



Job Access Reverse Commute (JARC) Program

**FY 2010 Service Profiles**

**Region VIII**

**Colorado, Utah, Montana, Wyoming,**

**South Dakota, and North Dakota**

**October 2011**

**FTA-11-0084**

JARC FY 2010 Service Profiles: Region VIII

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# INTRODUCTION

This appendix presents the profiles that JARC grantees submitted as part of the FY 2010 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\_7188.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 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 2010 JARC/New Freedom evaluation database and do not map to any FTA designation.

## Profile content

Each profile includes the following information:

* **Service area**  – Including the local service area as defined by the recipients, as well as the counties where service touches, as identified by the project team, if necessary
* **Project type** – Grant recipients were asked to categorize each project as trip-based, information-based, capital investment project, or planning/feasibility studies. 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 2010. 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. Partially 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 2010) or the records were duplicative.

# large urban projects

## Colorado

### City of Colorado Springs (1137)

#### ComCor Inc.

##### ComCor Transportation Assistance Program (1702)

**Service area**: Colorado Springs (CO: El Paso)

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

**Goal**: Improved system capacity

**Service description**:The ComCor Transportation Assistance Program (CTAP) provides demand response route transportation for low income clients in residential community corrections to go to work or work related activities. We operate two 19-passenger shuttles that operate on a flexible route. Clients request permission to use the shuttles in writing at least 24 hours in advance although some exceptions can be made. Staff compiles all transportation requests prior to the first departure. This information is used to determine the route for that day. To maximize efficiency, the city is divided into four zones. There are several predetermined drop-off and pick-up locations within each zone. When clients are dropped off at one of these locations, the driver instructs them to be back at that location by a certain time to be picked up.

**Evaluation**:Success of the CTAP program is measured in two ways. The overall unemployment rate of ComCor clients compared to previous years without the CTAP program and consumer satisfaction.

**Accomplishments**: The CTAP program has allowed ComCor to increase employment among a segment of our population that is generally very difficult to employ. Creating partnerships with local temporary labor agencies has greatly increased the employability of community corrections clients so they may work to be able to meet their financial obligations while also looking for permanent employment. Clients are also now able to access jobs in areas that were previously inaccessible because of the limited mass transit systems in our city.

**Lessons learned:** We learned that our target population can be somewhat mistrustful of bureaucratic and criminal justice systems. This mistrust made it difficult for us to convince potential riders that the CTAP shuttles were intended to be beneficial. Initially we had very few riders although over time, ridership has significantly increased.

##### ComCor Transportation Assistance Program (1708)

**Service area**: Colorado Springs (CO: El Paso)

**Type**: Capital Investment Projects/Vehicle for agency

**Goal**: Improved system capacity

**Service description**:The ComCor Transportation Assistance Program (CTAP) provides demand response route transportation for low income clients in residential community corrections to go to work or work related activities. We operate two 19-passenger shuttles that operate on a flexible route. Clients request permission to use the shuttles in writing at least 24 hours in advance although some exceptions can be made. Staff compiles all transportation requests prior to the first departure. This information is used to determine the route for that day. To maximize efficiency, the city is divided into four zones. There are several predetermined drop-off and pick-up locations within each zone. When clients are dropped off at one of these locations, the driver instructs them to be back at that location by a certain time to be picked up.

**Evaluation**:Success of the CTAP program is measured in two ways. The overall unemployment rate of ComCor clients compared to previous years without the CTAP program and consumer satisfaction.

**Accomplishments**: The CTAP program has allowed ComCor to increase employment among a segment of our population that is generally very difficult to employ. Creating partnerships with local temporary labor agencies has greatly increased the employability of community corrections clients so they may work to be able to meet their financial obligations while also looking for permanent employment. Clients are also now able to access jobs in areas that were previously inaccessible because of the limited mass transit systems in our city.

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#### Goodwill Industries

##### Goodwill Low income & ADA Transportation Svcs to AFA (1709)

**Service area**: Colorado Springs (CO: El Paso)

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

**Goal**: Improved system capacity

**Service description**:We provide rides for personnel that can’t afford a vehicle or can’t drive due to disabilities from Chapel Hills Mall to the location of Goodwill contract jobs on the United States Air Force Academy (USAFA). The city bus extends to the north end of the city to Chapel Hills Mall but has no service on the USAFA. We also provide rides from their homes to their location of work on Goodwill contract jobs on the USAFA for personnel that are required to be at work earlier than the city bus runs.
We operate five vehicles on a daily basis, providing on the average 68 trips daily to and from work for persons with disabilities and those who do not have the economic resources to provide their own transportation. Service is provided in Colorado Springs and surrounding area west to Rockrimmon Boulevard, east to Powers Boulevard and south to Security/Widefield.

**Evaluation**:We have a contract from the Federal Government that requires 75% of direct labor hours be performed by persons with severe disabilities. In order to meet that requirement, transportation for persons unable to drive was assessed and deemed necessary. Through the use of the JARC grant program we were able to purchase a vehicle in 2010 adding the capacity to provide rides for 14 additional personnel so they can work.
We have maintained the ratio of over 75% direct labor hours being performed by persons with severe disabilities using transportation to ensure persons are able to get to work and back home.

**Accomplishments**: We were able to accommodate up to 14 persons transitioning from school to work through school programs know as Trial Work Evaluation and Trial Work Assessment. We were also able to bring on persons through the Division of Vocational Rehabilitation, Veterans Vocational Services and Wounded Warriors.

**Lessons learned:** A sincere desire to work with persons with disabilities and to help people overcome obstacles to work is a must. Controlling the work schedules of personnel you transport is always optimal as routes can be designed to maximize the use of the vehicle. We had to reschedule some personnel work schedules to better the use of the transportation system.

##### Goodwill Low income & ADA Transportation Svcs to AFA (2200)

**Service area**: Colorado Springs (CO: El Paso)

**Type**: Capital Investment Projects/Vehicle for agency

**Goal**: Improved system capacity

**Service description**:We provide rides for personnel that can’t afford a vehicle or can’t drive due to disabilities from Chapel Hills Mall to the location of Goodwill contract jobs on the United States Air Force Academy (USAFA). The city bus extends to the north end of the city to Chapel Hills Mall but has no service on the USAFA. We also provide rides from their homes to their location of work on Goodwill contract jobs on the USAFA for personnel that are required to be at work earlier than the city bus runs.
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### Denver Regional Mobility and Access Council (1136)

#### Regional Transportation District

##### Meridian Call and Ride (2628)

**Service area**: Douglas County

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

**Goal**: Improved system capacity

**Service description**: The Meridian Call-n-Ride operates weekdays 5:30 AM to 8 PM. During operating hours, one bus is on site all day. A second bus will operate during the peak hours 6 AM to 9 AM and 3 PM to 6 PM. During the PM peak hours, a flex route operates through the business park on a set schedule. The bus has the flexibility to pickup/drop-off customers at their front doors if required.

**Evaluation**:Service is evaluated on boardings per hour and average subsidy per passenger. Agency standard: must have a minimum of three boardings per hour and subsidy in the $9 to $12 range. Meridian boardings per hour – 6.3; Subsidy $6.80 per boarding.

**Accomplishments**: The Call-n-Ride now has an electronic scheduling manifest. The customer can schedule rides through the web site or call the driver.

**Lessons learned:** To keep in mind that every community is unique and in order to serve the community, involve the community in the planning, implementation and marketing of the service.

##### North Inverness Call & Ride (2625)

**Service area**: Arapahoe (CO: Arapahoe)

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

**Goal**: Improved system capacity

**Service description**: The North Inverness Call-n-Ride operates weekdays 5:30 AM to 8 PM. During operating hours one bus is on site all day. A second and third bus will operate during the peak hours 6 AM to 9 AM and 3 PM to 6 PM. Since N. Inverness is a large area, during peak hours the additional two buses operate a flex route. This flex route operates through the business park on a set schedule. The bus has the flexibility to pickup/drop-off customers at their front doors if required.

**Evaluation**: Service evaluated on boardings per hour and subsidy per passenger. Agency standard: must have a minimum of three boardings per hour and average subsidy in the $9 to $12 range. N. Inverness boardings per hour – 7.3; Subsidy $6.02 per boarding.

**Accomplishments**: The Call-n-Ride now has an electronic scheduling manifest. The customer can schedule rides through the web site or call the driver. The business park in cooperation with the RTD has started installing shelters for the Call-n-Ride custom

**Lessons learned:** To keep in mind that every community is unique and in order to serve the community, involve the community in the planning, implementation and marketing of the service.

##### Route 121 - Peoria Crosstown (2634)

**Service area**: Adams, Arapahoe and Denver Counties

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

**Goal**: Improved system capacity

**Service description**:Peoria Crosstown peak period service on Route 121 was increased to operate every 15 minutes. Route 121 has been impacted by the implementation of the Route 121 Limited (peak period service). The increased service level provides suburb-to-suburb connections, while operating within areas with significant populations of low income families. The JARC-funded service increased trip availability and provides access to suburban employment centers in the Denver Tech Center and the Anschutz-Fitzsimmons Medical Center Campus.

**Evaluation**:Service with greater frequency than policy headways are subject to an additional Service Standard requirement. Fifteen minute peak frequency must have ridership performance greater than 20 passengers per in-service hour. Route 121 currently meets that standard.

