



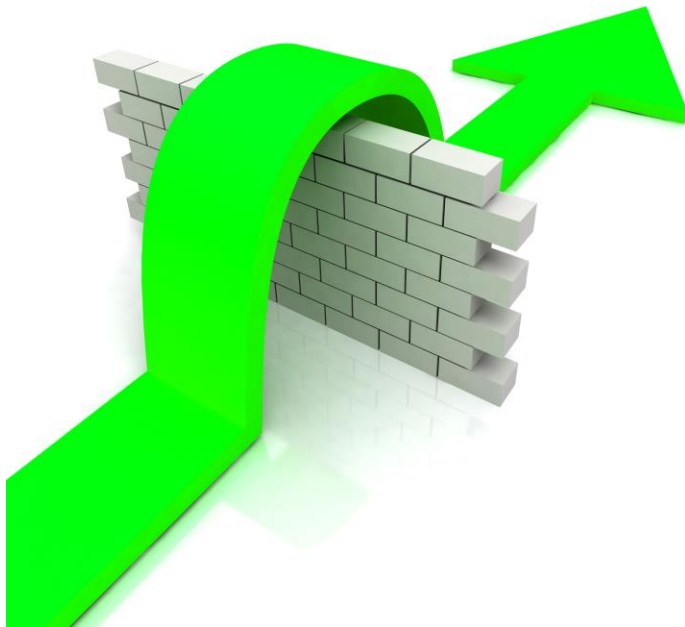
Exploring Innovations

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Overview

- Cooperation, Coordination & Collaboration
- Benefits of Coordination and Collaboration
- Coalition Building
- Accessible Transportation Community Initiative
- Strategies for Success
- Coalition Success Stories

Opportunity...



Each problem has hidden in it an opportunity so powerful that it literally dwarfs the problem. The greatest success stories were created by people who recognized a problem and turned it into an opportunity."

Joseph Sugarman

The 3 C's

- **Cooperation** – The act of working together for a common purpose or benefit by taking joint action.
- **Coordination** – The many ways in which two or more entities agree to work together in a formal relationship for a common purpose.
- **Collaboration** – A deliberate, continuous, and sustained activity across organizational boundaries for a common purpose to solve problems, improve performance, eliminate duplication of effort, and communicate better.

Why Coordinate?



Not because it is **mandated**, but because it is the **best** way to serve people who **depend on us** for transportation and to **improve their quality of life.**

First Steps

The key is to clearly define and communicate what is meant by coordinated transportation to all parties that are potential participants.



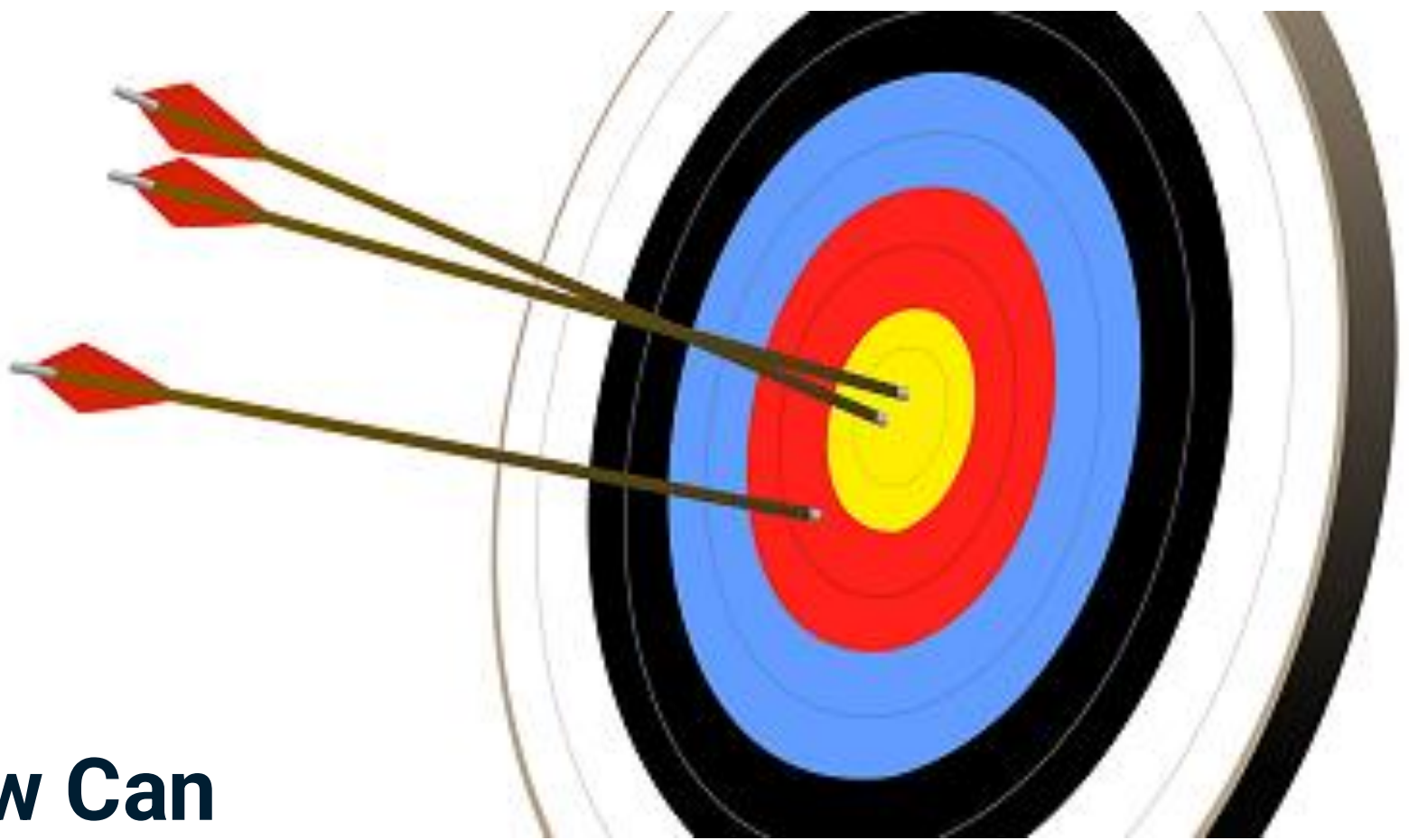
Benefits of Coordination & Collaboration

