



Taking the Lead Through Mobility Management

Presented by J. Barry Barker

***Region IV Conference
May 2008***





TARC Mission

Transit Authority of River City Mission Statement

**To explore and implement
transportation opportunities that
enhance the social, economic and
environmental well-being of the
Greater Louisville community.**





Critical Success Factors

1. Adequate Financial Resources
 2. Effective Team
 3. Effective Visionary Leadership
 4. Community Support
 5. Focus on Customer Needs
 6. Quality Services
 7. Prudent Fiscal Management
 8. Focus on Safety
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Congestion Relief
Healthy Economy
Older Americans
Independence
Community
Energy / Environment
Sustainability



View of Transit

Social Service

Access to Jobs

Transportation Services

Economic Development

Quality of Life



Spectrum of Services

**Carpool /
Vanpool**



**Flex
Bus**



Bus



**Bus
Rapid
Transit**



**Light
Rail
Transit**



**High
Speed
Rail**

Service Delivery

Private car



Demand Response



Transit buses



Fixed Rail



Matching services to land use



**Suburban
Neighborhoods**



**Close In
Neighborhoods**

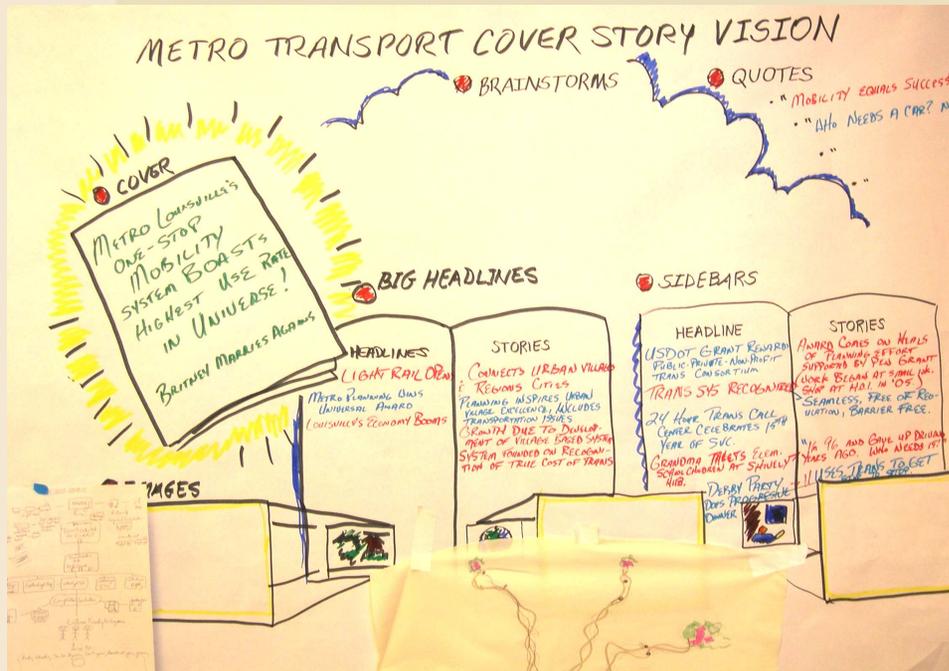


**Multi-family
Residential**



**Urban High-Rises
Mixed Use**

Tell a story about perfect mobility...



