



Community Mobility Design Challenge
Planning Grants 2023

Pitch Session

April 29, 2024

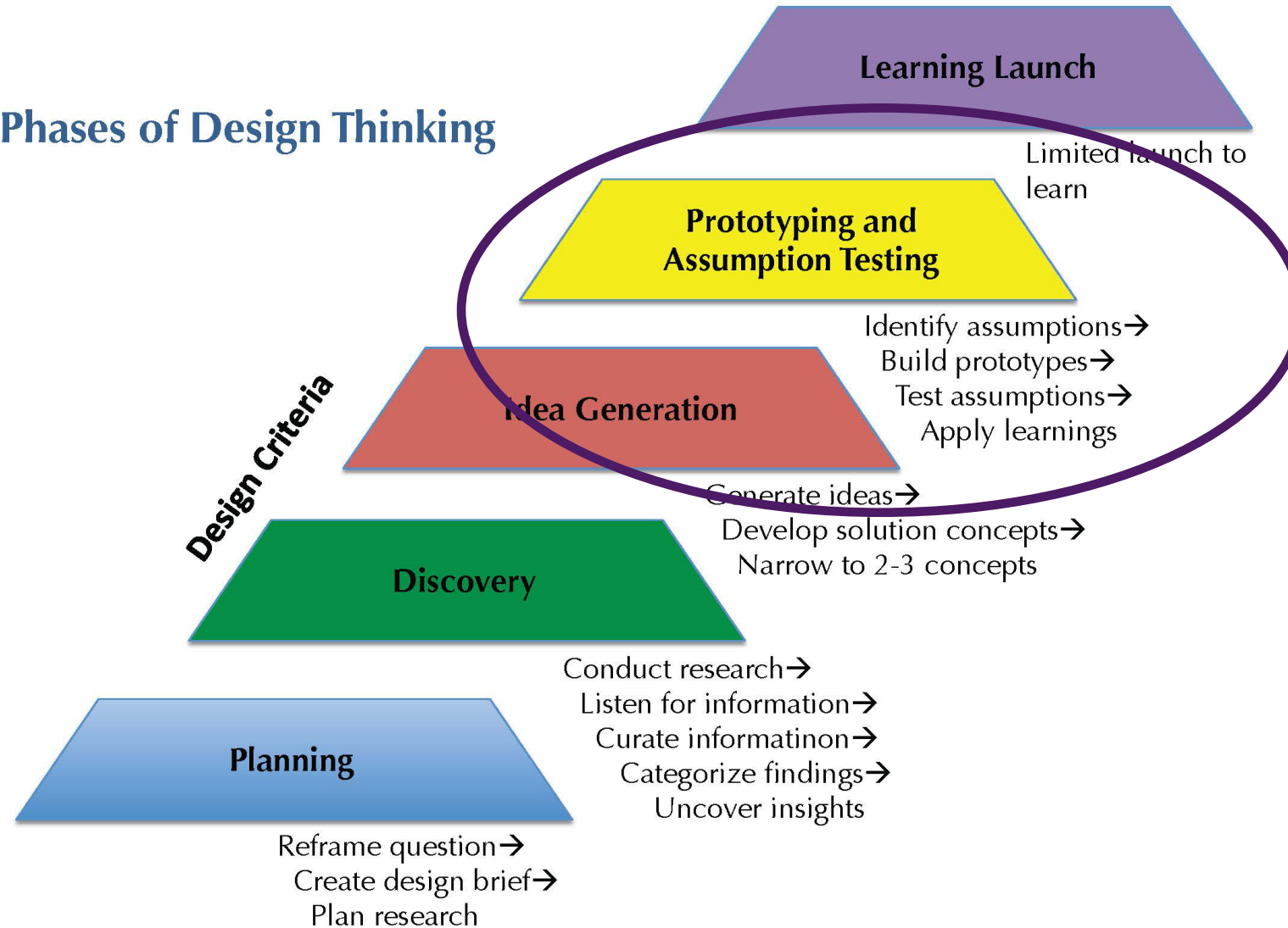
This session is being recorded

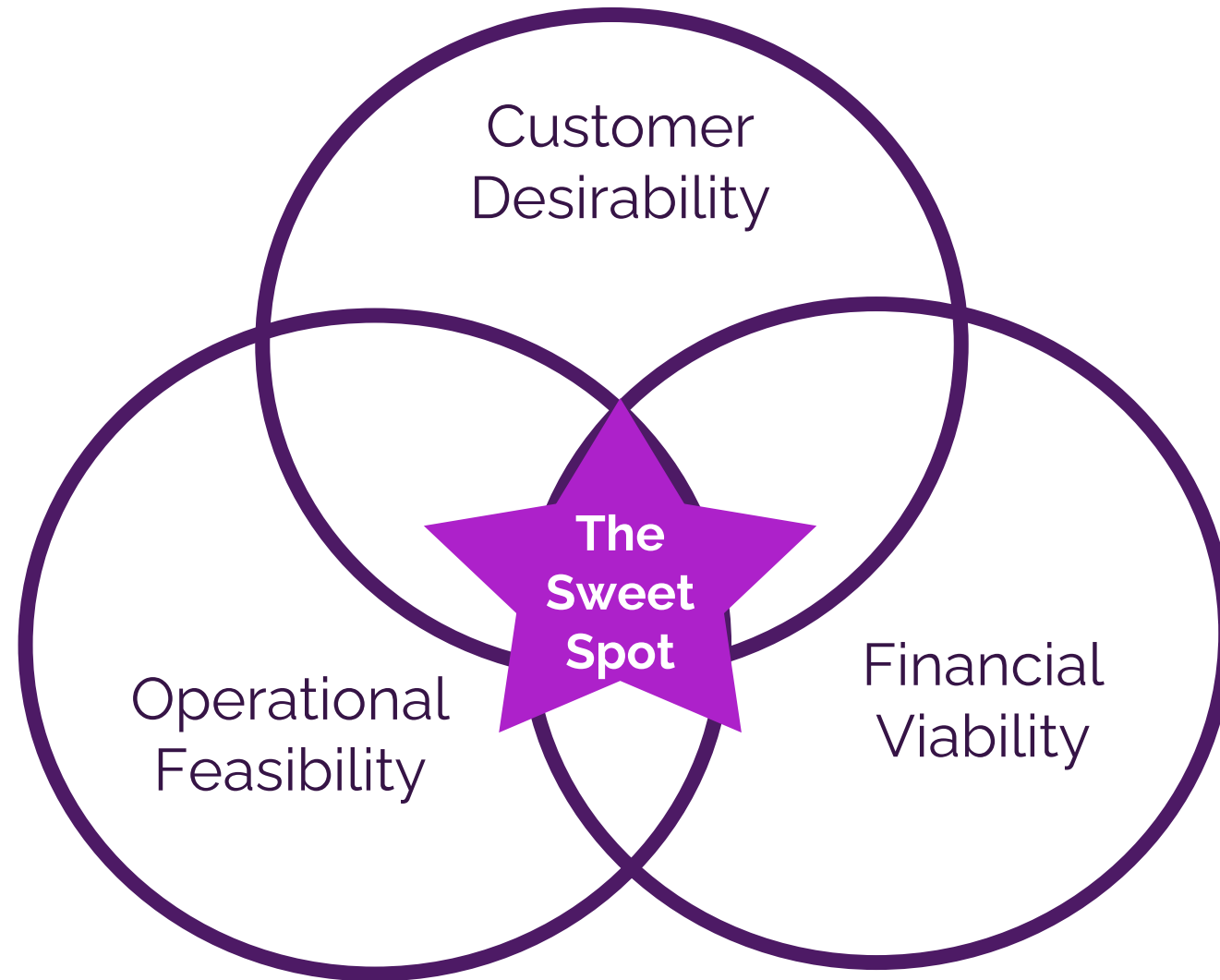
Thank you to the FTA



**Where we've been
and where we're
going**

Phases of Design Thinking





Now let's hear the pitches from our 2023 Design Challenge communities:

- Waterloo, Iowa
- Camdenton, Missouri
- Hillsboro, Ohio
- Topeka/Lawrence Kansas

If you'd like to ask questions of the presenters after the presentation, please raise your hand by clicking on *Reactions* at the bottom of your screen and then clicking *Raise Hand*

Waterloo, Iowa



LET'S GO



Celebrating 50 Years 1973-2023

INRCOG

Iowa Northland Regional
Council of Governments



BOYS & GIRLS CLUBS
OF THE CEDAR VALLEY



P R E S E N T

Waterloo, Iowa

Youth Access to Transportation

The Focus Question

How might we eliminate transportation barriers for high school–age youth, enabling them to fully participate in community life, work, and play?



Insights

RELATED TO THE FOCUS QUESTION



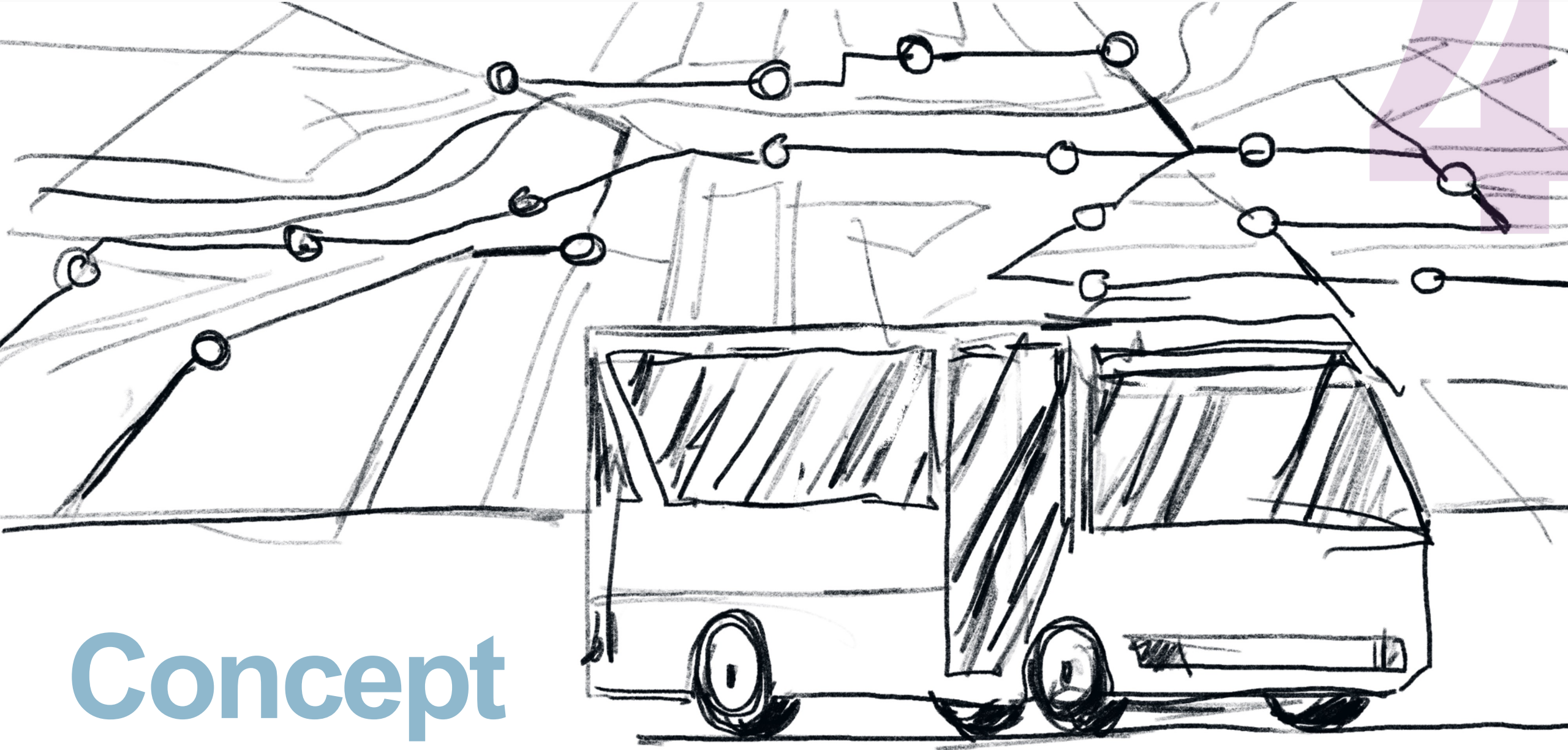
For youth to access many programs, activities, facilities, job opportunities

- Mobility is a barrier
- Many rely on parent for transportation
 - Poses a critical dilemma; Provide for your children's access to opportunity/well-being or your own, as a parent?
 - Safety is of the utmost importance from the parents' perspective

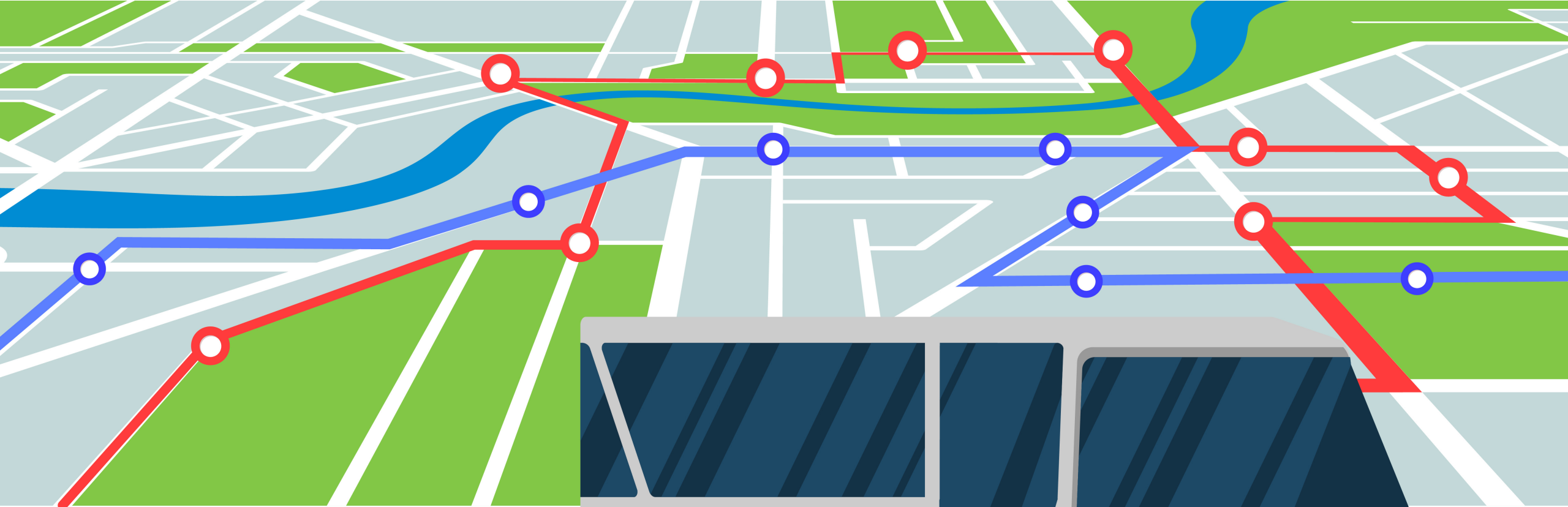
Very few youth are comfortable or familiar with the metropolitan transit system

