



BECOMING A BOARD MEMBER

Or, “How you can play an essential role in revitalizing our region by being a Leader of TRU. . .”

A guide for prospective Board Members of TRANSPORTATION RIDERS UNITED, Detroit's Transit Advocate

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FROM THE BOARD PRESIDENT

Welcome, and thank you for taking the time to look through this material. TRU is seeking to expand our Board and you may be a valuable addition to TRU! We want you to understand what being a member of the Board of Directors means to us as an organization.

Transportation Riders United (TRU) is Detroit's transit advocate. Our mission is to improve and promote transit in greater Detroit because we see this as one of the best ways to restore urban vitality, ensure transportation equity and improve our quality of life. TRU believes the Detroit region needs a balanced transportation network because transportation investments shape our future.

TRU works to make this happen by helping our fellow Detroit area citizens see the opportunities that transit offers, engaging them in important transportation decisions, watchdogging current transportation processes, providing transit expertise to decision-makers and overall working to be the public's voice to ensure that transportation investments support all of our interest in providing a system that is accessible, affordable, accountable and sustainable.

TRU's board of directors is our vital governing force. The board sets our policies and goals through strategic planning, ensures TRU has the financial resources to succeed and is responsible for TRU's adherence to our legal obligations and organizational values. Board members are also important community ambassadors.

Our board of directors should reflect the best of Detroit: Diversity, innovation and dedication to getting the job done. Maybe you have experience in public transit issues, or economic/community development, or maybe you have a knack for politics or fundraising, or are well connected to decision makers in the region. If so, please look through the rest of the information to learn more about TRU, the responsibilities you would take up as a board member and what your next steps would be to explore making that happen.

Thank you again, and I look forward to hearing from you soon.

Kelly Logan, TRU Board President

TRU Our past, our present, and Detroit's future

In 1999, TRU began as a handful of people who were outraged by the Detroit region's poor transit service and lack of real leadership working to improve it. Some saw the connection between poor transit and Detroit's economic struggles. Others were concerned about the health impacts of air pollution from so many cars and trucks. Still others just wanted their bus to show up on time.

By 2001, TRU became an official 501(c)(3) nonprofit organization dedicated to improving bus service, breaking down the barriers to real rapid transit, and advocating for smart investments in transportation. Over the next ten years, we successfully:

- Blocked the expansion of I-375 further onto the riverfront, a wasteful boondoggle which would have made impossible the resurgence of the Riverfront as the attractive pedestrian destination it is today;
- Pushed SEMCOG to change its voting structure to provide more balance between urban and rural interests in the region;
- Assisted in ensuring overwhelming voter support for each SMART millage renewal and persuading communities like Farmington Hills to remain in SMART; and
- Ensured Detroit leaders recognize the importance of reliable bus service as an essential city service (even if they are still unwilling to fund or manage it sufficiently).



Most importantly, we have led a transformation in overall public opinion on the importance and potential of public transit in greater Detroit. When we began, many people didn't think we even needed transit in the Motor City, or thought it was impossible to make happen here. Our outreach and education convinced people that quality transit is essential to the region. Now questions focus on how and when the region will improve transit, not whether or if.

TRU has grown from an all-volunteer organization raising red flags about harmful highway boondoggles to a balance of professional staff and passionate volunteers working together to advocate for a stronger future for greater Detroit, built around high quality transit investments for our region.

TRU currently has three professional staff and several interns and consultants managing the day to day implementation of our mission and priorities. Board members and other volunteers still play an essential role in developing policy, providing expertise, and spreading our message throughout the region.



TRU's MISSION

TRU's mission is to improve and promote transit in greater Detroit in order to:

- Restore urban vitality,
- Ensure transportation equity and
- Improve quality of life.

TRU believes the Detroit region needs a balanced transportation network because transportation investments shape our future.

TRU's VISION

All people in greater Detroit will have reliable, safe, and affordable access to the places they live, work, shop, and play through a high-quality transit system.

An integrated network of buses, trains, bike routes, and other transportation options will seamlessly connect our cities, region, and beyond.

This system will foster attractive livable neighborhoods, vibrant cities, and a sustainable region.

TRU's VALUES

- TRU is dedicated to serving the public's best interest. We are part of the community and work on behalf of the community.
- TRU works hard because we are confident that we can make a difference over the long-term.
We are results-oriented and mission-driven.
- TRU believes in collaboration and teamwork. We seek to engage new and diverse partners and supporters.
- TRU is committed to providing trustworthy information and to making well-reasoned, evidence-based decisions.
- TRU values openness and respectful candor. We strive to always act with honesty and integrity.

SUMMARY OF GOALS AND OBJECTIVES, SEPT 2015 – MAY 2016

REGIONAL TRANSIT:

To best advance TRU's mission and vision, we need strong voter support for funding a great regional transit plan. We cannot achieve this alone, but can increase its likelihood of success.

GOAL 1: Advocate for a great Regional Transit Plan

- Between September 2015 and January 2016, **TRU will seek to influence the RTA to adopt the most ambitious Regional Transit Master Plan they can.**
- **Objective 1a: Direct advocacy** by meeting with decision makers, evaluating the scenarios, and providing direct input on the scenarios
- **Objective 1b: Indirect influence** by driving people to be involved in the planning process

GOAL 2: Engage groups and opinion leaders to encourage their networks support RTA funding

We can be most effective in increasing voter support by mobilizing influencers in these ways:

- **Objective 2a: Build Momentum into a broad coalition of supporters**
Specifically: By May 30, 2016, TRU will recruit 60 groups to join the Momentum coalition, including 10 groups that have significant influence with likely voters.
- **Objective 2b: Mobilize Momentum members to educate and engage their members on transit**
Specifically: By May 30, 2016, TRU will lead the Momentum coalition in getting 50 member groups to communicate with their members, clients, or other constituents about the value of transit, the RTA, and funding improved transit.
- **Objective 2c: Engage opinion leaders to encourage their networks to support transit funding**
Specifically: By May 30, 2016, TRU will recruit 50 influential people to take action on TRU's behalf that will educate and/or mobilize people in their sphere of influence.
- **Objective 2d: Seek to advise the official education and ballot campaigns**
We will seek to be on the education campaign's Steering Committee if possible and will advise those on it and influencing it to follow national best practice and local best interests.

