



Marketing Workshop Series: Step 2 – Transit Websites

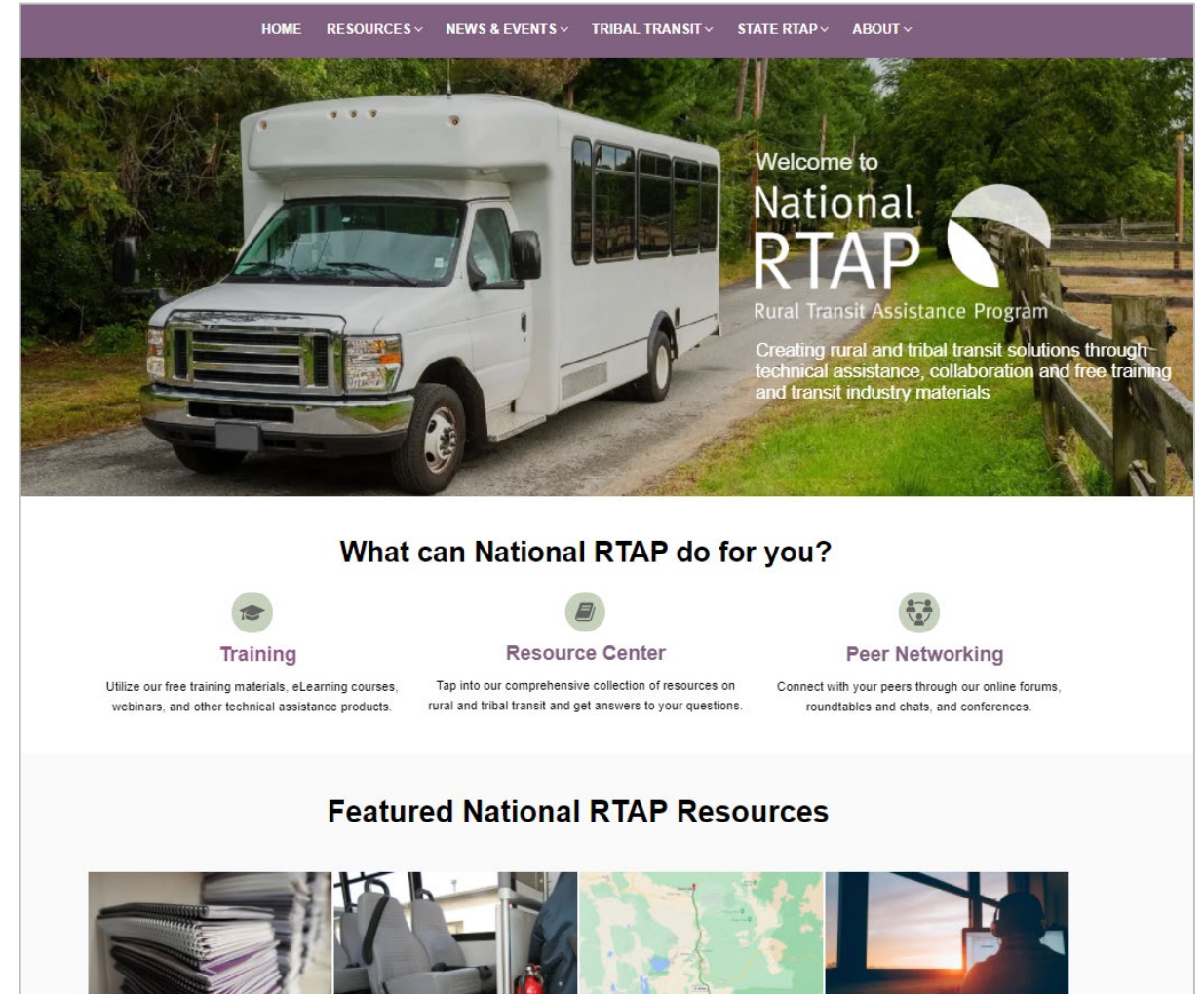
February 10, 2:00-3:30 PM ET



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.

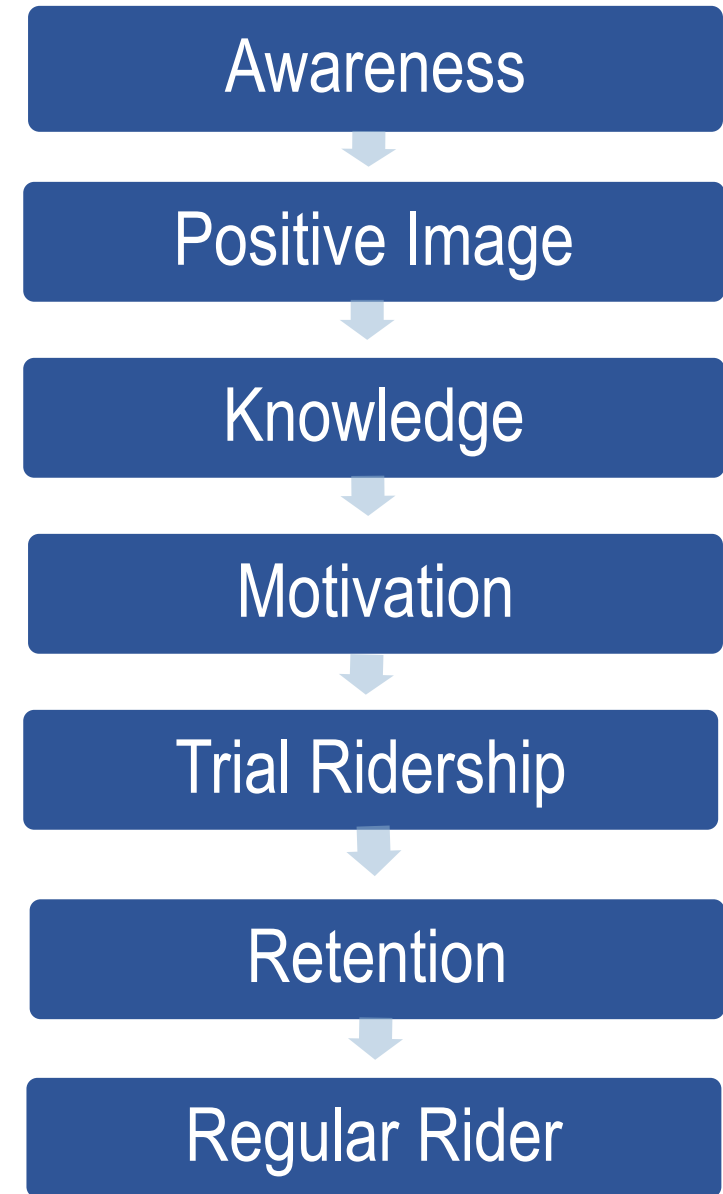
Public Transit Marketing



Customer Focused Websites

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
- Community Based Marketing
- Improving the Passenger Experience
- Transit Passenger Research



Passenger Information

- The “Directions” for using public transit
- A core element of your service
- The first component of the passenger experience for many riders
- Your most fundamental marketing tool



The New Rider Experience





Driving is
Mindless

What are new
riders comparing
you to?



Using Transit
Requires
Thinking



Driving is
mindless and immediate...
the default



Need or
Inspiration

Until it stops being the best option

<i>Reach adolescence</i>	<i>Car breaks down</i>
<i>Lose ability to drive</i>	<i>Ride not available</i>
<i>New job/school</i>	<i>Going somewhere unfamiliar</i>
<i>Traffic congestion</i>	<i>Parking not available</i>
<i>Need to use time better</i>	<i>Climate change happens</i>
<i>Cost goes up</i>	

**What if they've
never used
transit before?**



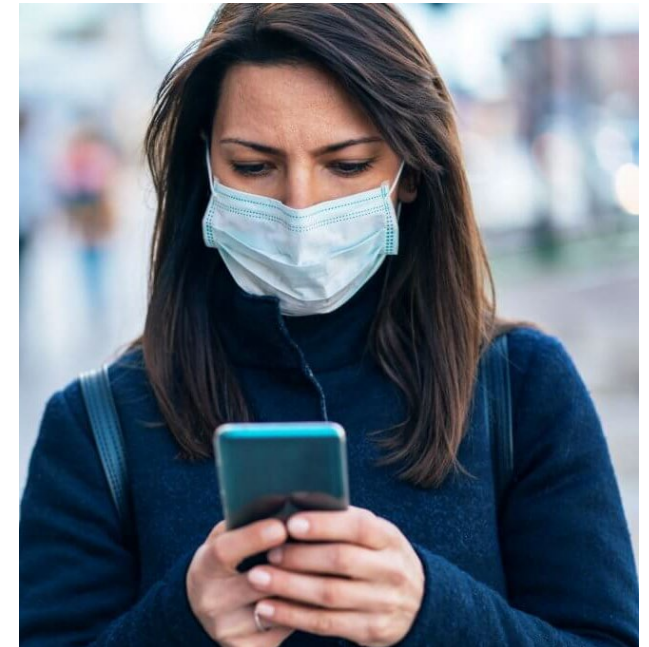
**Where will they go for
information?**

Search Engine
Your Website
Google Maps
Social Media
Telephone
Printed Guide
Bus Stop



Where will they go for information?

- Most people will look for information on-line, even more so since the pandemic.
- **Your Website is very likely the first experience that many new riders will have with your transit system.**



You need to...

- Make your website easy to find
 - Simple URL
 - Broadly communicated

www.xyztransit.org

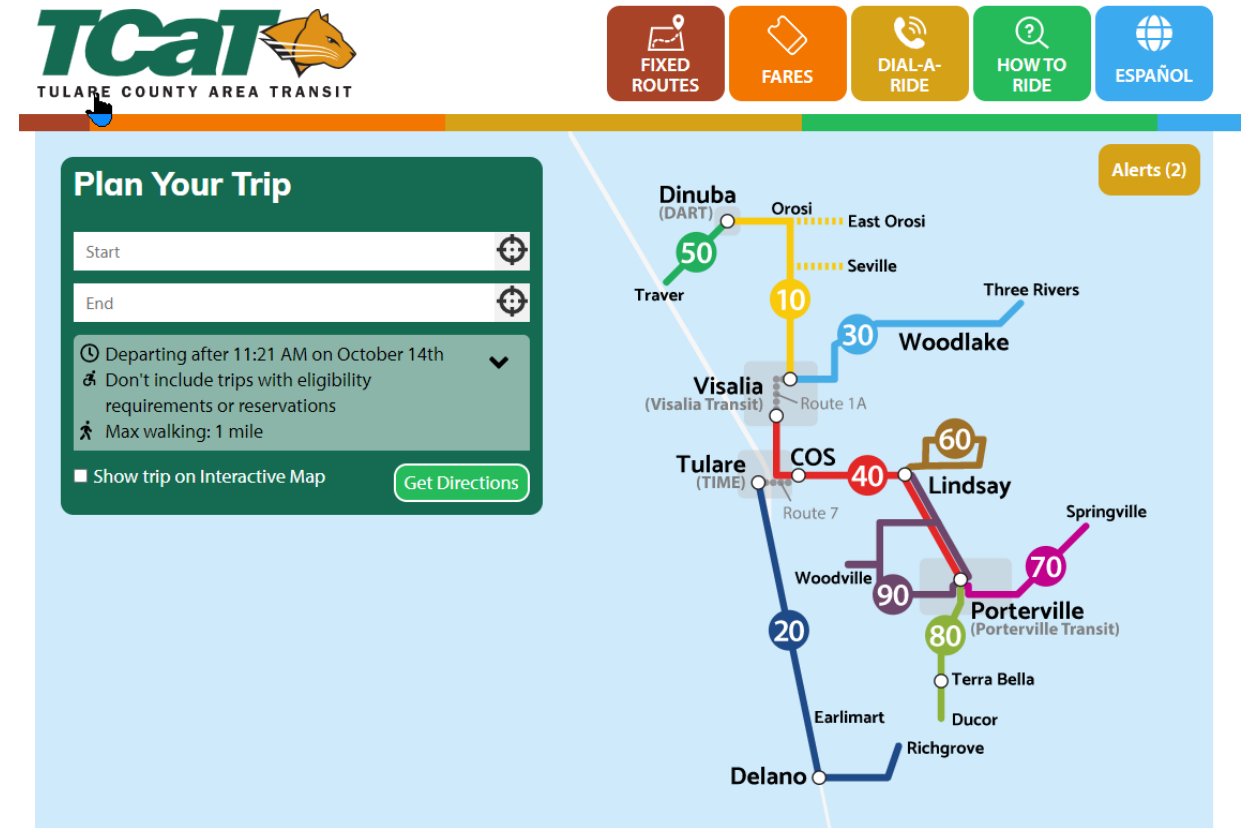
VS

www.smallcity.state.gov/departments/publicworks/publictransit



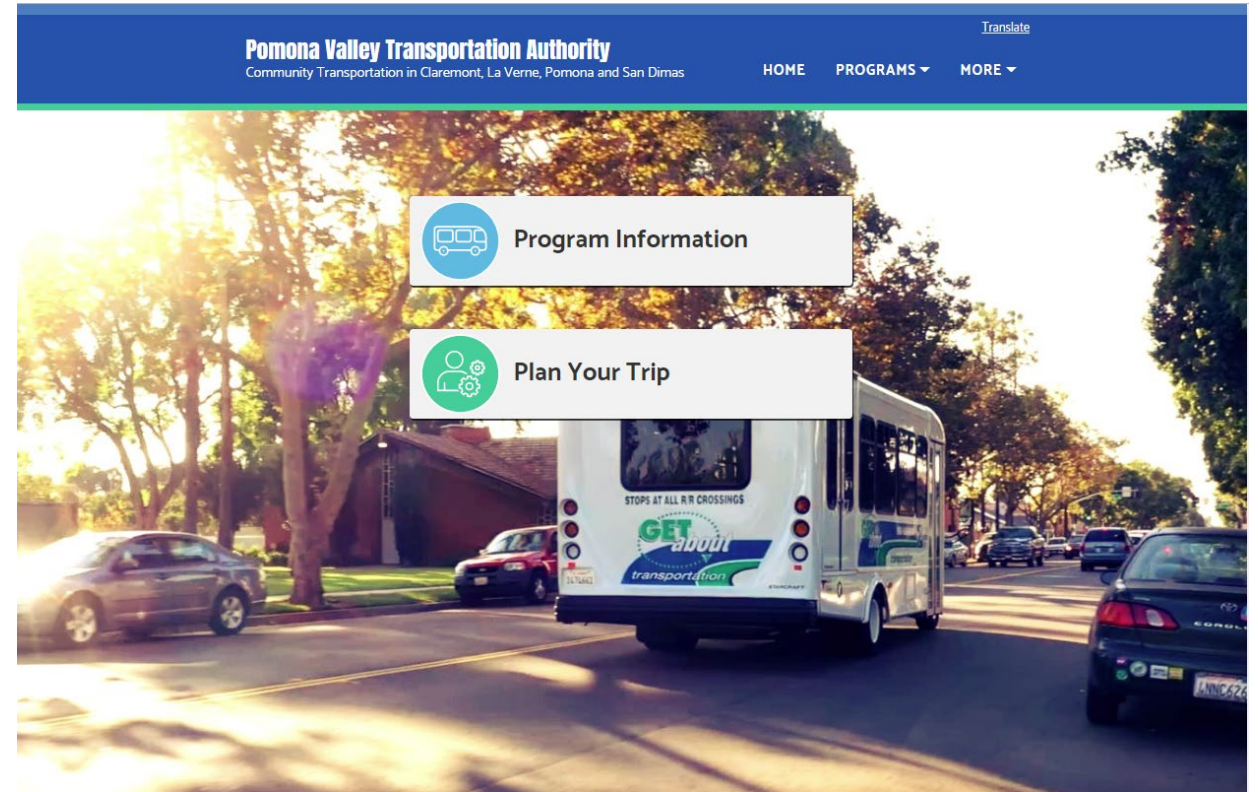
You need to...

- Make it easy to find
 - Simple URL
 - Broadly communicated
- Make it easy to use
 - Clean design
 - Clear navigation



You need to...

- Make it easy to find
 - Simple URL
 - Broadly communicated
- Make it easy to use
 - Clean design
 - Clear navigation
- Make a good first impression
 - Positive, professional image
- And most importantly...



Answer the potential riders' questions

- Where can I go on public transit?
- How do I get from here to there?
- When/how often does it run?
- How do I make a reservation?
- Where do I catch it?
- How much does it cost?
- How do I pay?



How to create a great transit website?



Key Truths of Web Design

Above the Scroll

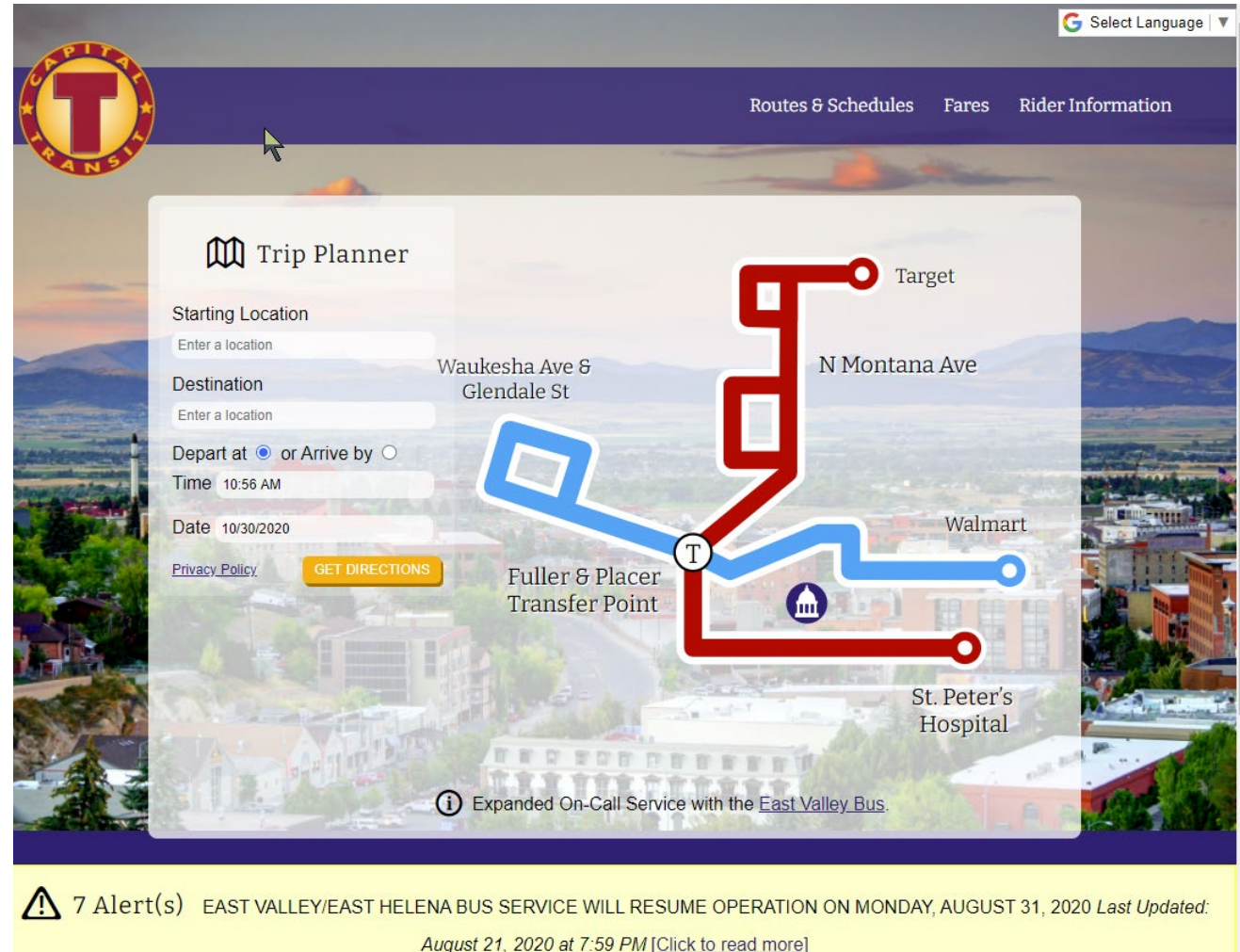
- What an internet user sees when they come to your homepage – without having to scroll or click on links.
- This is your most valuable internet real estate.



