



In cooperation with the Florida Department of Transportation

MAINTAINING RIDERSHIP

IN TOUGH TIMES

ONLINE TRAINING COURSE

APRIL 15, 2010

The Florida Rural Transit Assistance Program (RTAP), at the USF Center for Urban Transportation Research is pleased to present a FREE online training course entitled “**Maintaining Ridership in Tough Times**” on April 15, 2010, from 12:00-1:15 pm.

In theory, maintaining ridership levels is as easy as knowing where the riders are, when they need the service, and providing the transportation to meet those needs. Agencies can be proactive or they can be reactive in meeting those needs. In some cases, they are neither.

This facilitated discussion-course will identify and evaluate programs and practices designed to react to rider-ship fluctuations based on economic downturns when those downturns affect both the riders and the agency that provides them with transit service

To participate in this FREE online training, complete the registration form below and return by April 2, 2010 to Yolanda Moore at moorey@cutr.usf.edu or fax to (813.974.5168). **There are no fees to participate in this online training webinar.**

An instructional email will be forwarded to you to confirm your participation in the online training and will also provide a link and directions on how to “join” the online training course.

REGISTRANT’S NAME: _____

JOB TITLE: _____

MAJOR RESPONSIBILITIES: _____

SUPERVISOR’S NAME: _____

EMPLOYER: _____

ADDRESS: _____

CITY: _____ STATE _____ ZIP _____

PHONE: (____) _____ FAX: (____) _____

EMAIL: _____