



Job Access and Reverse Commute (JARC) Program

**FY 2009 Service Profiles**

**Region II**

**New York and New Jersey**

**October 2010**

**FTA-08-0162**

Job Access and Reverse Commute (JARC) FY 2009 Service Profiles: Region II

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**Table of Contents**

INTRODUCTION 1

LARGE URBAN PROJECTS 3

New York 4

Capital District Transportation Authority (1776) 4

Central New York Regional Transportation Authority (1778) 6

New York Metropolitan Transportation Authority (1786) 8

Niagara Frontier Transportation Authority (1792) 8

Rochester-Genesee Regional Transportation Authority (1797) 12

Westchester County Department of Transportation (1803) 14

SMALL URBAN/RURAL PROJECTS 19

New Jersey 20

New Jersey Transit Corporation (1414) 20

New York 37

New York State Department of Transportation (1791) 37

Index: Trip-Based Services 55

Index: Information-Based Services 57

Index: Capital Investment Projects 58

# INTRODUCTION

This appendix presents the profiles that JARC grantees submitted as part of the FY 2009 reporting process. For convenience, the findings are presented in ten separate documents, corresponding to the ten FTA regions, as follows:

* Region I – Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, and Vermont
* Region II – New York and New Jersey
* Region III - Delaware, Maryland, Pennsylvania, Virginia, West Virginia, and the District of Columbia
* Region IV - Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, The Commonwealth of Puerto Rico, and the United States Virgin Islands
* Region V - Illinois, Ohio, Minnesota, Wisconsin, Indiana, and Michigan
* Region VI - Texas, Oklahoma, Arkansas, Louisiana, and New Mexico
* Region VII - Missouri, Iowa, Nebraska, and Kansas
* Region VIII - Colorado, Utah, Montana, Wyoming, South Dakota, and North Dakota
* Region IX - Arizona, California, Hawaii and Nevada
* Region X - Washington, Oregon, Idaho, and Alaska

The main report is available from FTA at <http://www.fta.dot.gov/funding/grants/grants_financing_9292.html>

## Document structure

Each volume is organized into two main sections based on the status of the grant recipient:

* **Large Urban Projects**, which includes JARC-supported projects reported by grantees in large urbanized areas. These are generally urban transit agencies, metropolitan planning organizations, and cities.
* **Small Urban/Rural Projects**, which includes projects in small urbanized areas and non-urbanized/rural areas that received JARC funding through a state department of transportation.

This structure reflects the Federal funding process for the JARC program, which allocates funds as follows:

* 60% of funds go to designated recipients in large urban areas with populations 200,000 and more
* 20% of funds go to states for small urban areas under 200,000
* 20% of funds go to states for non-urbanized/rural areas

For each grant recipient, projects are categorized alphabetically by recipient, sub-recipient, and project name.

Recipients, subrecipients, and services are uniquely identified with numbers shown in parentheses after the name of the agency or service, e.g. "Metropolitan Washington Council of Governments (1473)" or "Door-through-Door Service (1227).”

These identifiers allow analysts to track profile information back to the underlying database record, even in the case of duplicate service names. For instance, there are numerous services, provided by different subrecipients, named "Mobility manager." This identifying number provides a way to link to a unique database record.

Recipient identification numbers are an FTA designation and equivalent to the 4-digit TEAM identification number. Subrecipeient and service identification numbers pertain only to the

FY 2009 JARC/New Freedom evaluation database and do not map to any FTA designation.

## Profile content

Each profile includes the following information:

* **Location**  – Service area
* **Project categor**y – Grant recipients were asked to categorize each project as trip-based, information-based, or capital investment project
* **Project type** – Within each category, recipients further defined each project (e.g., demand response, mobility manager, or car-sharing)
* **Project goal** – Recipients were asked to select the primary goal for each project from a list

In addition, recipients were asked to provide a general description of service, performance indicators, and a descriptive summary or profile of the service, within each of the categories summarized below:

* **Service Description** - Provide a detailed description (1-2 paragraphs) of the JARC-funded service provided during FY 2009. Please indicate the route name and/or number, if available, and describe the route or service area.
* **Evaluation** – Describe how you have evaluated your project within your agency or organization. Identify relevant performance measures and benchmarks.
* **Accomplishments** – Highlight your greatest accomplishments. Describe any especially successful or innovative elements.
* **Lessons learned** – What advice would you give to someone else starting a service like yours? What do you wish you would had known when you started the service?

While the goal was to present the information as reported by the recipients, some editorial decisions were made for brevity and clarity. Blank responses or those marked “N/A,” are represented in this document by the word “None,” and those profiles that were left entirely blank were deleted. In addition, some profiles were removed because they were ineligible (e.g., route was not in service during FY 2009) or the records were duplicative.

#  LARGE URBAN PROJECTS

## New York

### Capital District Transportation Authority (1776)

#### CDTA (224)

##### Group training (138)

**Location**: Albany, Schenectady, Rensselaer, and Saratoga Counties (NY)

**Type**: Information-Based Services/Transportation resource training ("group training")

**Goal**: Improved customer knowledge

S**ervice description**:Group travel training is available to groups of two or more individuals. This service is available to any organization or group that request it. The Travel Trainer(s) will provide information regarding topics related to using the public transit system. The Travel Trainer gears the information specifically to the group receiving the assistance. The information may include questions pertaining to CDTA system-wide bus services, local route information, system-wide changes, fare discounts for seniors and persons with disabilities, CDTA bus fare products, or bus schedules. Many of the people receiving this service are referred by the local County DSS and One-Stop Center. The demand for this service continues to grow.

**Evaluation**:Benchmarks for this service continue to be measured by the number of people served and demand for the service by the County DSS. The County DSS's continue to promote the Group Travel Training program, and perceive the service as an integral part that leads to the success of their programs.

**Accomplishments**: The greatest accomplishment is the continued mobility to disadvantaged populations and others in the region.

**Lessons learned**:In a group Travel Training session, the staff must look at the general needs of the group, as well as specific individual needs. The Travel Trainers must try to communicate information effectively about the program to the individuals they are working with.

##### Mobility Management (137)

**Location**: Multiple jurisdictions (NY)

**Type**: Information-Based Services/Mobility manager

**Goal**: Improved access/connections

S**ervice description**:JARC- funded mobility management services provided during this report included Travel Assistance, Trip Planning, Group Presentations, Group Training, and Transportation Safety Net. In addition to supervising the programs mentioned above, the Regional Transportation Coordinator performs the administrative and implementation requirements for JARC and other contracts. The Regional Mobility Manager engages in collaborative planning efforts, marketing, and public-relations activities to further the goals of CDTA and the Coordinated Public Transit- Human Service Transportation Plan for the Capital District.

**Evaluation**:Measures used to evaluate Mobility Manager performance are his/her ability to ensure the continued success of the Mobility Management program, develop new mobility project services, as well as making sure existing initiatives are running smoothly, and successfully administer the program.

**Accomplishments**: The greatest accomplishment for the reporting period FFY 2008 & FFY 2009 was the progress attained in implementing the Coordinated Public Transit- Human Service Transportation Plan for the Capital District with other members of the Regional Transportation Coordination Committee. Other noteworthy accomplishments were the continued support of the program by our transportation partners and successful conduct of the first competitive solicitation for New Freedom funds, drawing human service agencies into the process.

**Lessons learned**:The value of a collaborative approach to developing a Coordinated Public Transit- Human Service Transportation Plan in our region continues to lead to the implementation of services that our communities need. By bringing people to the table, priorities are established that address the transportation needs for the Capital District.

##### Safety Net Brokerage (140)

**Location**: multiple jurisdictions (NY)

**Type**: Trip-Based Services/Demand response

**Goal**: Improved system capacity

S**ervice description**:Transportation Safety Net is an on-going transportation brokerage that began November 15th, 1999. County DSS refer eligible clients to CDTA's subsidiary, Access Transit, for brokered taxi trips when public transit is not an option. These circumstances could be due to the time of day or because of the geographic area. Transportation Safety Net provides taxi trips to employment at suburban job locations and/or jobs with non-traditional work schedules.

**Evaluation**:The Safety Net Brokerage has continued to operate since November of 1999. Performance measures are based on clients served and the County DSS assessment of value. County DSS feedback continues to support the stance that brokered taxi rides provide an important and cost effective safety net for those instances when regular bus transit is not an option.

**Accomplishments**: The fact that CDTA provides an efficient and cost effective service that meets the most identifiable need in the region according to the Regional Transportation Coordinated Committee; the need being described as the region lacking in evening and night public transit service and/or transportation to job locations in suburban areas.

**Lessons learned**:Brokered taxi service is a cost effective and efficient means of transportation when public transit is not an option.

##### Travel Training (139)

**Location**: multiple jurisdictions (NY)

**Type**: Information-Based Services/One-on-one transit training ("travel training")

**Goal**: Improved customer knowledge

S**ervice description**:One-on-One Travel Training service is the most comprehensive of the three JARC -funded travel training services in CDTA's TT Program. This service is available to anyone who requests it. It primarily serves TANF, low-income, older adults, persons with disabilities, and other transportation disadvantaged individuals in the region. The majority of referrals to this program come from County social service departments as well as human service agencies. The service is highly individualized and comprehensive. The Travel Trainer explains specific details in using public transit systems and accompanies the individual on the bus to and from his/her destination. This may also include walking to the bus stop or destination.

**Evaluation**:Performance measures or benchmarks for this particular service are based on the number of one-on-one travel training assists performed, which leads to the success of both the individual and the County's Welfare-to-Work Program.

**Accomplishments**: The greatest accomplishment is the increased mobility afforded to the disadvantaged populations and others in the region.

**Lessons learned**:The staff would need to be supportive, positive, and genuinely care for the individuals they are working with. Since the staff would be working with a diverse population, they should have some human service experience, or have worked with people in some capacity. The person(s) should have some familiarity with the public transit system, enjoy people, and be able to communicate with the individuals they work with.

##### Trip Planning (136)

**Location**: Albany, Rensselaer, Schenectady, Saratoga Counties (NY)

**Type**: Information-Based Services/One-on-one transit training ("travel training")

**Goal**: Improved customer knowledge

S**ervice description**:Trip Planning is an individualized transportation planning service open to the public, but heavily used by the low-income population. The Travel Trainers, who are stationed at County One-Stop Employment and Training Centers, collect trip information (origins/destinations) from clients. Working together, they develop a travel itinerary the client uses to navigate the public transit system independently. Clients can either be referred by Case Workers, or be general members of the public, using the One-Stop Centers.

**Evaluation**:The performance measure for the trip-planning service is the number of
individual trip plans that are prepared.

**Accomplishments**: The greatest accomplishments are achieved as the assisted riders are able to then ride the public transit system independently. The increase in the comfort level of new riders is a real accomplishment. This is particularly significant for the mobility-disadvantaged citizens of the region.

**Lessons learned**:The most important aspect of this service is in helping the customer become comfortable with riding public transit. First and foremost, the staff need to enjoy working with the public. Staff need to recognize what barriers have prevented or are preventing the person from accessing public transit, and then develop a plan to help the individual overcome them. The Travel Trainer could assist an individual only once, or may spend some time with someone until they feel comfortable riding transit independently. The best advice would be to look at each person’s needs individually.

### Central New York Regional Transportation Authority (1778)

#### CNYRTA (223)

##### CNYRTA (Centro of Oneida, Inc.) (404)

**Location**: Utica (NY)

**Type**: Trip-Based Services/Fixed route

**Goal**: Extended hours/ days of service

S**ervice description**:Weekday night time service for retail employees at Consumer Square Mall and major commercial districts of the city on routes 111 and 114, Monday through Friday, between 6 OM and 11:30 PM. Route 111 is 10.3 miles one-way, running 11 one-way trips and Route 114 is 10.8 miles one-way, providing 17 one-way trips. JARC and NYS Community Solutions for Transportation grants used to subsidize part of the services.
**Evaluation**:An annual rider survey determines the percentage of people using the routes for employment purposes. The survey also asks general questions about income, family size, and use of human service support systems.

**Accomplishments**: Night service allows low-income workers and the transportation disadvantaged to take jobs in retail and service industries with evening shift work that was otherwise inaccessible.

**Lessons learned**:Establish monthly recordkeeping habits tracking miles and hours of service, passengers, fares collected, and job info.

##### CNYRTA (Rides for Work) (405)

**Location**: Onondaga County (NY)

**Type**: Trip-Based Services/Demand response

**Goal**: Improved access/connections

S**ervice description**:Rides for Work provides low-income workers with access to jobs in the County that are not accessible by the public transit system. Calls for rides are managed by the transportation call center serving the ADA paratransit and senior transportation services; service vehicles are shared as well. Rides are provided seven days a week, including holidays, between the hours of 5 AM and midnight. No fares are charged, but service is temporary, three to six months only, and a transportation plan for the future is developed with each enrolled participant.

**Evaluation**:1. The ability to process a new applicant and have them ride within 24 hours is critical to success. 2. Ride sharing among participants and other programs are constantly evaluated.

**Accomplishments**: Two local employers, Plainville Farms (turkey farm) and Marquardt Switch (international small part manufacturer), with vacant, entry level jobs collaborated with Rides for Work during this year. Together, we were able to identify pick up points for multiple riders that meant time and cost savings on service. Unfortunately, both programs had to be abandoned when business and the economy soured. Although, at the tail end of the year CNYRTA shifted shuttle services to provide rides to job training.

**Lessons learned**:Flexibility in programming can help maintain service in difficult times. Most of the entry level jobs in the County disappeared during the year and workers became more frustrated in locating the few jobs available. Our program flexed to provide more rides to and from job interviews, training opportunities, and job-related tasks. The challenge for transportation coordinators was filling the spontaneous nature of the requests with very little advance notice of the transportation need.

### New York Metropolitan Transportation Authority (1786)

#### New York Metropolitan Transportation Authority (266)

##### MTA Long Island Bus Job Access/Reverse Commute Service (189)

**Location**: Nassau (NY)

**Type**: Trip-Based Services/Fixed route

**Goal**: Extended hours/ days of service

S**ervice description**:The JARC service provides increased service span, improved trip frequencies, and additional service to address demand for access to jobs, education, medical, retail, and services. The service area encompasses communities with low-income populations served by MTA Long Island Bus routes and service improvements address identified gaps in service, the need for greater service span and frequency during peak journey to work hours, reverse commute, and enhanced inter-modal connections, on several routes.

**Evaluation**:The service is evaluated through ridership surveys.

**Accomplishments**: The greatest accomplishment to date has been the expansion of a north- south service to include a Sunday schedule.