**Accomplishments**: Increasing ridership on a existing corridor, while addressing the needs of community's access to a major medical center.

**Lessons learned:** None from this project.

#####

##### Route 153 - Chamber Crosstown (2633)

**Service area**: Chambers Road Crosstown/Denver/Aurora (CO: Adams, Arapahoe, Denver)

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

**Goal**: Improved system capacity

**Service description**:This particular route seeks to maintain the increased service level provided on the Route 153 based upon its performance and continued growth. Route 153 provides suburb-to-suburb connections, while operating within areas with significant populations of low income families. This route increases service for and provides access to suburban employment centers such as: Arapahoe Crossing, Parker Advantist Hospital and the Aurora City Center. Additionally, Route 153 offers many transfer opportunities to the greater network of transit service in the metro area.

**Evaluation**: Route 153 - Chambers Crosstown has been evaluated using the RTD Board adopted Service Standard that requires a performance level greater than 25 boardings per hour to maintain a service frequency of 15 minutes. Ridership data is collected using Automatic Passenger Counter data and calculated the scheduled hours of service.

**Accomplishments**: Ridership on Route 153 has increased steadily since the implementation of the JARC-funded service improvement. A detailed analysis of productivity changes is underway.

**Lessons learned:** Our experience with JARC grants has seen a great deal of success. Our attempts to close gaps in our transit network (spatial and/or temporal) have resulted in service improvements that meet our productivity standards soon after they are implemented. In our experience, the most successful JARC projects are found through identifying system gaps. These projects fit the core purpose of the JARC grant and reflect the performance characteristics of existing peer services.

#####

##### Route 20 - 20th Avenue (2636)

**Service area**: Denver (CO: Adams, Denver, Jefferson)

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

**Goal**: Expanded geographic coverage

**Service description**: Route 20 - 20th Avenue provides local cross-town service along 20th Avenue between Anschutz-Fitzsimons Medical Center (Aurora) and the National Renewable Energy Labs (Lakewood/Golden). The JARC grant funding received for this service allowed a re-routing of the service through the Central Business District, which improved travel times and trip access to the Medical Center from the western portion of the metro area.

**Evaluation**:Given the increased mileage and hours on Route 20 due to the change in service, ridership levels were monitored to ensure the route still met the RTD Service Standards for CBD local service; which is our highest performance requirement category.

**Accomplishments**: The most innovative element in this proposal was the attempt to encourage the use of this route for employment outside of the CBD, by changing the midroute terminal to the transfer center outside of the CBD, thereby allowing a one-seat ride from a low income area to employment areas on the eastside of the CBD.

**Lessons learned:** Consider all the barriers to transit use in considering how transit dependents access employment. Many times key elements of how a transit system is designed to handle peak demand, can act as detractors to through service. Crosstown trips that terminate in the downtown area, may offer transfer opportunities, but are still inferior to one-seat rides through to employment destinations outside of the CBD.

#####

##### Route 73 - Technology Transfer/Quebec Crosstown (2635)

**Service area**: Denver, Arapahoe (CO: Arapahoe, Denver)

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

**Goal**: Expanded geographic coverage

**Service description**: Route 73 service was initiated using JARC funds and has been a success in terms of ridership performance and inclusion into the RTD service network. Route 73 offers transit service to many individuals who are low income or transit dependent needing access to employment/education centers outside of the Central Business District. The route extends from the Stapelton Transit Center (a key transfer point in the RTD system) to the DTC Transit Center, located in the metro area's second largest employment center.

**Evaluation**:This service is defined in the RTD Service Standards as a Urban local route and is expected to meet the minimal service standard for that particular category. Since a period one year after implementation, Route 73 has met the RTD Service Standard.

**Accomplishments**: Identifying gaps in the transit system, serving low income communities, and providing access to the metro areas second largest employment center outside of the CBD.

**Lessons learned:** As with any service addition, pay close attention to likely affects of new service on parallel routes. The introduction of Route 73 resulted in a loss in ridership on the Route 65 - Monaco Crosstown. However, over time the two services have balanced levels of ridership and operate in congruence, sharing terminals at both ends of the metro area.

#####

##### South Inverness Call & Ride (2626)

**Service area**: Douglas (CO: Douglas)

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

**Goal**: Improved system capacity

**Service description**:The South Inverness Call-n-Ride operates weekdays 5:30 AM to 8 PM. During operating hours, one bus is on site all day. A second bus will operate during the peak hours 6 AM to 9 AM and 3 PM to 6 PM. During the PM peak hours a flex route operates through the business park on a set schedule. The bus has the flexibility to pickup/drop-off customers at their front doors if required.

**Evaluation**: Service evaluated on boardings per hour and subsidy per passenger. Agency standard: must have a minimum of three boardings per hour and average subsidy in the $9 to $12 range. S. Inverness boardings per hour – 7.0; Subsidy $6.28 per boarding.

**Accomplishments**: The Call-n-Ride now has an electronic scheduling manifest. The customer can schedule rides through the web site or call the driver. The business park in cooperation with the RTD has started installing shelters for the Call-n-Ride customers.

**Lessons learned:** To keep in mind that every community is unique and in order to serve the community, involve the community in the planning, implementation and marketing of the service.

### North Front Range Metropolitan Planning Organization (6789)

#### City of Loveland

##### Blue Route (1995)

**Service area**: City of Loveland, Larimer County

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

**Goal**: Expanded geographic coverage

**Service description**:Service provides transportation for regional access to the Medical Center of the Rockies and retail establishments.

**Evaluation**:Ridership is consistent with multiple businesses along the route inquiring about transportation for their employees.

**Accomplishments**: Continued interest in the system and requests for additional and increased service in the area.

**Lessons learned:** It’s easy to put service out there, but harder to have to take it away when funding is no longer available.

#### Transfort

##### Fixed Routes #'s 9, 14 & 16. (1443)

**Service area**: City of Fort Collins (CO: Larimer)

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

**Goal**: Expanded geographic coverage

**Service description**:Section 5316 funding helped fund the operational expenses of fixed routes 9,14, and 16. Funding operational expenses for these routes improved employment transportation for low income workers in the North Front Range region. These routes serve low income residential areas, high density employment areas, as well as the critical connection to human service organizations.

**Evaluation**:Our project was evaluated primarily from the standpoint of ridership. In 2010, we increased ridership for these fixed routes by an average of 3.23%, thereby providing a total of 181,971 low income rides.

**Accomplishments**: Increasing ridership on route # 16, which had seen a decline in ridership the previous year.

**Lessons learned:** Strive to provide a realistic assessment of projected ridership and fare revenue. Although it is very difficult, a more conservative approach is always best when projecting net costs / benefits. Thankfully, JARC funding has enabled us to continue a much needed route (# 16) in spite of not reaching desired ridership levels.

# small urban/rural projects

## Colorado

### Colorado Department of Transportation (1130)

#### Boulder County Transportation

##### Boulder County Transportation (2741)

**Service area**: Boulder County

**Type**: Trip-Based Services/User-side subsidies/vouchers

**Goal**: Improved access/ connections

**Service description**:Project provides unlimited transit vouchers to at least 30 very low income transitional housing clients, as well as at least 30 social service clients. Project also provides bus passes or other transit vouchers, coupled with supportive transit training services. Also provides transit support for very low income bicycle commuters for whom transit and vehicle use is not an option through training, the development of a commuter bicycle repair station and safety kits for bicycle commuters.

**Evaluation**:The primary method of measurement and evaluation is user surveys that determine frequency of use and trip destinations. A random sample of beneficiaries are selected to keep travel diaries to provide both qualitative and quantitative information. Service providers are interviewed and provided with a tracking mechanism to help determine how beneficial

**Accomplishments**: Boulder County Transportation is strongly committed to the project financially and philosophically. We demonstrate this through our local matching funds and intention to not only carry out the project but to work to integrate transportation considerations into the fabric of social policy and land use planning throughout the county.

**Lessons learned:** Know that working with some agencies, Workforce Development, for instance, can be slow-moving and difficult.

#### Community of Caring

##### Community of Caring (2313)

**Service area**: Southern Teller County

**Type**: Planning Studies/Feasibility Study

**Goal**: Expanded geographic coverage

**Service description**:The JARC-funded services provided were to develop a transportation plan that analyzes the problems of: 1) Independent systems of transportation funding and service provision, 2) Inadequate or non-existent human services transportation coordination, 3) Duplication of human services transportation services, 4) Unmet or unaddressed needs of disadvantaged populations.
For the purpose of this plan, populations considered disadvantaged and compromised by the lack of coordinated transportation services are the elderly, individuals with disabilities, low income job seekers, and disadvantaged youth.

**Evaluation**:We have evaluated our project by addressing and documenting our progress in meeting our objectives and milestones for 2010. Our relevant performance measures and bench-marks are: a) Develop a project timeline, b) Develop an action plan, c) Identify Key stakeholders and establish ongoing contact, d) Develop a vision statement, e) Develop decision making body roles and responsibilities, f) Assess policy and financial issues and gaps, g) Develop an overall assessment of needs, gaps, and key strategies, h) Assess plan status and needs relative to a continuation of JARC Section 5316 grant for 2011.

