



SHARE OUR MESSAGE



STAKEHOLDER COMMUNICATION TOOLKIT

In an effort to help stakeholders and other organizations promote the Transit Development Plan (TDP), LCTA has developed an online communications toolkit designed to provide information for promotion.

LCTA has developed the communication toolkit in order to ensure clear and consistent messaging aligned with the TDP's goals. With an array of messaging materials available, the toolkit helps tailor communication to each group, ensuring they receive the information that is most relevant to them.

Many voices throughout Luzerne County will provide the foundation for the plan outcomes. **Join us in our commitment to Luzerne County and help us in sharing this process with our communities by using the resources in the toolkit to promote our public outreach efforts.**

**THANK YOU
FOR BEING OUR ADVOCATE AND FRIEND!**



DOWNLOAD FROM OUR WEBSITE!

- Web Banner
- Fact Sheet
- Talking Points
- Social Media



WEB BANNER

Guide your followers to the LCTA website to learn more about the TDP

Two graphic options: Square or rectangle

Post the banner on your website and link to <https://www.lctabus.com/tdp>

**Learn more
about the
Transit
Development
Plan!**

Aprender más
sobre El Plan
de Desarrollo de
Transporte Público

LCTA
LUZERNE COUNTY
TRANSPORTATION AUTHORITY
www.lctabus.com

**TRANSFORMING
THE TRANSIT EXPERIENCE**

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FACT SHEET

This one-page fact sheet, offered in English and Spanish, answers the key questions about the LCTA TDP.

Include in your monthly e-newsletters, e-blast, or post as an informational piece.

Languages available: English, Spanish



TRANSIT DEVELOPMENT PLAN

Luzerne County Transportation Authority (LCTA) strives to be a premier public transit agency, providing accessible, affordable, and high-quality public transit service to its customers. To ensure Luzerne County remains vibrantly connected for decades to come, LCTA, in partnership with the Pennsylvania Department of Transportation (PennDOT), is conducting a planning process to evaluate and update transit services to better meet the community's mobility needs. The Transit Development Plan (TDP) will be an opportunity to evaluate and update our services to respond to changing needs.

Q & A

What is the Transit Development Plan?

The TDP is a strategic document outlining the community's vision for a public transportation system. The TDP is essential in providing transportation agencies, decision-makers and stakeholders with information and improvements to create a more efficient, effective, and sustainable system that meets the needs of the community.

What are the key phases of the Transit Development Plan?

The TDP is a 12-month study that:

- Evaluates current transportation conditions
- Gauges current transportation needs through public input
- Assesses opportunities for innovation in public transit
- Creates a blueprint for short, medium, and long-term transit in Luzerne County

Why is the Transit Development Plan important?

Whether you are a daily transit user, occasional rider, or someone who doesn't use transit, it plays a vital role in connecting people to the places they want to go and across our region. From jobs to healthcare facilities, transit helps strengthen connectivity and accessibility to business hubs, and major points of interest. Transit also supports economic development opportunities throughout Luzerne County.

For information on the planning process:

<https://www.lctabus.com/>

(570) 287-8463

contactus@lctabus.com



Plan de Desarrollo del Transporte

La Autoridad de Transporte del Condado de Luzerne (LCTA) se esfuerza por ser una agencia de transporte público de primer nivel, brindando un servicio de transporte público accesible, económico y de alta calidad a sus clientes. Para garantizar que el condado de Luzerne permanezca conectado durante las próximas décadas, la LCTA, en asociación con el Departamento de Transporte de Pennsylvania (PennDOT), está llevando a cabo un proceso de planeación para evaluar y actualizar los servicios de transporte público para satisfacer mejor las necesidades de movilidad de la comunidad. El Plan de Desarrollo de Transporte Público (TDP) será una oportunidad para evaluar y actualizar nuestros servicios para responder a las necesidades cambiantes.

Preguntas y Respuestas

¿Qué es el Plan de Desarrollo del Transporte Público?

El TDP es un documento estratégico que describe la visión y el plan de la comunidad para mejorar su sistema de transporte público. El TDP es esencial para proporcionar un plan para guiar a las agencias de transporte público, los tomadores de decisiones, y las partes interesadas en la priorización de inversiones y mejoras para crear un sistema de transporte público más eficiente, eficaz, y sostenible que satisfaga las necesidades de la comunidad.

¿Cuáles son las fases clave del Plan de Desarrollo del Transporte Público?

- El TDP es un estudio de 12 meses que:
- Evalúa las condiciones de transporte público actuales
- Evalúa las necesidades actuales de transporte a través de la participación del público y de las partes interesadas
- Evalúa oportunidades de innovación en el transporte público
- Crea un plan de mejoras de transporte público a corto, mediano, y largo plazo en el condado de Luzerne

¿Por qué es importante para mí el Plan de Desarrollo del Transporte Público?

Ya sea que usted sea un usuario diario del transporte público, un pasajero ocasional, o no use el transporte público, el transporte público juega un papel vital para conectar a las personas con los lugares a los que quieren y necesitan ir en el condado de Luzerne y en nuestra región. Desde lugares de trabajo hasta instalaciones de atención médica y festivales hasta centros urbanos, el transporte público ayuda a fortalecer la conectividad y la accesibilidad a los vecindarios, centros comerciales y principales puntos de interés del condado de Luzerne. El servicio de transporte público crea opciones de transporte y apoya las oportunidades de desarrollo económico en todo el condado.

For information on the planning process:

<https://www.lctabus.com/>

(570) 287-8463

contactus@lctabus.com



TALKING POINTS

These pre-established phrases will assist stakeholders to easily talk about the TDP and reinforce the key messages at any forum.

- The Luzerne County Transportation Authority (LCTA), in partnership with PennDOT, is conducting a planning process to evaluate and update transit services to better meet the community's mobility needs.
- The TDP will be an opportunity to evaluate and update our services to respond to changing needs in our County.
- The TPD will serve as a strategic roadmap for improvements to transit service for Luzerne County over the next several years creating a more efficient, effective, and sustainable transit system
- For more information, visit the LCTA website at www.lctabus.com



SOCIAL MEDIA

Share our graphics through your social channels to promote and explain the LCTA TDP to your stakeholders and constituents.

We have suggested text to accompany the posts. Copy, paste, and post.

1. Download an image: Right click on the image and select “save as.”
2. Select your text and copy/paste into your post then upload the image.
3. Share!



- LCTA is partnering with PennDOT to conduct this planning process to evaluate and update our services & transit network due to changing needs. For more info about the transit development plan, visit www.lctabus.com