YPT and National RTAP Happy Hour

Co-sponsored by:
Young Professionals in Transportation
National Rural Transit Assistance Program

Thursday, May 21, 2020
Welcome, Housekeeping slides, Introduction to YPT and National RTAP
  – Jaime Mckay, Transportation Planner, MTA

What is Rural and Tribal Transit?
  – Robin Phillips, Executive Director, National RTAP

Partnerships and Providing Essential Services during COVID-19
  – Tim Geibel, General Manager, CATA Bus

Innovative Practices and Rural Transit
  – Julia Castillo, Executive Director, HIRTA

Questions
Introduction
YPT and National RTAP
Founded in 2008, Young Professionals in Transportation (YPT) International’s vision is to become the preeminent professional development organization for emerging leaders in the transportation field.
Major achievements include:

- Professional development and networking opportunities for young professionals across the US and Canada.
- Growth from a single chapter and 10 members in 2008 to over 5,000 members and friends across 25 chapters in North America.
- Ongoing partnership with NASEM during TRB’s Annual Meeting to engage young professionals and encourage their participation
- Scholarships, both need- and merit-based, for participation in conferences and activities
- Established an Annual Awards program that aims to go beyond the standard "Emerging Star" category that is often the only category that YPT members would be eligible for in other organizations
- Chapter exchanges for professionals from different backgrounds and geographic areas
- Supporting the development of diverse representatives across the transportation industry
Ms. Jaime McKay
Pronouns: She/her/hers
Director of Sponsorship
sponsorship@yptransportation.org
Access Challenges in Isolated Communities

Young Transportation Professionals and National RTAP Happy Hour
Thursday, May 21, 2020
Agenda

• Access Barriers in Rural and Tribal Communities

• Tools and Resources

• Challenges and Strategies
Access Barriers in Rural and Tribal Communities
Rural and Urban
A National Network of Services
What is out there: US Transit Map

Bureau of Transportation Statistics
## Knox County, TN

### Drug Overdose Mortality Rate
49.4 Deaths per 100k population (Ages 15-64)

<table>
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<tr>
<th>Race/Ethnicity</th>
<th>Knox County</th>
<th>Tennessee</th>
<th>United States</th>
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<tbody>
<tr>
<td>White (non-Hispanic)</td>
<td>82.7%</td>
<td>74.3%</td>
<td>61.5%</td>
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<tr>
<td>African American (non-Hispanic)</td>
<td>8.6%</td>
<td>16.7%</td>
<td>12.3%</td>
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<tr>
<td>Hispanic or Latino</td>
<td>4.0%</td>
<td>5.2%</td>
<td>17.0%</td>
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<tr>
<td>Asian (non-Hispanic)</td>
<td>2.1%</td>
<td>1.7%</td>
<td>5.3%</td>
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<tr>
<td>Native Hawaiian/Polynesian (non-Hispanic)</td>
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<td>0.0%</td>
<td>0.0%</td>
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<tr>
<td>American Indian/Alaska Native (non-Hispanic)</td>
<td>0.2%</td>
<td>0.2%</td>
<td>0.7%</td>
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</tbody>
</table>

### Age
- Under 15: 17%
- 16-64: 75%
- 65+: 18%

### Educational Attainment
- At least High School Diploma (25+): 90.0%
- Bachelor's Degree or more (25+): 36.5%

### Disability Status
- % Residents with a disability (18-64): 10.7%

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Choose County Profile Data Time Period
- 2006-2012
- 2013-2017
- Change from 2008-2012 to 2013-2017
Tools and Resources: Contextualized Understanding
Access Challenges and Shared Values

• The National RTAP transit and mobility vision is

  – *safe*  
  – *secure*  
  – *efficient*  
  – *effective*  
  – *compliant*

• Rural and tribal transit reflecting the needs and values of communities, individually and nationally

• Through the National RTAP Review Board and the state RTAP manager and transit manager forums, the rural and tribal transit communities can share interests and needs, as well as guide the development of products and services to achieve our vision

• Local/State Coordinated Human Service Transportation Plans
Use National RTAP Resources to:

- Create or update a training class
- Answer your questions about rural transit planning, operations, management, or funding
- Incorporate technology into your program or transit system
- Learn about the latest developments in rural transit, including funding opportunities
- Get expert advice from a peer transit provider
- Hear knowledgeable speakers without leaving the office
Resource Catalog

- For all of Products and Resources, visit our Resource Catalog
Aligned agencies and Potential Partners

- **Demand partners**
  - Employers
  - Agencies
  - Medical facilities
  - Other Destinations

- **Supply partners**
  - Medical
  - Senior
  - Transit
  - Intercity
  - Employer supported

- **Process Access**
  - Agency Annual Plans
  - Transportation Plans
    - 3-5 year horizon
    - Amendment process
  - Coordinated Transportation Plans
    - 3-5 year horizon
    - Amendment process
  - Project development
Partners in Transit because every trip matters

2-time Recipient of the FTA Administrator's Award for Outstanding Public Service
What is our “worldview”

- Rural Transit is a lifeline for communities in accessing healthcare, employment and everyday life.

- A trip in Rural America is just as important as a trip in an urban center.

- Rural Transit resembles the communities we serve.

- Rural Transit is individual, unique and locally framed.