**Accomplishments**: Our greatest accomplishments are: 1) All the key stakeholders are sitting at the table and have been faithful to attending the monthly meetings; 2) We developed an excellent vision statement; 3) We created a community-wide survey to assess needs and gaps.
A successful and innovative element has been our monthly drawing. Our prizes have been exciting, outside the norm, and have helped creates bonding, excitement, and an atmosphere of fun and enthusiasm at our meetings. Our committee is committed, dedicated, and faithful. We all see this grant as an opportunity to improve the quality of life in our community. Thank you.

**Lessons learned:** The advice we would give is multiple. Be organized and prepared. Keep the meetings short and focused, have drawings, food and beverages (make it fun). Keep the momentum going with ongoing communication with partners, community, and the press.
We wish we would have known that this was not truly a two year planning grant, because the grants for 2012 were due half way through the process.

#### Durango Transit

##### City of Durango Transit (2742)

**Service area**: City of Durango (CO: La Plata)

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

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

**Service description**:This project, Mercy Express, addresses the lack of reliable, efficient, affordable transportation to the Mercy Medical Complex, a suburban place of employment for many low income shift workers. We are engaged in a pilot program to provide service to low income workers employed at the Mercy Medical Complex, 7.1 miles east of downtown Durango. Under our existing schedule configuration, we are experiencing a lack of public transit for low income shift workers arriving and departing multiple shifts, requiring expanded service and greater stop times. The goal of this project is to provide reliable, affordable and efficient service to employees earning wages under the federal poverty level.

**Evaluation**:We evaluate and measure the project's success using ridership numbers, passenger surveys, and interviews with the affected employers. We measure project success by comparing it to existing fixed route services and past data from our pilot program. We evaluate and monitor the project weekly with our other fixed route services by looking at passenger totals and the hourly ridership. We use the results of our rider surveys and employer interviews to address any necessary changes.

**Accomplishments**: Our current Mercy pilot service does not meet the needs of the low income, shift workers identified through our outreach efforts. The proposed Mercy Express service enhances our current transportation availability to meet those needs, minimizes transfers and shortens travel times associated with the current level of service, and will ensure access to transportation services for low income workers.
Durango Transit coordinates service and publishes a joint schedule with Ignacio Road Runner and Southern Ute Community's Action Program (SUCAP) to provide enhanced service to Mercy Medical Complex. This arrangement provides for more frequent service at less cost than a service provided by a single agency.

**Lessons learned:** Working with other agencies is often more time consuming than expected. Everyone is short on funding and staff, and they often don't understand the important role they play as stakeholders.

#### Mesa County Metropolitan Planning Organization

##### Grand Valley Transit (1460)

**Service area**: Grand Junction, Fruita, Palisade, Orchard Mesa, Clifton, Redlands, unincorporated areas of Mesa Coun (CO: Mesa)

**Type**: Trip-Based Services/User-side subsidies/vouchers

**Goal**: Improved system capacity

**Service description**:Grand Valley Transit (GVT) provides a service as part of the existing fixed route service which has been developed to attempt to fit the needs of low income individuals in the Grand Junction metropolitan area. The system concentrates on the movement of passengers from the low income housing areas of the Grand Junction metropolitan area, which includes Grand Junction, Fruita and Palisade, to the industrial and commercial centers and back. The program gives qualified individuals free bus passes under the Temporary Aid to Needy Families (TANF). This allows the parent to provide the needed transportation to daycare and work. If the work hours are after the transit systems normal working hours, GVT schedules free taxi rides and reimburses the taxi company for these rides out of the transit systems JARC allocation for the operations of this program.

**Evaluation**:Ridership has been a key indicator of this projects success. In addition, a yearly on-board passenger survey is conducted which provides information about the population being served and that GVT is meeting the needs of the community.

**Accomplishments**: The projects greatest accomplishment is providing public transportation services to welfare recipients and other low income persons to jobs and other employment related services while enhancing coordination funding opportunities.

**Lessons learned:** Be sure the partnerships are in place to be able to support the program such as having the local Department of Human Services on board. Fortunately we did and do have the partners in place to support such a program which has helped to improve ridership and community support for transportation services.

#### Northeastern Colorado Association of Local Governments

##### Northeastern Colorado Association of Local governments (1630)

**Service area**: Northeastern Colorado (CO: Logan, Morgan)

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

**Goal**: Expanded geographic coverage

**Service description**:NECALG contracts with the South Platte Valley RTA for the operation of a deviated fixed route within the City of Sterling. The route serves local employment centers, Advantage Center (Half-Way House operating under a contract with the Department of Corrections), Northeastern Junior College, local retail outlets, and low income neighborhoods in the City of Sterling.
NECALG operates a deviated fixed route in the City of Fort Morgan. The route serves Cargill Meat Solutions, local employment centers, Morgan Community College, and low income residential areas in the City of Fort Morgan.

**Evaluation**:Ridership is the primary performance measure. The base or benchmark for the deviated fixed route was FY 2009. From October 1, 2008 through September 30, 2009, ridership totaled 28,199 trips. Between October 1, 2009 and September 2010, NECALG provided 45,314 trips on thee deviated fixed routes in Sterling and Fort Morgan. Ridership continues to increase, and is projected to increase to 49,956 trips in FY 2010/2011.

**Accomplishments**: A local coordinating committee and local stakeholders are valuable in promoting funding for sales tax for transit. The local stakeholders must identify potential clients or users of the system. You must have client base of daily users that you can build the system around. Otherwise, you have to depend individual clients who may occasionally use the transit system. You need a champion who can be the public face of a campaign to provide a local sales tax or other funding mechanism for transit.

**Lessons learned:** A local coordinating committee and local stakeholders are valuable in promoting funding for sales tax for transit. The local stakeholders must identify potential clients or users of the system. You must have client base of daily users that you can build the system around. Otherwise, you have to depend on individual clients who may occasionally use the transit system. You need a champion who can be the public face of a campaign to provide a local sales tax or other funding mechanism for transit

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##### Northeastern Colorado Association of Local Governments (1623)

**Service area**: Northeastern Region (CO: Logan, Morgan)

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

**Goal**: Expanded geographic coverage

**Service description**:NECALG operates a deviated fixed route within the City of Fort Morgan. The route serves employment centers, Cargill Meat Solutions, the industrial park, Morgan Community College, retail outlets, and low income neighborhoods. The service is a public transportation system, focused on low income residents of the community.
NECALG contracts with the South Platte Valley RTA to operate a deviated fixed route within the City of Sterling. The route serves employment centers, Advantage Center (Halfway House through a contract with the Department of Corrections), Northeastern Junior College, retail outlets, and low income neighborhoods.

**Evaluation**:Between October 1st 2009 and September 2010, NECALG provided 45,314 trips on the deviated fixed routes in Sterling and Fort Morgan. This total compares to 28,199 between October 1, 2008 and September 2009. Ridership continues to increase, and is projected to increase to 49,956 trips in FY 2010/2011.

**Accomplishments**: The greatest accomplishment is thee increased ridership. In 2007, the residents of Sterling approved a 1/10 of 1% sales tax for thee deviated fixed route in Sterling. The original legislation required that the South Platte Valley RTA return to the citizens of Sterling with a ballot proposal for continuation of the sales tax in 2011. Local stakeholders are confident that the sales tax will be approved for an additional four years.

**Lessons learned:** A local coordinating committee and local stakeholders are valuable in promoting funding for sales tax for transit. The local stakeholders must identify potential clients or users of the system. You must have client base of daily users that you can build the system around. Otherwise, you have to depend on individual clients who may occasionally use the transit system. You need a champion who can be the public face of a campaign to provide a local sales tax or other funding mechanism for transit.

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#### Routt County

##### South Routt County Colorado Vanpool Service (1946)

**Service area**: Routt County

**Type**: Trip-Based Services/Vanpool (service only)

**Goal**: Improved system capacity

**Service description**:This service is a vanpool using a small seven person van that leaves the low to moderate income area of Oak Creek, Colorado at a morning time Monday through Friday agreed upon by vanpool riders to get them to work 23 miles away via Colorado SH131 to US40 to Steamboat Springs, the county seat, largest municipality, and employment center. Steamboat Springs has a very high cost of living, especially for housing. Many people who work in Steamboat Springs cannot afford to live there. Employers served include: Routt County government, Colorado 14th Judicial District Probation Department, Yampa Valley Medical Center (the local hospital), and the Steamboat Ski and Resort Corporation (a very large local employer). Vanpool users coordinate drop-off times and locations in the morning and pick-up/departure locations for the evening, post work day trip back to south Routt County. Both the two municipalities in south Routt County and the unincorporated area of Stagecoach offer more affordable housing than the employment center of Steamboat Springs.

**Evaluation**:We were not able to start this service until April, 2010. Then due to contract issues with VPSI- Vanpool Service International, it was on hold from May-June of 2010. It ran again from July through the end of the FFY 2010 for a total in that FFY of four months. During those four months, we were able to get more riders even though gas prices went down. We spoke weekly with the vanpool driver/group leader and once per month with all riders to assess their satisfaction with the service. All reported being highly satisfied. This was a qualitative analysis. We also did much PR through several sources: local newspaper, newsletters, Face book, and word of mouth. All riders continue with the program in this FFY 11, from October of 2010 through the present, May of 2011. We anticipate increased ridership in FFY 2012.

