



Marketing Workshop #4: Community Based Marketing

April 5, 2022, 2:00-3:30 PM ET



U.S. Department of Transportation
Federal Transit Administration

Speaker Introduction



Selena Barlow

Owner, Transit Marketing LLC

- More than 25 years of experience marketing public transportation services throughout the U.S.
- Areas of expertise include marketing plan development, market research, community outreach, and creation of marketing tools and campaigns.
- Much of 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.

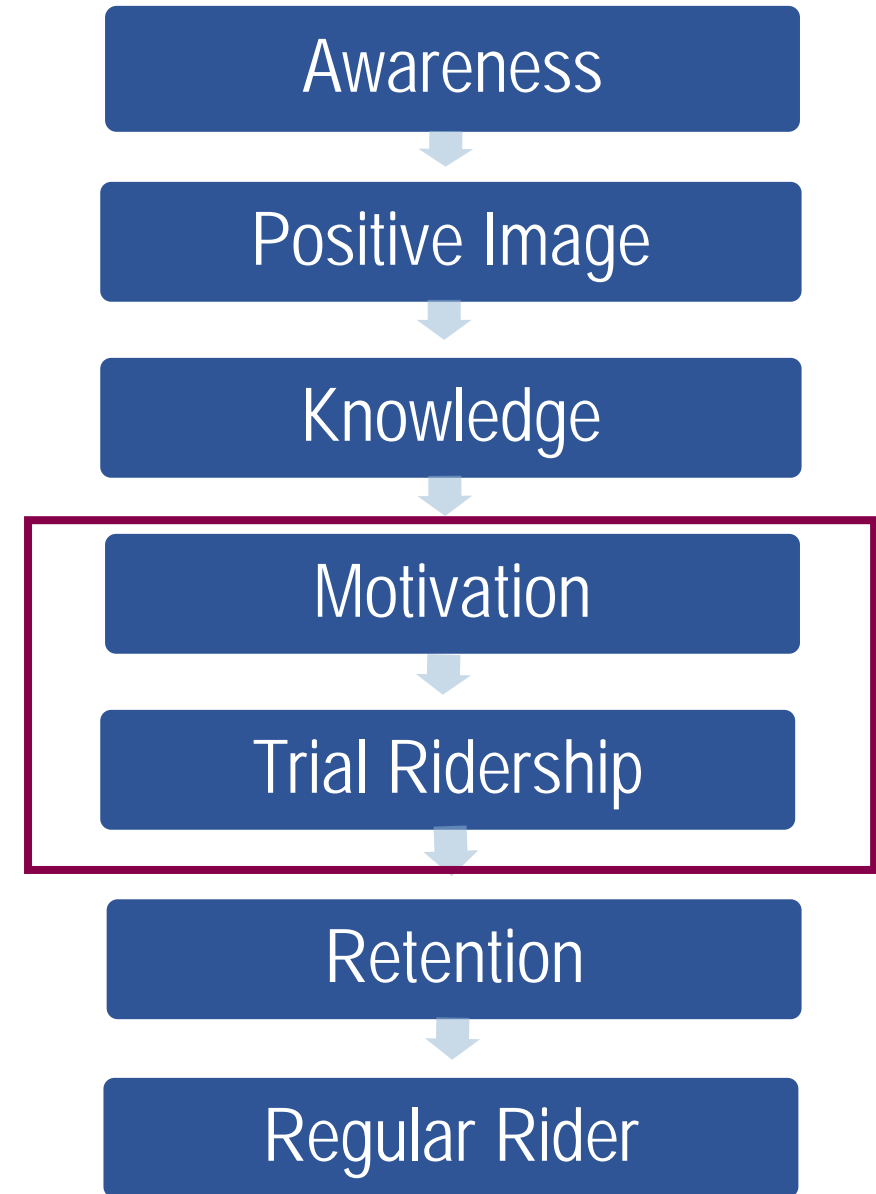
Public Transit Marketing



Community Based Marketing to Build Ridership

Six Class Series

- Awareness Building
- Customer Focused Websites
- More Passenger Information Tools
- **Community Based Marketing**
- Transit Passenger Research
- Improving the Passenger Experience



Community Based Marketing

What is it?



Community Based Marketing

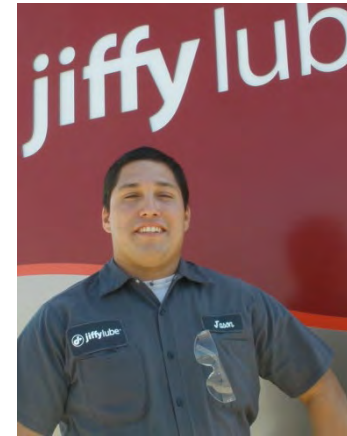
Marketing Strategies that leverage your relationships within the community – particularly with “gatekeeper” organizations – to target key potential riders



To generate **ridership**, we must appeal to what is important to the potential rider.

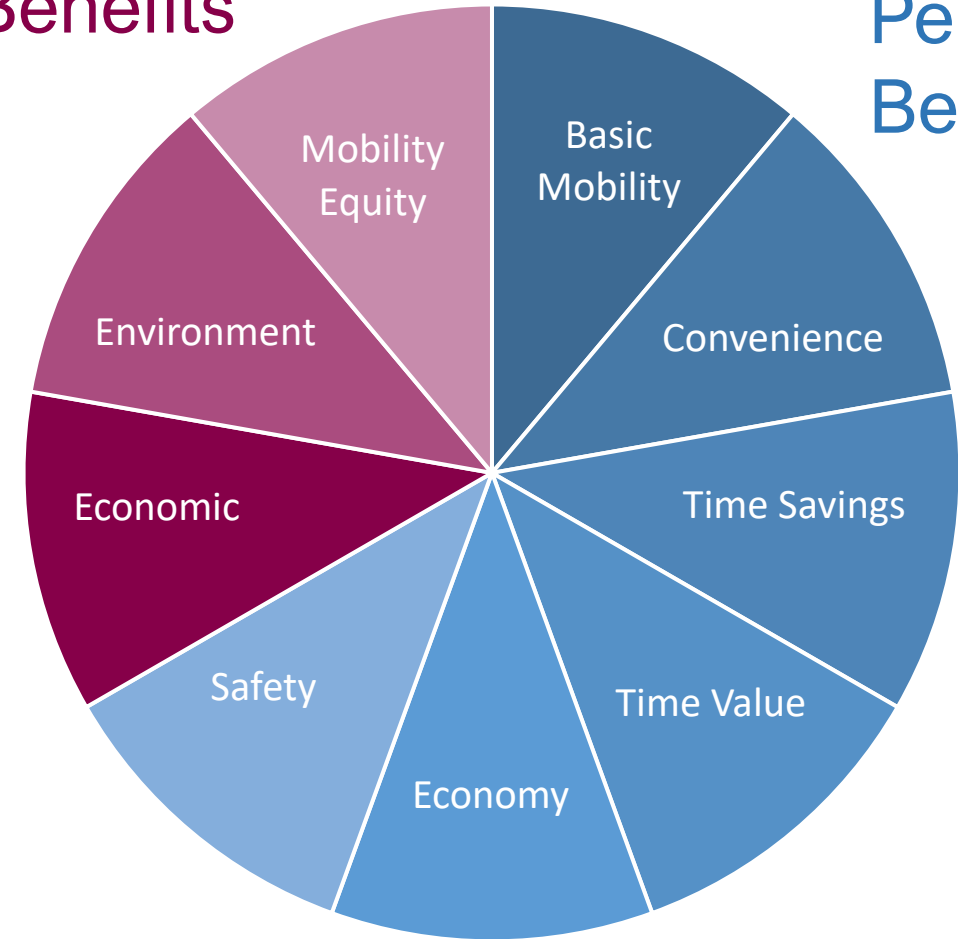
The more direct and trusted the **channel of communication**, the more likely they are to pay attention.

The more relevant our **appeal** and the **information** we convey, the more likely they are to act on our **call to action**.



Different **target markets** for transit ridership value different **benefits** and need different information.

Societal Benefits



Personal Benefits



By working through **gatekeepers** and trusted messengers, Community Based Marketing allows us to deliver the right appeal and information to **specific target groups** most likely to use transit.

Take a Day Trip to Palm Springs Without Driving



*Catch the Fabulous Follies
See a Movie
Go Shopping
Have Lunch
Visit Desert Hospital*

***Whatever you want to do,
MBTA will get you there
and back!***



MORONGO BASIN TRANSIT AUTHORITY



What are Gatekeepers?

- Individuals or organizations that can provide **access** to and **influence** with key target ridership groups
- Trusted messengers
- Colleges
- Schools
- Social Service Agencies
- Senior Centers & Residences
- Employment Programs
- Medical Providers
- Residential Communities
- Businesses
- Destinations



Community Based Marketing - Four Steps

1. Target Market

Identify population segment with ridership potential.

2. Gatekeepers

Identify partners who can provide access to your target.

Target



Gatekeeper



Targeted Messaging



Communication Channels

Group whose needs you can meet and for whom you offer a relevant benefit



Community Based Marketing - Four Steps

1. Target Market

Identify population segment with ridership potential.

2. Gatekeepers

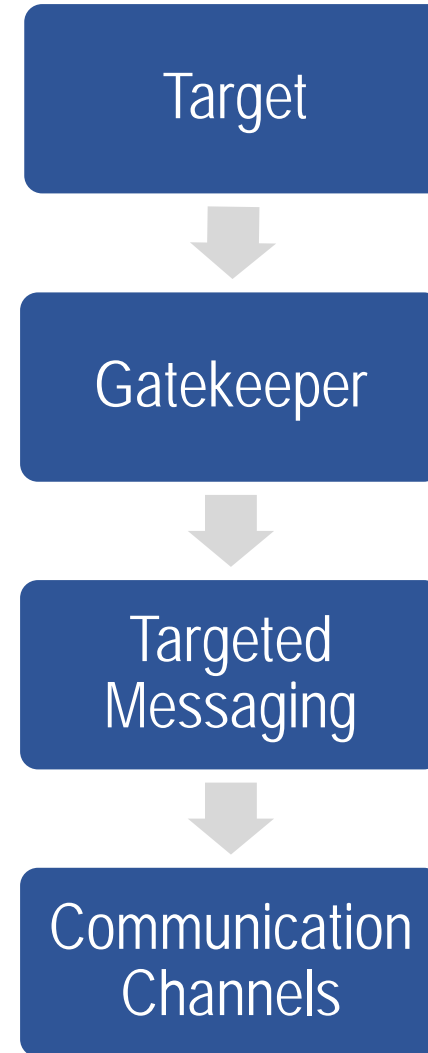
Identify partners who can provide access to your target.