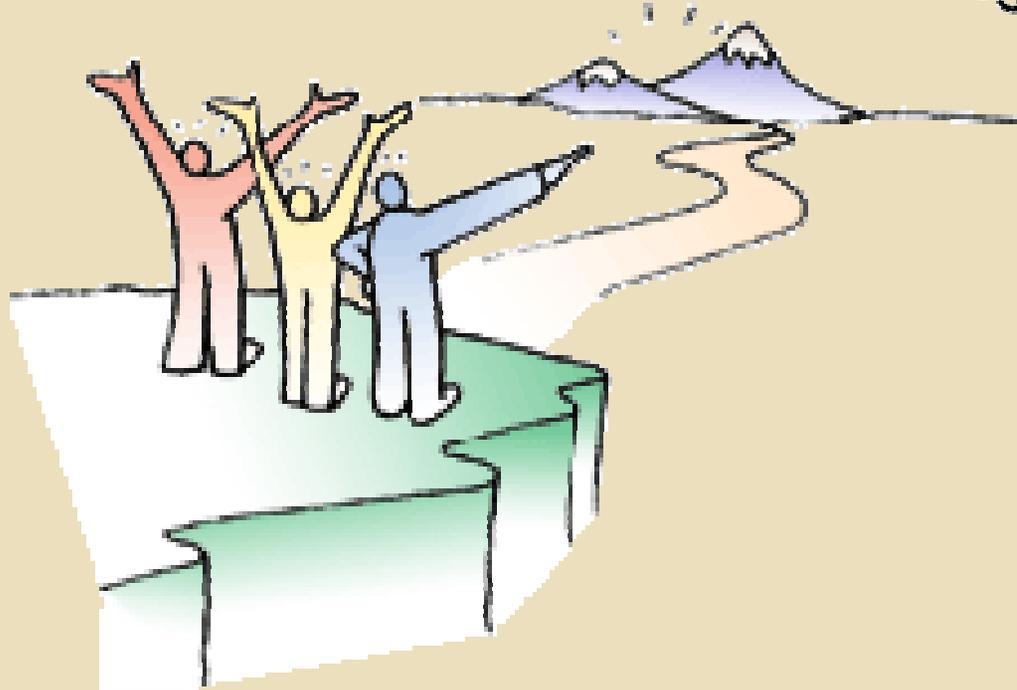
Transportation Summit 2005



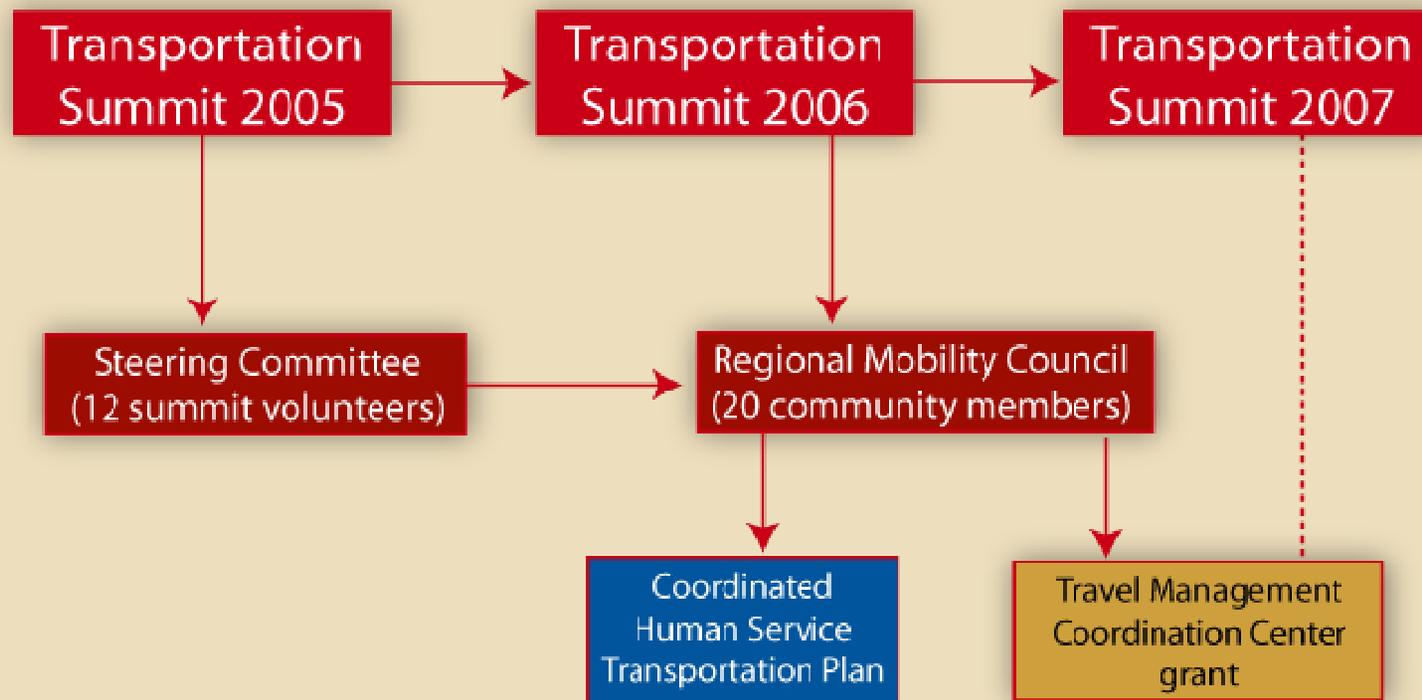
united we ride united we ride united we ride united we ride

