatest impact on ridership.
- She holds an MBA, with focus on marketing, from the University of Arizona, and a BS in Advertising from the University of Florida.

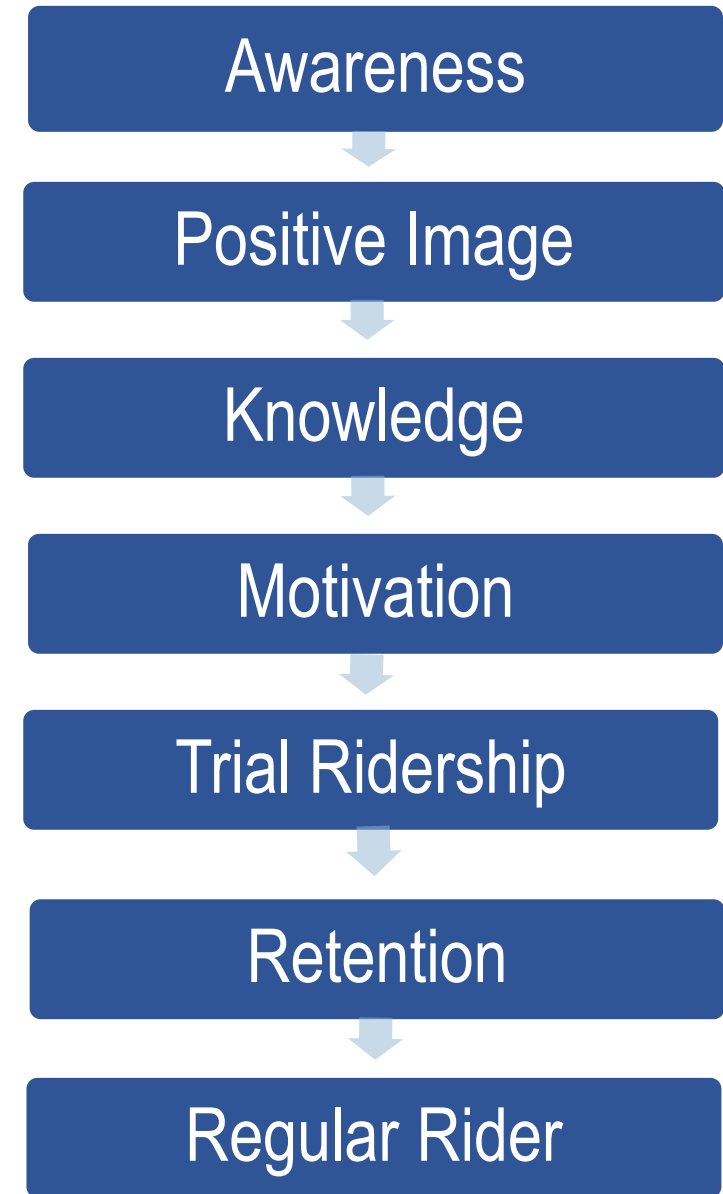
Public Transit Marketing



Awareness Building

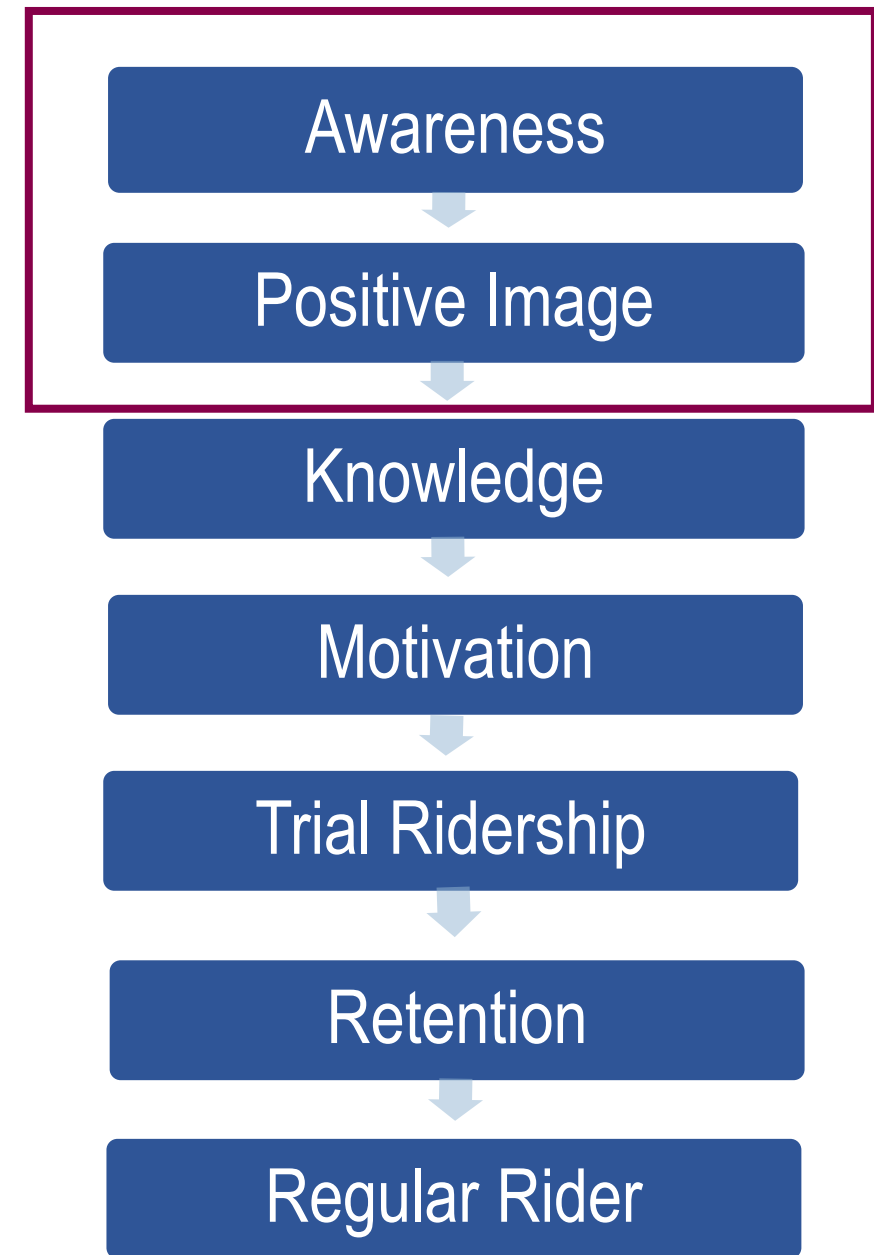
Six Class Series

- Awareness Building
- Customer Focused Websites
- Passenger Guides and Signage
- Community Based Marketing
- Improving the Passenger Experience
- Transit Passenger Research



Six Class Series

- Awareness Building
- Customer Focused Websites
- Passenger Guides and Signage
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- Improving the Passenger Experience
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Awareness

Letting people know or reminding them
that transit exists...and that it is a good thing.



Awareness Building

Focus

- Broad Visibility
- Frequent Impressions
- Positive Image

Tools

- Branding of Vehicles and Bus Stops
- Advertising with Broad Reach
- Earned Media
- Social Media



Branding is marketing at its most basic.

Awareness and image building start with branding.



Southwest

Coca-Cola[®]

 Microsoft

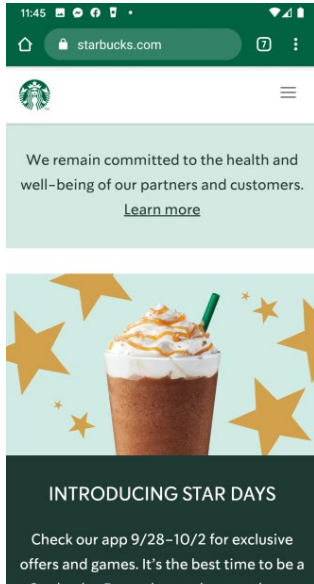
Google

IBM



Branding

- How we identify a product, and everything associated with it.
- Recognition at a glance
- The focal point for our experiences with a product.



Branding

■ Visual Brand/Identity

- Name and Logo
- Color Scheme
- Packaging
- Signage

■ Consistency is the key to effective branding





EL DORADO TRANSIT



Branding

■ Visual Brand/Identity

- Name and Logo
- Color Scheme
- Packaging
- Signage

■ Consistency is the key to effective branding





Transit Branding

- **Vehicles and bus stops** are seen by thousands of potential riders every day.
- They are an opportunity to communicate using your **capital investments** to create long-term marketing value.
- Branding of buses and bus stops is the most **cost-effective** way to build visibility.



Branding: A Case Study

- Lack of branding or inconsistent branding can make transit “invisible”
- Bad or out-dated branding can create the wrong image or misconceptions
- LIFT identify had no connection to Durango character and was not consistently implemented



Rebranding Approach

- Branding Objectives:
 - Relate to Historic Downtown and Durango's Railroad History
 - Capitalize on positive image of Trolley



Rebranding Approach

- Branding Objectives:
 - Relate to Historic Downtown and Durango's Railroad History
 - Capitalize on positive image of Trolley
- Create Identity that incorporated
 - Historic Railroad Style
 - Color Red

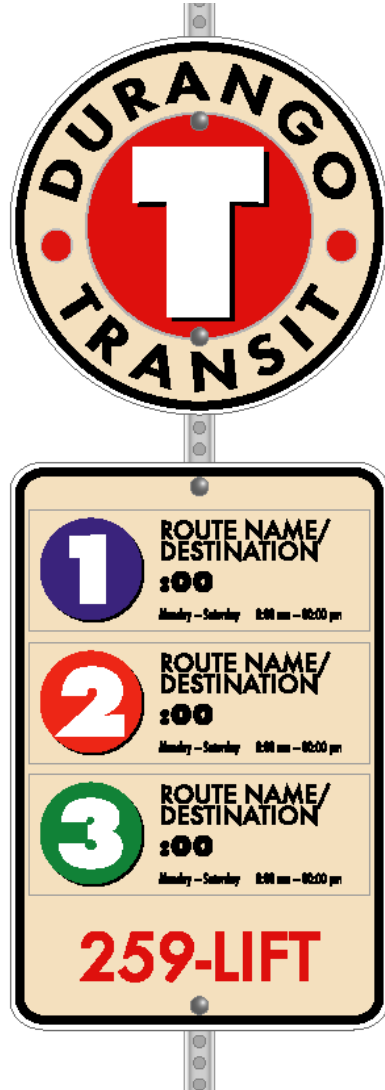


Rebranding Approach

- Branding Objectives:
 - Relate to Historic Downtown and Durango's Railroad History
 - Capitalize on positive image of Trolley
- Create Identity that incorporated
 - Historic Railroad Style
 - Color Red



