

# **The Road Less Traveled...**

## **Roundtable: Local Approaches Where are Other Communities?**

### **A Presentation for FTA Technical Assistance Workshop**

by the

**Regional Planning Commission of Greater Birmingham**

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27 February 2007**



# Objective

- ▶ To develop a plan for human service transportation in the Central Alabama and Greater Birmingham region that maximizes the use of limited resources by minimizing and/or eliminating duplication, increase coordination, and improve cooperation.



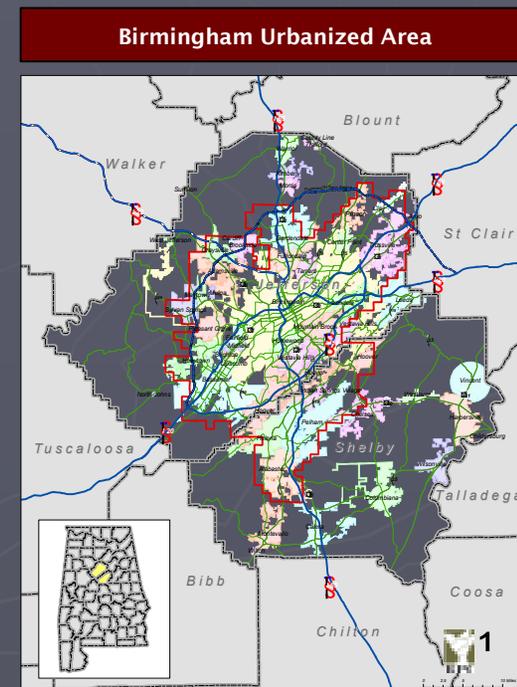
# Approach

## ► Challenges

- Six Counties (2 Urbanized, 4 Rural)
- Four Transit Providers (3 Public, 1 Non-profit)
- Meeting #2: Concepts and Strategies
- Meeting #3: Recommendations & Strategies

► Meetings 1 & 2 held in each of the RPC's six county area

► Meeting 3 was a regional meeting



# Approach

## ▶ Partnered with

### **United Way of Central Alabama**

- **Extremely active in the region's transportation discussion**
- **Manage operations of ClasTran**
- **Good name recognition**
- **Track record of turning out crowds/engaging stakeholders**



# Approach

## What We Did...

### Data Collection

- ▶ Demographic information
- ▶ Resource information
- ▶ Inventory of assets
- ▶ Needs assessment