- Parents are of a similar mindset
- MET Transit is considered a “last resort” resource
- Concept may create catalyst to future utilization of MET Transit
 - Familiarity with public transportation

Community engagement has led to greater understanding of the widespread magnitude of the problem



Concept



Let's Go!

TEEN TRANSPORTATION

Booking





How to Book

- **Fixed radius bus route with access through an app**
- The routes, including their timing and destinations, will be determined by predefined variables such as demand and sponsorship, identified by stakeholders
- These routes can also be adjusted seasonally to cater to specific demands



How to Book

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Branded



How to Book

- **Wraps developed by youth, for youth. Co-branding for sponsorship**
- Real time Parent/Guardian updates on child's location via integrated app
- Potential for multiple vehicles
- App includes educational content about the service



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Multiple



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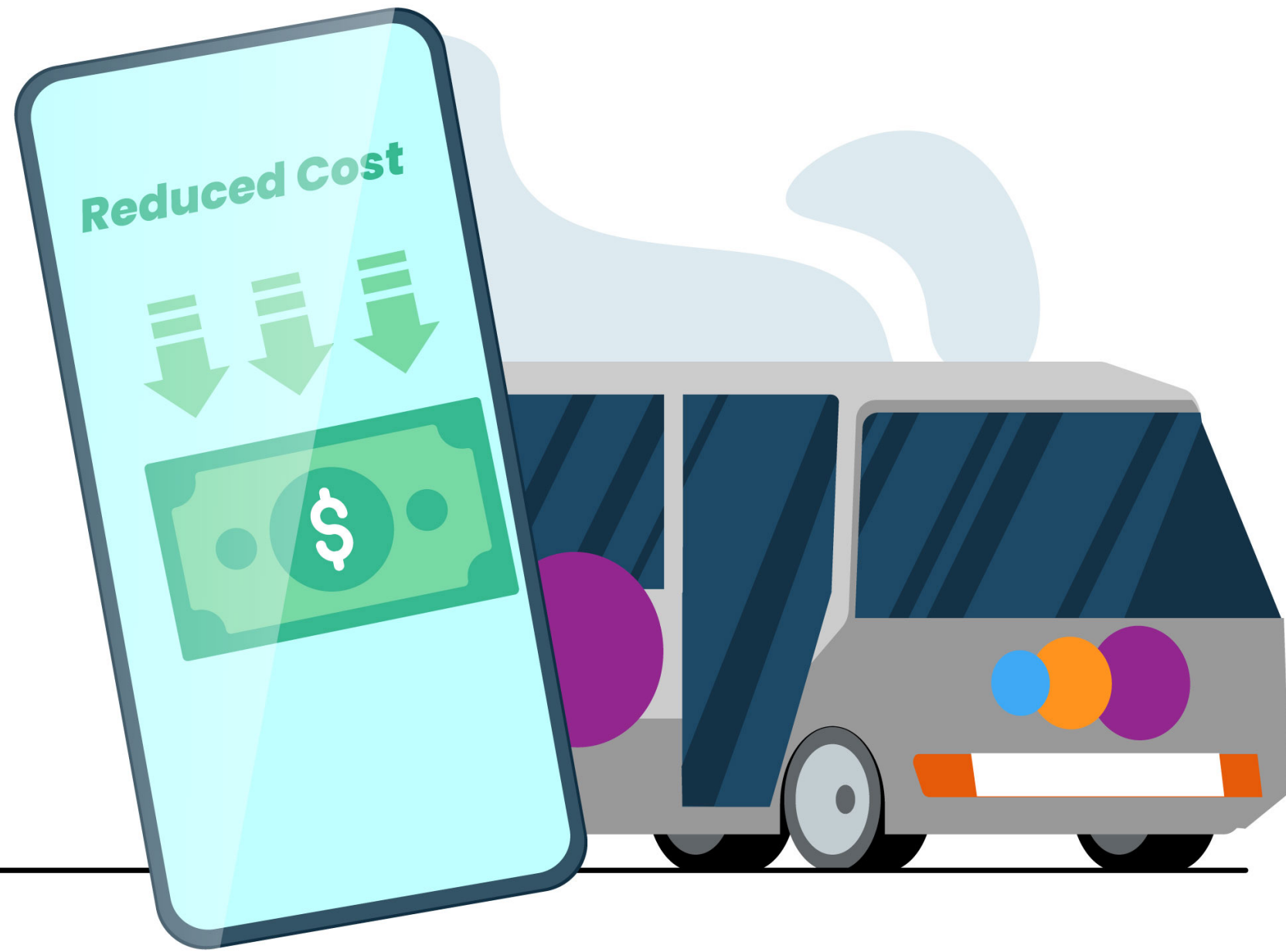
Payment





How to Pay

- **Refillable balance feature for individual riders within the app**
- Cost per ride charged through the app, with an emphasis on low or reduced costs