Key Truths of Web Design

Above the Scroll

- What an internet user sees when they come to your homepage – without having to scroll or click on links.
- This is your most valuable internet real estate.



Key Truths of Web Design

Internet Users Don't Read Much

- People viewing websites don't read....they scan.
- Minimize text.
- Use visuals and clear links to convey information quickly.

A "Shared Ride" Public Transportation System

Call for a Ride: (419) 207-8240

If you are a TTDY user, call: Ohio Relay Service: 711

Find us on Facebook!! @AshlandTransit

Mission Statement:

It is the mission of Ashland Public Transit, through the efforts of dedicated and well trained employees, to provide all citizens and visitors with safe, reliable and efficient transportation, which continues to grow to meet their needs.

Hours of Operation:

6:00 a.m. – 9:00 p.m. Monday thru Friday

8:00 a.m. – 9:00 p.m. Saturdays

Closed Sundays and all major holidays.

Scheduled Ahead (24 Hour Reservation) inside City limits

General Public = \$3.00 per trip Elderly/Disabled = \$1.50 per trip

Under 12 with Adult = FREE Under 12 without Adult = \$1.50

For General Public Riders: If a second person riding is going to the same destination as the general public rider, the second person pays half-price (\$1.50) when they schedule 24 hours ahead. A \$3.00 charge will be applied to "no shows" for general public and a \$1.50 charge will be applied for elderly/disabled. Children under 12 are FREE with a fare-paying adult. Child restraint seats are available if you call ahead to notify dispatch.

Same Day Service One-way Trips inside City limits

General Public = \$5.00 per trip

Elderly/Disabled = \$2.50 per trip

Under 12 with Adult = FREE

Under 12 without Adult = \$2.50

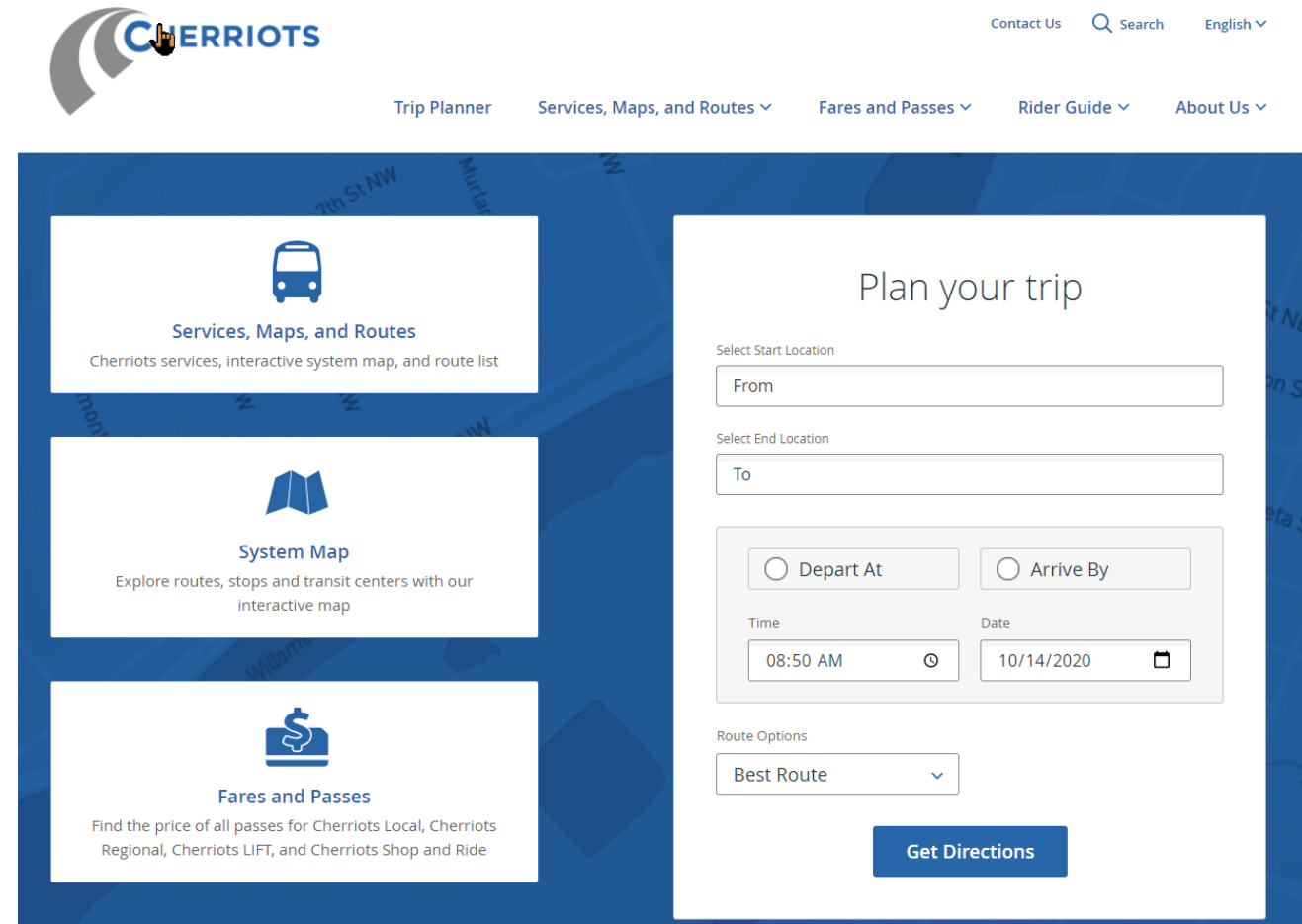
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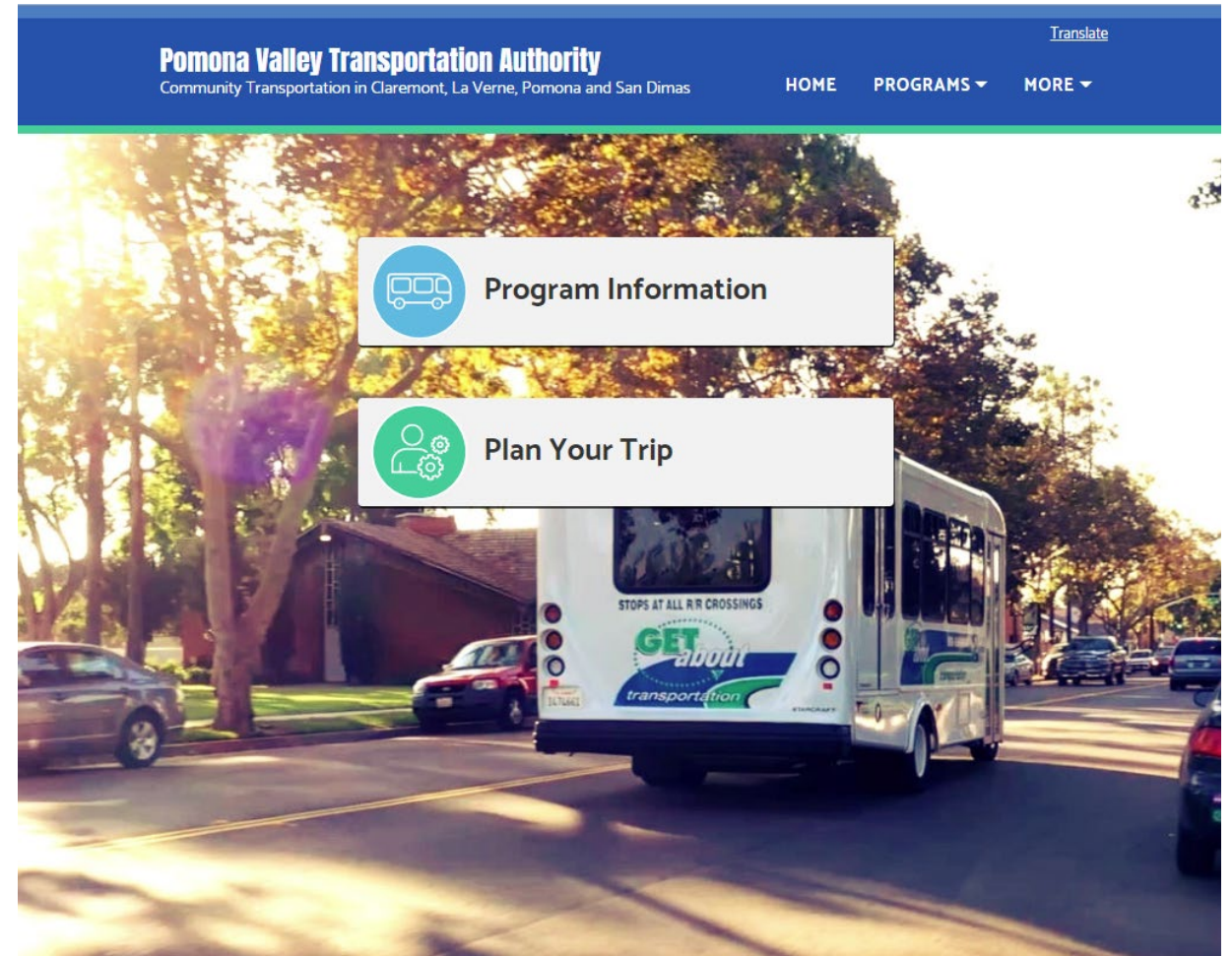


The screenshot displays the Cherrriots website's trip planner. The header includes the Cherrriots logo, a search icon, and links for Contact Us, English, and various service categories. The main content area features three large, white, rounded rectangular buttons with blue icons and text: 'Services, Maps, and Routes' (with a bus icon), 'System Map' (with a map icon), and 'Fares and Passes' (with a dollar sign icon). To the right, a 'Plan your trip' section contains input fields for 'From' and 'To' locations, radio buttons for 'Depart At' and 'Arrive By', and dropdown menus for 'Time' (set to 08:50 AM) and 'Date' (set to 10/14/2020). Below these is a 'Route Options' dropdown set to 'Best Route' and a prominent blue 'Get Directions' button. The footer shows icons for a bus, a car, and a van.

Key Truths of Web Design

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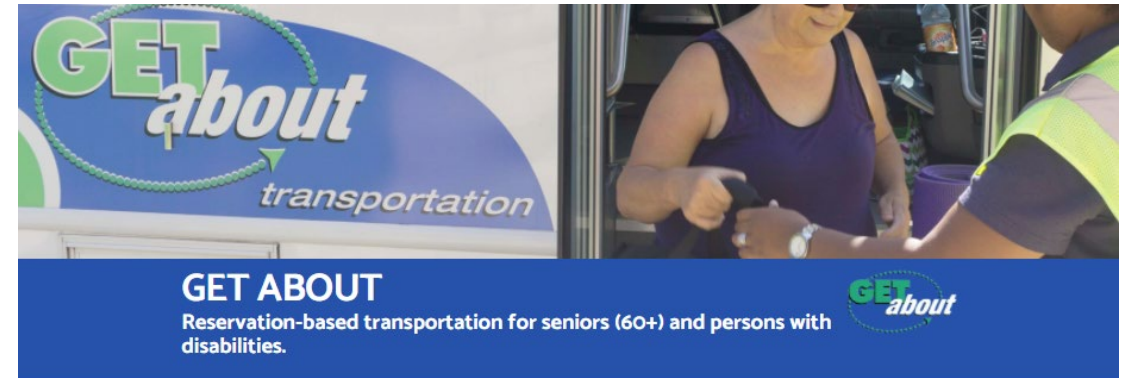
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Key Truths of Web Design

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Schedule Your Ride

909-596-5964

To schedule a ride, call 909-596-5964 or dial 711 for the hearing impaired.

[Download Service Guide \(PDF\)](#)

Hours of Operation

Weekdays: 6:00am - 7:30pm

Saturday: 8:30am - 5:00pm

Sunday: 7:30am - 5:00pm

Fares

One-Way Tickets

Regular Service Area	\$1.00
Extended Service Area	\$2.00

Ticket Books

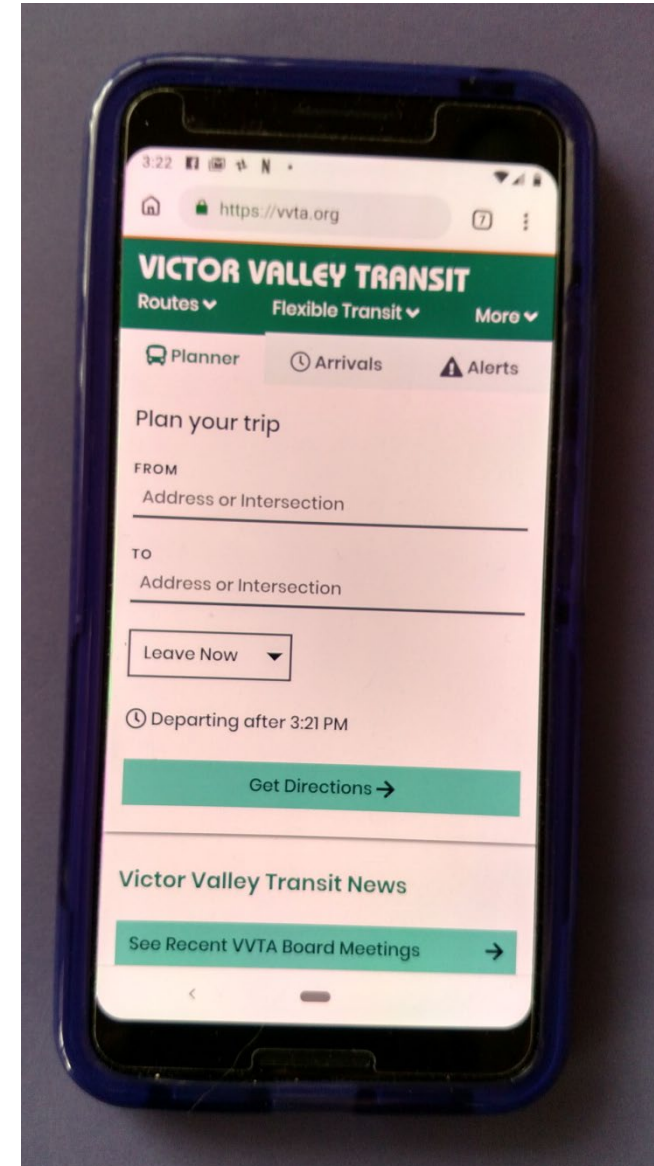
12-\$1 Ticket Book	\$10.00
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Key Truths of Web Design

Most Transit Website Users are on a Mobile Device (65-75% in rural areas, higher in urban)

- Many young and low-income riders are “smartphone” dependent for internet access.
- Ensure that your website is mobile responsive – it works well on smartphones and tablets, as well as computers.



Website Audiences/Content

■ New Riders

- Introduction to System
- Trip Planning/Reservations
- Route & Schedule Details
- How to Ride
- Tools for trip planning, real-time info, etc.

■ Regular Riders

- Easy access to trip planning, routes and schedules, real-time info, fares
- Notice of updates
- Purchase fare media
- Customer Service

■ Potential Employees

- Hiring

■ Board Members

- Meetings & Agenda

■ Media

- News releases

■ Community Members

- Policies
- Public Participation

■ Business Partners

- Contracting Info/RFPs



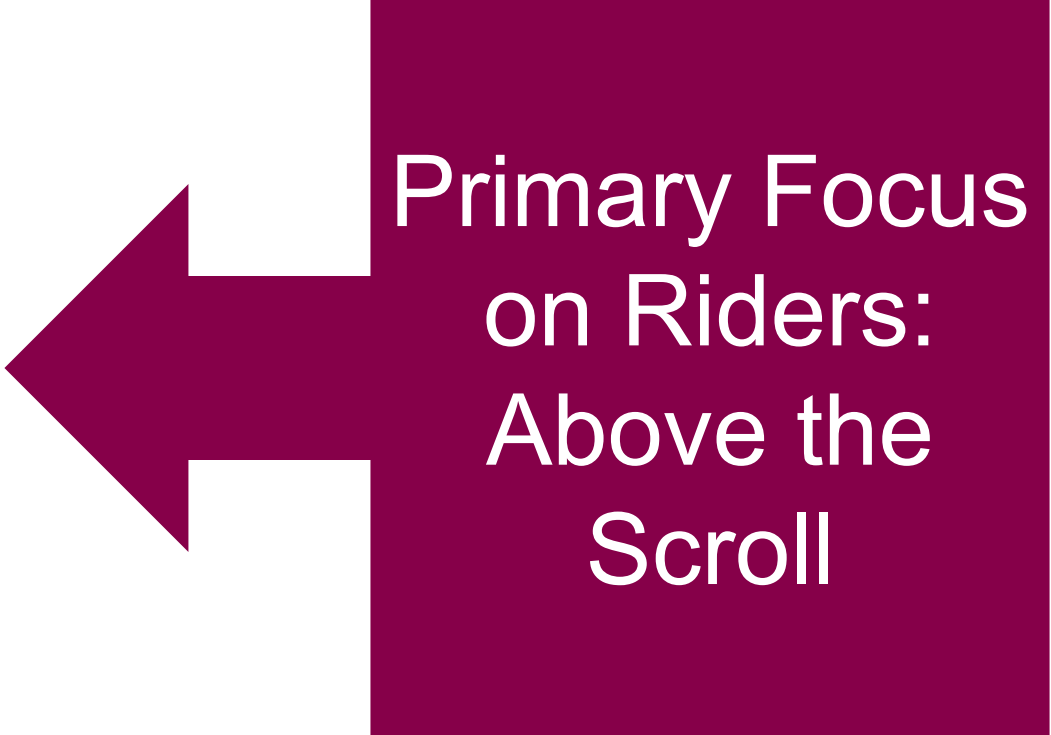
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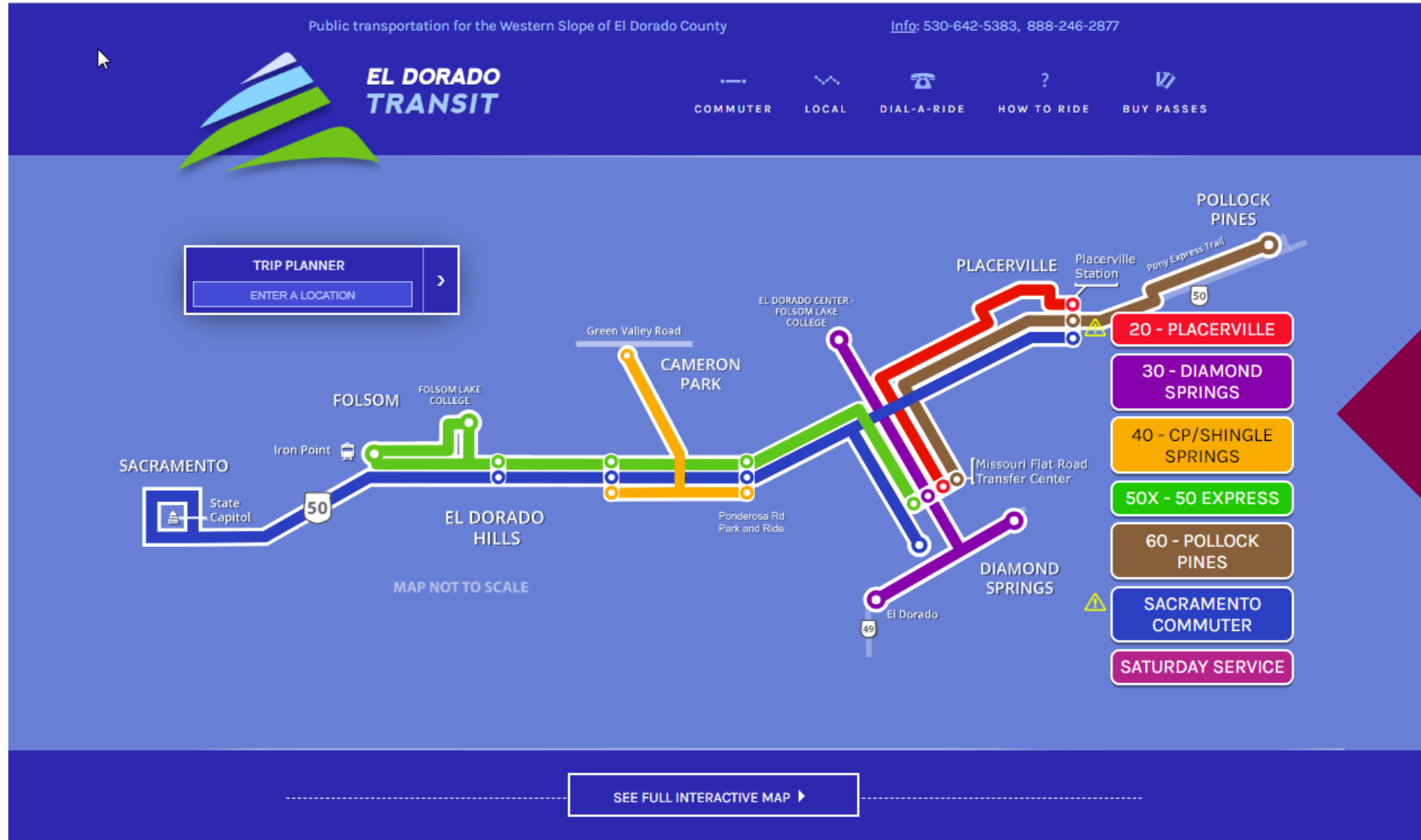
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- Notice of updates
- Purchase fare media
- Customer Service



