

# Public Transit Marketing



Strategies for Fixed Route, Demand Response  
and Human Service Transportation

# Your Presenter

## ■ Selena Barlow, Owner Transit Marketing

Consultant with 25+ years  
experience marketing public  
transit through effective:

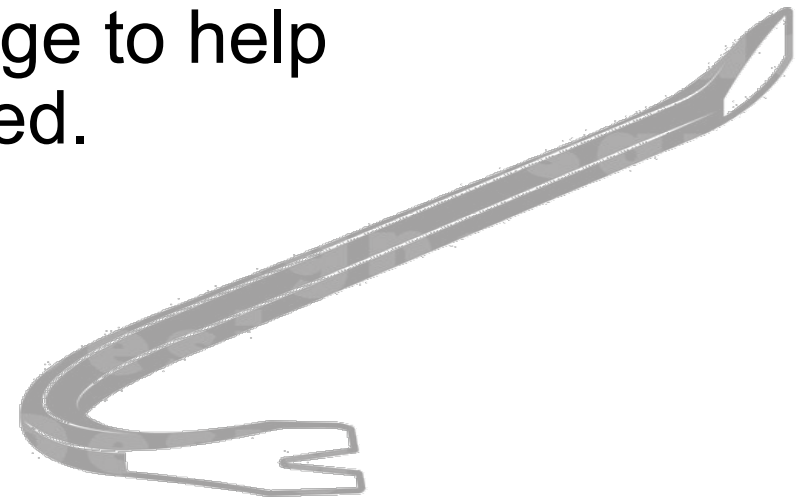
- Market Research & Planning
- Branding
- Passenger information
- Ridership promotion





# Marketing is not a magic wand.

It's a crowbar that provides leverage to help  
good transit service succeed.





People use or support public transportation because it fills a need or offers a benefit





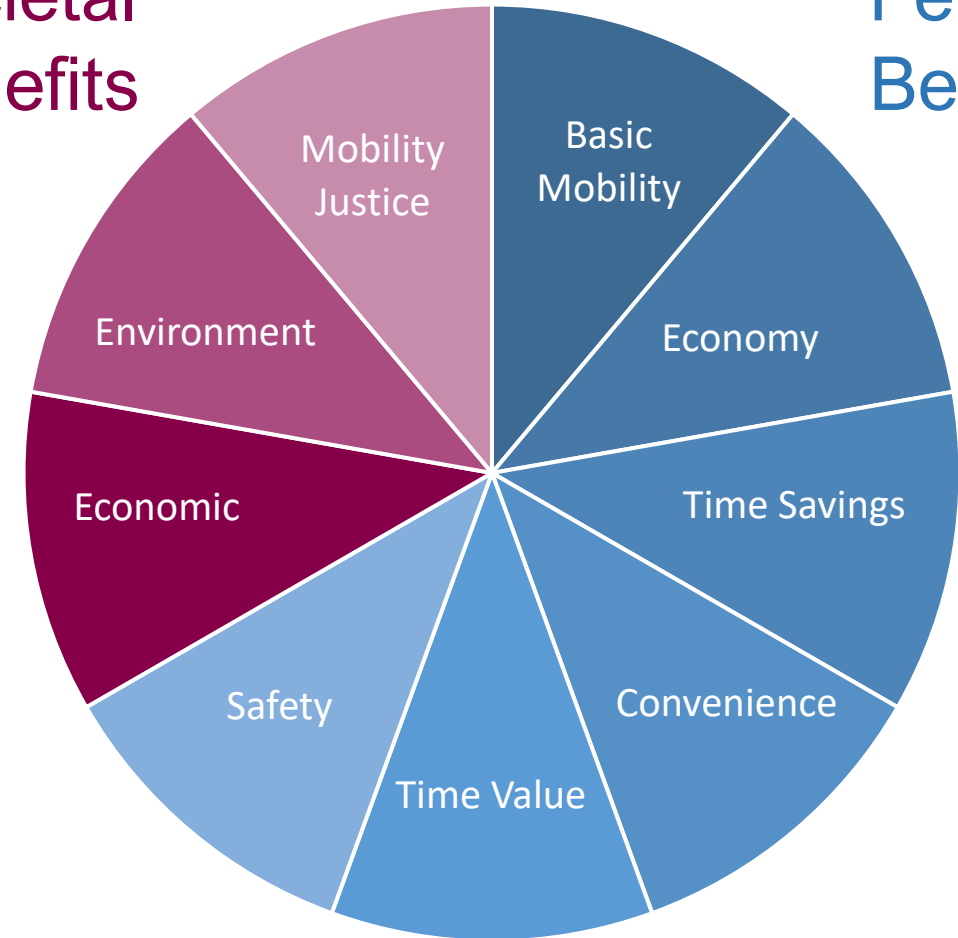
What needs do  
your transportation  
services fill?

What benefits do  
they offer?

For what target  
markets are these  
benefits relevant?

Societal  
Benefits

Personal  
Benefits



# What are the barriers that keep people from using public transportation?



When can marketing help?

## Doesn't Meet Needs

- Doesn't serve travel needs
- Inconvenient
- Takes too long
- Limited hours



## Lack of Knowledge

- Don't know transit exists
- Don't know how to use
- Confused by transit
- Fear of looking dumb



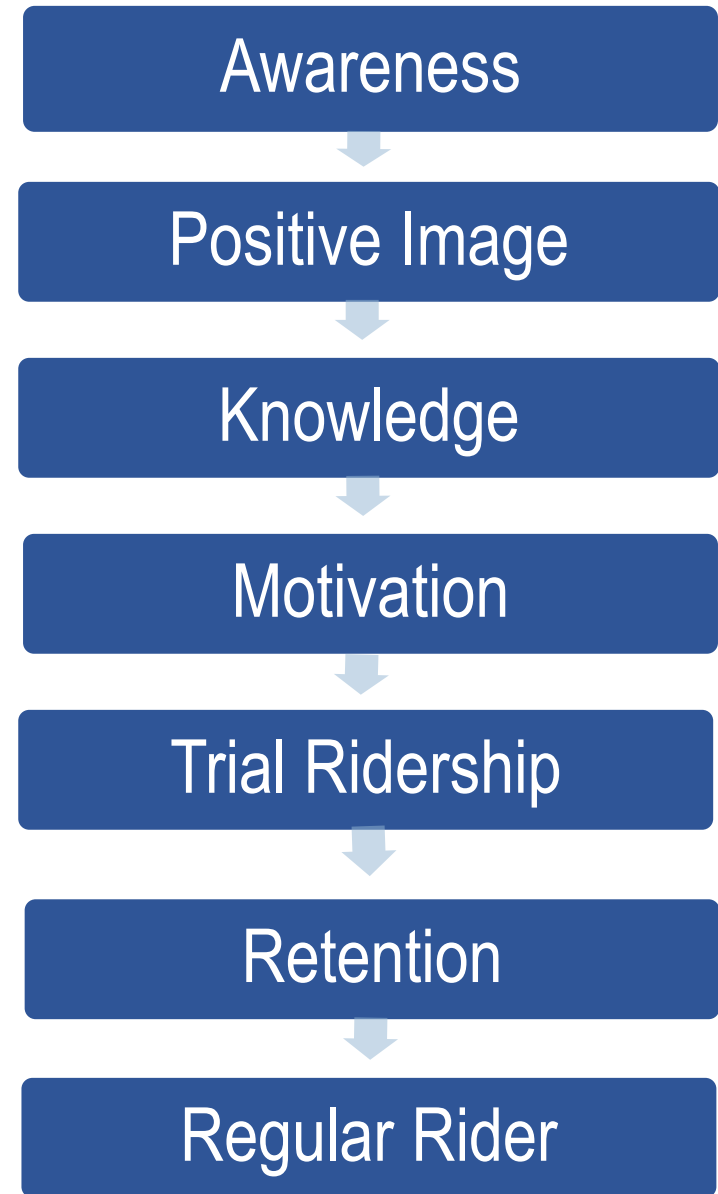
## Perceptual/ Stigma

- For the poor
- For the elderly/disabled
- Lack of independence
- Not safe



# Marketing is an ongoing process

Not unlike maintenance or operations.





# Transit Marketing Toolkit

- Awareness & Image ► Branding
- Knowledge ► Passenger Information
- Ridership ► Promotion
- Retention ► Passenger Experience
- Support ► Constituency Building



# Transit Marketing Toolkit

- Awareness & Image ► **Branding**
- Knowledge ► **Passenger Information**
- Ridership ► **Promotion**
- Retention ► **Passenger Experience**
- Support ► Constituency Building



# Branding







BRANDING  
is marketing  
at its most basic.

Awareness and image  
building start with  
branding.



Southwest

*Coca-Cola*<sup>®</sup>

 Microsoft

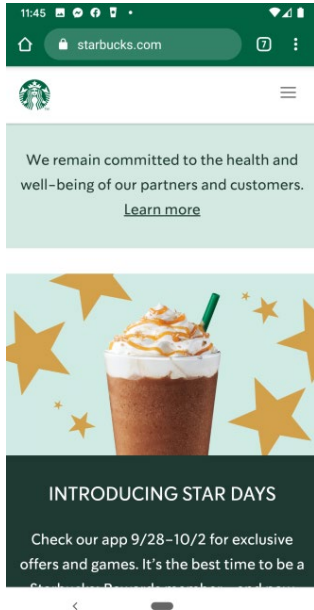
Google

IBM



## What is Branding?

- How we identify a product and everything associated with it.
- Recognition at a glance.
- The focal point for the customer's experiences with a product or service.



# Branding

## ■ Visual Brand/Identity

- Name
- Logo
- Color Scheme
- Packaging
- Signage

## ■ Consistency is the key to effective branding







# EL DORADO TRANSIT



## Branding

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### ■ Consistency is the key to effective branding



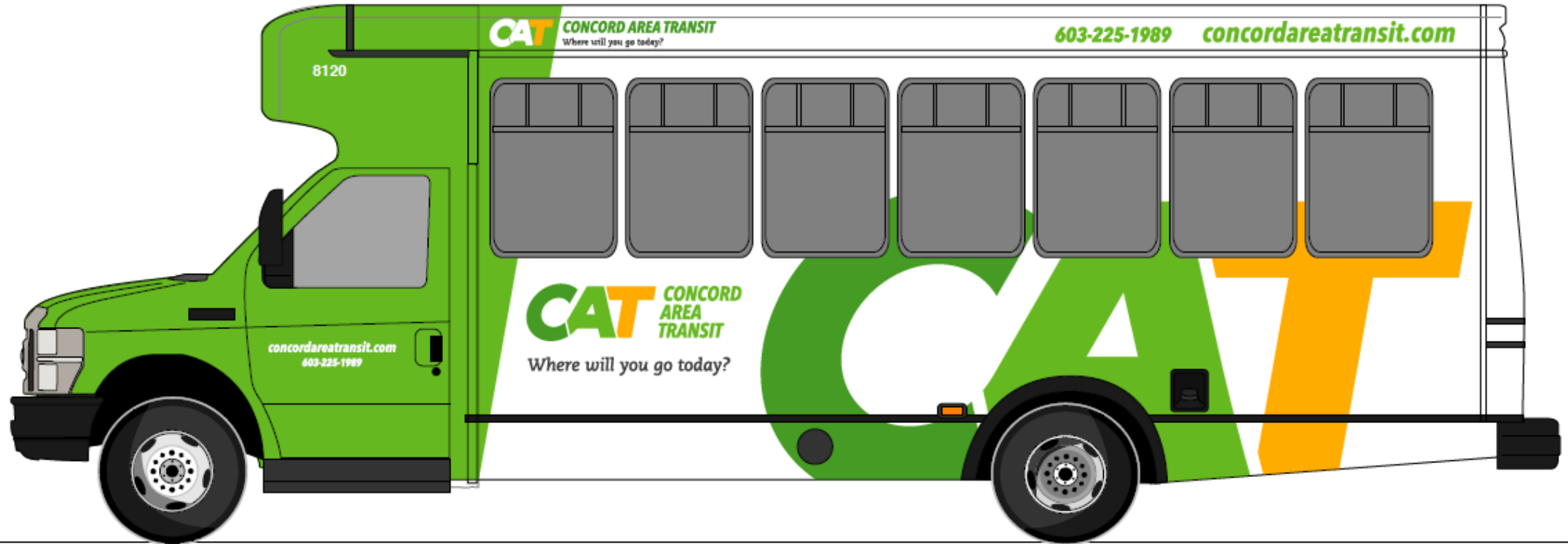


# Branding Best Practice

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



# The Difference Branded Vehicles Can Make





# The Difference Branded Vehicles Can Make





# Consistency is the Key to Effective Branding



Branding – the most cost effective way to build visibility.