**Accomplishments**: Our major accomplishment for FFY 2010 was getting this service up and running. A vanpool requires more active participation from riders than a fixed route or demand-response service. The riders have to commit. We were able to build a committed base ridership. Doing this required much verbal communication between us and the riders, but it was worth it.

**Lessons learned:** Always have more PR-Marketing than you think you need.
Be sure that your riders and potential riders do not get misinformation from the “grapevine”.
Remember that even those who want to use transit, in this case a vanpool, may be so used to using a single occupancy vehicle that even the seemingly smallest hurdle may well prevent them from using transit or make them quite early in the program.
With a vanpool, having a committed, dedicated, responsible vanpool leader/driver is the key. We are lucky to have such a person.

#### South Central Council of Governments

##### South Central Council of Governments-Transit JARC (2740)

**Service area**: Huerfano and Las Animas Counties

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

**Goal**: Expanded geographic coverage

**Service description**:The service started as demand response in 2008. Several Seniors Inc. and Care Service employees started using our service to get to and from work. A few students from Trinidad State Junior College started riding to get to and from job training courses. As word of the program got out our ridership increased. A deviated fixed route was added in both Trinidad and Walsenburg, which has also become effective in transporting passengers to work and training.

**Evaluation**:Our ridership numbers are kept and evaluated monthly by the Transit Coordinator and Transit Director. The scope of work was used to compare performance measures and benchmarks.

**Accomplishments**: Exceeding the expected amount of rides for the entire year was our greatest accomplishment. Ride numbers continue to grow each month.

**Lessons learned:** Good marketing. Getting the word out about a new program is very important. Word of mouth can often be a very effective marketing tool.

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## North Dakota

### North Dakota Department of Transportation (1153)

#### Bis Man Transit

##### Bis-Man Transit Board (2151)

**Service area**: Bismarck (ND: Burleigh, Morton)

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

**Goal**: Improved customer knowledge

**Service description**:Our funding did not provide any specific routes. It funded the position of Marketing Director. The marketing director was responsible to establish a marketing plan and to carry out the plan. She also developed and distributed marketing material and training material. She developed a web page and does maintenance with it to keep it up to date. She does a lot of interacting with other agencies and training with their employees.

**Evaluation**:

• 204 requests were received from the online trip planner on our website. The marketing director provided routes via email response.
• CAT Bus survey was conducted in fall 2010 to gauge how we are doing. 90 surveys were returned to us. 36 people provided a contact email for us to send updates to.
• Service Provider trainings were held in March and August with a total of 16 people attending the trainings. The trainings showed service providers how to use the fixed route bus system, so the service providers could show clients how to use the bus.

**Accomplishments**:

• Ride Guide was created for The CAT Bus to show new riders how to use the fixed route bus system.
• Luminator signs on buses were updated to reflect route changes.
• New KFYR TV commercials were produced showing places that people can access using The CAT Bus.
• Free rides on the Friday and Saturday before Halloween promoted new riders to try out The CAT Bus. The marketing director had an informational booth set up at the main bus “turnaround” to answer questions for new riders and get informal feedback from frequent riders.

**Lessons learned:**

• Public CAT Bus training held in October 2011 at the Bismarck Public Library at three different times. There were a low number of attendees, so an attempt will be made to do training during summer months.
• Y Route was established to try and provide a way for kids to get to summer activities at the YMCA, which would provide a way for parents to keep their kids occupied while the adults are working. Due to low ridership numbers, the route was discontinued in December 2010.

#####

##### Bis-Man Transit Board (2223)

**Service area**: Bismarck (ND: Burleigh, Morton)

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

**Goal**: Improved access/ connections

**Service description**:JARC funds in 2010 funded the position of mobility manager. The mobility manager is responsible for encouraging increased use of services that Bis-Man Transit provides. Tasks the mobility manager completes include communications and presentations for service providers, provision of one-on-one training for individuals interested in learning how to use the fixed-route and paratransit services, and design of marketing materials that make it easier for individuals who are interested in using public transportation.

**Evaluation**:Two service provider trainings were held in 2010 and one public fixed route bus training was held. Sixteen people attended the service provider training and seven people attended the public trainings. The mobility manager mapped out 204 fixed route trip requests that were received via the website’s online trip planner. Four individuals took advantage of the one-on-one training opportunity and presentations about Transit and Capital Area Transit were given to six different groups.

**Accomplishments**:

• Ride Guide was created for The CAT Bus to show new riders how to use the fixed route bus system.
• Luminator signs on buses were updated to reflect route changes.
• New KFYR TV commercials were produced showing places that people can access using The CAT Bus.
• Free rides on the Friday and Saturday before Halloween promoted new riders to try out The CAT Bus. The mobility manager had an informational booth set up at the main bus “turnaround” to answer questions for new riders and get informal feedback from frequent riders.

**Lessons learned:**

• Public CAT Bus training held in October 2011 at the Bismarck Public Library at three different times. There were a low number of attendees, so an attempt will be made to do training during summer months.
• Y Route was established to try and provide a way for kids to get to summer activities at the YMCA, which would provide a way for parents to keep their kids occupied while the adults are working. Due to low ridership numbers, the route was discontinued in December 2010.

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#### Cities Area Transit

##### Grand Forks Cities Area Transit (422)

**Service area**: Grand Forks (ND: Grand Forks)

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

**Goal**: Expanded geographic coverage

**Service description**:The City of Grand Forks started the new route 12/13 in the south and west areas of the city. The new route covers medical facilities, schools, shopping areas, residential and human service agencies that people have been asking to have bus and paratransit services at. Cities Area Transit is covering areas of the city that were not accessible before. The City is continuing to grow to the south and west with new low and moderate income housing. The new route has seen a steady increase in ridership in the last year with access to residential, commercial, and human service agencies.

**Evaluation**:Records on bus ridership are kept monthly and reviewed periodically. The ridership has climbed steadily from day one with the addition of the new route. Surveys of the route and ridership are also done periodically.

**Accomplishments**: The expansion of service to all areas of the city has provide access to higher paying employment for low income persons and to better serve the current workers including those with a disability. Such barriers and enhanced options to all of our routes are not only applicable to the general public but also for the target populations of low income persons, people with disabilities, and the elderly.
With the addition of service and coordination with human service agencies and employers, the project will incorporate the marketing of the new services. A combination of travel training and promotional activities will be utilized during the project implementation. This will not only enhance existing service and the public’s general knowledge, but also jump start ridership on the new service

**Lessons learned:** You need to provide the service continuously even when ridership is low, for a steady and reliable service. Need to advertise the new service, so all persons know about the service. It also increased our paratransit service and caused a service constraint we were not prepared for.

#### Fargo Metro Area Transit

##### Childcare to Work Transportation (2067)

**Service area**: Cass (ND: Cass)

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

**Goal**: Improved access/ connections

**Service description**:The Childcare to Work Transportation is a collaborative effort between the City of Fargo (JARC), Southeast ND Community Action Agency (Bremer Foundation match), Cass County Social Services through their Temporary Aid to Needy Families (TANF) match, Job Service ND (referrals/monitoring), and Fargo Senior Services (provides rides to parents who are TANF eligible with a childcare stop on the way to work or training). The program specifically addresses employment/training related rides for disadvantaged populations.

**Evaluation**:Evaluation is based on how many rides are being provided/the ridership trends, is the service/program being fully utilized, and has the program advanced/evolved into reaching more disadvantaged people needing a childcare stop in route to employment/ training.

**Accomplishments**: We feel this program has demonstrated how a collaborative effort between agencies can be accomplished and effectively influence the needs of the disadvantaged population. This is viewed as a creative solution to gaps in service (specifically working parents needing to get to employment or training with a childcare stop along the way).

**Lessons learned:** We did not realize when we started the service that communication to the end user would be the challenge - we recognized the need was out there, but how to reach potential users was a hurdle. Once Job Service starting screening potential users and made the referrals to the program, it became more effective.

##### Evening Dispatcher (2100)

**Service area**: Fargo and West Fargo (ND: Cass)

**Type**: Information-Based Services/One-stop center/referral

**Goal**: Improved customer knowledge

**Service description**:The evening dispatch project funded with JARC is the third dispatch shift. This position is vital as it allows us to give customer and driver support throughout all hours the vehicles operate vs. previous coverage only until 7 PM. This position also assists with the paratransit function after hours, addresses safety and security concerns at the main transfer facility in the evening hours especially in the winter months when it is cold and dark outside (the facility is able to remain open for the public), and gives the riding public access to information beyond the 7 PM hour.

**Evaluation**:Evaluation has been based on observations/monitoring of increased traffic at the main facility (evening dispatcher is located at the main facility) in the evening hours; in the past we had received complaints about the facility not being open in the evenings, those have been eliminated; drivers are more comfortable knowing they can contact a dispatcher in the event of an emergency or with a simple question; paratransit riders are able to contact someone after the regular paratransit dispatchers leave for the day; all of these factors can be taken into account when evaluating the effectiveness of having an evening dispatcher.

**Accomplishments**: We feel the greatest accomplishment is to have extended dispatch hours/personal contact with the riding public, during all hours that our buses operate. It is vital to have that link - there is increased customer and driver satisfaction.