3. Messages and Incentives

What information and incentives will generate trial ridership among this group?

4. Communication Channels

What low cost, targeted channels can your partner give you access to?



Community Based Marketing

Why it works for transit

- Small and rural transit agencies tend to be well connected with the communities they serve
- Community based marketing builds on those connections
- If the specific connection doesn't already exist, schedule an "interview" and start building it

Advantages

- Low-cost channels of communication
- Ability to reach audiences with the greatest potential to benefit from your services
- Ability to customize messaging
- Opportunity to build long term relationships and marketing value
- Increased engagement with your community



Community Based Marketing

A Case Study





Sedona

Tourist Destination

Expensive housing

Heavy traffic

Hospitality Jobs (Labor Shortage)

Cottonwood Area

Affordable Housing

Potential workers

20 miles away



Verde Shuttle



Ridership
decimated by
pandemic

Service hours
adjusted to
better serve
hospitality
workers



Verde Shuttle Intercity Route

1. Target Market

Hospitality workers traveling from affordable housing in Cottonwood to jobs in Sedona.

2. Gatekeepers

Lodging Council
Hospitality employers - hotels, restaurants

3. Messages and Incentives

Ease, convenience and economy. Complete how to ride information. Bi-lingual.


4. Communication Channels

Marketing toolkit for use by employers



Messaging

Cottonwood to Sedona
Every 45 minutes.
It's just that easy!



Verde Shuttle

Fast • Frequent • Affordable

Learn more at VerdeShuttle.com

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



Verde Shuttle

Fast • Frequent • Affordable

Learn more at VerdeShuttle.com

Cottonwood to Sedona only \$2
Hop on and off in Sedona only \$1
It's just that easy!



Verde Shuttle

Fast • Frequent • Affordable

Learn more at VerdeShuttle.com

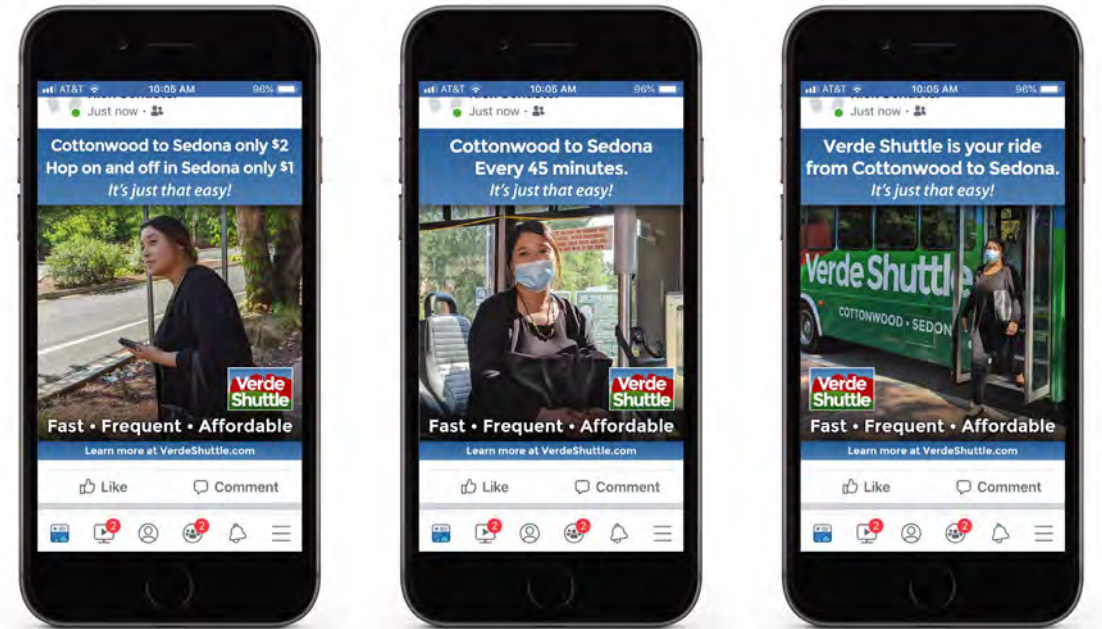
It's just that easy!

Fast • Frequent • Affordable



Communication Channels (English & Spanish)

- Presentations to Lodging Council
- Chamber Newsletter to Employers with link to Marketing Toolkit
- How-to-Ride Video
- Social Media Posts and Video
- Posters
- Passenger Guide Display
- Customized Flyer



How-to-Ride and Social Media Videos



Communication Channels (English & Spanish)

- Presentations to Lodging Council
- Chamber Newsletter to Employers with link to Marketing Toolkit
- How-to-Ride Video
- Social Media Posts and Video
- Posters
- Passenger Guide Display
- Customized Flyer

**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

**Verde Shuttle es su viaje
desde Cottonwood a Sedona.**
¡Es así de fácil!



Rápido • Frecuente • Barato

Visite VerdeShuttle.com
para una fácil planificación de
viajes y todo lo que necesita saber.



Planifique su viaje en Google Maps.
Ingrese su punto de partida y destino,
luego haga clic en el  ícono de tránsito.



Verde Shuttle
COTTONWOOD • SEDONA

928-282-0938 VerdeShuttle.com

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Verde Shuttle
COTTONWOOD • SEDONA

Rider's Guide
Guía del pasajero

Effective June 1, 2021

Public Transit Connecting
Cottonwood and Sedona
Conexión de transporte público
Cottonwood y Sedona




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VerdeShuttle.com



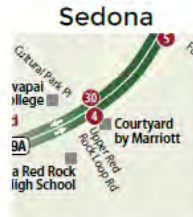

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Service to Courtyard by Marriott

Servicio al Courtyard by Marriott

Cottonwood to Sedona
Cottonwood a Sedona

WED-SUN MIE-DO		MON-TUE LUN-MAR	
depart salir	arrive llegar	depart salir	arrive llegar
Cottonwood Library	Upper Red Rock Loop Rd	Cottonwood Library	Upper Red Rock Loop Rd
1	4	1	4
AM		AM	
6:00	6:21	6:00	6:21
6:45	7:06	7:30	7:51
7:30	7:51	9:00	9:21
8:15	8:36	10:30	10:51
9:00	9:21	PM	
9:45	10:06	10:43	11:04
10:30	10:51	11:28	11:49
11:15	11:36	PM	
12:00	12:21	12:13	12:34
12:45	1:06	12:58	1:19
1:30	1:51	1:43	2:04
2:15	2:36	2:28	2:49
3:00	3:21	3:13	3:34
3:45	4:06	3:58	4:19
4:30	4:51	4:43	5:04
5:15	5:36	5:28	5:49
6:00	6:21	6:13	6:34
6:45	7:06	6:58	7:19
8:15	8:36	7:43	8:04
9:45	10:06	9:13	9:34
		10:43	11:04


Sedona to Cottonwood
Sedona a Cottonwood

WED-SUN MIE-DO		MON-TUE LUN-MAR	
depart salir	arrive llegar	depart salir	arrive llegar
Cultural Park Pl	Cottonwood Library	Cultural Park Pl	arrive (llegar) Cottonwood Library
30	1	30	1
AM		AM	
6:58	7:19	6:58	7:19
7:43	8:04	8:28	8:49
8:28	8:49	9:58	10:19
9:13	9:34	11:28	11:49
9:58	10:19	PM	
10:43	11:04	12:58	1:19
11:28	11:49	2:28	2:49
PM		3:58	4:19
12:13	12:34	5:28	5:49
12:58	1:19	6:58	7:19
1:43	2:04		
2:28	2:49		
3:13	3:34		
3:58	4:19		
4:43	5:04		
5:28	5:49		
6:13	6:34		
6:58	7:19		
7:43	8:04		
9:13	9:34		
10:43	11:04		

All CAT routes connect with the Verde Shuttle at the Cottonwood Library—and transfers are free!
CAT Connect After Hours Shuttle takes evening Verde Shuttle riders to any bus stop in the Cottonwood area.
Todas las rutas CAT se conectan con Verde Shuttle en la biblioteca de Cottonwood, y los traslados son gratuitos!
CAT Connect After Hours Shuttle lleva a los pasajeros del Verde Shuttle por la noche a cualquier parada de autobús en el área de Cottonwood.

Get all the details and plan your trip at VerdeShuttle.com or click in Google Maps for transit directions.
Obtenga todos los detalles y planifique su viaje en VerdeShuttle.com o haga clic en Google Maps para obtener indicaciones de tránsito.

Effective July 1, 2021
Vigente el 1 de julio de 2021



Outcomes

- On-going marketing effort for minimal cost
- Increased ridership
- Positive relationship with employers

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



Fast • Frequent • Affordable

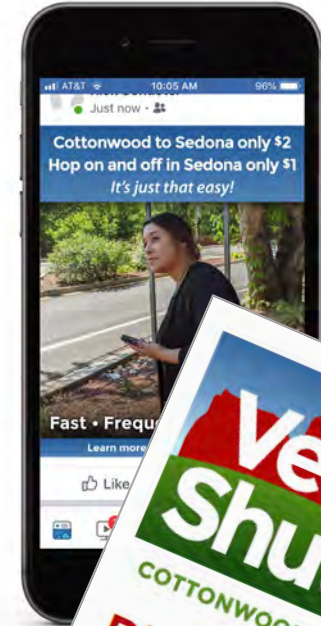
Visit VerdeShuttle.com for easy trip planning, and everything you need to know.



