

# City of Appleton Valley Transit

*TDP Update*



## Valley Transit

*Connecting the Fox Cities*

# Welcome & Introductions



- Project website: <https://tinyurl.com/TransitPlan>
  - Agendas, meeting notes, resources
- Approve April 5, 2018 meeting minutes



# Agenda



#	Topic
1	Welcome & Introductions
2	Personal Testimony
3	Outreach Strategy
4	Review Draft Mission/Vision
5	Review Draft Objectives
6	Homework
7	Next meeting (June 7-City of Menasha)



# Personal Testimony



**Welcome Rhonda Hannemann!**

United Way Fox Cities, Community Development Program Officer  
Children & Youth and Self-Sufficiency



**United Way Fox Cities**



# Public Outreach Strategy



SRF onsite visit (June 5-7)

- Open Houses
- Focused Interviews
- Pop-up Meetings
- Community Survey
- Field Observation
- Additional Outreach

ECWRPC will manage social media



# Public Outreach Strategy



2 Open Houses:

- Appleton
- Neenah

Come Join Us  
*for an*  
**OPEN HOUSE**



# Public Outreach Strategy



## Focused Interviews:

- Valley Transit management staff and drivers
- All funding partners
- Appleton Area School District
- Fox Valley Technical College
- Fox Cities Chamber of Commerce + New North
- Fox Valley Job Centers: Menasha
- World Relief Fox Valley + Refugee & Immigrant Services and Education (RISE)
- Medical and human service providers (public, non-profit, and private)
- Neighborhood groups
- **Other groups identified by the TDP Committee**



# Public Outreach Strategy



## Pop-Up Meetings:

- Downtown Appleton Transfer Center
- Downtown Neenah
- Fox River Mall
- North Transfer Point
- Fox Valley Technical College
- Public Libraries
- Neenah-Menasha YMCA
- Neenah Community Services
- Farmers market
- Timber Rattlers game
- **Other locations identified by the TDP Committee**





# Public Outreach Strategy



## Community Survey

- SRF will work with Valley Transit and ECWRPC staff to develop a survey to be distributed online and in a paper version at open houses, focused interviews, pop-up meetings, and potentially aboard buses

## Field Observations

- SRF and Bob Bourne will spend time observing firsthand the conditions within which service is operating and identifying potential areas for change.



# Public Outreach Strategy



Additional Outreach?



# Review Vision



**Vision:** An aspirational description of what an organization would like to achieve or accomplish in the mid-term or long-term future. It is intended to serve as a clear guide for choosing current and future courses of action.

***People can get where they want to go in the Fox Cities and beyond.***

Source: <http://www.businessdictionary.com/definition/vision-statement.html>



# Review Mission



Properly crafted mission statements:

1. Serve as filters to separate what is important from what is not
2. Clearly state which markets will be served and how
3. Communicate a sense of intended direction to the entire organization.

***Valley Transit provides safe, convenient, efficient, customer-focused transportation options that connect our communities to enhance quality of life.***

Source: <http://www.businessdictionary.com/definition/mission-statement.html>



# Small Group – Review Objectives



## Categories:

- Group 1:
  - Technology
  - Expansion
- Group 2:
  - Perception/Education/Marketing
  - Service Enhancements
- Group 3:
  - Partnerships
  - Funding



# Small Group - Harvest

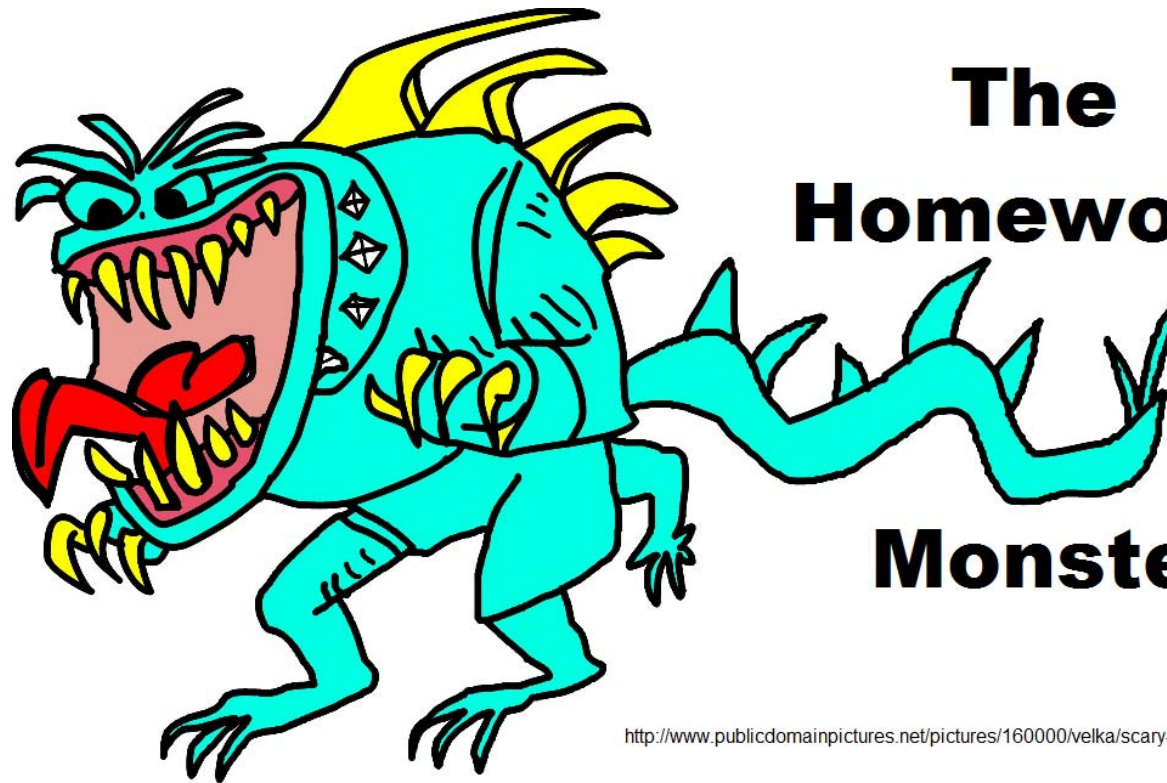


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# Homework



**The  
Homework**

**Monster**

<http://www.publicdomainpictures.net/pictures/160000/velka/scary-monster.jpg>



# Next Steps



- Next meeting (June 7)
- City of Menasha

