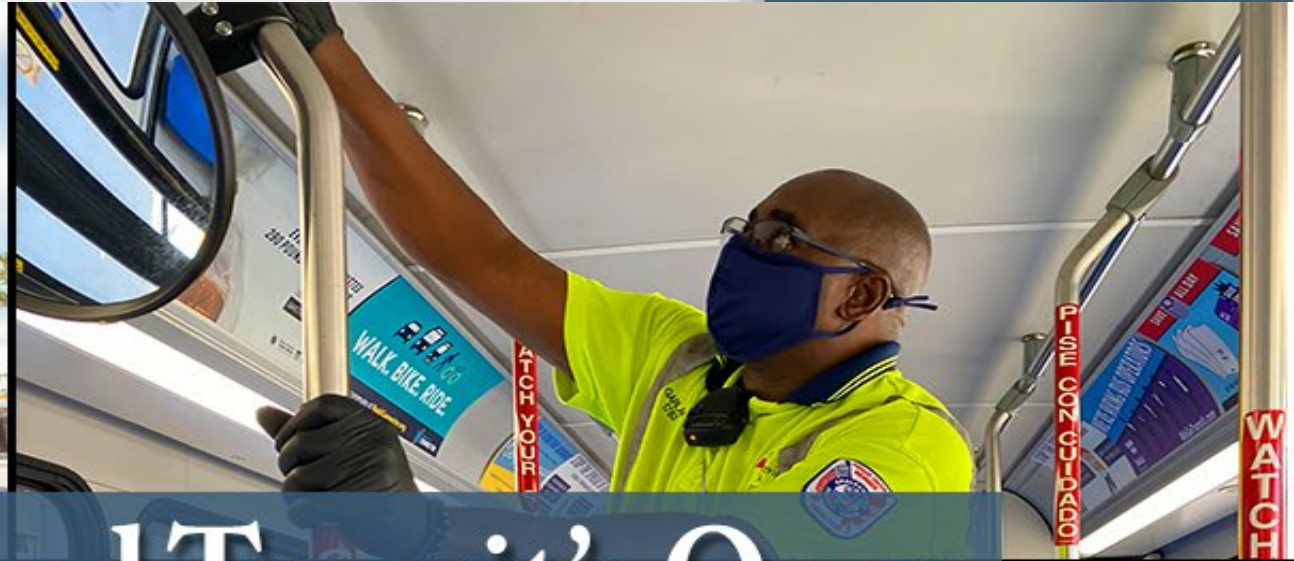


# Welcome to FTA's Transit Renewal Initiative Listening Session I



America's Open and Transit's Open







**Dr. Yvette Taylor**  
FTA Region IV Administrator



**Ray Tellis**  
FTA Region IX Administrator



# Panel 1: Transit Industry Leaders



**Paul Skoutelas**  
American Public  
Transportation  
Association (APTA)



**Scott Bogren**  
Community  
Transportation  
Association of  
America (CTAA)



**Roger Millar**  
American Association of  
State Highway and  
Transportation Officials  
(AASHTO)



**Tom Curtin**  
National Governors  
Association (NGA)

# APTA / Transit App Ridership Dashboard

## Estimated change in ridership

You can use this chart to compare changes in demand for transit across different places, sorting by individual agency, region, or agency size.

Search for...

COMPARE BY:

Size Region Agency

National (US) ×

2M+ ×

500,000-1.99M ×

Under 500k ×

### Weekly ridership

4 weeks

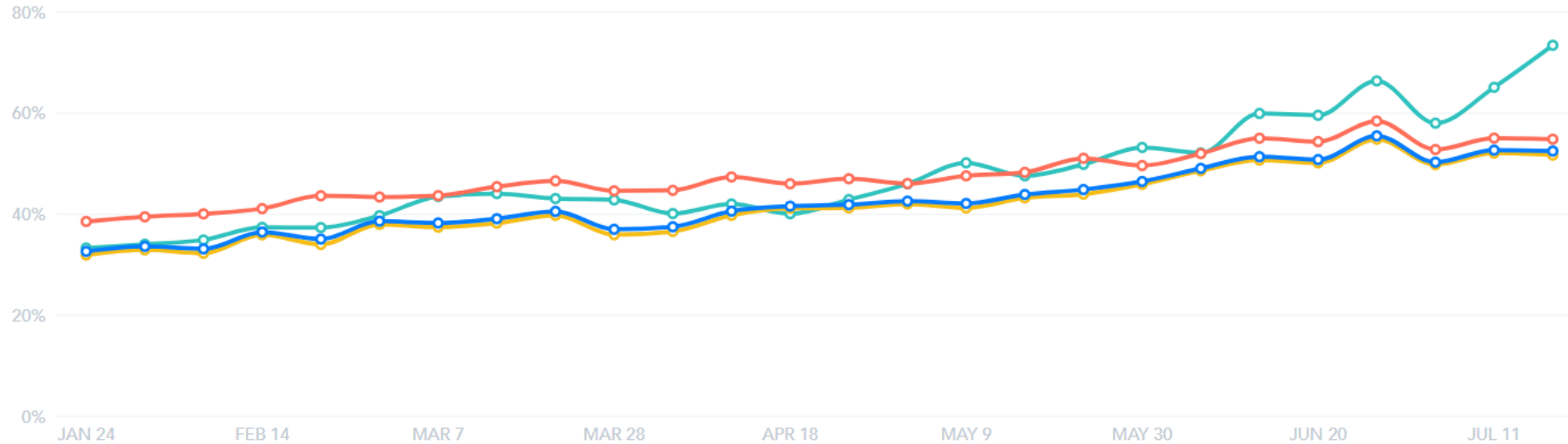
13 weeks


26 weeks

52 weeks

82 weeks

DOWNLOAD CSV ↓



APTA Ridership Trends powered by 

APTA and the *Transit* app have partnered to build a new resource for the entire transit industry, tracking demand for public transit and publishing estimates of ridership change in real time.

[Visit the APTA Ridership Trends Dashboard](#)





# Metro board approves fare reductions, service increases in bid to lure back riders



Photo Courtesy: UTA

UTAH, May 24, 2021 (Gephardt Daily) — The Utah Transit Authority is joining forces with the city of Salt Lake and Downtown Alliance Open Streets Events to offer late-night on-demand rides for Salt Lake City residents three nights a week during the upcoming summer months.

# Milwaukee Aims to Fight Disparities, Reduce Emissions With All-Electric Bus Line



# Tucson transit fares remain free through 2021

## CTA Rolls Out the Welcome Mat for Returning Customers with 'Refresh & Renew' Station Improvement Program



**Try Transit On Us!**

← VALIDATE FIRST →

← Swipe & Use Again →



Transit-only lanes on Mission Street have reduced travel times by 20 percent during the pandemic, transit officials say. (Kevin N. Hume/The Examiner)

## Pandemic experiments morph into long-term solutions for SF transit agency





# America's Open and Transit's Open

Winning back transit ridership

Scott Bogren

Executive Director

Community Transportation Association of America



# About CTAA

- Rural Transit
  - Small City Transit
  - Tribal Transit
  - Specialized Operations/Paratransit
  - Non-Emergency Medical Transportation
- 
- Resources/Technical Assistance
  - Training/Certification
  - Advocacy





# Keys to Winning Back Ridership

- Effective customer communications
- Service flexibility
- Understanding emerging travel patterns/shifts
- A new definition of safety
- Incidental services prove worth
- Driver/operator scarcity



# From Our Members

**WHEN YOU'RE READY WE'RE READY**

-  **Route 21 and 1X Resume Service in September**
-  **Free Fare Tuesdays (Sept/Oct)**
-  **Continued Sanitation and Cleaning**
- Coming Soon!**
-  **Free Wifi on buses**
-  **Real Time Crowding Levels on Buses**

**RVTD** *For more information visit: [rvtd.org](http://rvtd.org)*






FOR MOMS, FOR FAMILIES,  
FOR WORK...FOR YOU.  
**READY RIDE!**  
gets YOU where  
YOU need to go.





**PVTA Ready Ride!**  
Moorefield, Petersburg, Romney, Keyser, Piedmont and Franklin

**RIDE SAFE & RIDE HIRTA**



COVID-19 RESPONSE AS OF JULY 6, 2021

-  RIDERS AND DRIVERS ARE REQUIRED TO WEAR A MASK. IF YOU NEED A MASK, YOUR DRIVER WILL PROVIDE ONE FREE OF CHARGE.
-  THE BUSES ARE CLEANED REGULARLY THROUGHOUT THE DAY AND DEEP CLEANED EVERY NIGHT.
-  STAY HOME IF YOU ARE FEELING ILL OR HAVE BEEN EXPOSED TO COVID-19.
-  ALL SEATS ON THE VEHICLES ARE OPEN. SOCIAL DISTANCING IS ENCOURAGED WHEN POSSIBLE.
-  IT'S IMPORTANT FOR HIRTA AND OUR CUSTOMERS TO WORK TOGETHER TO BEAT COVID-19!

As we begin our return to normal, we remain diligent in cleaning and safety measures to ensure everyone is safe.

 [erides@RideHIRTA.com](mailto:erides@RideHIRTA.com)  
 1(877) 686-0029

Follow our social media channels for regular updates.

 @RideHIRTA  
 @RideHIRTA





# Roger Millar

**Chair, Council on Public Transportation**  
**Secretary, Washington State DOT**



**COUNCIL ON PUBLIC  
TRANSPORTATION**



**Washington State  
Department of Transportation**

# Washington State DOT is Rethinking Transit

❑ WSDOT workshop series

❑ Emerging steps:

- Prioritize human services and equity.
- Invest in infrastructure to support transit and mobility.





## Returning to transit

- Pandemic wreaked havoc on transit.
  - No different in Washington state.
- White-collar workers and people who could work from home stopped riding the bus.
- People know that transit is safe.
- Better for the environment than driving alone.