Primary Focus
on Riders:
Above the
Scroll



Above the Scroll

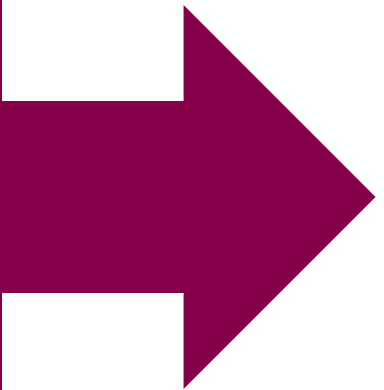


Primary
Focus on
New and
Regular
Riders



Website Audiences

Secondary
Focus:
Below the Scroll
or
from Menu



- Employees
 - Hiring
- Board Members
 - Meetings & Agenda
- Media
 - News releases
- Community Members
 - Policies
 - Public Participation
- Business Partners
 - Contracting Info/RFPs




Below the Scroll

[SAC COMM](#)
[25/35 SATU](#)
[SAC/SL](#)

[SEE FULL INTERACTIVE MAP ▶](#)

THE **CONNECT** TRANSIT CARD IS HERE. ▶



Sign up today at www.connecttransitcard.com




[NEWS](#)

- July - September 2021 Newsletter is now available!
- Commuter Route Updates Coming July 5, 2021
- El Dorado Transit to Re-Connect our Community

[See all News >>](#)



GET REAL-TIME UPDATES WITH  RouteShout

[SIGN UP FOR RIDER ALERTS](#)

RIDER INFORMATION

- [How to Ride](#)
- [Interactive Map](#)
- [Trip Planner Information](#)
- [Title VI and other policies](#)

- [Fares & Passes](#)
- [Holiday Service](#)
- [Juror Transportation](#)
- [Rider apps](#)

EL DORADO COUNTY TRANSIT AUTHORITY

- [About us](#)
- [Contact us](#)
- [Related organizations](#)
- [Board of Directors](#)

- [Meetings agendas and minutes](#)
- [Document Library](#)
- [Procurement / RFP's](#)
- [Careers](#)

The El Dorado County Transit Authority (El Dorado Transit) provides public transportation on the western slope of El Dorado County under authority of a Joint Powers Agreement (JPA) with the County of El Dorado and the City of Placerville. Our fixed route and dial-a-ride services provide mobility for the communities of Placerville, Diamond Springs, Cameron Park, Pollock Pines, and El Dorado Hills, and commute trips into Sacramento and Folsom.

Secondary
Focus on
Other
Audiences



Below the Scroll



NEWS

- | July – September 2021 Newsletter is now available!
- | Commuter Route Updates Coming July 5, 2021
- | El Dorado Transit to Re-Connect our Community

[See all News >>](#)



GET REAL-TIME UPDATES WITH



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Secondary
Focus on
Other
Audiences



GRTC IS HIRING!
BUS OPERATORS
CLICK HERE TO APPLY NOW

MASKS STILL REQUIRED! FEDERAL MASK ORDER IN EFFECT UNTIL JAN 18, 2022

> **TRIP PLANNER**

Powered by Google Transit. Plan your next bus trip.

> **BUS TRACKING**

The Official GRTC Mobile App and Bus Tracker

> **SCHEDULES & ROUTES**

Download a route schedule directly from your computer.

> **DESTINATION GUIDE**

Our Destination Guide makes it easy to ride GRTC and see the very best of RVA!

NEW

HOW TO RIDE

Ready to get on

BUS RAPID TRANSIT

SPECIALIZED TRANSPORTATION

COMMUTER VANPOOLS

RIDEFINDERS

Share the ride! Learn



These are
exceptional
times

Use Prime “Real Estate” to Answer Riders’ Questions

- Where can I go on public transit?
- How do I get from here to there?
- When/how often does it run?
- How do I make a reservation?
- Where do I catch it?
- How much does it cost?
- How do I pay?
- What is different due to the pandemic?



Where can I go on public transit?


Fixed Route System Map

Demand Response Service Area Map

Zoomable Maps



Where can I go on public transit?



Home

Routes and Services ▾






Fares and Passes

How To Ride ▾

About Us ▾

Contact Us ▾

EN / ES



Book Now

*Serving Catawba, Alexander, Burke,
and Caldwell Counties with Public
Transportation and Personal
Mobility Since 2008*



Where can I go on public transit?

The image shows the Trinity Transit website interface. At the top left is a logo with a mountain and a river. The main header is "Trinity Transit" with links for "TIMETABLES" and "FARES". Below the header is a "PLAN A TRIP" section with a form to select start and end stops, address, place, or intersection, and a date/time selector. A "See itinerary in Google Maps" button is also present. Below the form is a map showing the transit routes connecting various locations: Eureka, Arcata, Willow Creek, Burnt Ranch, Weaverville, Lewiston, Redding, Hayfork, Douglas City, Junction City, and Big Bar. The routes are color-coded: green for Eureka to Willow Creek, blue for Willow Creek to Weaverville, orange for Weaverville to Lewiston, red for Lewiston to Redding, and purple for Hayfork to Douglas City. At the bottom of the map are colored buttons for each location: Eureka (green), Hoopa (red), Willow Creek (blue), Hayfork (purple), Lewiston (orange), and Redding (red).

Interactive
(clickable) Map
including
connecting
system routes

trinitytransit.org
Trinity County, CA



Where can I go on transit?

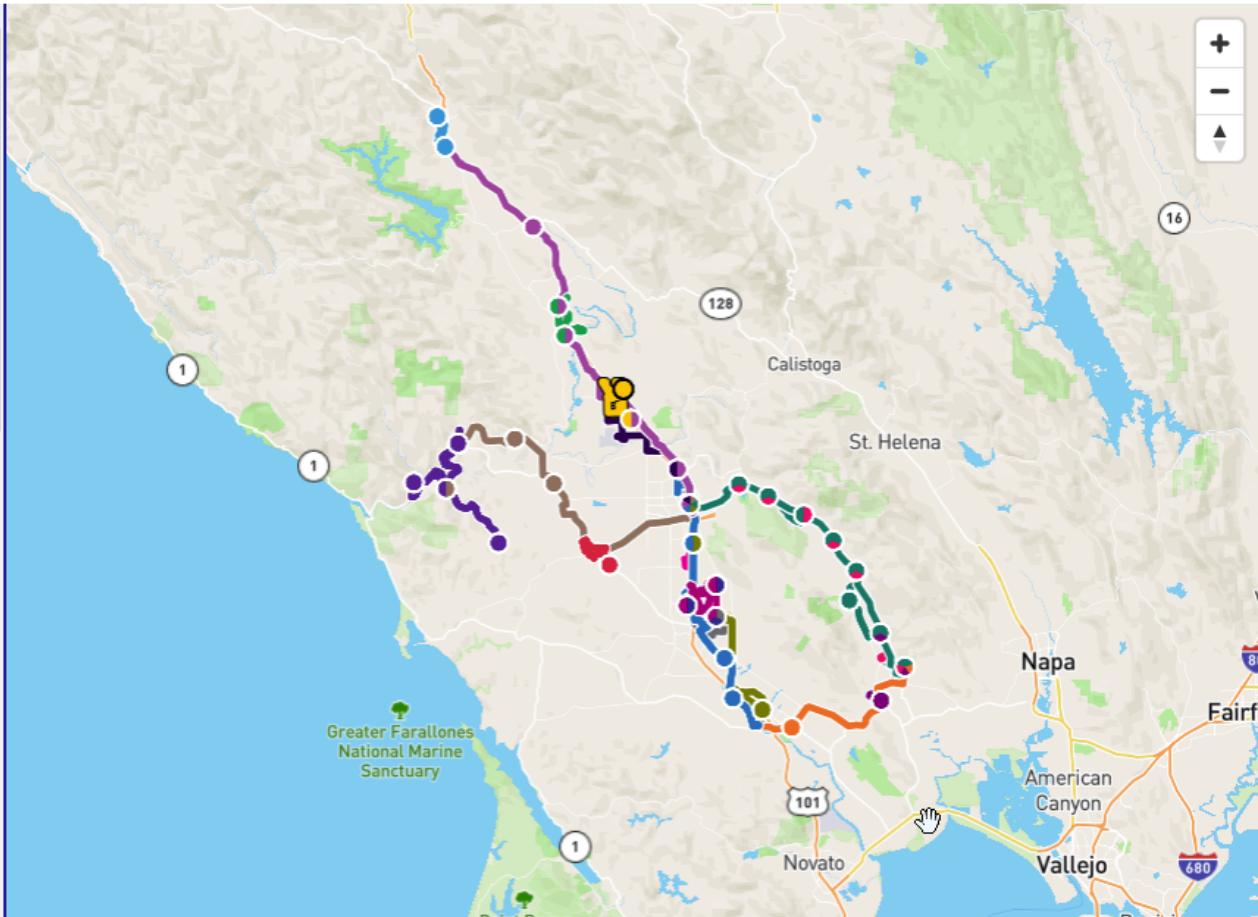
SonomaCounty Transit

routes + schedules fares + passes paratransit how to ride

Sonoma County Map

HIDE ALL
SHOW ALL

- ☐ 10: COTATI, ROHNERT PARK, SONOMA STATE UNIVERSITY
[SEE SCHEDULE](#)
- ☐ 12: NORTHERN ROHNERT PARK
[SEE SCHEDULE](#)
- ☐ 14: NORTHERN ROHNERT PARK
[SEE SCHEDULE](#)
- ☐ 20: RUSSIAN RIVER AREA, FORESTVILLE, SEBASTOPOL, SANTA ROSA
[SEE SCHEDULE](#)
- ☐ 24: SEBASTOPOL SHUTTLE
[SEE SCHEDULE](#)



Fully Interactive
Google
System Map



Where can I go on public transit?



1-888-232-8121

Call for Dial-a-Ride reservations countywide

Community Transportation in Douglas County

Click a service for more information

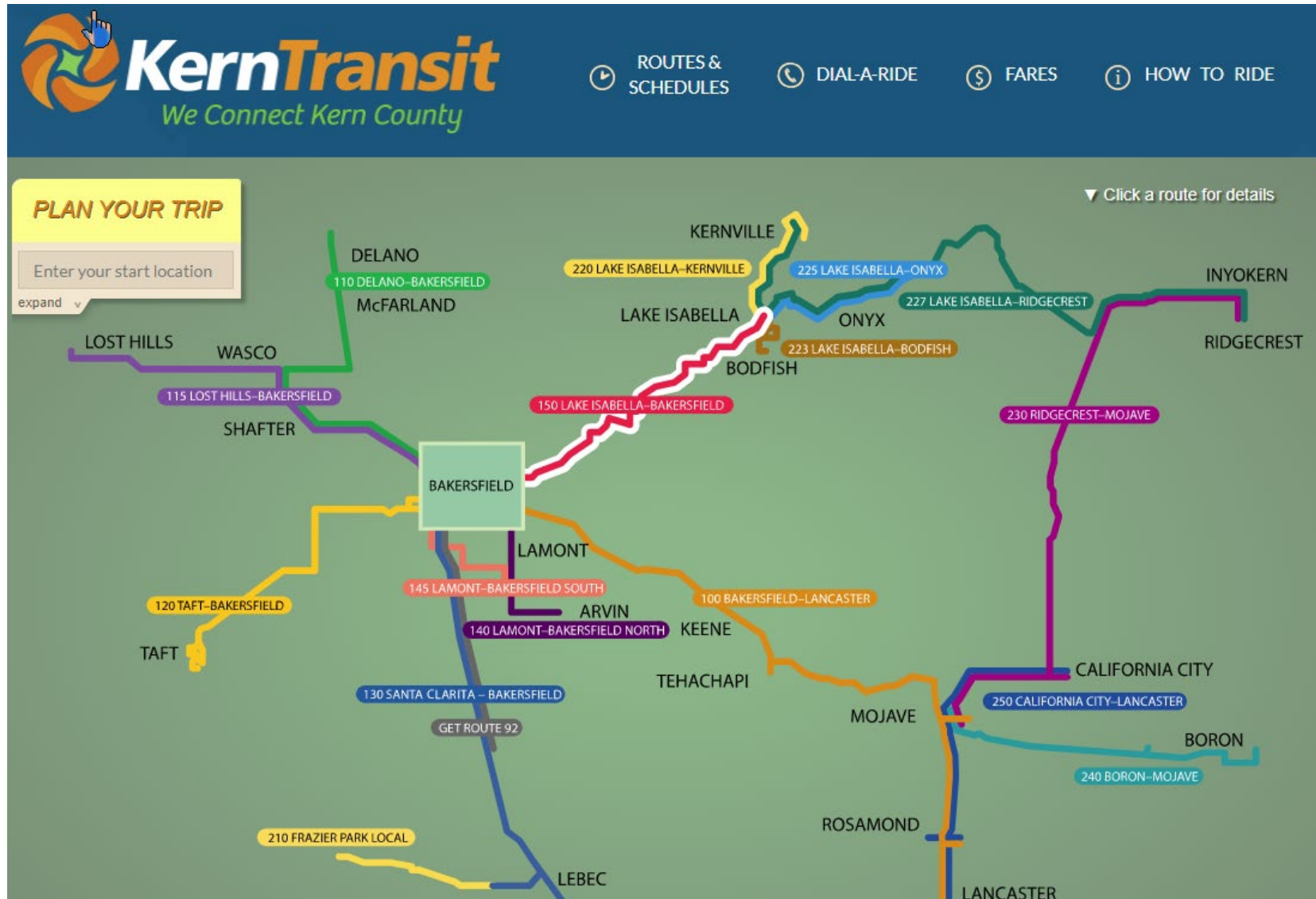


Map that shows the interconnection of fixed route and demand response services

douglasrides.org
Roseburg, OR




Where can I go on Dial-a-Ride?



kerntransit.org
Kern County, CA



Where can I go on Dial-a-Ride?



KernTransit
We Connect Kern County

800-323-2396

Select Language ▼

ROUTES & SCHEDULES

DIAL-A-RIDE

FARES

HOW TO RIDE

Home > Dial-A-Ride

Dial-A-Ride Services

Click a Dial-A-Ride service in the list below or in the map to get its detailed service info.

East Kern

[Mojave Dial-A-Ride](#)
Monday thru Saturday

[Rosamond Dial-A-Ride](#)
Monday thru Saturday

[Tehachapi Dial-A-Ride](#)
Monday thru Saturday

Frazier Park


[Frazier Park Dial-A-Ride](#)
Monday thru Saturday

Kern River Valley





Where can I go on Dial-a-Ride?




Rosamond Dial-A-Ride

View a different service

Service in Rosamond

Monday thru Saturday

6:30 AM to 5:30 PM



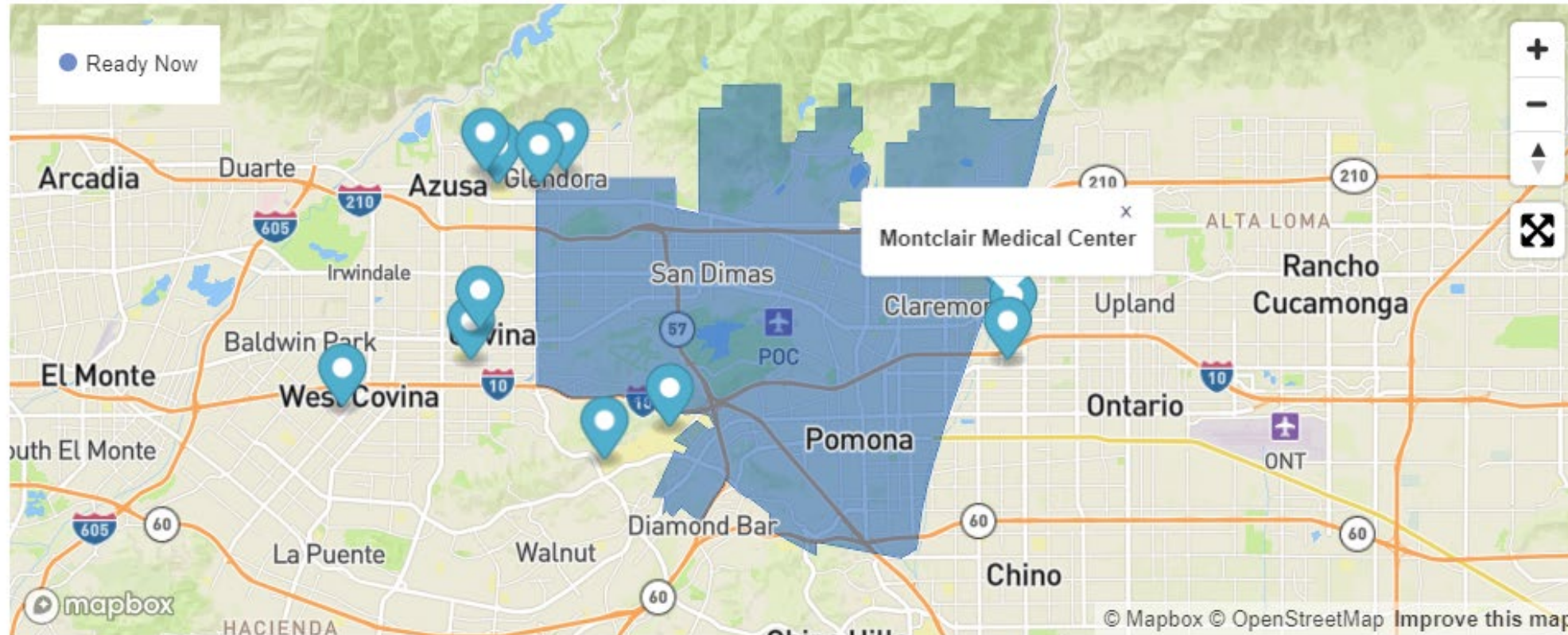
How to Use Dial-A-Ride

- Dial-A-Ride services are available to all riders.
- All Dial-A-Ride services require a reservation least one day in advance to guarantee your ride.
- Same day service will be provided as available, on a first come, first served basis.
- Dial-A-Ride passengers may board or exit the bus at any safe location within the service area.
- Service is provided on paved and maintained roads ONLY.



