



TRI-COUNTY COUNCIL
for SOUTHERN MARYLAND



Southern Maryland Mobility Management Program

Final Report

October 31, 2012

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Table of Contents

	<u>Page</u>
Executive Summary	ES-1
Conceptual Plan Recommendations	ES-1
Report Approval	ES-3
Chapter 1 - Introduction/Background.....	1-1
Background.....	1-2
Report Contents.....	1-4
Chapter 2 - Mobility Management Overview and National Efforts	2-1
Introduction	2-1
National Focus on Mobility Management and Coordination	2-2
Chapter 3 - Existing Mobility Management Program/Current Conditions.....	3-1
Introduction	3-1
Program Origins.....	3-1
Organization Structure.....	3-4
Staffing	3-5
Program Partnerships.....	3-6
Reported Outcomes	3-7
Chapter 4 - Needs Assessment/Issues and Opportunities	4-1
Introduction	4-1
Demographic Analysis	4-2
Stakeholder Input.....	4-9
Previous Plans and Studies	4-18
One-Stop Transportation Center Considerations.....	4-22
Additional Issues and Opportunities.....	4-23
Wider Range of Transportation Providers	4-24

Table of Contents (continued)

	<u>Page</u>
Chapter 5 – Alternatives for the Region’s One-Stop Transportation Center and Mobility Management Program	5-1
Introduction	5-1
Overall Considerations	5-2
Southern Maryland Mobility Management Center and Mobility Management Program – Proposed Goals and Objectives	5-4
Southern Maryland Mobility Management Center Alternatives.....	5-4
Organization Structure.....	5-7
Center Location	5-8
Staffing	5-9
Center Technology.....	5-12
Funding	5-13
Monitoring and Evaluation	5-15
Summary of Alternatives and Possible Phasing	5-16
Chapter 6 – Conceptual Plan.....	6-1
Introduction	6-1
Staffing	6-1
Organizational Structure.....	6-3
Center Location	6-3
Center Technology.....	6-3
Funding	6-4
Strategy and Phasing.....	6-4
Estimated Budgets	6-8
Appendix A: FTA Requirements for Section 5310, Section 5316, and Section 5317	
Appendix B: Southern Maryland Regional Mobility Management Steering Committee Roster	
Appendix C: Job Description for the Mobility Management Coordinator Position	
Appendix D: Southern Maryland Transportation Directory	
Appendix E: Job Description for the Regional Transit Coordinator and Regional Ridesharing/Employer Outreach Coordinator Positions	
Appendix F: End-of-Year Summary Report for FY12	
Appendix G: TDI Calculations	
Appendix H: TDIP Calculations	

List of Tables and Figures

	<u>Page</u>
Table 3-1: Southern Maryland Mobility Management Program – FY 2012/2013 Budget.....	3-4
Table 4-1: Unmet Needs and Issues Statement.....	4-20
Table 5-1: Southern Maryland Mobility Management Center/Mobility Management Program.....	5-5
Table 5-2: Summary of Alternatives.....	5-17
Table 6-1: Proposed Budgets for Southern Maryland Mobility Management Program.....	6-9
Figure 4-1: Southern Maryland 2010 Population Density.....	4-4
Figure 4-2: Southern Maryland Transit Dependence Index	4-6
Figure 4-3: Southern Maryland Transit Dependence Index Percentage.....	4-7
Figure 4-4: Southern Maryland Relative Number of Autoless Households	4-8
Figure 4-5: Southern Maryland Relative Number of Senior Adults.....	4-10
Figure 4-6: Southern Maryland Relative Number of Disabled Persons.....	4-11
Figure 4-7: Southern Maryland Relative Number of Below Poverty Residents	4-12
Figure 4-8: Southern Maryland Major Trip Generators	4-13
Figure 4-9: Information Sharing/Marketing Priorities.....	4-17
Figure 4-10: Service Oriented Priorities	4-17
Figure 4-11: Partnerships	4-18
Figure 5-1: CTAA Survey Results.....	5-14

Executive Summary

The Tri-County Council for Southern Maryland (TCCSMD) is leading efforts to advance regional transportation options and resources available in Calvert, Charles, and St. Mary's Counties through an ongoing mobility management program. In September 2011, TCCSMD hired a Mobility Management Coordinator to facilitate program activities that included working with public, private, and human service agency transportation providers to expand mobility options in the region, encouraging coordination of transportation services to maximize efficiencies, responding to phone calls from customers with mobility needs and issues, and making presentations to appropriate agencies, groups, and committees.

Working with the community and a variety of stakeholders that include the Maryland Transit Administration (MTA), the United Way of Charles County, and the locally operated transit systems serving each county, TCCSMD is looking towards the next phase in the implementation of the Southern Maryland Mobility Management Program. This report provides a blueprint for the future, and includes a conceptual plan to serve as a guide for future improvements to the program. This plan is focused on the development of the Southern Maryland Mobility Management Center, which would serve as a central location for information on transportation options available to Southern Maryland residents.

The conceptual plan also responds to public input received through the Southern Maryland Mobility Management Forum conducted in March, 2012. During this forum, participants noted the need for a single point of contact to gain information on available transportation services that provide access to education and trade facilities, employment opportunities, health and wellness centers, medical services, recreational activities, shopping, and other important locations in the region and beyond.

CONCEPTUAL PLAN RECOMMENDATIONS

The overall conceptual plan and proposed budgets for the Southern Maryland Mobility Management Program between FY 2013 and FY 2018 are provided in Chapter 6. The following recommendations are included in the conceptual plan in regard to key aspects of the Southern Maryland Mobility Management Center.

Organizational Structure

TCCSMD would maintain the function as the lead organization for the Southern Maryland Mobility Management Center and the overall mobility management program. This role will continue to include applying for funding through MTA and continuing to work with local stakeholders to obtain funding through other programs or through other sources to maintain and to expand the mobility management program as proposed in the plan.

Center Location

The upcoming opening of office space in the building that currently houses the TCCSMD offices in Hughesville allows for the implementation of the Southern Maryland Mobility Management Center at this location.

Center/Mobility Management Program Functions

The function of the Southern Maryland Mobility Management Center and overall mobility management program would include:

- Serving as a telephone one-stop for information on transportation services in the region.
- Providing expanded trip planning services that involve assessing mobility needs of customers and determining travel options.
- Implementing a one-click option that allows customers to access information 24/7 via the TCCSMD website.
- Working with the TCCSMD Transportation Team to expand coordination efforts between transportation providers in the region, especially human service agencies that provide transportation for the people they serve.
- Expanding mobility options for Southern Maryland residents by analyzing unmet transportation needs on an ongoing basis.
- Engaging in problem solving with transportation providers and other local entities to identify possible funding programs and other opportunities to help fill gaps in service.
- Facilitating appropriate agreements between transportation providers to improve connectivity of services.

- Marketing services to individual customers and to target staff of agencies and organizations who work with people with limited mobility options, employers, and other key community stakeholders.

Funding

Funding through the MTA currently supports the staffing and operation of the Southern Maryland Mobility Management Program. This funding requires a 20% local match, currently provided by the United Way of Charles County. In addition, the Charles County Government's Department of Community Services provides in-kind contributions by offering office space and related resources for use by the Mobility Management Coordinator position.

It is anticipated that funding through the MTA will continue to be the main source of revenue for the Southern Maryland Mobility Management Program and to support the center. This funding, however, is made available through a Statewide competitive grant process that requires matching funds and services and is not a guaranteed award. In addition, President Obama recently signed into law *Moving Ahead for Progress in the 21st Century (MAP-21)* that became effective on October 1, 2012. This legislation will impact the federal program administered by the MTA that currently supports the Southern Maryland Mobility Management Program. The impact of the legislation is still yet unknown, and will need to be closely monitored by TCCSMD and local stakeholders.

Therefore, this report calls for an even greater focus on developing local and regional partnerships that foster cooperation, coordination and efficiencies in an effort to identify additional funding opportunities and affiliations. Additionally, the report proposes the use of performance measures to document and report the benefits of the center and the program, and to help potential funders understand and appreciate the importance and impact of the Southern Maryland Mobility Management Program.

REPORT APPROVAL

This report was reviewed and recommended by the Regional Mobility Management Steering Committee, the Tri-County Council's Regional Infrastructure Advisory Committee, was advertised for public comments, and was approved by the Council's Executive Board for presentation and consideration by the Full Council at its meeting on October 18, 2012. It was approved on October 31, 2012, by electronic vote from a majority of the voting members of the Full Tri-County Council for Southern Maryland.

Chapter 1

Introduction/Background

The Tri-County Council for Southern Maryland (TCCSMD) is leading efforts to advance regional transportation options and resources available in Calvert, Charles, and St. Mary's Counties through a new mobility management program. This effort is fully in line with a national focus on mobility management, and with activities in Maryland to use mobility management approaches to improve customer access to available transportation options and to improve coordination of transportation services and resources.

While the mobility management concept is not new, many efforts across the country like the TCCSMD mobility management program are in their infancy. As TCCSMD and stakeholders look toward the next phase in the implementation of the Southern Maryland Mobility Management Program, and in particular the establishment of a one-stop transportation center, this report provides a blueprint for the future by:

- Defining mobility management and reviewing current activities nationally to help place the Southern Maryland program in context with these efforts,
- Documenting TCCSMD's existing mobility management program, as well as current activities, functions, and relationships,
- Discussing overall considerations for a one-stop transportation center,
- Proposing recommendations and possible alternatives and strategies for the TCCSMD program partners and local stakeholders to consider as the program moves forward, and,
- Presenting a conceptual plan to serve as a guide for future improvements to the Southern Maryland Mobility Management Program.

BACKGROUND

The current federal legislation that provides funding for transit projects and services includes coordinated planning requirements for the following programs administered by the Federal Transit Administration (FTA):

- Section 5310 (Elderly Individuals and Individuals with Disabilities) – Provides financial assistance for purchasing capital equipment to be used to transport older adults and people with disabilities.
- Section 5316 (Job Access and Reverse Commute (JARC)) – Provides funding for developing new or expanded transportation services that connect welfare recipients and other low income persons to jobs and other employment-related services.
- Section 5317 (New Freedom) Programs - Provides funding for capital and operating expenses designed to assist individuals with disabilities with accessing transportation services, including transportation to and from jobs and employment support services. Projects funded through the New Freedom Program must be both new and go beyond the requirements of the Americans with Disabilities Act (ADA) of 1990.

To meet the coordinated planning requirements (included in Appendix A), the Maryland Transit Administration (MTA) led the development of regional Coordinated Public Transit-Human Services Transportation Plans across the State. The MTA worked closely with TCCSMD in the development of the Southern Maryland plan in 2007, and the subsequent plan update in October 2010.

The *Southern Maryland Coordinated Public Transit-Human Services Transportation Plan* includes a variety of strategies to meet mobility needs in the region. These strategies include improving information and service coordination of public transit and human service agencies provided transportation in the region. The plan noted potential projects to implement this strategy, including establishing a mobility manager and a one-stop center. TCCSMD subsequently applied to the MTA through the New Freedom Program and was funded to implement a mobility management program. Matching funding support for this project was provided by the United Way of Charles County. More information on the *Southern Maryland Coordinated Public Transit-Human Services Transportation Plan*, as well as other relevant plans in Southern Maryland, is included in Chapter 4 of this report.

In September 2011, TCCSMD hired a Mobility Management Coordinator to lead mobility management efforts. The responsibilities of this position include working with public, private, and human service agency transportation providers to expand

transportation options in the region, responding to phone calls from customers with mobility needs and issues, and making presentations on the mobility management program to appropriate agencies, groups, and committees.

The Mobility Management Coordinator position is one member of the TCCSMD Transportation Team that also includes the Director of Regional Planning, Regional Transit Coordinator, and the Regional Rideshare Coordinator/Employer Outreach Specialist. The TCCSMD Director of Regional Planning provides oversight and direction to the Transportation Team. The Regional Transit Coordinator manages the Southern Maryland Regional Transportation Coordination Program (RTCP) that involves coordination efforts between the locally operated transit systems of Calvert, Charles, and St. Mary's Counties and the human services agencies that provide transportation in the region. The Regional Rideshare Coordinator/ Employer Outreach Specialist manages the Regional Commuter Assistance and Employer Outreach Services grant programs for TCCSMD and coordinates ridesharing services with a variety of stakeholders. More information on the three positions that make up the TCCSMD Transportation Team is included in Chapter 3.

In February 2012, TCCSMD and the MTA contracted with the KFH Group to provide technical assistance with the current mobility management program. The results of this technical assistance are documented in this report. This report includes a conceptual plan for the development of a one-stop transportation center that provides information and transportation options to the riding public in Southern Maryland. TCCSMD, the MTA, United Way of Charles County, and locally operated transit systems of each county in the region served on a project Steering Committee that provided input and direction through the development of this report. They stressed that this effort involve a regional focus on mobility management efforts and the opportunity to identify and improve access to available transportation services in the three-county area.

Additional information on the Southern Maryland Mobility Management Program and its origin is included in Chapter 3. More information on the coordinated transportation planning requirements, the FTA funding programs, and mobility management is available at www.kfhgroup.com/MDCoordinationPlans. This website also includes a link to the *Southern Maryland Coordinated Public Transit-Human Services Transportation Plan*.

This draft report was reviewed and has been approved by the project Steering Committee, by the Regional Infrastructure Advisory (RIAC) Committee, and by the TCCSMD's Executive Board for consideration by the Full Council.

REPORT CONTENTS

This report is presented in the following order:

- Chapter 2 provides an overview of mobility management and discusses the national focus on these efforts.
- Chapter 3 provides additional background on the TCCSMD mobility management program and discusses current efforts.
- Chapter 4 provides a needs assessment relative to the mobility management program, and discusses a variety of issues and opportunities in regard to the program.
- Chapter 5 discusses overall considerations, presents possible alternatives for consideration in the future as the program moves forward, and provides appropriate recommendations.
- Chapter 6 takes into account input on the alternatives and recommendations from Chapter 5, and presents a conceptual plan to help guide the development of the one-stop transportation center for the region as part of the Southern Maryland Mobility Management Program.
- Various documents referenced throughout the report are included in the Appendices.

Chapter 2

Mobility Management Overview and National Efforts

INTRODUCTION

Mobility management is a fairly new name for an old concept. In the past few years, this term has come to represent a formal definition of a transportation strategy that focuses more on customers and their needs, and the meeting of these needs through the coordinated use of a variety of transportation providers.

The mobility management approach has come to the forefront as transportation needs – especially for older adults, people with disabilities, veterans, and people with lower incomes – continue to grow while at the same time local, state-level, and federal transportation budgets are strained to meet mass transportation needs, let alone specific and individual needs. The reality is that these needs will continue to grow at a rapid pace. The impending population explosion of older adults will require a variety of transportation options beyond a personal car. Returning veterans, wounded warriors, and other military personnel will need local transportation options so they can access work, school, shopping, medical care, and other destinations. Low income workers will need transportation services so that they can access jobs that often require late night and weekend hours. Therefore, mobility management efforts that involve individual trip planning and coordination of multiple transportation providers can help ensure people get to where they need to go within the current transportation network.

The customized approach of mobility management means no two programs are exactly alike. However, common components include:

- An emphasis on the movement of people – not assets – through a customer-driven, market-based approach.

- Embracing a “full family” of transportation options that provides customers with greater mobility through a wide range of transportation providers and services.
- Encouraging partnerships between a myriad of agencies and organizations.
- Providing the opportunity to design local and regional solutions to fit community needs and visions, such as one-call transportation centers.

NATIONAL FOCUS ON MOBILITY MANAGEMENT AND COORDINATION

As noted in Chapter 1, the Southern Maryland Mobility Management Program is fully in line with a national focus on mobility management. In particular, the FTA is encouraging greater use of mobility management in communities throughout the country by funding these efforts through the Sections 5310, 5316, and 5317 Programs. In these programs, mobility management is an eligible capital expense and eligible for 80% federal funding – even if the project involves hiring personnel or other expenses typically equated to operating costs. TCCSMD has taken advantage of this funding arrangement through their application to MTA for FTA New Freedom Program funds to support the current program

On July 6, 2012, President Obama signed into law *Moving Ahead for Progress in the 21st Century (MAP-21)* that goes into effect on October 1, 2012. The program changes in this legislation included the repeal of the Section 5316 and 5317 Programs and establishment of an enhanced Section 5310 Program that serves as a single formula program to support mobility of seniors and individuals with disabilities. While FTA has not released final guidance on this program, the inclusion and definition of mobility management as a type of capital expense was not changed under MAP-21. Therefore, it is anticipated that mobility management will continue to be a capital expense with 80% federal funding under the Section 5310 program.

Other efforts at the national level to expand mobility management efforts include:

- United We Ride (UWR), a federal interagency initiative aimed at improving the availability, quality, and efficient delivery of transportation services for older adults, people with disabilities, and individuals with lower incomes, is promoting mobility management strategies through a variety of resources and programs.

- The Partnership for Mobility Management is working with national, local, state, and regional leaders and organizations to realize the possibilities of improving transportation options for all Americans wherever they live, and to assist those especially in need of alternative transportation options through a greater emphasis on mobility management.
- The American Public Transportation Association's (APTA) Mobility Management Technical Assistance Center provides a variety of resources to support transit agencies that are embracing this concept and leading local efforts to improve service coordination and customer access to services.
- In addition to leading the Partnership for Mobility Management, the Community Transportation Association of America (CTAA) provides a one call-one click toolkit for communities interested in working together to develop central mobility management services to fit their local needs and circumstances.

Chapter 3

Existing Mobility Management Program/ Current Conditions

INTRODUCTION

As described in Chapter 1, the TCCSMD Mobility Management Coordinator is leading the regional mobility management program in Southern Maryland. This is a new position that began on September, 2011. The Mobility Management Coordinator works closely with other positions at TCCSMD whose job functions also pertain to transportation, as well as a new mobility management position based at the Southern Maryland Center for Independent Living (SMCIL).

The Mobility Management Coordinator is working with a variety of public, private, and human service agency transportation providers to expand access to transportation options in the region. Through interactions with customers and presentations to a variety of agencies, groups, and committees in the region, the position is also engaged with numerous stakeholders in Southern Maryland and in adjacent areas of the State.

This chapter provides additional background on the Southern Maryland Mobility Management Program and discusses current efforts. Along with the needs assessment detailed in the next chapter, the status of the current program serves as the foundation for the alternatives included in Chapter 5.

PROGRAM ORIGINS

In August 2005, President Bush signed into law the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU), legislation that provides funding for highway and transit programs. This legislation included new planning requirements for FTA funding programs, including the New Freedom Program that provides funding for capital and operating expenses designed to assist individuals with disabilities with accessing transportation services. The new planning

guidance requires that projects funded through the New Freedom Program “must be derived from a locally developed, coordinated public transit-human services transportation plan”.

To respond to the new federal requirements, the MTA’s Office of Local Transit Support that administers the State’s public transit and human service funding programs such as the New Freedom Program, led the development of regional coordinated plans. The *Southern Maryland Coordinated Public Transit-Human Services Transportation Plan* was developed in 2007 and then updated in 2010. This plan provides:

- An assessment of available transportation services in the region (public, private, and non-profit).
- An assessment of transportation needs for individuals with disabilities, older adults, and people with low incomes.
- Strategies, activities and/or projects to address the identified gaps and achieve efficiencies in service delivery.
- Relative priorities for implementation based on resources, time, and feasibility for implementing specific strategies/activities identified.

The *Southern Maryland Coordinated Public Transit-Human Services Transportation Plan* noted the need in the region to improve coordination between public transit providers and agencies that serve older adults, people with disabilities, and people with lower incomes and to improve coordination among human service transportation providers. The plan also highlighted that a greater emphasis could be placed on outreach and information sharing to ensure people with limited mobility were aware of the transportation services available to them.

In response to these and other needs, the *Southern Maryland Coordinated Public Transit-Human Services Transportation Plan* included a strategy to “improve information and service coordination of public transit and human service agency provided transportation”. The Plan noted the possibility of a more formal organizational structure for coordination, such as a mobility manager whose activities could include the promotion of available transportation services and coordination of services for older adults, people with disabilities, and people with low incomes.

In addition to leading a statewide coordinated transportation planning process, the MTA’s Office of Local Transit Support sought to encourage mobility management efforts throughout the State as part of a United We Ride planning grant provided by FTA. In November 2009, the MTA hosted the *Mobility Management: Helping to Meet Transportation Needs in Maryland* workshop that provided the opportunity to:

- Raise awareness regarding mobility management strategies, and how these efforts can help meet the increasing need for transportation options while using available funding efficiently and effectively.
- Encourage interaction between various projects supported by FTA and state-funded programs administered by the Office of Local Transit Support.
- Encourage applications for the New Freedom Program by educating jurisdictions on potential mobility management projects.

During the workshop it was noted that the customized approach of mobility management means no two programs are exactly alike, and a variety of entities can serve as a mobility manager in a community. However, common components to mobility management efforts were stressed and include:

- Partnerships between multiple agencies and organizations.
- A customer-driven, market-based approach that provides customers with a variety of transportation options through individualized trip planning.
- One-stop travel information and trip planning centers that provide information on available transportation options and coordinate requests for transportation services. This may include operation of a central call center for customers to gain information on available transportation options and to schedule trips.

Subsequent to the Maryland Mobility Management Workshop, TCCSMD applied to the MTA for New Freedom Program funds and received a two-year grant for FY 2012-2013. Matching funds were provided by the United Way of Charles County, and the Charles County Government's Department of Community Services provided in-kind contributions by providing office space and related resources for use by the Mobility Management Coordinator position. The proposal to MTA highlighted the importance of a full-time Mobility Management Coordinator that would work with TCCSMD, the region's transportation providers, and human service providers to promote and encourage personalized, efficient and accessible transportation for transit users in Southern Maryland. The budget for the original grant from MTA is included in Table 3-1.

On September 19, 2011, a Mobility Management Coordinator was hired and commenced in her position. The Southern Maryland Mobility Management Program is overseen by a Steering Committee that also served in an advisory capacity for this report. A Committee roster is included in Appendix B.

**Table 3-1: Southern Maryland Mobility Management Program
FY 2012/2013 Budget**

	FY 2012	FY 2013	Total Project	Federal* Share	State Share	Local** Share
Salaries	\$70,190.00	\$64,967.00	\$135,157.00			
Fringe Benefits	\$21,718.00	\$21,308.00	\$43,026.00			
Staff Training	\$2,500.00	\$2,500.00	\$5,000.00			
Travel	\$7,500.00	\$7,500.00	\$15,000.00			
Equipment Purchase	\$2,000.00	\$1,000.00	\$3,000.00			
Office Supplies	\$5,000.00	\$7,500.00	\$12,500.00			
Postage	\$1,000.00	\$2,000.00	\$3,000.00			
Printing	\$10,000.00	\$25,000.00	\$35,000.00			
Program Outreach	\$8,500.00	\$15,000.00	\$23,500.00			
Contractual Services	\$75,000.00	\$0.00	\$75,000.00			
Indirect Costs	\$20,000.00	\$21,000.00	\$41,000.00			
TOTAL	\$ 223,408	\$ 167,775	\$ 391,183	\$312,946	\$ -	\$78,237

Source: Application to MTA for New Freedom Program Funding/Budget Approved by TCCSMD Council.