**Lessons learned:** We recognized this was an unmet need of vital importance - there was a need to help ensure not only the safety of our riders and employees, but offer the best customer service possible by making a dispatcher available to speak with after hours. Prior to receiving the JARC grant, that was a gap in our services.

#### Giving + Learning

##### Giving+Learning (332)

**Service area**: Fargo (ND: Cass)

**Type**: Trip-Based Services/User-side subsidies/vouchers

**Goal**: Improved access/ connections

**Service description**:During the FFY 2010 grant period, Giving+Learning referred 15 adult new Americans to Xcel Driving School, after they’d successfully obtained their drivers permit through the mentoring process. All of the program participants completed the six hour behind-the-wheel training. As of September 30, 2010, not all of the participants had taken the actual drivers exam, so final figures are not available.
We are receiving referrals for this program from Lutheran Social Services ND, Cass County Social Services, Motor Vehicle Department and other education and healthcare professionals. All of our program participants are adult, new American refugees and immigrants, 95% are at or below poverty levels and 60% are women.

**Evaluation**:Program participants have been carefully screened to ensure that they will receive a legal drivers license. We evaluate our program also by adhering to our budget.

**Accomplishments**: There have been 15 program participants referred to the driving school and all 15 have successfully completed the behind-the-wheel training.

**Lessons learned:** We have drawn preliminary conclusions that we will continue to utilize for the remainder of this grant. Giving+Learning has been careful in their selection of program participants, i.e. there has to be commitment by the new American to successfully finish the drivers training and obtain a legal drivers license; only one member of a family is eligible for the funding; we expect successful participants to “pay it forward” and assist other family members, neighbors or coworkers to help them achieve a legal drivers license too.

#### Kenmare Wheels & Meals

##### Job Access beyond regular service hours (357)

**Service area**: City of Kenmare (ND: Ward)

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

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

**Service description**:Dial-a-ride service to and from work only outside of our regular transit service hours. Service began small with one wheel chair dependent rider. Now is being used by four persons on a regular basis. Service allows for very early morning and early evening service. Clients are asked to call with their weekly work schedule for planning purposes.

**Evaluation**:Inception of service for Year 1: Expectation--One rider twice weekly
Actual--One rider 4 times weekly. Since our community is so small, we evaluate service on an on-going basis. Client input is done by telephone.
Year 2: Original rider using service for entire work schedule. Addition of four other clients, two of whom use on a regular basis. We have now received requests for later evening service. Still unable to provide this service because of driver time involved. We are working on finding a way to include later evening service on a dial-a-ride basis.

**Accomplishments**: Our greatest accomplishment has been allowing three of our clients to become and stay employed which makes them a valuable asset to our community.
A side benefit of this service is that visibility has increased use of our regular transit service.

**Lessons learned:** We began with a very low budget expecting that this service would be used minimally. Lack of funding made the needed expansion difficult, but the benefits to the community were well worth the struggle!

#### NW Dakota Public Transit in Williston

##### NW Dakota Public Transit (2065)

**Service area**: Williams, Divide and McKenzie Counties

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

**Goal**: Expanded geographic coverage

**Service description**:We are a demand response system in three counties. In Williams County we have the largest population group and is also the area with the largest amount of jobs. We were able to extend our hours for our transit system. We were open from 8 AM to 4 PM. Because of the JARC program we were able to be open from 7 AM to 6 PM. In Divide County, we also provide a demand response system where the JARC program enhances our current program. McKenzie County is the same as the other two counties. In Williams County we also offer a ticket system with the local cab company, which allows people to ride the taxi cab for a subsidized rate. This allows people to ride on our off peak hours and when we are closed to and from work.

**Evaluation**:We have evaluated our agency based on the number of rides we give to people who are going to and from work. We have set a goal for the number of rides we want to be able to get.

**Accomplishments**: We believe the contract with Basin Cab is an innovative element, this is still allowing low income people access to public transit and it costs our transit organization less, because we have a cheaper per ride cost through the cab company than we do for running our own vehicles. We are also very new in the transit game and our numbers continue to grow.

**Lessons learned:** There are lots of opportunities to be creative with your JARC program. Don't get fixed on one idea.

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#### Pembina County Meals and Transportation

##### Pembina County Public Transit JARC (2148)

**Service area**: Pembina County

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

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

**Service description**:The majority of our JARC passengers are individuals with disabilities. Because Pembina County is a very rural area with many small towns that do not have employment opportunities, many of our JARC passengers work in a different town than where they live. We have two routes. One route starts in Drayton, takes passengers from Drayton, travels to Crystal for a passenger, takes them all to work in Grafton, and returns to Drayton. This is an 80 mile route. The second route originates in Cavalier. The JARC passengers live in rural Cavalier, ranging from 5 to 20 miles from town. The Cavalier driver also picks up one JARC passenger at the border station north of Pembina, 31 miles from Cavalier, for a ride home from work. General public JARC rides have also been provided, mostly for emergency situations when an individual’s car wouldn't start. Rides for job interviews have also been provided.

**Evaluation**:We feel this is a very successful program because of the feedback we receive from the parents of our JARC passengers with disabilities. Without having public transportation available, our passengers might not be able to work or would have to pay a much higher fee to have their job coaches provide transportation. Our passengers all live with family who work in different towns or have different work schedules that do not allow for family members to provide them transportation to work.

**Accomplishments**: Our greatest accomplishment is providing our JARC passengers the opportunity to be employed and providing them with the independence to access work and other opportunities before and after work. JARC rides are coordinated with other public transit rides, which gives the JARC passengers the opportunity to do things like stop at the library to check out books, stop for a haircut, pick up their own prescriptions, pick up groceries for their families, stop to buy a birthday present for a family member. Without public transportation, the passengers would have to wait until a family member had time to take them to do these things. Friendships have developed between the JARC passengers and our elderly transit passengers, providing social interaction while traveling to work.

**Lessons learned:** When we started providing JARC rides we tried to provide the shortest ride possible, often making more than one trip to a community each day. We now combine rides, which means passengers sometimes have to be picked up an hour or two before they need to be at work, or have to ride along while other rides are provided. This is more economical for our program.

#### Souris Basin Transportation

##### Souris Basin Transportation (1375)

**Service area**: Region II (ND: Pierce, Ward)

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

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

**Service description**:In Minot: Provide an additional route to support the increased demand for job rides in the city of Minot limits; Monday through Saturday supporting additional ridership for the low income and welfare recipients when the fixed routes city system does not operate; Meeting all the ADA requirements and accessible vehicles for services not available through the taxi service.
In Rugby: Increase the hours of service and adding Thursday; Smaller community but an increasing workforce demand on transit; Provide accessible vehicles and meeting the ADA requirements; Only public service transit in the community.

**Evaluation**:The most accurate measurement would be the ridership counts. In Rugby from Oct. 09 to Sept. 10, ridership went from 876 to 1,017 per month. Increase in trip purpose for both towns, were for employment. The rides in Minot increased on the weekend due to the additional routes and the lack of additional private services. Comparing ridership reports from the our data base, we are able to quantify the increases of rides due to the hours of service, extra days available, and total number of one-way rides. Continue documentation, public input, user group meetings, all help us determine any future improvements/changes for transit in the area. Increased population due to the energy businesses, the demands on public service has increased with the new jobs, families, and price of fuel.

**Accomplishments**: Increased ridership. By addressing the public transit needs the best we can with the funding available, we have been able to accommodate most requests. The new dispatch system has made it easier to add riders, conservation of fuel and vehicles, and utilize our drivers more effective.

**Lessons learned:** Make sure your present dispatch system can handle the extra rides and you have enough drivers. Due to the low unemployment rate in our area due to the energy boom, finding drivers was and still is an issue. Having drivers willing to work and make this project a success was one of the first step in moving forward.

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## South Dakota

### Oglala Sioux Tribe Department of Transportation (6192)

#### Oglala Sioux Tribe Department of Transportation

##### Oglala Sioux Transit (2737)

**Service area**: Pine Ridge Indian Reservation (SD: Bennett, Jackson, Shannon)

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

**Goal**: Expanded geographic coverage

**Service description**:Five routes (deviated fixed route) across the reservation and one circular route in the main village of the reservation. These routes brought employees in from the outlying areas of the reservation to the main village where the majority of employment is for the reservation. A route was also provided to the western boundary of our reservation where a casino is located, providing transportation to employees of the casino.

**Evaluation**:First year's performance measures were from the number of passengers who rode our transit system.

**Accomplishments**: Teaching the residents of the Pine Ridge Indian Reservation how to use a public transportation system. Many had to learn about schedules, bus stops and transfers to traverse across the reservation.

**Lessons learned:** Learn the reporting requirements; this gives you an idea of how you want to set up your system, i.e. size of buses, fixed/deviated fixed or demand response, etc.

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### South Dakota Department of Transportation (1160)

#### Black Hills Workshop

##### Black Hills Workshop and Training Center, Inc. (1935)

**Service area**: Rapid City, SD to Ellsworth AFB (SD: Pennington)

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

**Goal**: Expanded geographic coverage

**Service description**:Transportation is provided to people with disabilities to employment at Ellsworth AFB. No other transportation is available. Employment is at the Commissary, food service and janitorial. Work is 24 hours per day, seven days per week. Routes are established around the schedules of people needing transportation. 23,154 passenger trips were provided in FFY 2010; 365 days per year, several trips per day.