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



928-282-0938 VerdeShuttle.com



Verde Shuttle
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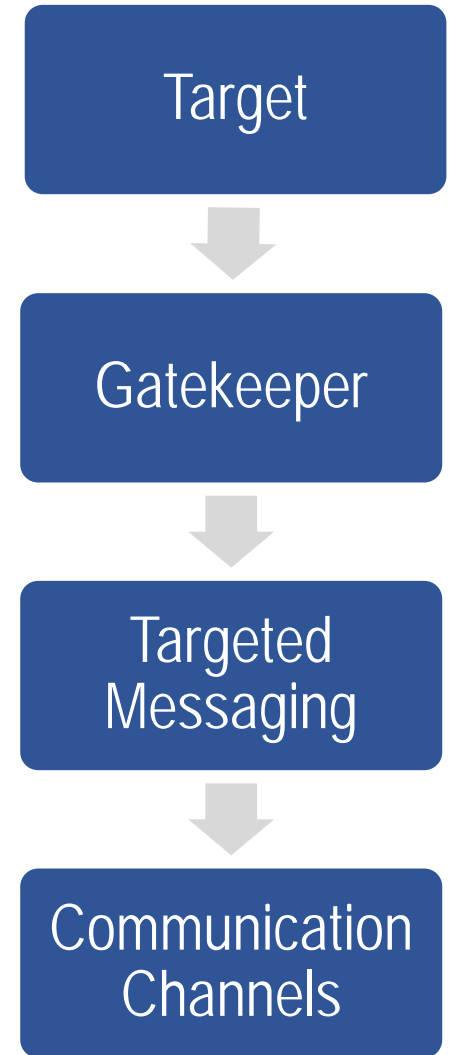


928-282-0938
VerdeShuttle.com



Community Based Marketing

How it works



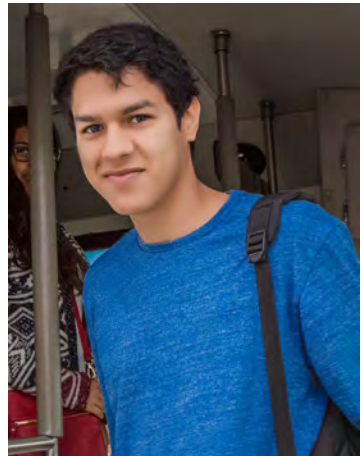
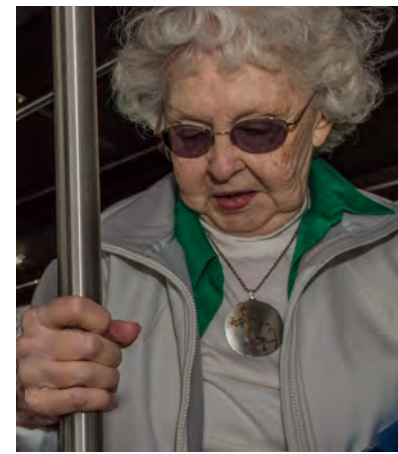
Target Markets and Gatekeepers

Target Market

- Seniors
- Persons with Disabilities
- College Students
- Secondary Students
- Hourly workers
- Low Income Families
- Medical Travelers

Gatekeeper Organization

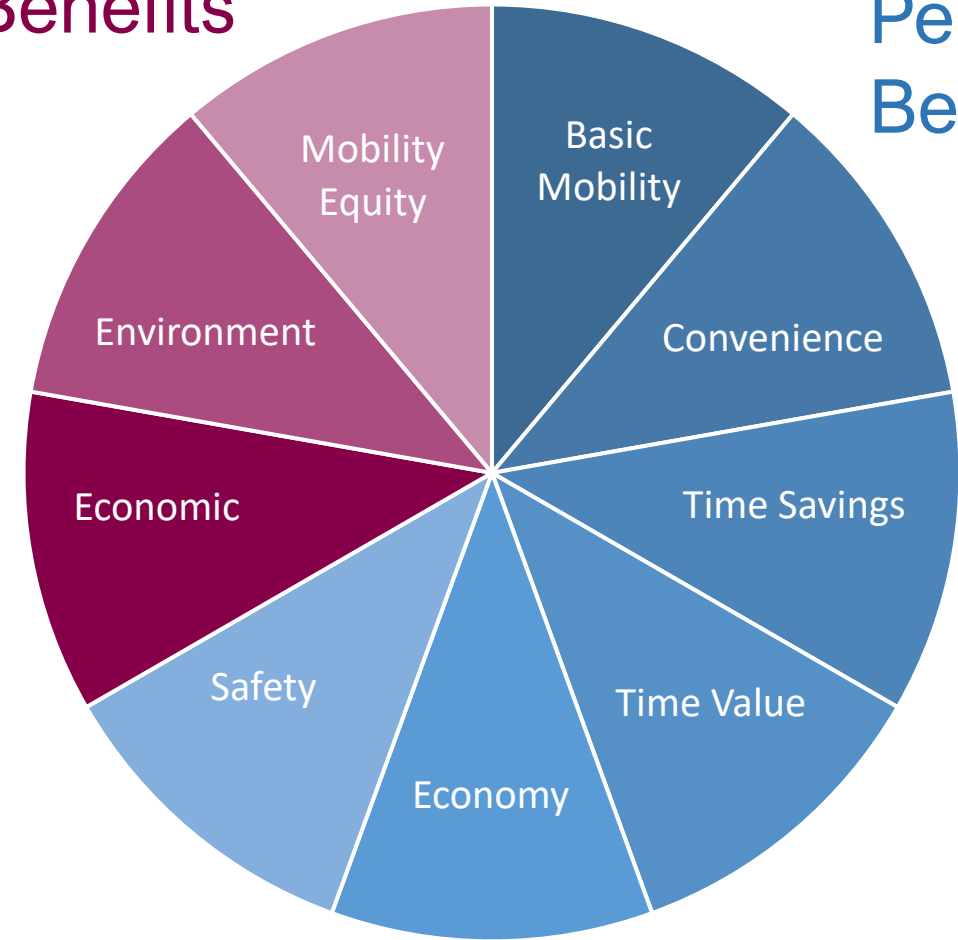
- Put your ideas in chat



Messaging

Different target markets for transit ridership value different benefits and need different information.

Societal Benefits



Personal Benefits



Messaging

Information

- What information is relevant to this specific target group?
 - Specific routes or services?
 - Type of trips?
 - Destinations?

Appeals

- What benefits matter to them?
- What kind of imagery will they relate to?



Messaging

Information

- What information is relevant to this specific target group?
 - Specific routes or services?
 - Type of trips?
 - Destinations?

Appeals

- What benefits matter to them?
- What kind of imagery will they relate to?

Call to Action

- Visit website
- Take a trial ride
- Ride once a week
- Register for demand response
- Promote transit use among constituents
- Support transit funding

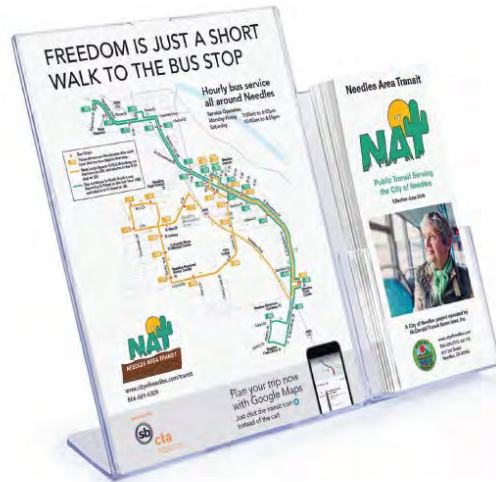


Community Based Marketing Channels



Gatekeeper
Marketing
Tools

Outreach
Presentations



Info Displays

Community
Events



Targeted Marketing Tools

For distribution and use by Gatekeepers



Target: College Students

- Gatekeeper
 - VVC Student Services Department
- Marketing Tools
 - Info Displays
 - On-campus "Outdoor Advertising"
 - Social Media
 - Targeted Handout
 - Specialty Item – Reusable Water Bottle



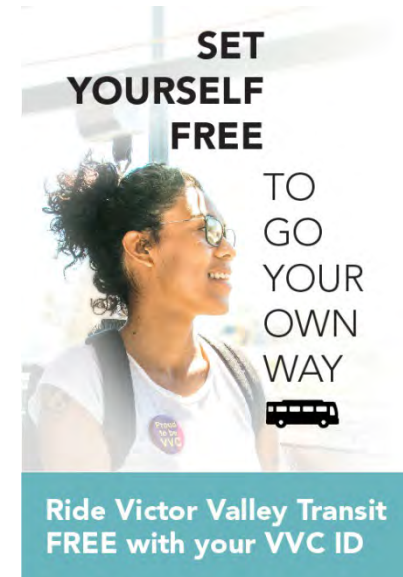
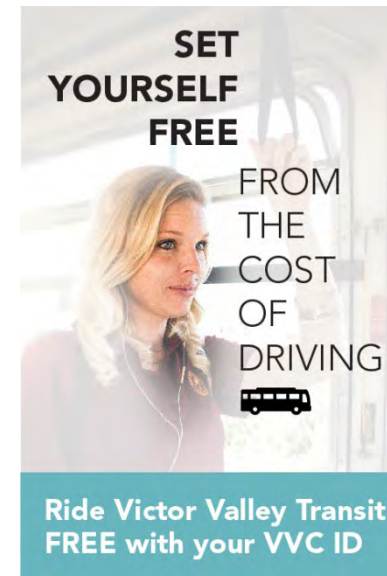
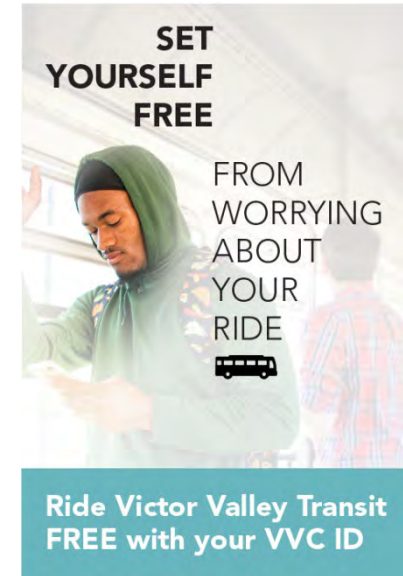
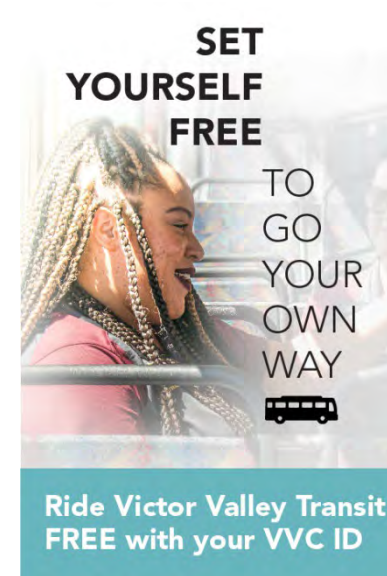
Target: College Students

- Gatekeeper
 - VVC Student Services Department
- Marketing Tools
 - Info Displays
 - On-campus "Outdoor Advertising"
 - Social Media
 - Targeted Handout
 - Specialty Item – Reusable Water Bottle



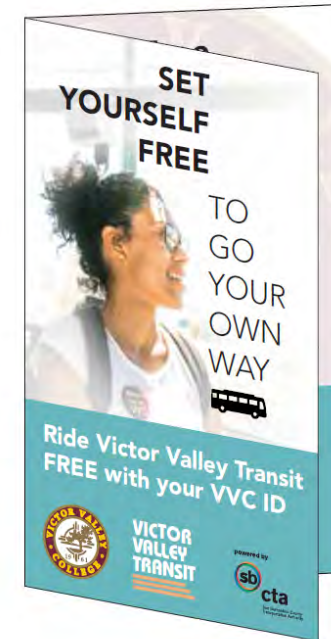
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Target: College Students

- Gatekeeper
 - VVC Student Services Department
- Marketing Tools
 - Info Displays
 - On-campus "Outdoor Advertising"
 - Social Media
 - Targeted Handout
 - Specialty Item – Reusable Water Bottle for Student Event



Target Market: Seniors

- Gatekeeper
 - Senior Centers & Residences
- Marketing Tools
 - Customized Brochure to encourage use of intercity route to Palm Springs.
 - Outreach presentations to encourage "group trips."