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Drivers



Safety



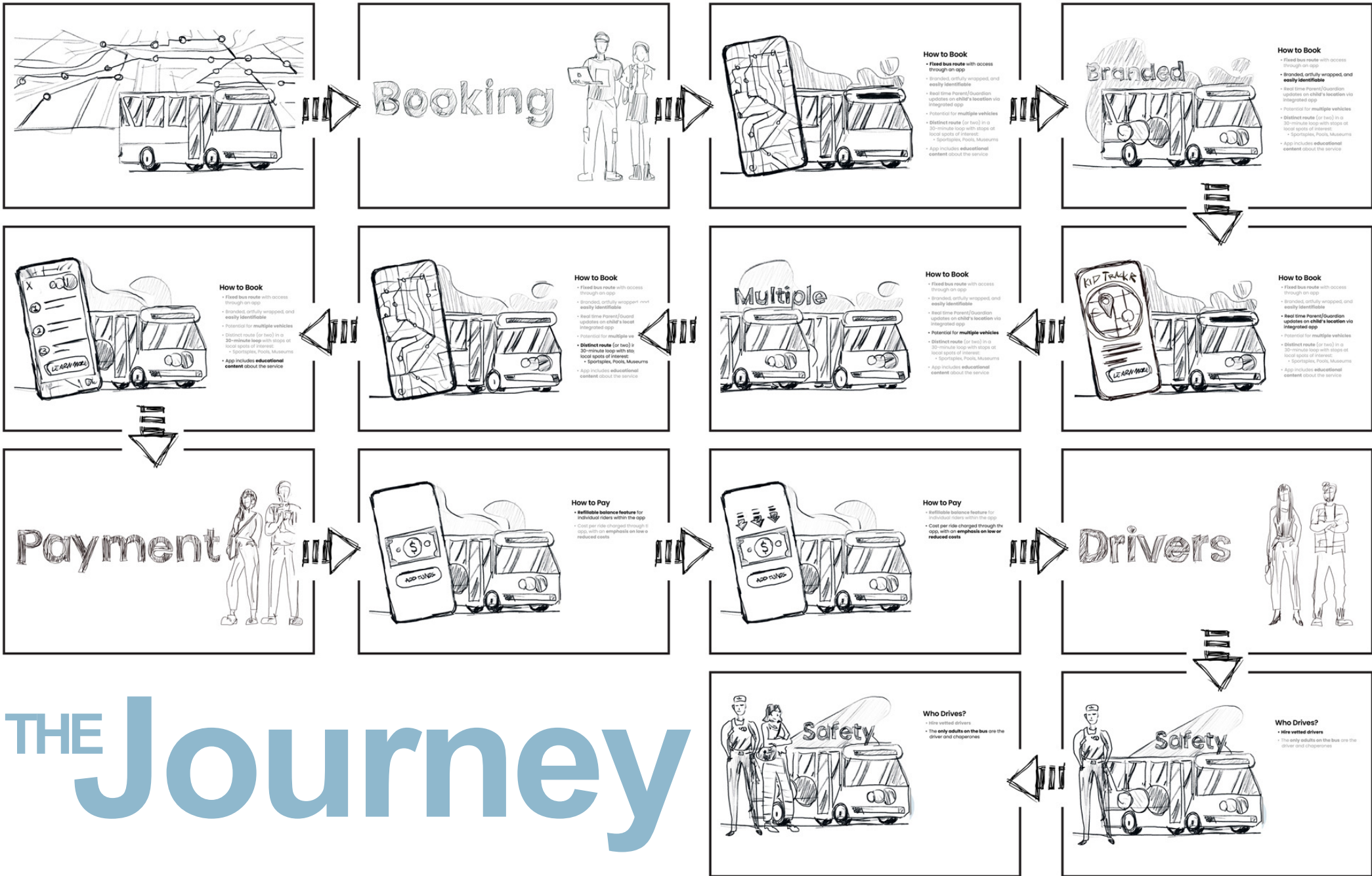
Who Drives?

- **Hire vetted drivers**
- The only adults on the bus are the driver and chaperones



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- Hire vetted drivers
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COMMUNITY Value

Access to opportunities/social determinants of health for metropolitan youth

- Further impacts the development of skills
for youth to be successful

Safe, reliable transportation for youth gives parents the same access to opportunities/social determinants of health if as they have more time to consider their “own.”

Organizations can engage in “sponsorships” to ensure potential staff (youth) reliable transportation

- Greater service provided to customers equates to more potential for businesses to flourish resulting in a strengthening of the economic base



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PROJECT **Funding**



Local philanthropic
foundational support



Community School
District Utilization



City of Waterloo



Local Business
Sponsorships

A young Black woman with long, light-colored braided hair is smiling broadly, showing her teeth. She is wearing a black backpack with a tan-colored bag. The background is a blurred school hallway with other people.

Thank You

Camdenton, Missouri



Mobility Coordination Services

For Camden, Laclede, Miller, and Morgan Counties in Missouri

Presented by the Camden County Senate Bill 40 Board





FOCUS QUESTION

How might we provide transportation options to low-income families, individuals with disabilities, and other underserved populations in Camden, Laclede, Miller, and Morgan Counties for accessing employment, training, education, and trade development opportunities?

INSIGHTS

∨ There are many places throughout the community that individuals need to go.

∨ There is a lack of transportation to take individuals to and from work, healthcare, etc.

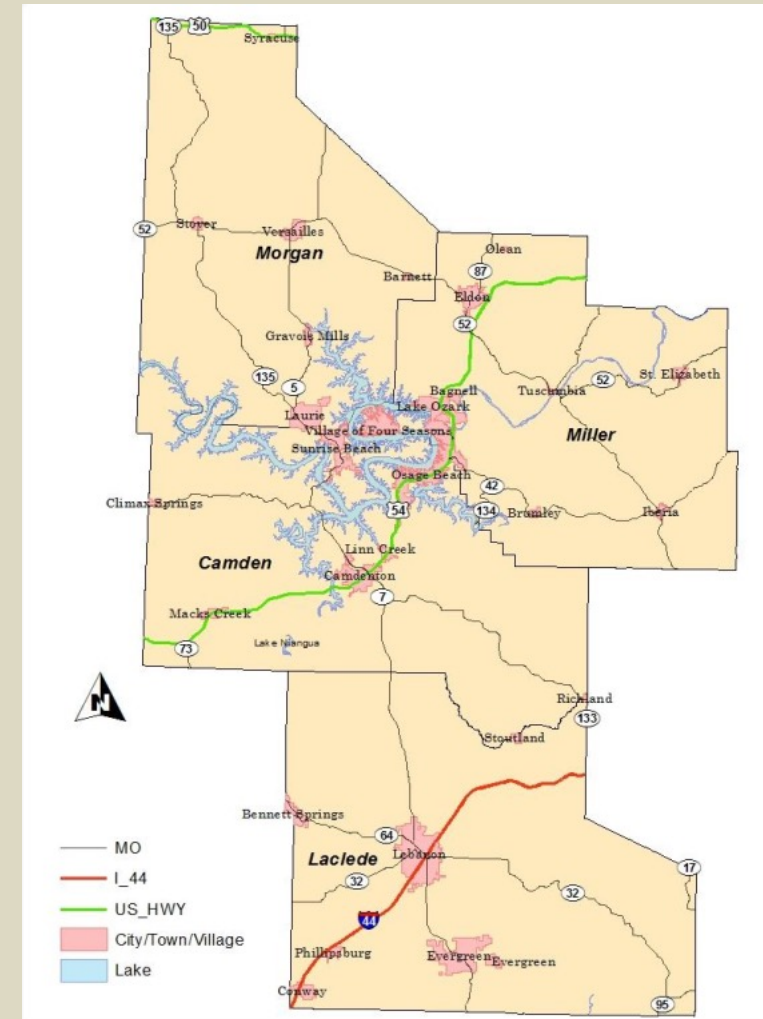
∨ The geography of the Lake of the Ozarks region presents challenges for transportation.

∨ For a lot of residents, transportation costs in the area are a huge burden.

∨ The community needs more than just OATS Transit for available transportation providers.

∨ OATS' current services have several limitations with schedules and routes.

∨ There are limited resources within the community, and we need to build a system that will last without a lot of State support.





