Online Survey
Polco.us/MPTA

Two-minute survey related to the session’s content.
Thank you for participating!
Tips for Communicating Transit Effectively Now and in the Future

A.T. Stoddard, LSC Transportation Consultants
Jill Brown, Jill C. Brown Public Relations
Jill Cahoon, AECOM

October 5, 2020
Workshop Agenda

• Needs and Challenges
• Opportunities and Constraints
• Developing and Tracking a Referral Network
• New Marketing Tools
• Looking for Opportunities to Tell Your Story
• Building and Maintaining and Stakeholder Network
• Continually Engaging the Community
2020 Context
Needs and Challenges
Opportunities and Constraints
Employee And Passenger Safety

CARES Act

Check in with Polco Survey
Loss of Riders

Systemwide Average Weekday Boardings
Other Impacts

• Loss of Funding
• Capacity Limitations
• Olmstead Decision and Community-Based Services
Rural Transit Needs

• Medical Appointments
• Shopping (groceries, medications)
• Employment
Communication

• What needs do passengers have?
• What concerns/fears do passengers have?
• How are you addressing their needs and concerns?
The PESO Model for Marketing:
Paid    Earned    Shared    Owned
PESO Model
Today’s Focus

- Newer **Marketing** Tools
- Looking For Opportunities To Tell Your Story
- Developing And Tracking A Referral Network
Most have internet access, and many—especially younger adults—use social media.

Q1: Do you use a computer with internet service? (Older adults, n=509 Younger adults with disabilities, n=513)
Q2: Do you have a mobile phone that allows you to use the internet, receive and send text messages, and use apps, sometimes called a ‘smart phone’? (Older adults, n=509 Younger adults with disabilities, n=513)
Q3: Do you use social media, such as Facebook, Twitter, Instagram, Snapchat or LinkedIn? (Older adults, n=509 Younger adults with disabilities, n=513)
Paid – Geofencing and Geotargeting Ads
Geofencing draws a circle around a location.

People visiting the site receive ads.

Data can tell if people who received your ad visited your location on another day.
Digital Advertising
What are people watching?

## Connected TV Networks include....

### News & Information 📹
- ABC News - US & World News
- BBC News
- Bloomberg
- Business Insider
- BuzzFeed
- CBS NEWS
- CHEDDAR
- CNBC
- CNET
- CNN Breaking US & World News
- FOX Business Network

### TV & Movie 🎬
- ABC
- Adult Swim
- Amazon Prime Video
- Animal Planet
- CBS All Access
- Comedy Central
- Crackle – Free TV & Movies
- Discovery
- E!
- FilmRise
- Food Network
- IFC
- MTV

### Sports 🏑
- BBC Sport
- beIN SPORTS
- Cycle world
- ESPN
- Fantasy Sports Network
- Football Daily
- FOX DEPORTES
- Fox Sports
- MLB
- NBA

### Lifestyle 🌿
- CNET
- Fashion Channel
- IGN Entertainment
- Outside TV
- Smithsonian Channel
- The Cooking Channel

### Weather 🌡️
- The Weather Channel
- Weather News & Radar Maps
- Weather Underground
- WeatherNation

## Other Networks 📺
- Nat Geo TV
- OWN
- PBS
- SCIFI LIX
- Sony Movie Channel
- Sundance TV
- SYFY
- TBS
- Univision
- USA NETWORK
- VH1

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**Department of Transportation**
**Rural Transit Assistance Program**

**MPTA**
**Minnesota Public Transit Association**

**AECOM**
**Jill Brown**
Paid – Connected TV

- Time spent with CTV is up 81% YOY
- Only Way to Reach Cord Cutters watching TV
- Over 200M CTV Households – reaching 58% of US adults
- Video Completion Rates of 90%+
- Multi-Screeners Drives Web & Social Traffic

Spending Forecast

© Statista
COVID has sped up the development of augmented reality technology. Retailers report 2 to 3 years ahead of schedule on some tools.