# Importance of transit to rural communities

- Absolutely vital to rural communities.
- Increased ridership isn't the end-all/be-all – **Access is.**
- Don't forget small urban communities and for people with special transportation needs.
- Transit provides a lifeline.

# Examples of increasing ridership and providing stellar community service

- Food bank and meal deliveries - **Whatcom Transit Authority**
- Free Wi-Fi for students with limited access - **Pierce Transit**
- Fare free - **Columbia County Public Transportation**



# **NGA Perspective: *FTA Transit Renewal Initiative***

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**Tom Curtin**  
**Program Director, Infrastructure**





## About NGA

Founded in 1908, the National Governors Association (NGA) is the collective voice of the nation's governors. Our members are the governors of the 55 states, territories and commonwealths. NGA provides governors and their staff with services that range from representing states on Capitol Hill and before the Administration to developing and implementing innovative solutions to public policy challenges through NGA's Center for Best Practices.

# Panel 2: Transit Agency Leaders



**Jimmy Morales**  
Miami-Dade Transit



**Sharon Cooney**  
San Diego  
Metropolitan  
Transit System



**Jason Ferbrache**  
Embark Transit



**Robbie Makinen**  
Kansas City Area  
Transportation  
Authority



# Miami-Dade Transit

- Like other agencies, COVID-19 led to a reduction in service for Miami-Dade Transit.
  - Nearly 70% of May '19 ridership has been recovered.
  - Some major corridors are even seeing **greater ridership** than before COVID.
- Bus network redesign was already in progress at the start of COVID.
  - Better Bus Network
  - Extensive public outreach before and during pandemic, countywide surveys yielded high rates of response.
  - Certain elements of the plan influenced service changes in response to pandemic.
    - Faster, more frequent service on major corridors.
    - Operators moved from less-used overnight and express routes onto more major corridors to improve service.



# Miami-Dade Transit

- GO Nightly service implemented to supplement decrease in overnight routes.
  - Third-party services (ex. Uber, Lyft) used to provide overnight service.
  - Essential workers rely on GO Nightly to get to and from work during late-night hours.
  - Call-in service provided for riders without smartphones, along with wheelchair-accessible vehicles.
- Real-time passenger load information used to improve frequency in areas where riders were being left behind due to social distancing on vehicles.
  - 120 buses added through agreement with private contractor to improve service.



The sign features the Miami-Dade Transit logo at the top right. Below it, the text reads "GO NIGHTLY" in large blue letters, followed by "NIGHTLY RIDE SERVICE FROM MIDNIGHT - 5 A.M." and "AVAILABLE FOR ROUTES: 3, 11, 27, 38, 77, 112/L, 119/S, 246, & 500". The sign is divided into sections for Uber and Lyft, each with a QR code and instructions on how to use the apps. It also includes contact information for riders without smartphones and for wheelchair-accessible vehicles. At the bottom, there are social media icons for Facebook, Twitter, and Instagram, along with the handle @GoMiamiDade and the Miami-Dade County logo.

**GO NIGHTLY**  
NIGHTLY RIDE SERVICE FROM MIDNIGHT - 5 A.M.  
AVAILABLE FOR ROUTES: 3, 11, 27, 38, 77, 112/L, 119/S, 246, & 500

**Uber**  
GET THE LINK  
Scan the QR code  
or visit: [t.uber.com/gonightly](https://t.uber.com/gonightly)  
OPEN UBER APP  
Sign in or sign up.  
GET RIDING  
If your destination is within the coverage zone, "Confirm" your ride.

**lyft**  
OPEN OR DOWNLOAD THE LYFT APP  
Sign in or create an account  
GO TO THE PROMOS SECTION  
Accessible via the top left-hand menu.  
ENTER CODE "GONIGHTLY"  
GET RIDING  
Ensure your destination is within the coverage zone and request your ride.

**NO SMARTPHONE?**  
For help scheduling a ride, call  
**786-469-5555**

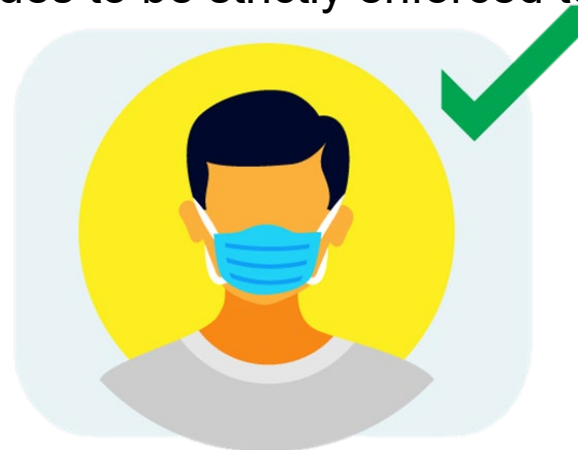
**ACCESSIBLE RIDES**  
To request a wheelchair-accessible vehicle, call  
**305-871-1111**

Note: Limited to two trips per night per person; only valid within a quarter mile of each route alignment.  
For more information: [GoNightly.miamidade.gov](https://GoNightly.miamidade.gov)

@GoMiamiDade

# Miami-Dade Transit

- Fares suspended on all modes at the start of the pandemic (March 2020) and not reinstated for more than a year (June 2021).
  - Eased financial burden for riders, many of whom are essential workers, during height of pandemic.
  - Allowed for rear-door boarding on buses to protect operators.
- Consistent communication with riders through a variety of traditional and digital channels.
  - Advertising at all stations and on vehicles.
  - Go Miami-Dade Transit mobile applications.
  - Miami-Dade Transit's social media channels (Facebook, Twitter, Instagram, etc.)
- Mask usage continues to be strictly enforced to protect riders and operators.

