

HELENA AREA TRANSPORTATION ADVISORY COUNCIL (HATAC)
Tuesday, October 21st, 2014 Monthly Meeting
(Intermountain Board Room, 3240 Dredge Drive, East Entrance)
2:30 PM to 4:00 PM

Agenda

- 1. Introductions (5 min.)**
- 2. Approval of Minutes for August-Included below (2 min.)**
- 3. Executive Committee Report/Recommendations/Action Items (15 min.)**
 - HITP Grant Action Area Project Progress
 - Lead Agency Budget Memo (included below)/Fare Review Project Memo (in subcommittee review)
 - HITP Grant Round 2 Satisfaction Survey
- 4. Lead Agency (HATS) Report/Discussion (15 min.)**
 - October HATAC Memo (included below)
 - Ridership Report (included below)
- 5. Coordination Subcommittee Update/Action Item (40 min.)**
 - **Presentation/discussion-**As the next step in the HITP Grant Round 2 Action Area 1-Service Improvement Planning Project, Scott Chapman, with Nelson Nygaard, will briefly review the 4 general strategies developed thru the July pre-charrette survey and planning charrette and vetted by the HATAC Coordination Subcommittee over the past few weeks, then focus in on the subcommittees' transit service improvement strategy recommendation for broader HATAC discussion, feedback and consideration.
- 6. Helena Area Rider's Council Update (5 min.)**
- 7. Public Comment (5 min.)**
- 8. HTAC November Meeting Announcement/Adjourn (3 min.)**

As outlined by the Montana Department of Transportation, a TAC is an advisory council that cooperatively assists the lead transit agency manager in assessing and prioritizing local needs, as well as discusses and make recommendations on various transit related issues.

<http://www.helenamt.gov/public-works/hats/helena-transporation-advisory-council.html>

Materials

**HELENA AREA TRANSPORTATION ADVISORY COUNCIL (HATAC)
September 16, 2014 Monthly Meeting Minutes
MTCDD Conference Room, 2714 Billings Avenue (behind Walmart)
2:30 PM to 4:00 PM**

Attendance: Cindy Baril (County Citizen), Allison Batch (SAVE), Les Clark (MILP), Brian Johnson (United Way/Treasurer), Jaymie Sheldahl (RMDC-Head Start/Secretary), Mike Hruska (Capital Taxi), Elizabeth Andrews (HCC District #2/Chair), Walter Hanley (RMDC), Jamie Schell (City of East Helena Mayor), Bob Morgan (Helena Citizens Council), David Kack (WTI/MSU), Andy Hunthausen (L&C County Commissioner), Matt Elsaesser (City of Helena Commissioner), Bob Moffit (MILP), Judy Harris (HTAC Member At Large), Laura Erickson (L&C County), Trish Sorenson (Interested Citizen), Elisa Prescott (L&C County), Denny Lenoir (Congressmen Daines), Patrick Sanders (DPHHS), Deborah Swingley (MT Council on DD/Vice-Chair), Jacob Harrison (Rider), Steve Larson (HATS), Charlie Briggs (Easter Seals-Goodwill), Lisa Coligan (MT Dept. of Administration), Barbara Sheridan (HATS), Paul Kindt (PEERS), Morgan Darlington (Congressmen Steve Daines)

Conference Phone: call-in capabilities not available at meeting site

Introductions: Meeting called to order at 2:30 pm and started with introductions. All in attendance signed sign-in sheet. Membership forms were distributed along with hard copies of meeting materials. HATAC Chair Elizabeth Andrews reviewed the primary role of the HTAC as outlined by the Montana Department of Transportation, a TAC is an advisory council that cooperatively assists the lead agency/transit manager in assessing and prioritizing local needs and enhances coordination among community partners, and includes making recommendations on various transit related issues.

Approval of Minutes: Brian Johnson made motion and Jamie Schell seconded to approve August 19, 2014 minutes, no discussion, minutes approved.