- Potential for increased mobility for current and potential riders of transit
- Increased access to medical care, healthy foods, social & human services, socialization activities, and more
- Opportunities for creativity in service delivery
- Greater flexibility

Answering Strategic Questions

- Where are we now?
- Where do we want to go?
- How do we get there?





How Can We Create Shared Values?

Need to identify and agree upon the issues that are most important to address



Methods Overview



- What is coalition building?
- Why is it important?
- How would we use it in our community?
- Where do we start?



What is a Coalition?



A coalition is a union of people and organizations coming together to achieve a common goal and working to influence outcomes on a specific problem.

Why Is It Important?

Coalitions have greater credibility than individual organizations.



What is Coalition Building?

- It engages diverse stakeholders to maximize the impact of tackling an agreed upon problem.
- The aim is to build bridges across sectors and generate opportunities for shared solutions.
- Identifies and builds upon assets already present within the community and generates strategies to advance priorities.
- It accomplishes a broad range of goals that reach beyond the capacity of any individual organization.

Coalition Building

- Recognize how to identify and cultivate opportunities for stronger partnerships within existing relationships between organizations and community groups.
- Explore opportunities to grow a coalition of new partnerships to broaden the scope and awareness of organizations vested in finding successful solutions for important community issues.
- Develop a commitment for how these partnerships can result in long-term sustainability.

How Would We Use It In Our Community?

- Improve transportation options within our service area
- Improve access to critical services
- Expand workforce transportation options for individuals with disabilities and/or older adults

How Do We Form a Coalition?

- Form an initial committee
- Explore the problem you wish to address (global issue, not specifics yet!)
- Identify potential stakeholder groups to include in the coalition:
 - ✓ Aging Network Organizations/Providers (AAAs; Senior Centers)
 - ✓ Local Government (including elected officials & department heads)
 - ✓ Public Health Agencies, Hospitals, Medical Centers
 - ✓ Social Services and Human Services Providers
 - ✓ Local Employers

Forming a Coalition, continued...

- ✓ Faith-based Institutions
- ✓ Local Businesses, Chambers of Commerce, Business Service Organizations
- ✓ Disability Service Providers, Centers for Independent Living
- ✓ Mental Health Providers
- ✓ Community Planners, Housing Professionals
- ✓ Other Transportation Providers
- ✓ Local Foundations and Philanthropy Organizations
- ✓ Workforce Development Agencies
- ✓ Nonprofits and Affinity Groups in Related Fields

Why These Groups?

- Represent community infrastructure and capacity
- Elimination of silos and duplications
- Collective impact
- Community engagement
- Leverage
- Ability to mobilize a variety of resources
- Spread of influence and scale
- Sustainability

Accessible Transportation Community Initiative (ATCI)

The ATCI Framework is a model designed to reach consensus from diverse stakeholders regarding the commitment needed and actions necessary for improving community mobility.



Step 1: Establish a Sense of Urgency

What is the most urgent transportation need for your community?



Step 2: Create a Vision



- What will success look like?



