

► Enhancing Mobility Management in Rural Areas

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REAL TRANSPORTATION

An aerial photograph of a rural landscape. A paved road runs diagonally across the frame. To the right of the road, a utility pole stands tall. The terrain is covered in green and brownish vegetation, with several dirt roads branching off from the main road. The horizon is visible in the distance under a clear sky.

RURAL AREA: LONG DISTANCES & ISOLATION

- **Riders often live miles from essential services**

- **Transportation gaps**

- **Large Service areas & Low Population Density**

• CREATING
MICROTRANSIT
ZONES

• ROBUST
MOBILITY
MANAGEMENT
OUTREACH &
RIDER
EDUCATION

• COMMUNITY
CONNECTIONS
CREATE &
MAINTAIN
PARTNERSHIPS

• SERVICE
EXPANSION
HOURS & ADD
URBAN DAY
TRIPS

EXPANDING OPTIONS FOR RURAL RESIDENTS



TRAVEL TRAINING



RIDER EDUCATION



- Senior center events



- Printed guides & fare books



- Partner training



- Social media campaigns



- Travel training program

OUTREACH & RIDER EDUCATION



PROACTIVE OUTREACH

ROAR OVER REFUGIO

JULY 26
9AM-3PM



PARK AT WOODSBORO TOWN SQUARE OR REFUGIO COURTHOUSE TO BE SHUTTLED OVER TO THE REFUGIO AIRPORT. THE PARK & RIDE SERVICE WILL BEGIN AT 8:30AM AND RUNS UNTIL 3:30PM.

PICK UP

WOODSBORO TOWN SQUARE
REFUGIO COURTHOUSE

PARK & RIDE SERVICE



DROP OFF

REFUGIO AIRPORT



GIVE TRANSIT A TRY!



- ▶ • Call-based scheduling
- ▶ • Printed reminders/maps
- ▶ • Community center digital access
- ▶ • Simple text reminder systems and limited smartphone/internet access

LOW-TECH MOBILITY



Games

Jokes

Why was the Bus Driver sad?

*Because they had their back
to the road.*

What do you say to a Bus
Driver when they Retire?

Bus Wishes

Why shouldn't you run in
front of a bus?

You'll get tired.

What do dragons call a bus
full of people?

Wizards on wheels.

9 Counties Word Search

J	O	W	S	J	I	M	H	O	G	G	O
S	B	O	I	O	T	B	Q	G	S	S	O
S	E	R	E	F	U	O	I	O	R	S	U
W	E	C	L	I	V	E	O	A	K	X	V
R	B	R	O	O	K	S	Y	M	Q	K	A
S	A	N	P	A	T	R	I	C	I	O	L
M	L	A	J	I	M	W	E	L	L	S	E
A	R	A	N	S	A	S	T	Q	D	C	H



Get in touch!

Follow us on
social media!



Call us: (361) 668-3158

Rural Public Transit Fare Booklet

Fall
2025

Aransas	Duval	Live Oak
Bee	Jim Hogg	Refugio
Brooks	Jim Wells	San Patricio





Refugio County Transit Pricing

(Monday-Fridays One Way)



Local Trips

- Refugio travel (within city limits) **-\$1**
- Woodsboro travel (within city limits) **-\$1**



For best results, schedule in advance (24-48 hours)

Away Trips 5 AM to 8PM For best results, schedule in advance (24-48 hours)

Refugio to:

- Woodsboro - \$5 Rockport - \$11
- Beeville - \$8 Corpus Christi - ~~\$15~~ **\$3**
- Sinton - \$8

Woodsboro to:

- Sinton - \$6 Ingleside - \$12
- Beeville - \$8 Corpus Christi - ~~\$15~~ **\$3**
- Portland - \$10

Call to Schedule:
(361) 668-3158

Urban Day Trips: (Requires 2 Week Notice)
Victoria: 1st and 3rd Thursdays
San Antonio: 1st and 3rd Thursdays



Aransas County Transit Pricing

(Monday-Fridays One Way)



REAL FLASH

REAL FLASH Hours
7 AM to 3 PM **-\$2.00**



Rockport/Fulton uses our FLASH service and vehicles. Call us anytime within city limits for a ride as soon as we can get to you.