Where can I go on Demand Response?

Service Area



Ready Now – Demand Response Service

pvtrans.org
Pomona Valley, CA





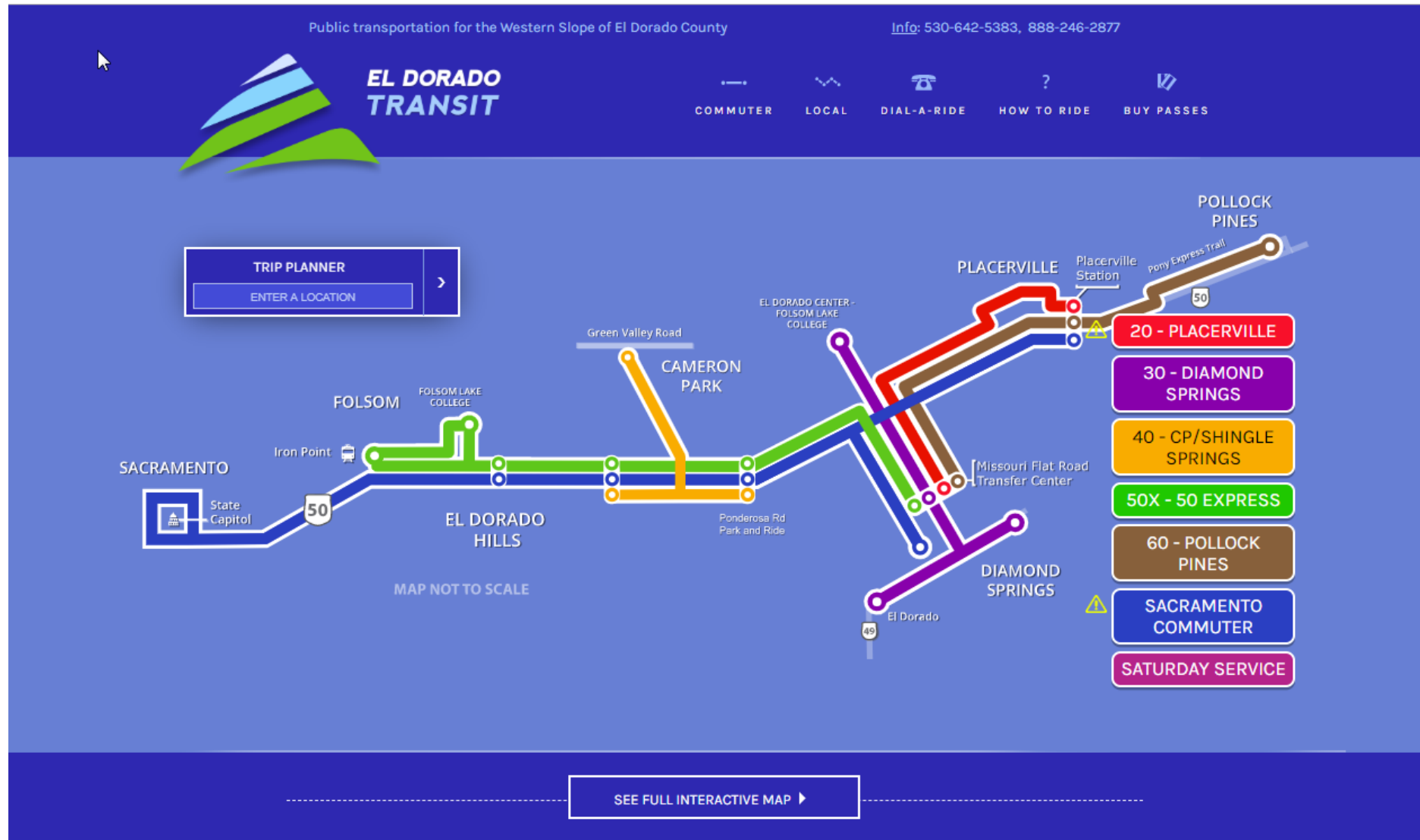
Technical Tips - Maps

- Clickable Maps – can be linked to more detailed maps or schedules
- Leverage your GTFS to create Zoomable Google Maps for a route or the entire system
- Repurpose artwork – create route and system maps that can be used both on-line, in print and on displays

How do I get from here to there?



How do I get from here to there?



A Google
Powered Trip
Planner is the
easiest answer
to this question

eldoradotransit.com
El Dorado County, CA



How do I get from here to there?

Public transportation for the Western Slope of El Dorado County [Info: 530-642-5383, 888-246-2877](#) [Select Language](#)

EL DORADO TRANSIT

SCHEDULES AND SERVICES HOW TO RIDE BUY PASSES CUSTOMER SERVICE

TRIP PLANNER

Close

Start: **End:**

e.g. 1855 Iron Point Road, Folsom, CA e.g. Marshal Medical Center

☐ Depart at ☐ Arrive by

MAP NOT TO SCALE

SACRAMENTO State Capitol

EL DORADO HILLS Iron Point, Folsom Lake College

CAMERON PARK Green Valley Road

EL DORADO CENTER - FOLSOM LAKE COLLEGE

DIAMOND SPRINGS El Dorado

PLACERVILLE Placerville Station

POLLOCK PINES

Transfer Centers: Missouri Flat Road, Ponderosa Rd Park and Ride

Routes:

- 20 - PLACERVILLE
- 30 - DIAMOND SPRINGS
- 40 - CP/SHINGLE SPRINGS
- 50X - 50 EXPRESS
- 60 - POLLOCK PINES
- SACRAMENTO COMMUTER
- SATURDAY SERVICE

A Google
Powered Trip
Planner is the
easiest answer
to this question

eldoradotransit.com
El Dorado County, CA



How do I get from here to there?

nwCONNECTOR

PUBLIC TRANSIT ACROSS NW OREGON

SCHEDULES, ROUTES, FARES

MORE

PLAN YOUR TRIP

Starting Location

Destination

Travel Preference

4:45 PM

10/28/2019

PLAN TRIP

GET YOUR PASS

The 3 and 7 day all-you-can-ride passes are your ticket to your coastal getaway.

GET YOUR PASS

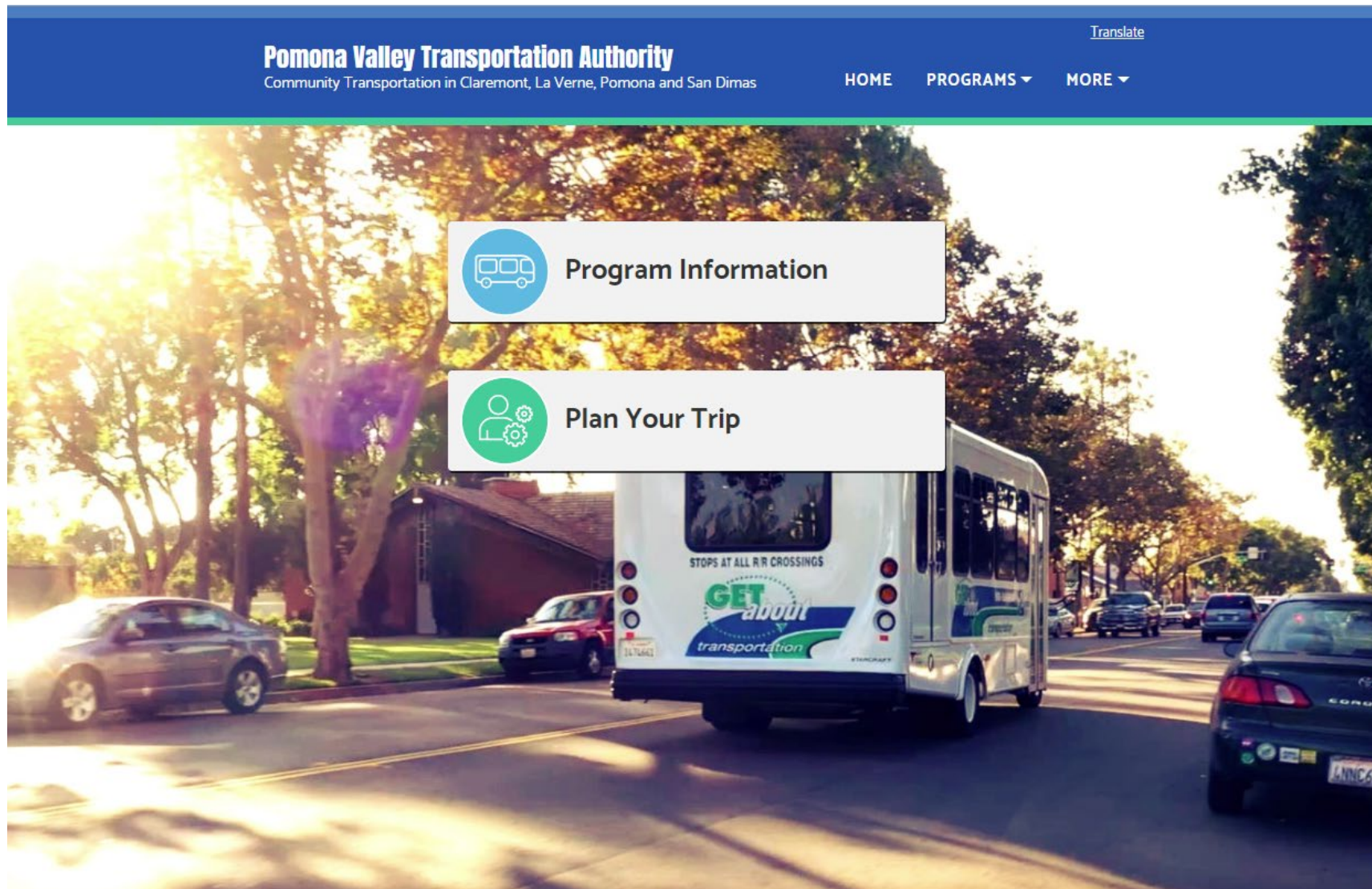
EXPLORE TRIP IDEAS

Trip Planners
make it easy
to plan trips
across
regions

nwconnector.org
Coastal Oregon



How do I get from here to there?

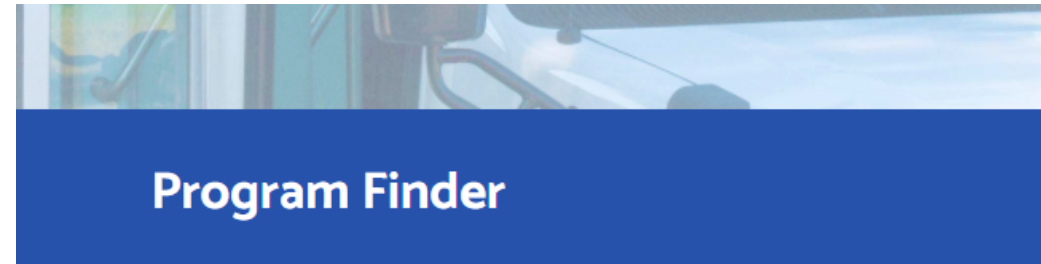


Program Finders help identify which demand response services can connect the rider's origin and destination

pvtrans.org
Pomona Valley, CA



How do I get from here to there?



Program Finder

Spread the love



Fill in the fields below to see PVRTA programs that serve your needs. If none of our programs apply, take a look at our [LA County Transportation Guide](#) for more transportation options.

TELL US ABOUT YOURSELF (CHECK ALL THAT APPLY)

- ☐ I'm older than 60
- ☐ I'm disabled
- ☐ I represent a group of 6+

WHERE ARE YOU TRAVELING FROM?

[Use my current location](#)

WHERE ARE YOU TRAVELING TO?

[Get Results](#)

Programs For You

Fill in the fields above to see programs that can serve you. If none of our programs apply, take a look at more [LA County transportation options](#).

[Get Results](#)

Programs For You

Get About

Reservation-based transportation for seniors (60+) and persons with disabilities.

To schedule a ride, call 909-596-5964

HOURS OF OPERATION

Weekdays: 6:00am - 7:30pm

Saturday: 8:30am - 5:00pm

Sunday: 7:30am - 5:00pm

Ready Now

On-demand transportation for seniors (60+) and persons with disabilities.

To schedule a ride, call 909-770-8038

HOURS OF OPERATION

Weekdays: 6:00am - 7:30pm

Saturday: 8:30am - 5:00pm

Sunday: 7:30am - 5:00pm

Claremont Dial-a-Ride

On-demand transportation for everyone in Claremont. Registration required.

To schedule a ride, call 909-623-0183

HOURS OF OPERATION

Weekdays: 6:00am - 10:00pm

Saturday: 6:00am - 6:00pm





Technical Tips – GTFS and Trip Planners


- General Transit Feed Specification
 - Routes, Stops, Schedules and Fares
 - Realtime Info (GTFS Realtime)
- Used by Google Maps and other apps to provide transit trip planning and information.
- Powers the Google Trip Planner.
- To add a trip planner to your website, create a form that sends a user to Google Maps.
(Ask Google or your neighboring transit agency for code.)


Trip Planners make
using transit easier by
answering the question
*“How do I get from here
to there?”*

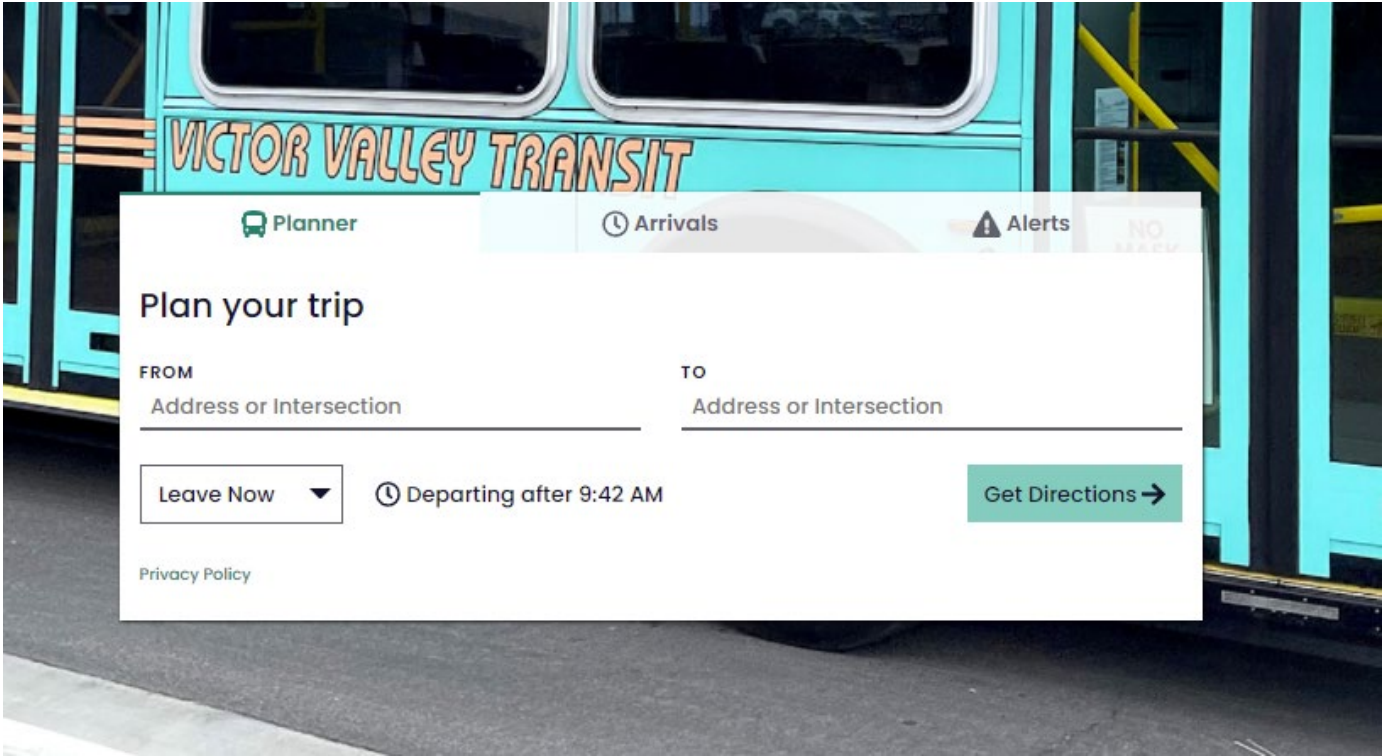
For Fixed Route Transit
GTFS
is a must

Google Trip Planner

Plan Your Trip







Demand Response Trip Planners

- GTFS is currently fixed route only, but GTFS-Flex is in the works.
- Program Finders - custom development is needed (but not too difficult according to my technical friends at Trillium Transit).

TELL US ABOUT YOURSELF (CHECK ALL THAT APPLY)

☐ I'm older than 60

☐ I'm disabled

☐ I represent a group of 6+

WHERE ARE YOU TRAVELING FROM?

Type to search...

Use my current location

WHERE ARE YOU TRAVELING TO?

Type to search...

Get Results



When and how often does it run?

Timetables for Fixed Routes

Hours of service and reservation requirements for Demand Response



When and how often does it run?

- Quick access to timetables for each route

The screenshot displays the nWCONNECTOR website, which provides public transit information for Northwest Oregon. The header includes the logo and the text "PUBLIC TRANSIT ACROSS NW OREGON". Navigation tabs for "SCHEDULES, ROUTES, FARES" and "MORE" are visible. The main content area is organized into five columns, each representing a different transit district or county. Each column lists various routes with corresponding icons and numbers. At the bottom right, there are links for an "Interactive Map" and "Other Services".

Tillamook County Transportation District	Sunset Empire Transportation District	Lincoln County Transit	Columbia County Rider	Benton County Transportation
<ul style="list-style-type: none">1 Tillamook Town Loop2 Tillamook – Oceanside – Netarts3 Tillamook – Manzanita – Cannon Beach4 Tillamook – Lincoln City5 Tillamook – Portland60X Lincoln City – Salem70X Salem – Grand Ronde	<ul style="list-style-type: none">Seaside Streetcar10 Astoria – Hammond – Warrenton101 Astoria – Seaside13 East Astoria Weekend15 Astoria – Warrenton – Hammond17 Cannon Beach Weekdays20 Cannon Beach – Seaside21 Cannon Beach (Seaside on weekends)CC Lower Columbia ConnectorPC Pacific Connector	<ul style="list-style-type: none">Lincoln City LoopNewport City LoopCoast to Valley ExpressNorth CountySouth CountyEast County	<ul style="list-style-type: none">1 Downtown Portland2 PCC Rock Creek3 South County Flex5 North County6 Vernonia	<ul style="list-style-type: none">Corvallis to Amtrak Connector99 ExpressCoast to Valley Express


Interactive Map

Other Services



When and how often does it run?

