



United Community Transit Coalition Meeting Notice

Thursday, August 17, 2023, @ 2:00 pm

In-Person

271 W. 3rd St

Room 203

Wichita, KS 67202

Tentative Meeting Agenda	Time
I. Welcome – Crystal Noles, UCTC Chair	5 min
II. May 18, 2023, Meeting Summary	2 min
III. Agenda Items	
A. Homework from the May meeting - Jenny Foster-Farquhar, Derby Dash a. What is your vision for transit in the region? How will the toolkit help to achieve that vision? Come prepared to discuss.	10 min
B. Upcoming Toolkit Timeline and Projects– Jessica Warren, Mobility Manager a. Timeline Discussion b. Committee and Project Selection	30 min
C. Coordinated Public Transit - Human Service Transportation Plan Progress Update – Marcela Quintanilla, WAMPO a. Survey Results b. Goals and strategies c. 5310 Scoring Rubric feedback d. Plan draft	20 min
D. UCTC Logo – Dora Gallo, WAMPO	5 min
E. Regional Transit Implementation Plan – Ashley Bryers, WAMPO	5 min
F. Next Steps – Jessica Warren, Mobility Manager a. Elevator Speech (Mission and Vision)	5 min
IV. Open Discussion	8 min
V. Adjournment – Crystal Noles, UCTC Chair	
A. Next Meeting Date: Thursday, November 16 at 2:00 pm	



Meeting Summary

United Community Transit Coalition

Thursday, May 18, 2023, @ 2:00 PM

Hybrid meeting

Meeting Duration: 79 minutes

Attendance		
Raven Alexander, <i>Wichita Transit</i> Ashley Bryers, <i>WAMPO</i> Justin Constantino, <i>Andover</i> Jenny Foster-Farquhar, <i>Derby</i> Dora Gallo, <i>WAMPO</i>	Rene Hart, <i>KDOT</i> Kristen McDaniel, <i>Haysville</i> Kaylie Mistretta, <i>Mulvane</i> ThaiBinh Mursch, <i>MAPD</i> Crystal Noles, <i>Butler County (Chair)</i>	Chad Parasa, <i>WAMPO</i> Mike Spadafore, <i>Jayhawk Area Agency on Aging</i> Jessica Warren, <i>WAMPO</i>

I. Welcome

Jessica Warren, WAMPO, opened the meeting and welcomed everyone to the UCTC meeting at 2:03 PM. UCTC members introduced themselves and the agencies they work for.

III. Agenda Items

A. Homework from the February Meeting – Kristen McDaniel, Haysville Hustle

i. Profile of key decision-makers in your community

Kristen McDaniel, Haysville, shared the chain of command in Haysville, with Mayor Russ Kessler and the City Council making decisions based on financial considerations and the needs of residents.

Raven Alexander, Wichita Transit, identified the Wichita City Council, Mayor Brandon Whipple, City Manager Robert Layton, and Transit Director Mike Tann as key decision makers in Wichita, motivated by using resources to the full extent that they are able without going over funding limits.

Crystal Noles, Butler County, pointed out the Butler County Commission, Commissioner Will Johnson, and department heads as key decision makers in Butler County, driven by citizen service, funding, and necessity.

Justin Constantino, Andover, identified City Administrator Jennifer McCausland and the Andover City Council, including Mayor Ronnie Price, as key decision makers in Andover, guided by the needs and desires of the residents.

Kaylie Mistretta, Mulvane, mentioned the Mulvane Ministerial Alliance as an additional key decision maker in Mulvane, alongside the existing power structure. Motivations include a focus on low-income individuals, minorities, the Mulvane school system, and residents aged 18 and younger.

Mike Spadafore, Jayhawk Area Agency on Aging, identified senior centers and the Topeka City Council as the key decision makers in Topeka.

B. Group Activity – Jessica Warren, WAMPO, CTD #9 Mobility Manager

Jessica Warren, WAMPO, started the group activity by reading the focusing statement: "The goal for the future work of this coalition is to increase collaboration between transportation systems in various jurisdictions within the tri-county area of Butler, Harvey, and Sedgwick County."

i. What components/elements should be included in the toolkit?

Ms. Alexander suggested various elements for the toolkit, including form templates, social media text templates and graphics, talking points, FAQ sheets, and a clear explanation of the toolkit's mission and goals.

Mr. Spadafore proposed incorporating a pre-recorded presentation or speech.

Mr. Spadafore also recommended breaking down the work into subcommittees and maintaining an evolving list of future participants, collaborators, or stakeholders.

Chad Parasa, WAMPO, added that the toolkit should include best practices from other regions and benchmarking information.

