



~Agenda~

For a Regular Meeting of the
Southwest Transit Coordinating Council

Friday, May 20, 2016 9:00 AM

La Plata County Administration Building 1101 E 2nd Ave., Durango, CO 81301

****Phone conferencing will be available.

****To join by phone: [+1 \(408\) 638-0968](tel:+14086380968) or [+1 \(646\) 558-8656](tel:+16465588656) (US Toll), Meeting ID: 510 934 526

- I. **Introductions**
- II. **March meeting minutes**
- III. **Discussion Items**
 - a. DOLA EIAF 9038 – Marketing campaign
 - b. ADA Paratransit Compliance Template Feedback
 - c. Google Transit
 - d. Legislative Update
- IV. **Reports (if time allows)**
 - a. Transit Provider Updates
 - b. Human Service Provider Updates
 - c. Grant Updates

Southwest Transit Coordinating Council
18 March 2016
Carnegie Building, 1188 E 2nd Ave., Durango

In Attendance:

Jennifer Hill-City of Durango
Nita Purkat-Dolores County
Peter Tregillus-SUCAP/Roadrunner Transit
Matt Muraro-Colorado Department of Transportation (By phone)
John Egan –Town of Pagosa Springs (By video conference)
Shannon Cramer-Southwest Colorado Council of Governments
Jessica Laitsch-Southwest Colorado Council of Governments
Sara Trujillo-Southwest Colorado Council of Governments
Miriam Gillow-Wiles-Southwest Colorado Council of Governments

I. Introductions

The meeting was called to order at 9:10 a.m.

II. January meeting minutes

- a. January 2016 meeting minutes approval

III. Discussion Items

- a. Discussion on 5310

Jessica Laitsch mentioned that last week the Colorado Department of Transportation (CDOT) held a public meeting. Nita asked for an update as to what happened at the meeting. Jessica said that at the meeting CDOT went over a general overview of where they were at, but the main part of the meeting was looking at changes to their funding distribution for 5310 and 5311. They will be taking commentary through the summer, and then looking to update their policies next fall. Jessica mentioned that CDOT is looking for feedback on how they can change funding distribution, so for 5310 the allocation is determined by what was funded in the past, and is then split between urban and rural settings. Peter expressed that he thought that while we have existing services, CDOT is more about using state and regional planning processes to determine where funding is needed, and using that to drive resources. Peter also mentioned that there was talk about not having enough money and that allocations may decrease. CDOT wanted providers to think about, and then provide input about how they handle administration money. He said the other question was to what extent 5310 should be used for operations, which affects multiple communities. Nita Purkat confirmed that some communities use 5310 to buy vehicles.

- b. Discussion on 5311

Peter started the conversation about the breakdown of funds for 5311. He mentioned that regional funds are also supported by FASTER. The main question was what to do about funding the new systems that are joining, but with the same amount of money. Peter mentioned there were comments about how there should be a connection to Alamosa. There was general discussion about how some members of the public do not know about services that are already provided in their communities. John Egan and Peter spoke about the importance of rebranding and how much it can help get visibility. Peter mentioned they were having issues with right of way and highway stops.

John expressed that there is huge demand for transit between Pagosa Springs and Durango. Peter expressed that there is data that could be helpful through the statewide advisory council, which can be found online. Nita asked about funds for administration. Peter answered that it can go under operations.

c. DOLA EIAF 9038 – marketing campaign

Jessica started the conversation about the SWCCOG's DoLA grant for 2016 to be used for marketing. Peter asked if it is transit specific. Miriam Gillow-Wiles answered that it is transit specific and that it is pretty open ended. Nita asked if there were any ideas as to what to do with it. Miriam suggested one consultant to develop marketing for the smaller community entities, and money to help offset the cost for existing campaigns in the larger communities. Peter told the participants about Roadrunner's past marketing experience and how it is working. The specifics of what the RFQ would entail were discussed. Peter mentioned that it might be helpful for entities to send the SWCCOG what they are currently spending their marketing funds on. John agreed that marketing would be great for individual transit entities as well as the SWCCOG. Nita expressed that they have struggled with marketing and would appreciate any help. Jennifer Hill asked if it would be regional marketing or specific for agencies. There was general discussion about how specific campaigns would be more useful. The RFQ would go out in March and the consultant would be selected in May. Peter mentioned that CASTA might have some resources for regional marketing and vendors. Miriam said she would like to keep the marketing local. Nita agreed that there is local expertise.