**Lessons learned**:Carefully review FTA guidance

### Niagara Frontier Transportation Authority (1792)

#### Niagara Frontier Transportation Authority (1064)

##### Extended Hours and Additional Trips on Routes 8, 24, 48, 49, 54, 200, 203, 204 and 216 (1776)

**Location**: Erie and Niagara counties (NY)

**Type**: Trip-Based Services/Fixed route

**Goal**: Extended hours/ days of service

S**ervice description**:The primary purpose of the Job Access/Reverse Commute (JARC) project proposed by the Niagara Frontier Transportation Authority (NFTA) will be to provide extended early morning, late night/weekend service and to improve peak hour service on existing NFTA bus routes. This service has been a high priority for providing access to jobs for low-income individuals and welfare recipients and to directly serve the needs of our reverse commute passengers recently identified in GBNRTC’s Human Service Transportation Plan.
 An increasing number of city residents are becoming "reverse commuters,” and an improved public transportation system will play an important role in the success of the current NFTA welfare-to-work and low-income transportation initiatives. The NFTA has identified several Metro bus routes, which were enhanced to improve access to jobs and meet the objectives of the JARC Human Service Transportation Program. The proposed enhancements focused on meeting employer and potential employee needs in corridors with high concentrations of employment opportunities. With the proposed Kaleida Health Network’s recent announcement to merge with ECMC; the construction of new facilities and jobs in the medical corridor in downtown Buffalo; and the expansion of local businesses along existing employment corridors (Main Street, Transit Road, and Genesee Street near the airport) emphasizes the need to continue our efforts to maintain our jobs access and reverse commute program.
 Examples of the type of enhancements to be implemented as part of the project include improved frequency during peak hours on major trunk routes to serve reverse commute needs as well as extended hours of service for late night and new service hours on weekends.
 JARC funding allowed NFTA/Metro to add several early morning, late night, and weekend trips to accommodate jobs access opportunities throughout the region. Specific locations included service to Weinberg Rehabilitation Complex in Amherst. We now provide direct bus service to the complex for all three work shifts, seven days per week. As a result of JARC funding, we also provide additional direct bus service on Route 6 Sycamore to the Greenfield Rehabilitation Center in Lancaster, New York. We provide service seven days a week and accommodate three work shifts at the center. In addition to the Greenfield and Weinberg nursing homes, we also added direct bus service to the Our Lady of Peace Nursing Facility in Lewiston, New York. The local Department of Social Services has been placing individuals at the nursing/rehabilitation centers as part of their efforts to move individuals off the welfare rolls. The NFTA is working closely with these and other nursing homes in the region to market the service and ultimately to increase access to jobs for individuals that reside in the inner cities of Buffalo and Niagara Falls.
 The proposed JARC project includes improved peak hour service on major trunk routes to serve reverse commute needs as well as extended hours of service for early morning, late night and weekends. The JARC-funded service will be embedded within NFTA’s overall transportation system network. The proposed JARC project for which this application is requesting funding is an integral part of NFTA’s existing welfare to work initiatives. NFTA will operate this service on the following routes using JARC funds:
- Route 8 Main – Enhanced Sunday morning trip from downtown Buffalo to University Metro Rail Station to allow a transfer to a Route 48 Williamsville trip to serve assisted living and rehabilitation facilities along the Main Street Corridor in Williamsville.
- Route 24 Genesee – Enhanced late night Saturday trip from Cheektowaga into downtown Buffalo to provide for a late work shift quit time.
- Route 48 Williamsville – Enhanced weekend service from Buffalo to serve assisted living and rehabilitation facilities along the Main Street Corridor in Williamsville. New service will allow Buffalo residents to work mandatory weekend work scheduled at facilities.
- Route 49 Hopkins – Enhanced weekday, late night and weekend service to assisted living facilities along the Main Street Corridor and direct service to Kaleida Health’s Millard Fillmore Suburban Hospital. With the recent expansion of Millard Fillmore Suburban, a major effort is underway to extend employment opportunities to qualified inner city residents.
- Route 54 Military – Enhanced Sunday service between the Portage Road Transit Center in Niagara Falls to employment opportunities within and near the Summit Mall and the newly constructed Niagara Falls Transportation Center in the Town of Niagara near the Fashion Outlet. The Military Road, Factory Outlet Blvd., and Niagara Falls Blvd area is becoming a major retail destination in Niagara County and many job opportunities are beginning to develop.
- Route 200 North Tonawanda MetroLink Shuttle – Enhanced weekday service connecting the northern portion of the City of Buffalo with the Summit Mall Business opportunities.
- Route 203 ECMC/Erie County Home Express – Enhanced late night trips to and from ECMC and the Erie County Home in Alden.
- Route 204 Airport Downtown Express – Enhanced midday service between downtown Buffalo and a park and ride lot adjacent to the Greater Buffalo Niagara International Airport area. New developments in the area surrounding the airport, and increasing air travel are creating new job opportunities.
- Route 216 Gowanda – Enhanced weekday service connecting the southern portion of Erie County with job opportunities in Hamburg and the City of Buffalo.
 Enhancements to trunk routes defined above combined with route/time adjustments of NFTA’s current bus and rail service will also provide improved service to day care facilities and increase access to employment sites for Welfare to Work clients and low-income individuals.

**Evaluation**:NFTA continues to monitor and evaluate the effectiveness of the JARC-funded routes in meeting the stated program goals by utilizing our existing transit monitoring program which involves on-board ridership counts and survey by a staff of traffic checkers and the Greater Buffalo-Niagara Regional Transportation Council (MPO) staff as necessary. In addition to traffic checkers, ridership counts on enhanced service is evaluated using NFTA’s newly installed Automatic Passenger Counting System (APCs). Ridership counts are done on a periodic basis sufficient to collect necessary data. Procedures currently in place for collecting operational data for Metro's regular service will be refined and utilized to meet the requirements of the program.

 In addition, NFTA produces quarterly reports for FTA and specific information regarding the service performance is collected and reviewed against program goals. These indicators include number of trips per day and per quarter, number of revenue hours per day and per quarter, average number of riders per day and per quarter, and cost per quarter.

**Accomplishments**: JARC-funded service is currently embedded within NFTA’s overall transportation system network. Over the past several years, bus service connecting to and from JARC-funded service has been adjusted to allow for a seamless integration of service within the entire NFTA bus and rail network. JARC service was not designed and is unable to stand alone without other NFTA service enhancements to provide adequate transfers and continuation of trips outside of the city center.
 During the past several years, the NFTA has continued to develop and foster partnerships and cooperative relationships to address job access/welfare to work issues. NFTA is working closely with the Erie and Niagara Counties Departments of Social Services, the Erie County and Niagara County Workforce Investment Boards, the Erie County Job Developers Federation, the Niagara County Job Developers group, and Greater Buffalo Works employment specialist to provide an effective JARC Transportation Program. Partnerships have also been developed with the local Urban League, the Educational Opportunity Center (EOC) and, more recently, the Center for Transportation Excellence (CTE) to provide an effective JARC Transportation Program.
 The proposed JARC services provides extends late night, weekend, and peak hour bus service on nine NFTA Bus and MetroLink routes. This service has been a high priority for providing access to jobs for low-income individuals and welfare recipients through a collaborative planning process.
 The NFTA has participated in collaborative efforts with transportation/human service providers throughout the development of its JARC program. The recent planning effort was a direct outgrowth of the NFTA’s transportation restructuring study, HUBLINK plan developed several years ago. Transportation/Human Services providers were an integral element of HUBLINK and the development of the mobility plan that resulted from the study. The development of the HUBLINK mobility plan/JARC Transportation Plan involved a comprehensive, consensus building collaboration process involving advisory groups and stakeholder groups representing community based organizations, businesses and employers, local government entities, private transportation operators and several human service agencies. Consultation with and involvement of the public included wide distribution of information sheets and newsletters and a stakeholder’s workshop, public meetings and an information open house. The NFTA has continued to build on these efforts.
 The Niagara Frontier Transportation Authority has worked directly with developers and employment specialist with the Erie County and Niagara County Departments of Social Services to discuss service changes and requests for service. NFTA and the two Departments of Social Services have developed a number state funded Welfare to Work programs including Community Solutions for Transportation (CST). An ongoing extensive marketing effort was launched and geared toward welfare clients and low-income individuals to inform them of the different transportation programs available to access and maintain employment. The NFTA also works closely with regional job development and educational groups to assist them with their transportation needs. NFTA has an extensive marketing team that promotes all NFTA related service including our JARC service.
 NFTA meets at least once a month with the Erie and Niagara Counties Departments of Social Services to discuss and refine existing CST programs. Regularly scheduled monthly meetings are also held with Erie and Niagara County job developers and employment specialist to discuss recent changes in our bus network as well as to respond to request for additional bus service to meet the needs of their clients. NFTA participates in a number of community/economic development committees to connect individuals with newly created jobs in the region.
 Recently, NFTA has been working closely with the Center for Transportation Excellence (CTE) on specific committee’s and as part of their advisory board. The NFTA supports the mission of the Center of Transportation Excellence in convening and creating a standard of best practices for organizations in the health and human services transportation industry through the provision of comprehensive training, fleet maintenance, mobility management and advocacy and integrated human-centered transportation systems. NFTA provides CTE with technical expertise as the “default” mobility manager for Erie and Niagara County.
 A significant number of low-income clients have secured employment in the region, and now require improved public transportation services. With recent discussions with regional job developers, we found that a reliable transportation system is essential for a low-income individual to obtain and maintain employment. Our proposed enhanced trunk bus and MetroLink service will continue to carry low-income passengers to employment and training sites in Erie and Niagara County. We will continue our current efforts to collaborate with training and employment counselors to provide information to low-income individuals regarding NFTA’s JARC programs and services. We will continue to work with the Erie County Department of Social Services and other job developers in the region to increase the ridership on these JARC routes to ultimately increase access to jobs for individuals traditionally not served by public transit.

**Lessons learned**:I would suggest that recipients continue to work closely with job developers and county departments of social services to understand the needs of their clients and develop the appropriate transportation program. Discuss reporting procedures with the sub-recipients so that they will provide the appropriate information and data needed to complete the quarterly reports. Finally, I would suggest that as designated recipients move closer to being the project manager of several sub-recipient projects, they truly understand the individual projects and provide as much feed-back as possible to ensure that the project follows FTA guidelines.

### Rochester-Genesee Regional Transportation Authority (1797)

#### Rochester-Genesee Regional Transportation Authority (769)

##### Regional Transit Service Route 20 (972)

**Location**: Monroe County (NY)

**Type**: Trip-Based Services/Fixed route

**Goal**: Extended hours/ days of service

S**ervice description**:Route 20 began operations in September 2004. This route provides weekday evening job access service to employment sites in the villages of Spencerport and Brockport, all located in the northwest portion of Monroe County.

**Evaluation**:RGRTA and its subsidiary, Regional Transit Service, Inc., maintain accounting records and reports that are in compliance with generally accepted accounting principles and in full compliance with performance measures required by the National Transit Database. For each route that has extended hours of service because of JARC, RTS has identified the number of new stops connecting employers during times not previously served and the number of employer sites reached. In addition, RTS has estimated the number of employers reached, the number of jobs reached, and the number of entry-level jobs reached. Detailed information is summarized on a quarterly basis, reviewed, and transmitted to FTA. Basic service effectiveness and efficiency is measured by ridership and cost per vehicle hours of service.

**Accomplishments**: In the last year, JARC funding has enabled RTS to provide over 129,000 rides that otherwise could not have been taken.

**Lessons learned**:JARC services, like any other public transportation services, require routine evaluation and adjustments in service as necessary. RGTRA continuously analyzes the performance of its JARC-funded services to maximize effectiveness and efficiency.

##### Regional Transit Service Route 21/22 (975)

**Location**: Monroe County (NY)

**Type**: Trip-Based Services/Fixed route

**Goal**: Extended hours/ days of service

S**ervice description**:Route 21/22 began operations in January 2000. This route provides weekday evenings and Saturday job access service to employment sites in the Town of Penfield and the villages of East Rochester and Fairport, all located on Rochester's east side.

**Evaluation**:RGRTA and its subsidiary, Regional Transit Service, Inc., maintain accounting records and reports that are in compliance with generally accepted accounting principles and in full compliance with performance measures required by the National Transit Database. For each route that has extended hours of service because of JARC, RTS has identified the number of new stops connecting employers during times not previously served and the number of employer sites reached. In addition, RTS has estimated the number of employers reached, the number of jobs reached, and the number of entry-level jobs reached. Detailed information is summarized on a quarterly basis, reviewed, and transmitted to FTA. Basic service effectiveness and efficiency is measured by ridership and cost per vehicle hours of service.

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##### Regional Transit Service Route 24A (976)

**Location**: Monroe County (NY)

**Type**: Trip-Based Services/Fixed route

**Goal**: Extended hours/ days of service

S**ervice description**:Route 24A began operation as Route 26 in January 2000. This route provides off-peak and weekend jobs access service to employment sites located in the Town of Henrietta, to the south of Rochester.

**Evaluation**:RGRTA and its subsidiary, Regional Transit Service, Inc., maintain accounting records and reports that are in compliance with generally accepted accounting principles and in full compliance with performance measures required by the National Transit Database. For each route that has extended hours of service because of JARC, RTS has identified the number of new stops connecting employers during times not previously served and the number of employer sites reached. In addition, RTS has estimated the number of employers reached, the number of jobs reached, and the number of entry-level jobs reached. Detailed information is summarized on a quarterly basis, reviewed, and transmitted to FTA. Basic service effectiveness and efficiency is measured by ridership and cost per vehicle hours of service. .

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##### Regional Transit Service Route 92 (977)

**Location**: Monroe County (NY)

**Type**: Trip-Based Services/Fixed route

**Goal**: Extended hours/ days of service

S**ervice description**:Route 92 began operations in January 2001. This route provides Saturday job access service to employment sites in the towns of Perinton and Victor, southeast of Rochester.

**Evaluation**:RGRTA and its subsidiary, Regional Transit Service, Inc., maintain accounting records and reports that are in compliance with generally accepted accounting principles and in full compliance with performance measures required by the National Transit Database. For each route that has extended hours of service because of JARC, RTS has identified the number of new stops connecting employers during times not previously served and the number of employer sites reached. In addition, RTS has estimated the number of employers reached, the number of jobs reached, and the number of entry-level jobs reached. Detailed information is summarized on a quarterly basis, reviewed, and transmitted to FTA. Basic service effectiveness and efficiency is measured by ridership and cost per vehicle hours of service. .

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### Westchester County Department of Transportation (1803)

#### Westchester County Department of Transportation (507)

##### Bee-Line Route 13 - Extended Hours (906)

**Location**: Westchester County (NY)

**Type**: Trip-Based Services/Fixed route

**Goal**: Extended hours/ days of service

S**ervice description**:This JARC-funded project provides for three Saturday eastbound trips, Tarrytown to Port Chester; one westbound trip from Port Chester to Tarrytown; and the extension of the 8:18 AM trip from Port Chester through to Tarrytown. This service addition provides enhanced access to retail employment at the many shopping areas and malls within the White Plains/I-287 Corridor.

**Evaluation**:These additional Saturday trips have generated approximately 1,500 one way riders during the three month reporting period.

**Accomplishments**: Access to a significant number of retail and service jobs in the White Plains/I-287 Corridor is provided to job seekers, residing in both the Port Chester and Tarrytown areas.

**Lessons learned**:The nature of modern retailing is changing and part of this change is reflected in the residential location of the labor pool from which retail employees are drawn. Transit systems such as Bee-Line need to be aware of these constantly changing parameters and to adjust services, so as to connect potential employees with the sources of employment.

##### Bee-Line Route 1X - Express Service Westchester Medical Center Express (820)

**Location**: Westchester County (NY)

**Type**: Trip-Based Services/Fixed route

**Goal**: Expanded geographic coverage

S**ervice description**:A new reverse commute express route with weekday service connecting the 242nd Street subway station in the Bronx and downtown Yonkers with employment opportunities at the County-owned Grasslands Reservation in Mount Pleasant. The Grasslands offers employment and job training opportunities at the Westchester Community College and employment opportunities at the Westchester Medical Center, New York Medical College, and the County Penitentiary.

**Evaluation**:The ridership on this new service was approximately 25,000 one way riders for the 12 month reporting period.

**Accomplishments**: The monitoring of this JARC-funded project shows that providing this morning and evening express service has encouraged low-income residents in the Bronx and downtown Yonkers to seek employment and career training in a traditional, normally auto centric, suburban environment.

**Lessons learned**:Providing express bus service to the Westchester County Medical Center and to Westchester Community College has proven that rapid and efficient public transportation will encourage low-income residents in densely populated urban areas to seek not only employment, but also educational opportunities in traditional suburban settings.

##### Bee-Line Route 2 - Increased Service to Employment Centers (881)

**Location**: Westchester County (NY)

**Type**: Trip-Based Services/Fixed route

**Goal**: Expanded geographic coverage

S**ervice description**:This JARC-funded service, started on September 8, 2009, is an extension of 1.1 miles for 81 weekday trips of the Route 2. It operated 17 days during the reporting period. The extension is between De Haven Drive and Gateway Road in the City of Yonkers in order to serve the planned development and potential new tenants, as well as the current tenants in the 137.6 acre South Westchester Executive Park. The new construction is an additional 817,000 square feet that, when completed, will bring the site to a total of 1,984,840 square feet.

**Evaluation**:For the one month reporting time period, there were approximately 4,400 one way riders ending or starting at the South Westchester Executive Park.

**Accomplishments**: Preliminary analysis of ridership figures seems to support the contention that the extension of many of the trips by 1.1 miles has lead to an increase in ridership.

**Lessons learned**:In a constantly changing urban environment, opportunities are sometimes found where small increases in service can have a disproportionate increase in ridership.

##### Bee-Line Route 20 - Increased Service to Employment Centers (885)

**Location**: Westchester County (NY)

**Type**: Trip-Based Services/Fixed route

**Goal**: Extended hours/ days of service

S**ervice description**:The JARC program saw the addition of three weekday Route 20 trips between Tuckahoe Road and Central Park Avenue and the Bedford Park NYC Subway Station in the Bronx: 5:50 AM (N/B); 12:34 AM (S/B); and 3:15 PM (S/B). This added service connects low-income workers residing primarily in the Bronx with employment at POP Display-USA, a manufacturer of plastic display cases located at 555 Tuckahoe Road, Yonkers, NY. This worksite is 1 1/2 city blocks from Central Park Avenue, where workers board/alight the Route 20 bus. POP Display-USA moved to Yonkers from Queens in late 2005.

