

COMMUNITY BRANDING TO BUILD PRIDE IN SERVICE AND RAISE VISIBILITY

Treasure Valley Transit (TVT), Nampa, Idaho

SUMMARY OF THE STRATEGY:

TVT has grown local support for its rural public transit services through marketing its services in rural areas with community branding.

DETAILED DESCRIPTION:

When TVT plans new services, the services are designed specifically for the community to be served and “branded” for that community. From the onset, TVT brings local decision-makers and community members to the table, including local representatives of the Department of Labor and the Department of Health and Welfare, to ensure that the service meets human service transportation needs. Mayors and county commissioners are involved in the process, as well as public works departments, so the local leaders buy into the process early on. Rather than a series of route numbers, TVT services are named and have their own logos, color schemes, and vehicle appearance. The local community is involved in naming the service through a name contest. When the service is launched, TVT invites local elected officials and the press to a kick-off celebration and gains considerable news coverage.

TVT leases panel advertising space on their vehicles and targets local small businesses whose advertisements would continue the local theme. Recently a local credit union agreed to fund a bus wrap that incorporates their advertising and will pay TVT \$15,000 per year. TVT is now working with the local communities on bench installation

AGENCY PROFILE

Organization Type: Private, Non-Profit

Service Area: rural southwest Idaho (serving portions of Adams, Canyon, Elmore, Gem, Owyhee, Payette, Valley, and Washington Counties) and Ontario, Oregon

Resources:

- **Fleet size:** 21 vehicles
- **Staff size:** 37 (most full-time)
- **FY 2012 Operating Budget:** approx. \$2 million

Service Summary:

- **Modes Operated:** fixed-route, route-deviation, demand-response (varies by service area and contract)
- **Days and Hours of Service:** varies by service area (1 to 7 days/week)
- **General Public Cash Fare:** varies by service area (some free, some \$1.00, some mileage-based)
- **Passenger Trips/Year:** approx. 175,000 in 2012

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<http://www.treasurevalleytransit.com/>

project which will feature advertising space for local businesses, as well as bus stop signage that ties in with the design of the buses. When not being used for advertising, the benches will contain information promoting the TVT service.

CONDITIONS THAT PROMPTED THE STRATEGY:

Transitioning from rural to small urbanized: TVT lost some 65% of its funding and services as a result of the redesignation of one of its major service areas (Nampa/Caldwell) from a “rural” to “small urbanized” area following the 2000 Census. (Valley Regional Transit Authority, based in Boise, is the FTA designated recipient for Section 5307 funding.) TVT needed to reinvent itself and create diversified funding sources to better protect it in the future.

RESULTS OF THE STRATEGY:

TVT has successfully grown its services and diversified its funding sources. Today, TVT operates the following community-branded services:

- **Mountain Community Transit (MCT)** - deviated fixed route service within the City of McCall (operating 7 days/week) and connecting McCall and Cascade (Mon-Fri). This service originated through a public-private partnership with the former Tamarack Ski Resort to coordinate the operations of an employee/general public shuttle. When the ski resort went bankrupt, Valley County stepped up to provide in-kind office space and parking, and TVT was able to continue the service restructured for local residents. The buses operated on this service resemble trolley cars to reflect the tourist destination they serve.
- **Mountain Home Community Transit (MHCT)** - deviated fixed route service in the City of Mountain Home, Monday

through Friday 5:00 am to 6:00 pm, and on Mountain Home Air Force Base, Monday through Friday, 6:00-9:00 a.m. and 1:00-6:00 p.m. Base service between 9:00 a.m. and 1:00 p.m. was suspended in December 2011 due to funding limitations.

- **Snake River Transit** - fixed-route service between Ontario, Payette, and Fruitland, operated 6:00 a.m. to 6:00 p.m. Monday-Friday.

Each of the above services is operated using specially-painted vehicles that reflect the locally-branded service.

In addition, TVT operates rural demand-response public transportation, Medicaid transportation services (which makes up about 12% of the overall operations), senior transportation, and other contracted specialized transportation.

METHODS USED TO DOCUMENT RESULTS:

- Continuity of local support.

KEY FACTORS FOR SUCCESS:

- Leadership with innovative, entrepreneurial spirit.
- Involving local elected officials (mayors and county commissioners) and other community leaders from the beginning, planning service with their input.

