

Marketing Transit Sustainability: SouthWest Transit Final Campaign Book

Keena, Krystyna; Stanley, James; Cress, Mitchell; Curtis, Matthew; Golie, Sara; Stephens, Leslie; Frick, Kylie (Resilient Communities Project (RCP), University of Minnesota, 2015)



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Title

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Abstract

This project was completed as part of a year-long partnership between Carver County and the University of Minnesota's Resilient Communities Project (<http://www.rcp.umn.edu>). SouthWest Transit, which is the transit provider for Carver County, wanted to leverage its sustainability efforts to expand bus ridership by appealing to people's concern for the environment. SouthWest Transit project lead Matt Fyten worked with a team of students in JOUR 4263 to develop marketing materials and strategies that can be used to promote the sustainability benefits of SouthWest Transit's services. A final report and PowerPoint presentation slides from this project are available.

Keywords

[sustainability](#)

[Carver County](#)

[local government](#)

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[marketing](#)

[Carver County Projects, 2015-2016](#)

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Description

Report and presentation completed by students enrolled in JOUR 4263: Strategic Communication, taught by Hyejoon Rim in fall 2015.

Funding information

This project was supported by the Resilient Communities Project (RCP), a program at the University of Minnesota whose mission is to connect communities in Minnesota with U of MN faculty and students to advance local sustainability and resilience through collaborative, course-based projects. RCP is a program of the Center for Urban and Regional Affairs (CURA). More information at <http://www.rcp.umn.edu>.

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Want to make public transit more expansive, efficient and sustainable? A degree in transportation planning may be just the thing. After traveling to Europe, Andrea Hamre was inspired to study transportation planning and improve America's public transit. (Jason Hornick / for Express). By the time Andrea Hamre, 33, graduated from high school in 2001, she knew what she wanted to do with her life. Today, Hamre is in the final months of a Ph.D. program in transportation planning through Virginia Tech's School of Public and International Affairs in Alexandria, Va. — one of a number of urban planning graduate programs in the D.C. area with a focus on transportation. Landlocked and Transit Developing Countries. UNITED NATIONS. Railway transit tariffs are set in accordance with the so-called MTT/ETT (International Transit Tariff) scale, which is intended to apply to rail freight traffic between OSJD member countries. The tariffs are based on a tariff book originally elaborated in the former Soviet Union and revised twice yearly in OSJD forums. The mechanisms for setting tariffs are institutionally and legally entrenched. Although the tariff is based on MTT, national governments set domestic rates.