

Website 101

Tara Grell, Graphic Designer
Center for Public Affairs Research
University of Nebraska at Omaha

Access to Technology

2022 vs. 2012



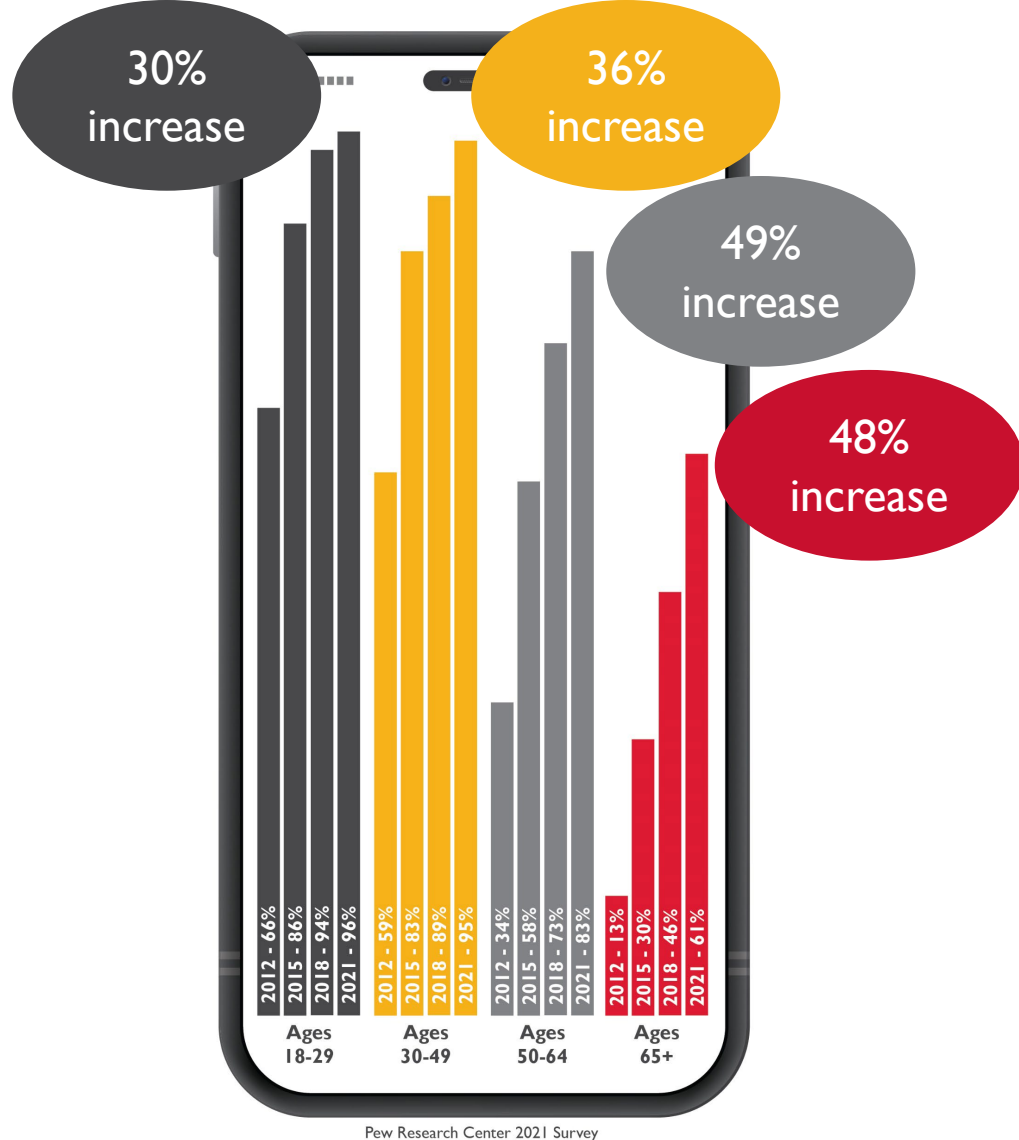
Technology

Older adults have become more tech savvy because of wanting to connect virtually with their kids and grandkids during the pandemic.



Smartphone Ownership

Studies show more adults ages 65 and older own a smartphone – 61% (up from 13% in 2012), according to a 2021 Pew Research Center survey.



Smartphone Ownership

88% of the U.S. population over 11 years of age owns a smartphone.

