

# Stanislaus Council of Governments

## Public Transit – Human Services Coordination Plan

February 2008

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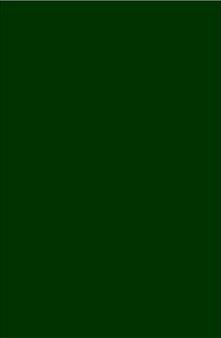
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# 1

## EXECUTIVE SUMMARY



## PROJECT INTRODUCTION

In August 2005, Congress passed the Safe, Accountable, Flexible, Efficient, Transportation Equity Act: A Legacy for Users (SAFETEA-LU), reauthorizing \$286 million in funds for transportation services. As part of the SAFETEA-LU requirements, projects must be part of a “locally-developed, coordinated public transit-human services transportation plan.”

A Public Transit – Human Services Coordination Plan (“Coordination Plan”):

- Identifies the transportation needs of specific populations under Elderly and Disabled Transportation Program (Section 5310) Job Access and Reverse Commute (JARC), and the New Freedom Initiative,
- Provides strategies for meeting those local needs, and
- Prioritizes transportation services for funding and implementation strategies.

In September 2007, the Stanislaus Council of Governments (StanCOG) retained Moore & Associates to prepare the Stanislaus County Public Transit – Human Services Coordination Plan as required by SAFETEA-LU. Ultimately, the Plan will improve coordination in planning and operations amongst the County’s public transit and human services transportation providers.



## FUNDING SOURCES

### Section 5310

#### Elderly Persons and Persons with Disabilities (49 U.S.C. 5310)

This program is a formula-based funding source, administered by States to private, non-profit groups that strive to accommodate the transportation needs of the elderly and persons with disabilities when transportation service(s) offered within the designated area is unavailable, insufficient, or unsuitable.

#### Section 5316 – Job Access Reverse Commute (49 U.S.C. 5316)

Job Access and Reverse Commute (JARC) is a formula-based funding program that addresses the unique, work-related, commuting challenges faced by low-income individuals and welfare recipients.

#### Section 5317 – New Freedom Initiative (49 U.S.C. 5317)

The New Freedom Initiative is a new program – introduced in SAFETEA-LU – that supports new public transportation services and public transportation alternatives beyond what is required by the Americans with Disabilities Act (ADA) of 1990 (42 U.S.C. 12101 et. seq.).

### Benefits of Coordinated Transportation

The TCRP Report 101 defines coordination as “the sharing of the transportation resources, responsibilities, and activities of various agencies with each other for the overall benefit of their community.” The TCRP Report 91 identifies the three key benefits resulting from coordinating transportation services as:

- Additional funding,

- Efficiency and effectiveness improvements, and
- Increased mobility.

## DEMOGRAPHIC ANALYSIS

### General Population

According to the U.S. Census 2000, Stanislaus County's population increased approximately 17 percent between 1990 and 2000. Six years later, the county experienced another 13 percent rise in population.

### Ride-Dependent Population

The three funding programs stipulated in SAFETEA-LU primarily focus on addressing the transportation needs of elderly persons, persons with disabilities, and persons of lower-income.

### Elderly Persons

The 2006 American Community Survey found persons age 65 and older composed approximately 10 percent of the county's residents. Our analysis revealed significant concentrations of seniors residing within the urbanized areas of the county. This, in large part, is due to the abundance of key resources such as healthcare clinics and community-support facilities.

### Persons with Disabilities

According to US Census 2000, nearly 160,000 persons with disabilities – age 5 years and older – resided within the study area, translating to approximately 36 percent of the total population. Interestingly, there is a high concentration of persons with disabilities residing in the primarily



residential community of Keyes. There are scarce resources within Keyes; however, the community is centrally located between the cities of Turlock and Modesto.

### Low-Income Population

Based on US Census 2000 data, approximately 16 percent (70,406) of the residents of Stanislaus County had an income at or below the federally designated poverty level. A significant number of persons with low income live in the primarily agricultural, western portions of the county. The highest concentration of persons within this demographic appear to settle in the lower segment of the city of Modesto.

## INVENTORY OF HUMAN TRANSPORTATION OPTIONS

### Existing Public Transit Services - Stanislaus Regional Transit (StaRT)

The County of Stanislaus operates the Stanislaus Regional Transit (StaRT) Fixed-Route, Runabout, Shuttle, and Dial-A-Ride services.

There are six fixed-route services, which offer trips between Modesto and eight other cities and between Turlock and two western county cities. Seven unincorporated communities are also served.

In addition, two other demand-response services are offered to the general public. The StaRT Shuttle services offer curb-to-curb trips that link communities and cities. StaRT Dial-A-Ride services provide curb-to-curb trips within communities and cities.



### Bus Line Service of Turlock (BLAST)

The City of Turlock operates the Bus Line Service of Turlock (BLAST), which has four fixed-routes. Transfers to StaRT and The Bus services may be made at the system's hub located in Central Park.

Dial-A-Ride Turlock (DART) is the City's demand-response service. This curb-to-curb service offers trips to seniors and persons with disabilities within the city of Turlock and the community of Denair.

### Ceres Area Transit (CAT)

Commencing January 2008, the City of Ceres now operates three fixed-routes and a demand-response service.

CAT fixed-route services offer intracity trips with transit hubs at City Hall, the Stanislaus County Community Services Agency, and at the intersection of Hatch and Herndon where riders may connect to MAX and StaRT.

A contractor operates the general public, curb-to-curb demand-response service for the City of Ceres. The Ceres Dial-A-Ride service provides trips within the city and surrounding unincorporated areas.

### Modesto Area Express (MAX)

The City of Modesto oversees 19 local fixed-routes known as the Modesto Area Express (MAX). MAX provides service to the cities of Modesto and Ceres, as well as the communities of Salida and Empire. Route 25 offers direct trips between the Downtown Transportation Center and the Modesto Amtrak station.



In addition, the City of Modesto offers a demand-response service that – like Ceres Dial-A-Ride – provides trips within the city and surrounding unincorporated areas.

#### Riverbank-Oakdale Transit Authority (ROTA)

Riverbank-Oakdale Transit Authority (ROTA) provides three fixed-route Trolleys and a Dial-A-Ride in Riverbank and Oakdale, with connections to Modesto. ROTA Dial-A-Ride is a general public demand-response service that services the rural areas and the Orange Blossom area.

#### City of Waterford Dial-A-Ride

The City of Waterford operates a demand-response service open to the general public covering the communities of Waterford and Hickman.

#### Intercounty Fixed-Route Services

One route from San Joaquin County and one route from Merced County provided connections within Stanislaus County.

The City of Escalon contracts with the San Joaquin Regional Transit District (RTD) to provide deviated bus service between the city and Modesto.

Merced County's transit service, "The Bus", has one fixed-route (Route 7) that connects Turlock to the city of Merced via Atwater, Winton, Livingston, and Delhi.

#### Duplication of Public Transit Services - Fixed-Route

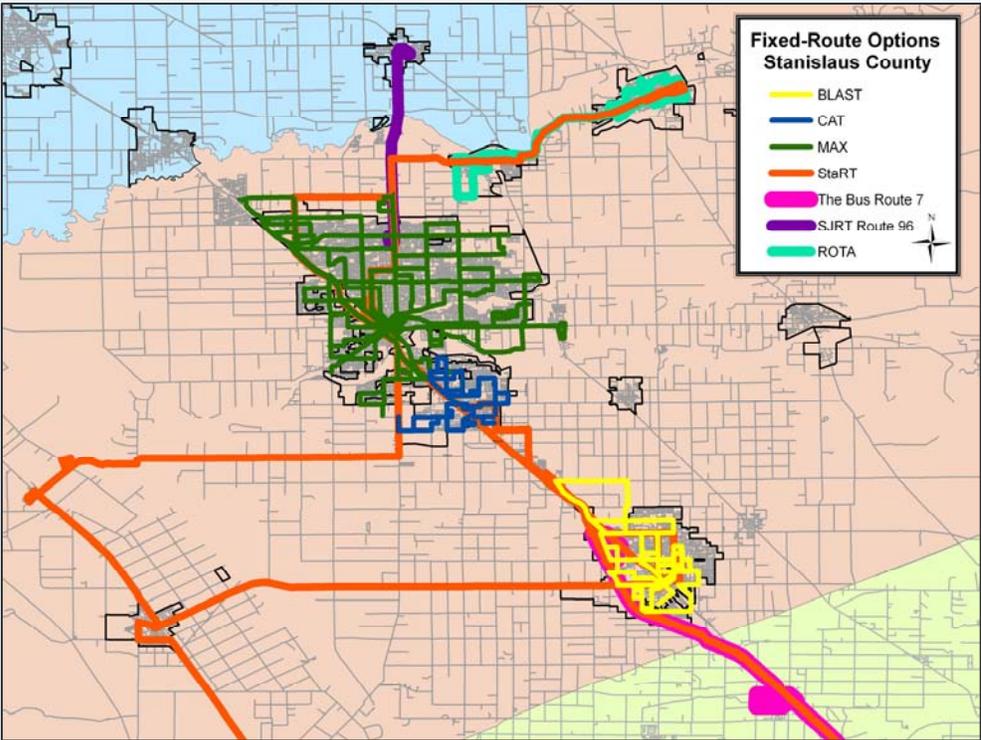
Further spatial analysis of the preceding transit options illustrates some level of inter-system fixed-route overlap between at least two services.



The succeeding map combines all public transit fixed-route service options available in Stanislaus County. Overall, minimal routing changes are necessary to reduce duplication of services and streamline the fixed-route systems within the county.

We did not identify any temporal gaps amongst the fixed-route systems. All areas with fixed-route coverage have service throughout the day from approximately 6:00 a.m. (or earlier) through 7:30 p.m. (or later).

Exhibit 1-1 Stanislaus County Fixed-Route Services



Demand Response

StaRT Shuttle and Dial-A-Ride services offer the most extensive demand-response coverage throughout the county. Services offered by other

agencies within the county all overlap with StaRT services. We do not believe there are significant temporal gaps within the service areas as StaRT services operate throughout the day.

### Existing Private/Non-Profit Transit Services

Twenty-eight social services agencies – identified through a survey process which will further be covered in the next chapter – cited they provide transportation services to their clients. Four of the agencies specifically noted they provide rides to medical appointments, two agencies offer rides for recreational/shopping purposes, and one organization transports residents to their worship center. Only one agency specifically cited their service area – trips from the community of Keyes into Modesto.

With this data, Moore & Associates concludes there is ample coverage for medical appointments. Identification of spatial and temporal service gaps is inconclusive because survey participants provided insufficient information.

## OUTREACH ANALYSIS

Outreach involved stakeholders that include public, private and non-profit human transportation providers who have a vested interest in adequate transportation for the Plan's targeted population.

In addition to stakeholder outreach, Moore & Associates identified the best form of community involvement was the distribution of surveys.

### Stakeholder Outreach

More than 650 potential stakeholders were identified via information portals such as the Community Services Agency website, Yahoo! Maps, and other community resource websites.

Given this considerable number, it was decided it would be best to distribute a Qualifier Survey to identify the most relevant candidates to participate in the stakeholder meetings. Nearly 70 agencies returned the Qualifier Survey. Of the returned surveys, 43.2 percent of the responding agencies either *already offered transportation services or are interested in offering services in the future.*

These preferred participants were invited to further take part in attending a Stakeholder Workshop. On November 8, 2007, Moore & Associates facilitated a Stakeholder Workshop wherein 13 participants – representatives from public and private, non-profit social service providers along with three transit operators – worked together to identify both the strengths and weaknesses of transportation programs operating within Stanislaus County. Participants then developed a list of transportation priorities.

An outline of project methodology, summary of the findings from the Stakeholder Workshop, and the status of the project was discussed at the SSTAC meeting the following week.

The succeeding exhibit is the chart identifying the County's human transportation services strengths, weaknesses, and priorities generated by workshop participants.

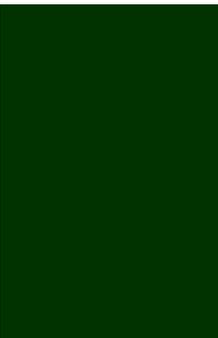


Exhibit 1-2 Stakeholder Workshop Chart

What's Working	Significant Action	Possible Priority Areas
Broad Marketing	Access to transportation- Off-peak	Operating monies
General Mobility	Target transportation- Special Needs (elderly/frail/patient)	Capital monies
Communication between Public/Private	Mobility training- Persons with special needs	Mobility training (Bilingual Travel Buddies)
Spirit of cooperation	Health Care providers/ Outreach, Education	Mobility coordination (brokerage)
DAR- Operationally	Frequency of service, connectivity	Dedicated staffer CRTPA (i.e., StanCOG)
Public Transit- Affordable	Mobility coordination (211)	Information sharing
	Capital investment (Public/Private)	
	Volunteer Recruitment	
	Operational monies	

In addition to attending the Stakeholder Workshop, preferred participants who offer transportation services were asked to complete a Stakeholder Worksheet. Three private, non-profit agencies and six public agencies provided detailed information about existing transportation services costs, and unique needs (exhibit A-X).

Community Involvement Analysis

Initially, Moore & Associates anticipated conducting community education workshops throughout the county. Major stakeholders were contacted; however, we received a tepid reception from many of the entities. Therefore, Moore & Associates identified the distribution of surveys via community services agencies as the best approach of community involvement for the Plan’s targeted population.

Survey Methodology

The survey instrument – available in both English and Spanish – was distributed between October and December 2007 by eight participating Stanislaus County community services agencies whose main clientele are seniors, persons with disabilities, and persons of low income.

A total of 4,120 surveys were distributed amongst the eight agencies. A statistically-valid sample of 507 surveys (467 English, 40 Spanish) was collected with a sample error variation of  $\pm 4.08$  at the 95-percent level of confidence.

### Demographic Analysis

Of the 507 survey participants, the majority identified themselves within the age category of 65 and over (75.7 percent), have a disability (51.7 percent), retired (72.2 percent), and earning an annual household income of \$20,000 or less (74.7 percent). Interestingly, the majority of survey participants are non-ride dependent (46 percent). The results verify the survey was distributed to the Plan's targeted population.

### Ridership Pattern Analysis

The survey sought to identify the respondents' primary forms of transportation, levels of patronage on transit services, barriers to these transit services, and most frequented destinations.

Survey participants were evenly scattered throughout the county, with a significant cluster in downtown Modesto.

More than any other means of transportation, respondents cited using a *relative, friend or caregiver* (54.5 percent) or their *personal vehicle* (51.4 percent) for regular trips. The majority of persons in the Plan's targeted population of seniors (56.2 percent), persons with disabilities (45.1 percent), and persons of low income (45.9 percent) cited they *never ride public, private, or non-profit transportation*.



When asked to provide the primary reason why they do not use public, private, or non-profit transportation more often, most respondents saw the services as *not necessary* (43.6 percent).

Other reasons included *it is not convenient* (28.3 percent), *does not provide service where I need to travel* (20.4 percent), and *does not operate when I need it to travel* (17.0 percent). These findings indicate a modest level of spatial and temporal gap as barriers to persons utilizing transit service options within the county.

#### Opinions about Transportation Options in Stanislaus County

The survey included a series of questions in which survey participants were asked to identify their level of satisfaction with the County's transit options and any areas or destinations – within and outside of Stanislaus County – that lack service.

Survey participants gave the County an average rating of 2.5 – indicating respondents were *somewhat satisfied* to *satisfied* with the transit options available.

When asked if there are any areas or destinations – within and outside Stanislaus County – that lack service, more than half the respondents (64.3 percent) affirmed there are destinations within the county where they would like service. A modest 20.3 percent of the survey participants agree there are areas or destinations outside of Stanislaus County that need service.



## TRANSIT MODELS

Using the TCRP 101 Report as a guide, Moore & Associates identified three transportation coordination case studies that are applicable to Stanislaus County's current situation.

### Kern County, California

Similar to Stanislaus County, Kern County manages a County-operated transit system – Kern Regional Transit – that provides the most extensive fixed-route and dial-a-ride services within the county.

Kern Regional Transit has participated in a variety of coordination and consolidation efforts with smaller transit systems, human services agencies and even neighboring county systems throughout the years. Additionally, the County Transit staff and Kern Council of Governments have exerted extra effort to improve the efficiency and effectiveness of the County's transit services administrative setup.

The primary obstacle in the County's coordination efforts has been lack of support. Many of the smaller agencies refuse to transfer management of their transit systems to the County because they do not want to lose the monies they receive from local funds (i.e., TDA).

### Malheur County, Oregon

With its considerable number of human services transportation options, Stanislaus County may use Malheur County Transportation Services as a guide in coordinating agency trips.





Malheur Council on Aging and Community Services (MCOA) is a non-profit organization that operates the Malheur County Transportation Service (MCTS). Their efforts consolidate transportation services for seniors and persons with disabilities, which includes students with special needs. MCOA contracts with local agencies, medical services, and even the Ontario School District to provide transportation services.

Most of the organization's vehicles have been supplied by the County, although MCTS often borrows vehicles from other providers. All participating agencies belong to the Transportation Board and participate funding allocation and policy decisions.

The primary challenge for the organization was keeping up with growth. MCOA did not anticipate their small agency would develop into a transportation program.

### Holmes County, Ohio

As a "first-step" to coordination, Stanislaus County may opt to implement small-scale modifications such as instituting a countywide transportation program and/or dispatching center.

Holmes County in Ohio has benefited with the establishment of the Holmes County Transportation Coordination (HCTC). HCTC works in partnership with member agencies to provide transportation to the county's ride-dependent population, which includes seniors, persons with disabilities, and residents with out-of-county medical appointments. Trip reservations and vehicle scheduling are the responsibility of HCTC who then contacts the agencies to assign the specific trips.

Coordination efforts have reduced duplication and increased levels of services for all participating agencies. Specifically, agencies noticed a decline in demand for wheelchair accessible vehicles, resulting in more efficient vehicle usage (i.e., transporting additional ambulatory passengers).

