



Equitable Transit Council

Working Group Leader Questions

Instructions for Working Group Leaders

During the allotted time, please meet with members of your group and review the proposed set of tasks that are described above. We'd like you to ask them the following questions:

1. Is this the right set of issues/questions for this group to focus on over the next few months?
 - a. What is missing?
 - b. Is this too ambitious, and, if so, what shouldn't we work on right now?
 - c. Should something be tweaked?
2. What will we need (examples: meeting space; help with meeting scheduling; help finding information, data, riders) to help ensure our success?
3. Would you have interest in assuming a leadership role for this working group, either as chair or cochair?
4. What do you hope to learn or gain from the October summit that will help us move the council effort forward?

Working Group Descriptions

Alternative Transit Options: *X*, Chair

This group will be responsible for researching the feasibility of using alternative transportation options, such as Uber, Lyft, vans, etc., to address health and human services, as well as economic development barriers. More specifically, the group will examine the nature of the current challenges (for example, current demand does not justify a new bus route or more regular service, service gaps exist in the last mile, etc.) and consider what alternative transit options might address these issues.

Economic & Workforce Development: *X*, Chair

This group will be responsible for engaging the business sector to increase understanding of the region's workforce development needs, challenges and opportunities, as well as fostering deeper collaboration/partnership with this sector to meet the council's short- and long-term goals. This

group will focus on these questions: How do the region's current transportation issues affect its ability to attract, retain, and grow business and grow the local economy? How does transportation impact the ability of workers to continue their education beyond high school, develop new skills, and access jobs that pay higher wages? It will also seek to directly engage more of the region's business leaders in these important conversations.

Equitability: *X, Chair*

This group will be responsible for ensuring equitability is at the core of the council and will emphasize how the needs of disadvantaged or marginalized populations are being addressed through the joint efforts of all working groups. In collaboration with the Federal Reserve Bank of Philadelphia, this group will seek input from current mass transit users to determine what solutions might increase demand and improve the experience of riders.

Funding Opportunities & Leverage Points: *X, Chair*

This group will be responsible for identifying possible funding opportunities to leverage the convening power of the council and its overall goals. The group will research state and federal funding opportunities, as well as funding models used in other similar regions. It will also consider how the work of the council might align with initiatives under way in related sectors (i.e., social services, the arts, health care). Finally, it will examine what opportunities exist to connect work in this region to work under way in other regions of Pennsylvania.

Marketing and Wayfinding/Signage: *X, Chair*

This group will be responsible for marketing the efforts of the council, widely sharing the resources that already exist in the area, and working with responsible parties to develop better signage and wayfinding.

Mass Transit in NEPA: *X, Chair*

This group will be responsible for exploring the barriers for existing the public transportation system, such as busing, and how these barriers can be overcome. Using the plans of the Luzerne and Lackawanna Transit Authorities as a starting point, the group will consider what minor or major changes might be introduced to those plans that could boost demand and improve rider experience.

National Models and Best Practices: *X, Chair*

This group will be responsible for identifying the solutions, models, and best practices being used across the country. More specifically, it will identify cities and regions comparable with Scranton–Wilkes-Barre and research their current transit systems, with an eye toward seeing what is working elsewhere that could be applied in this region.

Resource & Asset Mapping X, Chair

This group will be responsible for exploring, uncovering, and mapping available resources and assets related to transit. It will examine the current public and private transit systems that operate in the region. In collaboration with the Federal Reserve Bank of Philadelphia, it will oversee research into the current system in areas such as how routes match residents' access to work, health services, day care, and cultural events; current hours of service; demand per line; and commuting patterns throughout the region. Once it has defined the current state, the group can help develop solutions.

Summit Planning and Marketing: Erin Mierzwa, Cochair

This group will help plan the agenda, oversee logistics, and develop marketing/promotional materials for the transit summit on October 17, 2017.