



WEST REGION  
Transportation  
Workforce Center

CONNECTIONS *for Tomorrow's Transportation Workforce*

# Impactful Transit Agency and University Collaborations

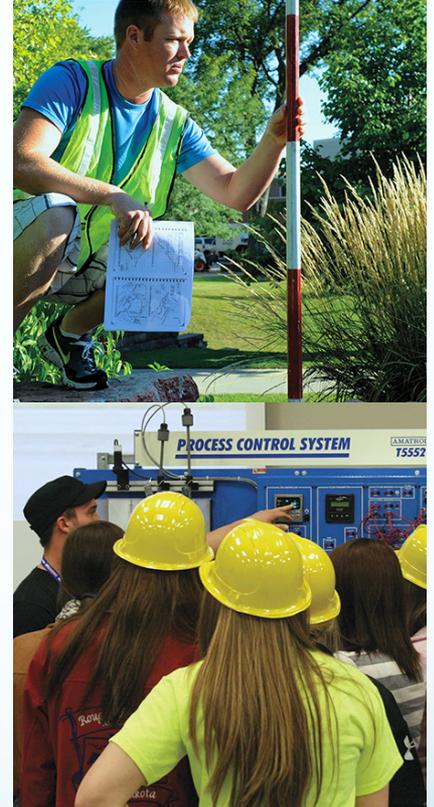
*November 5, 2019*

*Webinar will begin at 12:00pm MST*

Conference call number: (866) 749-7985

Need technical assistance?

Email: [dana.may@montana.edu](mailto:dana.may@montana.edu)



# Webinar Logistics

- Duration is 12:00 - 1:00 PM Mountain
- Webinar – recorded and archived on website ([wrtwc.org](http://wrtwc.org)). For quality of recording, phone will be muted during presentation
- If listening on the phone, please mute your computer
- To maximize the presentation on your screen click the 4 arrows in the top right of the presentation
- At the end of each section, there will be time for Q&A
- There is a handout pod at the bottom of the screen

# Ask Questions via the Q & A Pod

1. Q & A pod is on bottom left side of screen



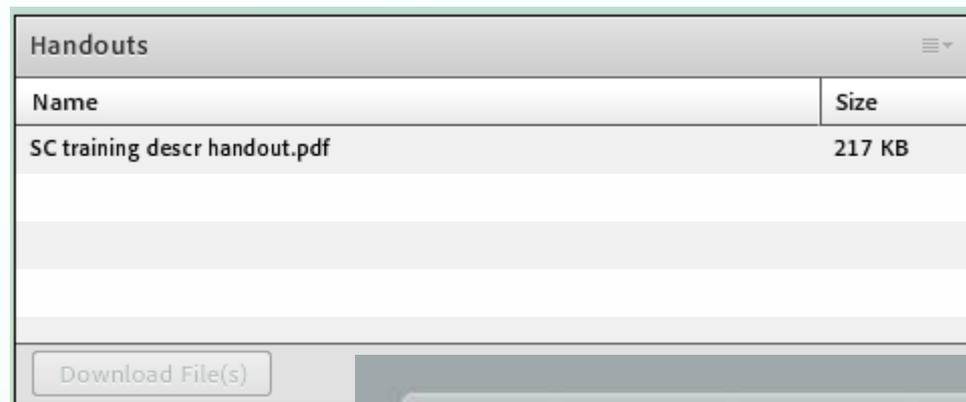
**Answers will be provided here or will be addressed verbally by speakers**

2. Type your question or comment here

# Handouts

Download the handouts and save these items to your desktop

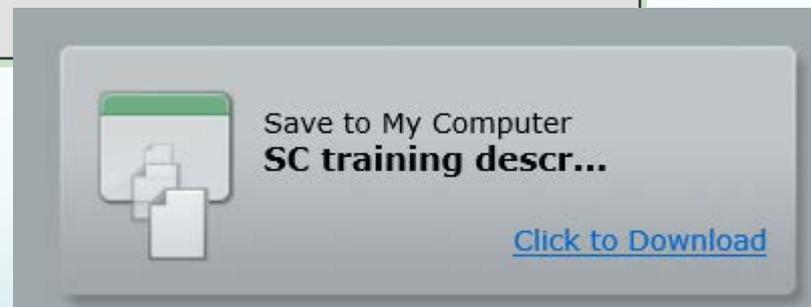
Click on the handout you'd like to download