(Infinite Dial, 2021 and www.hubspot.com/marketing-statistics - Marketing Technology Statistics)





Importance of Smartphones

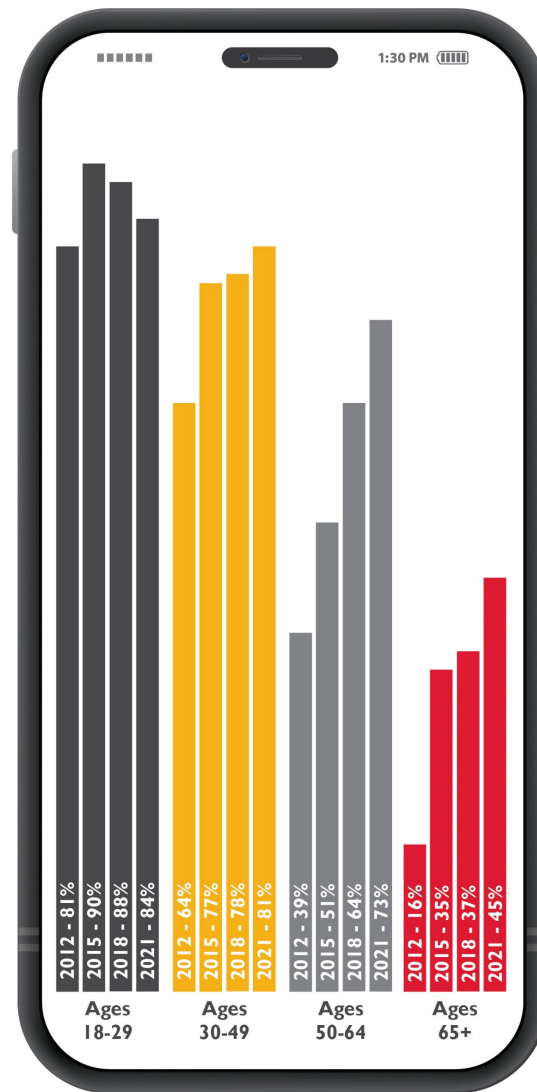
With more and more people having a smartphone at their fingertips, it has become normal to open a web browser and do a search for what they are looking for.



**If your agency doesn't have a website,
you will not show up in that search.**

Social Media Usage


Studies show 45% of adults 65 and older say they use social media sites like Facebook, Twitter, or Instagram (up from 11% in 2010), according to a 2021 Pew Research Center survey.




Pew Research Center 2021 Survey




6 Reasons Why Your Transit Agency Should Have a Website


- 

Awareness
- 

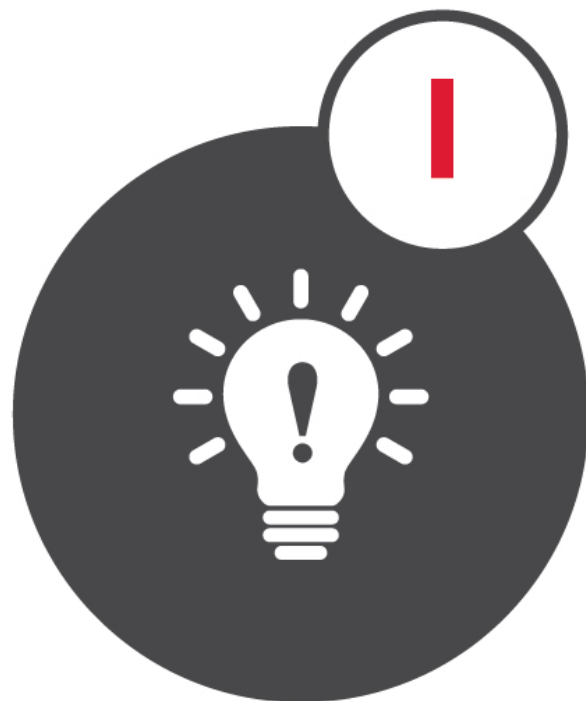
Credibility
- 

Efficiency
- 

Updates
- 

Jobs
- 

Community



Awareness

- A website lets people know or reminds them that transit exists in their area
 - Websites are available 24/7
- A website helps to create recognition with your branding – colors, logo, name, graphics, images
 - Consistency is key in making sure your website, brochures, signs, vehicle signage/wraps, and social media all have a similar look and feel



Photo shared by @the_marketing_millennials on Instagram



HELPING PEOPLE. CHANGING LIVES.
AND MAKING COMMUNITIES A BETTER PLACE TO LIVE



[Home](#) [Our Mission & Vision](#) [Program Information](#) [Service Area](#) [About Us](#) [How Can I Help?](#) [Careers](#) [Contact Us](#) [Board Meeting 2022 Schedule](#)

RYDE Transit – Public Transportation Program (Reach Your Destination Easily)

R.Y.D.E (Reach Your Destination Easily) Transit



Reach Your Destination Easily (R.Y.D.E.) Transit is a public transit system that is open to everyone. Please call (308) 865-5677 to schedule your RYDE today!