d. Draft by-laws

Jessica mentioned that last fall one of the goals for 2016 was to create more structure for transit council, and she asked for feedback on the bylaws she had sent out. Peter asked if there was a need for a formal organization. Jessica expressed that the bylaws she put together were similar to the Northwest transit council, so that is why it is so robust. Miriam asked if the council wanted to plan for the future with the bylaws so the council is less staff driven. John mentioned that formality in the bylaws is necessary for unification. Jennifer mentioned that it shouldn't be too structured until seats are filled. Nita asked for clarification on what the vice chair and chair were for. Miriam clarified that chair and vice chair would streamline the exchange of information. Peter agreed that it would be helpful for non-staff members to run the meetings and that the tribes should be invited. He also expressed concern with quorums, Nita agreed. There was general discussion that these bylaws are a good start. There was also general discussion about the Ute Mountain Ute staff, and having the SWCCOG work to get them involved. Miriam mentioned that she would contact them and make sure they know about transportation opportunities. Jennifer said election of officers should be later. Jessica asked that anyone with more feedback email her, and that she would start working on the bylaw suggestions. Peter suggested that someone could volunteer as chair for next meeting. He asked who would actually adopt the bylaws. There was discussion about connecting with potential players involved with the bylaws. Nita asked if the SWCCOG would be writing grants for the council. Miriam expressed that the council is advisory towards the SWCCOG, the SWCCOG Board is the fiscal authority, and the SWCCOG staff would be handling the grants.

e. Legislative Update

Jessica said that senate bill 11 was postponed indefinitely. House bill 1169 will be heard next week concerning tribes to be voting at STAC since they attend, but cannot currently vote. The bill will go

to the Senate Transportation Committee on March 22nd at 2 p.m. and Miriam will be there to read the TPR's letter of support into record; no challenges are foreseen.

IV. Decision items

a. Elect chair and vice chair

John asked if any clear decisions had been made about next steps concerning bylaws and chair selections. Jessica said she will adjust the bylaws to make them more reasonable, and that she will be in contact with other agencies to get them involved. The SWCCOG will be doing a RFQ for marketing to be ready for a May consultant selection. John suggested a questionnaire for transit agencies to express what they need.

V. Reports (if time allows)

a. Transit Provider Updates

Peter gave an update on Roadrunner. They had to rent a van for a week. Additionally, they are in the process of selecting a director.

Jennifer gave an update on Durango. She said they are looking at long term funding in anticipation of CDOT funds getting cut. There were three different proposals that are possible: development impact bundled with affordable housing in the form of a nexus study, increased sales tax, or service cuts. Otherwise, there is a concrete pour and general maintenance.

Nita reported that Dolores County had finished getting information for their consultant for the strategic expansion. They have gotten the preliminary report that will be finished on April 1st. The final draft will be shared with the region and the state. They are very happy to have a study that is Dolores County specific. Miriam suggested that the SWCCOG can put the study on the website.

John gave an update that Pagosa Springs got new bus stop signs to put up. They received a CDOT grant for 3 new vehicles that will be the same color as the bus stop sign. John expressed that this new branding will be very useful.

b. Human Service Provider Updates

None

c. Grant Updates

None

d. Other

John expressed how much better it is to work with CDOT now and appreciates how easy they are to work with. Matt is happy to hear the good news from agencies.

Nita asked for the next meeting date. The next meeting will be held May 20 at 9:00 a.m.

The meeting adjourned at 10:17am



Maps

Content Providers

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Google Transit Partner Program

Attract new riders.

Transit on Google Maps is a public transportation planning tool that combines the latest agency data with the power of Google Maps. It integrates transit stop, route, schedule, and fare information to make trip planning quick and easy for everyone. For agencies around the world, Google Maps is a cost-effective solution targeted at transit novices and seasoned travelers alike. The Transit on Google Maps feature is available on selected mobile devices through [Google Maps for mobile](#).

NYC Transit on Google Maps



Participation can benefit your agency by:

- **Raising awareness of public transportation** to attract new riders
- **Helping seasoned riders** discover new routes to maximize your infrastructure investment
- **Linking to your agency website** to increase rider awareness
- **Connecting neighboring agencies' data** to improve inter-agency connectivity
- **Decreasing traffic congestion** and environmental effects while increasing mobility
- **Providing trip planning on both desktop and mobile devices**
- **Doing it all for free** -- all you have to do is share your data

Share your agency information on Google Maps.

Have Transportation? Get Started

"Google Maps for Transit is a truly innovative marriage of information and infrastructure. It is a perfect example of how the public and private sectors can partner together to benefit us all -- and it didn't cost New York taxpayers a penny. I applaud my colleagues at the MTA and Port Authority for making this a priority, and our friends at Google for continuing to make the world an easier place to navigate."

