



The Regional Transportation Commission of Washoe County
Public Outreach Plan

Your RTC. Our Community.

Helping the Community Be Involved!

- ▶ Community Open House Events
- ▶ Working Groups, Advisory Committees and Stakeholder Groups
- ▶ Public RTC Board Meetings
- ▶ Online Resources
- ▶ Social Media
- ▶ RTC-Produced Videos
- ▶ Traditional News Media
- ▶ Printed Materials



2035 Regional Transportation Plan

- ▶ Developed through Extensive Outreach Process



Creating an Interactive Meeting

- ▶ Opportunities to Share Feedback



- ▶ Concepts to Elicit Comments

Ensuring Everyone May Participate

- ▶ Flyers, Handouts, Videos in Spanish and English
- ▶ Interpreter at Public Events
- ▶ Meetings in Neighborhoods of all Income Ranges
- ▶ Events at Washoe County Senior Services
- ▶ Assistance for People who have Disabilities

SE NECESITA IDENTIFICACIÓN PARA UTILIZAR LAS TARIFAS REDUCIDAS
Tenemos disponible gratis la tarjeta de identificación de RTC RIDE para las tarifas reducidas

EXPIRES: 10/9/20XX
RIDE DISABLED FARE

EXPIRES: 10/19/20XX
RIDE REDUCED FARE

EXPIRES: 10/16/20XX
RIDE REDUCED FARE

La elegibilidad para tarifas reducidas:
Tercera edad 65 años o mayor.
Jóvenes personas de 6 a 18 años y todos los estudiantes con una tarjeta de identificación válida de escuela media o secundaria.
Discapacitados
Medicare.
Reponer la tarjeta de identificación le cuesta \$5.00 cada una.

RTC 4TH STREET STATION
Calle 4ª y Lake, Reno
Servicio de Pasajeros:
Lunes a Viernes 7am – 7pm
Sábado 8am – 5pm
(excepto días festivos).

775-348-RIDE rtcwashoe.com

This is Your RTC.

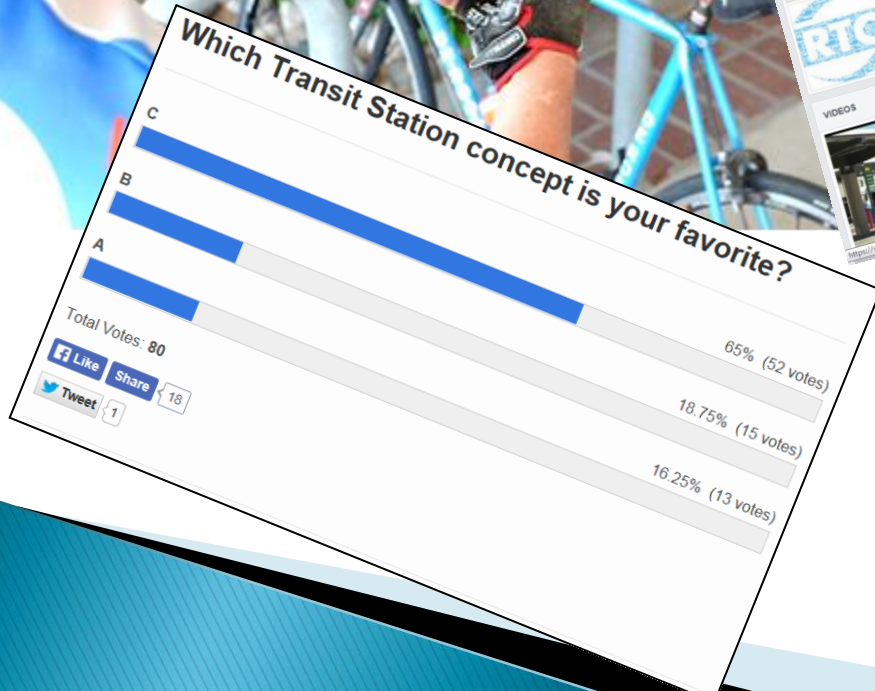
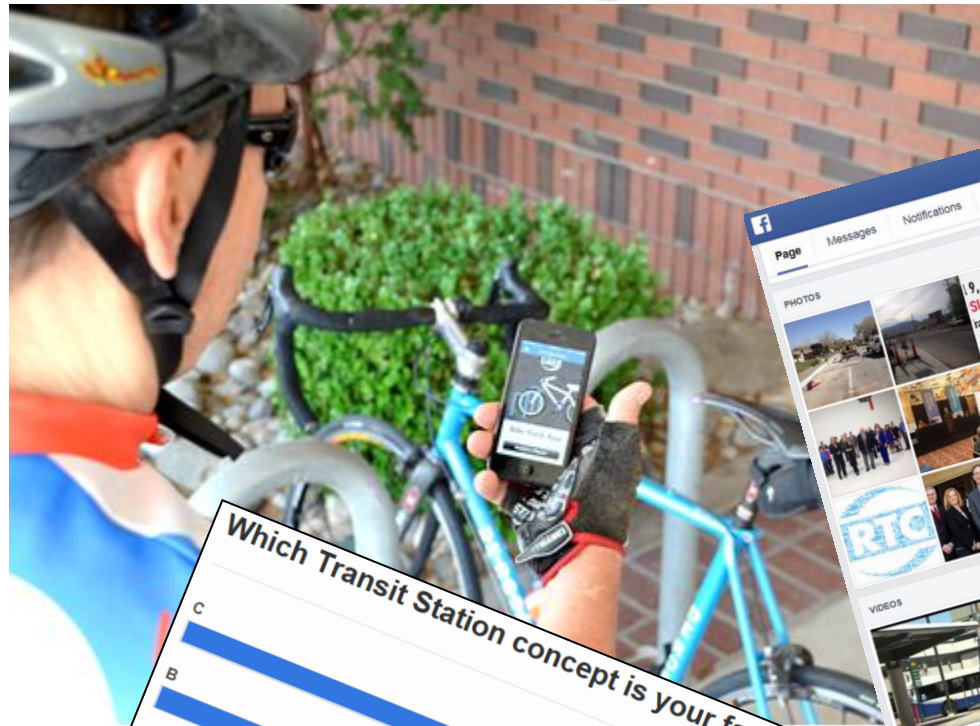
Where's my NEXT RIDE

YouTube



Your RTC. Our Community.

Embracing New Technologies



Your RTC. Our Community.

The Road Ahead with RTC

- ▶ Airs Three Times a Week on KOLO-8
- ▶ Informs People on How to be Involved
- ▶ Segments are also Online



Attaining News Coverage

- ▶ Multi-Media News Releases
- ▶ Public and Media Events
- ▶ Coordinated Public Relations Efforts



Reaching Key Decision-Makers

Shared Federal Framework
(SFF)



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Outreach Goals Moving Forward

- ▶ Increase Community Participation
- ▶ Grow Social Media
- ▶ Work Closely with New Collaborative Regional Communications Team
- ▶ Promote New Tagline, which Emphasizes Involvement
- ▶ Emphasize Safety as the Top Priority



Thank You

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