# Passenger Information



# Passenger Information

- The “Directions” for using transit
- A core element of the transit product
- The first step in the passenger experience
- Your most fundamental marketing tool







Driving is  
Mindless

What are new  
riders comparing  
you to?



Using Transit  
Requires  
Thinking





# First Time Rider Experience



Driving is  
mindless and immediate...  
the default

Need or  
Motivation

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?



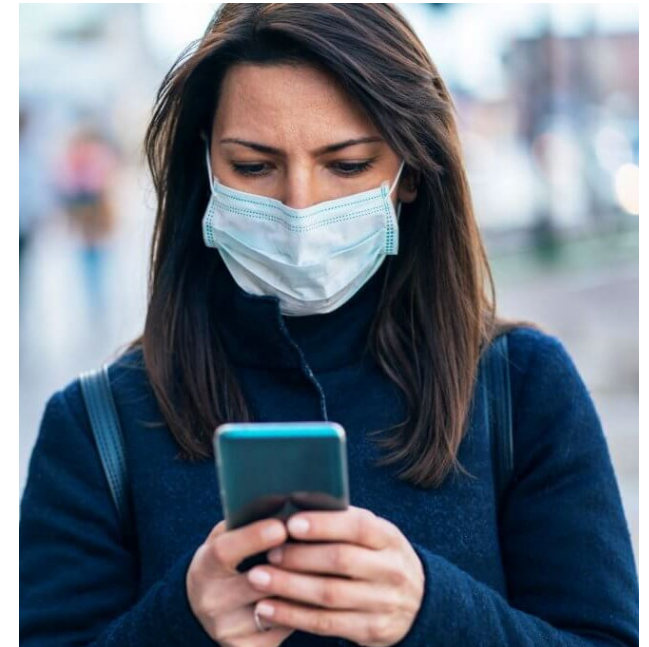
Where will they go for  
information?

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



# Where will they go for information?

- Most people will look for information on-line.
- Your Website is very likely the first experience that many new riders will have with your transit system.
- **Make it easy to find, make it easy to use, make a good first impression.**



# Focus Your Website on Answering 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?



# Web Design Best Practices

## 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.
- Focus this space on answering rider's most important questions.

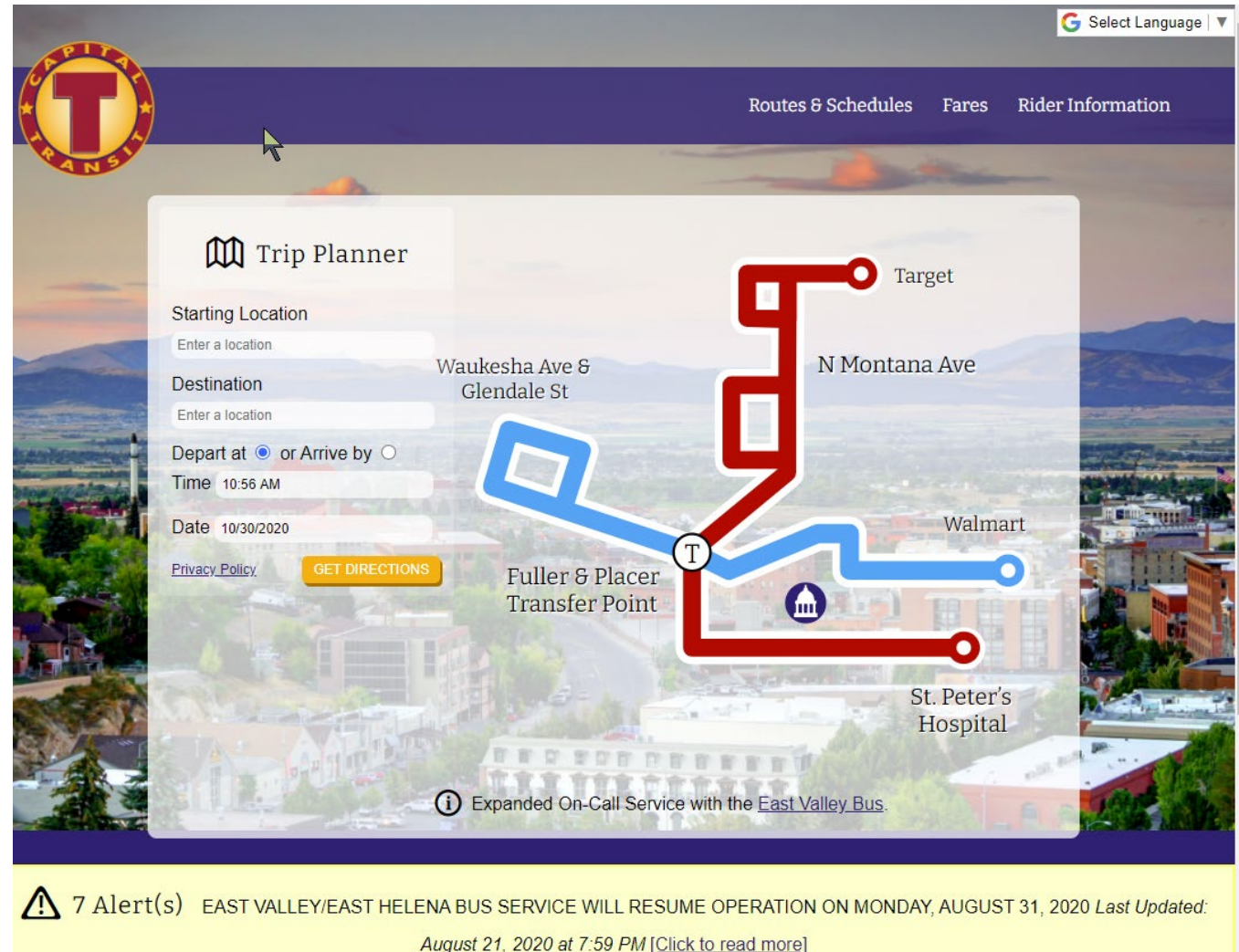




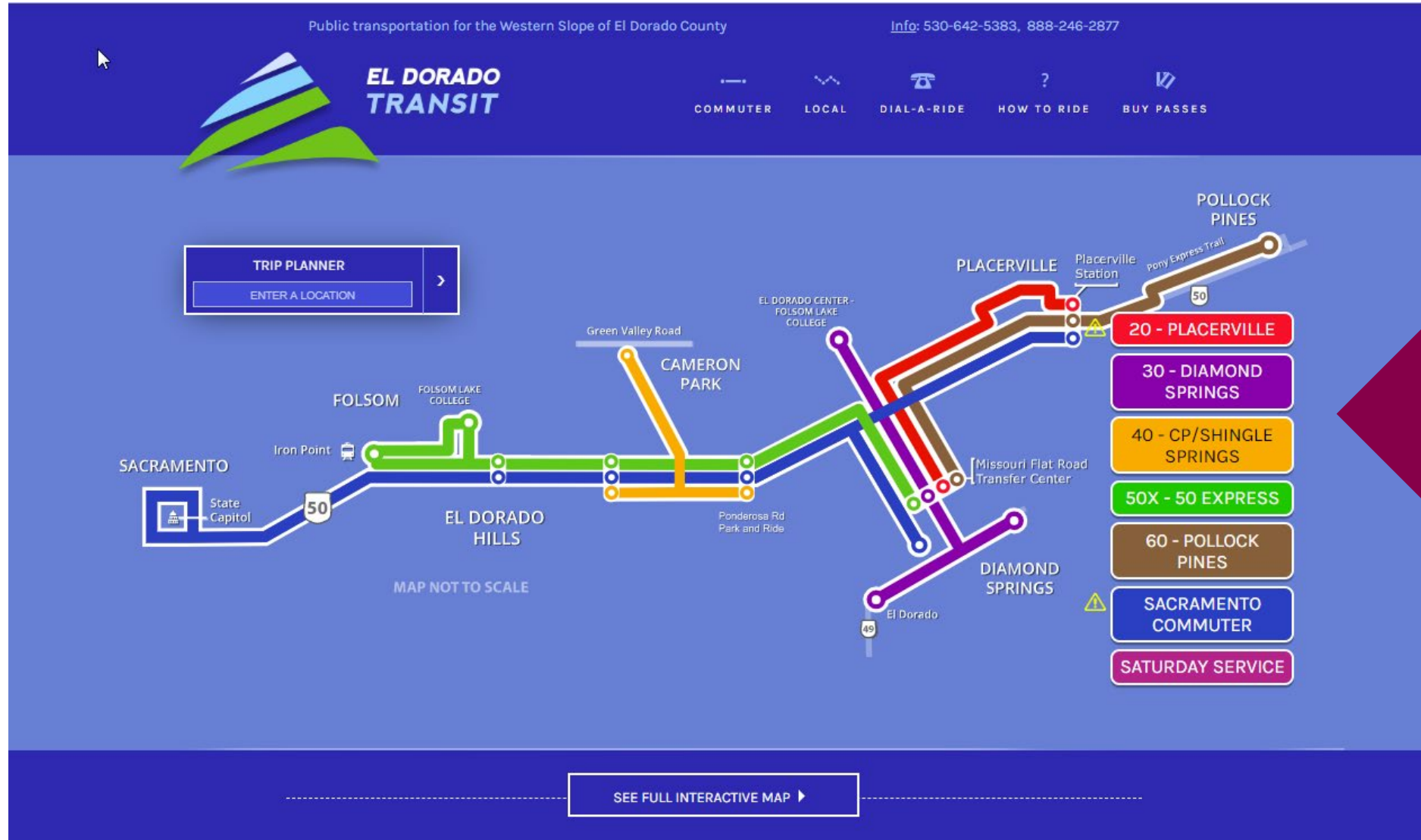
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# Above the Scroll



Primary  
Focus on  
New and  
Regular  
Riders






# 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](http://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  
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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

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- | Commuter Route Updates Coming July 5, 2021
- | El Dorado Transit to Re-Connect our Community

[See all News >>](#)



GET REAL-TIME UPDATES WITH



[SIGN UP FOR RIDER ALERTS](#)

### RIDER INFORMATION

[How to Ride](#)  
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# Web Design Best Practices