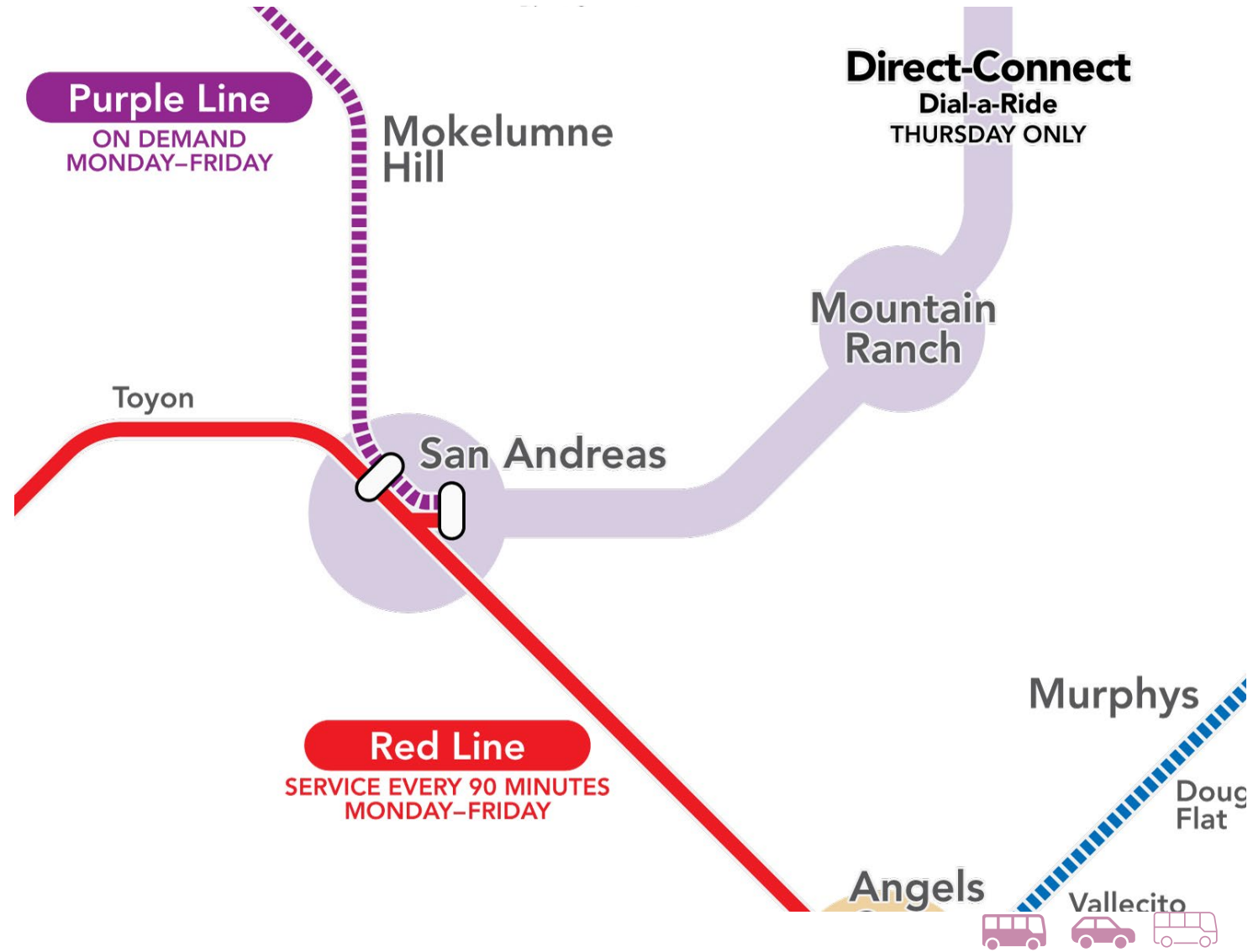
- Quick Access to Timetables for each route
 - Timetables in HTML are a best practices
 - They are readable by screen readers and viewable by search engines
 - PDF option for printing

LOWER COLUMBIA CONNECTOR			
Monday - Sunday All year Zone-Based Fare (see below)			
Intercity bus service between Astoria and Portland. Connects with Columbia County Rider for service to Longview. Download the schedule PDF			
Operated by  RIDE WITH A VISITOR PASS			
All Days	Westbound		
Union Station, Portland 188	10:40am	3:10pm	7:40pm
NE 1st & Prairie St - Scappoose 602	11:20am	3:50pm	8:20pm
St Helens Transit Center 600	11:43am	4:13pm	8:43pm
Rainier Transit Center-Estby Station 500	12:06pm	4:36pm	9:06pm
N. Nehalem St. and Columbia River Hwy 510	12:34pm	5:04pm	9:34pm
Westport 507	12:44pm	5:14pm	9:44pm
Knappa Pizza 503	12:59pm	5:29pm	9:59pm
Countrv Market	1:04pm	5:34pm	10:04pm

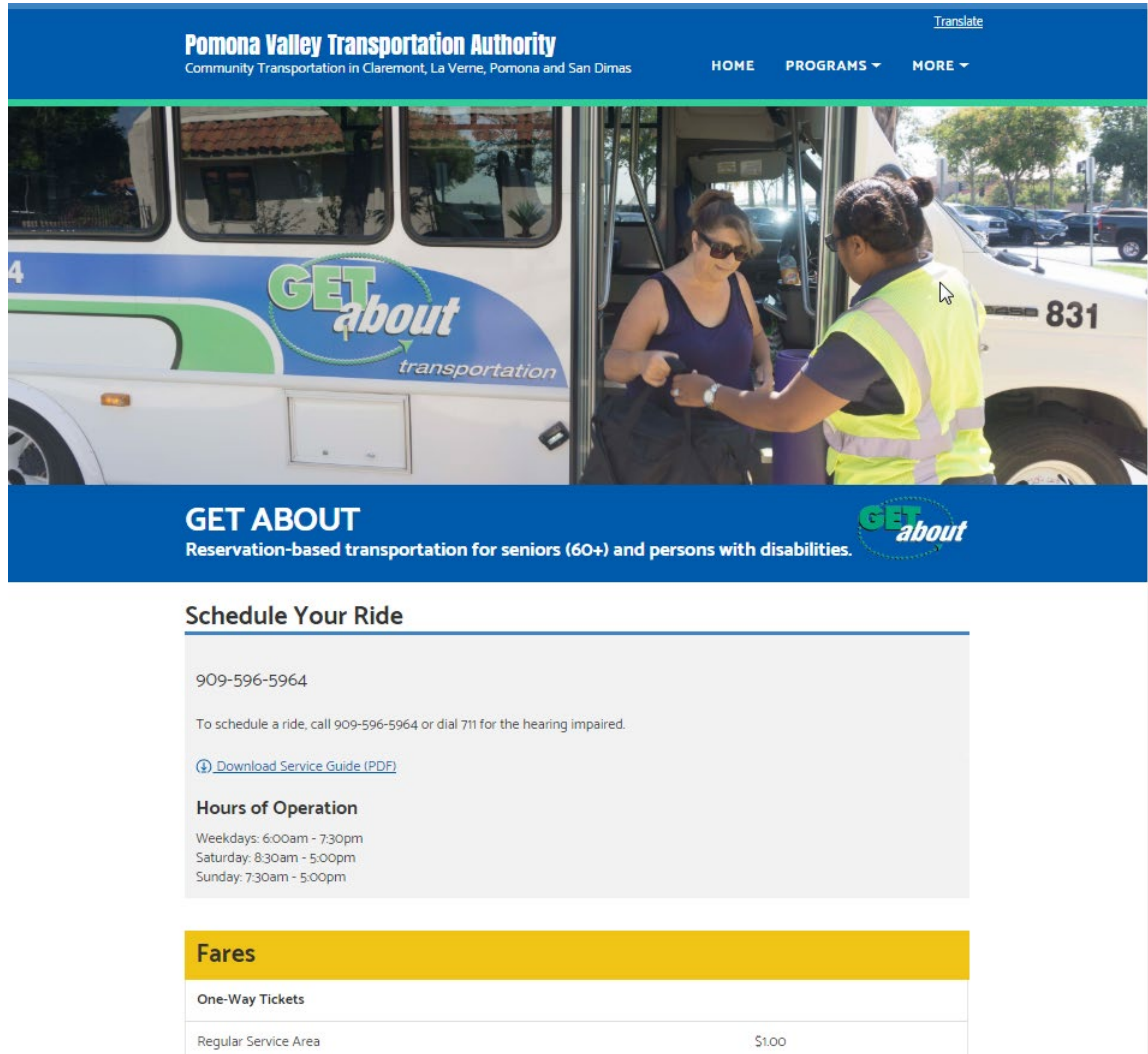


When and how often does it run?

- Quick access to timetables for each route
- Highlight frequency on system map



When does it run?



Pomona Valley Transportation Authority
Community Transportation in Claremont, La Verne, Pomona and San Dimas

HOME PROGRAMS MORE

GET about
transportation

GET ABOUT
Reservation-based transportation for seniors (60+) and persons with disabilities.

Schedule Your Ride

909-596-5964

To schedule a ride, call 909-596-5964 or dial 711 for the hearing impaired.

[Download Service Guide \(PDF\)](#)

Hours of Operation

Weekdays: 6:00am - 7:30pm
Saturday: 8:30am - 5:00pm
Sunday: 7:30am - 5:00pm

Fares

One-Way Tickets	
Regular Service Area	\$1.00

■ Demand Response

- Clearly define service days & hours
- Advance reservation requirements
- When reservations can be made
- Arrival window
- Return trip policy



Does it run on time?



Real-Time on Your Website

Offering the option of trip planning and real-time arrival estimates to serve different needs

juneaucapitaltransit.org
Juneau, AK

PUBLIC TRANSPORTATION FOR JUNEAU, ALASKA

INFO: (907) 789-6901 [Translate](#)

CAPITAL TRANSIT

HOW TO RIDE CONTACT MENU

Trip Planner Real-Time Arrivals

FROM: [Select a Stop](#)
Starting place or address...
e.g. Bartlett Regional Hospital

TO: [Select a Stop](#)
Ending place or address...
e.g. 11120 Glacier Hwy, Juneau

✓ Leaving After: 2:53 PM 11/15/2019

Arriving By:

[See Trip](#)

Legend:

- Douglas 1
- Mendenhall Loop Counterclockwise 3
- Mendenhall Loop Clockwise 4
- University Express 5
- Riverside Express 6
- Lemon Creek Express 7
- Valley Express 8
- Mendenhall Valley Express 9
- Mendenhall Valley Commuter 10
- Douglas to Valley Express 11
- North Douglas 12
- Mendenhall / Riverside Commuter 14
- Valley / UAS Express 15
- Taku Express 16



Real-Time on Your Website

Offering the option of trip planning and real-time arrival estimates to serve different needs

juneaucapitaltransit.org
Juneau, AK



Real-Time on Your Website

Offering the option of trip planning and real-time arrival estimates to serve different needs

juneaucapitaltransit.org
Juneau, AK



Real-Time Info on Your Website

The screenshot displays the SunLine Transit Agency website interface. At the top, there's a navigation bar with links for 'Text Only', 'Mobile', and 'Download apps via: App Store, Google play'. Below this, there are buttons for 'Try myStop®', 'Log In Here', and a 'GO' button. A 'Layers (B, RT, AS)' dropdown menu is also visible. The main content area is divided into two sections: a left sidebar and a right map area.

Left Sidebar:

- Current time:** 09:00 AM
- Routes:** A list of routes with columns for Name, Number, and Msgs. The routes are color-coded and include expand/collapse icons.
- Stops:** A section with a plus icon.
- Trip Planner:** A section with a plus icon.
- Set Alert:** A section with a plus icon.
- Public Service Messages:** A section showing 2 messages with a plus icon.

Right Map Area:

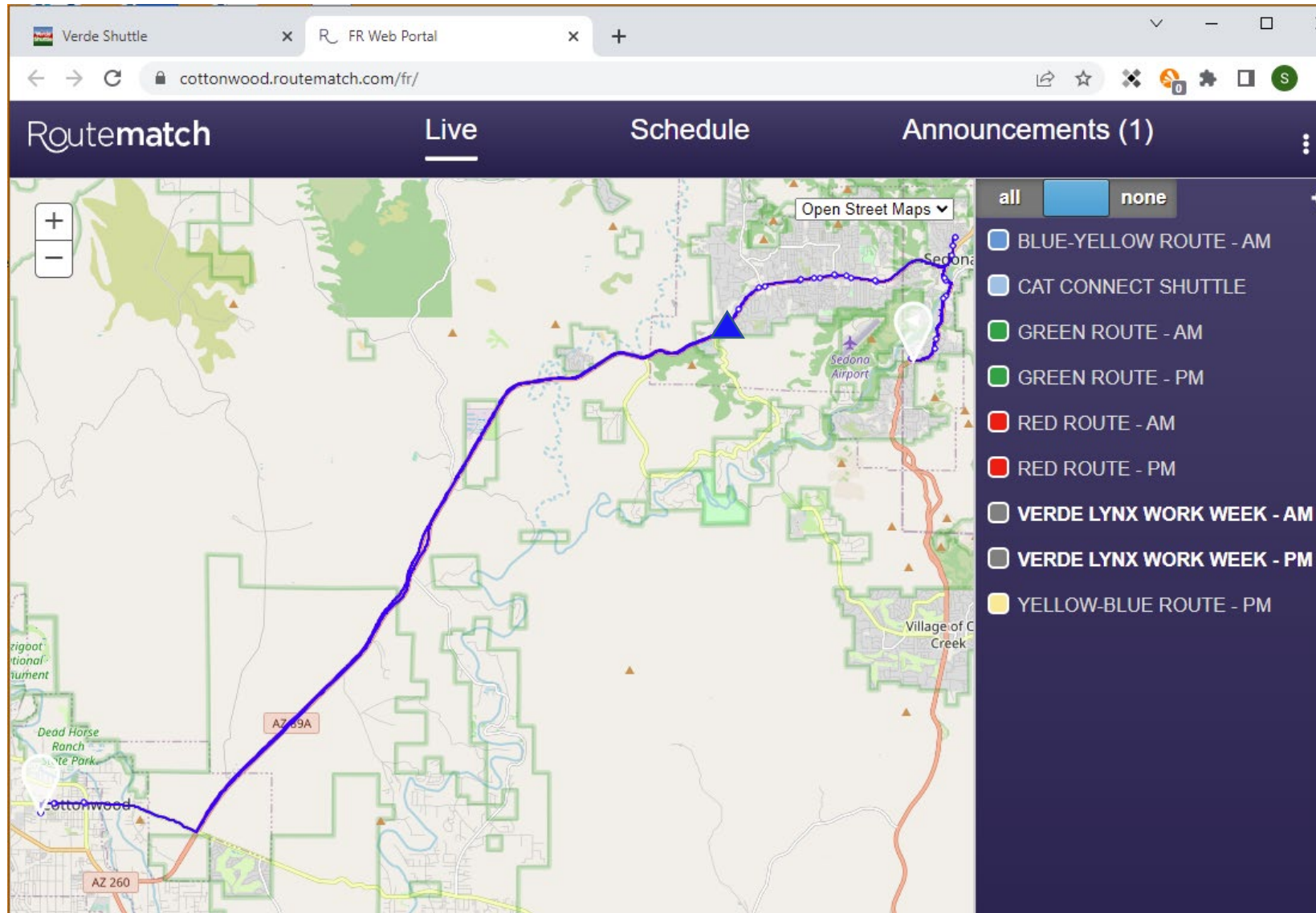
- A Google Map showing the Coachella Valley area.
- Blue bus icons indicate the real-time location of vehicles along various routes.
- Landmarks and street names are labeled on the map.

Vehicle location
Display

sunline.org
Coachella Valley, CA



Real-Time on Your Website



Link to vendor app

WHERE'S MY BUS?
realtime map



Where do I catch it?

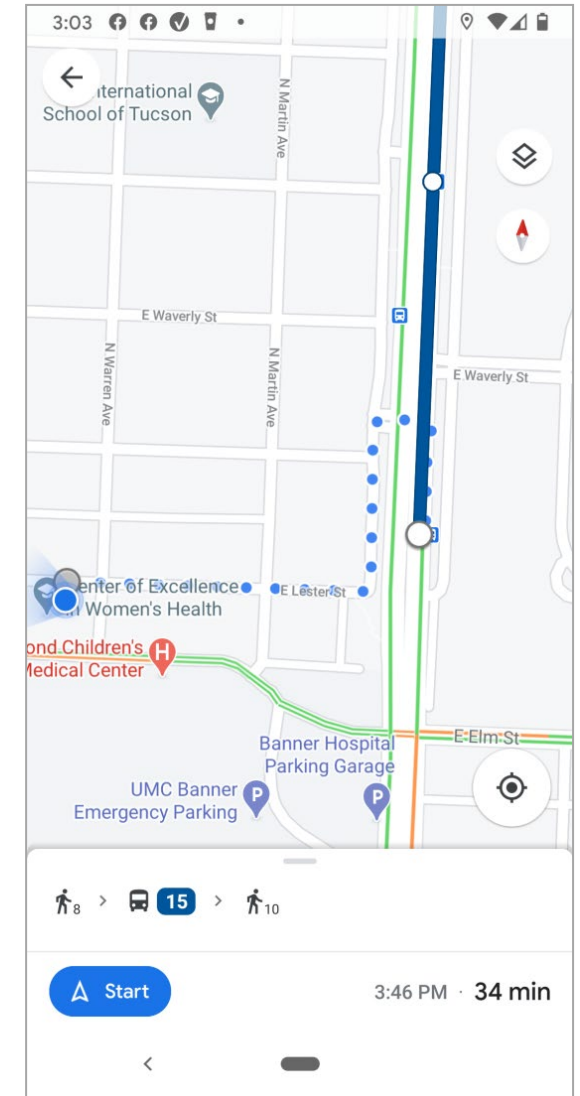
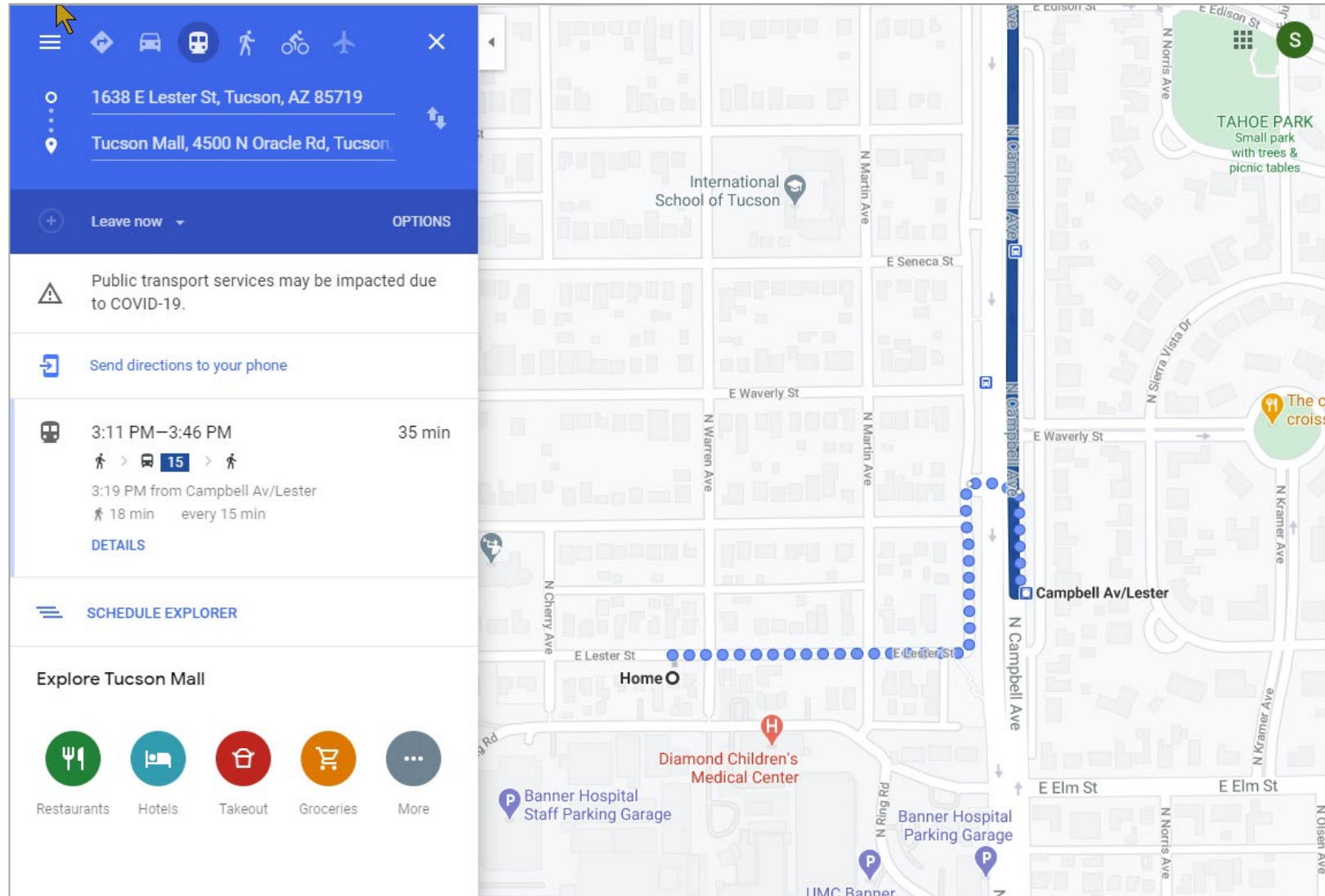
Trip Planner