**Evaluation**:This project has enabled disabled people to work on the contracts at EAFB, many of these people have limited funds and cannot afford transpiration.

**Accomplishments**: People with disabilities are able to maintain employment.

**Lessons learned:** None

#### CCTS dba River Cities Transit

##### Bird Seed Shuttle/LR104 (2255)

**Service area**: Pierre, Blunt, Harrold (SD: Hughes, Hyde)

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

**Goal**: Expanded geographic coverage

**Service description**:The route number is LR104 and its name is the Global Harvest Bird Seed shuttle. River Cities Public Transit has employed one of the passengers as a part time driver to reduce deadhead and wait times; this also saves on fuel. LR104 departs RCPT parking lot at 5:30 AM. It stops in Blunt, SD at 6 AM and arrives in Harrold by 7 AM. The vehicle then departs Harrold around 5 PM and, if needed, will pick up other passengers on the way back to Pierre.

**Evaluation**:It has helped raise awareness to several rural communities how public transportation operates and how it can benefit their daily lives.

**Accomplishments**: Providing another opportunity for residents from Pierre and surrounding communities more access to employment.

**Lessons learned:** Having an accurate estimate on the number of passengers to have a vehicle with adequate seating capacity.

#####

##### Highmore Shuttle. LR20 (2263)

**Service area**: Hyde, Hughes, and Stanley (SD: Hughes, Stanley)

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

**Goal**: Expanded geographic coverage

**Service description**:LR20 begins in Highmore and picks up at several towns on the way to the Pierre/Ft. Pierre area. The bus then remains in Pierre until 5 PM, when it begins its route back. While in Pierre, we also use it for an after school route. That is under another route number. The fare is $7 one way, or round trip form Highmore.

**Evaluation**:We were reaching max capacity on nearly a daily basis and not having enough room some days. We used some of the JARC/NF money towards a larger 30 passenger vehicle.

**Accomplishments**: The fact that we needed a larger vehicle to accommodate an increase in passengers is an accomplishment to RCPT. It means that more people are becoming aware of how transit operates and realizes how economical and convenient it is.

**Lessons learned:** It's a challenge to set up random drug and alcohol test on the part time shuttle drivers. Possible, but a little difficult because they are only on the clock for a short time in the morning and evening.

#####

##### Presho Shuttle/LR66 (2258)

**Service area**: Jones, Lyman, Stanley and Hughes Counties (SD: Hughes, Jones, Lyman, Stanley)

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

**Goal**: Expanded geographic coverage

**Service description**:LR66/Presho Shuttle leaves Huthces Cafe in Presho at 6:15 AM then stops at The Coffee Cup gas station in Vivian at 6:30 AM. The fare is $7 per passenger (round trip). At 4:30 PM the driver then starts picking up passengers at their jobs, they are then on their way back to Vivian and Presho by 5:15 PM. The route runs Monday through Friday, except holidays. We have employed a part time driver that lives in Presho and stores the vehicle as well. This helps to reduce deadhead time and fuel.

**Evaluation**:This shuttle is providing the residents of Presho, Vivian, and surrounding communities an economical and reliable means of transportation to and from Pierre/Ft. Pierre, whether it’s for work, medical appointments, school or shopping.

**Accomplishments**: We have hired a very reliable person to driver this shuttle. It reassures the passengers to know that the bus will be there consistently on time to take them to work.

**Lessons learned:** As a result of a family illness we learned that we need to have more than one back up driver available.

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#### City of Mitchell (Palace Transit)

##### City of Mitchell Palace Transit (1798)

**Service area**: Davison County

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

**Goal**: Improved access/ connections

**Service description**:JARC funds awarded under this proposal are used to continue and expand a comprehensive transportation program designed to aid clients receiving public assistance with employment and childcare transportation needs. Information relating to public transportation is given to eligible clients as a routine part of their welfare to work screening. The continued and expanded services have been designed to serve the employment, educational and training needs of the low income and transit dependent populations. Presently, many welfare, low income, or transit dependent individuals depend on transit services to access jobs, social services, shopping and medical care destinations. Recent service improvements have: access transportation to the South Dakota 24/7 Program, transportation for Temporary Assistance for Needy Families eligible clients, job interviews and other support services during the day.

**Evaluation**:The SHAH data base is used for program evaluation for the following:
• Number of rides given each month
• Destination of the rider
• Driver statistics
• Rider statistics
Advisory Council meets monthly to monitor ridership, marketing efforts and the phase in of additional planned services. A monthly and annual report is drafted for the City of Mitchell City Council and Mayor to maintain collaborative relationships on matters of public transportation, cooperating both fiscally and creatively to raise public awareness of Palace Transit, thereby increasing service and ridership, while enhancing the public perception of public transportation in general. In general ridership and public support dictate the continuation and configuration of this service based on the projected and actual ridership and whether it has met the needs of the customer, clients or agencies represented.

**Accomplishments**: Under the South Dakota 24/7 Sobriety Project, alcohol offenders are tested twice daily through an onsite breath test location at the County Sheriff's Department. Transportation is provided to offenders to the site before employment duties and twelve hours later to the site for further testing. With transportation services it has permitted offenders to maintain employment, improved public safety, allowed offenders to remain in the community and saved millions in tax dollars every year in incarceration costs alone. A reliable coordinated transportation system has provided an alternative to incarceration and reduced the number of people in local jails. Currently, the South Dakota 24/7 Sobriety Project is one of the most progressive and outstanding examples of a 24/7 Sobriety Program with public transportation services for offenders in our service area. South Dakota in 2007 had one of the highest DUI rates in the nation and with many state initiatives South Dakota has completely turned this around and presently has outperformed every other state in its percentage reduction in DUI fatalities. Reliable, dependable support from public transportation for alcohol offenders in the county has achieved stellar compliance rates among program participants in the area.

**Lessons learned:** Transportation has improved with better coordination efforts with five human service organizations in the community. Trips and passengers have increased. A definite improvement of marketing and availability of transit services with clients and agencies utilizing services has increased ridership. Maintaining flexibility with human service organizations and customer needs while providing increased customer service is a critical component of a successful transit service.

#### City of Sioux Falls

##### Evening Demand Response Service (1958)

**Service area**: Sioux Falls (SD: Minnehaha)

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

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

**Service description**:This service was first developed and tested as a pilot project to confirm its need. Good ridership was reported with 99% of the rides being taken to access jobs so its title was changed to Evening Demand Response Service and incorporated as a permanent service of the transit system.
The Evening Demand Response service now provides rides between the hours of 8 - 10 PM for the general public and also for those eligible for paratransit service. A prior reservation is required.

**Evaluation**:The tracking of rides and the trips' purpose has been done since the inception of the service. This information is evaluated on a regular basis to ensure the goals of the program are being met.

**Accomplishments**: Evening Demand Response service provides a means for fixed route riders and paratransit riders to access jobs later in the day. It also allows many to possibly access a better paying job than if this transportation option was not available.

**Lessons learned:** By using creative techniques, having an open mind to change, and making service evaluations on a regular basis, additional transportation services can be created that have a minimal impact to the operating budget while offering expanded opportunities for those who use the transit system.

#### People's Transit

##### People's Transit (1719)

**Service area**: Huron (SD: Beadle)

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

**Goal**: Improved access/ connections

**Service description**:We continue to provide using a fixed route to pick up riders at designated stops. We take these riders to and from the local turkey processing plant located four miles east of Huron. We have also extended the hours of service to the community. We are running three hours longer Monday through Friday, and all day Saturday and Sunday for six hours.

**Evaluation**:We keep in touch with personnel at Dakota Provisions. Since Dakota Provisions is a viable stakeholder, they tell us when they need the service. Monthly ridership counts are sent to Dakota Provisions so they are aware how many rides they are paying for. We are also taking several riders to work at our local Wal-Mart, Areostar, Terex, Ida May's Restaurant, City Foods, Taco Johns and any other palace that people need to go to work.
We are in communication with case managers regarding their workers.

**Accomplishments**: Wal-Mart has provided us with community grants for local match on vehicles.

**Lessons learned:** We continue to struggle with hiring qualified drivers.

#### West River Transit Authority dba Prairie Hills Transit

##### I-90 Corridor Commuter Route/Belle Fourche Hwy 85/Deadwood & Lead Employment (1879)

**Service area**: Northern Black Hills Region (SD: Butte, Lawrence, Meade, Pennington)

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

**Goal**: Improved access/ connections

**Service description**:There are three different routes:
I-90 Corridor Route - brings employees and students to and from all communities along I-90 between Rapid City and Spearfish, SD, Monday through Friday. The National Guard service personnel based at Camp Rapid are consistent riders. Also, it is used for minimum security work release jobs. The vocational school in Rapid City has several students. This is a fixed route.
Belle Fourche-Spearfish: Employment route going twice a day, Monday through Friday. This is a demand response route with many riders on a fixed schedule.
Deadwood-Lead: Route for employment between the resort City of Deadwood and the City with the more affordable housing of Lead. This is a demand response route that operates seven days a week as the tourist industry is a 24/7 operation.