RYDE Transit

Rural Public Transportation –
RYDE Transit

Contact:
Transportation Director
RYDE Transit Regional Office
715 E. 11th Street
P.O. Box 2288
Kearney, NE 68847

Telephone:
Buffalo County – Kearney, 308.865.5677
Adams County – Hastings, 402.463.5681
Dawson County – Lexington, 308.324.3573
Hamilton County – Aurora, 402.894.2177

Email:
ryde@nmca.net

Description of System:
RYDE Transit provides demand-responsive public transportation to the residents of Buffalo, Adams, Dawson, Hamilton, Franklin, Kearney, and Gosper Counties. RYDE Transit also operates public transportation in the City of Ravenna in Buffalo County.

Days and Hours of Operation:
Buses:
Monday to Friday: 6:00 a.m. to 8:00 p.m. (Kearney & Hastings)
Monday to Friday: 8:00 a.m. to 8:00 p.m. (Lexington, Aurora, Franklin, Minden, Elwood, & Ravenna)
Dispatch:
Monday to Friday: 8:00 a.m. to 8:00 p.m.

Rate:
\$2.00 per boarding (Kearney & Hastings)
\$1.50 per boarding (Aurora)
\$1.00 per boarding (Lexington, Franklin, Minden, Elwood, Ravenna)
Out of Town Rates Apply for All Locations – Call RYDE Transit for boarding costs.

Number of Vehicles:
28 small buses (Rt equipped)
10 minivans
3 12-passenger vans
6 lower floor minivans

RYDE Transit operates its programs and services without regard to race, color, or national origin in accordance with Title VI of the Civil Rights Act. For more information on the agency's Title VI Program, please contact the agency using the information provided.

*** Buffalo, Adams, Dawson, Hamilton, Franklin, Kearney, Gosper Counties and the City of Ravenna**

R.Y.D.E. Transit Transportation

RYDE Transit operates buses in Buffalo, Adams, Dawson, Franklin, Hamilton, Kearney, and Gosper counties and in the City of Ravenna. We provide public transportation to medical appointments, shopping areas, congregate dinners, and social activities. Services are open to the public at low-cost fares. All 12-passenger buses are lift equipped.

Please call (308) 865-5677 or email our [RYDE Transit Director](#) for more information or click below for the Fare Structure for each county:

[RYDE Transit Fare Structure - English](#) [RYDE Transit Fare Structure - Spanish](#) [Click here for additional transportation options](#)





PONCA EXPRESS

[Home](#) > [Programs and Services](#) > [Ponca Express](#)



PONCA EXPRESS RURAL
1-877-769-3111
7:30 AM TO 5:00 PM

The Ponca Tribe of Nebraska Transportation Department strives to provide the most effective, efficient, safest and uninterrupted transportation service to meet your needs. Services are provided for the following as well as other needs:

- Health Care
- Education
- Social Services
- Public Services
- Recreation

The Ponca Express currently operates two transportation services. One serves the rural communities. The other offers services to the metro communities. The program operates on a first come, first served basis.





Credibility

- These days, having a website proves you are a legitimate business
- Another form of credibility is testimonials from current riders
 - Ask your current riders to write a review or copy reviews from your social media account



KIMBALL COUNTY TRANSIT SERVICES

 308-235-0262



I love riding with KCTS. They have friendly staff and drivers, and they make my transportation needs seamless. I love the mobility I have in our rural area with KCTS!



Frequent Rider

OUR RIDES



Efficiency

- Save time and increase productivity
- Phone calls that could be answered quickly on a website:
 - How to book a ride or where the vehicle stops
 - Fares and how to purchase
 - Route and schedule or service area
 - Policies or passenger handbooks



FREQUENTLY ASKED QUESTIONS



WHO IS NORTH FORK AREA TRANSIT?