## COORDINATION PLAN

### Coordination and Consolidation Opportunities

Duplication of efforts were identified in Chapter 4 (Inventory of Human Transportation Options) for public and private/non-profit transportation services within Stanislaus County.

Minor routing modifications on public fixed-route systems would reduce overlapping service, which would produce an overall streamlined fixed-route system for the county. The eliminated segments could be reallocated to areas that do not yet offer services.

All city operated demand-response services overlap with County-operated StaRT demand-response services. Based on the information acquired from participating human services agencies, the opportunity for coordination and/or consolidation exists between those agencies that provide medical demand-response trips.

The County should consider use any of the transit model examples as guidelines to determining which coordination and/or consolidation effort would work best for Stanislaus County.





### Prioritizing Projects

During the Stakeholder Workshop, participants agreed the first step was to identify the strengths of transportation services within the county. The second step was to identify the areas in which transportation service options need to improve. As part of the final step, the stakeholders determined the top six items that require immediate attention.

### Operating Monies

Stakeholders, specifically those from human services agencies, voiced concerns that they do not have sufficient monies to operate transportation services (i.e., driver training, salaries, fuel costs).

### Capital Monies

Agencies mentioned either:

- They did not have any vehicles and would like to purchase,
- The vehicles they have need to be replaced, and/or
- The agency would like to expand their fleet.

### Mobility Training

Generally, demand response trips cost more than fixed-route trips, as is the case for participating stakeholders who offer transit services. Mobility training efforts would shift those more able-bodied riders from demand-response services to fixed-route services.

This tactic would reduce operating costs on the more costly demand-response services, increase ridership on fixed-route services, and ultimately increase the farebox recovery ratio.



### Mobility Coordination

Stakeholders came to a consensus that the spirit of cooperation between transportation providers within the county – both public and private – is one of their strong points. They also agreed the line of communication must improve to increase efficiency between all transportation services through coordination efforts.

### Dedicated Capital Region Transportation Planning Agency (CRTPA) Staffer

To maintain momentum with the coordination process, Stakeholders noted it is of high importance to have a dedicated Transportation Planner at the CRTPA level (i.e., StanCOG).

### Information Sharing

To identify service gaps and reduce incidence of duplication of services, the stakeholders would like a countywide information portal that would provide information existing transportation options.

### Funding Sources

Moore & Associates has developed a funding matrix matching federal and local funding sources with participating agencies.



# 2

## INTRODUCTION

### Introduction

In September 2007, the Stanislaus Council of Governments (StanCOG) retained Moore & Associates to prepare the Stanislaus County Public Transit – Human Services Coordination Plan as required by the Federal Transit Administration under its Safe, Accountable, Flexible, Efficient Transportation Equity Act – A Legacy for Users (49 U.S.C. Chapter 53) legislation.

### SAFETEA-LU

In August 2005, Congress passed the Safe, Accountable, Flexible, Efficient, Transportation Equity Act: A Legacy for Users (SAFETEA-LU), reauthorizing funding for transportation services. As part of this reauthorization, grantees under Elderly and Disabled Transportation Program (Section 5310) Job Access and Reverse Commute (JARC), and the New Freedom Initiative must meet certain requirements in order to receive any portion of the \$286 million in funding.

As part of the SAFETEA-LU requirements, projects must be part of a “locally-developed, coordinated public transit-human services transportation plan.” This plan must be developed through a process that includes representatives of public, private, and non-profit transportation services, human services providers, and the general public.

A Public Transit – Human Services Coordination Plan (“Coordination Plan”) identifies the transportation needs of specific populations under Section 5310, JARC and New Freedom, provides strategies for meeting those local needs, and prioritizes transportation services for funding and implementation.



The Coordination Plan intends to build upon existing, successful coordination plans and integrate the unique needs of Stanislaus County. Ultimately, the Plan will improve coordination in planning and operations amongst the County's public transit and human services transportation providers.

### Funding Sources

The three FTA funding programs associated with SAFETEA-LU are intended to accommodate the transportation needs of individuals with disabilities, older adults, and persons with low income.

### Section 5310

#### Elderly Persons and Persons with Disabilities (49 U.S.C. 5310)

This program is a formula-based funding source, which States administer to private, nonprofit groups that strive to accommodate the transportation needs of the elderly and persons with disabilities when transportation service(s) offered within the designated area is unavailable, insufficient, or unsuitable. Funds are apportioned based on the State's population for these specific demographics.

Funds are prioritized based on the annual program of projects included in a statewide grant application. The State agency ensures:

- Local applicants and project activities are eligible and in compliance with Federal requirements,
- Private, nonprofit transportation providers have an opportunity to participate in the competitive process, and





- The program provides for as much coordination of Federally assisted transportation services, assisted by other Federal sources.

Once the FTA approves the application, funds are available for state administration of its program and for allocation to individual subrecipients.

### Section 5316

#### Job Access Reverse Commute (49 U.S.C. 5316)

Job Access and Reverse Commute (JARC) is a formula-based funding program that addresses the unique, work-related, commuting challenges faced by low-income individuals and welfare recipients.

Examples of challenges include:

- Significant distance between home and work,
- Multiple destinations (i.e., childcare), and
- Working unconventional hours when transit services are reduced or non-existent.

The State directly allocates funds for areas with populations below 200,000 persons. For areas with populations above 200,000 persons, the monies are given to the designated recipient who then apportions the funds. The formula is based on the number of eligible low-income and welfare recipients within the designated areas. SAFETEA-LU authorized a total of \$727 million for JARC grants from Fiscal Years 2006 through 2009.



### Section 5317

#### New Freedom Initiative (49 U.S.C. 5317)

Similar to JARC, the New Freedom Initiative funds programs that aim to provide transportation services to disadvantaged individuals. The New Freedom Initiative is a new program – introduced in SAFETEA-LU – that supports new public transportation services and public transportation alternatives beyond what is required by the Americans with Disabilities Act (ADA) of 1990 (42 U.S.C. 12101 et. seq.).

Disadvantaged individuals (i.e., persons with disabilities, persons with low-income, etc.) face different challenges in accessing services within their community. In addition, the geographic dispersion of these populations also creates challenges for human service agencies attempting to deliver transportation to their clients.

Federal, State, and local agencies created specialized programs to meet particular transportation needs in response to these challenges. There are at least sixty-two Federal programs that provide special services to the transportation-disadvantaged population. Most of these are human service programs that fund limited transportation services to provide eligible participants with access to particular services, such as job training, health care, senior centers, or rehabilitation programs. The New Freedom Initiative was contrived to further fill the gaps between human service and public transportation.

#### Benefits of Coordinated Transportation

According to Transit Cooperative Research Program (TCRP) Report 101 defines coordination as “the sharing of the transportation resources,



responsibilities, and activities of various agencies with each other for the overall benefit of their community.” At its most basic level, agencies that have coordinated transportation have realized both financial benefits and improved levels of service.

The TCRP Report 91 notes there are three key benefits resulting from coordinating transportation services:

- Additional funding – Agencies who participate in the coordination process often have access to additional funding sources, which translate to more funding monies.
- Efficiency and effectiveness improvements – Coordination can reduce the cost contribution and increase the amount of service offered.
- Increased mobility – Enhanced access to jobs, healthcare, and other desired destinations at a lower cost per trip.



# 3

## DEMOGRAPHIC ANALYSIS



Stanislaus County is located in California's Central Valley approximately 300 miles north of Los Angeles and 95 miles east of San Francisco. As the standard of living rises in the San Francisco Bay Area, commuters have settled in Stanislaus County.

Formed in 1854, Stanislaus County ranks as one of the nation's top ten agricultural counties. It's 515,000 residents are distributed amongst nine incorporated cities and thirteen unincorporated communities. Modesto is the largest city in the county with a population of over 200,000, but Patterson is the fastest growing city. Maintaining efficient and effective public transit services for a variety of mobility needs remains a priority of the County.

### General Population

The following exhibit displays the population growth trends in Stanislaus County and selected incorporated cities.

According to the U.S. Census, the county's population increased approximately 17 percent between 1990 and 2000. Six years later, the county experienced another 13 percent rise in population. This can be compared to the 7.6 percent growth in California's population and the 6.4 percent national population increase during that six-year span.

The chart also includes the population trends of the cities of Modesto, Turlock, and Patterson. Patterson experienced the greatest overall population growth, showing a population increase of 37 percent between

2000 and 2006<sup>1</sup>. Modesto and Turlock encountered population increases of 8.2 and 18.5 percent, respectively. This population growth can be attributed to the economic expansion being experienced in the county as well as the development of new affordable housing.

In a statement released by CNN<sup>2</sup> in June 2007, Modesto was ranked among one of the fastest growing cities in the nation.

Exhibit 3-1 Population Change

	U.S. Census Statistics				
	1990	2000	% Increase	2006	% Increase
Stanislaus County	370,522	446,997	17.1%	512,138	12.7%
Modesto	164,730	188,856	12.8%	205,721	8.2%
Turlock	42,198	55,810	24.4%	68,492	18.5%
Patterson	8,626	11,606	25.7%	18,404	36.9%

The succeeding maps illustrate the population density segregated by Census Block Groups. Block Groups are subdivisions within a federal Census Tract and are the smallest unit employed for demographic analysis. Population density determines the dimensions of a Block Group: the more dense the area, the smaller the Block Group parameters.

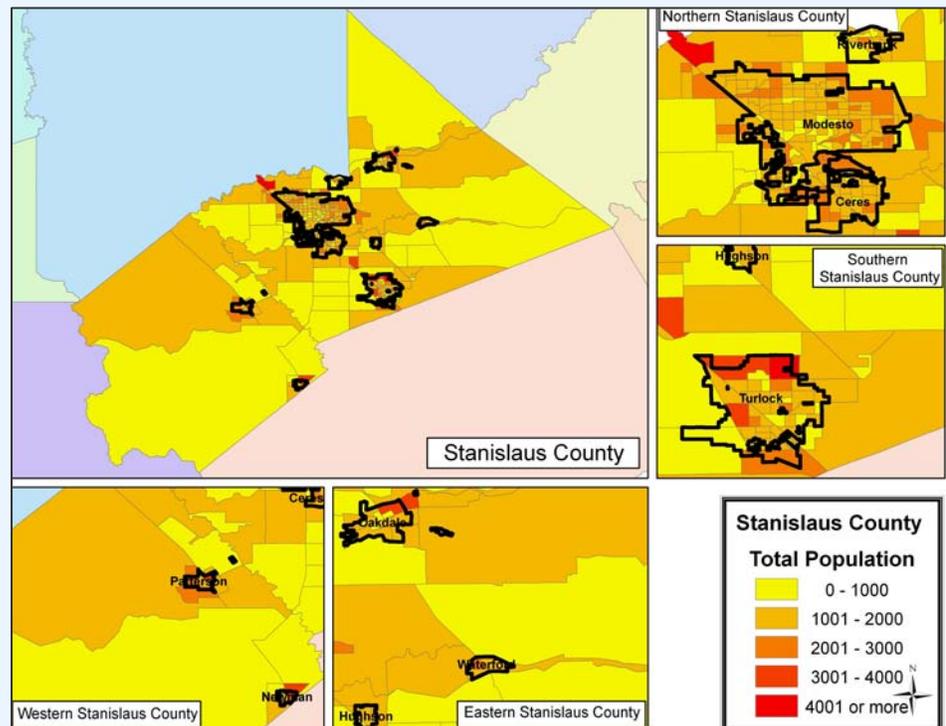
Utilizing ESRI ArcView 9.2 Geographic Information Systems (GIS) software, Moore & Associates created a series of demographic illustrations exemplifying data gathered through U.S. Census 2000. In doing so, we have identified zones within Stanislaus County that reflect significant concentrations of ride-dependent populations.

<sup>1</sup>U.S. Census Bureau 2006 Population Estimates, Census 2000

<sup>2</sup> [http://money.cnn.com/2007/06/27/real\\_estate/fastest\\_growing\\_cities/index.htm](http://money.cnn.com/2007/06/27/real_estate/fastest_growing_cities/index.htm)

The most populated areas in the county are in communities within an immediate radius of State Route 99. All sporadic pockets of dense population have been identified as large, residential subdivisions.

Exhibit 3-2 Population Distribution



### Ride-Dependent Population

The three funding programs stipulated in SAFETEA-LU primarily focus on addressing the transportation needs of elderly persons, persons with disabilities, and persons of lower-income – which include households lacking access (or having limited access) to a personal vehicle.

It is imperative to note these segments are more likely than the general population to rely on public transit for personal mobility; we believe it is

important that changes within the respective demographic group be monitored to identify changes in travel demand.

### Elderly Persons

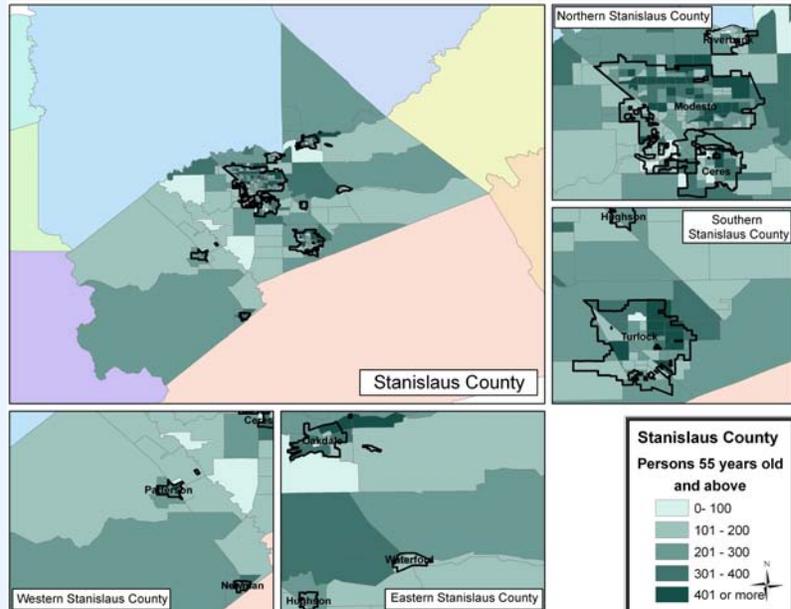
For purposes of this study, the elderly population is defined as individuals ages 55 and above. The most recent US Census 2000 figures were documented nearly a decade ago, therefore a majority of these persons would now be considered “senior citizens”. In 2000, the number of persons age 55 and above in Stanislaus County was equal to approximately 18 percent of the county’s population. The 2006 American Community Survey recorded persons age 65 and older were approximately 10 percent of the county’s residents.

Many seniors make housing choices based on the availability of healthcare and social services. Our analysis revealed significant concentrations of seniors residing within the urbanized areas of the county. This, in large part, is due to the abundance of key resources such as healthcare clinics and community-support facilities.

Healthcare options are most prevalent in Modesto and include a greater variety of service than available in other parts of the county. Turlock also reflected a significant density of seniors. Like, Modesto, this is attributed to the supporting services available here. Outside these cities, high concentrations of seniors reside in the City of Oakdale and the county’s central unincorporated areas between Modesto and Waterford.

Exhibit 3-3

Population Distribution of Persons 55 years or older by Census Block



Persons with Disabilities

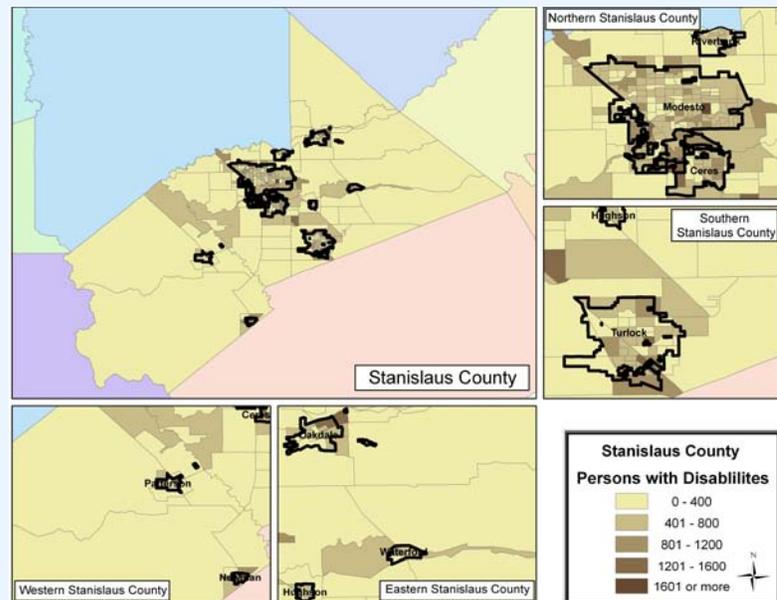
Under the Rehabilitation Act of 1973, disability is defined as “a physical or mental impairment that substantially limits one or more major life activities” (29 U.S.C. §705(9)). The associated disability may be defined as sensory, physical, or mental. Additional classes include self-care, go-outside-home, and employment disabilities.

According to US Census 2000, nearly 160,000 persons with disabilities age 5 years and older resided within the study area, translating to approximately 36 percent of the total population. As evidenced by Exhibit 3-4, persons within this demographic set reside in heavy concentration in the urbanized areas off State Highway 99. We believe this is attributed to the proximity of healthcare and rehabilitation centers.

Interestingly, there is a high concentration of persons with disabilities residing in the primarily residential community of Keyes. There are very few resources within Keyes; however, the community is centrally located between the cities of Turlock and Modesto.