## 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

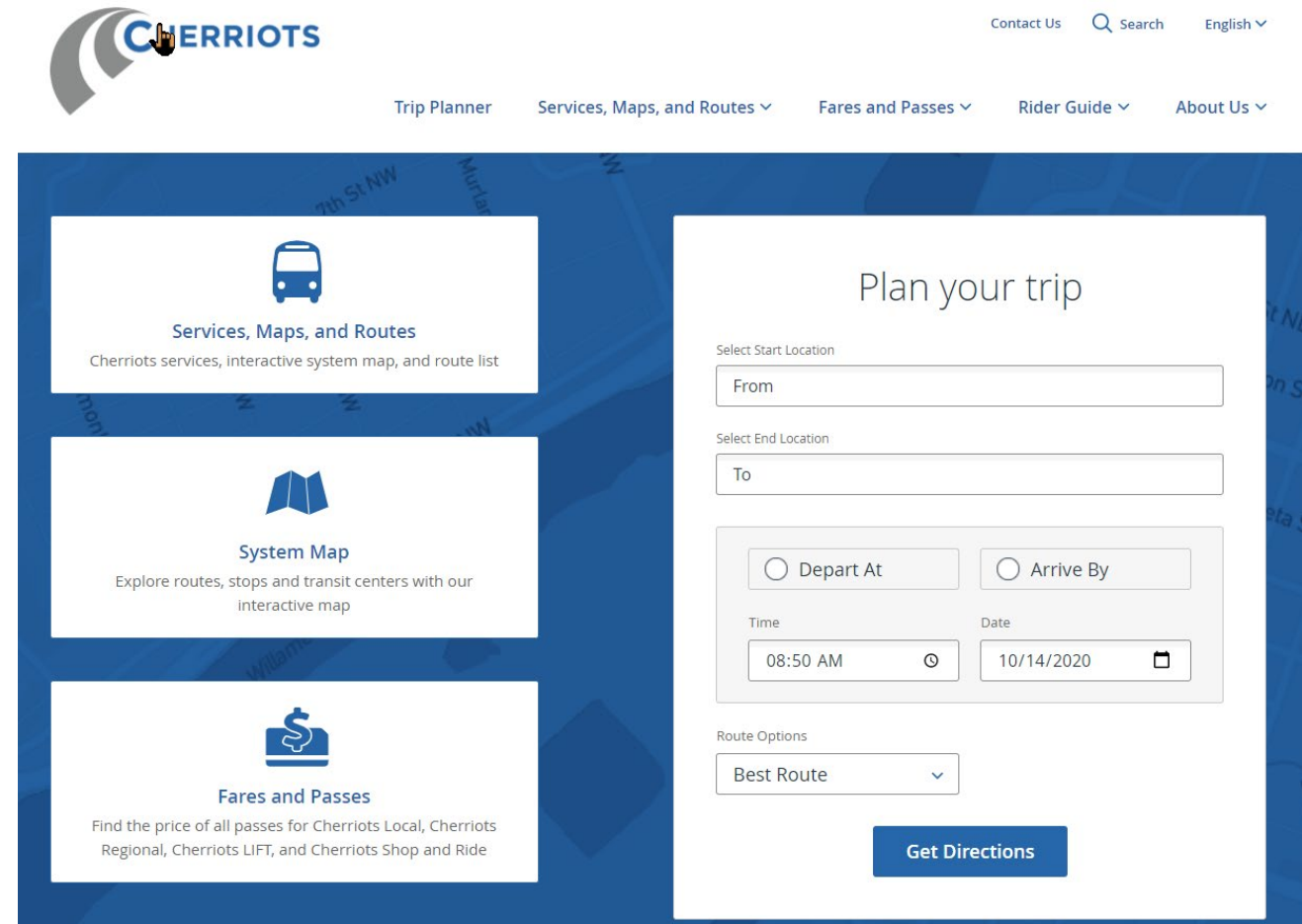
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The screenshot displays the Cherrriots website's trip planner. The header includes the Cherrriots logo, a search icon, and links for Contact Us, English, and various service categories. The main content area features three large, white, rounded rectangular 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 bottom of the page features a decorative dotted line and three small icons representing a bus, a car, and a van.



# Website Design Best Practices

# Internet Users Don't Read Much

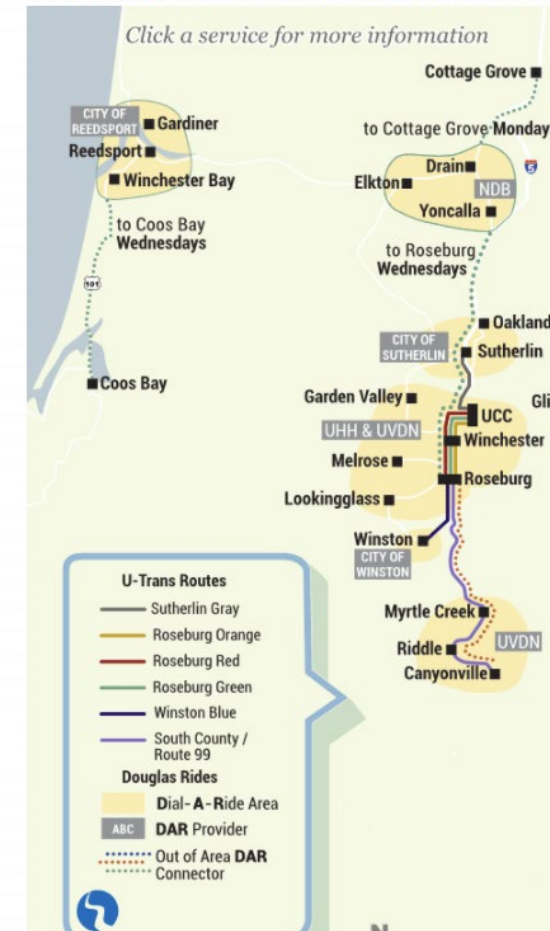
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1-888-232-8121

*Call for Dial-a-Ride reservations countywide.*

## Community Transportation in Douglas County



Dial-A-Ride Service Areas:

Reedsport
Yoncalla, Drain, Elkton
Sutherlin, Oakland
Roseburg
Winston
Myrtle Creek, Riddle, Canyonville

[Contact Us](#)

Douglas Rides Community  
Transportation  
1-888-232-8121

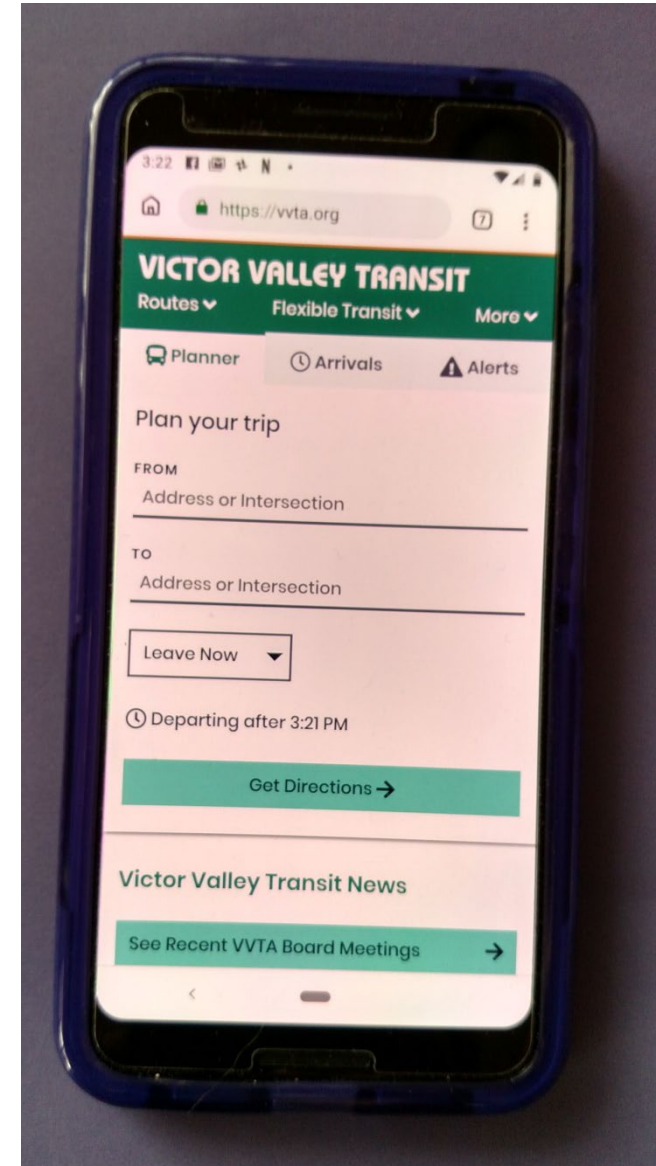
[Schedule an Appointment](#)

To request a ride reservation online please click [here](#)

# Website Design Best Practices

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

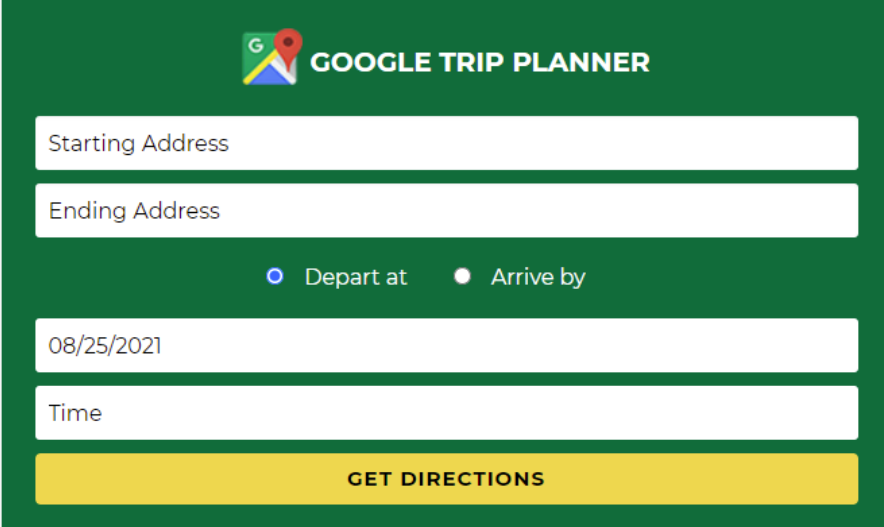
- Many young and low-income riders are “smartphone” dependent for internet access.
- Insure that your website is mobile responsive – it works well on smartphones and tablets, as well as computers.





# GTFS and Trip Planning Apps

- 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 on your website
- Currently fixed route only, but GTFS-Flex is in the works.

A screenshot of the Google Trip Planner web interface. The header is dark green with the Google Maps logo and the text "GOOGLE TRIP PLANNER". Below the header are two white input fields for "Starting Address" and "Ending Address". Underneath these fields are two radio buttons: "Depart at" (selected) and "Arrive by". Below the radio buttons are two more white input fields: one for a date, which is pre-filled with "08/25/2021", and one for "Time". At the bottom of the form is a yellow button with the text "GET DIRECTIONS".

