Appendix H:

EasTexConnects Coordination Strategies
Workshop Materials
Welcome & Introductions - Linda Cherrington

1) Accomplishments Across the Region - Shawna Russell

2) Review of Steering Committee Interviews - Linda Cherrington

3) Case Studies & Best Practices - TTI Team
   A. Hill Country Transit District (The HOP) - Linda Cherrington
   B. Golden Crescent Regional Planning Commission - Jonathan Brooks
   C. Texoma Area Paratransit System (TAPS) - Linda Cherrington
   D. Foothills Transit - Jonathan Brooks
   E. Valley Metro, Arizona - Linda Cherrington
   F. Northwest Oregon Transit Alliance: The CONNECTOR - John Overman

4) Breakout Sessions: Strategies for Identified Goals and Priorities - CONNECTIONS:
   A. Connecting with Customers & the Community - Shawna Russell
   B. The Connection Between Data, Performance & Service - Jonathan Brooks
   C. Connections with Partners - John Overman
   D. Connections: Enhancing the Customer Experience; Becoming Seamless - Linda Cherrington

5) Group Presentations from Breakout Sessions - Jonathan Brooks

6) Common Themes Moving Forward:
   Identifying Strategies & Next Steps - Linda Cherrington
Welcome & Introductions

First things first!

High-level overview

- Accomplishments across the region
- Review of steering committee interviews
- Case studies and best practices
- Breakout sessions
- Group presentations from breakout sessions
- Common themes moving forward
First up...

Accomplishments across the region!
Accomplishments Across the Region
Great things you’ve done!

Improving the Customer Experience

- Branding of GoBus
- Longview Intermodal Center
- Longview Train Station Renovation
- Tyler: “Route Shout” & Travel Trainer
- Marshall Depot: Improved ADA Access
- Bus Shelters & Stops in Longview & Tyler
EasTexInnovations

- Regional Maintenance
- Same Software
- Non-traditional Partnerships
- Creative Service Expansions
- Intercity Rail
- Truly Multimodal Coordination: Airports, RMA Participation, Inter-city Bus, & Amtrak

Customer Focus

- Veterans’ Initiatives: “Basic Training” Brochure, Interconnectivity Day, and Access to Shreveport VA
- Updated Coordination Plan
- Customer Outreach: Regional Mobility Guide & PSA Efforts
- Awards & Accolades
Think of the many ways you’ve changed people’s lives for the better in East Texas by working together...

Never doubt that a small group of thoughtful, committed people can change the world. Indeed, it’s the only thing that ever has.

— Margaret Mead

Next up...

Review of steering committee interviews
Review of Steering Committee Interviews

What y’all told us.

Overview

- UWR Assessment Tool used as model.
- Timeframe July and August 2013.
- TTI able to visit with 90 percent of the membership (26 out of 29 members).
Numerical Scoring & Over-arching Themes

- Review of handout: Numerical scores.
- Dominant themes from comments section:
  - Commitment to customer: “People first, barrier free.”
  - Interest in moving forward to become seamless and expand opportunities throughout the region.
  - Recognized the importance of marketing and public information for both customers and the general public.
  - Additional observations...

Next up...

Case studies and best practices
Case Studies & Best Practices

Great Things Others Have Done

HCTD “The Hop”
TAPS “GO taps”
GCRPC “RTRANSIT” & “Victoria Transit”

A LOOK AROUND TEXAS
“The Hop”

HILL COUNTRY RURAL TRANSIT DISTRICT

Appendix H-11
Organizational Overview

Best Practices:
Consolidated Urban Operations
Best Practices: Partnering Efforts

Veterans’ Groups

Partnering with Colleges

GOLDEN CRESCENT REGIONAL PLANNING COMMISSION (GCRPC)
Transit Service

Have the freedom to go where you want to go.
Governing Body

- General Assembly
  - County Commissioners
  - Mayors
  - Councilmembers
  - Citizens
  - Hospital Districts
  - River Authority
  - Soil and Water Conservation Districts
- Board of Directors
- Policy Advisory Committees

Public & Private Collaboration: Inteplast JARC Success Story
“GO taps”
TEXOMA AREA PARATRANSIT (TAPS)

Introduction
Fuel Purchases

- Innovative partners
  - City of Bonham
  - Tarrant County
- 21% savings
- Local match

Employer Shuttle

- Peterbilt
- $80 monthly pass
- Motor coach layover at Peterbilt
- Waiting list
- Employee Coordinator, local match
Customer Information

- Website
- Facebook
- Brad’s blog
- E-blast
- Newsletter
- Youtube

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College Partnerships

- Roo Route (22,000 trips)
- Viking Route (64,000 trips)
CA, San Gabriel Valley  “Foothill Transit”
AZ, Greater Phoenix Area  “Valley Metro”
OR, The Connector Alliance  “The CONNECTOR”

A LOOK AROUND THE COUNTRY

“Foothill Transit”
CALIFORNIA, SAN GABRIEL VALLEY
Organizational Structure

Service Area
Best Practices

“Valley METRO”
ARIZONA, GREATER PHOENIX AREA
Organizational Structure

Valley Metro
One agency

RPTA Board
16 agencies

METRO Board
5 cities

Bus and Paratransit
28 M revenue miles

Rail
4 M revenue miles
Best Practices

Case studies and best practices

Process for Service Implementation

Jurisdiction approaches RPTA

RPTA determines cost and which agency will operate

RPTA works will all jurisdictions to coordinate service
OREGON, THE CONNECTOR ALLIANCE OF NORTHWEST OREGON

“What is an Alliance?”