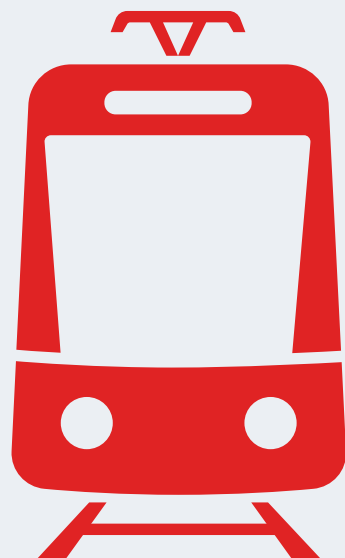




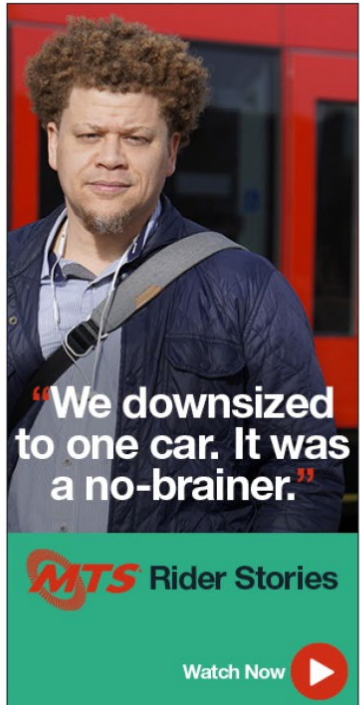


# Best Practices to Renew Ridership

Sharon Cooney, CEO, San Diego MTS

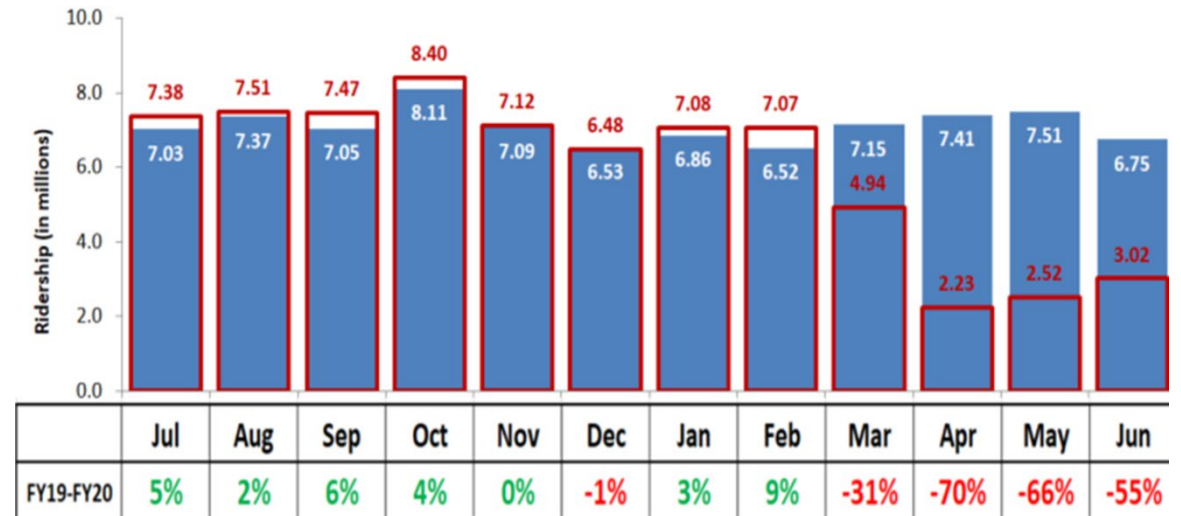


# MTS PRE-PANDEMIC RIDERSHIP CAMPAIGNS



- Choose Transit
  - Connections to Community
  - Rider Stories
- Ridership gains
  - Free Ride Days = 31% gain
  - Reversed downward trend

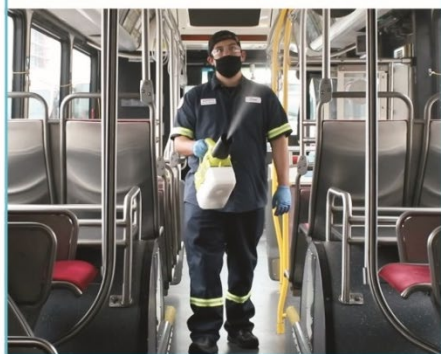
Systemwide Monthly Ridership



# PANDEMIC CAMPAIGNS

## CLEAN RIDE

## UN VIAJE LIMPIO



Vehículos y estaciones desinfectadas diariamente.