Executive Committee Report/Action Items:

- **Bi-Law Overview/Action:** Les Clark moved to approve revised bi-laws Andy Hunthausen and Trish Sorenson seconded. Discussion: David Kack suggested that article IVA4 delete words *of the partnership*. Brian Johnson moved to approve bi-laws with amendment to reflect the change in language, second by Judy Harris. No further discussion, called to vote and bi-laws policy approved.
- **FY 2015 Work Plan Overview/Action:** A month to month outline of what the HATAC is working on went out with September meeting minutes. It is the roadmap for the next year. Might need to start working work a little earlier on input for FY 2016 coordinated plan. Steve Larson will let Executive Committee know lead agency timeline. TDP, HITP Grant Round 1 Report and Grant Round 2 Action Areas, and HATAC 2015 Action Plan developed in May by 17 HATAC members were guiding documents. Jacob Harris moved to adopt the 2015 Work Plan. Mike Hruska seconded motion. No discussion. Trish Sorenson did not get copy due to email. Hard copies are available at HATS office. Called to vote and approved.
- **Fiscal Agent and 501 c(3) Update:** United Way is the fiscal agent and there is no cash at the moment. Contact Brain Johnson if you have an in-kind and/or hard money contribution you would like to make to HATAC. At this point there is not an effort being made to create an independent 501 c(3). Not off the table, just not taking place now.
- **In-Kind Project Update:** Chair reminded group that 15% of the Lead Agency's total budget can be in the form of in-kind donations...close to 150K with regards to HATS budget. Bob Maffit explained how in-kind can match the federal dollars as well as cash contributions. In-Kind contributions play an important role in helping lead agency build a more robust budget as long as lead agency and other coordinated partners maintain or increase hard money match rather than reducing it. It also allows partners to contribute if hard money contribution not a fiscal option. Transit systems achieving success work to fully utilize In-Kind opportunity when building yearly budget. Elizabeth Andrews, EAndrews Community Engagement Services, and Deborah Swingley, Montana Council on Developmental Disabilities, made in-kind contributions of their project management work on the HITP Grant to HATS in FY 2014 as a pilot project to help lead agency leverage unexpended FY 2014 funds rather than risk having hard money FTA funds left on the table by lead agency. After the In-kind forms were turned in to the Lead Agency the forms were changed by staff to not allow an organization to restrict the use of the in-kind donation...only make suggestions...staff asked that Elizabeth and Deborah resubmit their contribution using revised form to help city meet deadline. Montana Council on Developmental Disabilities (MTCDD) wrote a letter with concern about not being able to restrict donations to HATAC and shared in with City Commission at recent Admin. meeting. As a non-profit the Montana Council on Developmental Disabilities operates on a federal grant and a non-restrictive pot of money. The HITP Grant Project in-kind dollars have all come from the non-restrictive piece of funding. In regards to the form not allowing donor restrictions on the in-kind forms, Commissioner Matt Elsaesser shared that the City Commission supports

transit. He is concerned about the lack of trust in the Lead Agency to use funds effectively. Brian Johnson shared in the world of fund raising best practices while there is some legal rationale behind not allowing restrictions of donations, ethically there is a need to offer the donors the opportunity to restrict donated funds. It is not sustainable long term to use the legal line and say donor restrictions will not be respected. We need to continue working through this issue. The in-kind discussion is not over, there may once again be unexpended funds in FY 2015 that can be matched with in-kind, as well as continued opportunity to use up to 150K in in-kind contributions to build FY 2016 coordinated plan/budget. Coordination Subcommittee will continue to monitor project progress and make recommendations, as needed.

Coordination Subcommittee Meeting Update:

- Steve Larson reported the city is looking to review/update HATS fares. Jaymie Sheldahl, Trish Sorenson, Les Clark and Bob Maffit will work with Steve Larson on fare review. Jaymie Sheldahl will coordinate meeting times and report out to broader group any recommendations that may come from that effort.
- Coordination Subcommittee has been discussing regional transit governance models that run regional transit systems given needs beyond the city limits documented in previous planning efforts. Members are interested in figuring out how best to serve city and the broader area outside the city limits. David Kack will be contracted to expand his work under HITP Grant 2 (Helena Area Transportation Inventory/Mobility Management Program/Travel Training Program) to develop a white paper on best regional transit system governance model(s)/recommendations for our community and how best to make such a transition. Unexpended funds from the HITP Inclusive Grant Round 2 will fund this add on effort. More on that in future meetings. If you would like to work on the HATAC Coordination Subcommittee and this and other coordination related activities contact Elizabeth Andrews.

