



# Trinity Transit



## Transit Mobility and Awareness Plan

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In Conjunction with:

AMMA Transit Planning

Trillium Transit

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# Introduction

This report will provide an action plan for Trinity Transit to use in building awareness and utilization of the transit services operating throughout Trinity County. The strategies included in the plan have been developed through an extensive community outreach effort which was conducted in two phases.

During the initial phase, the consultant collected information about Trinity County's transit services and population through the following channels:

- Kick-off Meeting with Project Manager and other Trinity County and Caltrans staff.
- In-depth discussions with Transit Manager about existing marketing efforts.
- Interviews with front line employees, including transit supervisor and drivers.
- Customer experience review – including utilization of most routes and informal interviews with riders.
- Meeting with SSTAC to secure input to project.

The phase two outreach effort included a series of stakeholder interviews and public meetings conducted in communities throughout the service area, including Weaverville, Hayfork, Lewiston, Willow Creek and Burnt Ranch. Participants in community meetings represented a wide variety of market segments including:

- *Seniors*: Managers and participants at Golden Age Senior Center in Weaverville and Roderick Senior Center in Hayfork
- *Native Americans*: Wintu Tribe and Tsunungwe Tribes
- *Low Income Persons*: Representatives of HRN, Behavioral Health and SMART
- *Education Community*: Representatives of Shasta College, Weaverville School District and Burnt Ranch School
- *Business Community*: Representatives of Weaverville Chamber and Willow Creek CSD
- *Connecting Transit Providers*: K/T Net, RABA, HTA & MRATS (by phone)

Findings of the overall outreach effort were reviewed with the Social Service Transportation Advisory Council and are summarized in the "Situation Summary" which forms the first section of this plan. These findings provide the basis for the action plan which is organized into four sections:

- Marketing Objectives
- Target Markets
- Marketing Strategies
- Marketing Tools



**Public Workshops**

**Where Can Trinity Transit Take You?**

Trinity Transit provides public transportation within Trinity County. Our intercity routes also connect to Humboldt County (in Willow Creek) and Shasta County (in Redding).

All routes operate Monday, Wednesday and Friday. The route between Hayfork and Weaverville runs Monday through Friday, making it a low cost alternative for commuters.

Please attend one of our public workshops to learn more about Trinity Transit and to tell us how public transportation can serve you better.

Dates, times and locations for the meetings are shown at the right. Feel free to drop in anytime during the workshop.

<b>Weaverville</b> Monday, April 11 – 1:00-3:00 PM Weaverville Library 351 Main St.	<b>Lewiston</b> Tuesday, April 12 – 2:00 PM-3:00 PM Old Lewiston Schoolhouse Library & Museum 39 Schoolhouse Rd.
<b>Hayfork</b> Tuesday, April 12 – 5:00-7:00 PM Hayfork Community Center 194 Tule Creek Rd.	<b>Burnt Ranch</b> Wednesday, April 13 – 3:00 PM-4:00 PM Burnt Ranch School 251 Schoolhouse Rd.
<b>Willow Creek</b> Wednesday, April 13 – 11:30 AM – 1:00 PM Community Service Department 135 Willow Rd.	

**Trinity Transit** For more information visit [www.trinitytransit.com](http://www.trinitytransit.com)  
Or call (530) 623-LIFT (5438)

# Situation Summary

This section summarizes the findings of an extensive effort of outreach and qualitative data collection conducted to develop the action plan.

## Service and Ridership Profile

Trinity County has a population of about 14,000. A significant proportion of the population is senior, low income or disabled – groups with a higher level of need for transit services. However, these individuals are spread over a vast service area. Trinity County has been successful in securing funding to provide an effective network of intercity routes to connect the County’s widely separated communities, and to provide connections to neighboring counties. The current service network was put into place in January 2010. The marketing challenge is to build visibility for this service network among the general population and especially the high-need groups, to make the system user friendly for novice transit riders and to promote trial and repeat ridership that will allow the service to meet its mandated farebox recovery level.

Meeting this challenge begins with understanding the service and what groups are using it now. The last on-board survey was conducted as part of the 2008 SRTP when the level of service provided was quite different. Therefore this analysis is based on qualitative data collected from riders and bus operators.

### Redding and Downriver/Willow Creek

The Redding and Downriver routes form an intercity spine across Trinity County which operates Monday, Wednesday and Friday. On the west, in Willow Creek, the Downriver route offers a coordinated transfer to Redwood Transit (for trips to Arcata and Eureka) and to KNET (for trips to Hoopa and Weitchpec). On the east, Redding route riders can connect to RABA for local travel in Redding, or to Greyhound or Amtrak for continued intercity travel. A significant number of riders appear to be using these routes for intercity travel.



In addition, the Downriver route provides travel between the downriver communities, connecting Trinity County residents from these smaller communities with shopping and services in Willow Creek and Weaverville. Trip purposes on the Downriver and Redding routes are a mix of shopping, recreation, medical and long distance travel.

The Downriver route operates two round trips per day between Willow Creek and Weaverville. Ridership was 269 for the month of April 2011 – about 21 passengers per day. The Redding route operates two round trips per day between Weaverville and the RABA transit center. Ridership in April was 180 or about 14 passengers per day. Ridership on these two routes has increased by more than 50% since the initiation of this project in January 2011.

### Hayfork

Hayfork has a population of about 2300 and has its own medical clinic and high school. The Hayfork route is the only Trinity Transit route which operates five days per week and offers a daily commute alternative. Most of the route’s ridership is made up of residents who live in Hayfork and work in Weaverville.

The route also offers non-commuters an option for traveling to Weaverville and connecting to Redding and beyond. A small number of residents appear to be taking advantage of this.

Overall the Hayfork route carried 331 in April 2011, about 16 passengers per day of service.

Hayfork is also served by the Southern Trinity Health Service which transports riders from Mad River and the other communities of southern Trinity County to Hayfork and the coast. This provides an opportunity for southern Trinity residents to access Trinity Transit for travel to Weaverville, Redding or beyond.



## Lewiston

The Lewiston route connects the community of Lewiston, which has a population of about 1300, with Weaverville. The route operates Monday, Wednesday and Friday with a single round trip each day. The time between the outbound trip to Weaverville and the inbound trip back to Lewiston is approximately 12 hours – resulting in a long day for anyone using the bus to travel to Weaverville and back in the same day. The Lewiston route connects with the Redding and Downriver routes in Weaverville, providing a feeder to the intercity service.

Ridership on the Lewiston route is quite low, 30 passengers for the month of April 2011.

## Weaverville Shuttle

Weaverville is the county seat for Trinity County and the largest community with a population of about 3500. The Weaverville Shuttle is designed to provide circulation within the community, serving all of the primary destinations including the hospital, library, senior center, grocery stores and other businesses, and much of the residential area. The service used to operate throughout the day, but due to poor ridership, now operates three round trips per day, between 11 a.m. and 2 p.m. It is supplemented somewhat by the in-town routing of the Hayfork bus.



Despite slight improvement since the winter, ridership on the Weaverville Shuttle continues to be poor. It was used by 48 passengers in April or about 4 trips per day of service. This appears to be the result, at least in part, of competition from the senior center bus which serves the same service area and provides donation based service to seniors.

# Outreach Findings

The outreach effort provided a great deal of detailed information which is incorporated into the strategies which make up the action plan portion of this report. Following are the key themes that emerged from discussions with transit users, potential users and stakeholders.

## Awareness & Visibility

The first step in marketing any transit service is to create awareness and visibility among the general population. Most outreach participants were aware of Trinity Transit and somewhat aware of the destinations served. However there was limited knowledge about the specifics of the services (where to catch the bus, when it runs, etc.) and how to use them effectively. Hence, an important objective of the marketing effort will be to educate the community, especially gatekeepers for key target markets, about Trinity Transit’s network of routes and how to use them.

An important step in this education process will be the signing of all designated bus stops. This will increase visibility for Trinity Transit, make potential riders aware of where to catch the bus and increase customer confidence. Adding shelters at key boarding locations and transfer points will further increase visibility and customer comfort.



## Diverse Targets & Needs

Interviews with riders and drivers clearly demonstrated that there are distinct local and “through” markets for the intercity service. Trinity County residents use the service both to travel within the county and to connect to Redding or the Coast. Meanwhile, out of county travelers use Trinity Transit to travel to or simply through the County as part of a longer trip. Both of these segments need to be addressed in the marketing effort.

It was also made clear in outreach efforts that there are different orientations of local markets based on where they live. Weaverville residents are most likely to use the bus to travel to Redding for medical appointments, shopping or training. Hayfork residents largely consider travel to Weaverville or on to Redding. While Down River residents are more likely to orient their trips to Willow Creek or the coast.

These diverse markets and travel patterns mean that it is critical to market the entire multi-county network (Trinity Transit, HTA, K/T Net and RABA), not just service within Trinity County.

## Service Issues

While the focus of this plan is primarily on marketing and communications, a number of service related issues arose during the outreach. These factors greatly impact Trinity Transit's capacity to attract ridership.

### ■ **Weaverville Shuttle issue**

The Weaverville Shuttle currently provides local service within Weaverville three hours per day, three days per week. Ridership is very low – about four trips per day of service. There appear to be a number of reasons for the low ridership;

- Weaverville is a small community and most trips are relatively short. Hence a young, fit person could probably walk or ride a bike more easily than wait for the day/time when the transit service is available. This means that the primary target audience for this service is seniors and persons with disabilities.
- The Golden Age Senior Center currently provides local service to seniors and persons with disabilities on a donation basis. This door to door service operates longer hours and is available five days a week.