* Actual federal funding for program = \$320,000.

** Local share provided by United Way of Charles County; actual amount = \$80,000.

ORGANIZATION STRUCTURE

TCCSMD currently serves as the organization that leads the mobility management program in Southern Maryland. This arrangement ties in with the Council's role to serve as a forum for the resolution of region-wide issues and the attainment of regional goals. In addition, the TCCSMD's Transportation Team is responsible for regional transportation planning, regional transit service coordination, regional transportation plan development and implementation, and commuter assistance. In this capacity, the TCCSMD Transportation team works closely with MTA and other State agencies with their transportation programs and projects. Additionally, TCCSMD administers several regional programs, such as Economic and Workforce Planning and Development Services; Heritage and Cultural Tourism Development;

Agricultural Development; Environmental Coordination Services; Veterans Policy/Resources Coordination; Broadband and IT Coordination; and Cooperation with Federal Facilities and Programs.

STAFFING

As noted earlier, the Mobility Management Coordinator position leads the overall mobility management program for Southern Maryland. This position responds to requests for information on transportation options from residents in the region and from human service agencies and others who work with people with limited mobility options. The Mobility Management Coordinator provides individual assistance to customers in regard to transportation needs. Customers are then referred to available transportation resources and options. Assistance is provided for transportation needs related to accessing work locations, job interviews, job training and other employment related-activities, medical facilities, shopping centers, and other quality of life locations.

The responsibilities of this position also involve outreach into the community through attendance at various events and meetings in the region on the Southern Maryland Mobility Management Program. This position also networks with public officials, community leaders, and other regional stakeholders to highlight services available through the program and to discuss goals and objectives. The Mobility Management Coordinator also works with the mobility manager based at the SMCIL that is focused on efforts to access transportation options for Ticket to Work customers served by SMCIL. Lastly, this position has overseen this study and served as the project manager.

While the Mobility Management Coordinator position is therefore “mobile” in nature, a work space for this position is currently located at the Charles County Government’s Department of Community Services. This location is in an area adjacent to VanGO public transit staff.

A full job description for the current Mobility Management Coordinator position is included in Appendix C, but it should be noted it may be subject to revisions as the program and overall duties and responsibilities are redefined.

In carrying out the job responsibilities of this position, the Mobility Management Coordinator works closely with the following members of the TCCSMD Transportation Team:

- The Regional Transit Coordinator manages the Southern Maryland RTCP that involves coordination efforts between the locally operated transit systems of

Calvert, Charles, and St. Mary's Counties and the human services agencies that provide transportation in the region. The responsibilities of this position include facilitating updates of the *Southern Maryland Coordinated Public Transit-Human Services Transportation Plan* and producing the Southern Maryland Transportation Directory that offers information on the various transportation providers in the region (included in Appendix D). This position also disseminates information on the mobility management program and TCCSMD's rideshare program. Among a variety of other duties, this position serves as the liaison between the region's Locally Operated Transit Systems (LOTS), the human service transit providers, and public and private providers in the grant funding mechanisms and awarding of grant funds from the Federal to State to County level. This position is located at the TCCSMD offices in Hughesville, MD.

- The Regional Rideshare Coordinator/Employer Outreach Specialist position manages the Regional Commuter Assistance and Employer Outreach Services grant programs for TCCSMD. This position coordinates ridesharing services with a variety of stakeholders, including the MTA, the Metropolitan Washington Council of Governments, and local employers. A key responsibility of this position involves developing regional strategies for integrating carpool, vanpool, telecommuting, and other transportation options beyond the single occupant vehicle into regional transportation solutions. This position is also located at the TCCSMD offices in Hughesville.

Copies of the full job descriptions for the Regional Transit Coordinator and Regional Rideshare Coordinator/Employer Outreach Specialist positions are included in Appendix E.

In addition, the Mobility Management Coordinator works closely with TCCSMD's Director of Regional Workforce and Business Development. This program supports workforce development in the region through interaction with employers and other economic development representatives, and works to identify workforce needs and employment and training programs that help companies succeed.

PROGRAM PARTNERSHIPS

Beyond collaboration with other positions within TCCSMD, the Mobility Management Coordinator works closely with the MTA Regional Planner who serves as the main contact for the New Freedom Program grant. In carrying out the job responsibilities of this position, the Mobility Management Coordinator also works closely with the three public transit systems in the region, and with a variety of

stakeholders such as the United Way of Charles County. Additionally, the Mobility Management Coordinator works with private transportation providers, human service transportation providers, and others that provide transportation in the Southern Maryland region.

Recently, the Mobility Management Coordinator convened a Mobility Management Working Group (MMWG) that includes representatives from Charles County VanGO and SMCIL. The MMWG is currently meeting to discuss the goals and objectives of the Job Access and Reverse Commute/New Freedom Grant Programs in the region and to collaborate on the FY 2014-2015 application to the MTA that is due in November 1, 2012.

REPORTED OUTCOMES

Through quarterly reports to the MTA, the Southern Maryland Mobility Management Program provides information on outcomes since the inception of the program in September, 2011. A end-of-year summary report for FY12 is included in Appendix F.

Chapter 4

Needs Assessment/Issues and Opportunities

INTRODUCTION

This chapter presents an assessment of transportation needs in the region in relation to the mobility management program and implementation of a one-stop transportation center. This assessment included both quantitative data (i.e. U.S. Census data) as well as qualitative data (input on needs from key stakeholders). In addition, the needs assessment involved identifying key factors that need to be addressed for developing a plan to advance the mobility management program.

The overall needs assessment documented in this section involved:

- Analysis of demographic data for people with low-moderate income, people with disabilities, and older adults in the Tri-County region, over and above what was articulated in the 2007 and revised current *Southern Maryland Coordinated Public Transit–Human Services Transportation Plan*.
- Review of the current inventory of transportation services available in the region, in particular how information on current transportation services is available to Southern Maryland residents.
- Input from the Southern Maryland Regional Mobility Management Steering Committee that is serving in an advisory role for the new mobility management program.
- Input from the community gained through the Southern Maryland Mobility Management Stakeholders’ Forum conducted on March 1, 2012.
- Discussions with various community stakeholders through meetings with committees, agencies, and providers in the region.

- Needs noted in appropriate plans previously completed for the region.
- The study team's knowledge of mobility management efforts and one-stop transportation centers across the country.
- Resources available at the national level on mobility management efforts and for establishing one-stop transportation centers available through national technical assistance centers.

The process for this needs assessment was similar to the one typically conducted as part of a Transit Development Plan (TDP) for the local transit systems operating in Maryland in that it includes both a demographic analysis and input from key stakeholders. While there is some crossover between these processes, a critical difference is that this assessment is focused on mobility management functions and needs from a regional perspective, and not on specific transit needs or issues more appropriate for inclusion in a TDP.

DEMOGRAPHIC ANALYSIS

The needs assessment begins with a review of 2010 U.S. Census data, looking initially at population growth in the region as well as population density. The assessment then focuses on populations that typically require mobility options beyond the use of a car, and are mapped to determine geographic distribution of people over 65, adults with disabilities, persons living below the poverty level, and autoless households. This visual representation helps identify areas with high densities and high percentages of persons in need of transportation services, and who are more likely to be in need of mobility management services.

Population Growth

The Southern Maryland region has experienced significant population growth over the past two decades. While the growth rate between 2000 and 2010 (21%) slowed slightly in comparison to 1990 and 2000 (23.1%), the population still increased from 228,500 residents in 1990 to 340,439 in 2010. This was more than double the rate of growth for the State of Maryland as a whole. The three Southern Maryland counties grew at about the same rate over the past ten years, with Charles having the most residents in 2010 (146,551), followed by St. Mary's (105,151), and Calvert (88,737).

Population Density

Population density is often an effective indicator of the types of transportation services that are most feasible within an area. For instance, while exceptions exist, an area with a density of 2,000 persons per square mile will generally be able to sustain a frequent, daily fixed-route service. Conversely, an area with a population density below this threshold, but above 1,000 persons per square mile, may be better suited for demand-response or deviated fixed-route types of transportation services.

The Southern Maryland region is suburban to rural in nature, adding to the complexity of providing transportation services for those in need. As shown in Figure 4-1, the vast majority of the region has population densities of less than 500 persons per square mile. The population is most dispersed in the southwestern portion of Charles County.

Of the region's 179 Census block groups, 39 meet the threshold described for fixed-route service. The highest density areas occur in Waldorf and St. Charles in Charles County. California and Lexington Park in St. Mary's County and North Beach and Drum Point in Calvert County also have densities above 2,000 persons per square mile.

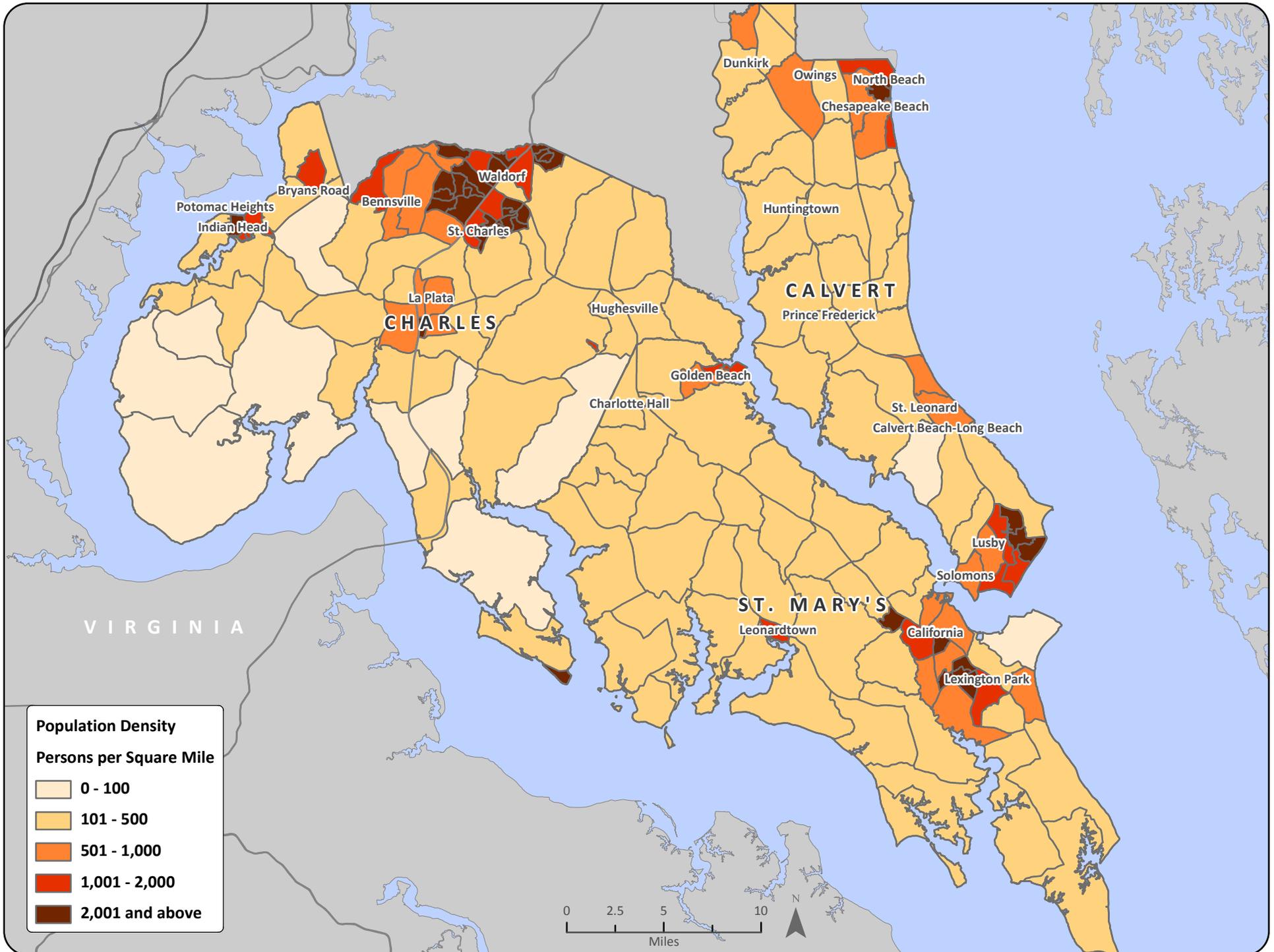
Transit Dependence Index (TDI)

Transportation needs are defined in part by identifying the relative size and location of those segments within the general population that are most likely to be dependent on transit services. Determining the location of these transit dependent populations allows for an evaluation of current transit services and the extent to which they meet community needs. To identify the areas of highest transportation need, the TDI was calculated for each block group in the region.

The TDI is an aggregate measure that utilizes recent data from the American Community Survey five-year estimates and the United States Decennial Census to display relative concentrations of transit dependent populations within a study area. Six factors make up the TDI calculations that take into account populations of people who are more likely to need transit services. More information on the TDI calculation can be found in Appendix G.

In addition to population density, five factors represent specific socioeconomic characteristics of study area residents. For each variable, individual block groups are classified according to the prevalence of the vulnerable population relative to the average for the study area. The factors are then plugged into the TDI equation to determine the relative transit dependence of each block group (very low, low, moderate, high, or very high).

Figure 4-1: Southern Maryland 2010 Population Density



4-4

Figure 4-2 displays the overall TDI rankings for the Southern Maryland region. Similar to the population density analysis, the block groups with a TDI classification of very high are primarily clustered around Waldorf and St. Charles. Other places with very high TDI classifications include Bryans Road, Indian Head, and La Plata in Charles County; Leonardtown, California, and Lexington Park in St. Mary's County; and North Beach and Drum Point in Calvert County.

Transit Dependence Index Percent (TDIP)

The TDIP provides a complementary analysis to the TDI measure. It is nearly identical to the TDI with the exception of the population density factor. By removing the population per square mile factor, the TDIP measures degree rather than amount of vulnerability. The TDIP represents the percentage of the population within the block group with the specific socioeconomic characteristics, and it follows the TDI's five-tiered categorization of very low to very high. It differs in that it does not highlight the block groups that are likely to have higher concentrations of vulnerable populations solely because of their population density. More information on the TDIP calculation can be found in Appendix H.

As shown in Figure 4-3, the block groups in Southern Maryland that have a TDIP classification of very high are spread throughout the region. These block groups roughly correspond to Nanjemoy in Charles County; Bushwood, Scotland, and Charlotte Hall in St. Mary's County; and Lusby in Calvert County.

Autoless Households

Households without at least one personal vehicle may be more likely to depend on mobility management initiatives than those households with access to a car. Figure 4-4 displays the relative number of autoless households for Southern Maryland. Twenty-eight block groups have a classification of very high, including areas around Waldorf, La Plata, and Bryans Road in Charles County; Charlotte Hall, Leonardtown, California, Lexington Park, Piney Point, and Scotland in St. Mary's County; and Lusby, Prince Frederick, and Huntingtown in Calvert County.

Senior Adult, Disabled, and Low-Income Populations

Among other segments of the population, mobility management initiatives can improve regional transportation options for older adults, people with disabilities, and low-income residents in particular. Individuals 65 years and older may scale back their use of personal vehicles as they age, leading to greater reliance on public transportation compared to those in other age brackets. Similarly, those with disabilities may be unable to operate a personal vehicle, and those who earn less than the federal poverty level may face financial hardships that make the ownership and maintenance of a car

Figure 4-2: Southern Maryland Transit Dependence Index

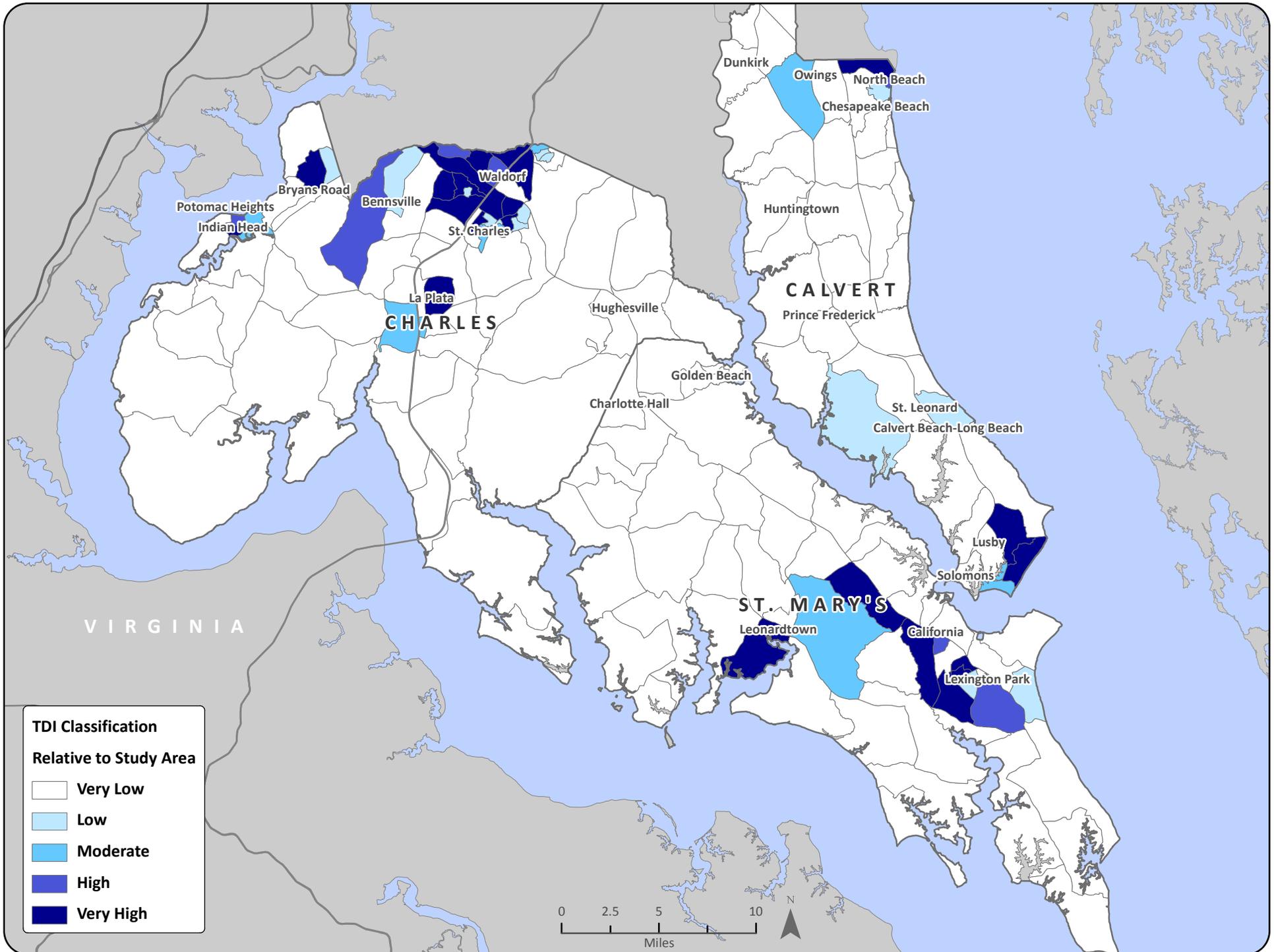
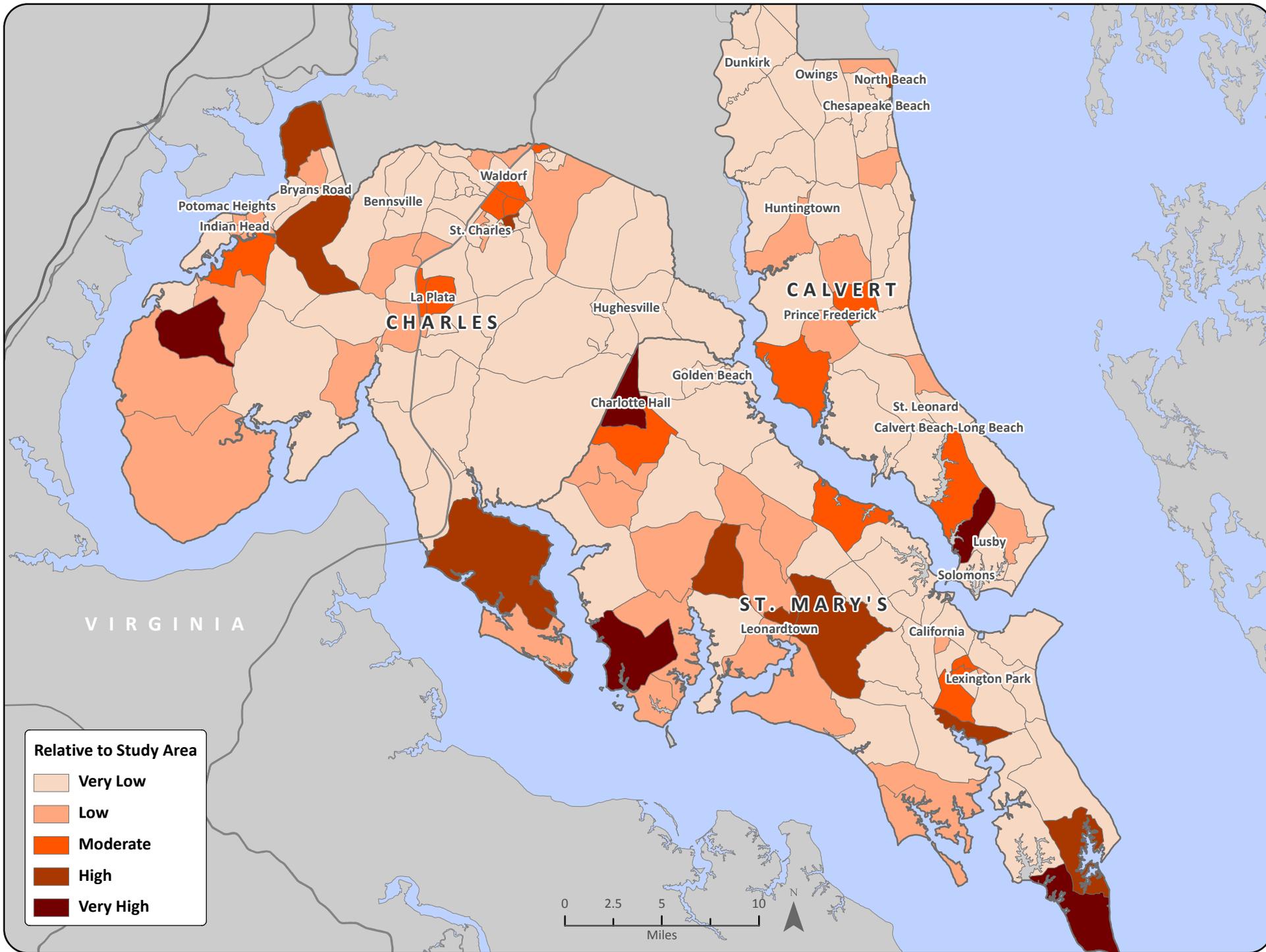
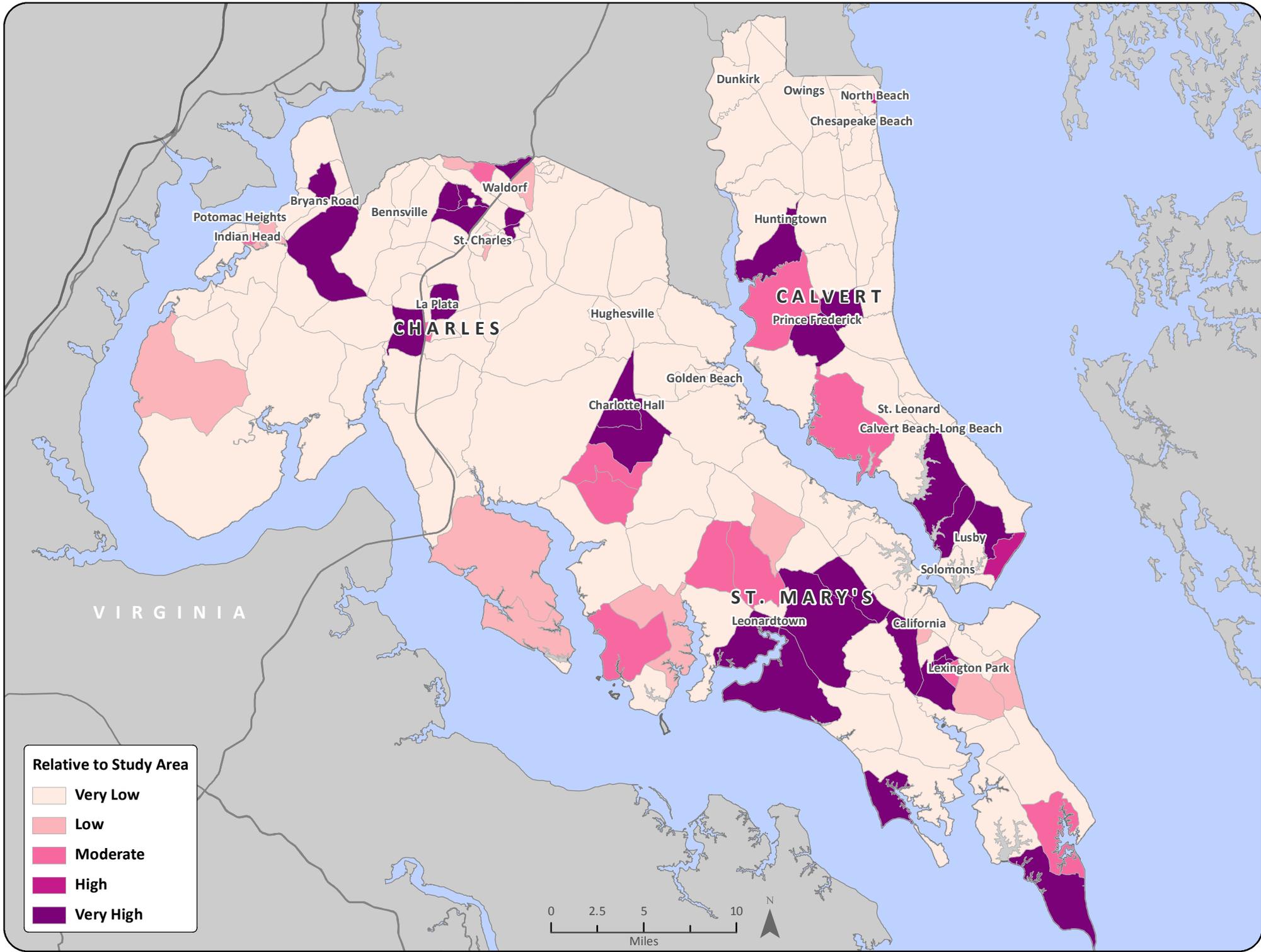