All other within-city travel times **-\$1.00**

For best results, schedule in advance (24-48 hours)

Away Trips 5 AM to 8PM For best results, schedule in advance (24-48 hours)

Aransas Pass to:

- Ingleside - \$2 Portland - \$4
- Gregory - \$3 Sinton - \$7
- Rockport/Fulton - \$3 Corpus Christi - ~~\$6~~ **\$1.20**

Rockport to:

- Aransas Pass - \$3 Gregory - \$6
- Ingleside - \$4 Taft - \$8
- Portland - \$6 Sinton - \$9
- Corpus Christi - ~~\$9~~ **\$1.80**

Call to Schedule:
(361) 668-3158

Don't see your city listed?
No problem! We service the whole county. Let us know where you need us!

Using Facebook as a Mobility Management Tool

1. Educate Riders on All Mobility Options

- Promote fixed-route, demand-response, microtransit, regional links and first/last-mile options
- Share simple guides on transferring, booking ride and connecting between counties

2. Provide Real-Time Rider information

- Post service alerts, detours, weather impacts, and schedule updates
- Build trust by keeping riders informed and reing confusion

3. Create Two-Way Engagement

- Use polls, comments, and Messenger to gather rider needs
- Host monthly live Q&A sessions to improve communication and service planning

5. Highlight Human Stories

- Feature riders, drivers, and community partners
- Share testimonials showing how transit supports access to jobs, school, healthcare, and daily needs

6. Promote Outreach and Travel Training

- Announce travel training, community events, and public meetings
- Post photos and recaps to strengthen community presence

7. Use Analytics to Guide Mobility Decisions

- Track what posts riders engage with most
- Use data to adjust messaging, plan services, and identify unmet needs

8. Strengthen Partnerships Through Shared Content



REAL Transportation

22h · 🌐

🚗 Need a ride today? 🚗

REAL Transit offers Same Day In-Town Service in Alice–Rancho Alegre, Rockport–Fulton, and Beeville from 7:00 AM to 3:00 PM — just \$2 each way!

📞 Call now to book your ride: 361-668-3158

Let REAL Transit get you where you need to go — fast and affordable!

SAME DAY IN TOWN SERVICE

REAL FLASH
7:00AM - 3:00PM

ALICE-RANCHO ALEGRE, ROCKPORT-FULTON AND BEEVILLE



\$2.00 each way

Call now to book your ride

361.668.3158

R.E.A.L. Inc.

RURAL ECONOMIC ASSISTANCE LEAGUE

**RIDER
ALERT**



- ▶ • Standing reservations for dialysis & recurring trips
- ▶ • Hospital, HHS, Housing Authorities, Indigent Health Program partnerships. Agency vouchers, Purchase of Service agreements, Workforce and County partnerships.
- ▶ • Mobility manager coordination of service contracts and agreements. Maintain working relationships with community partners.

**THE REAL IMPACT:
PROVIDING ACCESS &
BREAKING BARRIERS.**

- ▶ • **Emergency transport plans**
- ▶ • **Mutual aid agreements**
- ▶ • **Vulnerable rider lists**
- ▶ • **Disaster response outreach**

RURAL EMERGENCY MOBILITY

A decorative graphic consisting of several parallel white lines of varying lengths, slanted diagonally from the bottom right towards the top right, set against the blue background.



REAL Transportation

January 17 at 4:39 PM · 🌐

We are partnering with area agencies in the counties we serve, working together to ensure the safety of all residents in preparation for the upcoming inclement weather. Continue to follow our page for updates.



Aransas County Emergency Management Office

January 17 at 11:15 AM · 🌐

Aransas County Emergency Management Coordinator, Mike Geer, chaired a planning meeting today to support the needs of vulnerable populations in our county during the upcoming Arctic blast. Organizations present included the City of Rockport, Representative Todd Hunter's office, Texas Department of Emergency Management, and 9 different community partners.



TRANSIT'S ROLE IN EMERGENCY MANAGEMENT



COMMUNITY OUTREACH THROUGH PUBLIC MEETINGS



Customer Satisfaction Surveys



- Over the phone



- Text with click on link



- Ride Along



- Social Media access to link

CUSTOMER SATISFACTION SURVEYS:

MORE WAYS TO CONTACT!

**ARE WE MEETING THE
CUSTOMERS NEEDS?**

**WHAT DO OUR
CUSTOMERS VALUE?**

**WHAT IS IMPORTANT
TO OUR RIDERS?**



Implement a work management system for your department.

