1   **Welcome and Introductions**

ATWIC Program Manager, Kathy Stefani, welcomed all those in attendance and asked that everyone introduce themselves.

Attendees:

Summer Aston, Westmoreland County Transit Authority (WCTA)
Richard Bagwell, *Manager – Fleet and Facilities,* Northern Area Multi-Service Center (NAMSC)
Joycelyn Banks, *Independent Living Specialist*, Transitional Paths to Independent Living (TRPIL)
Nahom Beyene, *Researcher*, RAND Corporation
Alan Blahovec, *Executive Director*, Westmoreland County Transit Authority (WCTA)
Rick Blaker, Greene County Transportation
Leann Chaney, *Active Transportation Planner*, Southwestern Pennsylvania Commission (SPC)
Grant Cole, Mon Valley Initiative (MVI)
Ronda Craig, *Outreach Coordinator, CommuteInfo,* Southwestern Pennsylvania Commission (SPC)
April DeLaCruz, ACCESS Transportation Systems, Inc.
Shayna Gleason, ACCESS Transportation Systems, Inc.
Emily Gwash, ACCESS Transportation Systems, Inc.
Tom Graham, Northern Area Multi-Service Center (NAMSC)
Caroline Hamilton, Allegheny County Health Department (ACHD)
Anthony Hickton, *Program Manager, CommuteInfo,* Southwestern Pennsylvania Commission (SPC)
Karen Hoesch, *Executive Director,* ACCESS Transportation Systems, Inc.
Alison Keating, Pittsburghers for Public Transit (PPT)
Tom Klevan, *Multimodal Planning Manager*, Southwestern Pennsylvania Commission (SPC)
Earl Kossuth, UPMC Health Plan
Daynell Marbury, *2-1-1 Program Coordinator*, United Way of Allegheny County (UWAC)
Ray McDonald, Fayette Area Coordinated Transportation (FACT)
Rachael Nesbitt, Alliance for Nonprofit Resources (ANR)
Ian Ramsey, Freedom Transit
Jordana Rosenfeld, Mon Valley Initiative (MVI)
Joy Ruff, *Consultant*, JMT
Kathryn Schlesinger, Pittsburgh Downtown Partnership
Teresa Segelson, American Cancer Society
Kathy Stefani, *Program Manager/Transportation Planner,* Southwestern Pennsylvania Commission (SPC)
John Tague, Jr., *Principal*, JT Disability Consulting Services LLC
Adrienne Tolentino, Goodwill of Southwestern Pennsylvania
David Totten, *Transportation/Transit Planner*, Southwestern Pennsylvania Commission (SPC)
Laura Wiens, *Executive Director,* Pittsburghers for Public Transit (PPT)
Meghan Yuhouse, *Director of Operations*, Westmoreland County Transit Authority (WCTA)
Aniqua Zahra, *Planning Analyst*, Port Authority of Allegheny County

2   **What's Happening Out There?**

Mobility as a Service – Small Urban-Rural Style, *Dwight Mengel*
Conducted through a SKYPE-type application, Dwight Mengel gave a presentation describing a few creative mobility solutions being deployed across Tompkins County, New York, an area which is mostly rural. By bringing together the many different transportation options available in the county, Dwight and the Department of Human Services are exploring the idea of implementing Mobility as a Service or MaaS in a not-so-urban setting. The following bullet points capture the gist of the presentation.