Exhibit 3-4

Population Distribution of Persons with Disabilities by Census Block



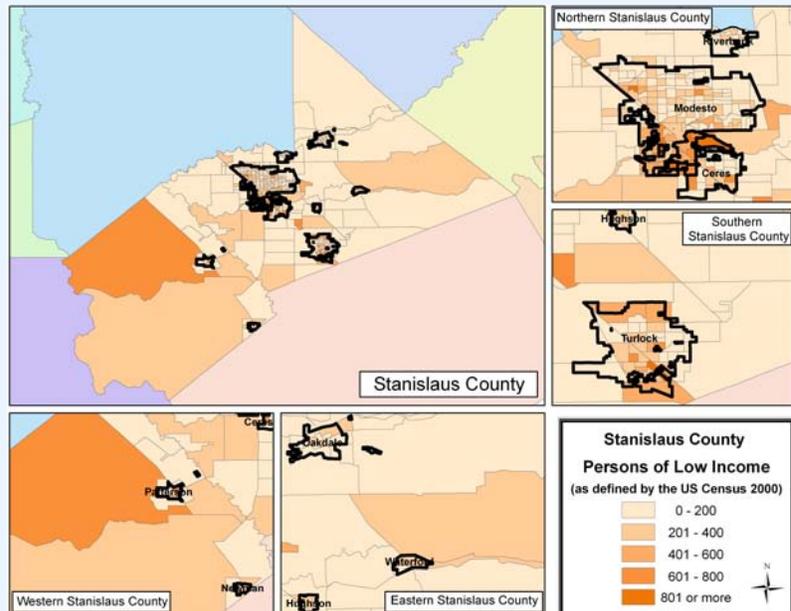
Low-Income Population

Based on US Census 2000 data, approximately 16 percent (70,406) of the residents of Stanislaus County had an income at or below the federally designated poverty level.

The Federal Poverty Guidelines for 2000 define an individual earning less than \$8,350 per year as living below the poverty line.

A significant number of persons with low income live in the primarily agricultural, western portions of the county. The highest concentration of persons in this demographic settle in the lower segment of the City of Modesto – close in proximity to social services such as publicly funded healthcare, vocational training, Department of Social Services, etc.

Exhibit 3-5 Low-Income Population Distribution

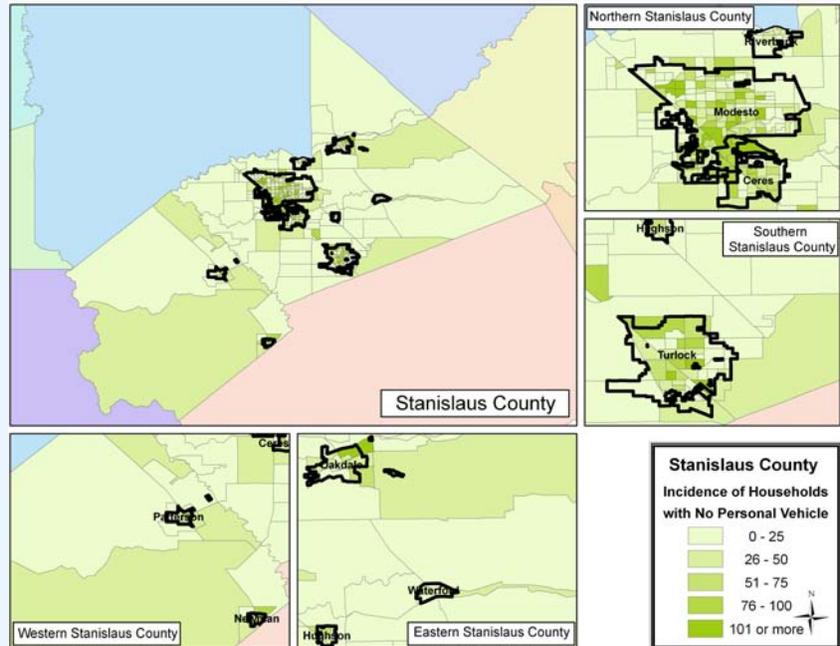


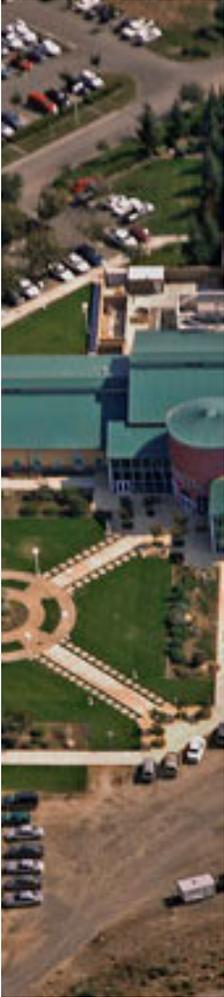
Incidence of Households with No Personal Vehicles

The number of households within Stanislaus County that report a lack of access to a personal vehicle is approximately 12,500, which translates to nine percent of the total households in the county.

As expected, the location of households without access to a personal vehicle mirrors that of the distribution of low-income persons.

Exhibit 3-6 Households without Access to a Personal Vehicle





# 4

## INVENTORY OF HUMAN TRANSPORTATION OPTIONS



Moore & Associates reviewed the service offerings of each of the public transportation operators within Stanislaus County, as well as services offered by the non-profit social service providers.

Fixed-route, demand-response, and paratransit service areas were assessed to identify service gaps (temporal and spatial), duplication of services, and barriers to coordination.

### Existing Services

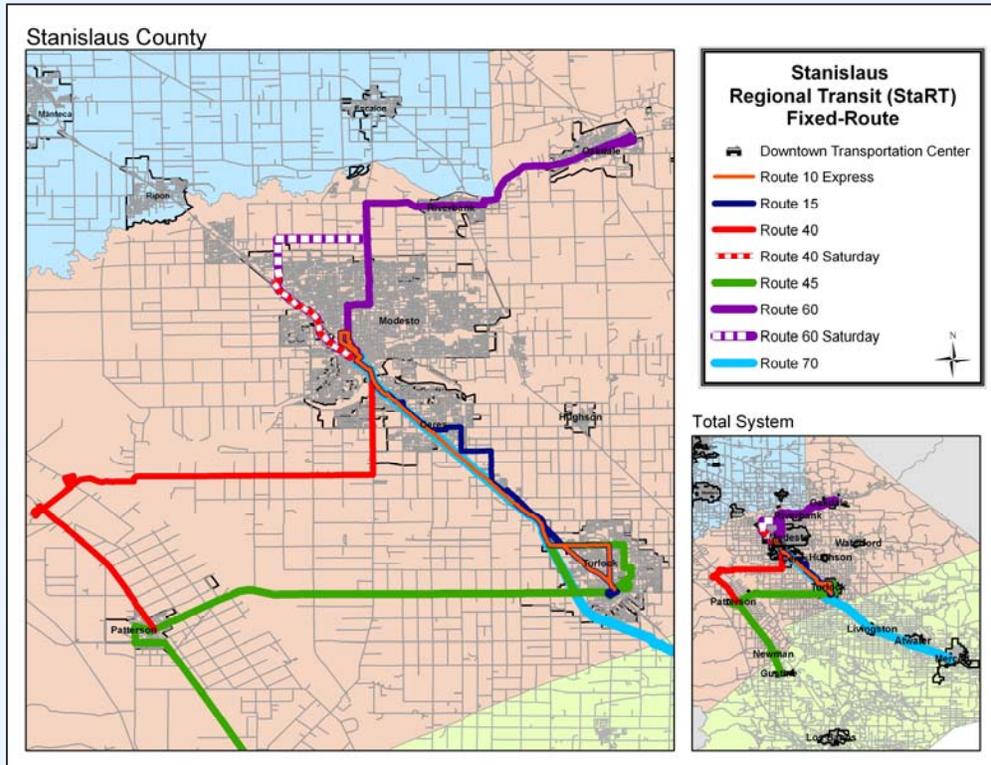
#### Stanislaus Regional Transit (StaRT)

The County of Stanislaus operates the Stanislaus Regional Transit (StaRT) Fixed-Route, Runabout, Shuttle and Dial-A-Ride services.

There are six fixed-route services, which offer trips between Modesto and eight other cities and between Turlock and two western county cities. Seven unincorporated communities are also served.



Exhibit 4-1 StaRT Fixed-Route

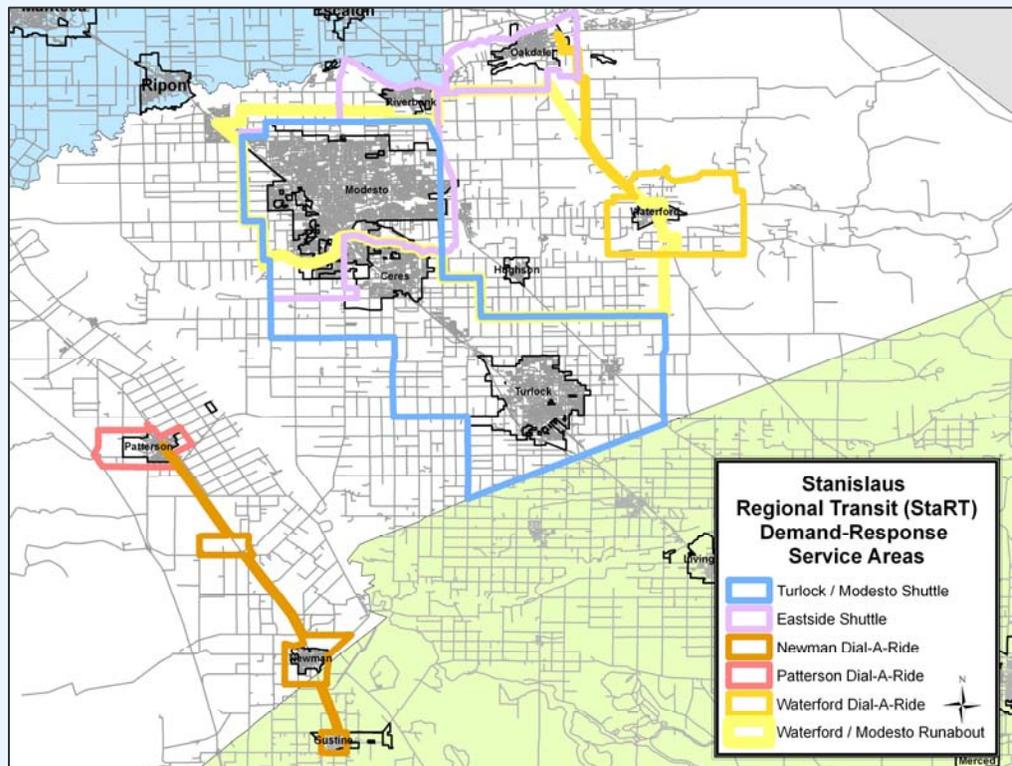


The Waterford/Modesto Runabout service area encompasses a large segment of central Stanislaus County. The hybrid service – combination of designated fixed stops and curb-to-curb service – covers areas surrounding the City of Modesto, expanding east servicing segments of Waterford and south past Hughson.

Passengers who prefer to board and/or alight at a location within the service area that is not a dedicated stop, may call ahead for curb-to-curb service. Passengers with special needs are allowed one Personal Care Attendant (PCA) and may ride free with a fare-paying passenger.

Two additional other demand-response services are offered to the general public within Stanislaus County. The StaRT Shuttle offers curb-to-curb trips between communities and cities and the StaRT Dial-A-Ride service provides curb-to-curb trips within communities and cities.

Exhibit 4-2 StaRT Demand-Response Services



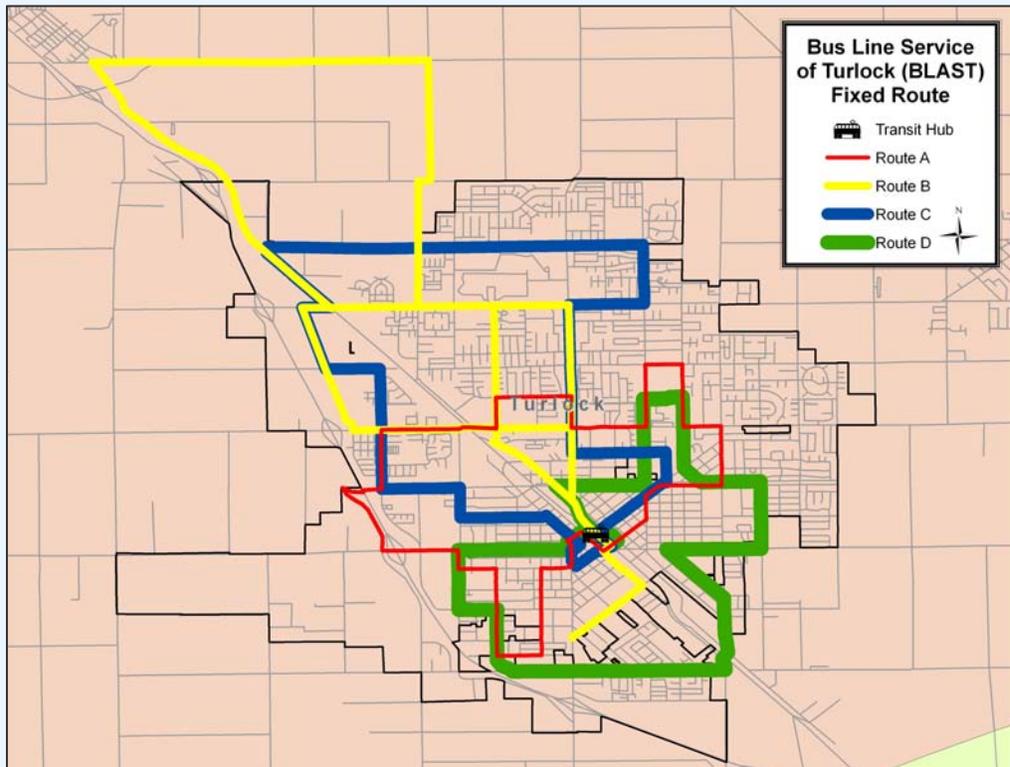
### Bus Line Service of Turlock (BLAST)

The City of Turlock operates the Bus Line Service of Turlock (BLAST), which has four fixed-route services. Transfers to StaRT and Merced's The Bus services may be made at the system's hub located in Central Park.



Children age three or below free; regular fare is 75 cents. Discounted fare of 35 cents is offered to seniors (age 61 and over), persons with disabilities and Medicare patrons. Books of 20 rides are available for \$15.00.

Exhibit 4-3 BLAST Fixed-Route Services



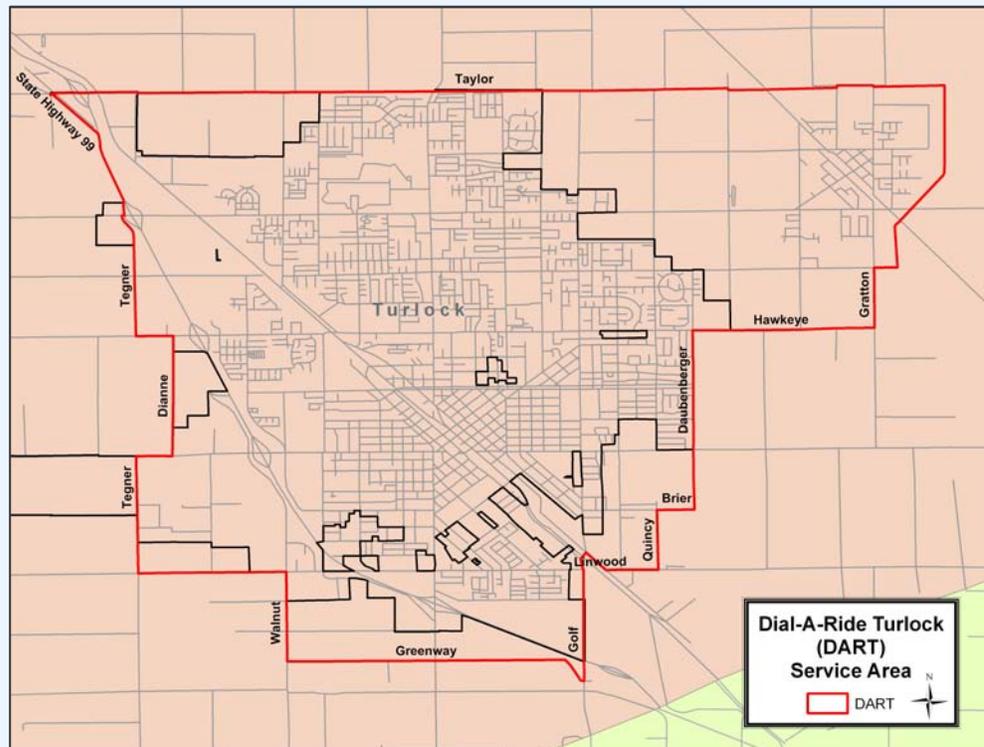
Dial-A-Ride Turlock (DART) is the City's demand-response service. This curb-to-curb service offers trips to seniors and persons with disabilities within the City of Turlock and the community of Denair. Elementary school students are also eligible for DART services for trips between home and school.

The general public may utilize DART for trips outside of the BLAST service area.

## INVENTORY OF HUMAN TRANSPORTATION OPTIONS

Similar to BLAST, children (age 3 and younger) ride DART at no charge. The regular fare is \$1.70 and discounted fare of \$1.15 is offered to seniors (age 61 and over), persons with disabilities, and Medicare patrons. Elementary school students must purchase passes at a rate of \$15.00 for ten trips or monthly passes for \$50.00. Regular ten-ride ticket books are available at a cost of \$17.00. Discounted ten-ride ticket books cost \$11.50.

Exhibit 4-4 DART Service Area



### Ceres Area Transit (CAT)

Commencing January 2008, the City of Ceres now operates three fixed-routes and a demand-response service.



The fixed-route service offers intracity trips with transit hubs at City Hall, the Stanislaus County Community Services Agency, and the intersection of Hatch and Herndon, where riders may connect to MAX and StaRT.

Routes A and B operate Monday through Friday from 6:00 a.m. to approximately 8:00 p.m. Route C runs Saturdays from 8:00 a.m. until 5:50 p.m., and Sundays with services commencing at 8:00 a.m. through 3:50 p.m.

