



# STAKEHOLDER COMMUNICATION

Toolkit 

## HELP SHARE OUR MESSAGE

To assist community partners, stakeholders, and organizations in sharing information about the PART Transit Development Plan (TDP), PART has created this communications toolkit with ready-made outreach materials and messaging resources.

The toolkit aims to facilitate clear and consistent communication regarding the TDP, making it simple to share upcoming engagement opportunities, surveys, and project updates within your networks and communities.

Community feedback will be essential in guiding the future of transit in the Pottstown area. We thank you for your partnership and support in connecting with residents, riders, businesses, and stakeholders across the community.

**Thank you for helping us spread the word and support the future of PART transit.**

### Contents

- + Fact sheet
- + Web banner
- + Social media
- + Newsletter
- + Talking points



## FACT SHEET

This one-page fact sheet offers brief and clear information about the PART TDP, informing the public and stakeholders about the overall process.

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



### ABOUT THE PLAN

The Borough of Pottstown, which funds and administers Pottstown Area Rapid Transit (PART), is committed to providing a safe, reliable, and accessible public transportation system for residents, workers, and visitors.

In partnership with the Pennsylvania Department of Transportation, the Borough is launching a Transit Development Plan (TDP) to evaluate current transit services and identify opportunities for improvement.

This planning effort will ensure that PART continues to meet the community's evolving mobility needs—today and in the future.

### WHY TRANSIT MATTERS



Access to Jobs



Access to Healthcare



Access to Services and Services



Stronger Connections

### WHY THIS PLAN MATTERS

Pottstown's last TDP was completed in 2019. Since then, travel patterns, rider experience, and community needs have continued to evolve. This updated plan provides an opportunity to respond to changing demands, and ensures PART continues to serve the community.



**Jobs & Destinations**  
Make it easier to reach jobs, healthcare, and everyday destinations



**Reliable Service**  
Improve reliability and convenience for riders



**Better Connection**  
Expand and better connect transit options



**Accessible & Affordable**  
Keep transit affordable and accessible



### WHAT IS A TRANSIT DEVELOPMENT PLAN?

A Transit Development Plan is a roadmap that evaluates how services operate today and provides recommendations for the future.

1

Review current routes, schedules, and performance

2

Identify gaps in service and unmet needs

3

Explore innovative solutions

### WHAT ARE THE KEY PHASES?

The TDP is a 12-month process that will:

PHASE 1



**EXISTING CONDITIONS**  
Evaluate current transit services and conditions

PHASE 2



**COMMUNITY ENGAGEMENT**  
Gather input from riders, residents, and stakeholders to understand evolving mobility needs

PHASE 3



**SERVICE EVALUATION**  
Identify opportunities to improve service

PHASE 4



**FINAL RECOMMENDATIONS**  
Develop a clear roadmap for future improvements

### WHY IS THE TRANSIT DEVELOPMENT PLAN IMPORTANT TO ME?

Whether you ride transit every day, occasionally, or not at all, public transportation plays an important role in keeping Pottstown connected.

PART provides a reliable alternative to driving, helping residents access jobs, healthcare, shopping, and community destinations without needing a car.

By improving service and access, the TDP will strengthen transportation choices, support economic vitality, and make it easier for everyone to get where they need to go.

### COMMUNITY INPUT IS ESSENTIAL

Public feedback will play a critical role in shaping the future of transit in Pottstown. Opportunities to participate may include:



Community Surveys



Pop-Up Events and Outreach



Stakeholder Meetings

### LOOKING AHEAD

The Transit Development Plan will guide decision-making and investment in PART services for years to come—helping ensure that Pottstown remains connected, accessible, and forward-looking.

### STAY CONNECTED & GET INVOLVED!



**VISIT THE PROJECT WEBSITE**  
Learn more about the plan, view updates, and find ways to get involved.  
<https://tinyurl.com/pottstown-tdp>



**SCAN THE CODE**  
Use your phone camera to visit the website and share your input!



**SHARE YOUR FEEDBACK**  
Your voice helps shape better transit for today and tomorrow.

#TakePART

#MovePottstown





## WEB BANNER

Direct your followers to the PART website for more information about the TDP and ways to contribute during the engagement process.

- + Post the banner on your website and link to: <https://tinyurl.com/pottstown-tdp>.



Rectangle -- 728px x 90px



Square -- 300px x 25px



## SOCIAL MEDIA

Share our graphics on your social media channels to promote and explain the PART TDP to your community.

- + We have suggested text to accompany the posts.



PART is preparing for the future! The Transit Development Plan aims to find ways to enhance transit service in Pottstown for the coming years. Whether you're a rider or not, we value your input.

The Borough of Pottstown is collaborating with PennDOT to conduct this planning process to assess and update our services and transit network in response to evolving needs.

Learn more and share your input:  
<https://tinyurl.com/pottstown-tdp>

#TakePART #MovePottstown

Transit and non-transit users. We need you!!! Pottstown is committed to improving our transit services for everyone. Take our survey to help shape the future of transit in the community.

<https://tinyurl.com/pottstown-survey-english>

Tome nuestra encuesta para ayudar a dar forma al futuro del transporte público en el área de Pottstown.

<https://tinyurl.com/pottstown-survey-spanish>

#TakePART #MovePottstown



## EMAIL/NEWSLETTER

- + Send an email to your organization's list. You can use or adapt the sample below to promote upcoming meetings and the online survey.



### Subject Line: Help Shape the Future of Transit in Pottstown

Pottstown Area Rapid Transit (PART) is developing a Transit Development Plan (TDP) to evaluate current transit services and identify opportunities to improve reliability, accessibility, and connections throughout the region.

Community input is an important part of this process. Whether you currently ride PART, have used transit in the past, or are interested in future transportation options, your feedback will help guide recommendations for future transit improvements.

The survey is open now through July 15, 2026.

Visit <https://tinyurl.com/pottstown-tdp> to:

- + Take the survey
- + Learn more about the Transit Development Plan
- + Find upcoming pop-up events and engagement opportunities

Thank you for helping shape the future of transit in the Pottstown region.





## TALKING POINTS

These predefined phrases help stakeholders effortlessly discuss the TDP and strengthen the core messages across different forums.

- + The PART Transit Development Plan (TDP) assesses current transit services, highlights areas for enhancement, and outlines a strategic plan for the future of transit in the Pottstown region.
- + The TDP is crucial as it boosts reliability, enriches the rider experience, promotes future ridership growth, and widens access to jobs, healthcare, education, and other vital destinations.
- + Recommendations created through the TDP will be based on ridership data, service trends, travel and development patterns, as well as feedback from riders, operators, stakeholders, businesses, and potential transit users.
- + The TDP might generate recommendations for route and service adjustments, new transit options, better connections, and service improvements, especially in high-demand areas and for increased reliability.
- + Community input is essential to the process. Residents and stakeholders can participate by visiting the project website, joining pop-up events, and filling out the public survey. The feedback collected will inform future transit priorities and investments.
- + The project involves a three-phase process comprising evaluation, plan development, and implementation strategies, with expected completion in June 2027.