



**Municipality of Anchorage  
Public Transit Advisory Board  
Work Session Meeting Agenda  
July 8, 2021; 5:30-7:00 P.M.**

- 1. Call to Order**
- 2. Check-in**
- 3. PTAB Core Ideology and Annual Goals**
- 4. 2021 – 2022 Meeting Schedule**
- 5. Adjournment**

**Next PTAB Meeting Date:**

PTAB work session – August 12, 2021, 5:30 - 7:00pm (Location TBD)



**Municipality of Anchorage  
Public Transportation Department  
Memorandum**

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DATE: 3/31/2021  
TO: Public Transit Advisory Board  
FROM: Anna Germundson | *Public Transportation Planner*  
SUBJECT: **PTAB Core Ideology and Annual Goals**

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### **Background**

The Public Transit Advisory Board (PTAB) began discussing an annual work plan in December 2020. Through those discussions, The Foraker Group was recommended to help create a clear direction of core values and next step goals for the board. After the recommendation, PTAB decided to have The Foraker Group facilitate a planning work session to help develop the board's core ideology that supports the Public Transportation Department's (PTD) Transit on the Move (TOTM) plan. Transit on the Move identifies goals and objectives for PTD to work toward and identifies performance measures and targets to track progress in achieving those goals. The plan creates a list of priority projects to improve the transit system, which are queued up and ready for implementation as additional funding is made available.

The Foraker Group specializes in strengthening organizations through education, professional services, and organizational development.

On March 9<sup>th</sup> and 12<sup>th</sup> PTAB and staff participated in a work session with Laurie Wolf, President and CEO of The Foraker Group. She facilitated a discussion around core ideology and goals that support TOTM. The draft core purpose and core values (attached) are intended to help the board connect with TOTM and develop short-term goals.

### **Action Requested**

PTAB approve the draft core purpose and core values, as well as approve and prioritize short-term and annual goals.

**Municipality of Anchorage Public Transportation Advisory Board (PTAB)**  
**Core Ideology and Annual Goals to support the Transit on the Move Plan**

**Core Purpose:**

- **Providing a voice between the community and public transit**
  - *"Voice" is community to the Assembly to the Department and our Voice from the Department to the community- we use it in all directions on purpose*

**Core Values:**

- **Connection** (*connectivity, connecting people, riders and place*)
- **Equity** (*inclusion, access, welcoming, meeting people where they are, options, flexibility*)
- **Riders**
- **Safety**

**Transit plan for Municipality of Anchorage:** Transit on the Move (TOTM) identifies goals and objectives for PTAB to work toward and identifies performance measures and targets to track progress in achieving those goals. The plan creates a list of priority projects to improve the transit system, which are queued up and ready for implementation as additional funding is made available.

**Steps to engage the board in feeling connect to the TOTM plan and "living it:"**

- Regular recognition that our progress relies on a project outside of our control. Jamie has done a great job providing updates when she has them
- Create a standing agenda item for connection to the plan at each meeting
- Staff updates are connected back to TOTM
- Use a dashboard to see the movement and tangible progress
- Create a timeline for reoccurring annual activities
- Connect the annual report card with TOTM
- Focus on the three services – People Mover, AnchorRIDES, and RIDE Share
- Connect decisions and discussion to core values

**Short term & annual goals for 2021-2024 for PTAB- with staff support** **(NOTE: need to be prioritized)**

1. Advocate to the Assembly and the Mayor on the annual budget and 1st quarter budget revisions for desired projects
2. Recruit a full board with representation from various communities and abilities
  - a. Provide training – on-boarding for new members to understand the rules of meetings and this plan and core values/purpose
3. Thank the Federal Delegation for transit funding
  - a. Tell the story of how it is going to positively impact the system
  - b. Provide stewardship on behalf of the board - from the board
4. Focus on outreach and restoring people's confidence in riding and their role in supporting public transportation - Have an Ambassador to the "campaign"
  - a. Provide an update from the board at Community Councils – Board members role is to be ambassadors to the plan and be an active listeners
  - b. Help the community feel more connected even if they have not been riding
5. Spearhead recognition from the whole board to all transit staff for their very hard year
6. Have our own proposal for TOTM ready projects for the Assembly and the Mayor - be prepared to respond not just "react"
7. Celebrate the launch of the new route - "party on the bus" - invite the Assembly members to ride - photo op - celebrate the core values - community process - joint effort – show this is how it works!
8. Provide every Assembly member and the Mayor a TOTM plan with a note from the board
9. Support the transition team of the new Mayor – Share the TOTM with a cover letter from the board and some talking points that the board could use to be formal and informal advocates