Taking the Lead
Through Mobility Management

Presented by J. Barry Barker

Region IV Conference
May 2008
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
Congestion Relief
Healthy Economy
Ider 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

<table>
<thead>
<tr>
<th>Private car</th>
<th>Demand Response</th>
<th>Transit buses</th>
<th>Fixed Rail</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Private car" /></td>
<td><img src="image2" alt="Demand Response" /></td>
<td><img src="image3" alt="Transit buses" /></td>
<td><img src="image4" alt="Fixed Rail" /></td>
</tr>
</tbody>
</table>

### 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
Fundamental Principles

Affordable, Universal, Diverse, Accessible
Evolution of Coordination

Transportation Summit 2005 → Transportation Summit 2006 → Transportation Summit 2007

Steering Committee (12 summit volunteers) → Regional Mobility Council (20 community members)

Coordinated Human Service Transportation Plan → Travel Management Coordination Center grant
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
• 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
Many hats to wear

TARC as: Regional Mobility Council Member
- Executive Director
- Director of Marketing
- Director of Paratransit
- Capital Projects Administrator

TARC as: Regional Mobility Council staff
- Mobility Manager

TARC as: Designated Recipient
- Mobility Manager
- Grants Manager
- Capital Projects Administrator

TARC as: JARC-New Freedom Applicant
- Director of Marketing & Planning
- Operations Planning Manager

Transit Authority of River City
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
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.
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)

<table>
<thead>
<tr>
<th>ADA Complementary/Paratransit (TARC3)</th>
<th>Office of Aging/Title 3 Older Americans Act</th>
</tr>
</thead>
<tbody>
<tr>
<td>$9 million</td>
<td>$45,000</td>
</tr>
<tr>
<td>No denial</td>
<td>Very limited / ”stealth”</td>
</tr>
<tr>
<td>ADA eligibility</td>
<td>Over 60 years old</td>
</tr>
<tr>
<td>Can’t ask trip purpose</td>
<td>Medical trips only</td>
</tr>
<tr>
<td>Fare $2.50</td>
<td>No fare</td>
</tr>
<tr>
<td>Reporting of ridership numbers</td>
<td>Detailed reporting on customer profiles and ridership numbers</td>
</tr>
</tbody>
</table>
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
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
Louisville’s Ongoing Activities:

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