- New York Governor David A. Paterson

Transit Partners Help

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Overview

Launching your transit data on Google Maps is a multi-step process designed to ensure the quality of transit information shown on Google Maps. We provide a brief outline of the process below.

Initial GTFS

- Start by publishing your data using the [General Transit Feed Specification](#) (GTFS), a data format used by hundreds of agencies around the world to share the details of their transit network and schedules. For more information on preparing your GTFS feed, see our [GTFS overview](#).

Contact Us

- Once you have published an initial GTFS export of your data, [contact us](#) to request participation on Google Maps.
- We will create an account in the [Transit Partner Dashboard](#), a website used by Google's transit partners to upload and manage their transit data.

Upload and Review Your Feed

- Upload your feed to the Transit Partner Dashboard and request a "[Private Preview](#)" for your feed.
- Examine the preview routing results for your feed and the accompanying [validation report](#) for any quality issues. If you discover data issues, update and re-upload your feed.
- Once you are satisfied with the quality of your feed, [request](#) a Quality Assurance (QA) review from Google.

Quality Assurance Review

- Google reports any potential issues found with the feed and works together with you to resolve these issues. This step may require multiple iterations of reviews and updates.
- A final launch review and approval from Google will be required before any launch.

Launch

- Once all potential remaining issues are fixed, you are ready to launch!
- Agency transit data goes live on Google Maps on mutually agreed-upon launch week.



Maps

Content Providers

Get Started

Success Story

Hampton Roads Transit improves customer service and enhances web marketing efforts with Google Transit, Analytics, Calendar, Picasa and YouTube.

[Download this case study](#) (pdf)



The agency

Hampton Roads Transit (HRT) is a regional provider of public transportation serving seven Virginia cities: Chesapeake, Hampton, Newport News, Norfolk, Portsmouth, Suffolk, and Virginia Beach. While it currently provides mainly bus service, HRT plans to launch a light rail system in 2010. The agency, whose CEO chairs the American Public Transportation Association (APTA), employs nearly 900 people.

Challenges

Like all transit agencies, HRT wants to promote public transit use while offering the best service possible. As a result, the agency is always looking for ways to communicate more effectively with existing riders, potential riders, and the citizenry it serves.

Solutions

As part of its efforts to improve the ways it communicates with the public, HRT has implemented a number of Google solutions.

Perhaps most significantly, in 2007 HRT began using Google Transit, integrating its schedule and route information with Google Maps. Now that information is instantly available to the millions of people who use Google Maps and Google Maps for Mobile on the go every day, as well as being accessible right from the HRT website, gohrt.com. Furthermore, since agencies can use Google Transit free of charge, HRT is improving its customer service with very little in the way of new costs.

HRT has also turned to a variety of other Google products to enhance its web marketing efforts. It began using Google Analytics to gain a better understanding of what was working – and what wasn't – on its website. The agency embedded Google Calendar on the site to provide visitors with richer content in the form of a community calendar, and it turned to YouTube to help in its public-outreach efforts. According to David Sullivan, HRT's VP for planning and technology, "It makes good business sense, because Google's bandwidth is being used, not ours. And it's easy to implement."

Results

HRT launched Google Transit with much less effort than it would have taken to develop a similar solution in-house. As a result, today HRT riders can find the schedule and route information they need more quickly and easily than ever before.

Since launching Google Transit, the HRT website has enjoyed a sustained increase in traffic. In May 2007, before the agency turned to Google Transit, the HRT site attracted just over 100,000 page views. In May 2008, after the implementation, page views on the site were up by more than 60%, to more than 165,000 – and the page hosting the Google Transit trip planner accounted for nearly 7% of those page views. HRT is so pleased with the trip planner that it recently added the tool to the home page of gohrt.com.

Google Transit has also helped HRT enhance and streamline its customer service efforts. Customer service representatives use it to provide detailed, up-to-date information to people contacting the agency by phone – and thanks to Google Transit, new HRT customer service reps are able to provide callers with quality information on their first day, rather than spending weeks or months ramping up. Finally, while it used to take HRT employees six to eight hours to create a new print transit schedule – something they'd have to do for 47 separate routes, two to three times each per year – now, thanks to the [timetable publisher](#) tool, an open-source application that complements Google Transit and was developed by [TriMet](#), a transit agency in

Portland, OR, it takes just minutes to update a schedule. Says Sullivan, "Now we can concentrate on improving our services rather than spending all that time doing scout scut work like proofreading."