**Evaluation**:The number of one way riders generated by this additional service for the one month reporting period was approximately 3,300.

**Accomplishments**: Additional service can be added in an incremental way tailored to a very specific micro-market. By taking this approach, Bee-Line was able to achieve increased ridership at a relatively low additional cost.

**Lessons learned**:As the economic environment of the area served by specific routes changes, it is important not only to be pro-active as a transit provider, but it is also equally important to keep an open mind and listen for opportunities that may be presented by your service base.

##### Bee-Line Route 43 (848)

**Location**: Westchester County (NY)

**Type**: Trip-Based Services/Fixed route

**Goal**: Extended hours/ days of service

S**ervice description**:Bee-Line added one additional evening, southbound trip on this weekday express route, connecting the 241st Street subway station in the Bronx and downtown Mount Vernon with employment opportunities at the Westchester County Medical Center. This additional southbound trip accommodates the 12-hour shift workers.

**Evaluation**:The additional one evening southbound trip resulted in approximately 5,900 one way riders for the twelve month reporting period.

**Accomplishments**: The addition of the late evening run resulted in a measurable increase in the ridership on the Route 43 Express.

**Lessons learned**:New services can be implemented successfully as demonstrated by the original design and execution of the Bee-line Route 43 service to the Westchester County Medical Center. However, one must keep an open mind, as there can be opportunities for improvement that were not envisioned in the original planning.

##### Bee-Line Route 45 - Expanded Service (913)

**Location**: Westchester County (NY)

**Type**: Trip-Based Services/Fixed route

**Goal**: Expanded geographic coverage

S**ervice description**:Extension of the last two southbound Saturday evening trips from New Rochelle to the Pelham Bay Park NYCT Number 6 train subway station where previously service on these trips ended in New Rochelle. This added service provides access to evening employment opportunities in downtown New Rochelle and along Pelham Road, New Rochelle for low-income residents in the Bronx.

**Evaluation**:The additional Saturday service resulted in approximately 1,000 one way riders during the three month reporting period.

**Accomplishments**: In addition to access to the retail positions in New Rochelle, this added service has made it feasible for health care workers from the Bronx to accept positions at the nursing/rehabilitation facilities on Pelham Road in New Rochelle.

**Lessons learned**:The success of the Route 45 extension confirms the already documented shifting of entry level positions from large center city locations to smaller urban and suburban locations. Transit providers need to be cognizant of these changing demographics.

##### Bee-Line route 55 - Additional Evening Service (935)

**Location**: Westchester County (NY)

**Type**: Trip-Based Services/Fixed route

**Goal**: Extended hours/ days of service

S**ervice description**:Bee-Line added two late evening round trips on weekdays and one evening trip on Saturday. These trips provide access for low-income individuals living in Mount Vernon and the Bronx to retail and other employment opportunities at the Cross County Shopping Center.

**Evaluation**:This added service resulted in approximately 4,700 additional weekday one way riders and approximately an additional 300 Saturday one way riders during the three month reporting period.

**Accomplishments**: This added service provides additional access for the residents of the Bronx and of Mount Vernon to employment opportunities at the Cross County Shopping Center, as the shopping center itself continues to undergo significant upgrading and expansion.

**Lessons learned**:Based on the current ridership figures, Bee-Line has concluded that the growth in and refurbishment of suburban retail locations has created an employment opportunity for low-income urban workers, provided that reliable and affordable public transportation is available.

##### Bee-Line Route 7 Service Increase (Continuation) (810)

**Location**: Westchester County (NY)

**Type**: Trip-Based Services/Fixed route

**Goal**: Extended hours/ days of service

S**ervice description**:Evening hours of weekday Bee-Line Route 7 bus service were extended from approximately 7 PM to midnight along the eastern segment of the route, between the cities of Mount Vernon and New Rochelle. Since there was already late evening service in place on the western segment of the route between Yonkers and Mount Vernon, this funding allowed Westchester to link its three major south county cities with late night bus service.

**Evaluation**:The extended evening hours have resulted in an increase of approximately 30,000 annual one way riders.

**Accomplishments**: The monitoring of this JARC-funded project shows that extended hours of evening service on the eastern segment of the Bee-Line Route 7 has opened up access for low-income individuals along the entire route. This is true in the new eastern section between Mount Vernon and New Rochelle, as well as the previously existing western section between Yonkers and Mount Vernon.

**Lessons learned**:The establishment of the late evening service on the Route 7 provided the necessary transportation opportunity for public assistance/low-income individuals to accept entry level positions in the retail profession. In addition, this expanded service confirmed the premise that a significant number of these jobs are outside of the traditional workday hours of between 9 AM and 5 PM. Therefore, it is necessary for public transit operators to provide appropriately- scheduled work oriented service.

##### Bee-Line Route 78 - Bus Service to Austin Avenue, Yonkers, NY (927)

**Location**: Yonkers, New York (NY)

**Type**: Trip-Based Services/Fixed route

**Goal**: Extended hours/ days of service

S**ervice description**:Bee-Line Route 78 operates 17 round trips daily, seven days a week, and connects low-income residents of Yonkers, plus those connecting at the Getty Square transit hub, to job opportunities at the Austin Avenue retail center along the northern border of the City of Yonkers. Retail establishments on Austin Avenue include Stew Leonard's, Costco, and Home Depot. Currently, Stew Leonard's employs 586 people; Costco 230; and Home Depot 274. Over 95 percent of these workers are paid on an hourly basis and are considered low-income.

**Evaluation**:The ridership for the twelve month reporting period was 141,000 one way riders.

**Accomplishments**: The Austin Avenue retail complex provides entry level positions in the northern part of the city, while the employment base is located predominately in the city's core. The Bee-Line Route 78 links these two locations.

**Lessons learned**:Providing connections between an urban area and entry level jobs can be a viable and beneficial service.

##### Bee-Line Route 79 - Airport Shuttle (860)

**Location**: Westchester County (NY)

**Type**: Trip-Based Services/Fixed route

**Goal**: Expanded geographic coverage

S**ervice description**:Bee-Line Route 79 is an express route intended to serve reverse commute trips of employees at the Westchester County Airport. The service operates seven days a week between the White Plains TransCenter (Metro-North Railroad Station and Bus Terminal), connecting White Plains with the Westchester County Airport.

**Evaluation**:There were approximately 23,000 one way riders for the reporting period. This route is currently under review due to budgetary considerations and its relatively low ridership.

**Accomplishments**: Of those riding the shuttle, the majority are employees of the airport.

**Lessons learned**:The development of alternative transportation options connecting urban areas with their airports is an appropriate transportation objective which is being attempted with the institution of this shuttle.

##### Bee-Line Route 8 (902)

**Location**: Westchester County (NY)

**Type**: Trip-Based Services/Fixed route

**Goal**: Extended hours/ days of service

S**ervice description**:The addition of the last two late evening round trips on weekdays and Saturdays on the Bee-Line System's Route 8 provides more service between Riverdale Avenue at the Yonkers - New York City line and at the Metro-North Railroad Station, Tuckahoe. These trips provide access for low-income individuals residing along this route, or transit services connecting to this route, to evening retail employment in the Central Avenue Corridor and the Stew Leonard's/Costco/Home Depot in the northern part of the City of Yonkers.

**Evaluation**:For the three month reporting period, the approximate number of one way, weekday riders generated on the additional last two late evening trips was 8,100, while the additional Saturday service produced 804 one way riders.

**Accomplishments**: The additional transit service established the opportunity for the residents of the central area of the City of Yonkers, as well as those residing in the Bronx, to accept work opportunities at the growing retail centers located on the outskirts of Yonkers.

**Lessons learned**:Because the nature and location of retail is changing, it is necessary to be aware of, and pro-active toward, the transportation needs of potential employees at the new and changing retail locations within the service areas of the transit provider.

# SMALL URBAN/RURAL PROJECTS

## New Jersey

### New Jersey Transit Corporation (1414)

#### Atlantic County (275)

##### Atlantic County Countywide Demand Response (198)

**Location**: Atlantic County (NJ)

**Type**: Trip-Based Services/Demand response

**Goal**: Expanded geographic coverage

S**ervice description**:Atlantic County’s Transportation Department provides demand response paratransit service countywide. Targeted population areas include employment hubs, day care services, shopping centers, and existing transit routes around Mays Landing, Hammonton, and Egg Harbor City. Direct linkages are to NJ TRANSIT bus routes and the rail stations in Egg Harbor City and Hammonton. Improved access is provided to the Hamilton Business Park, Hamilton Mall, Atlantic Cape Community College, and primary routes servicing Philadelphia and Atlantic City.

**Evaluation**:Monthly ridership, hours, and miles data is reviewed and analyzed; Coordination meetings with local stakeholders; Survey conducted every two years.

**Accomplishments**: 55,147 passenger trips have been provided to low-income individuals countywide since June 1, 2001. JARC is part of the entire coordinated county paratransit system. Reimbursement paid according to the percent of JARC trips to the total system wide trips and total cost of operating the county paratransit system. This allows for consolidated cost allocation.

**Lessons learned**:Be flexible and coordinate. Cost allocation countywide.

#### Bergen County (260)

##### Bergen County JARC Countywide Demand Response (187)

**Location**: Bergen County (NJ)

**Type**: Trip-Based Services/Demand response

**Goal**: Improved system capacity

S**ervice description**:Bergen County's Special Transportation Department provides demand response transportation for county residents who are unable to access employment sites, job interviews, training facilities, child care centers, and after-school programs using existing public transit. The County expanded its existing paratransit system to meet the growing needs of welfare recipients, low-income individuals, and children . The majority of clients come from Englewood, Hackensack, Teaneck, and surrounding towns.

**Evaluation**:Analyze monthly data on ridership, hours, and miles. Meet with stakeholders throughout the region. Survey every two years. Setup special review of requests that cannot be accommodated. This review is done on Saturdays and has resulted in 50% of initial denials being accommodated.

**Accomplishments**: 86,579 passenger trips have been provided since January 1, 2000. Early morning service to employment sites offered to many low-income mothers who drop their children at child care centers and proceed to work (reverse at night). Coordinated into the countywide system. We encourage clients to use mass transit when possible and we meet the client at the bus stop or train station and complete the trip to their work destination.

**Lessons learned**:Coordinate with local providers; coordinate and educate employers on how our system operates.

#### Burlington County (278)

##### Burlington County Burlink Shuttles (201)

**Location**: Burlington County (NJ)

**Type**: Trip-Based Services/Flexible routing

**Goal**: Expanded geographic coverage

S**ervice description**:Riders use BurLink for employment or to connect with other transit systems to get them to employment opportunities. BurLink links up with NJ TRANSIT bus routes 317, 409, 413, 419, and the new River LINE light rail between Camden and Trenton. BurLink operates 6 AM until 8 PM, Monday through Friday. The BurLink B1, B2, and B8 routes are shuttles operating between the population centers of Pemberton, Mt. Holly, Willingboro, Beverly, Edgewater Park, Riverside, and the Route 130 corridor. These funds continue the Mt. Holly / Willingboro / Beverly / Edgewater Park shuttle service that links the interior of Willingboro Township with Route 130 / Beverly / Edgewater Park and the Mount Holly area; Pembereton with Mt. Holly, Willingboro, and Route 130; and Riverside with Delran and Route 130. Burlington County College's Willingboro campus is also served by BurLink. One, zone-free transfer is offered to riders on NJ TRANSIT connecting bus routes 317, 407, 409, 413, 418, 419, and 457 and with the River LINE at Beverly Rail Station. Employment centers on the north and south side of Route 130 are accessed for employment.

**Evaluation**:

1. Periodic review/analysis of statistical data (trips, miles, and hours)

2 Survey every two years

3. Site visit

4. Listening to both the riders and the drivers to determine any adjustments that should be made to the routes, to make them more efficient and reliable

5. Annual public hearing in conjunction with SCDRTAP public hearing

6. Continual road observations of the routes to ensure that service is performed as required by the schedules

**Accomplishments**:

1. 623,664 passenger trips since June 2000

2. Linking rural, suburban, and urban areas with employment centers

3. Connection with public transit (NJ TRANSIT bus and light rail)

4. Good coordination with social service agencies

5. Allow riders to contact dispatch to let route bus know where they will be catching the bus, in order not to be overlooked by bus driver, especially helpful in less developed areas along routes

**Lessons learned**:

1. Gather as much data together as possible to determine where most ridership is, that will be using the service, and the areas that they are needing to go to, then develop each route accordingly. Be very flexible, especially at the beginning, and make on time and route adjustments or changes.

2. Success is based on operational costs over continual growth in ridership. If ridership far exceeds costs, the cost per rider drops. Fewer riders increase costs per rider.

3. Survey, survey, survey ridership

#### Cumberland County Improvement Authority (305)

##### Cumberland County Improvement Authority Countywide Demand Response (278)

**Location**: Cumberland County (NJ)

**Type**: Trip-Based Services/Demand response

**Goal**: Improved system capacity

S**ervice description**:Formerly, CATS provided demand response transportation services Monday through Friday from 8 AM to 4 PM, primarily to County residents over the age of sixty and/or persons with disabilities. Through a cooperative effort involving the County Board of Freeholders, the Office on Aging and the Disabled, CATS, the County’s Office of Employment and Training, and the CCIA, hours of operation were expanded to 6 AM through 6 PM, Monday through Friday, and service was made available for work and work-related activities. Since October 2003, the Authority has maintained an Interlocal Services Agreement with Cumberland County to provide the service described above. This is made possible by funding through the Job Access and Reverse Commute Grant. Matching funds have been provided by the Cumberland Empowerment Zone Corporation and the Cumberland County Improvement Authority. Transportation, particularly job-related transportation, is an activity dependent on support from the local community and its businesses. Established partnerships exist not only with the above-referenced entities, but a number of educational facilities as well as numerous employers. Within that context, financial support regarding the local match is constantly being explored. The Authority is committed to job access transportation as a key component of economic development in the County and will provide matching funds as necessary.

**Evaluation**:Review/analyze statistical data (trips, miles, hours); periodic survey; coordination meetings; site visit

**Accomplishments**: 98,817 passenger trips since October, 2003. Coordination with social service providers. Integrated into the county paratransit system. Evening hours.

**Lessons learned**:Coordination and cooperation among social service providers and transportation entities is vital to success.

#### Essex County (312)

##### Essex County Night Owl, Route 10, and Fairfield/West Essex Service (280)

**Location**: Essex and Morris counties (NJ)

**Type**: Trip-Based Services/Demand response

**Goal**: Improved system capacity

S**ervice description**:Essex County’s Employment and Training Division operates three demand response shuttle-type services. The Essex Nightowl Shuttle provides demand response service between residential neighborhoods in Newark, Irvington, Orange, and East Orange and Penn Station in Newark, which serves as the terminus for several 24-hour transit services including NJ TRANSIT Route 62, serving Newark Airport and PATH serving New York City. The service operates hourly between 1 AM and 5 AM to enable transfers to NJ TRANSIT Route 62.

 Route 10 Shuttle Service is a flexibly routed, demand response van service for individuals who require transport to and from jobs in the Route 10 area. Service is provided by reservation only and carries passengers to and from places of employment west of the intersection of Route 10 and Murray Road. Passengers board and disembark at pre-arranged locations beginning at Murray Road (Monday through Friday) and proceeding west to approximately Jefferson Road, along and adjacent to both eastbound and westbound lanes of Route 10. The Route 10 Shuttle also accommodates employees working on Route 46, between the travel areas of the Route 10 destinations. Shuttle routes, passenger boarding, and disembarkation sites vary dependent upon employer and employee needs. The service operates during morning and evening peak hours (6 AM - 9:30 AM and 3 PM -7 PM), weekdays, with supplemental service to accommodate businesses with mid-day, night, and weekend shift changes if needed.

