

Fiscal Year 2007/2008  
**Environmental Justice Grants**

**Mobility Outreach and Education (MORE) Study**

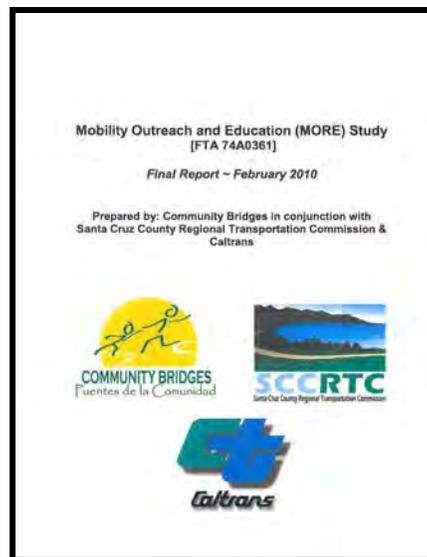
- **Grant Amount:** \$94,023
- **Grant Recipient:** Santa Cruz County Regional Transportation Commission/ Community Bridges/ Lift Line
- **County:** Santa Cruz

**Project Area** – Santa Cruz County in various underserved, rural, and low-income communities.

**Project Focus** – As identified by the Santa Cruz County Regional Transportation Commission’s Transportation Funding Task Force (TFTF) the transportation needs of low-income, senior, and disabled residents are unmet. In addition, people living in rural and hard to serve areas throughout Santa Cruz County do not have access to the same modes of transportation that other more centrally located residents have and non-English speaking communities are under-informed about existing transportation services. To better serve the transportation needs of these underrepresented populations, the MORE Project, through Lift Line, focused on conducting outreach and gathering information from underserved populations to identify their transportation needs and consider ways to address these needs.

**Project Goals** – Approximately one third of Santa Cruz County’s population does not drive due to age, income or ability. The MORE Project goal included public outreach and participation to identify the underserved population’s transportation needs. Lift

Line worked alongside these underserved populations in order to identify ways to improve the mobility, reliability, safety, and efficiency of transportation systems. The MORE Project aims to promote the statewide transportation goals of efficient movement of people and services as well as promoting safe and healthy communities by providing transit recommendations based upon the results of the study.



**Community Outreach** – The MORE Project successfully coordinated with community based groups and organizations to have meetings at local churches and community centers, taking the study to the places where the targeted populations meet. At the meetings, MORE flyers and questionnaires were handed out for public input. In addition, outreach through individual phone calls and private meetings were carried out. Overall, the MORE Program conducted 150 neighborhood site meetings and 122 informational and outreach meetings at various local service organizations.

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Environmental Justice Community Involvement- To achieve maximum public involvement, Lift Line set up the necessary transportation services needed for participants to get to and from the public meeting locations. Also, bi-lingual assistance was offered to those participants who needed it. Bi-lingual speakers assisted at the meetings and helped with phone calls.

Project Outcome- The MORE Project has been able to successfully identify the transportation needs of underserved residents. With the information gathered during the outreach forums, Lift Line has provided recommendations for transportation services to better serve special needs communities. Many

of the recommendations discovered through the MORE process have since been implemented such as consolidating duplicate services, coordinating out of county transportation, and distributing magnets with transportation service phone numbers directly to participants so they do not have to go through a third party for transportation. It has been agreed that there is a need to put the pieces of this puzzle together to create a coordinated network of rides that are available for those who need them. The MORE Project has led to an increased awareness of the needs of the MORE target population.

### Challenges

- With one target population being non-English speaking, there was a need to work with volunteer bi-lingual residents for assistance in outreach to these communities.
- Follow-up meetings were unexpectedly held in private homes arranged by participating residents, which proved to be valuable, but more time consuming.

### Successes

- The MORE collaboration and outreach efforts have led to new partnerships, particularly with those linked to medical services, such as the Palo Alto Medical Foundation, Local and National United Way, and the American Cancer Society for transportation to and from hospitals. Identifying areas coordination needs led directly to fulfilling those needs, as Lift Line provides Dial and Ride service.
- The next step in the process is to develop a Mobility Management Center (MMC) to establish transportation services with multiple programs and providers to provide reliable service and customer satisfaction. The center would also educate riders about travel options and encourage them to self select the most appropriate mode.