CHALLENGES:

- The community branding strategy was developed as an approach to overcoming the significant challenge of a major funding reduction.

IMPLEMENTATION GUIDE

RECOMMENDED FOR:

- Transit agencies serving multiple communities
- Transit agencies seeking to expand to new communities

RECOMMENDED ELEMENTS FOR SUCCESS:

- Include elected officials and other community decision-makers throughout the planning process
- Logos, names, and vehicle paint schemes that reflect unique local characteristics
- Kick-off celebrations and other celebratory events to generate news stories
- Entrepreneurial spirit

METHODS FOR DOCUMENTING RESULTS:

- Changes in local match
- Changes in ridership levels
- Customer satisfaction surveys

IMPLEMENTATION TOOLS:

- Photos of community-branded vehicles
- Snake River Transit route map and schedule brochure

How To Ride



Snake River Transit

Public Transit Serving Malheur and Payette Counties

Buses run 6:00 AM to 6:00 PM
Monday through Friday

Fares:	Monthly Passes:
Adult (18-54) \$1.00 \$30.00
Youth (6-17) \$0.75 \$20.00
Seniors & Disabled \$0.50 \$15.00
<i>children five years old and under ride free</i>	

For more information call:

541-881-0000

or visit our website:

www.snakerivertransit.com

Snake River Transit (SRT) will operate two buses. The buses will start on the hour from the Walmart on Ontario. One will follow a one hour route around Ontario – the other will travel a one hour route to Fruitland then to Payette, passing back through Fruitland before returning to the Walmart Point.

There will be 12 bus stops in Ontario, 9 bus stops in Fruitland and 8 bus stops in Payette, however the service is also a “flag stop” system and you may board the bus anywhere along the route that it is safe for the bus to pull over, by signaling the driver.

The times shown below each sub-title indicate when the bus will arrive at the location. Use these time points to judge flag stop situations between points.

FARES

Have your exact fare ready when boarding the bus. Bus operators do not carry change. Please wait for departing passengers before you board.

HOLIDAYS

Buses do not operate on weekends or on the following holidays: Labor Day, Thanksgiving Day, Christmas Day, New Years Day, Memorial Day, Independence Day and Martin Luther King Day, Presidents Day, Veterans Day.

WHEELCHAIR LIFTS

All buses are equipped with wheelchair lifts. If you require the use of a wheelchair lift, our trained drivers will assist you in getting on and off the bus.

BIKE AND RIDE

SRT Buses are equipped with bicycle racks. Riders are responsible for loading and unloading their own bikes. If the rack is full you will need to wait for the next bus.

SAFETY, COMFORT & COURTESY

To help make sure that everyone has a safe and comfortable journey, please observe the following travel tips and safety guidelines:

1. Please buckle your seat belt.
2. Please reserve the seats in the front of the bus for elderly passengers and passengers with disabilities.
3. Please use radios, tape players and other such devices only with headphones.
4. Smoking is prohibited on the bus.
5. Fold shopping carts and strollers and keep them and other objects out of the aisles.
6. Infants should be held securely on your lap or placed in a car seat. Please make sure that your car seat is buckled in if used.
7. Help keep buses clean by placing all litter in trash cans.
8. Keep all food and beverages in closed storage containers.
9. Pets must be in pet carriers. Service animals are welcome on the bus.

