



FLORIDA'S STATEWIDE TRANSIT TRAINING AND TECHNICAL ASSISTANCE PROGRAM

BUILDING AND RETAINING RIDERSHIP: A SELF-ASSESSMENT TOOL

September 15-16, 2008

Tampa, Florida

The Center for Urban Transportation Research at the University of South Florida, in cooperation with the Florida Department of Transportation and the FTA's National Transit Institute at Rutgers University, is pleased to present *Building and Retaining Ridership: A Self-Assessment Tool*.

Audience:

This course is directed at those individuals who have knowledge of their system's operation and the markets they serve. Depending on the size and structure of the agency this course would apply to operational managers, planning managers, general managers and/or marketing and communications managers.

Description:

Interactive course on how to conduct a practical self-assessment of your transit system in order to increase ridership. The course provides information on factors affecting demand, as well as examples of successful strategies implemented by other agencies. It is designed to support the Federal Transit Administration's goal to increase ridership.

Goals:

Ability to critique their own transit agency with the goal of increasing ridership. Opportunity to review best practices and successful strategies. Resources to conduct an effective self-assessment.

Fee:

Tuition shall be waived for federal, state and local government employees who work in transportation or related areas.

Fee for contractors and consultants: \$0.00

CEUs: 1.4

A confirmation packet with course agenda, lodging information, and course location will be mailed to each registrant. If you would like to attend this session, fill out the form below, and fax to reserve your seat.

Center for Urban Transportation Research
Attn: Molly Buffington
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4202 E. Fowler Ave-CUT100
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(813) 974-5168 fax
buffington@cutr.usf.edu



**REGISTRATION FORM TO ATTEND
NTI BUILDING AND RETAINING RIDERSHIP: A SELF-ASSESSMENT TOOL
SEPTEMBER 15-16, 2008
TAMPA, FLORIDA**

REGISTRANT'S NAME _____

JOB TITLE _____

MAJOR DUTIES & RESPONSIBILITIES _____

SUPERVISORS NAME _____

EMPLOYER _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____

FAX _____

EMAIL _____

COURSE TITLE/CLASS NUMBER _____

Fax your registration to:
Center for Urban Transportation Research
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