We are a non-profit organization located in Norfolk, Nebraska that provides public transit services. We are committed to providing affordable, accessible, and reliable transportation to residents in the region.



WHAT SERVICES ARE OFFERED?

TeleLift is our 24-hour schedule ahead, curb-to-curb service up to 30 miles around Norfolk.

ForkLift is our regularly scheduled bus service within Norfolk that offers two flexroutes with a third coming this fall. In addition to waiting at a stop, riders can request curbside pickup in advance if



WHERE DO THE FORKLIFT FLEXROUTES GO?

Route 1 – Norfolk Ave.

Runs between Walmart and Northeast Community College

Route 2 – Pasewalk Ave.

Runs between Sunny Meadow Medical Clinic and Norfolk Senior High School

Route 3 (Coming Fall '22) – Benjamin Ave. – 13th St.

Runs between Walmart and Northeast Community College



WHAT IS THE RECOMMENDED MINIMUM AGE FOR FORKLIFT?



Updates

- Closed due to inclement weather
- Closed for an upcoming holiday
- Changed your hours
- A website is a great place to post about all these things because it is accessible to passengers 24/7



Tri-City Roadrunner Information

Transfers

Tri-City Roadrunner allows transfers between flexible routes. The agency does not issue transfers. Riders tell the driver if they need a transfer. Drivers communicate with dispatch the transfer location. The connecting trip must occur within a 60-minute time period.

Bikes

Tri-City Roadrunner Flexible Route buses are equipped with bike racks that hold up to two bikes. Passengers are responsible for loading and unloading their own bikes.

Lost and Found

If you leave an item on a Tri-City Roadrunner vehicle, please call the transit office to see if it has been retrieved or turned into a driver. Tri-City Roadrunner is not responsible for lost or stolen items on board its vehicles.

Cancellations

Passengers unable to keep scheduled pickup and drop-off appointments must call 24-hours prior to the designated pick up time. Cancellations will be accepted up to one hour prior to scheduled pick-up times, within the Flexible Route service area. Failure to take a scheduled trip or cancel that trip within the cancellation policy guidelines will result in a "No-Show." A pattern of successive no-shows may result in service suspension.

Service Days/Holidays

Tri-City Roadrunner does not operate on weekends or evenings. Public transportation services are NOT provided on the following holidays:

- New Year's Day
- Martin Luther King Day
- President's Day
- Arbor Day
- Memorial Day
- Independence Day
- Labor Day
- Columbus Day
- Veteran's Day
- Thanksgiving Day and the Following Friday
- Christmas Day

If a holiday lands on a Saturday, Tri-City Roadrunner will be closed the previous Friday. If the holiday lands on a Sunday, Tri-City Roadrunner will be closed the following Monday.

Special Needs

- ADA Accessibility. Tri-City Roadrunner Flexible Route vehicles are wheelchair accessible.
- Personal Care Attendants - A personal care attendant (PCA) is someone who travels with a passenger to provide any assistance.
- A PCA rides for free and must board and de-board at the same location as the passenger. The PCA assists the passenger through the transit trip.
- Service Animals - Service animals are welcome on our vehicles.





North Fork

Area Transit

[Home](#) [FAQ](#) [Map & Schedules](#) [Fares & Passes](#) [News](#) [Employment](#) [Rider Alerts](#) [Contact Us](#) 

RIDER ALERTS

DELAYS OR CANCELLATIONS WILL BE POSTED HERE OR FOLLOW US ON TWITTER.



northforkareatransit 2 May

Ride ForkLift for FREE for the entire month of May! Give Norfolk's new bus service a try. [#ridethefork](#) [#purplebus](#) [#publictransit](#) [#forklift](#)

  0  1



northforkareatransit 6 Apr

We will be closed on Easter Sunday.

  0  0



northforkareatransit 6 Apr

We're LIVE! Track your ForkLift bus with the Passio Go! app. Just search for North Fork Area Transit in the app. [#ridethefork](#) [#heretogetyouthere](#) [#publictransit](#)

  0  1



- Posting job openings on your website helps with the credibility of your agency
- Things to include:
 - Job title
 - Description about the job
 - Pay range
 - How to apply
- Consider adding a testimonial from a previous employee to let future employees know what it is like to work there



[HOME](#) [ABOUT](#) [OUR SERVICES](#) [ADRC](#) [RESOURCES](#) [EVENTS](#) [GALLERY](#) [EMPLOYEES](#)

CURRENT JOB OPENINGS

CURRENT JOB OPENINGS

[Administration Office](#)
[Senior Centers](#)
[Public Transportation](#)
[Handyman/Housekeepers](#)



PUBLIC TRANSPORTATION

Beatrice - Substitute Driver

Responsible for the safe transportation of all riders within the town of Beatrice and occasionally out of town. This is an on-call position between the hours of 8:00 AM to 4:30 PM, Monday - Friday, \$14.00 an hour.