DESIGN CRITERIA

Provide connections within the community ↙

Provide transportation solutions for multiple needs ↙

Account for time and distance ↙

Affordable ↙

Be built on community partnerships ↙

Improve access for individuals with transportation barriers ↙

Sustainable and lasting ↙

MOBILITY COORDINATION SERVICES CONCEPT



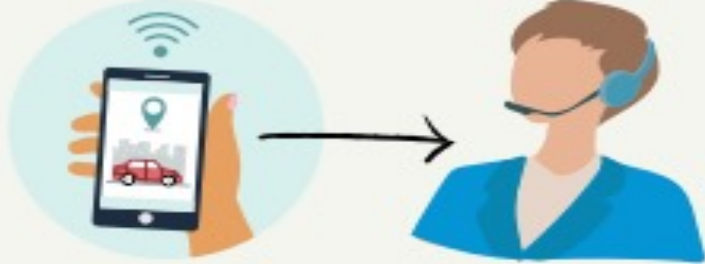
Mobility Coordination Services are defined as comprehensive individualized services which support the customer with transportation resource discovery, identification of transportation service needs, and development of a transportation strategy to meet individualized transportation needs, including (but not limited to) employment, training, and trade development opportunities as well as access to other necessary community resources.

Available for all transportation needs

Communication centers for specific demographic groups & the general public

MOBILITY COORDINATION SERVICES CONCEPT – HOW IT WORKS

STEP 1



A customer or customer representative notifies the Mobility Coordination Service that transportation services are needed.

STEP 2



The Mobility Coordination Service will determine the details needed for the trip and collect information from the customer to assist with this process.

STEP 3



The Mobility Coordination Service will work toward identifying the transportation service needed for the customer and work on scheduling the trip.

STEP 4



The Mobility Coordination Service will stay in contact with the customer and provide updates to the customer about locating/securing transportation services.

STEP 5



If/When transportation services are secured, the Mobility Coordination Service will provide the details to the customer about the services secured.

STEP 6



All details of the interaction will be documented/recorded to improve service delivery.