Mr. Spadafore shared his previous project experience, focusing on enhancing cross-boundary transportation for senior citizens, older adults, and individuals with disabilities. He highlighted key sections of the toolkit, such as outreach to new contacts, emphasizing public relations and media coverage, and providing a comprehensive list of potential funding sources.

ii. Target Audience

Ms. Mistretta suggested educational videos for the elderly, focusing on fall hazards.

Mr. Spadafore suggested a teaser for a travel training video for public transit, sharing personal stories of locals who ride public transit, using the Facebook polling option, creating a geocache campaign along a bus route, and utilizing Instagram.

Ms. Warren suggested infographics on flyers or social media showcasing the economic benefits of public transit.

Mr. Constantino asked about the availability of the toolkit, and Ms. Warren responded that WAMPO, KDOT, and transit providers could release the information.

Ms. Hart recommended involving local celebrities in promotional TikToks to increase viewership.

Ms. Alexander asked about the goal of the toolkit, and Ms. Warren clarified that it aims to increase collaboration within the region and raise awareness of available services.

iii. Purpose of the Toolkit

The group discussed whether the priority should be promoting the UCTC or the services available in the whole region.

Ms. Alexander suggested prioritizing public education about available services within the tri-county region.

It was decided that creating a database to share information on all services provided within the tri-county area would be a good use of the coalition's time.

Ms. Mistretta added that once the database is established, another goal would be to share information about road safety.

Ms. Warren concluded that KDOT already has a database of services offered in the region, which they are working on making more user-friendly. The resource can be found at www.kuttc.ku.edu/Kansas-transit-provider-directory-map.

C. Coordinated Public Transit – Human Service Transportation Plan Progress Update – Ashley Bryers, WAMPO

Ms. Bryers reported that Marcela Quintanilla from WAMPO had updated the data on the Coordinated Public Transit – Human Service Transportation Plan. The group was requested to respond to Ms. Quintanilla's emails regarding public transit and provide WAMPO with information on any other transit providers that are not currently listed in the plan.

Shifting the conversation to the 5310 Scoring rubric changes, Ms. Bryers recommended including UCTC and CTD participation as scoring criteria, with a potential of up to five points each. Ms. Noles suggested considering UCTC and CTD participation as bonus points rather than mandatory requirements.

Ms. Alexander commented on the need for public outreach and community input during the review and update of the scoring criteria summaries.

It was suggested to update the Coordinated Human Service Transportation Plan survey answers to a numbered scale (e.g., “1 being most frequent, 5 being least frequent”) instead of a worded scale response (e.g., “always, often, sometimes, seldom, never”).

Additionally, it was recommended to include questions about the frequency of public transportation use, the type of transportation utilized, and the reasons for using public transportation in the survey.

To allow for more flexibility in responses, it was advised to add open-ended response options such as "Other, please explain" for multiple-choice questions, and include a final question inquiring, "Do you have anything else to share that we did not cover in this survey?"

D. Next Steps – Jessica Warren, CTD #9 Mobility Manager

Ms. Warren asked the coalition members to think about their vision for transit in the region and how the toolkit will help them achieve their vision. These questions are to be discussed at the following meeting.

IV. Open Discussion

Ms. Bryers presented potential logos to represent UCTC. The committee narrowed the options down to five logos to be voted on during a future meeting.

V. Adjournment

Ms. Warren adjourned the meeting at 3:22 PM.

The next meeting will be on August 17th, at 2:00 PM



Agenda Item 3B: Discussion/Updates **Upcoming Toolkit Timeline and Projects**

Jessica Warren, Mobility Manager

Executive Summary

Coalition Members will review the coalition timeline, upcoming projects, and determine project committees.

Background

The coalition's work is divided into 3 phases. The first phase is the 9-month Planning Phase, which began at the first coalition meeting in February 2023 and will conclude in November 2023. Next is the 9-month Data Collection and Toolkit Building Phase, which begins in November 2023 and concludes in August 2024. Finally, the coalition will move into the Toolkit Utilization and Upkeep phase, which will be ongoing starting August 2024.

Specific tasks during each phase will be reviewed, and committees will be selected for tasks that require committee work.

