

Public Transit & Mobility Management in the Meramec Region

Public Transit and the Work of Mobility Management 2015 - 2018

Program Coordinated by Meramec Regional Planning Commission

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Public Transit and Mobility Management in the Meramec Region

OVERVIEW

The Meramec Region is made up of the eight counties of Crawford, Dent, Gasconade, Maries, Osage, Phelps, Pulaski and Washington located in southeast-central Missouri, covering 5,131 square miles. The Meramec Regional Planning Commission (MRPC) serves these eight counties and the cities of the region. The Meramec Region is currently home to some 198,275 people, based on the 2018 American Community Survey Estimate statistics provided by the United States Census Bureau. Based on 2010 Census information, the Meramec Region has a low population density of 39.98 persons per square mile compared to the state and national density which is 87.1 and 87.4 respectively. Maries and Dent counties have the lowest population densities within the region with 17.4 and 20.8 persons per square mile respectively.

MRPC is designated by the Missouri Department of Transportation (MoDOT) as a “Transportation Planning Partner” with the state’s transportation agency and is charged with the responsibility of identifying local and regional transportation needs, prioritizing transportation needs, educating the public and general transportation stakeholders about the transportation planning and investment process, coordinating transportation improvements with local, regional and state activities and providing direct representation of the Meramec Region to MoDOT.

MRPC, working in the role of Transportation Planning Partner for MODOT, completed the Public Transit - Human Services Transportation Coordination Plan for Missouri’s Meramec Region in 2007. In 2012 and 2017, MoDOT once again contracted with MRPC to complete five-year updates to the previous plan.

The Meramec Region’s Public Transit – Human Services Transportation plan provides strategies for meeting local needs and prioritizes transportation services for funding and implementation. Further, the plan was developed through a process that includes socio-economic data paired with input from representatives of public and private and non-profit transportation and human services transportation providers, and participation by members of the public. Members of the public included representatives of the targeted populations, including individuals with disabilities, older adults, and people with low incomes.

The findings of the initial 2007 Public Transit – Human Services Transportation Plan for Missouri’s Meramec Region led to MRPC responding to a Call for Investments (CFI) titled Coordinated Community Transportation Solutions; To Develop Human Service Transportation Coordination from the Missouri Developmental Disabilities Council (MODDC). The goal of the CFI was to develop a solution which would provide a greater ability to independently participate in all aspects of life through increased access to transportation services for people with disabilities, older adults, children and youth, veterans and individuals with lower incomes.

MRPC was one of three regional planning organizations selected by MODDC to develop a coordinated transportation system that was scalable, replicable and self-sustaining, and that increased transportation options, simplified access and increased customer satisfaction. The intent of the pilot project was to provide funding for projects in two phases, a planning phase and an implementation phase. MRPC was subsequently also selected for the implementation phase of this pilot project.

The Meramec Mobility Management program is a direct result of the Public Transit - Human Services Transportation Coordination Plan for Missouri's Meramec Region that specifically identified the need for coordination and marketing of the region's transportation options. Prior to the implementation of the Mobility Management program, no such centralized coordination of transportation existed. As identified by research conducted for the Public Transportation Plan, each agency providing transportation services for their clients have separate eligibility guidelines for use; resulting in a *silo effect* which in turn causes duplication or lack of services, creating frustration and confusion on the part of the client.

Coordination of efforts between agencies was practically non-existent and information on transportation options was not adequately provided to potential riders. As a result, the region lacked a transportation system which provided all residents consistent, coordinated and reliable transportation to enable fundamental access to employment, timely medical care, shopping and family recreation.

Fundamentally, there was a need for a mechanism to be established which would assist in bridging the gaps between the current transportation options by coordination, providing education to the public on transportation options and assisting riders in selecting and/or scheduling essential transportation. And, due to the rural nature of the region, increased transit opportunities required better use of existing services.

In an effort to further address transportation concerns within the region, the Mobility Management program was initiated. In September 2015, a mobility manager was hired, and the Mobility Management Program was implemented to help address the public transportation needs of people in the Meramec Region.

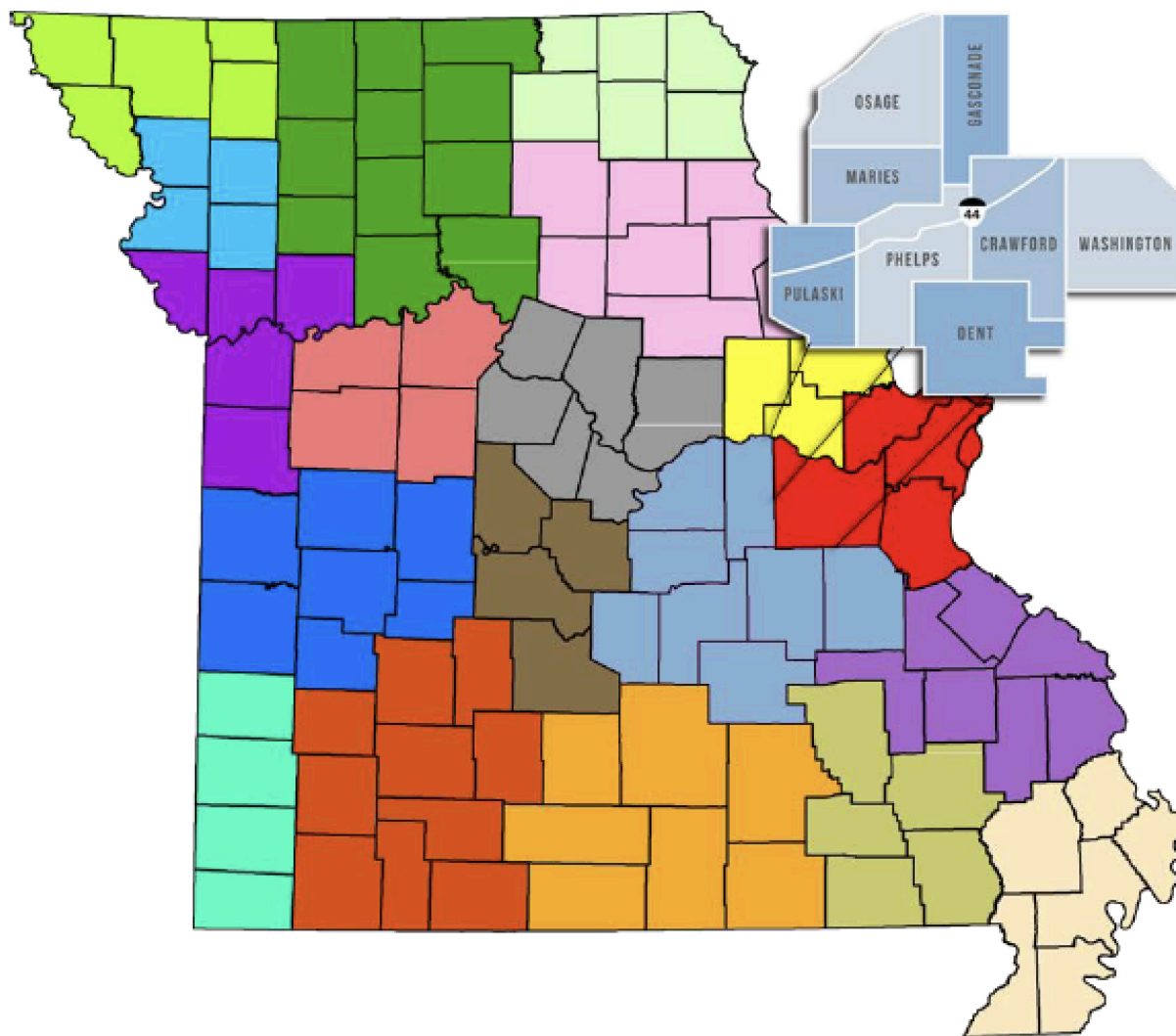
The overall objective of the Mobility Management Program was to increase usage on existing transportation systems, thereby creating a more efficient and cost-effective transportation environment inclusive of all persons. In particular, the program was designed to help those with disabilities, older adults and low-income families without adequate resources a greater ability to independently participate in all aspects of life through increased access to transportation.

This document includes a review of public transit in the region and an overview of the work of the Meramec Region's Mobility Management program. It includes a gap analysis that includes looking at areas within the Meramec Region that are currently underserved by public transit services. And it identifies the accomplishments, barriers and lessons learned, the impact of the work completed and the needs, strategies and opportunities that remain to be done.

PLAN AREA

The public transit service area studied for this gap analysis includes all the counties that are located in the service area of the Meramec Regional Planning Commission, which includes the counties of Crawford, Dent, Gasconade, Maries, Osage, Phelps, Pulaski and Washington in south-central Missouri. A map of the transit service area is shown below in light blue.

Figure 1: Missouri Regional Planning Commissions and Councils of Government with Meramec Region pulled out.



The demographics included in this Gap Analysis focus on the characteristics of the Meramec Region's population and specifically to those subsections of the population that are typically transportation disadvantaged. These population subsections include the elderly, those with a disability and the low-income. Other factors often related to income include the unemployed and those without access to a vehicle. Each of these segments are discussed in more detail in the following pages. It is important to note that population statistics of each of these subgroups cannot be summed to determine the total number of transportation disadvantaged individuals that live in a community as many individuals may, in fact, fall into two or more categories. For example, one individual may fall into the subgroups of low-income, disabled senior citizen without an automobile. The data analyzed was from the 2017 MRPC Public Transit-Human Services Transportation Coordination Plan.

Each of the demographic population characteristics also includes an analysis of the size of the population of each of the subgroups compared to the total population of the eight-county region. Having an idea of the number of residents that may be transportation disadvantaged and in need of transit services by area is important as continued and increased public transit services are considered and planned for the region.

A 2017 study by the American Public Transportation Association (APTA) of public transportation's impact on rural and small towns identified types of non-drivers, their prevalence, and the consequences if public transit is unavailable. This study was based on national population demographics.

Table 1: Types of Public Transit and Consequences of Availability

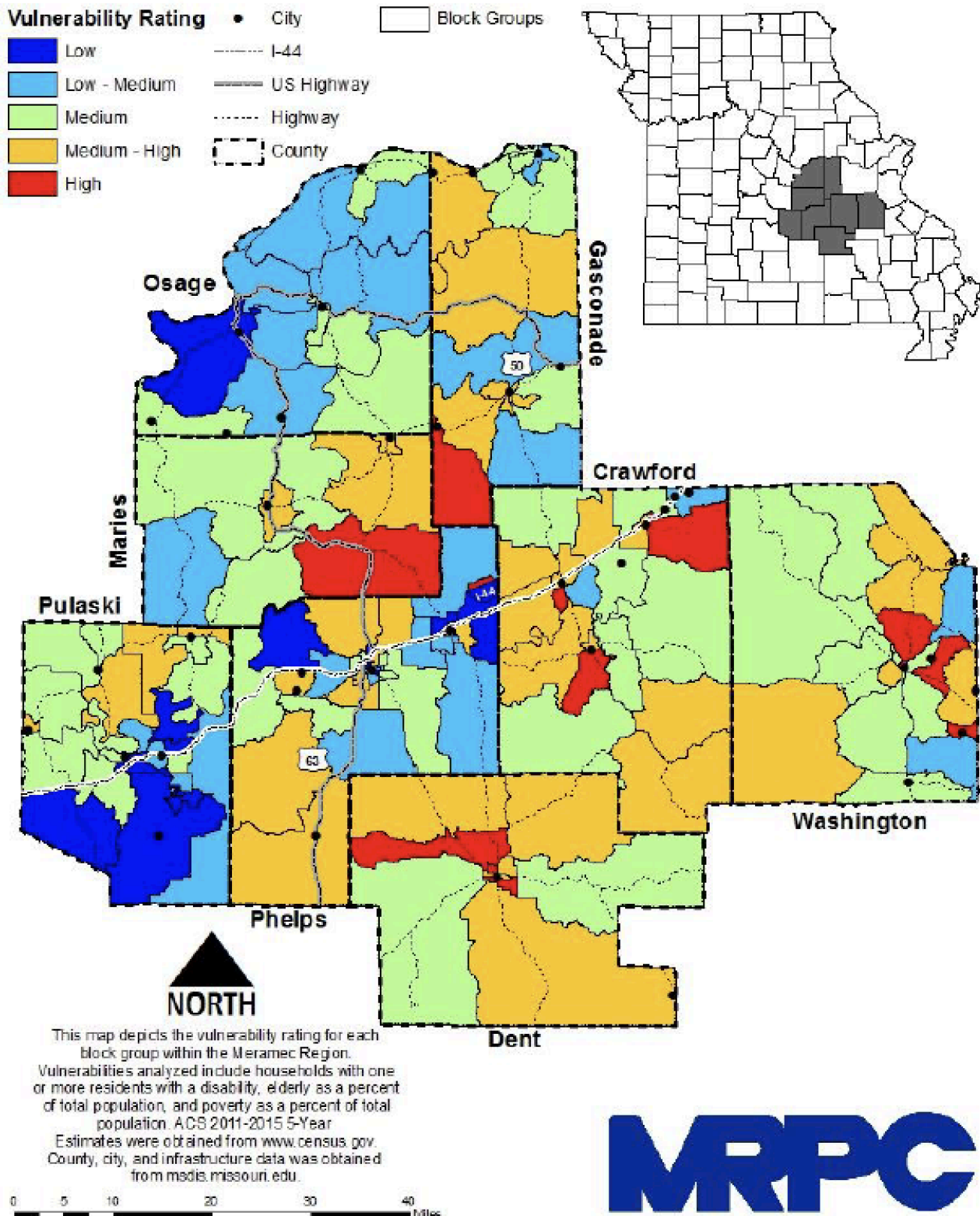
Public Transit User Types	National Prevalence	Consequences if Public Transit is Unavailable
Older Americans who do not or should not drive	10-20% of residents and increasing	Lack mobility, require chauffeuring or more costly travel options, move to another community with better transport options, limit access to needed services including health care and social services
People with disabilities	3-5% of residents	
Low-income households	20-40% of households	Lack mobility or spend an excessive portion of budgets on transportation, limit employment options

Source: Public Transits Impact on Rural and Small Towns, American Public Transportation Association of America, 2017

The Map on page 6 is an analysis of residents with a disability, elderly as a percent of total population and poverty as a percent of total population to identify the location of those residents most vulnerable and perhaps in greatest need of transit services.

Figure 2: Vulnerability Assessment

Meramec Region Vulnerability Assessment



Mobility Management Implementation, Strategies and Outcomes

As identified by research conducted for the Public Transportation Plan, each agency providing transportation services for clients throughout the region have separate eligibility guidelines for use; resulting in a *silo effect* which in turn leads to duplication or lack of services and can create frustration and confusion on the part of the client. Through the planning process, it was found that coordination of efforts between agencies is very limited and information on transportation options is not adequately provided to potential riders. As a result, the region lacks a transportation system which provides all residents consistent, coordinated and reliable transportation to enable fundamental access to employment, timely medical care, shopping and family recreation.

The public transportation planning process helped identify that there is a need for a mechanism to be established to assist in bridging the gaps between the current transportation options by coordination, providing education to the public on transportation options and assisting riders in selecting and/or scheduling fundamental transportation.

For example, during a discussion with a representative from the Rolla chapter of People First, she described her frustration with the availability of transportation. She recounted several examples of waiting up to two hours for a taxi to arrive making her late for work and medical appointments, taxi drivers picking up several riders before going to the final destination, and the high cost per trip. As she noted, she is willing to work, but finds it difficult to gain productive employment without reliable transportation.

The Public Transportation Plan also identified there are very few types of transportation other than personal auto available to all disabled residents, including low income and seniors.

The Meramec Region Mobility Management for Coordinated Transportation Plan includes a vision and mission for the work of mobility management.

- Vision: Providing reliable, flexible and affordable transportation for all residents of the eight county Meramec Region to increase mobility and accessibility for older adults, low income, those with disabilities and the general public.
- Mission Statement: Create a scalable, replicable and sustainable coordinated transportation system based on community partnership, which provides reliable transportation for employment and medical appointments for all residents.

The primary goals of the Plan included:

- Forming a Mobility Plan Advisory Group
- Determining the feasibility of a permanent Mobility Manager position
- Determining the functions of the position
- Exploring options on organizations/agencies to take the lead on the establishment of the Mobility Manager position

The Plan also identified anticipated outcomes and products for the work of mobility management in the region; included commitments that the effort would incorporate to work toward sustainability; and identified the

anticipated benefits to the community for the work of mobility management.

Anticipated outcomes and products:

- Increased mobility and accessibility for older adults, individuals with lower incomes, those with disabilities, children and youth, veterans, and the general public.
- Simplified point of access system for traveler support
- Coordinated and comprehensive service operations and management
- Establishment of a Mobility Management System/One-Stop-Shop accessed via Internet or telephone
- Enhanced public transit options and provision of alternative transportation funding
- Provision of subsidized, wheelchair accessible rides to eligible participants residing in the eight-county Meramec Region via the Mobility Plan Voucher Program (MPVP)

Commitment to sustainability:

- A scalable and replicable coordinated transportation system
- Transportation system which is developed by local community partners
- Explore innovative funding options and opportunities to fund program and ensure continued and enhanced low-cost reliable transportation services
- Diversify funding base to maintain self-sustainability. Organizations and programs such as: SB40 Boards, United Way, Department of Economic Development, Neighborhood Assistance Program – NAP and Missouri Foundation for Health will be explored along with community foundations and corporate sponsorships.