Lead Agency Update (HATS): See attached memo. 250 people registered for ADA para-transit service at this time. HATS received final report for MILP demo project which will be on the HATS web-site. It was a great project to have. 4th quarter report went in this morning. HATS was able to pre-load and meet with State about the in-kind. \$33,500 was left unspent. Looking at fare clean-up, FY2016 time-line. Ridership report went into using route match Steve gave the HTAC a map that he shared with the City Commission that has the fixed route and shows the area HATS is required to serve and where ADA residents live who HATS serves currently who live outside that catchment area. Chair Elizabeth Andrews gave tokens to all in attendance to ride the bus and thanked Steve for report and the work he does with Executive Committee to set monthly HTAC meeting agenda. Bob Maffit asked if Steve Larson if he has a feel or idea regarding how many people fall within the boundaries and how many people

are not going to get service if they live outside the required area. Steve does not know the answer to that yet. Bob would like information so they could work in partnership to intervene if people are not going to be able to get rides.

HATS Communications and Marketing Presentation/Input:

Selena Barlow – Full power point is available for viewing on HITP Grant Round 2 Project website:

http://helenaareatransportationforall-eandrewscommunityengagement.nationbuilder.com/hats_marketing_and_communications

Selena discussed the role of marketing in public transit systems and the importance of having the transit service meet the needs of the potential user. Even the best service won't work if people don't know about it or how to use it. Have to have the good service and communicate it well to have it productive. Marketing is all the ways we communicate with riders. Branding – marketing at most basic. The name, the log, our packaging – our vehicles and bus stops. Simple difference of color and brand on a vehicle and can be paid for with capital money and once it's on its permanent, you don't have to keep paying for it. Create a consistent look and image so people automatically know. Branding is about building visibility and awareness. Second key is passenger info – directions for how to use our product. Need to give directions in different ways – internet, print, bus stop, phone with potential user in mind. Web-site needs to be clear and easy to understand. People want to know where the bus goes, how do I get there and how much does it cost and when? Google maps can be used for google transit if city is in google transit, which Selena can work with Lead Agency to get connected to the system. Printed information can be out in community where people can see it. Printed info that is useful and easy for people to understand. People want to know how can I get to where I want to go on the bus. Easy, clear and to the point. 3rd is at the bus stop people want to learn about the service. AVA can be placed on the bus and real time can be used for the rider.

Branding, getting the information out and then identify relevant target markets. News releases, media advertising and social media to communicate with riders. Working through marketing partnerships. Social service agencies, schools, medical providers and the business community can be taught how to use the transit system so they can teach clients. The HTAC has wonderful partners to reach individuals directly.

Take these steps in this order to increase ridership. It has been proven. Brunswick spent 5 years working on a system that did not take off then got Selena on board and ridership took off. Communicate and deliver a quality service you will be more successful. These are not particularly expensive things. Web-site is basic stuff. Outreach does not cost money it takes time to create the relationships, but does not cost money. Selena will give us the tools to move forward with information collection. She has rode

the bus and has 15 meetings scheduled to have a good idea of who are the willing partners in our community. She will develop a marketing and communications plan that utilizes t 1% of our budget for marketing and communications. Develop higher visibility branding. Develop user friendly passenger guide and info display. User focused web-site with google transit trip planner.

Discussion: Target markets: state government, growing senior community, commuters in general – current service cannot meet the needs of commuters. Unemployed or underemployed individuals, Carroll College, U of M, HHS, Middle School, disabled folks, senior housing by north medical clinic and is on West side of Montana Ave.

For what point in time do we create the materials, from now are what we want to see happen? Start with soft copies to build ridership. Need to begin now and grow as service expands.

