



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

April 20, 2022, 2:00-3:15 EST



Rural Transit Assistance Program



U.S. Department of Transportation
Federal Transit Administration

Webinar Information

You are viewing National RTAP's screen View Options Exit Full Screen

Choose ONE of the audio conference options

Phone Call Computer Audio

🇺🇸 Dial: +1 301 715 8592
+1 312 626 6799
+1 470 381 2552
+1 646 558 8656
+1 206 337 9723
+1 720 928 9299
+1 971 247 1195

Meeting ID: 827 6160 7053, Passcode: 196213

National RTAP Rural Transportation Assistance Program

Audio Settings Chat Q&A Leave

Use the Chat to submit questions and comments.

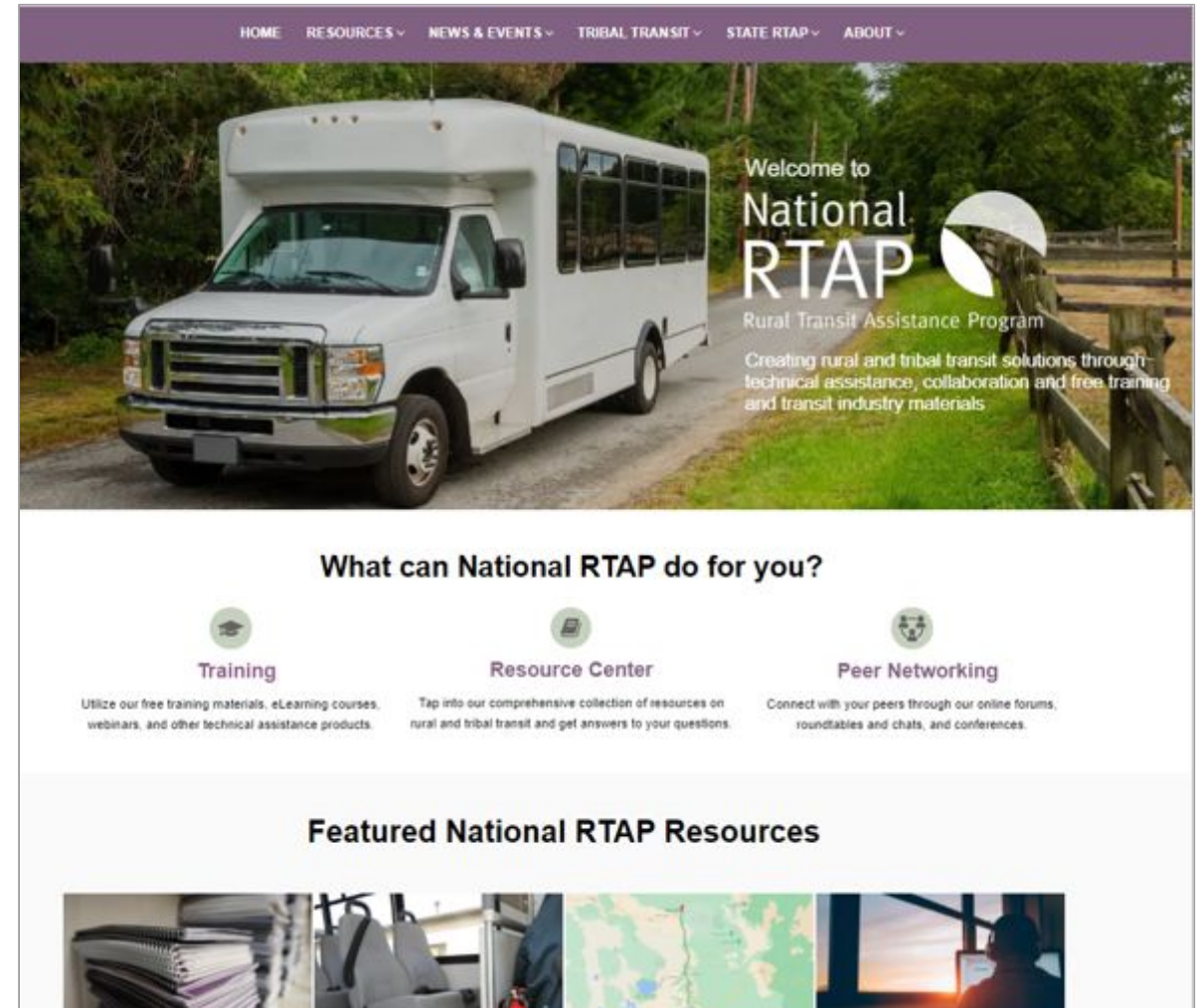
Raise your virtual hand to ask question verbally.

The recording and slides will be posted within one week to www.nationalrtap.org/webinars.

If you have Zoom issues, use the chat or email Liz at etaylor@nationalrtap.org.

National Rural Transit Assistance Program

- Technical assistance center funded by FTA through the Section 5311 Program.
- Provides free training materials, tools, and technical assistance to rural and tribal transit providers and state RTAPs.
- Review Board – 14 state DOT and rural and tribal transit agency staff.
 - Deadline for nominations is June 30. Learn more on our News page.
- Learn more at nationalrtap.org.



Agenda

- Introduction
- Website Builder overview
- GTFS Builder overview
- Create a timetable/schedule and integrate with Website Builder
- Create a route or system-wide map and integrate with Website Builder
- Questions

Speaker Introduction



Justin Heavenridge
Operations Manager
DevObal
Technologies Inc.



Marcy Jaffe
GTFS Consultant
Transnnovation, Inc.

Website Builder

What is Website Builder?

- A cloud-based CMS (content management system) that can be accessed from any desktop, tablet and mobile device.
- Website Builder allows you to create a free website with transit-specific content and features.
- Provides an easy-to-use editor that features a “drag and drop” interface that requires no experience to manipulate
- National RTAP has a technical support team that will help you setup, host, and manage your website for FREE.

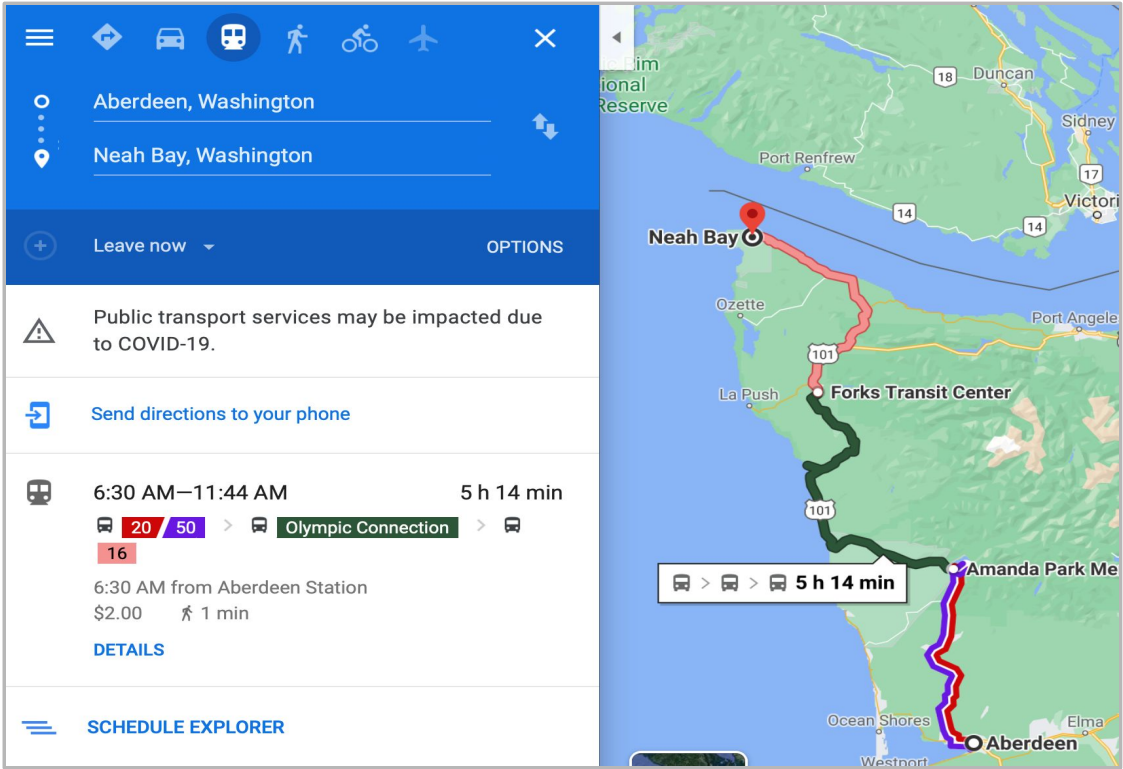
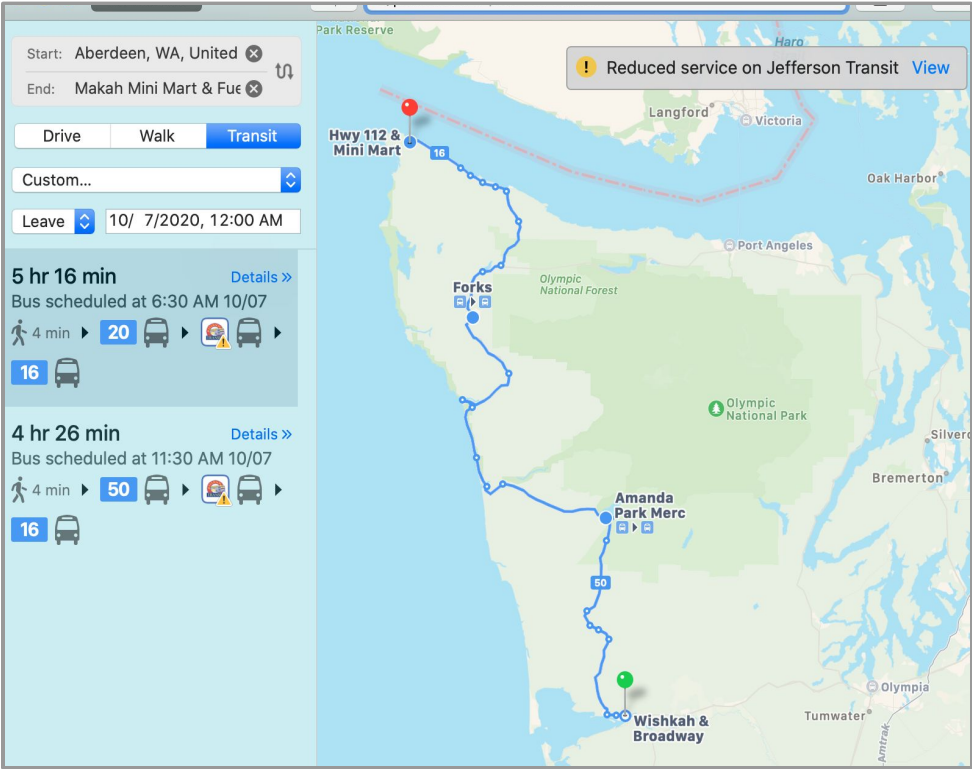
Demo/Intro: Website Builder

General Transit Feed Specifications (GTFS)

National RTAP's GTFS Builder

Global and Free Marketing!