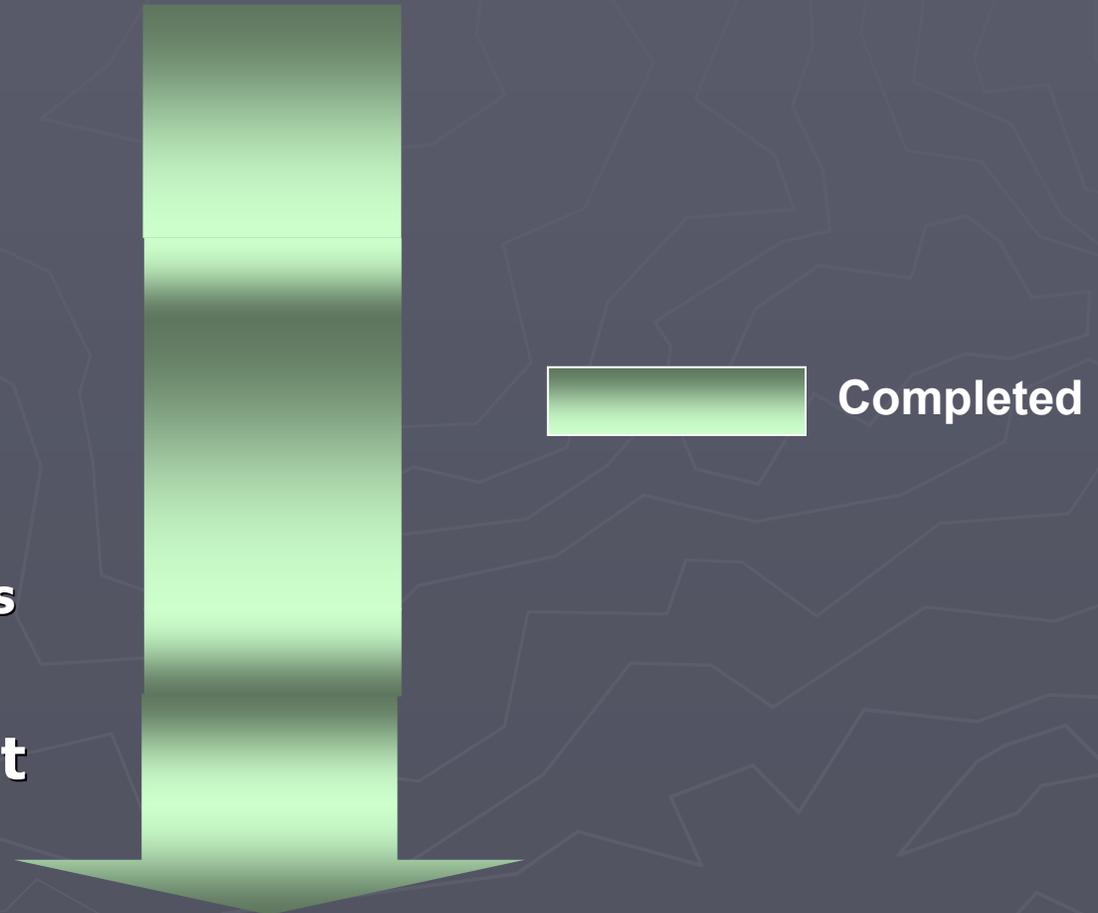
### Needs Assessment

- ▶ Data analysis
- ▶ Stakeholder discussions

### Goals and Objectives

### Strategy Development

### Action Plan



# Approach

## What We Are Doing...

### Plan Revisions

- ▶ Specifically to address urbanized area

### Plan Implementation

- ▶ Program urbanized area projects into the TIP
- ▶ Establish/Assemble ongoing coordination structure



# Approach

## ► Stakeholders/Participants

- Riders
- County other municipal representatives
- Transportation Service Providers (public & private)
- Transportation Service Purchasers (Agencies)
- Human service agencies
- Senior services
- School transportation
- Industrial/Economic Development Boards
- The Community At-large
- ALDOT

# Common Themes

## Things We Heard Everywhere Include:

### ▶ Better information for:

- Resource Workers
- Public
- Elected-Officials/decision-makers
- Business

### ▶ Engage

- Government
- Faith-based organizations
- Educational institutions
- Business community

### ▶ Establish partnerships and find solutions

# Common Themes

## Things We Heard Everywhere Include:

- ▶ **Improve communication and cooperation between**
  - Public sector agencies
  - Private resource agencies, and
  - Transportation providers
- ▶ **Consider non-traditional approaches and solutions to addressing the problems**
- ▶ **In order to make advances, we will need to:**
  - Give up some control
  - Provide a forum where every voice is heard
- ▶ **Provide more...**
  - Resources (financial, technical, etc.)
  - Local ability to raise necessary capital

# Common Themes

## Things We Heard Everywhere Include:

- ▶ **Need for a “seamless” transportation system that provides multiple travel alternatives to fit individual needs**
- ▶ **Consider ways to remove transportation as a barrier in order to help those who can least help themselves become self-sufficient, contributing members of the community**

# Summary of Findings

## ► Deficiencies and Gaps

- Deficiency/Gap #1  
Poor Communication is a Pervasive Problem
- Deficiency/Gap #2  
Inadequate Coordination and Collaboration
- Deficiency/Gap #3  
Resources are Inadequate to Meet Growing Demand
  - Inadequate/inequitable funding
  - Rural area issues are more pronounced
  - Inadequate analytical and planning tools
- Deficiency/Gap # 4  
Unrealistic Expectations
- Deficiency/Gap #5  
No One-Size Fits All Solution is Appropriate

# Strategies for Success

## ► Goal 1: Improve Coordination

Priority	Project Title
↑	<b>Regional Human Service Transportation Coordinating Process</b> <ul style="list-style-type: none"><li>• Regional Human Service Transportation Advisory Group</li><li>• Regional Human Service Transportation Coordinating Agent</li></ul>
↑	<b>Regional Transportation Resource Center</b>
↑	<b>"Common Ground" Demonstration Project</b>
↓	<b>Accredited Driver Training Program Standards</b>
↔	<b>Consistent Vehicle Standards</b>
↑	<b>Dedicated Regional Public Transportation Revenue Source</b>
↑	<b>Develop a Regional Transit Development Plan</b>

# Strategies for Success

## ► Goal 2: Improve Efficiency

Priority	Project Title
↑	<b>Regional Human Service Transportation Coordinating Process</b> <ul style="list-style-type: none"><li>• Regional Human Service Transportation Advisory Group</li><li>• Regional Human Service Transportation Coordinating Agent</li></ul>
↑	<b>Regional Transportation Resource Center</b>
↑	<b>"Common Ground" Demonstration Project</b>

# Strategies for Success

## ► Goal 3:

### Improve the Quality of Transportation Services

Priority	Project Title
↔	Mobility Coordination Program
↑	Centralized Transportation and Information/Referral Service <ul style="list-style-type: none"><li>• 2-1-1 transportation information</li><li>• Information/Referral Website</li></ul>
↑	Continuous Data Collection Process