- Wow factor captures attention.
- New way to peak interest.
- Leave a positive impression.
- Costs start at $27 per month for 1,000 impressions.
- Download free Revealio app onto phone.
Watch as the message comes to life!
Earned – Media Relations

St. James Plaindealer

SUBSCRIBE
Alerts help you track important account... e.
Subscribe Now

St. James administration announces plan to move high school to distance learning, and Northside to keep same learning model

Tennis stays hot, tops Pipestone twice in 3-0 week

Smithfield
Good food. Responsibly.
820 12th Street North • St. James, MN 56081
507-375-3124

Take Me There Transportation Services rings in new bus to their fleet

MOST POPULAR
1 Landgren cartoon: Trump’s peaceful transition
   Sep 25 at 5:05 PM
2 Weatherford cartoon: Mail-in ballots

Department of Transportation
Rural Transit Assistance Program

MPTA
Minnesota Public Transit Association

AEcom
L.S.C
Jill Brown
Check in with Polco Survey

• Referral tracking....

• Polco.us/MPTA
Earned -- Networking

Networking Is The Science Of Speeding Up Trust

Voicemail
Phone
Email

Provide Info Present at Open House
Meet to Discuss Idea

Information Delivered
Meeting Set with Board

How to share with governing entities, other organizations, media? How to report back to referral?
Check in with Polco Survey

• Social media presence
• Polco.us/MPTA
Shared – Social Media

• Content – Mix of conversation and selling – be human.

• Advertising –
  • Boost posts
  • Ads
  • Pixels

TRUE Transit
September 21 at 9:10 AM

Tomorrow is #CarFreeDay, a holiday encouraging motorists around the world to give up their vehicles for the day and try other forms of transportation like public transit, bikes or walking.
Check in with Polco Survey

• Tools for engaging
• Polco.us/MPTA
Shared – Survey Information

• Engage community.
• Inform your board decisions.
• Fine tune your messages with targeted audiences.

• A newer tool is Polco (Polco.us).
• Some governmental units are using CARES Act dollars to upgrade from free accounts to engage with, listen to and build trust between them and their community as we plan to come out of COVID.
Q18: Should taller buildings be steered to Broadway on the rapid transit route, with heights stepping down closer to 3rd Avenue SE?

Location

All Responses
All responses to this question.

All Responses

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
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<tbody>
<tr>
<td>A</td>
<td>63% (69)</td>
<td>37% (41)</td>
</tr>
</tbody>
</table>

Verified
The subset of overall respondents that were verified using local voter files and other public data.

Registered Voters

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>64% (59)</td>
<td>36% (33)</td>
</tr>
</tbody>
</table>
On Advertising Specialties in SW MN Pilot Program, MnDOT SAYS:

For the pilot marketing project that is funded solely with state funds, giveaway promotional items may be purchased provided the individual unit value is not more than nominal.

Nominal is defined for this purpose as $5 or less.

Projects funded with any combination of federal dollars must abide by 2 CFR 200.421, which disallows costs of promotional items and memorabilia, including models, gifts and souvenirs provided to customers or the public.
Owned – Your buses!

- Advertise your services in and on your bus.
- Consider selling or trading advertising in and on your bus.
A Word on Evaluation in PESO

- What gets measured gets done.
- Thoughts on PESO evaluation:
  - Impressions vs leads.
  - Google analytics provides data on qualified leads.
  - Leads can take time.
PESO Model -- Recap
Building and Maintaining a Stakeholder Network
Continually Engaging the Community
Stakeholder Coalition or Network

• Purpose
  • Understanding community needs
  • Understanding and responding to change
  • Communicating change
  • Communicating success and solutions
Stakeholder Coalition or Network

• Format
  • Advisory committee
  • Network/coalition

• Representatives
  • Types of agencies/partners
  • Internal stakeholders

• Communications
  Schedule/Format
  • Meetings
  • Updates
Community Engagement

- **Community engagement is a bi-directional route!**
- Communicate success and solutions
  - Stakeholder network
  - Traditional & social media
  - Website
  - On buses/in transit facilities
  - At events
  - Newsletters

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TARTA celebrates transit

Ten billion. That’s how many people in the United States use public transportation to get where they need to go. For many, it’s a lifeline. A connection to their communities that they otherwise wouldn’t have. Others choose it to be environmentally conscious or to save money. Or perhaps, those who choose transit simply want to avoid the headache of navigating rush hour traffic and rather spend their time catching up on emails, reading a book or preparing themselves for the day ahead.

No matter the reason, public transportation moves people and local economies and it’s time to educate and celebrate.

