

# Alternatives for Evaluation

## Statewide Transit Plan (SWTRP) Strategies

GDOT's Statewide Transit Plan divided transit development strategies into three categories, which were used to help classify and develop alternatives for evaluation:

- Transit Service Expansion
- Transit Service Enhancement
- Administrative Tools and Guidance

## Transit Service Expansion

### Expand Span of Service to Include Weekends

- Increase transit service to include more times when current and potential riders may have mobility needs

### Expand Capacity of Existing Rural Systems

- Expand capacity to meet demand and serve the region's aging population

### Incorporate All Rural Systems into a Single System

- Fully regionalize rural transit to address major intercounty travel between Thomas and neighboring counties

## Transit Service Enhancement

### Additional Fare Options and Subsidies

- Allow recurring reservations and discounts; assist riders by ensuring they have a ride for regularly scheduled events, such as medical appointments or weekly shopping trips

### Digital Booking and Communications

- Utilize QRyde online booking and GDOT's Let's Ride mobile booking and payment

## Administrative Tools and Guidance

### Advertising Campaign

- Conduct joint social media campaign with area agencies to promote awareness of the region's available transit services

### Let's Ride Toolkit

- Unify branding across all fleet vehicles in the region and market Let's Ride app

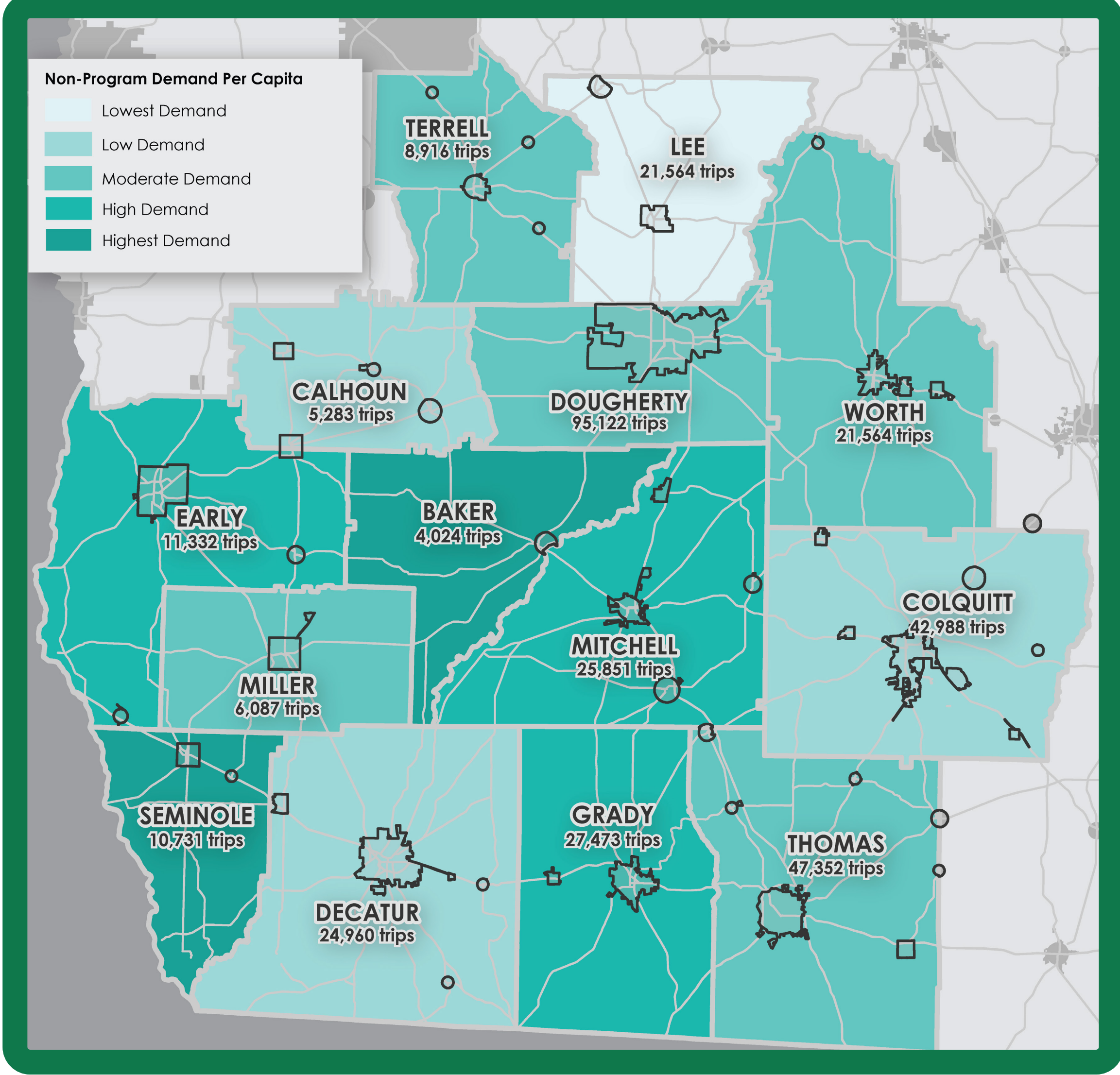
### Central Phone Number

- Provide a single point-of-contact for ride booking and route callers to the appropriate dispatch offices