# Strategies for Success

## ► Goal 4:

### Improve Awareness of Available Services

Priority	Project Title
↑	<b>Targeted Marketing Campaign</b> <ul style="list-style-type: none"><li>• Develop print and billboard advertisements</li><li>• Develop electronic marketing campaign</li><li>• Develop marketing materials in Spanish</li></ul>
↑	<b>Centralized Transportation and Information/Referral Service</b> <ul style="list-style-type: none"><li>• 2-1-1 transportation information</li><li>• Information/Referral Website</li></ul>
↔	<b>Public Engagement Process</b>
↓	<b>Transit "Booster Club"</b>

# Strategies for Success

## ► Goal 5:

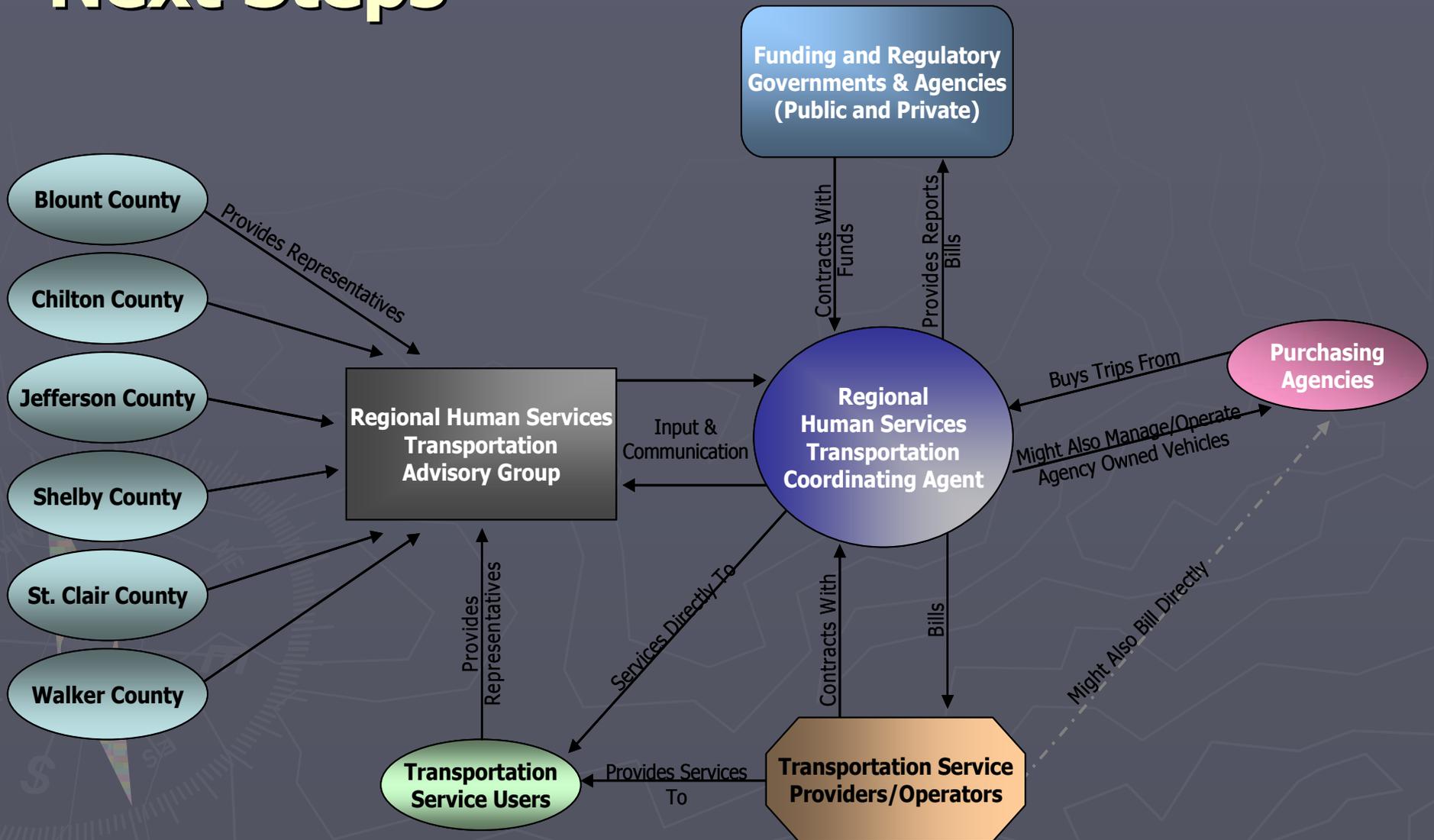
### Expand the Capacity of Human Service and Rural Transportation Services