**Take a
Day Trip to
Palm Springs
Without Driving**



*Catch the Fabulous Follies
See a Movie
Go Shopping
Have Lunch
Visit Desert Hospital*

***Whatever you want to do,
MBTA will get you there
and back!***



MORONGO BASIN TRANSIT AUTHORITY



Target Market: Seniors

■ Gatekeeper

- Senior Centers & Residences

■ Marketing Tools

- Customized Brochure to encourage use of intercity route to Palm Springs.
- Outreach presentations to encourage "group trips."

Your Ride to Palm Springs is Waiting

Monday through Friday, MBTA Route 12 provides bus service between the Morongo Basin and Palm Springs. If you are a senior citizen (60+), the fare is only \$9.00 roundtrip!

Following is everything you need to know to have a fun and relaxing trip.

GETTING THERE

Going to Palm Springs on a Weekday

MBTA Route 12 provides direct bus service from the Yucca Valley Transit Center to Palm Springs. Buses leave YVTC for the trip to Palm Springs at 7:00 a.m. and 9:00 a.m.

You can catch the Route 12 bus to Palm Springs at:

- **Yucca Valley Transit Center**, located at Airway and Yucca Trail, south of the 29 Palms Highway.
- **Park & Ride Lot** (where plenty of free parking is available), at Kikapoo and the 29 Palms Highway, on the north side of the highway.

Or you can ride MBTA's Route 1 to the Yucca Valley Transit Center and transfer to Route 12. The schedules are coordinated so you won't have to wait! Catch Route 1 at any of these convenient locations:

- Twentynine Palms Community Center
- Stater Brothers (29 Palms)
- Copper Mountain College
- County Government Center
- Hi Desert Medical Center
- Wal-Mart (Yucca Valley)

PLACES TO GO

Where You Can Go In Palm Springs

Once it arrives in Palm Springs, Route 12 makes a loop and will drop you at the following locations:

- Palm Springs Airport
- Amtrak and Greyhound Stations
- Desert Hospital
- Spa Casino/Hilton Hotel
- Regency Movie Theaters
- Palm Springs Follies
- Downtown Palm Springs
- Palm Springs Mall

Just tell the bus operator where you'd like to get off.

GETTING HOME

Returning from Palm Springs on a Weekday

MBTA Route 12 leaves the Palm Springs Airport for the return trip to the Morongo Basin at 4:50 p.m. It will circle through Palm Springs picking up at all the locations listed above. **Just catch the bus at the same bus stop where you were dropped off.**

You'll arrive back at the Yucca Valley Transit Center at 5:55 p.m.

WEEKDAY FARES to Palm Springs

	One Way	Round Trip
Seniors (60+)/Disabled	\$4.50	\$9.00
Others - From Yucca Valley or Joshua Tree	\$7.00	\$11.00
Others - from 29 Palms	\$10.00	\$15.00

DETAIL MAP

Monday thru Friday

GOING TO PALM SPRINGS FROM THE MORONGO BASIN

Route 1 29 Palms to Yucca Valley		
29 Palms Community Center	6:15 am	8:00 am
Staters 29 Palms	6:20 am	8:08 am
Copper Mountain College	No stop	8:28 am
County Government Center	6:32 am	8:32 am
Hi Desert Medical Center	6:32 am	8:32 am
Wal-Mart	6:40 am	8:40 am
Arrive Yucca Valley Transit Center	6:50 am	8:50 am

RETURNING FROM PALM SPRINGS BACK TO THE MORONGO BASIN

Route 12 Palm Springs to Yucca Valley		
Leave Palm Springs Airport		4:50 pm
Leave Downtown Palm Springs Stops		5:00 pm
Leave Desert Hospital		5:05 pm
Arrive Yucca Valley Park & Ride Lot		5:45 pm
Arrive Yucca Valley Transit Center		5:55 pm

Route 1 Yucca Valley to 29 Palms

Leave YV Transit Center	6:40 pm
Wal-Mart	6:45 pm
Hi Desert Medical Center	6:54 pm
County Government Center	6:54 pm
Copper Mountain College	7:00 pm
Staters 29 Palms	7:08 pm
29 Palms Community Center	7:17 pm

Route 12 Yucca Valley to Palm Springs

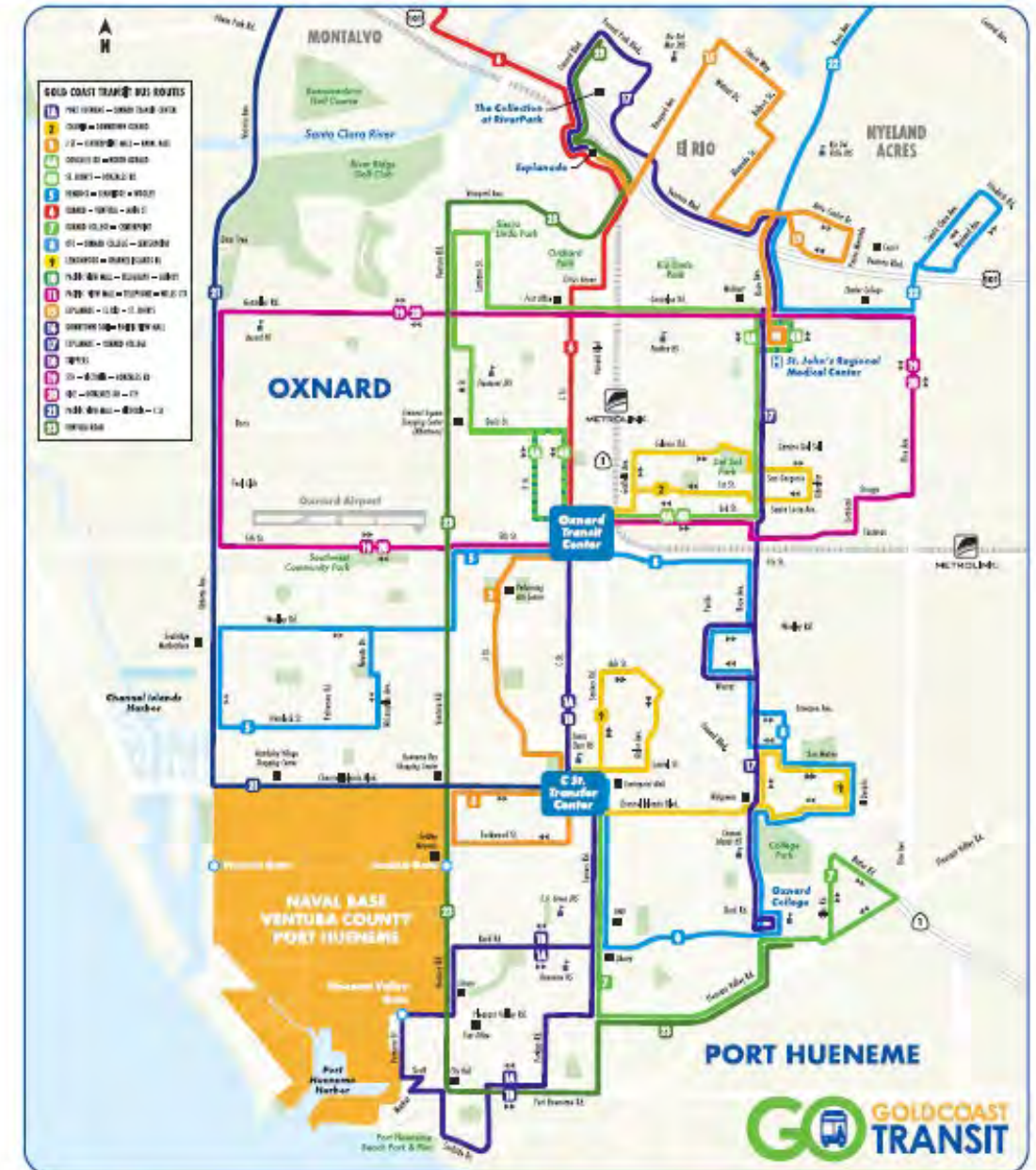
Leave YV Transit Center	7:00 am	9:00 am
Leave Yucca Valley Park & Ride Lot	7:10 am	9:10 am
Arrive Palm Springs	7:50 am	9:50 am

For more information about Saturday service to Palm Springs, see the back panel of this brochure.