Click [here](#) for more information about this position.

PLEASE NOTE: A signed [application](#) must be received at the Blue Rivers Area Agency on Aging Administrative Office in order to be considered for an interview. Signed applications can be submitted [via email](#) by clicking the link or mailed to Blue Rivers AAA at 103 Eastside Blvd, Beatrice, NE 68310.

Fairbury and Wymore - Substitute Driver

Responsible for the safe transportation of all riders within the cities of Wymore or Fairbury as needed and assigned. Provide relief driving for the regular drivers for any of these cities on an as needed basis; shifts are designated by the local dispatchers in coordination with the driver. This is an on-call position between the hours of 8:00 AM to 5:00 PM, Monday - Friday, \$14.00 an hour.

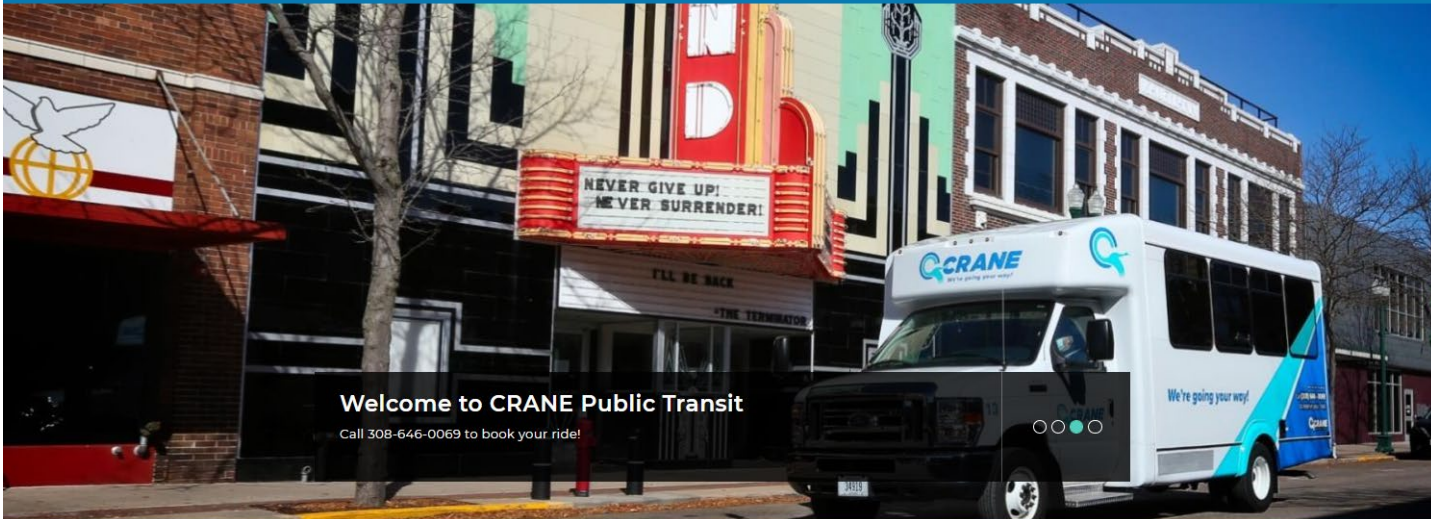
Click [here](#) for more information about this position.

PLEASE NOTE: A signed [application](#) must be received at the Blue Rivers Area Agency on Aging Administrative Office in order to be considered for an interview. Signed applications can be submitted [via email](#) by clicking the link or mailed to Blue Rivers AAA at 103 Eastside Blvd, Beatrice, NE 68310.



Community

- Make connections with businesses and organizations in your community that could link to your website if transit is a service their customers could benefit from including:
 - Healthcare Providers
 - Senior Centers
 - Banks
 - Post Offices
 - Grocery Stores
 - Schools
 - Faith-based Organizations
 - Movie Theaters
 - Shopping Malls
 - Any Business!