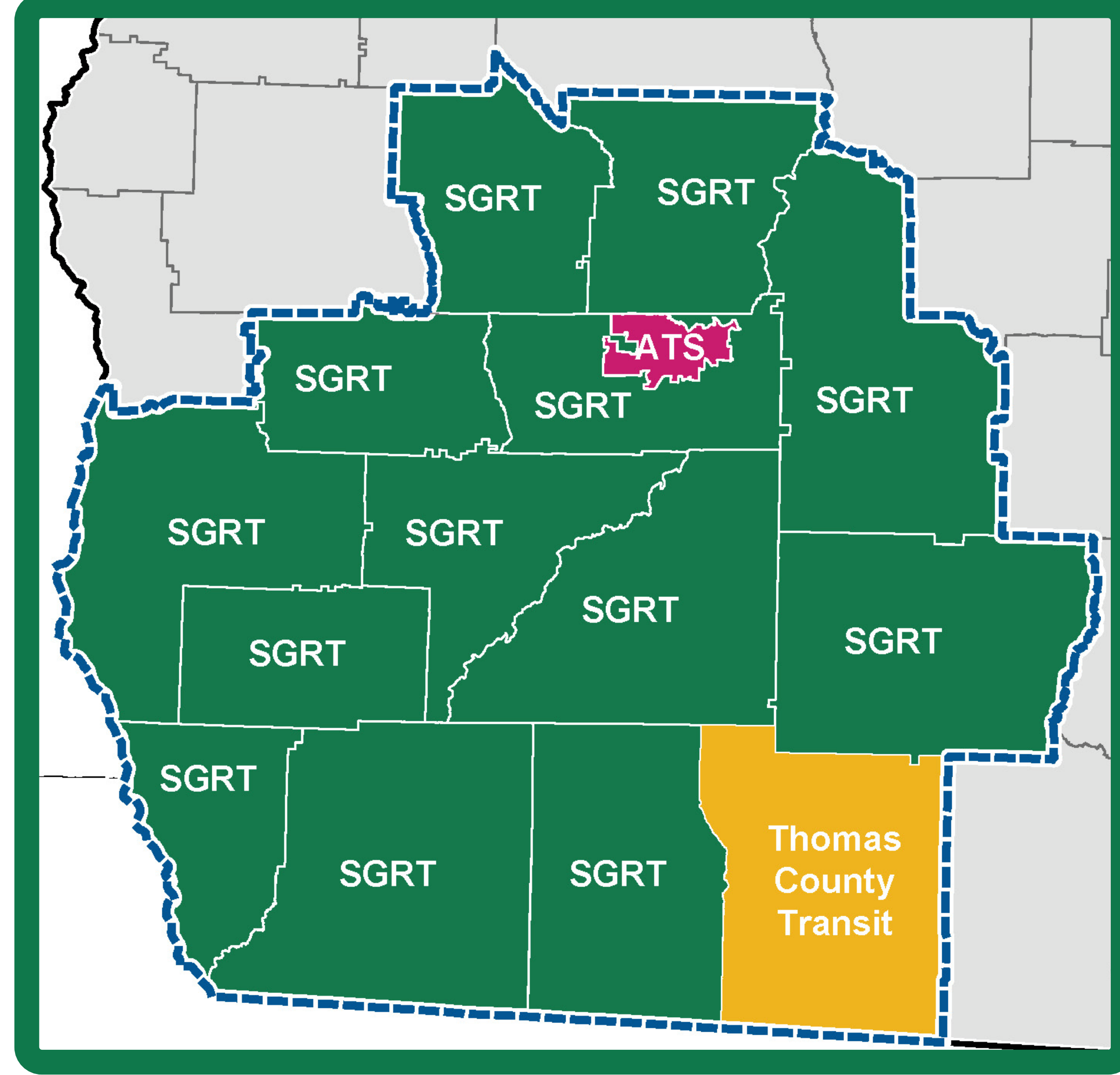
### Website Update

- Align website branding with Let's Ride or SWGRC Planning Department; add options for trip planning assistance and online booking

Expand Capacity of Existing Rural Systems



Incorporate All Rural Systems into a Single System



Digital Booking and Communications



Let's Ride Toolkit