Name	Size
SC training descr handout.pdf	217 KB

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**SC training descr...**

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# Presenters



**Maria Dahmus**  
University of St.  
Thomas  
*Sustainable  
Communities  
Partnership*



**Kelly Morrell**  
Metro Transit  
*Minneapolis-St.  
Paul, Minnesota*

# SHAPING THE FUTURE SKILLS NEEDED TO OVERCOME CHALLENGES

**Maria Dahmus**

Director, University of St. Thomas Sustainable Communities Partnership

**Kelly Morrell**

Commuter Programs Specialist, Metro Transit



# SUSTAINABLE COMMUNITIES PARTNERSHIP (SCP)



- SCP forms **multi-year partnerships** with government entities to develop a **set of sustainability projects important to partners.**
- SCP collaborates with faculty and partners to **integrate projects** into St. Thomas courses **across disciplines.**

# MULTI-DISCIPLINARY PROJECTS



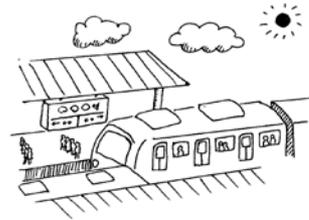
energy



water



waste



transportation



urban agriculture



urban wetlands



community

112  
projects

across  
25  
disciplines

with over  
1,500  
students

# STUDENTS GENERATE SOLUTIONS

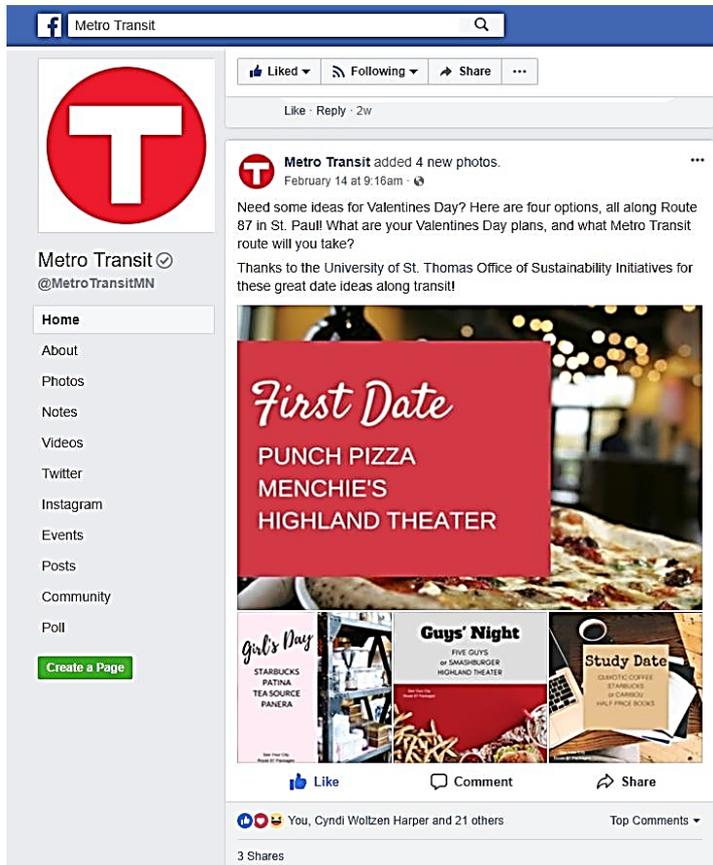


# METRO TRANSIT: SEEKING A DIFFERENT KIND OF CONNECTION



- Outreach focus on students
- Challenges connecting with St. Thomas
- Sought contact within campus sustainability community

# TRANSITION TO FULL PARTNERSHIP



- **First projects:** campus marketing initiatives
- **Opportunity emerged:** fill the gap between staff work, interns and research institutions or consultants
- **Projects expanded to:**
  - Service Operations Management
  - Data Management
  - Psychology/Sociology
  - Spanish



Collaboration with SCP advances  
Metro Transit's **core values** of:

- Environmental Responsibility
- Innovation
- Community Orientation

# COMPLETED PROJECTS

- **“College Pass” Market Research:** Applied Business Research (**MKTG 652**)
- **Engaging Transit Riders’ Stories:** Leadership for Social Justice (**JPST 365**)
- **Improving Customer Satisfaction Surveys for Native Spanish Speakers:** Business Spanish (**SPAN 320**)
- **Investigating Preferred & Sustainable Promotional Give-Aways; Market Demand Research for Metro Transit Merchandise:** Marketing Research (**MKTG 340**)
- **Preventing Littering at Transit Stops:** Psychology for Sustainability (**PSYC 334**)
- **Tracking Metro Transit’s Non-Revenue Fleet Vehicles:** Service Operations Management (**OPMT 360**) & Systems Analysis and Design II (**CISC 321**)
- **Tracking Metro Transit Advertising Inventory:** Decision Analysis (**OPMT 320**)
- **Strategic Communications to Promote Transit Lines to College Students:** Writing for Strategic Communications (**COJO 344**)
- **Understanding Transit Ridership:** Marketing Research (**MKTG 340**)
- **DataCom:** Data Analytics Competition, Department of Economics

# LESSONS LEARNED

- Unexpected participation from higher-level management
- Benefit of results delivered by neutral, external party
- Single point of contact important
- Be intentional about sharing results

# SCP ARTS



- **SCP Arts seeks to engage residents of partner communities** with SCP project findings.
- Students collaborate with SCP Artists-in-Residence to **translate their SCP project findings** into artwork.
- SCP partners share the artwork, **bringing to life their sustainability goals** for people of all ages.



Leadership for Social Justice, Volume V

# Transit Transformations



Edited by Dr. Mike Klein

# METRO TRANSIT GREEN LINE INSTALLATION



# TRAIN INTERIOR

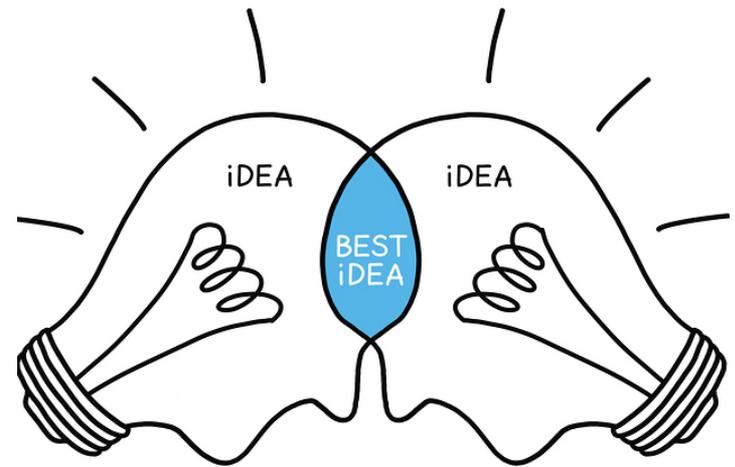


# Presenter



**Julia Castillo**  
Heart of Iowa  
Regional Transit  
Agency  
*HIRTA Public  
Transit*

# Building Partnerships that Work for Rural and Regional Transit Systems



November 5, 2019

## Why should Smaller Transit Agencies connect with Higher Education Students?



- It is a resource that allows staff to access time and knowledge that they don't have within their own agency.
- They can bring a project that will help them grow, expand or understand something that they don't have the time or knowledge to figure out on their own.
- Collaborating with a college or university creates a partnership.
- Creating a project where 2 entities can work together and both benefit in the process, is a complete WIN-WIN for everyone.
- There is now a partnership, a final product, students who have learned about rural Transit needs and transit staff that have learned about students ... This can lead to bigger ideas and more collaboration.

## Our WHAT, HOW and WIN!

**Our WHAT:** *HIRTA has pretty much operated the same for 30 years and it was time for a major change!*

- Rebrand our image because we wanted to target different markets and let people know we did more than transport the elderly and those with disabilities.

**Our HOW:** *We knew we did not have staff, the knowledge or the time to do this ourselves. Hiring a private firm was quite expensive and so we decided to contact Drake University and talk with a Professor of their Advertising Class.*

- After a phone discussion, she decided to take us on as a project for their Advanced Advertising class, free of charge.
- We went to the first class, talked to the students about who we were, what we did, and what we wanted to accomplish. They asked questions and then their class, which was broken into 3 groups, worked the semester on creating an Advertising Campaign.
- When they were done we went back to the college and each group presented their campaign to us. Then we were able to sit around and chat, ask questions and thank them.