Anticipated community benefits:

- Increase of ridership
- Increased affordable, accessible and flexible transportation
- Eliminate redundancy of transportation systems
- Provide reliable transportation for employment, medical appointments for all residents
- Allow greater flexibility to employment, healthcare facilities, shopping, education, etc. Increase ridership with existing public transportation
- Increase affordable, accessible and flexible transportation options
- Eliminate redundancy of transportation systems
- Provide reliable transportation for employment, education, shopping and medical appointments for all residents
- Make available subsidized taxi, or wheelchair accessible rides to provide an affordable, accessible transportation alternative when existing transit services are not able to meet their transportation need

Specific strategies were developed for the planning and implementation phases of the work of mobility management. These strategies/tasks were developed to facilitate the completion of the project and establish measurable goals to track the progress of the work.

ORIGINAL PLANNING STRATEGIES

Planning Task #1: MRPC, in conjunction with representatives from the Department of Mental Health, Central Missouri Area Agency on Aging, Missouri S&T Office of Sustainable Energy and Environmental Engagement, People First of Missouri, OATS, SMTS and local governments, will form a focus group to initiate the project. Using a mailing list provided by the focus group members, MRPC will notify additional participants to ensure all needs are brought to the table and reviewed. Press releases will be distributed to media a minimum of four times and placed on the MRPC webpage. A minimum of eight two-hour group meetings will be conducted. Approximately four additional individual meetings with community leaders will be required to garner support for the project. Quarterly reports and a final report will be submitted to MODCC.

- Purpose
 - To advise MRPC on issues pertaining to the operation of the Mobility Management Plan
 - To provide feedback and locate available resources to achieve the mission of the Mobility Management Coordinated Transportation Plan
 - To serve as a channel of communication between the public and MRPC
 - To gather input from local elected officials and the public on transportation needs, to discuss and prioritize those needs
 - To serve as a conduit for information to the public on resources available through the Mobility Management Program to include the valuable information provided for residents in need of most current transportation options available to them across the region

Planning Task #2: Review existing transportation gaps and causes identified in the Public Transportation Plan; particularly the lack of timely and reliable services, and the lack of coordination between service providers. Solicit additional input from potential users by survey and/or interview, targeting the need for reliable transportation for employment and medical appointments.

Planning Task #3: Conduct fact finding of existing/sustainable Mobility Management Systems across the state/nation, including duties, functions, equipment, mobility management software, budget, staff, sustainability, use of volunteers and parent organization; present findings to focus group for prioritization to determine useable keys for success in the region. Define Mobility Management and regional expectations.

Planning Task #4: Anticipate interest in participation of existing providers and communities. Develop participation agreements for types of information, services, coordination or financial support to be provided.

Planning Task #5: Identify and select a program test area from target areas having multiple transportation providers.

Planning Task #6: Explore all possible funding options and mechanisms which will allow for expansion and long-term sustainability of the system.

Planning Task #7: Develop milestones for inclusion in the final plan, to gauge effectiveness of the system.

Planning Task #8: Develop and write the Mobility Management System Plan, based on focus group guidance.

Planning Task #9: Submit plan to MODCC and all participating agencies, organizations and governments of the focus group.

Following the completion of the Mobility Management System Plan, it was determined by the focus group that MRPC would serve as the administrative agent during the period of implementation. MRPC guided the establishment of a focus group made up of stakeholders from the Public Transit-Human Service Transportation Plan process, including representatives from the Department of Mental Health, local governments, Central Missouri Area Agency on Aging, Missouri S&T- Office of Sustainable Energy and Environmental Engagement and People First of Missouri, Tri-County Independent Living, local hospitals, and key transportation providers including SMTS and OATS Transit.

The responsibility of the mobility management implementation advisory group was to provide guidance for the Mobility Manager (MM), using the Meramec Region Public-Transit-Human Service Transportation Coordination Plan and the Mobility Management for Coordinated Transportation Plan as the program guide.

The Mobility Manager was hired in September 2015 with the following primary responsibilities:

- To act as an advocate and facilitator to include expanding existing and create new relationships with elected officials, local and service organizations and with and among transportation providers across the region,
- To research and gather detailed information on transportation providers, their services and requirements,
- To develop participation agreements to encourage transportation providers to provide schedules and work together to increase the transportation opportunities and services for all residents across the region.
- To guide the development of a “One-Stop-Shop of Transportation Options” utilizing the MORIDES.ORG web-based presence, and
- To seek additional funding sources and partnerships to make the mobility management program sustainable.

A second position referred to as a Mobility Management Coordinator was hired in year two with responsibilities to include:

- To be available by phone to assist those riders who do not have access to the internet,
- To assist riders by collecting pertinent data required to assess the transportation need of the caller, locate available options and provide the resulting transportation options to the rider.

Specific strategies for the implementation phase of the work of mobility management included the tasks highlighted below.

ORIGINAL IMPLEMENTATION STRATEGIES

Implementation Task #1: Establish Advisory Group (AG)

- AG will meet three times
 - Meeting 1 – Form, draft bylaws, establish operational procedures, review project.
 - Meeting 2 – Create goals and objectives; discuss process for hiring Mobility manager; finalize job description for Mobility Manager, advertise, interview and hire. Create milestones to gauge success

of the system. Submit plan to MODCC and all participating agencies, organizations and governments of the focus group.

- Meeting 3 – Select Administrative Agent (AA) for the Mobility Management System.

Implementation Task #2: Advisory Group to Work Toward Program Start-up in 2nd Quarter

- AG will meet two times
 - Ensure the Mobility Manager (MM) is in place by this quarter.
 - Provide project oversight, as needed.
 - Submit Quarterly Report to MoDDC for 1st Quarter Progress.

Implementation Task #3: MRPC Administrative Agent Work in 2nd Quarter

- Administrative staff will support the program with the following tasks:
 - Establish the Mobility Manager during the first month of this quarter.
 - Provide project oversight, as needed.
 - Submit quarterly reports to funding agencies

Implementation Task #4: Mobility Manager to Begin Work in 2nd quarter

- The Mobility Manager’s work during the 2nd quarter of implementation will include:
 - Research detailed information on existing services and service requirements.
 - Expand/create relationships with elected officials, organizations and others.
 - Expand/create relationships with transit providers across the region.
 - Develop participation agreements to encourage providers to participate by providing schedules and work together with the goal of coordinated transportation.
 - Investigate the possibility of partnering with the existing Mobility Management System at Boonslick Regional Planning Commission (MORIDES) on web presence. If this is not feasible, or if an additional web site is needed for the Meramec Mobility Management System, seek RFP for web-based program development and minimum one-year program maintenance period based on AG, AA and plan guidance. Incorporate all information received from providers.
 - Meet with community leaders and organizations to explain project.
 - Seek additional funding sources to make program sustainable.

Implementation Task #5: Advisory Group to Meet in 3rd Quarter

- AG will hold one meeting in 3rd Quarter
 - Provide project oversight, as needed.
 - Provide guidance, insight and serve as community resource for MM

Implementation Task #6: MRPC Administrative Staff Work in 3rd Quarter

- Administrative staff will support the program with the following tasks:
 - Procure web-based program development based on RFP proposals.
 - Provide project oversight, as needed.
 - Submit quarterly reports to funding agencies

Implementation Task #7: Mobility Manager 3rd Quarter Work

- Mobility Manager’s tasks in the 3rd quarter of work will include:
 - Continue to expand/create relationships with elected officials, organizations, transit providers and others across the region.
 - Continue to research detailed information on existing services and service requirements, constantly providing updated information to program development.
 - Continue seeking adoption of participation agreements by transit providers, service organizations, local governments, business leaders and others.
 - If needed, coordinate with web-based program developers to ensure quality product.
 - Continue to incorporate all information received from providers.
 - Meet with community leaders and organizations to explain project.
 - Seek additional funding sources to make program sustainable.

Implementation Task #8: Advisory Group to Meet in 4th Quarter

- AG will hold one meeting in 4th quarter
 - Assist in determining need to add a 2nd staff position – Mobility Management Coordinator (MMC).
 - Provide project oversight, as needed.
 - Provide guidance, insight and serve as community resource for MM.

Implementation Task #9: MRPC Administrative Staff Work in 4th Quarter

- Administrative staff will support the program with the following tasks:
 - Working with Advisory Group, determine the need to fill Mobility Management Coordinator position (MMC).
 - With guidance and concurrence of AG for MMC; finalize job description, advertise and interview MMC.
 - Provide project oversight as needed.
 - Submit quarterly report to funding agencies for 3rd quarter progress.

Implementation Task #10: Mobility Manager 4th Quarter Work

- Mobility Manager’s tasks in the 4th quarter’s work will include:
 - Continue to expand/create relationships with elected officials, organizations, transit providers and others across the region.
 - Continue to research detailed information on existing services and service requirements, constantly providing updated information to program development.
 - Continue seeking adoption of participation agreements by transit providers, service organizations, local governments, business leaders and others.
 - If needed, coordinate with web-based program developers to ensure quality product.
 - Continue to incorporate all information received from providers.
 - Meet with community leaders, organizations and groups to educate public on the web-based program and transit options available.
 - Seek additional funding sources to make program sustainable.

Implementation Task #11: Advisory Group to Meet in 5th Quarter

- AG will hold one meeting in 5th quarter.

- Work to evaluate the system/program progress to date.
- Provide project oversight, as needed.
- Provide guidance, insight and serve as community resource for MM.

Implementation Task #12: MRPC Administrative Staff Work in 5th Quarter

- Administrative staff will support the program with the following tasks:
 - Month 1 – Hire MMC during the first or second month of quarter, if needed.
 - Month 1 – If needed, ensure successful roll-out of web-based program.
 - Provide project oversight, as needed.
 - Submit quarterly report to funding agencies for 5th quarter progress.

Implementation Task #13: Mobility Manager 5th Quarter Work

- Mobility Manager’s tasks in the 5th quarter’s work will include:
 - Continue to expand/create relationships with elected officials, organizations, transit providers and others across the region.
 - Continue to research detailed information on existing services and service requirements, constantly providing updated information to program development.
 - Continue seeking adoption of participation agreements by transit providers, service organizations, local governments, business leaders and others.
 - If needed, coordinate with web-based program developers to troubleshoot programming issues to ensure a quality product.
 - Continue to incorporate all information received from providers.
 - Meet with community leaders, organizations and groups to educate public on the web-based program and transit options available.
 - Assist customers unable to access the internet to access the program by phone.
 - Seek additional funding sources to make program sustainable.

Implementation Task #14: Mobility Management Coordinator’s (MMC) 5th Quarter Work

- Mobility Management Coordinator’s tasks in the 5th quarter will include:
 - Assist customers via the system “piggy-back” call center
 - Identify issues with the web-based program and forward issues to program developer.
 - Update program transit scheduling information, as needed.
 - Assist the MM in the performance of his/her duties.

Implementation Task #15: Advisory Group to Meet in 6th Quarter

- AG will hold one meeting in 6th quarter.
 - Work to evaluate the system/program progress to date.
 - Provide project oversight, as needed.
 - Provide guidance, insight and serve as community resource for MM.

Implementation Task #16: MRPC Administrative Staff Work in 6th Quarter

- Administrative staff will support the program with the following tasks:
 - Begin evaluation of program continuance/sustainability of program services.

- Provide project oversight, as needed.
- Submit quarterly report to funding agencies for 6th quarter progress.

Implementation Task #17: Mobility Manager 6th Quarter Work

- Mobility Manager’s tasks in the 6th quarter’s work will include:
 - Continue to expand/create relationships with elected officials, organizations, transit providers and others across the region.
 - Continue to research detailed information on existing services and service requirements, constantly providing updated information to program development.
 - Continue seeking adoption of participation agreements by transit providers, service organizations, local governments, business leaders and others.
 - If needed, coordinate with web-based program developers to troubleshoot programing issues to ensure a quality product.
 - Continue to incorporate all information received from providers.
 - Meet with community leaders, organizations and groups to educate public on the web-based program and transit options available.
 - Assist customers unable to access the internet to access the program by phone.
 - Seek additional funding sources to make program sustainable.

Implementation Task #18: Mobility Management Coordinator’s (MMC) 6th Quarter Work

- Mobility Management Coordinator’s tasks in the 6th quarter will include:
 - Assist customers via the system “piggy-back” call center
 - Identify issues with the web-based program and forward issues to program developer.
 - Update program transit scheduling information, as needed.
 - Assist the MM in the performance of his/her duties.

Implementation Task #19: Advisory Group to Meet in 7th Quarter

- AG will hold one meeting in 7th quarter.
 - Work to evaluate the system/program progress to date.
 - Discuss and work to determine sustainability of program.
 - Provide project oversight, as needed.
 - Provide guidance, insight and serve as community resource for MM.

Implementation Task #20: MRPC Administrative Staff Work in 7th Quarter

- Administrative staff will support the program with the following tasks:
 - Begin evaluation of program continuance/sustainability of program services.
 - Provide project oversight, as needed.
 - Submit quarterly report to funding agencies for 7th quarter progress.

Implementation Task #21: Mobility Manager 7th Quarter Work

- Mobility Manager’s tasks in the 7th quarter’s work will include:
 - Continue to expand/create relationships with elected officials, organizations, transit providers and others across the region.

- Continue to research detailed information on existing services and service requirements, constantly providing updated information to program development.
- Continue seeking adoption of participation agreements by transit providers, service organizations, local governments, business leaders and others.
- Continue to incorporate all information received from providers.
- If needed, coordinate with web-based program developers to troubleshoot programing issues to ensure a quality product.
- Meet with community leaders, organizations and groups to educate public on the web-based program and transit options available.
- Assist customers unable to access the internet to access the program by phone.
- Seek additional funding sources to make program sustainable.

Implementation Task #22: Mobility Management Coordinator's (MMC) 7th Quarter Work

- Mobility Management Coordinator's tasks in the 7th quarter will include:
 - Assist customers via the system "piggy-back" call center
 - Identify issues with the web-based program and forward issues to program developer.
 - Update program transit scheduling information, as needed.
 - Assist the MM in the performance of his/her duties.

Implementation Task #23: Advisory Group to Meet in 8th Quarter

- AG will hold one meeting in 8th quarter.
 - Work to evaluate the system and determine program success.
 - Discuss and work to determine sustainability of program.
 - Provide project oversight, as needed.
 - Provide guidance, insight and serve as community resource for MM.

Implementation Task #24: MRPC Administrative Staff Work in 8th Quarter

- Administrative staff will support the program with the following tasks:
 - Complete evaluation of program continuance and determine sustainability of program services.
 - Submit Report following the conclusion of the initial two-year implementation period.
 - Provide project oversight, as needed.

Implementation Task #25: Mobility Manager 8th Quarter Work

- Mobility Manager's tasks in the 8th quarter's work will include:
 - Continue to expand/create relationships with elected officials, organizations, transit providers and others across the region.
 - Continue to research detailed information on existing services and service requirements, constantly providing updated information to program development.
 - If needed, coordinate with web-based MORIDES developers to troubleshoot programing issues to ensure a quality product.
 - Continue to incorporate all information received from providers.
 - Meet with community leaders, organizations and groups to educate public on the web-based program and transit options available.

- Assist customers unable to access the internet to access the program by phone.
- Seek additional funding sources to make program sustainable.

Implementation Task #26: Mobility Management Coordinator's (MMC) 8th Quarter Work

- Mobility Management Coordinator's tasks in the 8th quarter will include:
 - Assist customers via the system "piggy-back" call center
 - Identify issues with the web-based program and forward issues to program developer.
 - Update program transit scheduling information, as needed.
 - Assist the MM in the performance of his/her duties.
-

Efforts to obtain additional funding for ongoing program sustainability were unsuccessful and in the last year of program funding, it was determined that additional planning was necessary to guide the final program year's activities. During this final year, the work of the Meramec Region Mobility Management program focused on four primary activities including:

1. Evaluation and quantification of program activities in meeting goals/objectives/milestones
 2. Completion of key program activities as identified by Mobility Management Advisory Group
 3. Update of MORIDES website including development of plan for continuance
 4. Completion of comprehensive final report of project to include:
 - a. Lessons learned
 - b. Identification of barriers and strategies used to eliminate barriers
 - c. Replication considerations and projected long-term impact of the initiative
-

CLOSE-OUT STRATEGIES

The implementation plan for the final funding year, included the following tasks:

Close-out Task #1: Program Evaluation and Strategy Development

This task included a comprehensive review of the Mobility Management program from initial planning through 2017 implementation activities. A preliminary gap analysis was completed to guide final year project strategies/activities. Staff worked with the Mobility Management Advisory Board to determine the work plan for the final year of the Meramec Region Mobility Management program.

