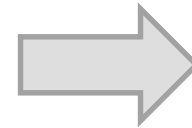
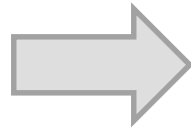


Outreach: RTAP & Share the Ride Idaho



Rural Transportation Assistance Program

Per Circular 9040: States may use RTAP funds to support rural transit activities in four categories: training, technical assistance, research, and related support services.





RTAP Scholarship

- Objectives:
 - Training(s)
 - Assist with training opportunities
 - Technical Assistance Resources
 - Peer-to-Peer Networks
- How to apply:
 - ITD-PT offers scholarships for people to attend training courses or workshops or to purchase materials.

Then & Now

- **Phase 1 – Technical Training guidelines** Removed “priority” applicants
 - Removed district distribution
 - Maxed travel for individuals – expanded more individuals
 - Maxed award per training – fiscal responsibility in training and travel accommodations

- **Phase 2 - Focus on Technical Assistance**
 - Requesting resources
 - Peer to Peer opportunities
 - ITD Hosted Trainings
 - Statewide Research: Procurement Opportunities



What are we learning

Training Type	Scholarships
General Transportation	25
Technology	12
Financial/Procurement	17
Asset Management	5
Safety	13
Title VI/ Civil Rights	4



Site Review Led Training

- Periodic Correspondence sent with important training opportunities
- If you received pamphlets or information from a training that was beneficial to your organization, **SHARE** it
- Peer to Peer can be extremely valuable



Upcoming Trainings National Partners

- National RTAP Conference
- NTI
- FTA





TRANSPORTATION ALTERNATIVES

CAR
POOL
SCHOOL
POOL

VA
NP
OO


TR
AN
SIT BIKE
OR
WALK

BE
HEALTHY

GAIN
TIME

GO
GREEN

SAVE
MONEY

Partnerships

- Idaho Transportation Department & ACHD Commuteride
 - Highlights vanpooling, walking and bicycling options
 - Media campaigns
 - Design & Marketing





ShareTheRide!daho.com will show you all the commuting options available to you.

- Carpool partner
- Vanpool
- School-pool
- Bus schedules
- Bike or walk buddy

Once you register you will receive your list of matches, you may choose who to contact. No obligations or requirements.

It is simply all up to you!

how to use



ShareTheRideIdaho is a free online tool that will help you find the best way to get from A to B.

1 Go to ShareTheRideIdaho.com. Enter your contact information and workplace. You'll have the option to add your schedule, preferences (male/female, smoking /nonsmoking), and how you want to travel.

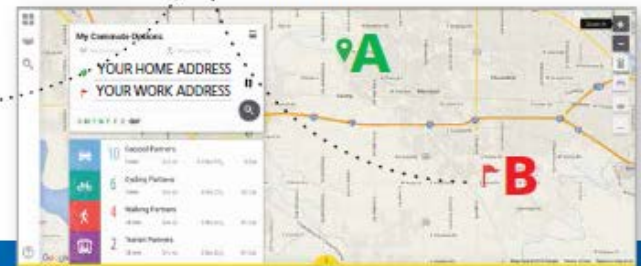
Personal Information
YOUR NAME
Please confirm your email

2 We match you with a secure list of other interested commuters who live or work near you. The list is sorted into people who want to carpool, bike, walk or ride the bus.

Find My Commute Options
YOUR HOME ADDRESS
YOUR WORK ADDRESS
SEARCH

3 Contact your matches through the secure website. You decide how often you want to ride together, when and where to meet, and who will drive.

Trip Profiles
1 Visible
0 Private



BENEFIT **IT SAVES MONEY**
Carpooling decreases the cost of gas, parking and wear and tear on personal vehicles.

BENEFIT **IT'S GREEN**
Carpooling or riding the bus just three days a week can cut individual ozone-producing emissions by 30 percent. That means cleaner air and less congestion in your neighborhood.

BENEFIT **IT'S HEALTHY**
Those who bike or walk to work for 30 minutes a day lose an average of 15.4 pounds in the first two years. When biking or walking is not an option, carpooling can help reduce unhealthy commuting stress.