# ADVERTISING CAMPAIGN DRAKE UNIVERSITY, DES MOINES, IOWA



# ADVERTISING CAMPAIGN DRAKE UNIVERSITY, DES MOINES, IOWA

## Our WIN ...3 Amazing Campaigns

### Each Campaign included:

- Creative Strategy
- Brand Identity
- Direct Mail
- Newspaper
- Radio
- Loyalty Program
- Social Media
- Budget

### **Creative Strategy** example:

Advertising will persuade the sandwich generation, individuals who care for their aging parents, as well as, their own children, that HIRTA is the most convenient transportation option, for everyone, in central rural counties of Iowa. This is attributed to the fact that HIRTA has provided numerous years of affordable and dependable transportation to its customers. The tone of the advertisements will be warm and informative.

## ADVERTISING CAMPAIGN DRAKE UNIVERSITY, DES MOINES, IOWA

### Audio

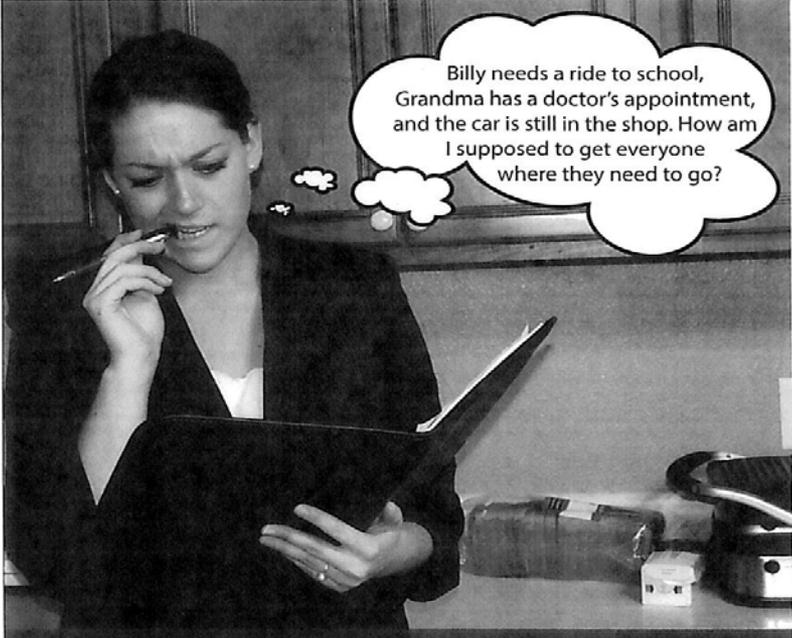
**Dad:** I won't be able to pick Billy up from school today. I have a meeting after work.

**Mom: (sigh)** Me too. Who's going to pick him up?

**Grandma:** Don't forget about me, your mother! You promised to give me a ride to my hair appointment.

**VO:** Need Ride? HIRTA is your solution. Simply call 1-877-686-0029 to schedule your ride. Visit [www.ridehirta.com](http://www.ridehirta.com) for more information.

**VO:** (Telephone ringing) This is HIRTA, where would you like to go?



*Don't overthink this problem. HIRTA Public Transit is your solution. We are a door-to-door public transit service for the rural counties surrounding the Des Moines area.*

To find out more about booking a ride with the HIRTA Public Transit or for any other questions, visit our website [www.hirtapublictransit.com](http://www.hirtapublictransit.com) or call 1-877-686-0029

**HIRTA**  
PUBLIC TRANSIT

*Where to?*

The Iowa State MBA program partners with CyBIZ Lab to assist in the process of transforming project ideas and suggestions into viable service learning projects for MBA students.

CyBIZ Lab is ISU's experiential learning and business solutions center providing consulting services to for-profit and nonprofit organizations. The CyBIZ Lab staff has years of experience connecting clients with project teams of business students. CyBIZ Lab staff will also provide training to MBA student project teams.



# CyBIZLab

## HIRTA & CyBizLab Projects



### Strategic Plan

They collected, analyzed and create a strategic plan for HIRTA. We used a lot of the data to create plans for future growth and implemented their data with our planning and created the very 1<sup>st</sup> strategic plan in HIRTA's 30 year history.

### App for Electronic Timecards

We wanted an easier way for our driver to record their time, than paper timesheets. They created a way for us to do this through an app on the driver tablets.



# CyBIZLab

## HIRTA & CyBizLab Projects 2020

We have 2 projects we want to pitch to them for their 2020 MBA classes

- Determine the economic impact HIRTA has in the Story County community and write an economic impact statement that we can use when we apply for funding.
- Develop a method we can use to determine the cost of missed medical appointments, and what the impact would be if the barriers to medical trips could be filled by rural Public Transit.



