



Meeting Summary

United Community Transit Coalition

Thursday, November 16, 2023, @ 2:00 PM

Hybrid Meeting: *Online & 271 W. 3rd St, Rm. 203, Wichita, KS 67202*

Meeting Duration: *71 minutes*



Attendees		
Raven Alexander, <i>Wichita Transit</i>	Dora Gallo, <i>WAMPO</i>	Kristen McDaniel, <i>City of Haysville</i>
Ricki Ellison, <i>Greater Wichita Partnership</i>	Emily Jensen, <i>Sedgwick County</i>	ThaiBinh Mursch, <i>MAPD</i>
Jenny Foster-Farquhar, <i>City of Derby</i>	Markey Jonas, <i>WAMPO</i>	Jaksyn Smith, <i>WAMPO</i>
	Dani Lasher, <i>WAMPO</i>	Jessica Warren, <i>WAMPO</i>

I. Welcome

Jessica Warren, WAMPO, opened the meeting and welcomed everyone to the UCTC meeting at 2:04 PM.

II. August 17, 2023, Meeting Summary

UCTC members reviewed the August 17, 2023, UCTC meeting summary. There were no concerns.

III. Agenda Items

A. Transit Providers Map and Press Release

Dani Lasher, WAMPO, explained that on September 26, 2023, WAMPO staff began researching to compile data on 5310 applicants that are actively or potentially involved in providing transportation services. The “potential” category includes applicants such as DBA Breakthrough, Heartspring Inc., and Envision, whose applications suggest involvement in transportation services but whose status remains uncertain due to a lack of response and limited publicly available information. The data gathered was thoroughly reviewed by WAMPO staff and incorporated into a dynamic map and press release, both of which will receive continuous updates as new information becomes available. The Transit Providers Map, subject to potential name alterations by the coalition, is an interactive ArcGIS map, encompassing a range of transit providers, with features such as an organization toggle and service area details. The Transit Providers Press Release is a comprehensive document that introduces the map, highlights key features, and provides brief profiles for each included organization. The press release will act as an initial introduction to the map but may not match the contents in the future, alternate ways to announce changes will be considered as the map undergoes updates. Ongoing efforts will include further attempts to establish communication with uncertain applicants and prompt integration of data updates to ensure an accurate and accessible resource.

Transit Providers Map – <https://bit.ly/Transit-Providers-Map>

Transit Providers Map Press Release - <https://bit.ly/Transit-Providers-Map-Press-Release>

B. Elevator Speech (Mission and Vision)

Ms. Warren discussed how the establishment of mission and vision statements is vital for any organization or group. These statements make the intentions clear as well as provide the coalition with a clear vision for the future. On August 17, 2023, the UCTC formed a Mission and Vision committee to draft these statements and a short elevator speech. The purpose of these items is to ensure that the Coalition remains focused on a shared vision. The elevator speech is a short guide that members can utilize when speaking to the community. The UCTC was asked to consider the mission, vision, and elevator speech for approval.

UCTC Mission and Vision Statements, Elevator Speech - <https://bit.ly/UCTC-Mission-Vision-Speech>

Discussion: Ricki Ellison shared that the Mission and Vision Committee wanted to make sure that the statements were encompassing of the goals of the UCTC so that if down the road there were tough decisions to be made, members could refer to the two statements for guidance.

Action: Approve the Mission, Vision, and Elevator Speech, as presented.

There was no opposition to the approval.

C. Upcoming Toolkit Timeline and Projects

Ms. Warren shared that the United Community Transit Coalition is in the process of creating a transit toolkit to assist stakeholders in creating a shared vision for transportation in the region and will include local data, transit statistics, and a variety of guides for community engagement. The accompanying timeline acts as a guide for the toolkit design process and is divided into three phases. The first phase is the 9-month Planning Phase, which began at the first Coalition meeting in February 2023. The November 16, 2023, UCTC meeting marked the end of phase one and the launch of phase two, Data Collection and Toolkit Building, which will conclude in August 2024. The third phase, Toolkit Utilization and Upkeep, will be ongoing starting in August 2024.

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

Discussion:

Ricki Ellison asked if there was a connection for getting some of these data points to some of the other research that is going on in transit right now from the city and county.

Dora Gallo shared that the Regional Transit Implementation Plan consultants are currently working on gathering some of that information, the feasibility study is supposed to be done in a couple of weeks. Ms. Warren noted that the group doing the study is also working with Wichita Transit and Sedgwick County. Emily Jensen agreed, saying that Sedgwick County hopes to have their study in line with the WAMPO timeline by mid-January 2024.

D. Small Group Discussions

Ms. Warren facilitated conversations between UCTC members regarding Toolkit Writing. Revisiting the list of possible tools identified developed at the previous UCTC meeting, attendees deliberated on their urgency and significance. Prioritizing website content development and social media emerged as the primary focus, given their accessibility and potential to foster an interconnected community. Videos were identified for their ability to provide a visual and emotional depiction of our message, while rider and driver stories were deemed crucial for the human connection element they bring. Infographics, one-pagers, and flyers were recognized as effective tools for conveying information quickly and visually, catering to different demographics. The discussion also touched on the provision of the toolkit in multiple languages, with Spanish and Vietnamese being considered. The power of social media in creating a community around transit initiatives was explored, along with strategies for improving UCTC meeting attendance, such as adjusting frequency and emphasizing the importance of participation. The need for a toolkit writing group and a data gathering group was acknowledged for furthering UCTC progress.

E. Regional Transit Implementation Plan

Dora Gallo, WAMPO, reported that the WAMPO Transportation Policy Body signed a with a consultant group on July 11, 2023, to develop a Regional Transit Implementation Plan. The Plan will include the history of transit in the WAMPO region, a regional transit feasibility report, a future conditions and scenarios report, steps for establishing a Regional Transit Authority, an implementation plan, and the development and execution of an agreement between transit providers. The United Community Transit Coalition (UCTC) was proposed to serve as the basis for the Steering Committee for the Regional Transit Implementation Study. However, as public transit is a workforce issue, additional entities that haven't traditionally been involved in transit planning are also proposed to be included. The first Steering Committee meeting was recently held; the consultants spoke about the general scope of the work, their approach and process for gathering more data from agencies. WAMPO will share the recently completed history of transit in the WAMPO region with transit agencies to confirm the accuracy of the report.

IV. Open Discussion

Ms. Warren opened the floor for comments; no topics were brought up for discussion.

V. Adjournment

Ms. Warren adjourned the meeting at 3:15 PM.

The next meeting is tentatively scheduled for February 15, 2024, at 2:00 PM