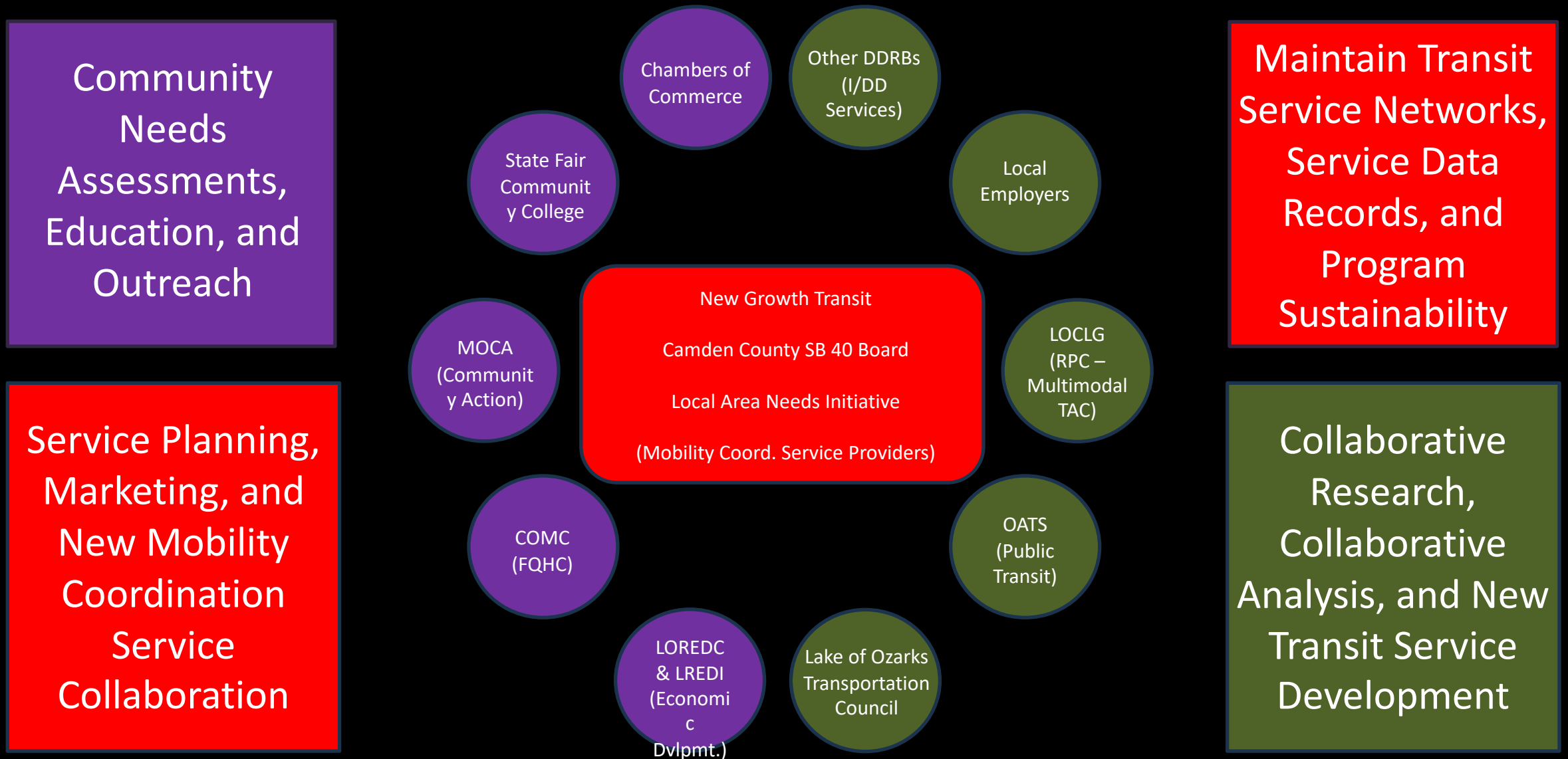


DATA COLLECTION

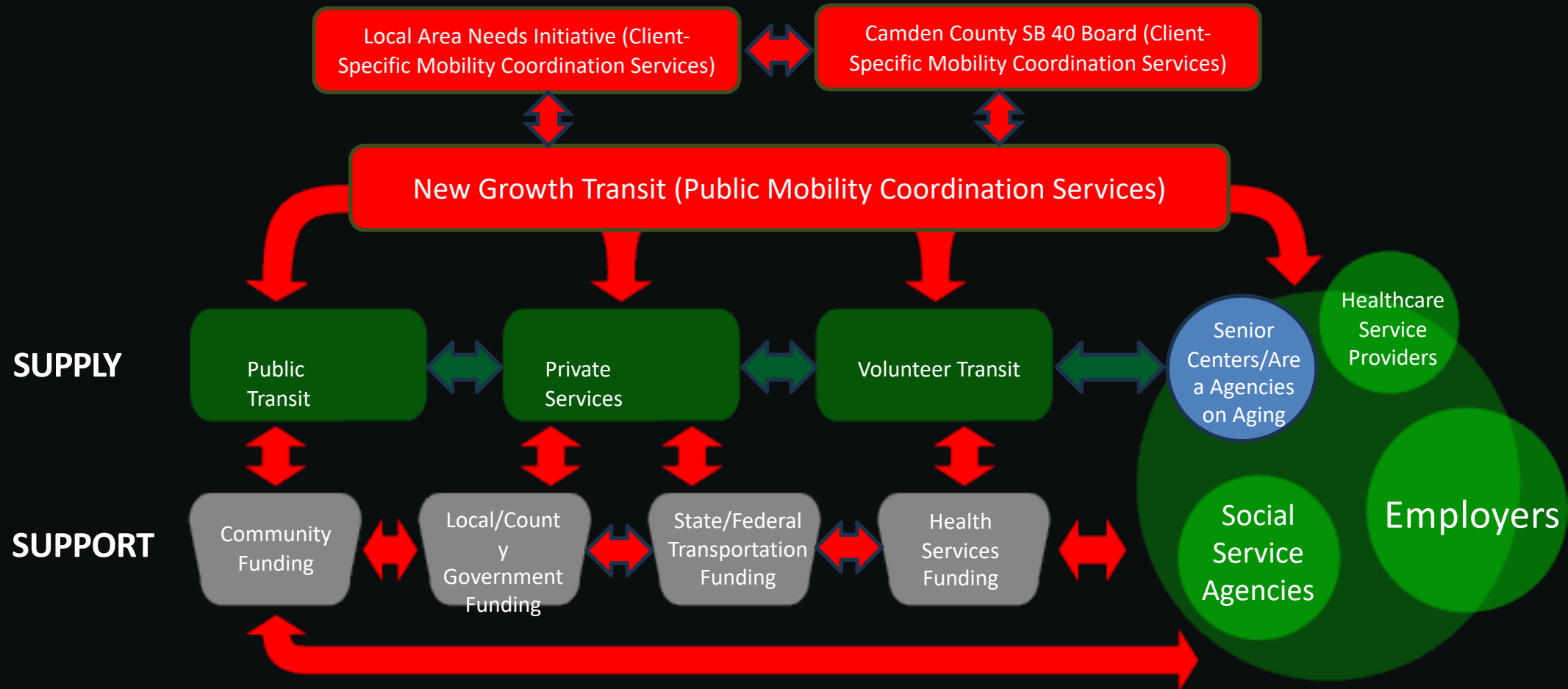
- Customer Demographic Information
- Trip Purpose
- Trip Origination & Destination
- Trip Totals
- Trip Distance
- Number of Unique Users
- Service Outcomes (Success or Failure)
- Transportation Service Utilization
- Trend Analysis
- Satisfaction Surveys
- Needs Assessments
- Cost Analysis
- National, state, and regional data
- Other Important Information

All community partners provide essential data

STRATEGIC PLANNING - COMMUNITY PARTNERSHIP



MOBILITY COORDINATION SERVICE VALUE CHAIN





WHAT'S
NEXT?

ONGOING DEVELOPMENT

Next Steps:

- Operational Plan Development
- Budget Development
- Determine Essential Data Gathering Processes
- Determine Informational Sharing Processes
- Forms and Content Development
- Determine Software Utilization
- Establish Primary & Secondary Communication Methods
- Controlled Concept Testing
- SWOT Analysis

POTENTIAL FUNDING OPPORTUNITIES

• Sources:

- County Governments
- Municipalities
- County Developmental Disability Resource Boards (DDRBs)
- County Senior Services Boards
- Foundations
- Businesses
- Healthcare providers
- State social service agencies
- Missouri Department of Transportation (FTA Programs)
- Other grants & fundraising opportunities



THANK YOU!



Camden County Senate Bill 40 Board

Ed Thomas, Executive Director

PHONE

573-317-9233

EMAIL

director@cddr.org

WEBSITE

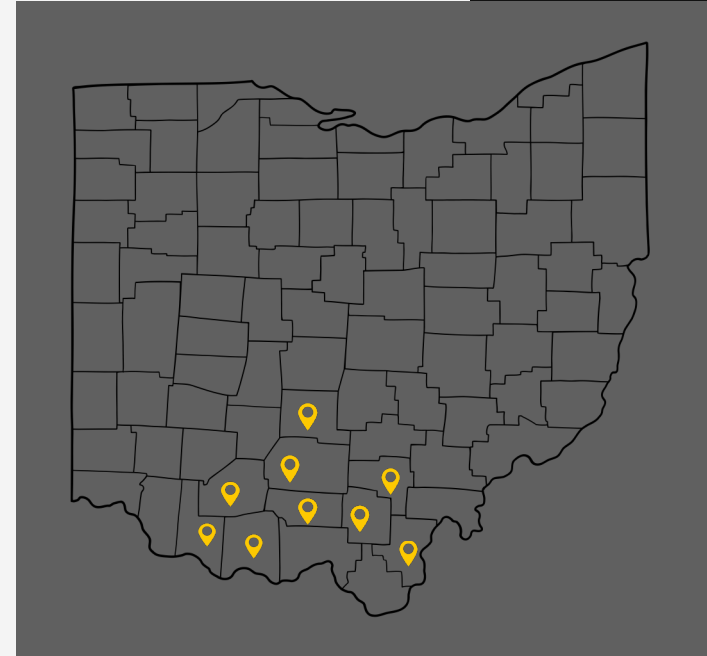
cddr.org

Hillsboro, Ohio

04/29/2024

WORK RIDES

Empowering Commutes,
Empowering Rides





THE TEAM

Our team includes representatives of a public transportation provider serving 4 counties, mobility managers covering all 9 counties, a regional healthcare facility with locations in 5 counties, the district's Area Agency on Aging, and public/private transportation consumers.



FOCUS QUESTION

How might we create transportation options for our region's low-income or older adult residents to improve their economic stability and/or healthcare access?



DESIGN CRITERIA

To be successful, our
solution would...

01.

Address conditions that limit transportation providers from extending services.

02.

Ensure transportation needs are viewed and addressed through a regional, not local lens.

03.

Will better match transportation service to the needs of riders.

04.

Riders perceive the cost to use is good value for the service received.

05.

Leverage the existing efforts of community partners to enhance existing services.

06.

Provide cross training for healthcare and transportation.

07.