- Students translated our service policies, brochure and other customer related materials into Spanish.
- Had one student who wanted to be a grant writer create a spreadsheet of grants that we could tie to public transit.

Our partnership has also allowed us some win-wins.

- Hired one student to help us do trip verification, so he earned money with a job he could do in his dorm.
- Learned kids needed a way to get to and from the Airport during breaks, so we started a program that allowed us to take them and pick them up from the airport, since the college is in a rural community.

# RURAL TRANSIT AGENCIES SHOULD HIRE AN INTERN...

the benefits can be greater than you could imagine

We hired an intern from Hannibal-LaGrange University who was majoring in Public Relations.

- Created a new brochure which won Honorable Mention in the RTAP brochure contest in 2018.
- Attended events to promote HIRTA services and frequented numerous Farmers Markets to survey people about transit.
- Created marketing material for social media.
- In this picture she is being interviewed by KASI 1430 radio about what people should know about HIRTA.



Honorable Mention: HIRTA Public Transit



**The Bus You Trust.**

Open to people of all ages, abilities and income levels. HIRTA is proud to serve in the counties of Boone, Jasper, Marion, Story and Warren.

Public Transit continues to be one of the safest modes of travel in the United States. Our transit operators are highly trained, and undergo national background checks, drug screenings and driving record reviews.

**HIRTA PUBLIC TRANSIT**

SERVING CENTRAL IOWA'S PUBLIC TRANSIT NEEDS SINCE 1987

HIRTA Central Office  
2024 Lincoln Square  
Oskaloosa, IA 52522  
515-741-4800  
info@hirlta.com

**How to Ride.**

**BOONE, JASPER, MARION, STORY AND WARREN COUNTY FARES:**

**\$2.00 IN TOWN**  
Boone, Jasper, Marion, Story, and Warren counties. Daily, 6:00 a.m. - 6:00 p.m. Saturdays, 7:00 a.m. - 6:00 p.m. Sundays, 8:00 a.m. - 6:00 p.m.

**\$4.00 IN COUNTY**  
**\$1.00 TO DEER MOORE'S (Specialty Ride)**

**Service Hours.**

**BOONE COUNTY:**  
Weekdays, 6:00 a.m. - 6:00 p.m.  
Saturdays, 7:00 a.m. - 6:00 p.m.  
Sundays, 8:00 a.m. - 6:00 p.m.

**JASPER COUNTY:**  
Weekdays, 6:00 a.m. - 6:00 p.m.

**NEWTOWN:**  
Weekdays, 6:00 a.m. - 6:00 p.m.  
Saturdays, 7:00 a.m. - 6:00 p.m.  
Sundays, 8:00 a.m. - 6:00 p.m.

**STORY COUNTY:**  
Weekdays, 6:00 a.m. - 6:00 p.m.

**AMES:**  
Weekdays, 6:00 a.m. - 6:00 p.m.  
Saturdays, 7:00 a.m. - 6:00 p.m.  
Sundays, 8:00 a.m. - 6:00 p.m.

**MARION COUNTY:**  
Weekdays, 7:00 a.m. - 6:00 p.m.

**PELLA AND ANNEVILLE:**  
Weekdays, 6:00 a.m. - 6:00 p.m.

**PELLA:**  
Weekdays, 6:00 a.m. - 6:00 p.m.  
Saturdays, 7:00 a.m. - 6:00 p.m.

**WARREN COUNTY:**  
Weekdays, 7:00 a.m. - 6:00 p.m.

**HIRTA bucks.**

Applicable for sale in Boone, Jasper, Marion, Story and Warren Counties. \$10.00 for a \$1.00 (10 bucks). May be purchased at some local big box stores. Cash only at HIRTA. Call 741-4800-8000.



You have now created a relationship, mutually shared knowledge and most certainly created future transit Advocates!