Figure 4-3: Southern Maryland Transit Dependence Index Percentage



4-7

Figure 4-4: Southern Maryland Relative Number of Autoless Households



4-8

difficult. Figures 4-5 to 4-7 display the relative concentrations of senior adults, disabled, and low-income individuals in the study area. Like the TDIP measure, areas with classifications of very high are scattered throughout the region.

Major Trip Generators

Identifying major trip generators in the region complements the above demographic assessment by indicating where transportation services may be most useful and needed. Potential origins and destinations include multi-unit housing complexes, major employers, medical facilities, educational facilities, human service agencies, and shopping centers.

Major trip generators in Southern Maryland are mapped in Figure 4-8 along with existing fixed route services provided by the three locally operated transit systems. As indicated on this map, the vast majority of trip generators are clustered around Waldorf and La Plata in Charles County; Leonardtown and Lexington Park in St. Mary's County; and Prince Frederick in Calvert County. Most are located along the major corridors served by the region's fixed routes, though this may not translate to regional service coverage. Trip generators along Route 231 linking Hughesville and Prince Frederick are not served by any fixed-route service.

STAKEHOLDER INPUT

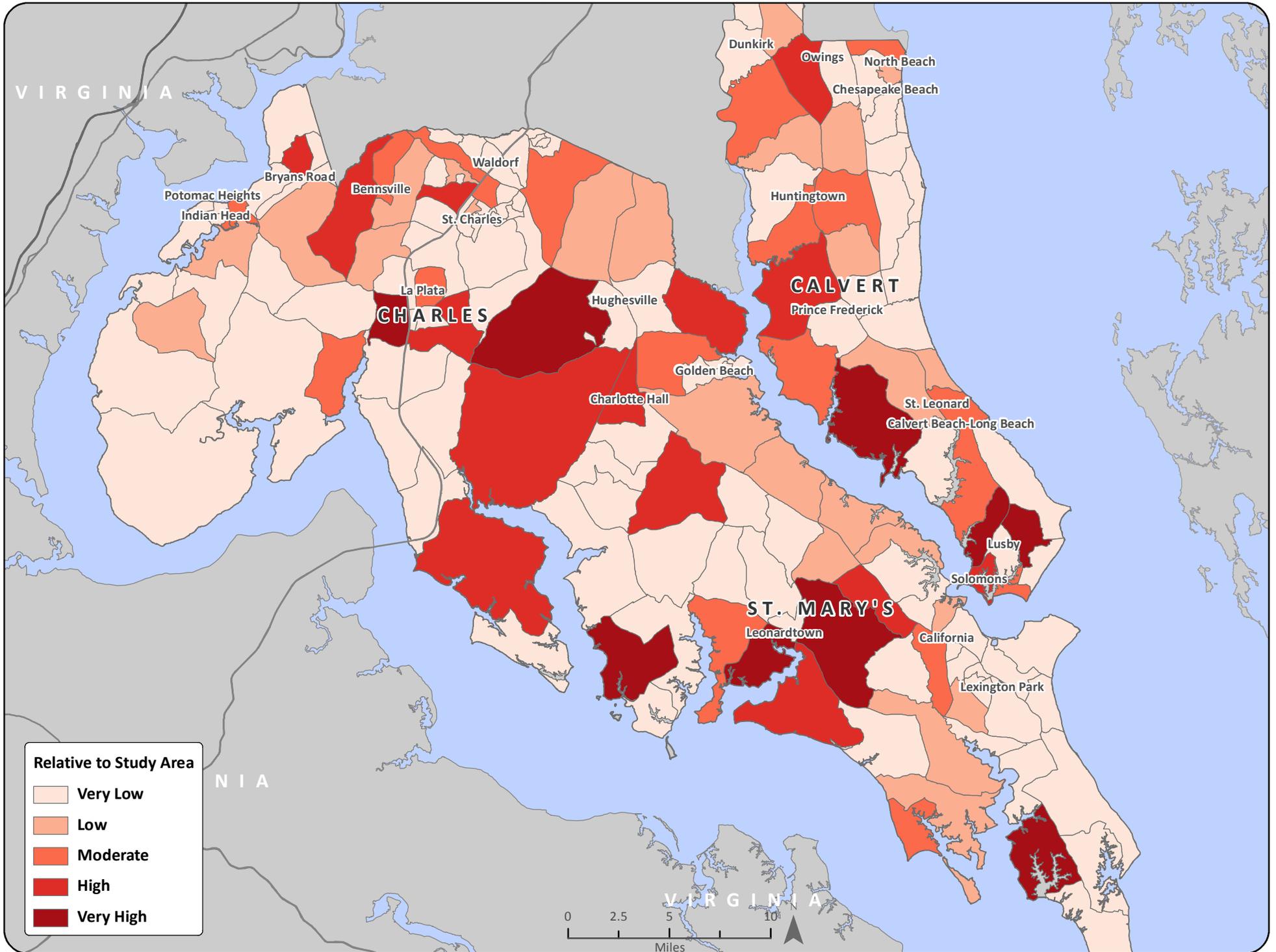
As noted in the introduction of this chapter, another major component of the needs assessment is identification of qualitative needs through input from the community. While data and numbers are helpful, they only tell part of the story and must be supplemented by this input to gain a larger, more "human" perspective. Therefore, information was gained through a variety of efforts that are detailed in this section.

Southern Maryland Regional Mobility Management Steering Committee

A Steering Committee was formed to provide oversight for the Southern Maryland Mobility Management Program. This Committee includes local human service agencies and the directors of the three transit systems that operate in the region. As noted earlier, a Committee roster is included in Appendix B.

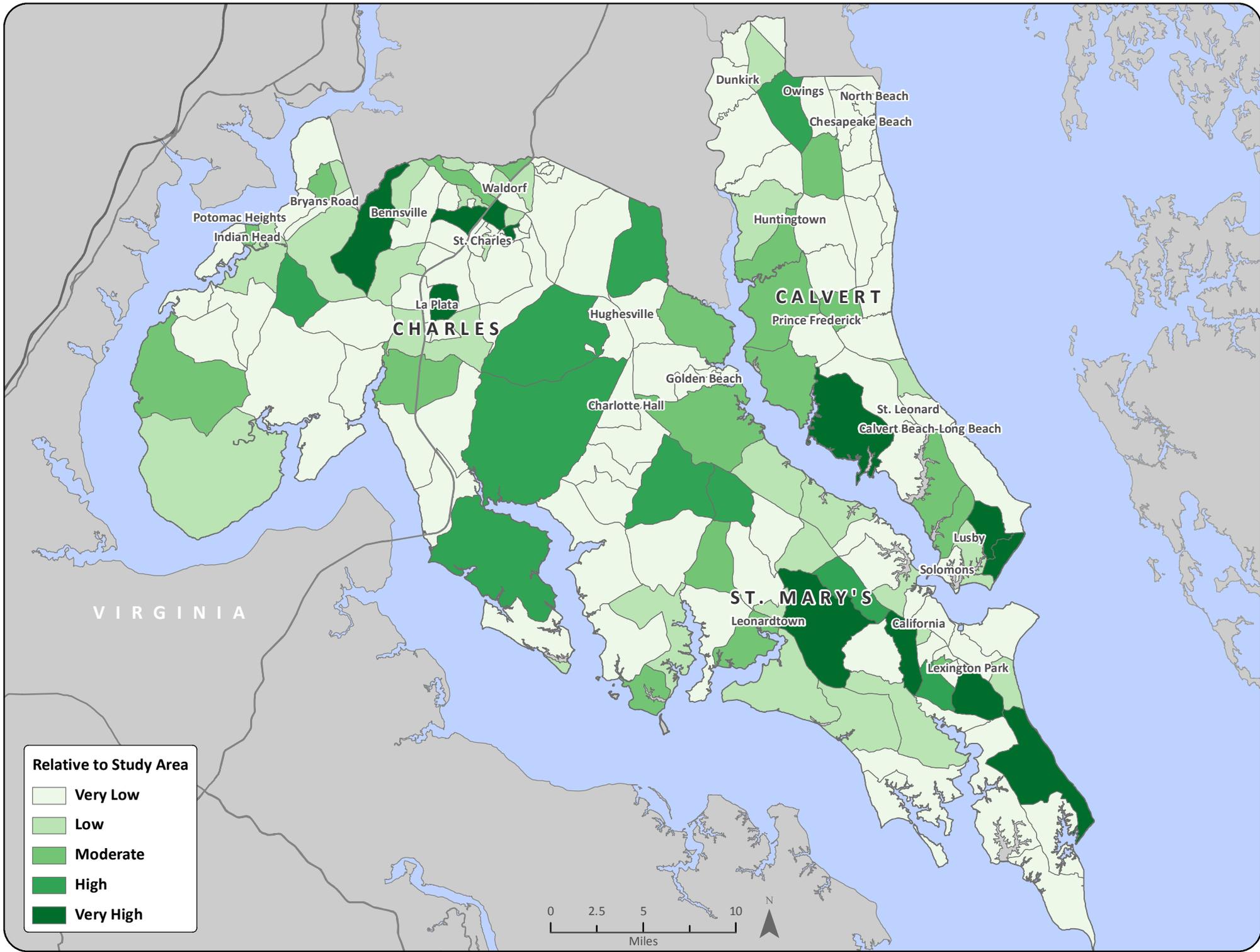
The Steering Committee provided input on mobility management-related needs in the region, as well as comments on goals, objectives, and priorities for the project. Comments from the Steering Committee included the following:

Figure 4-5: Southern Maryland Relative Number of Senior Adults (65+)



4-10

Figure 4-6: Southern Maryland Relative Number of Disabled Persons



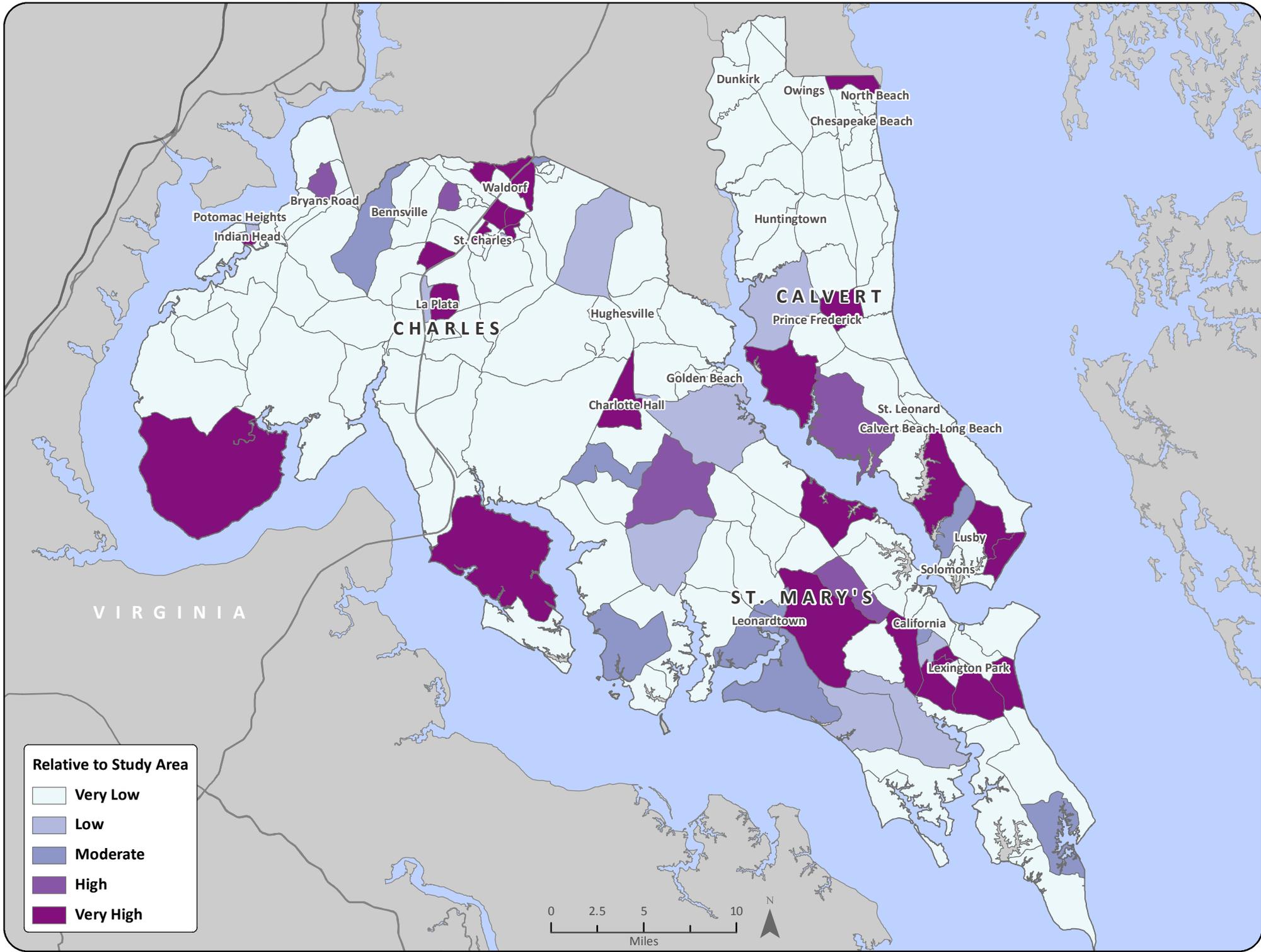
4-11

Relative to Study Area

- Very Low
- Low
- Moderate
- High
- Very High

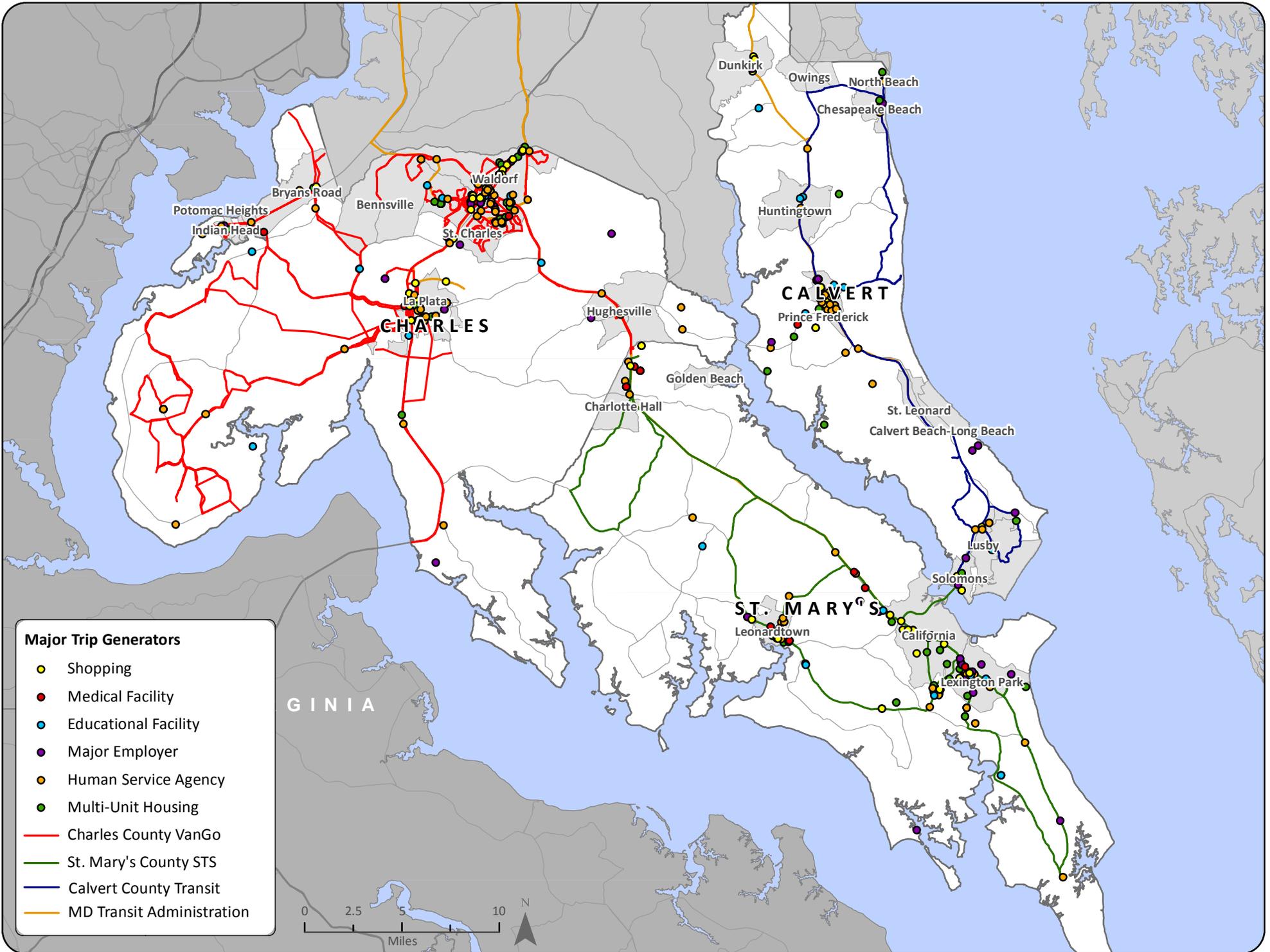


Figure 4-7: Southern Maryland Relative Number of Below Poverty Residents



4-12

Figure 4-8: Southern Maryland Major Trip Generators



- Overall goals for the mobility management program include the need to be user-friendly, to be fully accessible to people with disabilities, and to cast a wide net in regard to coordination of transportation services.
- While there should be a focus on the one-call component, it should not be on a physical location. The expectation is that the mobility management program will be mobile in nature. Additional focus should be on opportunities to coordinate in the region.
- The end result of the project should be a plan that can be presented to elected officials and other key stakeholders, and will help broaden stakeholder involvement in mobility management efforts in the region. The focus of the project should be on planning and not on implementation – that work will be conducted later. Also, the plan should not focus on issues that are more appropriate for inclusion in a TDP.

Southern Maryland Mobility Management Stakeholders’ Forum

On March 1, 2012, the TCCSMD, United Way of Charles County, and the MTA sponsored the Southern Maryland Mobility Management Stakeholders Forum. The objectives of this forum included providing information on current mobility management efforts in the region, discussing unmet transportation needs in the region, and gaining input from stakeholders on priorities for the mobility management program going forward. The input from forum participants on unmet transportation needs and priorities is included in this section (a full summary report is available through the TCCSMD offices in Hughesville (MD)).

Needs

Many of the needs expressed at the forum encompassed additional marketing to ensure people in the region are aware of their mobility options and to improve coordination of current services. Participants acknowledged the regional challenge in trying to reach people over a vast rural and suburban community through multiple marketing strategies and diverse media markets. They stressed the importance of providing information in a variety of formats and media avenues. Forum participants stressed that information on existing transportation services should be constantly repeated to ensure residents are knowledgeable on existing services. Other needs and issues identified included:

- Social media/online resources are important for marketing, but efforts should be comprehensive and not only technology focused. Word of mouth efforts should not be forgotten.