Project Activities

- Hire part-time transportation planner
- Completion of gap analysis to include:
 - Review transit services available in all counties
 - Determine transit needs for all counties in Meramec Region
 - Contact agencies and transit providers in counties where information/data on resources and/or needs is lacking and work to gather information

- Determine gaps in service and share findings with transit providers and Mobility Management Advisory Board for review and discussion
- Development of program evaluation and close-out planning process for Mobility Management Advisory Group
- Determination and prioritization of remaining program activities to be completed in 2018

End Documents:

- Planning Process for Advisory Board Involvement in Program Evaluation and Strategy Development
- Project Work Plan for 2018

Close-out Task #2: Mobility Management Advisory Board

This task included continued involvement of the Mobility Management Advisory Board in program activities and supporting the board's role in the Meramec Region Mobility Management program's final year of development and ongoing evaluation. Of particular importance was the Board's involvement in program close-out activities including overall program evaluation.

Project Activities

- Plan, organize and schedule bi-monthly Advisory Board meetings
 - February
 - Completion of program evaluation through 2017
 - Discuss and determine remaining program activities for 2018
 - April
 - Present methodology/approach for completion of gap analysis and share preliminary findings
 - Prioritize remaining program activities for 2018
 - Approve 2018 Work Plan
 - June
 - Approve Close-Out Work Plan
 - Begin final review process – What Have We Learned?
 - Report on year-to-date activities
 - Report on MORIDES site-use statistics
 - August
 - Present methodology/approach for completion of gap analysis and share preliminary findings
 - Continue review process – What Barriers or Challenges Were Encountered?
 - Report of year-to-date activities
 - Report on MORIDES site-use statistics
 - Presentation by Missouri RTAP – Heath Pickerill
 - Report on Gas Tax and impact on public transportation
 - October
 - Report of year-to-date activities
 - Presentation and approval of final report outline

- Continue review process – What Has Been Accomplished?
- Detailed report on program achievements to include quantification of program achievements by county
- December
 - Presentation of draft final report

Close-out Task #3: Continued Operation of MORIDES Website

This task included the ongoing operation of the MORIDES website in cooperation with Boonslick Regional Planning Commission. The website continued to provide information on transportation alternatives for riders, based on their location, destination, and programs for which they qualify. Since this is a web-based service, a Mobility Management Coordinator continued to be available by phone to assist those riders who do not have access to the internet. The Coordinator continued to assist the rider by completing the online inquiry and then providing the resulting transportation options to the rider. It continued to be the rider's responsibility to contact the transportation providers to setup his/her transportation, once the information is provided. The primary project activities were to assist those who are unable to access the website, assist with identifying information that needs to be updated on the website, and troubleshoot website issues.

Project Activities

- Ongoing operation of the MORIDES website in cooperation with Boonslick Regional Planning Commission
- Assist customers via the system's "piggy-back" call center as needed by assisting them in finding public transit options and providing contact information, in particular for users located within the Meramec Region.
- Update program transit scheduling information, as needed
- Document outdated website information/transit providers information that needs to be updated
- Troubleshoot website issues
- Document monthly usage of website
- Document assistance provided on an individual basis to public transit users to include need, if a transit provider was found and the county that the rider is located in.

End Documents:

- Usage statistics and data reports collected by month and year for MORIDES from start-up through end of 2018
- Report of individual assistance provided to include number of people served, location, need, successful completion and success stories

Close-out Task #4: Comprehensive Review and Update of MORIDES Website/ Develop Plan for Continuation

This task included completing a comprehensive review of the MORIDES website and identification of updates and additional information needed. It was the intent of this task to have the website completely updated and functioning at the end of 2018 as continued funding for site development and updating will be greatly reduced

after project completion. This activity included consulting with Boonslick Regional Planning Commission (BRPC) on opportunities for future/ongoing collaboration and support of the MORIDES website.

Project Activities

- Comprehensive review of website
- Identification of revisions and amendments necessary
- Consult with BRPC regarding website revisions and amendments necessary and plan for future use, revisions and updates
- Update transit providers list for Meramec counties
- Research possibilities of MORIDES being incorporated into United Way 211 website

End Documents:

- Updated MORIDES website

Close-out Task #5: Comprehensive Review and Evaluation of Program Activities Throughout Meramec Region and Completion of Final Report

This task included the completion of a comprehensive final report of the Mobility Management Program of the Meramec Region. The report will include: 1) Lessons learned; 2) Identification of barriers and strategies used to eliminate barriers; and 3) Replication considerations and projected long-term impact of the initiative. The final report incorporates all program activities that were part of the Mobility Management work of the Meramec Region beginning with preliminary planning through implementation and project close-out.

Project Activities

- Involve Mobility Management Advisory board in a comprehensive analysis of program activities to include:
 - What Have We Accomplished?
 - What Lessons Did We Learn?
 - What Barriers and/or Challenges Did We Face?
 - What Do We Have Left to Be Done?

End Document:

- Final Report: This final report will include a public transportation gap analysis.

The Mobility Management Advisory Group determined the remaining priority tasks to be completed in the final year of programming using a group prioritization exercise. The Advisory group considered the following tasks:

- 1) **Research and Identify Opportunities in Region for Planned, Fixed, Shared-Rides Routes and New/Expanded On-Demand Services, and Work to Promote Development:** This task was to include a review of previous planning efforts to develop fixed routes in the Meramec Region and assist in coordination and development of possible new routes. Planned, fixed or fixed deviated routes will be considered. This task will include review and evaluation of successful planned/fixed route projects and

opportunity for replication in the Meramec Region. This task will also include exploring opportunities to expand existing on-demand services through existing providers and new initiatives that may include UBER, LYFT, and Missouri Rural Health Association’s Rides to Wellness/Healthtran.

2) **Human Service Agencies/Providers Education and Training/Development of Public Transit Program**

Toolkit: This task’s activities were to be targeted for the people who work directly with public transportation riders/users in particular those who work with the elderly, low-income and persons with disabilities. The project activities would focus on increasing the awareness of human service agencies and providers on the public transportation programs available for their patients/clients/customers and the requirements, schedules and costs of available transportation services.

3) **Provide Public Education and Training on Public Transit in Region and Provide Information for Public Transit Users:**

This task included continuing to promote MORIDES and provide brochures and flyers in public gathering places throughout the region. In particular, this task included the development of plain language materials for potential public transportation riders that educate and inform the riders and/or their families/caretakers on the transit services available in their area, criteria for ridership and the steps to take to be able to schedule a ride. It was anticipated that the materials will be distributed by human service agencies/providers to their clients/patients/customers.

Based on the group prioritization, at least a component of all tasks was selected by the Advisory board to be included in the 2018 workplan for the Mobility Management program.

Close-out Task #6: Research and Identify Opportunities in Region for Planned, Fixed, Shared-Rides Routes and New/Expanded On-Demand Services, and Work to Promote Development

It was determined by the Advisory board that due to limited time in the remaining year of implementation, one component of this task was included – the review and evaluation of successful planned/fixed route projects and opportunity for replication in the Meramec Region.

Task 6 Project Activities

6.1 Develop Fact Sheets on Successful Route Development in Region/Mid-Missouri	Fact Sheets/Replication Resource Materials
6.1.1 Hermann Express	
6.1.2 Owensville Transit	
6.1.3 OATS/Tri-County Lake Area Public Transportation Service	
6.1.4 OATS/Franklin County Transportation Council Planned Route	
6.1.6 Bluff Area Transit Service	

Additional Detail on End Documents:

- 1) Fact sheets with synopsis of successful transportation projects to include documentation of process, explanation of how programs operated, and parties involved with the goal of creating a written history of project development and implementation outline for future use/replication resource. This will include

documentation on program start-up activities, partners, participants in planning, the public to be served, the area served, hours of operation, number of potential rides and funding implications and needs.

Close-out Task #7: Development of Public Transit Toolkits for Public Transit Users AND for Agencies/Healthcare Providers/Caretakers of Public Transit Users

This task's activities focused on two primary audiences including the Meramec Region's traditional public transit users and the people who work directly with and/or care for public transportation riders/users – in particular, those who work with the elderly, low-income and persons with disabilities. The project activities focused on increasing the awareness of human service agencies, providers and caretakers on the public transportation programs available for their patients/clients/customers/loved-ones. This task included the development of plain language materials for potential public transportation riders that educate and inform the riders and/or their families/caretakers/agencies/providers on the transit services available in their area, criteria for ridership and the steps to take to be able to schedule a ride. It is anticipated that the materials will be distributed by human service agencies/providers to their clients/patients/customers. Further, this task included continuing to promote MORIDES and provide brochures and flyers in public gathering places throughout the region.

Task 7 Project Activities

7.1 Develop Public Transit Toolkit for Agencies/Healthcare Organizations/Caretakers	Public Transit Toolkit for Agencies/Providers/Caretakers Public Transit Toolkit/Video/ Intake Example / Brochures, Flyers, Posters, Ridership Video
7.1.1 Develop a sample intake form that incorporates transportation to assist agencies in identifying clients/patients in need of public transit	
7.1.2 Develop public transit toolkit designed to introduce agencies, providers, caretakers to assessing and using public transportation	

Additional Detail on End Documents:

- 1) Intake forms for use by human service agencies/providers designed to promote coordination of services and appointment scheduling with public transportation availability considerations.
- 2) Brochures and flyers on public transit/on-demand transportation services.
- 3) Materials for providers to distribute to clients/patients/customers and/or their caretakers on public transportation services.
- 4) A Rider 101 Video that will be posted on MORIDES website and available to service/healthcare agencies and organizations for use with their clients/customers/patients.

Mobility Management Performance Measures and Accomplishments

Goal 1: MORE RIDES FOR TARGET POPULATIONS FOR THE SAME OR FEWER ASSETS.

Measure 1: Increase the number of riders for the same or fewer assets for people with disabilities, older adults, children and youth, veterans and individuals with lower incomes.

1.1: Increase the number of agencies and funding sources participating in a coordinated human service transportation system. This goal includes working with transportation providers to add information to the MORIDES website for public use, as well as developing new or modified routes to meet demand as documented.

Accomplishments: The work in this area focused on the formation of the Mobility Management Advisory Group, the development of the MORIDES website, building relationships with transportation providers, and outreach to community leaders, groups and organizations.

Mobility Management Advisory Group (MMAG):

- Outreach to 102 potential advisory group members resulting in 37 individuals agreeing to serve on the MMAG representing the eight-county region. Members include local elected officials, transportation providers, established SB-40 board members, service and health organizations, and others representing providers and riders throughout the region.
- A total of ____ in-kind hours contributed to the work of mobility management in the region.
- 26 MMAG meetings were held during the program period. These meetings included the group providing input, oversight and guidance to the Mobility Manager throughout the program period. The meetings also served the purpose of continuing to promote mobility management in general throughout the region and the MORIDES website in particular. In addition, the meetings provided opportunities for the Mobility Manager to increase MMAG members' knowledge of mobility management in general and to share public transit information and resources to expand the group's understanding and knowledge. Meeting topics during the program period included:
 - FTA 5310 Program Overview
 - Enterprise Rideshare Program
 - Uber
 - Schwan's Cares Fundraisers
 - Transit Planning 4All (TP4A) Grant Program
 - Wal-Mart State Giving Program
 - Central Missouri Area Agency on Aging Voucher Program
 - National Center for Mobility Management
 - Poverty Simulations
 - Meramec Region Public Transit-Human Service Transportation Coordination Plan
 - Missouri WellCare
 - MERS Goodwill
 - OATS Transit/Lake Area Industries of Camden County Partnership
 - HealthTran System

MORIDES Website:

- Developed a partnership with Boonslick Regional Planning Commission (BRPC) and Mid-Missouri Regional Planning Commission to share the MORIDES.org transportation website. Boonslick took the lead on website coordination.
- Continued to partner with Boonslick on MORIDES web presence and developed a website maintenance agreement between BRPC and MRPC that was in place throughout the program period.
- Developed a branding of the Meramec Region Transportation Referral Service as MORIDES-Meramec.
- Created an outreach and marketing plan for MORIDES to promote the referral website.

Building Relationships With Transportation Providers:

- Mobility management staff researched and gathered detailed information on existing transit services and service requirements for providers throughout the region.
 - Emphasis was placed on collecting provider information from the eight counties of the Meramec Region including the counties of Crawford, Dent, Gasconade, Maries, Osage, Phelps, Pulaski and Washington.
- Staff continued to work to develop relationships with transit service providers throughout the program period. This work included developing participation agreements with providers to provide schedules and service information and included a commitment to work together with the goals of coordination transportation.
 - A total of 102 providers participated over the program period.
- Mobility management staff cultivated relationships with the owners of many transit companies that resulted in providers working together with the goal of coordinating transportation services in the Meramec Region.
- Staff worked with transit providers to encourage working additional passengers into scheduled routes. MORIDES data documented 36 specific times that providers worked with riders to provide transportation outside of scheduled routes.

Outreach to Community Leaders, Groups and Organizations:

- The Mobility Manager met with community leaders, organizations and groups, and key transportation partners throughout the program period to educate them on the web-based program and transit options available. Staff attended meetings throughout the Meramec Region to introduce the Meramec Region Mobility Management program and to educate community leaders on the MORIDES referral website and transit options available throughout the region. In addition, staff worked with community leaders to help identify funding sources to support the ongoing work of mobility management. In 2015/2016 a total of 445 visits/presentations were made and in 2017 a total of 211 visits were made. In 2018, the work of the mobility management program focused on close-out program activities and the numbers of meetings, visits and presentations were limited.

Table 2: County Visits/Presentations

County	2015/16 Activity	2017 Activity
Crawford	45	20
Dent	36	17
Gasconade	85	47
Maries	8	18
Osage	19	17
Phelps	164	52
Pulaski	60	14
Washington	28	26
Total	445	211

- Mobility management staff attended and completed presentations at city council meetings and county commission meetings throughout the Meramec Region.
 - In 2016, staff attended 47 city council/county commission meetings throughout the year.
 - In 2017, staff attended 19 city council/county commission meetings throughout the year.
- Staff attended and completed presentations at various chambers of commerce, committees, groups, clubs, senior centers and social service organizations to promote MORIDES and establish/expand relationships to help promote mobility management throughout the Meramec Region.
 - In 2016, mobility management staff attended and presented at 63 community meetings throughout the region.
 - In 2017, staff attended and presented at 17 community meetings.
 - Examples of community meetings attended include:
 - Phelps County Child Advocacy Network
 - CARE Group in Hermann and Owensville
 - Kiwanis Clubs in Various Communities
 - Rolla Chamber of Commerce
 - Gasconade County Special Services
 - Belle 55& Older Group
 - Washington County Community Partnership
 - Healthy Dent County
- Mobility management staff focused on building relationships with key mobility management partners that included agencies and organizations that work with and represent the target populations of elderly, low-income persons, and/or persons with disabilities. Staff provided information, flyers, brochures on MORIDES, the Meramec Region Mobility Management program, and transit resources in the region.
 - In 2016, mobility management staff attended meetings or visited with 69 agencies and organizations throughout the region.
 - In 2017 staff attended meetings or visited with 32 agencies and organizations.

- Examples of key agencies and organizations involved include:
 - Pathways in Cuba, Rolla, Waynesville, Salem
 - Community Partnership in Potosi
 - SB 40 Boards in Potosi, Rolla, Owensville, Waynesville, Hermann,
 - Your Community Health Center: Rolla
 - Hospitals in Rolla and Hermann
 - Health clinics and health departments in Crawford, Dent, Gasconade, Maries, Phelps, Pulaski and Washington counties

New or Modified Routes:

- The accomplishments in the establishment of new or modified routes is more difficult to measure as no new routes were established during the program period. However, discussions are underway to complete a route study by SMTS for possible route development between Salem/Dent County and Rolla/Phelps County. In addition, there is an increased awareness of community leaders, transit service providers and key agencies and organizations of the transit needs across the region. The gap analysis completed as part of the mobility management program also identifies the areas where transportation needs are greater and existing resources are limited. It is anticipated that ongoing planning will be continued following the program period and future routes will be identified and developed. Accomplishments in spurring new/modified routes included:
 - As a tool to help identify the need for new transportation routes within the Meramec Region, staff distributed surveys to patrons of the food pantries in Dent and Phelps County.
 - The Mobility Management staff worked with Licking Bridge Builders (based out of Licking, Missouri) to gain their commitment to provide transit service routes in areas where need was identified, mostly in Dent County.
 - Mobility management staff worked closely with Enterprise Holding to promote its Ride Share Program with employers in the region. Several meetings were held with local companies with several employers indicating an interest in considering this ride share option for their employees. Staff conducted multiple phone and in-person meetings with the executives of Enterprise and subsequently created a proposal on the vanpool program to take before multiple large-scale employers for their consideration to offer to employees as a potential benefit to their employees as well as the employers. Following this meeting, individual meetings were held with local companies with several employers indicating an interest in considering this ride share option for their employees. Mobility management staff provided a short survey on transportation needs for employers to use with their employees.
- As part of the close-out year activities, Roadmaps for Public Transportation Services were developed. These fact sheets included a synopsis of successful public transportation projects in the mid-Missouri region and included a documentation of the development process, explanation of how the programs operated, and the parties involved. These Public Transit Roadmaps were created to provide a written history of project development and an implementation outline to be used as a guide for communities/local initiatives that are interested in new route development.