**Evaluation**:Customer surveys, tracking number of rides. Performance measures for the Lead-Deadwood route indicated a need to cut the late night hours from the schedule. Belle Fourche numbers indicate a need for an additional route during the midday. I-90 Commuter route numbers show an increase in ridership and customer surveys had us adjusting the schedule and several bus stops.

**Accomplishments**: Working with the parole officers at the minimum security unit to help their residents reintegrate into life after incarceration is especially satisfying. The route helps them find employment in cities they are from and have a chance of continuing after release. The National Guard is very happy with being able to utilize the government grants for using public transit and we are very happy to help them serve our country.

**Lessons learned:** Marketing is very important. A lesson learned is you cannot fill everybody's need and have to focus on where you can do the majority of service.

#####

## Utah

### Utah Department of Transportation (1164)

#### Bear River Association of Governments

##### Mobility Management Plan for Utah's Bear River Region (1436)

**Service area**: Bear River Region (UT: Box Elder, Cache, Rich)

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

**Goal**: Improved access/ connections

**Service description**:This was a planning process that engaged several government and nongovernmental agencies, transportation providers, elected officials and citizen groups to identify short and long term projects to implement under a newly developed mobility management program. This project utilized JARC and NF funding to target planning efforts for the benefit of human service populations in the Bear River Region that includes senior citizens (over age 60), persons with disabilities (as defined by the Americans with Disabilities Act of 1990) and lower income individuals (usually defined as either 80% of the Area Median Income [AMI], or 150% of poverty).

**Evaluation**:The project sought participation from several groups and individuals through surveys, regular meetings and regional workshops. The purpose of each was to gather information and have sufficient input to identify unmet needs and develop useful strategies to implement throughout the region over the next three to five years. Performance measures include participation in the surveys developed for the project, attendance at regular meetings and the participation of all interested parties at community workshops. We also anticipated the collection of a significant amount of critical socio-demographic data to expand our current GIS database that could then be used in future planning efforts.
The number of returned surveys surpassed our expectations and each meeting or workshop had a high level of attendance and active participants. Several comments were received regarding the success of the project and nearly all those involved expressed their commitment to continue to work together to address the issues that were identified.
We also developed a complex geodatabase to perform different spatial analyses. This allowed us to create several maps and overlays in order to develop more informed implementation strategies. This also provided data that could then be transferred to a future website to help disseminate information to the public and help with our public outreach efforts regarding mobility management.

**Accomplishments**: As a result of this planning effort, several people were brought together to address important transportation issues of growing concern in our region. Agencies that rarely communicated with one another are now seeking ways to work together to improve the service delivery and geographic coverage of transit services in our area.
From the surveys, meetings and workshops we also gathered a lot of useful data to incorporate into our current GIS database in a format that is accessible and easy to share with interested parties and the public.

**Lessons learned:** This was an effective and successful planning process that will greatly improve transportation coordination efforts in the Bear River Region. I would encourage the same or similar process for other areas hoping to create or enhance mobility management related programs. While each area is unique, many of the problems are the same.
What I wish we knew when we started the process is how to best prioritize our limited staff and time to get the most out of this project. We did a lot of data and information gathering and could have spent more time building partnerships with providers and users/riders of human services transportation in the region.

#####

#### Cache Employment & Training Center

##### Ride-a-Long Attendants on Vans (1796)

**Service area**: Box Elder and Cache Counties

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

**Goal**: Improved access/ connections

**Service description**:CETC operates five routes that have ride-a-long assistants to help our participants with disabilities. These routes pick up at their homes, take them to work, to training centers, to community activities and back home again.
We are located in northern Utah and the majority of our participants live in small, rural communities. Without the transportation funding provided by JARC and New Freedom, participants would be unable to get to work and would be excluded from their communities.

**Evaluation**:We track the ridership on our routes and the one way trips provided. We also track the employment sites and community access locations. We will also be tracking the participant's satisfaction with their transportation services.
From Oct. 2009 to Sept. 2010, CETC provided 17,474 one way trips, with ride-a-long assistants, for people with disabilities.

**Accomplishments**: Our greatest accomplishment in transportation is helping our participants get to their employment sites and to access their communities. Without transportation, they would be isolated in their homes. The Ride-a-Long Assistants are making it possible for people with disabilities, who were unable to ride before due to medical or behavioral problems, increase their opportunities.

**Lessons learned:** Document, document, document! Allow adequate planning time when starting a new service. Investigate all of the scenarios that may occur.

#####

#### Five County Association of Governments

##### Dixie Metropolitan Planning Organization (2055)

**Service area**: Greater St. George City Area (UT: Washington)

**Type**: Planning Studies/Feasibility Study

**Goal**: Improved customer knowledge

**Service description**:The study included an outreach to stakeholders in the area as well as identified specific strategies that can be implemented to better enhance the services provided in the area.
Some of those strategies include: addressing insurance barriers that inhibit cooperation; better definition of the role of committee members; more involvement of elected officials; the hiring of a mobility manager; engaging in travel training; and establishing a JARC Route.

**Evaluation**:By determining an order of priority for each strategy identified and working to address some of the higher priority projects. Performance measures are based on the strategies that have been accomplished i.e.:
1) A city councilman was asked to sit on the committee to be a liaison with other officials in the area
2) Committee members were asked to chair specific work groups that address a number of strategies

3) A pilot project for our area dealing with insurance barriers was agreed upon and supported by the statewide United We Ride Committee

**Accomplishments**: Early on we were apprehensive about addressing the insurance barriers question because of pre-existing opinions about the possibility. Through working with insurance companies and affected agencies we have made a lot of headway in reaching our desired goal of a viable coordination between agencies based on shared or agreeable insurance cooperation. We have had meetings where the tone was less than agreeable at the beginning, but very agreeable at the end.

**Lessons learned:** Be aware of all the issues as early as possible by including as many stakeholders as possible. This worked well for us.

#### Six County Association of Governments

##### Six County Association of Governments (2482)

**Service area**: Richfield (UT: Sanpete, Sevier)

**Type**: Planning Studies/Feasibility Study

**Goal**: Expanded geographic coverage

**Service description**:The Six County Planning Project purpose was to advance transportation coordination and mobility management strategies in Sevier and Sanpete counties. The Plan has three phases. Phase 1: Set the foundation for coordination. The strategies in Phase 1 primarily deal with organizational changes that lay the groundwork for more complex strategies in the latter phases. Phase 2: Take action and build resources. The objectives of the strategies in Phase 2 look at expanding the coordination activities and build up the level of transportation services in the Region. Phase 3: Expansion of transportation services to the general public.

**Evaluation**:We have evaluated our project based on the nine strategies that were established in the Plan. We have accomplished strategies 1: Establish Regional Coordination Council, 2: We have established a board of local elected officials the governs the RCC. 3: We have hired and training a Mobility Manager. Strategies 4-9 are in various stages of completion.

**Accomplishments**: We established a Regional Coordinating Council in January 2010. Under the direction of the RCC, we created a website that used Google Calendar to coordinate all the available transportation options in Sanpete and Sevier counties. We also partnered with 2-1-1 information hot line. Partnering with 2-1-1 allows people without access to the Internet to find alternative transportation.

**Lessons learned:** The biggest factor in the project was support from elected officials. Without the support of the local officials the project would never have moved forward.

#####

#### Utah Transit Authority

##### Salt Lake Route 201 (2385)

**Service area**: Salt Lake City, Salt Lake County

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

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

**Service description**:The Salt Lake Route 201 added Saturday service on State Street between 5300 South TRAX light rail station and 10000 South TRAX station on Saturdays. This is a mainline route on State Street that accesses approximately 24,000 jobs along the corridor. In addition, the route connects at two stations to the TRAX light rail system to give job opportunities to low income, minorities, and others to go beyond the State Street corridor and connect to other buses, commuter rail and TRAX extensions. One way is 7.65 miles and round trip is 15.31. This service extends from Murray to Sandy and provides 30 minute service on Saturdays.
The service provides 56 passenger trips: 27 southbound and 29 northbound.

**Evaluation**:Passenger counts have been done monthly on this route for comparison purposes. The route started in early operations with 250 daily passenger trips and is now up to 350 daily passenger trips. On time reliability reports, customer comments, and investment per rider (cost efficiency analyses) are obtained and used to improve services.
A survey is being performed in summer 2011 and results should be available by early winter.

**Accomplishments**: Because the route was so successful weekdays, it was thought that Saturday service needed to be added. UTA is now able to provide transit services on Saturday in a busy corridor that historically has one of the highest ridership counts in the system. Ridership went from 0 for no Saturday service and is now 350 per Saturday. Making this a service from two of the major TRAX stations was innovative because of the regional connections that became available to passengers and workers on Saturdays for those with nontraditional work shifts.

**Lessons learned:** UTA needed to publicize the route more and its regional potential. A strategic look at resources and ways to evaluate service quarterly for reporting would be beneficial. More coordination between business unit service planners would be a worthwhile objective along with preparing after action reports that include all evaluations.