Rebranding: Bus Stops & Trolley



Rebranding: Cutaway Vehicles



Original Brand



New Consistent Brand





15 Years



Transit Branding

- **Vehicles and bus stops** are seen by thousands of potential riders every day.
- They are an opportunity to communicate using your capital investments to create **long-term** marketing value.
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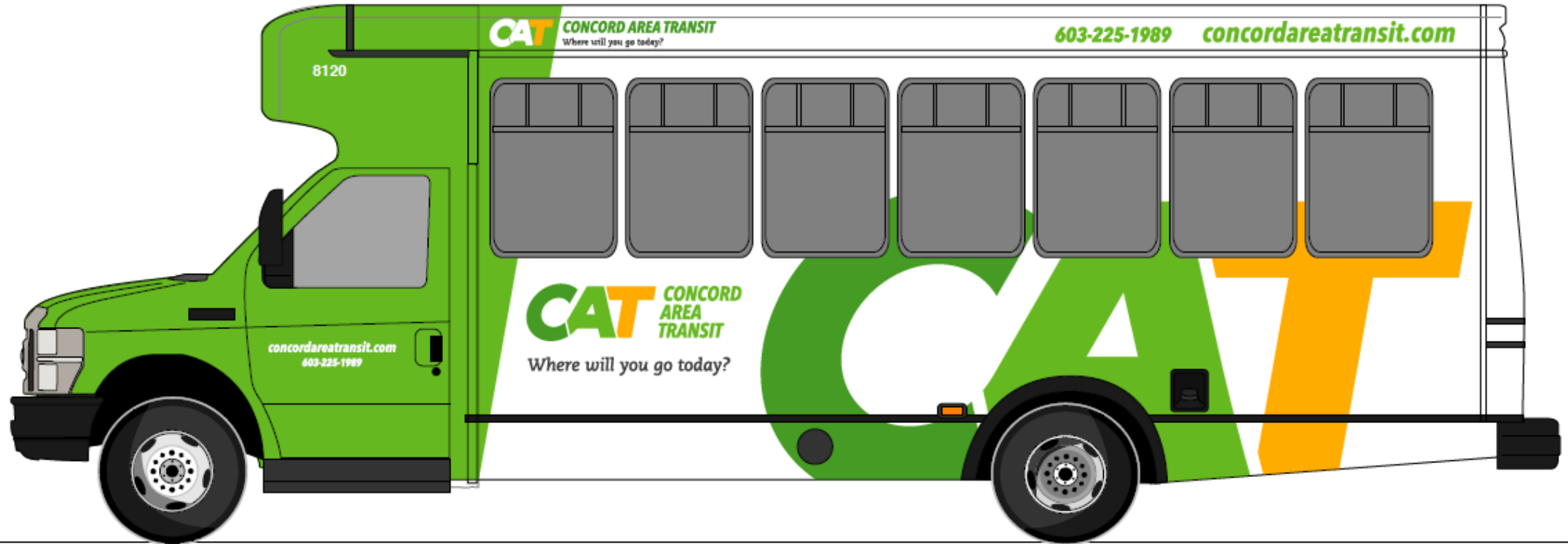


Brand Examples

Using Vehicles to Build Awareness and Image



The Difference Branded Vehicles Can Make



Concord, NH



The Difference Branded Vehicles Can Make



Family of Brands





Yosemite NP, CA





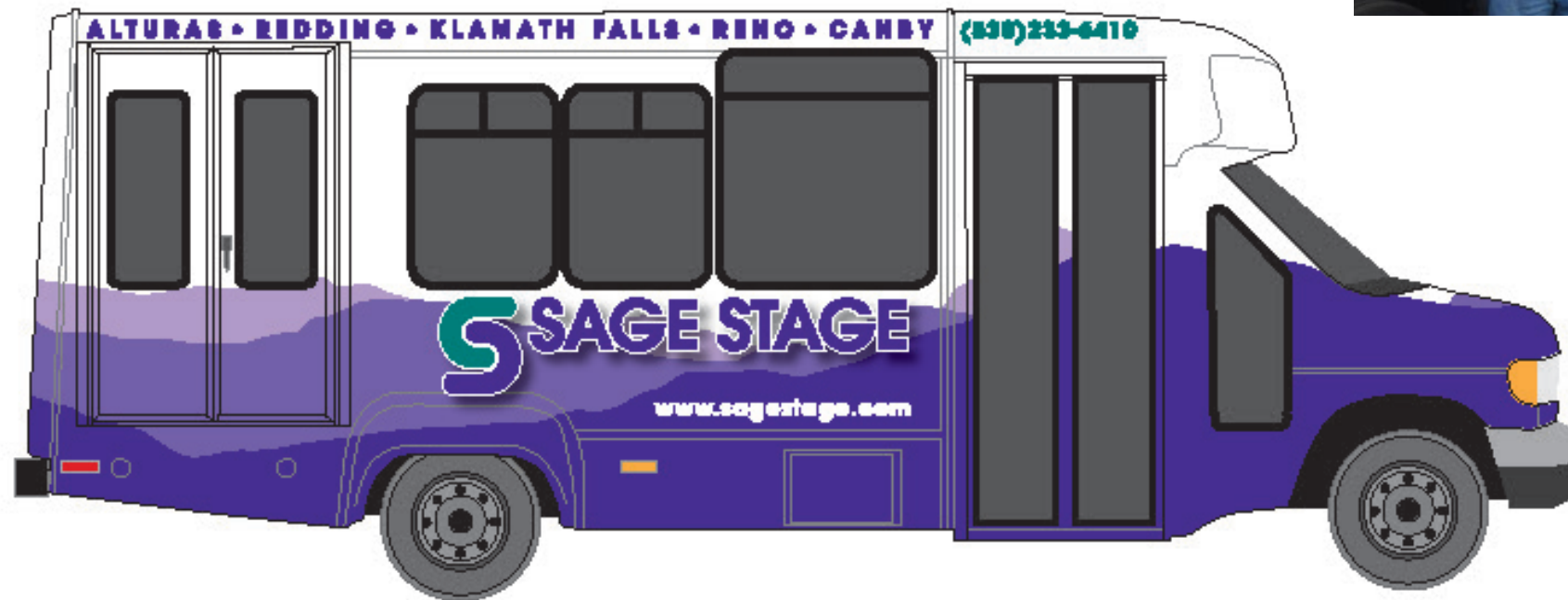

KernTransit

100	Bakersfield-Lancaster via Town – Town – Town Town – Town
140	Lamont-Bakersfield N via Town – Town – Town Town – Town
227	Lake Isabella-Ridgecrest via Town – Town – Town Town – Town
250	California City-Lancaster via Town – Town – Town Town – Town

800-323-2396 
www.KernTransit.org

Kern County, CA






Modoc County, CA

SAGE STAGE

LOCAL and REGIONAL BUS SERVICE

Connecting Modoc County
Alturas • Canby • Susanville
Redding • Reno
Klamath Falls



www.sagestage.com
(530) 233-6410

EFFECTIVE JANUARY 1, 2014



Calaveras County, CA





Branding is the most cost effective way to build visibility.

- \$10,000 for a bus wrap
- Seen by 5,000 people per day
- On road 5 days per week - 250 days/year
- Service life for cutaway – 5 years
- 6,250,000 exposures
- \$.0016 per exposure
- And it is paid for with capital dollars!



Awareness

Beyond Basic Branding



Objective



Target
Market



Message



Medium



Awareness

Objective



Target
Market

Broad Population



Information
Appeal
Image

Message



Medium

Advertising
Earned Media
Social Media



Messaging



Messaging

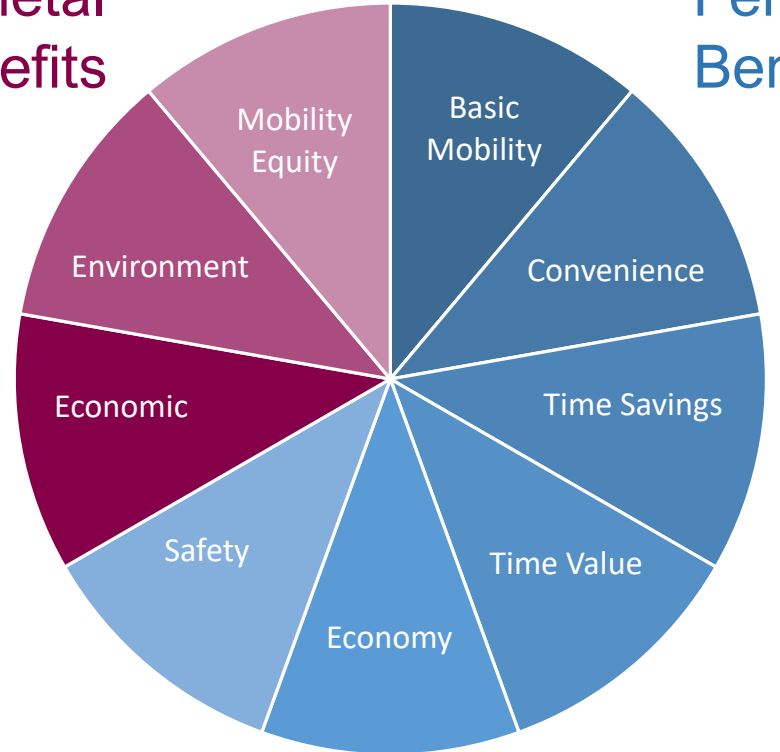
Information

- Type of service
- Where it goes
- What it costs
- Trip planning tools

Appeals

- Benefits relevant to the specific target group
- Imagery of people/places relevant to the target group

Societal Benefits



Personal Benefits



Messaging

Information

- Type of service
- Where it goes
- What it costs
- Trip planning tools

Appeals

- Benefits relevant to the specific target group
- Imagery of people/places relevant to the target group



