

Getting the Most Out of Our Transit Video

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A year-and-a-half ago Kansas RTAP created “Connecting Everyone to Everywhere,” a video that promotes the benefits of rural public transportation in Kansas. It tells the story of how public transportation makes rural communities more sustainable and livable – through interviews with people who have first-hand experience with its benefits.

Summary

This article will describe the content of the video and suggest ways you might use the video in your own community to promote transit.

About the video

The video packs a lot into seven minutes. It profiles three communities in Kansas: Nemaha County, the Flint Hills region, and the region around Salina. Each area has different characteristics and different transit options. We sought to interview people and describe situations that might apply to many other communities in Kansas.

Nemaha County Transit

This program provides on-demand service to locations inside and outside of Nemaha County. Two of the people interviewed are from small cities with populations under 300 people. People interviewed:

- Rider with visual disability that prevents her from driving
- Rider with a physical disability and need for regular dialysis
- Nursing home director
- Nursing home resident and Army veteran
- Transit manager
- Transit driver

North Central Kansas (OCCK, Inc.)

This regional service has Salina, KS as a hub.

People interviewed:

- Rider who uses a mobility device
- City manager
- Dispatcher
- Transit director

Central Kansas (Flint Hills AtA Bus)

This is a regional service based in Manhattan, KS.

People interviewed:

- Mayor
- Administrative assistant with transit agency

- A person whose elderly mother uses transit
- Transit driver
- Transit executive director

The video also includes footage of other riders who use these transit systems and some of the many destinations served by public transportation, including rural shopping destinations, a university, a community center, a hospital, a cancer care facility, and a dialysis center.

How to use the video

Show it to your decision-makers

Supplement your facts and figures that support public transportation with showing the video. The video is designed to speak to people's hearts and well as their heads. There is nothing like hearing about the benefits of public transportation from Kansas residents who may be similar to those in your own community, in their own words.

Show it to the public

Have the video run on your local public access outlet. Viewing it might inspire community residents and let them see how public transportation might help a family member or another member of your community. Your residents might become more supportive of public transportation or recommend transit to people in their lives. When people understand who transit riders are and why they are riding, they have empathy rather than judgement.

Show it in schools

Positive impressions of public transportation start with youth. Show the video to high school social studies or civics classes. Facilitate a discussion with them about how transit increases livability for individuals and economic viability for the community overall. Dispel the image of transit being only "the senior bus."

Show it to partners and stake-holders

Stake-holders are organizations whose customers use public transportation, and community organizations that understand public transportation helps people live and shop and work in your community. Examples include directors and boards of nursing homes, agencies that provide services in your community, and agencies and businesses that benefit from a productive transportation system. Transit keeps people in their community and helps them get to appointments on time. If transit is not available, some individuals may have to move out of your community. Show the video to build or maintain support. Offer to make it available in medical offices, social service agencies, the public library, food banks, churches, rotary, chamber of commerce, or any group of civically-active folks who can pass the message along.

Show it to your staff

This video shows Kansas public transit drivers, administrative assistants, dispatchers and managers creating better mobility for their communities. It is clear from the video that their

work is very much appreciated by riders and community officials. The video can be a shot in the arm, a step back that let's everyone see that your efforts are part of a bigger picture across the state. It's easy for your staff to get isolated in their jobs, or bogged down in complaints. Transit is an intense job environment, with lots of stressors. It is good to see the customer service aspect of transit in a positive light.

Good take-aways for any community

This video depicts three service areas in Kansas. It does not represent all the considerations for providing transportation in the state. However, it does provide a snapshot of how transit affects riders who use it and also how communities benefit socially and economically by having transit service.

We encourage you to take seven minutes to watch the video and share it generously -- to get people thinking and talking about how public transportation in rural areas helps communities and its residents. Click on the link to watch the video or go to <https://kutc.ku.edu/rtap/kansas-rural-transit-video>.

[Click here to view *Connecting Everyone to Everywhere*.](#)

Source

Connecting Everyone to Everywhere, a video production of the University of Kansas Transportation Center through the Kansas Rural Transit Assistance Program (RTAP).
<https://kutc.ku.edu/rtap/kansas-rural-transit-video>

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