Issue of branding: helpful to have a logo that explains the service and color on bus would be helpful because all the buses in town are white. Bus line and para-transit. More typical to have a split between para and fixed route and have branding on bus a little different so people know the difference between the buses. Barb Sheridan wants to wrap the bus for advertising so the bus sticks out and get money for advertising. Drawback is wrapping bus advertising for others is not creating an identity for our transit system, it is creating someone else's identity. Bold color that becomes identified with you is the best for creating a strong brand. Could do a branding workshop and come up with some alternatives and we decide what we like and don't like on the web. Grant due the November 30th.

Public Comment:

- Allison Batch, with SAVE, is organizing the bike and pedestrian counts for the Fall of 2014. The counts are taking place Wednesday September 24, 2014 from 4pm – 6pm. If anyone would like to help with the data collection please email Allison at savepolicy@gmail.com.
- Jacob Harrison – I'm hoping that as we see Helena grow more we have a process to get the busses to go on Saturdays and Sundays so we can have buses run on week-ends!

HTAC September Meeting Date/Topic/Location Announcements:

- HTAC Chair Elizabeth Andrews thanked County Commissioner Andy Hunthausen, City Commissioner Matt Elsaesser, and East Helena Mayor Schell for attending HTAC meetings and being acting members of HTAC.
- Scott Chapman, with Nelson Nygaard, will meet with the Coordination Subcommittee via conference call to review the four transit service improvement strategies. This is an element of the Action Area 1 - HATS Service Improvement activity - of the Helena Area Inclusive Transit Planning (HITP) Round 2 Project. Participation with the Coordination Subcommittee will

be essential as we get on a series of calls to refine this set of service improvement strategies for local bus service down to one preferred alternative. There will be a memorandum discussing the alternatives and the call-in information passed to coordination subcommittee members after dates and times in the next month are established. If all goes as planned the the Coordination Subcommittee will have a service improvement recommendation ready for broader group action to support or reject moving that recommendation on for discussion of both the city and county commissioners at the November Joint City County Work Session, at the October 21, 2014 HTAC meeting.

- The HATAC Executive Committee meets the first Monday of each month. The agenda for the HATAC monthly meeting is set at that time, please get any coordination related updates and/or requests to be on the agenda to Executive Committee before that date.

Meeting adjourned 4:05pm

HTAC meetings are the 3rd Tuesday in each month and will begin promptly at 2:30 and run until 4 pm.

As outlined by the Montana Department of Transportation, a TAC is an advisory council that cooperatively assists the lead transit agency manager in assessing and prioritizing local needs, as well as discusses and makes recommendations on various transit related issues.

<http://www.helenamt.gov/public-works/hats/helena-transporation-advisory-council.html>

NOTE** All agenda items/issues must be turned into Elizabeth Andrews no later than the first day of each month 2014. Final agenda and materials will go out a week ahead of monthly meeting. A reminder email will go out the day of the meeting. Meeting will be posted on the city web www.helenamt.gov/public-works/hats.html. They will also be available in the HATS conference Room in a binder. Meeting materials will be provided. Thank you!

HATS September Memorandum

To: Helena Transportation Advisory Council

CC: PW Director Camp, Asst. Director Phil Hauck
From: HATS Supervisor Steve Larson
Date: 9/8/14
Re: HATS monthly update for the HTAC, September, 2014

Listed below are the current topics HATS staff is working on.

1. Route Match Software Program
 - a. Route Match scheduling software system is in operation (8/11/14).
 - b. As of 9/4/14, **230+** individuals have registered for the ADA Para-Transit Service.
 - c. Ride scheduling is progressing. Staff is experiencing fewer problems than when we first started.
 - d. Beginning to gather ridership data as well as operational trends.

2. MILP Mobility Manager Demonstration Project – Project Closed July 1, 2014
 - a. A complete review of this demonstration project will be presented when the data has been gathered, reviewed and report process has been completed. **Final report has not been submitted to HATS as of this date.**

3. HATS Fourth Quarter Report
 - a. HATS spent an estimated \$213,000.00 in the fourth quarter. HATS had averaged spending \$147,333.00 for the previous three quarters, an increase of \$65,667.00. HATS estimates spending \$655,600.00* of the allotted \$706,925.00 for FY 2014. **As of 9/8/14 the fourth quarter report has not been submitted to the State of Montana DOT.**

*Several in-kind reports have not been submitted as of this date and not included in the final total.