Messaging

Information

- Type of service
- Where it goes
- What it costs
- Trip planning tools

Appeals

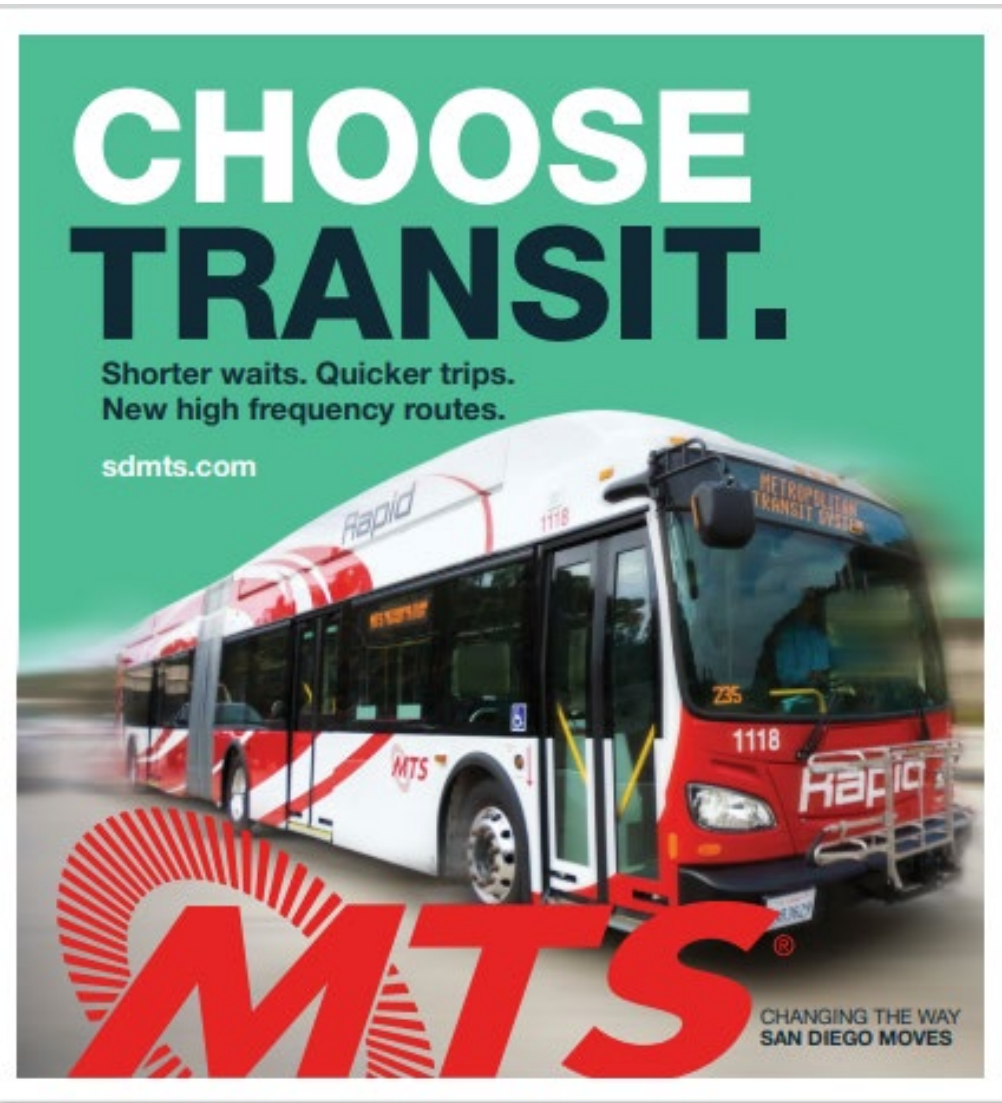
- Benefits relevant to the specific target group
- Imagery of people/places relevant to the target group

Call to Action

- Remember that they have a transit option
- Visit website
- Take a trial ride
- Register for demand response
- Promote transit use among constituents
- Support transit funding



Awareness/Image Messaging



Awareness/Image Messaging

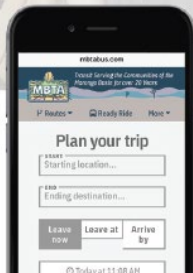
**SET
YOURSELF
FREE**

FROM
ASKING
FOR
RIDES



www.mbtabus.com
760-366-2395

Check out the new
mbtabus.com for
easy trip planning
and more.




**SET
YOURSELF
FREE**

TO
GO
YOUR
OWN
WAY



www.mbtabus.com
760-366-2395

Plan your trip now
with Google Maps
Just click the transit icon  instead of the car!



Consistency – key to building awareness and a way to maximize your efforts

**Mask on? Phone on?
Get on and GO!**

 Clean. Easy. Ready for you.




 Download the **Transit App** to simplify your ride.

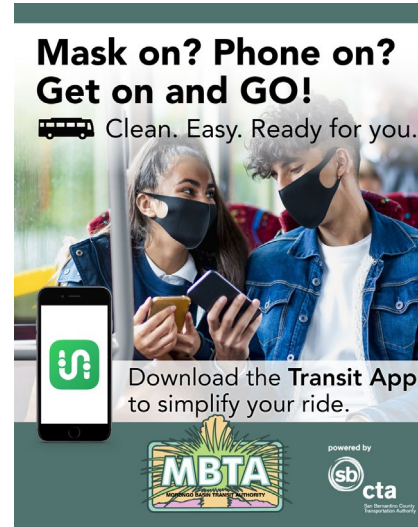
 **METROLINK**


  **VICTOR VALLEY TRANSIT**



powered by 

**Mask on? Phone on?
Get on and GO!**


 Clean. Easy. Ready for you.

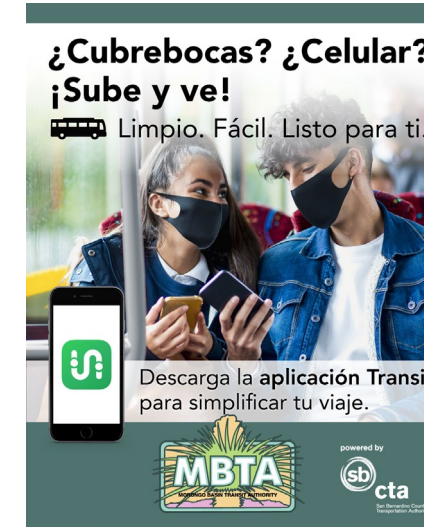



 Download the **Transit App** to simplify your ride.



 powered by 

**¿Cubrebocas? ¿Celular?
¡Sube y ve!**

 Limpio. Fácil. Listo para ti.



 Descarga la aplicación **Transit** para simplificar tu viaje.

 powered by 

**Mask on? Phone on?
Get on and GO!**

 Clean. Easy. Ready for you.



 Download the **Transit App** to simplify your ride.

