

# **HELENA TRANSPORTATION ADVISORY COUNCIL (HTAC)**

**September 19 Monthly Meeting**  
**MTCDD Conference Room, 2714 Billings Avenue (behind Walmart)**  
**2:30 PM to 4:00 PM**

## **Agenda and Materials**

- 1. Introductions (5 min.)**
- 2. Approval of Minutes for August (2 min.)**
- 3. Executive Committee Report/Action Items (10 min.)**
  - **Bi-Law and Conflict of Interest Policy Overview/Action**
  - **FY 2015 Work Plan Overview/Action**
  - **Fiscal Agent and 501 c(3) Update**
  - **In-Kind Project Update**
- 4. Coordination Subcommittee Update (15 min.)**
  - **HATS Fare Review/Update Project/timeline**
  - **Recommendations for use of FY 2014 In-Kind Funds**
  - **Regional Transit Governance Structure Research Project**
- 5. Lead Agency Update (HATS) (10 min.)**
- 6. HATS Communications and Marketing Presentation/Input (40 Minutes)-Selena Barlow, [Transit Marketing LLC](#)**
- 7. Public Comment (5 min.)**
- 8. HTAC October 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-transportation-advisory-council.html>



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## **HTAC Monthly Meeting – September 16, 2014**

### **Helena Inclusive Transit Planning Grant Round 2**

#### **Action Area 3: HATS Communications and Marketing**

##### **Agenda:**

- Overview of the role of Communications and Marketing in building transit ridership and service productivity
  - Branding and Signage
  - Passenger Information
  - PR and Promotion
  - Outreach and Targeted Marketing
- Review of Action Area 3 Worksopce
  - Customer experience review
  - Stakeholder outreach
  - Marketing Plan
  - Marketing Tools – branding/signage, passenger guide, website
- Discussion of key issues that should be addressed in HATS Communications and Marketing Plan
  - Target markets
  - Potential marketing partners
  - Communications media and strategies
  - Relevant messages and appeals
  - Roles and responsibilities of each HTAC member organization

## **HELENA TRANSPORTATION ADVISORY COUNCIL (HTAC)**

### **August 19, 2014 Monthly Meeting/Transit Service Improvement Planning Charrette Minutes**

**St. Peter's Hospital Education Center, 2475 Broadway (Main Entrance)  
1:00 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), Vivian Crabtree (MAB Capital City Chapter), Mike Hruska (Capital Taxi), Elizabeth Andrews (HCC District #2/Chair), Walter Hanley (RMDC), James Schell (City of East Helena Mayor), Bob Morgan (Helena Citizens Council), Jerry Hutch (rider), David Kack (WTI/MSU), Jeanette Blize (M & R), Sandra Lowry (RMDC Area IV Agency on Aging), Andy Hunthausen (L&C County Commissioner), Matt Elsaesser (City of Helena Commissioner), Bob Moffit (MILP), Lloyd Sparks (MILP), Judy Harris (HTAC Member At Large), Laura Erickson (L&C County), Trish Sorenson (Interested Citizen), Ann Sherwood (self), John Rundquist (Facilitator), Tom Stuber (MDT-Transit), Justin Johnson (self), Melinda Reed (Friendship Center), Tracy Reich (Helena BID/DH), Elisa Prescott (L&C County), Denny Lenoir (Congressmen Daines), Patrick Sanders (DPHHS), David Kack (WTI/MSU), Brian Obert (MT Business Conn), Deborah Swingley (MT Council on DD/Vice-Chair), Jacob Harrison (Rider), Eric Bryson (L&C County), Kim Kurokawa (St. Peter's Hospital), and Eric Kohring (MILP), Shannon Lewis (Senator Tester)

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

**Introductions:** Meeting called to order at 1:00 pm and started with introductions. All in attendance signed sign-in sheet. Membership forms were distributed along with hard copies of meeting materials. HTAC 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 transit agency manager in assessing and prioritizing local needs, as well as discusses and makes recommendations on various transit related issues and enhances coordination among community partners.

**Approval of Minutes:** Brian Johnson made motion and James Schell seconded to approve July 15, 2014 minutes, no discussion, minutes approved.

**Executive Committee Report:** Grant wraps up November 30, 2014. The four Action Areas reviewed. The Riders Council will convene via conference call this month and is currently working on creating a framework for the Council; Communications and Marketing plan is the topic of discussion for September 16, 2:30-4:00 PM HTAC meeting. Action Area 1, Service Improvement, is the focus today.

Brian Johnson has completed the final HTAC revised by-laws draft. The draft will be emailed to HTAC members for review. Vote to approve by-laws will be on the agenda for the September HTAC meeting.

Deborah Swingly, Vice Chair, shared that HTAC now has a fiscal agent relationship with United Way via the Helena Resource Advocates. This will make it possible for HTAC to accept hard money donations.