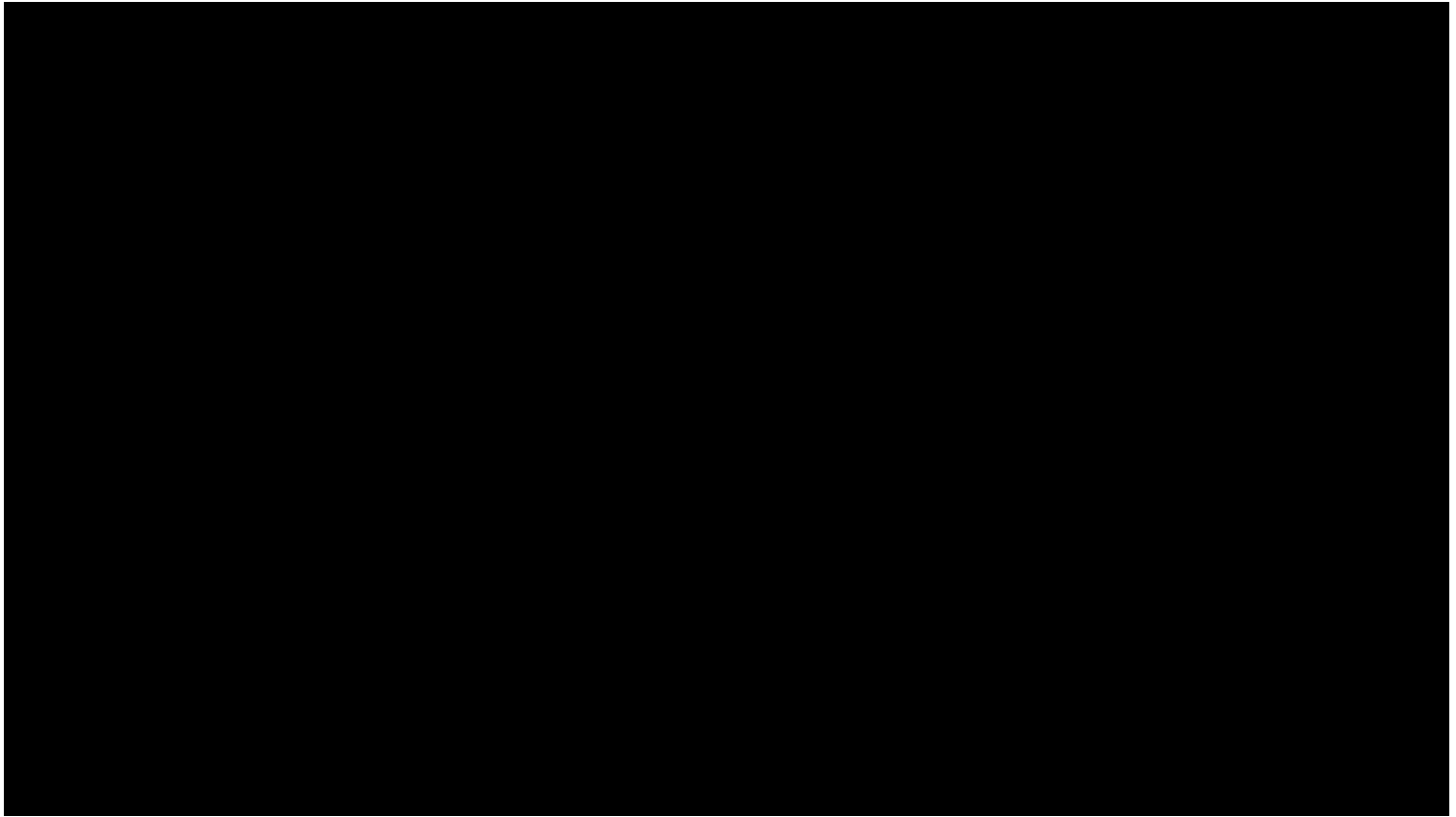
BENEFIT **IT'S FLEXIBLE**
Choose the days that work best for you. Many arrangements are door-to-door, which means you don't have to search for parking.

Source: Health Day

YOUR Safety ●●●▶ YOUR Mobility ●●●▶ YOUR Economic Opportunity



Marketing & Video



YOUR Safety ●●●▶ **YOUR Mobility** ●●●▶ **YOUR Economic Opportunity**

Two-step Marketing Plan

- Exploit new markets
 - Partner with businesses/schools
 - Build starting network
- General outreach
 - Video (possible franchise character, “Sharon”)
 - Use traditional and social media
 - Expand network and increase ridership



Strategic Development

- Metrics on Marketing
- Tool improvements
 - Mobile app
 - Real-time updates
 - Push notifications



- **For Questions & Resources**

- **Please contact:**

- Juanita Risch- Capital Grants Officer

- 208-334-8875

- Juanita.risch@itd.idaho.gov