- Increased awareness of available transit options, especially for older adults, people with disabilities, and young people who may not know about current services. There is also a need to target the Limited English Proficiency constituency.
- To reach young people, it was suggested that an education/marketing campaign through the high schools, similar to driver education programs, be developed to share information on transportation options in their communities. Younger people may not be as car-centric, and therefore a focus of the mobility management program can involve greater outreach to this group.
- Marketing the safety aspect of using current public transit services. There is a need to promote public transportation as an efficient and safe transportation alternative. Some people may feel unsafe in using public transit. Image and security issues need to be addressed. It was suggested that retired law enforcement officers could be contacted to participate in a program where they would ride routes or become drivers. There also needs to be greater coordination between TCCSMD, regional traffic safety programs, law enforcement representatives, and State officials to ensure safety concerns are addressed.
- In conjunction with marketing of transportation options, marketing public transit services needs to be done in a way to counter any stigma associated with using these services. A public service campaign through public access and local cable channels may be an approach to promote the use of public transportation.
- The existence of travel trainers that can assist customers in using current services needs to be better publicized. Travel training teaches individuals with disabilities and seniors how to access their environment and community and use public transportation independently.

Forum participants also expressed the need to continually improve the coordination of existing services. While transportation needs will continue to grow in the region, it was acknowledged by forum participants that due to budgetary constraints the region will need to work within current funding resources. Therefore, coordination, as well as marketing, is essential. This includes coordinating services to eliminate any duplication and increasing awareness between providers of possible connection opportunities.

While the participants noted that some barriers that hamper coordination between providers may exist in regard to privacy issues or liability, it was important to determine if these barriers were real or perceived. The region is fortunate to have an existing structure to facilitate coordination efforts. The TCCSMD's Regional Transportation Coordination Committee (RTCC) encourages regional coordination and cooperation among all Southern Maryland transportation providers interested in the quality of services provided to Southern Maryland citizens. This Committee also provides a forum for ongoing discussion of the transportation needs of older adults, people with disabilities, and people with lower incomes in the region. If not already involved, transportation providers in the region were encouraged during the forum to attend meetings of the RTCC and participate in efforts to maintain and expand regional transportation choices for residents of the region and to allow riders to use multiple services as one seamless system.

Beyond improved coordination and improved marketing of existing public transit services, forum participants also expressed the need to identify and implement other transportation services to help fill mobility gaps in the region. The group acknowledged that public transit cannot be all things to all people, so other options such as volunteer based programs are necessary. It was suggested that the mobility management program reach out to local churches in pursuit of volunteer program partnerships. Although budgets for current funding programs are tight, the MTA noted during the forum that some opportunities to support volunteer driver programs through the Senior Transportation Program do exist. Forum participants also noted the need for an increased focus on carpooling and other shared ride options through the TCCSMD ridesharing program.

Priorities

During the forum, participants also provided input on priorities for the TCCSMD mobility management program based on the following three functional categories:

- Information Sharing/Marketing
- Service Oriented
- Partnerships

The current function in which the Mobility Management Coordinator provides information on existing transportation options through a single phone number received the highest level of support. Other functions that garnered strong support included greater coordination of existing services, facilitation of coordination opportunities between providers to share resources, and the availability of on-line information.

The number of "votes" each function received and the overall results from the prioritization process are depicted in Figures 4-9 through 4-11.

Figure 4-9: Information Sharing/Marketing Priorities

Single Phone Number on Available Transportation Resources	24
One Click Online Resource	14
Community Outreach	5
Information Through Appropriate Materials	3

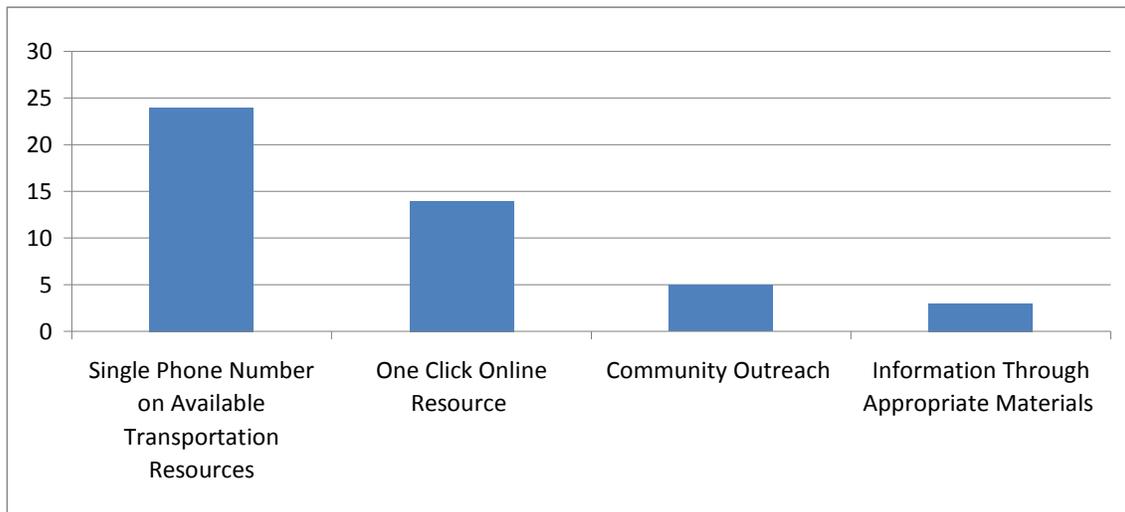


Figure 4-10: Service Oriented Priorities

Entity for Coordinating Trips Through Multiple Providers	20
Travel Training	6
Additional Mobility Options Through Additional Services	4

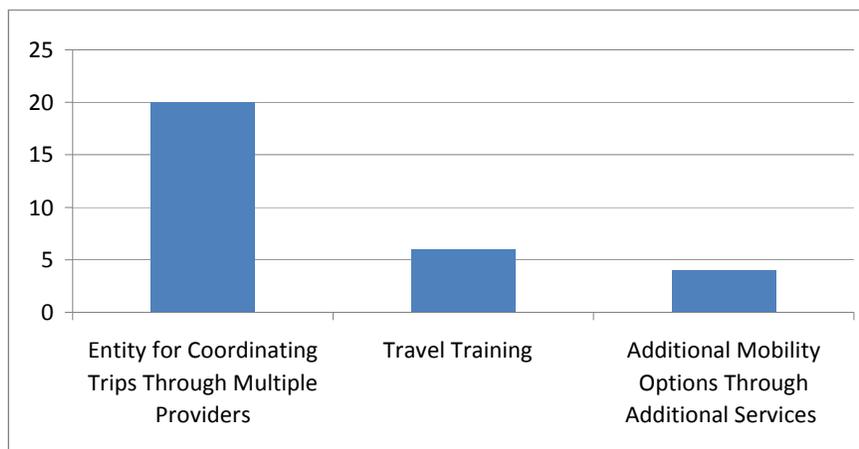
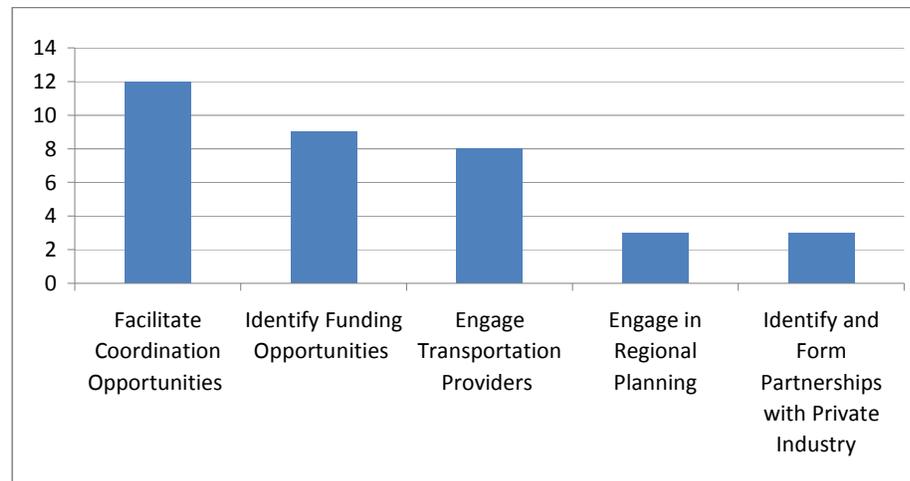


Figure 4-11: Partnerships

Facilitate Coordination Opportunities	12
Identify Funding Opportunities	9
Engage Transportation Providers	8
Engage in Regional Planning	3
Identify and Form Partnerships with Private Industry	3



PREVIOUS PLANS AND STUDIES

Southern Maryland Coordinated Public Transit-Human Services Transportation Plan

The FTA's Section 5310 (Elderly Individuals and Individuals with Disabilities), Section 5316 (Job Access and Reverse Commute - JARC), and Section 5317 (New Freedom) Programs require that projects funded through these programs be derived from a locally developed, coordinated public transit- human services transportation plan. The *Southern Maryland Coordinated Public Transit-Human Services Transportation Plan* was developed in 2007 and then updated in October 2010 to meet this planning requirement. The plan includes an inventory of transportation resources in the region as well as strategies to improve transportation for older adults, people with disabilities, and people with lower incomes. The full plan is available at -- <http://www.kfhgroup.com/SouthernMaryland.htm>

The major focus of the coordinated transportation planning process involved input from local stakeholders on unmet transportation needs in the region for older adults, people with disabilities, and people with lower incomes. These needs were then

synthesized into a regional unmet transportation needs and issues statement in regard to the three population groups served by the Section 5310, JARC, and New Freedom Programs, and if the unmet needs or issues were county-specific or regional in nature. The Southern Maryland Regional Coordinated Planning Committee that includes various human services agencies, government agencies, private and public transit providers also provided input and ultimately approved the Unmet Needs and Issues Statement presented in Table 4-1. As noted in the plan, the statement demonstrates that all unmet transportation needs and issues are cross-cutting -- affecting all three population groups -- and impacting the entire region.

The mobility management program responds specifically to several of the unmet needs identified through the coordinated transportation planning process. The program provides additional outreach and marketing of existing services (#1 in the Unmet Needs and Issues Statement) and serves as a centralized location for customers, human service agency staff, families, and others to gain information on valuable transportation options in the region (#6 in the Unmet Needs and Issues Statement). While the focus of the Mobility Management Coordinator is to provide information on existing mobility options -- and not on implementing new services noted in *the Southern Maryland Coordinated Public Transit-Human Services Transportation Plan* -- this position also assists the Regional Transit Coordinator with efforts to improve coordination of trips (#6 in the Unmet Needs and Issues Statement).

Calvert County Transportation Plan (via Calvert County Comprehensive Plan)

The Calvert County Comprehensive Plan, adopted in 2004 and amended in 2010, included public transportation needs and issues from the County's Transportation Plan. This plan recommended an overall framework for public transit service for the County, specifically noting the need for the creation of local transit service areas in the major town centers and for express bus service between those centers. The plan also noted the need for significant improvement in the accessibility and convenience of fixed-route transit service throughout the County. The plan also stated the need to promote the regular update of a regional transportation system plan based upon and designed to serve the land use development goals of Calvert County and the other units of government in the Southern Maryland region. The plan also noted the need to expand commuter bus services and the park and ride lots that serve carpool, vanpool, and commuter bus ridership.

Table 4-1: Unmet Needs and Issues Statement

Unmet Transportation Need/Issue	Older Adults	People with Disabilities	People With Low Incomes	Regional/ County Specific
1. Insufficient outreach/marketing of transportation services and options for customers and advocates who are unaware of the transportation services available. <i>Provide information in alternative formats for persons with disabilities and non-English speaking persons. Utilize the Statewide 211 system for disseminating information and referrals. Use of Public Service Announcements (PSA's) and other cable network services.</i>	X	X	X	Regional
2. Limited medical trip options, including long-distance trips and trips outside of the county.	X	X	X	Regional
3. Limited transportation options to access employment opportunities, job training, and education facilities.	X	X	X	Regional
4. Limited transportation options in the early morning, evenings, and weekends.	X	X	X	Regional
5. Limited coordination of trips based on capacity between agencies – communication gap. <i>Release information especially provide a list of service routes.</i>	X	X	X	Regional
6. No centralized location for customers, human service agency staff, families, etc. to gain information on available options in the region.	X	X	X	Regional
7. Limited transportation options for non-medical trips (<i>i.e. quality of life trips</i>).	X	X	X	Regional
8. Fares may be cost-prohibitive for people whose trips are not subsidized by a particular program or agency (<i>i.e. Medicaid</i>).	X	X	X	Regional
9. Limited connectivity between various transit operators in region.	X	X	X	Regional
10. Limited transportation options for people who live outside the fixed-route service areas, particularly for people in the more remote areas of the region.	X	X	X	Regional

Source: Southern Maryland Coordinated Public Transit-Human Services Transportation Plan.

Charles County Transit Development Plan

The most recent TDP for Charles County was completed in January, 2010. This TDP also included a review and analysis of 2000 U.S. Census data and identification of locations within the County with the highest demand for transit service. The TDP also contained the results of a rider survey and input from the stakeholders on transportation needs in the County. Primary needs at the time of the TDP included:

- Need for transit services to begin earlier in the day and to operate later in the evening in order to access key locations such as employment sites.
- Need for Sunday service was identified by riders as the top priority for future improvements and expansion of the Charles County VanGO system.
- Need for more frequent service than the current routes that operate on an hourly basis.
- Need for more direct service to allow opportunities to access destinations without transferring to another route.

St. Mary's County Transit Development Plan

The most recent St. Mary's County TDP was completed in August, 2007. This TDP also included a review and analysis of 2000 U.S. Census data and identification of locations within the County with the highest demand for transit service. The TDP also contained the results of several surveys and input from the stakeholders on transportation needs in St. Mary's County. These needs included:

- Out-of County medical trips.
- Extended evening service to meet the needs of second and third shift workers.
- More frequent service on existing public transit routes.
- Expanded public transit coverage in rural parts of the County.
- Increase in availability of demand-response and door-to-door services.

An update of the St. Mary's County TDP recently began, and will be completed in early 2013.

Regional Transportation Coordination Marketing Plan

Getting Around Safely was a 2007 TCCSMD project that was funded by a Post-Institute Planning Grant by the Community Transportation Association of America

(CTAA). The purpose of the project was to continue implementation of the on-going coordination effort being undertaken by TCCSMD in the region, specifically engaging private sector providers and partners.

Input from private sector partners on the transportation needs and issues in the region was a key component. The project culminated with a marketing plan documenting strategies that aspire to tackle the unmet transportation needs and gaps in the Southern Maryland Region. Each strategy was accompanied by possible projects serving as potential opportunities for the region and a starting point to generate additional projects.

Capitol Health Care Network Rural Initiative

The objective of this study was to establish a baseline assessment that supports the planning process for the implementation of a comprehensive transportation study commissioned by the Department of Veterans Affairs (VA). One of the counties selected for assessing the quality of care available to veterans in rural areas was St. Mary's County.

The study included a variety of recommendations to improve transportation options available to rural veterans. These included several pertinent to the mobility management effort in Southern Maryland:

- Develop and implement a concerted transportation outreach program to inform veterans of the transportation service available to them.
- Establish payment mechanisms with public transit providers to increase access to local transportation options.
- Develop feeder systems that transport veterans from remote areas to established transportation routes that serve VA health care facilities.
- Develop initiatives aimed specifically at providing transportation for homeless veterans.

ONE-STOP TRANSPORTATION CENTER CONSIDERATIONS

While the previous sections are important when assessing transportation needs in the region and gaining input from stakeholders on priorities for the Southern Maryland Mobility Management Program, a key component in the planning process is a needs assessment pertaining to the overall vision for a one-stop transportation center. The following criteria items need to be considered as part of a one-stop transportation

center planning process and efforts to move the regional mobility management forward. These items were discussed initially with the Steering Committee, and then detailed as part of the development of alternatives (Chapter 5) and finally a Conceptual Plan (Chapter 6):

- Organizational Structure
- Call Center Functions
- Staffing
- Call Center Location
- Center Technology
- Funding
- Monitoring and Evaluation

ADDITIONAL ISSUES AND OPPORTUNITIES

Through the demographic analysis, stakeholder input, and discussions with TCCSMD staff, some additional issues and opportunities in regard to mobility management efforts were identified and are recapped in this section.

Southern Maryland Transportation Directory

TCCSMD recently completed an update of the directory that provides information on current transportation services in the region. The directory lists 24 different transportation providers, including the three locally operated transit systems that operate in the region and a variety of human service agencies that provide transportation for the people that they serve. The directory also includes information on the TCCSMD rideshare and mobility management programs. The directory highlights recent improvements to mobility options in the region and the variety of transportation services that are offered in the area. TCCSMD recently printed copies of the directory of transportation services for distribution in the community.

While the directory serves as a great resource, there are opportunities to improve use of this document as part of the mobility management program and to ensure it is an integral component of marketing activities:

- Transportation providers in the current directory are listed alphabetically. These providers could be grouped by type of transportation service (i.e. public transit services) to make it easier for customers and agency staff who use the directory to find specific services in a more user-friendly, categorical manner.

- The directory contains phone contact information for each provider, but no website addresses are included. Adding links to the directory would allow easy access to provider websites, especially useful for gaining information on public transit services and schedules.
- The mass printing of the directory means that it is primarily a static document and changes cannot be made until the next update and printing, tentatively not scheduled for several years. The directory could be developed as a fully online resource that could periodically be updated as services or providers change.

WIDER RANGE OF TRANSPORTATION PROVIDERS

Through the discussion of transportation providers in the region and the updating of the Southern Maryland Transportation Directory, it was noted that some agencies or organizations that operate transportation in the region have chosen not to participate in the directory or coordinate with other providers. The reasons for this vary, and it was noted by the project Steering Committee that these reasons should be detailed as part of the mobility management program. In addition, while the TCCSMD mobility management effort does not have any authority to force these providers into participating, it was hoped that efforts would continue to try to facilitate relationships with these agencies and organizations in the hope they could at some point be involved in coordination efforts.

While the directory highlights the variety of transportation services available in the region, the review also points out the mobility options that are lacking, in particular private transportation providers (i.e. taxi service). Further research by the study team and confirmed by the Taxicab, Limousine, & Paratransit Association identified this glaring hole in transportation services in the region. Facilitating public-private partnerships that encourage taxi service in the region could be a function of the mobility management program in the future.

As noted earlier, regional stakeholders noted volunteer-based programs as possibilities to help fill transportation gaps in the region. Supporting and facilitating these programs could also be a role for the mobility management program in the future.

Chapter 5

Alternatives for the Region's One-Stop Transportation Center and Mobility Management Program

INTRODUCTION

This chapter documents overall considerations for the one-stop transportation center that were developed and discussed with TCCSMD and the project Steering Committee. Additionally, this chapter discusses possible alternatives for consideration in the future as the program moves forward. This chapter also provides appropriate recommendations that are further detailed in the next chapter. The overall vision, potential alternatives, and proposed recommendations were developed based on:

- Review of the Southern Maryland Mobility Management Program, including the functions and responsibilities of the current Mobility Management Coordinator position.
- Input from the project Steering Committee through development of an initial technical memorandum that provided an assessment of transportation needs in the region in relation to the mobility management program, and identified key items to be addressed when developing alternatives for mobility management efforts going forward.
- Input from the community -- especially from people with disabilities, older adults, and people with limited transportation options -- obtained during the Southern Maryland Mobility Management Stakeholders Forum held on March 1, 2012. Information on the forum is included in Chapter 4.
- The study team's knowledge of mobility management efforts and one-stop transportation center implementations in Maryland and across the country.

This understanding and expertise also includes on-site observations of one-stop call centers in areas similar to the Southern Maryland region.

- Mobility management resources and case studies of other one-stop or one-call transportation centers available through national technical assistance centers, especially from CTAA's "One Call-One Click Transportation Services Toolkit".

OVERALL CONSIDERATIONS

While this chapter offers alternatives regarding a variety of issues related to the future of the one-stop transportation center, the following highlights some overall considerations based on evaluation of the current program and the vision for it going forward:

- Understandably, the core mission of the Southern Maryland Mobility Management Center is to provide information on the variety of transportation services operating in the region through a central location. In addition, the center serves as a central point of contact for human agency staff, employers, and others in the community that work with people with mobility needs. The vision for the Southern Maryland Mobility Management Center can be broader and encompass additional functions, such as a one-click component that allows customers to access information through a central website. Members of the project Steering Committee expressed that the Southern Maryland Mobility Management Center also needs to focus on the actual coordination of providers and trips in the region.
- Throughout the study the project Steering Committee provided input on its vision for a one-stop transportation center. Ultimately, there was consensus that the center would be a one-stop transportation information/clearinghouse, serving as a single point of access for information on mobility options in the region. This access would be available by telephone, e-mail, and internet, but would not be a physical location that would allow walk-in availability.
- The project Steering Committee determined that the formal name for the center would be the "Southern Maryland Mobility Management Center." Therefore, the one-stop transportation center will be referenced in this way throughout the remainder of this report.

- The current mobility management program provides information on travel options as part of the Mobility Management Coordinator position. In addition to fielding calls, this position also has outreach functions including making presentations to appropriate community groups and committees.

In a typical one-call transportation center for a region similar to Southern Maryland, there would be at least one position dedicated to handling calls from customers and working with them on trip planning activities. The alternatives reflect the progression of the Southern Maryland Mobility Management Center towards this arrangement.

- A natural consideration when developing a one-call transportation center is the physical location and the staffing requirements. Taking into account the current mobility management program and considering one-stop transportation centers in regions similar to the one served by TCCSMD, the vision for the Southern Maryland Mobility Management Center would involve office space that would accommodate 2-3 work stations, and also feature a common area that would allow for discussions between call center staff.
- One component when establishing a one-stop transportation center is determining how it will fit with other networks available to local residents. As noted by CTAA in their guidance for establishing one-call services, there are a variety of programs available for obtaining information on community social services, services provided by cities or counties, and traveler information. These programs feature a single call or a single visit to a web page that provides information about specific services, and often immediate connection to those services.

It is therefore important to define the future of the Southern Maryland Mobility Management Center so that it fits with other communication resources. This will help ensure there is a unified outlook for local stakeholders on the one-stop transportation center, and how it will contribute to larger community goals and initiatives in regard to economic and workforce development, effective land use and community planning, and overall livability in the region. In addition, the Southern Maryland Mobility Management Center needs to integrate with the current mobility management program and transportation coordination efforts in the region.

SOUTHERN MARYLAND MOBILITY MANAGEMENT CENTER AND MOBILITY MANAGEMENT PROGRAM -- PROPOSED GOALS AND OBJECTIVES

A critical part in the discussion of alternatives (and the subsequent development of recommendations) for the Southern Maryland Mobility Management Center is agreement on goals and objectives for the center, and the overall mobility management program. Through discussions with project Steering Committee members and input from the community, there were varying visions for the center and the program as a whole.