Schedule

The *SmaRT* way to go.™

	Stop #	Bus Stop Location	Stop Times	Interests Nearby
ONTARIO LOOP	LOOP START	1 NE 2nd Ave. & NE East Ln. (southeast corner of Walmart building)	On the hour	Walmart
	2 SE 1st Ave. & SE East Ln. (west side)	+ :03	Oregon Department of Human Services, Da Vita Four Rivers Dialysis Center	
	3 SE 5th Ave. (north side) & SE 6th St.	+ :07		
	4 SW 11th Ave. & SW 4th St. (east side)	+ :11		
	5 SW 7th Ave. & College Blvd. (parking lot of TVCC)	+ :19	Treasure Valley Community College	
	6 SW 4th Ave. (north side) & SW 10th St.	+ :23	Holy Rosary Hospital	
	7 SW 6th Ave. & SW 30th St. (parking lot of Social Security Admin.)	+ :29	Social Security Administration	
	8 SW 3rd Ave. & NW 9th St. (east side)	+ :34	Ontario Pharmacy	
	9 NW 8th Ave. (south side) & NW 9th St.	+ :38	Malheur County Fairgrounds	
	10 NW 8th Ave. (south side) & NW 2nd St.	+ :41		
	11 NE 6th Ave. (south side) & NE 2nd St.	+ :49	Ore-Ida	
LOOP END	1 NE 2nd Ave. & NE East Ln. (southeast corner of Walmart building)	—	Walmart	
FRUITLAND / PAYETTE LOOP	LOOP START	1 NE 2nd Ave. & NE East Ln. (southeast corner of Walmart building)	On the hour	Walmart
	12 Hwy 30 (south side) & Holy Rosary Dominican Health Services	Fruitland	+ :03	Holy Rosary Dominican Health Services
	13 NW 16th St. (south side) & Woodgrain Millwork	Fruitland*	+ :06	Woodgrain Millwork
	14 NE 12th St. & N Pennsylvania Ave. (west side)	Fruitland*	+ :08	
	15 SW 2nd St. (north side) & S Whitley Dr.	Fruitland*	+ :13	Fruitland City Hall
	16 N Whitley & N Whitley Dr. (east side)	Fruitland	+ :15	
	17 Hwy 95 at River Ridge Trailer Park. (east side)	Fruitland	+ :17	
	17A Hwy 95 at Shady River Trailer Park. (east side)	Fruitland	+ :18	
	18 4th Ave S & S Main St.	Payette	+ :21	Albertsons, Kiwanis Park
	19 2nd Ave. N & S Main St. (east side)	Payette	+ :22	
	20 3rd Ave. N (north side) & N 12th St.	Payette	+ :26	Payette County Courthouse
	21 Center Ave. (north side) & N 9th St.	Payette	+ :28	Payette Post Office
	22 7th Ave. N & N 6th St. (southeast corner)	Payette	+ :30	
	23 7th Ave. N & N 6th St. (northwest corner)	Payette	+ :35	
24 1st Ave. N & N 6th St. (west side)	Payette	+ :37		
25 6th Ave. S & S 12th St. (west side)	Payette	+ :41		
12 NW 16th St. (south side) & Woodgrain Millwork	Fruitland	+ :47	Woodgrain Millwork	
13 NE 12th St. & N Pennsylvania Ave. (west side)	Fruitland	+ :49		
14 SW 2nd St. & S Whitley Dr. (east side)	Fruitland	+ :54	Fruitland City Hall	
LOOP END	1 NE 2nd Ave. & NE East Ln. (southeast corner of Walmart building)	—	Walmart	

*The bus will pass through Fruitland twice before returning to Ontario. In order to reduce time spent on the bus, riders wanting to go from Fruitland to Ontario should board on the 2nd leg of the Fruitland/Payette loop.



Snake River Transit

Public Transit Serving Malheur and Payette Counties

Route Map

Snake River Transit Route
 Interstate Highway
 City/State Roads
 Ontario Loop
 Fruitland/Payette Loop - 1st leg
 Fruitland/Payette Loop - 2nd leg

Oregon Idaho

Darker areas indicate dial-a-ride service available through Snake River Access

Business	Library	City Hall
Fairgrounds	Post Office	Courthouse
Hospital / Clinic	Government Office	School

