

# VTA Roundtable Discussion

May 31, 2013

## Outreach: When to Re-do Routes; Connecting with the Community for Buy-In

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### Roundtable Procedure:

- There will be 7 roundtables with different topics noted on each.
- Get your handouts, however, digital copies will be available on the VTA website.
- Join a roundtable to discuss/learn more about from 8:30 – 9:25.
- Move to another roundtable topic of interest from 9:30 to 10:25.
- Feel free to ask questions
- Be polite, courteous and respectful
- Share the time with others

## Introductory Presentation

### 1. When to “Re do” Routes?

a. **Process-Driven Changes** The following represent planning process and operational requirements that require investments in Metrobus service to accomplish performance and safety objectives:

- i. Priority Corridor Network plans and recommendations
- ii. Service Evaluation Study plans and recommendations
- iii. Quarterly Safety, Run-Time and Crowding Adjustments
- iv. Annual Work Plan Concepts
- v. Planned and ad hoc detours
- vi. Special Projects/Requests
- vii. Facility, Event and Construction
- viii. Customer Communications Requirements

### b. **Performance**

- i. Cost and productivity thresholds
- ii. Load Factors
- iii. On-Time Performance
- iv. Schedule Optimization

**c. Opportunity**

- i. New Funding
- ii. New Development
- iii. New Community
- iv. New Market

**d. Budget/Financial**

- i. Funding constraints
- ii. Fare Changes

**e. Take Away Points**

- i. Let it be known that there is a process
- ii. Let it be known that there is a schedule
- iii. Be clear about the reasons for taking action
- iv. Be clear about who and how a decision is made

**f. Handout**

- i. Summary of Metrobus Service Planning Policies
- ii. Service Design and Schedule Optimization Options
- iii. Rules and Regulations for Metrobus Operations

**2. Connecting with the Community for Buy-In**

**a. Prepare Definitions**

- i. Define “Community”
- ii. Define “Connecting”
- iii. Define “Buy-in”

**b. Make a plan**

- i. Who
- ii. Why
- iii. What
- iv. Where
- v. When
- vi. How

**c. Prepare a Business Case**

- i. Be prepared to explain yourself so that it sounds like you know what you are talking about.
- ii. Provide information appropriate to the target audience, not just what you want them to know.
- iii. Data will be needed, everyone is an expert.

**d. Use Modern Communication Techniques**

- i. Pictures are a modern way to communicate
- ii. Use Power Point and leave behind handouts
- iii. Use technology (Internet, Twitter, etc.) (ask your kids for help)
- iv. Go to where the 'riders' are!
- v. Practice your delivery

**e. Take Away Points**

- i. Define who to engage, it depends on the action requested.
- ii. Prepare a schedule and task assignments to ensure critical path items can be accommodated to meet the deadline.
- iii. Have quotable quotes, charts, graphs and statistics ready to make your case.
- iv. Engage in a manner that fits the target audience, not your convenience.
- v. If you have a good process, Title VI compliance will be easy.

**f. Handout**

- i. Communications Strategies and Tactics
- ii. Business Case Justification for Service Proposals
- iii. Arlington Boulevard Line Study Meeting Display
- iv. North Capitol Street Study Meeting Display

**3. Round Table Discussion**

- a. What formal service standards does your system employ?
- b. What 'war' stories do you have to share of success (or unsuccessful) examples?
- c. How have you used planning processes to "set the table" for service changes?
- d. How can you tell when enough is enough?
- e. Who can provide "outreach" assistance?
- f. What techniques have you used that have been successful in engaging riders?
- g. What is the new "risk profile" of Title VI process documentation requirements?
- h. What types of data are most helpful in supporting proposals?