For the third year, transit agencies across the state will participate in an initiative called “Ohio Loves Transit,” February 10-14, 2020. Local transit systems will be highlighting how their systems are enhancing mobility for all around the state and spurring economic growth through job access.

“The timing of Ohio Loves Transit is perfectly aligned as TARTA begins its evolution into the future. Public transportation intersects with economic development, workforce development, quality of life, affordable housing and accessibility issues,” TARTA General Manager, Kim Dunham said. “Mobility freedom equates to opening doors of opportunity that allow access to jobs, medical services, doctor appointments, education, shopping, and
Example Newsletter

http://catchthecometsc.gov/whats-new/the-comet-newsletters/

IN THE SPOTLIGHT
The COMET announces the election of new officers to its Board of Directors
The COMET recently announced the election of new officers to its Board of Directors. The new officers were elected at the August 2020 meeting.

Promotions & Discounts
Free transit services and unlimited 45-minute Blue Bike SC rides
The COMET will continue running free-fee services to ease the financial burden of those who may have lost wages due to the pandemic. Additionally, all riders get unlimited, free 45-minute Blue Bike rides on Blue Bike SC, just as your driver for a ride to work. Visit a Blue Bike SC station at www.bluebike.sc.

Sign up for our email newsletter
Went to stay up to date on The COMET’s most recent news, information and updates? Sign up for our bi-monthly email newsletter by visiting our website at www.catchthecometsc.org.

NEWS & UPDATES
MidlandsBiz COMET Chat with CEO John Andoh
On Sept. 1, we launched UofSC Transit powered by The COMET in partnership with the University of South Carolina. UofSC students and faculty are able to ride UofSC Transit powered by The COMET (formerly the Carolina Shuttle) free of charge. The general public will also be able to ride UofSC Transit powered by The COMET at the same fee as it costs to access The COMET services.

THE COMET IN THE COMMUNITY
The COMET is launching two new mobility programs developed through a partnership with Abee SC. Eligibility for both programs is available for people who are 65 and older and those with disabilities living outside The COMET service area but in the Columbia Urbanized Area. The funding for the mobility programs is made possible through a Federal Transit Administration grant.

The COMET Pick-Up Program (PUP)
With PUP, a taxi or rideshare service will be available 24 hours a day, seven days a week. The program provides a 50% discount up to $50 per month. Once applicants have completed the required training, signed in their applications, and DART eligibility, they can participate in the program. Each participant will receive a Gift Voucher Card for use with any participating ride-hailing or taxi service.

The Volunteer Transportation Reimbursement Program (V-TRP)
For V-TRP, participants will receive funds to pay for their volunteer driver in the form of a reimbursement for mileage according to the Federal Mileage Reimbursement rates. Volunteer drivers can be a friend or neighbor. All trips must begin or end in the Columbia Urbanized Area. The reimbursement is available up to 100 miles per month per participant to pay the volunteer driver.

DID YOU KNOW?
Individuals, families, communities, and businesses benefit from public transportation. According to the American Public Transportation Association (APTA):
- In 2019, Americans took 9.9 billion trips on public transportation.
- Public transit saves $1.3 trillion dollars annually in fuel savings, reduced congestion, and other benefits.
- Since 1990, public transportation service has increased by 28% — a growth rate higher than the 2% increase in U.S. population.
- Public transportation has a $34 billion industry employing 436,000+ people.
COVID-19 UPDATE
NEW BUS DISINFECTION SYSTEM AND OTHER PROTECTIVE MEASURES

Yuba-Sutter Transit and our service contractor, Sierra Transit Systems, have worked proactively from early in the pandemic to help safeguard passengers and employees alike. These efforts have been continually adjusted and expanded over time as conditions and best-practices change. While some of these efforts are visible to the public, others such as those below are conducted behind the scenes or other times.
- Frequent interior cleaning protocols have been implemented, but we recently acquired electrostatic fogging machines (purchased already), in order to apply a commercial disinfectant each right to the interior surfaces of buses that were used that day.
- We remodeled the HVAC system on our shuttle buses with high efficiency air filters and we are researching similar approaches on our transit buses.
- The standard air filters in our office HVAC system have been replaced with high efficiency filters.
- In-person health screenings are being conducted with all employees and contractors as they report for duty each day.

For more information regarding our COVID-19 related policies and procedures, please call our Administrative Office at (530) 643-0889 or email us at info@yubasuttertransit.com.