There appears to be little potential to build ridership on the Weaverville shuttle while it is in competition with the free senior shuttle service. There may be potential for coordination of effort with the senior center to enhance Weaverville local service and increase productivity.



### ■ **Addition of Redding Stop at Canby Road Transfer Center**

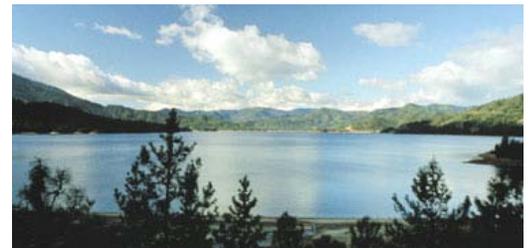
Currently Trinity Transit provides service to two locations in Redding – the downtown RABA Transit Center and Turtle Bay Exploration Park. By adding a third bus stop at Redding's Canby Road Transfer Center at Mt. Shasta Mall, Trinity Transit will enhance the service in two ways:

- It will provide a one-bus trip to the Mt. Shasta Mall. This would increase potential ridership greatly, particularly among senior citizens.
- It will allow Shasta college students to reach the Redding campus with only one transfer (currently two transfers are required from the RABA downtown transit center). Since most students at the Shasta College Trinity Campus must take classes in Redding, this has potential to greatly increase utilization over time.



### ■ **Stop at Whiskeytown Beach in Summer**

The RABA transit manager strongly suggested the addition of a summer bus stop within the Whiskeytown National Recreational Area at Oak Bottom to attract summer youth ridership. This service could be promoted to youth in both Redding (by RABA) and Trinity County (by Trinity Transit) to attract an entirely new target segment.



## Marketing Partners

In marketing its transit services, Trinity Transit will need to work in partnership with other local organizations and with connecting transit providers. Coordination opportunities with local social service and educational organizations abound. They have expressed a willingness to partner with Trinity Transit to implement marketing and travel training efforts to encourage transit use among their constituents.

The level of coordination which Trinity Transit has already established with neighboring transit systems is very high.

- Twice a day, there is a timed-transfer in Willow Creek, between Trinity Transit's Downriver route, HTA's Arcata to Willow Creek route and K/T Net's Hoopa to Willow Creek route. This allows riders to easily connect from one system to another without waiting.
- Trinity Transit has a distinct presence at the RABA downtown transfer center where riders can connect to many RABA routes, Amtrak, Greyhound and other rural transit services.
- Trinity Transit has established positive relationships with HTA, RABA and the Community Service District at Willow Creek. These entities will all be instrumental in enhancing passenger information and visibility of Trinity Transit at their transfer centers.

## Marketing Challenges & Considerations

Trinity County has an established an excellent transit network and has significant potential to expand ridership. However, there are always challenges to marketing public transportation in rural areas with a widely dispersed population.

Most of the potential users within Trinity County have little or no experience using public transportation. They must be educated about the fact that they now have a transit option for many trips, and then persuaded to try something new and unfamiliar.

The Monday-Wednesday-Friday schedule (for all routes except Hayfork to Weaverville) imposes certain limitations on usage of the service, such as the need to schedule appointments on days when the bus is running. Since service options (days and number of trips) are limited, Trinity Transit needs to "train" people about how to use the system effectively. Riders must plan ahead to use transit. It is not spontaneous.

With the exception of the Hayfork commuters, most Trinity Transit riders will be occasional riders. Therefore Trinity Transit must build awareness and usage among a large pool of people who may only use the service once or twice a month.

The diverse markets and destinations previously discussed means that Trinity Transit must market not only its own route network but the connecting services which will be used by many riders to reach their ultimate destination. Strategies for co-marketing with connecting transit providers will greatly expand the reach of Trinity Transit's own marketing resources.

These factors have been taken into consideration in the strategies that form the marketing action plan.

## Existing Marketing Program

This plan will build on Trinity Transit's current marketing program. Following is an overview of existing efforts.



## Branding

Trinity Transit uses the logo shown at the top right. This logo along with bold blue and green stripes has been integrated into the graphics on the newest buses (shown at the right), giving them a more recognizable appearance. However, the older buses continue to be branded as shown in the lower photo.

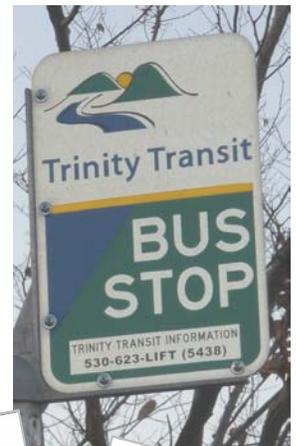


## Signage

Some Trinity Transit bus stops are signed with the small bus stop sign shown in the photo at the right. These say "Trinity

Transit Bus Stop," but do not provide any contact or service information, and are not very visible. One exception is the bus stop at RABA Transit Center in Redding where RABA staff has created and posted the bus stop shown at the far right.

At a small number of stops, staff has posted signs with destination and schedule information. Many bus stops, however, have no signage at all. As a result, most stops are relatively invisible to the general population.



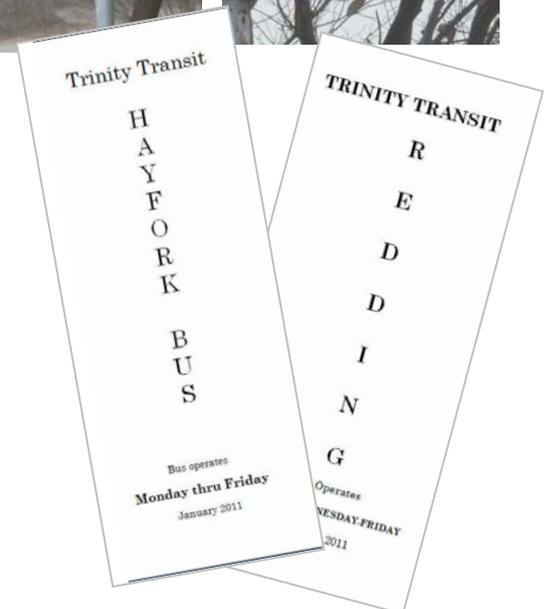
## Passenger Information

### Printed Guides

The primary passenger information tool is a set of schedules for each of the Trinity Transit routes. Each schedule includes:

- A complete list of stops with departure times for each stop.
- Regular and reduced fare information.
- A list of holidays when service does not operate.
- Contact information.
- Note about wheelchair accessibility
- Detailed note about transferring to the intercity service.

The schedules do not include route maps or any kind of graphics. There is no overview map or brochure which shows how the overall route network operates.



## Website

Trinity Transit information is currently provided as part of the Trinity County Transportation Commission website ([trinitytransportation.org](http://trinitytransportation.org)). The current printed bus schedule for each route is provided in PDF format. There is also a page of general rules and contact information. Like the printed guides, the website provides no overview of the service network, and while there is a Trip Planner label, this link is not active.

Trinity Transit information is available through Google Transit and in Google Maps, as is information for Redwood Transit, RABA and Amtrak. You can use Google Transit to plan a trip from Arcata to Sacramento using Redwood Transit, Trinity Transit and Amtrak.

## Phone Information

The phone number 530-623-LIFT can be used to get transit information by phone. It is answered by the transit supervisor when she is in the office. However, when she is driving, the phone is not staffed and goes to voice mail.

## Bus Operators

Trinity Transit Bus operators are a critical source of information for passengers, providing unfamiliar riders with info about connections to other Trinity Transit routes and connecting service providers. For regular transit riders, the bus operators are their primary interface with the system. This consultant's impression, after meeting or riding with most of the front line staff, is that Trinity Transit bus operators provide an extremely high and personalized level of customer service to new and regular riders.

## Advertising

Trinity Transit regularly places ads in two local newspapers – *Trinity Journal* and *Two Rivers Tribune*. The ads, such as the one shown at the right, provide significant information about the routes, days of operation, connections and how to get detailed schedule information. While informative, the ads are quite text-heavy with no central graphic or focal point to capture the reader's attention.

There is little opportunity for broadcast advertising in Trinity County, as there is no local radio or television station. Most TV is acquired via satellite and most radio listeners tune in to the Redding station.

## Outreach

Trinity Transit staff has also conducted outreach efforts to increase visibility of the transit service. The bus has been featured in a parade and at the County Fair, staff has made presentations at the Golden Age Senior Center in Weaverville and posters have been placed on public bulletin boards around the county.

The screenshot shows the Trinity County Transportation Commission website. At the top, there is a header with contact information: PO Box 2490, Weaverville, CA 96093, Phone (530) 623-1345, Fax (530) 623-5312, and email [cta@ca.gov](mailto:cta@ca.gov). Below the header is a search bar with a 'go' button. The main content area is divided into several sections: 'Introduction' (Rules and Responsibilities of the Commission, Social Services Technical Advisory Committee, Transportation Planning Documents, Restrooms and Calendar), 'Trinity Transit' (Introduction to the Trinity Transit system including User Information, Route Maps and Schedules), 'Other Transportation Options' (Information about other transportation options in the County, including the human Resource Network, Golden Age Center and the Southern Trinity Health Services), and 'Links' (Important links to other transportation related in Trinity County and the region, state and federal transportation administrations, local government, weather and road conditions). On the right side, there is a 'Trinity Transit: Bus Schedules' section with links for 'Bus Schedules', 'General Rules and Contact Information', and 'Google Transit Feasibility Study'. Below this, there is a 'Bus Schedules' section with a note: 'Trinity schedules are available for download in Acrobat PDF format. You will need a copy of Acrobat Reader to view the files. Get Acrobat Reader.' This is followed by a note: 'The following route information and links to Google maps are based on interpretations of the published 2008 Trinity Transit Schedules. Stop locations portrayed on the maps may be different than actual conditions.' Below this is a note: 'For information regarding bus schedules please call Trinity Transit at (530) 623-5438.' There are three main route sections: 'NEW SERVICE TO REDDING & WILLOW CREEK' with 'Weaverville to Willow Creek' (Monday / Wednesday / Friday Schedule) and 'Weaverville to Redding' (Monday / Wednesday / Friday Schedule); 'Hayfork Bus' (Monday thru Friday Schedule); and 'Lewiston Bus' (Monday / Wednesday / Friday Schedule). At the bottom, there is a 'Weaverville Shuttle' (Monday / Wednesday / Friday Schedule) and a 'TRIP PLANNER' link.

