

STRATEGIC PLANNING & TECHNOLOGY SUBCOMMITTEE BOARD OF DIRECTORS MEETING



Meeting Notice:

The next meeting of this subcommittee of the TARC Board of Directors will be held at 1000 W. Broadway, Louisville KY 40203 at TARC's Headquarters in the Board Room on:

Tuesday, October 12, 2021 at 3:00 p.m.

Alternately, Board members, members of the public and/or TARC staff may join via Zoom using the following:

<https://zoom.us/j/99688112647?pwd=eTZ5VnR0NHV2WIFWbVd1azFqZnFDdz09>

Meeting ID: 996 8811 2647

Passcode: 753574

One tap mobile: +19292056099,,99688112647#

Pursuant to the Americans with Disabilities Act, persons with a disability may request a reasonable accommodation for assistance with the meeting or meeting materials. Please contact Ashlie Woods at 502.561.5108. Requests made as early as possible will allow time to arrange accommodation.

STRATEGIC PLANNING & TECHNOLOGY SUBCOMMITTEE BOARD OF DIRECTORS MEETING



Agenda

- | | |
|--|-------------|
| I. Call to Order | 3:00 |
| II. Staff Presentation on Project Updates | 3:05 – 3:15 |
| <ul style="list-style-type: none">• January Service Modifications• Website Redevelopment timeline and transition• Mobile Ticketing for October Board meeting• Human Resources Information System• Trapeze Pass upgrades• Transtrack | |
| III. Discussion Items | 3:15 – 3:55 |
| <ul style="list-style-type: none">• Long Range Plan update – Todd Hemingson, HDR• Corridor planning – T2• Electric Vehicle Bus Exploratory Project• LG&E Smart Streetlight pilot | |
| IV. Proposed Agenda Items/Next Meeting Date | 3:55 – 4:05 |
| V. Adjourn | 4:15 |

TARC STRATEGIC PLANNING & TECHNOLOGY SUBCOMMITTEE MEETING



July 2021 Strategic Planning & Technology Subcommittee Meeting Minutes

The Strategic Planning & Technology Subcommittee of Transit Authority of River City (TARC) met on Tuesday, July 13, 2021 at 2:00 P.M. in person at TARC's headquarters, 1000 West Broadway in the Board Room.

Members Present

Ted Smith (Virtual)
Carla Dearing (In person)
JC Stites (Virtual)

Call to Order

Carrie Butler called the meeting to order at 2:02 p.m.

Presentation on "Technology, the Big Picture"

Presented By: Paul Comfort, Trapeze Group

See Power Point Slides

Update on Long Range Plan

- Introduction of our new Transit Scheduler – Diona Williams
- Interested in bold technology moves, to put technology to work in a more aggressive way. Project team will look into corridor, scope of work. Would like to see focus on where transit corridors that we could maximize transit based on ridership, density and services to be able to grow.

Adjournment

Meeting adjourned at 2:50 p.m.



STRATEGIC PLANNING SUBCOMMITTEE MEETING
OCTOBER 12, 2021





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	<ul style="list-style-type: none">• Jan service modifications• Website redevelopment• Mobile ticketing• Human Resource Information System• Transtrack	
III.	Discussion Items	3:15pm - 3:55pm
	<ul style="list-style-type: none">• Long range plan update, HDR• Corridor planning• Electric vehicle bus exploratory project• LG&E smart streetlight pilot	
IV.	Proposed Agenda Items / Next Meeting Date	3:55pm – 4:05pm
V.	Adjourn	4:05pm

MISSION STATEMENT

Deliver
transportation
services that
enhance the
Greater Louisville
community



MISSION STATEMENT & SUCCESS FACTORS

DELIVER TRANSPORTATION SERVICES THAT ENHANCE THE GREATER LOUISVILLE COMMUNITY



Deliver Quality Services

- Safe
- Accessible
- Sustainable



Support the Community's Well Being

- Program Involvement
- Workforce & Economic Development
- Outreach



Focus on Rider Needs

- Voice of the Customer
- Dependability
- Frequent, Fast, & Direct



Engage an Effective Team

- Promote Transparency
- Training & Development
- Opportunities for Growth



Maintain Adequate Financial Resources

- Mass Transit Trust Fund
- Fund Capital Needs
- Prudent Contractual Management



Explore Visionary Opportunities

- Long Range Planning
- Transformative Technology
- Multimodal Trends



OTHER NOTABLE PROJECT(S) TIMELINE

Internal and external process improvements

Oct 21	Nov 21	Dec 21	Jan 22	Feb 22
Mobile Ticketing: Seek award approval	Mobile Ticketing: Contract execution	Mobile Ticketing: Project kickoff	Mobile Ticketing: Project implementation	
	Website: Design improvements		Website: Testable beta site	Website: New ridetarc.org launch
HRIS: Evaluation & Presentations	HRIS: Seek award approval	HRIS: Contract execution	HRIS: Project kickoff & implementation	
Transtrack: Current status: Live	Transtrack: Use for NTD reporting	Transtrack: Continuous improvement, KPI settings, operationalizing		



THANK YOU



STRATEGIC PLANNING SUBCOMMITTEE MEETING

October 12, 2021



TARC Long Range Plan



October 12, 2021



What is the Purpose of the Long-Range Plan?

- Sets the course for the agency (vision, mission, goals)
"What do we want to be when we grow up?"
- Provides strategic focus and alignment
Includes an action plan to move the agency forward
- Mechanism to build trust internally, with agency partners, stakeholders, riders and the community as a whole
Identifies potential "quick wins" to demonstrate agency progress



Three-Phase Project Approach



Desired Outcomes

**Better understand
TARC's SWOT** and
role in the mobility
ecosystem and the
community

Build broad
**support for the
plan and the
agency** as a result
of outreach process

**Position agency
for growth**
(including
additional funding)

Deliver document
that becomes a
'touchstone' for
agency staff/board

Provide **action
plan** and
**implementation
guide**

LRP Next Steps



- **Steering Committee Kick-Off Meeting Today!**
- **Community Advisory Committee being formed and meets Nov. 30**
- **Project team developing early reports and analysis**
 - **Develop Long Range Plan “Brand” to support outreach and engagement**
 - **Summary of Review of Studies, Plans and Policies Report (draft complete)**
 - **Review of Industry Trends and Lessons Learned (in development)**
 - **SWOT Analysis and Findings (in development)**



TARC Long Range Plan

Questions / Discussion



October 12, 2021