[Aprende más ▶](#)

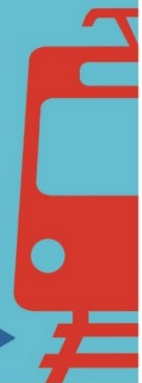


Vehicles & stations disinfected daily



Increased cleaning across the system

[Learn More ▶](#)



# FREE RIDE DAY

All Buses and Trolleys are totally free!

★ RIDE TO VOTE ★



## Tuesday, November 3

[sdmts.com](http://sdmts.com)

- Clean Ride
- Eat-Shop-Play
- Free Rides
  - Election Day
  - Vaccines
- On-going connections to riders



## EAT SHOP PLAY


Chula Vista, LET'S GO!




Support Local Businesses. Get Rewarded.

[EatShopPlaySD.com](http://EatShopPlaySD.com)



 Metropolitan Transit System  
Published by Stacie Bishop · May 4 ·

#MayThe4th on a Transit Tuesday? Perfection.  
An extra special shout out to our Star Wars loving riders today, #maythefourtbewithyou



4,785 People Reached      504 Engagements      [Boost Post](#)

👍👎👏 94      5 Comments 35 Shares





# MTS TRANSIT INDUCEMENTS



- **100% Operations – Now**
- **Trolley 40<sup>th</sup> Anniversary – July 31**
- **Mid-Coast Expansion Events**
  - Station Previews – June 23, August 29
  - First Trains – June 29
  - VIP and Media Rides – July thru Nov.
- **PRONTO Launch – Sept. 1**
- **Mid-Coast Grand Opening – Nov. 21**
- **Old Town to Airport Shuttles – Nov. 21**

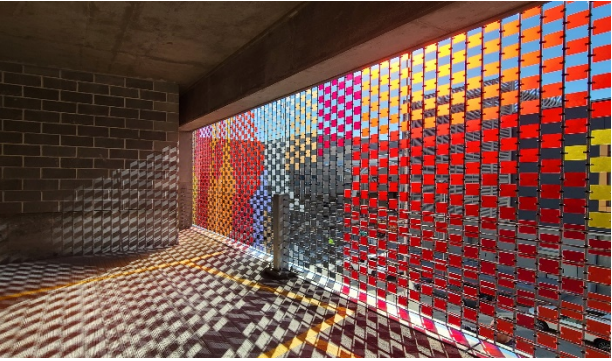


# POST PANDEMIC RIDERSHIP CAMPAIGNS

- **Welcome Back!**
  - ✓ Features employees and Clean and Safe
- **Welcome Aboard!**
  - ✓ Longer term campaign featuring riders and connections to community
- **Free Rides w/PRONTO all September!**