The advertisement features the Trinity Transit logo at the top, which includes a stylized mountain range. Below the logo, the text reads: 'Trinity Transit Transportation Service between Hayfork & Weaverville Monday through Friday.' A central message asks 'Need to go further?' and states 'Connections are available to Redding-Willow Creek - Lewiston on Monday - Wednesday - Friday'. Below this, there are two connection boxes: 'In Redding connect to: Greyhound, Amtrak, RABA, Sage Stage (to Alturas), Capitol Corridor' and 'In Willow Creek connect to: -Redwood Transit System to Arcata- -KTNet to Hoopa & Weitchpec-'. At the bottom, there is a note: 'For information regarding bus schedules and how to make connections in Redding and Willow Creek contact Trinity Transit at (530) 623-LIFT (5438) or check the website at [trinitytransportation.org](http://trinitytransportation.org)'.

# Marketing Objectives

In order to accomplish its primary goal of increasing awareness and utilization of the Trinity Transit network, the marketing program needs to address four primary objectives.

## Enhance Ease of Use

Trinity Transit must make the system as easy as possible for novice riders to understand and use. This will be accomplished by providing passenger information that is easy-to-understand and that promotes utilization of the overall transit network (including connections to/from adjoining transit systems). This information will need to be broadly available through printed materials, on the internet, at bus stops and at regional transfer centers.

## Increase Visibility

To maximize utilization, Trinity Transit must first maximize visibility and awareness of the transit services among both local residents and traveler markets. This can be accomplished through a combination of enhanced signage (at bus stops and transfer centers), consistently branded vehicles and eye-catching advertising.

## Educate Target Groups

To build ridership, Trinity Transit must educate potential users about how the transit system works and its benefits. This education effort can be accomplished through a combination of community outreach and travel training which targets consumers directly and, more importantly, targets the gatekeepers (social service agencies, schools, tribes, medical facilities, etc.) that are in direct contact with potential riders.

## Promote Ridership

To promote trial ridership among diverse market segments, Trinity Transit will need to conduct targeted outreach and promotion to those groups within each Trinity County community with the greatest potential to use the transit service – seniors, persons with disabilities, low income families, Native American groups, young people and commuters traveling between Hayfork and Weaverville. This will be accomplished through a variety of channels including targeted outreach, advertising, public relations and marketing partnerships with other community organizations such as social service agencies and educational institutions.

# Target Groups

Trinity Transit's current and potential user base is very diverse and includes both local residents and regional travelers. This plan will include strategies for marketing the services to a broad population, with particular focus on the following segments.

## Local Targets

### ■ Hayfork Commuters

Hayfork residents who commute to Weaverville make up the only “daily rider” segment among Trinity Transit’s users. This five day-a-week route, timed for a traditional work day, provides these riders a very economical alternative to driving the 30 mile, windy road between the two communities. The 20-Ride pass for the route is priced at \$60. Assuming a vehicle that gets 20 mpg and a gas price of \$4.50, a person who rides the bus 20 days per month would save over \$100.



### ■ Seniors (Weaverville and Hayfork)

Senior citizens in Weaverville and Hayfork have a significant need for transportation services, as many are reaching an age where they no longer driver or prefer not to drive outside their local community. Senior citizens, however, tend to be risk averse. Interviews with seniors in Hayfork and Weaverville, indicate that they have little or no experience using public transportation and are hesitant to try something new. In addition, seniors in Hayfork and Weaverville have transportation options through the senior center programs which are not available to others market segments. This means that an extensive travel training effort will likely be needed to attract this market segment for medical and shopping trips to Weaverville or Redding, or longer distance recreational trips.



### ■ Low Income Individuals and Families (throughout County)

Trinity County has a significant low income population. 2000 census data indicates that 2372 individuals, just under 19% of the population, were living below the poverty level. Many of these individuals likely do not have reliable personal transportation and can benefit greatly from the services Trinity Transit provides.

### ■ Native Americans (throughout County)

Trinity County has a significant Native American population. Tribal members, particularly Wintu and Tsunungwe, are dispersed throughout Trinity County's population. In addition, residents of the Hoopa reservation north of Willow Creek rely on Trinity Transit to access services in Weaverville and Redding. It appears that the tribal structure can provide targeted communications channels and opportunities for travel training.

- **Job Seekers/Trainees (throughout County)**

Individuals who are seeking to enter or re-enter the labor market are an important target group for transit. These individuals, often with limited personal resources, need access to training programs, job search support activities and eventually to interviews and jobs. Organizations such as Trinity County Human Services, SMART and Shasta College will be important marketing partners in encouraging transit use among this segment.

## Regional Targets

- **Long distance travelers**

Many of the riders who use Trinity Transit's intercity spine between Redding and Willow Creek are long distance travelers who are simply passing through Trinity County on their way east or west. Others are visiting Trinity County for a time and then moving on. It appears that the primary ways in which these individuals learn about Trinity Transit are on the internet, through connecting transit agencies, or at transit centers. Easy to access passenger information available through a variety of channels is the best strategy for reaching these travelers.



- **Out of County College Students**

In the outreach discussions it was noted that college students going to school in Redding or Humboldt County can use Trinity Transit (in conjunction with connecting providers) for visits home – either to Trinity County or to surrounding counties. While the three day-a-week schedule places some limitation on this usage (e.g. you can't go home for the weekend and be back for a Monday morning class), it does appear to be a viable market segment.

- **Temporary Workers**

Young workers who come to Trinity County for agricultural jobs often arrive and depart by Trinity Transit. Similarly, it was noted that firefighters stationed in the Downriver area during the fire season often do not have private vehicles and can use the bus when off duty.

## Potential Targets

There are two markets which do not use Trinity Transit significantly at this time, but have the potential to in the future.

- **Shasta College Students**

The Shasta College Trinity Campus in Weaverville serves about 40-50 individuals, with that number expected to expand over time. In order to complete an Associate's Degree, students must take labs and other classes at the main campus in Redding. There appear to be two opportunities to generate transit ridership among Shasta College students.

- Students from Hayfork, Lewiston and Downriver communities can use Trinity Transit to access the campus in Weaverville.
- Students from throughout Trinity County, particularly Weaverville and Hayfork, can use Trinity Transit to access the main campus in Redding.



Two changes to the Trinity Transit system would greatly increase the ability of Shasta College students to use it effectively. The first is the addition of a bus stop at the Canby Road Transfer Center at Mt. Shasta Mall – a change which will go into effect in June 2011. This will allow students to access the campus with a single transfer to RABA. (From the Downtown Transit Center, two transfers are required making it a long trip and limiting the window in which students can take classes before the return trip to Weaverville). The second is the expansion of service to five days-a-week which would give students a greater choice of classes.

#### ■ **Trinity County and Redding Youth**

During the summer when secondary students are out of school, Trinity Transit offers access to recreational opportunities in Trinity County, in Redding and on the Coast. It was suggested during the outreach that the addition of a bus stop at the Whiskeytown National Recreation Area (between Weaverville and Redding) could attract youth from both Trinity County and Redding.

During the school year, the greatest opportunity to attract youth ridership is among home school students who must travel to Redding for classes. However, these are scheduled for Tuesdays and Thursdays. Hence this will not be a viable market until the Redding route is expanded to five days-a-week.

# Marketing Action Plan

This section is the core of the Transit Mobility and Awareness Plan as it will detail a set of strategies for addressing the objectives and target markets previously discussed.

The strategies will be grouped into four focuses which address the four primary marketing objectives:

- **Ease of Use**

Passenger information strategies that will enhance ease of use of the system for diverse target groups.

- **Visibility**

Signage and infrastructure strategies which will increase visibility of the transit network throughout Trinity County and at connecting transit center sites.

- **Education**

Outreach and travel training strategies that will educate potential riders and gatekeepers that work with potential riders about how to use the transit system effectively.

- **Promotion**

Promotional strategies including targeted outreach, advertising, public relations and marketing partnerships to reach those market segments most likely to benefit from using Trinity Transit.

For each recommended strategy, a detailed tactical plan will be described including target markets, communications channels, and messages. For key strategies, marketing tools will be created for use in implementing the plan.

This plan is not an exhaustive laundry list of everything Trinity Transit could do to market its services, but rather a realistic plan of action which is achievable within the available resources. Priority has been given to strategies which offer long term communications value – hence effective passenger information and signage are considered higher priority than media advertising which is more transitory, albeit useful.

# Ease of Use

The Trinity Transit route network and schedules work quite well, if you understand them. However, to the novice transit rider looking at the current passenger guides, it can appear very confusing. There is no system map or overview to explain how the system works as a “network.” There are simply the individual schedules which include long lists of stops without easy reference to town or location.