GOOGLE TRIP PLANNER

Starting Address

Ending Address

☒ Depart at ☐ Arrive by

08/25/2021

Time

GET DIRECTIONS

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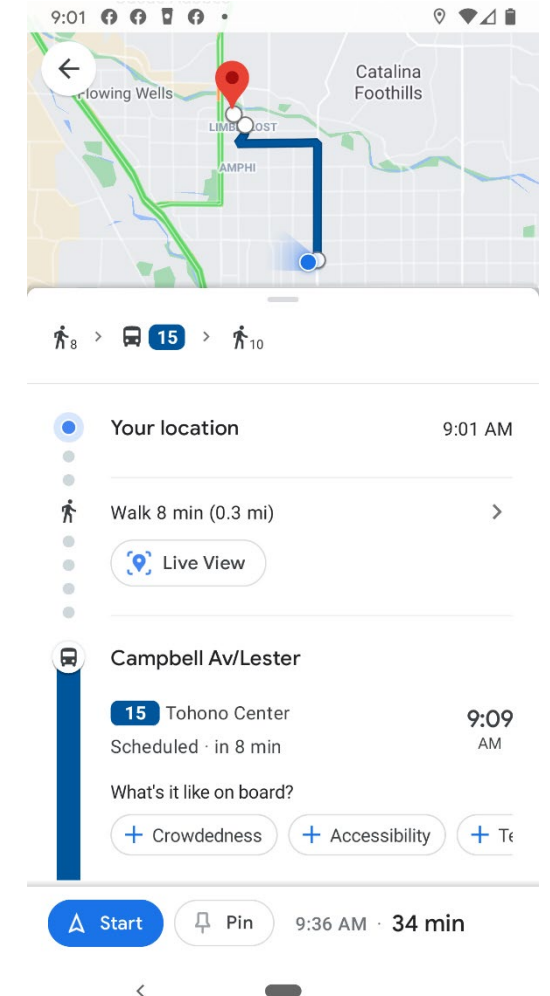
Trip Planners makes  
using Transit Easier by  
Answering the Question  
*“How do I get from here  
to there?”*

For Fixed Route Transit  
**GTFS**  
is a must

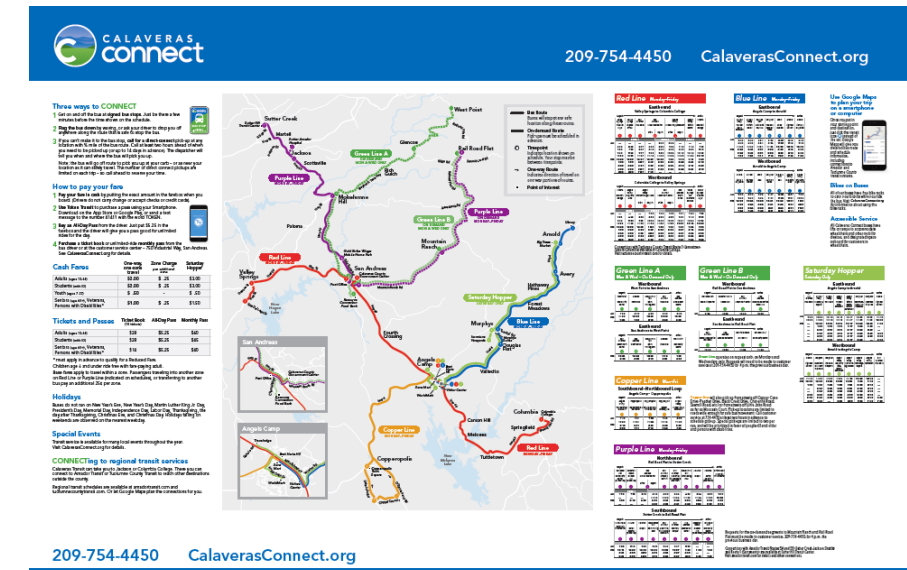
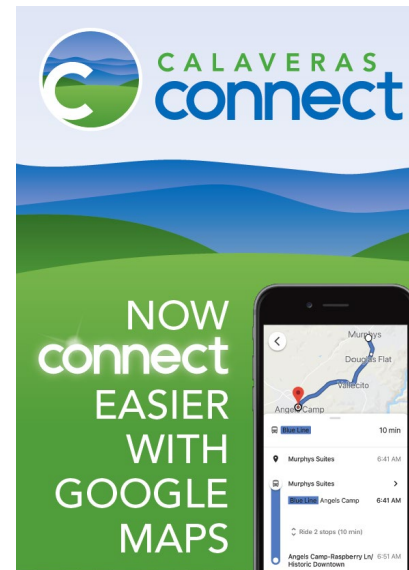


# Transit Apps Best Practice

- Produce and Publish Accurate GTFS Data
- Promote the Most Useful Apps
  - GTFS Based
  - Broadly used by customers
  - Work across systems
  - Public & Free
  - Updated and Improved
- Google Maps
- Apple Maps
- Transit
- Moovit
- One Bus Away
- Rome to Rio



- 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?



# Best Practices for Printed Information Tools

- Printed Guides
- Bus Stop Signage
- Info Displays
  - On the Bus
  - In the Community
  - At a Destination
- Consider when each tool will be used and what questions are most relevant at that time
- **Don't try to convey everything in every communication**





# Printed Guide

- For some new riders, your printed passenger guide will be their first experience.



# Printed Guide

Provide a clear overview without overwhelming or confusing.

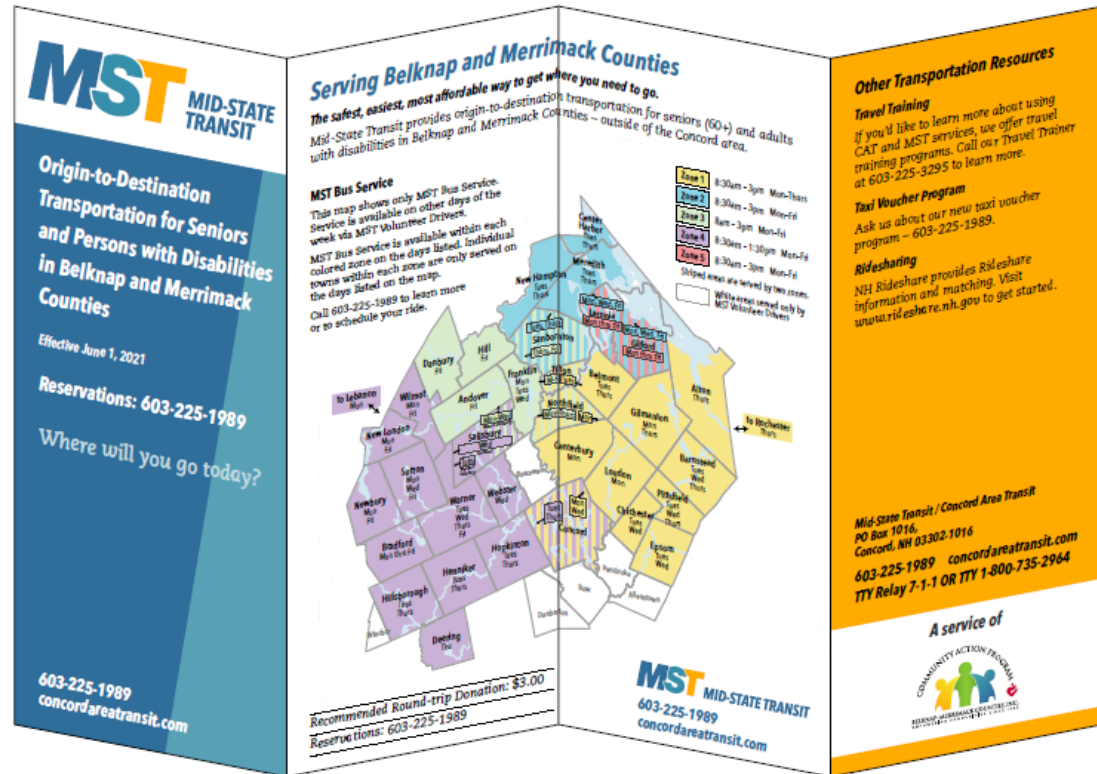
## Fixed Route

- Map
- Schedules
- Fares
- Ways to learn more
  - Website
  - Apps
  - Customer Service



# Printed Guide

Provide a clear overview without overwhelming or confusing.



## Demand Response

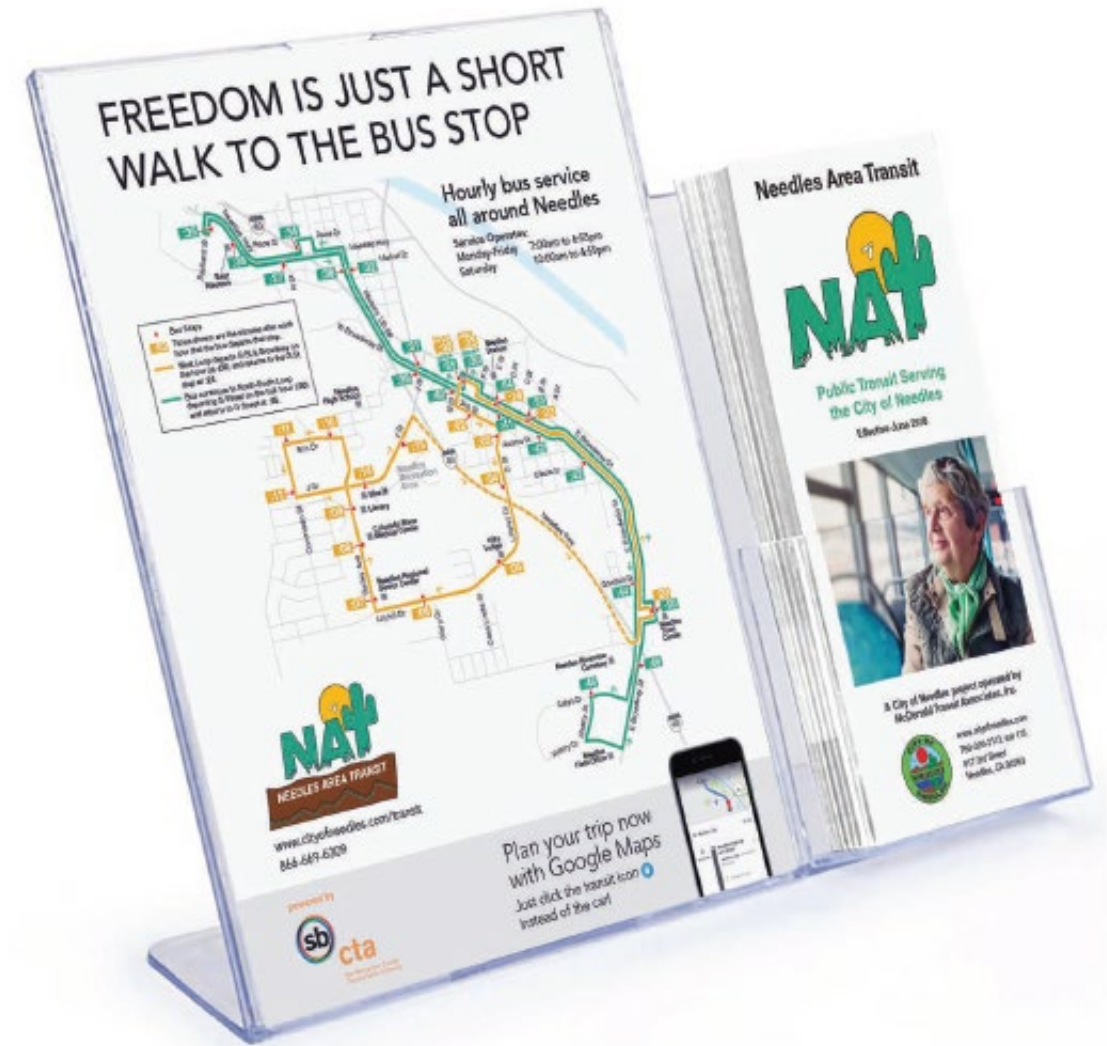
- Map
- Eligibility
- Hours/Days of Operation
- Registration/Reservation Instructions
- Fares
- Ways to learn more
  - Website
  - Customer Service