Attachments

- » **Project Timeline**
- » **Tools**
- » **Toolkit Example - Infographic**

United Community Transit Coalition Project Timeline

Overall Timeline	Step	Timeline for Step	Responsibility for Step
Planning (9 months, February 2023 - November 2023)	List of Knowledge Gaps (What tools would be best?)	Due August 2023	Mobility Manager
	Elevator Speech (Mission and Vision)	August 2023 - November 2023	Committee TBD
Data Collection and Toolkit Building (9 months, November 2023 - August 2024)	Guide for each tool (Guidance on how to create an infographic, for example)	November 2023 - May 2024	Committee TBD
	Collect Data: Ridership, Riders population and demographics, fleet information, BlackCat Data	November 2023 - May 2024	Transit Agencies and KDOT
	Collect Data: Heat maps, general population and demographics, travel patterns, etc	November 2023 - May 2024	WAMPO
	Collect Data: Transit Cost, Journey of a Transit Dollar	November 2023 - May 2024	WAMPO and Mobility Manager
	Collect Data: Overall statistics (transit impact, medical impact, economic impact)	November 2023 - May 2024	Mobility Manager
	Motivational Stories - Interviews, videos	November 2023 - May 2024	All
	Identify Key Stakeholders	February 2024 - May 2024	All
	Identify Key Storytellers	February 2024 - May 2025	All
	Combine data and guides to create individualized but unified end products and messaging	May 2024 - August 2024	TBD
Toolkit Utilization and Upkeep (Beyond August 2024)	Internal Knowledge List - What services are available? How do we become and present as the experts?	Ongoing	

United Community Transit Coalition Identified Tools for Toolkit

- Mission and Vision
- Elevator Speech
- Infographics
- One-pagers
- Social Media Content
- Website Content
- Videos
- Talking Points
- QR Codes
- Flyers
- Rider and Driver Stories

UCTC Toolkit How-To Section Outline

Infographics Example

Target Population: General Public, Older Adults, Youth, Those with a Disability

Description: An infographic is a visual representation of data presented in an easy-to-understand format. Infographics generally include very little text. Best practices include.....

UCTC Specific Factors: Describe what types of information relating to UCTC's mission would be best shared as infographics.

Specific Population Factors: If there is more than one target population, describe what approach to infographics would be best for each population. (For example, decision makers will likely want to know more information about economic impact versus caregivers who want to know how they can best help those they are helping).

Technology and Tools: What technology or tools are needed to create infographics? Canva, Publisher, etc. Provide a short description of each as well as pros and cons.

Accessibility Features: How can this tool be made accessible for specific populations? Can screen readers be utilized? What's the minimum font size? What types of font? What is the recommended color scheme?



Agenda Item 3C **Coordinated Public Transit - Human Service Transportation Plan Progress** **Update**

Marcela Quintanilla, GIS & Transportation Data Analyst

Executive Summary

Last updated in 2018, the Coordinated Human Service Transportation Plan is a tool for the community in coordinating the human service transportation programs for older adults, people with disabilities, and low-income households within the WAMPO region.

Background

Human service transportation includes a broad range of transportation service options designed to meet the needs of transportation-disadvantaged populations, including older adults, disabled persons, and/or those with lower incomes. The Coordinated Public Transit - Human Service Transportation Plan (CPT-HSTP) is a tool for the community to coordinate human service transportation programs for older adults, people with disabilities, and low-income households within the WAMPO region.

Plan Progress

The process of updating the Coordinated Public Transit – Human Services Transportation plan commenced in February 2023. Our team began working on this update, focusing on enhancing the plan's content. On May 18, 2023, we presented the revised community data for the region, including transit service providers, along with a draft community survey, to the UCTC committee. In response to the valuable feedback provided by the committee, staff worked on updating the plan.

This included initiating the community survey, which was open for participation from June 16, 2023, until July 31, 2023. We are pleased to report that this initiative garnered significant engagement, resulting in the collection of a total of 262 surveys from community members. Guided by the insights gathered from the survey responses, staff formulated goals, strategies, and recommendations to serve as a robust foundation for addressing the identified gaps or opportunities in service delivery for older adults, people with disabilities, and households with low income.

Next Steps

- Incorporate changes to plan based on feedback from the committee.
- Send updated draft based on feedback from the committee.
- Open the Public Comment Period for the plan.
- Present draft to the Technical Advisory Committee (TAC) and the Transportation Policy Board (TPB) for recommendation and approval.

Attachment

- » **Coordinated Public Transit – Human Services Transportation Plan Draft –**
<https://bit.ly/2023-CPTHS-Draftv6>



Executive Summary

The UCTC held a logo contest and chose a winning design after evaluating various submissions. A student's creative entry received an honorable mention and will be rewarded with a gift card. The selected logo was announced.

Background

The UCTC recently organized a logo contest, inviting submissions from various participants. After careful consideration of the entries, a standout logo design was selected as the winner. Additionally, a student's submission received an honorable mention for its creativity and effort. As a token of appreciation, the student will be awarded a gift card for their participation. The chosen winning logo is:



**UNITED COMMUNITY
TRANSIT COALITION**



**UNITED COMMUNITY
TRANSIT COALITION**

The following logos were submitted but were not selected:

Cayden Hertel

Michelle Griffin