Your central command board for:

- Outreach Log/Outreach Contact Log
- County coordination
- Transportation assistance projects
- Storm/disaster response
- POS-related tasks
- Social media needs
- Staff assignments
- Travel training
- Community partnerships
- Meetings & follow-ups

**IMPROVING WORKFLOW &
DEPARTMENT EFFICIENCY**

Greetings from



THE LONE STAR STATE





FALFURRIAS 8
ALICE 44

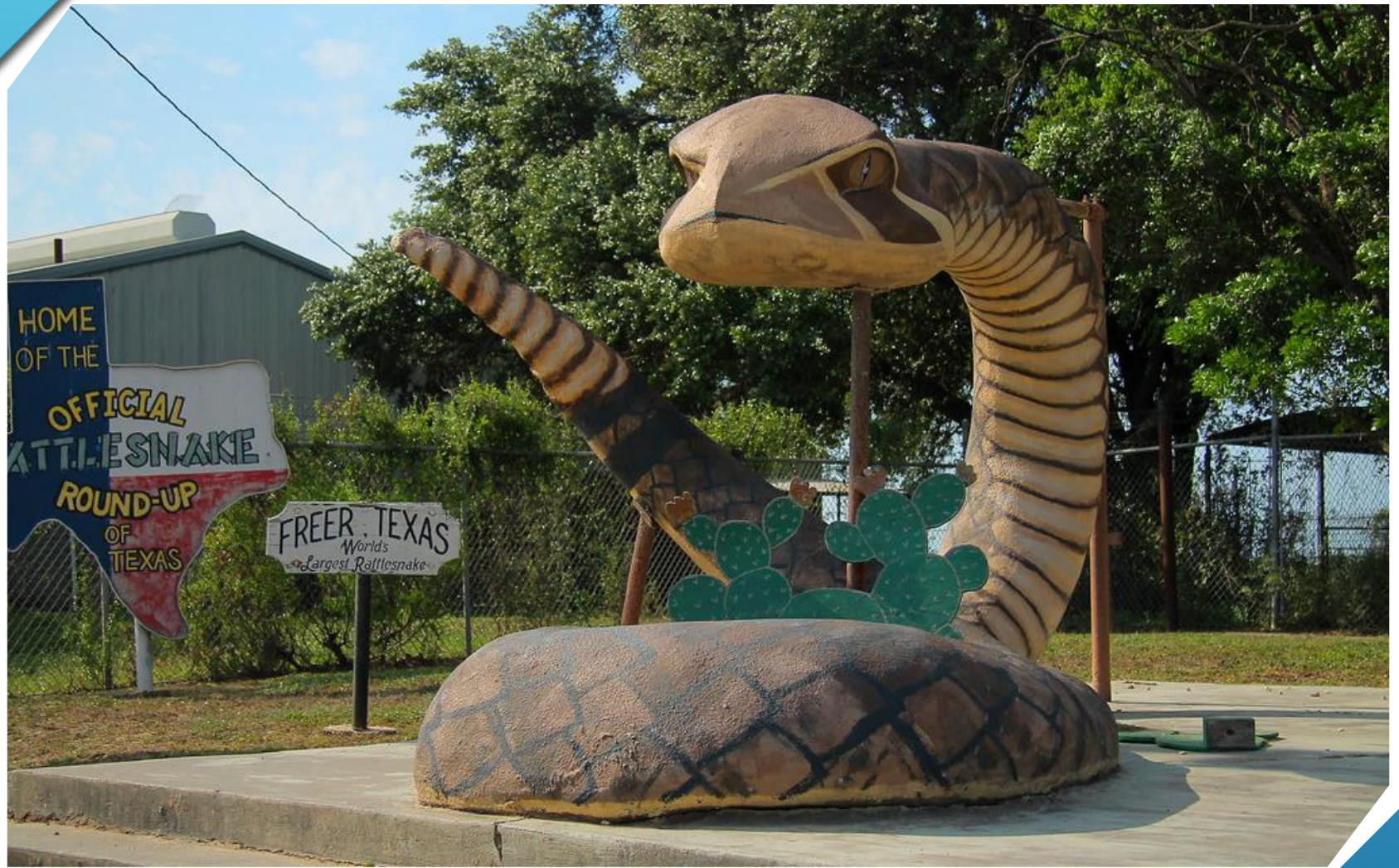




Adobe Stock | #88930253

Beeville
CITY LIMIT
POP. 12,863





HOME
OF THE
OFFICIAL
RATTLESNAKE
ROUND-UP
OF
TEXAS

FREER, TEXAS
World's
Largest Rattlesnake

SPEED
LIMIT
55

Alice
CITY LIMIT
POP. 19,104

CITY
MAINTENANCE
BEGINS





Maria Nesbit



RURAL / PUBLIC TRANSIT

1-361-668-3158

BRINGING IT ALL
TOGETHER



PAMELA HERNANDEZ

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