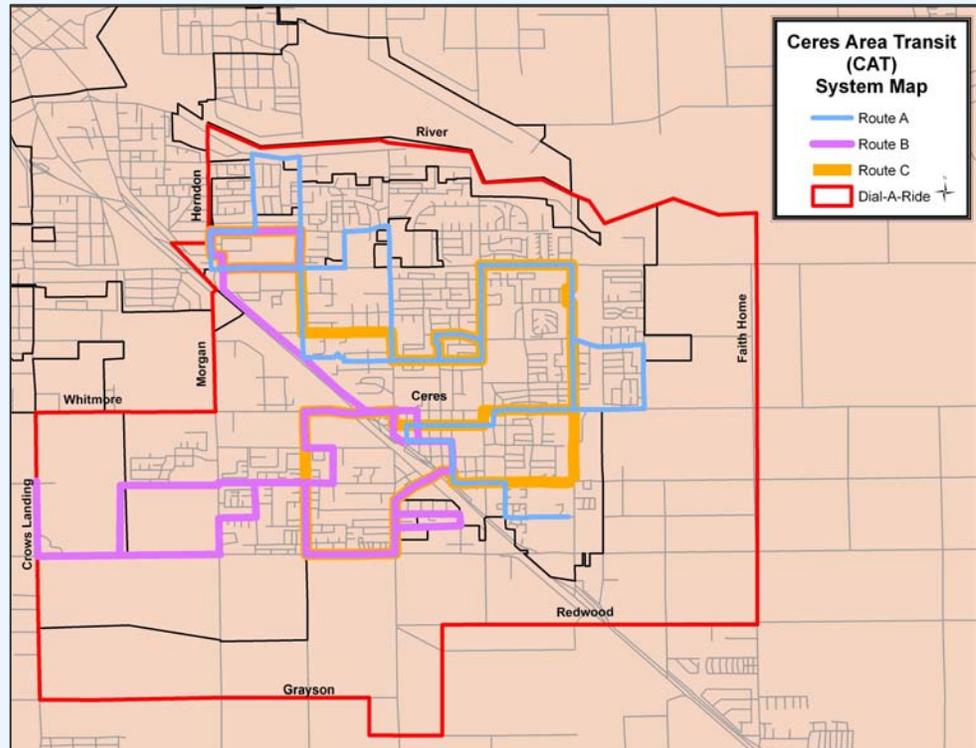
A contractor operates the general public, curb-to-curb demand-response service for the City of Ceres. The Ceres Dial-A-Ride service provides trips within the city and surrounding unincorporated areas.

In addition to the service changes, CAT also implemented a fare increase in order to meet the required 10 percent farebox recovery ratio. The general public fixed-route fare is now \$1.00; fares for seniors, persons with disabilities, Medicare cardholders remain at 75 cents.

Ceres Dial-A-Ride fares have increased to \$1.25 per ride for the general public. Discounted fares (i.e., seniors, persons with disabilities, Medicare cardholders) increased to \$1.00.



Exhibit 4-5 CATS System Map



### Modesto Area Express (MAX)

The City of Modesto oversees 19 local fixed-routes known as the Modesto Area Express (MAX). MAX services the cities of Modesto and Ceres, as well as the communities of Salida and Empire. Route 25 offers trips between the Downtown Transportation Center and the Modesto Amtrak station.

Services operate Monday through Friday from 6:30 a.m. to 6:00 p.m. Saturday services commence at 8:00 a.m. until 5:00 p.m. On Sundays, trips begin at 8:45 a.m. and run until 4:45 p.m.

## INVENTORY OF HUMAN TRANSPORTATION OPTIONS



Various inter-system transfer opportunities exist throughout the system. Riders may transfer to StaRT routes at various points, especially the Downtown Transportation Center and Vintage Faire Mall. Transfers to CAT services may be made at Hatch and Herndon. Should a rider need to utilize CAT DAR services, the MAX driver could arrange a pickup. MAX patrons could transfer to ROTA services at either Oakdale and Sylvan or the Modesto Amtrak Station. For trips to Escalon, riders may transfer to the San Joaquin RTD's Route 96 at McHenry and Standiford.

Max offers the following fare options:

- Cash fare,
- All-day pass,
- Monthly pass, and
- Books of tickets.

The succeeding exhibit itemizes all fare options for MAX fixed-route services.

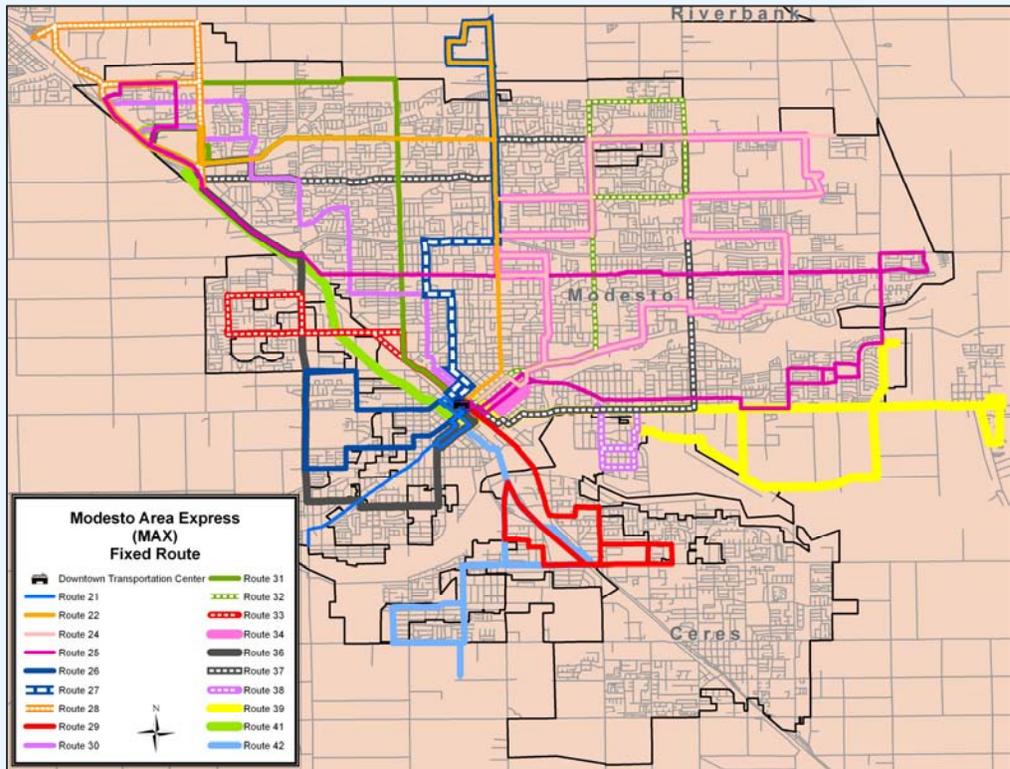
Exhibit 4-6 MAX Fixed-Route Fare Matrix

	Regular	Student	Seniors and Persons with Disabilities	Medicare Card Holders	Student Field Trips (Pre-paid)	Children (4 years or younger)
Cash Fare	\$1.00	85 cents	50 cents	50 cents	45 cents	Free
All-Day Bus Pass	\$2.50					
Monthly Bus Pass	\$39.00	\$29.00	\$19.00	\$19.00		
Books of Tickets (50 Tickets)	\$50.00	\$42.50	\$25.00	\$25.00		

Proper identification must be presented in order to receive discounted rates. Also, disabled passenger attendants may ride free.



Exhibit 4-7 MAX Fixed-Route System



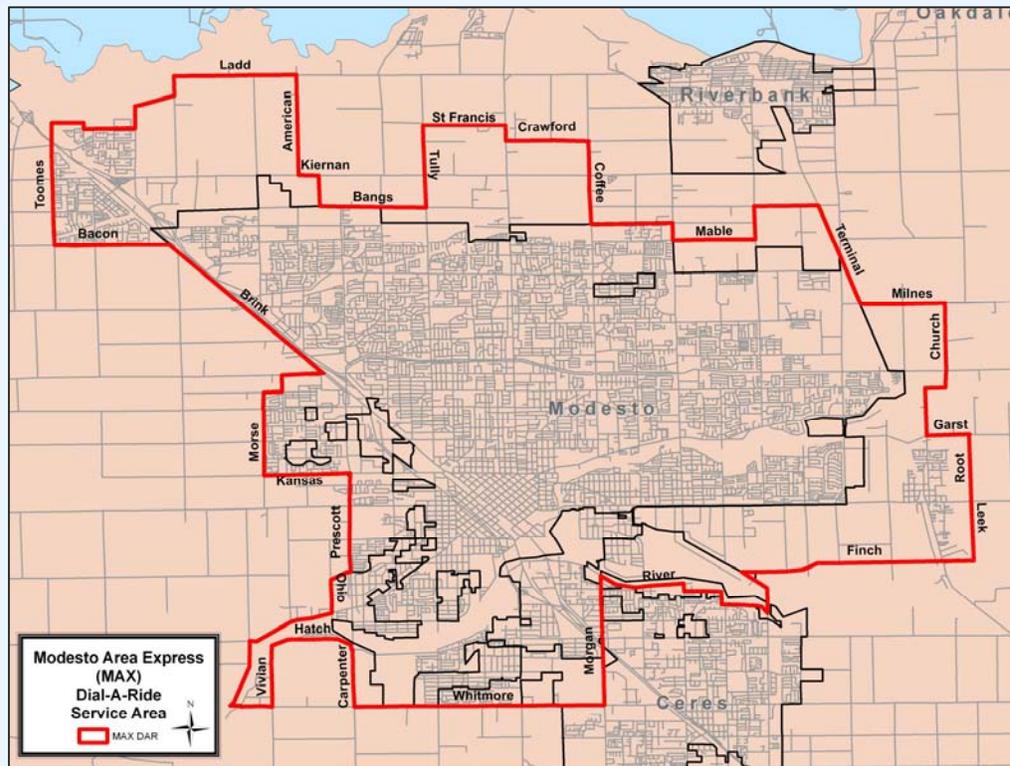
In addition to MAX fixed-route service, the City of Modesto also offers demand-response services. The Dial-A-Ride service operates from 4:45 a.m. until 11:00 p.m., Monday through Friday. Between 4:45 a.m. and 6:00 p.m., only seniors, persons with disabilities, and ADA-certified persons may use the Dial-A-Ride service— with priority given to ADA-certified persons. The general public may ride only during the hours of 6:00 p.m. through 11:00 p.m. Saturday service is available only to seniors, disabled, and ADA-certified patrons from 8:00 a.m. to 7:00 p.m. On Sundays, Dial-A-Ride provides service to the general public between the hours of 8:00 a.m. and 6:00 p.m.

## INVENTORY OF HUMAN TRANSPORTATION OPTIONS

A one-way trip costs \$2.00. The City also offers the option to purchase a 10-ride Ticket Book for \$16.00. ADA-certified persons are allowed to travel with a fare-paying companion during restricted hours. Children under the age of five travel free with a fare-paying adult.

The following exhibit illustrates the Dial-A-Ride service area.

Exhibit 4-8 City of Modesto Dial-A-Ride



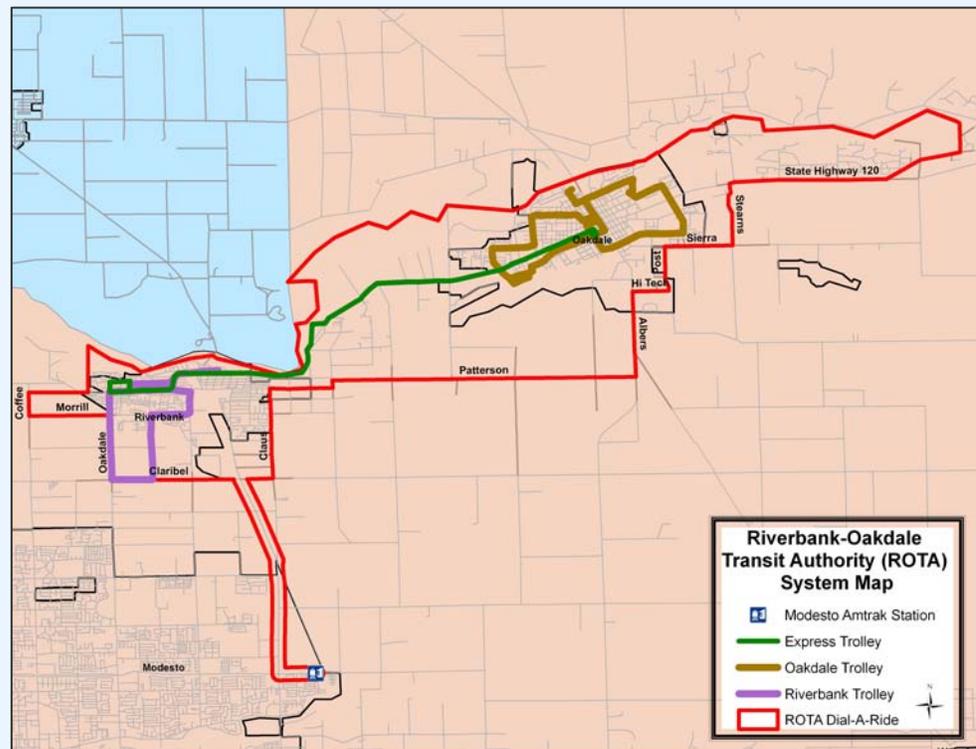
### Riverbank-Oakdale Transit Authority (ROTA)

Riverbank-Oakdale Transit Authority (ROTA) offers three fixed-route Trolleys and a Dial-A-Ride service in Riverbank and Oakdale, with connections to Modesto.

## INVENTORY OF HUMAN TRANSPORTATION OPTIONS

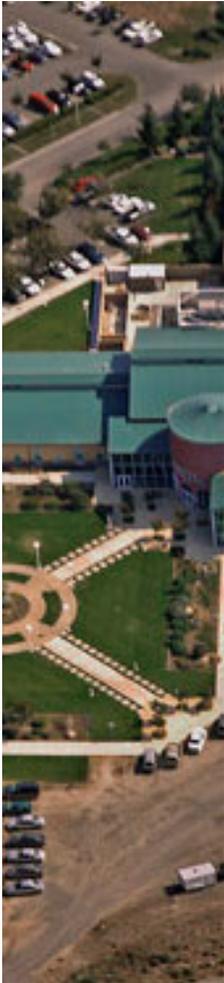
The cities of Riverbank and Oakdale have local Trolley services. An additional route connects the cities. ROTA Dial-A-Ride is a general public demand-response service that covers the rural areas of the cities and the Orange Blossom area.

Exhibit 4-9 ROTA System Map



ROTA services provides riders the option of purchasing one-way cash fares or a book of Trolley Tickets (10 Tickets). Seniors (age 65 or older) and persons with disabilities are eligible for a discounted rate, but must be certified by ROTA. The following exhibit lists the fares for all services. Children under the age of nine must be accompanied by a fare-paying

## INVENTORY OF HUMAN TRANSPORTATION OPTIONS



passenger, age 16 years or older. Each passenger is allowed two children, age three or younger. Additional children are \$1.50 each.

Exhibit 4-10 ROTA Fares

	General Public	Seniors and Persons with Disabilities
<b>Trolley</b>		
Cash Fare	\$1.00	50 cents
Trolley Tickets (10 Tickets)	\$10.00	\$5.00
<b>Dial-A-Ride</b>		
Cash Fare		
Local Service	\$2.00	\$1.50
Zone Service	\$3.00	
FastTicket (10 Tickets)		
Local Service	\$20.00	\$15.00
Zone Service	\$30.00	

### City of Waterford Dial-A-Ride

The City of Waterford operates a demand-response service open to the general public covering the areas Waterford and Hickman. The service runs weekdays from 9:00 a.m. to 3:00 p.m.

The general fare for persons age 13 to 60 is 75 cents. Seniors (age 61 or older), children (age 5-12), and persons with disabilities ride at a discounted rate of 50 cents. One child age 4 or under may ride free with a fare-paying adult; any additional child must pay 25 cents. Pre-paid tickets are available for \$12.00.

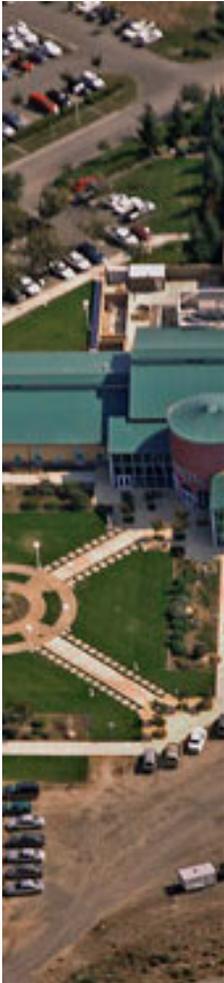
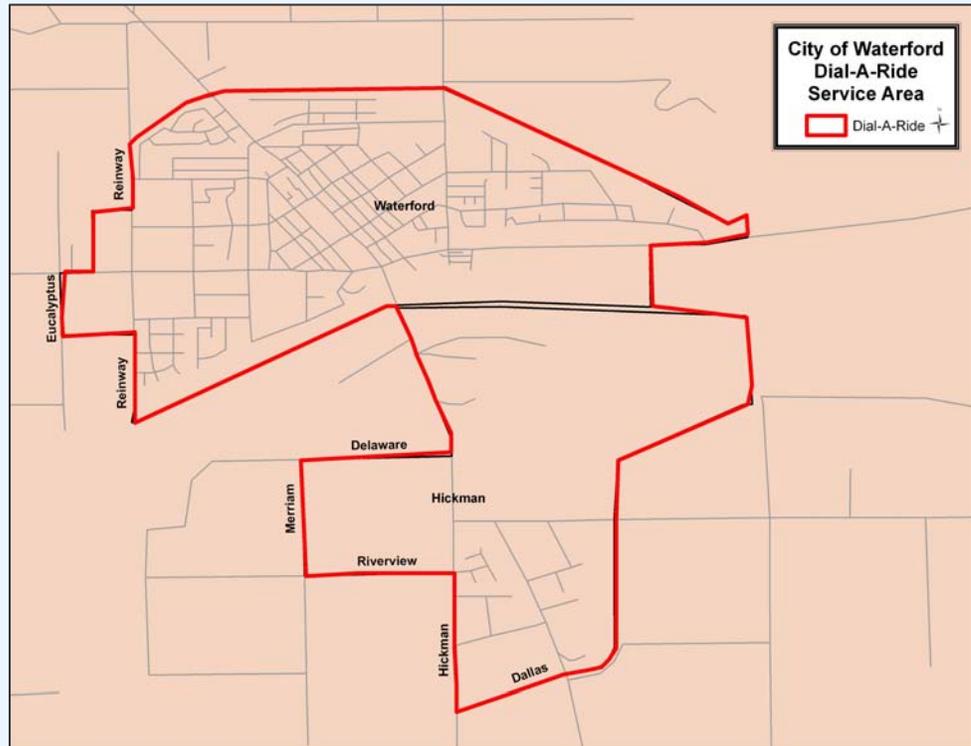


Exhibit 4-11 City of Waterford Dial-A-Ride Service Area



Intercounty Fixed-Route Services

One route from San Joaquin County and one route from Merced County provide connections within Stanislaus County.

