



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

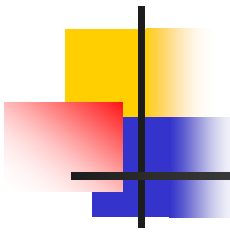
- *Process:*

- 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