Priority	Project Title
	Expand Transportation Provider Capacity
↔	Recruit additional vendors
↑	Develop a "Road to Independence" Program
↑	Enlist Volunteer Drivers
↑	Better utilize existing transportation services and resources
↑	Develop a Shared Driver Pool
↔	Regional commuter transit routes
↔	Regional ADA service connector routes
↑	Regional transfer stations i.e. "Beyond the Borders"
↓	Shared Vehicle Maintenance
↓	McKinney-Vinto Demonstration Project
↔	Standardize and Automate Billing/Reporting Requirements and Procedures

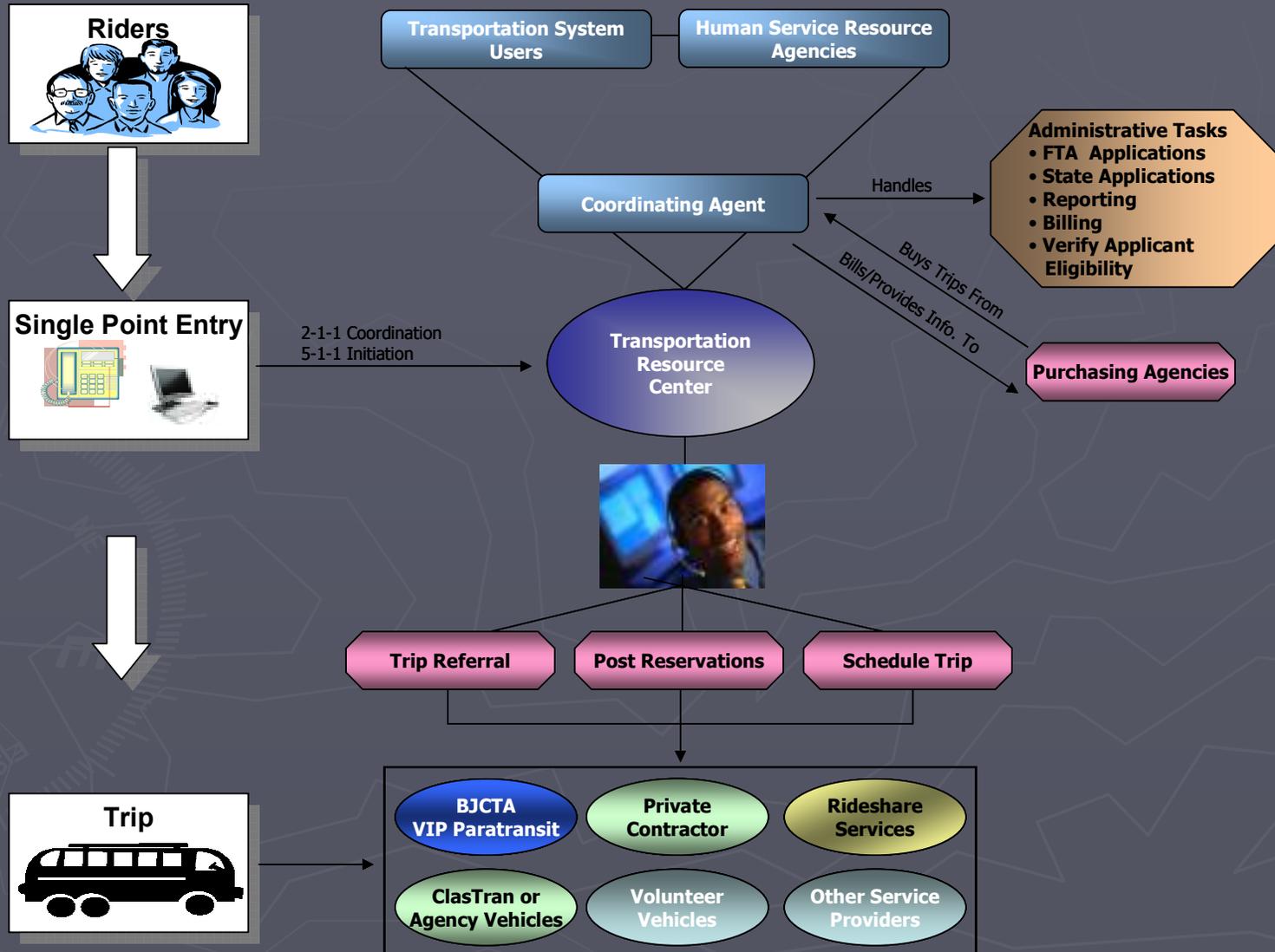
# Next Steps

- ▶ **Implementing the Plan - The real work!**
  - Developing formal agreements for cooperation
  - Keeping initial participants motivated
  - Follow through with plans
  - Modify/redirect strategies/tactics when necessary
  - Continue to meet
  - Expand the partnership as needed
  - Let the process grow and change – Have No Fear!

# Next Steps



# Next Steps



# Discussion/Questions



# Thank You

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