

ENGAGE STAKEHOLDERS & DEVELOP EFFECTIVE PARTNERSHIPS

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PRIMARY DUTIES

- Staff Support to the Far West Texas/
El Paso Regional Transportation
Coordination Committee
- Carry out planning activities outlined
in the Committee's annual workplan

ENGAGING REGIONAL COORDINATION STAKEHOLDERS

- **Stakeholder Committee**
 - **Transportation Providers** (5307, 5310, 5311, ICB, MTP, Cab Companies, Senior Centers, Others)
 - **Human Services Organizations** (AAA, CAAs, CIL, DADS, DARS, VA, Advocacy, Family Violence, Foundations)
 - **Government** (Cities, Counties, COG, MPO, TxDOT)

ENGAGING REGIONAL COORDINATION STAKEHOLDERS

- **Structure**
 - **Stakeholder Committee** (votes)
 - **Steering Committee** (elected/acts as executive committee)
 - **By-laws** (meeting/quorum requirements; officer/steering elections; Lead Agency responsibilities)

ENGAGING REGIONAL COORDINATION STAKEHOLDERS

- **Meetings**

- Consistent time & day each month (third Thursday)
- Consistent location each month (El Paso MPO)
- Participation by phone encouraged
- Meeting announcements widely distributed and posted on website gobusgo.org
- Attendance ranges from 12 - 25 each month

ENGAGING REGIONAL COORDINATION STAKEHOLDERS

- **How did we do it?**
 - Persistence & on-going recruitment
(participation has grown over time)
 - One-on-One Needs Assessment approach
demonstrates interest
 - Involvement in individual transportation
coordination projects builds commitment

DEVELOPING EFFECTIVE PARTERSHIPS

Highly Rural Transportation Grant (HRTG)

- Began at TxDOT RSP SOLVE Conference
- Followed up with regional veterans' transportation roundtable discussion
- HRTG Partners/Stakeholders determined by project objective (county VSO, veteran organizations, transportation providers, VA, veterans)

DEVELOPING EFFECTIVE PARTERSHIPS

Highly Rural Transportation Grant (HRTG)

- **How Project Partners were Engaged**
 - Asked existing stakeholders/roundtable participants to identify/introduce potential partners
 - Scheduled face to face meetings
 - Outlined mobility gap, proposed project model and how project will address need

DEVELOPING EFFECTIVE PARTERSHIPS

Highly Rural Transportation Grant (HRTG)

- **How Project Partners were Engaged**
 - Presentations before commissioners' courts, and veterans groups built momentum
 - Meetings with transportation providers focused on new ridership & revenue
 - Obtained VFW Post agreement to serve as applicant

DEVELOPING EFFECTIVE PARTERSHIPS

Highly Rural Transportation Grant (HRTG)

- **How Project Partners were Engaged**
 - Prepared draft HRTG funding application for review, discussion, revision and submittal
 - Final funding proposal further defined each partner's role which was formalized in service agreement after grant was awarded

DEVELOPING EFFECTIVE PARTERSHIPS

Highly Rural Transportation Grant (HRTG)

- **Why collaboration was essential**
 - Formed a unique partnership to address regional mobility need by efficiently using existing transportation resources
 - Partners determined final project model
 - Required participation of all partners to form a strong mobility solution and competitive HRTG proposal

DEVELOPING EFFECTIVE PARTERSHIPS

Highly Rural Transportation Grant (HRTG)

- **Benefits to project partners**
 - VFW Post brings tangible benefits to vets and increased organizational visibility
 - Transportation Provider increased ridership with a new funding source
 - VA has a new resource for its highly rural patients

DEVELOPING EFFECTIVE PARTERSHIPS

Highly Rural Transportation Grant (HRTG)

- **Benefits to Project Partners**
 - Counties can refer veteran constituents to new resource
 - Veteran Service Organizations can refer their members to new resource
 - NPR station can promote program in which it participated

DEVELOPING EFFECTIVE PARTERSHIPS

Highly Rural Transportation Grant (HRTG)

- **Cost of Engaging Stakeholders**
 - None
 - All staff time funded through TxDOT RSP grant
 - Project designed for HRTG grant to pay exclusively for purchase of transportation (no capital, personnel, administrative or overhead expenses)

DEVELOPING EFFECTIVE PARTERSHIPS

Highly Rural Transportation Grant (HRTG)

- **Value of Stakeholder Involvement**
 - Strengthened design of project model
 - Built project commitment and created project advocates
 - Increased project awareness

DEVELOPING EFFECTIVE PARTERSHIPS

Highly Rural Transportation Grant (HRTG)

- **Lessons Learned**
 - Patience and perseverance (SOLVE conference to implementation 2+ years)
 - Start early
 - Transparency allays suspicions
 - Written upfront project model gave comfort for partners & framework for engagement

DEVELOPING EFFECTIVE PARTERSHIPS

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