

NE Public Transit Week

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Agenda

- Welcome
- Overview
- Proclamation
- Suggested Activities / Events & Performance Reporting
- Provided Templates
- Statewide Promotional Events
- Questions
- Thank you!

Welcome!

Service Providers:

- Name, Agency
- Facebook & Twitter Use
 - o - If so – please send us your link in the chat box. ☺

- Like Us on Facebook
<https://www.facebook.com/nebraska.transit>



Any Burning Questions Up Front?



What is our goal?     



**Increase Awareness of
Public Transportation in
Nebraska**

April 6 – 10, 2015

Proclamation

March 18, 2015
Nebraska State Capitol

Nebraska State Governor Pete Ricketts

2015 NATP Legislative Day: March 17 & 18

March 17: (Courtyard Marriott Downtown)

1:00 – 5:00: How to speak to elected officials, legislation for local sales tax initiatives, advocacy vs. lobbying, history of the Unicameral and more!

March 18: (Nebraska State Capitol)

7:30 – 10:30: Breakfast with the Senators, Guided Tour, & Proclamation Signing

Please RSVP by March 11:

Registration is available online: <https://www.eventbrite.com/e/natp-legislative-meeting-registration-15542366637>

Celebrating Nebraska Public Transit Week!

APRIL 6 – 10, 2015

Suggested Activities

- Events can be coordinated regionally or individually
- Participation is completely voluntary
- Activity expenses are reimbursed under administrative costs – category **marketing (90% reimbursement)**
 - If meal or cake expenses – include a list of attendees/guest book & flyer (*send in with April Invoice*)
- For questions on unusual expenses that might be incurred please email Kari to get authorization before proceeding.
- Feel free to expand or make these suggestions to embody your community and the culture of your transit system. (Tip of the Iceberg)
- Requested performance reporting (**how did we do as a state – together**)
 - Was this effective at promoting public transportation?

Ex. #1: "Stuff the Bus" (Van, Car, etc.)

In support of a local charity, food bank, or senior center partner up to do good in the community! Ask for suggested donations...

Park bus/van/car outside of grocery or pharmacy in town with huge signage... (or place a box on the bus?)

Advertise by signing on the bus, flyers around town, radio ads, dispatcher & driver promotion, etc. Possible cross promotion - donation of canned goods = free or reduced fare.



Measure: Report approx. \$ of goods donated, name of charity, cause.

Ex. #2: Reduced Fares/Ride Free "Day"

Offer coupons to existing customers but also place coupons at gas stations, community centers, schools, etc. Note: please be sure to put "Only valid during..."



Measure: Report # of Riders - Week Prior & Week of Promotion

Ex. #3: Visit Local Schools

Visit schools and provide information about your bus service. Send information home in back packs about your hours of service, activities you are doing for public transit week, etc.

Press conference of the students with the Mayor and we put bus boards of their design on the bus

Measure: # of students, teachers, and/or administrators visited with & # of handouts distributed



Ex. #4: Host an Open House

Encourage and welcome the public and riders to visit your facilities, see the buses, have some cake, balloons, etc.

Possible event for Saturday morning?

Cross promote – at the open house during school event, stuff the bus, etc.

Notify local media – newspaper, newsletters, radio morning show...

Possibly cross promote and invite Law Enforcement, Volunteer Fire Department, etc.

Feature a meet the Drivers booth! (family of clients, neighbors, etc.) Promote their professional training and certifications.



Measure: Report # of Guests

Ex. #5: Travel Training

Host a training or informational session to teach people about your system, your service, and pointers about best practices when riding the bus and booking a trip.

Do it as part of open house, meet the driver, etc...

On-site presentations and then take the group onboard for a ride; most generally for diverse cultures who are fearful of even getting on the bus

Encourage elected officials to attend!

Measure: Report # of attendees in the training/session



Ex. #6: Staff Appreciation Day

Put up posters, do local morning radio ad, cards, notes/cards from customers, etc.



