

Transit Innovations Work Plan  
Public T R A N S I T D I V I S I O N

**Transit Innovations**  
***2006-07 Implementation Work Plan***

***Discussion Draft #1***  
***Agenda Item "E" May 10, 2006 PTAC***  
***Meeting***



■ OREGON DEPARTMENT OF TRANSPORTATION ■

## **I. Executive Summary**

### *Proposal for Public Transit Division Transit Innovations Program*

In February 2006, the Oregon Transportation Commission approved a recommendation to foster innovation in public transportation. The goal of this effort is to determine the extent to which doing things differently or through the application of new technology has potential to cost-effectively improve public transportation service delivered in Oregon.

The Public Transit Division was directed to develop a program proposal in this area for the Commission's consideration. The Commission set aside potential funds for these innovations and improvements from funds available for discretionary use. A minimum of \$2 million in state and federal funding was reserved for this initiative. There may be additional funds available from \$1.9 million dollars placed in reserve if it is not required to sustain transit service levels for the 2005-07 biennium. Innovation funding will continue with \$3 million additional for 2008 through 2011.

The Division was asked to consult with experts and bring information back to the Commission so that they could consider:

- Improvements that increase the division's capability and effectiveness in delivering public transportation programs.
- Improvements that innovate long term, maximizing benefits that strengthen public transportation as a mobility solution for Oregon.
- Improvements in technical assistance and technology transfer.

#### 1) *Process Development*

Staff from the Public Transit Division (PTD) and the Transportation Development Division (TDD) have been meeting together to discuss potential approaches. Based on those discussions, the general approach recommended is as follows:

- a) Informal consultation/survey with experts by staff;
- b) Formal participation in several group events that could be forums, or facilitated meetings;
- c) Oversight by an Executive Management steering committee (eg. Joan Plank/ Craig Greenleaf/Martin Loring);

Transit Innovations Work Plan  
May 2006 Discussion Draft

- d) Employment of a consultant, preferably a retired ODOT employee with extensive planning experience to help manage the effort;
- e) Work team of expert staff (PTD and TDD) participating informally to advise PTD project manager and temporary consultant to design the program;
- f) Involvement of external partners and stakeholders (including PTAC) to review and comment on process as well as participate in a project review and selection process;
- g) Incorporate research into and evaluation of the Innovation project investments selected. Options to consider include:
  - 1. Use of ODOT's Research Group;
  - 2. Including an evaluation component in each project selected for investment;
  - 3. Investing in a separate project to design and implement an evaluation of all the projects selected for investment.

2) *Purpose of the project*

The purpose of the information gathering will be to provide a forum for quickly informing the Public Transit Division, Public Transit Advisory Committee (PTAC), and Oregon Transportation Commission (OTC) on transit innovation possibilities. This will include:

- a) Information sharing about innovation and improvements related to public transportation strategies;
- b) Information about the best practice to solicit and select projects;
- c) Information about the best practice to evaluate the projects that will advance public transportation;
- d) Ideas for representation on the selection committee for innovation projects;
- e) Ideas for evaluating projects as they are completed.

3) *Objectives of the project*

- a) To identify public transportation innovation opportunities,
- b) To support transit innovation in Oregon through investment in innovation and improvement with high benefit/cost return.

Transit Innovations Work Plan  
May 2006 Discussion Draft

- c) To offer technical assistance about innovation and best practice,
- d) To build cooperative partnerships with local and regional innovation experts
- e) To evaluate completed projects to determine success toward goals.
- f) To transfer this knowledge, as useful, to improve the broader public transportation system,
- g) To develop policies and standards that will direct the development of an improved system through innovations,
- h) To track and report progress toward these Objectives.

*4) Work Elements of the Project*

**Technical work** – Consultant or Temp Employee

- a) Develop 1<sup>st</sup> Stage Project Timetable –
- b) Do literature search for innovation, experts–
- c) Brainstorm with internal partners on project design, Collate and Report Ideas for Improvements
- d) Collate and Report ideas for project selection

*More detail about the process for gathering innovation ideas.*

*The Division will survey or meet with experts that consist of a diverse representation of expertise, including:*

- *General public transit expertise in urban areas,*
- *transit expertise in IT applications,*
- *alternative fuels expertise,*
- *human factors expertise in public transit applications,*
- *research expertise in mobility and disabled populations,*
- *research expertise in mobility and aging populations,*
- *research expertise in technology applications*

*Staff will conduct lit search for existing studies and research.*

**Communication Work** - PTD

- a) Distribute Innovation Project Concept Information to Stakeholders
- b) Present concept to PTAC, OTA, OTC
- c) Report activity to gather information about state of the art transit innovations from experts (forum, meeting, teleconference)

Transit Innovations Work Plan  
May 2006 Discussion Draft

**Review and Input - Stakeholders**

- a) **Steering Group - PTD Administrator, TDD Administrator, Deputy,**- review and confirm project design
- b) **Technical experts - PSU, OSU, Joint University Program, TRB** - (and others as identified) provide information on innovations to seek and criteria for selecting innovative transit projects.
- c) **Internal Working Committee** TDD, PTD staff, and PTD Project Consultant develop project design, review drafts, bring ideas and expertise to project
- d) **PTAC Committee, ODOT Planning and ACT Committee representatives** provide input to project identification, selection criteria and selection process.
- e) **Oregon Transportation Commission** - conduct ideas forum and final approval of policy and project investments.

**Expected Deliverable Products**

- 1) Technical Feedback from experts on Innovation Opportunities
- 2) Report of Innovative Project Ideas
- 3) Policy and Criteria/Considerations for choosing investments
- 4) List of Selection Principals/Criteria
- 5) Project Solicitation and Application Packet
- 6) Timeline and description of program
- 7) Selected projects
- 8) Analysis of project benefits
- 9) Transfers of benefits to broader system