Draft Strategic Plan (2003 to 2007) and Committee Survey Analysis (2002)

Committee on Public Transportation Planning & Development (A1E02)

Annual Meeting
Transportation Research Board
Washington, DC
January 15, 2003
Purpose and Process

- **Summarize:**
  - Background and Approach
  - June 2002 Committee Member Survey Analysis
  - Draft Committee Strategic Plan

- **Process:**
  - Seek Committee Review and Comment on Draft Plan
  - Make Needed Refinements
  - Plan Adoption in 2003
Background and Approach

- TRB Committees Prepare/Update Strategic Plan through Triennial Review of Committee Activities and Self-Evaluation

- 1998 to 2002 Strategic Plan and 1997 Member Survey Used as Basis for 2002 Updates

- Strategic Plan Subcommittee formed at 2002 Annual Meeting (Bartee, Bickel, Bunch, Lunden, Post, with Miller as ex-officio member)
2002 Member Survey and Analysis

- Reviewed 1997 Committee Survey Analysis
- Coordinated Questions with Subcommittee
- Mailed 15-Question Survey March 2002 to 29 Members and 5 Friends
- Responses: 9 Members and 1 Friend (29%)
- Relatively Diverse Responses
- Survey Provides Key Information for Strategic Plan’s Mission Statement, Goals and Actions
Survey Highlights

Committee Members

- Interested in peer interaction and improving knowledge about public transportation, planning issues, trends and advancing the state of practice of public transit

- Generally happy with their committee experiences particularly paper reviews, conference sessions and committee meetings/discussion

- Some want more specifics and more focus, rather than general meetings and research

- Agree on Committee’s core customers; principally transit agency practitioners, researchers, policy makers and others interested in public transit

- Believe Committee needs to continue issue investigation, analysis and dissemination of research findings; with more information for decision-makers to achieve change
Survey Highlights

Over Next 5 Years

3 Major Issues Affecting Public Transit: Operating transit as a business; Responding to sprawl and smart growth concerns; Reauthorizing TEA-21

Top 3 Committee Goals: Increase paper submissions, research topics and dissemination of results; More interaction, programs, conference sessions with other committees and groups; Introduce innovative and cost-efficient planning methodologies and transit best practices at Annual Meeting and elsewhere

Top 3 Committee Challenges: Attracting and maintaining Committee membership; Developing a strategic approach for public transit planning; Developing consensus on prioritized transit planning issues and joint recommendations with other TRB committees

Top 3 Committee Opportunities: Addressing new technologies, cost-effectiveness of transit and other emerging issues; Adding new members with new ideas; Addressing TEA-3 initiatives and programs through reauthorization
Survey Highlights

Committee Needs

- More communication with members
- More active involvement (communication, coordination, participation) with other committees
- Develop joint programs with other organizations (nationally and internationally)
- More transit agency representatives as members
- Enhanced web site with links to related sites
- Be clear and concise about Committee’s Mission and circulate it widely
Strategic Plan Highlights

Mission Statement
To examine, discuss and disseminate public transportation ideas and issues from planning, development, operational and project implementation perspectives

Goals
-- Fostering research and dissemination of results
-- Promoting emerging trends and innovations
-- Helping to define public transit’s role and future direction
-- Coordinating and partnering with other TRB committees and related organizations (nationally and internationally)
-- Promoting fellowship and mentoring among Members and Friends through various communications media

Environmental Scan
Assesses external and internal “climate” for Committee’s activities to better reflect Member Survey findings
Strategic Plan Highlights

Committee Strengths

- Maintains broad, cross-cutting focus on public transit issues
- Enjoys widespread interest, support and respect in the TRB structure and research agenda
- Unique role is focus on research and programs related to planning techniques and implementation of service delivery options
- Maintains and expands cooperative approaches with other organizations increases dissemination of research outcomes
- Web site and other communications media enhance awareness of activities and opportunities to attract new members
Strategic Plan Highlights

Committee Limitations

- Uncertainties about level of research and planning funding
- Realities of competing work demands, time, cost and distance inhibit:
  (a) ability of members to participate in an ambitious, year-round program
  (b) increase needed outreach and partnering activities with other groups
- Limited resources may limit ability to broaden new communication approaches (both within Committee and through outreach to others)
Strategic Plan Highlights

Committee Challenges/Threats

- Maintaining membership diversity and enlisting active new members over time
- Balancing activities between a broad range of interests and a more focused agenda
- Achieving more active and timely member participation to accomplish the Committee’s overall work program
- Impact of potential future funding shortfalls on overall TRB and Committee research agenda and related activities
Strategic Plan Highlights

Committee Opportunities

- Increased use of new technologies and other innovations that enable transit to better serve existing and emerging markets

- Continued role of identifying future research agenda and disseminating results to practitioners and policy-makers

- Reauthorization of TEA-21 with possible new directions for transportation research and funding

- Successful 2002 membership campaign can generate new ideas and Committee involvement

- Exploring new institutional relationships, here and abroad, to accomplish public transit’s needs, investigate innovative development approaches and enhance Committee activities
Strategic Plan Highlights

Gap Analysis

- Summarizes Committee’s Constituencies (Customers)
- Customer Service Expectations
  -- Information on emerging trends and new ideas;
  -- Policy support and objective research with practical, easily implemented recommendations;
  -- Papers, publications and panels at conferences
- Accomplishments (5 years)

Action Plan

- Summarizes Core Strategies and Actions to fulfill Committee’s Mission, Goals, Needs and Customer Expectations over next 5 years
- Plan Evaluation and Monitoring Commitment
Next Steps

- Committee Review and Comment on Draft Plan (Posted on Web Site)
- Forward to Public Transportation Section Chair for Review
- Respond to Review Comments/Further Modifications, as Required
- Committee Adoption of Final Plan
- Submission to TRB
- Plan Evaluation and Monitoring