

# **KFH GROUP, INC.**

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## **Arkansas Coordinated Public Transit- Human Services Transportation Plan**

### ***TECHNICAL MEMORANDUM #4 EAST ARKANSAS DEVELOPMENT OF STRATEGIES AND POTENTIAL PROJECTS***

**November 7, 2007**

**Prepared for the**

**Arkansas Transit Association**

# **TECHNICAL MEMORANDUM #4: EAST ARKANSAS DEVELOPMENT OF STRATEGIES AND POTENTIAL PROJECTS**

## **INTRODUCTION**

As noted in previous memoranda, new planning requirements for the Federal Transit Administration's (FTA) Section 5310 (Elderly Individuals and Individuals with Disabilities), Section 5316 (Job Access and Reverse Commute – JARC) and Section 5317 (New Freedom) Programs require that projects funded through these programs be derived from a locally developed, coordinated public transit-human services transportation plan. Required elements of this plan include strategies, activities, and/or projects to address the identified gaps and achieve efficiencies in service delivery, and relative priorities for implementation based on resources, time, and feasibility. Participants should keep in mind that receipt of grant funding is contingent on the identification of need as expressed in this plan. This is the key element of the planning process as the decisions the Committee makes in response to this memorandum, will in large part determine the direction of the final plan.

Based on the analysis of demographic data and major travel destinations in Technical Memorandum #1, the inventory of existing transportation services and resources identified in Technical Memorandum #2, and the unmet transportation needs and service gaps documented in Technical Memorandum #3, this technical memorandum presents possible strategies and potential projects for the East Arkansas Coordinated Public Transit-Human Services Planning Region. These strategies and projects include various options for improving coordination in the Region and establishing a structure for initiating and sustaining ongoing coordination efforts. The strategies identified through the Jonesboro MPO's Coordinated Plan and the Greene County Coordination Plan are also included.

## **RECOMMENDED STRATEGIES/POTENTIAL PROJECTS**

While a variety of strategies are available to address unmet transportation needs and service gaps, the following strategies are identified to be the priorities for the Region:

- ▲ Support new mobility management and coordination programs among public transportation providers and other human service agencies providing transportation.
- ▲ Continue to support capital needs of coordinated human service/public transportation providers.

- ▲ Expand availability of demand-response and specialized transportation services to provide additional trips for older adults, people with disabilities, and people with lower incomes.
- ▲ Expand existing public transit services to provide more geographic coverage, additional service hours, and improved weekend services.
- ▲ Provide targeted shuttle services to access employment opportunities.
- ▲ Bring new funding partners to public transit/human service transportation.
- ▲ Expand access to taxi services and other private transportation operators.
- ▲ Expand outreach and information on existing transportation options in the Region.
- ▲ Establish or expand programs that train customers, human service agency staff, medical facility personnel, and others in the use and availability of transportation services.
- ▲ Provide flexible transportation options and more specialized and one-to-one services through expanded use of volunteers.

These strategies are listed in Table 4-1, along with potential projects that correspond to each strategy, and potential funding opportunities through the Section 5310, JARC, and New Freedom Programs. While potential projects that could be implemented to fulfill these strategies are listed, please note that this list of potential projects is not comprehensive, and other projects that meet the strategy will be discussed and can be considered.