 The Fairfield-West Essex Shuttle will provide a flexibly routed, demand response job access van service to bring clients from the intersection of Bloomfield Avenue and Passaic Avenue in West Caldwell, to their places of employment in the northwestern townships of Fairfield and West Caldwell, in the triangle formed by Passaic Avenue, Route 46, and the Passaic River. Existing NJ TRANSIT bus routes 71 and 29 connect Newark, Orange, East Orange, and Irvington to a limited portion of the Fairfield/West Caldwell area through a fixed route that does not reach all industrial parks and areas of likely employment. NJ TRANSIT’s Route 71 Loop service is only available on selected runs during morning and afternoon rush hours. While there is demand expressed by both employers and riders to operate Loop Service Shuttle during non-rush hours, the level of current demand is insufficient for NJ TRANSIT to amend schedules. The Essex County Fairfield/West Essex Shuttle operates weekdays during the morning and evening peak hours of 6 AM to 9 AM and 3 PM to 7 PM. These shuttle services connect as “feeders” to/from NJ TRANSIT existing bus routes.

**Evaluation**:Monthly review/analysis of statistical data (ridership, hours, miles). Periodic survey.

**Accomplishments**: 405,879 passenger trips since March, 2002. 1 AM to 5 AM service via "Night Owl", seven days a week urban connection to dense employment centers. Intercounty service.

**Lessons learned**:Never Assume. Who would have ever thought that someone would use a service that operated beginning at 1 AM in the early morning hours - Isn't this the time people are asleep? At almost all meetings that I attend to speak about our Essex Night Owl Service I tell people that I was wrong - I thought this service would fail - where would we get the riders at those times that we were operating? I assumed incorrectly. Not only did the Essex Night Owl surpass expectations, additional vehicles had to be added to satisfy the demand. Many of us while we are sleeping, tired from a 9 to 5 job, do not realize that the world continues to operate around us. While we sleep, others are just starting their work day. This is what happened with the Essex Night Owl.

 One of the Essex Night Owls targeted destinations was Newark Liberty Airport - a 24 hour facility. Other destinations that an Essex Night Owl rider can get "feeder" transportation to is New York City "the City that never sleeps." The Essex Night Owl is our flagship service. It has become a national model used in other states and was highlighted in the President's budget as an example of how Job Access Reverse Commute funding is benefiting those who need this service to make an honest living and support their families.

#### Gloucester County (313)

##### Gloucester County Shuttle and Demand Response (281)

**Location**: Gloucester (NJ)

**Type**: Trip-Based Services/Shuttle/feeder services

**Goal**: Expanded geographic coverage

S**ervice description**:Gloucester County service is targeted toward employers at industrial parks in the southwestern portion of Gloucester County, along the Route 295 corridor. Estimates are that these employers employ about 5,500 people. The remaining employers served by JARC transportation are scattered from Woodbury to Paulsboro and provide about 1,300 job opportunities (with Underwood Memorial Hospital being the largest employer). Gloucester County is currently working with Cross County Connection to conduct a survey of industrial park employers to determine the number of employees and the need for transportation services.

**Evaluation**:Monthly analysis of data (ridership, miles, hours). Survey. Site visits.
This area should include Gloucester County’s recognition to move people from being recipients of public funds to a position of being a taxpayer by developing skills to obtain gainful employment. This is evident by using JARC dollars to support a literacy program at Gloucester County College and providing transportation to educational opportunities for people with severe disabilities. People accessing opportunities to improve their skill set for employers is critical to moving people from government assistance to self-sufficiency.

**Accomplishments**: 60,472 passenger trips since January, 2002. Extensive coordination with local social service agencies, including two faith-based organizations. Through coordination and identification of existing resources, Gloucester County has been able to save money while offering expanded transportation opportunities.

**Lessons learned**:Gloucester County has been on the forefront of coordinating resources to use limited resources effectively. The use of feeder service in the county seat of Woodbury with NJ TRANSIT bus service along with the on-going coordination with private and faith-based providers has allowed Gloucester County to reach people in an environment of limited public transportation. In addition, Gloucester County is using the UWR process to address local concerns and work with Cross County Connection to produce updated schedule information and employer surveys.

#### Hunterdon County (314)

##### Hunterdon County Shuttle and Demand Response Service (282)

**Location**: Hunterdon (NJ)

**Type**: Trip-Based Services/Shuttle/feeder services

**Goal**: Expanded geographic coverage

S**ervice description**:Evening and weekend JARC transportation service is provided Monday through Friday 6 PM to 11 PM on the evening Flemington Shuttle, Route 20. Service is provided by an accessible mini-bus operating in the Flemington area on a deviated fixed route. The Saturday Shuttle, Route 21 service, operates from 9 AM to 10 PM, also in the Flemington area. Both service routes begin at major apartment complexes and travel along a route that includes various employment sites throughout Flemington, which include retailers such as Kohl’s, Michaels, Burlington Coat Factory, BJ's, several fast food chains, ShopRite, Stop & Shop food stores, several medical offices, and the Hunterdon Medical Center Hospital. Demand response service is also provided countywide to job sites. The increase in ridership reflects the attitude of commuters who see the value in taking public transportation and the opportunities it affords them to leave their home and be part of the community. Many riders ride multiple times during the week on the evening shuttle from their place of employment. For example, the Link Shuttle stops at the strip mall on Route 31 and Commerce Street; the establishments in this one block radius include ShopRite, Taco Time, Dress Barn, Marshall’s, Blockbuster Video, The Bandwagon, and J&D Restaurant and Carters. All of these establishments are potential employers for transit riders. A decrease or elimination of JARC funds would cause a definite hardship for many members of this community who depend on this service for employment transportation. More and more people are using this valuable service to become more productive and self-reliant.

**Evaluation**:Monthly data analyzed (ridership, miles, hours). Survey. Site visits evaluate level of service and compliance to county policies and procedures and contract adherence.

**Accomplishments**: 69,419 passenger trips since October, 2000. Expanded services; the evening shuttle was extended until 11 PM on weekdays and 10 PM on Saturday, to assist late shift workers at Health Quest, ShopRite, and the Hess gas stations. Good social service coordination.

**Lessons learned**:Identify areas to streamline route for efficiency and cost savings. Would also consider a Sunday schedule.

#### Meadowlink TMA (271)

##### Bergen-Hudson Shuttles (191)

**Location**: Bergen and Hudson County (NJ)

**Type**: Trip-Based Services/Shuttle/feeder services

**Goal**: Improved access/connections

S**ervice description**:The Meadowlands is remarkably fortunate to have a rich variety of transport modes. Instant access is possible to one of the heaviest concentrations of transportation infrastructure in the country. High-frequency service at Secaucus Junction feeds over 14,000 trips through the station every day. Trains run every few minutes, minimizing wait times and maximizing mobility. Few, however, will take an employee directly to the doorstep of their ultimate destination. All the shuttle services, existing and expanded, are designed to fill the gaps in the public transit system between the major transit hubs like Secaucus Junction, Journal Square, and Tonnelle Avenue, and the employment centers in the Meadowlands.

 The Bergen Hudson Shuttle provides service between the following locations: Jersey City Journal Square Transportation Center – E. Rutherford & Lodi; Secaucus Junction Train Station - Harmon Meadow in Secaucus; Secaucus Junction Train Station - Metromedia Building in E. Rutherford; Secaucus Junction Train Station - Harmon Cove in Secaucus; Secaucus Junction Train Station – Xanadu at the Meadows Sports Complex; HBLR Train Station at Tonnelle Avenue – Harmon Meadow.

 The intended beneficiaries are the 86,000 employees who work mostly in the retail, warehouse, and office jobs in the Meadowlands. The primary beneficiaries are the transit-dependent, entry level work force who would not have a job if these shuttle services were not provided. The secondary market is defined by transit users from New Jersey and New York City who could access the major transit hubs in the region, but need a shuttle for the final leg of the journey to work. If the services were not available, they would probably drive in their cars to work or not be able to get to work at all.

**Evaluation**:Analyze monthly ridership, hours, miles. Contact with employers and stakeholders. Survey every two years.

**Accomplishments**: 396,149 passenger trips have been provided since October 1, 2003. This is a second link connection to employment sites from transportation hubs. Employers contribute to the cost of the service.

**Lessons learned**:Work closely with employers to establish and coordinate service.

#### Meadowlink TMA (274)

##### Essex Meadowlands Shuttle (Meadowlink) (195)

**Location**: Essex and Bergen County (NJ)

**Type**: Trip-Based Services/Fixed route

**Goal**: Expanded geographic coverage

S**ervice description**:Meadowlink TMA provides an Essex-Meadowlands Feeder Shuttle , a demand response and deviated fixed route service between the Rutherford, NJ train station, which is accessible by NJ TRANSIT bus routes from Newark, and employers in the Meadowlands that are not accessible using existing transit service. The Feeder operates in the municipalities of Rutherford, East Rutherford, Secaucus, Moonachie, and Carlstadt, where many large industrial facilities are located. NJ TRANSIT Bus 76 connects Newark to these Meadowland job opportunities.

**Evaluation**:Monthly analysis of statistical data (ridership, hours, miles). Survey.

**Accomplishments**: 238,8306 passenger trips since January, 2002. Connection with public transportation, rail, and bus.

**Lessons learned**:Work closely with employers to establish and coordinate service

#### Mercer County WIB (315)

##### Mercer County Route 130 Shuttle (283)

**Location**: Mercer (NJ)

**Type**: Trip-Based Services/Shuttle/feeder services

**Goal**: Expanded geographic coverage

S**ervice description**:The Route 130 Deviated Fixed Route Shuttle Service operates weekdays and Saturdays between Trenton, where the county's largest concentration of welfare recipients resides, Hightstown, and the Route 130 employment corridor, where there is currently no local transit service. The service is designed to meet work shifts of major employers along the route.

**Evaluation**:Monthly analysis of data collected (ridership, hours, miles) Survey. Site visits.

**Accomplishments**: 148,932 passenger trips since November, 2001. Feeder to NJ TRANSIT services.

**Lessons learned**:Coordinate better with local human service agencies and internally with county departments that provide local match.

#### Middlesex County (316)

##### Middlesex County Shuttles and Demand Response (284)

**Location**: Middlesex County (NJ)

**Type**: Trip-Based Services/Shuttle/feeder services

**Goal**: Expanded geographic coverage

S**ervice description**: New Brunswick-8A-Jamesburg Shuttle: JARC funding covers the peak period service (6 AM-10 AM and 3 PM-6 PM). A 30/60 minute frequency of service is provided six days per week serving the City of Perth Amboy, City of New Brunswick, North Brunswick Township, South Brunswick Township, Cranbury Township, Monroe Township, and Borough of Jamesburg. The deviated fixed route serves employment destinations along Route 130 and the NJ Turnpike Exit 8A warehouse district. The off-peak portion of the route (10 AM-3 PM) is funded with NJ Casino Revenue tax funds. The route end point at New Brunswick Rail Station connects with two other MCAT and five NJ TRANSIT local bus routes, as well as the Northeast Corridor Rail Line. Limited service (one AM and one PM trip) originates and terminates at Perth Amboy. The route serves a combination of TANF, Post-TANF, and GA customers.
 Brunswick Square Mall-Jamesburg Shuttle: This deviated fixed route provides Monday-Saturday service, 8 AM-5 PM, on a 60 minute frequency of service. The service links key retail employment centers in the County Route 615 and State Highway 18 corridors. One bus is funded by JARC and the other is funded with NJ Casino Revenue Tax funds. The route endpoint at Brunswick Square Mall connects with an MCAT local bus and two NJ TRANSIT local bus routes. The route serves a combination of TANF, Post-TANF, and GA customers
 Shared Ride Taxi Service: This curb-to-curb service was designed to provide TANF, Post-TANF, and GA customers with a combination of direct and feeder service to transit for education, training, and employment destinations for persons transitioning from the TANF and GA programs. The service is particularly focused on serving multiple destination trips that involve mothers with children going to daycare centers on the way to education, training, and employment destinations. It is focused on urban-to-suburban and suburban-to-suburban trips that cannot be placed on MCAT shuttles or NJ TRANSIT bus and rail services.

**Evaluation**:

**-** Fixed Route Productivity: Trips per revenue hour are analyzed monthly to determine whether the route is meeting minimum productivity standards (minimum five passenger trips per hour)
- Vehicle Capacity: Driver feedback on peak loads and ride checks determine the need for larger capacity vehicles. The 8A route has increased from 16 passenger buses in 2004 to 34 passenger bus on peak runs in 2009.
- Shared Ride Taxi Productivity: Monthly cost per trip numbers and taxi manifests are reviewed to ensure trips traveling in the same direction at approximately the same time are being done as shared trips

**Accomplishments**:

- Shared Ride Taxi: The cost of per one way trip has been reduced from over $20 per one way trip to under $16 per one way trip, due to a combination of improved shared riding and revenue mile bid price reductions through competition.
- Fixed Route: The JARC-funded shuttles are part of a five route system that has increased its passenger trips per revenue hour from under nine in 2005 to over 13 in 2009. These include routes that are serving more rural and specialized populations. The Middlesex County Department of Transportation has been named the 2007 CTAA Urban System of the Year and one of two urban counties nationally to be named USDOT United We Ride model systems in 2009. These awards were in large part in recognition of the increase in service availability and productivity increases resulting from the MCAT Community Shuttle program, which is funded through a variety of funding sources, including the JARC-funded services described above.
358,823 passenger trips since December 2000.

**Lessons learned**:

**-** The importance of designing routes to meet a variety of customer categories and destinations. The combining of employment, shopping, medical, and recreation trips and general public, senior, and disabled customers has resulted in more productive services that can offer a broader span of hours, days, and frequency than could be provided by a more limited, categorically funded service.
- The fact that warehousing jobs tend to be local; we have generated limited passengers from Perth Amboy to Exit 8A because most Perth Amboy residents seek warehouse and distribution employment at the warehouse parks located closer to Perth Amboy and served by NJ TRANSIT bus service.
- The importance of the clock headway and timed transfer between routes to extend the reach of the MCAT shuttle and NJ TRANSIT bus and rail system. Our timetables reflect nodes with multiple NJ TRANSIT and MCAT bus routes.

#### Monmouth County (321)

##### Monmouth County NJ TRANSIT Route 836 Service (286)

**Location**: Monmouth County (NJ)

**Type**: Trip-Based Services/Fixed route

**Goal**: Expanded geographic coverage

S**ervice description**:Monmouth County’s M-836 Expansion provides contracted out augmented fixed route service along the existing M-836 (formerly M-26) bus route during weekdays from 6 PM until 12 AM, and during weekends and holidays from 6 AM until 12 AM. This service provides access to second- and third-shift employment opportunities, and provides expanded service to shopping, medical, recreational, and skills training and education destinations. In addition, route alignments are modified to serve several additional major employers, including a major county medical center presently without conventional transit access. Modifications also enable M-836 service to connect with frequent NJ TRANSIT and private carrier regional and local service. Route modifications serve new and emerging commercial and residential areas of the county, including senior and assisted living centers.

**Evaluation**:Monthly analysis of statistical data (ridership, miles, hours). Survey. Site visit.

**Accomplishments**: 612,553 passenger trips since March 2001. Link the coast to the interior mainland and provides transportation for employees from Asbury Park or Freehold to their place of work. This bus carries employees that may not have access to a vehicle.

**Lessons learned**:This service is very successful.

##### Monmouth County Route 35 Shuttle (287)

**Location**: Monmouth County (NJ)

**Type**: Trip-Based Services/Shuttle/feeder services

**Goal**: Expanded geographic coverage

S**ervice description**:Monmouth County Route 35 Employment Shuttle is a new deviated fixed route service that began in June 2007 to feed NJ TRANSIT Bus routes and outlying employment centers along Route 35 in the Middletown area. It also links with the ferry to NYC. The JARC-funded portion of the shuttle is operated by Monmouth County (contract to a operator). The Township of Middletown also runs municipally-funded shuttles during the morning and evening commute.

**Evaluation**:Monthly statistical reports (ridership, miles, hours) and discussion with drivers

**Accomplishments**: 17,935 passenger trips since June 2007. This is a growing service. The hope was that this would enable more people to easily ride the ferry to Manhattan without having to drive to the ferry terminal.

**Lessons learned**:Having one person as the point of contact for a service like this is critical. Coordination of schedules and services between two entities is sometimes confusing.

#### Morris County (322)

##### Morris County MOM Shuttle and Demand Response (289)

**Location**: Morris County (NJ)

**Type**: Trip-Based Services/Shuttle/feeder services

**Goal**: Expanded geographic coverage

S**ervice description**:There are two JARC-funded services: Deviated Fixed Route (aka MOM or Morris on the Move) and Demand Response service.