Therefore, a series of goals and objectives were developed for the Southern Maryland Mobility Management Program and presented to the project Steering Committee. These goals and objectives were initially adapted from a general list developed by the Texas Transportation Institute as part of their "Performance Measures for Public Transit Mobility Management" report. They were refined based on comments received during the Southern Maryland Mobility Management Stakeholders Forum and information in the updated 2010 *Southern Maryland Coordinated Public Transit-Human Services Transportation Plan*, and then discussed with the project Steering Committee. The ones agreed upon by the project Steering Committee are included in Table 5-1. These goals and objectives can be used to develop initial performance measures for the center and the program that can be discussed and updated over time.

SOUTHERN MARYLAND MOBILITY MANAGEMENT CENTER ALTERNATIVES

There are a variety of components of a regional mobility management program and an array of elements related to the Southern Maryland Mobility Management Center. The following sections address each of these categories and offer various options taking into consideration input from the project Steering Committee during the study process.

Many of these areas impact each other, but they are segmented by the following categories discussed in Chapter 4:

- Organizational Structure
- Center Location
- Staffing
- Center Functions

**Table 5-1: Southern Maryland Mobility Management Center/
Mobility Management Program**

Proposed Goals and Objectives

Goals	Objectives
Focus on the Individual	<ul style="list-style-type: none"> • Provide information through a one-call transportation center on available transportation resources and refer customers to appropriate provider. • Implement an internet “one-click” option to the call center’s webpage that allows customers to access information 24/7 through the TCCSMD website, and provides connectivity to other resources. • Provide the public with information on transportation service options, including offering materials for those with language barriers and through social media opportunities. • Identify and facilitate new services to meet individuals’ needs and fill mobility gaps, i.e. travel training services or volunteer driver programs. • Work with Senior Volunteer Ride Programs in the three Southern Maryland Counties.
Improve Coordination	<ul style="list-style-type: none"> • Continue current partnerships and establish new ones to coordinate transportation projects, planning, service, and expertise. • Document perceived or real barriers expressed by human service agencies to coordination efforts, and facilitate solutions as appropriate. • Identify opportunities to coordinate service delivery to close gaps or eliminate overlaps. • Work with appropriate providers to streamline eligibility processes and implement shared ride opportunities. • Integrate current mobility management position and any new positions with other transportation positions at TCCSMD. • Continue to participate and attend Southern Maryland RTCC meetings; Technical Advisory Committee (TAC) meetings; and any other local and regional transportation coordination Committee meetings, forums, workshops, etc.

Goals	Objectives
Promote Accessibility and Livability	<ul style="list-style-type: none"> • Monitor mobility management services to ensure they are accessible, lead to livable communities, and improve quality of life. • Consider the effect of transit and transportation design for mobility and accessibility. • Promote the services of a travel trainer who will work with individual customers and the customer’s community to identify -- and work to eliminate -- obstacles that prevent the person from using available public transit services.
Ensure Diversity in Products and Services	<ul style="list-style-type: none"> • Ensure meaningful access to transportation service for older adults, people with disabilities, veterans, children and youth, individuals with lower incomes, and people with language barriers. • Connect with outreach workers and others to join individuals with limited English speaking skills to available transit services.
Foster Education and Awareness	<ul style="list-style-type: none"> • Educate health and human service agency staff, workforce agency staff, policymakers, elected officials, and other stakeholders on availability and need for alternative transportation choices. • Work with caregivers and family members to inform and educate individuals on the various transit and transit-related resources available in the region.
Promote Financial Sustainability	<ul style="list-style-type: none"> • Leverage funding and resources through partnerships. • Build a strong foundation for mobility management programs through funding and resource support. • Explore feasibility of establishing a regional or local consortium made up of human service agencies and public and private transportation providers in order to minimize expenses and secure more resources at less cost (more “bang for the buck”).

- Center Technology
- Funding
- Monitoring and Evaluation

These areas also impact the broader mobility management program in Southern Maryland, and therefore the alternatives discuss various options beyond the one-stop aspect of the program.

ORGANIZATION STRUCTURE

A vital component in the operation of a mobility management program and in the implementation of the Southern Maryland Mobility Management Center is identifying a lead agency with the availability, willingness, and organizational structure to manage and oversee the center. A variety of entities can be the lead agency for a one-call transportation center, and CTAA reports that no one institutional home or organizational model is required to achieve success. Across the country a variety of organizational arrangements can be found, including:

- Non-profit agencies (either as a function within a multi-purpose not-for-profit agency or as a stand-alone agency).
- Public transit agencies.
- Local or county governments.
- Regional planning agencies (such as an organization like TCCSMD).

Alternatives

Typically, communities need to go through a process to determine which local agency will lead a one-stop transportation center effort. This challenge has already been met for the region since the current organizational arrangements, with TCCSMD leading mobility management efforts, is the most viable and is one that has been endorsed by the project Steering Committee. TCCSMD continuing to serve as the lead agency is also consistent with efforts in communities where there are multiple transportation service providers. TCCSMD can then serve as a neutral convener that doesn't operate any services directly.

Subsequently, TCCSMD's overall responsibilities in regard to the mobility management program and the Southern Maryland Mobility Management Center going forward could then involve the following administrative and operational areas:

Administration

- Continue to apply for funding through the MTA and other sources.
- Continue to secure matching funds for the application to MTA.
- Research other funding programs (see section on Funding) and submit appropriate applications.
- Lead efforts to improve coordination of services or reduce duplication.
- Identify additional opportunities to expand call center functions, i.e. one-click services.

Operations

- Provide information and referral functions through the one-stop transportation center.
- Counsel customers on trip planning and determination of eligibility for services.
- Maintain database of current transportation providers.
- Develop appropriate forms.
- Identify opportunities to streamline eligibility processes and implement shared ride services.
- Utilize existing transportation databases, such as the Metropolitan Washington Council of Government's Reach-a-Ride Program, Central Maryland Regional Transit's Transportation Resource Information Program (TRIP), and on-line trips planners available through the locally operated transit system in the region.

While TCCSMD would continue in the lead role, a variety of stakeholders will also continue to have a strong interest in the Southern Maryland Mobility Management Center and will be key participants in the program. Therefore, an ongoing Advisory Committee will be needed that would provide input and direction, similar to the Steering Committee for this project. The current RTCC can serve in this capacity, with other stakeholders added as needed and appropriate.

CENTER LOCATION

Through discussions with the project Steering Committee, it was confirmed that TCCSMD would house the Southern Maryland Mobility Management Center. This arrangement would require the current Mobility Management Coordinator position to move from the current location at the Charles County Department of Community Services to the TCCSMD offices in Hughesville located in a building on the Southern Maryland Electric Cooperative (SMECO) Campus.

During the study process it was learned that the lower level of the building occupied by TCCSMD -- and currently being used by SMECO as a call center -- will become open on April 1, 2013. This space is ideally equipped to house the Southern Maryland Mobility Management Center and to accommodate the staffing options outlined below. In addition, TCCSMD is poised to take over this space and ready and willing to move forward with this transition.

STAFFING

Obviously, an important component of the future Southern Maryland Mobility Management Program will be how the program overall -- and in particular how the Mobility Management Center -- will be staffed.

Alternatives

In regard to staffing, the only position currently dedicated to the current mobility management program is the Mobility Management Coordinator. While this arrangement provides basic mobility management coverage, the Southern Maryland Mobility Management Center combined with the overall mobility management effort will necessitate consideration of the following:

- The core function of the Southern Maryland Mobility Management Center will be responding to customer travel needs and helping them with trip planning. Typical operating hours for a one-stop transportation center would be from 8:30 a.m. to 4:30 p.m., Monday through Friday. Therefore, staffing of the Southern Maryland Mobility Management Center will require at least one full-time position to serve as the main contact, with appropriate staffing to fill in for hours and days when the person in that position is not available.
- The staffing of the Southern Maryland Mobility Management Center will need to be evaluated based on call volume, and the involvement of other TCCSMD staff not dedicated to mobility management activities. It is anticipated that customer demand will grow and the Southern Maryland Mobility Management Center will require additional staff. One-stop transportation centers in similar regions have progressed from one position to three call takers over a three to five year time period. This would seem to be an appropriate model for the Southern Maryland Mobility Management Center.
- Outreach to the community will continue to be an integral component of the mobility management program, and therefore it is anticipated that with the

implementation of a Southern Maryland Mobility Management Center, the current Mobility Management Coordinator position would focus on this outreach and on marketing activities. This position would also coordinate efforts with the current SMCIL mobility management program and with a statewide initiative led by Central Maryland Regional Transit (CMRT) entitled the Transportation Resource Information Point (TRIP).¹ This position could also lead the development of a one-click service (see the next section on One-Stop Transportation Center Functions for more information). This position would also work closely with the Regional Transit Coordinator at TCCSMD on ongoing opportunities to coordinate transportation services as a component of the mobility management program. Lastly, the Mobility Management Coordinator would serve initially as the back-up person for the Southern Maryland Mobility Management Center position described earlier.

- Mobility management responsibilities beyond the Southern Maryland Mobility Management Center will obviously impact staffing. Many mobility management programs work with local planning officials on issues that affect mobility, in coordinated transportation planning efforts, in coordination efforts with human service transportation providers, and in implementing travel training programs. Many of these functions are already components of existing positions at TCCSMD, so a logical option would be to more fully coordinate these positions with mobility management related responsibilities and the one-stop transportation component. The relocation of the mobility management program to the main TCCSMD offices will allow greater interaction with the other members of the Transportation Team and provide a convenient structure for this coordination. It will also establish the Southern Maryland Mobility Management Center in a central location with convenient access to all three counties in the region.
- As noted in Chapter 3, the mobility management program is working with the TCCSMD's Director of Regional Workforce and Business Development. The Southern Maryland Mobility Management Center would provide additional working relationships through the use of temporary employees in need of professional development opportunities and to gain job skills while meeting short-term staffing needs of the center. These staffing needs, as mentioned earlier, will be determined by the volume of customer inquiries and the long-term goals and objectives of the mobility management program.

¹ CMRT received federal and local funding to build a database and website to maintain information on various service providers in the Baltimore metropolitan area, so viewers can quickly see a variety of transportation options on one easy-to-use website. TRIP does not currently include information for Southern Maryland.

The overall objective of any one-stop transportation center is to help customers obtain rides they need for daily activity or for occasional appointments. As noted by CTAA, typically, a one-call transportation information center will provide:

- Program Information: Service characteristics, eligibility criteria, and referral to an appropriate service provider.
- Counseling and Travel Training Assistance: Itinerary planning, determination of eligibility for services, travel training, and ombudsperson or advocacy services.
- Access to Transportation Services: Carpools, vanpools, or commuter services; car-sharing or car loan programs; bus schedules and ticket information; and specialized transportation and scheduling.

Alternatives

Information and Referral

It is anticipated that initially the primary function of the Southern Maryland Mobility Management Center will be providing information on transportation and transportation related services in the region and referring customers to the appropriate provider. During the Southern Maryland Mobility Management Stakeholders Forum, this mobility management function received the strongest support from participants. The center would serve as a telephone one-stop for information on transportation services in the region, including public transit services provided by Calvert County Public Transportation, Charles County VanGO, and the St. Mary's Transit System. Services would be marketed to individual customers, staff of agencies and organizations who work with people with limited mobility options, employers, and other key community stakeholders.

One-Click Options

Many one-call transportation centers are also implementing a one-click option to their mobility management programs that allows customers to access on-line information 24/7. This service also received strong support from Southern Maryland Mobility Management Stakeholders Forum participants.

Coordinating Services

There are additional functions for consideration (based on staffing and funding) that tie with previous and current coordination efforts with public transit providers and human service agencies in the region:

- Streamlining eligibility by working with partnering agencies so that customers can complete a common application for services. A more long-term approach would involve the call center handling eligibility screening for partnering agencies.
- Working with partnering agencies to develop a system for paying each other for shared rides. A more long-term function could involve providing centralized billing for partnering agencies.

During the Southern Maryland Mobility Management Stakeholders Forum, participants expressed strong support for an entity that scheduled and coordinated trips through multiple providers. In addition, during discussions with project Steering Committee members, there was a strong interest to move beyond the current coordination efforts that primarily involve maintaining a list of human service agencies that provide transportation, to a more extensive effort that effectively uses the vehicles operated by various agencies and the overall transportation assets in the region. These mobility management activities can be a component of the Southern Maryland Mobility Management Center, and as noted earlier, conducted in consultation with the Regional Transit Coordinator position that has been working with human service agencies in the region to identify coordination opportunities and address perceived or real barriers to coordination efforts.

While the operation of an entity that schedules and coordinates trips between multiple providers is an appropriate goal for the Southern Maryland Mobility Management Center, it should be recognized that this process can be a long-term one. While coordinating human services transportation requires trust to be successful and a good business model where all parties feel they are benefiting, the primary need is for leadership from an entity that champions the effort. The on-going coordination activities in Southern Maryland, combined with the implementation of a Southern Maryland Mobility Management Center, could provide the foundation for this effort (though it should be seen as a long-term effort). It would also reflect an expansion of the mobility management program from information sharing/marketing and partnership to a more service-oriented program that meets the growing transportation needs of the region detailed in Chapter 4.

CENTER TECHNOLOGY

Typically, mobility management programs have to conduct an extensive technology upgrade before implementing a one-stop transportation center. However, the needed infrastructure to house the Southern Maryland Mobility Management Center is already in place at the current SMECO offices that will be available on April 1, 2013, making this extensive upgrade unnecessary. Still, there are some considerations

moving forward through this transition in regard to proposed staffing expansions and implementation of the center or one-click services:

- As noted by CTAA, “scalability” and “interoperability” are important considerations when evaluating technologies for a transportation center with a one-call function. Scalability refers to the ability to easily increase the number of users of a particular technology. Interoperability refers to the ability of different technologies to work together or “talk” to one another. It will need to be confirmed that the technology at the SMECO call center includes these components and can accommodate future expansion.
- It is anticipated that the Southern Maryland Mobility Management Center will use a combination of automated and human response to phone calls that will allow call demand to be handled through existing personnel and then adjusted as time goes on for more positions or call takers. It is assumed that the SMECO call center provides this option, but it needs to be confirmed through the transition. It also needs to be confirmed that the call center offers several incoming lines to wired or wireless phones, and feature voicemail, teleconferencing, call forwarding, remote programming, on-hold music, speakerphone capabilities, and basic data-processing capability to compile call history logs and other information.
- In regard to the possible one-click component related to the call center, a variety of options are available. This could include simply adding information to the current TCCSMD website, setting up a separate website for the mobility management program, or implementing a sophisticated site that offers information on providers and a trip planning function such as CMRT’s TRIP program.

FUNDING

It is anticipated that funding through the New Freedom Program (and Section 5310 program after implementation of the MAP-21 legislation) administered by the MTA will continue to be the main source of funding for the Southern Maryland Mobility Management Program and will support the alternatives presented in this chapter. This funding, though, is through a competitive grant process and is not guaranteed. As such, funding sustainability will need to be explored to both maintain and grow the program. In addition, it is anticipated that additional stakeholders and partners will be acquired in the second year of the current two-year grant award for FY12-13, and that this will translate into additional funding streams.

A survey of one-call transportation centers conducted by CTAA provided a look at how one-call services are funded and found that a wide range of funding sources were being used. Figure 5-1 provides information on the results of this survey and the various funding programs that will be discussed with the project Steering Committee:

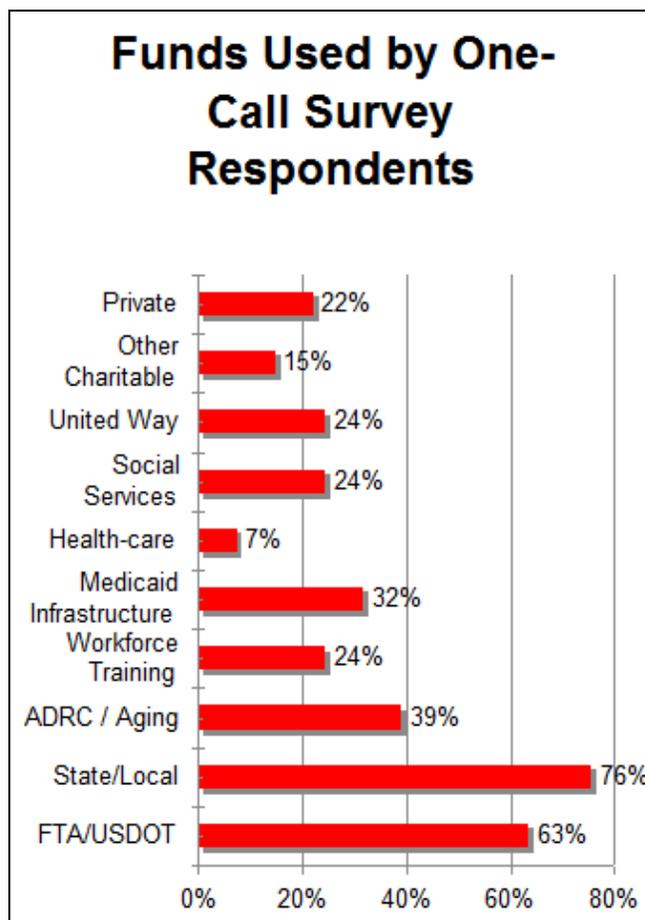


Figure 5-1: CTAA Survey Results

Source: CTAA *Guide to Beginning ONE CALL-ONE CLICK Transportation Services.*

Through this survey, mobility management programs also provided guidance on obtaining funding to initiate and sustain a one-call transportation center. This guidance is consistent with the possible implementation of alternatives by:

- Developing funding for services one step at a time.
- Building the operation as funding is obtained.

- Showing the value of services, in terms of quality of life or livability measures and/or how the services are enabling greater access to community resources more efficiently.
- Talking with partners and state staff from the departments of transportation, health and human services, housing, or other departments to learn what options exist for funding both the interim activities and the actual services.
- Identifying private-public partnerships used by other mobility management programs that may help with sustainability.
- Identifying other private donors or foundations that may support transportation programs for older adults, people with disabilities, veterans, and other transit dependent populations.

MONITORING AND EVALUATION

Monitoring and evaluating will be an important consideration for the Southern Maryland Mobility Management Program and the Southern Maryland Mobility Management Center going forward, especially as funding continues to be constrained. It will be critical to assess the effectiveness of the program, make modifications as needed, and report outcomes to partners and current and potential funders. Some considerations for this process include:

- Assessing current conditions by identifying the level of awareness and information that customers and agency staff have about transportation services. This will help to identify the most critical issues around which marketing efforts should be focused and also provide a baseline to measure the effectiveness of the one-call transportation center. Typically, this assessment is conducted through a survey or through discussions with partner agency staff to discuss their knowledge base and where they think assistance is needed. CTAA recommends a brown bag lunch to gain this information from agency staff members who work with customers who may need transportation services. Another option is convening a second Stakeholders Forum to explore and assess the effectiveness and progress of the mobility management program to date and to identify additional marketing needs.
- Through effective outreach and marketing it is anticipated that the call volume for the Southern Maryland Mobility Management Center will increase over time. It will be important to clearly demonstrate these results –

particularly showing that more people are using available transportation services to access jobs, shopping, and other community locations that otherwise they would not be able to reach. A process will be needed to capture calls facilitated through the center or website hits through a one-click program, and then communicated to current and future funders in a clear and concise manner.

- Linking the Southern Maryland Mobility Management Center activities to both real life situations through human interest stories and through the broader impact on the region as part of the “community infrastructure” when discussing the program with local partners.
- Reporting outcomes of the one-stop transportation center by determining the impact in regard to:
 - Providing direct benefits for users through increased access to jobs, services, and activities (i.e. medical services, employment, education facilities, shopping).
 - Producing cost savings through support for public services by allowing access to medical services, helping reduce welfare dependency and unemployment, and providing the ability to live independently and therefore reducing care facility costs.
 - Increasing economic opportunities in the region.

SUMMARY OF ALTERNATIVES AND POSSIBLE PHASING

A summary of the various alternatives is provided in Table 5-2. While funding and other factors will ultimately determine when each alternative can be considered for implementation, they are presented by short-term (1-2 years), mid-term (3-5 years), and long-term (over five years) time periods. The phasing is designed to indicate approximate timing and priority. Implementation of any one element is a function of funding availability. The annual budget process and the MTA grant application process both allow for public input and revisions to the anticipated project phasing based on need and funding.

Table 5-2: Summary of Alternatives

	Short-Term	Mid-Term	Long-Term
Organizational Structure	TCCSMD continues as lead agency and working with stakeholders to implement the Southern Maryland Mobility Management Center.	Continue similar arrangement unless conditions warrant change.	Continue similar arrangement unless conditions warrant change.
Staffing	<p>One full-time position to respond to customer calls.</p> <p>One full-time position to focus on outreach and marketing and serve as back-up for call center staff person.</p> <p>Fully integrate other TCCSMD Transportation Team positions with center staff.</p>	Based on call volume, add 1-2 positions.	Evaluate call volume and involvement of existing call center staff in other mobility management activities, and add staff as needed.
Call Center Functions	<p>Serve as a telephone one-stop for information on transportation services in the region.</p> <p>Services marketed to individual customers and to staff of agencies and organizations who work with people with limited mobility options, employers, and other key community stakeholders.</p> <p>Add appropriate information on available mobility options from Southern Maryland Transportation Directory to TCCSMD website.</p>	<p>Continue to serve as telephone one-stop for information on transportation services in the region.</p> <p>Work with partners to design and implement common eligibility application for transportation services provided by different agencies.</p> <p>Work with partnering agencies to develop system for paying each other for shared rides.</p> <p>Update TCCSMD website as needed with information on transportation options in region.</p> <p>Explore option of stand-alone website for mobility management program.</p> <p>Develop plans and apply for funding to implement a “one-click” option to the call center.</p>	<p>Continue to serve as telephone one-stop for information on transportation services in the region.</p> <p>Conduct eligibility screening for partnering agencies.</p> <p>Provide centralized billing for partnering agencies.</p> <p>Implement a “one-click” component.</p> <p>Implement a function to the center that coordinates and schedules trips between multiple providers.</p>

Table 5-2: Summary of Alternatives

	Short-Term	Mid-Term	Long-Term
Location	Implement Southern Maryland Mobility Management Center at TCCSMD offices in former SMECO call center location that is scheduled to open April 2013.	Continue similar arrangement unless conditions warrant change.	Continue similar arrangement unless conditions warrant change.
Technology	Continue use of dedicated line for access to Mobility Management Coordinator. Utilize existing infrastructure at former SMECO offices to be used for call center.	Continue similar arrangement unless a more advanced telephone system is needed. Identify website needs for establishing stand-alone website for the one-click option.	Continue similar arrangement unless a more advanced telephone system is needed. Implement one click component that offers information on providers and trip planning functions.
Funding	Utilize funding through current two-year grant from MTA to implement center and add second position. Apply to the MTA in next funding cycle to support call center and mobility management program. Conduct discussion with regional stakeholders to identify other funding opportunities. Conduct discussions with partners to determine if their agencies could contribute funds to support center. Identify possible public-private partnerships to support the center.	Continue to apply for appropriate funding through MTA to support and expand the call center. Continue to pursue partnership opportunities and to explore variety of funding programs.	Continue to apply for appropriate funding through MTA to support and expand the call center. Continue to pursue partnership opportunities and to explore variety of funding programs.