**Table 4-1: RECOMMENDED PRIORITY STRATEGIES/POTENTIAL PROJECTS**

<b>Proposed Strategy</b>	<b>Possible Projects</b>
<p>Support new mobility management and coordination programs among public transportation providers and other human service agencies providing transportation.</p> <p><i>Potential Funding:</i></p> <ul style="list-style-type: none"> <li>- New Freedom</li> <li>- JARC</li> </ul>	<p><i>Examples of possible mobility management activities and potential projects include:</i></p> <p>Facilitate regular meetings and communication in effort to:</p> <ul style="list-style-type: none"> <li>- Reduce duplication.</li> <li>- Foster trust between providers.</li> <li>- Explore additional opportunities to share maintenance, services, and resources, and develop model inter-agency agreements.</li> <li>- Coordinate comprehensive driver and dispatcher training programs through one entity.</li> </ul> <p>Facilitate sharing of trips between transportation providers, including:</p> <ul style="list-style-type: none"> <li>- Coordinating schedules and eliminating duplication.</li> <li>- Helping establish inter-agency agreements for connecting services or sharing rides.</li> <li>- Arranging trips for customers as needed.</li> <li>- Exploring technologies, including software for scheduling shared trips.</li> <li>- Coordinating services among providers with wheelchair-accessible vans.</li> <li>- Assisting human service agencies determine costs for providing transportation and consider coordination with other organizations.</li> <li>- Improve connectivity between various transportation modes.</li> </ul> <p>Establish mentoring program for larger systems to support smaller transportation providers by coordinating driver training, maintenance, insurance, and vehicle replacement programs, i.e. a vehicle replacement program that allows larger systems to give or lease vehicles ready to be retired (but well maintained) to these small providers and requiring the agency to participate in training and maintenance programs.</p> <p>Implement voucher program through which human service agencies are reimbursed for trips provided for another agency based on pre-determined rates or contractual arrangements.</p>

<b>Proposed Strategy</b>	<b>Possible Projects</b>
<p>Support new mobility management and coordination programs among public transportation providers and other human service agencies providing transportation (<i>continued</i>).</p> <p><i>Potential Funding:</i></p> <ul style="list-style-type: none"> <li>- New Freedom</li> <li>- JARC</li> </ul>	<p>Expand outreach and provide simplified access to information regarding existing transportation options in the Region, including establishment of a centralized point of access and information clearinghouse on available public transit and human services transportation in the Region for older adults, people with disabilities and people with lower incomes.</p> <p>Procure technology designed to improve productivity and facilitate coordination, i.e. software, Automatic Vehicle Location, etc.</p> <p>Establish a ride-sharing program for long-distance medical transportation and coordinate various operators of long distance service.</p>
<p>Continue to support capital needs of coordinated human service/public transportation providers.</p> <p><i>Potential Funding:</i></p> <ul style="list-style-type: none"> <li>- Section 5310</li> <li>- New Freedom</li> <li>- JARC</li> </ul>	<p><i>Examples include:</i></p> <p>Capital funds to support the provision of coordinated transportation services to meet the special needs of older adults, people with disabilities, and people with lower incomes.</p> <p>Capital funds to support new mobility management and coordination programs among public transportation providers and human service agencies providing transportation.</p>
<p>Expand availability of demand-response and specialized transportation services to provide additional trips for older adults, people with disabilities, and people with lower incomes.</p> <p><i>Potential Funding:</i></p> <ul style="list-style-type: none"> <li>- New Freedom</li> <li>- JARC</li> </ul>	<p><i>Examples include:</i></p> <p>Expand current demand-response systems to serve additional areas in the Region.</p> <p>Expand hours and days of current demand-response systems to meet additional service needs.</p> <p>Expand services to work locations, medical facilities, and other locations through current demand-response systems.</p> <p>Implement transportation services with flexibility to make multiple stops for customer (i.e. daycare, work).</p> <p>Implement escort/aide program for customers who may need additional assistance to travel.</p>