Route maps with bus stop locations

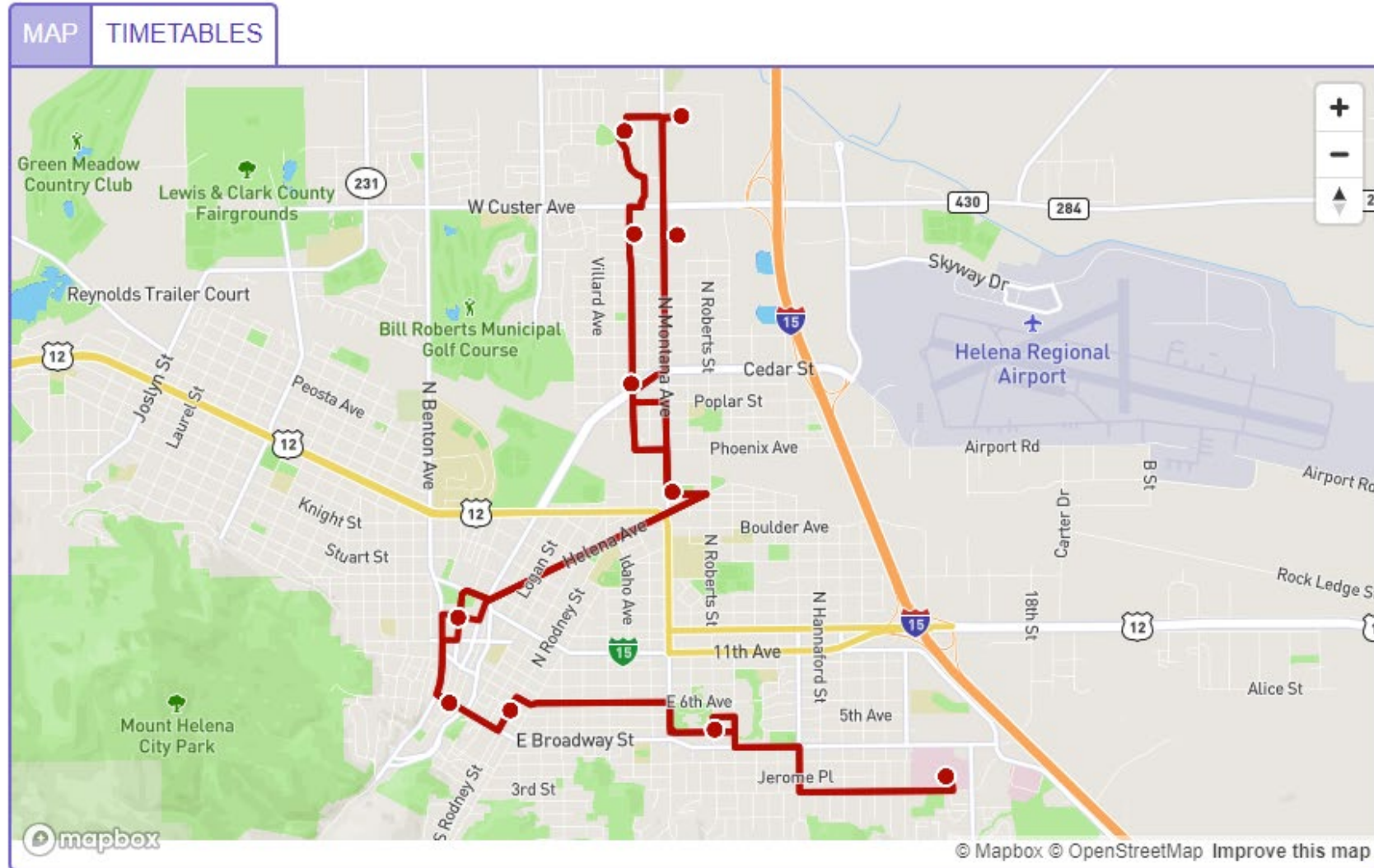
Zoomable Map with bus stops



Trip Planners Show Bus Stop Locations



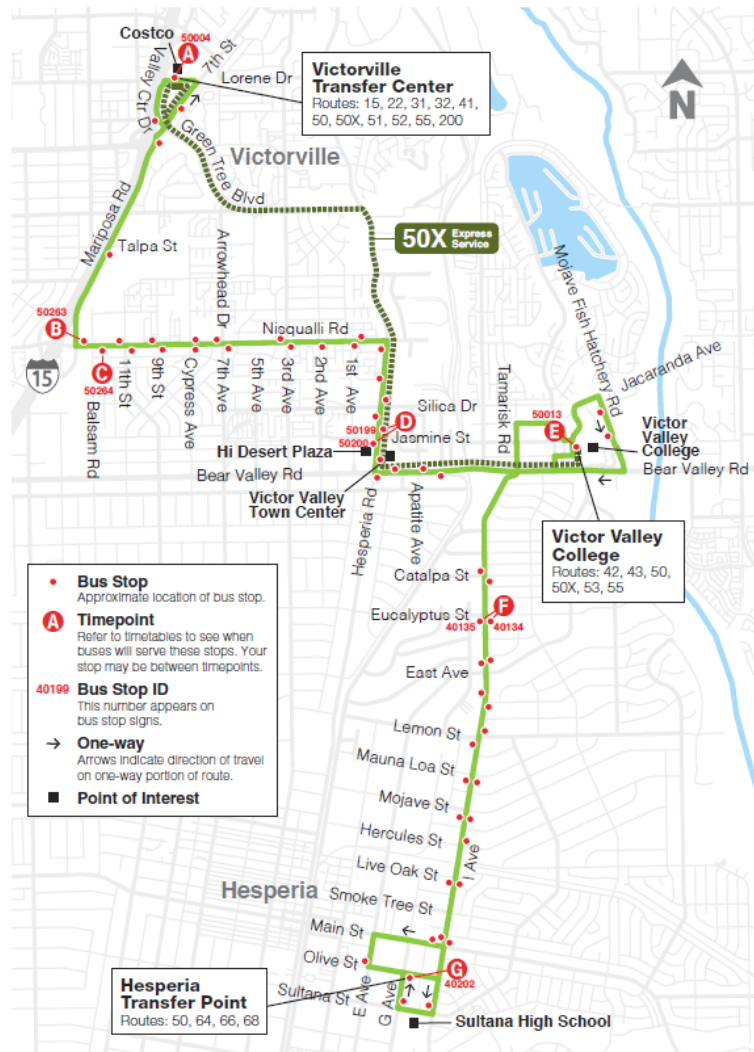
Zoomable Maps (based on your GTFS)



Ridethecapitalt.org
Helena, MT



Static Route Maps Can Show Bus Stops



How much does it cost?

Fare Chart or Calculator

Passes and Pass Sales Locations

On-line Pass Sales

Mobile Fare Payment



Sometimes fares are simple to communicate

Bus Fare \$1.50

Two hour ticket, good systemwide

Seniors (65+), Disabled and Youth (under 18) \$.75

All Day Unlimited Pass \$4.00

Seniors (65+), Disabled and Youth (under 18) \$2.00



...and sometimes they're not

FARE CHART FOR ROUTES 65 AND 66

65

Regular cash fares


	Ft. Bragg	Hwy 20 West	Hwy 20 East	Willits	Redwood Valley	Ukiah	Hopland	Santa Rosa
Ft Bragg	\$1.50	\$2.25	\$3.00	\$3.00	\$4.50	\$5.25	\$6.00	\$23.00
Hwy 20 West	\$2.25	\$1.50	\$2.25	\$3.00	\$3.75	\$4.50	\$5.25	\$22.00
Hwy 20 East	\$3.00	\$2.25	\$1.50	\$2.25	\$3.00	\$3.75	\$4.50	\$21.00
Willits	\$3.00	\$3.00	\$2.25	\$1.50	\$2.25	\$3.00	\$3.75	\$20.00
Redwood Valley	\$4.50	\$3.75	\$3.00	\$2.25	—	\$2.25	\$3.00	\$19.00
Ukiah	\$5.25	\$4.50	\$3.75	\$3.00	\$2.25	—	\$2.25	\$18.00
Hopland	\$6.00	\$5.25	\$4.50	\$3.75	\$3.00	\$2.25	—	\$17.00
Santa Rosa	\$23.00	\$22.00	\$21.00	\$20.00	\$19.00	\$18.00	\$17.00	—

Reduced cash fares for Seniors (62+) and Disabled Persons with valid MTA discount card

	Ft. Bragg	Hwy 20 West	Hwy 20 East	Willits	Redwood Valley	Ukiah	Hopland	Santa Rosa
Ft Bragg	\$0.75	\$1.10	\$1.50	\$1.50	\$2.25	\$2.60	\$3.00	\$11.50
Hwy 20 West	\$1.10	\$0.75	\$1.10	\$1.50	\$1.85	\$2.25	\$2.60	\$11.00
Hwy 20 East	\$1.50	\$1.10	\$0.75	\$1.10	\$1.50	\$1.85	\$2.25	\$10.50
Willits	\$1.50	\$1.50	\$1.10	\$0.75	\$1.10	\$1.50	\$1.85	\$10.00
Redwood Valley	\$2.25	\$1.85	\$1.50	\$1.10	—	\$1.10	\$1.50	\$9.50
Ukiah	\$2.60	\$2.25	\$1.85	\$1.50	\$1.10	—	\$1.10	\$9.00
Hopland	\$3.00	\$2.60	\$2.25	\$1.85	\$1.50	\$1.10	—	\$8.50
Santa Rosa	\$11.50	\$11.00	\$10.50	\$10.00	\$9.50	\$9.00	\$8.50	—






On-line Fare Calculator




Mendocino Transit Authority
Public transportation for Mendocino County, California


1-800-696-4MTA




[En español](#)




MAPS & SCHEDULES



FARES



HOW TO RIDE



CONNECTIONS

Fares

FARE CALCULATOR

Start: End:

Fares for this trip:

One-way regular cash fare	\$1.50
One-way reduced cash fare	\$0.75

for for Seniors (62+) and Disabled Persons with valid MTA discount card

For Zoned
Fixed Route
System

mendocinotransit.org
Ukiah, CA



On-Line Fare Calculator

CARTS Dial-A-Ride Fare Map

Hide Map Options

Click two different Dial-A-Ride zones to get fares.

CLAM GULCH N

FUNNY RIVER ROAD EAST

KASILOF

KBEACH WEST

KENAI SPUR HIGHWAY

SOLDOTNA

STERLING

STERLING HIGHWAY SOUTH

CLAM GULCH S

FUNNY RIVER ROAD WEST

KBEACH EAST

KENAI

NORTH NIKISKI

SOUTH NIKISKI

STERLING HIGHWAY NORTH

Fare Information

Fare from Clam Gulch N to North Nikiski
\$15.00


For Demand
Response Zones

ridecarsak.org
Kenai, AK

Easy to Compare Fare Options

Public transportation for the Western Slope of El Dorado County

Info: 530-642-5383, 888-246-2877



EL DORADO
TRANSIT

COMMUTER

LOCAL

DIAL-A-RIDE

HOW TO RIDE

BUY PASSES

FULL INTERACTIVE MAP

- RIDER APPS
- TITLE VI AND OTHER POLICIES
- CONNECTIONS
- FARES
- TRIP PLANNER INFORMATION

Fares & Passes

Connect Card

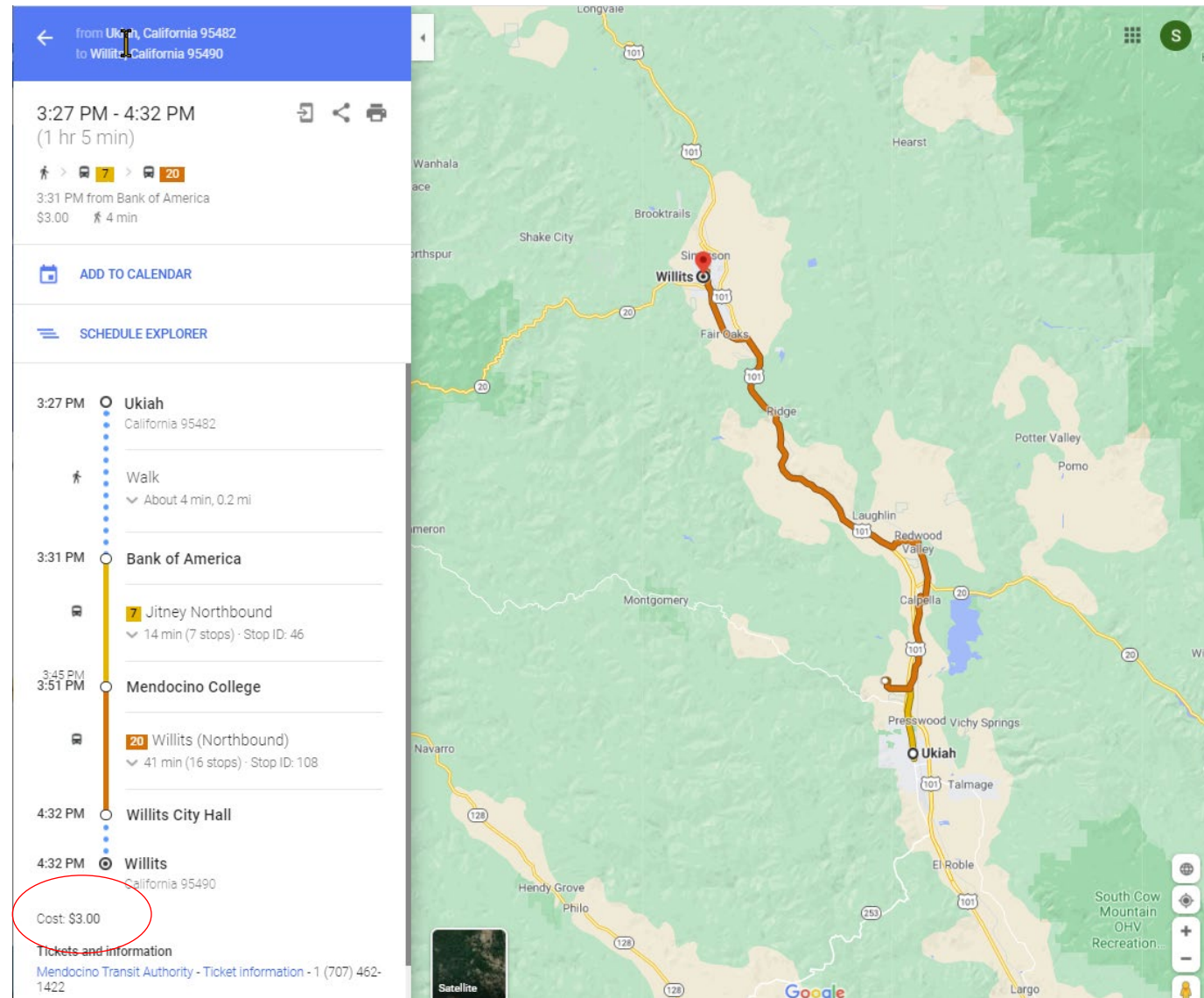
THE CONNECT TRANSIT CARD

IS HERE.

LOCAL Routes	General	Senior 60+/Disabled/K-12
One-Way	\$1.50	\$0.75
Daily Pass	\$6.00	\$3.00
Monthly Pass	<u>\$60.00</u>	<u>\$30.00</u>
EDT Local & Sac RT Combo Pass	<u>\$110.00</u>	<u>\$80.00</u>




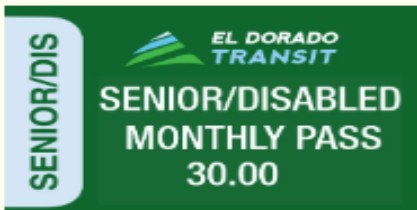
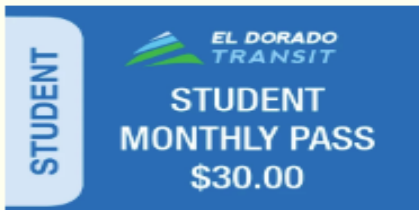
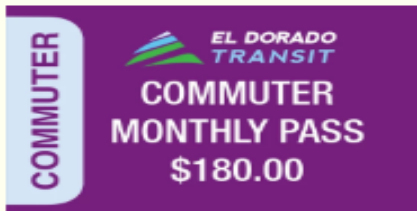
Includes fares in GTFS so they show up in trip plans



How to Buy Passes & Tickets?

- On-line Pass Sales
- Pass Sales Locations
- Mobile Ticketing

Monthly Passes

 <p>GENERAL EL DORADO TRANSIT GENERAL MONTHLY PASS \$60.00</p>	 <p>SENIOR/DIS EL DORADO TRANSIT SENIOR/DISABLED MONTHLY PASS 30.00</p>	 <p>STUDENT EL DORADO TRANSIT STUDENT MONTHLY PASS \$30.00</p>
General Local Monthly Pass	Senior/Disabled Local Monthly Pass	Student K-12 Local Monthly Pass
<div>Please select month</div>	<div>Please select month</div>	<div>Please select month</div>
<div>Add to cart</div> \$60.00	<div>Add to cart</div> \$30.00	<div>Add to cart</div> \$30.00
 <p>COMMUTER EL DORADO TRANSIT COMMUTER MONTHLY PASS \$180.00</p>		
Commuter Monthly Pass		
<div>Please select month</div>		
<div>Add to cart</div> \$180.00		



How to Buy Passes & Tickets?