Fundamental Principles

Affordable, Universal, Diverse, Accessible



Evolution of Coordination



Build Partnerships

Transportation Steering Committee expands to
Regional Mobility Council – September 2006

Potential Partners:

- Transportation Providers
- Human Service Providers
- Aging/Disabled Advocacy
- Consumers
- Government Representatives
- Workforce
- Faith-based Organizations



Partnerships

- **Value:**
 - Bring resources to the table
 - Expand expertise
 - Create additional buy-in
 - Help promote services
 - Support grant applications
- **Lessons learned:**
 - Requires outreach and relationship building
 - Means Compromise
 - Everyone needs a partner
 - Requires listening and creativity
 - Leap of Faith





Results

- Mobility Manager hired by TARC
 - Staffs Regional Mobility Council (RMC)
 - Guides (RMC) in development and updates of Coordinated Plan
 - Guides development of a *process* for competitive selection
 - Oversees competitive selection process
 - Conducts outreach for multiple projects
 - Develops mobility options



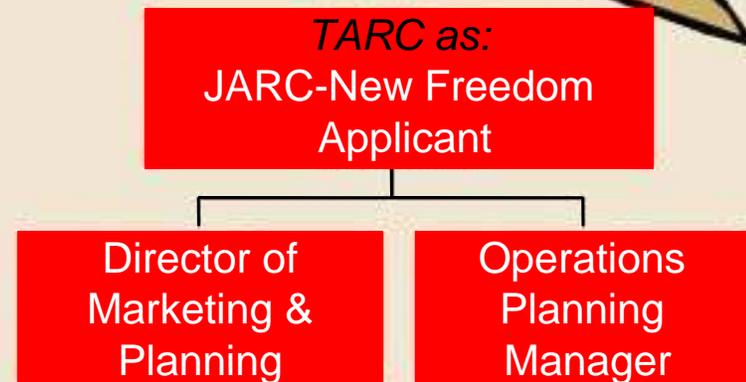
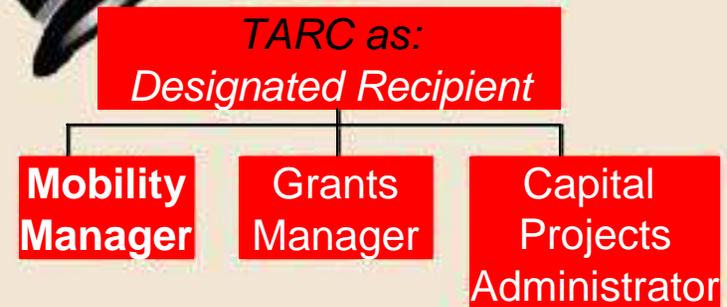
Results

- TARC Travel Training program developed in partnership with Area Agency on Aging and AARP
 - MSAA Transportation Management Coordination Center (TMCC) Phase 1 grant awarded
 - Coordinated Human Services Transportation Plan developed and adopted
 - TARC as Designated Recipient; Initiated JARC-New Freedom competitive selection process
 - Demonstration project to carry Older Americans Act Title III trips on TARC3 paratransit
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Many hats to wear



Transit Authority of River City





Coordinated Human Services – Public Transportation Plan

Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) signed into law on August 10, 2005.

SAFETEA-LU requires that projects funded from the following programs must be derived from priorities set forth in a Coordinated Human Services Public Transportation Plan.

- **Job Access and Reverse Commute (JARC)** – Job access programs for welfare recipients and persons with low income and for reverse commute programs
- **New Freedom** – New public transportation services and public transportation alternatives beyond ADA requirements that assist persons with disabilities with transportation
- **Section 5310** – Capital projects for elderly and persons with disabilities



Plan Elements

- Locally developed
 - Assessment of available transportation services
 - Identifies transportation needs of individuals with disabilities, older adults, and people with low incomes
 - Provides strategies to address gaps in service
 - Prioritizes implementation strategies
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TARC as Designated Recipient

Congratulations 😊 You are the Designated Recipient!

Condolences ☹️ You are the Designated Recipient!