The Roadmaps included sections on program start-up activities, partners, participants in planning, the public to be served, the area served, hours of operation, number of potential rides and funding implications and needs.

1.2: Increase the number of rides for persons who are older, people with disabilities, veterans and individuals with limited incomes. The program will increase the number of persons utilizing existing transportation. Mobility Coordinators will specifically promote the program to these targeted groups that have been identified as marginalized in the transportation system.

Accomplishments: This work focused on increasing awareness of the MORIDES website and providing one-on-one assistance to riders.

Promoting the MORIDES website:

- A total of 680 visits were made over the program period to distribute brochures and flyers promoting the MORIDES referral website.
- In 2016, staff attended and presented at 179 community, city and county meetings, sharing information on mobility management, transit resources, and MORIDES. In 2017, staff attended and presented at 68 meetings.
- Staff developed a training/instructional presentation to assist MORIDES website users with using and navigating the website. This presentation was used during public presentations to provide general guidance on what to expect when using the MORIDES website.

Providing One-On-One Assistance to Riders:

- The Mobility Management staff provided assistance to MORIDES users over the telephone in two primary ways. The first included providing step-by-step instructions on how to navigate the website, what to expect as the screens change and other capabilities of the website such as the Carpool and Useful Links sections of the website. The second was to offer more detailed, personal assistance in linking users to providers.
 - Mobility management staff assisted a total of 711 individuals over the program period, providing one-on-one assistance in navigating the website and identifying the best public transit resource to meet their needs. Of the 711 individuals assisted, 132 callers lived outside of the Meramec Region – a little more than 18 percent of the total calls received. It should be noted that 2018 saw a pretty significant decrease in callers. It is understood that this was due to callers/riders better using the website itself as a referral site and not requiring additional help in navigating. In addition, early on, some callers thought that MORIDES would provide financial assistance in obtaining rides/offer free rides. With some revision to the website and addressing in communications, requests by callers to provide free/reduced-rate transportation greatly decreased.
 - 2015/2016: 310 callers were assisted.
 - 2017: 305 callers were assisted.
 - 2018: 96 callers were assisted.

Table 3: Types of Public Transit and Consequences of Availability

Assistance Offered by County During Program Period 2015-2018	
County	Number of Callers
Crawford	86
Dent	83
Gasconade	50
Maries	28
Osage	19
Phelps	188
Pulaski	99
Washington	26
Regional Total	579
Outside Region	
Benton	4
Boone	7
Camden	7
Cole	6
Franklin	22
Laclede	4
Texas	6
Other Counties in Missouri	76
Total	711

- Of the 711 callers assisted, 321 were referred to a specific transportation provider and 181 were referred to multiple transportation providers. Based on the caller tracking data available, 237 callers were provided additional assistance in addition to simply providing a referral. For many of these 237 callers, mobility management staff contacted transportation providers – in some cases multiple providers to obtain pricing and get information on ride availability. Several callers also received information and resources on possible programs that may help cover the cost of the public transportation services.
 - Referred to Specific Provider: 321 callers
 - Referred to Two or More Providers: 181 callers
 - Provided Assistance in Addition to Public Transit Providers Referral: 237 callers were assisted

Goal 2: SIMPLIFY ACCESS

Measure 2: Increase the number of individuals from the targeted groups who have a simplified point of access to a coordinated human service transportation system.

2.1: Increase the number of agencies, service providers and funding sources participating in a simplified point of access to transportation services for customers. This measure includes the work to educate social and civic organizations serving targeted populations in the region on the use of MORIDES phone

and website services, obtain financial commitments from public and private sector for two purposes: sustain the program and reduce transportation costs, and create an overall buy-in on a centralized transportation referral system.

Accomplishments: The work in this area focused on building relationships with agencies, organizations and community leaders to increase awareness of the need for public transportation, to increase knowledge of social service and health care providers, and community leaders of public transit resources available, and working toward sustaining the mobility management program.

Building Relationships with Agencies, Organizations and Community Leaders:

- Over the Mobility Management program period, over 656 direct contact outreach visits were made to promote mobility management, increase the awareness of the need for public transit across the region, and market and promote the MORIDES website.
- As members of the Meramec Region's Mobility Management Advisory Group, 37 different local governments, social service agencies, transportation providers and agencies representing the targeted populations of the program were directly involved in developing, overseeing and guiding the work of mobility management.

Increasing Knowledge of Public Transit Services/Resources: The accomplishments in this area includes two primary areas including the outreach activities of the mobility management staff and the usage of the MORIDES website throughout the program period.

- The outreach activities included visits to distribute MORIDES brochures and flyers throughout the Meramec Region. Over the program period, outreach material was distributed to 692 agencies, organizations, cities, counties, and public gathering places throughout the region.
- As a result of the outreach and education activities, agencies, organizations and community leaders participated in promoting the MORIDES website and referring people to the site. According to MORIDES data collected for the program period, callers reported that they were referred to MORIDES by the following groups:

Table 4: Agencies Referring Callers

Callers Referred to MoRides By:	
AGENCY	# of Callers
Social Service Agencies, Organizations	98
MORIDES Flyers	93
Health Clinics/Hospitals/Mental Health	72
MORIDES Community Presentation/Meeting/Health Fair	63
Friend/Family Member/Co-Worker/Word of Mouth	60
Google Search	20
DAV/VA	19
Transit Providers	12
Care Givers	10
Church	7
Total Referrals	454

- The table on the following page breaks down the website usage statistics gathered on the users of the MORIDES website. Information collected included the categories of visits, pages and hits and is broken down by average daily usage and monthly totals of actual usage.
 - Visit: A *Visit* is one individual visitor who arrives at the website and proceeds to browse. A *Visit* counts all visitors, no matter how many times the same visitor may have been to the site.
 - Pages: Once a visitor arrives at a website they will search around on a few more pages. On average, a visitor will look at about 2.5 pages. Each individual page a visitor views is tracked as a *Page*.
 - Hits: A *Hit* refers to the number of files downloaded on the site. This could include photos, graphics, etc. On average, each *Page* will include 15 *Hits*.

Table 5: MoRides Website Usage

Usage Statistics for MORIDES.org						
Month	Daily Average			Monthly Totals		
	Visits	Pages	Hits	Visits	Pages	Hits
June-15	71	142	965	2,157	4,260	28,978
July-15	74	134	1,036	2,309	4,154	32,143
August-15	101	295	2,009	3,133	9,150	62,293
September-15	133	436	1,434	4,004	13,082	43,028
October-15	120	403	1,649	3,731	12,504	51,132
November-15	126	449	1,959	3,787	13,475	58,774
December-15	142	705	2,347	4,431	21,860	72,770
2015 Totals				23,552	78,485	349,118
January-16	167	699	2,498	5,197	21,679	77,453
February-16	187	932	3,212	5,441	27,043	93,156
March-16	182	633	3,155	5,672	19,640	97,813
April-16	196	679	3,328	5,898	20,394	99,864
May-16	211	747	3,757	6,547	23,157	97,813
June-16	244	909	4,697	7,346	27,299	140,917
July-16	259	879	4,684	8,045	27,268	145,224
August-16	335	984	5,560	10,411	30,513	172,380
September-16	330	1,057	2,809	9,927	31,733	174,285
October-16	227	781	3,798	7,054	24,211	117,740
November-16	176	668	2,663	5,293	20,066	79,910
December-16	195	1,001	3,867	6,069	31,051	119,902
2016 Totals				82,900	304,054	1,416,457

Source: MoRides Website Administrative Data Information was for total website usage not specific to county

Usage Statistics for MORIDES.org						
Month	Daily Average			Monthly Totals		
	Visits	Pages	Hits	Visits	Pages	Hits
January-17	233	1,246	3,971	7,227	38,655	123,131
February-17	232	1,255	3,737	6,508	35,161	104,648
March-17	243	1,211	4,193	7,562	37,542	129,991
April-17	284	1,268	4,406	8,520	38,055	132,199
May-17	331	1,393	5,017	10,264	43,194	155,536
June-17	354	1,469	4,982	10,637	44,096	149,483
July-17	343	1,578	5,081	10,635	48,947	157,522
August-17	344	1,350	5,073	10,685	41,868	157,286
September-17	383	1,362	5,419	11,507	40,867	162,583
October-17	388	11,373	5,331	12,038	52,584	223,290
November-17	366	2,202	7,332	11,005	66,070	219,976
December-17	389	2,463	8,099	12,076	76,370	251,073
2017 Totals				118,664	563,409	1,966,718
January-18	436	1,792	7,590	13,526	55,563	235,316
February-18	473	2,302	8,237	13,254	64,460	230,642
March-18	413	2,248	8,173	12,814	69,694	253,366
April-18	424	2,131	8,839	12,720	63,948	265,188
May-18	506	2,026	8,594	15,687	62,828	266,436
June-18	477	1,880	9,370	14,316	56,414	281,117
July-18	469	1,672	8,839	14,543	51,858	274,038
August-18	506	1,766	8,430	15,696	54,747	261,333
September-18	459	1,756	7,965	13,777	52,701	238,966
October-18	546	1,700	8,937	16,941	52,702	277,060
November-18	726	2,032	9,104	21,802	60,968	273,131
December-18	596	1,993	7,924	18,500	61,795	245,647
2018 Totals				163,956	707,678	3,102,240
Program Totals				389,072	1,653,626	6,834,533

Source: MoRides Website Administrative Data Information was for total website usage not specific to county

- Public Transit Toolkits were created for social service agencies, healthcare providers, and caretakers that serve the Meramec Region's traditional public transit users – in particular the elderly, low-income and persons with disabilities. The project activities focused on increasing the awareness of human service agencies, providers and caretakers on the public transportation programs available for their patients/clients/customers/loved-ones. Plain language materials were developed for potential public transportation riders that educate and inform the riders and/or their families/caretakers/agencies/providers on the transit services available in their area, criteria for ridership and the steps to take to be able to schedule a ride. In addition, a basic “How-

to-Ride Public Transportation” video was created that showed a step-by-step process for riding public transportation. These materials were distributed electronically to social service agencies, health care providers and others to share with their clients/patients/customers.

Program Sustainability Work:

- Mobility management staff continued to work on program sustainability throughout the program period, researching, completing and submitting applications for additional funding.
- During efforts to promote MORIDES – Meramec, the Mobility Manager saw the need for additional assistance to provide an affordable, accessible transportation alternative when existing transit services are not able to meet an identified transportation need. With the assistance and guidance of the Advisory Group, staff developed a Mobility Plan Voucher Program (MPVP). The plan was designed with the goal of increasing mobility and accessibility for older adults and people with disabilities. Available transportation options and assistance with transportation was to be provided via the MPVP. The plan focused on two strategies including enhancing public transit options and providing alternative transportation funding. It was anticipated that the MPVP service would allow those in need of public transportation greater flexibility to employment, healthcare facilities, shopping, education, etc. These travel vouchers were to be used with transportation providers that had entered into agreement with MRPC to participate in the MPVP. Participants were to be encouraged to utilize existing transportation when available, i.e. fixed route, ADA paratransit, volunteer driver, etc. prior to the use of the MPVP. The Missouri Department of Transportation approved funding 50 percent of the program operating costs to support the MPVP. However, the application submitted to MODDC for the required 50 percent match funds to operate the MPVP was declined.
- MRPC partnered with Schwan’s – Cares for a fundraising campaign to obtain community support for the MPVP.
- Staff applied for project funding to the Phelps County Child Advocacy Network (PCCAN) to support the MPVP program. A grant was awarded to provide funding to riders within Phelps County.
- In an effort to seek funding sources to maintain the Mobility Management Program, staff applied for continuation funding through MODOT for federal funds under Title 49, Section 5310, CFDA #20.513 for 80 percent of the program operating funds to extend the mobility management program through 2019. Staff also submitted an application for the required 20 percent matching funds to MODDC. Additional funding was provided by MODOT and MODDC to extend the Mobility Management program through 2018.
- An application was submitted for program funding through the Inclusive Planning Impact grant program administered by the Transit Planning 4 All grant – TP4A opportunity requesting \$81,350.00. The TP4A grant received fifty-one applications. Only eight projects were selected for funding. MRPC’s project was not selected to receive funding.
- Mobility management staff participated in the Rides to Wellness Notice of Funding Opportunity webinar.
- MRPC submitted a letter of interest to propose a partnership with the Missouri Rural Health Association (MRHA) along with a funding opportunity to lay groundwork for a joint effort to improve access to healthcare not only within the service area of the Meramec Region but in due

course the entire state of Missouri. An agreement was made between MRPC and MRHA to form the partnership.

- An application was submitted for program funding to the Coover Foundation. This proposal was not funded.

2.2: Increase the types of modes (e.g., bus, Para-transit, taxi, volunteer, etc.) included in a simple point of entry system implemented at the local level.

This includes work to develop partnerships with transportation providers and add that information to the system, in addition to using data to work with providers to offer more/new/enhanced transportation services to meet certain demand documented by ridership.

Accomplishments: The work in this area included building relationships with transportation providers.

Partnerships With Transportation Providers: The mobility management staff worked diligently to build the MORIDES referral site. This process included the following specific steps:

- Mobility management staff researched detailed information on existing service and service requirements and over the course of the program period, reached out to 176 public transit providers.
- Staff worked to create and expand relationships with providers across the region and cultivated relationships with the owners of many of the transit companies. As a result, a wide range of providers agreed to work in a joint effort to devise the best laid plan to ultimately provide the most cost-effective transit options available to riders. The MORIDES database recorded 31 different times that transit providers partnered with Mobility Management staff, agreeing to provide transportation services outside of regular routes and schedules.
- Mobility management staff worked to develop participation agreements to encourage providers to participate in MORIDES by providing schedules and working together with the goal of coordinated transportation. The total transit providers that agreed to participate and that offer services in each county in the region is shown on the next page.

Table 6: Public Transit Providers by County

Public Transit Providers on MORIDES	
County	Number of Providers
Crawford	30
Dent	28
Gasconade	32
Maries	27
Osage	21
Phelps	43
Pulaski	32
Washington	19

*Providers may serve more than one county

2.3: Increase the numbers of individuals with disabilities, older adults, children and youth, veterans and persons with limited incomes accessing transportation services within a simplified point of entry coordinated human service system.

This measure will be to increase usage on the MORIDES website and with Mobility Coordinator phone assistance to show objectively an increase in persons seeking transportation that are linked to existing providers for solutions.

Note: Simplified point of access is defined as an easy and single-entry point for customers who are accessing transportation services regardless of the target population, funding agency, transportation provider, or type of transportation service being provided.

Accomplishments: This work included continuing to promote the MORIDES website and to offer assistance to riders in obtaining needed transportation services.

Promoting the MORIDES Website:

- Over the program period, over 680 promotional activities were completed including visits, meetings, and presentations. These activities supported the continued growth of the MORIDES website usage through 2018. It is interesting to note that promotional activities decreased significantly in 2018 but site usage continues to increase. 2015 saw 23,552 visits to the website with the site up and running in June. There were 82,900 visits to the MORIDES site in 2017, 118,664 visits in 2017 and visitors totaled 143,274 in 2018 through October.

Public Transit Rider Assistance:

- Mobility Management staff provided assistance to 711 callers throughout the program period. Of those calling in, 237 received assistance in addition to referrals to transportation providers. 325 callers reported successfully obtaining a ride. 83 callers reported that they found a transportation provider but chose not to ride because the cost of services was too expensive. It is important to note that the reported number of those finding a ride is most likely much lower than the actual number of callers that did find a ride. To collect this data, Mobility Management staff did make follow-up calls to all those referred to transportation providers to see if they were successful in obtaining a ride. Records show that staff was unable to reconnect with 53 callers. In some cases, the callers did call MORIDES back and report on their ability to find a ride.

The following tables further break down significant information about the callers assisted. It is important to note that not all information was collected on all callers, most likely due to an unwillingness to provide information. The data included below is from those riders that did provide the requested information.

Table 7: MRPC-MoRides Calls by Age

Numbers of Callers by Age	
Ages of Callers	Number of Callers
18-21	14
22-30	43
31-40	60
41-50	62
51-60	100
61-70	106
71-80	36
80 and older	40

Table 8: MRPC-MoRides Calls by Income

Income of Callers	
Income	Number of Callers
Less than \$15,000	32
\$15,000 to \$19,999	7
\$19,999 to \$26,999	1

Note: Only 40 callers provided income information.

Table 9: MRPC-MoRides Calls by Disability

Callers With a Stated Disability	
Caller Disability	Number of Callers
Riders with a Disability	271
Blind	9
Developmental	19
Mental Health	25
Physical	90

Table 10: MRPC-MoRides Calls for Accommodations

Callers Requesting Certain Accommodations	
Type of Accommodation	Number of Callers
Wheelchair	35
Lift Needed	30
Walkers	10
Canes	2
Oxygen	1

Goal 3: INCREASED CUSTOMER SATISFACTION

Measure 3: To increase the level of customer satisfaction reported in areas related to the availability, affordability, acceptability, and accessibility of transportation services for people with disabilities, older adults, children and youth, veterans and individuals with lower incomes.