- Literature pretty much talks about MaaS being suited primarily to very large urban areas
- Service that is app-based using smart phones
- Aimed at a particular market segment – those that have access to smart phones, credit cards
- People like millennials can be served easily by MaaS
- Thinking about MaaS in a place like Tompkins County, New York

- 104,000 population in Tompkins County
- Regional Mobility Management Program (MMP): 7 counties, most of which are largely rural
- Ithaca: location of Cornell University and Ithaca College; has lowest unemployment rate; a growing area with jobs in higher education, manufacturing, high-tech, tourism, medical services, agriculture, etc.
- One of six recipients of the very first MOD On-Ramp Program, which is an FTA funding program that contracts with the Shared-Use Mobility Center to help facilitate
- No money, just technical assistance
- Encourage collaboration among teams/grantees
- Develop business plan for innovative services
- Participate in phone calls, webinars, building a business model
- Idea – a one-stop shop for mobility (i.e. MaaS) – develop a MaaS template
- What kind of value will MaaS bring to consumers?
- MaaS plays an integrator role – providers, educators, access, reservations, trip planning, payments, membership, customer services
- Mobility Menu – purpose of MaaS is to sell mobility services as an integrated package
- Across the Mobility Management Program region: car share (have a discount plan), taxis, ride-hailing, community mobility management program, 10 volunteer-transportation services (the largest being FISH; programs provide mileage reimbursement to the driver), senior transportation agency ("Gadabout")
- Also have Ithaca Car Share – largest non-profit program in New York state – has been around for about ten years and uses no public subsidy
- Cornell used to offer a vanpool program (when gas prices were high @ $4/gal) – subsidized (lots of traveling around between August and December – primarily new and returning students; help orient people to what's available)
- Today, there are a few vanpools that are run by individuals themselves
- Cornell relies on a very widely-distributed work force – directly pays for bus fares for its staff; also provides preferred parking for people in carpool programs
- Way2Go: education arm includes consumer education program, social connections (all types of communities, including rural areas)
- Need to remember that mobility providers are "conveying human beings who are fallible and not perfect"
- Concierge Service / Guaranteed Ride Home (24/7): similar to what AAA does with its roadside services – everyone pays for its limited use; also, if there's a problem with your transportation service or driver, the concierge service "will complain for you"
- Public-Private-Nonprofit-People partnerships
- Different bundled packages – city household versus rural household
- Provider network – least expensive to most expensive, most convenient to least convenient, etc.
- Best priced transit fare is an annual pass
- Cooperate with local businesses who can offer discounts and/or incentives

MATP – A Plan for Statewide or Regional Brokerage, *Karen Hoesch*
Karen Hoesch laid out the state's effort-to-date to identify a transportation broker(s) to manage Pennsylvania's non-emergency medical trips for Medicaid recipients. She also explained the concern of the region's transportation providers currently charged with providing these MATP trips, which includes both the impact a statewide broker could have on consumer access and the loss of operating funding for the provider agencies.

3   **Coordinated Transportation Plan (CTP) - Progress-To-Date**, *Kathy Stefani*

Before moving onto the planned Mind Mapping activity, Kathy Stefani took a few minutes to provide an update on the progress being made within each of the four Work Groups and present SPC's findings relative to the Focus Area Ratings exercise completed by different entities as part of CTP outreach. The following charts compare the ratings gathered at the August 1st Alliance meeting with those from an Active Transportation Forum and a meeting of Mon Valley Providers Council's Employment and Training Work

Group. As a reminder, Kathy described once again the components that were rated on a 1 to 5 scale where 1 is 'poor' and 5 is 'very good'.

Lots of Ways to Get Around – *In terms of what it will take to create a comprehensive multimodal transportation network in southwestern Pennsylvania, attendees rated Options, Infrastructure, and Access.*

Easy to Use – *Regarding the transportation network features deemed necessary for seamless travel, attendees rated Integration, Service and Schedule Coordination, and Common Fare Instrument.*

Wherever You Live – *Considering what is required to strengthen connectivity between urban, suburban, and rural areas in the most practical way, attendees rated Land Use-Transportation Link, Mobility Ecosystem, and Political Will for Public Transit.*