 **METROLINK**   **VICTOR VALLEY TRANSIT**

powered by 

Media



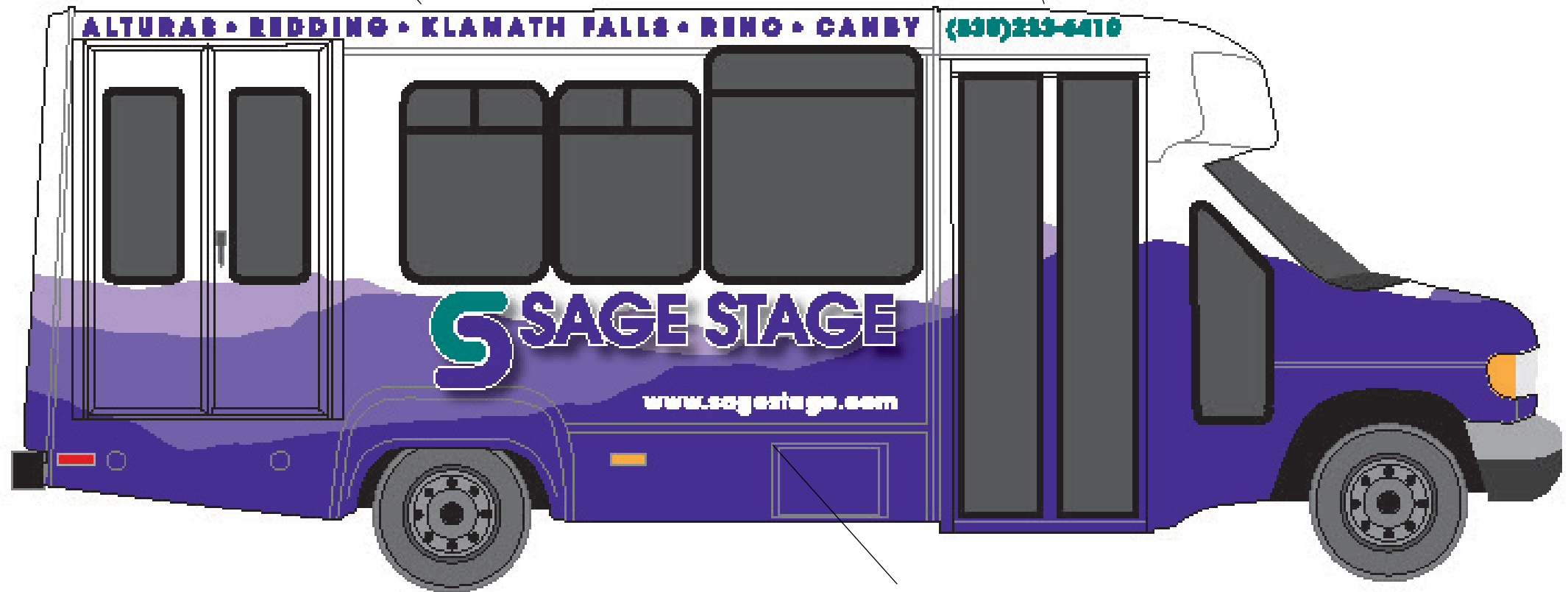
Buses and Bus Shelters

Can communicate more than the brand



Service Area

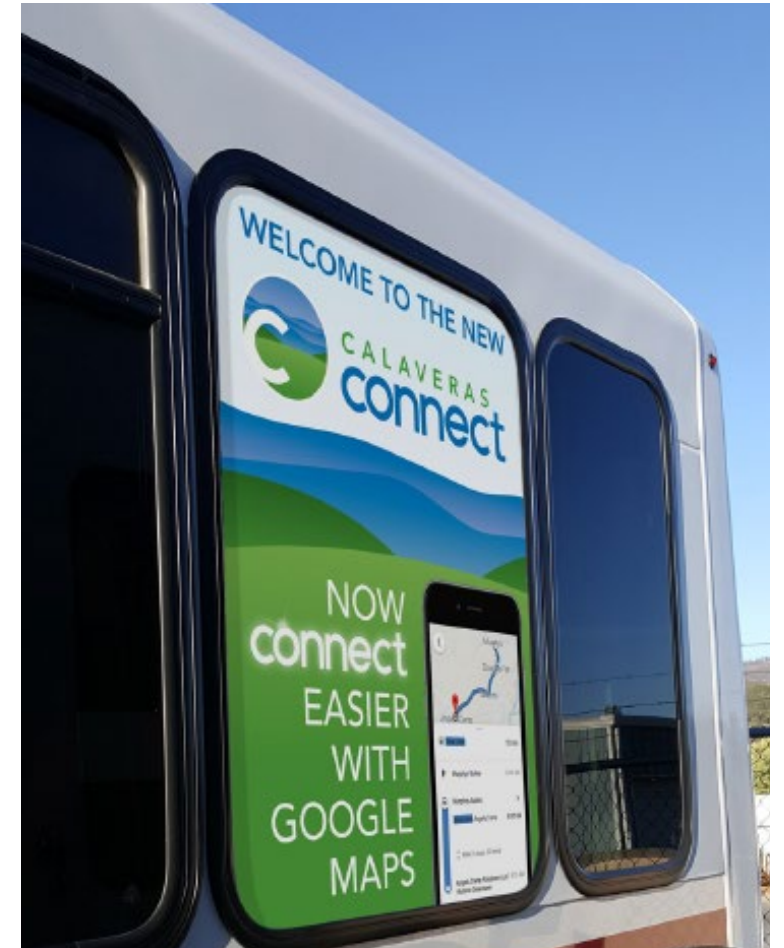
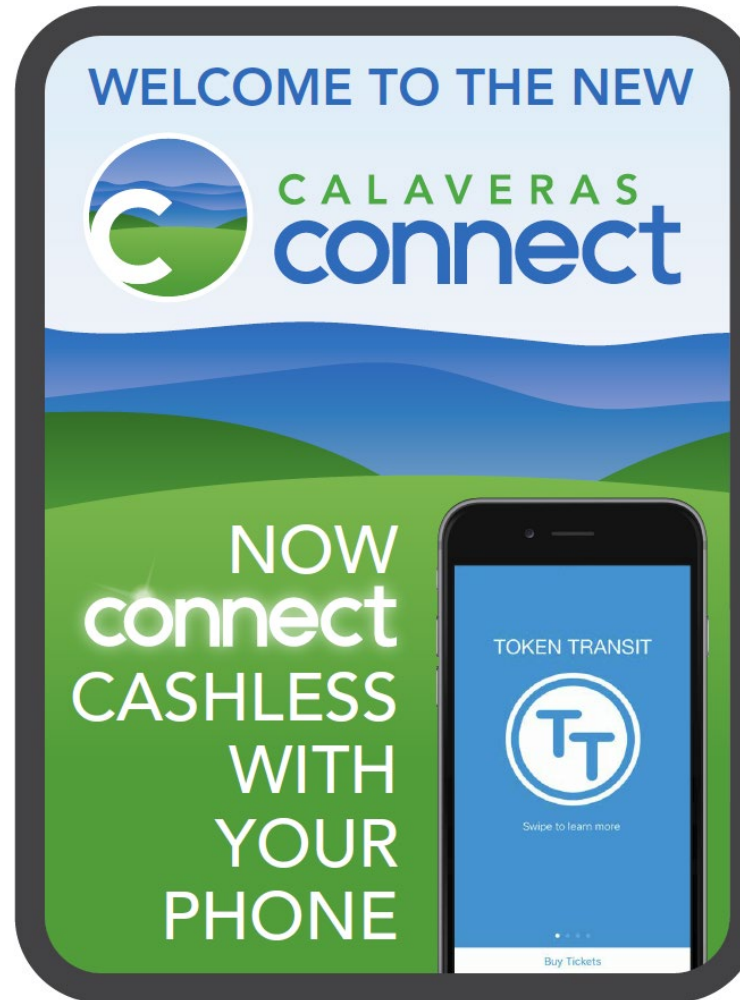
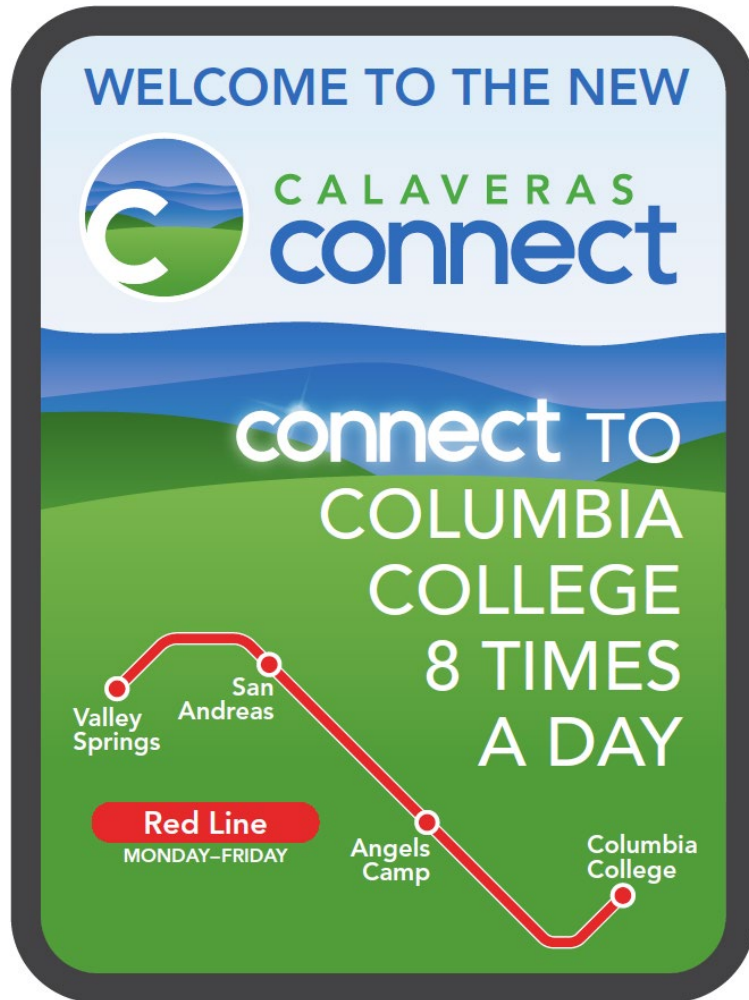
Phone Number



Web Address



Window Clings



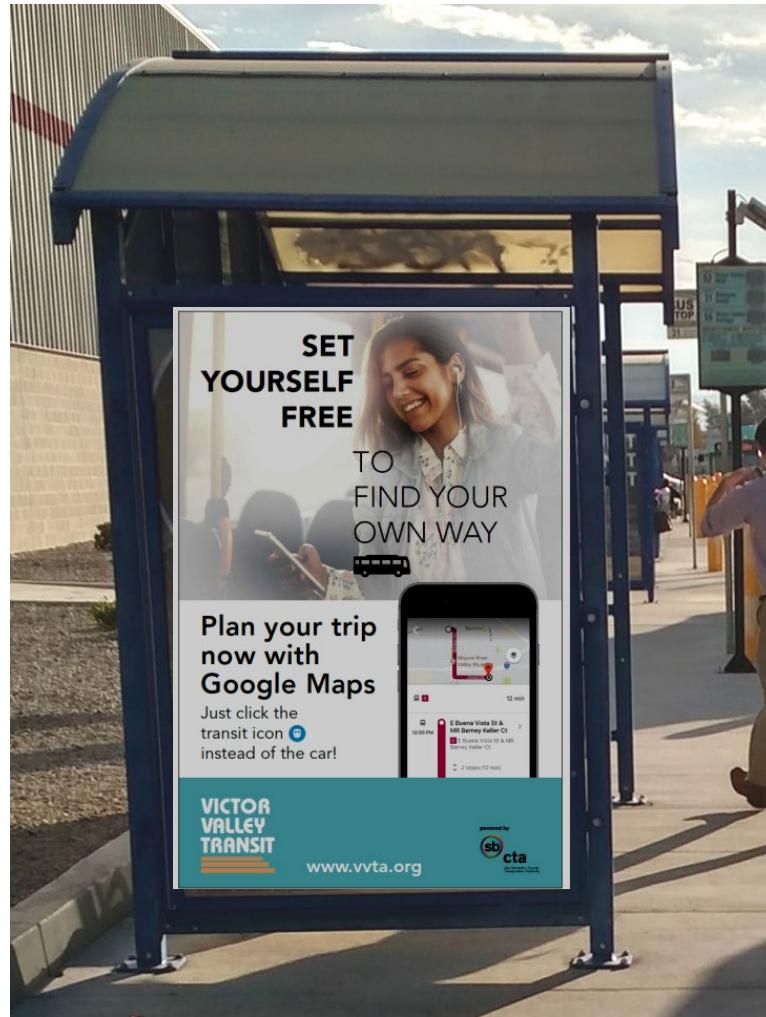
Window Clings



Bus Wraps



Bus Shelter Ads





Bus Shelter Ads



**TAKE
TRANSIT
TUESDAY**

RIDE
FREE
EVERY
TUESDAY
IN JULY








**MOUNTAIN
TRANSIT**

www.mountaintransit.org

**FREE RIDES ON ALL MOUNTAIN TRANSIT
LOCAL AND OFF-THE-MOUNTAIN ROUTES**

powered by


Plan your trip now with Google Maps.
Just click the transit icon  instead of the car!





Advertising



Advertising Media

Awareness Building - Broad

- Outdoor – Billboards/Transit
- Newspaper – Print and Digital
- Posters & Displays
- Radio
- Television
 - Broadcast
 - Cable
 - Community (free)

Awareness - Targeted

- Targeted Publications
- Geographically Targeted Direct Mail
 - Every Door Direct Mail
- Social Media Advertising
 - Facebook
 - Instagram



Newspaper – Print/Digital

They're hiring in Sedona.
Verde Shuttle is your ride to work.



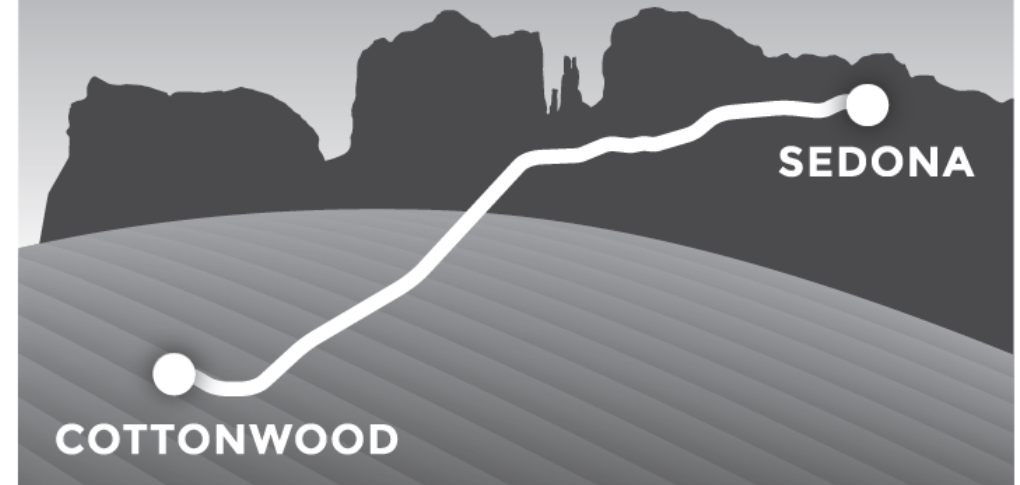
COTTONWOOD **SEDONA**

It's just that easy!
VerdeShuttle.com



They're hiring in Sedona.

Verde Shuttle is your ride to work.



It's just that easy!

Brand new shuttle buses • Cool, Clean and Direct

Only \$2.00 each way

From the Cottonwood Library every 45 minutes

Free transfers to and from CAT buses at Cottonwood Library

Get all the details and plan your trip
at **VerdeShuttle.com**

or click  in Google Maps
for transit directions.



They're hiring in Sedona.
Verde Shuttle is your ride to work.
It's just that easy! **VerdeShuttle.com**

COTTONWOOD

SEDONA



Newspaper

Calaveras Transit is now...