# FTA Transit Renewal Initiative

America's Open and Transit's Open

**Jason Ferbrache**

**Administrator/Director EMBARK**





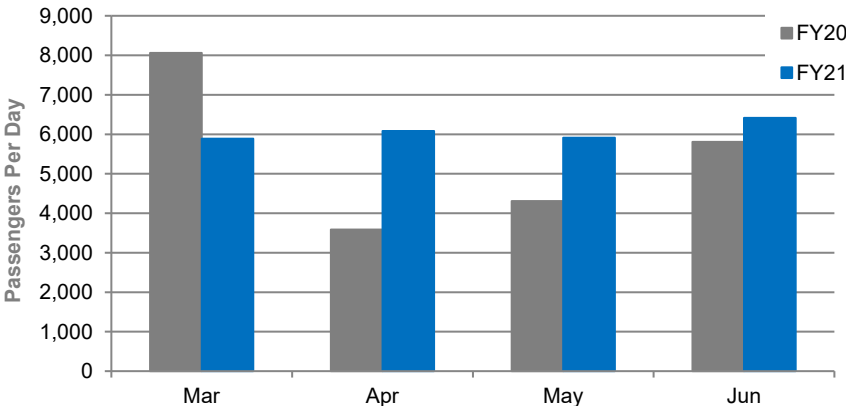
# Employee & Community Safety



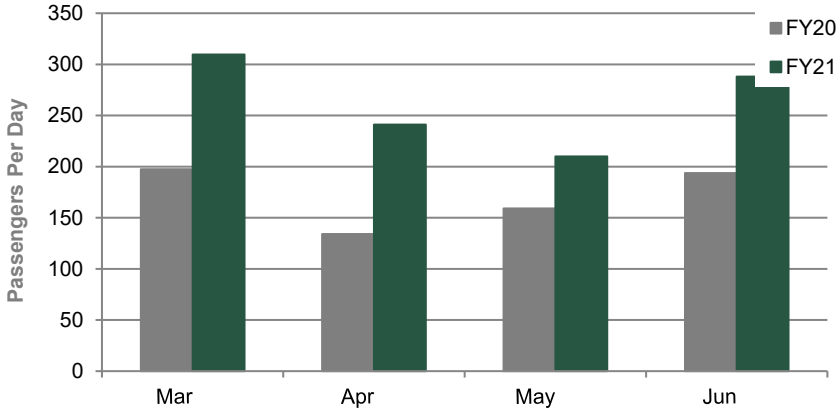


# Ridership

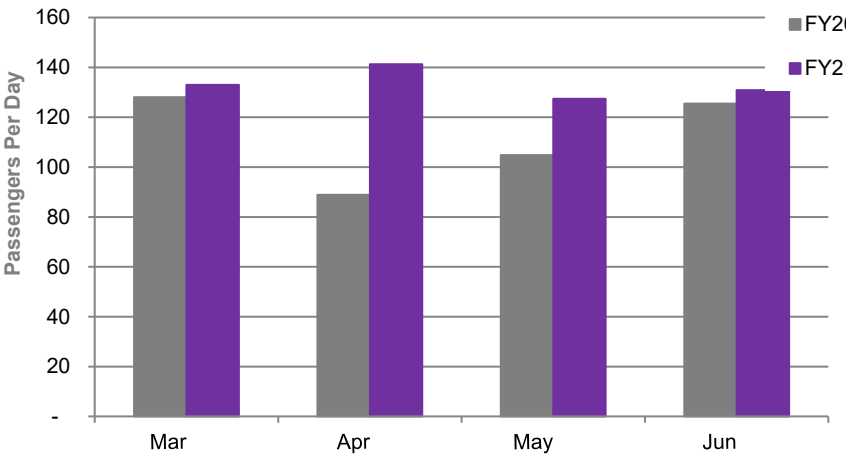
**Fixed Route & Express Service**  
Average Weekday Ridership



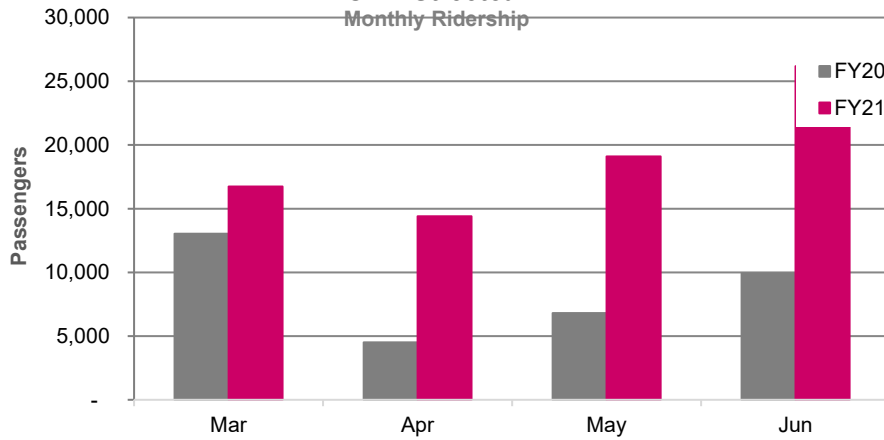
**Mobility Management**  
Average Daily Ridership



**EMBARC Plus**  
Average Daily Ridership



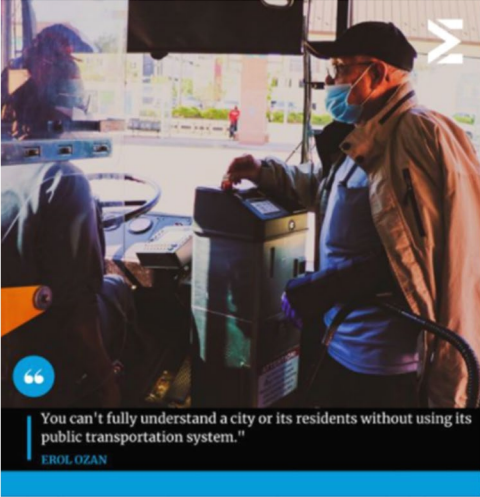
**OKC Streetcar**  
Monthly Ridership



# Promotion & Communication

**Embarc**  
Published by Loomly · July 12 at 11:07 AM · 🌐

If you have never tried #publictransit we invite you to do so for free tomorrow & this Friday, July 16. Both EMBARK buses and OKC Streetcar are fare free and are an excellent way to see and explore OKC (or Norman) in a brand new way! #trytransit



“You can't fully understand a city or its residents without using its public transportation system.”  
EROL OZAN


741 People Reached   67 Engagements   ↑ +3.6x Higher Distribution Score   Boost Unavailable

**Embarc**  
Published by Loomly · July 3 at 9:42 AM · 🌐

🎉 50% off pass sale ends July 9!