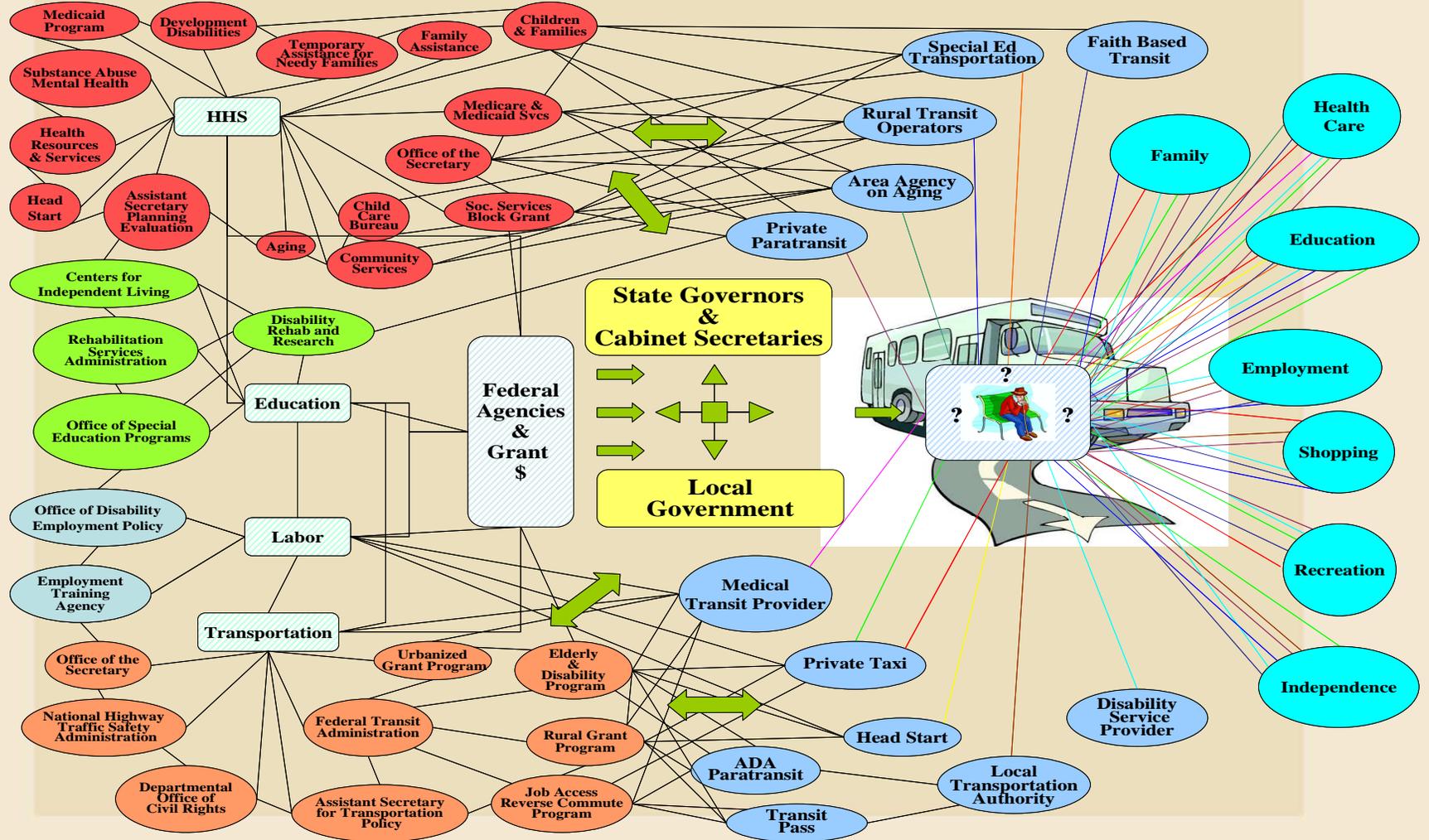
- “The designated recipient is responsible for conducting the competitive selection process in cooperation with the MPO and awarding grants to subrecipients.”
- TARC’s Mobility Manager “manages” this process