- Innovation and Creativity thrive in Rural Transit.
Innovation and Creativity thrive in Rural Transit

- Technology deployments
  - Alternative fuel program
  - Cloud based scheduling/dispatching
  - IMI grant award

- Partnerships keep the wheels moving
  - Health and Human Service partnerships
  - College and University ridership
  - Legislative partnerships

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<th></th>
<th>2006</th>
<th>Today</th>
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<tbody>
<tr>
<td>Vehicles</td>
<td>12</td>
<td>60</td>
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<tr>
<td>Employees</td>
<td>16</td>
<td>80</td>
</tr>
<tr>
<td>Budget (Mil)</td>
<td>1.1</td>
<td>4.3</td>
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<tr>
<td>Facilities</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>Ridership</td>
<td>225,000</td>
<td>380,000</td>
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Innovation and Creativity thrive in Rural Transit allowing for ease of operations during pandemics
Challenges and Strategies

Considerations and Examples
Community Connections of NE Oregon

- **Wallowa County**
  - Demand response transit
  - Work shuttle
  - 4 days a week intercity connection
  - Summer circulator to State Park
  - Medicaid transportation
  - Veterans Shuttle

- **Union County**
  - Fixed Route service
  - Intercity and Regional Transit Hub
  - Medicaid transportation
  - Pilot service and Cost Benefit for medical trips

- **Baker County**
  - Deviated Fixed
  - Regional commuter connector
  - Shopper Shuttle to Halfway 1x per week
  - Medicaid transportation
  - Veterans transportation

- **Shared Strategies**
  - Coordinated planning
  - Shared Tech platform
  - Shared Admin through the triple A
  - Bike Bus access
HRSA Strategy to Assist Access

Search Results:

KONZA PRAIRIE COMMUNITY HEALTH CENTER
RILEY COUNTY MANHATTAN CLINIC
Operated by Konza Prairie Community Health Center Inc
2030 Tecumseh Rd
Manhattan, KS, 66502-3512
Tel: 785-320-7291
Distance: ~1.23 miles

KONZA PRAIRIE COMMUNITY HEALTH CENTER
Junction City, KS, 66441-4201
Link to Google Maps: Is there Transit?

Transit Itinerary for HRSA Clinic
Partnerships:

- American Cancer Society to get people to Cancer Treatment
- Economic Development
- Vanpool with both Enterprise and the Des Moines Area Regional Transit system
- Area Agency on Aging to make Assurance Calls during COVID-19
- Congregate Meals to deliver meals to home-bound seniors during COVID-19
- Boone County Volunteer Center is helping us establish a Volunteer Driver program. We also partner with the RSVP Volunteer driver programs if they exist.
- Veterans Services
- United Ways
University Collaborations are at the Heart of Iowa Regional Transit Agency

Posted on December, 18th 2019

- Marketing strategy targeting the sandwich generation, created by Drake University in Des Moines, Iowa

- Strategic plan and Economic Impact of HIRTA in one service area, through Iowa State University in Ames, Iowa

- Translate customer related materials into Spanish and Grant funding research through Central College in Pella, Iowa

- HIRTA hired a public relations major Intern, from Hannibal-LaGrange University in Hannibal, Missouri, who brought in fresh energy and new ideas. The intern created a new, nationally recognized brochure, attended events to promote HIRTA services, frequented numerous Farmers Markets to survey people about transit, and created marketing material for social media
Iowa Regional Rural Transit Self-Assessment Training:

The Community Transportation Association of America (CTAA) was engaged by the Heart of Iowa Regional Transit Agency (HIRTA) to **develop and field test a self-assessment tool** that HIRTA and its counterpart regional transit systems in Iowa **may use to explore how to best align their transit services and resources with the needs and priorities of the communities they serve.**

Beyond the Bus Symposium

Each year HIRTA holds a one-day event which focuses on a transit related topic. The last 3 events have been:

- **Bringing Transit to Life**, which focused on how to ride, we rolled out our new App, did a video on what day in the life of someone who needs public transit because they lost their license due to having epileptic seizures and included the process of re-instating your license.

- **Invisible Disabilities**, focused on people who ride transit who may have Mental Health, PTSD, Cognitive Impairments, Autism, Diabetes, Dialysis, Cancer and/or Epilepsy.

- **Employment Transportation**, where we focused on all things related to struggles people face with using rural transit systems to get to interviews and/or jobs.
What I’ve learned over the years and what our agency lives by:

• Rural Transit can do anything a Metro Transit can do, and people in rural areas deserve options, everything just needs to be adjusted to scale.

• No matter how great a service, business or program is, if someone can’t get there, it doesn’t exist for them. We have to design service so people who choose to live in rural areas can get where they ‘want’ to go.

• Market your services to those who are not riding, and market your appreciation to those who do ride. If you have something new, market to all.

• People usually have a preconceived idea of what Rural Transit is, and it is usually not accurate. It is our job as Rural Transit leaders to educate and engage, so that people understand our services. This includes elected officials at all levels of government.
Julia Castillo
Executive Director
jcastillo@ridehirta.com
515-309-9281
www.ridehirta.com
@ridehirta
Your Questions
Contact Information and Survey

814.336.5600  515.309.9281  888.589.6821
tgeibel@catabus.org  jcastillo@ridehirta.com  info@nationalrtap.org

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