3.1: Increase the percent of people with disabilities, older adults, children and youth, veterans and individuals with lower incomes who feel that transportation services are more available. Using current survey data and studies as a baseline, one or more surveys will be conducted during the project timeframe to determine if the program is affecting public perception on transportation availability.

3.2: Increase the percent of people with disabilities, older adults, children and youth, veterans and individuals with lower incomes who feel that transportation services are more accessible. Using current survey data and studies as a baseline, one or more surveys will be conducted during the project timeframe to determine if the program is affecting public perception on transportation accessibility.

3.3: Increase the percent of people with disabilities, older adults, children and youth, veterans and individuals with lower incomes who feel that transportation services are more affordable. Using current survey data and studies as a baseline, one or more surveys will be conducted during the project timeframe to determine if the program is affecting public perception on transportation affordability.

3.4: Increase the percent of people with disabilities, older adults, children and youth, veterans and individuals with lower incomes who feel that transportation services drivers are more courteous and helpful. This measure will be determined through feedback from ridership during the project period. Staff will collect information from riders including customer service and provide this feedback directly to transportation providers.

Accomplishments: Activities to measure this goal were limited. Surveys were distributed over the course of the program period but focused on public transit need and access to service. A further look was taken into the transportation needs of rural areas within the Meramec Region by selecting two counties (Phelps & Dent) and surveyed 105 people, at four local food pantries, in three different cities. The individuals within the communities attending the food pantries were asked various questions targeted to identify transportation barriers. A wide range of individuals engaged in the survey of all ages, including seniors and people with disabilities who are current or potential users of transportation services.

The key questions included in the surveys asked:

- If they owned a personal vehicle and reliability of vehicles
- Where they lived
- Age Group
- If they had a disability
- If they are a veteran
- If they had a driver's license and can drive
- If they had access to public transportation services
- If they currently used public transportation services
- How often they needed transportation

- What they considered reasonable cost
- What they currently spent on transportation
- If lack of transportation affected opportunities for education or work
- If lack of transportation affected ability to receive adequate healthcare
- If lack of transportation affected ability to shop for needed items

The purpose of these surveys was primarily designed to measure need for expanded or new public transportation services and did not measure customer satisfaction. If the Mobility Management program had been continued past the initial funding period, it is anticipated that customer satisfaction surveys would have been distributed.

The resulting feedback and recommendations were noted for potential transportation improvements in those communities. Service gaps were identified within all communities surveyed. The preliminary results lead to the conclusion that there was a need to address the affordability of transportation for outreaching rural areas. In addition, there is a need to increase current public transportation routes and create new routes in rural areas where a community's current transportation service is lacking.

Other Program Accomplishments

In addition to specific performance measures related to the three primary goals of the Meramec Region Mobility Management program, the following accomplishments were also realized.

- Mobility Management Advisory group formed
- Bylaws developed
- Vision, mission, goals and objectives developed
- Mobility Manager hired
- Mobility Coordinator hired
- 22 Mobility Management Advisory Group meetings convened
- Identified and documented existing transit services and service requirements
- Expanded/created relationships with elected officials, organizations and others
- Expanded/created relationships with transit providers across the region
- Developed participation agreements to encourage providers to participate by providing schedules and to work together with the goal of coordinated transportation
- Developed web-based program for Mobility Management system in partnership with Boonslick Regional Planning Commission (MORIDES) and Mid-Missouri Regional Planning Commission
- Developed a system of outreach to low-income, socially isolated older and/or disabled adults and assisted them in gaining access to needed transportation services
- Increased the number of agencies and funding sources participating in a coordinated human service transportation system and worked with transportation providers to add information to the MORIDES website for public use
- Partnered with providers to add affordable options for riders
- Increased the number of individuals from targeted groups who have a simplified point of access to a coordinated human service transportation system

- Created an overall buy-in on a centralized transportation referral system
- Increased the types of modes included in a simple point of entry system implemented at the local level.
- Increased usage on the MORIDES website and with Mobility Coordinator phone assistance increased persons seeking transportation that are linked to existing providers
- Met with community leaders and organizations to raise awareness and promote Mobility Management
- Sought additional funding sources to work toward sustainability
- Assisted customers unable to access the MORIDES website
- Increased level of customer satisfaction in areas related to availability, affordability, acceptability and accessibility of transportation services for people in targeted populations
- Built regional partnerships to foster future coordination of essential public transit services
- Cultivated multi-agency partnerships to reduce costs through efficient and effective transportation coordination
- Investigated the feasibility and eligibility requirements of volunteer driver programs.
- Developed a travel training program to teach riders and provided information on transportation alternatives
- Developed an informational and outreach program for current transportation services and mobility options through public speaking and media presentations, including developed outreach materials and marketing plan
- Developed relationships with agencies to assist in gathering information on client transportation needs
- Served as a liaison to community leaders, area employers and employment agencies to demonstrate how public transportation enhances economic development
- Researched legalities and evaluated ride scheduling and sharing programs such as Carma Carpooling, Sidecar, Trees for Cars, Zimride, RideScout, Uber, Lyft, Hitch, Red Ride and Rideout scheduling services for use in the region
- Surveyed and communicated with other transportation stakeholder representatives about transportation needs from entities such as human service agencies, local governments, chambers of commerce, regional agencies on aging organizations, community colleges, rural health departments, local workforce investment boards and the general public
- Investigated sustainment funding opportunities to include partnerships with hospitals, rural medical clinics, retirement homes, assisting living facilities, cities and counties in region, local transit providers, chambers of commerce, Senate Bill 40 boards, technical schools, colleges, Missouri Career centers, public service organizations and agencies, major employers commercial and industrial centers, veterans' groups
- Developed Mobility Management Voucher program

Mobility Management Barriers and Lessons Learned

As part of the final program year's work, the Advisory Board participated in a comprehensive review of the Meramec Region's Mobility Management Program. This review included:

- Agreeing on what has been accomplished;
- Defining lessons learned throughout the program year;
- Identifying barriers to the work of mobility management and public transportation in the region; and
- Deciding on what remain to be done in the work of mobility management and public transit in the Meramec Region.

What have We Learned?

- Regional consideration for mobility management efforts is critical – in particular in rural areas.
- Involvement of transit providers and stakeholders in process proved to offer benefits beyond Mobility Management Program design and oversight.
- There is value to consumers in development of and continued improvements to coordinated website.
- Unmet needs exist for additional public transit, available on demand and at a reasonable cost throughout the region.
- Expectations of current client base versus past public transit traditional riders are very different.
 - Flexibility, rider's lack of awareness of negotiation needed in scheduling services.
 - Riders more demanding now – less flexibility.
- Distances people need to travel are farther – increasing need for regional transit options.
- Geographical boundaries for transit providers including city limits, county lines may be an obstacle in providing needed services.

What Barrier or Challenges Were Encountered?

- Some difficulty in developing and managing website among more than one RPC.
- Mobility management staff turnover had some impact on program outcomes.
- Increase in calls for assistance from callers outside of region/statewide as other regional mobility programs decrease services presented difficulty in assisting consumers to services outside of region.
- Barriers due to state and federal regulations for public transit providers made it difficult to establish expanded and new transportation routes.
- Lack of consideration of transportation need when hiring, scheduling medical or other appointments contributes to missed appointments and missed work.
- Lack of coordination between employers/service providers and transit providers in assisting riders to obtain needed transportation services outside of work of mobility management staff/MORIDES.
- Lack of funding to assist riders with cost of service. Voucher program faced difficulty obtaining needed funded to continue.
- Available voucher programs often don't cover a significant amount of the transportation cost.
- Mobility management program developed into referral service that was still in the process of designing a system that quickly and easily linked needs to public transit providers/services.

- Coordination of services was complex and multi-faceted. Much time could be spent assisting one MORIDES caller.
- Inability of transit service providers to adjust routes easily for various reasons.
- Process used to track MORIDES users and data gathered didn't capture all needed information to help assist in identify public transportation needs and gaps in existing services.

Defining Need: What MORIDES Tells Us

The MORIDES-Meramec referral website was activated in October 2015 and through November of 2018 had over **368,000** visitors to the site. Each year, from 2016 to 2018, the site visits have steadily increased every year. These usage numbers indicate that an online referral system meets a public need.

It is unknown how many of the 368,000 plus visits to the site resulted in a visitor successfully connecting to a public transit provider as this was not able to be tracked through website tracking.

Site usage statistics do tell us that visitors to the site did drill down to other pages in the site. Total pages viewed totaled **1,530,863** over the past three years. The site also had over **6,315,700** hits during the program period – which can be loosely defined as the number of clicks that users made on the site.

Over the program period, over **680** promotional activities were completed including visits, meetings, and presentations. These activities supported the continued growth of the MORIDES website usage through 2018. It is interesting to note that promotional activities decreased significantly in 2018 but site usage continues to increase. 2015 saw **23,552** visits to the website with the site up and running in June. There were **82,900** visits to the MORIDES site in 2017, **118,664** visits in 2017 and visitors totaled **143,274** in 2018 through October.

Over the course of the three years, Meramec Region's mobility management staff have received over **700** calls for additional assistance in using the MORIDES site or obtaining addition information and help in obtaining needed public transportation.

Of the **700** plus callers assisted, **321** were referred to a specific transportation provider and 181 were referred to multiple transportation providers.

Based on the caller tracking data available, **237** callers were provided additional assistance in addition to simply providing a referral.

For many of these **237** callers, mobility management staff contacted transportation providers – in some cases multiple providers to obtain pricing and get information on ride availability. Several callers also received information and resources on possible programs that may help cover the cost of the public transportation services.

MORIDES data included documentation of **31** specific instances that Mobility Management staff were able to successfully work with public transit providers across the region to provide callers with rides outside of regular routes/days/schedules. Public transit providers were willing to partner with others and help problem solve to make needed trips happen. It is believed that these rides would not have happened without the involvement of the mobility management staff.

Over the course of the mobility management program period, **325** callers reported successfully obtaining a ride.

83 callers reported that they found a transportation provider but chose not to ride because the cost of services was too expensive.

Mobility management staff found it difficult in some cases to collect all of the information from callers for program tracking due to having to depend on callers making a return call to report back to MORIDES and reported difficulty in successfully connecting with those callers that did not call back in. This impacted the data collected in all areas, the numbers are lower and, in some areas, much lower than the actual numbers. For example – the reported number of those finding a ride is most likely much lower than the actual number of callers that did find a ride as this information had to be collected from the caller by either them calling back to report on or staff reaching out to them. Records show that staff was unable to reconnect with many callers.

Assistance offered to callers by county varied with the most callers from Phelps County, followed by Pulaski County and the least number of callers from Osage County. It is believed that factors including population, need and existing transit service impacted the number of calls received for each county.

For example, Phelps and Pulaski counties have the largest populations of all counties in the region and Maries and Osage counties are the lowest populated counties. Gasconade County has more public transit resource coverage than the other seven counties in the region and the lower number of calls reflect that the residents of this county have a greater awareness of the resources available. See Table 3 on page 27.

As a result of the outreach and education activities, agencies, organizations and community leaders participated in promoting the MORIDES website and referring people to the site. According to MORIDES data collected for the program period, 454 callers reported that they were referred to MORIDES by a group or agency. See Table 4 on page 28.

Mobility Management staff worked to develop participation agreements to encourage providers to participate in MORIDES by providing schedules and working together with the goal of coordinated transportation. Multiple providers were available in every county, ranging from 19 providers in Washington County to 43 providers in Phelps County. See Table 6 on page 33.

Over the course of the program year, Mobility Management staff referred callers to multiple public transit providers. A total of 830 referrals were made and are identified in Table 11 on the next page by type of provider. The providers in each type that received the most referrals and are also included.

Table 11: Referrals to Providers

MORIDES CALLERS REFERRED TO PUBLIC TRANSIT PROVIDERS	
Public Transit Provider	Number of Referrals
Financial Assistance Organizations/Charity	58
Central Missouri Area Agency on Aging	42
Public Transit Not-for-Profit Providers	363
Ability Express	48
Licking Bridge Builders	40
OATS Transit	82
Southwest Missouri Transportation Service	122
Public Transit For-Profit Providers	258
Gray Transportation	40
Monarch Transportation	33
Quality Cab	32
Next Generation Taxi	39
Public Transit Healthcare/Hospital Providers	151
Disabled American Veterans	19
Logisticare	84
Phelps County Regional Medical Center	44
Total Referrals	968

The following primary needs were identified from comments provided by callers for each county in the Meramec Region.

- Crawford County: Difficulty getting transportation for people needing a ride to health care facilities in St. Louis and Columbia.
- Dent County: Difficulty in finding transportation services that can cross county lines – especially to Rolla. Private options are very limited.
- Maries County: Very limited transit services, both public and private.
- Osage County: Limited public transit services, and private transit providers are very limited.
- Phelps County: Private options do exist for Rolla but limited in other areas of county. Costs for out-of-county transportation are high.
- Pulaski County: Private options do exist in St. Robert/Waynesville but limited in other areas of the county.
- Washington County: Additional transportation services are needed for veterans. Very limited private options available in the county.

472 of the callers that received rides were picked up at their home, **32** were picked up at health care provider, and **21** reported being picked up at other locations including, church, social service agencies and retail locations.

The end destination of callers was primarily related to health care, followed by social service organizations, retail/services, and mental health/treatment facilities.

Table 12: End Destination

END DESTINATION OF CALLERS	
End Destination	Number of Callers
Airport	5
County Offices	12
Healthcare	290
In-Region Facilities	188
Out-of-Region Facilities	104
Home	18
Mental Health/Treatment Facilities	26
Retail/Services	29
Sheltered Workshop	4
Social Service Organizations	34
Universities/Schools	7
Work/Employment	19

The following tables further break down significant information about the callers assisted. It is important to note that not all information was collected on all callers, most likely due to an unwillingness to provide information. The data included below is from those riders that did provide the requested information.

Table 13: Reason for Trip

REASON FOR TRIP	
Reason	Number of Callers
Court	10
Errands	31
Health/Medical/Mental Health	320
Other	53

Callers were asked if they had insurance and the type of insurance. The majority of callers that answered this question reported having Medicaid, followed by private insurance and Medicare. The table below provides a breakdown.

Table 14: Insurance Usage

INSURANCE USED FOR TRIP	
Type of Insurance	Number of Callers
Medicaid	293
Medicare	103
Private Insurance	153
Tricare	11
VA	13
No Insurance	83

MORIDES staff asked the caller what funding source they planned to use for the needed transportation service. Primarily callers reported that they would pay for the trip themselves, followed by Medicaid/Logisticare.

Table 15: Source of Payment

FUNDING SOURCE USED FOR TRIP	
Source	Number of Callers
Charity	23
County Programs	4
Logisticare	47
Medicaid	32
Self	424
Tricare	6
VA/DAV	16

What is Left to Be Done: Opportunities for Public Transit in the Meramec Region

The Meramec Region's needs and strategies identified through the Meramec Region's 2018 Public Transit Plan represent a comprehensive list of the region's most pressing needs and also opportunities for public transit. In addition, the work of mobility management over the program funding period created awareness of opportunities that exist to work to meet the public transit needs of the residents of the Meramec Region.

Mobility management staff led the Meramec Region's Mobility Management Advisory Group through a comprehensive review of the state of public transit in the region, performing an analysis of the Mobility Management program activities. This review included evaluating what was accomplished, what lessons were learned, what barriers and/or challenges were faced and finally to identify work that remains to be done.

The Advisory Group identified the following opportunities for future consideration as the region works together to provide the best public transit services to the people that live in the Meramec Region.

- Hold meetings to improve education and awareness of transit availability in communities.
- Investigate and maintain Mobility Management and TDM (Transit Demand Management)
- Maintain, improve and continue MORIDES referral website
- Investigate web-based scheduling system and linking agencies providing similar services
- Create a central location for customer information
- Utilize more on-demand services (Uber, Lyft, taxis, etc.)
- When funding allows, expand evening and weekend services
- Pinpoint specific times outside of the traditional 9-5 and work on designated routes
- Conduct deviated fixed route feasibility studies to find most needed routes throughout the region
- Work toward a state initiative to get dedicated funding for transit funds – there is not enough funding for recreation activities with OATS transportation – medical trips come first.
- Investigate coordination with private funders/businesses for evening activities or shopping trips.
- Encourage employers to offer employees incentives to van-pool/car-pool.
- Encourage private partnerships to create transit systems such as Owensville Transit or Hermann Express.
- Maintain mobility managers for more coordinated approach.
- Work on feeder routes to get people to a pick-up/drop-off location
- Partner with retailers or large employers to provide transit to employees as well as shoppers.
- Work on carpooling efforts for all companies
- Identify cab companies and medical transit providers who are interested in contracting to fill gaps in scheduled transit services.
- Establish transit routes based on high need population
- Continue to build regional partnerships to promote future coordination of essential public transportation services.
- Development and distribution of information that explains how to utilize available resources in meeting diverse travel needs
- Vet-to-vet transportation service
- Replication of Hermann Express/Owensville Transit model in other areas

- HealthTran possible consideration for areas within region
- Rideshare programs possible consideration for employment/economic development
- Coordinate with leaders around the region to partner with local churches to use their buses, vans and pool of volunteers
- Complete a study in partnership with OATS Transit and SMTS to look at route capacity and identify opportunities to adjust and redirect routes.
- Investigate a partnership between Job Centers and transportation providers to use WIOA funds to meet Job Center's clients' transportation needs.
- Investigate a partnership between SB40 Boards and transportation providers to assist clients with needed transportation so they can transition out of vocational rehab programming and into more competitive wage environments.
- Investigate a partnership between MERS Goodwill and transportation providers to provide transportation to clients until they receive their first paycheck.
- Investigate possible opportunities to partner with Choice for People, Inc. in Rolla, working with their staff drivers to meet some of the unmet needs in the Rolla area.