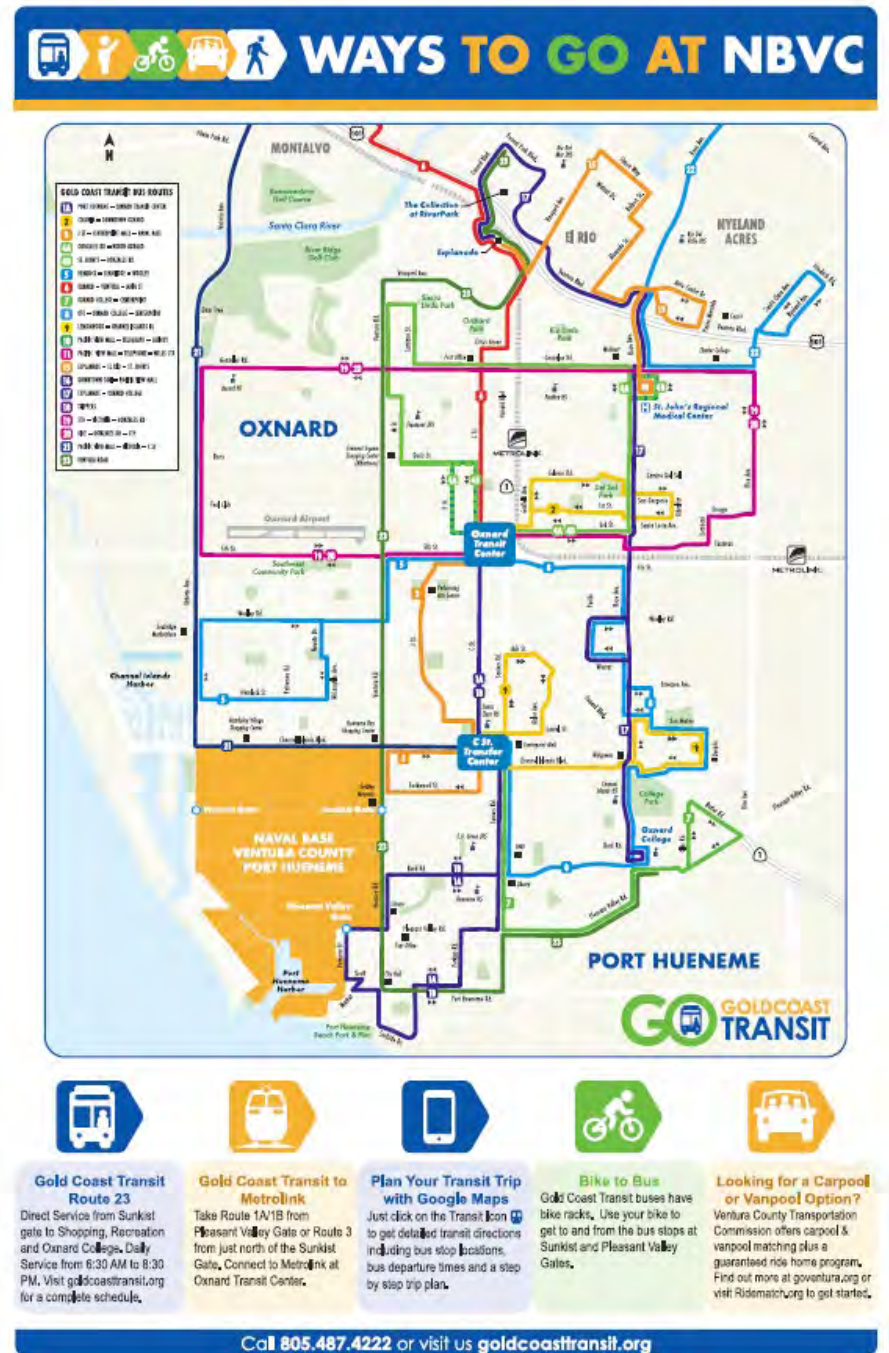
Target: Naval Base Travelers

- Gatekeeper
 - NBVC Administration
- Marketing Tool
 - Customized Information.
 - NBVC-Centric System Map for Gold Coast Transit.
 - Poster for placement at high traffic locations on base.



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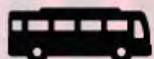
Target: Middle School Students

- Gatekeeper
 - School Administrators
- Marketing Tool
 - Poster
 - Customized Info Flyer
 - Location specific information
 - Free ride offer



**SET
YOURSELF
FREE**

TO
GO
YOUR
OWN
WAY



**VICTOR
VALLEY
TRANSIT**

www.vvta.org
760-948-3030

powered by
sb cta
San Bernardino County
Transportation Authority



Ride FREE for five days!
See other side for details

Target: Middle School Students

- Gatekeeper
 - School Administrators
- Marketing Tool
 - Poster
 - Customized Info Flyer
 - Location specific information
 - Free ride offer

RIDE VICTOR VALLEY TRANSIT TO SCHOOL OR FOR SOME AFTER-SCHOOL FUN

Riding the bus is probably a lot easier than you think. Google Maps can give you easy transit directions, and real-time information at the new vvta.org can tell you exactly where your bus is. Enjoy your ride with **free WiFi** onboard.



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

Visit the new vvta.org to learn about all of VVTA's transit services.


RIDE THE BUS FOR **FREE** THIS WEEK

5 FREE DAY-PASSES

VALID FOR 5 DAY-PASSES ON VICTOR VALLEY TRANSIT

VICTOR VALLEY TRANSIT

VALID THROUGH SEPT. 30, 2018. Present coupon to driver to get your free day-pass each day you wish to ride.



Target: Medical Travelers

■ Gatekeepers:

- Medical Facilities in Palm Springs area served by Blythe Wellness Express
- Doctors in Blythe who refer people to specialists in Palm Springs
- Local Newspaper

■ Marketing Tools

- Info Flyer (English and Spanish)
- News Articles
- Info Display at Medical Facilities

If you need to go somewhere we don't serve, you can connect from our bus to the SunLine system at one of three transfer points - Indio, Rancho Mirage and Palm Springs.

Scheduled Stops in Coachella Valley

- A SunLine Indio Transfer Center
- B JFK Medical Center, Indio
- I Eisenhower Medical Center, Rancho Mirage
- L Desert Regional Medical Center, Palm Springs

Medical Destinations Served by Request

- D 21st Century Oncology, Palm Desert and Rancho Mirage
- M Desert Heart Physicians, Palm Springs
- E Desert Medical Imaging, Indian Wells
- Desert Pathology Medical Group, Indian Wells
- St. Mary's Center, Indio

Coachella Valley Destinations

Palm Canyon, Palm Springs, Cathedral City, Rancho Mirage, Palm Desert, La Quinta, Indio, To Blythe

Rider's Guide

Blythe
WELLNESS EXPRESS

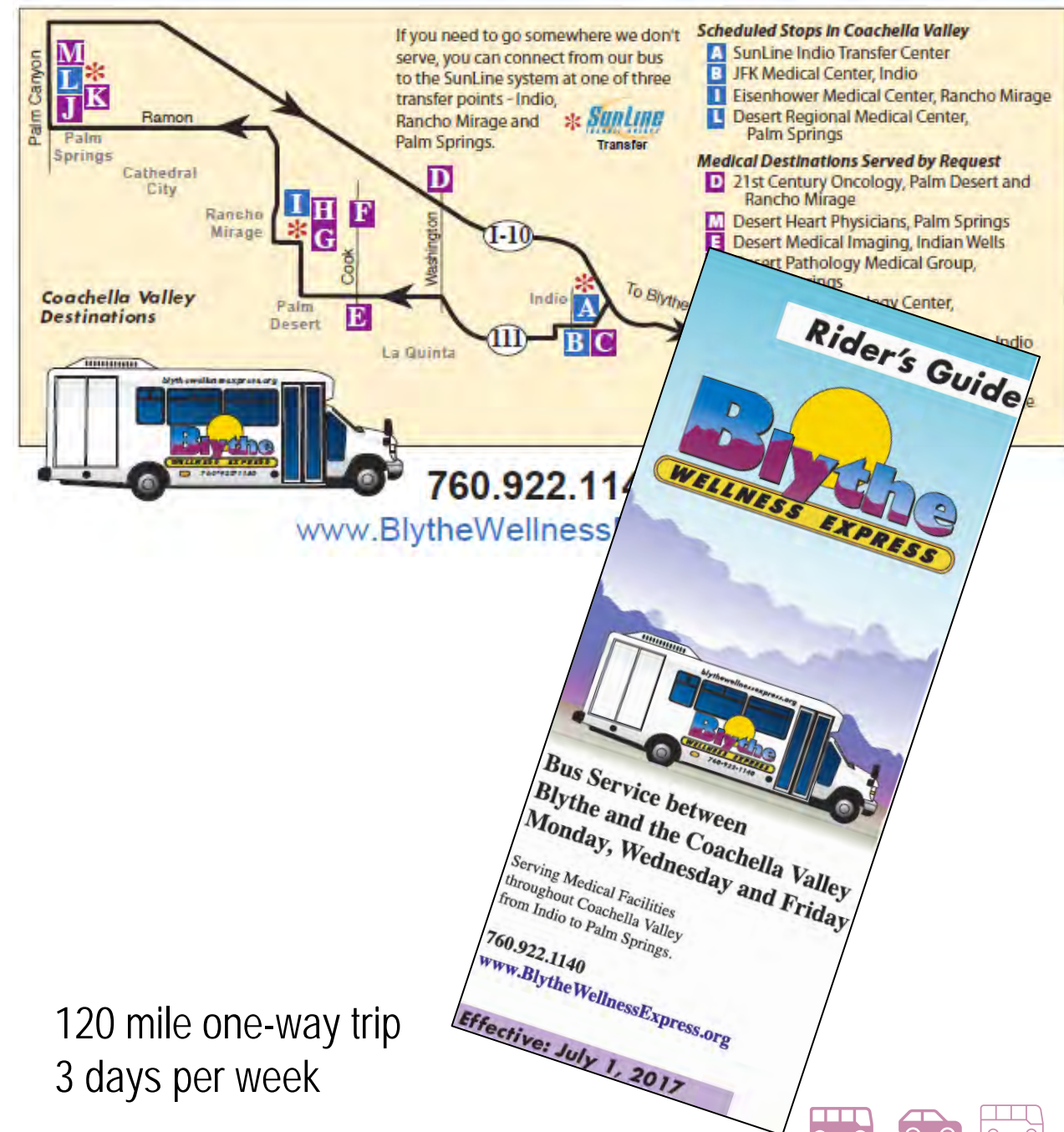
Bus Service between Blythe and the Coachella Valley
Monday, Wednesday and Friday

Serving Medical Facilities throughout Coachella Valley from Indio to Palm Springs.

760.922.1140
www.BlytheWellnessExpress.org

Effective: July 1, 2017

120 mile one-way trip
3 days per week



Target: Medical Travelers

■ Gatekeepers:

- Medical Facilities in Palm Springs area served by Blythe Wellness Express
- Doctors in Blythe who refer people to specialists in Palm Springs
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■ Marketing Tools

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NEW SERVICE!

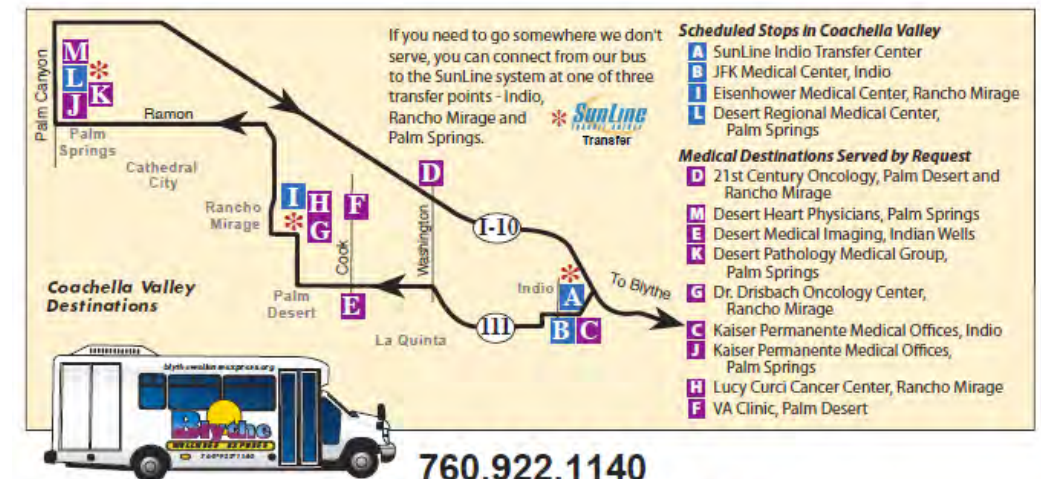
Direct, Safe, Affordable Bus Transportation to **MEDICAL FACILITIES IN THE COACHELLA VALLEY** Mon, Wed & Fri – Only \$15 Roundtrip

Blythe Medical Professionals: If you have patients who need to travel to the Coachella Valley for non-emergency medical appointments, the Blythe Wellness Express is the solution. BWE serves hospitals, doctor's offices, medical facilities and pharmacies throughout Indio, Indian Wells, Palm Desert, Rancho Mirage, Cathedral City and Palm Springs.