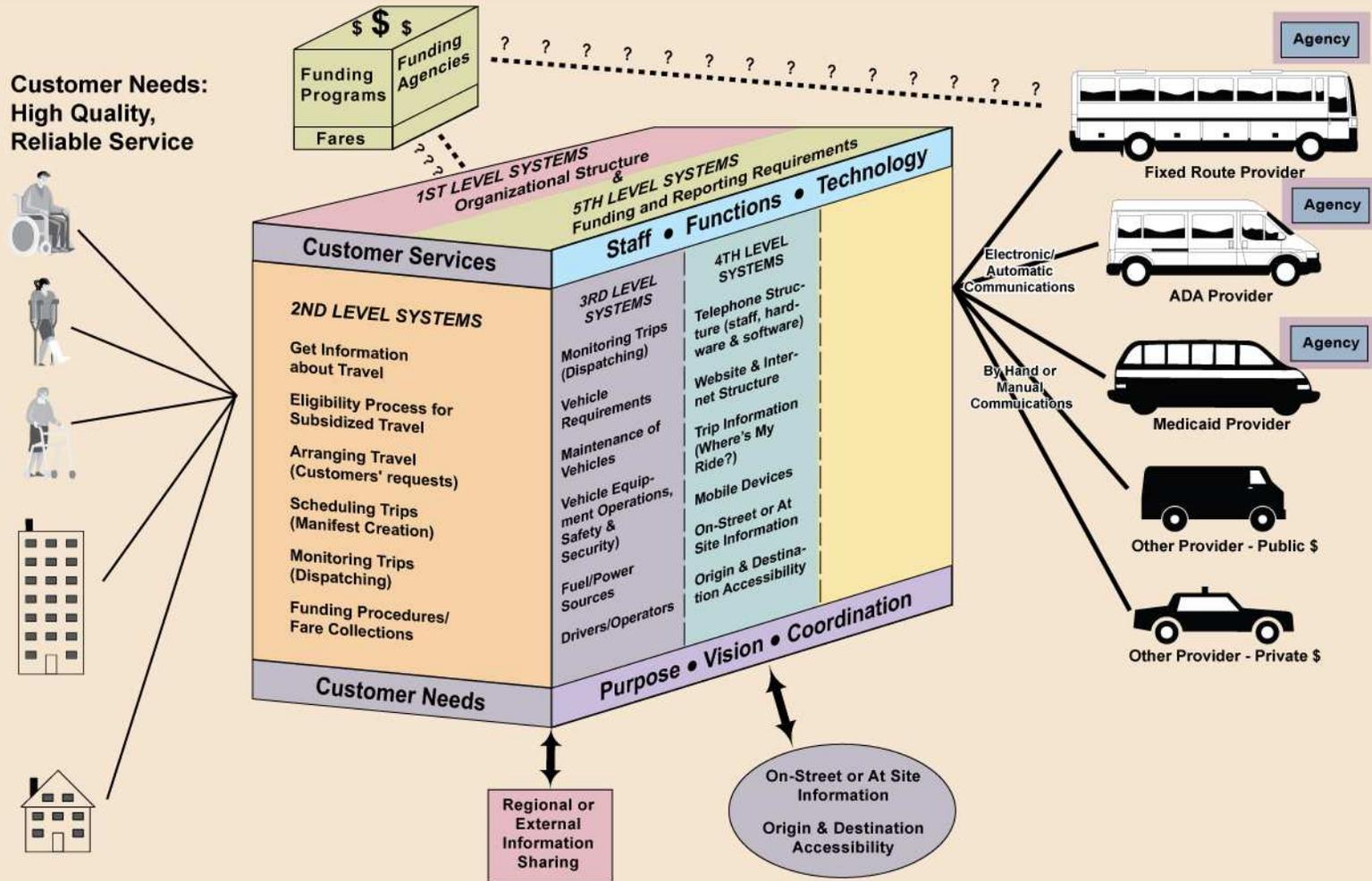
Coordination vs. Competition

- A recipient of funds shall conduct a competitive selection process that is separate from, but coordinated with, the planning process.
 - Regardless of the competitive selection process used, it is important to demonstrate that the competition was open and transparent resulting in a **fair and equitable distribution of funds**. FTA notes that equitable distribution refers to equal access to, and equal treatment by, a fair and open competitive process.
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System Challenges



Louisville's proposed TMCC



Coordinated Transportation Model: (ADA Complementary/OAA)

- KIPDA receives Title III Older Americans Act funding to provide non-emergency medical transportation for people aged 60+
- TARC hired as contractor for service, for last three quarters of FY08
- Added third TARC3 contractor to provide additional capacity (Red Cross WHEELS)
- Significant opportunity to demonstrate coordination abilities



*Coordinated Transportation Model:
(ADA Complementary/OAA)*

ADA Complementary/ Paratransit (TARC3)	Office of Aging/Title 3 Older Americans Act
\$9 million	\$45,000
No denial	Very limited / "stealth"
ADA eligibility	Over 60 years old
Can't ask trip purpose	Medical trips only
Fare \$2.50	No fare
Reporting of ridership numbers	Detailed reporting on customer profiles and ridership numbers