New Resources Created

Through the Mobility Management Advisory Committee several new resources for service providers and riders were created including:

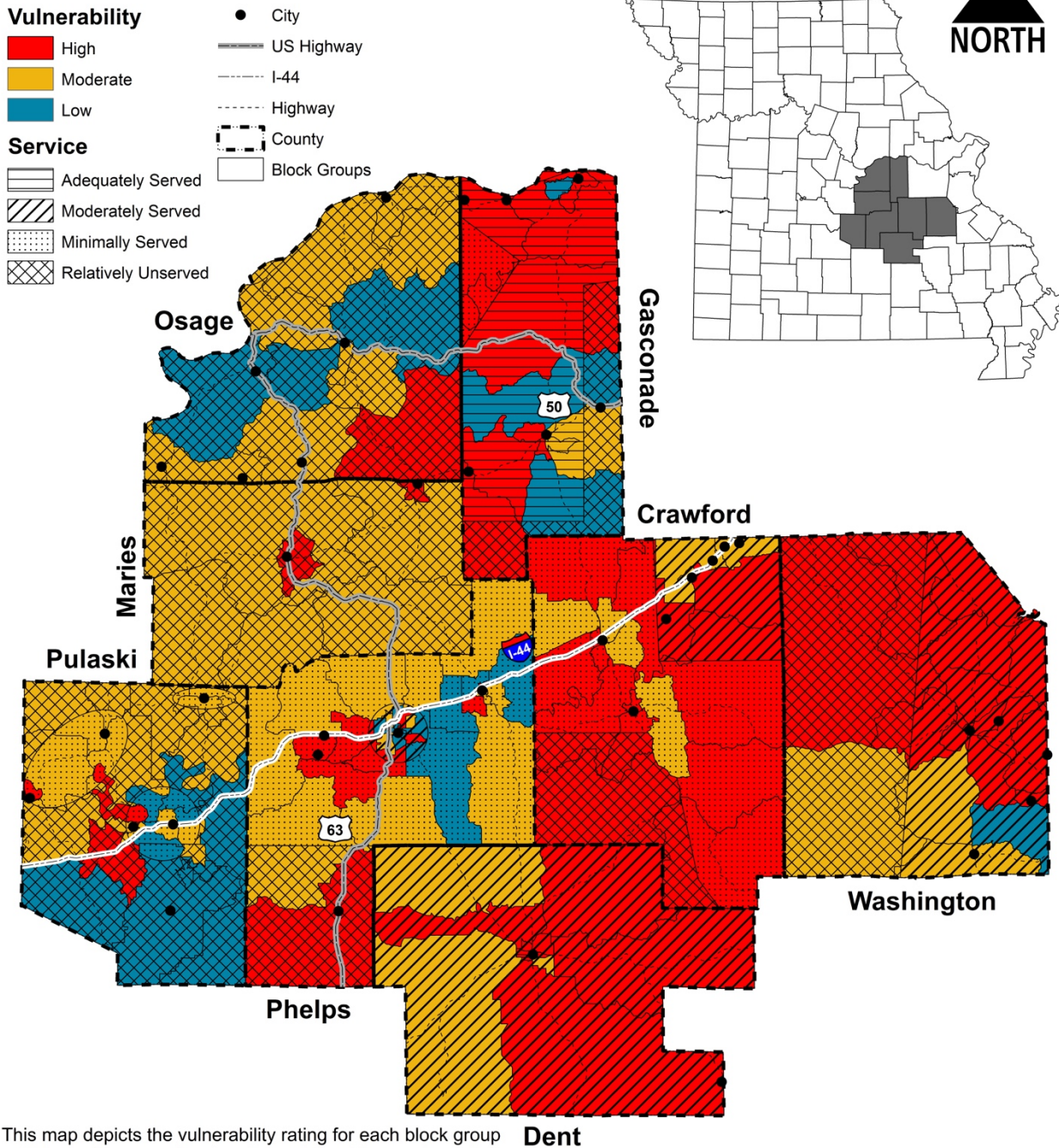
- A six-and-a-half-minute Rider 101 informational video on how to schedule rides, the information required before calling for a ride, and the dos and don'ts of riding public transit. The video was created for the purpose of client informational training or to play in waiting rooms for those individuals who struggle with transportation to and from appointments;
- A sizeable poster to be displayed in waiting rooms, reception areas, etc. informing potential transportation riders that the organization has the toolkit information to provide; and
- Eight county toolkits that include lists of transportation providers servicing their area and promotional/informational materials from those transportation providers.

Resources available electronically at www.meramecregion.org/mrpc-programs-and-services/mobility-management.

Appendices

Transit Assessment Regional Map and County Maps

Meramec Region Public Transit Service Assessment



This map depicts the vulnerability rating for each block group within the Meramec Region along with public transit service ratings. Vulnerabilities analyzed include percent of households with one or more residents with a disability, elderly as a percent of total population, poverty as a percent of total population, percent of unemployed population 16 and over, and percent of households with no vehicle available. ACS 2011-2015 5-Year Estimates were obtained from www.census.gov. County, city, and infrastructure data was obtained from msdis.missouri.edu.

MRPC

0 5 10 20 30 40 Miles

Crawford County Public Transit Service Assessment

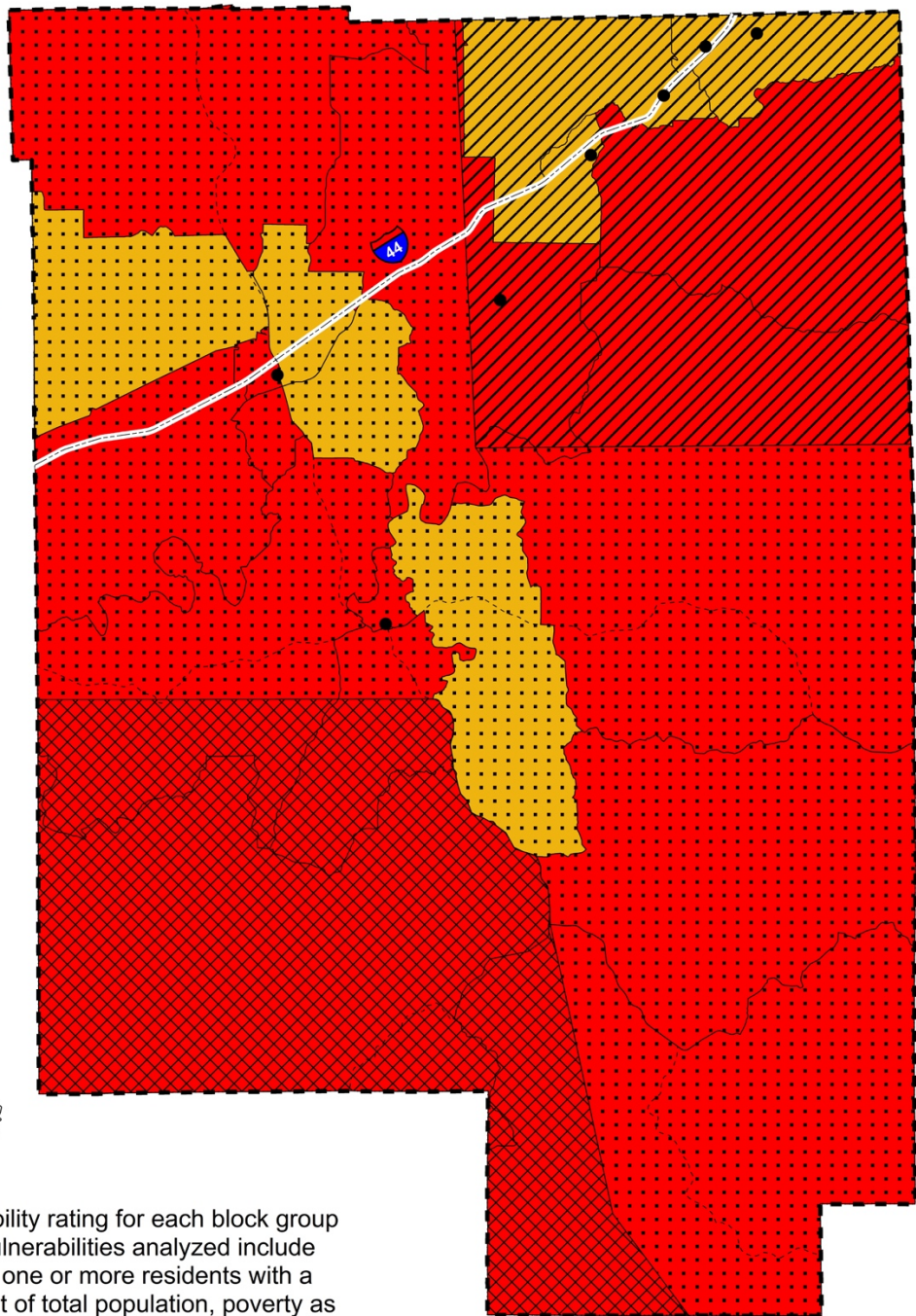


Vulnerability

- High
- Moderate

Service

- Moderately Served
- Minimally Served
- Relatively Unserved
- City
- I-44
- Highway
- Crawford County
- Block Group



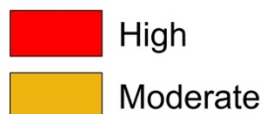
This map depicts the vulnerability rating for each block group within Crawford County. Vulnerabilities analyzed include percent of households with one or more residents with a disability, elderly as a percent of total population, poverty as a percent of total population, percent of unemployed population 16 and over, and percent of households with no vehicle available. Additionally, the map depicts public transit service coverage by category. ACS 2011-2015 5-Year Estimates were obtained from www.census.gov. County, city, and infrastructure data was obtained from msdis.missouri.edu.

MRPC

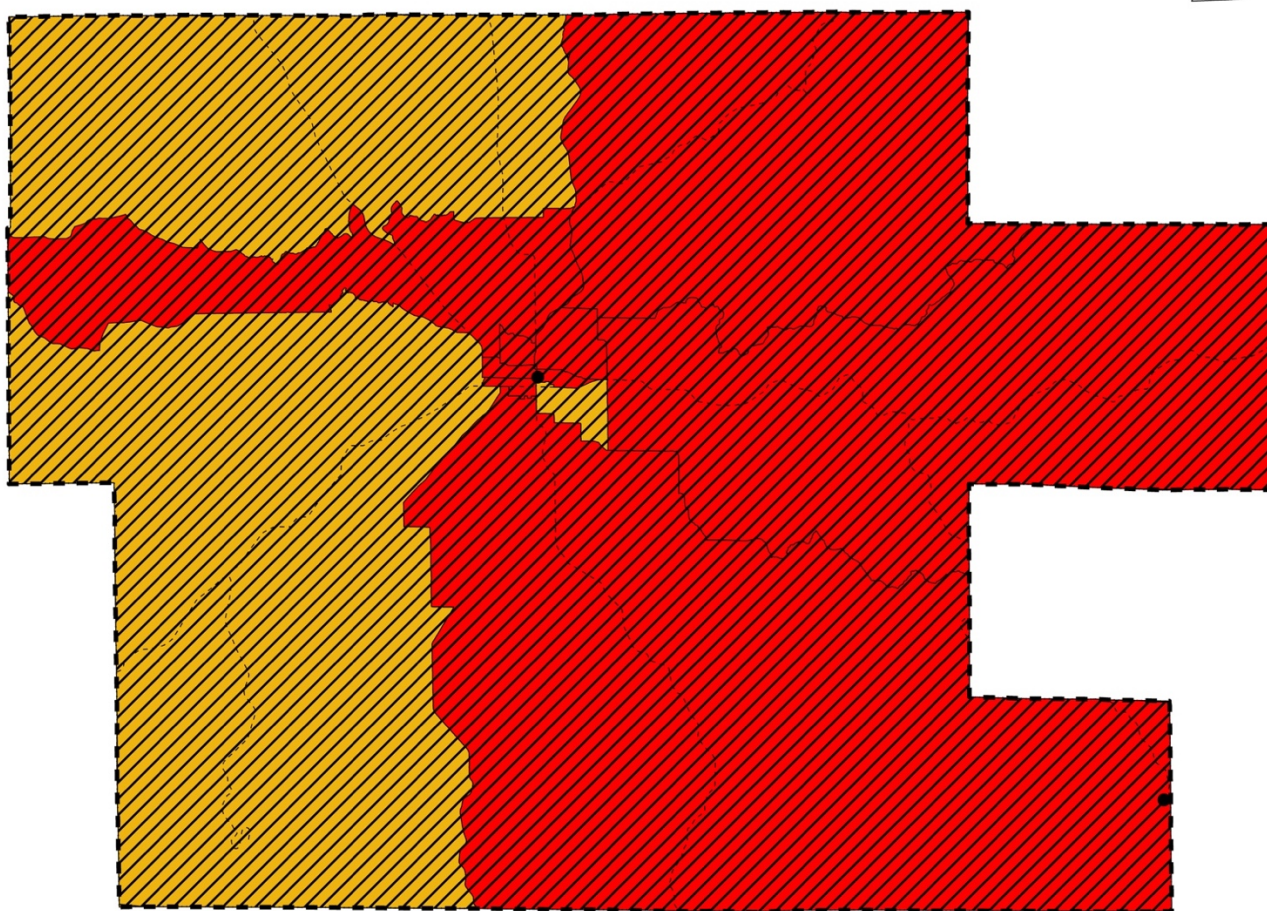
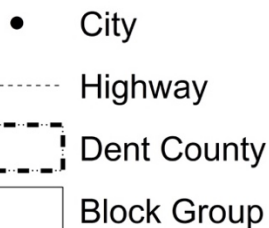
0 1.75 3.5 7 10.5 14 Miles

Dent County Public Transit Service Assessment

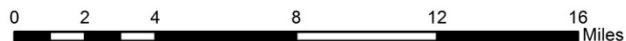
Vulnerability



Service



This map depicts the vulnerability rating for each block group within Dent County. Vulnerabilities analyzed include percent of households with one or more residents with a disability, elderly as a percent of total population, poverty as a percent of total population, percent of unemployed population 16 and over, and percent of households with no vehicle available. Additionally, the map depicts public transit service coverage by category. ACS 2011-2015 5-Year Estimates were obtained from www.census.gov. County, city, and infrastructure data was obtained from msdis.missouri.edu.



Gasconade County Public Transit Service Assessment

Vulnerability

High

Moderate

Low

• City

US Highway

Highway

Gasconade County

Block Group

Service

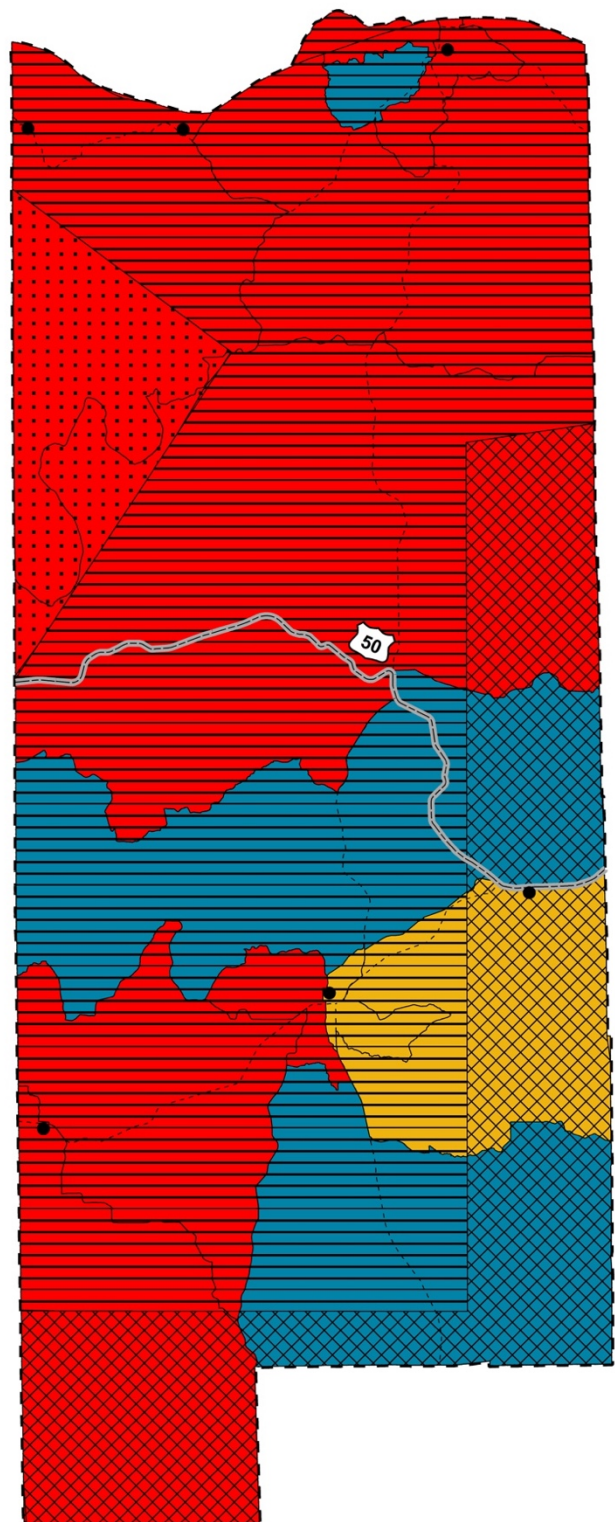
Adequately Served

Minimally Served

Relatively Unserved



This map depicts the vulnerability rating for each block group within Gasconade County. Vulnerabilities analyzed include percent of households with one or more residents with a disability, elderly as a percent of total population, poverty as a percent of total population, percent of unemployed population 16 and over, and percent of households with no vehicle available. Additionally, the map depicts public transit service coverage by category. ACS 2011-2015 5-Year Estimates were obtained from www.census.gov. County, city, and infrastructure data was obtained from msdis.missouri.edu.