A billboard via Apple Maps, Google Maps and others



Online, Digitized Trip Planning Answers Many Rider ?s

← from 400 Housing, Washington 98357
to Sail River Housing, Washington 98357

7:00 AM (Monday) - 7:27 AM (27 min) 📱 🔗 🖨️

🚌 **Makah Public Transit**
7:00 AM from 400 Housing
\$0.25

📅 [Add to Calendar](#)

7:00 AM ○ 400 Housing
Washington 98357

7:00 AM ○ 400 Housing

🚌 **Makah Public Transit** Diaht Hill
✓ 27 min (11 stops)

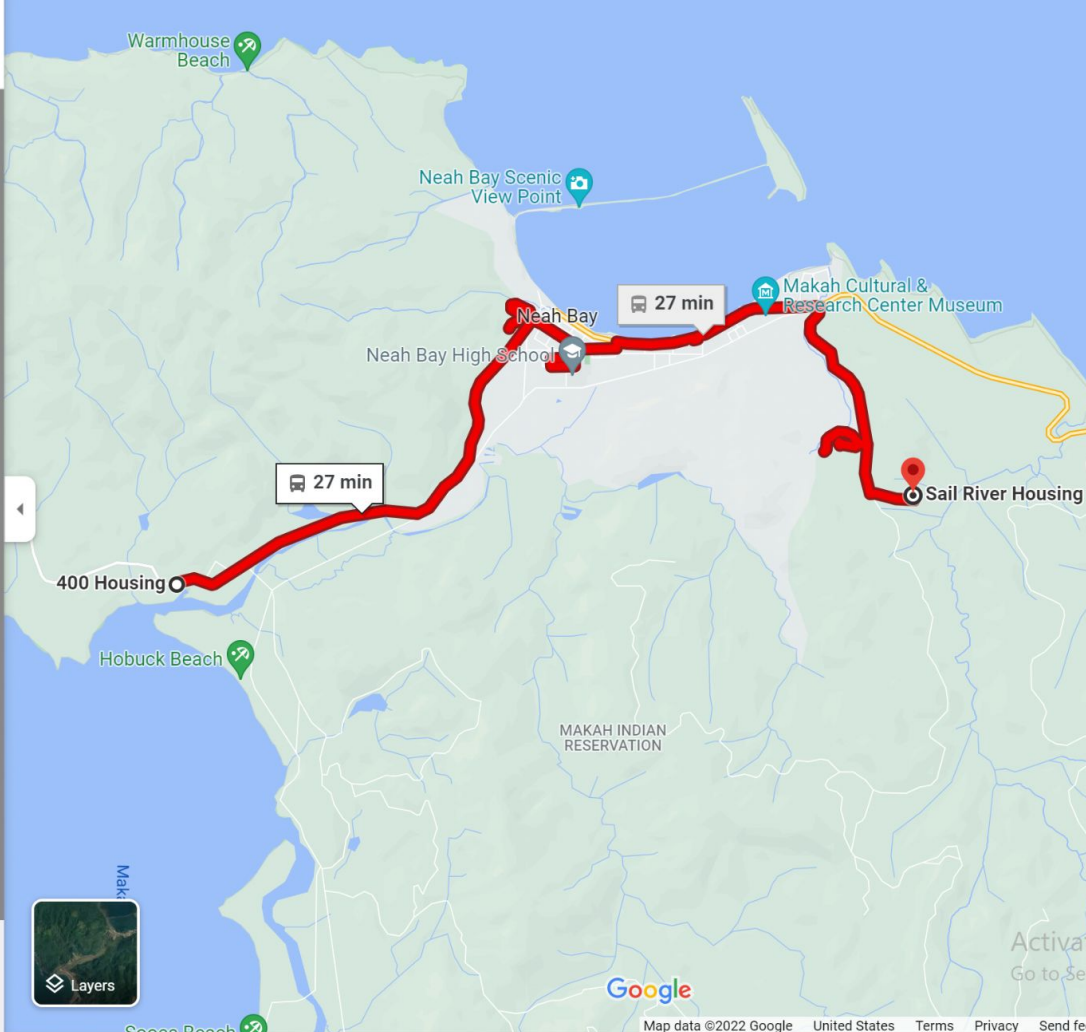
7:27 AM ○ Sail River Housing

7:27 AM ● Sail River Housing
Washington 98357

Cost: \$0.25

Tickets and information
[Makah Public Transit - Ticket information](#) - 1 (360) 645-3111

These directions are for planning purposes only. You may find that



The map displays a red route starting at 400 Housing, passing through Neah Bay (near Neah Bay Scenic View Point and Neah Bay High School), and ending at Sail River Housing. The route is labeled with a 27-minute travel time. Other landmarks include Warmhouse Beach, Hobuck Beach, and the Makah Indian Reservation. The map is powered by Google Maps, with data from 2022.

Live link to: <https://goo.gl/maps/Kw6BbZuhD55P4uXu6>

Title VI/ ADA / Low English Proficiency / Tourists: sample trip in Spanish

400 Housing, Washington 98357

Sail River Housing, Washington 98357

Salir a la(s) ▼

Opciones

06:30

mié, 20 abr

Enviar al teléfono instrucciones sobre cómo llegar

07:00 (miércoles)—07:27

27 min

Makah Public Transit

07:00 desde 400 Housing

USD 0.25

Detalles

08:00 (miércoles)—08:27

27 min

Makah Public Transit


LIVE LINK TO: <https://goo.gl/maps/Ctn3pyedBLm5bYux7>

The map displays a route starting at 400 Housing, passing through Neah Bay, Neah Bay High School, and Makah Cultural & Research Center Museum, ending at Sail River Housing. The route is marked with a red line. Key locations include Warmhouse Beach, Neah Bay Scenic View Point, and Hobuck Beach. Travel time for each segment is 27 min.

Options for GTFS & Requirements

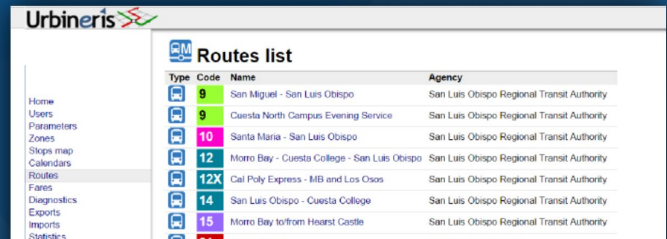
Developing GTFS Data

- Procure, hire & manage outside contractor
- Partner with adjacent/regional transit providers
- Join a state sponsored trip planner
- Use National RTAP's GTFS Builder




Manage public transport data

A transit editor to easily create a high quality GTFS feed.



Type	Code	Name	Agency
9		San Miguel - San Luis Obispo	San Luis Obispo Regional Transit Authority
9		Cuesta North Campus Evening Service	San Luis Obispo Regional Transit Authority
10		Santa Maria - San Luis Obispo	San Luis Obispo Regional Transit Authority
12		Morro Bay - Cuesta College - San Luis Obispo	San Luis Obispo Regional Transit Authority
12X		Cal Poly Express - MB and Los Osos	San Luis Obispo Regional Transit Authority
14		San Luis Obispo - Cuesta College	San Luis Obispo Regional Transit Authority
15		Morro Bay to/from Hearst Castle	San Luis Obispo Regional Transit Authority



GTFS Feed

asheville-nc-us | Asheville Rides Transit

asheville-nc-us : Asheville Rides Transit

[Request an export of this GTFS Dataset](#) | ➡

New features. More support.

What do you need to start?

Fixed Route: At least one fixed route available to public

Website: With fixed route timetables/schedules displayed
(No website - check out NRTAP Website Builder)

National RTAP's GTFS Builder

What do you need to start GTFS Builder?