Considerations

- Customer Focus
 - Travel training, mobility management
- Mobility Options
 - Fixed route
 - Paratransit
 - Accessible taxis
 - Volunteer drivers
- Technology-related solutions
 - Automatic Vehicle Location equipment
 - Complaint-management software
- Coordination of resources
 - Partnerships



TARC Travel Training

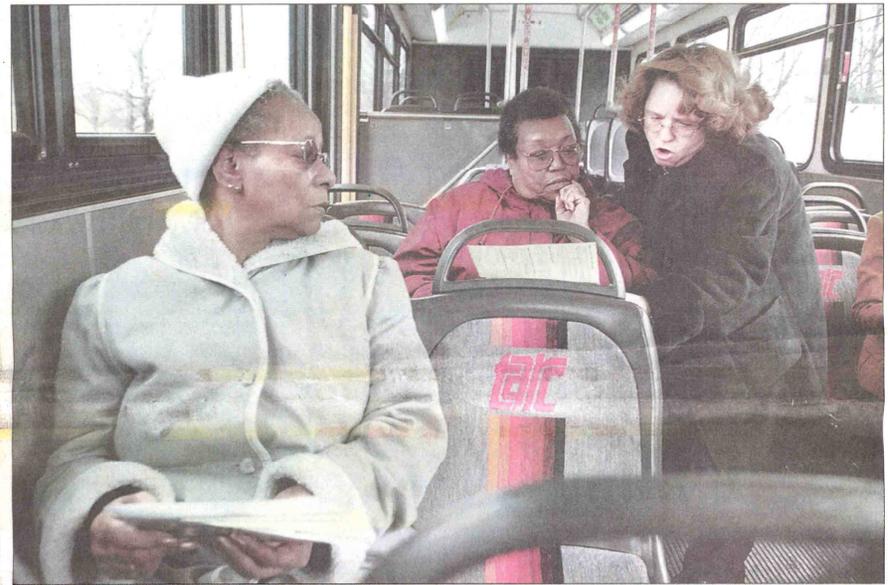
- Successful coordination with AARP and KIPDA (the MPO and AAA)
- KIPDA supports travel training through Area Agency on Aging
- AARP provides \$15,000 for video development
- TARC, AARP and KIPDA partner to produce local and National versions of video.
- TARC and KIPDA partner to provide travel training at selected centers annually



TARC Travel Training Success

- 600 participants to date
- 37 group travel training sessions
- 10 individual travel training participants
- 125 videos distributed
- Media attention resulted in 675,000 audience impressions, NY Times

Bus basics explained



By Michael Clevenger, The Courier-Journal
Roberta Coleman, left, and Dorothy Lockhart, center, listened Thursday as TARC representative Janene Grantz discussed changes in a bus route. The bus ride came at the end of a presentation at Blanton House, a high-rise for the elderly, to help people unfamiliar with the TARC system.

TARC, AARP create program to attract first-time older riders

By Sheldon S. Shafer
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The Courier-Journal

As baby boomers age and perhaps lose the ability or inclination to drive, the Transit Authority of River City is hoping to give them a lift.

Because some of those people have never used public transit, TARC has developed a "travel-training" program.

TARC and the local chapter of AARP have created a 12-minute video at a cost of \$20,000. It covers how to get on and off a bus, where to sit, how to transfer and how to read schedules. It also explains special services for the elderly and disabled, including "kneeling" buses that are easier to board.

The program is patterned after similar efforts in Nashville, Tenn., Charlotte, N.C., Dallas and other cities.

In the past month or two, TARC representatives Nancy Snow and Janene Grantz have shown the training video and held briefings at several senior centers and housing complexes. After the presentation and a question-and-answer session, the group takes a short bus ride.

Seven residents attended a session Thursday at Blanton House, a high-rise

See TARC, B6, col. 1

ON THE WEB

Check www.courier-journal.com/multimedia for more photos on TARC's program.

Suggestions for Success

- Include a wide variety of partners
- Be cognizant of turf issues
- Welcome individuals and their ideas
- Avoid “transit-speak” – watch use of acronyms
- Continue to build additional partnerships





Keep it Moving

Louisville's Ongoing Activities:

- Community Outreach
 - Coordinated Human Services Public Transportation Plan
 - Travel Management Coordination Center (TMCC) Grant
 - Travel Training
 - Annual Transportation Summits
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***But we've
always done
it this way***