

# METRO

## TRANSIT ACADEMY



### METRO Transit Academy

Communication is key to a successful partnership. And we'd like to build on that relationship by inviting you to be a part of the METRO Transit Academy. The Transit Academy will host a maximum of 25 participants as we explore the complex connections between transit, funding, economic development and sustainability through seven interactive sessions. By joining the academy, you'll help us improve the dialogue between METRO and the community, allowing us to continue building the world-class transit system our region deserves.

### What is the METRO Transit Academy?

METRO Transit Academy is a transit education program for emerging community leaders. The purpose of the Transit Academy is to enhance awareness about METRO, create partnerships with the community and to develop transit advocacy in the Houston region.

A key component of the program is for participants to take their new knowledge and put it to use by designing individual action plans to implement in their community.

### Program Participant Criteria

The Transit Academy will be limited to a class of 25 participants, who will be selected based on the following:

- Applicants must live or work in the Houston METRO region.

- Demonstrated leadership ability and commitment to make future contributions to transportation, community development, healthy living and improving the quality of life in Houston.
- Ability to participate in all sessions.

### How can I apply for the program?

Apply online at RideMETRO.org or mail the attached application to METRO Transit Academy, Attn: José Pulido, Community Outreach, 1900 Main Street, Houston, TX 77002. Applications for the October 2, 2013 session should be submitted no later than September 13, 2013.

**Note:** There is no cost to participate in the class — just the dedication to successfully complete the program.

### Session Schedule

The METRO Transit Academy will offer seven Wednesday evening sessions, from 6 to 9 p.m., starting on October 2, 2013 through November 13, 2013. (Note: Participants must be able to attend all seven sessions):

- Session 1: Houston METRO 101
- Session 2: METRO's Programs and Services
- Session 3: Planning for the Future
- Session 4: METRO Facility Tour
- Session 5: METRO Partnerships
- Session 6: Special Topics
- Session 7: Action Plans – Individual Presentations

All academy sessions will be held at METRO's Administration Building, 1900 Main Street.

### APPLICATION FORM

First Name \_\_\_\_\_

Last Name \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Zip Code \_\_\_\_\_

Phone \_\_\_\_\_

Cell \_\_\_\_\_

Email \_\_\_\_\_

Reason for joining METRO Transit Academy \_\_\_\_\_

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Please mail application to:  
**METRO Transit Academy**  
 Attn: José Pulido, Community Outreach  
 1900 Main Street  
 Houston, TX 77002

For more information regarding the METRO Transit Academy, please contact José Pulido at 713-739-4888, or via email at [jp28@ridemetro.org](mailto:jp28@ridemetro.org).

## **Session 1 – Houston METRO 101 (Overview)**

*Enabling Legislation, Governance, Historical Milestones, Budget, Major Challenges*

Develop an understanding of the critical tenets and fundamental principles behind the operation of the fourth largest city's transit system. But before you get started, it's important to know where we have been. Understanding the successes and the challenges facing Houstonians, as they relate to transit, will establish the platform to share strategies for area leadership to take us into the future.

## **Session 2 – METRO Programs and Services**

*A general overview of METRO programs and services that includes historical context, a review of service objectives and an assessment of the agency's value, status and direction.*

Understand the tools of the trade. Participants will not only learn about the basic programs and services offered by METRO, but also the role METRO can play in reducing drive-alone trips. This session will explore how customized travel information can help shift personal preferences towards transit, bicycle and pedestrian trips.

## **Session 3 – Planning for the Future**

*Urban & Transit Planning Principles, Transit-oriented Development, Issues of Sustainability, Population Growth/ Demographics*

Great places are often defined by great spaces. Increasingly, transit is playing a critical role in rediscovering the economic, social and environmental benefits of good design. Existing communities present special challenges for transit projects, including community input, dense development near stations, impact mitigation, environmental enhancement and traffic management. Bringing the right parties to the table is half the battle in the community planning process. The other half consists of ensuring that community growth is built around transit and that those services are properly introduced to neighborhoods in ways that minimize challenges and maximize benefits for people across all income levels. This session will explore the strategies for addressing these challenges while building support for transit investments.

## **Session 4 – METRO Facility Tour**

*A behind-the-scenes tour of a Bus Operations Facility, Rail Operations Facility and Houston TranStar*

What does it take to keep a fleet of more than 1,200 buses running efficiently in

Houston traffic? How does METRO maintain one of the most successful light-rail systems in the country, with nearly 37,000 daily boardings and only nineteen light-rail vehicles? Participants will get a behind-the-scenes perspective on the daily operations of a METRO Bus Operations Facility and the METRO Rail Operations Center (ROC). Also, see how high-tech solutions such as Intelligent Transportation Systems (ITS) help maximize the utility of existing roadway networks and transportation resources at Houston TranStar. Participants will get a bird's-eye view of Houston's master control facility for regional transportation and emergency management.

## **Session 5 – METRO Partnerships**

*Business and Community Partnerships, Local Government Initiatives, Neighborhood Associations, Environmental and Sustainability Initiatives*

The days of going it alone are gone. Meaningful partnerships are critical in today's economy. Finding ways to pool resources, leverage assets and coordinate processes is essential. Whether you're implementing a marketing program or seeking federal funding, innovative partnerships are critical. In this course, you'll discover how stakeholders have come together to maximize opportunities and advance projects and programs with METRO.

## **Session 6 – Special Topics (Service Design and Evaluation, Ridership Analysis)**

What is high-quality service? Increased frequency bus routes running in mixed traffic? Or is it signature service with fixed stations, enhanced design, dedicated rights of way, signal preemption and real-time information? How do fuel prices or weather affect ridership? Get an in-depth understanding of how ridership can be impacted and what it takes to plan a route.

## **Session 7 – Action Plans – Individual Presentations**

*Transit-oriented Leadership & Advocacy Volunteer Initiatives*

“Now it's your turn!” The culmination of the program is the Action Plan, which is presented by members of the class. Participants will take the knowledge gained in previous sessions and design an individual action plan that can be implemented in their community.

*What can you do to make a difference?*



**RideMETRO.org**