Nebraska Public Transit Agency's Online Content Recommendations

NOTE

The National RTAP Website Builder is an excellent, **free** resource for building and hosting websites: 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:
    - o Scheduling/dispatch phone number
    - o Facility address
    - o General email address
        - Consider adding manager contact information

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

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Items that should be included (cont.)

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

FTA Compliance

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

Optional Information

- Frequently asked questions
  - o 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
  - o 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
  - o Includes current job openings and information or a link on how to apply.
- Latest news
  - o 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).
  - o Seeing and hearing a familiar face using transit makes potential riders feel more comfortable using it.