FACE COVERINGS REQUIRED ON PUBLIC TRANSPORTATION

Yuba-Sutter Transit has long encouraged the use of face coverings while riding the bus, but California Department of Public Health guidelines now state that “face coverings must be worn when waiting for or riding on public transportation.” This guidance also applies to the drivers of public transit vehicles when passengers are on board.

While exceptions are available based on age and certain medical conditions and we are not currently refining service for non-compliance, please wear a face covering every time you ride – for everyone’s sake!

LABOR DAY HOLIDAY NOTICE

Yuba-Sutter Transit will not be in operation on Monday, September 7, 2020 in observance of Labor Day. Regular service will resume on September 8th.

SUMMER MARKETPLACE TO CLOSE PLUMAS STREET TO VEHICLE TRAFFIC ON SATURDAY, AUGUST 8TH

The 2nd Plumas Street Summer Marketplace event will be held from 10:00 a.m. to 6:00 p.m. on Saturday, August 8th in downtown Yuba City where you can explore Plumas Street in an outdoor setting, eat at outdoor cafes and enjoy live music. For this low combined event, Plumas Street will be closed to vehicle traffic from Church Street to Bridge Street from early that morning to allow time to set up. As a result of this event, Yuba-Sutter Transit’s local fixed route service will be re-routed from Plumas Street all day on August 8th. Route 1 busses will reroute on Olive Street between Cushman Avenue and Forbes Street and Route 2 will operate on Olive Street between Cushman Avenue and Bridge Street. The Plumas Street bus stops at Church Street and Bridge Street will not be in service during this time nor will the Route 1 bus stops at Forbes and Almond.

For more transit driver information including alternate stop locations, please call our Dispatch Office at (530) 742-2877. For more information on the Plumas Street Summer Marketplace, please call the Yuba City Downtown Association at (530) 755-9625.

LIMITED STOP ROUTE 1 EXPRESS SERVICE STILL AVAILABLE

The limited stop Route 1 EXPRESS service that began in mid-June is still in operation to increase capacity and speed travel on the popular cross-town route. While all four regular Route 1 busses continue to operate as scheduled, two supplemental Route 1 EXPRESS busses also continue to operate during the peak hours of commuting, approximately 7:00 a.m. to 4:00 p.m. each weekday. The EXPRESS busses operate in opposite directions stopping only at the following five bus stops every half hour: Yuba City and Main, Walmart Terminal (Sac’s Clock), Kmart, Sutter Memorial Hospital, North State Transit Center (Walgreens).

Connect passengers on the Route 1 Express experience quicker and more direct service to these five stops where they can transfer to one or more of the other local fixed routes. The stops are identified by the EXPRESS designation sign and a list of stops posted on the side of the bus. The five bus stops also have Route 1 EXPRESS information posted inside the passenger shelters.

The Route 1 EXPRESS is an experimental demonstration service that is being offered on demand and busses are available and the route and schedule may be adjusted with minimal or no notice as conditions change. Passengers should check with Yuba-Sutter Transit Dispatch/Deluxe (530) 427-2077 for continuous availability.

For more information, please call us at (530) 643-0889 or email us at info@yubasuttertransit.com or sign up for our service alerts at www.yubasuttertransit.com.

GENERAL PUBLIC BUS PASSES ARE NOW JUST $10 A MONTH

Yuba-Sutter Transit’s monthly bus pass is now being discounted from the regular price of $20 to just $10 each month. The $20 pass is one of the lowest prices of any in the area, and will only be available online through the Rare Low Carbon Transit Operating Program (LUTOP) as a three-year demonstration program. These monthly passes are valid on Yuba-Sutter Transit’s shuttle, local and three rural fixed routes.

With this exciting new program, the basic full fare pass is now substantially priced with the $5 monthly pass for youth, seniors and persons with disabilities that has long been subsidized with local and/or District funds. As a result, most passengers will find that the best deal for them is to purchase a monthly pass.

For more information, please call our Administrative Office at (530) 643-0889 or email us at info@yubasuttertransit.com.

CONNECT CARD SALES OUTLETS

Connect Cards can be loaded online or at the following local sales outlets or on the Connect Card website. http://www.yubasuttertransit.com/ For more information, please call our Administrative Office at (530) 643-0889.