Patients wishing to use the service should:

- Make appointments on Monday, Wednesday or Friday between these hours:
 - ♦ Indio: 9 – 11 AM
 - ♦ Rancho Mirage: 9:30 – 11:30 AM
 - ♦ Palm Springs: 10:00 AM - Noon
- Make an advance reservation and payment by calling **760.922.1140** at least two week-days in advance of the appointment.
- The bus leaves from the Main Street Park and Ride lot in Blythe at 6:30 AM. By request, riders can be picked up at their home within Blythe, at Mesa Verde or at Desert Center.

For more information, including our schedule and route map, visit www.BlytheWellnessExpress.org.



- Info Flyer (English and Spanish)
- News Articles
- Info Display at Medical Facilities



Target: Low Income Women

- Gatekeeper:
 - Trinity County Public Health – Mammogram program
- Marketing Tool
 - Trip Plan flyer for trips to an imaging center in Redding (45 miles away)
 - Public Health paid fare

Trinity Transit Trip Plan

Weaverville > MD Imaging > Mt. Shasta Mall

Planning Your Trip

- Travel on Monday, Wednesday or Friday
- Schedule a morning appointment at MD Imaging for 9:30 am or later
- Board Trinity Transit 's Redding Route in Weaverville or Douglas City about 7:30 AM
- Spend the afternoon in Redding!
- Return trip on Trinity Transit leaves Redding at 4:00 PM
- Total round trip fare: \$23.00 (Please have exact fare for RABA buses. Drivers cannot make change.)

Amenities at RABA Downtown Transfer Center

- Canopied Waiting Areas with Benches
- Public Restrooms
- Vending Machines
- Bike Racks

1 Traveling from Weaverville to Redding

Fare: \$10.00
Approx. time: 1 hr 16 min

Board Trinity Transit Westbound Intercity Bus to Redding:

Weaverville Library	7:35 am
Top's Market	7:40 am
Douglas City Store	7:48 am

Arrive in Redding:

RABA Downtown Transit Center	8:46 am
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2 Connecting to RABA to reach MD Imaging in Redding

Fare: \$1.50



Board RABA Route 2* 9:00 am
Exit at Court at South [2nd stop] approx. 9:02 am
Walk 1 minute toward Gold Street to MD Imaging: 2020 Court Street

*Route 2 also leaves from the transit center at 9:30. On this run, you will exit Placer St. West St. [2nd stop] and

Once your appointment is complete, you'll have the afternoon to enjoy Redding. The back of this flyer provides a trip plan from MD Imaging to the Mt. Shasta Mall. At 3 PM, the Trinity Transit bus will pick you up at the Canby Road Transit Center adjacent to the Mall.



The map shows the Trinity Transit network. A green line connects Weaverville to Arcata and Eureka. A blue line connects Weaverville to Redding via Douglas City and Burnt Ranch. A red line connects Redding to Mt. Shasta Mall via French Gulch and Old Shasta. A purple line connects Redding to Hayfork. A bus is shown on the map.

Trinity Transit Connects You to the County, the Coast, Redding and the Region

(530) 623-LIFT (5438) www.trinitytransit.org


Target: Low Income Women

■ Gatekeeper:

- Trinity County Public Health – Mammogram program

■ Marketing Tool

- Trip Plan flyer for trips to an imaging center in Redding (45 miles away)
- Public Health paid fare



Enjoy an afternoon of shopping, have lunch or take in an early movie. Here is a sampling of what you'll find at Mt. Shasta Mall and along Dana Drive.

- JCPenney
- Macy's
- Bath and Body Works
- Sears
- Old Navy
- Lenscrafters
- Bank of America
- Mastercuts
- Food court
- Outback Steakhouse
- Cinemark Movies 10
- And much more

3 Enjoying the Day in Redding: Dana Drive and Mt. Shasta Mall.

Fare: \$1.50

- Walk 1 minute to Northeast corner of Court St. and Gold St
- Board Route 3* at :27 after the hour OR Board Route 2 at :56 after the hour
- Request a Free Transfer Slip when boarding
- Arrive at Downtown Transit Center in only 3-4 minutes
- Transfer to Route 6 at :30 after the hour
- Exit Dana (Discovery Village) [2nd stop] :40 after the hour
- Cross the street to go to Mt. Shasta Mall, or visit stores and restaurants on Dana Drive

*On Route 3: Tell the bus driver you are heading to the Mall—Route 6 will wait for you at the transit center!

4 Returning to Trinity County

Fare: \$10.00
Approx. time: 1 hr 28 min

Board Trinity Transit Bus 3:00 pm
at Canby Road Transfer Center (North East Corner of Mall)

Exit in Trinity County:

Douglas City Store	4:10 pm
Top's Market	4:18 pm
Weaverville Library	4:23 pm

Why ride Trinity Transit?

- Let someone else drive the windy mountain road
- Use your travel time for leisure – read or relax
- Save money – avoid paying for parking and high gas prices

Outreach Presentations

The original social medium



Outreach Presentations

Types

- Meetings
- Presentations
- Remote Presentations
- Workshops

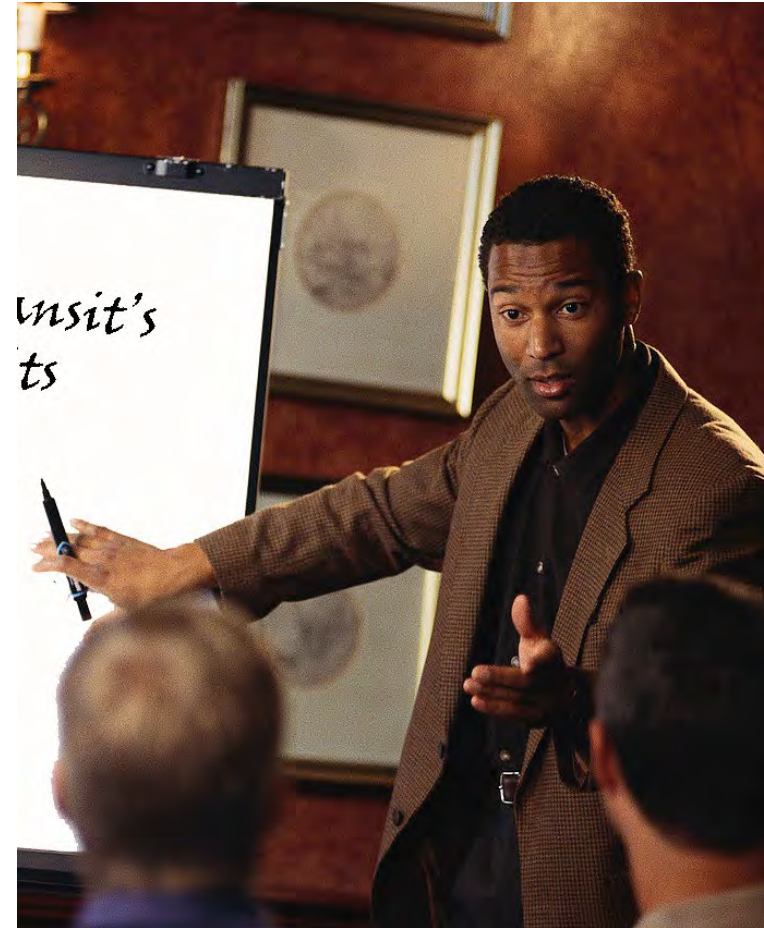
Targets

- Elected Officials
- Community Leaders
- Gatekeepers
- Potential Riders
- Advocates
- Voters



Decision Makers

- Treat presentations to elected officials and community leaders as sales opportunities
- Focus on transit's community benefits
 - Economic
 - Mobility Equity
 - Environmental
 - Support for Community Events and Organizations
- Use rider and stakeholder testimonials to add their voices



Stakeholders/Gatekeepers

- Periodic Meetings/Presentations
 - Everyone is now ZOOM literate
- Educate Front Line Staff at social service/medical agencies
 - Service specifics
 - Trip Planning Tools
 - Benefits to their Constituents
- Follow-up
 - Work as a Partner to Address Needs
 - Provide E-mail Updates
 - Share Social Media Posts



Potential Riders

- Work through gatekeepers to identify opportunities
- Awareness and Travel Training Presentations
 - Social Service Groups
 - School Groups
 - Senior Centers & Residences
 - Persons with Disabilities
 - Adult Education Programs
 - Employee groups



