



# *Proposed Strategic Plan 2008 to 2010*

**Committee on:  
Public Transportation Planning & Development  
(AP025)**

**Annual Meeting  
Transportation Research Board  
Washington, DC  
January 15, 2008**

# Background and Approach

## Charge:

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

## Context:

- Adopted TRB Strategic Plan, 2005 Millennium document and Public Transportation Section's adopted Work Program

## Background:

- 2002 Committee Survey Analysis and 2003 to 2007 Strategic Plan used as basis for 2007 Survey and Draft 2008 to 2010 Strategic Plan

## Strategic Plan Subcommittee:

- Formed at 2007 Annual Meeting (Bickel, Bunch and Cooper with Chair Beimborn as ex-officio member)

# Plan Development Process

## Preparation:

- January 2007 - Committee Meeting: Introduction and Survey Initiation
- June - Committee Survey Analysis
- August - Initial Draft Strategic Plan

## Review Process:

- August - Committee Reviewed Draft Plan at Denver Mid-Year Meeting
- September - Incorporated Refinements/Changes Received
- October - Revised Draft posted on Committee Website for final review
- January 2008 - Committee Meeting Presentation/Discussion

## Goal:

- Committee Plan Adoption - January 2008

# 2007 Committee Survey and Analysis

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## Process:

- Reviewed 2002 Committee Survey Analysis
- Coordinated proposed questions with Subcommittee
- Announced availability of Survey at Annual Meeting and on Website

## Distribution/Responses:

- 34 surveys distributed; 13 returned; 38% response rate

## Outcome:

- Survey provides key information for Strategic Plan's Mission Statement, Goals and Actions

# Survey Highlights

## Committee Member Involvement Goals:

- Interacting with peers
- Keeping abreast of current developments, best practices and lessons learned in the field
- Making a contribution to advance and disseminate pertinent research

## Expectations:

- Foster discussion on issues related to linking land use/ transportation
- Promote applied research to resolve transit issues that combines policy, technical and real world experiences
- Promote transit agency/academic partnerships

## Evaluation:

- Good committee with quality members who are active and responsive
- Increase energy level and focus; devote less time to process and more to exchanging ideas and information-sharing
- Strive to increase interaction with other TRB committees that have overlapping interests

# Survey Highlights

## Core Customers:

- TRB and Public Transportation Committee
- Public transit practitioners, academic community, transit industry and government agencies
- Policy-makers and citizens interested in public transit

## Customer Expectations:

- Leadership in program development
- Identification and dissemination of best practices/new ideas
- Developing useful information for decision-makers
- Continue to analyze emerging issues
- Development of enhanced planning tools

# Survey Highlights

Over the next 3 years:

## 3 Major Issues:

- Land Use/Transportation Linkage (Assess emerging markets)
- New Technologies (ITS, AVL, APC, GIS)
- Funding Needs (Increase transit funding; Modify priorities and criteria)

## 3 Goals:

- Develop Research Agenda supportive of transit and land use linkage
- Maintain Committee's Role, but expand substantive discussions and outreach to members and others
- Assume more active Committee role in TRB and its activities

# Survey Highlights

## 3 Challenges:

- Promoting an Outreach Agenda (Funding for pilot/test case projects; More advocacy; Focused research)
- Internal Committee Actions (Seek diverse and active membership)
- External Committee Actions (Enhance information and knowledge-sharing with external agencies and TRB committees)

## 3 Opportunities:

- Potential Research Agenda (Climate change/energy use; New technologies)
- External Committee Actions (Expand use of internet; Work with University Research Centers)
- Internal Committee Actions (Seek new members; Expand use of technology)



# Survey Highlights

## New Activities:

- Distribute Committee Roster; Provide more web site information; Promote specialty conferences, peer exchanges and retreats; Work more closely with universities

## Priorities:

- 1 (tie): Annual meeting; Paper reviews; Research identification and sponsorship; Panel session involvement; 5 (tie): Coordination with other TRB committees; Specialty conferences; 7: Mid-year conference; 8: Committee newsletter

## Membership:

- Expand transit agency representatives; More women and minorities; MPO and State DOT representatives

## Use of the Internet:

- All respondents use it for planning information; Committee should help to organize a user-friendly and quality content Internet Framework (include papers, committee newsletter, more information on planning and application of new technologies or concepts to transit )

# Strategic Plan Highlights

(Unchanged from Current Plan; Plan is a refinement not a major revision)

## Mission Statement:

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

## Goals:

- *Foster topics for future research, promote widespread dissemination of findings and recommendations, with operational applications where possible*
- *Identify, articulate and stimulate follow-up activities on emerging trends, new ideas and innovations*
- *Assist in defining public transportation's roles, contribution and future direction within the overall fields of community development, transportation and infrastructure systems*
- *Coordinate and partner with other TRB committees, organizations and governmental entities (both nationally and internationally) to accomplish the Committee's overall mission*
- *Promote fellowship and mentoring among the Committee's Members and Friends through research, conferences, newsletters and web site information*

# Strategic Plan Highlights

## Environmental Scan:

- Revised to reflect emerging global issues (climate change, energy, technology, population dynamics, crumbling infrastructure, international trends)
- Pending (2009) Reauthorization of Surface Transportation Act
- Committee Survey responses

## Performance Assessment:

- Includes strengths, limitations, challenges/threats and opportunities

## Gap Analysis:

- Changes to Committee's constituencies and services in response to Survey findings
- Accomplishments during the current Strategic Plan

# Strategic Plan Highlights

## Action Plan:

Core Strategies and Actions for the next 3 years (similar to current Plan)

## Core Strategies:

- Forum for communication and research on emerging public transportation issues and ideas
- Catalyst to identify and promote Committee's contributions to overall research and policy formulation
- Encourage and expand opportunities for participation and interaction by members, friends and other interests
- Develop outreach and communication program to encourage more widespread awareness and participation in Committee activities by broader transportation community (both nationally and internationally)

# Strategic Plan Highlights

## Actions:

- Maintain and expand membership diversity
- Continue to develop “state of the art” and practical research agenda (research statements, quality papers, TCRP problem statements, incorporate TCRP research findings into TRB meeting sessions, organize policy/research panel topics at Annual Meeting and specialty conferences)
- Increase inter-group liaison (formally and informally) with related organizations, committees and interests
- Continue to expand Committee communication throughout the year, using available technologies and by encouraging attendance at mid-year and annual meetings

# Strategic Plan Next Steps

## Next Steps:

- Formal Strategic Plan Adoption by Committee
- Submission/Review by Public Transportation Section and TRB

## Evaluation and Monitoring:

- Dissemination of Adopted Plan and Survey Analysis to Committee membership
- Annual monitoring, discussion at annual committee meetings
- Formal review and update in three years