- Yuba-Sutter Transit Administrative Office – Marysville
  - Connect Card Website: www.connectcard.com (Email or Visit / Auto Load)

New string Connect Cards are available on any sales outlet but new and replacement discount Youth (2) Connect Cards are only available during normal weekday business hours at the Yuba-Sutter Transit office in Marysville.

Call (530) 634-4885 for more information.

Yuba-Sutter Transit
1700 S Street
Marysville, CA 95901
Administrative Office: (530) 634-4880
FAX: (530) 634-6888
Service Information: (530) 742-2877 / TTY 634-4889
Web Site: www.yubasuttertransit.com
Connect Card: www.connectcard.com
General Comments/Questions: info@yubasuttertransit.com

Example Newsletter
https://www.yubasuttertransit.com/newsletters
Paratransit NEWSLETTER

June 2020

For Everyone’s Safety

WTA is not able to transport riders seeking drive-through testing for COVID-19.

If you suspect you have had COVID-19, or you have tested positive for COVID-19, please wait to book a ride until:

- You’ve had three days without fever, and
- All of your symptoms have improved, and
- It has been at least 10 days since your symptoms first appeared

Travelling Safely on the Bus

Until further notice, wear a face covering any time you ride the bus. In order to ride, you’ll need to be able to put on and take off your own mask. Or if you travel with a Personal Care Assistant, they could help you. Our drivers are not able to assist.

For those who don’t have their own masks, we have a limited number we can provide. If you need a mask, please let your Customer Service Representative know when you call to book your ride.

Requests for paratransit trips are increasing. As this continues, we will do our best to maintain physical distance between you and other riders. During this time, our drivers will direct you to a seat, with the goal of maximizing physical distance between all those on the bus.

HAPPY 4TH OF JULY!
Independence Day is one of six holidays when our offices are closed, and we don’t offer bus service. Please mark your calendars for Saturday, July 4, as a “no bus service” day.

http://www.ridewta.com/types-of-service/paratransit/newsletter
Community Engagement

• Collect feedback
  • Surveys
  • Voicemail
  • Flyers/QR codes
  • Text campaigns
  • Website form
  • Every Door Direct Mailers (EDDM) or post cards
The NRTA WAVE is conducting a study to determine the feasibility of year-round bus service.

Your input is a crucial part of this process. We need to hear from YOU! By learning more about your transportation needs, we will develop a series of year-round service scenarios for the NRTA WAVE. There are two ways for you to participate in this process:

**ONLINE SURVEY**

**GO TO:** www.surveymonkey.com/r/NRTAbus  **OR SCAN:**

The survey will be open until 1/15/16.

**PUBLIC INPUT SESSIONS**

Please attend one of our Open-House Style Interactive Public Workshops:

- **Monday, January 11, 2016:** 6:30 PM – 8:30 PM
- **Tuesday, January 12, 2016:** 11:00 AM – 1:00 PM

**Location:** Boys & Girls Club, 61 Sparks Avenue

If year-round service is determined to be feasible, an implementation plan will be developed and presented to the public in February 2016.
Virtual Engagement Best Practices

• Be deliberate in messaging/purpose of meetings and engagement
  • *What exactly do you want to learn or share?*
  • *How will you use what you learn/how will others use what you share?*

• Offer both internet-based and lower-tech participation options
  • *Virtual meeting?* Also offer a local or toll-free call-in number
  • *Online survey?* Make sure it can also be taken on a Smartphone. Make paper copies available at senior centers, community centers, libraries, etc.
Virtual Engagement Best Practices

• Ensure equal access to information/opportunity for feedback
  • Language: virtual engagement needs to be available in multiple languages too; utilize online translation options
  • Visual/hearing impaired: virtual engagement needs to be sensitive to people with visual and hearing impairments; utilize online screen readers and make sure documents are accessible

• Give opportunities for feedback – polling, chat, active dialogue
Questions and Discussion
Presenter Contact Information

• A.T. Stoddard
  • LSC Transportation Consultants
  • atstoddard@lsctrans.com
  • 719-633-2868

• Jill Cahoon
  • AECOM
  • Jill.Cahoon@aecom.com
  • 603-289-3531

• Jill C. Brown Public Relations
  • JILLCBROWN@msn.com
  • 612-889-2611