



U.S. Department
of Transportation
**Federal Transit
Administration**

REGION X
Alaska, Idaho, Oregon,
Washington

915 Second Avenue
Federal Bldg. Suite 3142
Seattle, WA 98174-1002
206-220-7954
206-220-7959 (fax)

REGION 10 BULLETIN NO: 07-50

SUBJECT: NTI Building and Retaining Ridership: A Self-Assessment Tool

PROGRAM AREA: Training

DATE: November 1, 2007

The National Transit Institute (NTI), hosted by Sound Transit, is presenting a training opportunity on "**Building and Retaining Ridership: A Self-Assessment Tool**" from 8:30-4:30 (8:00 a.m. registration on the first day) in the Ruth Fisher Board Room, first floor of Union Station, 401 S. Jackson Street, Seattle, WA on December 10-11, 2007.

Tuition will be waived for federal, state and local government employees who work in transportation or related areas. Fee for contractors and consultants is free.

This two-day 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, planning, general and/or marketing and communications managers.

This interactive course explains 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 (FTA) goal to increase ridership.

If you are interested in attending this course, please follow this link <http://www.ntionline.com/CourseInfo.asp?CourseNumber=TBP03> to register on line.

Seating is limited for this course, so register early. For further information, please contact Region 10's John Witmer at 206-220-7964, or email john.witmer@dot.gov.

Sincerely,

R. F. Krochalis
Regional Administrator