To make the system easier to use, Trinity Transit needs to create passenger information that is easy-to-understand and use for novice riders, and deliver it in various forms that will be readily available when a potential user needs it.

The information needs to address the system as a unified transportation network that includes not only the four Trinity Transit intercity routes, but also the connecting local and regional services. It needs to clearly illustrate where you can go on Trinity Transit, when you can go there, and what connections are available. This information needs to be presented in clear, user-friendly formats in print, at bus stops and transfer centers and on the internet.

# Comprehensive Intercity Passenger Guide

A well-designed and comprehensive passenger guide should be created and broadly distributed throughout the service area. This guide should include complete route, schedule and fare information for the entire Trinity Transit intercity network, as well as some information about connecting services.

## Guide Design

The guide, which is being created as part of this project will include the following elements:

- A color coded system map showing all communities served by the routes.
- A Humboldt to Redding intercity schedule which shows the complete eastbound and westbound schedule, and a chart showing the composite fare for the entire trip.
- Color-coded complete schedules & fare charts for each Trinity Transit intercity route – Redding, Downriver, Hayfork and Lewiston.
- Basic information regarding trip planning, fares and passes and transferring.
- Contact information for Trinity Transit and connecting transit providers both in Redding and in Willow Creek.

The collage features a central map of Trinity Transit routes connecting Redding, Downriver, Hayfork, and Lewiston. Below the map is a detailed schedule table with columns for route, stop, and time. To the right is a promotional flyer titled 'Trinity Transit Connects You to the County, the Coast, Redding and the Region' with contact information. At the bottom right is a small image of a bus stop sign.

The guide will be 17" X 11" when flat and will fold to 3.4" X 5.5." It will be designed for printing in 4-color process (full color).

The guide will be designed such that it can be used as a poster. When having the guide printed, Trinity Transit may wish to request that a small number of the prints be left flat for laminating and use as posters.

## Weaverville Guide

The Weaverville Shuttle route will be referenced in the intercity guide, but detailed in a separate brochure which will include:

- Detail map of Weaverville
- Complete Shuttle Schedule
- Fares

Keeping the shuttle information separate will serve two purposes. First, the shuttle serves an entirely local market and is different in nature than the intercity network. Second, if the shuttle is transformed (e.g. through a coordinated program with the Weaverville Senior Center), the separate guide can be easily revised without affecting the more broadly distributed Regional Guide.

## Guide Distribution

The new guide should be broadly distributed at destinations throughout Trinity County. Broad distribution of the guide will serve two functions: Insure that information is available to those who need it and build visibility for the system by having it displayed at places that residents frequent. The distribution network should include:

- Post Office in each community
- Retail/Grocery Stores/Restaurants in each community
- Libraries in Weaverville and Hayfork
- Social Service Offices
- Shasta College and Schools
- Medical Clinics/Offices

A list of possible locations for information distribution was compiled during the outreach effort. This is included in the appendix.

Trinity Transit already distributes its current passenger guides at many locations like these. Having a single comprehensive guide will actually simplify the task.

To increase the visibility of guides at distribution locations, brochure holder such as the one shown at the right should be purchased and placed. Standard brochure holders can be purchased through various sources (such as Beemak Plastics at beemak.com). They can be customized with the system logo, phone number and website. Not only will this enhance exposure, but it will tell the proprietor or user where to call if the rack is empty.



## Information Panels at Bus Stops

In the section on “Visibility,” we will address the importance of bus stop signage as an awareness builder. However, bus stops also can serve an important information distribution role. This is particularly appropriate for a system like Trinity Transit where most riders are occasional or even one-time users who are not highly familiar with the system. Having schedule and contact information available at the stop can be extremely valuable and increase utilization.

The most cost effective way to provide information at the stop is with standard changeable information panels such as those illustrated in the Appendix. These panels are durable, utilize a special locking system for security, allow for easy updating of information and come in a wide variety of sizes.

For Trinity Transit, the standard 8 1/2” X 11” panel is likely to be sufficient.

The information panel should include:

- System Map showing the route network and highlighting the specific route on which it is to be placed
- Specific pickup times for that bus stop
- Fare Chart for the specific route
- Optional - QR code which will link a smart phone to the Trinity Transit website

As part of this project a template for the signs on each route will be created in Microsoft Publisher. This template can be easily customized to create a sign for each bus stop where a display is placed. The signs can be printed on a digital printer and laminated for insertion into the sign holders.

Signs can be easily updated when schedules are changed simply by replacing the laminated insert with an updated version.

## Website [www.trinitytransit.org](http://www.trinitytransit.org)

Increasingly, the internet is where people turn for all types of information, particularly travel information. Driving directions and travel planning are among the most frequent uses of the internet. Even among low income populations and senior citizens, a high percentage of individuals now have web access either at home, at work or school, through the library or through a service agency.

The internet is an important communications tools for any transit agency. For Trinity Transit it can make trip planning information available to potential users both within and outside the County. In addition, it offers the potential to deliver that information in a way that is easy and familiar via Google Trip Planning.

Trinity Transit information is currently included on the Transportation Commission website. The published schedules are included as PDFs with little additional information or functionality.



As part of this project, a new website will be developed for [www.trinitytransit.org](http://www.trinitytransit.org). This website will be consistent in style and look to the new printed passenger guide, but will take advantage of web capabilities and Trinity Transit's participation in Google Transit to deliver information that is dynamic and easy to use.

Elements to be designed into the website will include:

- Interactive system map (hyperlinked graphic map from guide).
- Trip planner with drop down options.
- Complete schedules for each Trinity Transit route for viewing on the screen (html) and for printing (PDF).
- Detailed maps for Weaverville and Redding.
- Links to connecting transit services in Redding and Willow Creek.
- Information about K/T Net which does not currently have its own web page.
- Contact button that can be used to ask questions and offer comments.
- Website will use a CMS (content management system) to allow staff to make updates to content. For example, news posting can be easily added to/updated by the transit manager.
- Travel Training PowerPoint's and Trip Plans for download by users and gatekeepers.

The Trinity Transit page at [trinitytransportation.org](http://trinitytransportation.org) is currently linked to by RABA ([www.rabaride.com](http://www.rabaride.com)) and Redwood Transit System ([www.redwoodtransit.org](http://www.redwoodtransit.org)). These links will need to be updated when the new site is released.

Once the new website is in place, it will be desirable to have as many other websites as possible linked to [www.trinitytransit.org](http://www.trinitytransit.org) as this will increase your search engine rankings. A number of agencies interviewed as part of the outreach expressed a willingness to link to Trinity Transit in order to give their constituents easy access to transit information. They should be provided with a Trinity Transit icon and link for inclusion on their own websites. Key websites to solicit links from include:

- Other connecting Transit agencies
- Trinity County Visitor Information page (<http://www.trinitycounty.com/>)
- Trinity County: <http://www.trinitycounty.org/Departments/departments.htm>
- Shasta College
- Local School Districts
- Human Service Organizations such as: Human Response Network (HRN), Behavioral Health, Health and Human Services. Probation and Veterans Services

## Visibility

The availability of public transit in Trinity County is still a relatively new phenomenon. This section will address strategies for building awareness for the system and for reminding potential users, through daily exposure to vehicles, bus stop signs and information displays, that they have a public transportation option.

## Branding

Vehicles and bus stop signage are any transit agencies most visible communication channels. Vehicles on the street are seen by thousands of people each day who travel in a particular area. Meanwhile, bus stop signs let potential users know that transit service is available in a given corridor or at a particular destination.

Trinity Transit's newest buses are boldly branded with the system logo and bright blue and green stripes which set them apart from the RVs and delivery vans which cut-away style vehicles often resemble. This bolder branding (shown in top photo) should be carried through on all vehicles used to operate Trinity Transit.



Enhancements to the design might include:

- Move the phone number to the top of the bus (above the windows) to allow the system name to be more prominent.
- Make the web address ([www.trinitytransit.org](http://www.trinitytransit.org)) bolder.
- Add the logo graphic to the back of the bus for consistency.



## Bus Stop Signage

Bus stop signs serve two purposes: the functional purpose of assuring passengers that they are waiting at the right location to catch the bus, and the promotional purpose of making travelers aware that public transit is available in a corridor.

As previously noted, Trinity Transit stops are either signed with the very small, barely visible sign shown at the far right or not signed at all. In the latter instance, new riders are asked to have faith that if they wait at an undesignated location the bus will pick them up.

It is recommended that all of Trinity Transit's designated stops be signed with a clearly visible (12" X 18") sign which includes the following information:

- Logo
- International bus symbol
- Phone number
- Website address



The installation of bus stop signs and information panels is a one-time capital expense that will provide long-term communications value.

## Infrastructure

In addition to signage, passenger amenities at major stops and transfer locations are a highly effective and long lasting marketing tools. These include passenger shelters, benches, trash receptacles, bike or luggage lockers and other structural items.

Trinity Transit has already begun to the process to add bus shelters at key stop locations. The Weaverville and Hayfork Libraries will be among the first to have these important amenities.

Bus shelters, like bus stop signs, serve both a functional and promotional purpose. They increase comfort for those waiting to board, they increase system visibility and they provide a channel for communicating passenger information (particularly at transfer locations).

To most effectively serve a visibility function, shelters should be branded consistently with vehicles and signage. The photo at the right is of a shelter for Yuba-Sutter Transit in Marysville. The bold green of the shelter matches the color of the buses. The system logo is prominently display on the end panel of the shelter. A map case on the back wall of the shelter is used to display the system map/schedule .