Public Speaking

Advantages

- Engaging
- Customize message
- Answer questions
- Put a face on your system

How to Learn

- Toastmasters
- Community College Class
- Practice

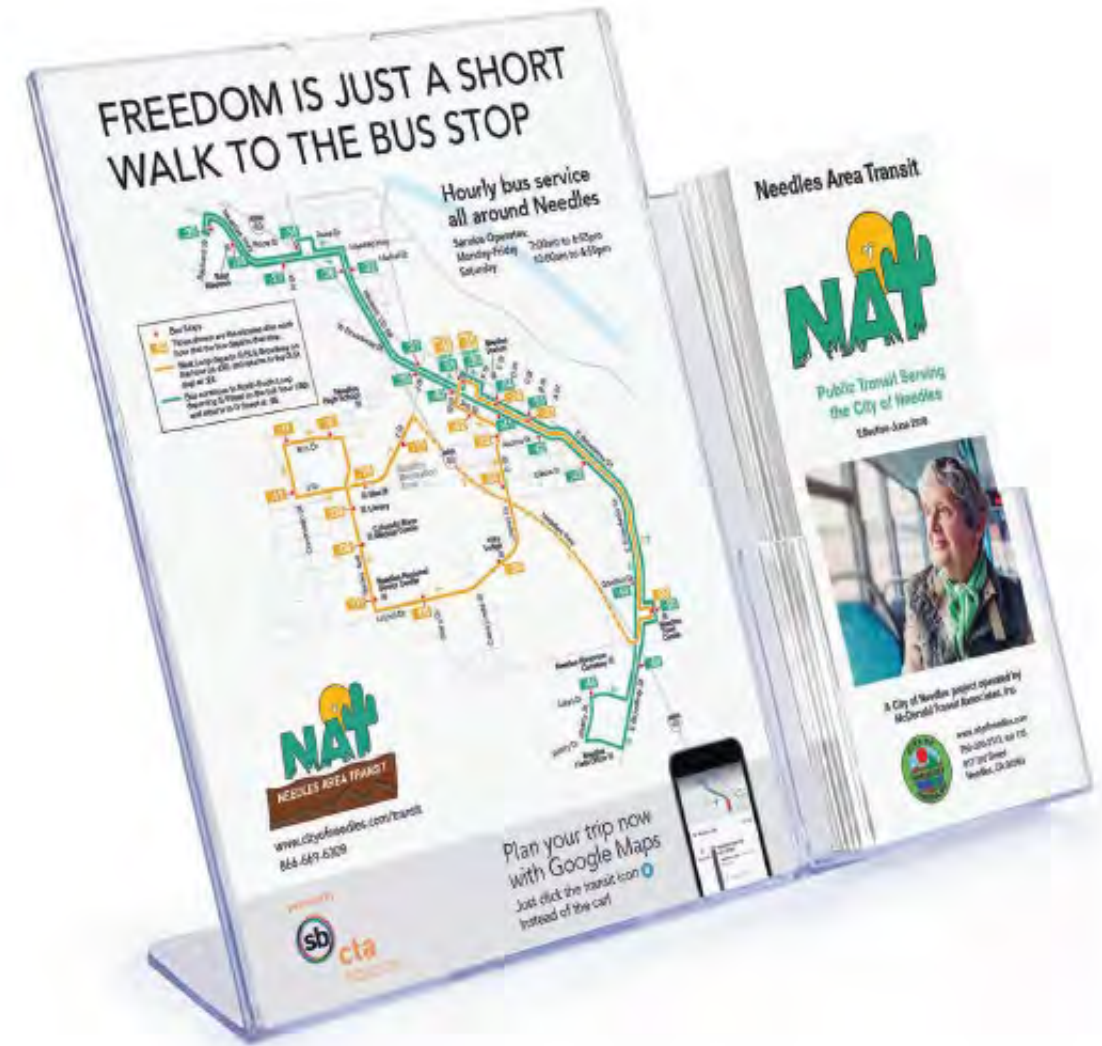


Information Displays & Distribution



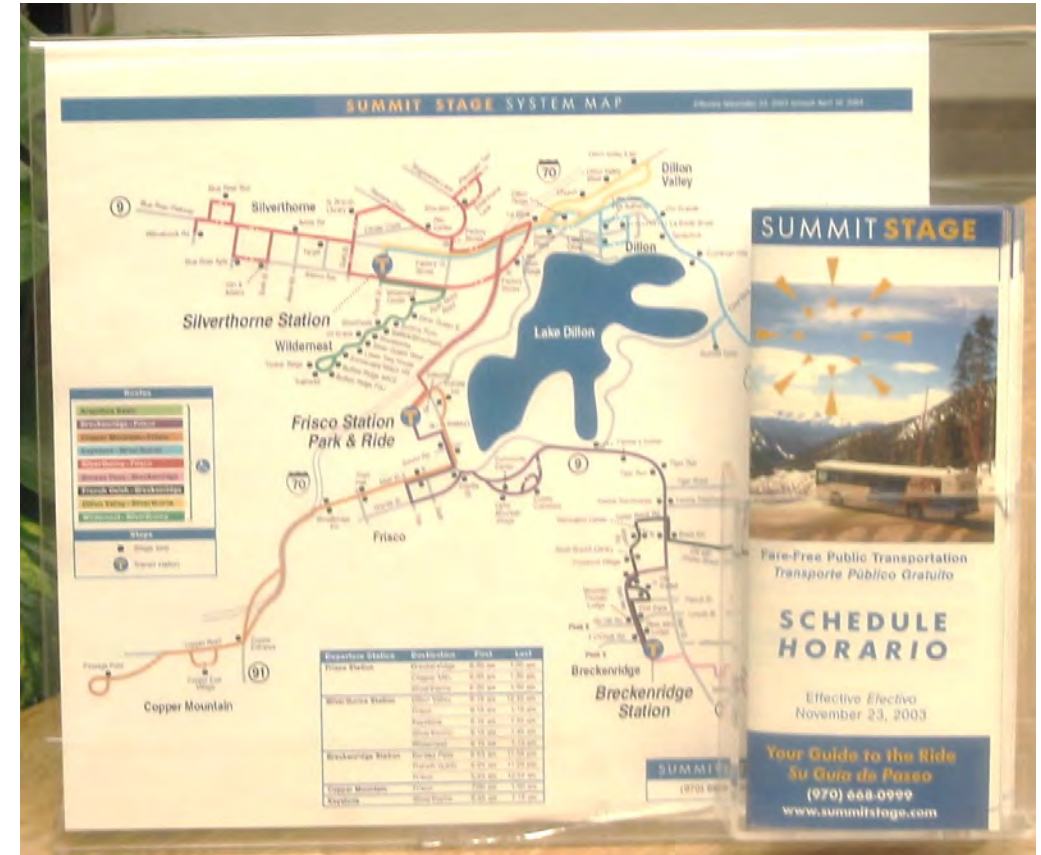
Passenger Guide Displays

- Through broad distribution a printed guide can be used as a promotional tool for **building awareness**.



Passenger Guide Displays

- Through broad distribution a printed guide can be used as a promotional tool for **building awareness**.
- Low cost “fixtures” can increase the visibility of information.



Passenger Guide Displays

- Through broad distribution a printed guide can be used as a promotional tool for **building awareness**.
- Low cost “fixtures” can increase the visibility of information.
- Develop a distribution list and maintain it to gain maximum exposure.



Public Offices
Libraries
Schools
Colleges
Senior Centers
Social Service Offices
Grocery Stores
Medical Facilities
Post Offices



Permanent Info Displays

- Info Displays at high traffic locations offer broad exposure and **long-term** promotional value



Ride Victor Valley Transit **FREE** with your VVC ID



Permanent Info Displays

- Info Displays at high traffic locations offer broad exposure and long-term promotional value
- Displays can be customized for the audience and location



MTA
macon TRANS authority

LEGEND

- Orange Line
- Blue Line
- Yellow Line
- Green Line
- Red Line
- Black Line
- Grey Line
- White Line
- Blue Line
- Orange Line
- Yellow Line
- Green Line
- Red Line
- Black Line
- Grey Line
- White Line

For more information, call 746-1387

Catch MAC at Adams St. and Coleman Ave.

Take a quick trip downtown or head for Macon Mall on MAC Route 3

MAC FARES

Regular Fare	75¢
Transfer Fare	25¢
Senior Citizens 65+/	50¢
Persons with Disabilities	50¢
(7:00am - 3:00pm)	

For complete route and schedule information, take a MAC Riders Guide, call 746-1387, or visit www.mta.com

Count on MAC.



Permanent Info Displays

- Info Displays at high traffic locations offer broad exposure and long-term promotional value
- Displays can be customized for the audience and location
- Locations
 - Colleges & Schools
 - Social Service Offices
 - Medical Facilities
 - Employment Centers
 - Public Facilities



Permanent Info Displays

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Community Events



Community Events

- Build Visibility
- Support Community
- Build relationships
- Interact with Potential Riders



Community Events

- Build Visibility
- Support Community
- Build relationships
- Interact with Potential Riders



Start your fair fun when you park your car and ride Calaveras Connect!

\$1 roundtrip
cash only

Ride Calaveras Connect to the 2019 Calaveras County Fair and Jumping Frog Jubilee from Angels Camp. Check the schedules at CalaverasConnect.org to see connections to many other County locations. Call customer service at 209-754-4450 for trip planning assistance.

Thursday, May 16 – Sunday, May 19

To Fairgrounds			From Fairgrounds		
	Angels Camp Bus Stop at Save Mart	Fairgrounds		Fairgrounds	Angels Camp Bus Stop at Save Mart
AM	11:20	11:30	AM	11:35	11:45
	11:50	12:00	PM	12:05	12:15
PM	12:20	12:30		12:35	12:45
	12:50	1:00		1:05	1:15
	1:20	1:30		1:35	1:45
	1:50	2:00		2:05	2:15
	2:20	2:30		2:35	2:45
	2:50	3:00		3:05	3:15
	4:20	4:30		4:35	4:45
	4:50	5:00		5:00	5:10
	5:20	5:30		5:35	5:45
	5:50	6:00		6:05	6:15
	6:20	6:30		6:35	6:45
	6:50	7:00		7:05	7:15
	7:20	7:30		7:35	7:45
	7:50	8:00		8:05	8:15
	8:20	8:30		8:35	8:45
	8:50	9:00		9:05	9:15

Flag the bus down by waving, or ask the driver to drop you off anywhere along the route (Highway 49) that is safe to stop the bus.

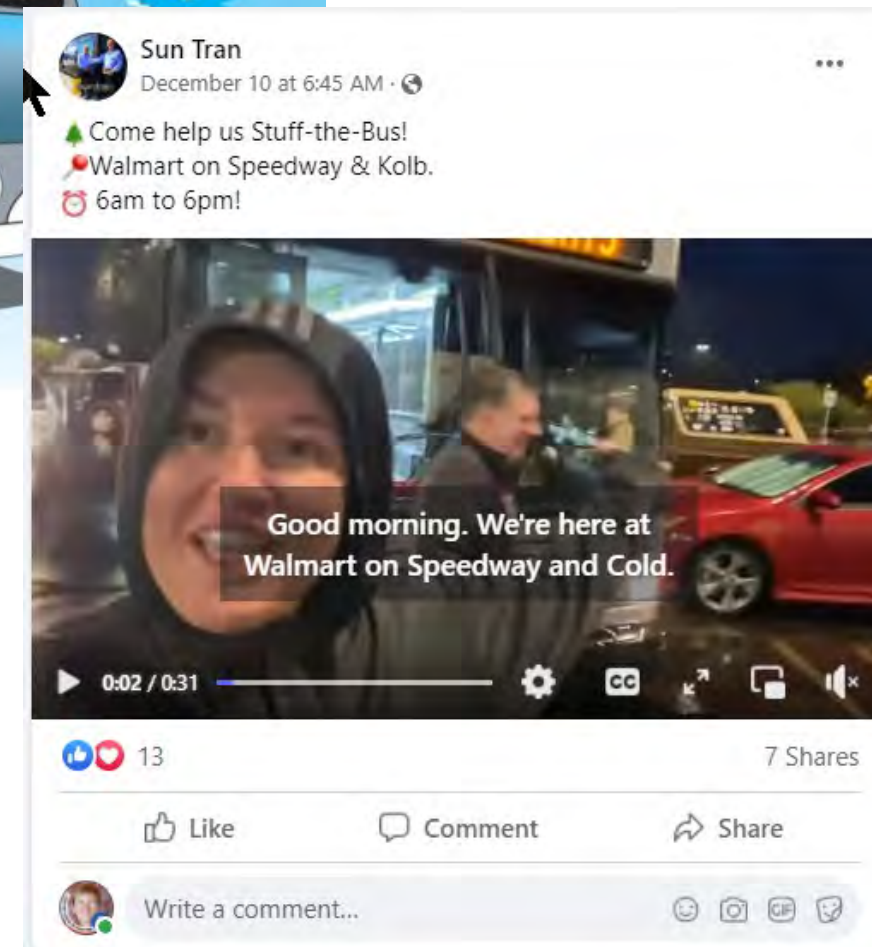
On Saturday, ride the Hopper and transfer to the Fair Shuttle for free.