4. RouteMatch Reports
 - a. Staff has begun to develop several types of operation/service reports we are able to generate. Some reports can only be developed by RouteMatch staff (called adhoc reports). Key focus is on no shows and trip cancelations and the impact they have on the daily schedule. Also, word usage, the definition of key words used in RouteMatch reporting is important. We are currently working with RouteMatch to make sure their word definition matches with HATS definition.

3. Transit Fares
 - a. HATS is compiling fare information from transit agency's from around the state to see how HATS fares compare.
 - b. HTAC has an adhoc subcommittee committee who was looking into the fare question. Has the subcommittee made a formal recommendation to the HATC and has the HTAC acted on that recommendation?

4. FY 16 MDOT Grant/ City budget process timeline

- a. HATS will be developing a timeline for the FY 16 grant submittal and the draft city budget. HATS' city budget will be due early February. MDT grant submittal will be early March. City Commission approval and authority to submit the grant request will be early/late February. Further budget details will be available in October.

5. Winter Operations

- a. HATS has begun to prepare the fleet and the transit facility for winter operations.

End or report.

**HELENA AREA TRANSIT
COMPLETE REPORT**

**RIDERSHIP TOTALS
(BY MONTH)**

**FY15 PROGRAM TOTALS
(BY MONTH)**

	Total FY2011	Total FY2012	Total FY2013	Total FY2014	Total FY2015	HATS Total	Breakdown Checkpoint	Breakdown Curb-to-Curb	East Valley Breakdown	Trolley Brkdwn	Capt Cmtr Brkdwn	Head Start Breakdown	RMDC Sr Brkdwn	Rec-Connect Breakdown
July	8,599	8,057	7,627	7,790	6,542	4,787	2,287	2,500	1,287			0	468	
August	8,631	8,134	8,657	7,464	2,832		2,360					0	472	
September	9,018	8,268	7,198	6,764	0			0						
October	9,147	8,950	9,253	7,899	0			0						
November	10,153	8,511	8,147	6,897	0			0						
December	9,985	9,250	7,793	7,356	0			0						
January	11,382	10,715	9,084	8,754	0			0						
February	10,346	10,151	8,600	8,036	0			0						
March	10,801	10,390	9,302	8,293	0			0						
April	10,557	9,131	9,149	8,414	0			0						
May	9,411	8,451	8,545	7,668	0			0						
June	8,862	6,981	6,980	6,445	0			0						
TOTAL	116,892	106,989	100,335	91,780	9,374	4,787	4,647	2,500	1,287	0	0	0	940	0

HATS October Memorandum

To: Helena Transportation Advisory Council
CC: PW Director Camp, Asst. Director Phil Hauck
From: HATS Supervisor Steve Larson
Date: 10/6/14
Re: HATS monthly update for the HTAC, October, 2014

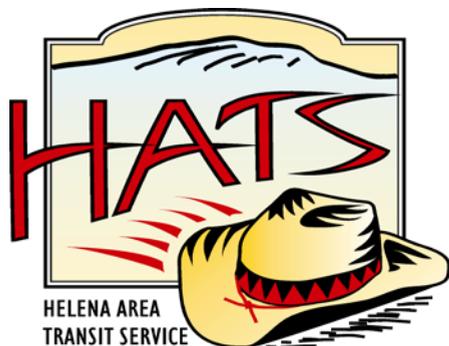
Listed below are the current topics HATS staff is working on.

4. Route Match Software Program
 - a. Route Match scheduling software system is working much better. Very few missed or late calls.
 - b. As of 9/30/14, 267 individuals have registered for the ADA Para-Transit Service.
 - c. Beginning to gather ridership data as well as operational trends. Service day cancellations and no shows will be the first area to examine.
5. HATS FY 2014 Fourth Quarter Report
 - a. HATS spent \$341,059.27 in the fourth quarter. HATS had averaged spending \$243,540.59 for the previous three quarters. HATS spent \$673,444.91 of the allotted \$706,925.00 for FY 2014. \$33,480.09 of the FY 2014 grant was unspent.
6. Transit Fares
 - a. HATS is compiling fare information from transit agency's from around the state to see how HATS fares compare.