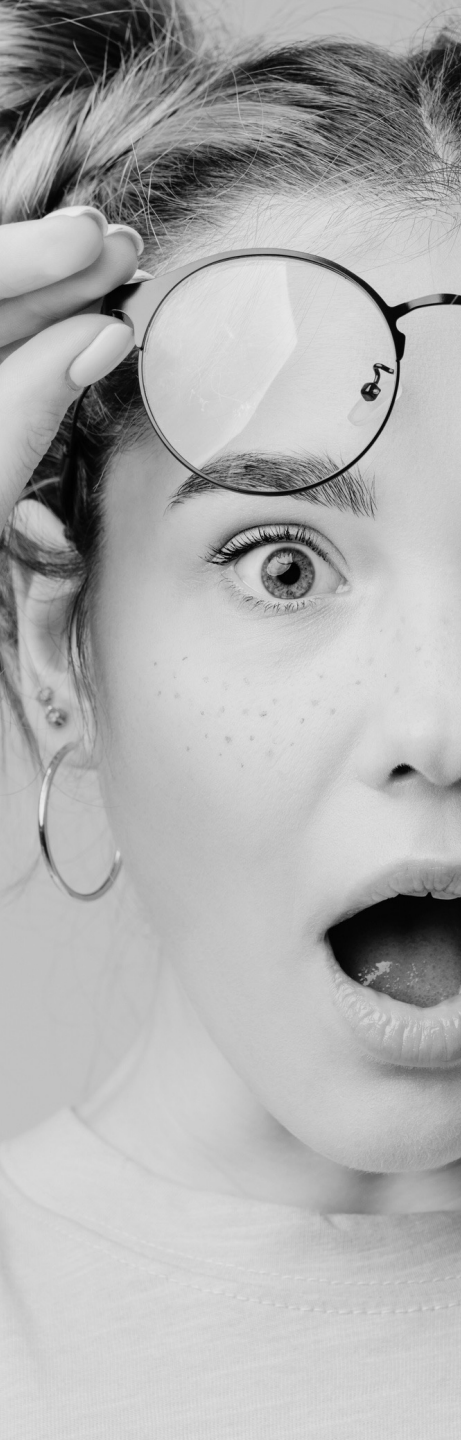
Be provided in a way that users feel safe at & around transportation stops & facilities.

08.

Will simplify the use of public transportation, with increased awareness & training on resources

09.

Leverage the problem-solving abilities of riders and their support systems.



KEY FINDINGS

Options Available

Services that people (including the team) did not know about.

Awareness

Residents did not know about mobility managers.

Regional or Local

People are more concerned with local options.

Employment or Healthcare

Many healthcare options already available.

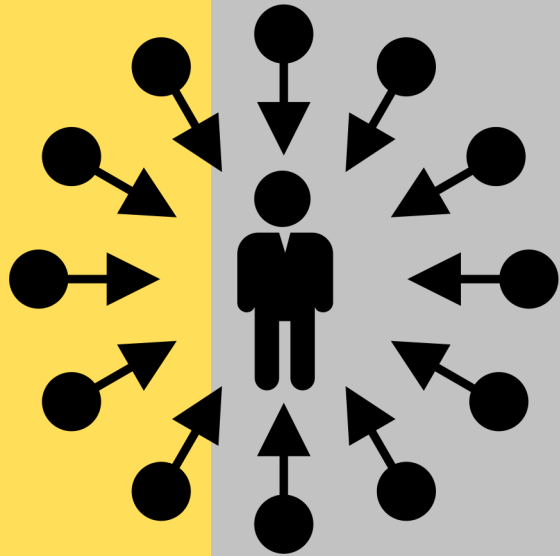
Resistant Employers

We interviewed employers in the region. They admit transportation is a barrier.

Gas/Repairs

People have cars or friends/family who could drive them but they do not have money for gas & repairs.

HUMAN CENTERED



Two of our concepts received an equal number of votes from stakeholders in the community.



Alex needs to go to work, but he has no way to get there.



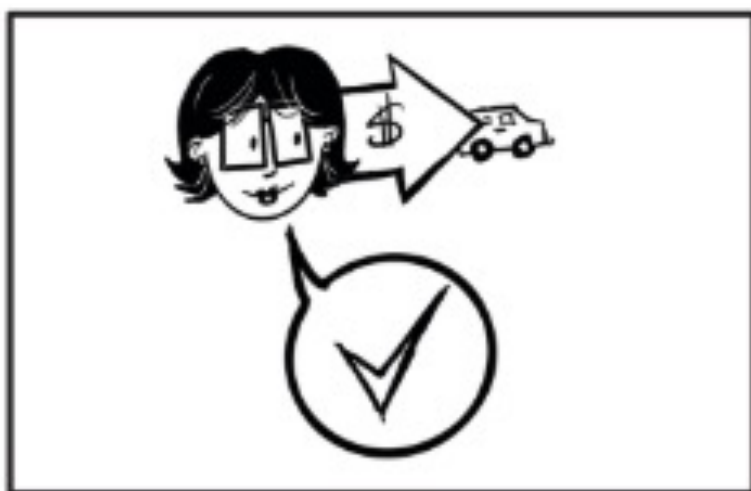
Alex calls Kate, his local mobility manager.



Kate determines that there are no affordable transportation options available for Alex.



Kate has funds available to pay for transportation for Alex to get to work.



Kate uses the regionally approved process to determine whether a customer like Alex is eligible to receive these funds.



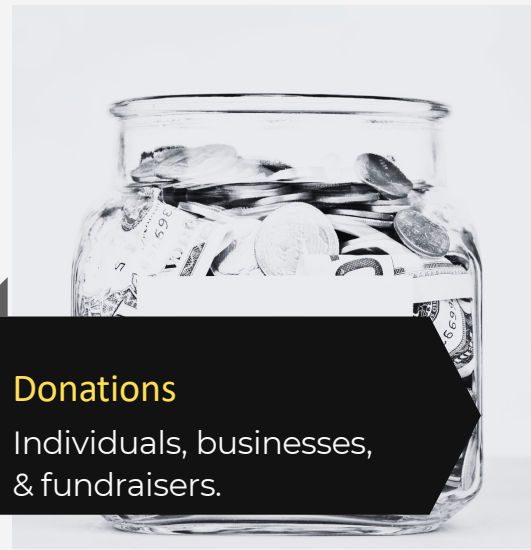
If Alex is eligible, Kate will book the trip and will be invoiced by the transportation provider.

FUNDING OPTIONS



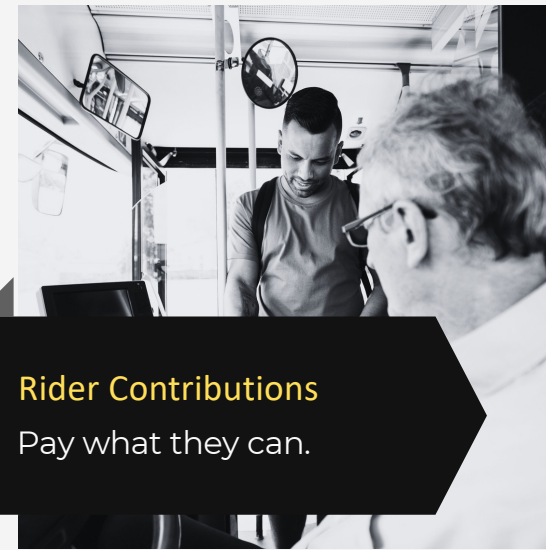
Grants

Foundations & local funding.



Donations

Individuals, businesses, & fundraisers.



Rider Contributions

Pay what they can.

LEARNING LAUNCH



Eligibility

Information needed, approval process.

Funding

Economic development and anti-poverty funding initiatives.

Marketing

For the rider, for the donor.

Employers

Encourage employers & local government to support the program.



Thank You

Topeka/Lawrence, Kansas



Safe Spaces

Topeka/Lawrence, Kansas

29 Apr 2024

Focus question:

- ▶ How might we increase affordable transportation services to health care appointments for older adults and people with disabilities in Douglas and Shawnee Counties?