Google Earth Pro
Desktop Version

Google My Maps

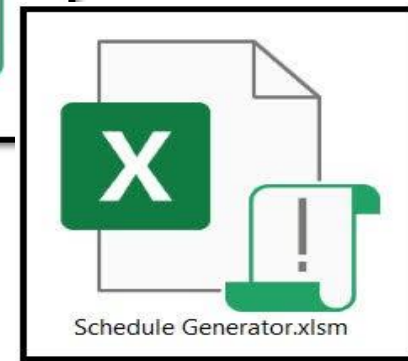


image courtesy: wikipedia

GTFS Builder Guidebook

Step-by-step Guidebook


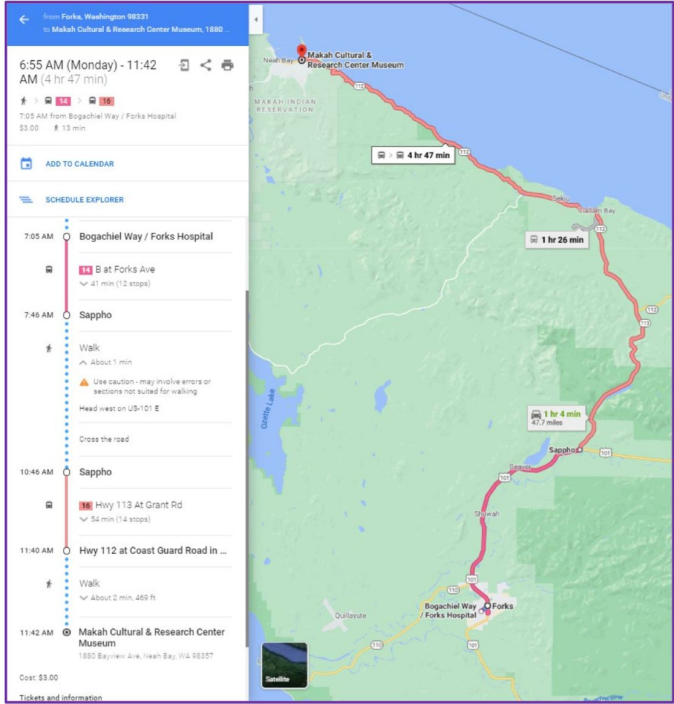
How-To Videos

No-costs & Technical support

Continuous pick-up and drop-off (GTFS-Flex 1.0)


888-589-6821

<https://www.nationalrtap.org/Technology-Tools/GTFS-Builder/Support>



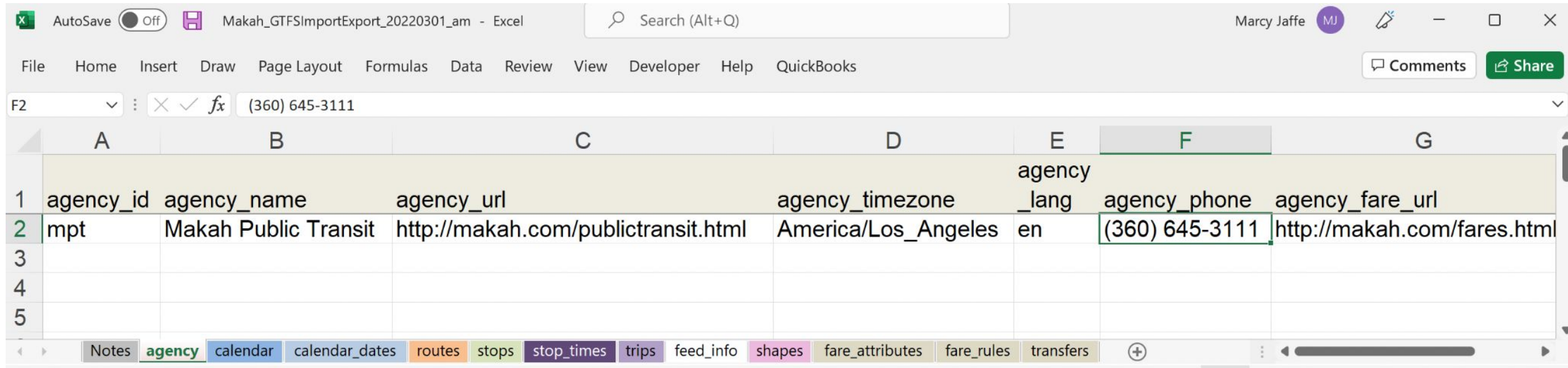
GTFS BUILDER GUIDEBOOK

May 2021



A Program of the Federal Transit Administration, Administered by the Neponset Valley TMA

Two Excel Files - 1. Import Export



Excel window: Makah_GTFSImportExport_20220301_am - Excel

File Home Insert Draw Page Layout Formulas Data Review View Developer Help QuickBooks

Formulas bar: F2 (360) 645-3111

	A	B	C	D	E	F	G
1	agency_id	agency_name	agency_url	agency_timezone	agency_lang	agency_phone	agency_fare_url
2	mpt	Makah Public Transit	http://makah.com/publictransit.html	America/Los_Angeles	en	(360) 645-3111	http://makah.com/fares.html
3							
4							
5							

Bottom tabs: Notes, **agency**, calendar, calendar_dates, routes, stops, stop_times, trips, feed_info, shapes, fare_attributes, fare_rules, transfers

Agency Tab (1 of 12 tabs)

- 8 required
- 4 optional

Two Excel Files - 2. Schedule Generator

MAKAH PUBLIC TRANSIT

PLEASE NOTE: ALL TIMES ARE DEPARTURE TIMES

EFFECTIVE: June 2021

ALSO NOTE: THAT ALL TIMES ARE APPROXIMATE

Sample Timetable

N/A = Not a scheduled stop

* = MTC EMPLOYEE PARK & RIDE

400 HSNG.	DIAHT HILL	SCHOOL	STORE	200 LINE	SAIL RIVER	Head Start	HSNG. DEPT.	EAST NURS.	STORE	SCHOOL	SR. CTR.	CLINIC	DIAHT HILL	400 HSNG.	TRIBAL CENTER
7:00a	7:08a	7:13a	7:15a	7:23a	7:27a	7:31a	7:32a	7:33a	*7:35a	7:40a	7:45a	N/A	7:50a	N/A	7:55a
8:00a	8:08a	8:13a	8:15a	8:23a	8:27a	8:31a	8:32a	8:33a	8:35a	8:40a	8:45a	8:47a	8:50a	N/A	8:55a
9:00a	9:08a	9:13a	9:15a	9:23a	9:27a	9:31a	9:32a	9:33a	9:35a	9:40a	9:45a	9:47a	9:50a	N/A	9:55a

AutoSave Off Makah_Schedules_V3_20220301_am - Excel Search (Alt+Q) Marcy Jaffe

File Home Insert Draw Page Layout Formulas Data Review View Developer Help QuickBooks

A33

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Trip_group	route_id	service_id	direction_id	trip_head	stop_id	stop_name		pick_up	drop_off	continuous_pickup	continuous_drop_off	time_d_start	wait_time	time_point	wheelchair_accessible	bikes_allowed	T01	T02	T03
1	Bus Route:R1a																mpt_a:T01	mpt_a:T01	mpt_a:T01
2	MPT	mtwtf	0	Sail River	100	Tribal Center		400	Housing			1	1		1	1	07:55:30	08:55:30	09:00:00
3	MPT	mtwtf	0	Sail River	101	400 Housing		Diaht	Hill			1	1				07:08:00	08:08:00	09:08:00
4	MPT	mtwtf	0		102	Diaht Hill		School				1	1				07:13:00	08:13:00	09:13:00
5	MPT	mtwtf	0		103	Tech Center		Mini Mart									*	*	*
6	MPT	mtwtf	0		104	Mini Mart		Marina									*	*	*
7	MPT	mtwtf	0		105	Marina		Store - Washburns	Parking Lot								*	*	*
8	MPT	mtwtf	0		106	Store - Washburns	Parking Lot	Hemlock at Bay				1	1				07:15:00	08:15:00	09:15:00
9	MPT	mtwtf	0		107	Museum Road		Museum Road									*	*	*
10	MPT	mtwtf	0		108	200 Line Rd at Holden Creek Rd		200 Line Rd at Holden Creek Rd									*	*	*
11	MPT	mtwtf	0		109	200 Line Rd at Holden Creek Rd		200 Line Twin Spruce									*	*	*
12	MPT	mtwtf	0		110	200 Line Twin Spruce		Sail River Housing				1	1				07:23:00	08:23:00	09:23:00
13	MPT	mtwtf	0		111	Sail River Housing		Wellness Center				1	1				07:27:00	08:27:00	09:27:00
14	MPT	mtwtf	0		112	Wellness Center						1	1				07:28:00	08:28:00	09:28:00

What Skills and Time Are Required?

- Beginner Microsoft Excel skills
- Familiarity or willingness to learn, Google's MyMaps
- Familiarity or willingness to learn, Google Earth
- Estimate: four hours per route

If you try - we'll help you succeed
support@nationalrtap.org



Photo by Andrea Piacquadio:
<https://www.pexels.com/photo/happy-ethnic-woman-sitting-at-table-with-laptop-3769021/>

Schedule Making Options - GTFS Builder

GTFS Builder - Generates Timetable

Tribal Center	400 Housing	Diaht Hill	School	Store - Washburns Parking Lot	200 Line Twin Spruce
	7:00	7:08	7:13	7:15	7:23
7:55	8:00	8:08	8:13	8:15	8:23
8:55	9:00	9:08	9:13	9:15	9:23
Wellness Center	Head Start	Housing Authority	East Nursery at Shelter	Store - Washburns Parking Lot	School
7:28	7:30	7:31	7:33	7:35	7:40
8:28	8:30	8:31	8:33	8:35	8:40
9:28	9:30	9:31	9:33	9:35	9:40

Generate Schedule
Timetable (optional)

Consider Timetable (pivot)

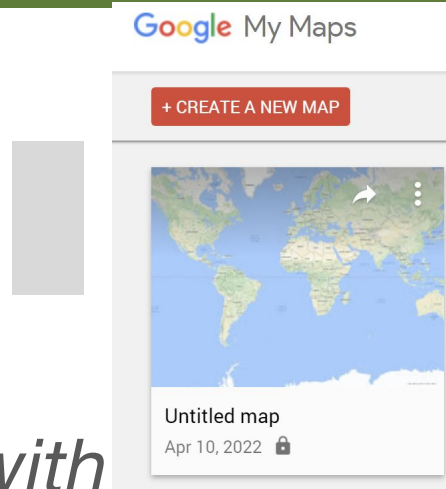
Tribal Center		7:55	8:55	
400 Housing	7:00	8:00	9:00	
Diaht Hill	7:08	8:08	9:08	
School	7:13	8:13	9:13	
Store - Washburns Parking Lot	7:15	8:15	9:15	
200 Line Twin Spruce	7:23	8:23	9:23	
Sail River Housing	7:27	8:27	9:27	
Wellness Center	7:28	8:28	9:28	