- b. HTAC has an adhoc subcommittee committee consisting of members of the ridership coalition who will be providing the HTAC with fare input.
 - c. On September 30, 2014 an email was sent to Elizabeth Andrews with the Transit fares memo and a fare options list.
7. FY 16 MDOT Grant/ City budget process timeline
- a. HATS has developed a timeline for the FY 16 grant submittal and the schedule for the preliminary HATS city budget. This timeline includes hard dates that HATS must meet. Key dates are: HATS city budget is due early February. MDT grant submittal will be early March. City Commission approval and authority to submit the grant request will be early/late February. This time line and memo were sent to Elizabeth Andrews on September 30, 2014.
8. Winter Operations
- a. HATS has begun to prepare the fleet and the transit facility for winter operations. All buses will have tire cables; drop down chains, sand and a shovel on board. Additionally, all curb to curb buses will be equipped with studded tires. End of Report

**HELENA AREA TRANSIT
COMPLETE REPORT**

	RIDERSHIP TOTALS (BY MONTH)					FY15 PROGRAM TOTALS (BY MONTH)									
	Total FY2011	Total FY2012	Total FY2013	Total FY2014	Total FY2015	HATS Total	Breakdown Checkpoint	Breakdown Curb-to- Curb	East Valley Breakdown	Trolley Brkdwn	Capt Cmtr Brkdwn	Head Start Breakdown	RMDC Sr Brkdwn	Rec- Connect Breakdown	
July	8,599	8,057	7,627	7,790	6,542	4,787	2,287	2,500	1,287			0	468		
August	8,631	8,134	8,657	7,464	5,053	3,526	2,360	1,166	1,055			0	472		
September	9,018	8,268	7,198	6,764	5,696	3,801	2,215	1,586	1,038			328	529		
October	9,147	8,950	9,253	7,899	0			0							
November	10,153	8,511	8,147	6,897	0			0							
December	9,985	9,250	7,793	7,356	0			0							
January	11,382	10,715	9,084	8,754	0			0							
February	10,346	10,151	8,600	8,036	0			0							
March	10,801	10,390	9,302	8,293	0			0							
April	10,557	9,131	9,149	8,414	0			0							
May	9,411	8,451	8,545	7,668	0			0							
June	8,862	6,981	6,980	6,445	0			0							
TOTAL	116,892	106,989	100,335	91,780	17,291	12,114	6,862	5,252	3,380	0	0	328	1,469	0	



Steve Larson, Supervisor
1415 North Montana Avenue
Helena, MT 59623
Telephone: 406/447-8064

E-mail: slarson@helenamt.gov

Memorandum

To: Helena Transit Advisory Committee
From: Steve Larson, HATS Superintendent
Date: September 30, 2014
Subject: HTAC Budget Guidance

I have attached an estimated budget schedule so that HTAC can have meaningful input into the City of Helena budget process. This memo will hopefully provide additional insight and guidance to the process and what I believe would be most helpful to the lead agency when it comes to providing recommendations. HTAC recommendations should be provided to City staff for consideration by the City Manager. Ultimately, I believe a joint recommendation from HTAC and City Staff would be the most effective method of approaching the City Commission. I'm providing this memo now because the budget process can move quickly once staff begins compilation in January.

I believe it would be most helpful for HTAC to provide a “budget guidance document” to me with clear and concise prioritized recommendations. The budget calendar recommends that this input be provided by the middle of December.

I would also recommend providing follow-up recommendations based upon the priorities chosen. For example, if HTAC would like to recommend a west-side fixed route, an additional recommendation should be included on how to fund the increased cost on an on-going basis. Conversely, if HTAC would like to recommend reducing a certain service, an additional recommendation could be included on how to spend the additional savings. I will do my best to supply to costs of any option that HTAC would like to study but I will most likely use the costs identified in the recently updated Transit Development Plan for discussion purposes.

It will be most helpful for HTAC to estimate the amount of in-kind services and other cash commitments for FY16 (July 1, 2015-June 30-2016) so that these commitments can be anticipated and budgeted for any recommended service additions.