



Upcoming Resource:
***Private Transportation Operators
at the Table***

TPB Annual Public Transit Forum

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Background

- TLPA entered into a cooperative agreement with FTA to assist private transportation operators in understanding and becoming involved in the transportation planning process....and the opportunities for business and contracting that may follow
- Assistance included eleven “Planning Ahead” seminars around the country
- Modules will be available on TLPA Website in near future



Follow-up Resource



U.S. Department
of Transportation
Federal Transit
Administration

Private Transportation Operators at the Table: A Guide to Participating in the Transportation Planning Process



March, 2010
UPDATED FINAL DRAFT

- Provides a working knowledge of the transportation planning process
- Discusses the benefits of being involved
- Helps assess objectives for participation
- TLPA Advisory Committee provided input on draft; final draft currently under review by FTA

Some Additional Resources

- Executive summary with key items and checklists from guidebook -- presented as brochure
- Companion brochure targeted towards transportation planners
- Both are under development and will be available in coming months

Guidebook Objectives

- Provide a working knowledge of the various transportation planning processes
- Discuss the benefits of being involved in the planning process
- Review key Federal funding programs and help identify potential opportunities for private providers
- Help assess objectives for participation in the planning process
- Provide tips on aligning your company to new business opportunities

Guidebook Development

- Based on:
 - Manual from “Planning Ahead” seminars
 - Input from participants
 - FTA and advisory committee comments
 - Case studies of successful involvement by private transportation operators in the transportation planning process

Some Guidebook Highlights

- Self-assessment questionnaire
- Action plan
- Tips for participating in the process
- Common terms and acronyms
- Examples of successful involvement
- Various resources, i.e. private participation
Q and A
- Helpful websites

The “Planning Table”



- A metaphor for the overall process
- The objective of the guidebook is to provide private transportation operators with the knowledge to:
 - Find the “table”
 - Know what to expect at the “table”
 - Know how to best spend their time at the “table”
 - Know how to get the most from being at the “table”

Transportation Planning – the Realities

- Even for the most seasoned transportation professional, the process can be convoluted and difficult to determine where you fit in
- You already have plenty on your plate, so going to more meetings may not be high on your list – unless there are potential business development opportunities

Transportation Planning – So Why Get Involved?

- Gain access to decision-makers and public transit and other transportation providers:
 - Opportunity to be where they meet and use that venue to network
 - Form partnerships and learn about opportunities to expand your services
- Enable you to provide your perspective, including offering ways to provide more efficient and effective services
 - Chance to sell yourself and your company



“Eighty percent of
success is showing up”
-- Woody Allen

Private Sector Opportunities

Guidebook provides information on various opportunities, including:

- Premium Taxi Service
- Contracting for Paratransit Services
- After Hours Service
- Human Service Transportation
- Coordinated Transportation Services
- Mobility Management
- Emergency Preparedness and Response
- Bus Services

Key Programs for Private Provider Participation

Guidebook provides guidance on opportunities through various funding programs, including:

- Determining who administers funding programs
- Networking through the planning process
- Determining which programs offer the best opportunities

Did you know that there are 64 different federal programs that fund public transit and human service agency-funded transportation services?

Nuts and Bolts of the Planning Process

Guidebook provides information on the planning process at various levels, including:

- Metropolitan planning process and structure
- Key documents
- State-level transportation planning
- Rural transportation planning
- Coordinated transportation planning
- Local transit service planning

Linking the Process to Your Company's Mission

Guidebook provides guidance on connecting your participation to your business plan:

- Consumer Demands are Always Changing
- Consumers have adapted to a lack of transportation solutions
- How your company can be part of the solution

Don't ever forget why you got involved in the transportation planning process in the first place, and be willing to move in the direction of most value to you and your company.

Taking Advantage of the Opportunity for Private Sector Participation

With a basic understanding of the process, the guidebook then provides guidance on taking advantage of this opportunity:

- Establishing Your Value in Your Community – the Key to Reaching the Next Level of Opportunity
- Selling Yourself and Your Company
- Knowing the Right Questions to Ask
- Sitting at the Table

Self-Assessment Questionnaire / Action Plan

- Who's Who at the Planning Table
- Establishing Your Value
- Knowing the Right Questions
- Discovering the Facts and Figures
- Determining Your Company's Value to the Community
- Selling Your Company to the Public and Designated Funding Recipients

Ever try the “crumpled paper test” to help evaluate the commitment of your staff to the physical appearance of your company’s office? Crumple up a piece of paper, and throw it on the floor in a hallway. See how long it takes for someone to pick it up!

Aligning Your Company To New Opportunities

Building upon this assessment, the guidebook then provide guidance on aligning you company to new business opportunities, including

- Developing New Business Models for Human Service and Coordinated Transportation Opportunities
- Competing – in Both Urban and Rural Areas
- Understanding the Community Needs

*Does your company pass the “Mother Test”?
Would you let your mother ride with your worst driver?*

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