Welcome to CRANE Public Transit

Call 308-646-0069 to book your ride!



Passenger
Manual



Accessibility



GO GI Transit



Hours of
Operations



Cone Zone



	SCAT EVENTS	
---	-------------	---

UPCOMING EVENTS


STATE FAIR

[Return to Home](#)


Serving [Tobias](#), [Western](#), [Swanton](#), [DeWitt](#), [Wilber](#),
[Friend](#), [Dorchester](#), [Crete](#) and [Saline County](#)




6 Reasons Why Your Transit Agency Should Have a Website

- 


1

Awareness
- 


2

Credibility
- 


3

Efficiency
- 

4

Updates
- 



5

Jobs
- 

6

Community

What to Include on a Website



Nebraska Public Transit Agency's Online Content Recommendations

NOTE

The National RTAP Website Builder is an excellent, free resource for building and hosting websites: <https://www.nationalrtap.org/Technology-Tools/Website-Builder>

The National RTAP Website Builder offers numerous templates so you can tailor the website accordingly to best fit your agency needs.


Items that should be included:

Agency Information

- Agency logo/branding (if you have it)
- Agency name
- General agency contact information:
 - Scheduling/dispatch phone number
 - Facility address
 - General email address
 - Consider adding manager contact information

Transit Service Information

- Service information:
 - Service provided: fixed route, deviated fixed route, demand response
 - Service area
 - NEMT provider information (if no, link to NEMT provider in area)
- Days and hours of operation
 - May also include administrative hours.
- Fixed route providers: route schedules and route information/map or a link to the route information.



Items that should be included (cont.)

- Fare information:
 - Cost
 - How to pay
 - Reduced fare information (if applicable)
 - Where to purchase
- How to schedule a ride (if applicable)
- Rider guide or information on how to ride including:
 - Eligibility
 - Age restrictions (if applicable – include car seat policy if you have one)
 - Rider expectations
 - Passenger code of conduct
 - Bikes on buses
 - Cancellation/no-show policy (if applicable)
 - Service animals
 - Optional pet policy
- Regional connections/strip planner (if applicable)
- Find my bus (if applicable)

FTA Compliance

- Civil Rights or Title VII Notice to the Public
 - Information on how to access the full plan
 - How to file a complaint
- Accessibility information
 - If not included in Civil Rights plan, needs to include ADA information including reasonable modification and how to file a complaint.
- COVID-19 response
 - This can include mask mandates, cleaning protocols, etc.

Optional Information

- Frequently asked questions
 - Posting some FAQs can prevent you from receiving many phone calls.
- "About Us" section could include agency mission, additional staff and/or governing body information (board members, meetings).
- Additional services – links to other transit providers or other applicable agencies.
- Rider alerts
 - This is used if there are route delays, closures, etc. This information needs to be updated frequently.
 - Because of the timeliness issue, some agencies prefer to use social media for rider alerts.
- Employment or job opportunities/postings
 - Includes current job openings and information or a link on how to apply.
- Latest news
 - This is a place to share any updates your agency may have or a newsletter if you produce one.
- Links to social media accounts (if applicable)
- Google translate option
- Accessibility tool
- Add a vehicle photo so passengers know what to look for when getting a ride.
- Add a picture of buildings that sell ride tickets or ticket booklets so riders know what to look for.
- Photos of passengers and testimonials are always nice to see as well (with rider permission to post them).
- Seeing and hearing a familiar face using transit makes potential riders feel more comfortable using it.



Examples of Good Transit Websites in Nebraska



Welcome to Tri-City Roadrunner

A NEW Way to Get Around Town!

About Us



Tri-City Roadrunner: Flexible Bus Route System

Tri-City Roadrunner operates two Flexible Routes every 60 minutes: Blue Route and Orange Route. Customers board at any designated bus stop along the route. Flexible Bus Routes offer $\frac{3}{4}$ -mile deviations from the route, with prior reservations, on a first-come, first serve basis.

Tri-City Roadrunner also provides curb-to-curb demand response service outside the Flexible Route Service Area within Scotts Bluff County. The demand response service is available from 7:00 am to 4:00 pm, Monday through Friday.