Insights related to the focus question

- ▶ **Focus question redirect** There is also an existing need to take people to/from local medical appointments after 2pm on weekdays and on weekends (after our senior centers close).
- ▶ **Service boundaries - who sets them?** Learning who has the authority to set/change them broadened our discussions.
- ▶ **Initial assumption was disproven by data collection** Getting people to medical trips was important; crossing county boundaries to do so wasn't as important to people as we had initially thought.
- ▶ **Many hospitals - any discussion?** Medical centers want a solution, but not much collaboration has happened among them to date.

Concept storyboard

SAFE SPACES



A small bus would pick riders up at their homes and take them to designated safe spaces in town. These spaces, such as a coffee shop, would become transit hubs.



The transportation provider can then combine other trips emanating from the safe space. While at the safe space, riders can socialize with each other as they wait for their next scheduled ride.



A transportation liaison from a health care site could incorporate medical check-ups at safe space sites, becoming part of the rider's daily activities.



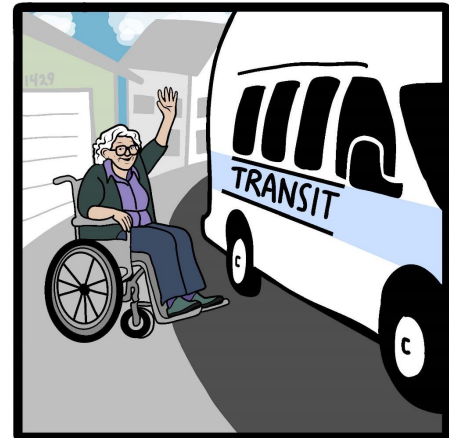
We would spread the word about the program by doing a Red Couch session on the local news station showing all the locations of the small bus and advertise possible future trip destinations.



Coffee shops could become CHAMPSS (congregate) meal sites as well. While the riders are at the safe space, transit vehicles can do other trips.



Volunteer drivers could be used for people waiting at a safe space. Volunteers would get a free cup of coffee for their participation. This would allow for spur-of-the-moment trips with other riders to not-so-common destinations.



When all of a rider's trips are completed for the day, they would be taken home.



Health care organizations could support the program by sponsoring trips from a particular site.

Concept storyboard



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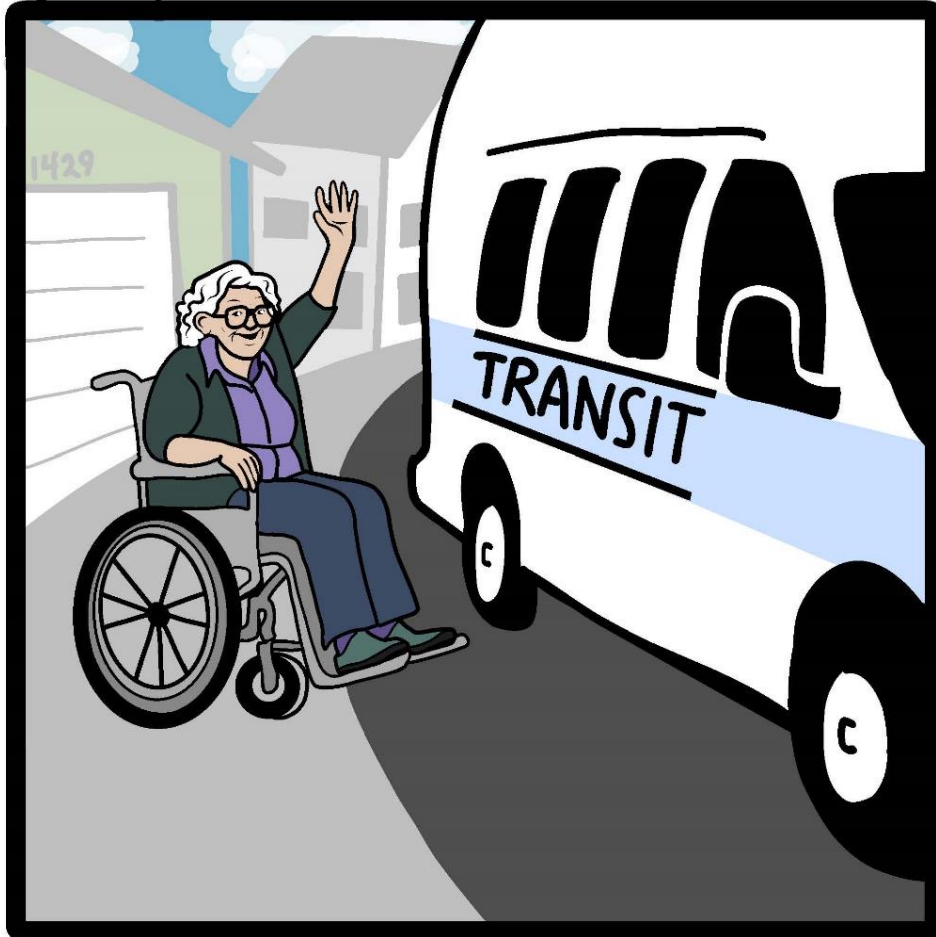
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Our concept's implementation value

- ▶ Operational
 - ▶ One vehicle/one driver doing multiple short trips in a day
 - ▶ Addresses medical, nutritional, and social needs
- ▶ Financial
 - ▶ Cost savings by combining multiple riders to a single destination
 - ▶ Sponsorship would reduce costs further
- ▶ Customer-facing
 - ▶ Greater opportunity for peer interaction
 - ▶ Multiple destinations on the same day
 - ▶ Improved public perception of transit services

Thoughts on funding

- ▶ AARP
- ▶ AAA-Kansas
- ▶ Blue Cross/Blue Shield
- ▶ Kanas Health Foundation
- ▶ Stormont Vail Hospital
- ▶ Lawrence Memorial Hospital
- ▶ University of Kansas Medical Centers
- ▶ Title IIIB Older Americans Act
- ▶ State and federal transit funds

- ▶ Other private foundations/grantors



Thank you!

Heidi Briery
SRC of Douglas County

Millie Davis
Topeka resident

Deb Dawkins
East Topeka Senior Center

Susan Harris
Jayhawk Area Agency on Aging

Dre'Vel Taylor
Director of Mobility Management for Lawrence/Douglas County, KS

Mike Spadafore
Director of Mobility Management for Topeka/Shawnee County, KS

mspadafore@jhawkaaa.org 785.235.1367 x122

<https://ksrides.org/k-cart/>



Wrapping Up

Final Monthly Report, Supplemental Report, and Invoice

- Due May 15, 2024
- The final monthly report is cumulative of all months;
- A supplemental report will be sent to team leads;
- NCMM needs submitted with the reports a copy of:
 - your assumption testing worksheets
 - prototypes, illustrations, etc.
 - results of surveys, etc.
 - any other “collateral” developed with your project

Next Steps

Discuss transition into the 2024 Learning Launch grant with your team

Transition process:

- All team members complete surveys (due today)
- Team lead and team facilitator have conversation with NCMM's evaluator, Carol Kochhar-Bryant

For teams moving forward into the learning launch phase

- Contract put in place in May
- Begins May 2024, ends December 31, 2024
- Grant amount: up to \$20,000
- No competitive application

Thank You!

Recordings of the presentations and their materials will be available
nationalcenterformobilitymanagement.org/design-challenge-2023/