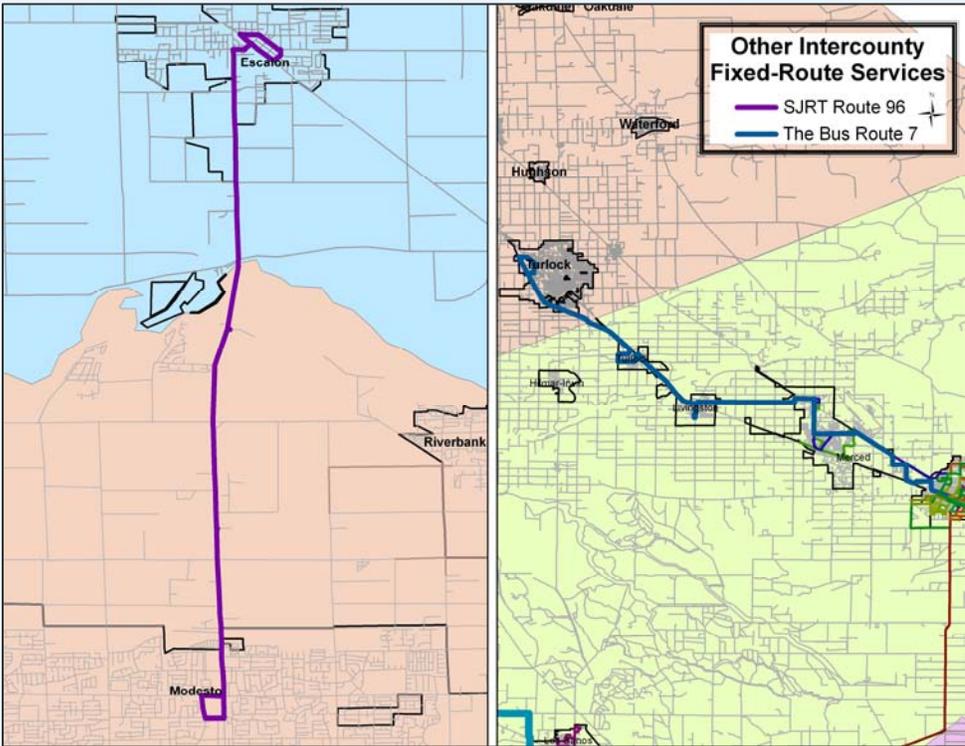
The City of Escalon contracts with the San Joaquin Regional Transit District (RTD) to provide deviated bus service between the City and Modesto. RTD Route 96 operates Monday through Friday from approximately 9:00 a.m. until 4:00 p.m. A one-way fare costs \$2.00. There is no discounted rate.

INVENTORY OF HUMAN TRANSPORTATION OPTIONS



Merced County’s transit service, “The Bus”, has one fixed-route that provides service to Turlock, Mondays through Saturdays. Route 7 connects Turlock to the City of Merced via Atwater, Winton, Livingston, and Delhi.

Exhibit 4-12 Intercounty Fixed-Route Services





## Duplication of Public Transit Services

### Fixed-Route

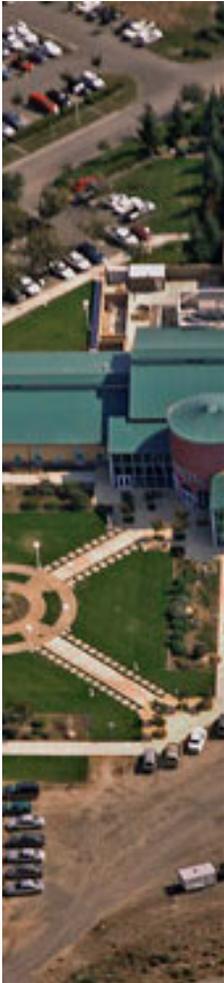
Further spatial analysis of the preceding transit options illustrates some level of inter-system fixed-route overlap between at least two services.

ROTA and StaRT operate fixed-route services in the cities of Riverbank and Oakdale. Both services have routes that travel through Patterson Road in Riverbank, and State Highway 108 and F Street in Oakdale.

MAX provides most of the fixed-route service within Modesto; however, StaRT and SJRT Route 96 also provide coverage. All three services provide coverage along McHenry between Kiernan and Woodrow. MAX and StaRT duplicate service on a few corridors on the western sector of the city. The largest segment of the overlap exists on McHenry from Kiernan onto College and into the downtown area. Both fixed-route services also operate on Dale from Kiernan then merging onto State Highway 99 at Standiford into the City of Ceres.

Similar to the City of Modesto, the City of Ceres has a fixed-route system – CAT – that is the area’s primary mode of public transit. Within Ceres, CAT, MAX, and StaRT all cover State Highway 99 and some segment of Crows Landing Road. MAX overlaps with CAT along Herndon, Hatch, and Nadine in northern Ceres. Duplication of services in southern Ceres exists between CAT and StaRT along Whitmore and Mitchell.

Further into southern Stanislaus County, BLAST, StaRT, and The Bus offer fixed-route services. All services provide sufficient coverage along State Highway 99 into the City of Turlock. StaRT offers ample service in the City

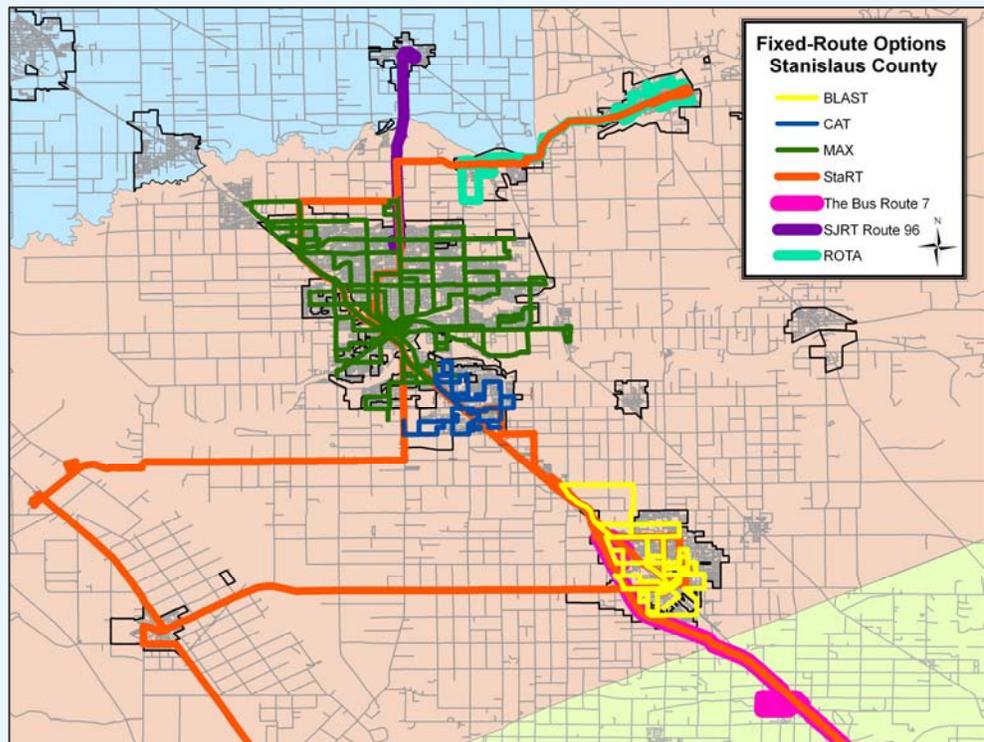


of Turlock. Much of the StaRT fixed-routes overlap with BLAST routes. Both have routes that operate along Monte Vista, Olive, Greer, and Main.

We did not identify any temporal gaps amongst the fixed-route systems. All areas with fixed-route coverage have service throughout the day from approximately 6:00 a.m. or earlier through 7:30 p.m. or later.

Overall, minimal routing changes are necessary to reduce duplication of services and streamline the fixed-route systems within Stanislaus County.

Exhibit 4-13 Stanislaus County Fixed-Route Services





### Demand-Response

StaRT Shuttle and Dial-A-Ride services offer the most extensive demand-response coverage throughout the county. Services offered by other agencies within the county all overlap with StaRT services.

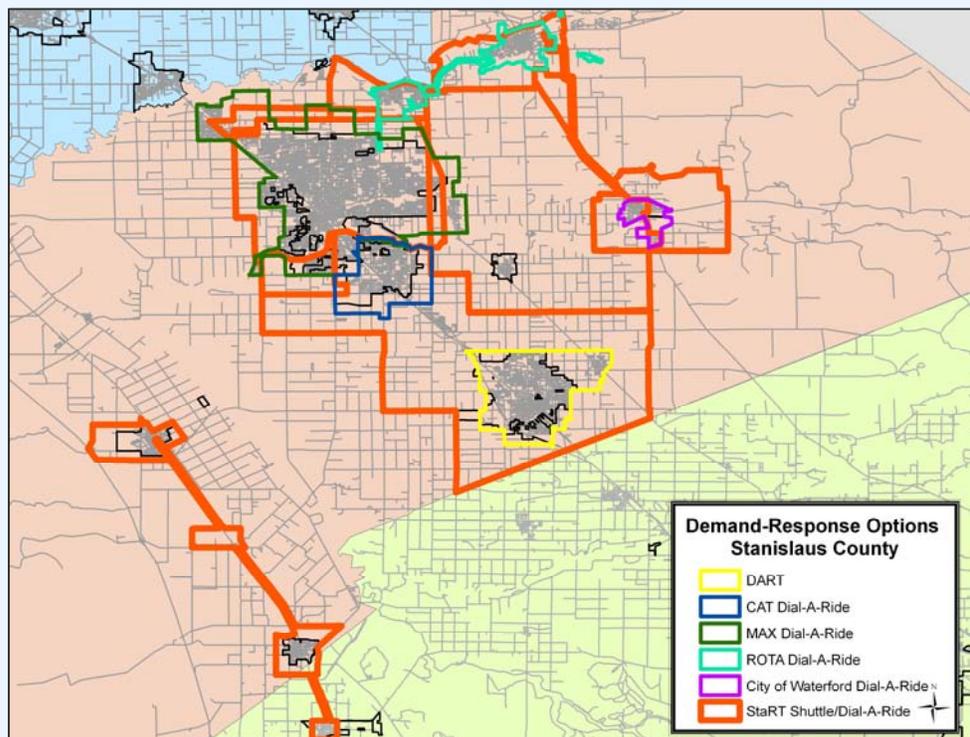
Some system's service areas (i.e., MAX Dial-A-Ride and ROTA Dial-A-Ride) operate slightly outside the StaRT service area. It is recommended that StaRT collaborate with these agencies to reduce the duplication of demand-response services.

Supplementary analysis was conducted to identify significant temporal gaps within the County's public demand response services. We do not believe there are significant temporal gaps within the service areas because StaRT services operate throughout the day.

Although StaRT services may operate sporadically, city agencies provide service to fill the gaps. The City of Waterford Dial-A-Ride, for example, operates from 9:00 a.m. to 3:00 p.m., filling in the gap when StaRT does not provide service in the area.



Exhibit 4-14 Stanislaus County Demand-Response Services



### Private and Non-profit Transit Services

Twenty-eight social services agencies – identified through a survey process, which will further be covered in the next chapter – cited they provide transportation services to their clients.

Survey respondents from medical service facilities have very restricted eligibility requirements. Transportation clients must have specific disabilities and/or meet other requirements (i.e., age, income). The following exhibit lists those medical agencies which maintains eligibility requirements.

## INVENTORY OF HUMAN TRANSPORTATION OPTIONS

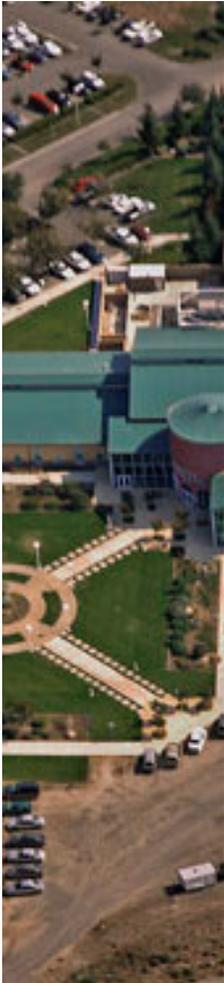


Exhibit 4-15 Medical Services Agencies

Agency	Eligibility
Medical Services	
DMC Foundation	Must be 18 years or older and/or have a physical/mental disability.
Faith in Action of Oak Valley Hospital District	Must be 65 years older and have a disability.
Kindred Hospital Modesto	Must have no financial resources and be either non-ambulatory or physically compromising disability.
Oak Valley Hospital District	Age, disability, income and depends on the patients medical condition.
Satellite Dialysis -Central Modesto	Must be diagnosed with Chronic Kidney Disease.
Vision Impaired Persons Support	Visually impaired.

A third of the responding agencies cater primarily to the senior demographic. As expected, transportation services offered by these agencies require the rider meet an age requirement (i.e., 60 years or older). Most agencies require the rider meet other eligibility standards (i.e., disability, income) as well.

Exhibit 4-16 Senior Services Agencies

Agency	Eligibility
Senior Services	
Center for Human Services:Patterson Family Resource Center	Must be 65 years or older and live on-site.
Dale Commons Assisted Living	Must be 65 years or older, unless has medical needs, and income must be private pay.
Kiernan Village Assisted Living	Must be 62 years or older and low income.
Life Springs Senior Campus	Must meet age, income, disability requirements.

The remaining respondents who cited eligibility standards accommodate the low-income and youth populations. These agencies are unique from

## INVENTORY OF HUMAN TRANSPORTATION OPTIONS

one another as riders must live within a specific district, have a specific disability, or simply meet income requirements.

### Exhibit 4-17 Other Services Agencies

Agency	Eligibility
Children Services	
Environmental Alternatives: A Foster Family Agency	Certain age and or foster children
Nepethean Homes Foster Family Agency Inc.	Must be 18 years or younger.
Waterford Unified School District	Must be WUSD student in approved area.
Services for Persons of Low-Income	
Family Partnership Center	Income, disability and large families with transportation needs
Telecore Corp: Stanislaus Homeless Outreach Program (SHOP) & East Modesto Regional Services	Psychological Disability.

Four of the agencies specifically noted they provide rides to medical appointments, two agencies offer rides for recreational/shopping purposes, and one organization transports residents to their worship center.

Only one agency specifically cited their service area – trips from the community of Keyes into Modesto.

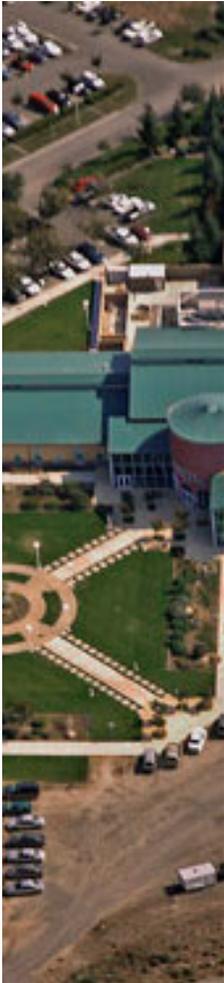
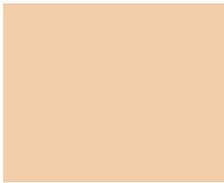
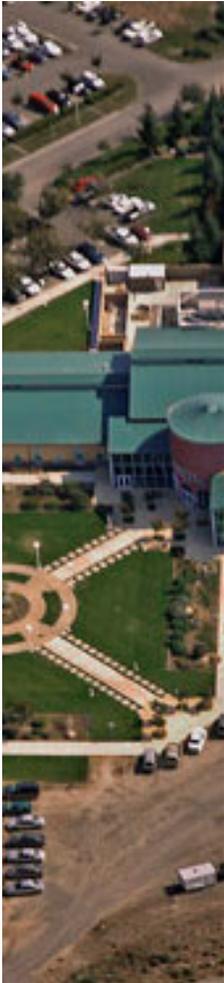


Exhibit 4-18 Human Services Agencies Transportation Service Destinations

Agency	Destinations
Medical Services	
Faith in Action of Oak Valley Hospital District	Transportation for clients to clinical services and other special needs.
Senior Services	
Dale Commons Assisted Living	Transportation to counseling appointments, social events and doctor's appointments.
Services for Persons of Low-Income	
El Concillo	Transportation for clients to medical appointments, recreational needs, shopping and grocery needs.
Family Partnership Center	Transportation service from Keys to Modesto and other areas further out for the disabled and wheelchair transportation.
Other	
Calvary Temple Worship Center	Timely pick ups and delivery appointments for residents.
City of Modesto- Transit Division	Provide transportation for medical appointments.

