Changing Our Image in the Community

Problem

The results of our agency surveys indicated many Armstrong County (PA) residents were not familiar with the varied services offered by Town and Country Transit (TACT) and found our fixed-route hand schedules difficult to read.

Goals:

- Become more visible and involved through partnerships with agencies and passengers
- Make changes that grab the attention
- Increase ridership on our fixed-route and demand response program

Results

Benefits:

- New logo is a positive change in the community
- Standardization of published materials
- Better understanding of routes with map – noticeable drop in calls

Challenges:

- Some struggle with community outreach and partnerships
  - Agencies indicated interest in outreach, no concrete responses
- Staffing Cuts
  - Difficult to leave office with fewer staff and cover day-to-day operations

Summary:

- Standard presentation materials / talking points
- Prepared checklist leaves little room to forget materials
- Using checklists developed for outreach for other organizational functions
  - Schedule changes / Union bids / etc.

Addressing the Problem:

Making Connections:

- Local Advisory Committee
  - Human Service Agencies / Public
- Facebook

Changing Our Image:

- Refresh logo after 17 years
- Hand Schedules
  - Maps included for visual reference
  - Contrast colors – not just black and white
  - QR Code to access online maps

Community Outreach:

- New poster board presentations
- Standard speaking points / topics
- Q & A Sessions