An additional, unexpected benefit for HRT has been a PR boon that Sullivan calls "the Google effect." He explains, "Public transit in the area is not always well regarded, so we got a positive public image from associating with Google."

Says Sullivan, "Traditional IT managers tend to have an 'if we didn't develop it, it's no good' attitude, but I can't understand how a transit agency wouldn't want to be on Google Maps. And if you want to be agile and adaptable, using web-based products is smart – you don't have massive investments that you're saddled with for years."

After seeing the value of Google Transit, HRT began creating a related Google Gadget that it plans to offer to other agencies looking to put interactive transit and driving information on their website. "We're using the default Google Transit gadget as a base, and tweaking it for our needs," says Sullivan.

HRT has also seen significant benefits from the other Google solutions: YouTube is an important tool for communicating with the public – posting footage of a construction project ground-breaking ceremony, for instance, as well as simulations of what new transit construction projects are going to look and feel like for riders and their communities when they're completed. HRT has turned to Google Analytics to help optimize the HRT website, and implementing Google Calendar for community events and Picasa were simple ways to add further value for citizens and their own employees. Picasa now serves as HRT's photo library, the place HRT employees go to find images to use in reports, presentations, and other documents; says Sullivan, "Our intranet now links to a private Picasa site. We did it in an afternoon."

Google Maps Content Partners – Content Providers – Google Maps

Frequently asked questions

General Questions:

General Questions:

When did Transit start?

Transit started as a 20% project, a special program where each engineer can spend one day a week on subjects outside of their job description. Many great products started as 20% projects such as Gmail, Orkut, and satellite view in Google Maps. [Transit launched as a Lab product](#) in December 2005. In June 2006, transit trip planning became an integrated part of Google Maps and Earth. Recently we launched [Transit in Google Maps for Mobile](#).

Why should I participate in Google Transit?

Google Maps is the largest mapping site in the world. By integrating your schedule and route data into Google Maps, your public transit information becomes easily accessible to millions of Google users in forty languages, using a common and familiar interface for planning trips. This can lead to increased ridership by attracting new riders who have never considered transit before, and by helping seasoned riders to learn new routes that they are unfamiliar with. In addition, it is free. All it takes is your [data](#).

How is the trip planner in Google Maps different from my own trip planner?

Transit is an integrated feature in Google Maps, Google Maps for Mobile and Google Earth. We provide rich information from many sources to help users to make intelligent travel decisions. For example, live traffic data encourages users to consider alternative transportation solutions. Street View helps users to learn about the bus station shelter and handicap accessibility. Transit trip planning is multi-modal, connecting riders to services across multiple agencies.

Our focus is global: we cover 72 cities in 12 countries, and the number of agencies working with us is steadily growing. Since Maps supports multiple languages with a user interface that works the same way all over the world, users can plan trips in their native language, without having to learn a new system.

Your expertise is local. Your own trip planner has been designed and tailored to the needs of your riders. It may be able to return more optimal routing or the latest changes in service, or explain in detail how riders can save money with special fares.

We see these two services as complementary. We help users who might not consider transit to find your

site and discover your services. This is why we link to your website for users to get additional information. Together, we bring new riders to transit, and we help them to find the services that best suit their needs.

Where is Google Transit available?

At the time this FAQ was written, we work with dozens of agencies to make transit trip planning available in 12 countries on 4 continents. To see the most up-to-date list, see <http://www.google.com/transit>. We are continually adding more transit agencies to make the service as useful as possible to as many people as possible, worldwide.

What does it cost to join Google Transit?

Joining Google Transit is free as in free beer.

I have signed up. What next?

If you have not provided a General Transit Feed, please review the [specification](#). [Contact us](#) when the feed is ready.

Where else can I share my content with Google?

Learn about all opportunities to [share your content](#) across Google including gadgets, product search, local business center and video.

Does the Google have a limit on the amount of transfers that will display for a specific destination? for example if there is more than 3 transfers, will it not calculate the other bus?

No but we do penalize for transfers. In other words, we select itineraries based on least amount of time in transit with penalties for walking and transfers.

Legislative Update

To: Southwest Transit Coordinating Council
From: Jessica Laitsch, SWCCOG
Date: 20 May, 2016

Comments: Below is the final status of the following bills in 2016:

SB16-011 – Terminate the use FASTER fees for transit:
Postponed indefinitely in House committee

HB16-1018 – Statewide Transportation Advisory Committee Procedures:
Signed by Governor

HB16-1031 – Modify Transportation Commission Membership (authorization of
a study):
Passed in the Senate.

HB16-1169 – Allow Tribes to Vote at Statewide Transportation Advisory
Committee:
Signed by Governor.