Head to the Transit Center or download the **Token Transit** app to purchase:

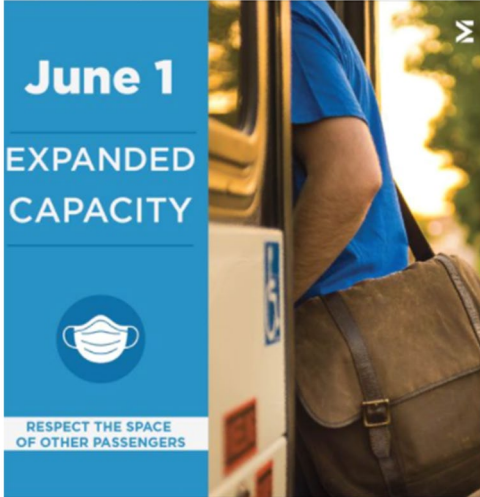
- 🚌 24-Hour Universal – Reduced to \$2
- 🚊 Seven-Day Universal – Reduced to \$7
- 👉 ... See More



149 People Reached   8 Engagements   Boost Unavailable

**Embarc**  
Published by Loomly · May 31 · 🌐

Effective June 1, transit service in OKC & Norman will expand onboard capacity limits. All fixed-route buses will now operate at half-capacity! #RiderReminder: Masks are still required to ride on all #publictransit via the TSA directive. Learn more here: <https://loom.ly/sT0rAal>




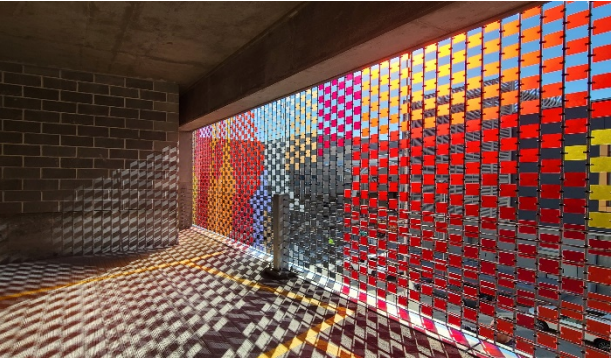
526 People Reached   57 Engagements   ↑ +2.3x Higher Distribution Score   Boost Unavailable

**Embarc**  
Published by Megan Henderson · March 18 · 🌐

Don't let transportation be a barrier to becoming vaccinated. We are so thankful for seniors like Ruby, and countless organizations uniting to care for our community. 🙏

Learn how EMBARK is providing free rides for seniors 60+ to vaccine appointments: <https://embarkok.com/.../free-transportation-seniors-to.../>





# FTA Transit Renewal Initiative

America's Open and Transit's Open

**Jason Ferbrache**

**Administrator/Director EMBARK**





RideKC

# KCATA

# Restoring Ridership Strategies





**CONSORTIUM FOR CITIZENS  
WITH DISABILITIES**

## **Carol Tyson**

Consortium for Citizens with Disabilities  
Transportation Task Force



# BEFORE, DURING AND AFTER A CRISIS

## TRANSIT IS ESSENTIAL FOR PEOPLE WITH DISABILITIES

**Carol Tyson**

**Consortium for Citizens with Disabilities Transportation Task Force**



**CONSORTIUM FOR CITIZENS  
WITH DISABILITIES**



# Overview

The Consortium for Citizens with Disabilities (CCD) is a coalition advocating for federal public policy that ensures the self-determination, independence, empowerment and integration of people with disabilities.

The CCD Transportation Task Force supports President Biden's goals of prioritizing equity and increasing access to public transportation for all residents.

Lack of affordable, accessible mobility remains a significant barrier to services, employment, and the ability to live in, benefit from and contribute to our communities.



# During the Pandemic

Transit providers utilized incidental use policies and transit and paratransit to:

- Deliver meals
- Provide access to grocery stores and pharmacies
- Serve as WiFi hotspots for communities and students, and
- Transport essential workers to and from their jobs

Thank you for hearing the disability community's concerns regarding

- Rear door boarding policies and ensuring access to the ramp
- Mask policies, and
- Providing PPE for the transit workforce

Access and services must be prioritized, not set aside, during a crisis.





# Access to Transit: Progress and Next Steps

July 26, 2021 marked the 31<sup>st</sup> Anniversary of the Americans with Disabilities Act

## Progress so far

- Fixed-route buses are accessible, Paratransit ensures service
- Many (but not all) rail stations are accessible

## Next Steps

- Full accessibility of “Legacy” systems
- Ensuring accessible bus stops, sidewalks, curb ramps and audible pedestrian signals
- Partnerships with shared mobility companies, including AVs, requiring equity and accessibility
- Inclusion of all underserved communities in planning decisions, especially emergency planning