Route Deviations

Route deviations for the general public are available from 6:30 a.m. to 6:30 p.m., Monday through Friday. Requests for deviations must be made at least one business day prior to the scheduled trip. Reservations may be made between the hours of 7:45 a.m. and 4:30 p.m. Monday through





PUBLIC TRANSPORTATION

BLUE RIVERS PUBLIC TRANSPORTATION

Blue Rivers Public Transportation System operates in Gage, Jefferson, Nemaha, Otoe and Thayer counties in Southeast Nebraska on a demand-response, portal-to-portal, 24-hour advance reservation basis. Vehicles are stationed in county communities and offer regular routed transportation services to 61 communities within the area.

Blue Rivers has 2 Inter-City routes that provide transportation to Lincoln and Omaha. The system contracts with a private cab company in Beatrice for all off-hour or peak time transportation services. Contact an office near you for more information or to schedule a ride.

[Transportation Area Map](#)

TRANSPORTATION OFFICES

Auburn
Nemaha County
Auburn Transportation Office
1101 J Street
Auburn, NE 68305
(402) 274-5365
8:00AM-4:30PM

Beatrice
Gage County
Beatrice Transportation Office
103 Eastside Boulevard
Beatrice, NE 68310
(402) 223-1357
8:00AM-4:30PM

Fairbury
Jefferson County
Fairbury Transportation Office
601 City Park Road
Fairbury, NE 68352
(402) 729-6475
8:00AM-5:00PM