As the smaller photo at the right shows, even a simple bench can be branded to provide a communications function. This bench is from Mendocino Transit Authority in rural Mendocino County.

During the outreach for this project, a meeting was held in Willow Creek where Trinity Transit connects with HTA (Humboldt County) and K/T Net (which serves tribal reservations in Humboldt County). The current transfer location, while ideal geographically, provides a challenge in that there is only one boarding location which can be used to board or deboard a passenger in a wheelchair, and passenger amenities are limited.

The high level of service and coordination at this location, between two counties and one tribal transit program, makes it an excellent candidate for a capital improvement grant. Discussions indicated there were both safety and amenity needs prompting improvements to the transfer location site. Trinity Transit, with K/T Net and HTA, could explore possible discretionary capital funding with Caltrans district office and headquarters. It may be appropriate to consider a joint-application to various State capital bond funds and other sources.



## Information Displays

Passenger Information displays in high traffic locations are another way of building visibility for the transit system while insuring that potential riders have easy access to transit information when a need arises.

The graphics created for the passenger guide will lend themselves easily to creation of attractive, high visibility displays for a number of purposes.

## Transfer Locations

Transfer locations in Redding, Arcata, Willow Creek and Weaverville should all be equipped with an information display that shows the system map and provides fare and schedule information for the intercity services. (This would be significantly more information than provided by the simple 8 ½" X 11" panels at most bus stops).



In Redding, RABA has offered to take artwork created as part of this project and produce a display for posting at the Trinity Transit bus stop at the RABA Transit Center. If possible, a similar display should be placed at the new stop at the Canby Road Transit Center.

In Arcata, a homemade schedule for the intercity services is currently taped to the window of the transit center. Clearly HTA would welcome the provision of an attractive display panel to illustrate the service available from Arcata to Trinity County and Redding.

In Willow Creek, Trinity Transit should work with the CUSD to provide an information display for at the transfer point and/or in the information booth adjacent to the bus stop.

In Weaverville, displays are recommended at the Library and Tops Market stops, as these are most used for transfers. At the Library, the display can be placed in the map case in the bus shelter. At Tops Market, staff will need to work with the store/shopping center manager on how/where to mount the information display. In addition to information about the intercity network, the two Weaverville displays should also provide information about connecting service to Hayfork and Lewiston and the Weaverville Shuttle..

## Bus Shelters

As bus shelters are added to major stops within the system, they will provide additional opportunities for information dissemination. Each shelter should be equipped with a map case which can display the system wide map, along with schedule and fare information appropriate for the specific route/location.



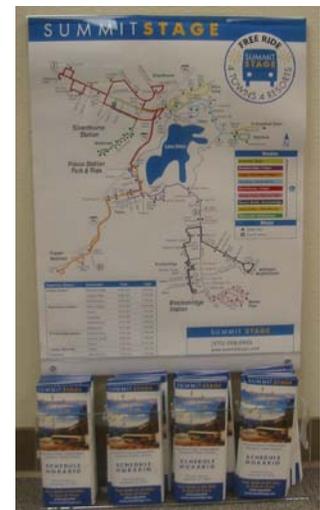
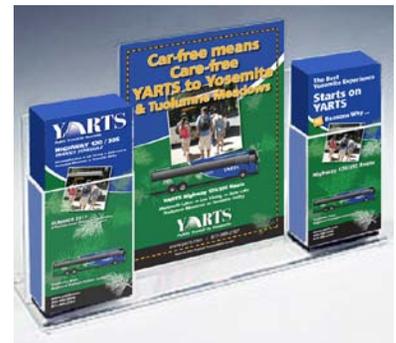
## High Traffic Destinations

During outreach for the project, a number of gatekeepers expressed interest in having not only transit guides for distribution but a permanent display for their lobby or other location. Utilizing standard display fixtures and the graphics created as part of this project, Trinity Transit can create attractive, low cost displays which will be seen by dozens or hundreds of people every day while they wait for appointments or go about their daily business. Ideal locations for displays include:

- Social service agency and medical clinic lobbies
- Post Offices in all communities served by Trinity Transit
- Adjacent to shared computers at support services (such as SMART, Wintu Tribal Center, Drop in Center or Library)
- Coffee shops, Laundromats or other businesses where people gather

There are many styles of displays which can be purchased on line (beemak.com, displays2go.com, display-world.com). Different formats (counter top, wall mounted, etc) may be needed at different locations. The fixtures can be purchased in small quantities and customized with the addition of a digital print and a supply of Trinity Transit passenger guides.

Many of the locations suggested for information distribution in the appendix are appropriate for a display.



# Education

As previously noted, most Trinity County residents have little experience with public transportation. In addition, the limited nature of the services which can be provided in a rural environment require significant understanding and planning on the part of the users. For both these reasons, education will be an important component of the marketing effort.

Unlike the Passenger Information and Visibility strategies which can be implemented and then simply maintained with limited time commitment for the transit manager, education efforts tend to be low cost but staff time intensive.

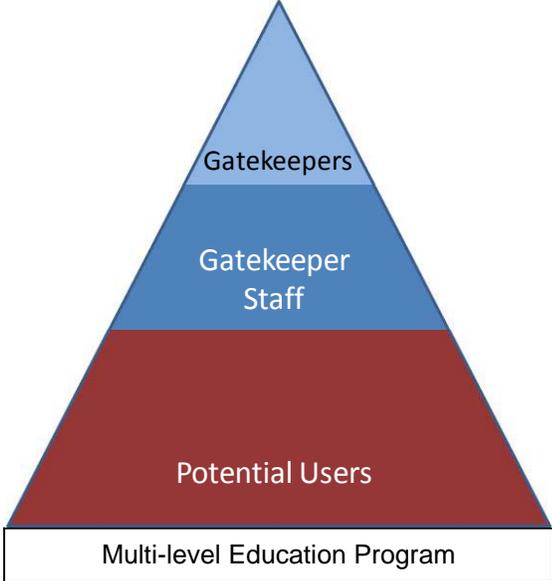
The education effort which is recommended for Trinity Transit is a multi-level outreach program...a pyramid scheme of sorts.

The first level of outreach is to “gatekeeper” organizations such as Native American tribes, social service agencies, schools, colleges, senior centers, workforce development programs and other entities that can provide access to constituencies with potential need for public transit services.

The second level of outreach is to the front line staff people with these organizations who work directly with potential transit users.

And the third level of outreach is directly to the potential users where venues for direct presentations exist.

This section will describe strategies for this three-level effort and marketing tools which will be developed to support the outreach efforts.



## Gatekeeper Network

This level of outreach involves the establishment of a network of gatekeeper organizations who represent clients or students with potential to benefit from Trinity Transit. This network can provide input to and support for Trinity Transit, as well as a valuable communications channel for reaching potential riders.

This first level of outreach was initiated with the outreach effort for this project which involved representatives of many gatekeeper organizations. In addition the Trinity Transit manager already has relationships with many key individuals throughout the county upon which a network of gatekeepers can be built. Contact information for these individuals/organizations has been compiled into an excel database which can be the start of Trinity Transit’s gatekeeper network.

Regular communications with the network, via email or mail, should be used to:

- Make them aware of changes to Trinity Transit’s network and provide updated information.
- Provide news about Trinity Transit – ridership growth, introduction of the new website, publication of the new passenger guide.
- Solicit opportunities for travel training presentations to their staff and/or clients or students.
- Solicit locations for transit information displays.

- Announce unmet needs hearings or other public meetings.

A number of venues for reaching groups of gatekeepers were mentioned during stakeholder meetings. These included:

- Human services council meetings organized by HRN (Dave Toler).
- Monthly School Administrators Meeting (Amy Curry – 3<sup>rd</sup> Tue, 2 pm)
- Local Coordinating Council – School Age focus
- Housing for All – homeless continuum
- Rotary and Kiwanis Clubs

## Travel Training for Gatekeeper Staff

The second level of outreach involves reaching beyond the Gatekeeper manager to the staff that works directly with clients and students likely to use Trinity Transit. Often, these case workers and counselors are tasked with finding transportation to get their clients to services, training, medical appointments or other activities. However, most of them are not fully familiar with how the Trinity Transit system works and may find it as confusing as their constituents do. Travel training directed at these staff persons can be seen as “train-the-trainer” opportunities since they can use an understanding of Trinity Transit and how it works to plan transit trips for and educate their own constituents.

The training can be accomplished as a presentation at a regular staff meeting or as a dedicated training session arranged by the gatekeeper organization. About an hour should be allocated for the training, including time for questions and answers. This time can be compressed somewhat if the training is included as part of an existing meeting.

### Targets

Staff groups which would benefit from “Travel Trainer Training” include a wide variety of individuals:

- Case workers/Counselors at social service agencies such as Trinity County Human Services, Human Resource Network, and the Tribal TANF program.
- Counselors at jobs-oriented programs such as SMART.
- Staff at Wintu Tribal Offices.
- Receptionists at doctor's offices in Trinity County.
- Admissions, recruitment and student services staff at Shasta College.
- Office staff at area schools.

Trinity Transit staff could develop a simple calendar of training contacts and identify periodic meetings with different network organizations. If the calendar were made generally available, perhaps with at-least quarterly training sessions scheduled, SSTAC members could assist Trinity Transit staff by getting out the word to potentially interested Gatekeeper staff persons. Some predictability in the scheduling of these could enable setting these meetings up once initially, thereby hopefully developing a rolling schedule whereby training sessions recur at regular intervals. For example the SMART program and agency staff associated with Trinity County Human Services, HRN and Tribal TANF could anticipate twice-annual meetings with Trinity Transit, as part of their collaborative discussions.

