**July CTR Communication Toolkit**

**Pick and choose from the following to spread the word Intercity Transit’s long-range planning.**

**Draft EmaiL/ARTICLE:**

TO: **(Agency)** Employees

FR: **(CTR/ETC name/title)**

RE: Help shape the future of public transit in Thurston County

Intercity Transit has been working to develop and implement a public transit system designed for and by our community over the last three years. During the first phase, the agency conducted a county-wide survey asking “What’s your big idea for transit?” Altogether, 10,000 suggestions were received.

That input was used to design service options that could help achieve some, or most, of the community-identified priorities. They include:

* [Bus Rapid Transit](http://www.itroadtrip.net/sites/default/files/2018-06/BusRapidTransit_0.pdf): Fast, high-frequency service along major corridors.
* [Extended Span of Service](http://www.itroadtrip.net/sites/default/files/2018-06/ExtendedSpan.pdf): Bus service that starts earlier in the morning and runs later at night.
* [Improved Frequency](http://www.itroadtrip.net/sites/default/files/2018-06/ImprovedFrequency_0.pdf): Buses come more often, all day.
* [Service to New Areas](http://www.itroadtrip.net/sites/default/files/2018-06/NewServiceAreas_0.pdf): NE Lacey, Yelm, and other areas over time.
* [Night Owl Service](http://www.itroadtrip.net/sites/default/files/2018-06/NightOwl_0.pdf): Weekend, on-demand, late night transit service to and from downtown Olympia.
* [Maintain On-Time Performance](http://www.itroadtrip.net/sites/default/files/2018-06/OnTimePerformance.pdf): Add buses to address congestion and keep them on time.
* [Enhanced Commuter Service](http://www.itroadtrip.net/sites/default/files/2018-06/EnhancedCommuterService.pdf): More, faster Express service to Tacoma/Seattle.
* [Enhanced Capital Facilities](http://www.itroadtrip.net/sites/default/files/2018-06/CapitalFacilities.pdf): Money for shelters, lighting, benches, etc.
* [Change the Way Fares are Paid](http://www.itroadtrip.net/sites/default/files/2018-06/FaresFactSheet.pdf): Implement new fare technology or introduce an alternative fare structure.

Now, Intercity Transit wants to know which of the service options matter most and what the community wants Thurston County’s transit system to look like in the future. Provide your input by completing the [online survey](https://www.surveymonkey.com/r/Q9SCV92) by July 31 and enter to win one of two $250 gift cards. Visit [itroadtrip.net](http://itroadtrip.net/) for more information.

**DRAFT FACEBOOK POSTS/TWEETS:**

1. Intercity Transit turned 10,000 suggestions from community members into service ideas for the future. Tell them what matters most to you by taking their [survey](https://www.surveymonkey.com/r/Q9SCV92) by July 31 and enter to win one of two $250 VISA gift cards! For more information visit [itroadtrip.net](http://itroadtrip.net/).
2. Longer service hours; Service to new areas; Night-Owl Service; Faster express routes. What matters most to you? Let Intercity Transit know. Take their [survey](https://www.surveymonkey.com/r/Q9SCV92) by July 31 and enter to win one of two $250 VISA gift cards! For more information visit [itroadtrip.net](http://itroadtrip.net/).