Table 5-2: Summary of Alternatives

	Short-Term	Mid-Term	Long-Term
Monitoring and Evaluation	<p>Assess current conditions by identifying the level of awareness and information that customers and agency staff have about transportation services to develop baseline to measure the effectiveness of the Southern Maryland Mobility Management Center.</p> <p>Possible activities for assessment include surveying local agency staff or meeting with partners to gain information needed (i.e. through a brown bag lunch), or conducting another stakeholders forum.</p> <p>Monitor call volumes, and report outcomes to partners by direct benefits for users, cost savings to their agencies, and impacts on local economy. Link the center activities to both real life situations through human interest stories and through the broader impact on the region as part of the “community infrastructure” when discussing the program with local partners.</p>	<p>Continue to assess impact of center and report to appropriate partners and potential funders.</p>	<p>Continue to assess impact of center and report to appropriate partners and potential funders.</p>

Chapter 6

Conceptual Plan

INTRODUCTION

In the previous chapter, a series of alternatives were developed and presented. These options were reviewed by TCCSMD, the MTA, and the project Steering Committee, and their input helped frame the conceptual plan detailed in this section.

STAFFING

As discussed in Chapter 3, the current Mobility Management Coordinator position involves responding to requests for information on transportation options from residents in the region and from human service agencies and others working with people with limited mobility options. This position also conducts educational and technical outreach into the Southern Maryland community and attends various meetings and events.

The future Southern Maryland Mobility Management Center will require an expanded staffing structure that will involve the following:

- Modifications to the existing Mobility Management Coordinator position to one that provides overall oversight of the Southern Maryland Mobility Management Center and that focuses on outreach activities. This position would still be involved in handling customer travel requests, but only as needed to fill in for hours and days when the position described in the next bullet is not available.

Outreach and marketing to the community and to transportation providers will continue to be an integral component of this position. In addition, the position will also continue to coordinate efforts with the current SMCIL mobility management program and with a statewide initiative led by CMRT.

Mobility management responsibilities beyond the center will obviously impact staffing. Many mobility management programs include involvement in local planning efforts that affect mobility, in coordinated transportation planning efforts, in coordination efforts with human service transportation providers, and in implementing travel training programs. Many of these functions are already components of existing positions at TCCSMD, so a logical option would be to more fully coordinate these positions with mobility management-related responsibilities and the Southern Maryland Mobility Management Center.

Overall, it is anticipated that since the Mobility Management Coordinator will spend less time answering calls, the Coordinator will focus more on broader mobility management functions. In conjunction with other members of the TCCSMD Transportation Team these functions would include:

- Make it easier for residents to use available transportation resources while reducing duplication of services and removing barriers to accessing transportation services.
 - Identify new and existing transportation providers currently not involved in coordination efforts.
 - Engage transportation providers not currently involved in mobility management efforts.
 - Facilitate coordination opportunities between providers to share resources (i.e. interagency agreements).
 - Explore opportunities to expand mobility options through additional services.
 - Research pertinent options as the region seeks to implement “one-click” online resources.
 - Identify opportunities to expand information through appropriate materials, including for people with Limited English Proficiency (LEP).
 - Engage in planning efforts in regard to mobility and accessibility issues.
 - Identify new opportunities to access funding to support transportation services or to use existing funds to match other funds, including through partnerships with private industry.
 - Provide travel training services that enable customers to use available mobility options.
- Addition of a full-time position with a focus on responding to customer travel needs and helping them with trip planning and travel training. This position would serve as the main contact for the daily functions of the Southern Maryland Mobility Management Center.

- The staffing of the Southern Maryland Mobility Management Center will need to be evaluated based on call volume, and the involvement of the staff beyond the center in mobility management activities. It is anticipated that customer demand will grow and the Southern Maryland Mobility Management Center will require additional staff.

ORGANIZATIONAL STRUCTURE

It is anticipated that TCCSMD will maintain the function as the lead organization for the Southern Maryland Mobility Management Center and the overall mobility management program. This role will continue to include applying for funding through MTA and working with local stakeholders to obtain funding through other programs or through other sources to maintain and to expand the mobility management program as proposed in this plan.

CENTER LOCATION

As discussed in Chapter 5, the establishment of the Southern Maryland Mobility Management Center will necessitate the movement of the current Mobility Management coordinator position to the TCCSMD offices in Hughesville (MD). The upcoming opening of offices in this building will allow for both this transition, and for the implementation of the Southern Maryland center at the TCCSMD location.

CENTER TECHNOLOGY

As noted in Chapter 5, the proposed location for the Southern Maryland Mobility Management Center includes appropriate infrastructure, and therefore a more advanced telephone system typically needed for this type of program is not necessary. Improvements and modifications will need to be assessed as the center moves forward.

In the meantime, preparations can begin for implementing a one-click component related to the Southern Maryland Mobility Management Center. This will involve determination if a new website separate from the current TCCSMD site would be the most appropriate home for this feature.

FUNDING

As detailed in Chapter 3, funding through the MTA currently supports the staffing and operation of the Southern Maryland Mobility Management Program. This funding requires a 20% local match, currently provided by the United Way of Charles County. In addition, the Charles County Government's Department of Community Services provides in-kind contributions by offering office space and related resources for use by the Mobility Management Coordinator position.

It is anticipated that funding through the MTA will continue to be the main source of revenue for the Southern Maryland Mobility Management Program and to support the center. This funding, however, is made available through a Statewide competitive grant process that requires matching funds and services and is not a guaranteed award. In addition, President Obama recently signed into law *Moving Ahead for Progress in the 21st Century (MAP-21)* that became effective on October 1, 2012. This legislation will impact the federal program administered by the MTA that currently supports the Southern Maryland Mobility Management Program. The impact of the legislation is still yet unknown, and will need to be closely monitored by TCCSMD and local stakeholders.

Therefore, funding for sustainability and expansion will be a major component of future efforts. There will need to be an even greater focus on developing local and regional partnerships that foster cooperation, coordination and efficiencies in an effort to identify additional funding opportunities and affiliations. Additionally, the use of the performance measures discussed in Chapter 5 will be vital in documenting the benefits of the center and reporting them to program partners and potential funders.

STRATEGY AND PHASING

This section presents a proposed time horizon for phasing in the Southern Maryland Mobility Management Center and overall improvements to the mobility management program. It should be noted that these phases are defined according to potential years of implementation, and that this could vary with the availability of funding and resources.

The phasing begins with FY 2013, the second year of the current two year grant with the MTA. The phasing then looks out on the immediate future (1-2 years); a medium-term period (3-4 years); and a longer-term period (5 years and beyond). This phasing is designed to indicate approximate timing and priority. Implementation of any one element is a function of funding availability. The budget process and the MTA grant application process both allow for public input and revisions to the anticipated

project phasing based on need and funding. Acceptance of this study and schedule does not obligate the TCCSMD or the MTA to fund any particular element at any time.

FY 2013

Staffing

- Transition current Mobility Management Coordinator position into one with primary focus on the customer and the community and with overall oversight of the Southern Maryland Mobility Management Center. This will include:
 - Greater outreach and marketing into the community, including presentations to appropriate community groups and agencies and attendance at community events.
 - Ongoing assessment of outreach efforts using verifiable data to make modifications as needed to marketing activities.
 - Facilitating development and updating of information on available transportation options through appropriate materials, including for people with LEP.
 - Assisting in the development of on-line resources as part of one-click efforts.

- Add additional part-time or full-time position whose primary responsibilities will involve staffing the center so that the Mobility Management Coordinator position can facilitate the broader mobility management functions described earlier.

As appropriate and as needed, this position in conjunction with the Mobility Management Coordinator will also conduct outreach into the community, facilitate development, and update information on available transportation options, and assist in the development of on-line resources as part of one-click efforts.

Call Center/Mobility Management Functions

- Serve as a telephone one-stop for information on transportation services in the region.

- Market services to individual customers, staff of human service agencies and organizations who work with people with limited mobility options, employers, and other key community stakeholders.

- Initiate one-click option to the on-line component of the call center that allows customers to access information 24/7 through upgrades and redesign of the current TCCSMD website.

Short-Term (FY 2014 - FY 2015)

Call Center/Mobility Management Functions

- Serve as a telephone one-stop for information on transportation services in the region.
- Provide expanded trip planning services and counsel customers to determine mobility needs and options. Transfer calls as appropriate to service providers.
- Market services to individual customers, staff of agencies and organizations who work with people with limited mobility options, employers, and other key community stakeholders.
- Fully implement one-click option that allows customers to access information 24/7 via the TCCSMD website.
- Work with the Regional Transit Coordinator to expand coordination efforts between transportation providers in the region, especially human service agencies that provide transportation for the people they serve. These efforts would involve:
 - Documentation of coordination activities and identification of coordination barriers provided by these agencies.
 - Maintaining collection of commonly used eligibility and application forms to share with providers.
 - Maintaining and updating the database of service providers.
 - Engaging in problem solving with transportation providers and other local entities to identify possible funding programs and other opportunities to help fill gaps in service.
 - Facilitating appropriate agreements between transportation providers to improve connectivity of services.
 - Building upon the Southern Maryland Mobility Management Stakeholders Forum held in March, 2012, conduct additional transportation summits that provide a forum for sharing information on available transportation services and discussion of opportunities to reduce duplication and improve coordination.

- Expand mobility options for Southern Maryland residents by analyzing unmet transportation needs on an ongoing basis.

Medium-Term (FY 2016 - FY 2017)

Staffing

- Depending on call volume, add a full-time or part-time position whose primary responsibilities will involve staffing the call center. The use of the one-click option to the call center will need to be monitored as part of this assessment to determine if another position to handle phone calls is warranted.

Call Center/Mobility Management Functions

- Continue to serve as a telephone one-stop for information on transportation services in the region.
- Expand one-click option to the call center by setting up a separate website for the mobility management program that includes information on a variety of transportation options and appropriate links to providers.
- Continue to market services to individual customers, staff of agencies and organizations who work with people with limited mobility options, employers, and other key community stakeholders.
- Continue to work with customers to assess the best options for travel needs and to document gaps in transportation services.
- Continue and expand coordination efforts with appropriate providers and other stakeholders.
- Assess the feasibility of streamlining the eligibility process for partnering agencies so that customers can complete a common application for services.
- Work with partnering agencies to assess the potential for developing a common system for paying each other for shared rides.

Long-Term (FY 2018 and Beyond)

Staffing

- Monitor call volume and make staffing changes as needed (additional positions may be necessary, but are not included in the projected budget).

Call Center/Mobility Management Functions

- Continue to serve as a telephone one-stop for information on transportation services in the region.
- Continue one-click option by adding appropriate trip planning tools, appropriate forms, and additional resources to website.
- Continue to market services to individual customers, staff of agencies and organizations who work with people with limited mobility options, employers, and other key community stakeholders.
- Continue and expand coordination efforts with appropriate providers and other stakeholders.

ESTIMATED BUDGETS

The strategy and phasing for the Southern Maryland Mobility Management Center was discussed with the project Steering Committee, and possible budgets for the program going forward coordinated with TCCSMD. Table 6-1 provides budgets for the current fiscal year and for outlying years that were provided by TCCSMD.

Some notes in regard to the proposed budgets include:

- The FY 2013 budget includes addition of the call center position described previously in this chapter, with the salary prorated since the position will begin during the fiscal year. The proposed salary for this position is based on the State's Grade 13, Step 4 level. The salary for the additional position proposed for FY 2016 is also based on this grade level.

Table 6-1: Proposed Budgets for Southern Maryland Mobility Management Program

	FY 2013 Total Budget	FY 2014 Budget (2)	FY 2015 Budget	FY 2016 Budget (2)	FY 2017 Budget	FY 2018 Budget (2)
Staff Expenses (1)						
Position						
Transit Coordinator	\$5,475	\$5,529	\$5,529	\$5,640	\$5,640	\$5,753
Rideshare Coordinator	\$2,538	\$2,563	\$2,563	\$2,614	\$2,614	\$2,667
Transportation Planner	\$15,286	\$15,438	\$15,438	\$15,746	\$15,746	\$16,061
MM Coordinator	\$42,318	\$42,737	\$42,737	\$43,592	\$43,592	\$44,464
Call Center Position #1	\$19,683	\$39,365	\$39,365	\$40,152	\$40,152	\$40,955
Call Center Position #2	--	--	--	\$39,365	\$39,365	\$40,152
Subtotal Salaries	\$85,300	\$105,632	\$105,632	\$147,109	\$147,109	\$150,052
Fringe Benefits (3)	\$17,060	\$21,126	\$21,126	\$29,422	\$29,422	\$30,010
Total Staff Expenses	\$102,360	\$126,758	\$126,758	\$176,531	\$176,531	\$180,062
Other Direct Costs						
Telephone	\$2,500	\$2,500	\$2,500	\$3,000	\$3,000	\$3,500
Consultant Services	--	--	--	--	--	--
Rent	\$4,119	\$8,239	\$8,239	\$12,358	\$12,358	\$12,358
Printing & Duplicating	\$25,000	\$25,000	\$25,000	\$30,000	\$30,000	\$30,000
Advertising and Marketing	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000
Computer Equipment	\$3,600	--	--	\$2,000	--	\$3,500
Office Furniture	\$2,500	--	--	\$1,500	--	--
Website Redesign	\$9,500	\$2,500	--	--	--	\$2,500
Postage and Delivery	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000
Training	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500
Materials & Supplies	\$7,850	\$7,850	\$7,850	\$7,850	\$7,850	\$7,850
Travel, Meetings, Conference	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500
Other	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Total Other Costs	\$84,069	\$75,089	\$72,589	\$85,708	\$82,208	\$88,708
Total Direct Costs	\$186,429	\$201,847	\$199,347	\$262,239	\$258,739	\$268,770
Total Administrative Costs (4)	\$18,643	\$20,185	\$19,935	\$26,224	\$25,874	\$26,877
Total Program	\$205,072	\$222,032	\$219,282	\$288,463	\$284,613	\$295,647

Notes:

- (1) 10% of Regional Transit Coordinator position, 5% of Regional Rideshare Coordinator/Employer Outreach Specialist position, and 20% of Transportation Planner position allocated to Mobility Management Program.
- (2) Assumes 2% cost of living allowance increase in these years.
- (3) Estimated at 20% by TCCSMD.
- (4) Estimated by TCCSMD at 10%.

- The FY 2013 budget reflects rental costs for additional office space at the current TCCSMD location. For budgetary purposes, TCCSMD used Maryland Department of Business and Economic Development estimates for a half year. The FY 2016 budget reflects a rent increase for additional work space for the new staff person planned for that year.

A critical component to highlight is that there are currently a number of unknown factors that will likely affect funding over the course of this proposed phasing. Two key issues are the implementation of the MAP-21 legislation and the future economic condition of the region and the State. The proposed costs were constructed with the information that is currently available. The exact funding available each year will be dependent upon the availability of grant support from the FTA, the MTA, and local sources.

Appendix A

FTA Requirements for Section 5310, Section 5316, and Section 5317

Appendix A

The following excerpt is from the final guidance from the Federal Transit Administration (FTA) on the coordinated planning requirements for the Section 5310 (Elderly Individuals and Individuals with Disabilities), Section 5316 (Job Access and Reverse Commute – JARC) and Section 5317 (New Freedom) Programs:

COORDINATED PLANNING

1. **THE COORDINATED PUBLIC TRANSIT-HUMAN SERVICES TRANSPORTATION PLAN.** Federal transit law, as amended by SAFETEA-LU, requires that projects selected for funding under the Elderly Individuals and Individuals with Disabilities (Section 5310), Job Access and Reverse Commute (JARC), and New Freedom programs be “derived from a locally developed, coordinated public transit-human services transportation plan” and that the plan be “developed through a process that includes representatives of public, private, and non-profit transportation and human services providers and participation by members of the public.” The experiences gained from the efforts of the Federal Interagency Coordinating Council on Access and Mobility (CCAM), and specifically the United We Ride (UWR) Initiative, provide a useful starting point for the development and implementation of the local public transit-human services transportation plan required under the Section 5310, JARC and New Freedom Programs. Many States have established UWR plans that may form a foundation for a coordinated plan that includes the required elements outlined in this chapter and meets the requirements of 49 U.S.C. 5317.
2. **DEVELOPMENT OF THE COORDINATED PUBLIC TRANSIT-HUMAN SERVICES TRANSPORTATION PLAN.**
 - a. **Overview.** A locally developed, coordinated, public transit-human services transportation plan (“coordinated plan”) identifies the transportation needs of individuals with disabilities, older adults, and people with low incomes, provides strategies for meeting those local needs, and prioritizes transportation services for funding and implementation. Local plans may be developed on a local, regional, or statewide level. The decision as to the boundaries of the local planning areas should be made in consultation with the State, designated recipient and the metropolitan planning organization (MPO), where applicable. The agency leading the planning process is decided locally and does not have to be the designated recipient.

In urbanized areas where there are multiple designated recipients, there may be multiple plans and each designated recipient will be responsible for the competitive selection of projects in the designated recipient’s area. A coordinated plan should maximize the programs’ collective coverage by

minimizing duplication of services. Further, a coordinated plan must be developed through a process that includes 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 should include representatives of the targeted population(s) including individuals with disabilities, older adults, and people with low incomes. While the plan is only required in communities seeking funding under one or more of the three specified FTA programs, a coordinated plan should also incorporate activities offered under other programs sponsored by Federal, State, and local agencies to greatly strengthen its impact.

b. Required Elements. Projects competitively selected for funding shall be derived from a coordinated plan that minimally includes the following elements at a level consistent with available resources and the complexity of the local institutional environment:

- (1) An assessment of available services that identifies current transportation providers (public, private, and non-profit);
- (2) An assessment of transportation needs for individuals with disabilities, older adults, and people with low incomes. This assessment can be based on the experiences and perceptions of the planning partners or on more sophisticated data collection efforts, and gaps in service (Note: If a community does not intend to seek funding for a particular program (Section 5310, JARC, or New Freedom), then the community is not required to include an assessment of the targeted population in its coordinated plan);
- (3) Strategies, activities and/or projects to address the identified gaps between current services and needs, as well as opportunities to improve efficiencies in service delivery; and
- (4) Priorities for implementation based on resources (from multiple program sources), time, and feasibility for implementing specific strategies and/or activities identified.

Note: FTA will consider plans developed before the issuance of final program circulars to be an acceptable basis for project selection for FY 2007 if they meet minimum criteria. Plans for FY 2007 should include 1) an assessment of available services; 2) an assessment of needs; and 3) strategies to address gaps for target populations; however, FTA recognizes that initial plans may be less complex in one or more of these elements than a plan developed after the local coordinated planning process is more mature. Addendums to existing plans to include these elements will also be sufficient for FY 2007. Plans must be developed in good faith in coordination with appropriate planning partners and with opportunities for public participation.

- c. Local Flexibility in the Development of a Local Coordinated Public Transit-Human Services Transportation Plan. The decision for determining which agency has the lead for the development and coordination of the planning process should be made at the State, regional, and local levels. FTA recognizes the importance of local flexibility in developing plans for human service transportation. Therefore, the lead agency for the coordinated planning process may be different from the agency that will serve as the designated recipient. Further, FTA recognizes that many communities have conducted assessments of transportation needs and resources regarding individuals with disabilities, older adults, and/or people with low incomes. FTA also recognizes that some communities have taken steps to develop a comprehensive, coordinated, human service transportation plan either independently or through United We Ride efforts. FTA supports communities building on existing assessments, plans and action items. As all new Federal requirements must be met, however, communities may need to modify their plans or processes as necessary to meet these requirements. FTA encourages communities to consider inclusion of new partners, new outreach strategies, and new activities related to the targeted programs and populations.

Plans will vary based upon the availability of resources and the existence of populations served under these programs. A rural community may develop its plans based on perceived needs emerging from the collaboration of the planning partners, whereas a large urbanized community may use existing data sources to conduct a more formal analysis to define service gaps and identify strategies for addressing the gaps.

This type of planning is also an eligible activity under three other FTA programs—the Metropolitan Planning (Section 5303), Statewide Planning (Section 5304), and Urbanized Area Formula (Section 5307) programs, all of which may be used to supplement the limited (10 percent) planning and administration funding under this program. Other resources may also be available from other entities to fund coordinated planning activities. All “planning” activities undertaken in urbanized areas, regardless of the funding source, must be included in the Unified Planning Work Program (UPWP) of the applicable MPO.

- d. Tools and Strategies for Developing a Coordinated Plan. States and communities may approach the development of a coordinated plan in different ways. The amount of available time, staff, funding, and other resources should be considered when deciding on specific approaches. The following is a list of potential strategies for consideration.
- (1) Community planning session. A community may choose to conduct a local planning session with a diverse group of stakeholders in the community. This session would be intended to identify needs based on personal and professional experiences, identify strategies to address the needs, and set priorities based on time, resources, and feasibility for implementation. This

process can be done in one meeting or over several sessions with the same group. It is often helpful to identify a facilitator to lead this process. Also, as a means to leverage limited resources and to ensure broad exposure, this could be conducted in cooperation or coordination with the applicable metropolitan or statewide planning process.