MRPC

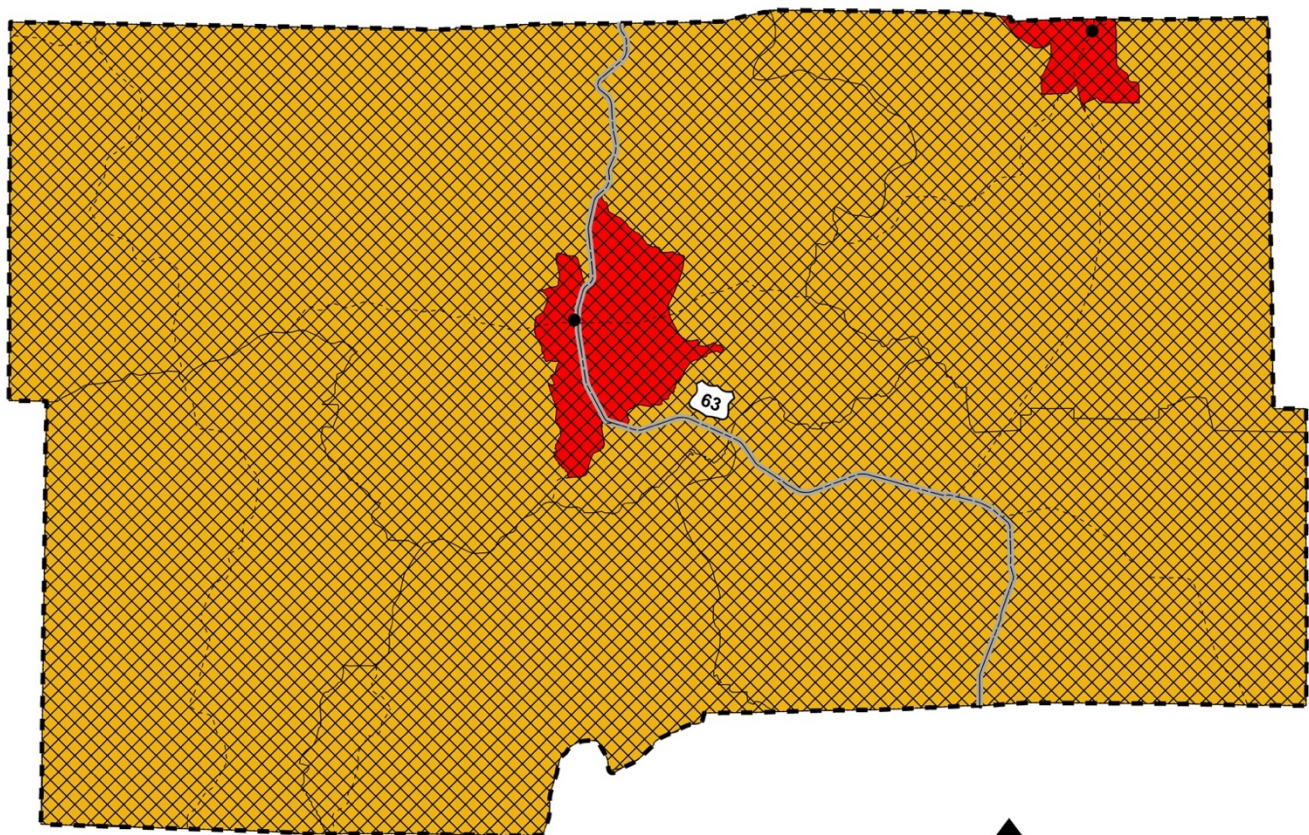
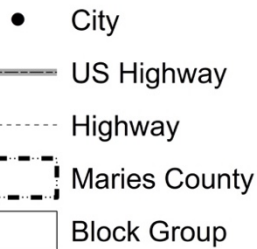
0 1.75 3.5 7 10.5 14 Miles

Maries County Public Transit Service Assessment

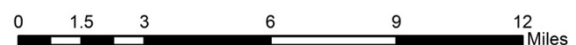
Vulnerability



Service



This map depicts the vulnerability rating for each block group within Maries County. Vulnerabilities analyzed include percent of households with one or more residents with a disability, elderly as a percent of total population, poverty as a percent of total population, percent of unemployed population 16 and over, and percent of households with no vehicle available. Additionally, the map depicts public transit service coverage by category. ACS 2011-2015 5-Year Estimates were obtained from www.census.gov. County, city, and infrastructure data was obtained from msdis.missouri.edu.



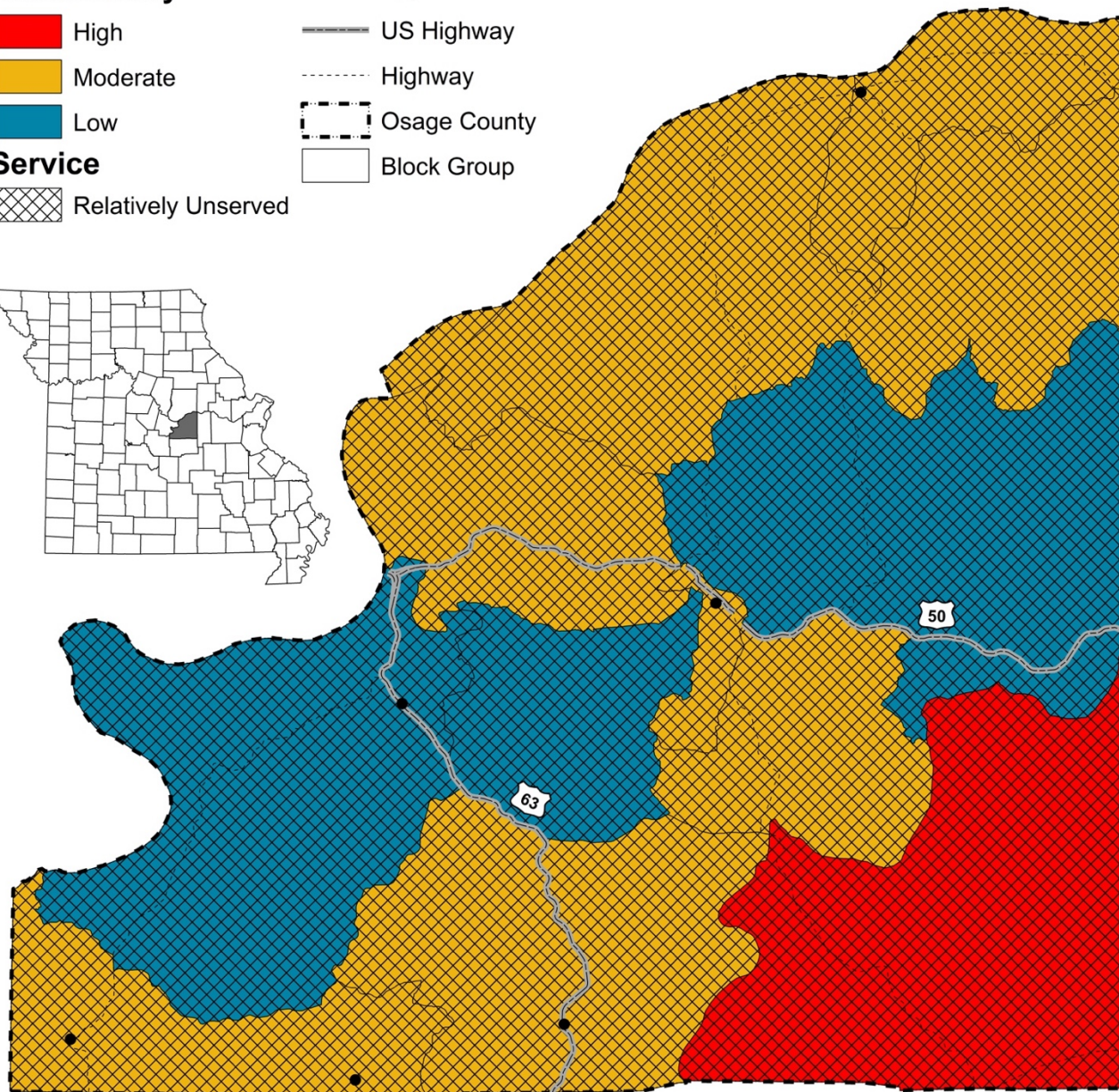
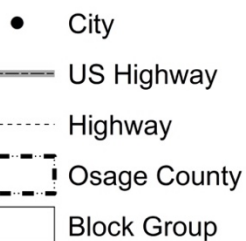
Osage County Public Transit Service Assessment



Vulnerability

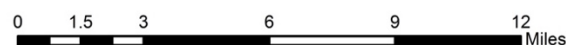


Service



This map depicts the vulnerability rating for each block group within Osage County. Vulnerabilities analyzed include percent of households with one or more residents with a disability, elderly as a percent of total population, poverty as a percent of total population, percent of unemployed population 16 and over, and percent of households with no vehicle available. Additionally, the map depicts public transit service coverage by category. ACS 2011-2015 5-Year Estimates were obtained from www.census.gov. County, city, and infrastructure data was obtained from msdis.missouri.edu.

MRPC

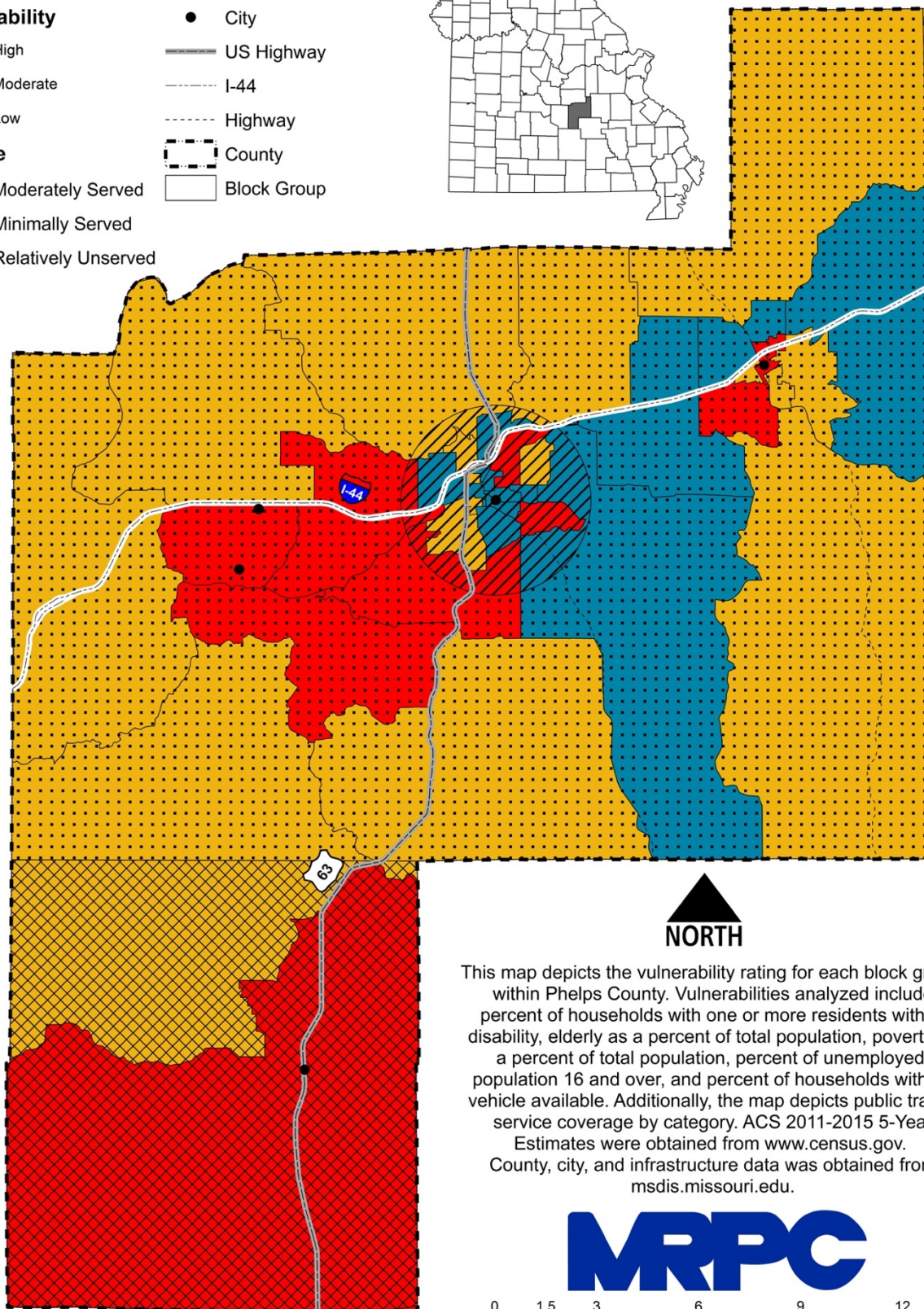
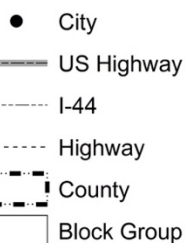
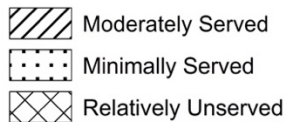


Phelps County Public Transit Service Assessment

Vulnerability



Service



This map depicts the vulnerability rating for each block group within Phelps County. Vulnerabilities analyzed include percent of households with one or more residents with a disability, elderly as a percent of total population, poverty as a percent of total population, percent of unemployed population 16 and over, and percent of households with no vehicle available. Additionally, the map depicts public transit service coverage by category. ACS 2011-2015 5-Year Estimates were obtained from www.census.gov. County, city, and infrastructure data was obtained from msdis.missouri.edu.