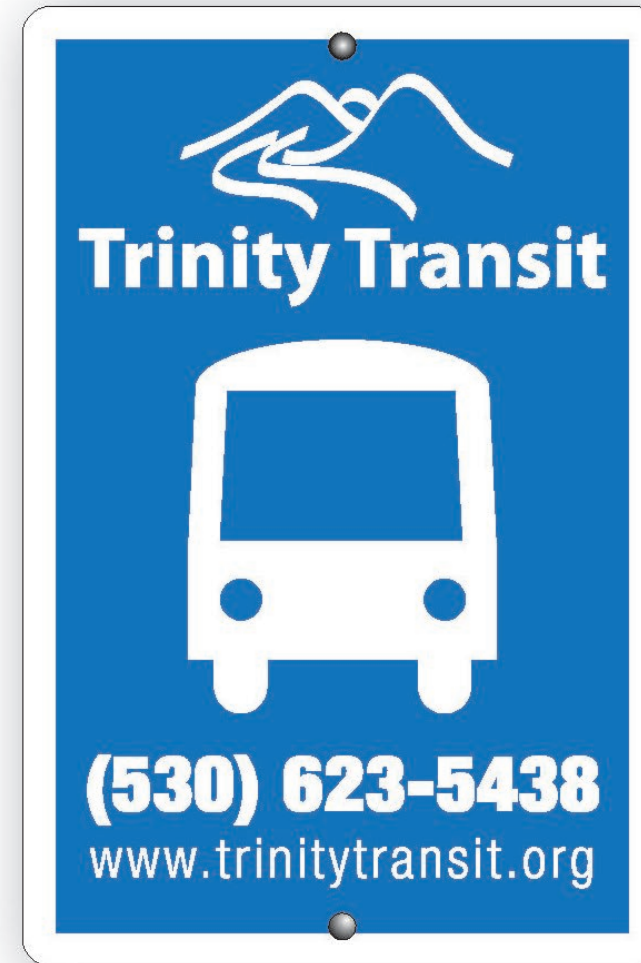
# Printed Guide

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



# Bus Stop Signage

- Let's rider know they are in the right place
- Provides 24/7 advertising
- Connects potential riders with additional information sources (website, phone, and more)





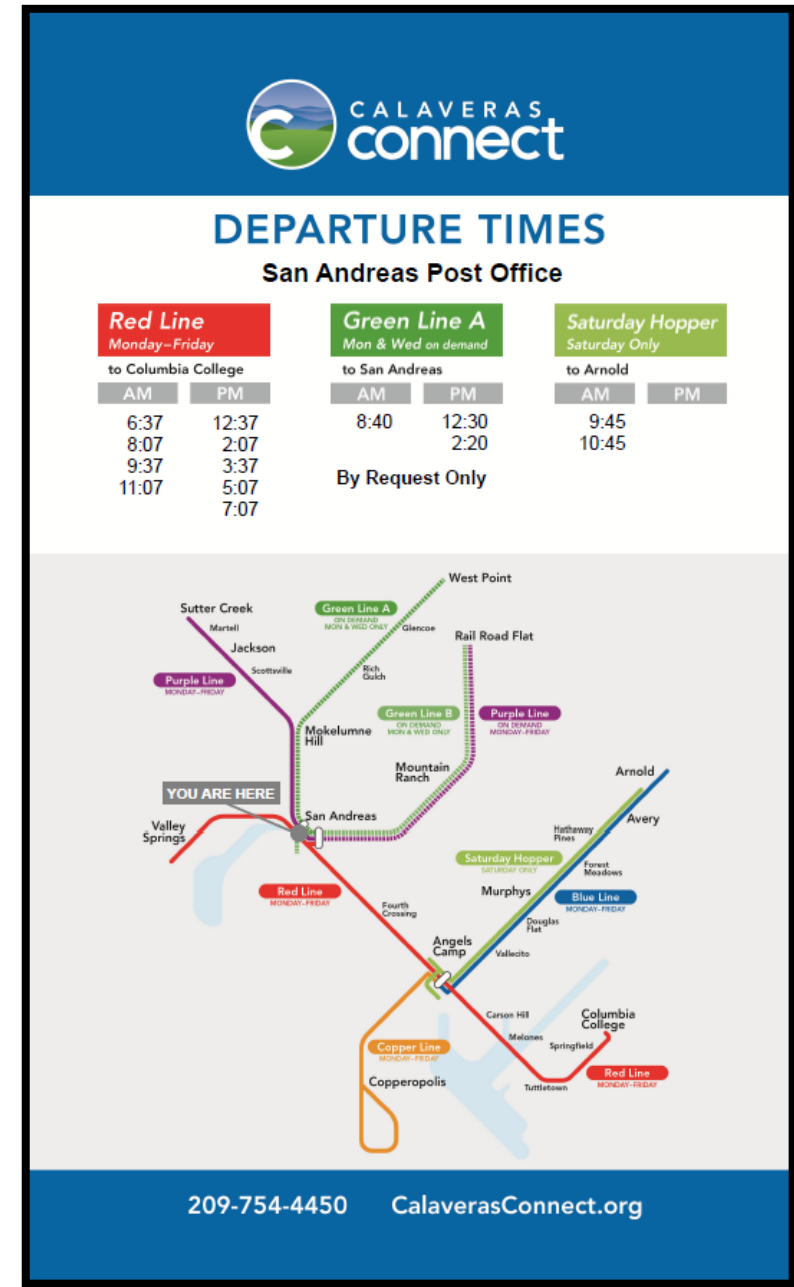
# Best Practice for Info Display at Bus Stop

- Bus Stop Identifier with contact info
- Route Map
  - You are Here Designation
- Schedule
  - Stop specific departure times
- Fare
  - Single Ride Fare
  - Mobile Fare Payment Info
- QR Code or directions for realtime info



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# Other 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



# Ridership Promotion



# Ridership Promotion

- Carefully consider your objective and target market for each promotional effort
- The more targeted the message and the medium, the more effective it's likely to be in generating trial ridership.





**SET  
YOURSELF  
FREE**

FROM  
ASKING  
FOR  
RIDES

**VICTOR  
VALLEY  
TRANSIT**

[www.vvta.org](http://www.vvta.org)



powered by



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



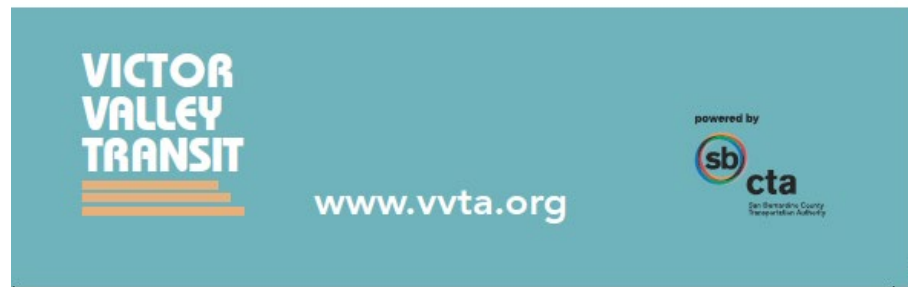
# Messaging

- Create messages based on benefits that are relevant to your riders and potential riders







Stay in touch with  
**Free WiFi on  
VVTA buses.**




# Messaging


- Create messages based on benefits that are relevant to your riders and potential riders
- What is relevant will vary by target audience








 Omnitrans   
June 19 at 9:00 AM · 🌐

It's the first weekend as a re-opened California! As you get out and use transit, ride with confidence that Omnitrans is still disinfecting buses regularly and requiring masks inside enclosed buses and transit centers. We are ready to connect you where you need to go, safely.

**So glad you're back!**  
 Clean. Easy. Ready for you.



 **METROLINK**  
   powered by 

# Messaging

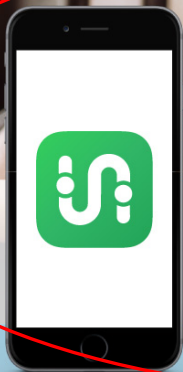
- Create messages based on benefits that are relevant to our riders and potential riders
- What is relevant will vary by target audience
- What is relevant may have changed post-Covid





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

 Clean. Easy. Ready for you.



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



powered by



## Messaging

- To encourage trial ridership, direct riders to high quality passenger information
  - Website
  - Google Maps
  - Realtime Information
  - Reservation Center Number
- Include a call to action



# Promotional Media

## Free or Nearly Free

- Community Based Marketing
- Social Media
- Poster Campaign
- News Coverage
- Outreach Presentations
- Advertising on bus sides and bus shelters

## Paid

- Direct Mail
- Newspaper Ads
- Digital Ads
- Social Media Ads
- Radio Ads
- TV Commercials
- Outdoor Advertising

More  
Targeted =  
More  
Effective





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# Community Based Marketing

Leverage your community relationships to deliver customized messages to high potential target markets



# Community Based Marketing

- Work through community partners – gatekeepers – to market to specific constituencies.
- Gain access to low-cost targeted communication channels.
- Deliver targeted messages that will generate trial ridership among “pockets of potential.”



# Community Based Marketing

## 1. Target Market

Identify “pockets of potential”

## 2. Gatekeepers

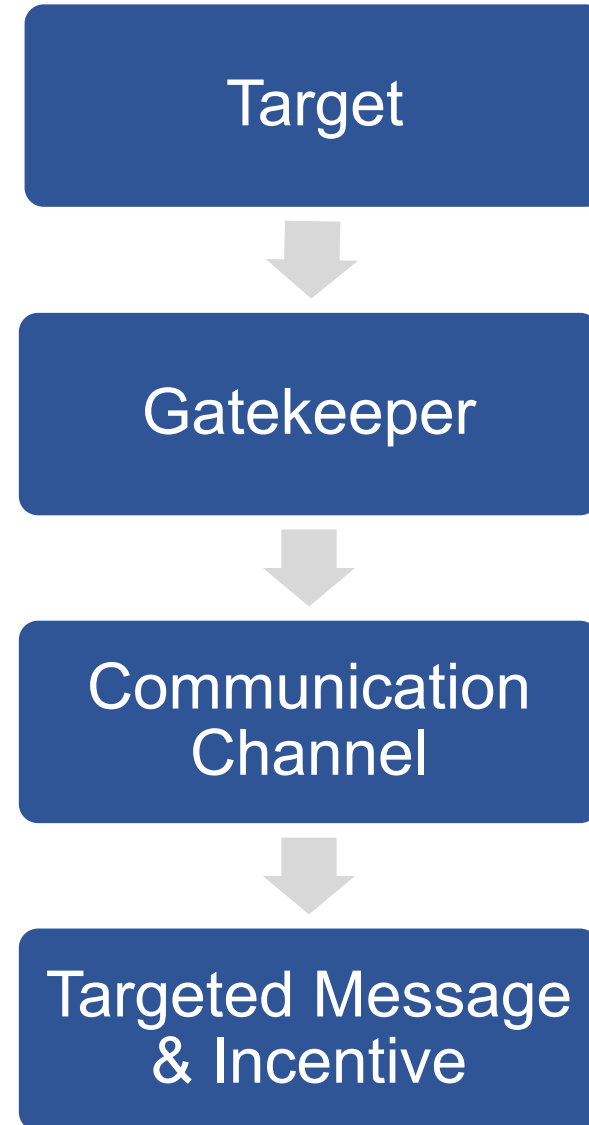
Identify partners who can provide access to your target

## 3. Communication Channels

What low cost, targeted channels can your partner provide access to

## 4. Messages and Incentives

What information and incentives will generate trial ridership



# Community Based Marketing

- Target Market
  - VVC College Students
- Gatekeeper
  - VCC Student Services Department
- Communications Channels
  - Info Displays
  - On-campus “Outdoor Advertising”
  - Social Media
  - Targeted Handout
  - Specialty Item – Reusable Water Bottle





