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
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Personal Testimony

Welcome Rhonda Hannemann!
United Way Fox Cities, Community Development Program Officer
Children & Youth and Self-Sufficiency
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](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:
  o Technology
  o Expansion
• Group 2:
  o Perception/Education/Marketing
  o Service Enhancements
• Group 3:
  o Partnerships
  o Funding
Small Group - Harvest

Categories:

• Group 1:
  o Technology
  o Expansion

• Group 2:
  o Perception/Education/Marketing
  o Service Enhancements

• Group 3:
  o Partnerships
  o Funding
Homework

The Homework Monster

http://www.publicdomainpictures.net/pictures/160000/velka/scary-monster.jpg
Next Steps

• Next meeting (June 7)
• City of Menasha