- On-line Pass Sales
- Pass Sales Locations
- Mobile Ticketing

Sales locations

Senior / Disabled / Student Monthly Passes and Scrip Tickets can be purchased at:

- **El Dorado Transit Office: 6565 Commerce Way, Diamond Springs**
 - Monday – Friday 8:00 AM to 5:00 PM
- **By Mail ([Pass and Scrip Order Form](#))**
- **[In the online pass store](#)**

General Monthly Passes and Scrip Tickets can be purchased at:

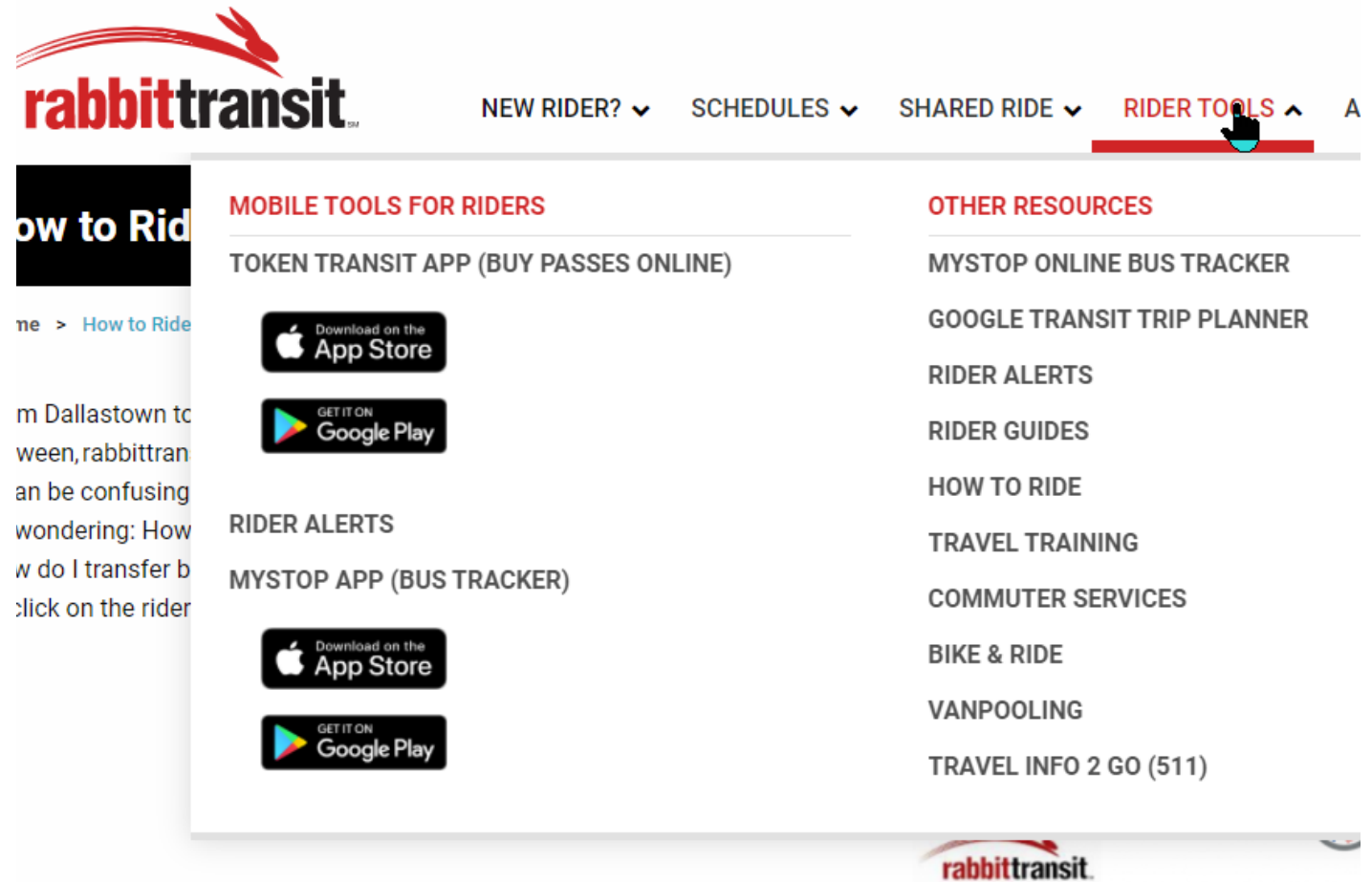
- **Placerville Senior Center: Spring Street**
 - Monday – Friday 8:00 AM to 5:00 PM
- **Bel Air in Cameron Park (Customer Service area)**
 - Monday – Friday 9:00 AM – 6:00 PM
 - Saturday 9:00 AM – 4:00 PM
- **CA Welcome Center/El Dorado Hills Chamber (2085 Vine St #105, El Dorado Hills)**
 - Monday – Friday 9:00 AM – 5:00 PM
 - Saturday – Sunday 10:00 AM – 4:00 PM

You can check out pass sales locations on the [interactive map](#).



How to Buy Passes & Tickets

- On-line Pass Sales
- Pass Sales Locations
- Mobile Ticketing



What is different due to the pandemic?



Ride Safe!

- Face coverings are required.
- Please maintain social distancing.



PLAN YOUR TRIP

219


Your start location

NEXTBUS

Download the free NEXTBUS app to receive real-time bus arrival information on your mobile device.

 **Google play**

 **Download on the App Store**



Transit Alerts

Fare Collection to Resume February 1 [All Routes](#)

What's operating – Wednesday, January 27 [All Routes](#)

Save with Clipper START [All Routes](#)

Passenger Notice: Facial Coverings Required [All Routes](#)

SCT in Your Community

- SCT in Your Community
- Cloverdale
- Cotati

System Map

All Routes	Intercity	Local	
<p>The map illustrates the following routes and connections:</p> <ul style="list-style-type: none">Route 68 (Blue): CloverdaleRoute 67 (Green): HealdsburgRoute 66 (Yellow): WindsorRoute 62 (Dark Purple): Santa RosaRoute 60 (Light Purple): Santa RosaRoute 28 (Dark Purple): OccidentalRoute 20 (Brown): Sebastopol, OccidentalRoute 24 (Red): Occidental <p>Other locations shown include Guerneville, Mirabel Park, Sonoma County Airport, and Oakmont.</p>			

What is different due to the pandemic?



Powered by Google Translate

Select Language

(804) 358-4782

f

t

t

i

l

Y

CEO

Search

HOME

PULSE

TRIP PLANNING

SERVICES

FARES

NEED HELP?

ABOUT US

NEWS & INITIATIVES

STATS & REPORTS



COVID-19

CORONAVIRUS

INFORMATION

LEARN ABOUT GRTC'S EFFORTS

MASKS STILL REQUIRED! FEDERAL MASK ORDER IN EFFECT UNTIL JAN 18, 2022

> TRIP PLANNER

Powered by Google Transit. Plan your next bus trip.

> BUS TRACKING

The Official GRTC Mobile App and Bus Tracker

> SCHEDULES & ROUTES

Download a route schedule directly from your computer.

> DESTINATION GUIDE

Our Destination Guide makes it easy to ride GRTC and see the very best of RVA!

NEW

HOW TO RIDE

Ready to get on

BUS RAPID TRANSIT

SPECIALIZED TRANSPORTATION

COMMUTER VANPOOLS

RIDEFINDERS

Share the ride! Learn


Secondary Content

From Menu

- How to Ride Info
 - Accessibility
 - Bicycles
 - Park & Ride
 - Connecting Services
 - Holiday Schedule
 - On-board Rules



How to Ride Menu



Info: 909-878-5200

Select Language

Google

Search

Routes & Schedules

Fares & Passes

How to Ride

Plan Your Trip

From

Address, landmark, or intersection

To

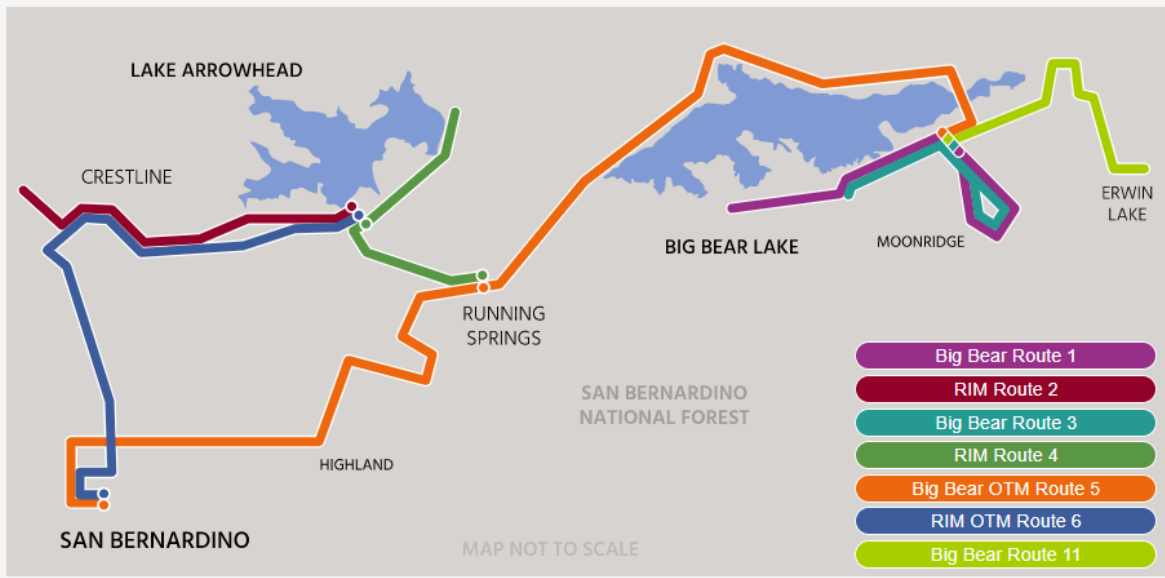
Address, landmark, or intersection

Departing: Now

Get Directions

Edit

Privacy Policy



LAKE ARROWHEAD
CRESTLINE
SAN BERNARDINO
HIGHLAND
RUNNING SPRINGS
BIG BEAR LAKE
MOONRIDGE
ERWIN LAKE
SAN BERNARDINO NATIONAL FOREST
MAP NOT TO SCALE

- Big Bear Route 1
- RIM Route 2
- Big Bear Route 3
- RIM Route 4
- Big Bear OTM Route 5
- RIM OTM Route 6
- Big Bear Route 11

Fares & Passes

How to Ride

Get Started

Alerts

Connections

Accessibility

Bikes on Buses

Rules to Ride By

Mobile and Desktop Apps

Holidays



Secondary Content

From Menu

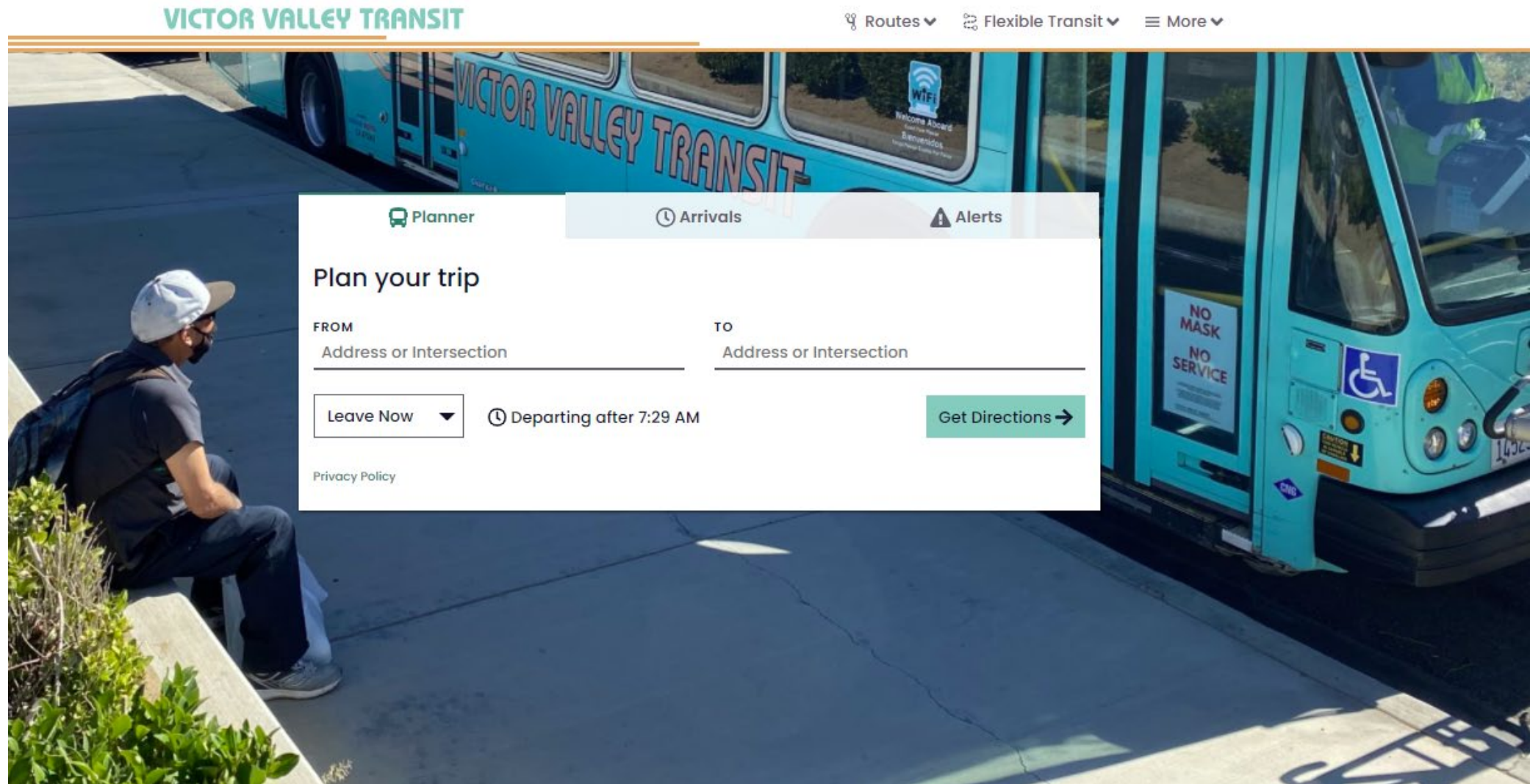
- How to Ride Info
 - Accessibility
 - Bicycles
 - Park & Ride
 - Connecting Services
 - Holiday Schedule
 - On-board Rules

Below the Scroll

- About Us
- Detailed Contact Info
- News Articles & Releases
- Board Members Information
 - Governing Board Members
 - Meetings and Agenda
- Policies
 - ADA Policies
 - Civil Rights/Title VI Policy
- Employment
- Doing Business



Primary Content (above the scroll)



Secondary Content (below the scroll)

Victor Valley Transit News

See Recent VVTA Board Meetings →

BATTERY ELECTRIC BUSES PLUG IN TO THE HIGH DESERT
OCTOBER 10, 2019

Improved Transportation Services for All Trona Residents
AUGUST 23, 2019

Public Hearing – September 16, 2016
AUGUST 23, 2019

Girls Scout Classroom
to Career Event

Get customized
directions from Google
Maps

Victor Valley Transit Authority (VVTA) operates Victor Valley Transit

- | | |
|-------------------------------|------------------------------|
| Title VI Civil Rights Program | Board Meetings |
| Reasonable Modifications | Procurement |
| Lost & Found | Employment |
| Public Records | Technical Advisory Committee |
| Advertising | Budget Reports |

Contact Us

17150 Smoke Tree Street
Hesperia, CA 92345

Contact Form

Rider Survey

(760) 948-3030

(760) 948-1380

(760) 244-4000
ADA Direct Access

info@vvta.org





Technical Tips - Platform

■ Considerations

- Expense
- Development Expertise
- Ease of Updating
- Portability

■ Options

- Transit specific: National RTAP Web Builder
- Proprietary: Squarespace/Wix
- Open source: WordPress/Drupal/Joomla



National RTAP Web-Builder

- Free.
- Supported by RTAP Staff.
- Transit-specific tools.
- This is a great deal if you don't have cash, and do have time to design, build, and learn how to manage a website (with help).



Proprietary/Commercial

- Such as SquareSpace and Wix.
- Dependable and versatile for active editing.
- These proprietary systems have free or low-cost subscription fees.
- Require work, but flexible.
- Your staff might have specific experience.

The screenshot displays the Tuolumne County Transit website. The header features the organization's logo, name, tagline, a search bar, and social media icons. A red banner provides COVID-19 precautions. The main content area includes a video of a 'DIAL-A-RIDE' bus and two prominent buttons: 'ROUTES & SCHEDULES' and 'FIND YOUR BUS'.

Tuolumne County Transit
We Go There. We Get You There.

Home **Routes & Schedules** Resources Plan Your Trip Contact Us

COVID-19 PRECAUTIONS: We are currently running **ROUTE 1** and **ROUTE 2** as well as a **Public Dial-YOUR-Ride service**. Passengers need to reserve trips by calling into the dispatch center at 209-532-0404. Buses are back at full capacity with the requirement of wearing a mask.

General Public Dial-A-Ride - COVID 19

Watch on YouTube

ROUTES & SCHEDULES

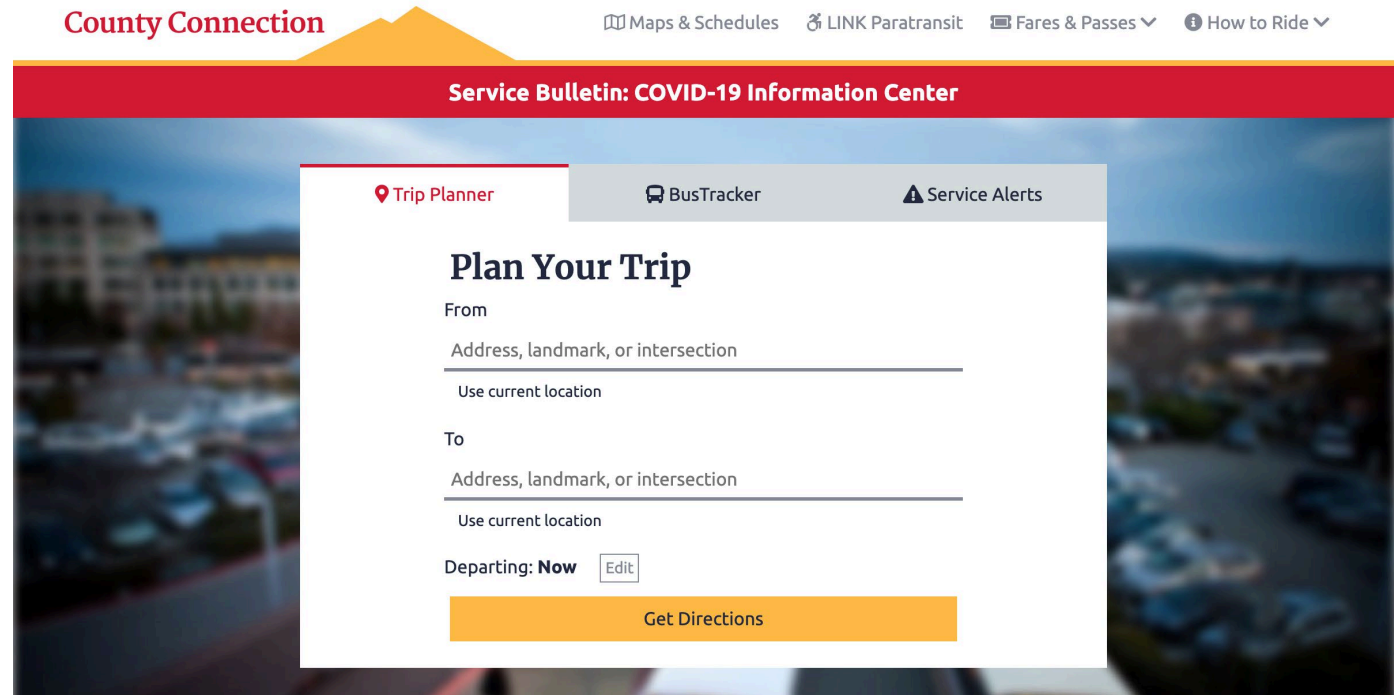
FIND YOUR BUS

X DoubleMAP



Open Source/Contracted – Such as Wordpress

- Delivers a custom website tailored to your agency needs.
- Requires cash up front (\$5,000-\$250,000).
- Allows for custom, professional design.
- Allows for custom backend management tools.
- In-house staff can do updates.
- Fully portable.





