



# 10.0 Strategies and Actions

## **IMPLEMENTATION PLAN**

Based on discussions of the Tulsa Area gaps and needs presented in chapter 5.0, the Advisory Group developed strategies and solutions to address the region's transportation problems and prioritized these strategies for implementation of the Coordinated Public-Transit and Human Service Transportation Plan.

The strategies and solutions address the needs of a growing population of elders, low-income and people with disabilities. Nearly all new programs recommended are low-cost, non-traditional services to be implemented with new or additional state funding, New Freedom and JARC funding.

The plan endorses the creation of an ongoing planning committee, the Advisory Committee on Transportation Coordination – ACTC, which promotes adequate funding, inter-organization coordination, and oversees the implementation of all the recommendations presented in the Coordinated Public-Transit Human Services Transportation Plan.

## GOAL 1: SAFETY AND ACCESSIBILITY

| Strategy   | Estimated Cost  | Responsible Party                       | Level of Priority |
|--|---|---|-------------------|
| Incorporate FHWA guidelines for new streets and highways that are accessible for aging and disabled populations  | \$0   | INCOG / ACTC                            | High              |
| Develop and implement Pedestrian Master Plan to assess sidewalks, safe routes to transit, and elimination of barriers  | \$100,000   | INCOG                                   | High              |
| Improve facilities and amenities at regional stops and transfer stations   | \$80,000 for capital costs<br>\$50,000 annual maintenance costs | MTTA                                    | High              |
| Increase transit service area to include regional medical facilities, employment centers, and social activities  | undetermined  | Mobility Management Center (MMC) / MTTA | High              |
| Encourage provision of Travel Hosts to assist people making transfers, persons with disabilities, users needing door-to-door service, visitors, or those with other transit concerns | \$31,158 annual   | MMC                                     | Medium            |
| Implement policies and programs that address safety concerns at bus stops, transfer stations, and on-board, especially at night  | \$0   | MMC / INCOG                             | Medium            |
| Create and implement an emergency/disaster plan and an inclement weather plan that address the need of those without personal transportation   | \$0   | Coordination with CERT / ACTC           | Medium            |



**GOAL 2: MOBILITY**

| Strategy   | Estimated Cost  | Responsible Party | Level of Priority |
|--|---|-------------------|-------------------|
| Increase transit frequency to allow users to make health care and other appointments, look for employment, and chain trips for both paratransit and fixed route service  | \$40 per hour per bus   | MMC / MTTA        | High              |
| Provide transit service on holidays and Sundays  | \$40 per hour per bus   | MMC / MTTA        | High              |
| Extend transit service to evenings   | \$40 per hour per bus   | MMC / MTTA        | High              |
| Increase service area to connect neighboring communities outside Tulsa Metro Area  | \$180,000 to \$300,000 operating only depending on service levels | MMC / MTTA        | High              |
| Establish Authority to oversee implementation and ongoing operations of Mobility Management Center   | \$0   | ACTC / INCOG      | Medium            |
| <p>Develop a Mobility Management Center - one scheduling and dispatching center for all trips</p> <ul style="list-style-type: none"> <li>• Community based van program (give accessible vans to non-profit organization for their use if they also transport elders/disabled) estimated \$55,000 per van</li> <li>• Integrate providers to increase sharing of vehicles, drivers, passengers</li> <li>• Joint Service Planning: reduce overlapping, fill in underserved gaps</li> <li>• Coordinate with private sector: joint scheduling and sharing of vehicles</li> <li>• On-line ride reservation system and companion call-in center</li> <li>• Assist users to plan trips with multiple stops and chain trips</li> <li>• Projects that utilize technology to share ride demand data between agencies and nonprofits while maintaining rider privacy</li> <li>• Allow coordinated trip scheduling and billing among and between school districts, transit agencies, and human service agencies</li> <li>• Utilize technology to connect providers to transportation system dispatch</li> <li>• Hire drivers to be shared among providers</li> <li>• Help small transportation providers with developing quality programs</li> <li>• Provide training classes or expand existing programs for new and existing operators, staff, and travel hosts including sensitivity for affected populations</li> <li>• Simplify the ability for riders to use multiple systems (such as universal pass/smart card), instead of using different vehicles for different purposes</li> <li>• Allow bulk purchase of vehicles and equipment</li> <li>• Provide maintenance for all vehicles in pool</li> </ul> | \$750,000 annually for wages, benefits and operating costs        | ACTC / INCOG/MMC  | Medium            |
| Increase human service agencies capacity for scheduled services  |   | MMC               | Low               |