**Isn't that one of the best types of sustainability for public transit?**

# Julia Castillo

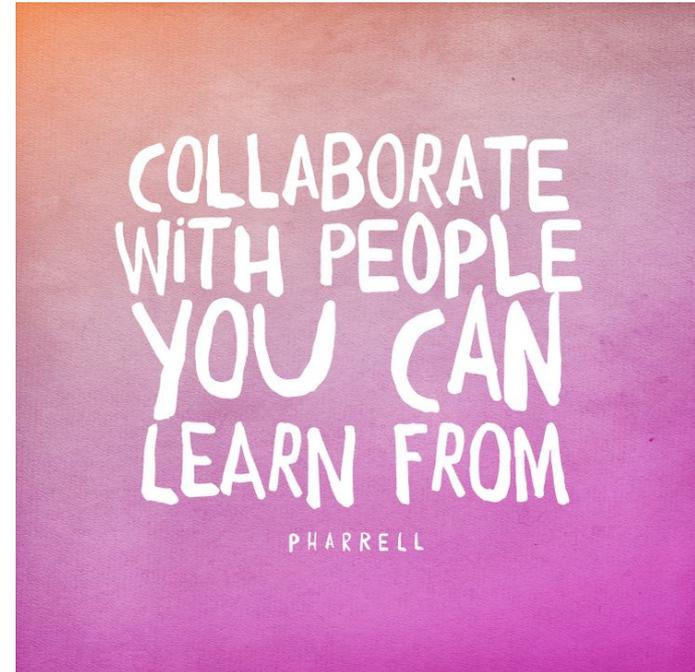
*Executive Director*

[jcastillo@ridehirta.com](mailto:jcastillo@ridehirta.com)

515-309-9281

[www.ridehirta.com](http://www.ridehirta.com)

*Facebook / Twitter @ridehirta*



# Presenter



**Andrew Martin**  
Lane Transit  
District – LTD  
*Oregon*

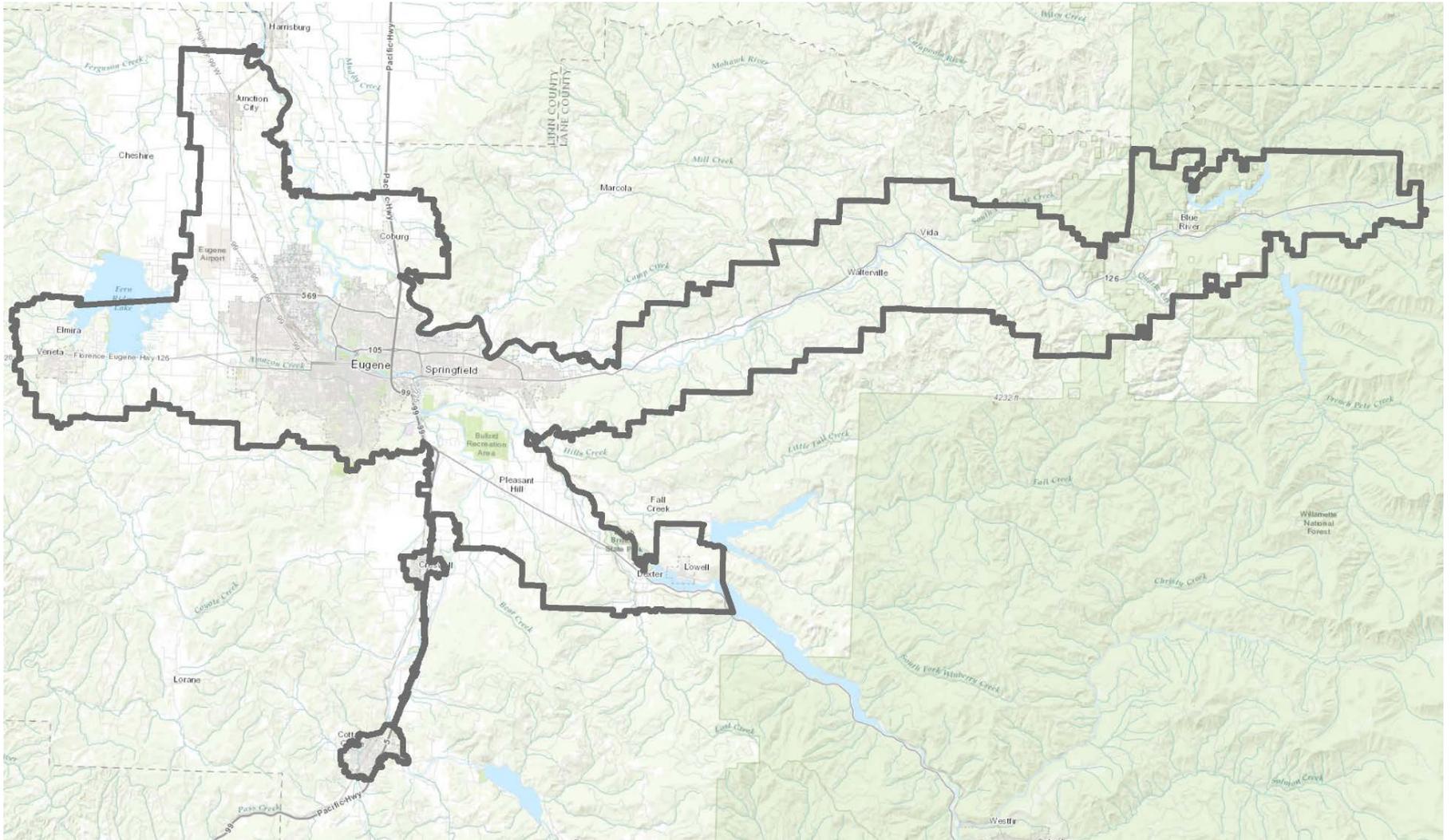
# Harnessing Student Capacity to Address Diverse Project Needs