The Coordination Subcommittee met this month to discuss various governance models given what we have learned from community in terms of needs and desires for expansion of service into other areas of the county and regional via planning opportunities. Subcommittee members are doing research and will be reporting what came out of that meeting at the September HTAC meeting.

**Lead Agency Update (HATS):** See attached memo. There have been 190 applications for para-transit completed. HATS is going from paper to an electronic system that works off scheduling and optimizing scheduling for the day. Staff has been meeting with route match representative every month. Struggling with getting the parameters in place, but system is working well and in the end will be much better for riders. Demonstration project with MILP (funded by MILP and unexpended lead agency funds from FY2014) is complete, waiting for final report from MILP. Waiting for some in-kind reports for budget reporting, but at this time of the \$706,000 allocated in the HATS budget \$645,000 was used. See report of fiscal year. The \$50,000 not used will return to the State of Montana and is used within the MDT system. Brian Johnson asked why the \$50,000 was not spent. Steve Larson explained that the City of Helena sets budgets in January for the budget the starts July 1. March 1 is the deadline to turn in estimated

budget so it is way ahead of time to allocate for unknown expenses and factors so they guess and guess high when turning in budget numbers. Limited to status quo budget by the City of Helena and can't use left over money to exceed the budget that is set. Need to find a balance to be able to spend the money allocated. Develop budget for next year to see what the budget expenditures and needs are to present to the City Council. Keeping in mind how do we find more transportation opportunities for people with disabilities and how do we provide the fixed routes for the riders who have a choice.

**Transit Service Improvement Planning Charrette – Facilitated by Scott Chapman, Nelson Nygaard:**

Commissioner Andy Hunthausen gave opening remarks. The Lewis and Clark County Commissioners are fully committed to working on the transportation issues in our community. We are a community at a crossroads. We have to move into that long view of how we want to see our transportation system evolve for our changing and growing community. Commissioner Hunthausen thanked HATS Superintendent Steve Larson for his leadership and vision. Steve has been helping with the grant opportunity that has brought us to this phase in our planning. He thanked Laura Erickson for applying for the grant and continuing to monitor the grant and meet the dead lines necessary to keep the grant going, the Riders who rely on the bus system every day and use it, our elected officials in the room for being present, St. Peter's Hospital for the facility and support, Montana Council for Disabilities who stepped up to help make the grant work for our community, the HTAC, and MILP. Commissioner Hunthausen encouraged those present who don't use the system every day to ride the bus. Also shared that as our community evolves our businesses and employers will help take our transportation system to the next level. Transportation is huge. There are economic, justice, employment, infrastructure, parking and more issues that transportation encompasses. We know we have to change and move and do something different in our community. Plus public transportation can have a beneficial impact on infrastructure by reducing road maintenance cost.

Scott Chapman led the group through our Transit Service Improvement Planning Charrette. After reviewing the pre-charrette survey topline results and a transit planning 101 presentation, Five separate groups worked to sketch out a service improvement that could address the identified priorities and needs of our community and objectives established by the group. Each

group produced a map and written description of the suggested service improvement(s).

**Public Comment:** No public comment

**HTAC September Meeting Date/Topic/Location Announcements:** The Communication and Marketing Consultant, Selena Barlow will be in Helena the week of September 15 for her site visit and will **be presenting at and leading a plan input opportunity at our Sept 16<sup>th</sup> HTAC meeting**, as well as, meeting with HATS staff, riding the system, speaking with riders and conducting interviews with key transit marketing “gatekeepers” while she is in town. Meeting site has not been secured; the accessible meeting location will be announced prior to September meeting.

**Meeting adjourned 4:20pm**

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

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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](http://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!

Memorandum

**To:** Helena Transportation Advisory Council  
**CC:** PW Director Camp, Asst. Director Phil Hauck  
**From:** HATS Supervisor Steve Larson

**Date:** 8/18/14

**Re:** HATS monthly update for the HTAC, August, 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 8/12/14 190+ individuals have registered for the ADA Para-Transit Service.
  - c. Ride scheduling requires several inputs therefore it is taking more time to schedule rides. Input time requirement will diminish as we gain experience.
  - d. Drivers are gaining experience using the touch pads.
  
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.

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

End of report.

# 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

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

4. 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.
5. 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.**
6. 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.
5. 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?
6. 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.
7. 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 Brkdown	Capt Cmtr Brkdown	Head Start Breakdown	RMDC Sr Brkdown	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						
<b>TOTAL</b>	<b>116,892</b>	<b>106,989</b>	<b>100,335</b>	<b>91,780</b>	<b>9,374</b>	<b>4,787</b>	<b>4,647</b>	<b>2,500</b>	<b>1,287</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>940</b>	<b>0</b>