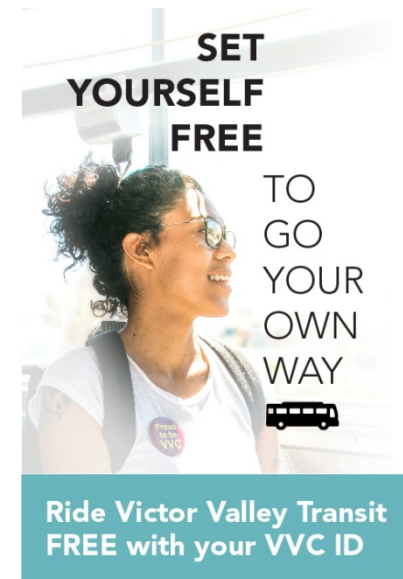
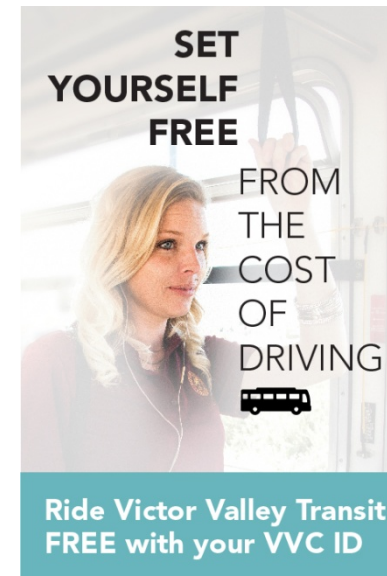
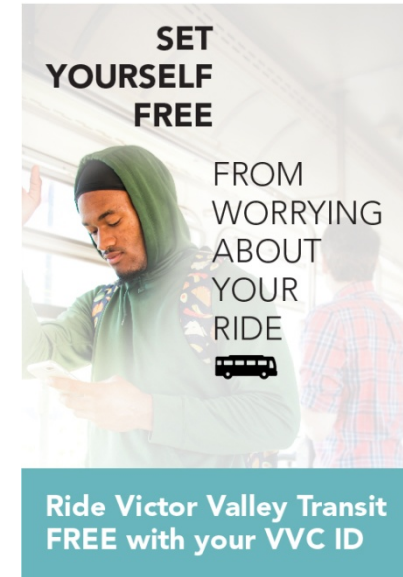
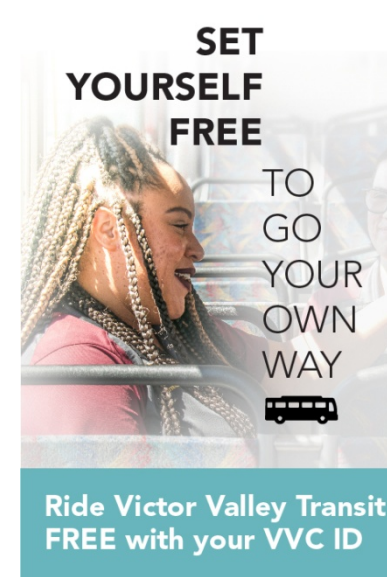
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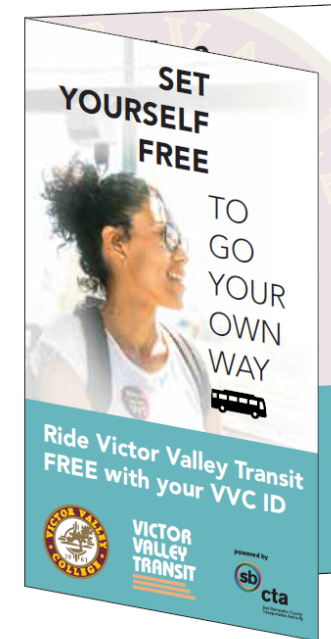
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# Community Based Marketing

- Target Market
  - Seniors
- Gatekeeper
  - Senior Centers & Residences
- Communications Channel
  - Customized Information -  
Brochure to encourage use of  
intercity route to Palm Springs
  - Presentations at Senior  
Centers
  - “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!***



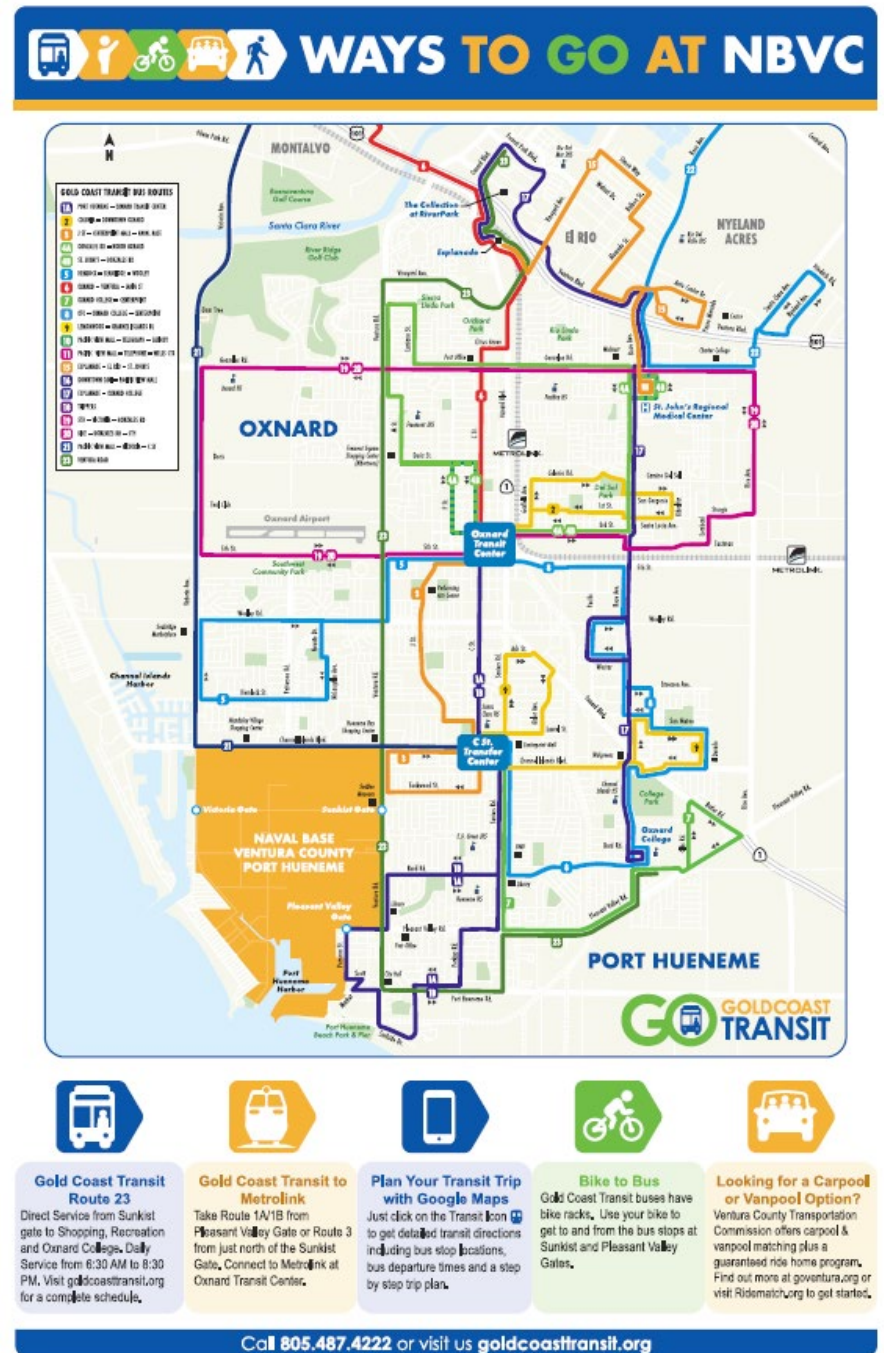
MORONGO BASIN TRANSIT AUTHORITY





# Community Based Marketing

- Target
  - Naval Base Ventura County travelers
- Gatekeeper
  - NBVC Administration
- Communication Channel
  - Customized Information - Poster for placement at high traffic locations on base
  - NBVC-Centric System Map for Gold Coast Transit



# Social Media

A great tool, but not a complete marketing plan.



# Social Media

## Use Social Media to

- Engage riders
- Engage stakeholders and the community
- Convey news
- Promote events
- Promote specific services or programs

## Don't use Social Media

- As a primary information tool
- To provide detailed information
- As your only communication tool





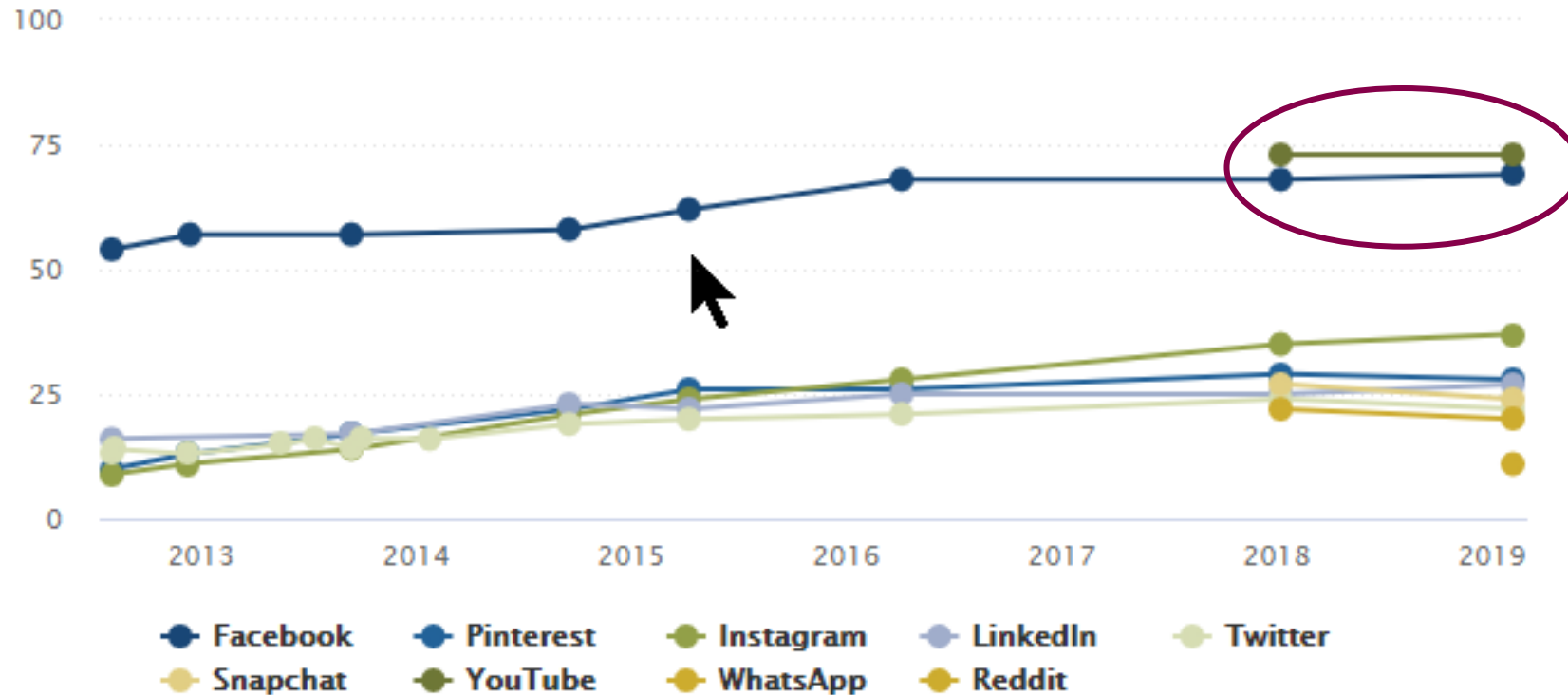
**SOCIAL MEDIA**

**TRANSIT  
AGENCIES**

**GOOD  
SERVICE  
INFORMATION**

# Social Media Platforms

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



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

Source: Surveys conducted 2012-2019.

