Minnesota Council on Transportation Access: Strategic Planning Discussion

May 22, 2019

April 23 Workshop: MCOTA’s Future

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<tr>
<th>OPTION 1</th>
<th>OPTION 2</th>
<th>OPTION 3</th>
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<tbody>
<tr>
<td>Continue as is Focusing on research, evaluation, and making recommendations</td>
<td>Move into “implementation” Related to needs &amp; activities identified by the report &amp; survey</td>
<td>Another option? A hybrid? Other ideas? Let's discuss!</td>
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April 23 Workshop: Small Group Planning

What strategies (in the following categories) can help MCOTA “grow teeth” and accomplish these activities?

– Building/leveraging relationships
– Increasing funding
– Changing legislative charge (if needed)

What structure & relationships does MCOTA need in order to carry out these strategies?

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### Strategic Priorities

1. Determine MCOTA’s functions and activities
2. Determine MCOTA’s structure to accomplish these activities
3. Identify funding options for MCOTA and coordinated transportation

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### Strategic Priority #1: MCOTA’s activities

**What to keep from current leg. duties?**
- Research & best practices, information clearinghouse, sample policies
  - How to ensure research and best practice activities are responsive to regional needs? Where should requests for research come from?
- Encourage the development of & reduction of barriers to volunteer driver programs, esp. in rural areas

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### Strategic Priority #1: MCOTA’s activities

**Identify new activities and functions: 1) Legislative**
- Need a statewide entity responsible for coordination-related legislative changes.
- Support RTCCs in statutory or legal issues.
- Have authority to sponsor bills (?)
- Clarify legislative charge to allow MCOTA to implement research findings.
- Assist w. resolving state & fed. barriers to coord.
Strategic Priority #1: MCOTA’s activities

2) New: support for RTCCs and TCAPs
   – Provide overall statewide guidance re: policies, standards, practices, interjurisdictional barriers
   – Host an annual dialogue for all RTCCs and TCAPs
   – Provide funding for a unified IT system for transit providers statewide.
   – Develop or share tools/products/practices that could be used by RTCCs and TCAPs

Strategic Priority #1: MCOTA’s activities

3) New: Marketing and outreach activities
   – Partner to provide travel training
   – Need to talk about how/where funding is used. RTCCs have an opportunity to talk about successes/benefits (and needs). For example, counties spend less overall (and will have other improved outcomes)
   – Marketing materials to adapt
   – Clearinghouse for information

Strategic Priority #2: Relationships & Structure

• Review relationships, including potential new members and stakeholders
• Review other models for structure (e.g., Minnesota Interagency Council on Homelessness, Minnesota Toward Zero Deaths)
Strategic Priority #2: Relationships

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<th>Legislature</th>
<th>State Agencies</th>
<th>Stakeholders</th>
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| - Educate legislature about funding<br>- Rural legislative champion(s) needed (in addition to urban champion(s)) | - Attorney General’s office<br>- Governor or Lieutenant Gov. Office<br>- Commissioner involvement<br>- Corrections? Housing? | - Counties<br>- Employers and business community<br>- Health care<br>- Health insurance<br>- AARP<br>- Extension service<br>- League of Minnesota Cities/Counties<br>- Transportation providers (public and private)<br>- Customers/public

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Strategic Priority #2: Structure

Option 1: The MN Interagency Council on Homelessness

- Corrections<br>- Education<br>- Employment and Economic Development<br>- Governor’s Office<br>- Health<br>- Higher Education<br>- Housing<br>- Human Rights<br>- Human Services<br>- Metropolitan Council<br>- Public Safety<br>- Transportation<br>- Veterans Affairs

The Minnesota Interagency Council on Homelessness

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<tr>
<th>Groups</th>
<th>Role</th>
<th>Meetings</th>
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<td>Commissioners</td>
<td>Set vision and direction. Address any barriers to success</td>
<td>3 per year</td>
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<td>Senior Leadership Team</td>
<td>Develop and guide plan objectives, strategies, and actions</td>
<td>5-6 per year</td>
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<tr>
<td>Implementation Team</td>
<td>Programmatic experts establishing work plans to implement actions</td>
<td>7-8 per year</td>
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Strategic Priority #2: Structure
Option 2: Minnesota Toward Zero Deaths (TZD)

- Quarterly full member MCOTA meetings
- One agency Commissioner meeting or legislative briefing annually
- Communications Committee meetings 6x/yr
- Up to five topical/organizational working committees (incl. RTCCs/TCAPS)

Strategic Priority #2: Structure
Option 3: Proposed structure from last spring

Strategic Priority #3: Funding
Identify funding options for MCOTA and coordinated transportation
- In statute?
- Should MCOTA have a voice in how agency transp. funds are allocated? If so, how?
- Rather than creating new funding, be more flexible on how existing funding can be used
- MCOTA take lead on sponsorship model
### Next Steps

1. June 7: Final strategic plan and outreach and dissemination plan, with supporting materials of a one-pager and PPT to MCOTA members
2. Mid-June: advisory panel conference call?
3. Next MCOTA meeting: review and approval of strategic plan and materials

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