Measure: Report event date, staff recognized, etc.

Ex. #10: Local Celebrity Endorsement

Get local celebrities or heroes in the community (coaches, auctioneers, local talent, pastors/preacher/minster, etc.) to endorse your System on the radio, at events, or provide a quote on your poster or on social media.



Measure: Name(s) of celebrities and related promotions.

Ex. #11: Dump the Pump “Week”

Encourage through radio, PSA, posters, etc. members in your service area to “dump the pump” – save \$ and ride with your System!



Measure: Track new riders or increased ridership based upon the week before or the same week in March...

Ex. #12: Letter Writing Campaign

Postcard handed out to clients with contact information of elected officials (local, county, state, federal) and encourage them to let them know how important public transportation it is to you. OR Have clients provide letters and have your Agency mail them to various elected officials with a cover letter from you....



Measure: # of Letters Collected

#13: Local Proclamation

Have your local city mayor, county commissioner, etc. do a proclamation the week before or that week.

We will supply template for you to tweak.

Measure: Report name and title of official & if there was a public ceremony attendees.



#14: Suggestion Box/Survey...

Make a dedicated effort this week to request from the public and your customers about your system. Service, routes, etc.

- Box on the bus
- Dispatcher does brief verbal survey
- Facebook post with link to survey monkey?

Measure: Survey or Questionnaire Instrument & Number of Responses



#15 Local Media Engagement

Local Press Release (We will provide template)

Local Radio Ad (PSA) (We will provide some ideas for 15 second & 30 second blips)

Local TV Ad (PSA) (We will provide "slides" to run)

Prerecorded or Live Interview with Morning Radio Show to Play that Week (ideally on Monday/Tuesday promoting your events. (FREE!))

Local Newspaper Ad

Social Media – Different "Cover Image" Each Day for Facebook, Tweet Quotes from Customers

Flyer & Announcement to Local Organizations (all ages): Boy Scout/Girl Scout Chapters, Chamber of Commerce, Places of Worship, Community Centers, etc.



#16 "Let's Make a Deal" Day

Where you get on the bus/van and ask people to trade for different things - like whoever can produce the bus pass that expires next, we will give them a free pass; or whoever can give me a 1956 penny will win a free pass, etc.



Measure: Report # of engaged passengers

#17: Buddy Days

Buddy Days - 2 riders for the price of one or the 2nd rider travels for half price.



Measure: Report # of engaged passengers

#18: Senior Citizen Day

Senior citizen day, decorate one of your buses up as an ice cream truck (with the old-time music) and go to our nursing homes/assisted living facilities and pass out ice cream. (Note, will still need to do a guest book).



Measure: Report # of Attendees

19... Ideas!

What else is out there??

What events were you thinking???

Help us add to the idea box! ☺



Templates!!

We have several templates available:

- Poster
- Flyer
- Post Card
- Coupon (Business Card Size)
- Other???

2 Options:

- Customize them yourself in word & print locally

- Tell us the 411 for the front and we will print & ship them to you.
 - **DEADLINE FOR UNO PRINTING: March 20**



Statewide Promotional Activities

Mailers: 100,000 rural residents over age 55 / 65

Facebook Advertisements: Reporting living in Nebraska, over age 18

We will share our Facebook Ads with YOU!

Channel 10/8/12: Public Service Announcements

Pandora Radio: Radio Advertisement to Nebraska listeners based on IP address



nebraskatransit.com Website Facelift!

Updated Service Info

+ Brochures in Spanish, etc. for Select Agencies!

Includes Urban Systems

Includes Intercity

Includes Tribal Transit

Title VI Page

and much more!!



Reporting (How did we do?)

Please confirm activities & printing needs **by Friday, March 20**

- Reporting Form (sent out Friday)

- Measurement Reporting in Survey Monkey

- **Link will be provided April 6 – report outs due by April 30.**



Questions??