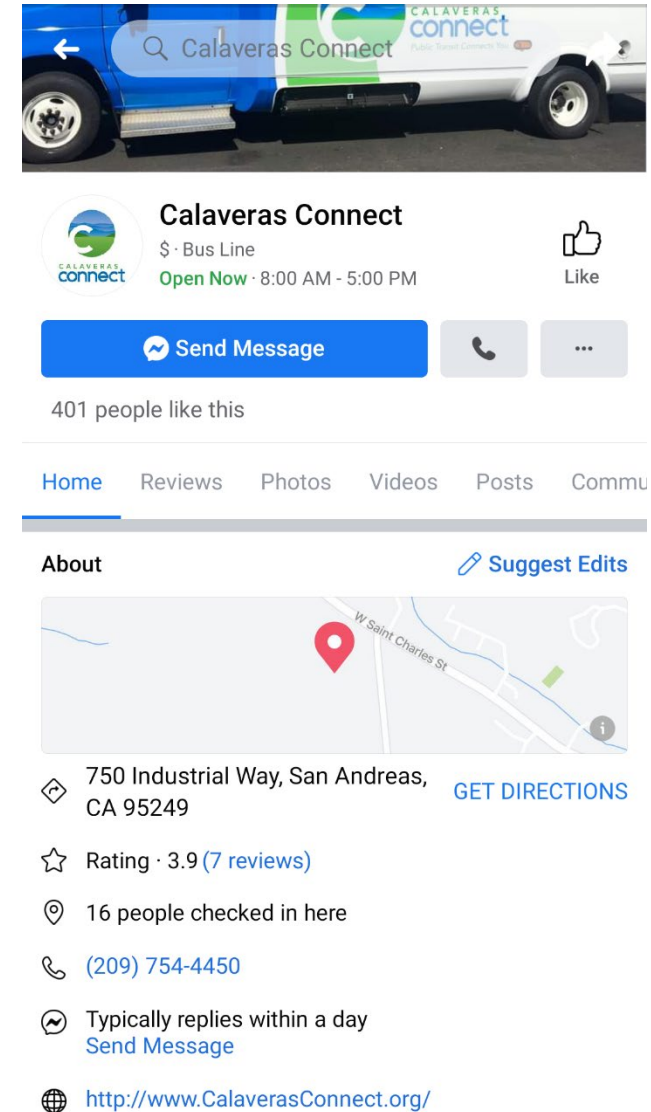
PEW RESEARCH CENTER





# Social Media Best Practices

- Create a useful profile
- Post regularly about:
  - News relevant to followers
  - Promotion of specific services
  - Share community partner posts
  - Events and activities
  - Opportunities for planning input
  - Things that make people smile
- Follow and engage with your community
- Respond to messages



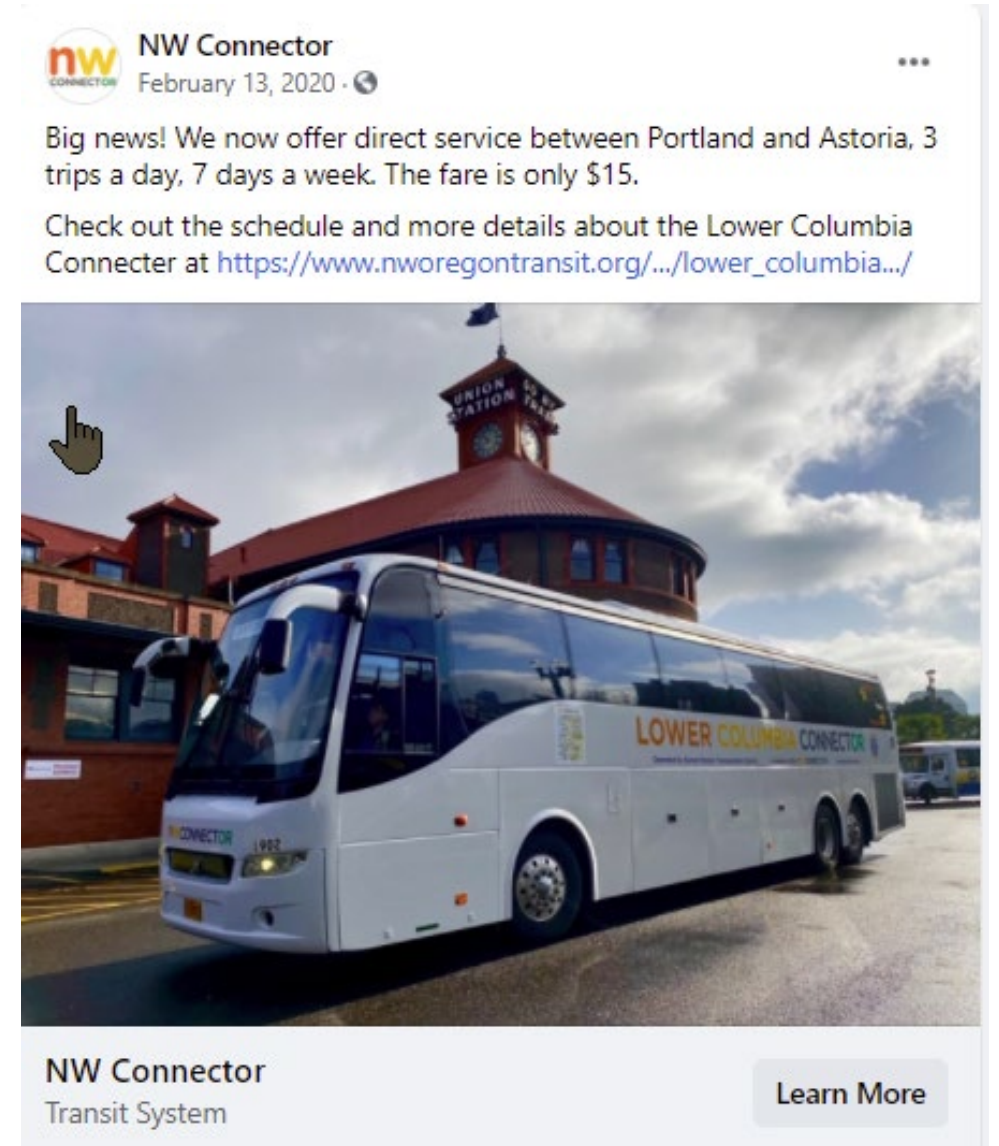
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 Calaveras Connect  
September 21, 2020 · 🌐

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

---

**WE'RE ALL  
IN THIS  
*Together***

 American Red Cross

---


**Arnold Community  
Blood Drive**

**Tuesday, September 29  
10am-4pm**

**Independence Hall  
1445 Blagen Rd. Arnold**

To support social distancing, appointments are required.

Please make an appointment at [RedCrossBlood.org](https://RedCrossBlood.org) sponsor code:  
Arnold or call 1-800-RED-CROSS

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

**Need transportation? Contact Calaveras Connect to schedule a ride at (209) 754-4450.**

**Schedule a blood donation appointment today:**  
Download the Blood Donor App | [RedCrossBlood.org](https://RedCrossBlood.org) | 1-800-RED CROSS | 1-800-733-2767





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

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

  
San Bernardino County  
Transportation Authority

**Please take this short survey to tell us about mobility needs and challenges in your community:**  
[gosebcta.com/coordinatedplan](https://gosebcta.com/coordinatedplan)



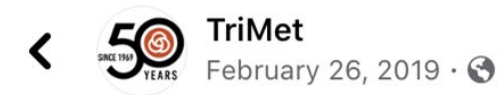
**SAN BERNARDINO COUNTY COORDINATED TRANSPORTATION PLAN**

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



# Social Media Best Practices

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Llama Llama on the train  
Trying to escape the rain  
But llamas aren't allowed on MAX  
No matter how good your llama acts



# Direct Mail

To deliver geographically targeted messages  
to homes within a specific service area

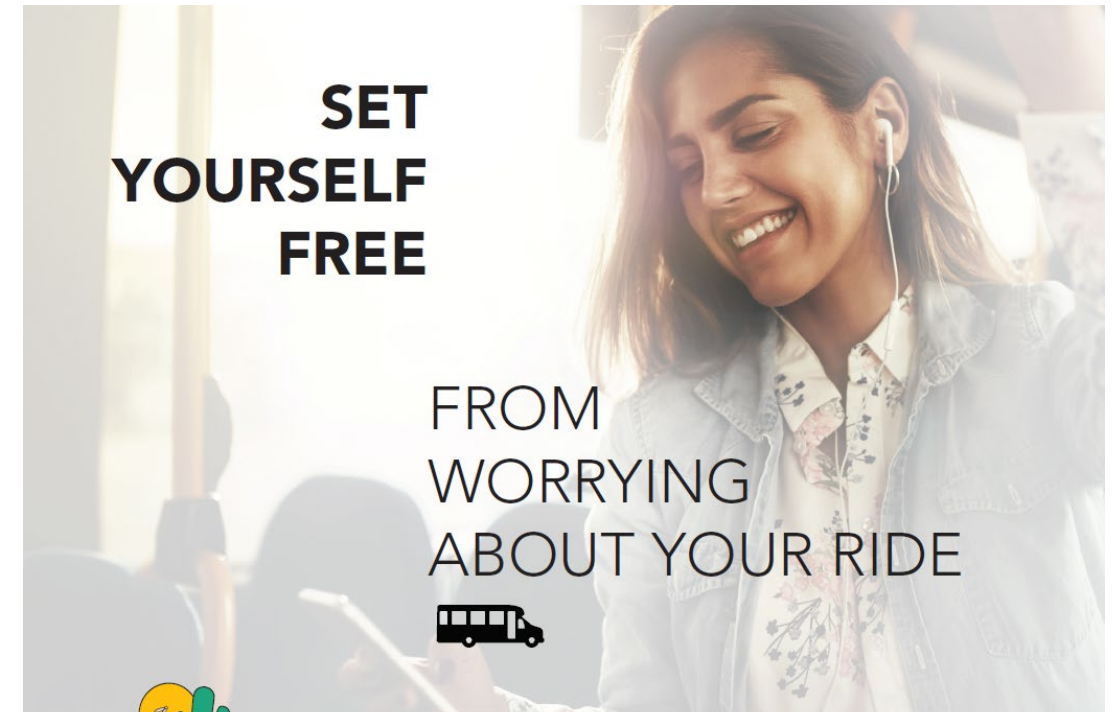




# Direct Mail


## Every Door Direct Mail

- USPS service with low rates
- Deliver large postcard (flat - up to legal size) to all homes
- Geographically designated delivery area – no mailing list required





**SET  
YOURSELF  
FREE**

FROM  
WORRYING  
ABOUT YOUR RIDE



**Try it now with 10 FREE rides!**  
See other side for details

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

powered by  
 **cta**  
San Bernardino County  
Transportation Authority





# Direct Mail

## Every Door Direct Mail

- USPS service with low rates
- Deliver large postcard (flat - up to legal size) to all homes
- Geographically designated delivery area – no mailing list required

## Advantages

- Can deliver geographically tailored service information
- Can provide incentive – free ride offer
- Large size and bold graphics insure that message is “seen”