# Transit Remains Essential

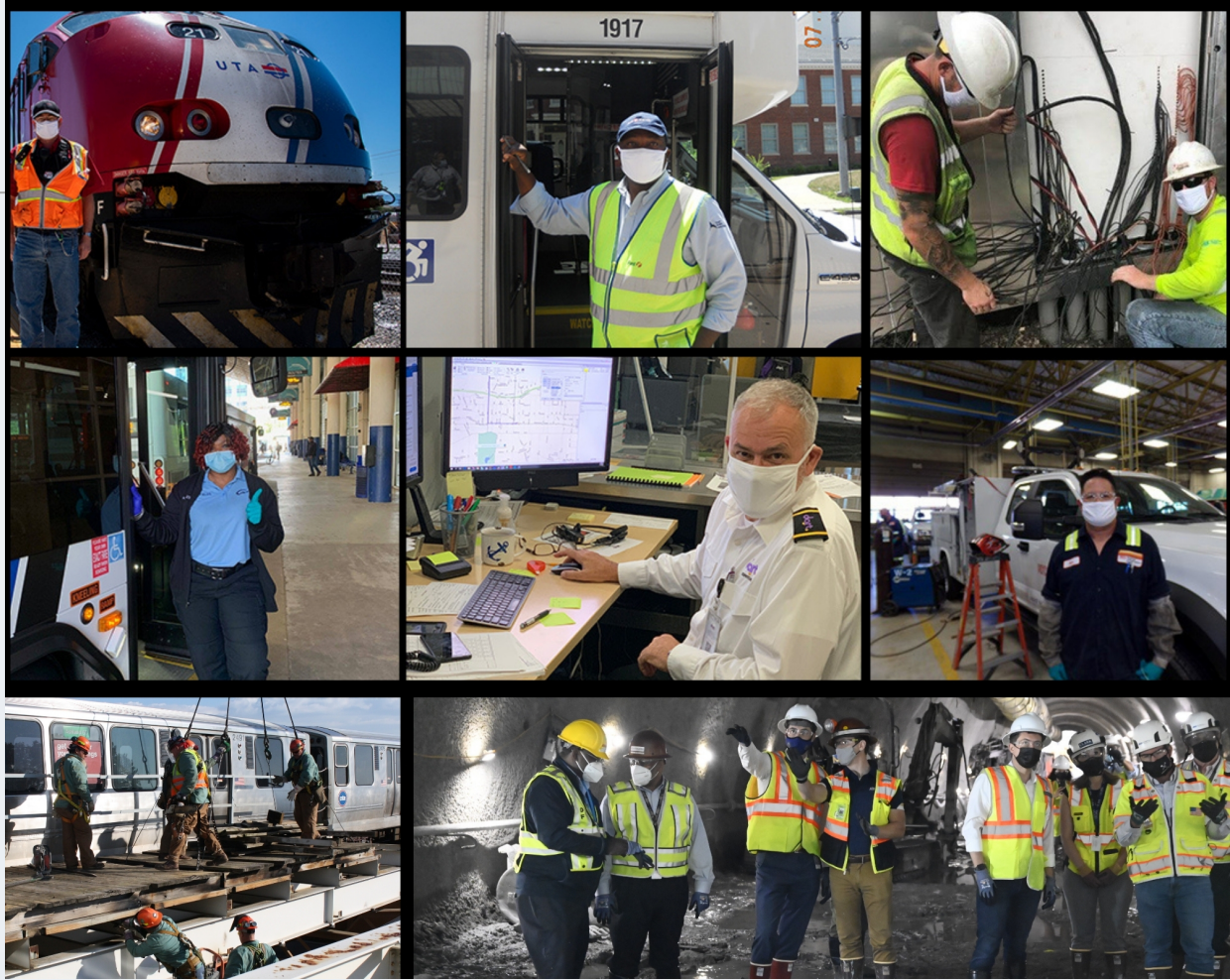
Transit is a lifeline for people with disabilities, and many of the personal care attendants, direct care and healthcare workers the community relies on every day.

Transit is essential for people with disabilities.

Thank you to the USDOT OST, OCR's and FTA, and to all transit industry stakeholders for your commitment to accessibility and equity, and for ensuring access to transit for all.



# Question & Answer Session



# Transit Renewal Initiative Events

- **Listening Session 2: 2-3:30 p.m. EDT, Friday, August 6**
- **Listening Session 3: 2-3:30 p.m. EDT, Friday, August 13**
- **National Transit Renewal Summit: 11 a.m. EDT, Friday, August 20**

Register at [transit.dot.gov/transitisopen](https://transit.dot.gov/transitisopen)





# Closing Remarks



**Donald Koski**

FTA Region VI Acting  
Administrator



**Mokhtee Ahmad**

FTA Region VII Administrator



# Resource Links

- American Public Transportation Association - [apta.com](https://www.apta.com)
- Community Transportation Association of America - [ctaa.org](https://www.ctaa.org)
- American Association of State Highway and Transportation Officials – [transportation.org](https://www.transportation.org)
- National Governors Association - [nga.org](https://www.nga.org)
- Miami-Dade Transit - [miamidade.gov/transit](https://www.miamidade.gov/transit)
- San Diego Metropolitan Transit System - [sdmts.com](https://www.sdmts.com)
- EMBARK Transit - [embarkok.com](https://www.embarkok.com)
- Kansas City Area Transportation Authority - [kcata.org](https://www.kcata.org)
- Consortium for Citizens with Disabilities - [c-c-d.org](https://www.c-c-d.org)
- Transit Center - [transitcenter.org](https://www.transitcenter.org)





# America's Open and Transit's Open



U.S. Department of Transportation  
Federal Transit Administration

Contact us at [transitsopen@dot.gov](mailto:transitsopen@dot.gov)  
Or visit [transit.dot.gov/transitsopen](https://transit.dot.gov/transitsopen)