## PowerPoint

To facilitate these travel training sessions, a PowerPoint presentation will be created which provides the information that a staff person needs in order to help their clients use Trinity Transit effectively. Key elements of the PowerPoint will be:

- An overview of the route network and connections
- Training on how to use the available trip planning tools including the Trinity Transit regional guide, website and Google Transit.
- Highlights of key relevant destinations and how to access them via transit (e.g. mall and medical facilities in Redding, Shasta College, Potawot Health Village in Arcata, etc.)

The PowerPoint can be used as a travel training tool in two ways.

- To enhance an in-person presentation at a staff meeting or other gathering of gatekeeper representatives.
- As a self-directed training aid which could be downloaded from the internet, e-mailed directly to individuals (as an attachment or link) or distributed on CD. For self-directed use, it might be useful to add a narration to the slide show which would replicate the presentation typically given by the transit representative.

## Travel Training for Potential User Groups

Providing travel training directly to potential users is most possible when there is a venue where they are gathered for some other purpose. During the outreach for this project, a number of such venues were identified. It is likely that others exist and will be identified through on-going interactions with gatekeepers.

### Targets

Groups which would provide viable travel training opportunities include:

- **Senior Center Luncheons**  
The Golden Age Senior Center in Weaverville and the Roderick Senior Center in Hayfork, both expressed an interest in having luncheon travel training sessions for their members. The travel training should be scheduled for a day when attendance is expected to be high (for example pork roast day in Weaverville) and should be publicized in advance so participants know what to expect.
- **Tribal TANF program**

Tribal members receiving aid are required to attend periodic training sessions. This could provide an opportunity for a travel training session focused on the needs of these low income Native Americans.

- **Shasta College – Freshman Fast Track Night**

This is an orientation program for students planning to attend Shasta College and a perfect venue to talk with them about Trinity Transit as a transportation option for getting from outlying areas to the Trinity campus or the main campus in Redding.

- **College 101 Class at Trinity County High Schools**

This is a program being implemented by Shasta College at the high school in Weaverville. They hope to expand it to Hayfork High School. It is intended to prepare students for the realities of going to college, and transportation is one of those key realities. Shasta College administration expressed enthusiasm for the idea of integrating transit travel training into the program.

## PowerPoint

The PowerPoint for potential users will be similar to that for staff persons but with a greater focus on the specific types of trips that the group might make. It can easily be customized for each group with the addition or deletion of specific destinations. For example the Shasta College presentation would focus on getting to the campuses, while the senior presentations would focus on trips to medical and shopping facilities in Redding.



## Handout, Q&A and Incentives

To maximize the effectiveness of the travel training sessions, they should be accompanied by targeted handouts, incentives for trial use and opportunities for personal trip planning assistance. Depending on the venue and format, the following elements might be included as part of the travel training:

- Handout of the intercity guide, the Weaverville shuttle guide or destination specific trip plans (discussed below).
- Question and Answer period at end of presentation, followed by a personal trip planning session where the speaker could talk with participants individually about their specific trips.
- Incentive for a trial ride, such as a coupon good for a free round-trip or a pass good for a specific timeframe. Such fare-based incentives do have some cost to Trinity Transit and so should be used judiciously. Exposure to lost fares can be minimized by making the coupon good for a limited period of time (such as two weeks). This also encourages the participant to use the free ride while the training is still fresh in their mind.

## Frequently Asked Questions

Developing an on-going list of questions asked about Trinity Transit can provide the content for an FAQ that can be prominently posted on the website. This could be developed with input from drivers as to the top five most commonly asked questions, and then develop it from there. Including a Trinity Transit Question of the Month, again with input from the drivers or possibly taken from recurring travel training sessions, could be a way to keep this fresh and current, regularly re-posted to the website.

## Group Trips

Another possibility for travel training is the coordination of group trips which allow potential riders to have their first transit experience in a safe, guided environment. Plans for such a trip are currently underway with Trinity Hospital. The hospital is purchasing bus tickets for women who need to travel to MD Imaging in Redding for Mammogram screening. The women will be provided with a destination specific trip plan that will guide them through a day of travel, medical care and shopping at the Mt. Shasta Mall.

Many groups of novice riders may be most comfortable trying Trinity Transit in a group setting. Possibilities for group travel training include:

- Senior Center groups making a recreational trip to Redding or the Coast.
- Group of youths going to Whiskeytown Recreation Area for the day.
- Newly enrolled students at Shasta College making a trip to the campus in advance of the semester.
- School children in Downriver schools who might make short trips to Salyer or Willow Creek with a teacher.

## Destination Specific “Trip Plans” for targeted populations

Many novice bus riders are nervous about planning a transit trip using conventional schedules and maps. They are afraid they will make an error and end up stranded. To help overcome this anxiety, we plan to develop a template for a detailed destination specific trip plan which will guide new users, step-by-step, through their first trip. The trip plan would include instructions not only for using Trinity Transit routes, but for how to transfer to RABA, HTA or another connecting service to complete their trip. A few of these trip plans will be created as part of this project, and the template will allow the transit manager to create additional trip plans as needed. Common trips appropriate for such plans will include.

- Weaverville to Mt. Shasta Mall in Redding
- Hayfork to Mt. Shasta Mall in Redding
- Weaverville and Hayfork to key medical destination in Redding.
- Downriver communities to Mad River Hospital or a key shopping destination in Arcata

One somewhat different trip plan which we plan to create will target doctor’s offices in Weaverville. It will be a guide which will help the receptionist to plan appointments for patients who need to use transit.

- It will provide details (days and times) for travel from Hayfork or Downriver communities to Weaverville.
- It will provide guidance for scheduling appointments with specialists in Redding – what days and times transit is available to Redding, and how transfers to RABA can provide access to specific medical complexes.

Targets for this special travel training tool might include Dr. Dolci, Dr. Meredith, Dr. Krouse (also has clinic in Hayfork), and Dr. Stemple in Weaverville.

**Trinity Transit Trip Plan**  
Weaverville > MD Imaging > Mt. Shasta Mall

**Planning Your Trip**

- Travel on Monday, Wednesday or Friday
- Schedule a morning appointment at MD Imaging for 9:00 am or later
- Board Trinity Transit's Redding/Weaverville at Douglas City, about 7:30 AM
- Spend the afternoon in Redding
- Return trip on Trinity Transit leaves Redding at 4:00 PM
- Total round trip fare: \$23.00 (Please have exact fare for RABA buses. Drivers cannot make change.)

**Traveling from Weaverville to Redding**

Fare: \$ 10.00  
Approx. time: 1 hr 15 mins

Board Trinity Transit Westbound Intercity Bus to Redding  
Weaverville Library 7:30 am  
Top's Market 7:40 am  
Douglas City Store 7:40 am

Arrive in Redding  
RABA Downtown Transit Center 8:45 am

**Connecting to RABA to reach MD Imaging in Redding**

Fare: \$ 1.00

Board RABA Route 2\*  
Exit at Court at South (2<sup>nd</sup> stop) approx. 9:00 am  
Walk 1 minute toward Gold Street to MD Imaging 2000 Court Street

\*Route 2 also leaves from the transit center at 9:30. On this run, you will exit Place St. West St. (2<sup>nd</sup> stop) and

Once your appointment is complete, you will have the afternoon to enjoy Redding. The back of this flyer provides a trip plan from MD Imaging to the Mt. Shasta Mall. At 2 PM, the Trinity Transit bus will pick you up at the Candy Road Transit Center adjacent to the Mall.

**Amenities at RABA Downtown Transfer Center**

- Canopied Waiting/Seating with Benches
- Public Restrooms
- Vending Machines
- Bike Racks

**Trinity Transit**

Really Transit Connects You to the County, the Coast, Redding and the Region  
(930) 623-LIFT (5438) www.trinitytransit.org

# Promotion

## Newspaper and Theater Advertising

Local newspapers (*The Trinity Journal* and *Two Rivers Tribune*) are the most viable local advertising media for the Trinity County area. Radio and television are all out-of county and not practical or affordable for local ad messages.

One other medium which offers local exposure is on-screen advertising in Weaverville movie theaters.

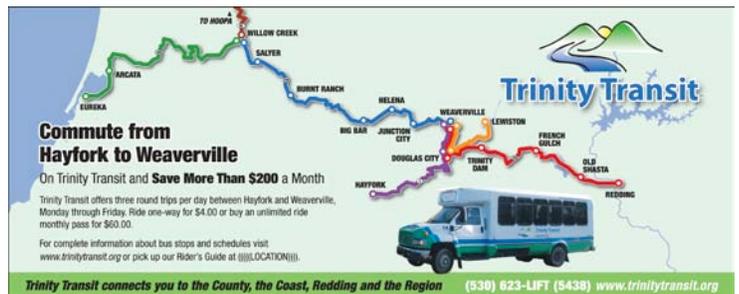
Trinity Transit has been using both of these media regularly and it is recommended that practice be continued.

### Newspaper Ads

To maximize the effectiveness of the ads in building awareness and trial ridership, a consistent look and theme is recommended. Ads should promote the entire network, while focusing on benefits relevant to specific communities.

