



National RTAP Peer Call: Engaging Community Stakeholders

Wednesday, February 15, 2017



U.S. Department of Transportation
Federal Transit Administration

Agenda

- Introductions
- A Quick Call Overview
- Some Questions to Consider
- Transit Peers
- Discussion

Introductions

National RTAP Host:

- **Jerry Emanuel**, Resource Center Manager

Transit Peers:

- **Deb Dauenhauer** - Executive Director, Southern Nevada Transit Coalition
- **Ernie Palmer** – General Manager, Basin Transit Service, Klamath Falls OR

A Quick Call Overview

- What are we talking about Today?
- Questions to think about during the next few minutes
- Discussion

Discussion Questions/Topics

General discussion questions:

- How do you get involved with your community
- What makes your transit visible in your community
- What discussions are you missing out on/who would you like to know better.
- What are you hoping to get out of this call?

Transit Peers - Deb

How do you get involved with your community and raise awareness?



- Establish branding for transit organizations (use branding on vehicles, fare media brochures, letterhead, etc.)
- Join local organizations such as Chamber of Commerce, Rotary Club, and Kiwanis
- Attend City Council/Town Board Meetings
- Elected/appointed to governing entities in community
- Engage in committees that have oversight in the communities you serve
- Establish professional relationships with county departments that make decisions in the communities you serve
- Participate in community preparedness and emergency management programs

Transit Peers - Deb

How do you get involved with your community and raise awareness (cont.)?

- Identify community needs; play a role in transit fulfilling that unmet need.
- Utilize all media in the community to raise awareness of transit services and happenings
 - SNTC hosts two annual charity bowling tournaments to benefit our Meals-On-Wheels program
- Run commercials and public service announcements
- Bartering transit advertising space on vehicles
- Cultivate relationships with major employers so they provide bus schedules to new employees
- Establish partnerships with State and local agencies that provide service to the residents of the communities you serve (NSWD, East Valley Family Services are examples)

Transit Peers - Deb

How do you get involved with your community and raise awareness (cont.)?

- Build community partnership (social organizations and local businesses to determine their unmet needs)
 - Provide resolution to those unmet needs, if possible
- Partnership with local law enforcement
 - Stranded Traveler
 - River Run
 - Traffic Issues (resolution)
- Coordinate with local Social Security office for efficient transportation
- Coordinate with local chemo/dialysis clinics for efficient transportation



Transit Peers - Deb

How do you get involved with your community and raise awareness (cont.)?

- Provide services not traditionally performed by transit organizations
 - Meal-On-Wheels (coordinate with local hospital)
 - National Night Out Transportation
 - Shop With a Cop
 - Participate in all holiday parades and other events in communities you serve
 - Laughlin Town Fest Parade and all other events in the community (Key Club or Jr. High Art Class decorates buses)
 - The key to success in engaging community stakeholders is for the transit organization to provide as many transit and non-transit services as possible so the community can't fathom how they could thrive without you



Transit Peers - Deb

Transit Partners

- NDOT – Nevada Department of Transportation
- RTCSNV – Regional Transportation Commission of Southern Nevada
- Aging Disability Service Division
- Nevada State Welfare Division
- Jewish Federation of Las Vegas
- Helping Hands of Las Vegas
- BHHS Legacy Foundation
- Colorado River Food Bank
- LV Metro Police Department
- River Fund, Inc.
- United Way
- Jewish Family Services
- Helping Hands of Las Vegas
- Bullhead Area Transit (Arizona)



Transit Peers - Deb

Latest Example of Community Partnership

- Bullhead/Laughlin International Airport
 - SNTC provides in-kind advertising space to promote the new flights which begin February 16, 2017, on our fixed route buses. In exchange, SNTC receives exposure at the airport for arriving passengers.
 - This brings increased ridership and fare box revenue for SNTC and promotes the new airport services.
 - The airport utilized the partnership and our contribution of ad space when they applied for their Federal (FAA) grants for air service.



Webinar Recording

- This webinar is being recorded and will be available on the National RTAP website at nationalrtap.org/Peer-Program/Peer-Calls, usually within one week. The PowerPoint and any other documents will be posted there as well.
- Transcripts can be provided upon request.

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