- (2) Self-assessment tool. *The Framework for Action: Building the Fully Coordinated Transportation System*, developed by FTA and available at www.unitedweride.gov, helps stakeholders realize a shared perspective and build a roadmap for moving forward together. The self-assessment tool focuses on a series of core elements that are represented in categories of simple diagnostic questions to help groups in States and communities assess their progress toward transportation coordination based on standards of excellence. There is also a *Facilitator's Guide* that offers detailed advice on how to choose an existing group or construct an ad hoc group. In addition, it describes how to develop elements of a plan, such as identifying the needs of targeted populations, assessing gaps and duplications in services, and developing strategies to meet needs and coordinate services.
 - (3) Focus groups. A community could choose to conduct a series of focus groups within communities that provides opportunity for greater input from a greater number of representatives, including transportation agencies, human service providers, and passengers. This information can be used to inform the needs analysis in the community. Focus groups also create an opportunity to begin an ongoing dialogue with community representatives on key issues, strategies, and plans for implementation.
 - (4) Survey. The community may choose to conduct a survey to evaluate the unmet transportation needs within a community and/or available resources. Surveys can be conducted through mail, e-mail, or in-person interviews. Survey design should consider sampling, data collection strategies, analysis, and projected return rates. Surveys should be designed taking accessibility considerations into account, including alternative formats, access to the internet, literacy levels, and limited English proficiency.
 - (5) Detailed study and analysis. A community may decide to conduct a complex analysis using inventories, interviews, GIS mapping, and other types of research strategies. A decision to conduct this type of analysis should take into account the amount of time and funding resources available, and communities should consider leveraging State and MPO resources for these undertakings.
3. PARTICIPATION IN THE COORDINATED PUBLIC TRANSIT-HUMAN SERVICES TRANSPORTATION PLANNING PROCESS. Recipients shall certify that the coordinated plan was developed through a process that included representatives of public, private, and non-profit transportation and human services providers, and participation by members of the public. Note that the required

participants include not only transportation providers but also providers of human services, and members of the public (e.g., individuals with disabilities, older adults, and individuals with low incomes) who can provide insights into local transportation needs. It is important that stakeholders be included in the development and implementation of the local coordinated public transit-human services transportation plan. A planning process in which stakeholders provide their opinions but have no assurance that those opinions will be considered in the outcome does not meet the requirement of ‘participation.’ Explicit consideration and response should be provided to public input received during the development of the coordinated plan. Stakeholders should have reasonable opportunities to be actively involved in the decision-making process at key decision points, including, but not limited to, development of the proposed coordinated plan document. The following possible strategies facilitate appropriate inclusion:

- a. Adequate Outreach to Allow for Participation. Outreach strategies and potential participants will vary from area to area. Potential outreach strategies could include notices or flyers in centers of community activity, newspaper or radio announcements, e-mail lists, website postings, and invitation letters to other government agencies, transportation providers, human services providers, and advocacy groups. Conveners should note that not all potential participants have access to the Internet and they should not rely exclusively on electronic communications. It is useful to allow many ways to participate, including in-person testimony, mail, e-mail, and teleconference. Any public meetings regarding the plan should be held in a location and time where accessible transportation services can be made available, and adequately advertised to the general public using techniques such as those listed above. Additionally, interpreters for individuals with hearing impairments and English as a second language and accessible formats (e.g., large print, Braille, electronic versions) should be provided as required by law.
- b. Participants in the Planning Process. Metropolitan and statewide planning under 49 U.S.C. 5303 and 5304 require consultation with an expansive list of stakeholders. There is significant overlap between the lists of stakeholders identified under those provisions (e.g., private providers of transportation, representatives of transit users, and representatives of individuals with disabilities) and the organizations that should be involved in preparation of the coordinated plan.

The projects selected for funding under the Section 5310 , JARC, and New Freedom Programs must be “derived from a locally developed, coordinated public transit-human services transportation plan” that was “developed through a process that includes representatives of public, private, and non-profit transportation and human services providers and participation by members of the public.” The requirement for developing the local public transit-human services transportation plan is intended to improve services for people with disabilities, older adults, and individuals with low incomes. Therefore, individuals, groups and organizations representing these target populations

should be invited to participate in the coordinated planning process. Consideration should be given to including groups and organizations such as the following in the coordinated planning process if present in the community:

(1) Transportation partners:

- (a) Area transportation planning agencies, including MPOs, Councils of Government (COGs), Rural Planning Organizations (RPOs), Regional Councils, Associations of Governments, State Departments of Transportation, and local governments;
- (b) Public transportation providers (including Americans with Disabilities Act (ADA) paratransit providers and agencies administering the projects funded under FTA urbanized and nonurbanized programs);
- (c) Private transportation providers, including private transportation brokers, taxi operators, van pool providers, school transportation operators, and intercity bus operators;
- (d) Non-profit transportation providers;
- (e) Past or current organizations funded under the JARC, Section 5310, and/or the New Freedom Programs; and
- (f) Human service agencies funding, operating, and/or providing access to transportation services.

(2) Passengers and advocates:

- (a) Existing and potential riders, including both general and targeted population passengers (individuals with disabilities, older adults, and people with low incomes);
- (b) Protection and advocacy organizations;
- (c) Representatives from independent living centers; and
- (d) Advocacy organizations working on behalf of targeted populations.

(3) Human service partners:

- (a) Agencies that administer health, employment, or other support programs for targeted populations. Examples of such agencies include but are not limited to Departments of Social/Human Services, Employment One-Stop Services; Vocational Rehabilitation, Workforce Investment Boards, Medicaid, Community Action Programs (CAP), Agency on Aging (AoA); Developmental Disability Council, Community Services Board;

- (b) Non-profit human service provider organizations that serve the targeted populations;
 - (c) Job training and placement agencies;
 - (d) Housing agencies;
 - (e) Health care facilities; and
 - (f) Mental health agencies.
- (4) Other:
- (a) Security and emergency management agencies;
 - (b) Tribes and tribal representatives;
 - (c) Economic development organizations;
 - (d) Faith-based and community-based organizations;
 - (e) Representatives of the business community (e.g., employers);
 - (f) Appropriate local or State officials and elected officials;
 - (g) School districts; and
 - (h) Policy analysts or experts.

Note: Participation in the planning process will not bar providers (public or private) from bidding to provide services identified in the coordinated planning process. This planning process differs from the competitive selection process, and it differs from the development and issuance of a Request for Proposal (RFP) as described in the Common Grant Rule (49 CFR part 18).

- c. Levels of Participation. The suggested list of participants above does not limit participation by other groups, nor require participation by every group listed. Communities will have different types of participants depending on population and size of community, geographic location, and services provided at the local level. It is expected that planning participants will have an active role in the development, adoption, and implementation of the plan. Participation may remain low even though a good faith effort is made by the lead agency to involve passengers, representatives of public, private, and non-profit transportation and human services providers, and others. The lead agency convening the coordinated planning process should document the efforts it utilized, such as those suggested above, to solicit involvement.

In addition, Federal, State, regional, and local policy makers, providers, and advocates should consistently engage in outreach efforts that enhance the

coordinated process, because it is important that all stakeholders identify the opportunities that are available in building a coordinated system. To increase participation at the local levels from human service partners, State Department of Transportation offices are encouraged to work with their partner agencies at the State level to provide information to their constituencies about the importance of partnering with human service transportation programs and the opportunities that are available through building a coordinated system.

- d. Adoption of a Plan. As a part of the local coordinated planning process, the lead agency in consultation with participants should identify the process for adoption of the plan. A strategy for adopting the plan could also be included in the designated recipient's Program Management Plan (PMP) further described in Chapter VII.

FTA will not formally review and approve plans. The designated recipient's grant application (see Appendix A) will document the plan from which each project listed is derived, including the lead agency, the date of adoption of the plan, or other appropriate identifying information. This may be done by citing the section of the plan or page references from which the project is derived.

4. RELATIONSHIP TO OTHER TRANSPORTATION PLANNING PROCESSES.

- a. Relationship Between the Coordinated Planning Process and the Metropolitan and Statewide Transportation Planning Processes. The coordinated plan can either be developed separately from the metropolitan and statewide transportation planning processes and then incorporated into the broader plans, or be developed as a part of the metropolitan and statewide transportation planning processes. If the coordinated plan is not prepared within the broader process, the lead agency for the coordinated plan should ensure coordination and consistency between the coordinated planning process and metropolitan or statewide planning processes. For example, planning assumptions should not be inconsistent.

Projects identified in the coordinated planning process, and selected for FTA funding through the competitive selection process must be incorporated into both the Transportation Improvement Program (TIP) and Statewide Transportation Improvement Program (STIP) in urbanized areas with populations of 50,000 or more; and incorporated into the STIP for nonurbanized areas under 50,000 in population. In some areas, where the coordinated plan or competitive selection is not completed in a timeframe that coincides with the development of the TIP/STIP, the TIP/STIP amendment processes will need to be utilized to include competitively selected projects in the TIP/STIP before FTA grant award.

The lead agency developing the coordinated plan should communicate with the relevant MPOs or State planning agencies at an early stage in plan development.

States with coordination programs may wish to incorporate the needs and strategies identified in local coordinated plans into statewide coordination plans.

Depending upon the structure established by local decision-makers, the coordinated planning process may or may not become an integral part of the metropolitan or statewide transportation planning processes. State and local officials should consider the fundamental differences in scope, time horizon, and level of detail between the coordinated planning process and the metropolitan and statewide transportation planning processes. However, there are important areas of overlap between the planning processes, as well. Areas of overlap represent opportunities for sharing and leveraging resources between the planning processes for such activities as: (1) needs assessments based on the distribution of targeted populations and locations of employment centers, employment-related activities, community services and activities, medical centers, housing and other destinations; (2) inventories of transportation providers/resources, levels of utilization, duplication of service and unused capacity; (3) gap analysis; (4) any eligibility restrictions; and (5) opportunities for increased coordination of transportation services. Local communities may choose the method for developing plans that best fits their needs and circumstances.

- b. Relationship Between the Requirement for Public Participation in the Coordinated Plan and the Requirement for Public Participation in Metropolitan and Statewide Transportation Planning. SAFETEA–LU strengthened the public participation requirements for metropolitan and statewide transportation planning. Title 49 U.S.C. 5303(i)(5) and 5304(f)(3), as amended by SAFETEA–LU, require MPOs and States to engage the public and stakeholder groups in preparing transportation plans, TIPs, and STIPs. “Interested parties” include, among others, affected public agencies, private providers of transportation, representatives of users of public transportation, and representatives of individuals with disabilities.

MPOs and/or States may work with the lead agency developing the coordinated plan to coordinate schedules, agendas, and strategies of the coordinated planning process with metropolitan and statewide planning in order to minimize additional costs and avoid duplication of efforts. MPOs and States must still provide opportunities for participation when planning for transportation related activities beyond the coordinated public transit-human services transportation plan.

- c. Cycle and Duration of the Coordinated Plan. At a minimum, the coordinated plan should follow the update cycles for metropolitan transportation plans (i.e., four years in air quality nonattainment and maintenance areas and five years in air quality attainment areas). However, communities and States may update the coordinated plan to align with the competitive selection process based on needs identified at the local levels. States, MPOs, designated recipients, and public agencies that administer or operate major modes of transportation should set up

a cycle that is conducive to and coordinated with the metropolitan and statewide planning processes, to ensure that selected projects are included in the TIP and STIP, to receive funds in a timely manner.

- d. Role of Transportation Providers that Receive FTA Funding Under the Urbanized and Other Than Urbanized Formula Programs in the Coordinated Planning Process. Recipients of Section 5307 and Section 5311 assistance are the “public transit” in the public transit-human services transportation plan and their participation is assumed and expected. Further, 49 U.S.C. 5307(c)(5) requires that, “Each recipient of a grant shall ensure that the proposed program of projects (POP) provides for the coordination of public transportation services ... with transportation services assisted from other United States Government sources.” In addition, 49 U.S.C. 5311(b)(2)(C)(ii) requires the Secretary of the DOT to determine that a State’s Section 5311 projects “provide the maximum feasible coordination of public transportation service ... with transportation service assisted by other Federal sources.” Finally, under the Section 5311 program, States are required to expend 15 percent of the amount available to support intercity bus service. FTA expects the coordinated planning process in rural areas to take into account human service needs that require intercity transportation.

Appendix B

Southern Maryland Regional Mobility Management Steering Committee Roster

Appendix B

Southern Maryland Regional Mobility Management Steering Committee

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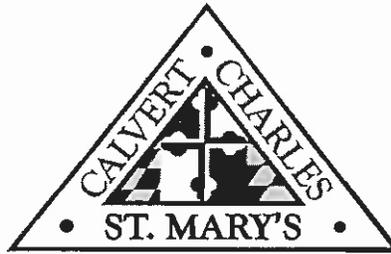
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Appendix C

Job Description for the Mobility Management Coordinator Position



TRI-COUNTY COUNCIL FOR SOUTHERN MARYLAND
MOBILITY MANAGEMENT COORDINATOR JOB DESCRIPTION

Position Title: Southern Maryland Mobility Management Coordinator (Coordinator)

Department: Transportation

Reports To: Transportation Director/Executive Director

Effective: July 1, 2011. Full time FY 2012 & 2013, two-year grant funded position with benefits

General Summary:

The Southern Maryland Mobility Management Coordinator will be responsible for the development and oversight of a transit one-stop center that will provide improved information and access to the transportation options in the region. The Coordinator will work with the existing locally operated transit systems, the human services transit systems, and other public and private transit providers in order to build upon and leverage the existing regional transportation coordination in the Southern Maryland Counties of Calvert, Charles and St. Mary's.

Major Duties and Responsibilities:

Work with Steering Committee, Council Transportation Staff, hired consultant and others to develop and implement a centralized one-stop center for transportation information and access to transit resources. Respond to and understand the transit needs of the disability community, the seniors and the transit dependent population. Meet with stakeholders on an on-going basis by attendance and participation in the Council's Regional Transportation Coordination Committee (RTCC) and attendance at various meetings, forums, etc. Work with the available transportation resources and providers in the areas of; rideshare services, vanpools, voucher systems, travel planning, travel training, ADA services, disabled veteran's mobility needs, etc.

Manage the Project budget, accounting and reporting processes, and day-to-day operations of the Project.

Maintenance and oversight of the comprehensive database and inventory of the transportation resources in the region. Oversight of one-stop transit center and the coordination of rides and other resources for the targeted population in the region.

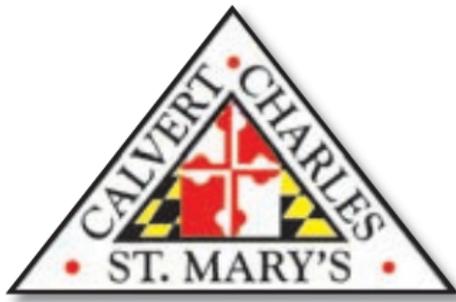
Supervision of consultant's tasks, especially in the areas of reporting of findings, data delivery, and implementation of report findings to Steering Committee members and other stakeholders.

Preparation of marketing tools such as; brochures, programs, press releases, manuals, web pages, etc. which promote transit resources and advocate for individuals with disabilities, the seniors and the transit dependent population in the region.

Other: Work collaboratively with regional transit systems, human services transit providers and the regional coordinating body to provide assistance and transit resources to the disabled, the aged and the transit dependent of Southern Maryland. Provide presentations on Mobility Management benefits and resources to transit providers, users, and others in the region. Other related duties as needed.

Education and Experience: Prefer a Bachelors Degree in Transportation Planning, Business Administration/Public Administration, Marketing, or related field. Educational requirements may be substituted for work-related experience on a case-by-case basis.

Appendix D
Southern Maryland Transportation Directory



Tri-County Council
for
Southern Maryland

Southern Maryland Transportation Directory



Southern Maryland Regional
Transportation Coordination Program
(RTCP)

Table of Contents

Welcome

I. List of Providers

Abilities Network.	9
Adult Day Care of Calvert County.	10
Arc of Southern Maryland	11
Beach Trolley Association	12
Calvert County Public Transportation.	13
Center for Life Enrichment.	14
Charles County Nursing and Rehabilitation Center (CCNRC)/Family of Care and Adult Day Services	15
Charles County Freedom Landing, Inc.	16
Daisy Claire's	17
Lifelong Learning Center.	18
LifeStyles of Maryland, Foundation, Inc./ Senior Rides Program	19
Melwood.	20
New Horizons Supported Services, Inc.	21
New Horizon Solutions	22
Pathways	23
Patriot Medical Transport System	24
Smart Ride, Inc.	25
Southern Maryland Tri-County Community Action Committee, Inc.	26
Spring Dell Center, Inc.	28
St. Mary's Adult Medical Day Care.	29
St. Mary's County Department of Aging	30
St. Mary's County Health Department.	32
St. Mary's Transit System	33
Tri-County Youth Services Bureau	34
United Cerebral Palsy of Southern Maryland	35
VanGO Charles County Department of Community Services.	36

II. Glossary of Terms

III. Training services available through Tri-County Council for Southern Maryland

Welcome

Welcome to the latest edition of the Southern Maryland Transportation Directory. This newest version is the result of a region-wide cooperation and coordination effort between the locally operated transit systems, public and private transit providers, human service providers, and the Tri-County Council for Southern Maryland's Regional Ride Share, Transit and Mobility Management Coordinators.

I wish to thank all of them for their invaluable service in getting this up-dated directory into your hands.

The Southern Maryland Region has made some remarkable strides in providing transit and transit related services to its citizens over the past few years, but we realize we have much more to do. The Council's transportation department has worked with local, regional and statewide agencies and organizations to facilitate and implement many of these programs and initiatives.

Some of our recent highlights include, but are not limited to:

- Establishment of on-going, sustainable Senior Volunteer Ride Programs in all three Southern Maryland Counties
- Assistance in the implementation of several Job Access/Reverse Commute (JARC) programs in the area
- Updated Southern Maryland Coordinated Public Transit-Human Services Transportation Plan (Plan) per mandate from Federal Transit Administration, which is a reference and "how to" transit tool to reaffirm the unmet transportation needs and strategies

outlined in the 2007 Plan, and provide strategies in closing these gaps

- Award of a New Freedom Mobility Management Grant from Maryland Transit Administration to establish a Mobility Management Program, hire a Mobility Management Coordinator, and address the transit needs of individuals with disabilities and other populations in the Southern Maryland Region
- Establishment of an additional commuter bus route, the 906, which is an express route starting at the Blue Crabs Stadium Park and Ride
- Comprehensive needs assessment and transit inventory undertaken by consultant company, KFH Group of Bethesda, which will identify the region's current transit resources and needs/gaps
- Technical support and assistance to regional transit providers in the research, application and implementation of transportation grant funds
- On-going involvement with the Governor's Grants Office and local partners to provide yearly workshops and assistance to non-profits and human services providers searching and applying for various funding awards and grants
- Work with employers to assist them in meeting their employee's transit needs through transportation assistance programs such as tax incentives and the promotion of alternative transit resources
- Yearly Bike To Work/Wellness Day, a national initiative, that promotes the

use of alternative transit resources, specifically bicycles as a mode of travel to work and for health and recreational benefits

Finally I would like to thank the Maryland Transit Administration (MTA) for generously providing the funds to make this Directory possible.

If you have any questions concerning the services and service providers listed in this Directory, or if you have questions concerning eligibility criteria, if any, for these services please contact the service provider directly at the numbers listed in the Directory.

Thank you,

Elaine J. Lancaster, CCTM

Regional Transit Coordinator

Note: The Council is unable to guarantee that these transportation providers will not change the routes, times, fares charged, and other related services they offer after the printing of this Directory. Please check with all listed providers for the specifics of the services they offer.

Tri-County Council for Southern Maryland Rideshare Program

The Rideshare Coordinator leads the tri county area's effort to promote the use of clean fuel and alternative transportation for commuting besides single occupant vehicles (SOV), such as; public transit services, ridesharing, carpool and vanpool, telecommute/telework, private transportation companies and services, including subscription bus alternatives.

There are nine commuter bus routes between Southern Maryland and Washington, D. C. These nine commuter bus routes are; MTA route #901, 902, 903, 904, 905, 906, 907,909 and the WMATA (Metro Bus) W19.

The Council's Commuter Assistance/Ridesharing Program continues to introduce and educate Southern Maryland's commuters and employers to the following services:

Carpool/Vanpool Computerized Matching Services – Through membership with the Metropolitan Washington Council of Governments (MWCOG) all individuals receive “a **FREE** personalized” commuter service match list and information on convenient park-and-ride sites in the Region. The membership of MWCOG Commuter Connections includes transportation management programs in Maryland, Virginia, and Washington, D.C., and a select number of federal employer based operations. Applicants are also offered information on area transit options as a commute alternative.

The Tri-County Council's Rideshare Program introduces commuters to the benefits of Telework and Telecommute programs and the **Guaranteed Ride Home Program** through Commuter Connections.

For more information contact: George Clark, Regional Rideshare Coordinator at 301-870-2520, 1-800-SO-CLOSE or at gclark@tccsmd.org.

Tri-County Council for Southern Maryland Mobility Management Program

Southern Maryland is the fastest growing suburban population in the state. In 2006, the total population in Southern Maryland was estimated at nearly 330,000 by the Maryland Department of Planning. According to the new U.S. Census data the actual total is 340,439. The growing population continues to challenge social and economic development in the region. Part of these challenges is the need for transportation options that provide mobility to individuals with disabilities, young and older adults, and people with low to moderate incomes. The 2010 U.S. Census data indicates that expanded services are needed to serve this growing population.

- Calvert County population served is 88,737, a 19% increase from 2000.
- Charles County population served is 146,551, a 21.6% increase.
- St. Mary's County served is 105, 151, a 22% increase.

The Southern Maryland Mobility Management Program is funded through a grant from the Federal Transit Administration (FTA) through the Maryland Transit Administration (MTA). The United Way of Charles County provided matching funds to support this new program. A steering committee consisting of representatives from the major transportation providers in the Southern Maryland Counties of Calvert, Charles and St. Mary's meets on a regular basis to plan and implement mobility options for the citizens of Southern Maryland.

The Mobility Management Coordinator is responsible for providing improved information and access to the transportation options in the region. The Coordinator works with the existing locally operated transit systems, public and private

transit providers and human services transit providers in order to build upon and leverage the existing regional transportation coordination program. A needs assessment survey and resource inventory was conducted in collaboration with the transportation consultant firm, KFH Group of Bethesda, MD, which identified gaps in service delivery and new services providers across the region for seniors, low-income, transit dependent, and individuals with disabilities.

The Southern Maryland Mobility Management Center is located in the Charles County Department of Community Services, 8190 Port Tobacco Road, Room 106B, Port Tobacco, Maryland 20677. Contact the Tri-County Council for Southern Maryland (TCCSMD) at 301-274-1922 or call the Mobility Management Coordinator at 240-639-8138 for more information.

Abilities Network

Address: 9375 Chesapeake St.
Suite 103
La Plata, MD 20646

Telephone Number: (301) 392-3554

Fax Number: (301) 392-3558

Contact Person(s): Travis J. Nichols

Status: (Private, Non Profit, Public, etc.): Non Profit

Geographic Areas Served: Tri-County,
Southern Prince George County

Type of Service(s) Provided: SE, CSLA, ISS,
FSS

Population Groups Served: Persons with
Developmental Disabilities

Days/Hours of Service: Hours depend on
needs of consumers

Trip Purposes Served:

Service Features:

Fare Charged:

Type of Vehicles Operated:

Additional Information: We work with individuals on a 1:1 basis and only provide transportation as it relates to goals being worked on. We try to find other resources and means for transportation, so individuals can become as independent as possible.

Adult Day Care of Calvert County

Address: 975 Solomons Island Rd. Prince Frederick, Md.20678

Telephone Number: 410-535-0133

Fax Number: 410-535-4094

Status: (Private, Non Profit, Public, etc.): Non-Profit

Geographic Areas Served: Calvert County

Type of Services(s) Provided: Structured care for the frail elderly and disabled adults through nursing interventions, nutritious meals, social and individual activities, while providing respite for primary caregivers during the day.

Population Groups Served: Adults 18 and older

Days/Hours of Service: Monday – Friday, 7:30 a.m. – 4:00 p.m.