Entering Data Manually (simple) & Airtable (from Excel or G Sheets)

Bus Route Map Making Options

Options to Create Bus Route Maps

1. MyMaps



2. MS Publisher - *graphic with local points of interest*



3. Interactive Map *clickable route map with published GTFS*

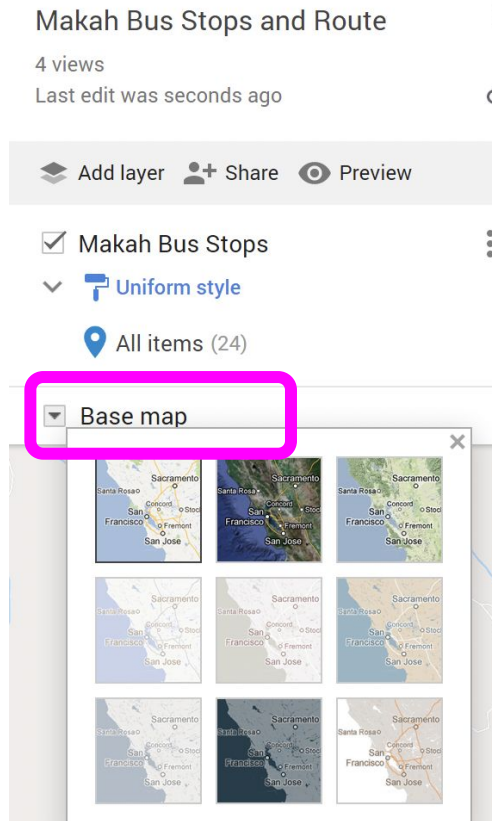


Option 1: MyMaps

Live Demo MyMaps (mymaps.google.com, w/ Google acct)

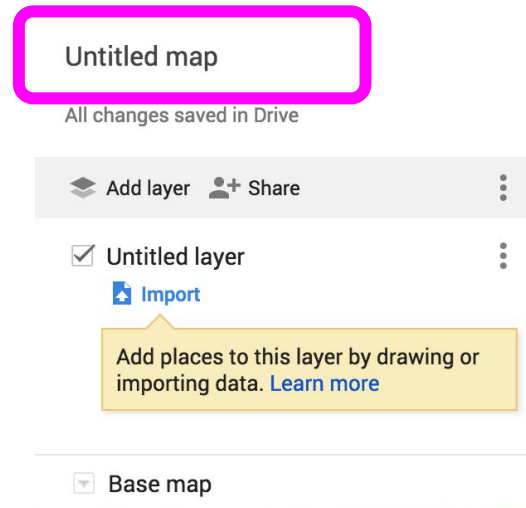
- Bus stop list with address or latitude and longitude (*optional & saves time*)
- Establish route
 - using the “driving directions” tool or input a kml file
 - Trace the route with a line
- Limitations
 - Color palette is not infinite
 - Ten layers per map
 - kml file may exceed app capacity

MyMaps: Create New Map visit mymaps.google.com



Choose Base Maps

Title your Map



Edit map title and description

Map title

Makah Bus Stops and Route

Description


Route maps 2022

Save

Cancel

MyMaps

Google Sheets: If available latitude and longitude of bus stops

 Makah Bus Stops ☆ 📁 ☁

File Edit View Insert Format Data Tools Extensions Help [Last edit was yesterday](#)

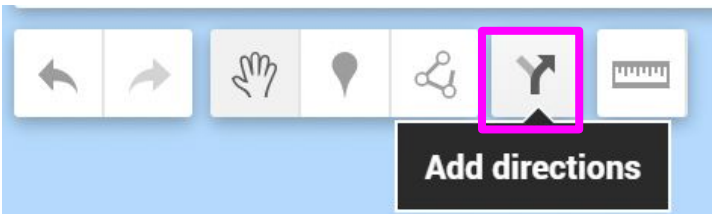
↶ ↷ 🖨 📄 100% ▾ \$ % .0 .00 123 ▾ Arial ▾ 10 ▾ **B** *I* U

A1 ▾ *fx* stop_id

	A	B	C	D	E	F
1	stop_id	stop_code	stop_name	stop_desc	stop_lat	stop_lon
2	100		Tribal Center		48.347546	-124.666928
3	101		400 Housing		48.345925	-124.672653
4	102		Diaht Hill		48.367218	-124.631025
5	103		School		48.36409	-124.623004
6	104		Tech Center		48.365513	-124.617796
7	105		Mini Mart		48.365972	-124.616963
8	106		Marina		48.365935	-124.610807
9	107		Store		48.366264	-124.607673
10	108		Hemlock at Bay		48.368027	-124.60286
11	109		Makah Museum		48.368903	-124.599405
12	110		200 Line Twin Spruce		48.356958	-124.591573
13	111		200 Line Cedar at Twin Spruce		48.357602	-124.587256

MyMaps

Choose Driving Directions: Sketches the route on the road (from stops or places)



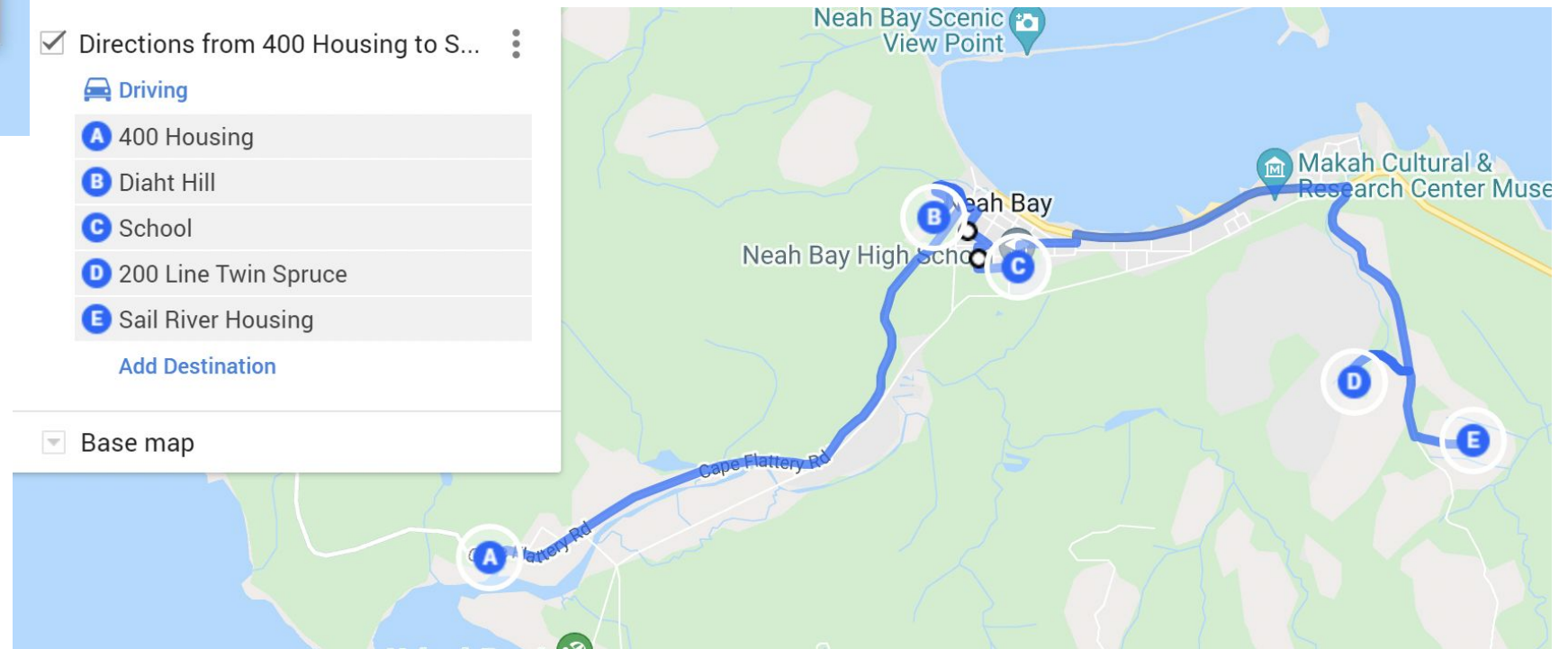
☒ Directions from 400 Housing to S...

Driving

- A** 400 Housing
- B** Diaht Hill
- C** School
- D** 200 Line Twin Spruce
- E** Sail River Housing