With this data, Moore & Associates concludes there is ample coverage for medical appointments. Identification of spatial and temporal service gaps is inconclusive because survey participants did not provide complete and sufficient information. A complete list of survey participants and responses can be found in Appendix A-6.





# 5

## OUTREACH ANALYSIS



This chapter provides an overview of the community involvement process implemented to develop this Coordinated Plan. Outreach involved stakeholders that include:

- Public, private and non-profit human transportation providers,
- Non-profit organizations,
- Human services organizations, and
- Medical services.

These agencies have demonstrated a vested interest in adequate transportation for the Plan's targeted population, which includes seniors, persons with disabilities, and persons with low-incomes. In addition to stakeholder outreach, Moore & Associates identified the best form of community involvement was the distribution of surveys.

### Stakeholder Outreach

Besides StanCOG and main publicly-funded operators, Moore & Associates identified other potential stakeholders. All outreach efforts were documented to show exclusively "good faith effort" was used.

Once preferred participants were identified, they were invited to take part in the Stakeholder Workshop and asked to complete a worksheet which detailed information about the organization's existing transportation services, costs, and unique needs.

## Methodology

### Identification of Potential Stakeholders

Aside from utilizing community resources websites (i.e., County, Community Services Agency, Office of Education), potential stakeholders were identified via Yahoo! Maps.

Employing the search engine, Yahoo! Maps, potential stakeholders within Stanislaus County were cataloged. Associates sorted agencies, organizations, and businesses by:

- Assisted living facilities
- Community centers
- Community programs
- Day Care programs
- Faith-based organizations
- Government agencies
- Medical services
- Mental Health Care programs
- Rehabilitation facilities
- Residential Home Care
- Retirement facilities
- School Districts
- Taxi services
- Universities/Colleges
- Youth programs

Search results were carefully reviewed, and unrelated agencies, organizations, or businesses were eliminated from the master list. Zip codes were needed to complete the addresses supplied by Yahoo! Maps. This information was obtained from the United States Postal Service (USPS).

Once the complete list of potential stakeholders was compiled, approximately 650 potential stakeholders were identified (see Appendix A-5).

#### Stakeholder Qualifier Survey

Given the considerable number of candidates, it was decided it would be best to distribute a Qualifier Survey to identify the most relevant candidates to participate in the Stakeholder Workshop.

Moore & Associated created a short questionnaire that aimed to:

- Identify transportation providers who provide transit options for the Plan's targeted population,
- Identify other human services agencies with interest in participating in the coordination process, and
- Identify transportation gaps (spatial and/or temporal) as defined by these agencies.

Potential stakeholders were mailed the Qualifier Survey along with a cover letter that detailed the purpose of the project and a postage-paid business reply envelope.



Nearly 30 respondents identified themselves as human services agencies with vested interest in providing adequate transportation to the senior, persons with disabilities, and persons of low-income demographics. (Refer to Appendix A-25 for complete list.)

**Stakeholder Workshop**

The preferred participants were invited to further participate in the stakeholder outreach process by attending the Stakeholder Workshop.

On November 8, 2007, Moore & Associates facilitated a Stakeholder Workshop at the County Office of Education. Thirteen representatives from public and private/non-profit social service agencies attended the workshop.

**Exhibit 5-1 Stakeholder Workshop Attendees**

Attendee	Organization
Margie Palomino	Department of Aging and Veterans S
Wilma Murray	Valley Mountain Regional Center
Neil J. Fromm	SCDD/Area Board 6
Monica Ramos	Catholic Charities
Lynn Ewen	Catholic Charities
Terry Easley	City of Modesto
Christine Loomis	American Cancer Society
Jeanie Miller	DMC Foundation
Nancy Brown	Stanislaus County Redevelopment A
Laura Sanchez	El Concilio Community Center
Kay Dunkel	Ceres Area Transit
Brad Christan	Stanislaus County Public Works Tra
David Tolliver	Community Continuum College

An overview of the history of the SAFTEA-LU Act and its corresponding funding sources was presented to attendees. Participants were then invited



to introduce their agencies, any transportation services offered, and voice transportation concerns.

Jim Moore facilitated a guided discussion with intent to identify the strengths and weaknesses of the current private and public transportation services operating within Stanislaus County.

At the service level, participants reached the consensus that general mobility (i.e., service area coverage), marketing campaigns, cost of public transportation and public demand-response services are strengths of transit options offered.

Stakeholders then voiced concerns addressing the need to improve coordination (i.e., transfer opportunities, efforts between smaller services), outreach/training, and expanded service efforts.



Stakeholders agreed there is a strong sense of camaraderie between transportation services providers within the county. In addition, participants established there is a critical need for capital and operational improvement monies.



As the final step, participants developed a list of the top six items which they believe require need the most immediate attention. These items will be further covered within the Coordination Plan chapters.



The succeeding illustrates the county's human transportation strength, weaknesses, and priorities generated by workshop participants.

Exhibit 5-2 Stakeholder Workshop Chart

What's Working	Significant Action	Possible Priority Areas
Broad Marketing	Access to transportation- Off-peak	Operating monies
General Mobility	Target transportation- Special Needs (elderly/frail/patient)	Capital monies
Communication between Public/Private	Mobility training- Persons with special needs	Mobility training (Bilingual Travel Buddies)
Spirit of cooperation	Health Care providers/ Outreach, Education	Mobility coordination (brokerage)
DAR- Operationally	Frequency of service, connectivity	Dedicated staffer CRTPA (i.e., StanCOG)
Public Transit- Affordable	Mobility coordination (211)	Information sharing
	Capital investment (Public/Private)	
	Volunteer Recruitment	
	Operational monies	

One week after the Stakeholder Workshop, an outline of the project methodology, summary of the findings from the workshop, and the status of the project was discussed further at the Social Services Transportation Advisory Committee (SSTAC) meeting.

In addition to attending the Stakeholder Workshop, preferred participants who offered transportation services were asked to complete a Stakeholder Worksheet. Transportation services offered by these agencies mainly consisted of demand-response, with few offering a typical fixed-route service. Agency participants consisted of three private, non-profit agencies and six public agencies.

After providing background information sensitive to the agency, stakeholders were asked to provide financial information including total expenses and total funding for the past fiscal year. Total expenses ranged from \$61,728 to \$1,283,902 between agencies, with medium expenses including \$140,125 and \$471,004. Further, stakeholders were asked to identify the total funds received for their agency's transportation services. Most funds were allocated from various sources including the Local Transit Fund (LTF) and Section 5307. Five stakeholders disclosed their funding

ranging from \$51,000 to \$11,500,000, with medium funds including \$140,125, \$350,000 and \$1,109,514.

### Community Involvement Analysis

Initially, Moore & Associates anticipated conducting community education workshops throughout the county. While, major stakeholders were contacted, we received a tepid reception from many of the entities contacted. Therefore, Moore & Associates identified the distribution of surveys via community services agencies as the best approach of community involvement for the Plan's targeted population.

Distributed between October and December 2007, the survey had a number of objectives:

- Assess awareness of human transit service options in Stanislaus County,
- Identify actual or perceived barriers to the mobility for Stanislaus County residents, and
- Gain insight into typical travel patterns within the survey sample.

### Survey Methodology

A community survey was distributed by participating Stanislaus County community services agencies whose main clientele are seniors, persons with disabilities, and persons of low-income.

Eight community services agencies agreed to assist with the distribution of surveys to their clients. This approach eliminated the need for qualifiers as



all participating agencies' clients fell within the Plan's specific demographic.

The survey instrument – available in both English and Spanish – and a postage-paid business reply envelope were stapled together and inserted into a postage paid envelope. The survey packages were sent in bulk to participating agencies who then managed the distribution process.

A total of 4,120 surveys were distributed amongst the eight agencies. A statistically-valid sample of 507 surveys (467 English, 40 Spanish) was collected with a sample error variation of  $\pm 4.08$  at the 95-percent level of confidence. This means one can be 95-percent confident that findings discussed herein reflect the general population within 4.08 percentage points.

The succeeding exhibit lists participating agencies and survey itemization.

Exhibit 5-3 Community Survey Distribution

Agency	Survey Number Requested		
	English	Spanish	Total
Department of Aging & Veteran Service	250	50	300
Catholic Charities	100	30	130
Independent Resource Agency For Independent Living	100	30	130
Community Service Agency	600	400	1,000
Doctor's Medical Center Foundation	50	10	60
Healthy Aging Association	475	25	500
Howard Training Center	1,500	0	1,500
Salvation Army	400	100	500
	Total Surveys Distributed		4,120
	Sample Size		507

### Demographic Analysis

To better understand those who received the community survey, basic demographic questions were built into the survey instrument. From those



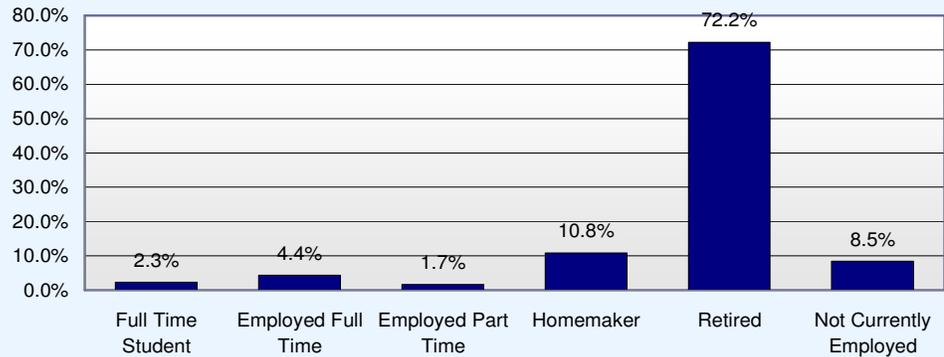
demographic questions, a “typical respondent” profile could be constructed to gain a better overall prospective of the respondent. A “typical respondent” profile is used to display trends in demographics that assist in portraying the respondent.

Of the 507 survey participants, the majority identified themselves within the age category of *65 and over* (75.7 percent), *have a disability* (51.7 percent), *retired* (72.2 percent), and earn an annual household income of *\$20,000 or less* (74.7 percent). Interestingly, the majority of survey participants are *not ride dependent* (46 percent). The results verify the survey was distributed to the Plan’s targeted population.

The participating agencies who distributed the surveys provide service primarily to persons with disabilities and elderly. As previously noted, the majority of respondents *have a disability* (51.7 percent); in addition, approximately 94 percent of the survey participants are *over the age of 45*. Moreover, by implementing this distribution method, the pool of participants proved to be within the lower income bracket with only 25.2 percent reporting a household income *above \$20,000 per annum*.

Respondents were asked to provide their occupation status. As a majority of the sample identified themselves within the age group of *65 or over*, survey participants tended to be *retired* (72.2 percent). Only about six percent of respondents noted they were employed either *full-time* or *part-time*. Approximately nine percent stated they were *currently not employed*.

Exhibit 5-4 Occupation



Respondents were asked questions regarding their access to a personal vehicle and possession of a valid driver’s license. These items are used in determining ride dependency of survey participants.

To determine ride dependency, a cross tabulation is conducted using the firm’s SPSS software. It was found that respondents are both *ride* (40.0 percent) and *non-ride dependent* (40.6 percent). This means nearly half of survey participants have the means of transporting themselves, whereas the other half are dependent on other means for transportation.

To determine respondents’ level of ride dependency, a cross-tabulation was conducted between the respondent’s access to a personal vehicle and possession of a valid driver’s license. Nearly half of survey participants (46 percent) are *non ride-dependent* because they have a driver’s license and access to a personal vehicle.

Another 40 percent are *completely ride-dependent*, indicating they do not have a driver's license or access to a personal vehicle. The remaining 14 percent are *semi-ride dependent* suggesting they have either a driver's license or access to a personal vehicle.

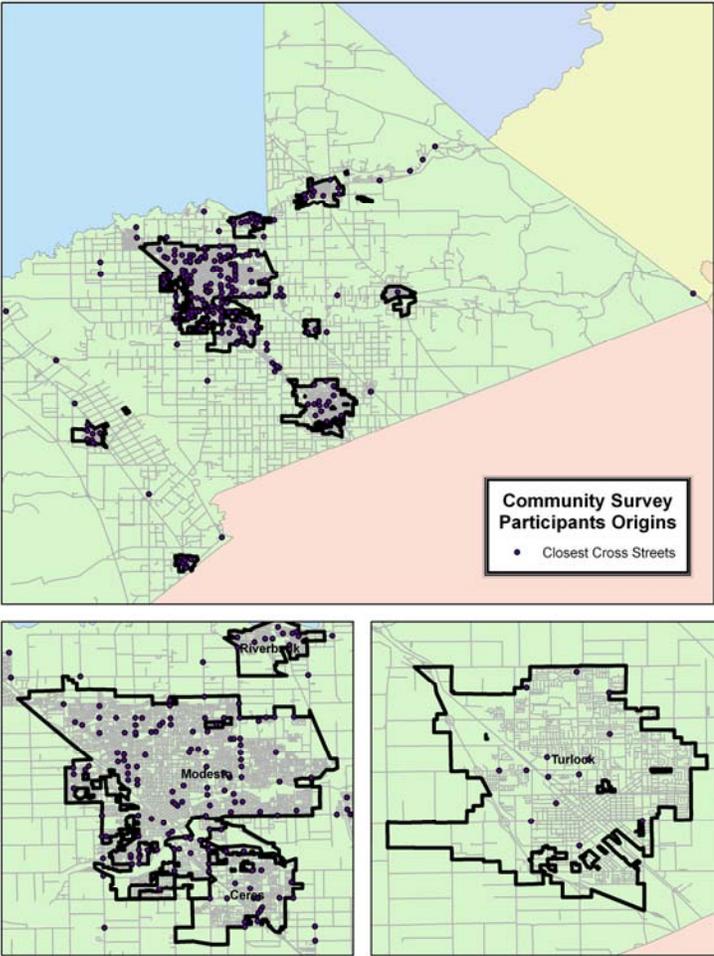
#### Ridership Pattern Analysis

The majority of the Community Survey requested the respondent to detail their general travel patterns. Those surveyed were queried about their primary forms of transportation, levels of patronage on transit services, barriers to these transit services, and most frequented destinations.

First, survey participants were asked to identify the nearest cross streets to their residence. Based on the responses, participants were evenly scattered throughout the urbanized areas of the county. Not surprisingly, the majority reside within the City of Modesto.



Exhibit 5-5 Participant Origins



More than any other means of transportation, respondents cited using a *relative, friend, or caregiver* (54.5 percent); or *their personal vehicle* (51.4 percent) for regular trips.

Exhibit 5-6 Forms of Transportation

Transportation Forms	
Relative, Friend or Caregiver	54.5%
Personal Vehicle	51.4%
Walking	34.6%
Public Transportation	31.5%
Non-Profit Transportation Services	11.3%
Independent/Assisted. Living Center Shuttle	9.9%
Private Pay (I.E. Taxi, Paid Service)	7.9%
Bicycling	4.4%

When asked to rank their top three modes of transportation, survey participants specified their top choice as *personal vehicle* (39.2 percent). When considering their second choice, respondents noted they would most likely ride with a *relative, friend, or caregiver* (34.6 percent). Approximately 26 percent of survey participants cited *walking* as their third top choice.

Cross-tabulation analysis – a statistic method assessing data between two or more groups – was conducted to better understand the data collected, specifically, to understand the targeted population (seniors, persons with disabilities, and low-income persons) and the forms of transit they use for basic transportation needs.

When considering the question regarding transportation forms, respondents were allowed to select more than one answer. When all categories were totaled, the sum added to be greater than 100 percent. When reviewing the given percentages, take into consideration that the percentage reflects the number of respondents from total who selected the given transportation form.

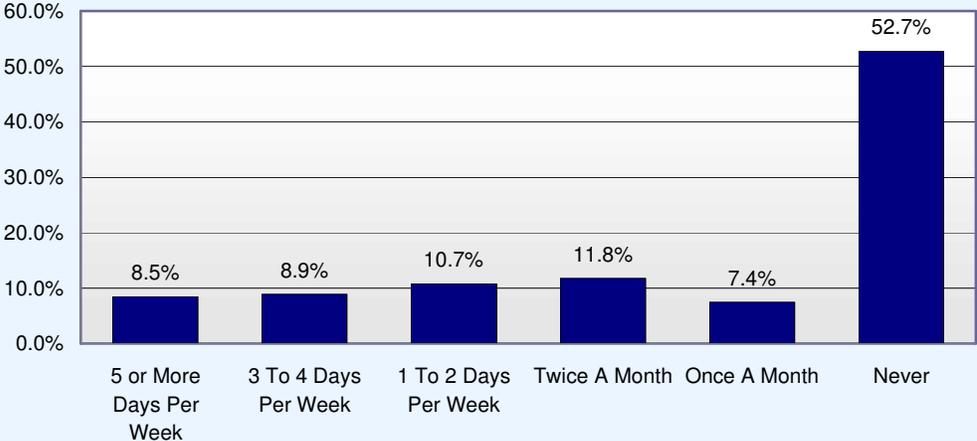
Exhibit 5-7 Transportation Forms vs. Targeted Population

Transportation Forms	Seniors	Persons with Disabilities	Low Income Persons
Relative, Friend or Caregiver	54.5%	66.4%	63.8%
Personal Vehicle	51.4%	38.8%	40.1%
Walking	37.5%	24.4%	37.1%
Public Transportation	28.7%	30.3%	36.2%
Non-Profit Transportation Services	10.3%	16.2%	12.3%
Independent/Assisted Living Center Shuttle	10.6%	11.6%	10.7%
Private Pay (i.e. taxi, paid service)	7.9%	10.8%	7.1%
Bicycling	3.5%	2.5%	5.5%

Respondents were asked how frequently they take public, private, or non-profit transportation. Half the sample stated they *never use the services* (52.7 percent). A fifth of the sample stated they only use the services *once to twice a month* (19.2 percent), whereas 28.1 percent ride *one to five times weekly*.



