

Helena Area Transportation Advisory Council (HATAC)

FY 2015 Workplan

HATAC Work plan	FY 2015
Timeline:	July 1, 2014 thru July 1, 2015
Mission Statement: <i>A mission statement describes the overall purpose of your coalition.</i>	Helena Area Transit Service provides quality transportation options to access work, education, service, and recreational opportunities.
Purpose: <i>The purpose is the guiding principal for developing and undertaking the action plan. The purpose should be a statement that clearly reflects the ambition of the group, in this case improving transit services in the Helena area</i>	To educate and cooperatively assist the Lead Agency in assessing and prioritizing transit needs in the Helena Area and to foster coordination among community groups and organizations.
Goals: <i>Goals are broad statements about desired outcomes the group may have to achieve its purpose. Goals can be for the duration of the year or for specific time periods and phases of the campaign. Sometimes called strategies, goals should reflect the priority results the group wants to achieve.</i>	<ol style="list-style-type: none"> 1. Revitalize HATAC 2. Implement HATAC Priorities in FY2015 Coordinated Plan 3. Assist Lead Agency with Development of FY 2016 Coordinated Plan

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Goal 1

Revitalize HATAC

Objectives <i>Objectives are the specific, measurable activities that help achieve the goal. For a given quarter it is often best to limit the number of objectives to three to five for each goal.</i>	Action Steps <i>Action steps are the specific steps the group will take to achieve the defined objectives. These steps are particularly important as they are the “how” of the “what” that is to be achieved.</i>	Quarter (1-4)	Lead(s)
1. Complete HATAC Action Plan	<ul style="list-style-type: none"> • Draft Action Plan as per direction during May HATAC Work Session • Send to HATAC members for review • Finalize and distribute to members 	1	HATAC Executive Committee
2. Revise HATAC Bi-laws and Membership Materials	<ul style="list-style-type: none"> • Finalize based on HATAC member feedback solicited in June • Distribute to members and post new materials on Lead Agency website 	1	HATAC Executive Committee
3. Research and Educate HATAC members about coordination and related opportunities	<ul style="list-style-type: none"> • Host coordination training • Meet with MDT and Lead Agency about In-kind and MOU opportunities • Develop materials for MOU’s, In-Kind contributions • Identify and reach out to targets • Research and determine Governance Structure 	1-4	HATAC Executive Committee/HATAC Coordination Subcommittee/WTI

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	possibilities for transit system that serves broader Helena Area.		
4. Foster Transit Rider's Council Formation	<ul style="list-style-type: none"> • Set up/convene HATAC Transit Rider's Formation Subcommittee • Organize Transit Rider Council Formation discussion for July HATAC meeting • Provide ongoing support as needed 	1-4	HATAC Executive Committee/HATAC Transit Rider's Subcommittee/M+R Strategic Services
5. Meet with Decision Makers	<ul style="list-style-type: none"> • Set up meetings with members of area elected bodies (13) to discuss their vision for transit in the Helena Area, Governance Structures and HATAC 2015 Priorities 	1-2	HATAC Executive Committee/HATAC members

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Goal 2

Implement HATAC Priorities in FY 2015 Lead Agency Coordinated Plan

Objectives <i>Objectives are the specific, measurable activities that help achieve the goal. For a given quarter it is often best to limit the number of objectives to three to five for each goal.</i>	Action Steps <i>Action steps are the specific steps the group will take to achieve the defined objectives. These steps are particularly important as they are the “how” of the “what” that is to be achieved.</i>	Quarter (1-4)	Lead(s)
1. Help Implement Key Service Changes (i.e. Plan Service improvement, Assist with Fare Structure Review/update)	Plan Service Improvement: <ul style="list-style-type: none"> • Convene HATAC Coordination Subcommittee to help plan July Service Improvement Survey • Convene HATAC Coordination Subcommittee to plan August HATAC Planning Charrette • Conduct August planning Charrette • Present plan to elected bodies Fare Structure Review: <ul style="list-style-type: none"> • Request Fare Structure Review project goals and objectives from Lead Agency/conduct research (July) • Discuss Lead Agency project/research findings with HATAC body (September HATAC Meeting) • Submit recommendation to Lead Agency Board 	1, 2	HATAC Executive Committee/Coordination Subcommittee
2. Improve Transportation	Helena Area Long Range Transportation Plan Update:	1, 2	HATAC