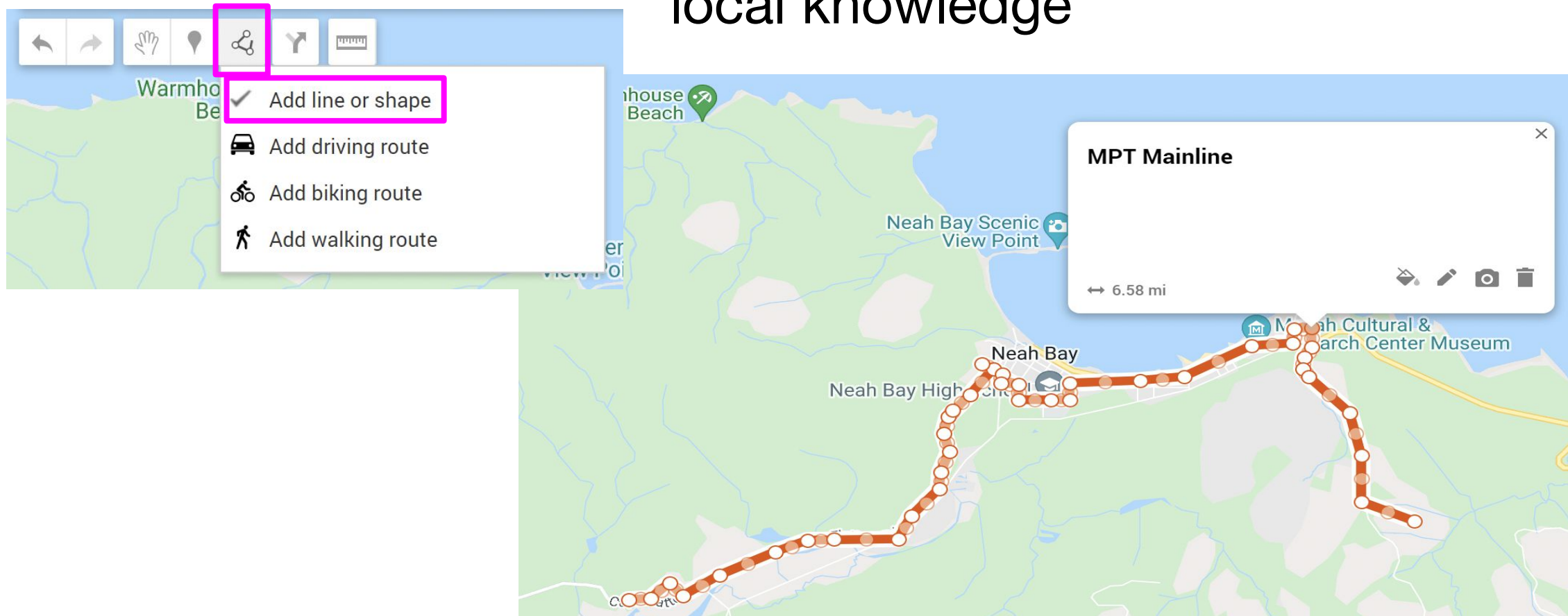
[Add Destination](#)

☐ Base map



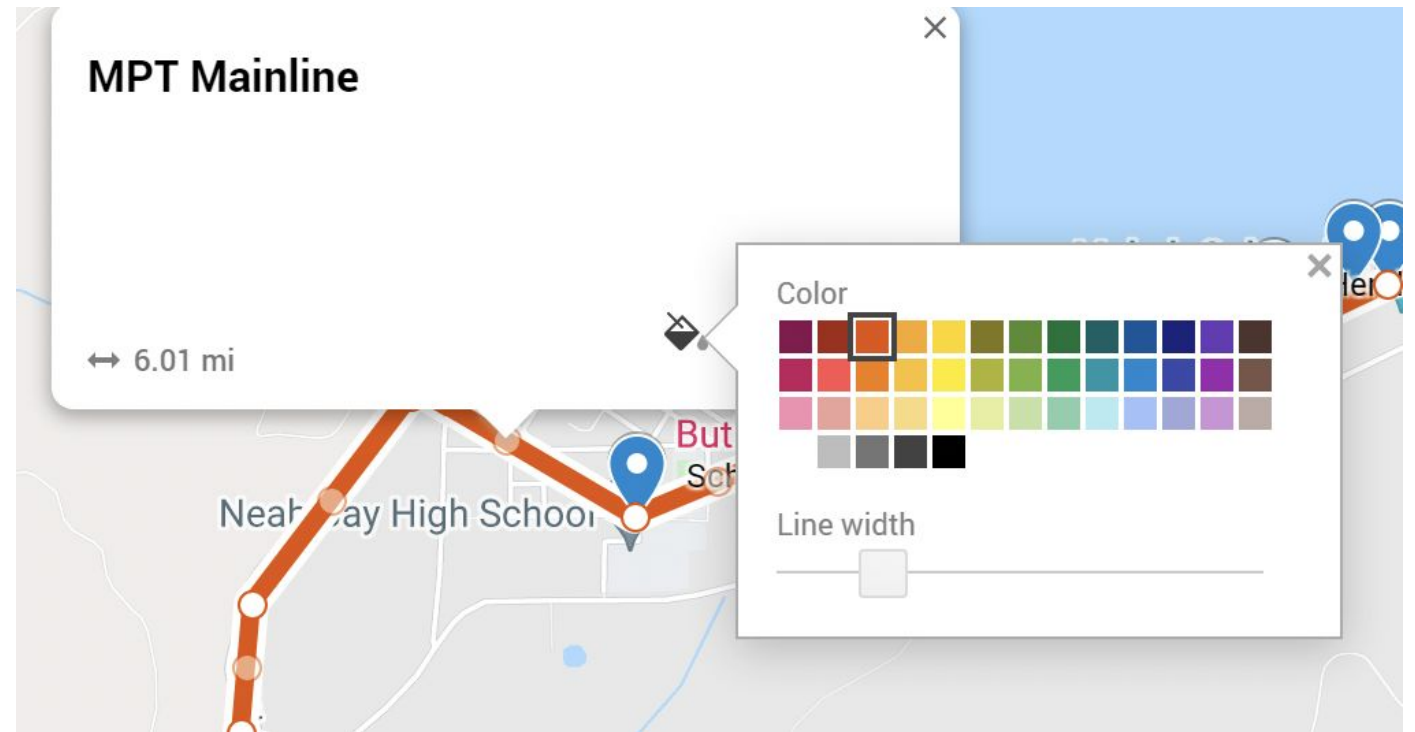
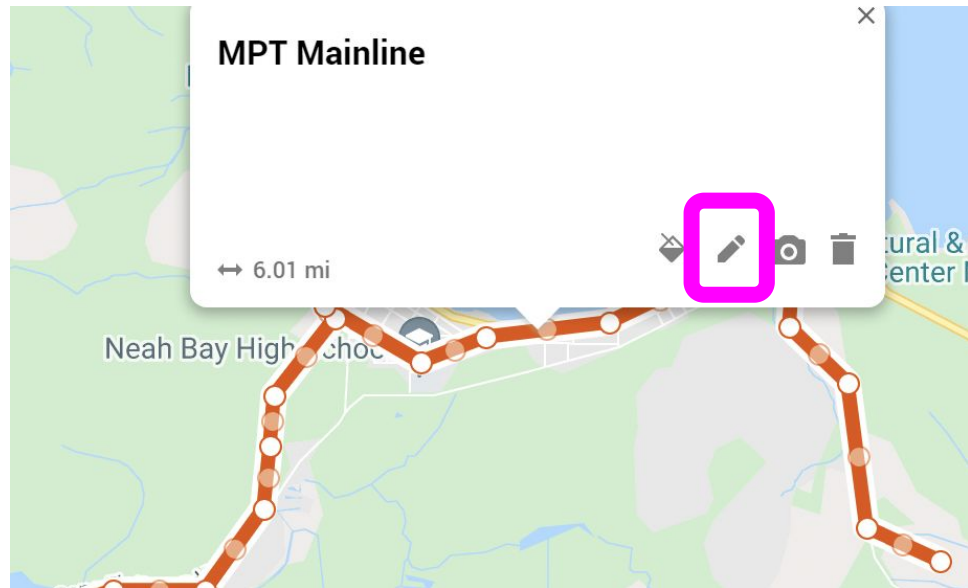
MyMaps

Add New Map Layer: Trace Driving Directions: Or draw from your local knowledge



MyMaps

Select the “pencil” to edit line & fill-box for color, line width

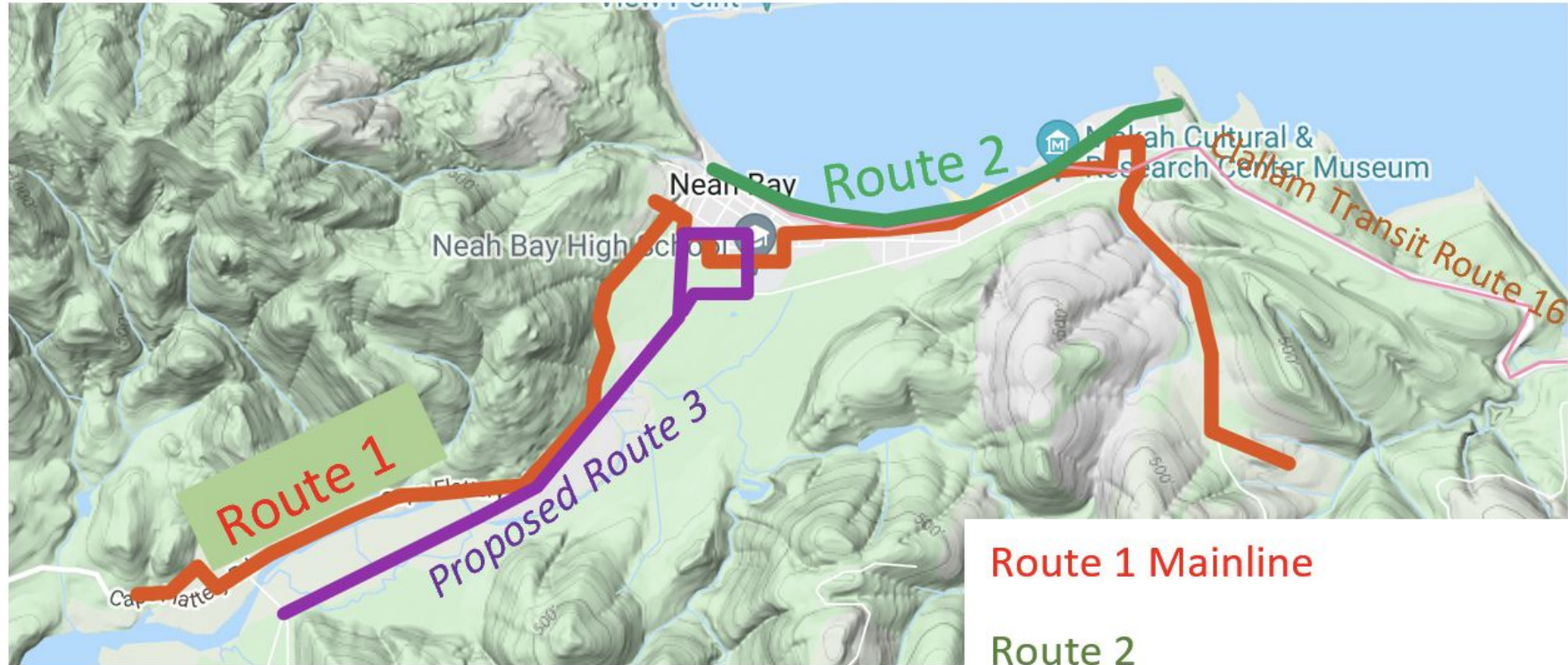


MyMaps

Draw lines for other routes or Inter-agency routes & map layers -
Clallam Transit connects to Makah Public Transit