And our name isn't the only thing that's new!

connect TO COLUMBIA COLLEGE 8 TIMES A DAY



209-754-4450
CalaverasConnect.org

Calaveras Transit is now...



And our name isn't the only thing that's new!

direct-connect BRINGS THE ROUTE DIRECTLY TO YOU



If you can't make it to the bus stop, call for a direct-connect pick-up at any location within $\frac{3}{4}$ mile of the bus route.



209-754-4450
CalaverasConnect.org

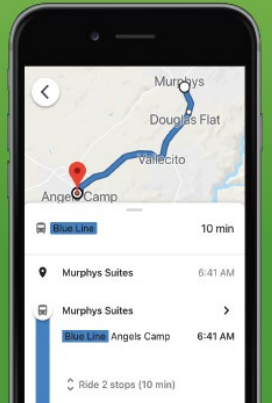
Calaveras Transit is now...



And our name isn't the only thing that's new!

NOW connect EASIER WITH GOOGLE MAPS

Plan your bus trip easily by just clicking the transit icon. Google Maps will even plan your connections and walking directions.



209-754-4450
CalaverasConnect.org



Posters

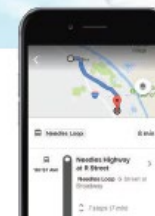


**The Safe &
Easy Way
to Get
Your Kids
to School
on Time** 


www.cityofneedles.com/transit
866-669-6309



Plan your trip now
with Google Maps
Just click the transit icon 
instead of the car!



Posters

connecting more places than ever.

Starting January 3, 2022.

Direct-Connect Out-of-County

- To Jackson (5 days a week)
- To Sonora (Fridays only)
- West Point to Jackson (Wed only)

Direct Connect Dial-a-Ride


Connecting all Calaveras County communities, five days a week.

Prior-day reservation guarantees your seat. Same-day trips accommodated based on space available.

Reserve your trip by calling customer service or using the new Spare App.

New Trip Reservation App

The new Spare App will make Direct-Connect reservations easy and provide you with real-time information about your ride.



New Low Fares:

Fixed Route	\$1.50
Discounted	\$1.00 *
Youth	\$.50

Direct-Connect

Dial-a-Ride	\$3.00
Discounted	\$2.00*


* Seniors (65+), persons with disabilities and veterans
Children 6 and under ride free with fare-paying adult.

New Red Route



Hourly bus service from Valley Springs to Angels Camp to Arnold. No transfers required.

New Columbia College Shuttle


Angels Camp to the college, five roundtrips per day. College students ride free with current ID. Use the Red Route or Direct-Connect to get there from anywhere in Calaveras County.



See our new Transit Guide or visit CalaverasConnect.org for our all-new service plan.




CalaverasConnect.org 209-754-4450



Posters



**Verde Shuttle is your ride
from Cottonwood to Sedona.**
It's just that easy!




Fast • Frequent • Affordable

Visit **VerdeShuttle.com**
for easy trip planning, and
everything you need to know.



 **Plan Your Trip in Google Maps.**
Enter your start point and destination,
then click the  transit icon.




928-282-0938 VerdeShuttle.com



Posters

You're Free to Go.

 Clean. Easy. Ready for you.



September 22 is **Car Free Day**.
Ride MBTA buses for FREE.

**CAR
FREE
DAY**

Sept 22, 2021



powered by

San Bernardino County
Transportation Authority

Not valid on Palm Springs Route or Ready Ride.

¡Eres libre de Viajar!

 Limpio. Fácil. Listo para ti.



El 22 de Sept es **Día Sin Autos**.
Viaja en autobuses MBTA GRATIS.

**Día
Sin
Autos**

Sept 22, 2021

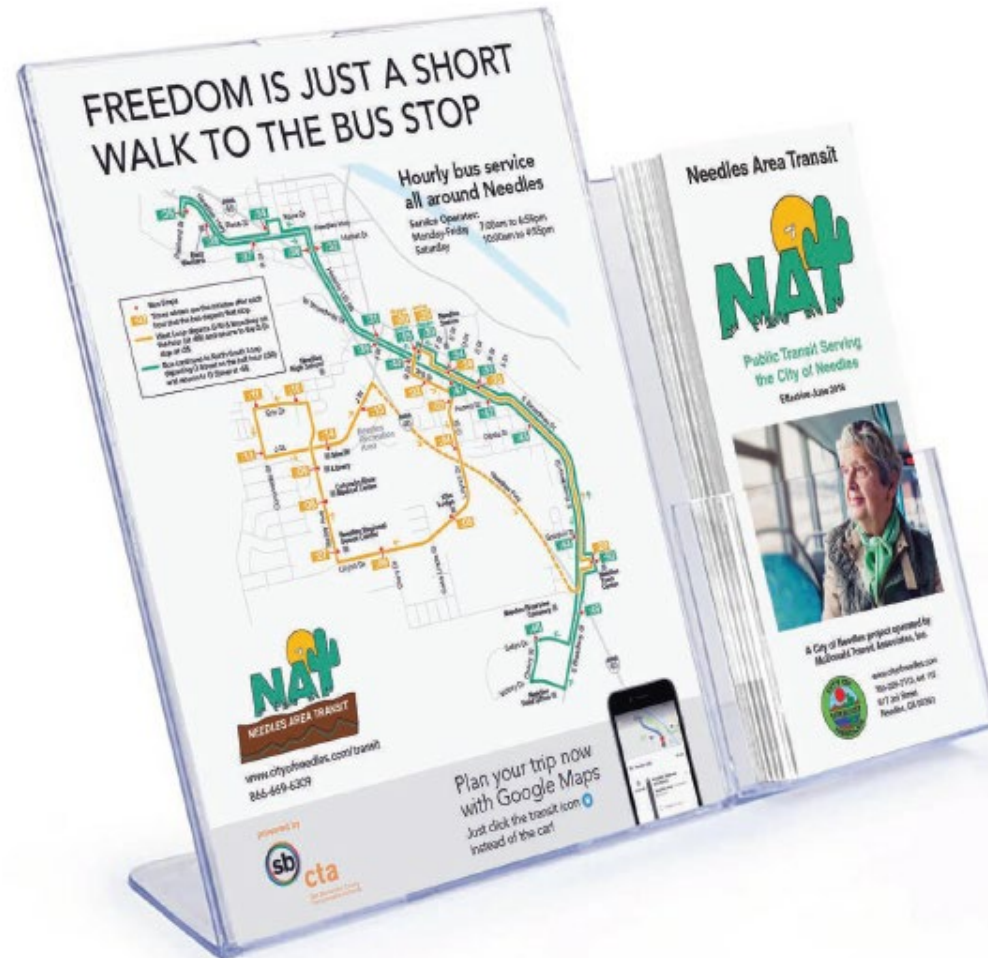


powered by

San Bernardino County
Transportation Authority

No es válido en la ruta Palm Springs o Ready Ride.

Displays



TV & Radio

Awareness Building

- Radio
- Television
 - Broadcast
 - Cable
 - Community (free)

Broadcast Television and Radio are effective options only if you are in a unique media market.


To view an example of a TV ad shown during the webinar, view the recording on the National RTAP YouTube channel. Contact info@nationalrtap.org if you need assistance.



Targeted Publications


- Newcomer Packets
- Tourism Magazines
- Event Programs

Focus on publications with broad reach or long-term value



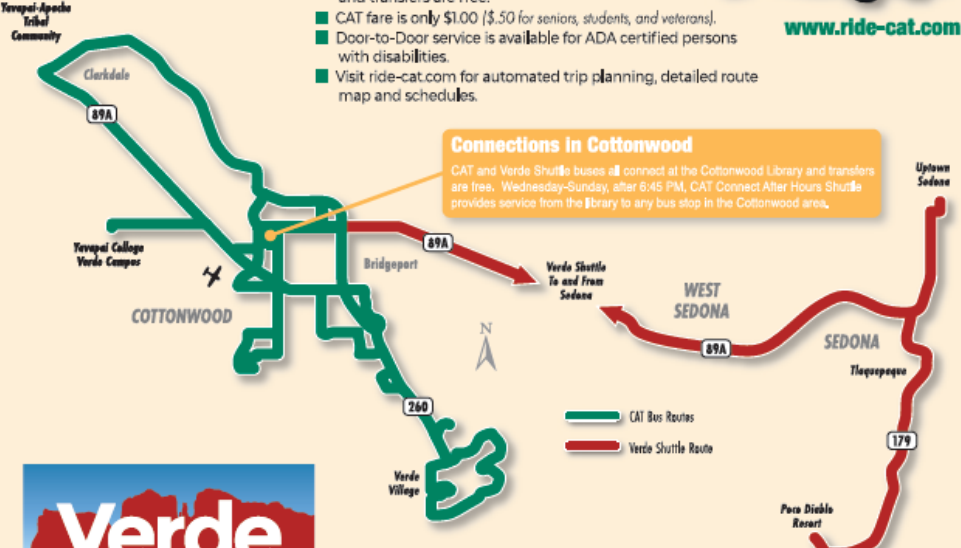
Connecting Cottonwood, Clarkdale, and Verde Village

Monday-Friday, Every 45 Minutes, Only \$1.00




www.ride-cat.com

- Four public transit routes that serve the Cottonwood area from 6:45 AM to 6:45 PM
- All buses connect at the Cottonwood Library and transfers are free.
- CAT fare is only \$1.00 (\$.50 for seniors, students, and veterans).
- Door-to-door service is available for ADA certified persons with disabilities.
- Visit ride-cat.com for automated trip planning, detailed route map and schedules.



Connections in Cottonwood
CAT and Verde Shuttle buses all connect at the Cottonwood Library and transfers are free. Wednesday-Sunday, after 6:45 PM, CAT Connect After Hours Shuttle provides service from the library to any bus stop in the Cottonwood area.

Verde Shuttle
COTTONWOOD • SEDONA





VerdeShuttle.com


Direct Service from Cottonwood to Sedona

7 Days-a-Week, Only \$2.00

- From the Cottonwood Library to destinations throughout Sedona
- Late night service Wednesday through Sunday.
- Fare is only \$2.00, \$1.00 for trips within Sedona.
- Free transfers to and from CAT routes, including CAT Connect After Hours Shuttle.
- Visit the new VerdeShuttle.com for complete information and automated trip planning.





For complete route and schedule information, call 928-634-2287 (Mon-Fri, 8-5) or click  to ask Google Maps for transit directions.

Direct Mail

Every Door Direct Mail Postcard,
targeted by service area

Need a ride to Pine Grove or Jackson?



Where can I go with Direct-Connect?

We'll pick you up at your home and take you where you need to go,
anywhere within the service area shown on the map.