CalaverasConnect.org 209-754-4450

Community Events

- Build Visibility
- Support Community
- Build relationships
- Interact with Potential Riders



Prepaid Programs

The Ultimate Gatekeeper Marketing Program



Prepaid Programs

- Potential Sponsors
 - Colleges and Universities
 - Employers
 - Neighborhoods
 - Apartment Complexes
 - Social Service Programs

SAVE GAS

SAVE PARKING

SAVE THE WORLD



Now Coconino County Employees Ride the Bus Fare-free with ecoPASS

ecoPASS is an annual bus pass from Mountain Line that is now provided at no cost to Coconino County employees who work in Flagstaff.

When you use your ecoPASS to commute, you save money on gas and avoid downtown parking hassles. And while you sit back and relax above the traffic, you're helping to keep Flagstaff's air clean. Which also means you're doing your part to save the planet!

You can pick up the Mountain Line route map and schedule in the lobby of most county buildings, or contact Mountain Line for personal trip planning assistance.

928 779-6624 www.mountainline.az.gov



ecoPASS

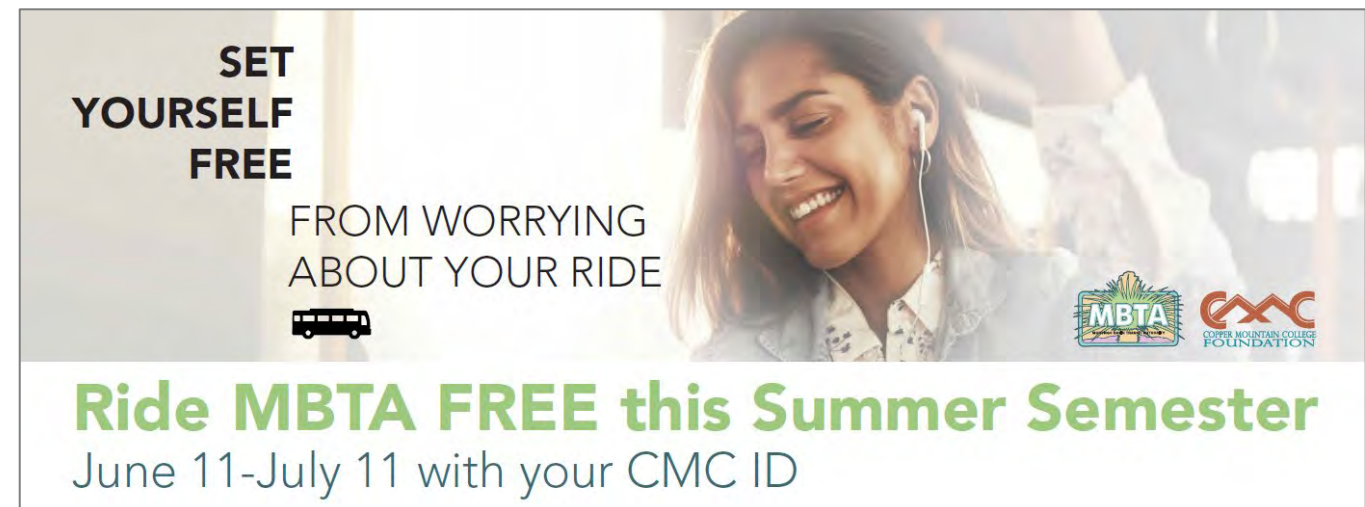


Operated by Northern Arizona  Intergovernmental Public Transportation Authority



Prepaid Programs

- Targeted Marketing in partnership with the sponsor
 - Posters
 - Flyers
 - Newsletter Ads
 - E-mail Notices
 - Social Media
 - Website Links
 - Outreach Events
 - Transit Info Displays



Outreach for Service Development



Community Based Service Development

- Stakeholder Interviews
 - Meeting with “gatekeepers” is actually easier than it used to be.



Community Based Service Development

- Stakeholder Interviews
- Focus Groups recruited by gatekeepers
 - At gatekeeper facilities
 - By Zoom



Community Based Service Development

- Stakeholder Interviews
- Focus Groups recruited by gatekeepers
- Gatekeeper promotion of e-surveys and open houses
 - Social Media
 - E-mail Notices
 - Posters & Flyers



So Remember...



Community Based Marketing - Four Steps

1. Target Market

Identify population segment with ridership potential.

2. Gatekeepers

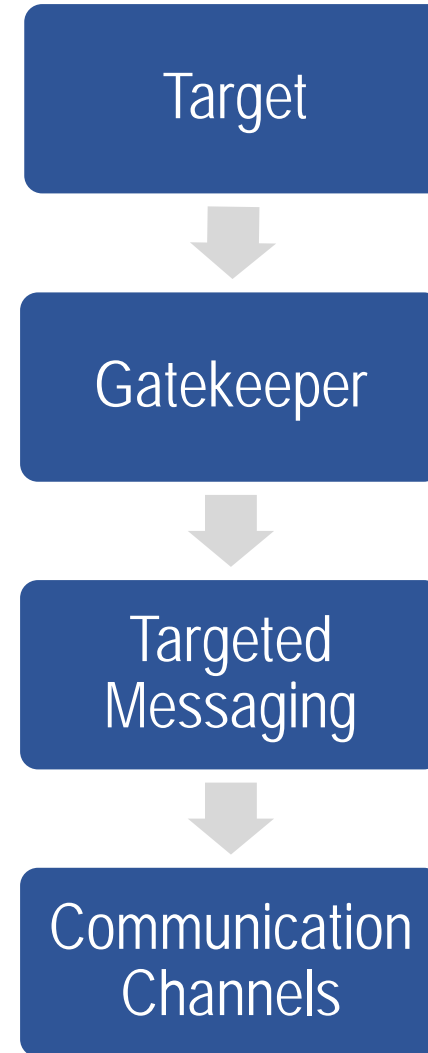
Identify partners who can provide access to your target.

3. Messages and Incentives

What information and incentives will generate trial ridership among this group?

4. Communication Channels

What low cost, targeted channels can your partner give you access to?



Community Based Marketing Channels



Gatekeeper
Marketing
Tools

Outreach
Presentations



Info Displays

Community
Events





Selena Barlow
Transit Marketing_{LLC}
selenabarlow@transitmarketing.com
520.322.9607



Question submitted during registration:

How have tribal and rural transits addressed the **COVID** risk and the risks of the next pandemic?



Still Connecting You to Essential Services

To help fight Covid-19, Calaveras Connect has suspended our regular bus service. However, we are still here to help you make essential trips, such as getting groceries, medical care or going to work.



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.



4 Steps to Making Essential Trips Safely

- 1 Call 209.754.4450 a day ahead to schedule your ride on Calaveras Connect.
- 2 Let us know where you want to be picked up and dropped off – anywhere within ¾ mile of our regular bus routes – and we'll let you know what time we'll be there.
- 3 We're limiting each bus to four passengers, so it will be easy to maintain social distancing. We recommend wearing a face covering.
- 4 Don't worry about paying. All service is fare-free during this challenging time.

Red Line Bus Service is Back

Regularly scheduled Red Line bus service between Valley Springs, San Andreas and Angels Camp is now running Monday through Friday. Extended service to Columbia College is also available by request. And it is still fare-free.



Maintain frequent communications with riders as things evolve. Use your website, social media and gatekeepers to keep riders updated.

Starts March 24, 2022



SEDONA SHUTTLE

Ride to some of Sedona's favorite trails.

The free, easy and eco-friendly way to explore

- Cathedral Rock
- Dry Creek
- Little Horse
- Soldier Pass

Scan to Learn More:



928-203-5152

SedonaShuttle.com

Trailhead Shuttles run
Thursday thru Sunday,
8am to 6:30pm.



Parking and trailhead shuttles are FREE.
Shuttles accommodate up to 20 riders,
are wheelchair accessible and have
bike racks for up to three
bicycles.



Real-time info is available by
downloading the Transloc App.

Based on current TSA guidance, face
masks may be required. The driver will
let you know and will provide a mask if
you need one.



Scan to Learn More:



928-203-5152

SedonaShuttle.com

Make Covid Safety info a regular part of all communications.
Address specific steps you are taking to keep everyone safe.

Covid Safety

Based on current TSA guidance, face masks may be required.
The driver will let you know and will provide a mask if you need one.



Remote meetings to maintain communications with stakeholders, partners, and gatekeepers.

Provide them with tools to communicate with their constituents.



Upcoming Marketing Related Webinars

Tools for Marketing & Trip Planning: Website Builder & GTFS Builder

April 20, 2:00-3:15 PM ET

GTFS: Three Steps to Trip Planning

May 19, May 26, June 9, 1:00-2:00 PM ET

Marketing Workshop 5: Transit Passenger Research

May 24, 2:00-3:30 PM ET

Marketing Workshop 6: Improving the Passenger Experience

June 28, 2:00-3:30 PM ET

Register at: nationalrtap.org/Webinars

Other Upcoming Events

Everyone on the Bus Twitter Chat

April 12, 2:00-3:00 PM ET

Learn more and RSVP at:

nationalrtap.org/Peer-Roundtables-and-Chats

Rural Transit Day

July 16, 2022

Learn more at:

<https://www.nationalrtap.org/News/Rural-Transit-Day>



Workshop

Think about the ways in which you have worked with other organizations in your community to promote transit ridership, such as:

- Schools
- Social service agencies
- Residential communities
- Employers

Share any examples you have. What have you done and what marketing tools have you used? What have been the short- and long-results of those efforts?

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