MyMaps: System/Inter-agency Map



Route 1 Mainline

Route 2

Proposed Route 3

Clallam Transit Rt 16 (to Forks)

MyMaps: Timetable with System Map

Makah Public Transit – System Map



Weekdays

Tribal Center		7:55	8:55
400 Housing	7:00	8:00	9:00
Diaht Hill	7:08	8:08	9:08
School	7:13	8:13	9:13
Store - Washburns Parking Lot	7:15	8:15	9:15
200 Line Twin Spruce	7:23	8:23	9:23
Sail River Housing	7:27	8:27	9:27
Wellness Center	7:28	8:28	9:28
Head Start	7:30	8:30	9:30
Housing Authority	7:31	8:31	9:31
East Nursery at Shelter	7:33	8:33	9:33
Store - Washburns Parking Lot	7:35	8:35	9:35
School	7:40	8:40	9:40
Senior Center	7:45	8:45	9:45
Clinic		8:47	9:47
Diaht Hill	7:50	8:50	9:50
Tribal Center	7:55	8:55	9:55

For more information call : _____

Updated: (date)

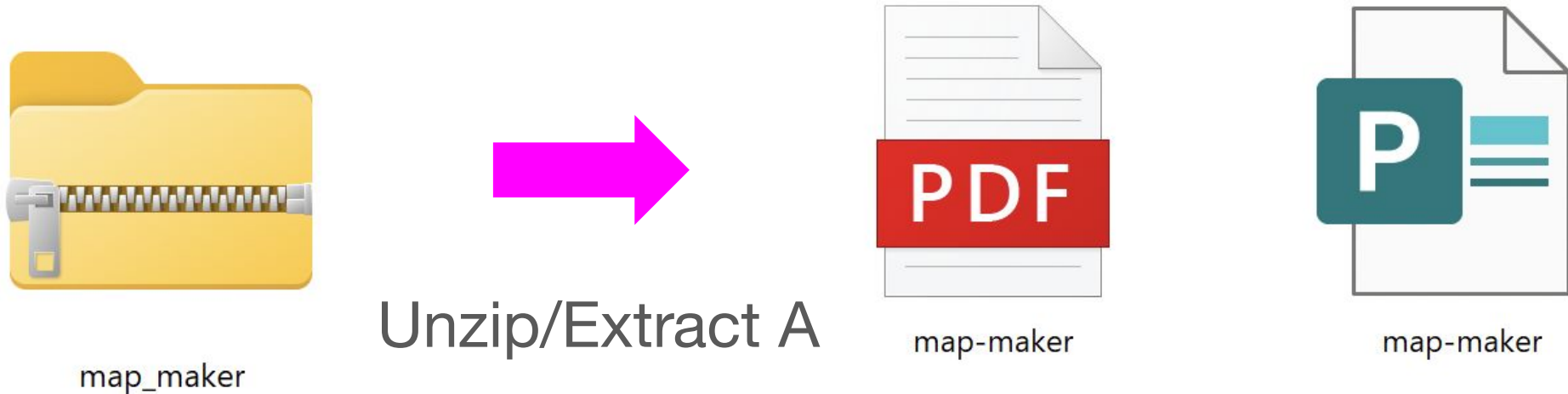
Option 2: MS Publisher

Live Demo: MS Publisher

- Unzip MS Publisher Template
- Draw start to end (Driving Directions)
- Trace the route (a sketch) or just representation
- Add key road names, road sign, stops, times, and legend
- Limitations
 - May be a separate purchase for new versions of MS Office.
 - May be more graphic than to scale

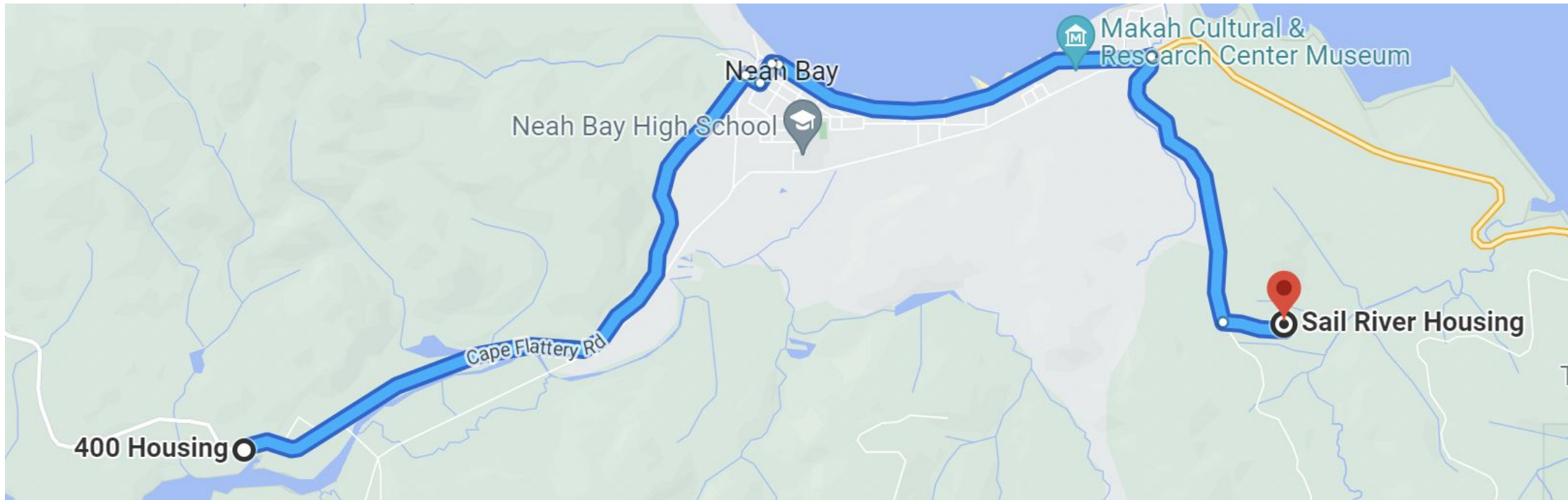
MS Publisher

- Map_maker: Template to Sketch Route, add features



- https://irp.cdn-website.com/270961f6/files/uploaded/Customizing_Templates_in_Microsoft_Publisher.pdf

Google Maps Driving Directions (maps.google.com)



MS Publisher

PAGE 2 — TOOLS
Create your Map here

400 Housing

Cape Hattery Rd

Neah Bay

Neah Bay High School

Makah Cultural & Research Center Museum

Sail River Housing

1	2	3
4	5	6
7	8	9
10	11	12

1	2	3
4	5	6
7	8	9
10	11	12

1	2	3
4	5	6
7	8	9
10	11	12

County Hospital
Accurate Machinery
Business Park

Government Center
County Mall
Sunset Dr. & Moon Hill Ln.

Step #5 — optional
Add highway signs. Ungroup the existing sign and replace the numbers as needed.