**GOAL 3: AWARENESS**

| <b>Strategy</b>   | <b>Estimated Cost</b>          | <b>Responsible Party</b> | <b>Level of Priority</b> |
|---|--------------------------------|--------------------------|--------------------------|
| Educate transit providers and human service agencies about the benefits of coordination   | \$ staff time                  | MMC                      | High                     |
| Provide human service agencies with travel information resources or tools and help caseworkers and other appropriate agency representatives understand lowest cost transportation options for their clients | \$ staff time                  | MMC                      | High                     |
| Add transit links to human service 211 hotline  | \$0                            | ACTC / INCOG             | Medium                   |
| Add transit/mobility center links to sites for services provided to elderly, low-income, and people with disabilities   | \$0                            | ACTC / INCOG             | Medium                   |
| Create transit options brochure and website that is user-friendly and details options available to potential customers  | \$25,000 per year for printing | MMC                      | Medium                   |
| Encourage projects that engage community members or other partners in spreading the word about available mobility options   | \$ staff time                  | ACTC / INCOG             | Medium                   |
| Expand exposure of regional fixed routes and ride share programs to policy makers, funders, and “untapped” markets  | \$ staff time                  | ACTC / INCOG             | Medium                   |
| Develop innovative marketing and information partnerships and strategies that alleviates the “stigma” of riding transit and illustrates available services  | \$200,000 per year             | MMC                      | Medium                   |

**GOAL 4: FUNDING**

| <b>Strategy</b>  | <b>Estimated Cost</b>        | <b>Responsible Party</b> | <b>Level of Priority</b> |
|--|------------------------------|--------------------------|--------------------------|
| Develop funding strategy that includes a dedicated funding source for public transportation and allows expansion of the fixed-route and paratransit services                               | \$ staff time                | ACTC / INCOG             | High                     |
| Diversify and expand funding sources by partnering with the private sector (both for-profit and non-profit)  | \$ staff time                | ACTC/INCOG               | High                     |
| Allow mixing of funding so agencies aren't restricted to serving specific target populations or specific destination types   | \$ staff time                | ACTC / INCOG             | High                     |
| Promote mileage reimbursement for volunteer drivers, Volunteer Exchange to trade skills, Green Traveler (carpooling), Taxi Vouchers to reduce trip cost, Rental Cars for volunteer drivers | \$2 per vehicle service mile | MMC                      | Medium                   |

**GOAL 5: EFFICIENCY**

| Strategy   | Estimated Cost | Responsible Party | Level of Priority |
|--|----------------|-------------------|-------------------|
| Agree upon common fare structure for all agencies represented in the vehicle pool  | \$0            | ACTC / MMC / MTTA | Medium            |
| Develop a unified policy that allows all providers to accept transit users regardless of their individual eligibility (ADA, Medicaid and other programs) | undetermined   | ACTC / MMC        | Low               |
| Decrease lead-time needed in scheduling for paratransit service  | \$0            | MMC / MTTA        | Low               |
| Increase service efficiency to decrease delayed pick-ups   | undetermined   | MMC / MTTA        | Low               |
| Incorporate Intelligent Transportation Infrastructure Technology options to integrate the use and function of each transportation mode                   | undetermined   | MMC / MTTA        | Low               |
| Increase the ability of school districts and churches to be part of the community transportation provider pool   | undetermined   | undetermined      | Low               |

**FUNDING AVAILABILITY**

Under Federal Transit Administration guidelines, INCOG is the designated applicant and recipient for JARC and New Freedom funds. The Elderly Individuals and Individuals with Disabilities Program (5310 funds) is allocated by formula to the State for capital costs of providing services to elderly persons and persons with disabilities. It will continue to be administered by the Department of Human Services (DHS) but may be sub-allocated to INCOG if it is designated as a subrecipient of 5310 funds. Applications for 5310 funding within the Tulsa TMA should meet a need identified by this Coordinated Plan.

To ensure consistency with the CTP, 5310 applications will be evaluated based on the competitive selection process included in this plan. As the Plan continues to guide projects in successive years, this review process will be evaluated and refined as necessary to ensure projects funded under the three separate programs are complementary to one another and fit into the vision and goals of the Coordinated Plan. The funding allocation is as follows:

|                                      | <b>FY 2006</b> | <b>FY 2007 estimate</b> |
|--------------------------------------|----------------|-------------------------|
| <b>JARC 5316</b> (Tulsa Area)        | \$ 285,281     | \$ 300,717              |
| <b>New Freedom 5317</b> (Tulsa Area) | \$ 155,841     | \$ 169,347              |
| <b>Statewide 5310</b> (Statewide)    | \$ 1,462,727   | \$ 1,544,612            |

Serving the growing population of elderly and low-income residents and people with disabilities will require more money and INCOG and the ACTC will continue to seek more funding through innovative funding sources such as private foundations, United Way, among others.

Following adoption of this plan by the INCOG Board of Directors, INCOG will develop a competitive selection process and criteria. INCOG will solicit applications from eligible entities for disbursement of the funds allocated to our region.