Anyone, Regardless of Ability or Income – *Thinking about what will it take to ensure everyone has access to the transportation services they need to live full and productive lives, attendees rated People-First Operations Mod*
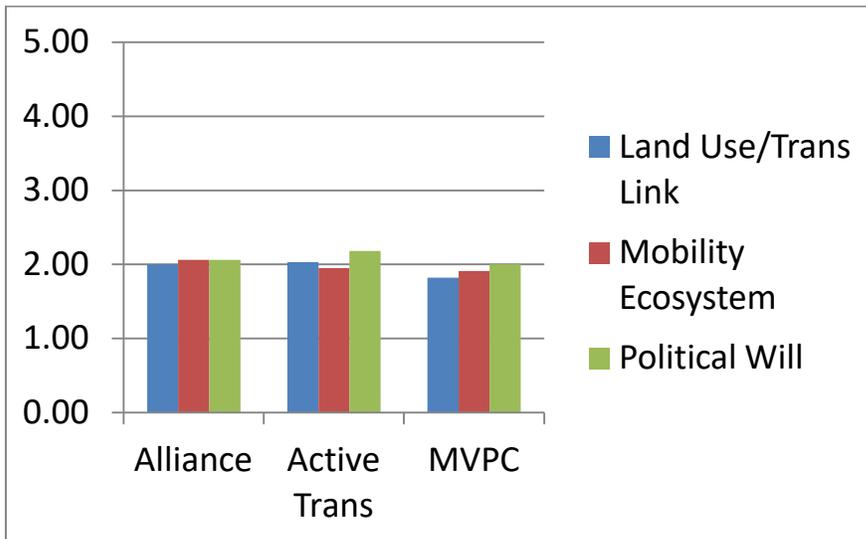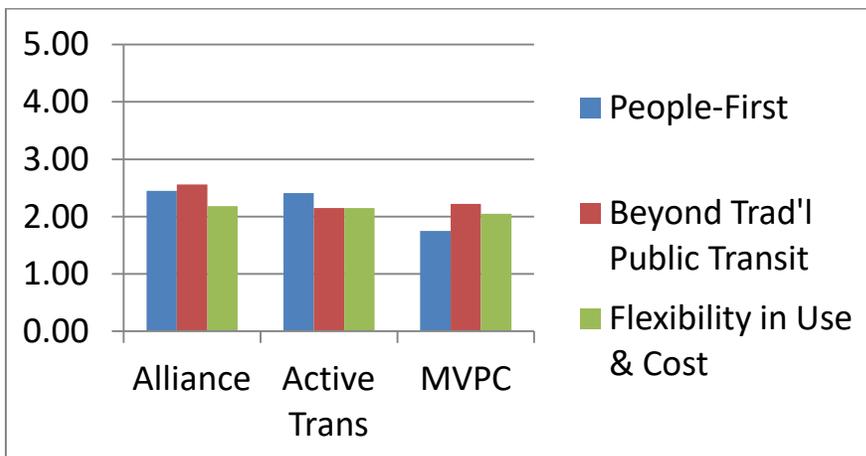
Multimodal Network
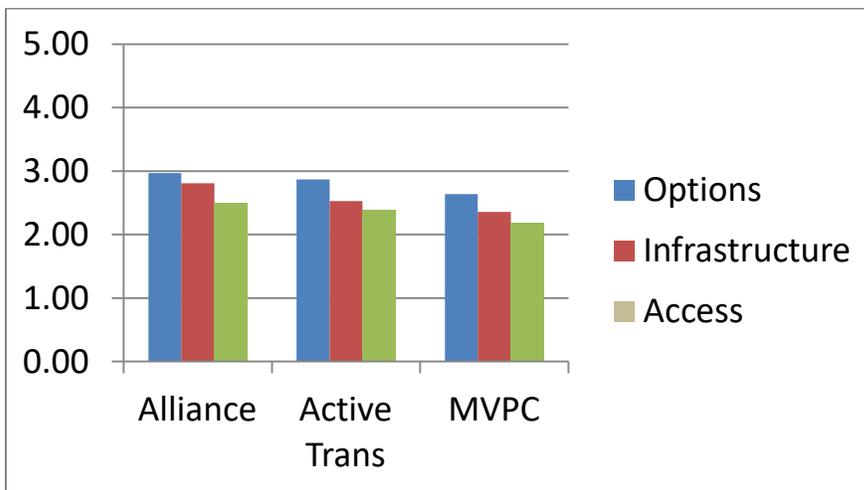
Seamless Travel Chains
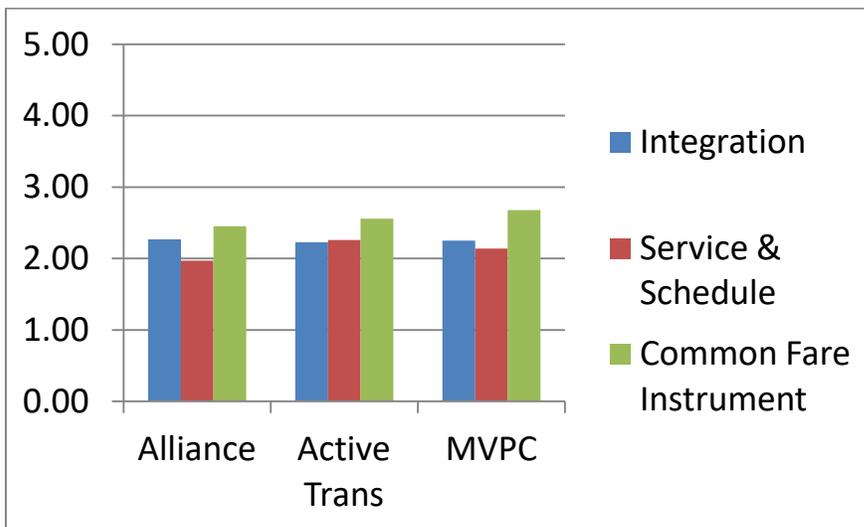
Urban, Suburban, and Rural