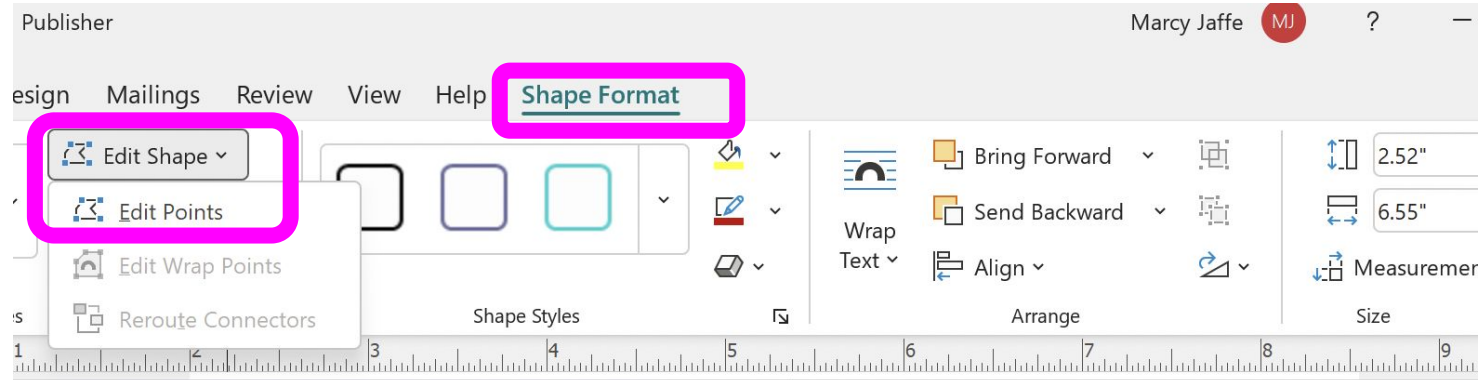
01234
56789

MS Publisher

Makah Public Transit— Route 1



MS Publisher



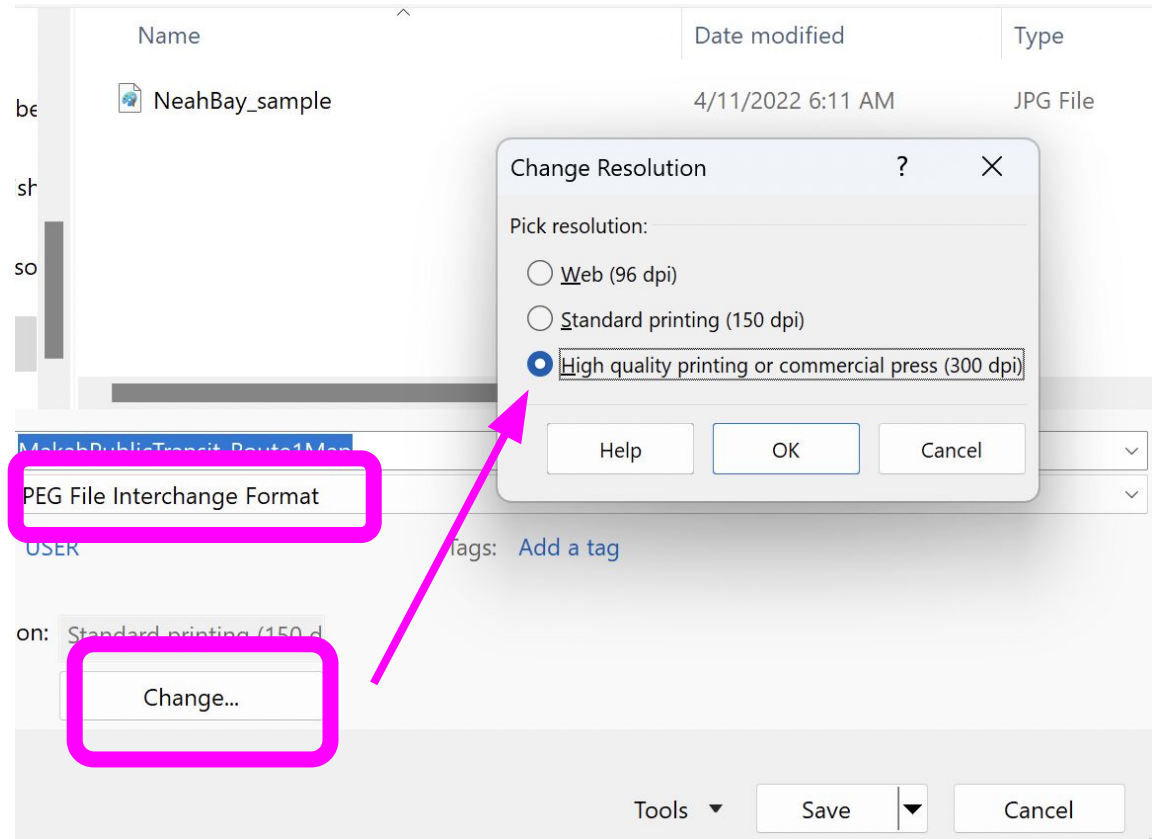
Makah Public Transit—
Route 1



Save as jpeg for
scaling, etc

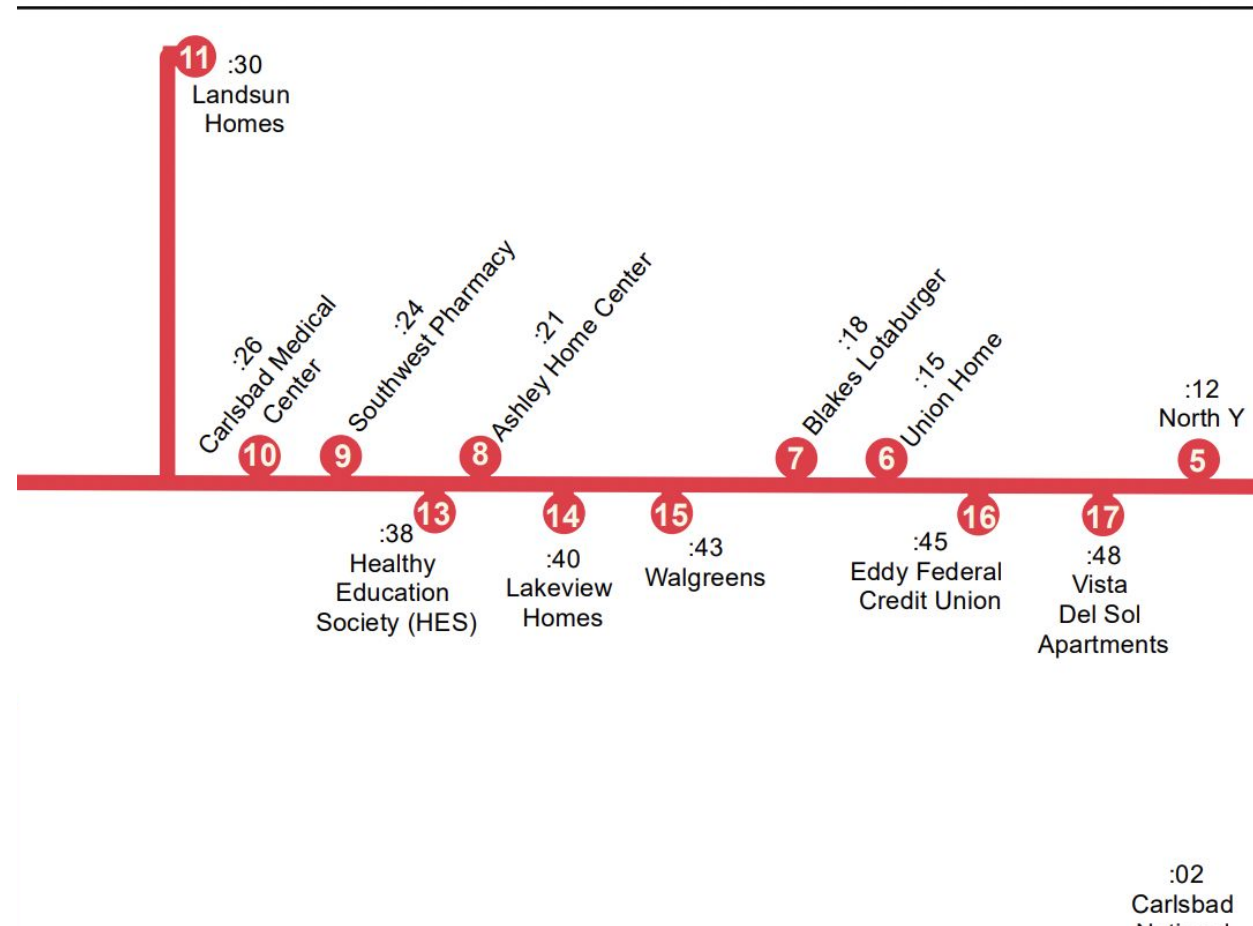
MS Publisher

1. Select all elements of your map & named places, etc
2. On the File menu, click Save As.
3. In the File Type drop down, select *JPEG File Interchange Format*.
4. Change... High quality.
5. Save the file to a location you'll remember.

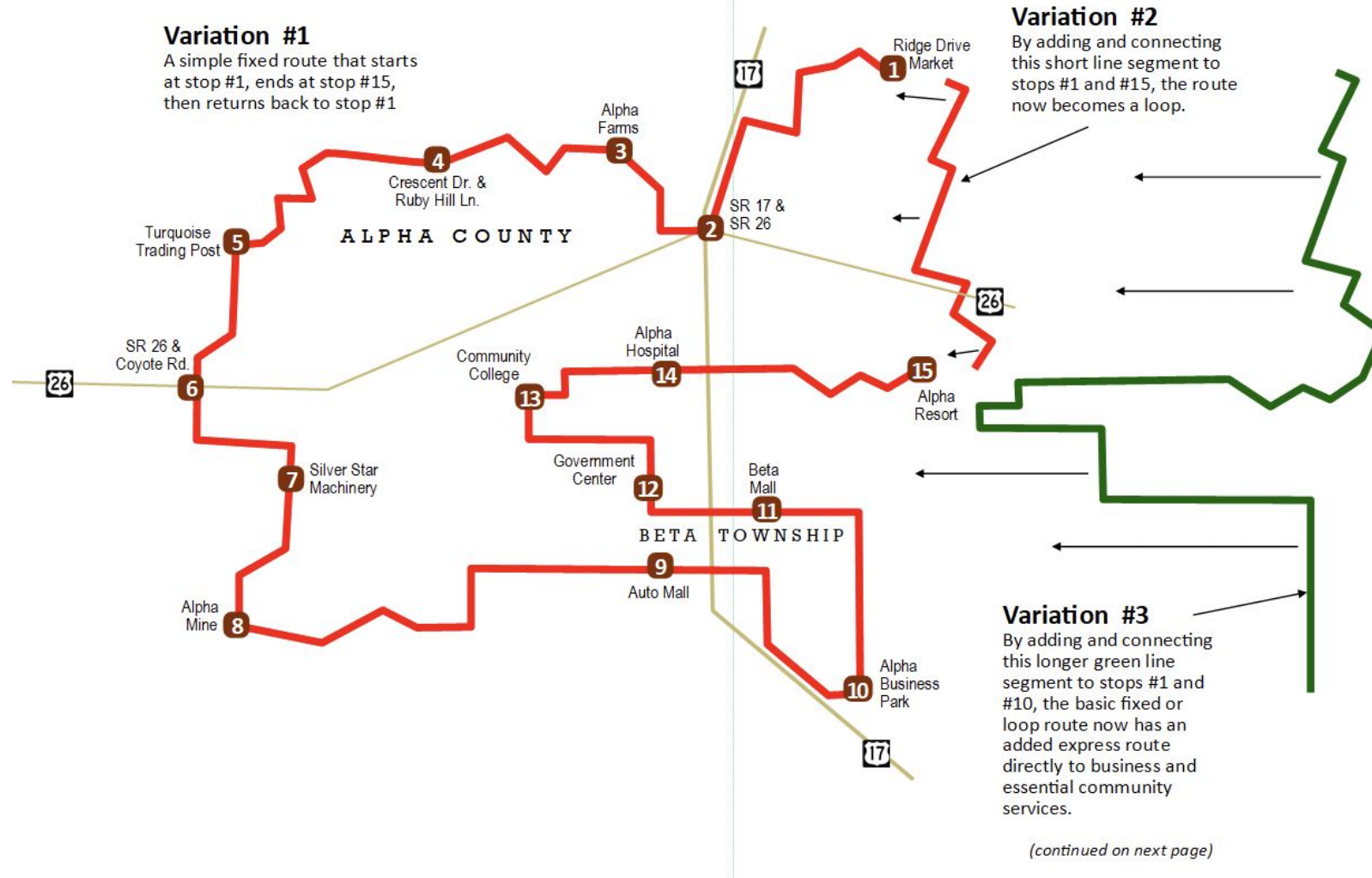


Carlsbad Transit Fixed Route

Sample Schematic
Map with departure
times at numbered
stops



MS Publisher



Option 3: Trip Plan “Live” Route

Live Demo Interactive Map: GTFS Builder - Published Route

- Route shapes displays the bus route on the roads
- Route shape can be any color (match website)
- Easy to modify as routes are updated
- Limitations
 - Requires publishing GTFS feed with optional “route shapes”
 - Loop routes may not display as desired