Andrew Martin - Development Planner at Lane Transit District



LTD.org

# Lane Transit District



LTD.org

# Lane Transit District's Services

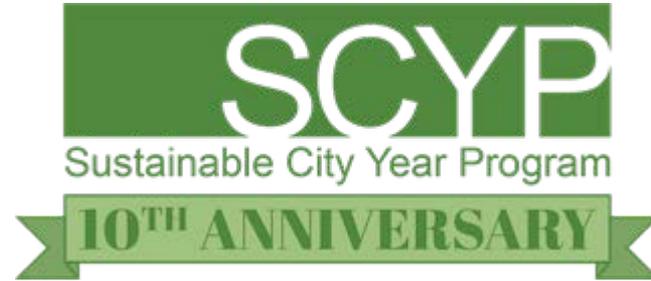


Point2point



LTD.org

# LTD-Sustainable City Year Partnership



- Excellent opportunity to leverage an asset right in our back yard!
- Up to 25 classes in 2019-2020 school year
- Huge diversity of classes



## (Just a Couple) Fall Term Courses

- Public Budgeting: Teams of graduate students assessing possible sources of capital and operating revenues for a large capital project in planning phase.
- Program Evaluation: Teams of graduate students suggesting relevant performance measures and data collection for six LTD departments
- Sustainable Transportation: Students will assess transportation needs and how a mobility hub could work on a busy corridor



## (Just a Couple) Fall Term Courses

- Allen Hall Media: Multi-term journalism school studio focused on producing picture and video content for using LTD marketing and communications.
- GIS II: Geography course exploring the connection between bike share and transit and how the two can partner together to help the community move.
- Architecture Studio: Studio focused on reimagining a community college owned building across from Eugene Station as an activated community space that can promote economic development.



## Student experiences

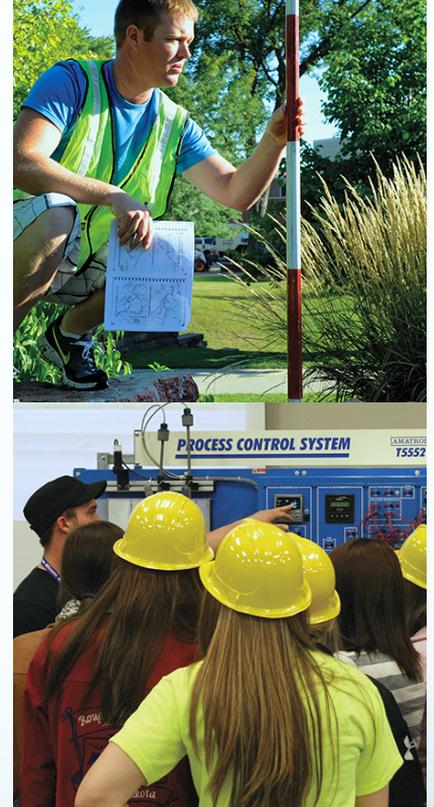
- Valuable opportunity to practice real world skills
- Incentive to apply skills – real clients, real implementation
- Networking with professionals
- Products you can use in a portfolio





# Questions for our presenters?

*Use the chat box to enter your question*



# Thank you for attending today's webinar!

Susan Gallagher  
[sgallagher@montana.edu](mailto:sgallagher@montana.edu)  
(406) 994-6559

View more partnership resources and success  
stories at: [wrtwc.org](http://wrtwc.org)

Find a university partner: [epicn.org](http://epicn.org)