- Like...
- Or like...
MAJOR TASKS

- Branding and Marketing
- Regional Route and Service Coordination
- Centralized Website
- Strategic Partnerships
- Sustainable Funding
**Coordination Focus Areas**

- Connections across county lines
- Population/employment clusters and tourist attractions served by existing routes
- Commuter and visitor markets
- Fare policy
- Funding plan

**Strategic Partners**

- Employers
- Colleges/Students
- Visitor Groups/Hotel-motel Industry
BRANDING

Next up...

10 minute break (with snacks!), and then breakout sessions
Breakout Sessions: Strategies for Identified Goals and Priorities

Connections

CONNECTING WITH CUSTOMERS AND THE COMMUNITY

*Led by Shawna*
THE CONNECTION BETWEEN DATA, PERFORMANCE, AND SERVICE

Led by Jonathan

CONNECTIONS WITH PARTNERS

Led by John O
CONNECTIONS:
ENHANCING THE CUSTOMER EXPERIENCE; BECOMING SEAMLESS

Led by Linda

“Someone calling themselves a customer says they want something called service.”

Put your thinking caps on...

OKAY......BREAKOUT!
Next up...

5 minute break (snacks left?!), reconvene for group presentations from breakout sessions
Connecting with Customers and the Community

Led by Shawna Russell

Throughout the history of coordination in East Texas, the commitment to “people first” and a strong customer focus has been a continued priority for the committee. This session will discuss innovative ways and new approaches for reaching out to the public, civic groups, the business community, and new and existing partners and customers alike. Join us as we discuss ways to raise awareness of the work of EasTexConnects and its many partners.

Potential topics include:

- targeted marketing campaigns
- telling transit’s story across East Texas
- changing demographics and messaging
- leveraging the support of business and civic groups, and
- creating opportunities for increased public awareness and media coverage
The Connection between Data, Performance and Service

Led by Jonathan Brooks

Over the years the members of the EasTexConnects committee have worked to share information about transportation services, ridership, and performance. This session will discuss typical types of transit data, performance measurement, and service delivery in terms of how the region may harness the wealth of information that exists to improve public awareness and support, coordination, etc. by providing information in a clear, concise way tailored to the audience. Join us as we discuss ways to improve transit in East Texas via use of information.

Potential topics include:

- motivators for using information to illustrate role of transit in East Texas
- tailoring information and data use to the audience
- data dashboards
Residents of East Texas are dispersed in rural and urban communities throughout the region. The members of the EasTexConnects committee represent transportation providers, types of riders, the public, and even elected officials. works diligently to connect people to the places they need to go. This session will include group discussion of the potential to provide increase regional and inter-regional connectivity – connections for customers to improve access and opportunities. Join us as we discuss the nature, interest in, and feasibility of continuing to improve connectivity in East Texas internally and externally.

Potential topics include:

- review of 2008 transfer study connections
- discuss motivations for new or changed connections
- creating opportunities for transfers between providers
- regional family of services to better meet customer needs
- mix of coordination and integration for service delivery
Connections: Enhancing the Customer Experience; Becoming Seamless

Led by Linda Cherrington

Throughout the history of coordination in the state of Texas, regions have discussed various paths toward making transit services more seamless for customers. This session will discuss how seamless transit principles and practices may improve transit services in East Texas by improving the customer experience and leveraging agency resources for marketing and other areas. Join us as we explore using aspects of seamless transit provision in East Texas.

Potential topics include:

- defining what seamless transit service means
- discussion of role and merits of seamless services in East Texas
- dialogue about potential ways to improve customer experience, ease of use
Summary of discussion/decisions/interests

GROUP PRESENTATIONS FROM BREAKOUT SESSIONS

CONNECTING WITH CUSTOMERS AND THE COMMUNITY
CONNECTION BETWEEN DATA, PERFORMANCE, AND SERVICE

CONNECTIONS WITH PARTNERS
“Someone calling themselves a customer says they want something called service.”

CONNECTIONS: ENHANCING CUSTOMER EXPERIENCE, SEAMLESS

not all Thats Folks!

Common Themes Moving Forward: Identifying & Next Steps

If you can't fly then run, if you can't run then walk, if you can't walk then crawl, but whatever you do you have to keep moving forward.

Piece it all together

CLOSING THOUGHTS, OBSERVATIONS, DISCUSSION
Good work, pat yourself and your neighbor on the back (*gently*)!

NOW
That’s all Folks!

http://3.bp.blogspot.com/_gVwha6ZQ_0o/7MwO0QqjiI/AAAAAAAAAMw/g小白55Sgy/s1600/thats-all-folks.jpg