Exhibit 5-8 Frequency of Transit Patronage



A cross-tabulation was performed between the frequency to transit patronage and demographic data. The majority of persons in the Plan’s targeted population of *seniors* (56.2 percent), *persons with disabilities* (45.1 percent), and *persons of low-income* (45.9 percent) cited *never riding public, private, or non-profit transportation*. Seniors not utilizing county transit options are most likely to ride *one to two days a week* or *twice a month* (11.9 percent). Persons with disabilities take transit services more frequently, noting they ride *one to two days per week* (13.7 percent), followed by *three to four days per week* (11.6 percent). Persons of low income are less likely to be regular transit patrons indicating they travel *twice a month* (15.3 percent), followed by *one to two days per week* (12.5 percent).

Exhibit 5-9 Frequency of Patronage vs. Targeted Population

Destination Traveled Most Often	Seniors	Persons with Disabilities	Low Income Persons
Once A Month	7.9%	6.9%	8.1%
Twice A Month	11.9%	12.0%	15.3%
1 To 2 Days Per Week	11.9%	13.7%	12.5%
3 To 4 Days Per Week	7.9%	11.6%	9.5%
5 or More Days Per Week	4.2%	9.9%	9.5%
Never	56.2%	45.9%	45.1%

Most of the survey participants used the county transit options to *medical/dental appointments* (48.1 percent), *shopping* (36.1 percent), and *recreational/social* (13.9 percent). Only 5.2 percent of the respondents depend on county transit options as a *commuter service*.

When cross-tabulated with the Plan’s targeted population, the responses correlate to the overall responses.

An open-ended Other response was an alternative to the multiple choice responses. Popular locations included *church* (7.4 percent), *Miller’s Place* (6.3 percent), *dialysis* (4.2 percent), and *visit family/friend* (4.2 percent).

Exhibit 5-10 Other Destinations Traveled

Destination - Other	Percentage
Church	7.4%
Miller's Place	6.3%
Dialysis	4.2%
Visit Family/Friends	4.2%

Respondents were asked to cite their top three most frequented destinations. As *medical* was found to be the destination most traveled by



public, private pay, or non-profit transportation, it was also top destination in which survey participants travel to most frequently (70.5 percent). *Shopping* (35.4 percent) and *grocery store/grocery shopping* (17.5 percent) rounded up the top three most frequented destinations.

Exhibit 5-11 Most Frequented Destinations

Most Frequent Destinations	Percentage
Medical	70.0%
Shopping	35.4%
Grocery Store/Grocery Shopping	17.5%

When asked to provide the primary reason why they do not use public, private, or non-profit transportation more often, survey participants were asked to indicate all applicable reasons. Most respondents saw the services as *not necessary* (43.6 percent).

Other reasons included it is *not convenient* (28.3 percent), *does not provide service when I need to travel* (20.4 percent), and *does not operate when I need it to* (17.0 percent). When cross-tabulated with the Plan’s targeted population, the responses correlated to the overall responses. These findings indicate a modest level of spatial and temporal gap act as barriers to persons utilizing transit service options within the county.

Almost 10 percent of the sample noted they felt the county’s public, private, or non-profit transportation was *unreliable*, and approximately 10 percent of survey participants indicated they *do not know how to use services*. Upon completion of this Coordinated Plan, all participating Stanislaus County transportation services would have an enhanced understanding of how to

streamline their systems, which would likely produce reliable and efficient alternative transit modes within each respective community.

### Opinions about Transportation Options in Stanislaus County

The survey included a series of questions in which survey participants were asked to identify their level of satisfaction with the county's transit options and any areas or destinations – within and outside Stanislaus County – that lack service.

Using a four-point numerical scale (1 = Not Satisfied, 4 = Very Satisfied), the mean of all responses could be used to determine the sample's overall satisfaction. Survey participants gave the county an average rating of 2.5 – indicating respondents were somewhat satisfied to satisfied with the transit options available.

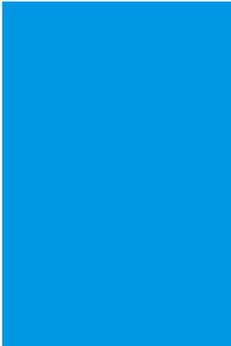
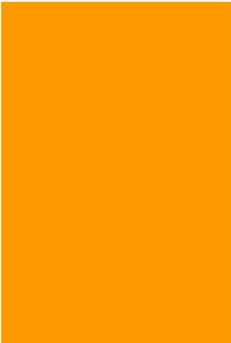
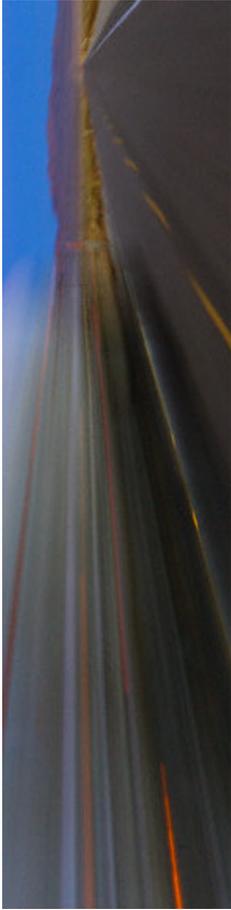
Survey participants were asked if any areas or destinations – within and outside of Stanislaus County – lack service. More than half of respondents (64.3 percent) responded in the affirmative. A modest 20.3 percent of survey participants agreed that areas or destinations outside of Stanislaus County also need transit service.

The succeeding exhibit lists the respondents' top three requested service areas within and outside of Stanislaus County.



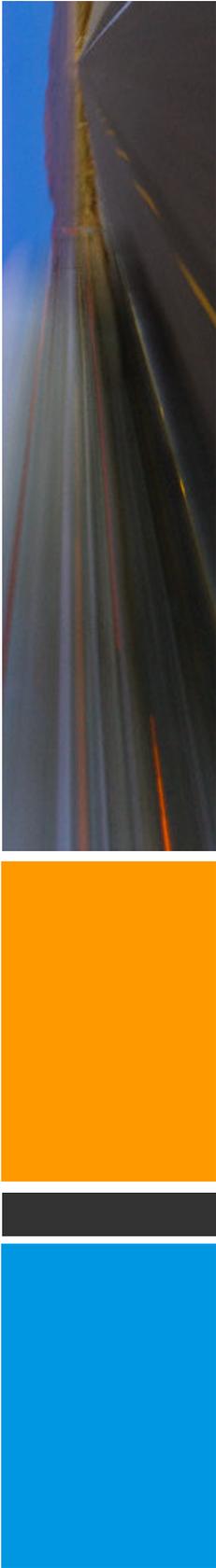
Exhibit 5-12 Requested Service Areas

Area/Destintation	
Within Stanislaus	Percentage
Doctor/Medical	7.0%
Ceres	4.7%
Shopping	3.9%
Outside Stanislaus	Percentage
Bay Area	6.8%
Stockton	4.1%
San Francisco	4.1%



# 6

## TRANSIT MODELS



Using the TCRP 101 Report as a guide, Moore & Associates identified three transportation coordination case studies applicable to Stanislaus County's current situation.

### KERN COUNTY, CALIFORNIA

Similar to Stanislaus County, Kern County manages a County-operated transit system – Kern Regional Transit – that provides the most extensive fixed-route and dial-a-ride services within the county.

#### Background

Kern Regional Transit – the county's primary rural transit service provider – operates in nearly all corners of the county. The system operates intercity, community fixed-route and demand-response services weekdays from approximately 6:00 a.m. to 7:00 p.m. In addition, Kern Regional Transit offers additional services for students, commuters, and out-of-county medical trips. In 2001, the system reported carrying nearly 556,000 passengers over two million revenue miles with a yearly operating cost of \$3.8 million.

There are also 10 city-operated transit services within Kern County.

#### Coordination Efforts

Kern Regional Transit has participated in a variety of coordination and consolidation efforts with smaller transit systems, human services agencies, and neighboring county systems throughout the years. The following are examples of the variety of coordination efforts set forth by Kern Regional Transit.

### Coordination

To improve inter-county mobility, Kern Regional Transit coordinates scheduling with neighboring county systems. Riders in Delano – the northwest section of the county – can transfer to Tulare County Transit.

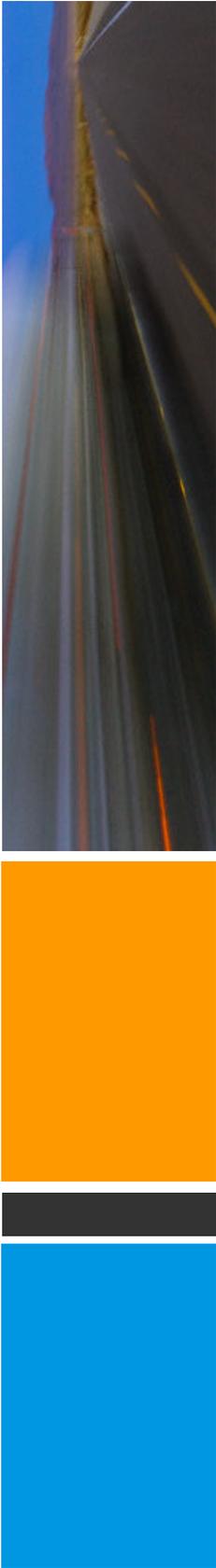
Opportunities to transfers into Los Angeles County exist between Kern Regional Transit and Antelope Valley Transit Authority, Santa Clarita Transit, and Metrolink services. For travel into Inyo and Mono counties, Kern Regional Transit riders may transfer from stops in Ridgecrest.

To meet local needs, Kern Regional Transit also coordinates with the schedules of local systems to fill any service gaps. For example, the City of Arvin operates a local service that travels to Lamont where riders can transfer to Kern Regional Transit. During off-peak hours (i.e., early morning, late nights), Kern Regional Transit operates a service in Arvin to allow riders to connect to Lamont.

### Consolidation

For years, the County has made efforts to consolidate services that were previously operated by Kern County localities. Most recently, the County assumed administrative and operational responsibilities for transit services formerly operated by the City of Tehachapi. Further north, a county-funded fixed-route service has replaced the intercity routes previously operated and funded by the cities of Wasco and Shafter.

Kern County spans over 8,000 square miles. In order to accommodate as many residents as possible, the County contracts with other service providers.



As a supplementary service for seniors within the community of Buttonwillow, the County contracts with the Pioneer Senior Citizens of Buttonwillow to operate a senior center-owned vehicle. The County pays the organization an operation fee and compensates for annual vehicle depreciation costs.

To provide transportation to those in more rural parts of the county, Kern Regional Transit contracts with city-operated transit systems to operate services beyond city limits into unincorporated sections of the county.

The City of Ridgecrest, for example, operates a fixed-route and dial-a-ride service beyond its boundaries. The City's fixed-route is a county-funded lifeline service traveling to the community of Randsburg, which would otherwise have no other public transportation alternatives.

Additionally, County staff and the Kern Council of Governments have exerted considerable effort to improve the efficiency and effectiveness of the County's transit services administrative setup.

### Conclusion

Kern County coordination efforts have not all been successful. Some attempts did not work within the community and others were rejected by County politicians. However, the most successful efforts are a result of coordination between Kern Regional Transit and social services agencies.

The County attempted to implement a regional coordinated fare and transfer system. The experiment was terminated within one year of

implementation. The concept of sharing of sharing fare revenue was considered inequitable but some local authorities were losing revenue dollars.

The primary obstacle in the County's coordination efforts has been a lack of support. Many of the smaller agencies refuse to transfer management of their transit systems to the County because they do not want to forgo the monies they receive from local funds (i.e., Transportation Development Act).

Smaller agencies (i.e., Pioneer Senior Citizens of Buttonwillow, City of Tehachapi) have negotiated with the County to streamline efforts, which has proven to be both cost efficient and service effective.

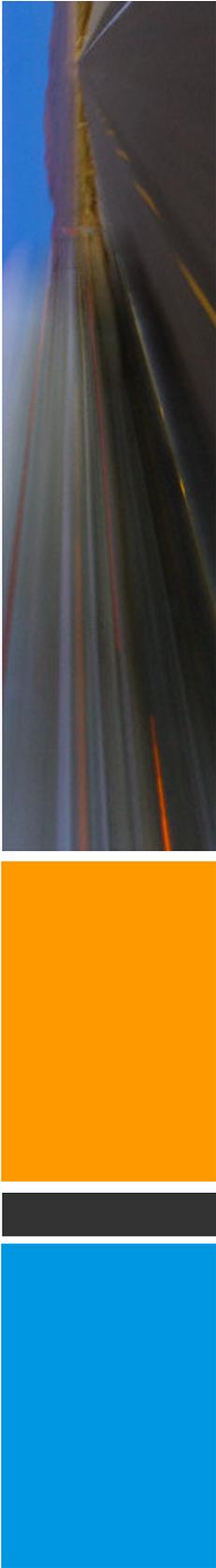
### MALHEUR COUNTY, OREGON

With its considerable number of human services transportation options, Stanislaus County may use Malheur County Transportation Services as a guide in coordinating agency trips.

#### Background

Malheur Council on Aging and Community Services (MCOA) is a non-profit organization that operates the Malheur County Transportation Service (MCTS). Their efforts consolidate transportation services for seniors and persons with disabilities, which includes students with special needs.

MCOA contracts with local agencies, medical services, and even the Ontario School District to provide transportation services.



Although the County has supplied most of the organization's vehicles, MCTS often borrows vehicles from other providers. Approximately 32,000 passengers were carried over 110,000 vehicle miles at a cost of \$318,000 in FY 2000/01.

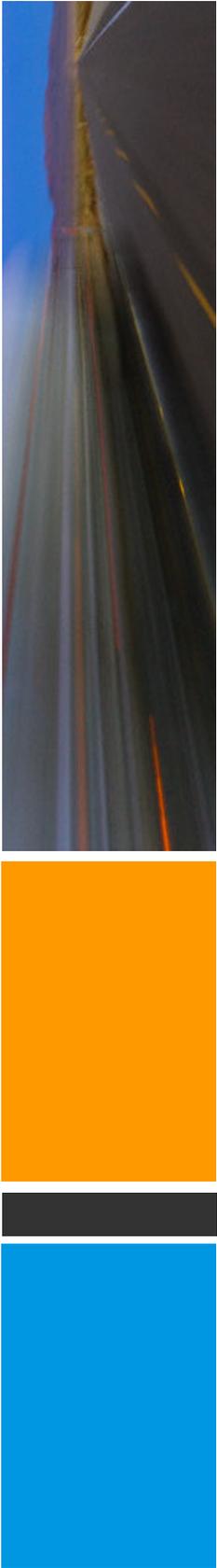
### Coordination Efforts

A countywide needs assessment identified senior and persons with disabilities transportation needs as the main priority for county social services. In reaction to the finding, the Malheur County Board of Commissioners appointed a Special Transportation Board to address the needs of this specific demographic.

At this time, the County Board of Commissioners encouraged MCOA to apply for the State's Special Transportation Formula (STF) funds. MCOA received \$120,000 that was used to purchase a minivan for transport for dialysis patients and hire a full-time dispatcher.

As the first step toward coordination, MCOA collaborated its dispatching efforts with the Oregon Volunteer Services Program. After a successful two-week trial, the agencies decided it would be beneficial to permanently merge its dispatching services. MCOA saw this as an opportunity to hire an experienced full-time coordination manager that could relate to the needs of the county's targeted population.

As a result, MOCA expanded its efforts by negotiating contracts with social services, medical organizations, and other local agencies to provide transportation services to their clients.



The success of MOCA's coordination efforts has led to a contract with the County of Malheur wherein MCOA operates the county's special needs transportation program. The Council's Transportation Department Supervisor oversees scheduling and dispatching of MCTS services.

All participating agencies belong to the Transportation Board and participate in funding allocation and policy decisions.

### Funding

The primary source of funding for MCTS operating services is the revenue monies it collects from service contracts and cash fares. Under contract, participating agencies must release 100 percent of its available transportation funds to MCOA in exchange for transportation services. In FY 2000/01, contract annual revenue totaled nearly \$194,000. Revenue from fares was approximately \$7,000. The service's main, non-revenue funding source is the State's STF fund. The same year, MCOA received approximately \$72,000 from the program.

During FY 2000/01, MCOA received capital monies from the FTA Section 5310 funding source.

The Council is seeking other opportunities for funding. Contracting with the Oregon Medical Assistance Program (OMAP), MCOA's reimbursement for Medicaid trip has increased. In addition, the Oregon DOT has expressed interest in contracting with MCOA to become a regional Medicaid broker.

The additional revenue would fund software and hardware upgrades. Lastly, the modification to the Idaho Medicated program's rate would increase revenues for MCTS services.

### Conclusion

Staff cited the primary benefit of MCOA coordination efforts is increased mobility for the targeted population. Other benefits include:

- Centralized dispatching and information call center,
- Increased communication between social services transportation services and the community,
- Larger funding pool because MCOA is recognized as an established transportation provider, and
- Participating agencies are relieved of the high costs of operating its own demand-response service.

MCOA has also faced challenges. The primary challenge being the organization was not prepared for its growth. MCOA did not anticipate their small task force would evolve into a complex transportation program.

The following are staff recommendations for agencies new to transportation provision and/or dispatching:

- Develop a business plan to guide program growth,
- Carefully monitor invoices, expenditures, and revenues,
- Develop a clear and comprehensive program policy manual,
- Invest in scheduling and dispatching software, and
- Develop formal contracts with participating agencies.

MCOA attributes its success to the support of governing and participating agencies.

## HOLMES COUNTY, OHIO

As a first step to coordination, Stanislaus County may opt to implement small-scale modifications such as instituting a countywide transportation program and/or dispatching center.

### Background

In April 2000, Holmes County Transportation Coordination (HCTC) commenced operations to provide coordinated transportation services in Holmes County, Ohio. HCTC partners with member agencies to provide transportation to the county's ride-dependent population, which includes seniors, persons with disabilities, and residents with out-of-county medical appointments. With a budget of \$220,000 in FY 2000/01, HCTC operated 11 vans that carried 16,000 passengers.