# Direct Mail for Fixed Route – with Free Ride Offer

**SET  
YOURSELF  
FREE**

**TO GO YOUR  
OWN WAY**



**VICTOR  
VALLEY  
TRANSIT**

www.vvta.org  
760-948-3030



**Ride FREE for five**  
See other side for details

## **FREEDOM IS JUST A SHORT WALK TO THE BUS STOP**

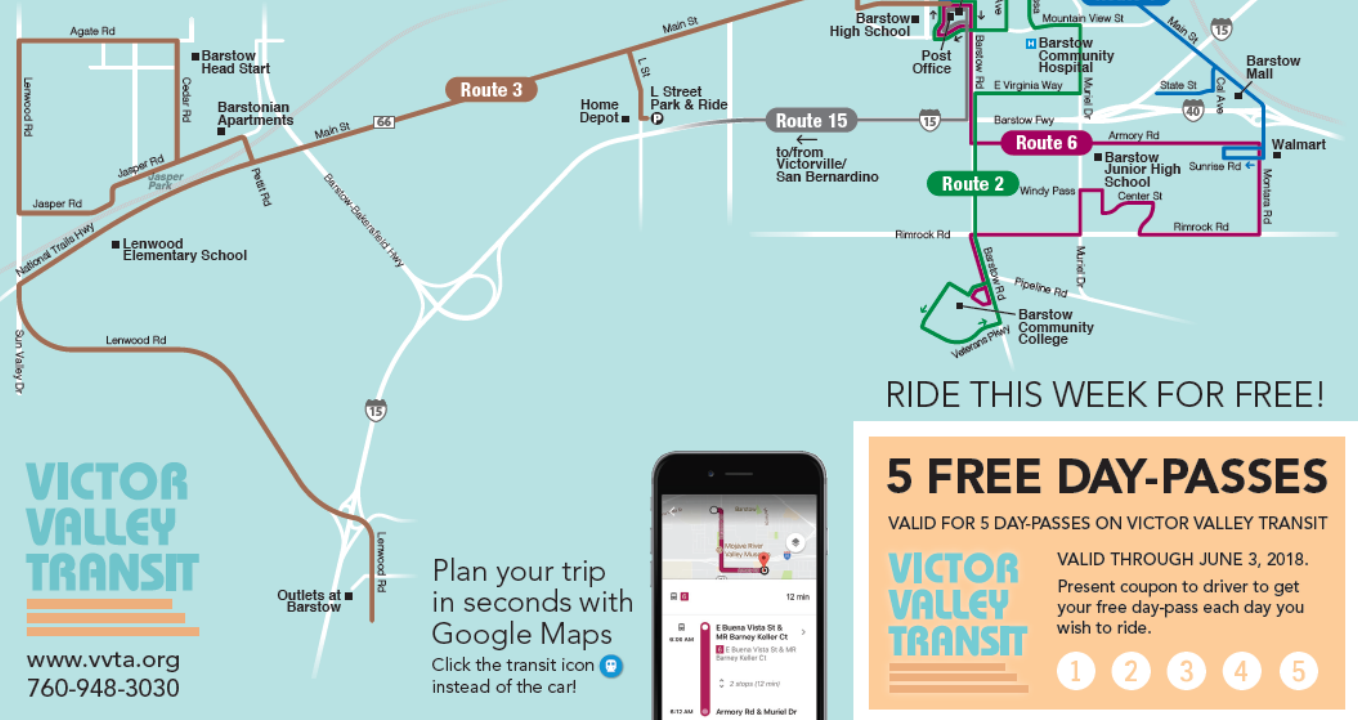
Victor Valley Transit can take you where you need to go in Barstow, with connections to the Victor Valley and San Bernardino Valley.

Routes 1, 2, 3 and 6

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

Route 15

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



# Direct Mail for Demand Response

## Need a ride to Pine Grove or Jackson?



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

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

### Where can I go with Direct-Connect?

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

#### Pilot Service Starting October 6th



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

#### Westbound trips to Jackson

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

#### Eastbound trips to Wilseyville

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

### How to plan a trip:

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

Ride **FREE** during this introductory period.



209-754-4450  
CalaverasConnect.org

**How Calaveras Connect is keeping you safe**

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

# Passenger Experience





# The Passenger Experience

- Everything a passenger experiences when they use or try to use your service.
- Marketing might get someone on the bus or van the first time, but only a good Passenger Experience will turn them into a rider.
- The Passenger Experience is a fundamental part of your **brand**.
- Anything that improves the passenger experience will enhance your marketing effort.





# Improve the Passenger Experience

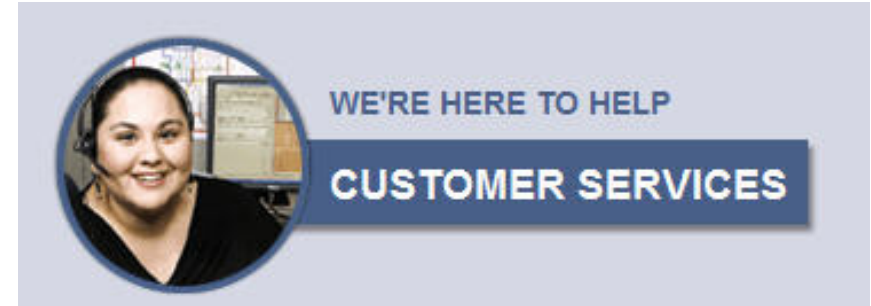
## ■ Invite Feedback

- On-Line, on-bus, by phone, on social media
- Respond promptly to questions, complaints and suggestions

## ■ Solicit Feedback

- Conduct Rider Surveys
- Conduct Rider Focus Groups
- Talk with passengers on vehicles and at transit centers

## ■ Use transit yourself



# Rider Survey – Data Collection

- Trained Surveyors on Bus
- Driver Distribution
- On-Line Survey
- Paratransit Rider Survey



# Rider Survey – Data Collection

- Trained Surveyors on Bus
- Driver Distribution
- On-Line Survey
- Paratransit Rider Survey
- Paper Survey
  - Print on card stock
  - Provide pen or pencil
  - Minimize open ended responses
  - Offer surveyor assistance

## TRINITY TRANSIT PASSENGER SURVEY

Please help us improve Trinity Transit by completing this survey. Circle or PRINT your answers.



1. What Trinity Transit route are you currently riding on?

- a. Redding to/from Weaverville
- b. Willow Creek to/from Weaverville
- c. Hayfork to/from Weaverville
- d. Lewiston to/from Weaverville

2. How frequently do you ride Trinity Transit?

- a. This is my first time riding Trinity Transit
- b. Less than one day a month
- c. 1-4 days per month
- d. 1-2 days per week
- e. 3-5 days per week

Questions 3-6 are about the full one-way trip you are now making (the full trip might include multiple buses or trains)

3. Where did you begin this one-way trip?

- a. Weaverville
- b. Hayfork
- c. Lewiston
- d. Redding
- e. Willow Creek
- f. Hoopa
- g. Arcata
- h. Eureka
- i. Another town in Trinity County
- j. Other

4. Where is your final destination?

- a. Weaverville
- b. Hayfork
- c. Lewiston
- d. Redding
- e. Willow Creek
- f. Hoopa
- g. Arcata
- h. Eureka
- i. Another town in Trinity County
- j. Other

5. Will you use transportation services other than Trinity Transit to complete this one-way trip?

- a. Yes
- b. No

6. If yes, please circle all of the services that you have used or will use as part of the full one-way trip you are currently making.

- a. Greyhound
- b. Amtrak
- c. Capitol Corridor
- d. Redwood Transit System
- e. AMRTS (Arcata-Mad River)
- f. KT-Net
- g. RABA - Redding bus
- h. Sage Stage - Modoc
- i. Burney Express
- j. Other

7. What is the one main purpose of your trip today?

- a. Work
- b. School/College
- c. Shopping
- d. Long distance travel (such as connecting to/from Amtrak, Greyhound or other intercity services)
- e. Medical Appointment
- f. Social Service Appt.
- g. Recreation

8. How did you pay your fare today?

- a. Cash
- b. Multi-Ride Pass
- c. Voucher
- d. Ticket

9. How do you get information about Trinity Transit routes and schedules?

- a. Trinity Transit Website
- b. Google Maps
- c. Printed Passenger Guide
- d. Display at Bus Stop
- e. Facebook
- f. Social Service Agency
- g. Other

Circle all that apply

10. Please rate Trinity Transit service in each of the following areas?

RATE Trinity Transit	1	2	3	4	5	6	7
A. Courtesy & helpfulness of the drivers							
B. Safe driving skills of the drivers							
C. Comfort of the vehicle							
D. Reliability of the service?							
E. Bus stop location where you usually board							
F. Convenience of connecting between Trinity Transit routes?							
G. Convenience of connecting with other transportation services?							
H. Experience calling for transit information							
I. Overall, how would you rate Trinity Transit							



# Rider Survey – Data Collection

- **Trained Surveyors on Bus**
  - Driver Distribution
  - On-Line Survey
  - Paratransit Rider Survey
- Tablet Survey
    - Pros and Cons





# Rider Survey – Data Collection

- Trained Surveyors on Bus
- **Driver Distribution**
- On-Line Survey
- Paratransit Rider Survey
- Paper Survey
- Collection Box
- Mailback Format





# Rider Survey – Data Collection

- Trained Surveyors on Bus
- Driver Distribution
- **On-Line Survey**
- Paratransit Rider Survey
- Survey Monkey – free platform
- Promote on bus, website, via social media
- Offer incentive for completion



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



ENTER A DRAWING - \$100 GIFT CARDS



SIGN UP FOR PAID FOCUS GROUPS

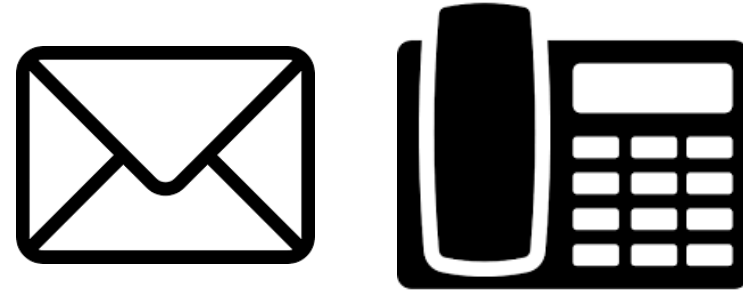
Visit [bit.ly/MSTRider](https://bit.ly/MSTRider), [MST.org](https://MST.org),  
or Scan the QR Code to Complete the Survey.

DEADLINE MARCH 18



# Rider Survey – Data Collection

- Trained Surveyors on Bus
- Driver Distribution
- On-Line Survey
- **Paratransit Rider Survey**



- Mailback Survey
  - Prepaid Return Envelope
- Phone Survey
  - Random selection of current riders

# Rider Survey - Questionnaire

## ■ Usage Characteristics

- Routes or Services Used
- Frequency of Use
- Trip Purpose
- Weekday/weekend ridership
- Fare payment
- Communication channels

## ■ Motivations

- Vehicle availability
- Reasons they ride

## ■ Satisfaction Ratings

- Overall
- Specific Aspects of Service

## ■ Desired Improvements

- Rate specific possibilities
- Most important improvement

## ■ Demographics

- Age
- Community of residence
- Employment/Student Status
- Disability Status
- Income



# Rider Survey - Questionnaire

- Keep questions brief, clear and balanced.
- Use language that is straightforward, simple and conversational - avoid transit jargon.
- Make sure that response categories are distinct and inclusive.
- If you want to be able to track change, use the same questions in subsequent surveys.
- Test your questions on a few riders to identify problems.



# Remember...

- Marketing is not a magic wand - it's an on-going process.
- Use your marketing toolkit to:
  - Build Awareness
  - Convey Knowledge
  - Promote Trial Ridership
  - Retain Riders







Selena Barlow  
Transit Marketing LLC  
[selenabarlow@transitmarketing.com](mailto:selenabarlow@transitmarketing.com)  
520.322.9607