8 Snake River Transit Bus Stop

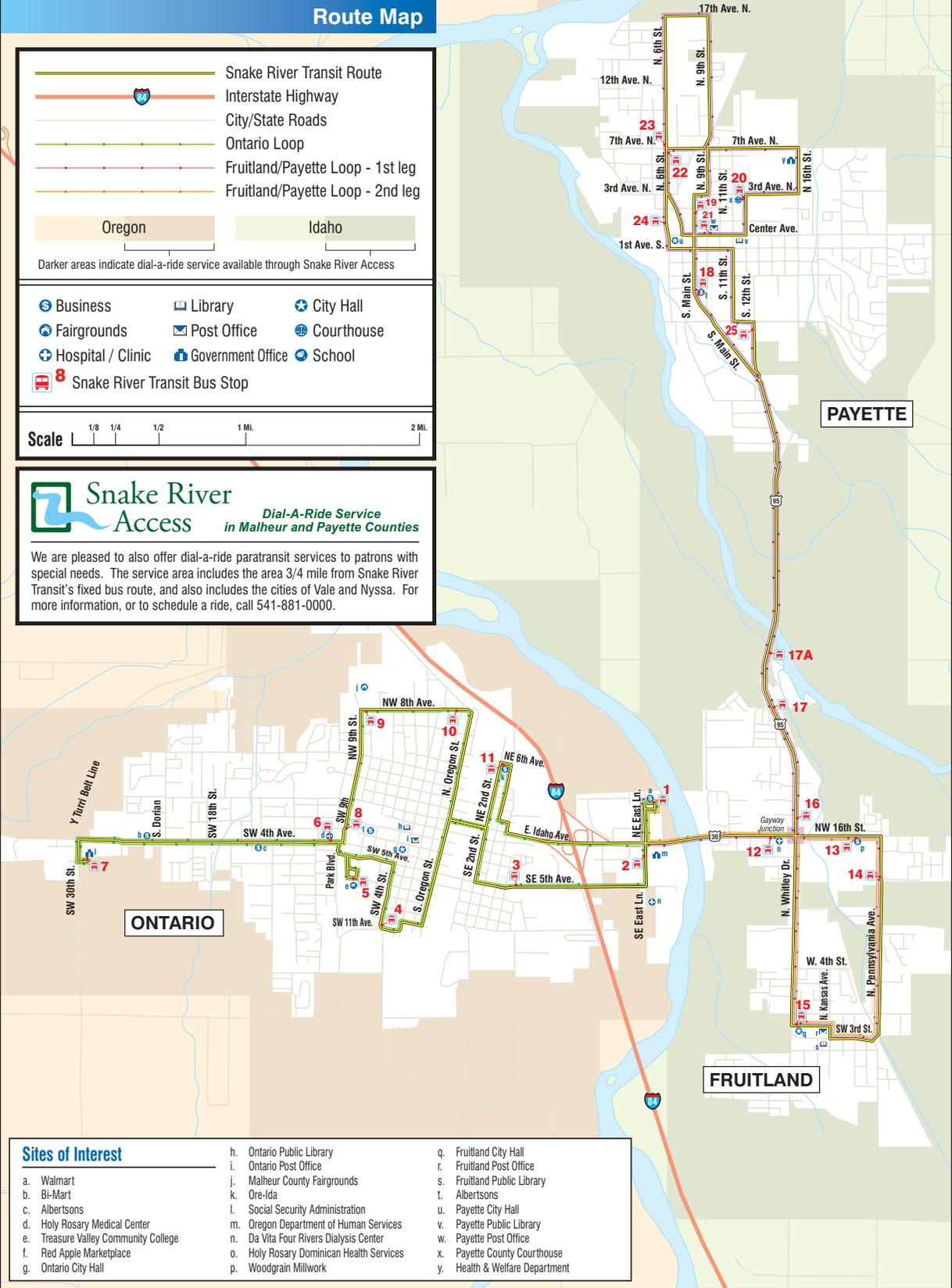
Scale: 1/8 1/4 1/2 1 ML 2 ML



Snake River Access

Dial-A-Ride Service in Malheur and Payette Counties

We are pleased to also offer dial-a-ride paratransit services to patrons with special needs. The service area includes the area 3/4 mile from Snake River Transit's fixed bus route, and also includes the cities of Vale and Nyssa. For more information, or to schedule a ride, call 541-881-0000.



Sites of Interest

- | | | |
|--------------------------------------|--|--------------------------------|
| a. Walmart | h. Ontario Public Library | q. Fruitland City Hall |
| b. Bi-Mart | i. Ontario Post Office | r. Fruitland Post Office |
| c. Albertsons | j. Malheur County Fairgrounds | s. Fruitland Public Library |
| d. Holy Rosary Medical Center | k. Ore-Ida | t. Albertsons |
| e. Treasure Valley Community College | l. Social Security Administration | u. Payette City Hall |
| f. Red Apple Marketplace | m. Oregon Department of Human Services | v. Payette Public Library |
| g. Ontario City Hall | n. Da Vita Four Rivers Dialysis Center | w. Payette Post Office |
| | o. Holy Rosary Dominican Health Services | x. Payette County Courthouse |
| | p. Woodgrain Millwork | y. Health & Welfare Department |