##### Salt Lake Route 218 (2388)

**Service area**: Salt Lake City, Salt Lake County

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

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

**Service description**:This route 218 between 4600 South Redwood Road and 10000 South gives opportunities on Saturday for low income, minorities and others who work nontraditional work shifts. Redwood Road between the campus and Sandy gives access to approximately 24,000 jobs along that major corridor on the west side of Salt Lake County that travels in an easterly direction to Sandy. In addition, this route connects Redwood Road to the TRAX line. Passengers could transfer from the bus to light rail and have access to additional jobs along the TRAX corridor to downtown Salt Lake City. The TRAX line also connects to the FrontRunner commuter rail for access to jobs as far north as Ogden. This service on Saturday provides an array of UTA regional transit services. The geographic coverage for this Saturday route is Sandy, South Jordan, West Jordan, and Taylorsville in Salt Lake County. This service travels 27 trips in the southbound direction and 30 trips in the northbound direction. The one way miles are 12.09.

**Evaluation**:Ridership counts are taken monthly on bus routes. This route has increased from 500 to 550 in the past year. Reliability, cost per passenger (operating efficiencies), and service analysis are part of the performance evaluation process. The service is monitored to identify areas of improvement.

**Accomplishments**: This route has provided more access to regional transportation, more transportation to students at Salt Lake Community College on Redwood Road, accesses 10,000 jobs along the corridor for minorities, low income and others. Ridership has gone from 500 to 550 and the service is providing vital links to the UTA regional service.

**Lessons learned:** Not everyone has traditional Monday through Friday employment; Saturday service is beneficial. UTA would revisit pedestrian accessibility along the Redwood Road corridor with UDOT and local municipalities. Land use and development will most likely be major issues and help develop transit usage in this important corridor.

##### Salt Lake Route 256 (aka 556) (2395)

**Service area**: Salt Lake City, Salt Lake County (UT: Salt Lake)

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

**Goal**: Expanded geographic coverage

**Service description**:This Route 256 (recently renamed 556) adds weekday and Saturday service providing access to jobs and associated transportation services to disadvantaged populations, such as low income, minorities, seniors, or those who do not drive. West Valley and Kearns are both Title VI areas as identified in UTA's Title VI documentation submitted to FTA. This connection along 5600 West provides needed services to the VA Clinic and the Department of Workforce Services. There are 40 trips made daily on this route, 20 trips in the northbound direction and 20 trips in the southbound direction. The one way miles are 6.71. This route connects to three 15 minute east-west routes including the BRT in West Valley City.

**Evaluation**:Ridership counts, reliability reports, and investment per rider (cost efficiencies) are done for each route in the UTA system.
A survey is being performed in summer 2011 and results should be available in winter 2011. UTA continues to monitor ridership, customer concerns and viable suggestions, and analyzes service for continued improvements.

**Accomplishments**: There is now transit access to the VA outpatient clinic on weekdays and Saturdays, access to shopping centers, connectivity to three 15 minute routes. Because UTA has developed a relationship for long-term improvements on the Mountain View Corridor with UDOT, land use, pedestrian access, transit use, and improvement of transportation options is in the forefront of future strategic planning for the important, major corridor on the west side of Salt Lake County. This is a corridor that runs through all of Salt Lake County and into Utah County. This could become an expressway with improved regional transit connections.

**Lessons learned:** Transportation providers need to be more cognizant of pedestrian accessibility along wide road corridors such as 5600 West. Obtaining rights-of-way and preserving areas for transit bus shelters, pullouts, bicycle lanes, and combination modes of transportation and land use should be the effort of all entities and stakeholders that will use the facility. The corridor should increase in transit usage and job opportunities in the future due to land use and location. Increased construction of businesses and homes will demand more transportation options in the corridor.

##### Tooele County Route F400 (2397)

**Service area**: Tooele, Tooele County

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

**Goal**: Expanded geographic coverage

**Service description**:The Route F400 is a route deviation service in Tooele County. This service combines regular fixed route service with paratransit service in areas where local bus service does not operate. This type of route responds to the job access and transportation needs of the communities in Tooele County. Tooele County low income, minorities, and other riders seeking access to work can use this route effectively. Paratransit riders can call ahead and schedule to have the route deviate off the regular route to access the transit service. Cost efficiencies are higher when both populations are served with one operator and one vehicle. The service operates five days a week, approximately 13 hours per day.

**Evaluation**:The route deviation system has worked very well in Tooele County and interest in this type of service is increasing. Evaluations are done comparing ridership, looking at cost efficiencies (cost per rider), looking at operating efficiencies, reliability and analyzing the performance of the route. Ridership in March 2010 was 1,060.

**Accomplishments**: This route was developed in coordination with Tooele City, Tooele County, Valley Mental Health, Tooele Relief Services, and the Department of Workforce Services. This route is carrying more people as it continues and has opened up more opportunities to access jobs. It is carrying more paratransit riders on route deviation than our previous ADA service. The route deviation service has shown a ridership increase of up to 500 per month from the previous service at 200 a month. In March of 2010, this service carried 1,060.
UTA's relationships to businesses have improved in Tooele with the use of smaller vehicles and the relocation of stops. UTA can now pull right up to the hospital and into the Wal-Mart parking lot to deliver workers and others, whereas prior bus service and the size of buses could not be accommodated at such locations.

**Lessons learned:** More education and community involvement in designing the route would have been helpful. By working more closely with community resources, UTA could have better identified a target audience for marketing the service.

#### Wasatch Front Regional Council

##### Mobility Manager, Wasatch Regional Coordination Council for Community Transportation (2447)

**Service area**: Wasatch Front Regional Council (UT: Davis, Morgan, Salt Lake, Tooele, Weber)

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

**Goal**: Improved access/ connections

**Service description**:Local Coordination: Established the Wasatch Regional Coordination Council for Community Transportation. The mission of the council is to foster, organize, and guide local and regional coordination efforts that directly or indirectly improve access and mobility for seniors, persons with disabilities, and/or persons with low income. Strategies included implementing bylaws and a Memorandum of Understanding for members, adopting the Regional Coordination Plan, developing subcommittees, developing marketing materials, and creating a website.
Shared Resources: Initiated development of a shared resources "toolkit" including policies for driver hiring, driver training, fully allocated costs, risk management, passenger policies, vehicle maintenance, vehicle procurement, volunteer policies, and program funding.
Mobility Management Outreach: Initiated mobility management outreach to Wasatch regional transportation providers, human services agencies, local governments and businesses, and to Mobility Managers throughout Utah.
Centralized Resource Directory: Initiated the development and implementation of a centralized resource directory to serve the transportation disadvantaged, human service agencies, and case managers throughout the region in collaboration with UDOT and Utah 211.
Environmental Barriers: Initiated collaborations with the transportation disadvantaged, human service agencies, local governments, and others to identify environmental barriers for the transportation disadvantaged. Developed presentations and initiated outreach to local governments to discuss their role in the coordination effort and the importance of eliminating environmental barriers.

**Evaluation**:For the initial three months, we measured our successes by strong membership participation by successfully addressing the initial strategies identified in the Regional Coordination Plan.

**Accomplishments**: Development of the Council website, www.WasatchRides.com has been well-received and found to be useful to the Council and general public. The website was developed through Google Sites without the use of a web consultant and without website development experience. The site serves council members and the general public by initially providing information on the council and its programs, by providing lists of transportation resources by county, and by providing coordination resources.

**Lessons learned:** Sustained Council Membership: It is essential to the success of coordination efforts to sustain council Membership by addressing their individual concerns, communicating effectively, and involving individuals/agencies in the ongoing coordination process. Meetings must be efficient, well-organized, well-managed, and provide value for the attendees.
Trust Building: Every aspect of the Mobility Management program must be open, communicated effectively, and collaborative to engage and build trust among the membership.
Program Development: Subcommittees are essential to the development of coordination programs. Committee members are invaluable in developing concepts, reviewing program proposals, and refining program needs.

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## Wyoming

### Wyoming Department of Transportation (1168)

#### START Bus

##### Star Valley Commuter Service (426)

**Service area**: Etna, Alpine, Jackson (WY: Lincoln, Teton)

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

**Goal**: Improved system capacity

**Service description**:The START Bus Star Valley route operates between an area of high unemployment (northern Lincoln County) to an area with a large number of jobs (Jackson, WY). Three trips from Etna/Alpine to Jackson are provided each weekday morning and three return trips each weekday afternoon.

**Evaluation**:Total ridership is the primary performance measure. Ridership data is also used to estimate reduction in vehicle miles of travel and energy consumption.

**Accomplishments**: Ridership has grown consistently from an average of 28 riders per day in 2004 to 60 riders per day in 2010.

**Lessons learned:** Riders of commuter service become very attached to the service and can be rather "high maintenance.”

#####

##### Teton Valley Commuter Service (428)

**Service area**: Drigg/Victor, Idaho to Jackson (WY: Teton; ID: Teton)

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

**Goal**: Improved system capacity

**Service description**:START Bus operates commuter service from the high unemployment area of Victor/Driggs, Idaho to the area with a high number of jobs (Jackson, WY). START operates two runs from Driggs/Victor to Jackson each weekday morning and two return trips each weekday afternoon.

**Evaluation**:Ridership is the primary performance measure. Ridership data is also used to estimate reduction in vehicle miles of travel and energy consumption saved.

**Accomplishments**: Growth in ridership from 25 per day in 2007 to 40 per day in 2010.

**Lessons learned:** Designing the timing of runs to meet the specific needs of commuters is essential to the success of commuter service.

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