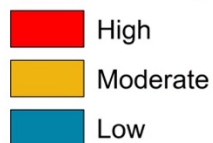
MRPC



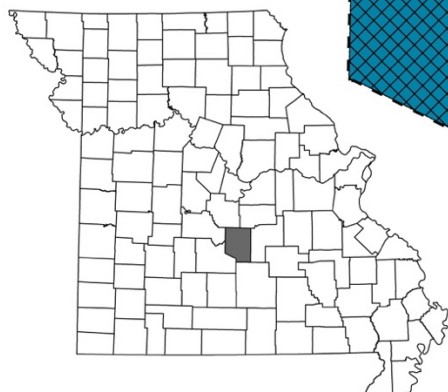
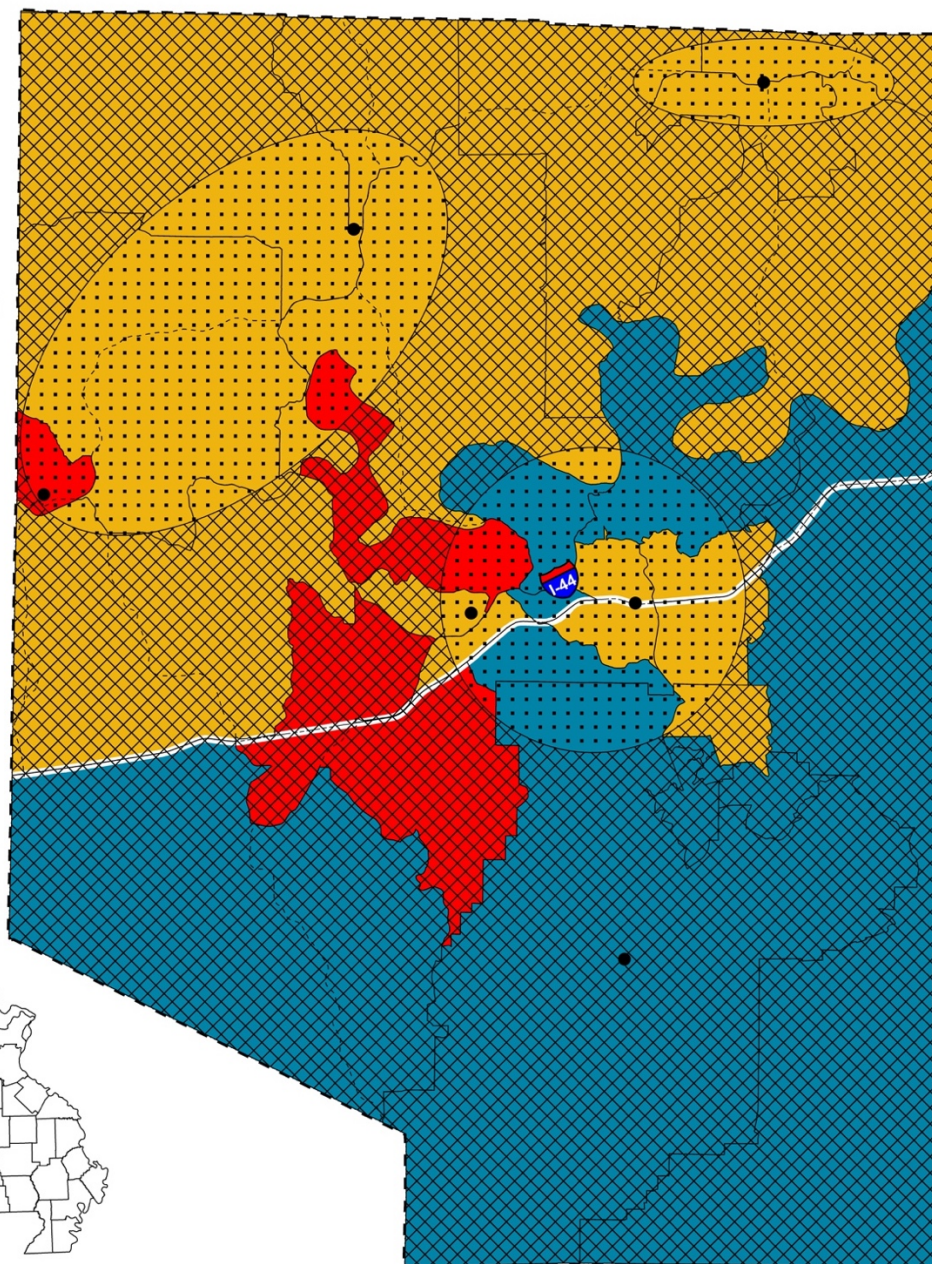
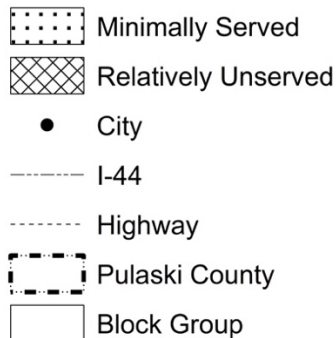
Pulaski County Public Transit Service Assessment



Vulnerability

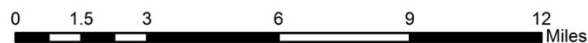


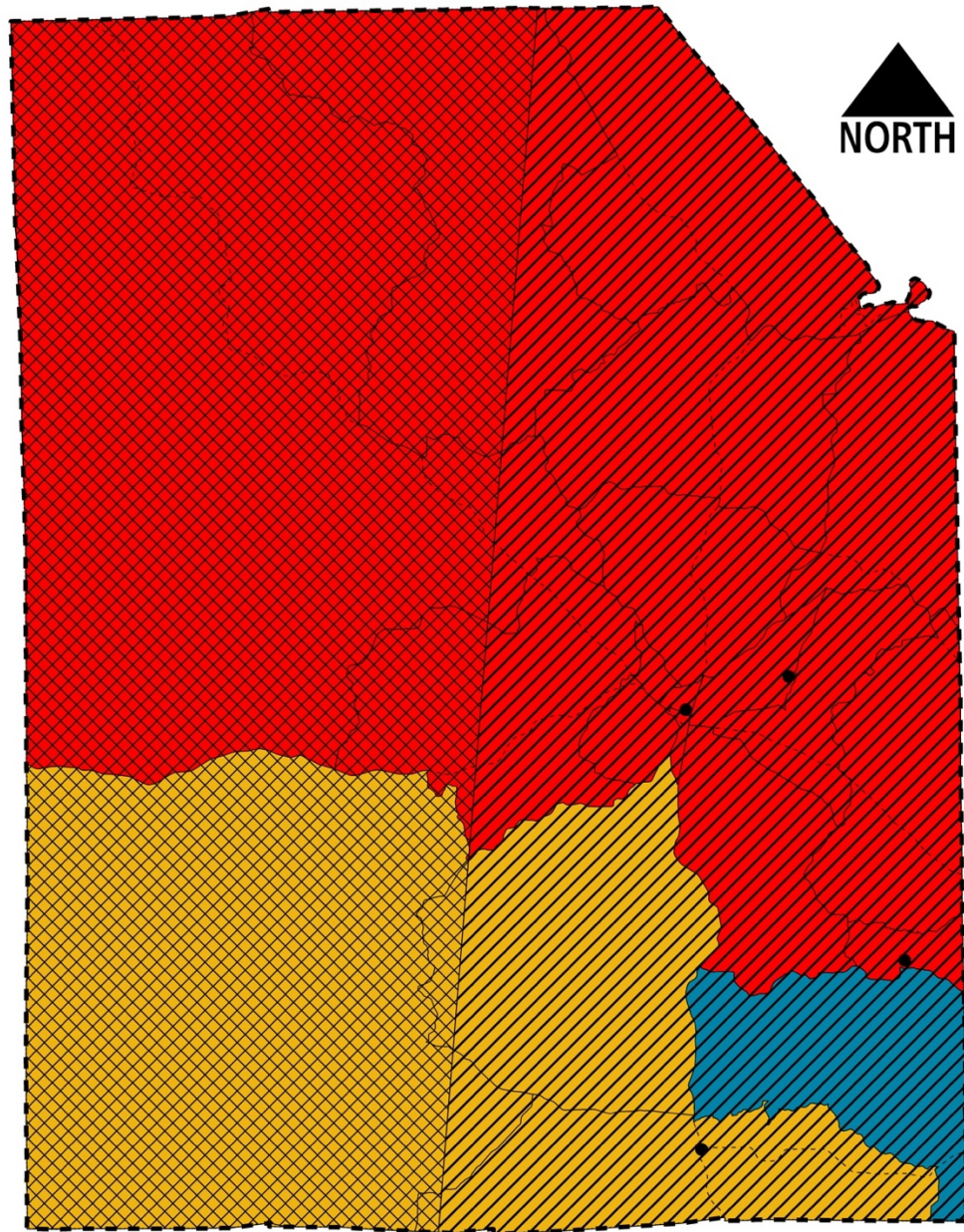
Service



This map depicts the vulnerability rating for each block group within Pulaski County. Vulnerabilities analyzed include percent of households with one or more residents with a disability, elderly as a percent of total population, poverty as a percent of total population, percent of unemployed population 16 and over, and percent of households with no vehicle available. Additionally, the map depicts public transit service coverage by category. ACS 2011-2015 5-Year Estimates were obtained from www.census.gov. County, city, and infrastructure data was obtained from msdis.missouri.edu.

MRPC



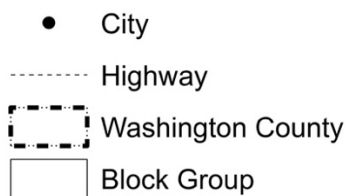
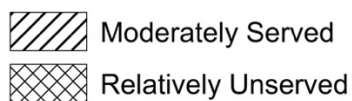


Washington County Public Transit Service Assessment

Vulnerability



Service



This map depicts the vulnerability rating for each block group within Washington County. Vulnerabilities analyzed include percent of households with one or more residents with a disability, elderly as a percent of total population, poverty as a percent of total population, percent of unemployed population 16 and over, and percent of households with no vehicle available. Additionally, the map depicts public transit service coverage by category. ACS 2011-2015 5-Year Estimates were obtained from www.census.gov. County, city, and infrastructure data was obtained from msdis.missouri.edu.

MRPC



**Meramec Region
Mobility Management
2018 Closedout
Workplan**

PROGRAM UPDATE

Workplan SUMMARY

- MORIDES Website Maintenance and Callin Support
- Public Transit Roadmaps
- Public Transportation Tools
- Gap Analysis/Evaluating the Collected Data
- Project Reports/Policy and Program Development Tool

PROGRESS

MORIDES

Site Maintenance

- Website Review and Update
- Work Remaining to be Done
- Possible Future Project

Staffing the Calls

- MRPC Staff Support
- Partnership with Boonslick

PROGRESS

Public Transit Roadmaps

Data Gathering and Roadmap Design

- Questionnaire Completed
- Interviews Held/Scheduled
 - Caltrans County Lane Area Public Transit
 - Interviews (in progress)
 - Overviews (in progress)
- Interviews to Be Scheduled
 - SATIS/But Area Transit Services
 - Long Bridge Ridership Survey on Board
 - Caltrans Folsom County Transportation Council meeting in future

To Be Completed

- Creating Roadmaps
- Determining Distribution Plan and Sharing Roadmaps

PUBLIC TRANSIT ROADMAP ROADMAP CONTENT

- The Discovery:** Description of need and the process of developing need. What groups were involved in working for change?
- The Challenge:** What conditions were the most urgent? The service providers, being involved or engaged? What did it and how much it involved to develop the need? A detailed description of the service providers' service area and the ridership.
- The Journey:** Share the steps before providers and others to work the program including other providers and service area providers.
- The Solution:** Detailed description of the program's solution to include:
 - Structure
 - Goals, priorities
 - Outcomes (short, long-term, sustainability)
 - Key Resources/Funding
 - Marketing and Promotion
- The Launch:** Share how the program was implemented and include a timeline. Also include details to implementation and problems that arose and how they were resolved.
- Fixed Effects & Evaluation:** Share development schedule, challenges faced including opposition and solutions.
- The Results:** Share the results as possible. Include data and local numbers if available. Include a timeline of results.
- The Future:** Discuss future opportunities, challenges, opportunities and needs.
- Appendix:** Public Transit Ridership Statistics by Provider
 - Public Transit
 - County Transit
 - County Transit Area Transit Services
 - Long Bridge Ridership
 - Long Bridge Ridership
 - Long Bridge Ridership

Interview Questions

Interview Questions for Public Transit Roadmap

- What are the most significant challenges to the development of the Public Transit Roadmap? What are the most significant challenges to the development of the Public Transit Roadmap?
- What are the most significant challenges to the development of the Public Transit Roadmap? What are the most significant challenges to the development of the Public Transit Roadmap?


[Interview Questions.pdf](#)

PROGRESS

Public Transit Toolkits

Toolkit Design	To Be Completed
<ul style="list-style-type: none"> Toolkit Draft Design Completed for Phelps and Gasconade Counties Intake Form Samples: Should there be more? Updating of Providers 	<ul style="list-style-type: none"> How to Ride Video (if budget allows) Create for all MRPC Counties Gather Additional Intake Sample Forms if Necessary Determine How to Distribute and Get Distributed


Draft Toolkit Gasconade County



PUBLIC TRANSIT TOOLKIT FOR RIDERS

Draft Public Transit Toolkit Gasconade County.pdf

Draft Toolkit Phelps County



PUBLIC TRANSIT TOOLKIT FOR RIDERS

Draft Public Transit Toolkit Phelps County.pdf

PROGRESS

GAP Analysis: Evaluating the Collected Data

Work of Gap Analysis

- 2018 MRPC Public Transit Plan
- Defining the Region's Transportation Disadvantaged Population
- Defining Level of Service
- Creating a Visual Representation of Public Transit Service

Work to Be Completed

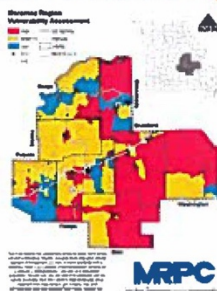
- Meet with DATS and SMTS to Review Draft Service Assessments and Revise as Necessary
- Complete and Present Service Assessments to MMAG Board at Dec 2018 Meeting

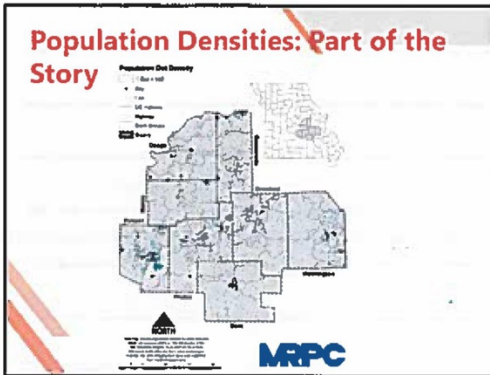
Transportation Vulnerable Populations

Transportation Vulnerable Populations: To Simply Demonstrate Need

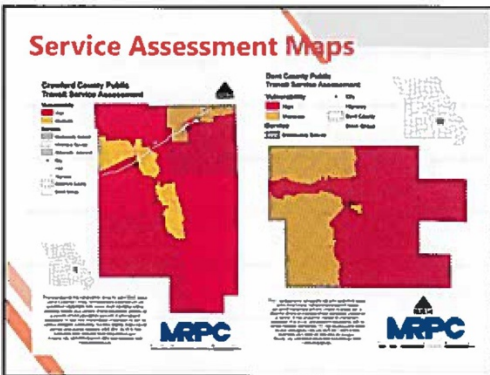
Population Category	Vulnerability Rating by Percentage of Total Population		
	Low	Moderate	High
Elderly	0% to 12%	13% to 25%	26% to 38%
Disabled	0% to 23%	24% to 42%	43% to 70%
Poverty	0% to 14%	15% to 34%	35% to 94%
Unemployed	under 4%	5% to 10%	11 to 25%
No Vehicle	Less than 1%	2% to 4%	5% to 10%

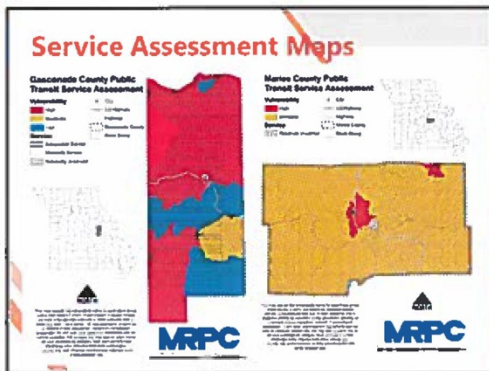
Region's Vulnerable Populations

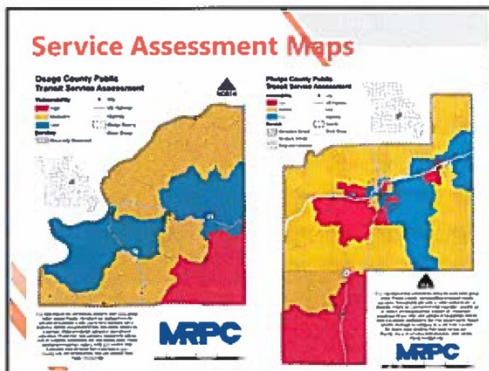


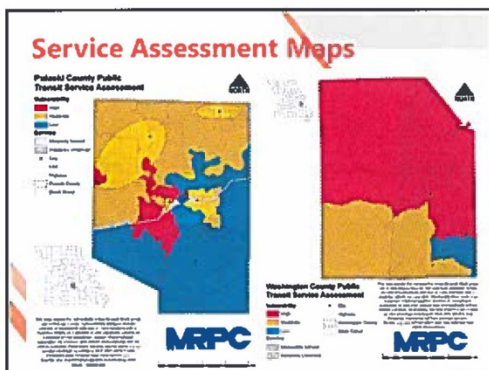












PROGRESS

Final Report: Policy and Program Development Tool

Report Work Progress

- Report Content Determined
- Data Gathered
- Beginning to Evaluate MORDES Data
- Incorporating 2016 Public Transit Plan
- Incorporating Gap Analysis

Work to Be Completed

- Complete MORDES Data Evaluation
- Incorporate Input From MMAG on Program Evaluation
- Complete Needs, Strategies and Opportunities for Public Transit in the Region
- Present Final Draft at Dec. 11 MMAG Meeting

Program Report Outline

Public Transit Contribution to the Vancouver Region

Introduction

1.1 Background and Context

1.2 Purpose and Scope

1.3 Methodology

1.4 Data Sources

1.5 Limitations

2.0 Findings

2.1 Overview of Findings

2.2 Detailed Findings

2.3 Summary of Findings

3.0 Conclusions and Recommendations

3.1 Summary of Conclusions

3.2 Recommendations

3.3 Implementation Strategy

3.4 Monitoring and Evaluation

3.5 Final Summary

What is Left to Be Done?

In the work of Mobility Management, what remains undone? What ongoing needs do we have?

7 Key Program Needs and Strategies

1. Increase public transit usage

2. Improve public transit service

3. Increase public transit funding

4. Increase public transit safety

5. Increase public transit accessibility

6. Increase public transit sustainability

7. Increase public transit equity