Technical Tips - Accessibility

- Plan for Usability by All
 - All users
 - All devices
 - One website
- HTML Schedules (not image or PDF)
- Text tags for images
- Google Translate (professional translation of key info if relevant)
- Mobile Responsiveness

Desktop

VICTOR VALLEY TRANSIT

[Routes](#) [Flexible Transit](#) [More](#)

[Planner](#)

[Arrivals](#)

[Alerts](#)

Plan your trip

FROM

Address or Intersection

TO

Address or Intersection

Leave Now

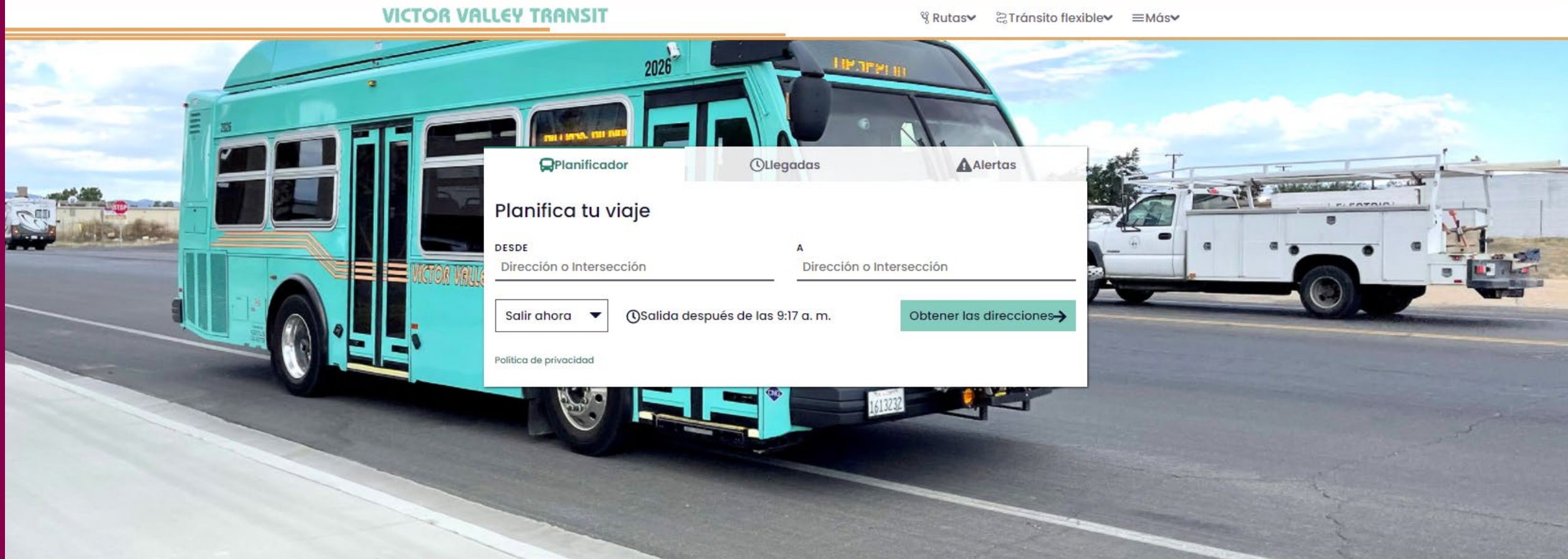
⌚ Departing after 9:17 AM

Get Directions →

[Privacy Policy](#)




Translated





Laptop

VICTOR VALLEY TRANSIT

[Routes](#) [Flexible Transit](#) [Translate »](#)

 **Planner**

 **Arrivals**


 **Alerts**

Plan your trip

FROM
Address or Intersection




TO
Address or Intersection

Leave Now ▼

 Departing after 3:07 PM

Get Directions →


[Privacy Policy](#)


  


Tablet


VICTOR VALLEY TRANSIT


Translate »


 Routes ▼

 Flexible Transit ▼

 More ▼

 Planner

 Arrivals

 Alerts

Plan your trip


FROM

Address or Intersection

TO

Address or Intersection

Leave Now ▼

 Departing after 10:35 AM

Get Directions →

[Privacy Policy](#)



Smartphone

VICTOR VALLEY TRANSIT

Routes

Flexible Transit

More

Planner

Arrivals

Alerts

Plan your trip

FROM

Address or Intersection

TO

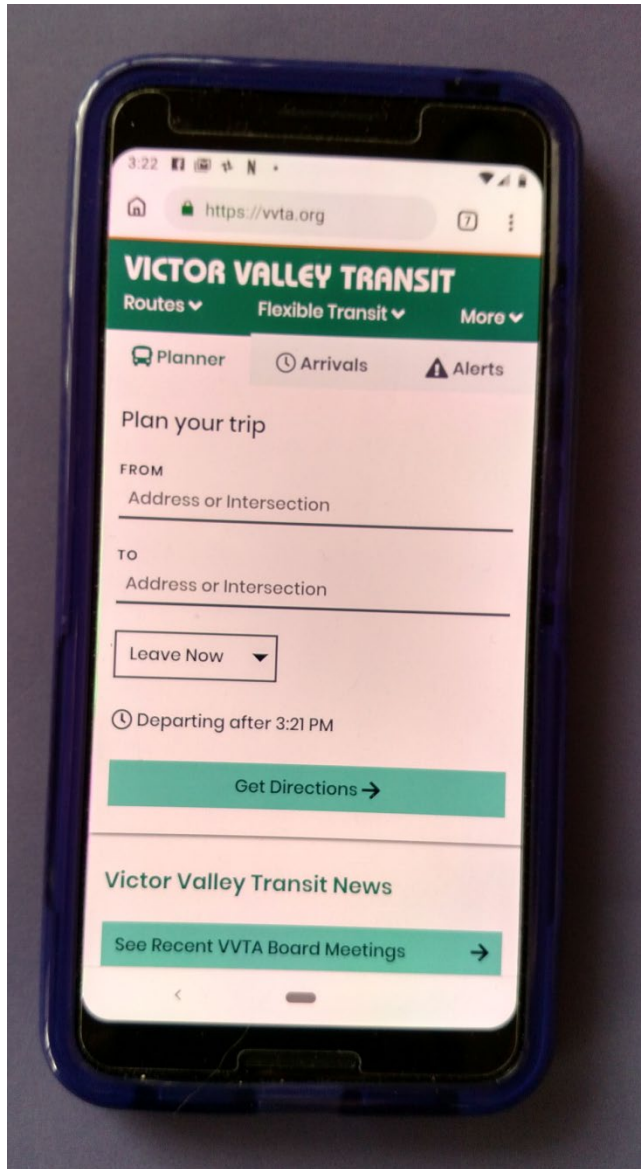
Address or Intersection

Leave Now

Departing after 10:38 AM

5

A row of three small icons: a bus, a car, and a vanpool, all in a light purple color.



www.vvta.org

Mobile Responsiveness

- Making info easily available on mobile devices will help integrate transit into riders' lives.
- Many young and low-income riders are “smartphone” dependent for internet access.
- So, make sure your website is mobile friendly!



Beyond Information



Engagement

- Feedback
- Sign up for Alerts
- Join mailing list
- Social media links
- Customer Surveys

Feedback & Inquiries

Sun Tran is committed to providing excellent customer service to our passengers. The Customer Services section of this site is designed to educate you on the services we provide, help you determine the many ways to get your questions answered and how to contact one of Sun Tran's helpful Customer Service Representatives. Remember, we're here to help make your trip on Sun Tran a pleasant experience.

Reason For Contacting *(Required)*

Name *(Required)*

First

Last

Address

Street Address

Address Line 2

City

State / Province / Region



Engagement

- Feedback
- Sign up for Alerts
- Join mailing list
- Social media links
- Customer Surveys

Sign up for Service Alerts

  GET REAL-TIME UPDATES WITH  **RouteShout**



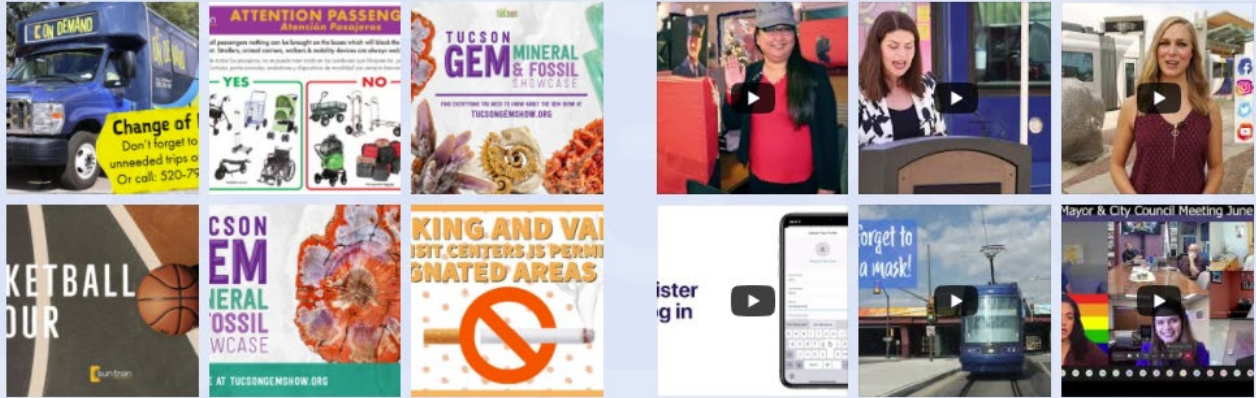
Engagement

- Feedback
- Sign up for Alerts
- Join mailing list
- Social media links
- Customer Surveys

Let's Get Social!

Follow us on Instagram
@suntran_tucson

Subscribe to us on Youtube
@SunTranTucson




The collage features various SunTran Tucson promotional materials. On the left, under the Instagram header, there are six images: a blue bus with 'ECON DEMAND' on its side, a yellow sign that says 'Change of' and 'Don't forget to', a poster for the 'TUCSON GEM MINERAL & FOSSIL SHOWCASE', a poster for 'KING AND VAL', a poster for 'TUCSON GEM MINERAL & FOSSIL SHOWCASE', and a poster for 'KING AND VAL'. On the right, under the Youtube header, there are six video thumbnails: a woman speaking, a woman speaking, a woman speaking, a bus, a bus, and a 'Mayor & City Council Meeting June' video.



Engagement

- Feedback
- Sign up for Alerts
- Join mailing list
- Social media links
- Customer Surveys



MST
MONTEREY-SALINAS TRANSIT


Rider Survey

PLEASE TAKE A 3-MINUTE SURVEY TO HELP US BETTER SERVE YOU.

- ☒ ENTER A DRAWING - \$100 GIFT CARDS
- ☒ SIGN UP FOR PAID FOCUS GROUPS

Visit bit.ly/MSTRider, MST.org,
or Scan the QR Code to Complete the Survey.

DEADLINE MARCH 18



Promotional Tool

- Landing pages for targeted marketing
 - QR Code
- URL to learn more
 - Bus graphics
 - Bus stop sign
 - Advertising
 - Posters and Brochures

← → ↻ vta.org/for-students/ 🔍 📄 ⭐ ⚙️ 📱 🌐

⚠️ System Alert: [Reduced Service Adjustments](#) [Translate »](#)

VICTOR VALLEY TRANSIT 📍 Routes 📄 Flexible Transit 📄 More 📄


For Students

Find maps that serve your school.

[Apple Valley High School routes](#)
[Hesperia High School routes](#)
[Victor Valley High School routes](#)

More schools and built in School location markers coming soon.

Victor Valley College Students



VVTA accepts valid Victor Valley College (VVC) Associated Student Body (ASB) or VVC Photo ID cards as fare on all VVTA Fixed and County Route buses. VVC ID cards are valid as fare during the term (or semester) for which they were issued, which spans from the official term start date through the first week of the next term. Cards issued for the previous term are not valid as fare, unless a valid decal from the current term is attached. The VVTA Student ID does not and will not replace the VVC

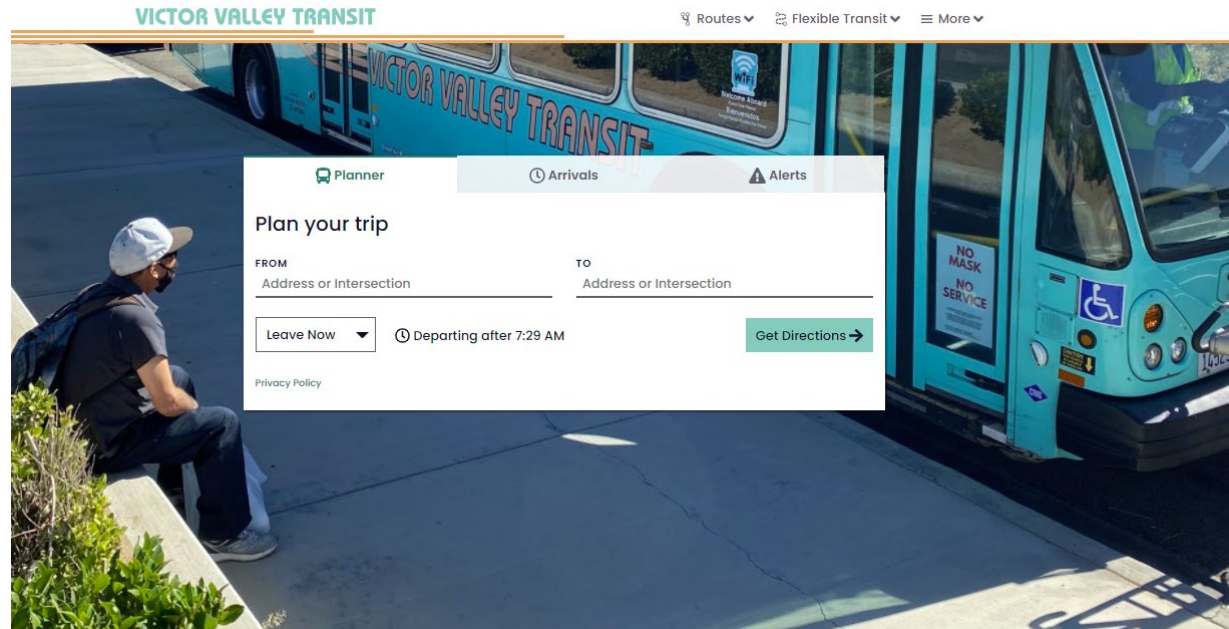
Promotional Tool

- Landing pages for targeted marketing
 - QR Code
- URL to learn more
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Key Takeaways

- Website is the first experience for many new users
- Make it easy to find
- Focus home page, above the scroll, on the transit user
- Answer potential rider questions
- Design for mobile responsiveness



Key Takeaways

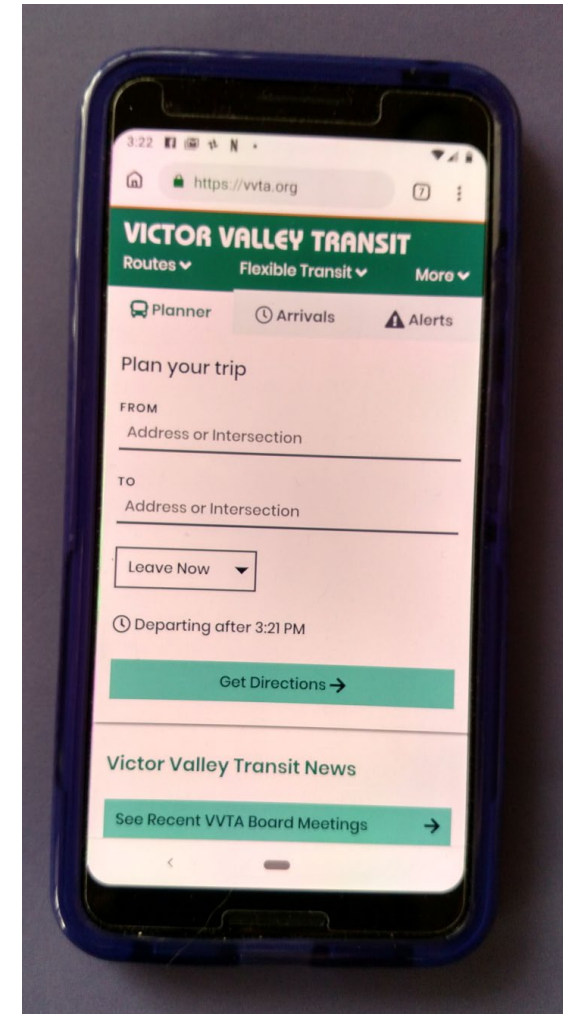
- Website is the first experience for many new users
- Make it easy to find
- Focus home page, above the scroll, on the transit user
- Answer potential rider questions
- Design for mobile responsiveness

- *Where can I go on public transit?*
- *How do I get from here to there?*
- *When/how often does it run?*
- *How do I make a reservation?*
- *Where do I catch it?*
- *How much does it cost?*
- *How do I pay?*



Key Takeaways

- Website is the first experience for many new users
- Make it easy to find
- Focus home page, above the scroll, on the transit user
- Answer potential rider questions
- Design for easy navigation and mobile responsiveness





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520.322.9607



Workshop

- 5-6 Volunteers
- 2 minutes: Participant shares experience
 1. Did the website answer your questions about how to make a trip?
 2. What elements or features did you find particularly helpful?
 3. What important questions were not answered?
 4. How did your own website compare to others – did you find opportunities for improving your own website?
 5. How did the experience make you feel about trying public transportation?
- 2 minutes: Discuss & provide feedback

Upcoming National RTAP Events

WEBINARS

nationalrtap.org/Webinars

Marketing Workshop #3: Passenger Information

March 10, 2:00-3:30 PM ET, Save the Date

Building Better Bus Stops: Planning & Partnerships

March 14, 2022, 2:00-3:00 PM ET

Risky Business: Transit Insurance & Risk Management

March 31, 2022, 2:00-3:30 PM ET

ROUNDTABLES

nationalrtap.org/Peer-Roundtables-and-Chats

Books in Transit Group - The Accidental Bus Driver

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

Intercity Bus Peer Roundtable

March 16, 2:00-3:00 PM ET

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

Provides access to rural and tribal transportation coordination resources across technical assistance (TA) centers and the [Federal Transit Administration \(FTA\)](#).

The FTA-funded TA 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