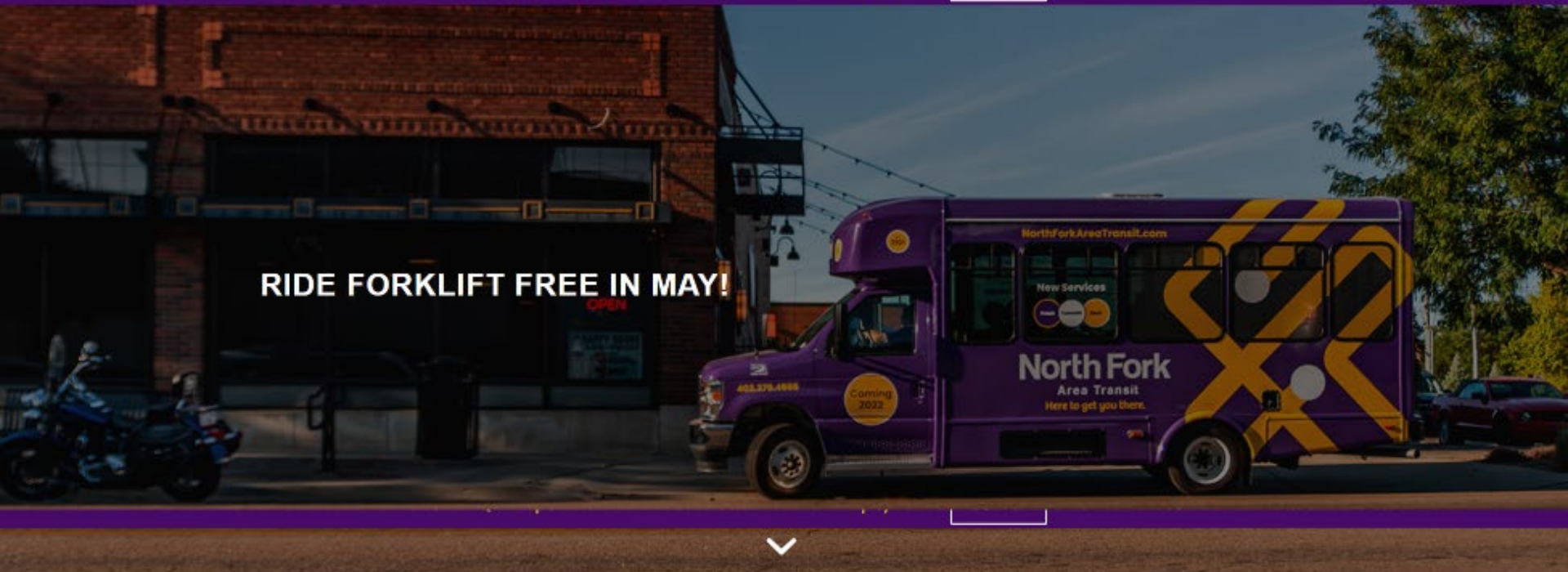


North Fork

Area Transit

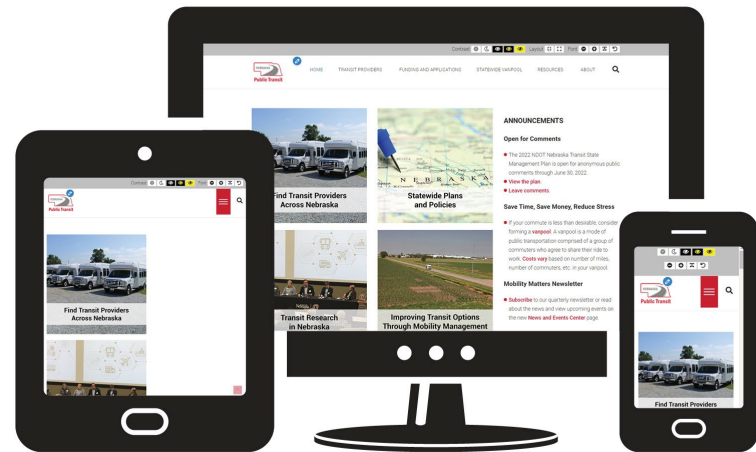


- [Home](#)
- [FAQ](#)
- [Map & Schedules](#)
- [Fares & Passes](#)
- [News](#)
- [Employment](#)
- [Rider Alerts](#)
- [Contact Us](#)
- [Q](#)



Design Tips

- Clean design
- Professional image
- Easy to navigate or maybe only one page of content is needed
- Make sure you look at your website on a variety of devices like computer, tablet, and smartphone to make sure it all looks good!





Nebraska Transit Agency Websites that use the National RTAP Website Builder



Ride with Us!

BOOK A RIDE!



Driving Communities in the Right Direction

Serving all the Southern Panhandle of Nebraska and Northern Colorado Areas.

Contact us 48 hours in advance to schedule your next ride!

Bus runs from 8:00 am through 4:00 pm | Monday - Friday

Phonecs open from 8:00 am through 5:00 pm | Monday - Friday

308-235-0262

Our Rides

Medical Transport

Local Rides

Airport Rides

Ride the Panhandle



CONNECTING COMMUNITIES IN WESTERN NEBRASKA



Photo Courtesy of Dan Luedert, Nebraska Department of Roads

About Us

What is Intercity Bus Service?

The Federal Transit Administration (FTA) defines intercity bus service as regularly scheduled bus service for the general public that operates with limited stops over fixed routes connecting two or more urban areas not in close proximity, that has the capacity for transporting baggage carried by passengers and that makes meaningful connections with scheduled intercity bus service to more distance points, if such service is available. In rural states like Nebraska, intercity bus service is most often used to connect rural areas with larger urbanized areas.



SOME INFO HERE



All residents of Saline County Nebraska have an efficient and convenient transportation system available just for you. Most SCAT transport is made by reservation, with a simple phone call made easily **one business day in advance prior to 12 noon**. Our vans will come to you - yes door to door service. We will transfer you from location to location and deliver you back home or to your final area destination. Transport times are determined by routing within the county and the weather. The fare is free for escorts in case of disability. We have wheelchairs available or they may be reserved. Whenever you have a special transportation need, give us a call. **We do our best to serve special requests**

ADD SOME NEWS



THE CENTERS FOR DISEASE CONTROL AND PREVENTION BY EXECUTIVE ORDER
UNDER SECTION 361 OF THE PUBLIC HEALTH SERVICE ACT (42 U.S.C.264)
AND 42 CODE OF FEDERAL REGULATIONS 70.2, 71.31(b), 71.32 (b)
REQUIRES PERSONS TO WEAR MASKS WHILE ON CONVEYANCES
AND AT TRANSPORTATION HUBS.



Next Session: Website 102

In the next session you will learn about National RTAP's Website Builder.

It is a FREE resource available to you with transit-specific content and features.

National RTAP has a technical support team that will help you setup, host, and manage your website for FREE!

Make sure to stick around for Frank Condon's presentation.

Questions?



Tara Grell
Graphic Designer
Center for Public Affairs Research
University of Nebraska at Omaha

tgrell@unomaha.edu

Research reported in this publication is part of a Statewide Transit Initiative conducted by the University of Nebraska on behalf of the Nebraska Department of Transportation supported in part by the Federal Transit Administration. Any opinions, findings, and conclusions or recommendations expressed in this publication are those of the author(s) and do not necessarily represent the official view of the Federal Transit Administration.