



October 24, 2013

TO: REGIONAL PUBLIC TRANSPORTATION COORDINATION
STEERING COMMITTEE (RPTCSC) MEMBERS

FROM: BOB DICKINSON, DIRECTOR
TRANSPORTATION & ENVIRONMENTAL RESOURCES

SUBJECT: DRAFT TRANSIT TRAINING PROGRAM METHODOLOGY

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In the course of developing the Updated South East Texas Regional Public Transportation Coordination Plan (RPTCP), public involvement efforts identified a lack of transit knowledge and skills as a primary need in southeast Texas. Due to insufficient transit skills, individuals who rely on public transportation or are at risk of relying on public transportation are unable to access and use the services that they need. To address this need, Task 2 of the RPTCP FY 2014 Workplan includes the development of a Transit Training Program for southeast Texas.

Before beginning the planning activity, the SETRPC developed a Draft Transit Training Program Methodology to guide the design of the program. The Draft Transit Training Methodology contains a 12-step process for completing the project and a framework that ensures the fulfillment of the scope and intent of the planning project. The methodology will be included as a section of the forthcoming Draft Transit Training Program Research and Methodology Report.

Please see the attached draft document for your review and consideration. If any questions arise, please feel free to contact Bob Dickinson, Director, Transportation and Environmental Resources Division at (409) 899-8444, ext. 7520.

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Enclosure

Transit Training Program Methodology

Step One: Present the Transit Training Program project to the RPTCP Steering Committee and open a dialogue to foster coordination efforts throughout the planning process. The SETRPC began the Transit Training Program project by presenting the FY 2014 planning activities to the RPTCP Steering Committee to initiate coordination efforts and to ensure that the Steering Committee is included at each step in the planning process. Throughout the planning process for the transit training program, the SETRPC will work with and incorporate input from members of the Steering Committee, local transportation providers, and other stakeholders to accomplish coordinated planning tasks.

Step Two: Design a project methodology for the Transit Training Program. The SETRPC will develop a step-by-step process for the completion of the Transit Training Program.

Step Three: Conduct computer-based research concerning transit training programs, strategies for success, and program-related information. The SETRPC will begin conducting computer-based research at the beginning of the Transit Training Program project and will continue to conduct research throughout the planning project. Staff will collect data and studies concerning the development of a successful transit training program and related topics as they surface during the planning process.

Step Four: Prepare a questionnaire for local transportation providers. The SETRPC will prepare a set of questions concerning transit use, transit services, and general information for use in creating the transit training program to be distributed to local transportation providers. Staff will review the questionnaire and ask follow-up questions when needed.

Step Five: Coordinate with local transportation providers and human service agencies. The SETRPC will coordinate with local transportation providers and human service agencies throughout the planning process to ensure that accurate information is presented in the Transit Training Program and that the needs, preferences, and habits of potential transit users are accurately addressed by the Transit Training Program.

Step Six: Identify methods and materials for conveying the message. The SETRPC will use computer-based research, coordination efforts with local entities, and past projects to identify the best methods and materials for providing the Transit Training Program message to its intended recipients. As part of the project scope, a PowerPoint presentation will be included among the list of methods and materials. The SETRPC will rely on proven methods of transmitting information to the public that also offer a low-cost solution.

Step Seven: Develop a set of goals and objectives for the Transit Training Program. Before designing the Transit Training Program, the SETRPC will develop a set of goals and objectives for the program. The goals and objectives will guide the design and implementation of the Transit Training Program to ensure that needs are met and the intent of the program is fulfilled.

Step Eight: Prepare the Draft Transit Training Program Research and Methodology Report and present it to the RPTCP Steering Committee for review, input, and approval. Finalize the report incorporating stakeholder input. The SETRPC will prepare a Draft Transit Training Program Research and Methodology Report detailing the goals and objectives, research methods and data used for the project, and the project methodology. The SETRPC will present the draft report to the Steering Committee for review, input, and approval. Staff will revise and finalize the draft report based upon input from the Steering Committee and other stakeholders.

Step Nine: Design the Transit Training Program. The SETRPC will design a Transit Training Program for southeast Texas based upon the research and collaborative efforts performed as part of the planning project. The Transit Training Program will increase the transit skills of the public through targeted materials, presentations, and hands-on training. The program will provide a wide range of options to accommodate training needs, settings, and budgets.

Step Ten: Create an implementation plan. Following the development of the Transit Training Program, the SETRPC will design an implementation plan for the program activities for inclusion in the Draft Transit Training Program Report.

Step Eleven: Prepare the Draft Transit Training Program Report and present it to the RPTCP Steering Committee for review, input, and approval. Finalize the report incorporating stakeholder input. The SETRPC will prepare the Draft Transit Training Program Report, which will include the Transit Training Program, the implementation plan, and any additional research materials not previously presented in the finalized and approved Transit Training Program Research and Methodology Report. The SETRPC will present the Draft Transit Training Program Report to the Steering Committee for review, input, and approval. The SETRPC will finalize the draft report based upon input from the Steering Committee and other stakeholders.

Step Twelve: Develop a PowerPoint presentation. The SETRPC will create a PowerPoint presentation for use in the Transit Training Program activities. The PowerPoint presentation will include information regarding available transit services, how to use the services, useful transit skills, and other information shown to contribute to a successful transit training program.