 The Deviated Fixed Route goes from the Dover train station to the Mt. Olive apartment complexes and back. Stops are made at employment sites located along Route 46 and at the International Trade Center in Mt. Olive, as well as at the Netcong Industrial Park and the Ledgewood Mall. Generally, most passengers board either at the Dover train station or at the Mount Olive apartments. To facilitate reaching more employment sites, official stops/detours have been added since the inception of the service. Passenger requests for other pick-up/drop-off stops are also accommodated whenever possible (e.g., IHOP, Outback Steakhouse, etc.); these may include off-route detours at end of the morning run or prior to the start of the afternoon run.

 The Demand-Response is primarily used by TANF, post-TANF, and GA recipients to reach the One-Stop Career Center, training facilities, job interviews, and job sites. The pick-ups/drop-offs are scheduled by the client's case managers and may be anywhere in the county, e.g. Parsippany, Boonton, Rockaway, Morristown etc.

**Evaluation**:The project is evaluated based on the data gathered for the monthly statistical reports (ridership, miles and hours), periodic passenger surveys, occasional bus shadowing, and site visits. The following are also tracked monthly for each service: average number of trips per day, cost per one-way trip, cost per mile for the demand response service, miles per one-way trip for the demand response service.

**Accomplishments**: 158,242 passenger trips since October 2003. There is a continued increase in ridership. Good coordination with the TransOptions, MAPS, social service agencies, and other non-profits who serve the disabled community (e.g., Employment Horizons, DAWN). Currently serving several persons with disabilities who need transportation to or from work.

**Lessons learned**:A lot of work is involved

#### NJ TRANSIT (277)

##### Hudson County NJT Expanded Fixed Routes (200)

**Location**: Hudson County (NJ)

**Type**: Trip-Based Services/Fixed route

**Goal**: Extended hours/ days of service

S**ervice description**:Since 1/1/2000 NJ TRANSIT, in partnership with Hudson County Department of Family Services which provides matching funds, has operated expanded fixed route service on the nos. 2, 129, and 85 lines. This service enhances the employment of low-income residents in Hudson and neighboring counties, as well as New York City.

 Route 2 operates between the Journal Square Transportation Center transit hub in Jersey City and the industrial/retail development in Secaucus known as Harmon Cove Secaucus Junction. It serves Hudson County residents who are employed on second and third shifts in the industrial, commercial, and retail sectors of the Harmon Cove development. This service provides nine evening trips on weeknights that operate between 9:30 PM and 1:15 AM; and two early morning, Saturday trips between 6 AM and 7 AM; and early morning Sunday trips between 6:30 A.M. and 8: 30 AM. Transfers can be made with other local NJ TRANSIT and private carrier bus routes, plus the PATH rail system at the Journal Square Transportation Center.

 The NJ TRANSIT Route 129 bus line provides service between the Port Authority Bus Terminal in New York City, a major bus transfer location in Union City (31st Street & Bergenline Avenue) and Harmon Cove. It serves Hudson County residents who are employed on second shift in the industrial, commercial, and retail sectors of the Harmon Cove development. This service provides six evening trips on weeknights, currently operating between 7:15 PM and 11:25 PM. Transfers to local NJ TRANSIT bus routes can be made in Union City at the 31st Street & Bergenline Avenue transfer point.

 The Route 85 bus line provides service (seven days/week) between the Hoboken Terminal transit hub in Hoboken, a major bus transfer location in Union City (31st Street & Bergenline Avenue), and the retail and commercial developments in Secaucus known as Harmon Meadow/Mill Creek. It serves Hudson County residents employed on second and third shift in the commercial, retail, and hospitality sectors of the Harmon Meadow/Mill Creek developments. Transfers can be made with other local NJ TRANSIT and private carrier bus routes, the Hudson-Bergen Light Rail Line, and the PATH rail system at the Hoboken Terminal, as well as with other NJ TRANSIT local Hudson County bus routes in Union City at the 31st Street & Bergenline Avenue transfer point.

 NJ TRANSIT is the statewide provider of fixed route bus services within New Jersey and the majority of Hudson County. NJ TRANSIT continues to work in partnership with Hudson County Division of Family Services, Hudson TMA, Meadowlink TMA, representatives of the business community, and the public. These services are considered to be long-term projects.

**Evaluation**:Survey every two years. Measure/evaluate ridership, hours, miles. Review of statistical data reports (ridership, miles, hours). Meeting with local stakeholders.

**Accomplishments**: Ridership: 1,897,527 passenger trips. Linking employees with employers during nontraditional hours/locations. Benefit to individuals and business community. Entire metropolitan region is served.

**Lessons learned**:Foster good relationship with local social service; understand ridership demands and employment clusters; seek employer financial partnerships.

#### Ocean County (323)

##### Ocean County Route 37 Toms River Connection (290)

**Location**: Ocean County (NJ)

**Type**: Trip-Based Services/Shuttle/feeder services

**Goal**: Expanded geographic coverage

S**ervice description**:Ocean County’s Route 37 Expansion Shuttle provides deviated fixed route transportation to enable WFNJ clients in Seaside Park, Seaside Heights, and Dover Township to reach the County WFNJ One-Stop Center, Ocean County Mall, the Garden State Rehabilitation Center, Wal-Mart, Dover Mall, the Tom’s River Park-Ride, and the retail activity along Route 37. Transfers are available to a variety of NJ TRANSIT bus routes. Service operates hourly on weekdays, and every two hours on Saturday. Ocean County contracts for the operation of the Route 37 Mainland Link transit service along Route 37 between Seaside Heights, which has a large concentration of both welfare recipients and transit-dependent persons, and the employment and activity centers on the mainland.

**Evaluation**:Monthly statistical data (ridership, hours, miles). Surveys, including direct feedback from clients. Site visits. Social Service agencies. Meetings to coordinate with municipalities served.

**Accomplishments**: 975,864 passenger trips since January 2001. Excellent connections and coordination. The route has now been fully established as a vital transportation link in Ocean County providing access to jobs to the transit dependent.

**Lessons learned**:We included NJ TRANSIT early in the planning process, utilizing the expertise of their service and planning group. The service was publically bid to a private contractor, so if the federal grant funding was to dry up, it would be easier to shut down the service and avoid layoffs of County employees. We included all of the FTA requirements in the bid document. We only wish that we could contract for a term longer than the three years allowed under NJ Public Contracts Law. This would allow for more stable pricing for planning purposes and potential for technology upgrades to the vehicles.

#### Passaic County (324)

##### Passaic County Shuttle (291)

**Location**: Paterson and Passaic County (NJ)

**Type**: Trip-Based Services/Shuttle/feeder services

**Goal**: Expanded geographic coverage

S**ervice description**:Passaic County Shuttle Service provides deviated fixed route and demand response transportation services to allow residents of Paterson and Passaic County to reach employment opportunities in Morris and western Passaic counties, as well as the Paterson area. Currently a route operates in the Wayne-Willowbrook area.

**Evaluation**:Analysis of reported data (ridership, hours, miles). Survey. Meetings with social service providers. Site visit.

**Accomplishments**: 196,965 passenger trips since January 2002. Excellent communication/coordination with local social service providers.

**Lessons learned**:Work more closely with social service providers and non-profits. If someone were starting this service, I would contact any area employers along the proposed route and see if they might be willing to share some of the expenses of getting their employees to work on a regular and timely basis. Also try to conduct a survey of the economic development in the area and see if any new employers are considering relocating. I wish we had known more about the employers along the route to get a better feel for their employment needs and where their employees were commuting from.

#### Pearl Transit (Salem County) (325)

##### Pearl Transit Countywide Demand Response (292)

**Location**: Salem, Cumberland, Gloucester counties (NJ)

**Type**: Trip-Based Services/Demand response

**Goal**: Expanded geographic coverage

S**ervice description**:Pearl Transit Corporation (a New Jersey non-profit corporation with IRS 501(c)(3) status) provides wheelchair accessible, demand response service to residents of Salem, Cumberland, and Gloucester counties for access to work, job-seeking, and child care destinations within the three-county area. The service provides a combination of fixed hours of operation that accommodate the travel needs of second and third shift workers, and varied hours that respond to same-day transportation requests, seven days a week.

**Evaluation**:Analysis of monthly reported data (ridership, hours, miles). Survey. Local social service provider meetings.

**Accomplishments**: 23,359 passenger trips since October 2005. Service is provided seven days a week. Broad based, open, flexible fill in the gaps for many individuals who would otherwise fall through them.

**Lessons learned**:The only advice is to create a plan for dealing with staffing issues and unannounced trip cancellations from riders. Staffing has been our biggest challenge, particularly for late-night and weekend service. We have established a pool of qualified, screened back-up drivers in order to deal with call-outs. Another challenge was dealing with riders that are no-call, no-show. We established a toll-free number so that our riders, who are almost always extremely low-income, can let us know about scheduling changes, or when a trip needs to be cancelled.

#### Salem County Interagency Council of Human Services (326)

##### Salem County Interagency Council of Transportation Services (293)

**Location**: Salem County (NJ)

**Type**: Trip-Based Services/Demand response

**Goal**: Expanded geographic coverage

S**ervice description**:The Inter-Agency Council operates a demand response transportation service to the Pureland Industrial Park, where approximately 120 employers are located with 5,000-6,000 jobs, from pick-up points in Salem County for second and third shifts. Public transportation exists to some degree to and from employment at the Pureland Industrial Park during the first shift five days a week. However, transportation ends at sundown and does not operate on weekends. Therefore, access to this employment area is limited. These services are designed primarily to serve Work First New Jersey/TANF and low-income residents of Salem County who need transportation to and from the Pureland Industrial Park. The IAC also works in partnership and coordination with South Jersey Transportation Authority. A demand response service is offered to pick up passengers as close to their residence and work site as possible for this project

**Evaluation**:Monthly analysis of statistical data (ridership, hours, miles). Survey. Local social service agency coordination.

**Accomplishments**: 73,960 passenger trips since July 2, 006. Coordination with local agencies.

**Lessons learned**:Reach out to local employers more consistently.

#### South Jersey Transportation Authority (303)

##### South Jersey Transportation Authority Regional Demand Response (276)

**Location**: Camden, Gloucester, Atlantic counties, NJ and Philadelphia, PA area (NJ)

**Type**: Trip-Based Services/Demand response

**Goal**: Expanded geographic coverage

S**ervice description**:The SJTA operates countywide employment shuttle services that take low-income persons and welfare recipients to work. They need transportation to work sites that are not served by NJ TRANSIT or are not served at that time of day (e.g. second and third shift). Such transportation services have proven to be essential for successful job placement and job retention for many WFNJ clients. Under this project, the SJTA runs shuttles to Pureland Industrial Park, UPS Philadelphia, Pennsauken Industrial Park, Midatlantic Industrial Park, Moorestown Industrial Park, plus an assortment of other employers. The SJTA will add/drop employers as needs change.

**Evaluation**:Review/analysis of data (trips/mile/hours). Survey every two years. Site visits. Frequent meetings with stakeholders and employers.

**Accomplishments**: 810,318 passenger trips since October 1999. Interstate service provided 24 hours a day, seven days a week. Close communication with employers and social service providers.

**Lessons learned**:

**-** Enhance your opportunities and knowledge by joining the Steering Committee of the United We Ride. This will enable you to have firsthand knowledge of coordination. You will learn about local matches and various funding sources, which you can partner with other funding and partners. You can then be incorporated into the local plan and avail yourself of opportunities for funding.

- To be better advised on the client demand for transportation. For example, Camden County has a wide range of transportation needs, but had many disconnects and travel time impediments.

#### Sussex County (327)

##### Sussex County Countywide Demand Response (294)

**Location**: Sussex County (NJ)

**Type**: Trip-Based Services/Demand response

**Goal**: Expanded geographic coverage

S**ervice description**:Sussex County Skylands Ride (Office of Transit) provides demand response service throughout the entire county. There is increasing demand for employment-related transportation from the residents of both the southern (Hopatcong/Stanhope) and northern part of the county (Vernon/Montague). A quick snapshot of the economy of the area shows there is low-income housing growth in the northern/northwestern municipalities, particularly in Montague, and the most recent poverty study by NORWESCAP shows that Sussex, Newton, Franklin, Stillwater Township, Stanhope, and Ogdensburg have the highest poverty rates in the county. On the employment front, there is considerable commercial and economic development along Route 94 in Vernon Township. Mountain Creek Resort is Sussex County’s biggest employer with hotels and shops along with winter and water park resorts. In addition, neighboring Hardyston Township is becoming a golf mecca with a increasing number of courses in the area. Hardyston is projected to be the fastest growing municipality in the county over the next 10-20 years. All of this economic development in the recreation industry generates jobs in food service, facilities management, housekeeping, grounds keeping, and retail. The JARC demand response service in this area helps bridge the gap between the low-income housing markets in the county and this growing source of entry level jobs.

**Evaluation**:Monthly reports are produced through the RouteMatch computer system, enabling the analysis of ridership by geographic area (where are the most trips generated, what are the destinations), funding source, trip purpose, and other demographic characteristics. In addition, the United We Ride Stakeholders Group conducts transportation surveys that provide detailed information on current transit customers and those who do not or cannot use the public transit system. This information assists in the planning of future services and improvements to the overall transit system. On-board customer satisfaction surveys are also conducted and customers have the opportunity to complete a suggestion/feedback form every time they ride the bus, which provide qualitative information on services provided.

**Accomplishments**: System-wide paratransit ridership has grown over the last two years from 115,503 in 2007 to 120,565 in 2009. JARC ridership accounts for 27% of this growth. Cross-training of staff and the acquisition of a number of new vehicles have increased overall efficiency, enabling Skylands Ride to increase ridership while sustaining several funding cuts to major programs. Skylands Ride has provided 70,878 JARC trips since April of 2006.

**Lessons learned**:Anyone beginning a service like this must, first of all, be extremely flexible in their approach to developing their system and be willing to listen to the customers and the drivers.

#### Union County (328)

##### Union County Route 22 Shuttle (296)

**Location**: Union County (NJ)

**Type**: Trip-Based Services/Shuttle/feeder services

**Goal**: Expanded geographic coverage

S**ervice description**:Union County Paratransit originally applied for demand response transportation to provide early morning pick-ups and late afternoon returns for employment. The beneficiaries of this program are low-income persons and/or welfare recipients of the County of Union, seeking transportation to local train stations and to places of employment. In the spring of 2006, the Route 22 Pedestrian Study was designed by Union County, in partnership with NJ TRANSIT and DOT to provide a comprehensive evaluation of the Route 22 community, their transportation barriers, and to provide a cost effective solution to their transportation needs. This community includes area residents and commuters who are employers, employees, and client/shoppers of hundreds of retail, restaurant, and service oriented facilities. Insight gained from previous studies caused NJDOT to believe that most of the pedestrians have come into the area via NJ TRANSIT buses to work, shop, or eat in the multiple service oriented facilities along the corridor. The first task was to ensure safe transportation for these individuals once they are dropped off at their bus stop, to their place of employment. To this end, in November 2007 Union County modified its JARC service to include a Route 22 Deviated Fixed Route Shuttle project that starts at the NJT Monroe Avenue Bus Stop West, crossing over Route 22 East making several stops at businesses on Route 22 and circling back to Monroe Avenue. Two busses operate seven days a week, providing over 5,000 trips a month.

**Evaluation**:The ridership statistics are reviewed on a constant basis to identify the service demands. This enabled us to initiate several modifications resulting in significant cost savings. Service was reduced to one vehicle after 7 PM, Monday through Saturday and all day Sunday. Ridership increased weekly from 14 passengers the first day to over 200 passengers per day by the end of the first year. Surveys given to riders and sent to employers resulted in almost everyone being satisfied with the service.

**Accomplishments**: 163,621 passenger trips since November 2006. The shuttle drastically reduced pedestrian/vehicle accidents (including deaths) along Route 22. Pedestrians no longer hop cement barriers along the major highway to get to the other side. Union County, NJ TRANSIT, and NJDOT worked in concert to create this service and continue this partnership. While the County runs the service, NJT has built bus shelters along the route to enhance the service and improve the safety of passengers waiting for the shuttle and NJDOT has constructed turn-outs in the center island establishing safe bus stops for passengers that must access those establishments.

**Lessons learned**:Do the homework, know the players and their needs and/or expectations. Do trial runs so drivers are familiar with and can communicate the route, stops, and schedule with passengers. Have extra personnel on hand to direct new consumers to vehicles and familiarize them with the service. Monitor ridership trends and make adjustments to maximize service. Survey passengers and other stakeholders to see if you are meeting the goal of the project. There are some people that just will not take advantage of the service, putting themselves in harm’s way.