As part of this project a series of ads will be created which use the Regional System Map as a central graphic, but include headline and copy specific to each community. One such ad is shown at the right. Headlines might be:

- **Generic Ad**  
Trinity Transit Connects You  
To The County, The Coast, Redding  
and the Region
- **Hayfork Ad**  
Commute from Hayfork to Weaverville  
On Trinity Transit and  
Save More than \$100 a Month
- **Weaverville Ad**  
Need a Ride to Redding?  
From Weaverville, Hayfork or Lewiston
- **Downriver Ad**  
Need a Ride from Downriver  
To Willow Creek, the Coast, Weaverville or Redding?



The basic ad layout will also be provided in a form that can be customized by the local publications. Trinity may wish to customize the ad for a particular event or purpose (e.g. Ride Trinity Transit to Whiskeytown Recreation Area for a Day at the Beach.), while maintaining the continuity of the campaign.

The theater ad vendor has worked with Trinity Transit to develop attractive slides for the theaters. This collaboration should continue. Key

elements to consider in the slide messages:

- If possible, integrate the system map graphic.
- Continue to use photos of the Trinity Transit bus, possibly with smiling passengers boarding
- Focus headlines on specific trip options: the more specific the message the more likely it is to resonate with someone. This probably means having more different slides and rotating them frequently.

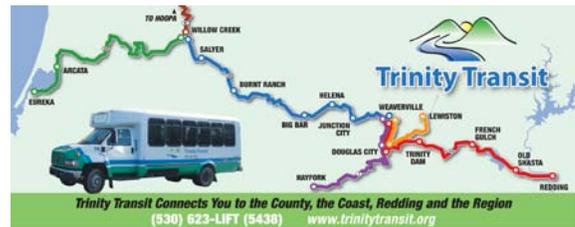
## Mailer Insert

During outreach efforts, participants identified a number of direct communications channels which might be available to Trinity Transit at little or no cost. Most of these involved opportunities to insert a small flyer in existing mailings such as:

- PUD bills
- Tribal newsletters
- School mailings to parents
- Cash aid checks
- Coast Central Bank statements

To allow Trinity Transit to take advantage of these opportunities, a small flyer will be produced which can be printed inexpensively in large quantities. The flyer will feature the system map as a central graphic and include basic information about the services. It will refer potential users to the website, passenger guide or phone number for more information.

In addition to being useful as a mail insert, this inexpensive flyer can be used as a handout in venues where the more detailed (and costly) passenger guide is inappropriate. For example as a handout at a health fare or a bag stuffer at local grocery stores.



 <b>Trinity Transit</b>	<b>Weaverville to and from Redding</b>	<b>Weaverville to and from Willow Creek</b>	<b>Hayfork to and from Weaverville</b>	<b>Weaverville to and from Lewiston</b>
Our four intercity bus routes connect you to communities throughout the County and the region. Visit <a href="http://www.trinitytransit.org">www.trinitytransit.org</a> to check out our low fares and use Google Transit to plan your trip. Or pick up our system map and schedule at the post office.	Monday, Wednesday and Friday – two round trips each day. Redding Stops include the Mt. Shasta Mall and Downtown Transit Center. Easy connections to Redding buses, Amtrak and Greyhound.	Monday, Wednesday and Friday – two round trips each day. Bus Stops in all downriver communities. No-wait connection in Willow Creek for trips to Arcata/Eureka and Hoopa.	Monday through Friday – three round trips per day. The most economical way to commute between Hayfork and Weaverville. Easy connections for trips from Hayfork to Redding.	Monday, Wednesday and Friday bus service. Morning trip from Lewiston to Weaverville and evening trip back to Lewiston. Connecting service for trips to Redding or Downriver.
(530) 623-LIFT (5438) <a href="http://www.trinitytransit.org">www.trinitytransit.org</a>				

## Summer Fun Program for Kids

While there is little potential to attract youth ridership during the school year, this is a very viable target market in the summer. Teens and pre-teens can use the bus to access summer recreation or even summer jobs. A “Summer Fun” program to attract transit ridership among youth might include the following elements:

- A Summer Fun map that highlights destinations of interest to kids, such as:
  - Movie theaters in Weaverville
  - Whiskeytown Recreation Area
  - Water Park and Mall in Redding
  - Libraries in Weaverville, Hayfork, Willow Creek

- The Coast

The map could be distributed through the schools just before the summer break and possibly used as a newspaper insert to promote the program.

- A discounted summer fun pass that is good system wide (but only for youth under 18) and is promoted on the Summer Fun map.

## Public Access TV Video

During the outreach, it was noted that the local government/public access TV station would be a channel for promoting Trinity Transit. If the station is able to provide production services, it would be useful to create a brief “how-to-ride” video that could be aired periodically on the TV channel and posted on the website. (Contacts: Dero Forslund and Carol Rogan)

## News Release Calendar

Articles about public transit in local newspapers can increase awareness of the service and educate residents about what it has to offer.

News coverage about transit services can be increased by making sure that local papers are provided with a regular stream of information about transit, its benefits and its progress in Trinity County. Therefore it is recommended that Trinity Transit create and maintain a systematic news release calendar.

The calendar should identify topics for news releases during the coming 3-6 months and be updated periodically to reflect changes and new story ideas. Possible news release topics would include:

- Putting new vehicles into service.
- Implementation of amenity enhancements at bus stops (signs, shelters, benches, bike lockers).
- Changes in service (e.g. introduction of the new Canby Road Transit Center which will provide more direct service to Mt. Shasta Mall and Shasta College).
- Ridership growth milestones.
- Introduction of the new Rider’s Guide and/or website which will make it easier for residents to use transit.
- Introduction of new fare media or sales outlets.
- Public hearings and meetings.
- Partnership efforts with other community organizations.
- Tie-ins with local events.
- Tie-ins to national events such as Try Transit Day or Earth Day.
- Tie-ins with national news stories, such as national growth in transit usage or updated transit cost savings estimates.

News releases should be prepared and issued in a timely manner to all local media. When appropriate, digital photographs should be included with news releases. News Releases can also be posted on the new Trinity Transit website.

# Marketing Budget

<b>Strategy</b>	<b>One-Time Expenses</b>	<b>Annual Expenses</b>
<b>Passenger Guides</b>		
Printing (20K)		\$3,000
Schedule Holders (50)	\$500	
<b>Bus Stop Info Panels</b>		
Panel Fixtures (50)	\$4,500	
Print/Laminate Inserts		\$300
Website		
Hosting		\$250
Maintenance		\$250
<b>Branding</b>	Decal older buses	
<b>Bus Stop Signs</b>		
Sign Production (50)	\$1,250	
Installation	County Staff	
<b>Info Displays</b>		
Display Units	\$1,000	
Inserts		\$250
<b>Travel Training</b>		
PowerPoint Projector	\$2,000	
Customized Handouts		\$250
<b>Advertising</b>		\$5,000
Newspaper		
Movie Theaters		
<b>Summer Fun Program</b>		\$250
<b>Total</b>	<b>\$9,250</b>	<b>\$9,550</b>

# APPENDIX

## A. Marketing Tools to be Created

Following is a list of marketing tools which will be created as part of this project for use in implementing the marketing plan. Previews of many of these items have been included in the plan. Draft tools will be provided separately for review, revised and finalized.

### Passenger Information

- Bus Stop Sign Design
- Passenger Guide & Poster
- Website
- Info Panel for Bus Stops (provide in Publisher, customizable for each stop)
- Info Display Version of System Map (for RABA, Willow Creek, Arcata, Shelters)

### Travel Training

- Customizable PowerPoint's
- User Oriented
- Gatekeeper Oriented
- Customized Trip Plans & Template
- Gatekeeper Data Base in Excel

### Additional Promotional Tools

- Ad Series with system map as central graphic
- Strip Card Flyer/Insert (inexpensive 3.66" X 8.5" flyer for mass distribution)
- Summer Fun Map for Students (if resources allow)

## B. Passenger Information Distribution Network

Possible locations recommended during outreach.

<b>Social Service/Training/ Medical</b>	<b>Retail/Commercial</b>	<b>Community</b>
<b>Weaverville</b>	<b>Weaverville</b>	<b>Weaverville</b>
*Milestones Drop In Center	Tops Market (WV)	WV Library
*SMART Center	CVS Pharmacy (WV)	*Golden Age Senior Center
*Health & Human Services	*Mama Llama's Coffee (WV)	Kiosk – Highland Arts Center
*Mental Health	La Mexicana Taqueria	WV Chamber of Commerce
*Wintu Tribal Center	Mini-mart	*County Court House
Trinity Hospital	<b>Hayfork</b>	Human Resource Network
*Shasta College	*Northern Delights (Hayfork)	<b>Hayfork</b>
Doctors Offices	Frontier Fuel (Hayfork)	Hayfork Library
<b>Hayfork</b>	Disct. Grocery Store (Hayfork)	*Roderick Senior Center
Hayfork Community Center (WIC & Mental Health)	Irene's Cafe	<b>Downriver</b>
Doctor's Offices	Dairy Store	*Info Booth in Willow Creek (in summer)
Mental Health	Ernie's Store	<b>All Communities</b>
<b>Downriver</b>	<b>Downriver</b>	*Post Offices
Six Rivers Open Door Clinic	*Coffee/Bakery (Willow Creek)	Volunteer Fire Departments
	*Laundromat (Willow Creek)	School Offices
	Downriver Stores	Churches
	Gray's Deli, Salyer	
	<b>Lewiston</b>	
	Plug & Jug	
	Lewiston Hotel	
	Moose Lodge	

\*May be appropriate for a permanent display fixture

# C: Bus Stop Information Panels

TRANSIT INFORMATION PRODUCTS

## RCH INFORMATION HOLDERS

**Smooth Rounded Corners - Safer for Public Environments**  
 Designed for use at bus stops, shelters, transit centers or anywhere that transit information is displayed in a public environment - indoors or outdoors.