Interactive Route Map

Google Maps **Transit** Directions (maps.google.com)

Google Maps



Terrain, traffic & more
Layers have moved



Your places



Your contributions



Location sharing



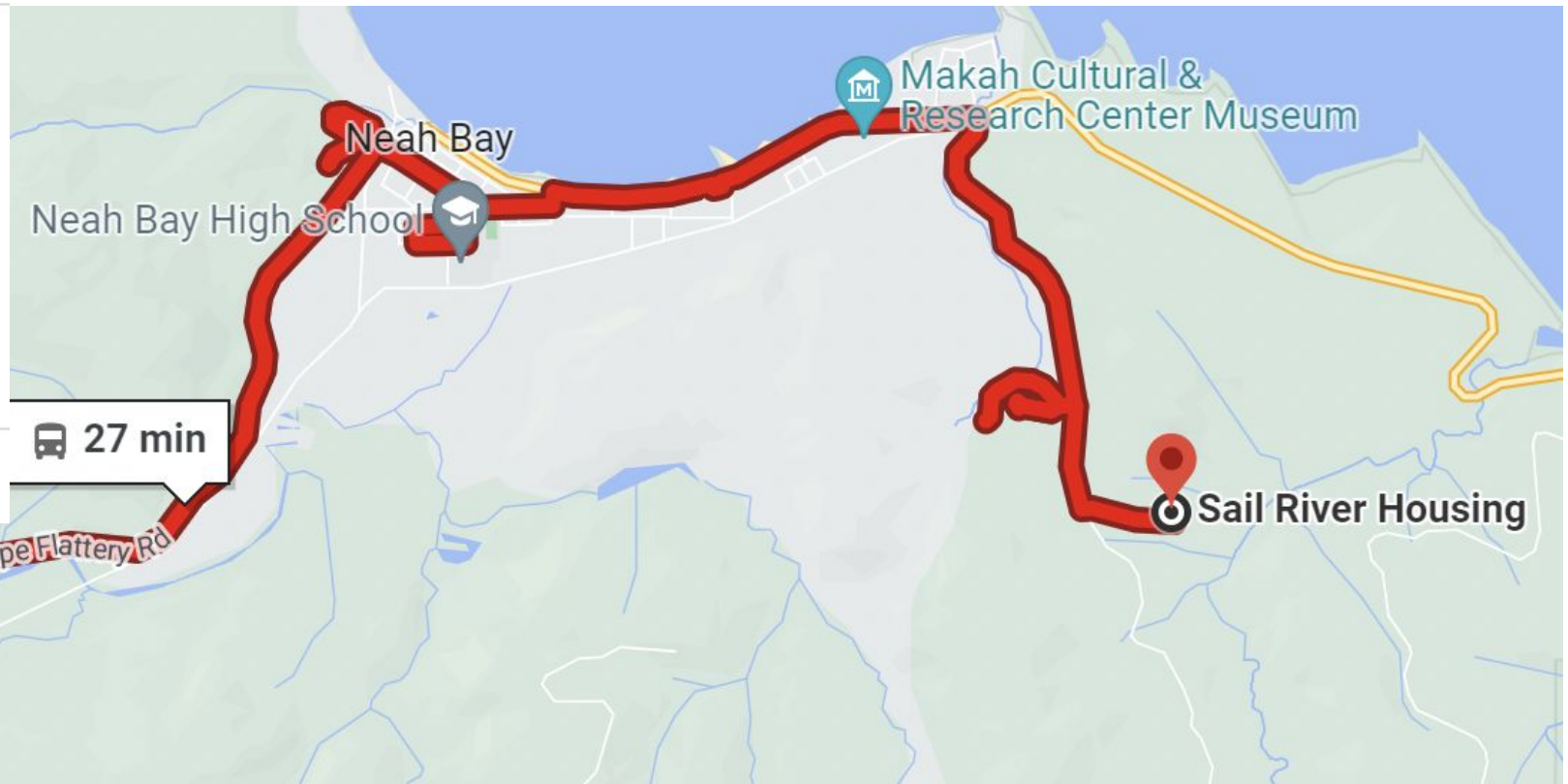
Your timeline



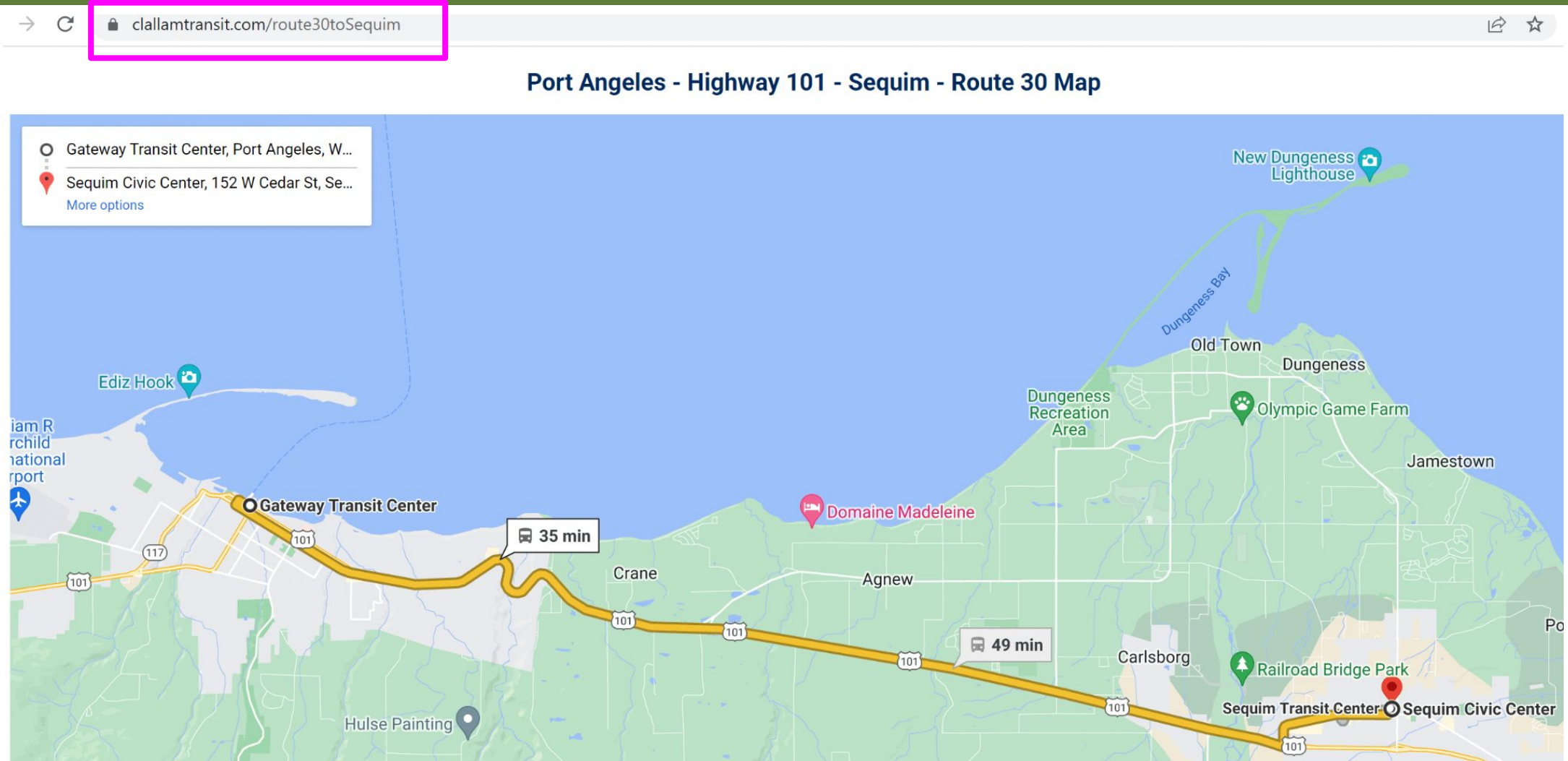
Your data in Maps



Share or embed map



Interactive Route Map



Import Route Map Image or Embed iFrame to Website

Questions?

Next steps: GTFS Builder Webinar or Download

Download and get started or join us for a deeper dive and hands-on training.

Download GTFS Builder & Guidebook from:

<https://www.nationalrtap.org/Technology-Tools/GTFS-Builder/Support>

GTFS: Three Steps to Online Trip Planning Training Series

May 19 & 26; June 9 (Thursdays) 1-2 EST

Upcoming Marketing Related Events

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

Rural Transit Day

July 16, 2022

Learn more at:

nationalrtap.org/News/Rural-Transit-Day



Reach Out!

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781-404-501500

Nancy Doherty

National RTAP

ndoherty@nationalrtap.org

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Marcy Jaffe

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360-643-1002

Justin Heavenridge

Website Builder Support

support@nationalrtap.org



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

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



U.S. Department of Transportation
Federal Transit Administration