#### Warren County (329)

##### Warren County Route 57 (297)

**Location**: Warren County (NJ)

**Type**: Trip-Based Services/Flexible routing

**Goal**: Expanded geographic coverage

S**ervice description**:Warren County’s Route 57 Shuttle Service provides deviated fixed route services on Route 57, which is the County’s major corridor of economic development. Two shuttles are operated: the Philipsburg-Washington Shuttle (two buses) and the Washington-Hackettstown Shuttle (one bus). Both shuttles target clusters of low-income persons and connect to the growing number of employment opportunities along Route 57. Saturday service has also been added between Phillipsburg and Washington.

**Evaluation**:Analyze monthly statistical reports. Monthly ridership audits. Meetings with various social service agencies whose clients utilized the shuttle. Site visit. Annual ridership surveys

**Accomplishments**: 821,092 passenger trips since June 2001. Major county north -south thoroughfare connection.

**Lessons learned**:Designated bus stops are important. The County is in the process of identifying key areas along the route that should be designated as a bus stops. Currently, passengers are unwilling to walk a block to catch the shuttle bus. This puts a drain on the vehicle constantly applying the brakes and opening the door. In addition, the constant stopping can cause the shuttle to run late. Charge a fee; we request a donation.

## New York

### New York State Department of Transportation (1791)

#### Allegany/Western Steuben Rural Health Network, Inc. (448)

##### Allegany County Mobility Management (1208)

**Location**: Allegany County (NY)

**Type**: Information-Based Services/Mobility manager

**Goal**: Improved access/connections

S**ervice description**:Allegany County applied for and received Job Access and Reverse Commute Program and New Freedom Program funds to implement a Mobility Management System to improve transportation services for Allegany County residents. Within this system, emphasis is placed on individuals living with disabilities, older adults, and economically disadvantaged individuals/families, as well as those receiving public assistance and eligible low-income individuals accessing employment, job training, and supportive activities. During FFY 2009, October 1, 2008-September 30, 2009, these funds were used to build on and improve the infrastructure of mobility management among all public and private entities impacted by public transportation.
 In March 2009, Allegany Arc, under the auspices of Allegany County Rides, went public with five routes. With the addition of five buses/routes, coordination has been a key focus with the public transit providers to identify and carry-out reorientation of the public transit system. In April 2009 a Mobility Management planner was hired to oversee and facilitate a service delivery system with use of multiple providers, design a self-sustaining transportation infrastructure, and to identify gaps and address the transportation needs of the County and the community. In addition, the Mobility Manager is responsible for enhancing cross-system collaboration amongst public and private transit service providers via shared cost saving activities; i.e. route shadowing, driver training, fleet maintenance programs, technological advancements, and improved marketing.
 A Creative Strategy Session for marketing and “branding” of the new mobility management services for the county was conducted with the Allegany County Transportation Task Force resulting in an overall branding message: Access Allegany: Ride, Relax, and Go Green. In addition, we have worked with a social marketing model to create messaging and education focused on the specific populations JARC/New Freedom funding addresses.
 These activities have led to planning for the FFY 2010 including reorientation of the public transit routes that includes coordination between Allegany County Rides and Allegany County Transit to improve efficiencies and reduce duplication; development of a one-stop Call Center for all public transportation, non-emergency medical transportation, and volunteer transportation, and a shared training program for all bus drivers within the coordinated effort.

**Evaluation**:An effective project may not yield desired results if it is not delivered properly. All of the interventions provided by the Access Allegany Mobility Management System through the Mobility Management Office and the Allegany County Transportation Task Force have and will be evaluated in quantitative and qualitative terms to determine if the activities and the outcomes that result were carried out as planned.
 In order to ensure that the project is being delivered as intended and in a manner consistent with stated goals, objectives and time line, a process evaluation is conducted. To inform the process evaluation, data is collected by the Mobility Manager and Task Force as each activity/intervention is provided. The process evaluation documents where the intervention occurred, when it occurred, who provided it, which the participants were and how many individuals were engaged. The process evaluation also applies measures and determines progress toward other stated goals and objectives in the project’s work plan. All work tasks and progress toward completion of each stated goal and objective are documented by the Mobility Manager. The Task Force and Mobility Manager convene monthly to review and discuss the information contained in the process evaluation documents. The information yielded from the process evaluation will be used to inform all partners, refine interventions and fulfill project reporting requirements.
 The project also utilizes a qualitative outcome evaluation for every educational and training activity provided, as well as to get feedback from the community. This information is used to measure the effectiveness of each activity/intervention provided toward achieving the project’s goals and objectives. The data collected is used to inform and guide project management in making any needed changes to future activities and interventions. The data collected through the outcome evaluation process will also be utilized to inform project reporting.

**Accomplishments**: Through the work of the Allegany County Transportation Task Force and the Mobility Management Planner, mobility management has gained momentum and notoriety from all sectors of the County and has evolved to collectively and proactively break down the silos, leverage resources, and improve the coordination among service providers, human service agencies, and state and local government officials.
 The Allegany County Transportation Task Force, through the leadership of the Mobility Management Planner has initially built strategic alliances on a regional level, not only with similar transportation coalitions in bordering counties, but also with organizations focused on community and economic development including, but not limited to Southern Tier West, the Allegany County Chamber of Commerce, and the Allegany County Manufacturing Council.
 Four members of the Allegany County Transportation Task Force were accepted as one of ten teams from across the nation to attend the Easter Seals Project ACTION's Mobility Planning Services Institute’s 2009 Senior Transportation Institute in Washington, D.C., June 15-18, 2009. Through this program, we have networked on a national level and have developed a work plan with initiatives and interventions focused on seniors and those with disabilities.
 Through the infusion of JARC/New Freedom funding, Allegany County has been able to build a strong infrastructure that will result in true system change that will have sustaining impact on the community as a whole.

**Lessons learned**:Advice we would give to those starting a Mobility Management service is:
1. There is no cookie-cutter approach to Mobility Management. This funding stream allows communities and providers to develop a system that best serves the priority populations focused on in these funding streams.
2. Use caution when developing timelines; it is easy to underestimate the time it will take to complete activities. Due to funding, multiple partners, contractors, regulations, and governmental processes, timelines are often heavily reliant upon other people’s time and resources.
3. Don’t recreate the wheel. Use examples of proven methods within other organizational models, and tailor these ideas to meet your organization/initiative needs. There are many facets to mobility management and people are willing to share ideas, lessons learned, etc.
4. We have found that the concept of Mobility Management is still a grey area. There are a variety of definitions; a variety of roles and responsibilities for “Mobility Managers”, and in essence, none of them are wrong. JARC/New Freedom, while focused on specific populations, is in essence the catalyst that creates system change. This funding has enabled us to build trust, improve coordination, leverage resources, and develop a sustainable transportation system that results in positive impact to the community overall.

#### ALOFT, Inc. (248)

##### ALOFT Mobility Management: Coalition Building (706)

**Location**: Northeast Westchester County (NY)

**Type**: Information-Based Services/Mobility manager

**Goal**: Improved access/connections

S**ervice description**:In June of 2009, ALOFT began a three pronged effort to build coalitions of ride providers which would serve as the basis for a regional mobility management system. JARC is funding efforts to organize employers of low-income workers, mostly home health aides. Both JARC and New Freedom are funding community outreach efforts through community contacts, newsletter, email blasts, and other outreach.
 The first step was to identify participants who agreed to explore ways to coordinate rides among themselves and to learn about national best practices that might improve coordination and access of rides to older residents, low-income employees (JARC), people with disabilities in the low density, largely rural northeast corner of Westchester County. During this reporting period (June 2009 – September 2009), ALOFT identified roughly 45 houses of worship, seven town programs plus county Paratransit, ten private bus and taxi services, and five home health agencies which were invited to form initial working groups.

**Evaluation**:The volunteers who comprise the transportation task force of Livable Communities Connection at ALOFT helped to develop the plan for community organizing and made calls to contact possible participants to explore interest. This group monitors progress toward benchmarks outlined in the proposal and reports to a larger Livable Communities Advisory Council on a quarterly basis. The Council reports to ALOFT’s Board of Directors. The project also reports to a larger Advisory Caucus, which advises the Westchester County Department of Transportation Commissioner.

**Accomplishments**: Creating a good database of houses of worship has been a challenge. We continue to seek ways to identify the “right” contacts within each congregation, which usually are not clergy. This will continue to be a challenge to identify and keep the contact information current.

**Lessons learned**:Organizing community groups is an extremely time consuming, but essential, first step in building a mobility management project in an area that has very limited to no access public transportation.
 We expected that there would be great interest within houses of worship to work with the project, only to find that volunteer drivers across the region are less and less available to provide rides. Some are burned out from working with existing volunteer ride organizations; others are concerned about liability and fear that they might lose their home to a lawsuit should there be an accident; still others resist the notion that anything new needs to be tried – despite the obvious need to do something. We were not surprised to learn that there were few stay-at-home mothers available to give rides as most households need two incomes to live in this area and pay the taxes.
 We also expected that private taxi services would resist the idea of working with volunteer organizations whom they might consider competition. We found four taxi services and two bus services that are very happy to consider alternate sources of customers in this economy. The taxis are eager to develop the idea of vouchers in the future.
 Finally, we expected that there might be resistance among competing employer groups to consider collaborating to fill vans to the underserved parts of the region. So far, this has not been a problem.

#### Bronx Overall Economic Development Corporation (BOEDC) (454)

##### Hunts Point Clean Air Transportation Shuttle Service (1311)

**Location**: Bronx (NY)

**Type**: Trip-Based Services/Fixed route

**Goal**: Improved system capacity

S**ervice description**:The JARC contract began 8/1/09. The Hunts Point Clean Air Transportation Service (HP CAT) already had been in service for two years and had 450 riders from 52 companies. The funding allows BOEDC to add a fourth bus and target smaller companies (less than 20 employees) as the service is expanded from 450 to 600 riders. The fourth bus was leased at no cost to a local CBO--Kips Boys and Girls Club, but they had been unable to afford to utilize the bus. Therefore, there were negotiations during these two months to secure the bus, ending the no-cost lease, having the bus picked up by D-J Ambulette and beginning the process of inspection, insurance, and registration for the vehicle. At the same time, BOEDC began to research the employers of 20 employees or less that would be the target of the program outreach.

**Evaluation**:We evaluated the process for expanding the service from 450 to 600 riders.
Benchmarks are:

1) Securing the fourth bus (completed)
2) Inspection, insurance, and registration of vehicle (process started in late Sept.)
3) Secure card reader for fourth vehicle (process started with Acumen Mfr.)
4) Identification of target companies for outreach (completed)
5) Outreach to target companies (begun after Sept. 30, 2009)
6) Recruitment of additional riders and replacement of workers lost through layoffs/attrition (begun after Sept. 30, 2009)
7) Secure advertising to provide gap funding (marketer identified; advertising fee structure developed)

**Accomplishments**: As state, the fourth bus has been secured and the target employers for expansion have been identified. The marketer for the advertising has been engaged, and the advertising fees structure has been developed. The expansion was set to begin at the end of September 2009.

**Lessons learned**:Set up a process for recruitment and allocation of rider cards with new companies. Be clear with employers regarding their responsibilities to monitor cards when an employee leaves or is laid off, as this is a significant expense if the card is not secured. Follow up closely with the service provider to ensure timely delivery of rider data and fuel logs.

#### College of Staten Island (580)

##### College of Staten Island Ferry Shuttle (770)

**Location**: Staten Island (NY)

**Type**: Trip-Based Services/Fixed route

**Goal**: Improved system capacity

S**ervice description**:The College of Staten Island (CSI) Ferry Shuttle provides a 6.8 mile round-trip, non-stop bus service from the S.I. Ferry Terminal at St. George to the CSI Campus at 2800 Victory Boulevard, Staten Island, NY. Currently, the S62 NYCTA Bus takes approximately 45 minutes to one hour to complete the trip. The CSI Shuttle takes less than 30 minutes to complete the trip. Service frequency is planned at 20 minute intervals based upon demand. This Shuttle does not compete with any service provided by NYCTA. The Shuttle operates Monday-Friday 7:05 AM to 11:05 PM.
 The Shuttle is designed to address the significant transportation needs to the S.I. community. The project service area corresponds to the geographic regions that have significant populations of users who have a need to travel to the central core of Staten Island, including the College of Staten Island. This includes a significant number of users from other boroughs of New York City.

**Evaluation**:The College of Staten Island Ferry Shuttle service is extensively evaluated by both the College operations staff as well as by the research staff of The City University of New York High Performance Computing Center (CUNY HPC). We currently analyze the service as if this was a demonstration project, both for the College and our Borough. As such, we collect an extensive array of data as well as perform a wide variety of state of the art analytical evaluations of the service well beyond standard measures.
 The Social Policy Simulation Center (SPSC) at the CUNY HPC has conducted a series of evaluations of system performance metrics. Our tracking and reporting system tracks ridership by trip as well as monthly and annual ridership and vehicle trip information. In addition, the Office of Institutional Research in conjunction with the CUNY HPC conducts rider surveys to establish user demographics and trip patterns. Using this information, the SPSC performs further analysis of social equity, ridership origin and destination, as well as identification of peak period loading, and provides demand management information to the bus riders.
 Performance measures include total ridership, day of week and time of day patterns of usage, operating cost per rider, passenger miles, cost per trip, revenue miles, deadhead miles, and hours of operation. In addition, we perform analysis of both ridership and the financial impacts of our service on MTA local and express bus ridership, as well as the simulative effect on the improved transit service. We also estimate the carbon footprint impacts of our shuttle service.
 Ridership measures have proved to be more informative, as has time of day and day of week patterns for usage. These measures have proved very valuable in both attempting to smooth demand on the service as well as adjust service patterns to reflect user patterns. Our financial analysis work has been very useful in establishing the value of our service to the MTA in terms of stimulating demand on other feeder routes to our shuttle service. Our estimates indicate that the CSI Ferry Shuttle increases demand on MTA services by 1,123 riders per day and adds $505,000 annually to MTA farebox collections. In addition, our estimates indicate that the CSI Ferry Shuttle is stimulating roughly 1,600 transit rides per day and is reducing the carbon footprint of the College by 653 Metric Tons per year.

**Accomplishments**: The CSI Ferry Shuttle has proven to be transformative to our community. It has enhanced public access to our campus, particularly for low-income and minority populations. Our campus is now the second most popular transit destination on Staten Island, with the CSI Ferry shuttle delivering an average of 1,950 riders a day on full operating days.
Key measures of success include:
1) Annual CSI Ferry Shuttle Ridership of 215,000 Riders
2) Reduction of College Carbon Footprint by 653 Metric Tons per year
3) Stimulation of transit demand in the New York Metro Region of 1,123 per operating day
4) Increase in Staten Island Bus Ridership by 1.7%
5) Increase in Campus mass transit share of travel by 2.9%
6) Increase in student enrollment with almost no increase in campus parking decals sold.
The College of Staten Island experienced a 6% growth in student population in Spring and Fall 2009, from 12,727 to over 13,000 students. In prior semesters, this would have created a significant mobility challenge for the campus, as existing parking and transit services are already strained. It appears that the CSI is handling this growth well with our Shuttle services, as current parking and transit options are functioning well.
 In particular, the Office of Parking Services reports a total increase in parking decals on campus of 60 decals – from 9438 in 2008 to 9498 in 2009. This represents on a 0.6% increase in parking decals due to an increase of 5.3% in the student population.
 Our implied mass transit or carpool ridership was up by 651 students to 5,345 – 42% of students travelling to campus. This is significantly higher than the average rate of mass transit use on Staten Island, where 28.3% of residents travel to work by mass transit . Our percentage of students driving to school fell from 60.9% to 58%. The results are astounding. The number of students using alternative forms of transit increased by 651 students or 7.3% of the total mass transit riders.

