

**Municipality of Anchorage Public Transportation Advisory Board (PTAB)
Core Ideology and Annual Goals 2025**

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
- Create talking points that the board could use to be formal and informal advocates – (Board to create)

Short term & annual goals for 2021-2024 for PTAB- with staff support

- **Advocate** to the Assembly and the Mayor on the annual budget and quarterly budget revisions for desired projects and have our own proposal for TOTM ready projects for the Assembly and the Mayor - be prepared to respond not just "react" (Annual / July) – take from TOTM
 - Provide every Assembly member and the Mayor a TOTM plan with a note from the board (Annual note - Spring)
- **Thank** the Federal Delegation for transit funding and tell the story of how it is going to positively impact the system. (Annual)
- **Maintain** a full board with representation from various communities and abilities (Ongoing / Annual)
 - Provide training – on-boarding for new members to understand the rules of meetings and this plan and core values/purpose
- **Assist** the Department in restoring people's confidence and help amplify the Department's messaging.
 - Restore rider confidence
 - Provide an update to the Federation of Community Councils (Annual) – Board members role is to be ambassadors to the plan and be an active listener
 - Help the community feel more connected even if they have not been riding
 - 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! (Specific – Celebrate new improvements annually)
- **Spearhead** recognition from the whole board to all transit staff for their very hard work (Annual – Spring / Transit Appreciation Day)