Pilot Service
Starting October 6th



The West Point Direct-Connect dial-a-ride runs every **Wednesday**,
with two trips in each direction, at approximately these times:

Westbound trips to Jackson

	AM	PM
Wilseyville	8:40	12:40
West Point	8:55	12:55
Pine Grove	9:20	1:20
Jackson	9:35	1:35

Eastbound trips to Wilseyville

	AM	PM
Jackson	11:30	3:35
Pine Grove	11:45	3:50
West Point	12:10	4:15
Wilseyville	12:25	4:30

Introducing new **Direct-Connect** dial-a-ride for residents of West Point and Wilseyville

We'll pick you up at your home and Connect you to shopping, medical appointments,
or wherever you need to go in West Point, Jackson and Pine Grove.

PRSTD STD
U.S POSTAGE
PAID
TUCSON, AZ
PERMIT NO. 3341

*** ECRWSS
Postal Customer

How to plan a trip:

1. The service runs every Wednesday.
Call us no later than 3 pm on Tuesday,
or up to 7 days in advance to reserve
your seat.
2. Provide the dispatcher with the address
you wish to be picked up at and where
you want to go. The dispatcher will let
you know what pickup times are available
for your trip and your return.
3. The bus will pick you up right at your
home (or as close at it safely can).
4. The bus will drop you at your destination
in West Point, Jackson or Pine Grove and
then return to pick you up as scheduled.

Ride **FREE** during this introductory period.



209-754-4450
CalaverasConnect.org

How Calaveras Connect is keeping you safe

- Increased cleaning and sanitation of vehicles
- Limited number of riders to allow for social distancing
- Requirement that all passengers wear face coverings

Direct Mail (with free ride offer)

**SET
YOURSELF
FREE**

**TO GO YOUR
OWN WAY**



**VICTOR
VALLEY
TRANSIT**

www.vvta.org
760-948-3030



Ride FREE for five
See other side for details

FREEDOM IS JUST A SHORT WALK TO THE BUS STOP

Victor Valley Transit can take you where you need to go in Barstow,
with connections to the Victor Valley and San Bernardino Valley.

Routes 1, 2, 3 and 6

Hourly service Mon-Fri 6am to 8pm, Sat-Sun 8am to 5pm

Route 15

Four trips daily Mon-Sat to and from Victorville & San Bernardino



PRSTD STD
U.S POSTAGE
PAID
TUCSON, AZ
PERMIT NO. 3341

*** ECRWSS
Postal Customer

RIDE THIS WEEK FOR FREE!

5 FREE DAY-PASSES

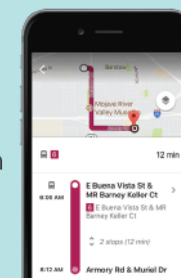
VALID FOR 5 DAY-PASSES ON VICTOR VALLEY TRANSIT

**VICTOR
VALLEY
TRANSIT**

VALID THROUGH JUNE 3, 2018.
Present coupon to driver to get
your free day-pass each day you
wish to ride.

1 2 3 4 5

Plan your trip
in seconds with
Google Maps
Click the transit icon
instead of the car!



**VICTOR
VALLEY
TRANSIT**

www.vvta.org
760-948-3030

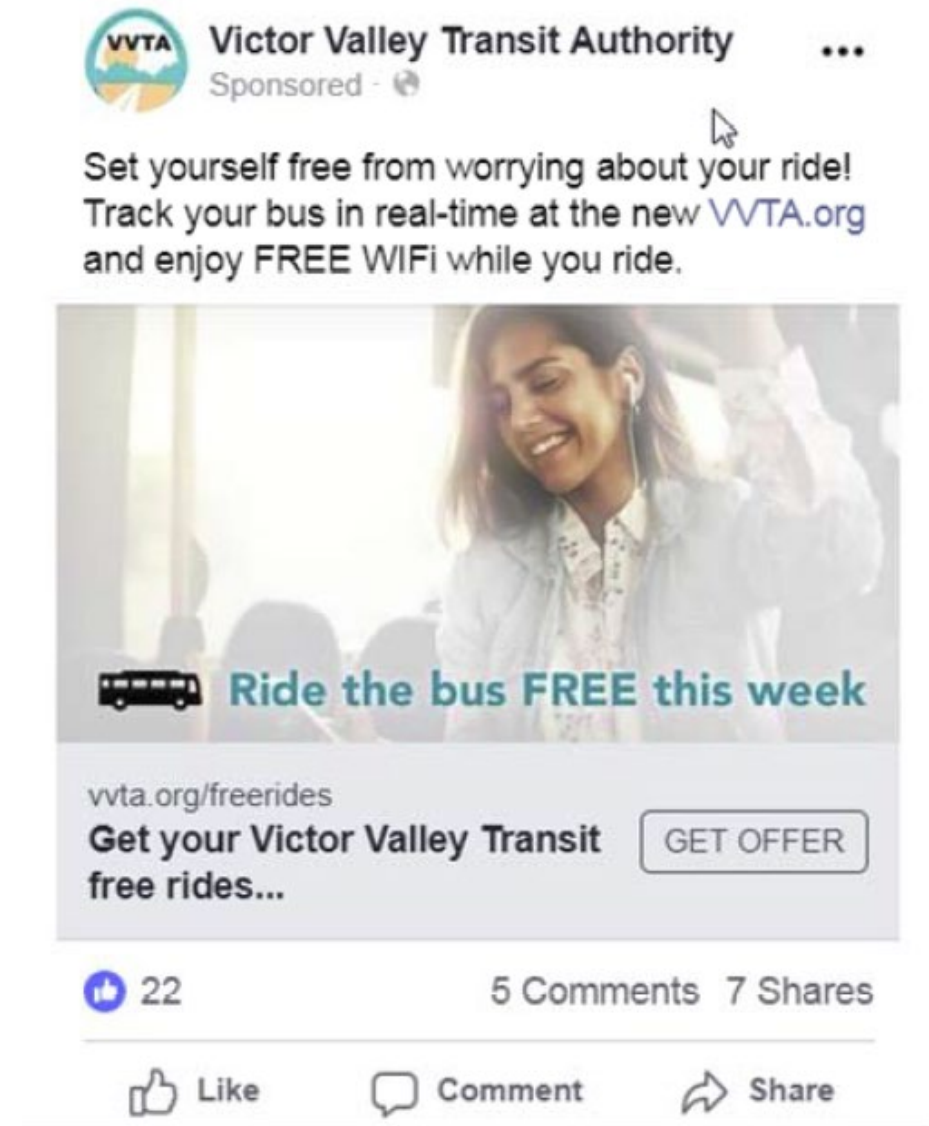
Every Door Direct Mail

Mapping Tool



Social Media Advertising

- Target by community, demographics, interests
- Link to website, potentially to targeted landing page
- Offer free rides or other incentive
- Track response in [Facebook Ad Manager](#) and on website (using Google Analytics)



Social Media Advertising

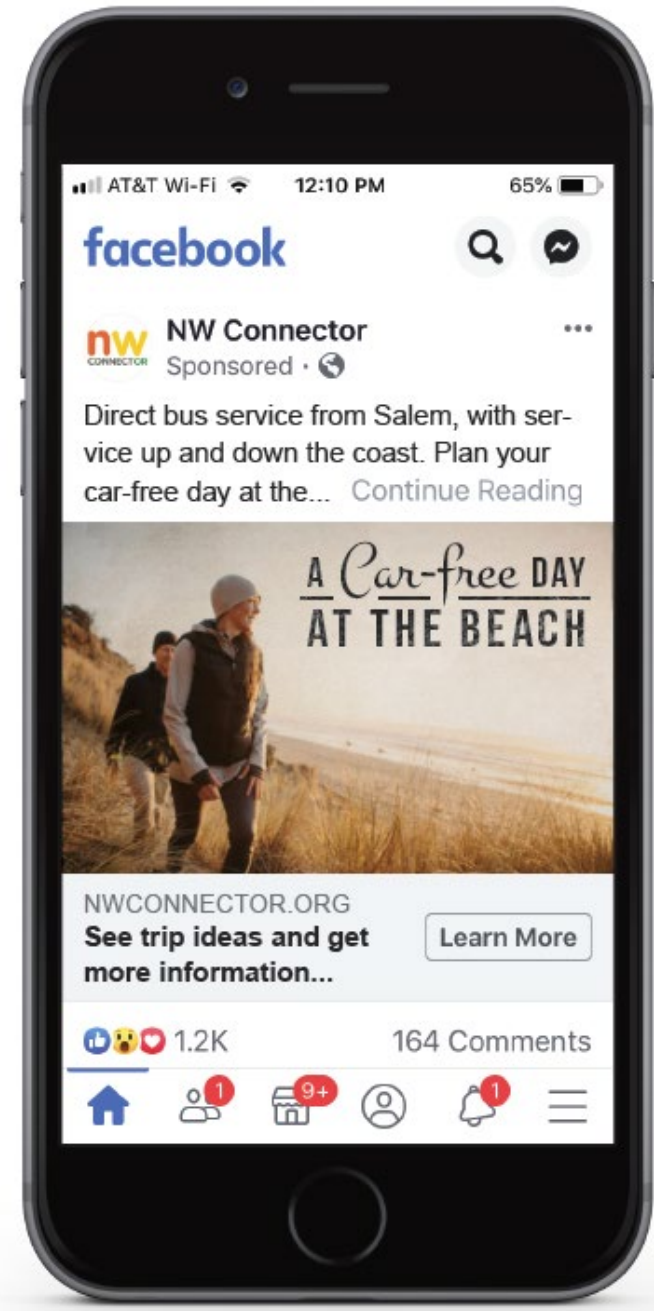
NWConnector (Coastal Oregon)

■ Targeting:

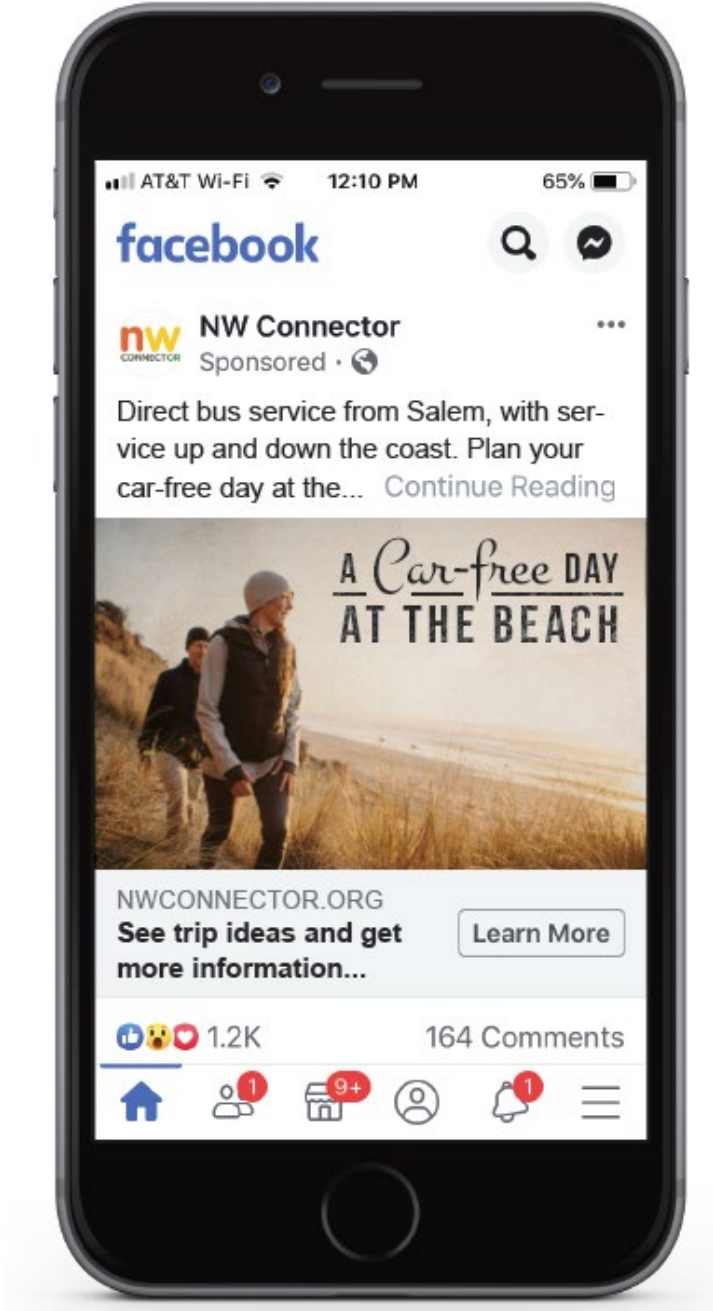
- Live in Origin City: Portland, Salem, Corvallis
- Interests: Oregon Coast and Public Transit

■ Messaging:

- Availability of direct transit service
- Images of Coastal Destinations
- Call to Action: NWConnector.org



Social Media Ads



Coordinated On-Transit Campaign in Origin Cities



Earned Media



Earned Media

- Proactive relationship with local news media
 - Make their job easier by providing timely, well written **news releases***
- News Release Calendar
- Suggest Feature Stories
- Be Responsive



*Guidelines for writing news releases available by emailing me



News Releases

Topics

- New or Changing Services
- New Vehicles or Facilities
- New Website or Other Passenger Info Tool
- Special Events
- Free Fare Day
- Milestones

Write like a reporter

- Lead Paragraph – who, what, when, where, why
- Organize the information from most important to least important
- Use short sentences – and clear language.
- Write in a facts oriented, educational fashion. Do not try to “sell.”
- Include opinions or interpretations as quotes from an agency representative.

*Guidelines for writing news releases available my emailing me



Social Media

Primarily a tool for engaging with riders.
However, it can be leveraged to build visibility.

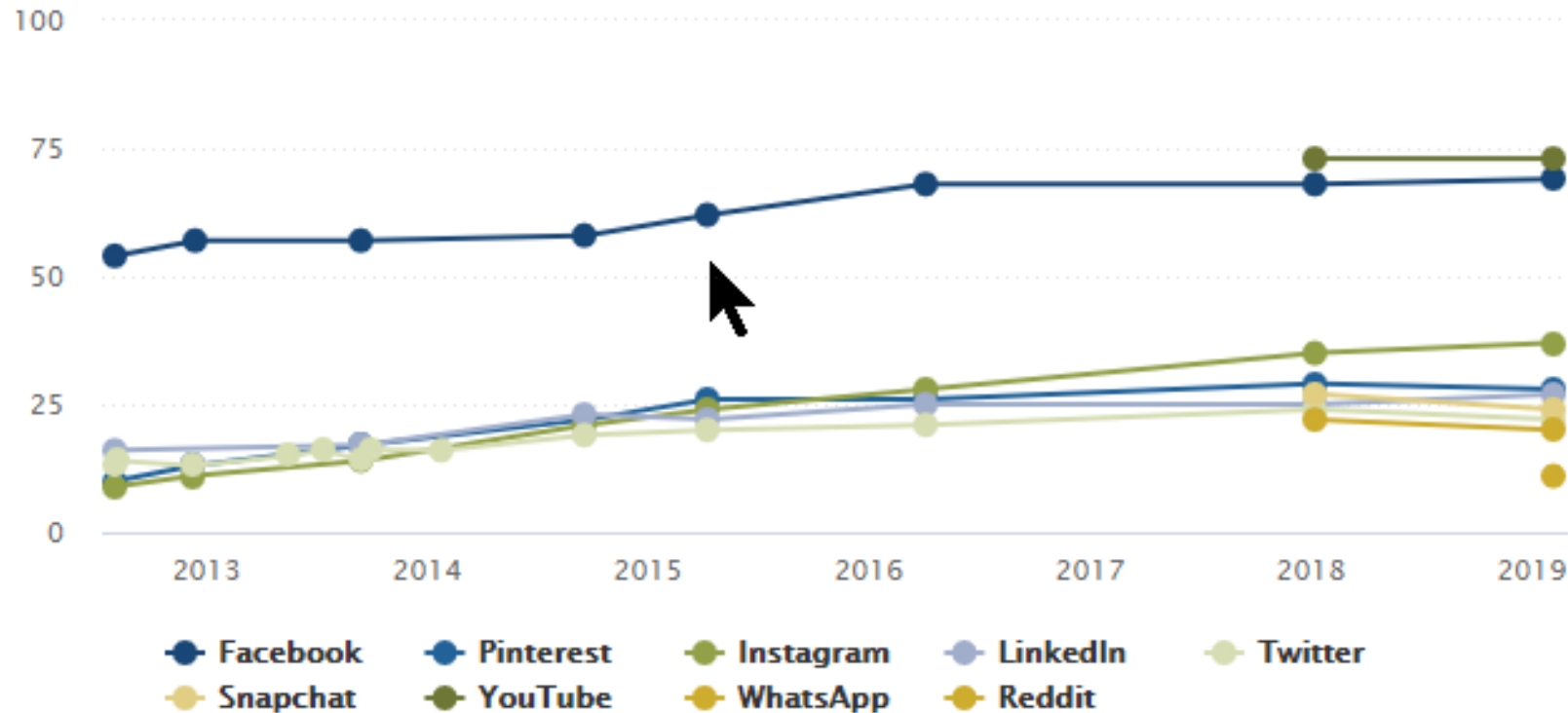


Social Media Platforms



Social Media Platforms

% of U.S. adults who use ...



YouTube and Facebook are the most-widely used online platforms, with user bases most broadly representative of the population as a whole.

Source: Surveys conducted 2012-2019.

PEW RESEARCH CENTER



Social Media Activities

Engage with Followers

- Regular communication with riders
- Convey news
- Post alerts of general interest
- Promote events
- Promote specific services or programs
- Respond to messages.

Build Awareness

- Post items that followers will want to repost; encourage them to share.
- Engage with stakeholders and community organizations.
 - Follow relevant organizations and ask them to follow you.
 - Repost items from community organizations and ask them to share your posts.



Posts that followers will share

 **Sun Tran**
November 9 · 🌐

🎟️ **TICKET GIVEAWAY** 🎟️

Win tickets to [The University of Arizona](#) #Wildcats football home game against Utah this Saturday, 11/13 at 12 p.m.


TO ENTER:

- 👉 1. Send us a direct/private MESSAGE saying you want to enter the contest.
- 👉 2... See more

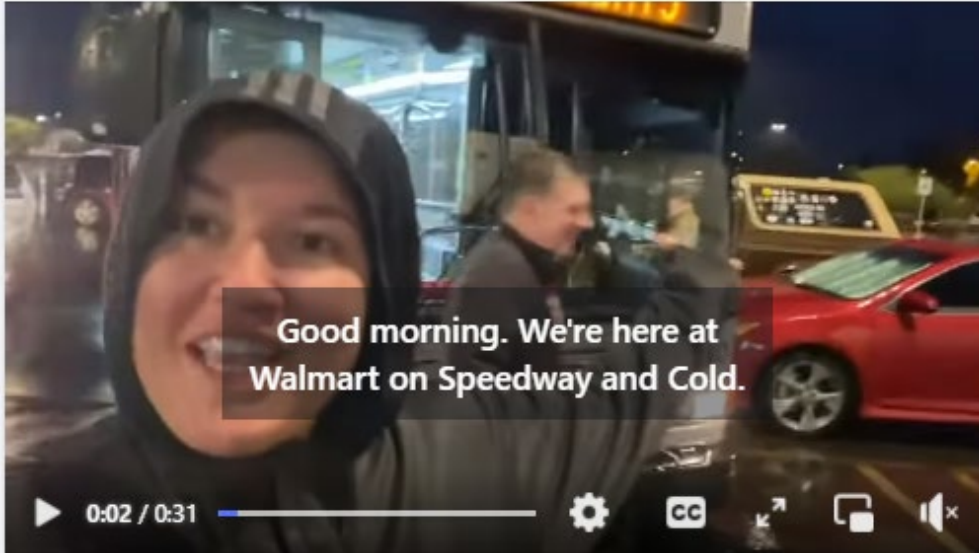




  6

7 Comments 3 Shares




 **Sun Tran**
December 10 at 6:45 AM · 🌐






🌲 Come help us Stuff-the-Bus!
📍 Walmart on Speedway & Kolb.
🕒 6am to 6pm!



  13

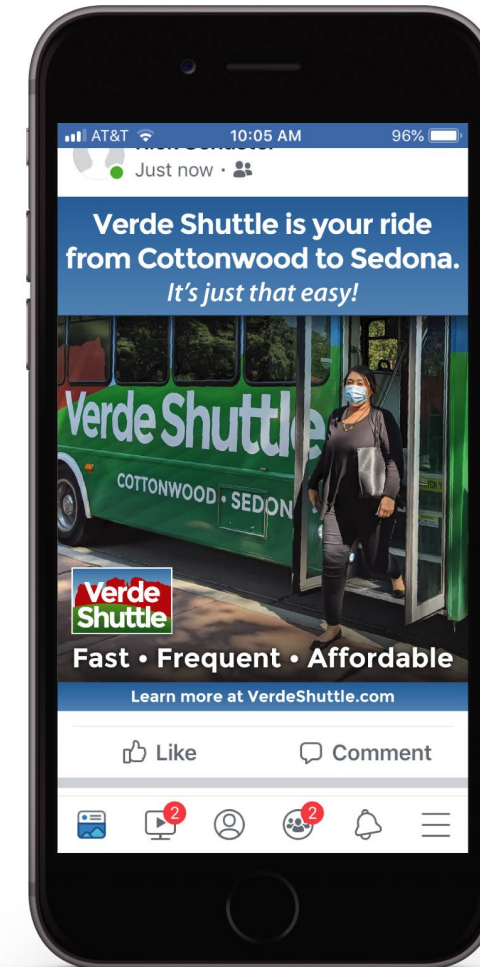
7 Shares

 Like  Comment  Share

 Write a comment...    