**Lessons learned**:The CSI Ferry Shuttle route and ridership base was extensively researched prior to the design of the service. Of key importance in designing our service was to examine the interaction of our shuttle service as a logical extension and augmentation of the existing mass transit system. Linking key local transit hubs using high quality bus service with concentrated centers of ridership demand can stimulate ridership on mass transit and reduce dependency on private automobile use in moderate density areas.
 Reducing travel time on bus services through limited stop service can stimulate demand and reduce the dependency on automobile travel.
 It is very important to also examine the passenger waiting facilities on your system and evaluate these facilities and the potential need for expansion of waiting facilities if demand materializes. Good quality passenger waiting facilities (heated and weather protected is an advantage) can stimulate passenger demand for the service.
 Service reliability is key, as is frequency of service. Operating hours that fit the needs of riders, as well as support a variety of commuting patterns (morning, midday, and evening) are important components of an appropriate service. This stimulates demand and promotes usage of riders who might be resistant to convert to transit due to a need to travel at odd times or for emergency needs (child care or family needs) as well as enhances the rides confidence in the service.
 Providing riders with demand feedback (identifying bus runs that tend to be overcrowded) can be a useful tool to manage peak period loading.
 Data and spatial analysis of ridership can help in route planning and operations. Careful analysis prior to deployment can yield significant ridership and enhance system performance.

#### Essex County Transportation (451)

##### Champlain North and Lincoln Pond Routes (647)

**Location**: Towns of Moriah, Elizabethtown, Lewis, Chesterfield, Willsboro, Essex, and Westport (NY)

**Type**: Trip-Based Services/Fixed route

**Goal**: Expanded geographic coverage

S**ervice description**:This route began only as Champlain North and has since been developed into two routes that connect a larger area of service. We have added the Lincoln Pond route to increase our coverage areas. All of this was planned from the beginning, but due to shortage of equipment we were unable to begin the entire route. We have acquired additional equipment and are now completing the entire route as originally planned. Ridership is increasing with the expanded areas of coverage. We are hitting more work places and more hours of availability to cover employees work hours.

**Evaluation**:We track our routes by the number of rides and surveys of riders, asking how their trip was, was the driver on time, courteous, and following safe driving procedures.

**Accomplishments**: This route has had time and route adjustments to meet the needs of the riders, we have just completed another adjustment and ridership has doubled.

**Lessons learned**:Be flexible, listen to the businesses and people that you serve.

##### Mountain Valley Shuttle (642)

**Location**: Western side of Essex County (NY)

**Type**: Trip-Based Services/Fixed route

**Goal**: Extended hours/ days of service

S**ervice description**:Mountain Valley Shuttle travels between the towns of Jay and North Elba. Hours are adjusted for the winter and summer seasons, due to need; the spring and fall seasons are much slower as many of the service-type jobs are reduced during these seasons. In order to avoid empty buses, we adjust our schedules to meet the needs of the people in these areas. We have regular, year round riders traveling for work, medical appointments, shopping, and other reasons. We also have a connection with Franklin County, New York on this route, enabling a person to travel between counties and larger townships. This also increases the availability of people to travel longer distances to work.

**Evaluation**:This route began with little or no riders and has developed into over five hundred rides per month, 95% of which are work related. It has taken some time and much work to develop the ridership to what it is now. Work continues to increase ridership and meet the needs of the people that live and work in the towns covered by this route.

**Accomplishments**: Essex County operates a public transit system along with three, third party operators. Since the start of this route, Essex County has worked closely with one of the third party operators by sharing the route, equipment, maintenance, and repairs. This third party operator only operates from December through March, during the peak season. Work continues to consolidate this third party operator and Essex County.

**Lessons learned**:Be flexible, with people and route timing. If you are off by a few minutes adjust the route to meet the most people’s needs.

#### Franklin County (251)

##### Franklin County Public Transportation (1455)

**Location**: Franklin County (NY)

**Type**: Trip-Based Services/Fixed route

**Goal**: Expanded geographic coverage

S**ervice description**:Northern End is a continuation of a successful route. Fixed routes consist of Chateauguay/Burke, Malone, St. Regis Falls & Fort Covington and any outlaying surrounding areas with fixed stops and route deviations offered.
 The Mobility Manager will continue to work with the operator (Association of Senior Citizens) to deliver dependable/reliable service to targeted population, which is low-income and welfare recipients to work and/or trainings.

**Evaluation**:Surveys are continuously distributed to riders of public transportation on a quarterly basis. These surveys help us determine the need, the number of riders, and will tell us if there needs to be an adjustment to the route.
 The Mobility Manager is also in contact with the operator (Association of Senior Citizens), One workSource, VESIT, BOCES, Career Visions, and employers regarding the needs of the employees and riders.

**Accomplishments**: The Northern End route is a continuation of an existing route. The fact that it is a successful continuation is an accomplishment in and of itself. The ridership numbers have continued to increase since its conception.
 The Mobility Manager will continue with ongoing discussions with all the partnering agencies such as Franklin County Highway Department, Association of Senior Citizens (operator), OFA, and Tri Lakes Independent Living in regard to accessibility. Numerous discussions regarding the sharing of a bus by Watertown and Franklin County and sharing a storage facility with Industrial Development Agency for the buses.

**Lessons learned**:The first thing I would suggest to anyone thinking about transportation is to take it one day at a time. Don't look at the big picture all at once; you will be overwhelmed. There is a lot more to transportation then you might think. There is a lot of work to transportation and a lot of public relations work. You really need to get out to the public and get the word out. Keep the public informed of accurate information.

##### Franklin County Public Transportation (1457)

**Location**: Franklin County (NY)

**Type**: Trip-Based Services/Fixed route

**Goal**: Expanded geographic coverage

S**ervice description**:Southern End fixed routes include: Paul Smiths, Tupper Lake, Saranac Lake, and Lake Placid
 The Mobility Manager will continue to work with Operator (Association of Senior Citizens) to deliver dependable/reliable service to targeted population, which is low-income and welfare recipients to work and/or trainings.

**Evaluation**:Surveys are continuously distributed to riders of public transportation on a quarterly basis. These surveys help us determine the need, the number of riders, and will tell us if there needs to be an adjustment to the route. The Mobility Manager is also in contact with the operator (Association of Senior Citizens), One WorkSource, VESID, BOCES, Career Visions and employers regarding the needs of the employees and riders.

**Accomplishments**: Discussions are still in progress with Paul Smith’s College to have Franklin County Public Transportation provide the school’s transportation needs for a fixed fee. Franklin County Public Transportation is currently transporting patients and clients to St. Joseph’s Rehabilitation Center in the Southern End. Discussions with Essex County Mobility Manager regarding the bus service from Malone to Lake Placid, with a possible future connection to a bus from Essex County at Ray Brook.
 Ridership numbers have continued to increase throughout the Southern End.

**Lessons learned**:The first thing that I would recommend to anyone just starting a transportation service would be is to see if the public interest or need is there. Get the surveys out and distribute them to anyone you think is involved even at a minor level. Get the word out, take every opportunity to spread the word, by word of mouth, advertising, public service announcements, presentations. Meet with public officials, groups, organizations, church officials, employees, and employers. You really have to take whatever opportunity you have or that comes around to get this information to the public and to get their input.
 The Southern End route is an existing and continuation of the route but, that doesn’t mean there isn’t a lot of work to continue its existence. There is still a lot of planning, routing, scheduling, organizing that still must to take place. The Mobility Manager must be creative to get the word out to the public so the public knows what is happening with the system. The routes need to be dependable and reliable. The public needs to know where and when they can get from point A to point B safely.

##### Franklin County Transportation (1459)

**Location**: Franklin County (NY)

**Type**: Trip-Based Services/Fixed route

**Goal**: Expanded geographic coverage

S**ervice description**:Franklin County’s Adirondack route is a fixed route from Malone to Lake Placid and surrounding areas with runs three times a day; an early morning run, a midday run, and a late night run. Lake Placid and Saranac Lake are two of the most commercialized and developed areas in the region, which is why transportation is vital to assisting low-income workers with the transportation means to successfully achieve and retain employment opportunities for long-term sufficiency. It enables people who would not normally be able to travel distances for employment opportunities to do this at affordable cost.

**Evaluation**:Surveys are continuously distributed to riders of public transportation on a quarterly basis. These surveys help us determine the need, the number of riders and will tell us if there needs to be an adjustment to the route. Ridership is logged daily by drivers. Franklin County Transportation is in continuous contact with the operator (Association of Senior Citizens) and various local employers such as Lake Placid Crown Plaza, High Peaks Resort, Lake Placid Lodge, Mirror Lake Inn, Bester Western, North Woods Inn, Whiteface Lodge, Price Chopper, Edge Complex, Saranac Lake/Ray Brook, Adirondack Medical Center One Work Source, VESID, BOCES, and Career Visions to discuss the needs of employees and employers.

**Accomplishments**: Ridership has continued to increase between 2008 to 2009. The greatest accomplishments is to attain and sustain transportation for low- income individuals who are trying to make a go of it; to give welfare recipients and low- income accessible, dependable, reliable transportation to and from employment at low cost.

**Lessons learned**:The first thing that I would recommend to anyone just starting a transportation service would be is to see if the public interest or need is there. Get the surveys out and distribute them to anyone you think is involved even at a minor level. Get the word out, take every opportunity to spread the word, by word of mouth, advertising, public service announcements, presentations. Meet with public officials, groups, organizations, church officials, employees, and employers. You really have to take whatever opportunity you have or that comes around to get this information to the public and to get their input.
 The Adirondack route is an existing and continuation of the route but, that doesn’t mean there isn’t a lot of work to continue its existence. There is still a lot of planning, routing, scheduling, organizing that still must take place. The Transportation Coordinator must be creative to get the word out to the public so the public knows what is happening with the system. The routes need to be dependable and reliable. The public needs to know where and when they can get from point A to point B safely.

#### Gloversville Transit System (456)

##### Amsterdam Route (649)

**Location**: Montgomery County (NY)

**Type**: Trip-Based Services/Fixed route

**Goal**: Expanded geographic coverage

S**ervice description**: **The** Amsterdam Route created a linked transportation service from Fulton County to Montgomery County, with service from the cities of Gloversville to Amsterdam. We have opened up job opportunities into the Route 30 corridor serviced by Amsterdam Transit and Gloversville Transit. This also links three public transit systems: Amsterdam Transit, Montgomery County MAX, and Gloversville Transit System. With development along the Route 30 corridor (Target Corp., Wal-Mart, and other commercial development) that is being accessed now by Workforce Solutions, VESID, medical facilities of St. Mary's have opened up job opportunities for those jobs. The service operates five days a week and is utilized by workers from both counties.

**Evaluation**:Evaluations are based on access to commercial development areas where we have started opening stops as needed by the passenger and other entities, such as VESID and Workforce Solutions. The increased ridership has shown that the route has had a positive impact on job access due to the fact that we have seen more riders requesting deviation stops along the route.

**Accomplishments**: Linked Fulton County and Montgomery County and have opened job access to previously unreachable areas. We have launched a College pass that works on all three systems so that passengers can move all along the two-county area with ease and developed bus tickets for the Welfare-to-Work program, through Department of Social Services. We have also instituted Adirondack Trailways to take passengers from the Amsterdam mini-hub to Albany.

**Lessons learned**:Make sure you have a solid coordinated plan in place with all parties on board and funding in place before opening such a regional bridge.

#### Hornell Area Transit (578)

##### Hornell Area Transit (Hornell to Bath Corridor of Travel) (621)

**Location**: Steuben County (NY)

**Type**: Trip-Based Services/Fixed route

**Goal**: Improved access/connections

S**ervice description**:Hornell Area Transit’s “Corridor of Travel” route from Hornell to Bath is 20.5 miles one way, with an average of 488 riders per month. We cover an area of approximately 94 square miles, with stops often 10-12 miles apart and this route is at near capacity all the time. We currently operate six days a week, with service from 6 AM to 6 PM weekdays and service on Saturday. This allows employment options for non-traditional as well as traditional work hours and gives the employee several time slots in which to gain employment

**Evaluation**:We established and identified two informal park ‘n’ ride sites to the NYS DOT as part of a study they were conducting. By doing so, we were able to accommodate riders from outside our service area. They drive their own vehicle to the park ‘n’ ride lot and board our bus for various purposes. This creates another level of convenience for those that wish to access our Hornell to Bath route. At present, we are experiencing an average ridership of 488 per month; this increase can be related to adding extra boarding sites.
 During this report period, in conjunction with our partnership with VESID and the local BOCES, we were able to utilize a job shadow for a youth as a bus cleaner/monitor on our buses. This has proven to have a positive effect all around with the youth, VESID, BOCES, HAT, the public riders, and last but not least the bus operators in our company. The “candidate” through VESID went through the entire hiring process, such as interviews, reference checks, suitable working attire, work ethics, so therefore is was a great learning curve for the student. It is too soon to tell the success of this venture.
 There are jobs available for bus cleaners, car detailers, bus monitors, so this provided applicable job training for the student. The student selected, if hired by us or others, meets JARC eligibility.
 After a successful school year and summer internship in 2009, HAT can state this was a very worthwhile endeavor. We will continue to utilize this partnership with VESID whenever possible.
 The youth intern has indicated to us that he would pursue his CDL license and possibly seek employment with HAT.

**Accomplishments**: For many years, Hornell Area Transit has been an active participant in the planning process with meetings with Steuben County Coordinated Transportation Committee, also the Steuben-Schuyler County Coordinated Transportation Committee, with notable results in the area of coordination. With the assistance of a JARC grant we were able to implement a Tri-County Collaboration between three public transportation providers to enable a person to travel from Olean to Elmira, NY in a single day. This represents a trip of 115 miles that, prior to our collaborative efforts, would have meant that the person traveling this same trip (via Greyhound) would have had to overnight along the way to accomplish their goal. The population centers in Steuben and Allegany counties are stretched out along Interstate 86/ State Route 17 with 20-25 miles between each.
 Hornell Area Transit and ARC of Steuben were able to implement a ride to work system for their consumers using our Hornell to Bath Route. With this partnership, 18-20 individuals are able to access a form of public transportation, thus contributing to their independence and mobility as well as to their place of employment. All are TANF eligible. The numbers continue to grow as we continue to provide services.

**Lessons learned**:We should have encouraged the key players to come aboard with the planning process right from the onset of service. They have since and have contributed to the evaluations on our service.

#### Montgomery County (249)

##### Montgomery Area Xpress (738)

**Location**: Montgomery County (NY)

**Type**: Trip-Based Services/Fixed route

**Goal**: Expanded geographic coverage

S**ervice description**:The unmet transportation need that the Montgomery Area Xpress seeks to address is to connect eastern and western Montgomery County. The MAX schedule provides runs both early and later in the day to meet the needs of employees shift times and coordinates with two other bus systems to get western Montgomery County residents access to jobs in the eastern portion of the County as well as jobs in the Capital District.
 Beginning in 2008, the Montgomery Area Xpress or MAX began service on the Route 5 and 5S corridor – a major east-west corridor in the County, which links the various hamlets and villages along this route to the City of Amsterdam and beyond. The service targets the County’s largest employers along this route. The Montgomery Area Xpress coordinates with Amsterdam Community Transit and the Montgomery County Commuter Run at a hub in Fonda. In this manner, County and City buses can transfer riders at a single point of contact throughout Montgomery County as well as Fulton-Montgomery Community College and the Capital Region. Duplication can be avoided between all providers while increasing transit service efficiency and reducing local tax dollars.
Major goals of MAX service are to:
- Be more cost effective
- Reduce or eliminate duplication of services
- Promote economic activity by taking passengers to work
- Support employment and job retention by assisting with getting to work on evenings and weekends
- Increase access to educational programs – colleges, local agencies, GED programs, training programs, BOCES/adult education programs – which can increase employment
- Better access to childcare
- Clear, easy to read bus schedules and information
- Useable friendly service
- Increase advertisements for the system
- Promote use of public transit through community outreach program

**Evaluation**:In order to have a successful transit system it is important to utilize performance measures to track the effectiveness of the system in meeting its identified goals. The County looks at performance measures such as increased annual ridership, increased passengers per mile, increased passengers per hour along with decreased cost per passenger, decreased cost per vehicle hour, and decreased cost per vehicle mile as indicators that the system is more cost effective. These are performance indicators from the provider’s point of view.
 The County also identifies success from a user’s point of view by tracking on–time performance, accessibility of stops, and ease of transfers through surveys and customer complaints and compliments.
 Lastly, the County tries to record local economic benefits of its goals by working with Department of Social Services and local employers to gage the success of the program.
 As data is collected and performance measures are evaluated, necessary adjustments are made in consultation with the Transportation Committee. Non-productive routes are eliminated; stops are determined based on use and/or requests as well as ease of access and safety. Once changes are made, those changes are constantly tracked and revaluated.

