National RTAP Peer Call: Engaging Community Stakeholders

Wednesday, February 15, 2017
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?
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
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)
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
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)
Latest Example of Community Partnership

- Bullhead/Laughlin International Airport
  - SNCTC provides in-kind advertising space to promote the new flights which begin February 16, 2017, on our fixed route buses. In exchange, SNCTC receives exposure at the airport for arriving passengers.
    - This brings increased ridership and fare box revenue for SNCTC 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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