Pictures or videos that followers will share



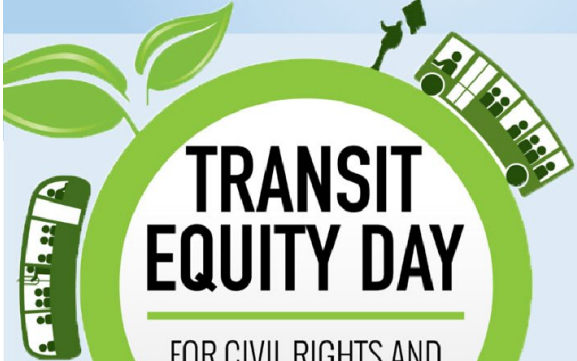
Encourage followers to share






**– TELL EVERYBODY –
FEB 4TH IS TRANSIT EQUITY DAY!**


Everyone rides free

 **Every bus** 
Every train

Everywhere
in San Bernardino County



**TRANSIT
EQUITY DAY**
FOR CIVIL RIGHTS AND
A HEALTHY PLANET
#TransitEquityDay


METROLINK
 
 

powered by 
San Bernardino County
Transportation Authority




Posts that Stakeholders will share

 **CAT Concord Area Transit**
December 8 at 8:15 AM · 🌐

With a few clicks, you can have a chance to win one of two \$50 gift cards.

Community Action Program Belknap-Merrimack Counties is conducting its 2021 Community Needs Assessment and would like you to participate in this important project. By taking a short survey you can really help.

<https://www.surveymonkey.com/r/CAPBMCNeeds>



SURVEYMONKEY.COM

Community Action Program Belknap-Merrimack Counties, Community Needs Assessment Survey

4 Shares

 **San Bernardino County Transportation Authority - SBCTA**
December 2, 2020 · 🌐

The San Bernardino County Transportation Authority is seeking feedback to help improve mobility and public transit services. By completing this survey, you will help us better understand mobility needs across our county, identify gaps, and allow us to better address these needs and gaps. To take the survey, visit gosbcta.com/coordinatedplan.



Please take this short survey to tell us about mobility needs and challenges in your community:
gosbcta.com/coordinatedplan



SAN BERNARDINO COUNTY COORDINATED TRANSPORTATION PLAN

Complete the Survey by December 11 for a chance to win one of ten \$100 gift cards.

 **NW Connector**
June 2 · 🌐

Are you interested in getting involved with your local transit agency? Sunset Empire Transit District is seeking volunteers in Clatsop County to join its Transit Advisory Committee!

The deadline to apply is June 16th - learn more here:
<https://www.nworegontransit.org/setd-seeking.../>



NWOREGONTRANSIT.ORG

SETD Seeking Transportation Advisory Committee Volunteers – NW Connector

Sunset Empire Transportation District Board of Commissioners (SETD) is seeking volunteers from Clatsop County who would like to serve on the...

👍👎 5 2 Shares

👍 Like 💬 Comment ➦ Share


 Write a comment... 😊 📷 GIF 🗨



Engage with Other Organizations & Community Events

Calaveras Connect
September 21, 2020 · 🌐

Everyone enjoys the great feeling of helping save lives! Calaveras Connect can provide transportation to the Blood Drive Tuesday, September 29th, call Customer Service (209) 754-4450 to schedule your trip.



Arnold Community Blood Drive
Tuesday, September 29
10am-4pm
Independence Hall
1445 Blagen Rd. Arnold

To support social distancing, appointments are required.

Please make an appointment at RedCrossBlood.org sponsor code: Arnold or call 1-800-RED-CROSS

NEW! All blood donations are now tested for COVID-19 antibodies.

Need transportation? Contact Calaveras Connect to schedule a ride at (209) 754-4450.
Schedule a blood donation appointment today:
Download the Blood Donor App | RedCrossBlood.org | 1-800-RED CROSS | 1-800-733-2767

Victor Valley College
October 4 at 7:40 PM · 🌐



Do your part VVC
October 6 is California Clean Air Day!
Take Public Transportation
Car Pool
Ride your bike
Walk to work

Go Green!

60 Years
VICTOR VALLEY COLLEGE

Scan to find out more

10 Likes · 2 Shares

Like Comment Share

Pomona Valley Transportation Authority
September 14 at 4:43 PM · 🌐

Come by the San Dimas Community Health and Resource Fair to learn more about San Dimas Dial a Cab and other PVTa services!

#PVTaRidesafe #ridesafe #safetyfirst #safe #safetymatters #safetogether #initttogether #pvtat #getabout #claremontdialacab #sandimasdialacab #readynow #onestepovertheline #claremont #cityofclaremont #laverne #cityoflaverne #pomona #cityofpomona #sandimas #cityofsandimas #pomonavalley #transportation #transit #mobility #publictransportation #senior #seniorcitizens #teamwork

**CITY OF SAN DIMAS
PARKS & RECREATION DEPARTMENT**

COMMUNITY HEALTH & RESOURCE FAIR

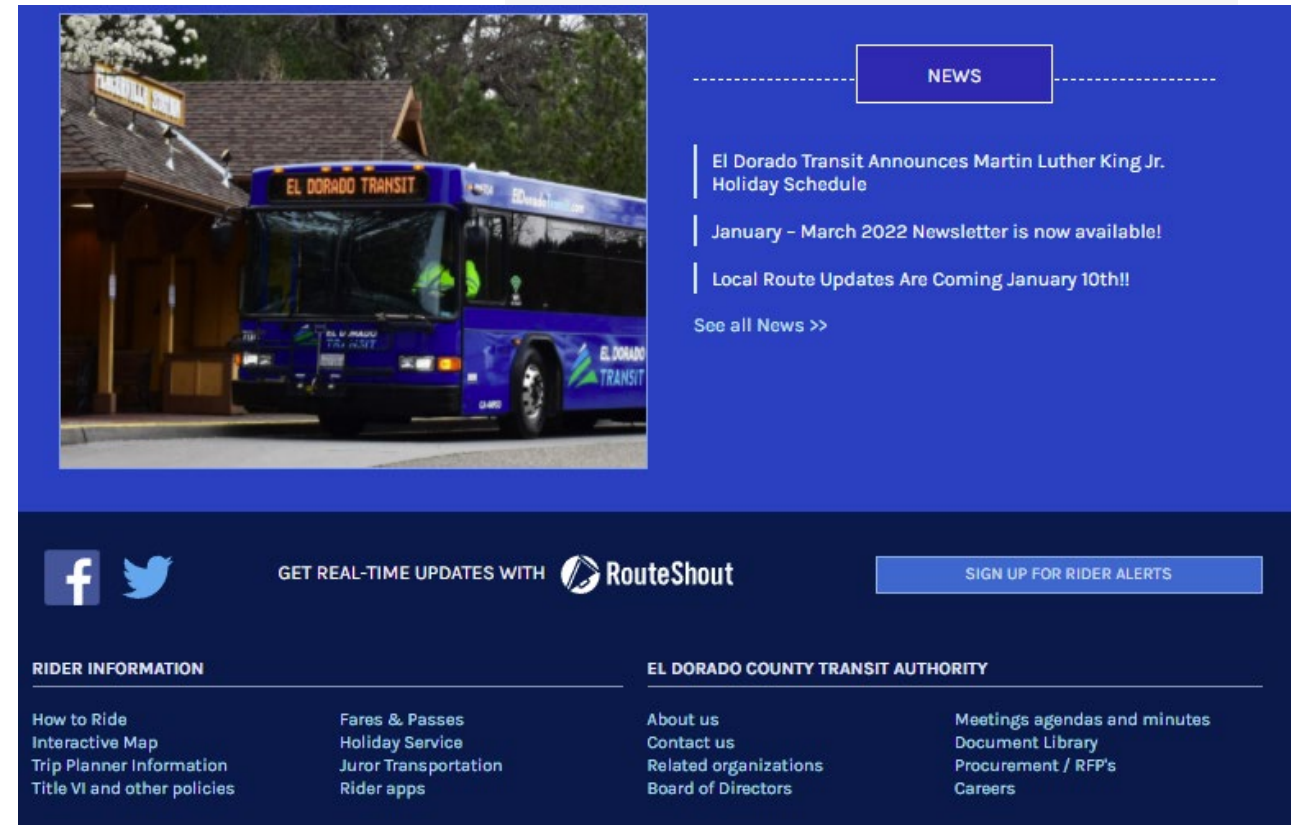
Event Features:
Flu Shots: Insurance Card Required, Information Tables, Community & Health Resources, Light Refreshments (while supplies last)

**WEDNESDAY
SEPTEMBER 22, 2021
10 AM TO 1 PM
AT COMMUNITY BUILDING
245 E. BONITA AVE, SAN DIMAS**



Increasing Your Reach

- Include social media links on website and in promotional efforts
- Ask outreach participants to follow you



Awareness Building - Summary

Focus

- Broad Visibility
- Frequent Impressions
- Positive Image

Tools

- Branding of Vehicles and Bus Stops
- Advertising with Broad Reach
- Earned Media
- Social Media



Six Class Series

- Awareness Building
- Customer Focused Websites
- Passenger Guides and Signage
- Community Based Marketing
- Improving the Passenger Experience
- Transit Passenger Research

Feb 10
2:00 -
3:30 PM





Selena Barlow
Transit Marketing LLC
selenabarlow@transitmarketing.com
520.322.9607



Workshop

- 4-6 Volunteers
- 60-90 seconds: Participant shares examples of awareness building efforts
- 3 minutes: Discuss & provide feedback

Upcoming National RTAP Events

State RTAP Manager Peer Roundtable

January 18, 2:00-3:00 PM ET

#MobilityManagementMatters

Twitter Chat

January 19, 2:00-3:00 PM ET

Transit Manager Peer Roundtable

January 27, 2:00-3:00 PM ET

Relax: Living in Nature's Cycle, Moment by Moment

February 7, 2:00-3:00 PM ET

Marketing Workshop 2 - Transit Websites

February 10, 2:00-3:30pm ET

Books in Transit Discussion Group - The Accidental Bus Driver

February 17, 11:00 AM-12:00 PM ET

For more information and to register, visit nationalrtap.org/Training/Webinars or nationalrtap.org/Training/Peer-Roundtables-and-Chats

TACL: The Transportation Technical Assistance Coordination Library



<http://transportation-tacl.org>

Learn about TACL Webinar

February 22, 2:00-3:00 PM ET

nationalrtap.org/Training/Webinars

The Transportation Technical Assistance Coordination Library (TACL) provides a sustainable methodology and platform to access rural and tribal transportation 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 with links to their coordination resources are:

- [National Aging & 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 \(SUMC\)](#)

Thank You!



National Rural Transit Assistance Program

888-589-6821 | nationalrtap.org | info@nationalrtap.org

Find us on Facebook, Twitter, YouTube, LinkedIn & Instagram



U.S. Department of Transportation
Federal Transit Administration