**Accomplishments**: The County's greatest accomplishment is the establishment of this new route. There was a lack of public transportation in this service area, which is home to approximately half of the 49,000 Montgomery County residents. Now these residents are able to access jobs, human service agencies, retail establishments, and daycare, all at a fair reasonable price.

**Lessons learned**:Communication. It is very important to bring together all stakeholders when starting a route like this. Establish a lead for the project and keep your elected officials very involved.

##### Montgomery County Mobility Management (739)

**Location**: Montgomery County (NY)

**Type**: Information-Based Services/Mobility manager

**Goal**: Improved access/connections

S**ervice description**:Montgomery County receives funding for a Mobility Coordinator through the JARC program. The salary and benefits of the position, as well as some outreach, marketing, and advertising related to mobility coordination throughout the County are included in the funding. This position is responsible for organizing, managing, conducting, and promoting the transportation operations of the Montgomery County Area Xpress, as well as enhancing transportation access for populations beyond those served by one agency or organization within a community. The position coordinates among existing public transportation providers and other transportation service providers with the result of expanding the availability of service.

**Evaluation**:As the position is relatively new to the County, relevant performance measures and benchmarks are still being evaluated. For the time period of this report, the Mobility Coordinator was responsible for increasing ridership on the Montgomery Area Xpress by creating and performing a public outreach program, consisting of presentations, press releases, County website, and advertising. The target audiences are seniors, businesses, civic groups, and the public in general.
 The Mobility Coordinator continues to develop a working relationship with Amsterdam Transit and Gloversville Transit on schedules, routing, and meeting ridership needs. This work involves regular correspondence and meetings. This position also works directly, through the authority of the Board of Supervisors, to coordinate all possible public transportation needs of County Human Service Providers. It is anticipated that the Mobility Coordinator will work closely with transportation stakeholders to perform needs assessments and develop an implementation strategies to deliver the most cost effective mode of transportation.

**Accomplishments**: The Mobility Coordinator worked closely with two neighboring systems to develop a transit pass for the local community college. This project did not begin during this reporting period, but the pass itself once in place can be utilized by students, faculty, and staff at the college. This pass is a key accomplishment as it meets several deliverables of the JARC funding. It coordinates services, removes duplication, and provides a service to an institution which is not only an educational facility, but also a local employer and a community place for several low-income funding programs and training sites. Utilization of the public transportation pass provides a sticker approach on an ID card and allows the user to ride all three systems for an entire semester at one low price, reduces the users carbon footprint, and allows travel time to become productive time to read or study.

**Lessons learned**:Communication and commitment is key to effectively coordinating local efforts related to transportation in order to produce a more coherent coordinated transportation system. There are usually not a lot of local tax dollars available for this service, therefore, involving key stakeholders will help to increase mobility, attract future funding opportunities, build strong community support through partnerships, and achieve greater operating efficiencies for all systems.

#### Rochester-Genesee Regional Transportation Authority (450)

##### Expanded Demand Response in Wayne County, NY (1034)

**Location**: Wayne County (NY)

**Type**: Trip-Based Services/Demand response

**Goal**: Extended hours/ days of service

S**ervice description**:JARC funding enabled expanded demand response service for TANF recipients in Wayne County, NY. Using existing equipment, the sub-recipient’s wholly-owned subsidiary, Wayne Area Transportation Service (WATS), established a target of 8,943 hours of demand response service during the period of May 1, 2008 to March 31, 2009 for TANF persons to satisfy a need that was identified in discussions with Wayne County Department of Social Services, for clients to get to and from jobs or job-related activities. The WATS service area covers all of Wayne County, which encompasses 604 square miles of land and 14 towns.

**Evaluation**:The request for funding was based on the need to meet requests for service from the Wayne County Department of Social Services. Without the grant, there is no question that an undetermined but certain loss of jobs would take place. Therefore, implementing the grant and meeting the all the daily requests for service that takes TANF persons from their homes to jobs or job-related activities is a measure of success. As part of RGRTA’s comprehensive plan, WATS prepares a detail schedule of Income and Expenses. One of the elements of expense is based on the estimated hours of extended service required for clients of Wayne County Department of Social Services. The planned number of hours for FY 2009 was 5,382; the actual hours provided based on the requests for service from Wayne County Department of Social Services was 3,341 or 62 % of the goal. This shortfall was due to two factors: (1) for the first quarter of FY 2009, the plan was overly ambitious and (2) for the next three quarters there was a difficult economy and fewer jobs in Wayne County.

**Accomplishments**: The greatest accomplishment of this project, known as Expanded Demand Response Service, in Wayne County is the close working relationship achieved between WATS and the Wayne County Department of Social Services. After the initial project planning, an agreement was reached for a lower level of service (300 vehicle hours per month) and the local funding to be provided by Wayne County Department of Social Services and by the sub-recipient (RGRTA). Operationally, the demand for TANF client services is provided daily and WATS has been able to satisfy the demand.

**Lessons learned**:In retrospect, the initial plan was overly ambitious and should not have been submitted as a single (not “phased”) project. The “expanded” portion of the project was not separated from the total project. By projecting the needs at the same level as the experience rate, a total budget for the project was set to provide 8,943 hours and a total cost of $435,792. As a result, 50% of the total exceeded the JARC funding limit of $150,000 per project, set by the NYS DOT. The funding limit was clearly set forth in the request for projects. Thus, JARC provided less than 35% of the funding in FY 2009 and FY 2010. The project was not completed as anticipated in less than a year and the contract completion date was extended to November 2010. As a result, the sub-recipient was not able to submit a more realistic follow-on JARC grant request with 50% matching funds instead of 65%.

#### St. Lawrence County (579)

##### Gouverneur to Watertown Route (628)

**Location**: St. Lawrence and Jefferson counties and City of Watertown (NY)

**Type**: Trip-Based Services/Fixed route

**Goal**: Expanded geographic coverage

S**ervice description**:The Gouverneur to Watertown Route started June 1, 2009 and provides three round trips, Monday through Saturday, to the City of Watertown, where there are a considerable amount of retail jobs (shopping mall), some jobs also related to hotel/motel industry (housecleaning, maintenance, front desk operation), and other miscellaneous jobs. At the bus transfer station, located on Arsenal Street in Watertown, riders may transfer to the Watertown CitiBus service to go to the mall, hotel locations, Jefferson Community College, medical facilities, etc. The times of bus departures and arrivals are fully accessible and conveniently planned with both Watertown CitiBus and St. Lawrence County Public Transit (both services work cooperatively in order to make connections). Also, both services are available Monday through Saturday.

**Evaluation**:Ridership continues to increase, riders are also connecting and using Watertown CitiBus to get to job sites, medical appointments, college etc. June 2009: ridership one way trips for first month of service totaled 216 trips; in September trips totaled 372. Approximately 49-60 of those trips were employment related. Employment sites including shopping mall, part time office jobs, and to Stream (Stream is a 24 hour Distribution Call Center for product purchased information located at Arsenal Street, where the St. Lawrence bus stops when entering Watertown).

**Accomplishments**: Some low-income Gouverneur residents, residing in St. Lawrence County now have jobs at Stream and some Gouverneur residents are now getting to college in Watertown. Also, persons with disabilities are now able to get to shopping sites and work related sites. Gouverneur is a low-income community with a high percentage of persons with disabilities, and people in need of employment sites. Before the start of this new route, there was no public transportation service within the southern region of the County, which includes Gouverneur. Some work in training recipients through the St. Lawrence County Department of Social Services have completed the Certified Nurses Training Course offered in Watertown. They have used the bus for three months to complete this job-related training.

**Lessons learned**:First, always identify if there is a need for transit service within a specific region, canvass the area through surveys, put the information in local newspapers, talk to many human service agencies, employers, etc. All this information provided will help to identify if there is a need for transit service. After identifying the need, look to partnering agencies that will help support the service, be it financial support, and also promoting service to specific agency clients/consumers, etc. Developing means and partnerships for continued support is vital for the continuation of the service.

##### Saint Lawrence County Mobility Manager / Planning Office (651)

**Location**: Within St. Lawrence County, primarily Canton, Potsdam, Massena, Ogdensburg, and surrounding communities (NY)

**Type**: Information-Based Services/Mobility manager

**Goal**: Improved access/connections

S**ervice description**:Route Service Area: Potsdam, Ogdensburg, Massena, Canton, and surrounding communities. Revised transit service for routes 1, 2, and 3 started in December 2008. New schedules have been printed and are more "user friendly." The Mobility Manager (MM) received input for the revised changes from many riders, human service agencies, employers, colleges, and medical facilities. The Mobility Manager has distributed new schedules throughout the County and has also done many outreach presentations on the transit service to such agencies and staff as follows: Mental Health, VESID, Dept. of Social Services (Medicaid and employment counselors), One-Stop partnering agencies, employers, individuals, and Independent Living Center staff and consumers. The Mobility Manager also acts as a "trip planner" for those in need of understanding the bus schedule and how to access the service.
 Promotional media advertising including newspaper, radio, on line transit information, large, laminated bus schedule posters, and highway bill boards have been used, promoting the public transit service. Also, a new logo identifying the transit service has been placed on all the buses and advertising material.
 The Mobility Manager has also worked on all the planning and development work related to the new Gouverneur to Watertown service, which started June 1, 2009.
 Senior Bus Program - The Mobility Manager is the program coordinator for the community-funded Senior Bus Program, which provides semi-monthly shopping transportation service to older adults living in three small, rural hamlets, where there is no available public transportation. During their service down time, St. Lawrence NYSARC, a 5310 provider, is the contracted operator providing this transportation service.

**Evaluation**:

**-** Ridership on the existing public transit routes has increased since August 2007, when the Mobility Manager started. In 2007, total one way trips provided amounted to 20,659. In 2008, total trips increased to 28,398, an increase of 37%; and in 2009 total trips amounted to 29,632.
- Gouverneur to Watertown route started June 1, 2009
- Senior Bus, Community Funded Program - Service started in February 2008. The bus continues to be 80-100% full each trip. On an average within the three small hamlets, approximately 12-14 people are using this service on a regular basis. Not always the same people, as word gets out others are coming on board and using the service.

**Accomplishments**:

- Starting the new Gouverneur to Watertown service, which connects with Watertown CitiBus. In the past, there was no affordable public transit service from Gouverneur to Watertown available for low-income individuals. Having this has helped increase the options for many low-income people trying to access employment opportunities. Also, many older individuals and individuals with disabilities are now accessing this service to help meet their employment, shopping, recreational, medical, and work training needs.
- Senior Bus/ Community Funded Project - Having transportation means available for seniors and persons with disabilities is the second major accomplishment. Where this service is provided the hamlets have no accessible shopping sites, therefore this community project fills that transportation gap for many low-income older adults and people with disabilities by providing semi-monthly transportation service to larger communities where there is accessible shopping sites. Many riders bring back groceries with them; this has become their main means to get to shopping locations and to get groceries.

**Lessons learned**:With starting new service, make sure the need is there, by canvassing the communities, employers, agencies, individuals, etc. through surveys, public media information, and the like. If the need is there, work with all available agencies and employers to help get them to become invested partners in as many ways as you can.

#### Tompkins County (581)

##### Way2Go (780)

**Location**: Tompkins County (NY)

**Type**: Information-Based Services/Information materials/marketing

**Goal**: Improved customer knowledge

S**ervice description**:Way2Go is designed to help people in Tompkins County meet their mobility goals using transportation strategies that promote personal, community, and environmental wellbeing. Way2Go serves citizens, community agencies, employers, and transportation providers and planners by providing a single source of information on transportation. Through workshops, an upcoming website, and a variety of collaborative educational efforts across the community, Way2Go encourages people to compare, combine, and utilize sustainable transportation strategies. By channeling consumer feedback and dialog on transportation services and planning, Way2Go can help identify opportunities for improving transportation access, efficiency, and integration.

**Evaluation**:The benchmarks met during the first year were to:
1. Create curriculum for community education and outreach
2 Test curriculum in pilot workshops for human service agency staff and target groups (members of public)
3 Design a website for deployment in FFY 2010 (www.way2goinfo.org)

**Accomplishments**: FFY 2009 was Way2Go's first year of program development. Way2Go:
- Compiled information on transportation services and strategies, money-saving and safety tips, assistance with rides, individual planning tools, and more into a easy-to-use document called a transportfolio.
- Established working relationships with human service agencies, transportation providers, planner and advocates
- Piloted educational outreach strategies such as workshops, given to 60 consumers including seniors, low-income persons, and persons with disabilities; transportation information packets, provided to 125 human service professionals; and other outreach strategies that reached over 200 other transportation users.
- Made presentations on the role of transportation education to the Community and Rural Development Institute and the New York Public Transit Association Conference, and engaged in a range of local professional and community gatherings
- Collected consumer information on the transportation habits, needs, and experiences of diverse constituencies, identifying opportunities to improve access, appeal, and use of sustainable transportation strategies
- Designed a website that will be online soon, offering information specific to diverse groups such as newcomers, parents, persons with disabilities, rural residents, and those interested in health issues, going 'green,' and transportation equity

**Lessons learned**:Developing consumer education curriculum on mobility options takes time and considerable testing. Use market research to create a program name. Way2Go is our service name. It started out as RIDEWISE, which was not popular with our target consumer groups.
 The development of the transportfolio notebook was innovative. It is simple to use. Pages are updated as PDF files. The design is very clean and simple. It is a breakthrough for complex subjects.

Index: Trip-Based Services

Demand response

Atlantic County Countywide Demand Response 20

Bergen County JARC Countywide Demand Response 20

CNYRTA (Rides for Work 7

Cumberland County Improvement Authority Countywide Demand Response 22

Essex County Night Owl, Route 10, and Fairfield/West Essex Service 22

Expanded Demand Response in Wayne County NY 50

Pearl Transit Countywide Demand Response 32

Safety Net Brokerage 5

Salem County Interagency Council of Transportaiton Services 32

South Jersey Transportation Authority Regional Demand Response 33

Sussex County Countywide Demand Response 33

Fixed route

Amsterdam Route 46

Bee-Line Route 13 - Extended Hours 14

Bee-Line Route 1X - Express Service Westchester Medical Center Express 14

Bee-Line Route 2 - Increased Service to Employment Centers 15

Bee-Line Route 20 - Increased Service to Employment Centers 15

Bee-Line Route 43 15

Bee-Line Route 45 - Expanded Service 16

Bee-Line route 55 - Additional Evening Service 16

Bee-Line Route 7 Service Increase (Continuation) 17

Bee-Line Route 78 - Bus Service to Austin Avenue, Yonkers, NY 17

Bee-Line Route 79 - Airport Shuttle 17

Bee-Line Route 8 18

Champlain North and Lincoln Pond Routes 43

CNYRTA (Centro of Oneida, Inc) 6

College of Staten Island Ferry Shuttle 41

Essex Meadowlands Shuttle (Meadowlink) 26

Extended Hours and Additional Trips on Routes 8, 24, 48, 49, 54, 200, 203, 204 & 216 8

Franklin County Public Transportation 44

Franklin County Transportation 45

Gouverneur to Watertown Route 51

Hornell Area Transit (Hornell to Bath (Corridor of Travel) 47

Hudson County NJT Expanded Fixed Routes 30

Hunts Point Clean Air Transportation Shuttle Service 40

Monmouth County NJ TRANSIT Route 836 Service 28

Montgomery Area Xpress 48

Mountain Valley Shuttle 43

MTA Long Island Bus Job Access/Reverse Commute Service 8

Regional Transit Service Route 20 12

Regional Transit Service Route 21/22 12

Regional Transit Service Route 24A 13

Regional Transit Service Route 92 13

Flexible routing

Burlington County Burlink Shuttles 21

Warren County Route 57 35

Shuttle/feeder services

Bergen-Hudson Shuttles 25

Gloucester County Shuttle and Demand Response 24

Hunterdon County Shuttle and Demand Response Service 24

Mercer County Route 130 Shuttle 26

Middlesex County Shuttles and Demand Response 27

Monmouth County Route 35 Shuttle 28

Morris County MOM Shuttle and Demand Response 29

Ocean County Route 37 Toms River Connection 31

Passaic County Shuttle 31

Union County Route 22 Shuttle 34

Index: Information-Based Services

Information materials/marketing

Way2Go 53

Mobility manager

Allegany County Mobility Management 37

ALOFT Mobility Management Coalition Building 39

Mobility Managment 4

Montgomery County Mobility Management 49

Saint Lawrence County Mobility Manager / Planning Office 52

One-on-one transit training 5, 6

Transportation resource training 4

Index: Capital Investment Projects

None