<b>Proposed Strategy</b>	<b>Possible Projects</b>
<p>Expand existing public transit services to provide more geographic coverage, additional service hours, and improved weekend services.</p> <p><i>Potential Funding:</i></p> <ul style="list-style-type: none"> <li>- JARC</li> </ul>	<p><i>Examples include:</i></p> <p>Expand current fixed-route transit services to serve areas outside of the City of Jonesboro.</p> <p>Expand current fixed-route transit services to serve industrial parks in the Jonesboro area.</p> <p>Expand the hours of service to accommodate evening and weekend work schedules.</p> <p>Establish limited, targeted fixed-route services in the smaller cities of the Region.</p>
<p>Provide targeted shuttle services to access employment opportunities.</p> <p><i>Potential Funding:</i></p> <ul style="list-style-type: none"> <li>- JARC</li> </ul>	<p><i>Examples include:</i></p> <p>Operating assistance to fund specifically-defined, targeted shuttle services.</p> <p>Capital assistance to purchase vehicles to provide targeted shuttle services.</p> <p>Partnership arrangements with major employers, such as the Casinos.</p>
<p>Bring new funding partners to public transit/human service transportation.</p> <p><i>Potential Funding:</i></p> <ul style="list-style-type: none"> <li>- JARC</li> </ul>	<p><i>Examples include:</i></p> <p>Implement voucher program that enables low-income individuals whose transportation costs are not covered by another program to purchase rides through a volunteer driver program, taxi service, or human service agency.</p> <p>Employer funded support programs, either directly for services and/or the local share.</p> <p>Employer-sponsored transit pass programs that allow employees to ride at reduced rates.</p> <p>Pursue opportunities to help offset individual transportation costs, including private industry partnerships, employer subsidized transit pass programs, and pass or voucher programs.</p> <p>Implement sponsorship program by selling services to businesses, seeking system sponsors who can receive advertising, community recognition, and service in exchange for local funding (can be used to match a JARC grant).</p>

<b>Proposed Strategy</b>	<b>Possible Projects</b>
<p>Expand access to taxi services and other private transportation operators.</p> <p><i>Potential Funding:</i></p> <ul style="list-style-type: none"> <li>- New Freedom</li> <li>- JARC</li> </ul>	<p><i>Examples include:</i></p> <p>Purchase accessible vehicles for use in taxi services</p> <p>Implement voucher program to subsidize rides for taxi trips or trips provided by private operators.</p>
<p>Expand outreach and information on existing transportation options in the Region.</p> <p><i>Potential Funding:</i></p> <ul style="list-style-type: none"> <li>- New Freedom</li> <li>- JARC</li> </ul>	<p><i>Examples include:</i></p> <p>Implement new or expand outreach programs that provide customers and human service agency staff with training and assistance in use of current transportation services.</p> <p>Implement marketing campaign targeting specific audiences and services.</p> <p>Create a Riders Guide, a how to ride brochure with a compilation of schedules, tips for using services, policies regarding canceling trips, etc.</p> <p>Procure appropriate technology to establish an information clearinghouse.</p>
<p>Establish or expand programs that train customers, human service agency staff, medical facility personnel, and others in the use and availability of transportation services.</p> <p><i>Potential Funding:</i></p> <ul style="list-style-type: none"> <li>- New Freedom</li> <li>- JARC</li> </ul>	<p><i>Examples include:</i></p> <p>Implement new or expand outreach programs that provide customers and human service agency staff with training and assistance in the use of current transportation services.</p> <p>Implement mentor/advocate program to connect current riders with potential customers for training in the use of services.</p>
<p>Provide flexible transportation options and more specialized and one-to-one services through expanded use of volunteers.</p> <p><i>Potential Funding:</i></p> <ul style="list-style-type: none"> <li>- New Freedom</li> </ul>	<p><i>Examples include:</i></p> <p>Implement new or expanded volunteer driver program to meet specific geographic or trip purpose needs in the Region.</p> <p>Acquire technology to coordinate volunteer driver activities.</p>

## **NEXT STEPS**

These strategies and projects will be discussed at a meeting with participants of the East Arkansas Coordinated Transportation Planning meeting and other interested stakeholders. From this meeting, a final list of strategies and potential projects will be selected to become the required part of the *East Arkansas Coordinated Public Transit-Human Services Transportation Plan*. In addition, after discussion and agreement on strategies, a more detailed review of each strategy and the unmet needs they address will be included in the *East Arkansas Coordinated Public Transit-Human Services Transportation Plan*.