The RCH Series features an exceptionally rugged all-metal design with hemispherically rounded corners for maximum public safety.

Mounts quickly on round, square or U-channel bus stop poles, walls or shelters.



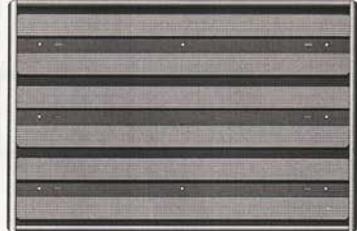
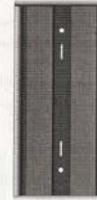
**RCH Features**

- 180 Custom colors available
- Used by over 140 Transit Authorities nationwide
- Available with 3, 4 and 5-sided rotating kiosk frames
- Modular design allows you to post as little or as much info as needed at a bus stop.
- Fully recessed stainless steel tamper-proof cap locking screws
- Available with polycarbonate windows or tempered safety glass
- Insect-resistant drain & vent openings
- ADA compliant when used to display route or schedule information



INSTALL INDIVIDUALLY  
OR USE ON ROTATING MULTI-SIDED FRAMES

ROTATES FOR MAXIMUM PUBLIC ACCESS

Tabloid Size	Large Format Map Case	36" x 24" DISPLAY AREA IDEAL FOR BUS SHELTERS AND TRANSIT CENTERS		
 <b>RCH 11/17</b> Display: 11" x 17" Overall size: 12" x 19"	 <b>RCH 11/22</b> Display: 11" x 22" Overall size: 12" x 23"			
Wide Series	Legal Size			
<b>Letter Size</b> Displays a 8 1/2" x 11" sheet  <b>RCH-11</b> Display: 8 1/2" x 11" Overall size: 9 1/2" x 12"	Displays a 8 1/2" x 14" sheet  <b>RCH-14</b> Display: 8 1/2" x 14" Overall size: 9 1/2" x 15"	 <b>RCH-17</b> Display: 8 1/2" x 17" Overall size: 9 1/2" x 18"	 <b>RCH-22</b> Display: 8 1/2" x 22" Overall size: 9 1/2" x 23"	 <b>RCH-24</b> Display: 8 1/2" x 22" Overall size: 9 1/2" x 23"
Slim Series				
 <b>RCH-6-11</b> Display: 6" x 11" Overall size: 7 1/4" x 12"	 <b>RCH-6-14</b> Display: 6" x 14" Overall size: 7 1/4" x 15"	 <b>RCH-6-17</b> Display: 6" x 17" Overall size: 7 1/4" x 18"	 <b>RCH-6-22</b> Display: 6" x 22" Overall size: 7 1/4" x 23"	 <b>RCH-6-24</b> Display: 6" x 24" Overall size: 7 1/4" x 25"

**TRANSIT INFORMATION PRODUCTS**  
 A DIVISION OF WEBB & ASSOCIATES, INC.  
 5052 FORNI DR. STE. B CONCORD, CA 94520  
 (877) 676-8900 TOLL FREE  
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## D. Outreach Meeting Notes

Most of the input received during the outreach meetings has been incorporated into this plan. However, there were some specific findings that may be useful as Trinity Transit moves forward. They are documented below:

### Senior Center Transportation

Agency Representatives: Sandra Echols, Lynn McElroy, Michael (driver) in Weaverville; Rose Owens in Hayfork.

#### **Golden Age Service Overview:**

- Their service operates Mon-Fri, 9 a.m. to 2 p.m. Delivers meals from noon to 1 pm.
- They bring people (60+) to center for lunch, also take to Doctor, CVS, Tops, etc. within Weaverville
- Most riders call driver directly. Some subscription trips.
- Have to do so many trips – 20 hours a week – to keep van. Have trouble meeting minimums sometimes.
- 5310 vehicle, AAA PSA2 funding for operations
- There is capacity.

They would be willing to expand to allow general public to ride if AAA would allow. Would require some funding from county. Need “proposal” from Polly and will then call AAA.

#### **Roderick Center Service Overview:**

- They use their bus to bring people to the senior center for lunch and transport locally.
- Have driver with private vehicle take seniors to doctor’s appointments in Weaverville and to Redding for medical trips only. Suggested donation for trip to Weaverville is \$25, for trip to Redding is \$35.
- Have offered to do Saturday shopping trip to Redding but little interest.
- Key Destinations in Redding:
  - Dialysis Center by Turtle Bay
  - Cancer Center at Mercy Hospital
- Generally have about 40 people at lunches, sometimes 60. Very receptive to idea of doing travel training at lunch program.

### Input from Native American Representatives

Representatives: Yurok/Karuk (Terri Castner, K/T Net), Wintu (Pat Chapman), Tsunungwe (Dena Magdaleno)

K/T Net

- Transports primarily Native Americans (83%)

- Funding base includes TDA funding, plus funding from Yurok, Hoopa and Klamath
- Riders are largely young and transit dependent.
- Destinations include:
  - Drug and alcohol addiction classes
  - College of the Redwoods
  - Six Rivers Clinic
  - Willow Creek Open Door Clinic
  - Kimaw Hospital in Hoopa
  - United Indian Health Clinic in Arcata at Mad River

#### Tsunungwe Tribe

- Local residents in and around Salyer, Willow Creek, Burnt Ranch
- Many live on very little income; limited transportation available; take Trinity Transit into Willow Creek for shopping.
- Suggested travel training through Tribal TANG program.
- Suggested post offices, stores and schools as communications channels.
- Destinations include:
  - Shopping in Willow Creek, Arcata, Eureka
  - Medical and eye care in Arcata and Eureka
  - Continuing education – Humboldt State
  - Kimaw Clinic in Hoopa
  - College of the Redwoods
  - Mall in Eureka
  - Mad River Hospital

#### Wintu Tribe

- Tribal members live throughout County, many in Hayfork and Downriver
- Need for transportation from Hayfork and Downriver to services in Weaverville
- Tribal TANF program includes mandatory social service training at Tribal offices near hospital. An opportunity for transit travel training.
- Tribal members complain about 3-hour wait in Weaverville. Don't know what to do in Weaverville.
- Tribal Health Center Rancheria – would be helpful to eliminate transfer (?)

## Input from Shasta College

College Representatives: Ken Hill and Sandy Roberts

- Trinity Campus Enrollment: 120 enrollees, represents between 40 to 50 unique students
- Trinity Campus has no lab capabilities. Students have to go to Redding Shasta College campus to complete AA degree.
- Recent developments with budget:
  - Latest community college budget quite severe; looking at 4 to 5 years of constrained budgets.
  - Some classes are limiting sections; makes it more difficult to get classes on days when Trinity Transit is operating

Potential use of Trinity Transit by students:

- Trinity Transit gets into Redding about 9 a.m.; takes two transfers on RABA to get to campus. Window on the Redding Shasta College campus is about 10:00 to 2 p.m., in order to leave to be back for the 3 p.m. bus. Only possible Monday, Wednesday and Friday. Can't take Tuesday-Thursday classes.
- Trinity Transit cost is a consideration – \$20 roundtrip to Redding. Linda Wright, Health & Human Services dose pre-pay bus passes for eligible students.
- Weaverville area students primary residence communities are Hayfork, Lewiston, Trinity Center
- Communications Channels:
  - Freshman Fast Track Night – Orientation - transit info sheet
  - Trinity High School campus – College 101 Class
  - Hayfork High School – working with counselor Rhonda Gonzalez
- College Overview:
  - Focus on serving rural students. Using ITV system to expand class offerings in outlying areas.
  - 36 units for \$17 a semester, with board of Governors grants/ loans
  - REACH Program -- connections to Humboldt State; UC Davis; U Nevada, Reno – total of 11 colleges; guaranteeing admission to any of these colleges and into State UC
- Some students are enrolled on main campus, Redding, and come home on the weekend. Potential to use Trinity Transit for trips home. Couldn't get back for a Monday morning class.
- Semester is 18 weeks – potential for a semester pass?

## Major Destinations in Redding

This is a compiled list based on references from a variety of interviews.

- Recreational purposes - Win River Casino
- Medical
  - MD I Imaging
  - Shasta Regional Hospital

- Dr. Mendohlson, near Mercy Hospital ([www.metronic.com/carelink](http://www.metronic.com/carelink))
- Dr. Fox, near Airport
- Cancer Center
- Mercy Hospital
- Mercy Maternity Facilities
- Public Health Offices
- VA Clinic (Hartnell)
- Tribal Health Center Rancheria
- HiCap offices (near Hartnell)
- Shopping
  - Costco
  - Mt. Shasta Mall
  - Walmart
  - Winco
  - Food 4 Less
  - Home Depot
- Redding Airport
- Recreation
  - Win River Casino
  - Water park (summer)
  - Whiskeytown Recreational Area
- Education
  - Shasta College Campus

## Major Destinations in Willow Creek and Arcata

- Medical
  - Mad River Hospital (Arcata)
  - Potawot Health Village (by Mad River Hospital, Arcata)
  - Six Rivers Clinic (WC)
  - Open Door Clinic (WC)
  - Kimaw Hospital, Hoopa
- Shopping

- Target (Arcata)
- Safeway (Arcata, near downtown Transit Center)
- Mall (Eureka)
- Education
  - College of the Redwoods
  - Humboldt State University