### Coordination Efforts

Holmes County coordinates intercounty medical trips with Morrow County. Two days monthly, volunteer drivers for HCTC provides medical trips for Holmes and Morrow County residents to Cleveland. Morrow County Transit volunteer drivers, in turn, operates a service that transports both counties residents to Columbus area medical facilities.

Holmes County and Morrow County services have transfer points in Knox County, which located in between the two counties. These services resulted in lower operating costs, reduction in service miles, and higher ridership.

In addition, HCTC coordinates with 27 other county agencies, which collectively operate approximately 130 vehicles. Trip reservations and

vehicle scheduling are the responsibility of HCTC who then contracts the agencies to assign the specific trips.

### Conclusion

By implementing a central call center and scheduling office, coordination efforts have reduced duplication and increased levels of services for all participating agencies. Specifically, agencies noticed a decline in demand for wheelchair accessible vehicles, resulting in more efficient vehicle usage (i.e., transporting additional ambulatory passengers).



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COORDINATION PLAN

PAGE 86



Using findings from the previous tasks, Moore & Associates developed a Coordination Plan that demonstrates a vision toward the future while taking into account both current service needs and financial opportunities. Specific goals and objectives were identified as tools for steering both short-term and long-term goals. In addition to presenting a vision, this chapter addresses implementation strategies and funding priorities.

### Coordination and Consolidation Opportunities

Duplication of efforts were identified in Chapter 4 (Inventory of Human Transportation Options) for public and private/non-profit transportation services within Stanislaus County.

Minor routing modifications on public fixed-route systems would reduce overlapping service, which would produce an overall streamlined fixed-route system for the county. The eliminated segments could be reallocated to areas that do not yet offer services. This may fulfill the needs of the 20.4 percent of respondents who noted not using public, private, or non-profit transportation because service is not provided where they need to travel.

All city operated demand-response services overlap with County-operated StaRT demand-response services. A reduction in duplication of efforts would allow for more efficient services extending to the more rural areas with limited transportation alternatives. Based on our market research efforts, most respondents requested additional services to doctor/medical appointments. From the list of stakeholder participants, most agencies provide medical trips.

Based on the information acquired from participating human services agencies, the opportunity for coordination and/or consolidation does exist. The agencies were matched by clientele and location of the agency.

Exhibit 7-1

Human Services Agencies Coordination/Consolidation Opportunities

Agency	Type of Transit Service	Target Group	Location
Nepethean homes	Demand-Response	Foster Youth	Central Modesto
Environmental Alternatives	Demand-Response	Foster Youth	Central Modesto
The Stratford @ Beyer Park	Fixed Route	Seniors	Upper Modesto
Dale Commons Assisted Living	Fixed-route	Seniors	Upper Modesto
Kiernan Village Assisted Living	Fixed-Route	Seniors	Salida
Casa de Modesto	Demand-Response	Seniors	Central Modesto
Stanislaus County Area Agency on Aging	Contract with Charities	Seniors	Central Modesto
Calvary Temple Worship Center	Fixed-Route	None	Central Modesto
Stanislaus County Redevelopment Agency	Provide County-Wide Transit	Seniors	Central Modesto
Stanislaus County Department of Aging and Veterans Services	Contract with Private Operator	Seniors	Central Modesto
Kindred Hospital Modesto	Carpool Service	Disabled	Central Modesto
Family Partnership Center	Demand-Response	Disabled	Central Modesto

Various transit agencies throughout the nation have identified cost-effective paratransit alternatives to meet needs that are beyond the jurisdictions of traditional public transit services.

Riverside County, for example, operates a volunteer reimbursement program called the Transportation Reimbursement and Information Project (TRIP). The County agrees to reimburse volunteers who transport individuals to/from outside the public transit coverage area and/or individuals who are physically unable to utilize public transit services. The program has saved the County over \$1.5 million in operating costs. Certain limitations exist due to the volunteer-nature of the drivers.

Subsidizing taxi services is a common form of paratransit alternatives. The Specialized Transit for Arlington Residents (STAR) in Arlington, Virginia provides annual benefits of approximately \$450,000.



Agencies should consider transit model examples as guidelines to determining which coordination and/or consolidation effort would work best for Stanislaus County. Among the possible alternatives could be mobility coordinators, shared use of vehicles, or brokerage services.

### Prioritizing Projects

After thoroughly discussing the transportation needs of the communities and residents of Stanislaus County, Moore & Associates worked with the stakeholders to evaluate the needs not met by current programs and explore innovative approaches and solutions.

During the Stakeholder Workshop, participants agreed the first step was to identify the strengths of transportation services within the county. The second step was to identify the areas in which transportation service options need improvement. As part of the final step, the stakeholders determined the top six items that require immediate attention.

### Operating Monies

Stakeholders, specifically those from human services agencies, voiced concerns that they lack sufficient monies to operate transportation services (i.e., driver training, salaries, fuel costs).

Private employers, non-profit organizations, and public agencies may explore approaching major employers (i.e., California State University, Stanislaus) regarding the possibility of offering their faculty discounted fares through the federal transit commuter benefit program<sup>3</sup>. This program

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<sup>3</sup> Section 132 in the Internal Revenue Code, Title 26 of the United States Code

permits these agencies to provide up to \$115 per month in pre-tax transit benefits. Through this effort, these major employers would become a chief purchaser of monthly transit passes, thereby providing a new source of revenue for these agencies.

In addition to various funding sources, agencies with representatives who participated in the development of the Stanislaus County Coordination Plan are eligible for JARC and New Freedom Federal transportation operating funds.

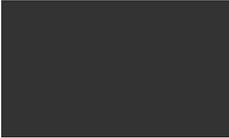
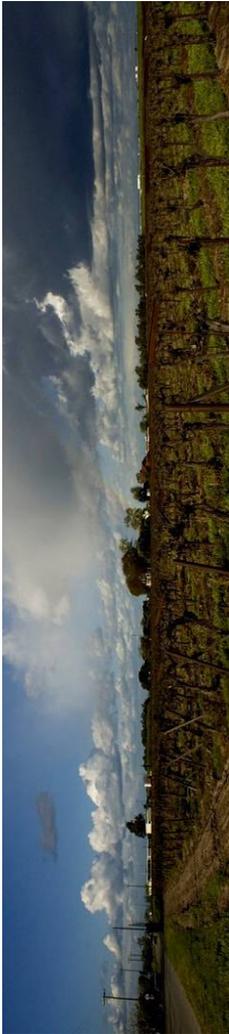
### Capital Monies

Agencies mentioned either:

- They did not have any vehicles and would like to purchase,
- The vehicles they have need to be replaced, and/or
- The agency would like to expand their fleet.

Participating agencies that offer transportation services for seniors and persons with disabilities are eligible for capital funds through Section 5310 funding. Applicants for monies must have participated in the development of this Coordinated Plan.

Upon adoption of the Plan, the designated recipient (i.e., StanCOG) will announce a Call for Projects. Applications will be processed, submitted to Caltrans for approval, and the designated recipient will allocate funding.



Operational and capital services may be sustained through a combination of Federal (i.e., 5309) and State (i.e., Proposition 1B) funds. The succeeding table itemizes funding opportunities available.

Exhibit 7-2 Funding Matrix

	Match %/%	Capital or Operational	Amount (Maximum)	Services/items funded
New Freedom	up to 80/20 capital - 50/50 operating	Both	\$115,000	Vehicle purchase/ride share programs
JARC	up to 80/20 capital - 50/50 operating	Both	\$190,000	Vehicle purchase/ride share programs
1B	50/50	Both	\$467,009	Fleet replacement
5309	50/50	Capital	NA	Buses, facilities, storage, maintenance
5310	88.53/11.47 Minimum	Capital	NA	Elderly and disabled facilities and services
5311	50/50	Both	NA	Buses, lifts, computers, user programs

### Mobility Training

Generally, demand response trips cost more than fixed-route trips, as is the case for participating stakeholders who offer transit services. Mobility training efforts would shift those more able-bodied riders from demand-response services to fixed-route services.

By shifting riders to fixed-route services, participating agencies would reduce operating costs on its demand-response services, increase ridership on fixed-route services, and ultimately increase the farebox recovery ratio. It is recommended the agencies begin an outreach campaign aimed at educating residents about the places to which the fixed-routes travel. This report outlines marketing strategies designed to do this.

Participating agencies could offer incentives or education services for demand-response riders to increase fixed-route ridership and decrease the cost of the demand-response service.

The following are some examples of different strategies the Local Transportation Authority may implement<sup>4</sup>:

1. Free Rides: Agencies could offer free rides on fixed-route services for all paratransit-eligible persons. The Charlottesville Transit System of Virginia was able to save nearly \$1 million annually by avoiding paratransit services for these trips.
2. Mobility Training: Other transit agencies have decided rider education is an effective way of shifting paratransit riders onto fixed-route services. Sacramento Regional Transit offers fixed-route coaching to seniors and persons with disabilities. Riders are taught how to ride to and from specific locations or basic trip training. By providing mobility training, seniors and persons with disabilities are more independent and may feel more connected to the community. This program has saved the county just over \$1 million in paratransit operating costs. Funding is available for similar programs through SAFETEA-LU.

County-operated STaRT has a mobility training video titled “How to Ride the Bus” available on their website in both English and Spanish.

### Mobility Coordination

Stakeholders reached the consensus that the spirit of cooperation between transportation providers within the county – both public and private – is one

<sup>4</sup> Derived from case studies in the “Transit Cooperative Research Program: Report 91- Economic Benefits of Coordinating Human Service Transportation and Transit Services.”<sup>4</sup>

of their stronger attributes. They also agreed the line of communication must improve to increase efficiency between all transportation services through coordination efforts.

Agencies providing transportation services within Stanislaus County may consider the benefits of a centralized call center. The implementation of such a program would begin with the adoption of a single, toll-free phone number for all County services. By channeling all callers to a single, central dispatch, customer service would be streamlined. Furthermore, riders may be directed by dispatch to the service(s) which most closely fit their need.

We believe implementing a central call center for all county transit services would improve efficiency and result in potentially superior end-user experience. However, Moore & Associates is aware the location and regulation of the call center could be an issue that would need to be resolved. Therefore, we recommend services be outsourced to a local county vendor in order to maintain neutrality. This will ensure that all customers receive the same level of service.

There may be a need to introduce additional phone lines to the dispatching office and/or hire more dispatchers. Further, an interactive voice mail system should be implemented allowing callers to leave a message with a trip request or listen to service information outside normal business hours. There have been complaints that patrons have not been able to schedule trips because no one is available to answer the phone.

If more phone lines and a voice mail service were put in place the benefits might include 1) significantly reduced occurrence of busy signals, 2)

reduction in hold time, and 3) improved customer service. By enhancing public access to customer information, the propensity to increase the use of public transit increases.

#### Dedicated Capital Region Transportation Planning Agency (CRTPA) Staffer

To maintain momentum with the coordination process, Stakeholders noted it is of high importance to have a dedicated Transportation Planner at the CRTPA level (i.e., StanCOG).

Those involved in the development of this Plan would agree it would be of value to the future of Stanislaus County transit services to hire a Transportation Planner whose chief responsibilities would be to oversee the County's transit coordination efforts. An experienced, full-time coordination manager would streamline the complicated process of coordinating all components of the coordination efforts (i.e., implementation of the call center, funding allocation).

#### Information Sharing

To identify service gaps and reduce incidence of duplication of services, the stakeholders would like a countywide information portal that would provide information existing transportation options.

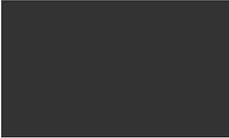
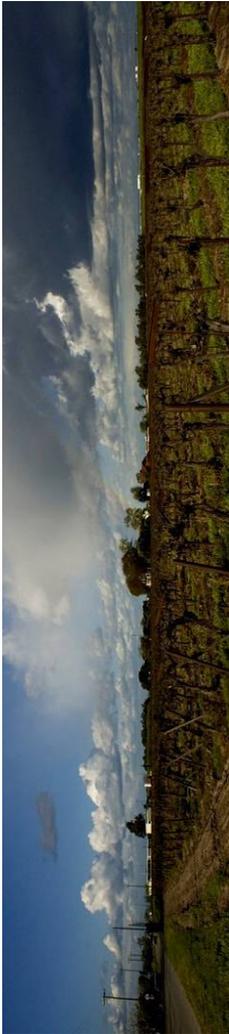
A centralized call center would also permit on-going surveys, as comments, complaints, and origin-destination pairings would be recorded. Doing so would assist in the identification of temporal or spatial service gaps, such as areas that are "under-served".

Funding Sources

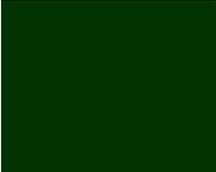
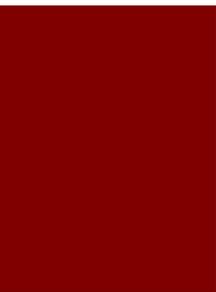
Moore & Associates has developed a funding matrix matching federal and local funding sources with participating agencies.

Exhibit 7-3 Human Services Agencies Funding Opportunities

Agency	Funding
American Cancer Society	Healthy Communities Access Program (HCAP), Consolidated Health Center Program, Head Start
Calvary Temple Worship Center	Healthy Communities Access Program (HCAP), Community Services Block Grant (CSBG), Consolidated Health Center Program, Child Care & Development Fund
Casa de Modesto	Title XX Social Services Block Grant (SSBG), Grants for Supportive Services & Senior Centers, Program for American Indian, Alaskan Native, & Native Hawaiian Elders, Head Start
Center for Human Services; Petterson Family Resource Center	Healthy Communities Access Program (HCAP), Grants for Supportive Services & Senior Centers, Program for American Indian, Alaskan Native, & Native Hawaiian Elders, TANF/CalWOR Ks (California work opportunity & responsibility to kids)
City of Modesto - Transit Division	Substance Abuse Prevention & Treatment Block Grant
Dale Commons Assisted Living	Healthy Communities Access Program (HCAP), Substance Abuse Prevention & Treatment Block Grant, Head Start
DMC Foundation	Healthy Communities Access Program (HCAP), Community Mental Health Services Block Grant, Developmental Disabilities Projects of National Significance, Head Start
El Concillo	Title XX Social Services Block Grant (SSBG), Healthy Communities Access Program (HCAP), Community Services Block Grant (CSBG), Consolidated Health Center Program, Grants for Supportive Services & Senior Centers, Program for American Indian, Alaskan Native
Environmental Alternatives A Foster Family Agency	Title XX Social Services Block Grant (SSBG), Healthy Communities Access Program (HCAP), Community Services Block Grant (CSBG), Child Care & Development Fund
Faith in Action of OVHD	Healthy Communities Access Program (HCAP), Grants for Supportive Services & Senior Centers, Program for American Indian, Alaskan Native, & Native Hawaiian Elders, Head Start
Family Partnership Center	Healthy Communities Access Program (HCAP), Community Services Block Grant (CSBG), Consolidated Health Center Program, Grants for Supportive Services & Senior Centers, Program for American Indian, Alaskan Native, & Native Hawaiian Elders, Child Care & Deve
Hart-Ransom School District	Child Care & Development Fund
Howard Training Center	Community Services Block Grant (CSBG), Consolidated Health Center Program, Head Start
Kiernan Village Assisted Living	Healthy Communities Access Program (HCAP), Community Services Block Grant (CSBG), Grants for Supportive Services & Senior Centers, Program for American Indian, Alaskan Native, & Native Hawaiian Elders, Head Start, Community Development Block Grants (CDBG)
Kindred Hospital Modesto	Healthy Communities Access Program (HCAP), Community Mental Health Services Block Grant, Developmental Disabilities Projects of National Significance
Life Springs Senior Campus	Healthy Communities Access Program (HCAP), Community Services Block Grant (CSBG), Grants for Supportive Services & Senior Centers, Program for American Indian, Alaskan Native, & Native Hawaiian Elders, Community Development Block Grants (CDBG)
Modesto City Schools	Child Care & Development Fund
Hepethean Homes Foster Family Agency, Inc.	Title XX Social Services Block Grant (SSBG), Healthy Communities Access Program (HCAP), Child Care & Development Fund



Hepethean Homes Foster Family Agency, Inc.	Title XX Social Services Block Grant (SSBG), Healthy Communities Access Program (HCAP), Child Care & Development Fund
Oak Valley Hospital District	Healthy Communities Access Program (HCAP), Developmental Disabilities Projects of National Significance, Community Development Block Grants (CDBG)
Riverbank Unified Schools	Child Care & Development Fund
Satellite Dialysis-Central Modesto	Healthy Communities Access Program (HCAP)
Stanislaus County Area Agency on Aging	Grants for Supportive Services & Senior Centers, Program for American Indian, Alaskan Native, & Native Hawaiian Elders
Stanislaus County Department of Aging and Veterans Services	Healthy Communities Access Program (HCAP), Grants for Supportive Services & Senior Centers, Program for American Indian, Alaskan Native, & Native Hawaiian Elders
Stanislaus County Redevelopment Agency	Healthy Communities Access Program (HCAP), Grants for Supportive Services & Senior Centers, Program for American Indian, Alaskan Native, & Native Hawaiian Elders, Substance Abuse Prevention & Treatment Block Grant
Telecore Corp.; Stanislaus Homeless Outreach Program (SHOP) & East Modesto Regional Services	Healthy Communities Access Program (HCAP), Community Mental Health Services Block Grant
The Stratford @ Bever Park	Community Services Block Grant (CSBG), Consolidated Health Center Program, Grants for Supportive Services & Senior Centers, Program for American Indian, Alaskan Native, & Native Hawaiian Elders
Vision Impaired Persons Support	Healthy Communities Access Program (HCAP), Developmental Disabilities Projects of National Significance



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