Anyone, Regardless of Ability or Income

4   **CTP Mind Mapping,** *The Alliance*

Included in everyone's meeting packet was a handout describing the idea behind Mind Mapping:

A lot of people consider a mind map to be a handy tool. You can use it for planning, presenting data, brainstorming, and more. Mind maps are very effective. This is because they allow us to utilize our left and right brain at the same time. The left brain controls analytics and logic, and it's extremely detail-oriented. This part of the brain is organized and structured. On the other hand, the right side is creative and helps us think freely. When someone tells you to "think outside of the box," the right brain starts working automatically. When you use both sides of the brain to make a mind map template, it can be invaluable.

Next on the agenda was a creative interactive activity where attendees went to their pre-assigned tables and, for the four Focus Areas - *Multimodal Network, Seamless Travel Chains, Urban, Suburban, and Rural Environments, and Anyone, Regardless of Ability or Income* - mind-mapped the following: DATA, PERFORMANCE METRICS, USEFUL TECHNOLOGY, and STEPS TO ADVANCE.
(NOTE: *The feedback from this activity was later used by SPC staff to develop info-graphics that was distributed at the February 2019 Alliance meeting.*)

5   Upcoming Meetings, *Mark Your Calendars*

Kathy put the list of upcoming meetings/training sessions on the screen for attendees to 'jot down' while enjoying their lunches: CommuteInfo Partners, SPC (*November 8, 2018*), Active Transportation Forum, SPC (*December 5, 2018),* and the Alliance for Transportation Working in Communities, SPC (*February 6, 2019*).

6   Adjournment – NETWORKING LUNCH

The November 7, 2018 meeting of The Alliance came to a close at 12:00 p.m. Before everyone went into the kitchen to grab lunch, Kathy reminded them that a Work Group session would be held in the North room that afternoon, beginning at 1 o'clock. The work group is Seamless Travel Chains, facilitated by Joycelyn Banks (this group's WG Session #3).