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Infrastructure (i.e. stops, shelters, sidewalks)	<ul style="list-style-type: none"> • Provide input on Helena Area Long Range Transportation Plan Update, as needed. <p>Stops/shelters:</p> <ul style="list-style-type: none"> • Request update from Lead Agency on plan to improve bus shelter infrastructure/discuss at October HATAC meeting/submit recommendation to Lead Agency Board <p>Sidewalks</p> <ul style="list-style-type: none"> • Work with organizations such as Health Department, HCC and NMTAC on projects, as needed. 		Executive Committee
3. Implement fleet upgrades and improve maintenance	NA	NA	NA
4. Improve coordination with human services providers to minimize duplication of services and improve overall service to transportation disadvantaged populations.	<ul style="list-style-type: none"> • Organize Coordination Training for HATAC members • Assist consultant with completion of Helena Area Transportation Inventory • Reach out to inventory targets for coordination opportunities for FY 2016 Coordinated Plan • Help organize presentation of Inventory and outreach priorities to Lead Agency Board (November) 	1, 2, 3, 4	HATAC Coordination Subcommittee /David Kack
5. Expand funding & partnerships to provide effective commuter service	<ul style="list-style-type: none"> • Assist with formation and convening of HATAC Policy and Funding Subcommittee to organize 	1, 2, 3, 4	HATAC Policy and

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	<p>community interviews, coalition work session and help develop and finalize 1 year plan/job description</p> <ul style="list-style-type: none"> • Participate in community interviews • Participate in work session and regular meetings • Set up meetings with target organizations to discuss MOU/in-kind opportunities 		Funding Subcommittee, Jeanette Blize HATAC Members
6. Strategically implement data management and technology to improve management capabilities, as well as, service to customers.	NA	NA	NA
7. Create and implement a marketing, outreach and promotion plan to significantly increase fixed route ridership by commuters and other choice riders, as well as, seniors.	<ul style="list-style-type: none"> • Assist with formation and convening of HATAC Communications and Marketing Subcommittee to help organize consultant site visit activities • Host communications and marketing consultant presentation at September HATAC meeting • Help organize plan presentation to Lead Agency Board (November) 	1, 2	HATAC Communications and Marketing Subcommittee /Selena Barlow
8. Continue to improve Lead Agency management	<ul style="list-style-type: none"> • Develop Mobility Management Program/Job Description, including Travel Training Program • Help organize presentation to Lead Agency Board 	1, 2	HATAC Coordination Subcommittee /David Kack

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Goal 3

Assist Lead Agency with Development of HATAC FY 2016 Coordination Plan

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1. Assess HATAC member satisfaction with communication, collaboration and consolidation among partners and Lead Agency in FY 2015	<ul style="list-style-type: none"> • Develop/Distribute member survey (Early October) • Review survey results/discuss FY 2016 priorities (October HATAC Meeting) 	2	HATAC Executive Committee/Coordination Committee
2. Develop HATAC FY 2016 Priorities to Lead Agency Board	<ul style="list-style-type: none"> • Draft FY 2016 recommendations • Present to HATAC body for action (November HATAC meeting) • Submit Recommendations to Lead Agency Board 	2	HATAC Executive Committee/Coordination Committee
3. Assist with Development of FY 2016 Coordination Plan	<ul style="list-style-type: none"> • Request draft plan from Lead Agency in October • Review draft plan and provide edits • Prepare final draft for HATAC Review During December meeting 	2-3	HATAC Executive Committee/Coordination Committee

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4. Prioritize Lead Agency Capital Projects	<ul style="list-style-type: none">• January HATAC Meeting	3	HATAC Body
5. Take Final Action on FY 2016 Coordination Plan/Proposed Lead Agency Budget	<ul style="list-style-type: none">• February HATAC Meeting	3	HATAC Body
6. Participate in Lead Agency Final Budget Discussions	<ul style="list-style-type: none">• April-June HATAC meetings	4	HATAC Body