WATCHDOG DDOT

An important secondary priority for TRU in 2015-2016 is to watchdog the DDOT bus service.

GOAL 1: Influence the City of Detroit and DDOT to make public information regarding public transit more readily available to the public.

Strategies include: Regularly communicating with City officials, DDOT managements, City Council and other groups; monitor DDOT website, social media postings and publications; and make recommendations.

GOAL 2: Review and analyze DDOT data and compare to RTA standards; against other comparable transit agencies; and against transit & city officials' statements.

This will include Federal Transit Administration, National Transit Database, RTA, and City of Detroit sources of information.

Strategies include: Monitoring Weekly Performance Metrics; regularly requesting pertinent info and data using informal and formal (FOIA) means; monitor official statements and fact-checking as appropriate and feasible; and make recommendations.

TRU FUNDRAISING

Another vital priority for TRU is to ensure sufficient financial resources to achieve the above goals and future work. We need to raise \$110,000 more in 2015 and raise \$250,000 in 2016

GOAL: Develop a Fund Development Plan that details improved ways to raise the money TRU needs to achieve our goals

We will evaluate past fundraising efforts and evaluate ways to improve and enhance our fundraising work in the future. Our fund development plan will likely include:

- Seeking individual donations, through our Annual Appeal , house parties, and special appeals
- Seeking major donor gifts (defined as \$1,000 and up)
- Enhancing our annual Awards fundraising dinner, striving to
 - Improve our system of volunteer leadership and managing fundraiser volunteers
 - Decreasing the time investment required to prepare the event, and
 - Increasing the sponsorship and ticket sales income from the event
- Expand our grantseeking by
 - Reaching out to new foundations to introduce our work
 - Considering joint grantseeking with coalition partners

IN ADDITION

TRU will continue to do essential work to support and maintain the organization including:

- Board Development
- Fundraising
- Outreach and Engagement

We will also pay attention to other transportation happenings, including M-1 Rail, I-94 expansion, and I-375 reconsideration. Where quick and useful, we will weigh in to advocate for TRU's vision. If a major crisis or opportunity arises, we will consider adjusting our plans to address it.

THE ROLE OF THE TRU BOARD OF DIRECTORS

The Board of Directors is the governing body for Transportation Riders United (TRU). This includes determining TRU's mission, budget and priorities as well as ensuring the organization has the financial resources to fulfill its mission. The Board also selects the Executive Director and provides financial, legal, and ethical oversight and accountability. Each director is elected for a three year term of office, and may serve two consecutive terms.

BOARD MEETINGS

We hold six to eight board meetings yearly; Board members are expected to make every effort to attend. These are generally two hours long on a weekday evening in Detroit.

RESPONSIBILITIES OF BOARD MEMBERS

As a Director of TRU's Board, you would be required to:

- Be strongly supportive of TRU's mission and vision;
- Actively participate in most Board meetings (in person or via conference call);
- Participate in TRU's annual Board review and planning retreat;
- Be an ambassador of the organization, sharing information about TRU programs among your networks and recruiting friends and colleagues to TRU events;
- Make a personally significant financial contribution to TRU, at the highest level feasible (based on personal finances, different amounts for everyone, among your top three donations);
- Assist in fundraising for the organization, including supporting our fundraising dinner and annual appeal;
- Be responsible for TRU's adherence to its legal obligations and organizational values;
- Publicly support all official decisions of the Board; and
- Assist in identifying future board members.

DESIRED SKILLS/TRAITS - WHAT DOES TRU NEED TO IMPROVE ITS BOARD?

TRU can best achieve its mission with a Board of Directors that provides diverse experiences and viewpoints as well as important skills and connections. While no one person is expected to meet all of these measures, these are some of the traits we are seeking in potential new Board members.

- Fundraising and event planning skills
- Communications skills and Public Relations experience
- Geographic diversity - currently need more Detroiters, Macomb and Washtenaw County residents
- Racial diversity - currently need more African Americans, Latinos, and Arab Americans
- Finance and financial oversight experience
- Business people and/or connections to the Business Community
- Political experience and connections

NEXT STEPS – *How do I become a board member?*

1. Learn more and get your questions answered by meeting with a current Board Member and visiting our website.
2. [Meet the Board](#) with a member of the Board Development Committee, see how we work, and give the current board a chance to meet you.
3. [Complete a Board Application](#) and submit it by December 10 to INFO@DETROITTRANSIT.ORG to explain your interest and skills.
4. TRU's Board Development Committee will evaluate Board candidates in comparison to the skills and connections we need on our Board and make recommendations to the full Board of Directors.
5. If this is a good match, then the Board of Directors will vote for a 'slate' of recommended candidates.
6. At the Annual Meeting in late January, the slate will be presented to members and voted on.

CONTACTS AND QUESTIONS

If you have questions or would like more information, please contact us:

- Kelly Logan, TRU Board President - kelly.logan.me@gmail.com or (313) 645-4552
- Megan Owens, TRU Executive Director - MOwens@DetroitTransit.org or (313) 963-8872
- Or any of TRU's current Board members.

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