Step 3: Develop a Plan Which Includes Action Steps

- Identifying your issue
- Building a cross-sectional network of support
- Developing a strategic plan
- Identifying any opposition
- Researching your influentials
- Communicate clearly and effectively

Plan

- Pick clear, specific goals
- Short-term goals should be logical steps to your ultimate end goal
- Know the final outcome you want
- Write down the incremental steps it takes to get there
- Know the decision-making processes that apply

Coordinated Planning

“Planning is bringing the future into the present so that you can do something about it now.”



Alan Lakein

Step 4: Growing your Coalition

- Who else do you need in this coalition?
- List names and organizations
- Assign someone to offer the invitation

Build a Wave of Support

- Everyone knows someone
- Ask around for ideas
- When you find someone to help, ask that person to recommend others
- Building layers of support creates
- a “domino effect”



The Circle of Influence

Solicit support from community groups

- Chamber of Commerce
- Employers
- Neighborhood Associations
- Professional Groups
- League of Women Voters
- AARP
- Retired Senior Volunteer Program
- AAAs/Senior Centers
- Others



Step 5: Sustainability

Plan for sustainability
from the very start!



Friends of Transit

- Riders
- Adult children of passengers
- Dialysis unit employees
- Cancer treatment centers
- Clinics
- Hairdressers
- Pharmacies
- Bankers
- Economic Development Office



Coordination & Collaboration: Strategies for Success!

- Be patient in the process
- Be willing to invest time
- Work with individuals and agencies committed to coordination
- Be realistic
- Build Trust: Do not make promises you can't keep

Strategies for Success, continued

- Search for consensus
- Do not stop when you encounter roadblocks
- Establish clear roles & responsibilities
- Be flexible and willing to adapt
- Put together a transportation advisory committee
- Listen to customers

Critical Factors for Successful Partnerships




- Trust
- Open and authentic dialogue
- Commitment
- Value Proposition
- Must keep community interests first (what does the community need?)

Coalition Success Stories (11 Case Studies)

- Imlay City, MI – develop new transit program where none existed
- Dodge County, WI – develop business-operated Ride Share for employees (particularly 3rd shift)
- Door County, WI – increase ridership on all modes of transportation by developing a local coordination system
- Fort Atkinson, WI – generate reliable, affordable, and sustainable transit solutions to meet the community life needs of the residents of Fort Atkinson and surrounding communities through collaboration
- Kanabec & Mille Lacs Counties, MN – research volunteer transportation programs to determine best practices and develop/implement a volunteer driver program



Coalition Case Studies, continued

- Waukesha County WI – increase awareness of existing transportation options and fill in transportation gaps and needs for older adults and people with disabilities through coordination
 - Winnebago County, WI – develop a one-stop location for transportation information and coordination of rides; coordinate existing transportation options from all transit providers
 - Southwest Washington – coordinate transportation services from a variety of providers for a 5-county area to fill gaps and expand availability of transit services for older adults and people with disabilities including crossing county lines
 - Whatcom County, WA – develop a shared-use framework allowing regional organizations to fill unmet community transportation needs
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Transit Example

FEET – Friends Enhancing Emmet Transit (MI)

Vision: Create affordable public transportation for all Emmet County residents.

Goal: Create a public transportation system through a Dial-a-Ride and limited fixed route busing system in Emmet County.

Emmet County Circle of Influence - Supporters


- Bay View Association
- Charlevoix Emmet Human Services Coordinating Body
- Char-Em United Way
- Charlevoix-Emmet Department of Human Services
- Disability Network
- Friendship Centers of Emmet County
- Grain Train
- Grandpa Shorter's
- Great Start Collaborative
- Harbor Hall, Inc.
- Hospice of Little Traverse Bay
- Manna Food Project
- Regional Hospital
- Northwest 4Cs Council
- Petoskey-Harbor Springs Area Community Foundation
- Petoskey High School
- Petoskey Regional Audubon Society
- Top of State Trails Council
- Women's Resource Center
- Brandon Hubbard

Snoqualmie Valley, WA

Vision: Design transportation innovations that are safe, affordable, convenient, accessible, and sustainable for Snoqualmie Valley.

Goals:

- Identify all existing transportation services
- Determine needs and gaps
- Develop a coordination plan
- Develop and launch a transportation pilot program
- Develop a 5-year, sustainable, Coordinated Snoqualmie Valley Transportation Plan



Sustained Success

- Achieved all goals & have continued to implement new goals/success stories
- Developed a complete list of existing transportation services & distributed it through entire Valley through coordination partners
- Identified gaps and created a long-term plan to address needs
- Held community listening sessions which continue regularly
- Created a transportation pilot program connecting 2 cities in 2 counties that had previously never had service
- Created and implemented a 5-year Coordination Plan
- Coalition continues to meet monthly



Making a Difference

*"Never doubt that a small group
of thoughtful, committed citizens
can change the world;
indeed, it's the only
thing that
ever has."*



Margaret Mead

Questions



Thank You!



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