Trip Purposes Served: Adult Medical Daycare program and its services

Service Features: Door to door service; medical appointments if possible

Fare Charged: No additional fee for transportation services

Type of Vehicles Operated: Buses

Additional Information: Please contact Adult Day Care of Calvert County at 410-535-0133

Arc of Southern Maryland

Address: P.O. Box 1860
Prince Frederick, MD 20678

Telephone Number: (410) 535-2413

Fax Number: (410) 535-4124

Contact Person(s): Mary Jane Smith
mjsmith@arcsomd.org

Status: (Private, Non Profit, Public, etc.): Non Profit

Geographic Areas Served: Calvert County

Type of Services(s) Provided: Residential and on route service, door-to-door service

Population Groups Served: Adults

Days/Hours of Service: 5 Days a Week
7:00 a.m. – 6:00 p.m.

Trip Purposes Served: Take consumers to and from job sites and community activity

Service Features:

Fare Charged: None

Type of Vehicles Operated: Lift Equipment, 15 passenger vans and buses, 5 wheelchair equipped vehicles.



Beach Trolley Association

Address: P.O. Box 714
Chesapeake Beach, MD 20732-0714

Telephone Number: (301) 938-2233

Fax Number: (410) 286-0904

Contact Person(s): Marilyn Van Wagner,
Operations; mkvanwagner@aol.com

Status: (Private, Non Profit, Public, etc.): Non Profit

Geographic Areas Served: Chesapeake,
North Beach, Deale area

Type of Services(s) Provided: Access to
beach communities

Population Groups Served: Local community,
tourists

Days/Hours of Service: Friday, 3:00 p.m.
- 1:00 a.m., Saturday, 9:00 a.m. - 1:00 a.m.,
Sunday, 9:00 a.m. - 9:00 p.m., Monday -
Holidays only - 9:00 a.m. - 9:00 p.m. Memorial
Day Weekend through Labor Day Weekend

Trip Purposes Served: Recreation, shopping,
medical appointments, community events,
quality of life issues

Service Features: Handicapped accessible

Fare Charged: Twenty-five cents (\$.25) round trip

Type of Vehicles Operated: Public Transit
Trolley Bus

Calvert County Public Transportation

Address: 75 Main Street
Prince Frederick, MD 20678

Telephone Number: (410) 535- 4510

Fax Number: (410) 535-4679

Contact Person(s): Sandy Wobbleton

Status: (Private, Non Profit, Public, etc.): Public

Geographic Areas Served: Calvert County

Type of Service(s) Provided: Fixed route,
deviated fixed route, ADA, SSTAP

Population Groups Served: All

Days/Hours of Service: Mon-Fri 6:30 a.m.-
8:00 p.m. Sat. 8:15 a.m.-4:00 p.m.

Trip Purposes Served: General
transportation on fixed and deviated fixed
routes. Medical, educational and social on
demand response routes.

Service Features:

Fare Charged: Route Bus: Children 6 &
under – free; ages 7 – 18 \$.50; ages 18 – 60
\$1.50; ages 60 & over \$.50

Shuttle Bus: Children 6 & under –free;
Ages 7 – 18 \$.25; ages 18 – 60 \$.75;
ages 60 & over \$.25

Type of Vehicles Operated: 17 various
size buses, 20 to 29 passengers with 14
wheelchair lifts.

Additional Information: Connection with
St. Mary's Transportation System (STS) in
Solomons, Maryland.

The Center for Life Enrichment

Address: P.O. Box 610
25089 Three Notch Road
Hollywood, MD 20636

Telephone Number: (301) 373-8100, *836
or *826

Fax Number: (301) 373-3019

Contact Person(s): Karen Gardner,
Transportation Coordinator; Debbie Kellam,
Transportation Assistant

Status: (Private, Non Profit, Public, etc.): Non-
Profit

Geographic Areas Served: St. Mary's and
Calvert Counties

Type of Service(s) Provided: employment,
adult day care, supervised employment, PALS
(evening recreation), ISS, FISS, CSLA

Population Groups Served: Adults with
physical and/or mental handicaps

Days/Hours of Service:

In Center 8:00 a. m. – 4:00 p. m.

Enclaves 9:00 a. m. – 7:00 p. m.

PALS 3:00 p. m. – 8:00 p.m.

Transportation and offsite employment 24/7

Trip Purposes Served: employment,
recreation, medical and adult day care

Service Features: supported employment,
direct care, enclave employment, recreation,
and in house nurse

Fare Charged: DDA and DORS funded

Type of Vehicles Operated: cars, minivans,
fifteen passenger, and small buses

Charles County Nursing and Rehabilitation Center, Family of Care/Adult Day Services

Address: 10200 La Plata Road
La Plata, MD 20646

Telephone Number: (301) 934-6753

Fax Number: (301) 609-8437

Contact Person(s): Kristina Raymond
traymond@ccnrc.org

Status: (Private, Non Profit, Public, etc.): Non Profit

Geographic Areas Served: Charles County, Northern St. Mary's County, and lower Prince Georges County

Type of Service(s) Provided: Medical Adult Day Services, Medical/Recreational Outings

Population Groups Served: 16 and older, elderly, frail, physically and mentally handicapped, adult day services participants, LTC and assisted living residents and rehabilitation patients

Days/Hours of Service: Mon-Fri 7:00 a.m. – 5:30 p.m. Adult Day Services; 24/7 as needed for LTC/assisted living and rehabilitation

Trip Purposes Served: Transportation to and from center daily, Medical and dental appointments, lab work, mental health appointments, field trips.

Fare Charged: none

Type of Vehicles Operated: 12 ambulatory, 2-6 wheelchair lift equipped

Charles County Freedom Landing, Inc.

Address: P. O. Box 939, 400 Potomac Street
La Plata, MD 20646

Telephone Number: (301) 932-2737

Fax Number: (301) 932-2803

Contact Person(s): Joyce Abramson, Diane
Monk

Status: (Private, Non Profit, Public, etc.):
Private, Non Profit

Geographic Areas Served: Charles County

Type of Service(s) Provided: Psychiatric
and residential rehabilitation, supported
employment

Population Groups Served: Adults
diagnosed with a serious mental illness

Days/Hours of Service: Mon-Fri 8:30 a.m. –
4:30 p.m.

Trip Purposes Served: Assist with services
necessary for persons enrolled in the
program

Service Features: Demand response

Fare Charged: none

Type of Vehicles Operated: 15 passenger
small buses, mini-van

Additional Information: As part of the rehab
process, transportation must be necessary in
order to be provided

Daisy Claire's

Address: P.O. Box 482
Chesapeake Beach, MD 20732

Telephone Number: (301) 356-4697

Contact Person(s): Ellen O'Brien
daisyclaires@aol.com

Status: (Private, Non Profit, Public, etc.):
Private

Geographic Areas Served: Office in Calvert County - will drive clients anywhere anyone needs to be!

Type of Service(s) Provided: Driving and assistance, i.e., client goes to beauty parlor, while she's there, armed with a list, I go to the grocery store for her. Much more than curb to curb service!!!

Population Groups Served: Any person(s)

Days/Hours of Service: 24/7, preferably with advance notice

Trip Purposes Served: airport runs, children to school, doctors, girls' nights out, etc.

Service Features: SO MUCH MORE THAN curb to curb! Will grocery shop, etc., any type of personalized service necessary with or without the client.

Fare Charged:

Type of Vehicles Operated:

Additional Information: References available upon request.

Lifelong Learning Center, Charles County Public Schools

Address: 12300 Vivian Adams Drive
Waldorf, MD 20601

Telephone Number: (301) 753-1774

Fax Number: (301) 645-4863

Contact Person(s): Elizabeth B. Sinnes

Status: (Private, Non Profit, Public, etc.):
Public Schools

Geographic Areas Served: Charles County

Type of Service(s) Provided: Adult Education,
diploma programs

Population Groups Served: Out of school
adults older than 16

Days/Hours of Service: Year round, Monday
through Thursday, 8:30 a.m. to 8:30 p.m.,
Friday, 8:30 a.m. to 4:00 p.m.

Trip Purposes Served:

Service Features:

Fare Charged:

Type of Vehicles Operated:

Additional Information: Hourly VanGO
stop, provide free tickets to Family Literacy
students who need them.

LifeStyles of Maryland Foundation, Inc./Senior Rides Program

Address: 612 E. Charles Street; P.O. Box 1794
La Plata, MD 20646

Telephone Number: (301) 609-9900
1-866-293-0623

Fax Number: (301) 609-9800

Contact Person(s): Corae Young, info@
lifestylesofmd.org

Status: (Private, Non Profit, Public, etc.): Non
Profit

Geographic Areas Served: Charles County

Type of Service(s) Provided: Subsidized
transportation for senior citizens and
transport low income individuals to work and
work related activities

Population Groups Served: Seniors age 60+

Days/Hours of Service: Weekdays 8:00 a.m.
to 8:00 p.m. Office hours are 9:30 a.m. to
5:00 p.m.; and some Saturdays

Trip Purposes Served: Necessary venues,
i.e., grocery store, laundry mats, doctor's
appointments, bank, etc.

Service Features: Door-to-door with the
assistance of volunteers

Fare Charged: Subsidy fee based upon
household income, ranges from \$.48 to \$.68
a mile for low income participants; fee \$2.50
- one way trip.

Type of Vehicles Operated: Mini and 15
passenger vans, personal vehicles

Melwood

Address: 5606 Dower House Road
Upper Marlboro, MD 20772

Telephone Number: (301) 599-2738

Contact Person(s): Shannon Burger, Fleet
Safety Supervisor

Status: (Private, Non Profit, Public, etc.): Non
Profit

Geographic Areas Served: Charles, St.
Mary's, Prince Georges and Montgomery
Counties

Type of Service(s) Provided: Day program,
work, social activities

Population Groups Served: Adults with
Developmental Disabilities

Days/Hours of Service: Monday – Friday,
6:00 a.m. - 6:00 p.m.

Trip Purposes Served: Home to Program or
work

Service Features:

Fare Charged: None to Melwood Program
Participants

Type of Vehicles Operated: Minivans, .15
passenger vans, wheelchair lift

New Horizons Supported Services, Inc. (NHSSI)

Address: 16000 Trade Zone Ave., Suite 109
Upper Marlboro, MD 20774
2670 Crain Highway, Suite 405,
Waldorf, MD 20601

Telephone Number: (301) 249-0206

Fax Number: (301) 249-4512

Contact Person(s): Ron Vaughn or Verlin Douglas

Status: (Private, Non Profit, Public, etc.): Non Profit

Geographic Areas Served: Prince Georges, Charles, Calvert, Anne Arundel, and Montgomery Counties

Type of Service(s) Provided: Fixed route, deviated route, and demand response by program need

Population Groups Served: Intellectually Disabled Adults

Days/Hours of Service: 6:00 a.m. to 6:00 p.m. for fixed route

Trip Purposes Served: Employment, vocational training, and day programs

Service Features: Wheelchair transportation on some routes

Fare Charged: Included in Service Funding Plan

Type of Vehicles Operated: 15 passenger vans, and small, medium duty buses

Additional Information: Provider of transportation services for 37 years.
www.nhssi.org

New Horizon Solutions (NHS)

Address: 4068 Windsor Heights Place,
Waldorf, MD 20695

Telephone Number: (301) 523-8556 or
(301) 523-8488

Fax Number: (301) 843-2669

Contact Person(s): Anthony Parker,
aparker@newhorizonsolutions.org

Status: (Private, Non Profit, Public, etc.): Non
Profit

Geographic Areas Served: Charles, Calvert,
St. Mary's County

Population Groups Served: Disadvantaged,
elderly and disabled

Days/Hours of Service: Mon.-Fri. 7:00 a.m. to
7:00 p.m.

Trip Purposes Served: We provide
transportation services for the disadvantaged,
elderly and disabled.

Service Features: Door-thru-door service

Fare Charged: Rates vary, please call for price
quote

Type of Vehicles Operated: Sedan services

Pathways, Inc.

Address: 44065 Airport View Dr.
Hollywood, MD 20636

Telephone Number: (301) 373-3065

Fax Number: (301) 373-3265

Contact Person(s): Lisa Lemke

Status: (Private, Non Profit, Public, etc.):
Private, non-profit

Geographic Areas Served: Tri-County area,
call for applicable programs

Type of Service(s) Provided: Community
Mental Health, Counseling, Therapy,
Medication Management, Psychiatric
Rehabilitation (day and residential), brain
injury recovery, Transition-age Youth Services,
Vocational Support

Population Groups Served: Adults and
adolescents

Days/Hours of Service: Varies for each type
of service, please call

Trip Purposes Served: Day program,
community appointments for rehabilitation
consumers

Service Features: Point to point, service
dependent

Fare Charged: Included in service fee

Type of Vehicles Operated: 15 passenger
vans, passenger cars

Additional Information: Transportation
services are closely coordinated with those
provided by the STS in St. Mary's County.

Patriot Medical Transport System, LLC

Address: P.O. Box 403, 38588 Brett Way
Mechanicsville, MD 20659

Telephone Number: (301) 290-5202 ext. 111 or 1-866-931-0911 ext. 111

Contact Person(s): Berti-Jo Leymeister,
Director, Business Development

Status: (Private, Non Profit, Public, etc.):
Private

Geographic Areas Served: Throughout
Southern Maryland and the State

Type of Services(s) Provided: Medical
transportation and all types of transportation

Population Groups Served: General public,
persons with disabilities, medical needs

Days/Hours of Service: Please call ahead

Trip Purposes Served: Advanced Life
Support and Basic Life Support ,wheelchair
mobility needs, all types of transit needs

Service Features:

Fare Charged: Please contact Patriot at
numbers listed above

Type of Vehicles Operated: Wheelchair vans
and sedans, medical transport vehicles

Smart Ride, Inc.

Address: P.O. Box 1846
Prince Frederick, MD 20678

Telephone Number: (410) 535-6932

Fax Number: (410) 414-5085

Contact Person(s): Cynthia Thorne-Carter

Status: (Private, Non Profit, Public, etc.): Private

Geographic Areas Served: Southern MD, So. Anne Arundel, DC, Northern VA

Type of Services(s) Provided: On demand transportation (vans and SUV's)

Population Groups Served: General Public, Disabled

Days/Hours of Service: 24/7 Advanced Reservations Required

Trip Purposes Served: Airports, Train Stations, Bus Stations, Doctor Appointments, Parties, Commuter, Contract

Service Features: Courteous drivers with well maintained vehicles transport throughout Maryland, Virginia and Washington DC.

Fare Charged: Varies with trip. Hourly rates, airport rates and local (Calvert County) rates.

Type of Vehicles Operated: Vans, SUV's and a sedan

Additional Information: Ongoing Contracts welcome

**Southern Maryland Tri-County
Community Action Committee, Inc.
(SMTCCAC)**

Address: P.O. Box 280, 8371 Leonardtown Rd
Hughesville, MD 20637

Telephone Number: (301) 274-4474 or
(301)870-3770, ext. 219

Fax Number: (301) 274-0637

Contact Person(s): Delilah Balz

Status: (Private, Non Profit, Public, etc.):
Private, Non Profit

Geographic Areas Served: Calvert, St.
Mary's, and Charles Counties

Type of Service(s) Provided: Contract
transportation for human service providers;
and Friendly Health Services (Adult Day Care)
Van and small bus, wheelchair accessible.

Population Groups Served: Patients of
Charles County Public Mental Health System,
elderly and disabled persons, and Charles
County Juvenile Drug Court.

Days/Hours of Service: Mon-Fri hours vary,
some Saturdays

Trip Purposes Served: Delivery to
services and return home; mental health
appointments, therapeutic appointments,
recreation, to and from adult day care.

Service Features: Door to door service and
wheel chair service

Fare Charged: None to customers

Type of Vehicles Operated: Small passengers bus and 15 passenger vans and one 7 passenger van

Additional Information: 4 small buses and 2 vans with wheelchair accessibility.

Spring Dell Center, Inc.

www.springdellcenter.org

Address: 6040 Radio Station Road
La Plata, MD 20646

Telephone Number: (301) 934-4561

Fax Number: (301) 870-2439

Contact Person(s): Melissa Tyner
mtyner@springdellcenter.org

Status: (Private, Non Profit, Public, etc.):
Private, Non Profit

Geographic Areas Served: Charles County

Type of Service(s) Provided: Fixed Route,
Demand response by program need

Population Groups Served: Developmentally
Disabled Adults

Days/Hours of Service: Mon- Fri. 6:00 a.m. –
5:00 p.m. for fixed route

Trip Purposes Served: Residential,
Employment, Vocational training and Day
Program

Service Features: Wheelchair Transportation;
curb-to-curb

Fare Charged: Included in Service Funding
Plan, but additional donations accepted

Type of Vehicles Operated: Sedans, vans/
minivans, buses, wheelchair equipped vans

Additional Information: Have provided
transportation services for over 40 years for
individuals attending Spring Dell's day and/or
supported employment programs.

St. Mary's Adult Medical Day Care

Address: 24400 Mervell Dean Rd.
Hollywood, MD 20636

Telephone Number: (301) 373-6515

Fax Number: (301) 373-6517

Contact Person(s): Christina A. Stark
activities@stmaryssamdc.com

Status: (Private, Non Profit, Public, etc.): Local government

Geographic Areas Served: St. Mary's County

Type of Service(s) Provided: Transportation door-to-door for participants. Transportation to/from Center for participants outings. Transportation to/from Center for participants for medical appointments.

Population Groups Served: Senior, special needs adults

Days/Hours of Service: Monday – Friday;
7:30 a.m. – 4:00 p.m.

Trip Purposes Served: Transportation to/from center provides accessibility to services for those unable to provide their own. Transportation for outings keep participants engaged in the community. Transportation to/from medical appointments helps participants stay healthy.

Service Features: Door-to-door service

Fare Charged: None

Type of Vehicles Operated: 4 buses, 1 car; 3 buses with wheelchair accessibility

St. Mary's County Department of Aging

Address: P. O. Box 653
Leonardtown, MD. 20650

Telephone Number: (301) 475-4200, ext. 1050

Fax Number: (301) 475-4503

Contact Person(s): Debbie Barker

Status: (Private, Non Profit, Public, etc.): Local government

Geographic Areas Served: St. Mary's County

Type of Service(s) Provided: Door to door service provided through the use of volunteer drivers for seniors aged 60 and over who meet income qualifications

Population Groups Served: Senior Citizens

Days/Hours of Service: Monday – Friday;
8:00 a.m. – 5:00 p.m.

Trip Purposes Served: Medical, errands, shopping, etc.

Service Features: Service is provided utilizing a volunteer driver's personal vehicle. Individuals who are wheelchair or bed bound cannot be accommodated.

Fare Charged: Determined according to distance traveled from pick up location.

Type of Vehicles Operated: Personal cars, vans, or trucks

Additional Information: Individuals utilizing this service must be approved for services prior to requesting transportation. Caregivers/family members may accompany client provided prior notice is given. Service is contingent upon the availability of volunteers and is not guaranteed. Transportation outside of St. Mary's County area may be requested.

St. Mary's County Health Department

Address: 21580 Peabody Street,
P. O. Box 316
Leonardtown, MD 20650

Telephone Number: (301) 475-4296

Fax Number: (301) 475-4350

Contact Person(s): Cindy Spalding

Status: (Private, Non Profit, Public, etc.): State Agency

Geographic Areas Served: St. Mary's County Citizens

Type of Service(s) Provided: By appointment

Population Groups Served: Eligible Medical Assistance recipients, last resort safety net transportation to medical appointments for Medicaid

Days/Hours of Service: Monday-Friday
6:00 a.m. – 6:00 p.m.

Trip Purposes Served: Medical appointments

Service Features: Door to door

Fare Charged: No cost to eligible MA recipients

Type of Vehicles Operated: Sedans, mini vans, passenger vans and wheelchair vans

St. Mary's County Transit System (STS)

Address: P. O. Box 409
44829 St. Andrews Church Road
California, MD 20619

Telephone Number: (301) 866-6799
(301) 863-8400 ext. 1126 (Lee Arnold)

Fax Number: (301) 866-6797

Contact Person(s): Mary Ann Coontz;
Lee Arnold, Transportation Specialist/Trainer

Status: (Private, Non Profit, Public, etc.): Public

Geographic Areas Served: St. Mary's County

Type of Service(s) Provided: Public, ADA,
SSTAP

Population Groups Served: All

Days/Hours of Service:
Monday-Saturday 6:00 a.m. – 11:00 p.m.
Sunday, 6:00 a.m. – 8:00 p.m.

Trip Purposes Served: General Purposes,
Employment, Shopping, Medical and Visits

Service Features: All vehicles are ADA
accessible.; curb-to-curb service for ADA and
SSTAP programs

Fare Charged: \$1.00 - one way trip, \$1.50 with
transfer, Seniors \$.50 - one way trip and \$.75
with transfer. We also offer discount fares to
passengers who qualify. 1/2 price for students
with I.D., children and persons with disabilities

Type of Vehicles Operated: Handicap
Accessible Buses, Connect with Charles
County VanGO Transit and Calvert County
Public Transit System

Tri-County Youth Services Bureau

Address: 75 Industrial Park Drive
Waldorf, MD 20602
P.O. Box 1798
Waldorf, MD 20604

Telephone Number: (301) 645-1837

Fax Number: (301) 645-9169

Contact Person(s): Donda Waite, dwaite@tcysb.org

Status: (Private, Non Profit, Public, etc.): Non-Profit

Geographic Areas Served: Calvert, Charles, and St. Mary's Counties

Type of Service(s) Provided: Provide delinquency prevention, youth suicide prevention, drug & alcohol prevention, and youth development services to youth and their families. (Serves children up to 18 and their families).

Population Groups Served: Children, youth, and families

Days/Hours of Service: Monday - Thursday 9:00 a.m. - 8:00 p.m., Friday 9:00 a.m. - 5:00 p.m., Saturday 9:00 a.m. - 1:00 p.m.

Trip Purposes Served: To attend counseling services after school hours.

United Cerebral Palsy of Southern Maryland

Address: 21815 Three Notch Road, Suite H
Lexington Park, MD 20653

Telephone Number: (301) 863-8870

Fax Number: (301) 863-8891

Contact Person(s): Helen Newell

Status: (Private, Non Profit, Public, etc.): Non-Profit

Geographic Areas Served: Anne Arundel,
Charles, Calvert and St. Mary's Counties

Type of Service(s) Provided: Support
Services for people with disabilities

Population Groups Served: Developmentally
disabled

Days/Hours of Service: Around the clock

Trip Purposes Served: Supported
employment programs

Service Features: Supported employment,
education, direct care, and individualized
support services

Fare Charged: None

Type of Vehicles Operated: Cars, mini-vans,
passenger vans and small buses

VanGO Charles County Department of Community Services

Address: 8190 Port Tobacco Road
Port Tobacco, Maryland 20677

Telephone Number: (301) 934-0107

Fax Number: (301) 632-6330

Contact Person(s): Robert Romero

romeror@charlescounty.org

Status: (Private, Non Profit, Public, etc.): Public Transportation for Charles County

Geographic Areas Served: Charles County one connecting route to Charlotte Hall/ Outside Charles County for Medical Assistance Customers

Type of Service(s) Provided: ADA service, Public Transportation, Medical Assistance Transportation, Specialized Transportation Services

Population Groups Served: All

Days/Hours of Service: Public and ADA: Mon-Sat 6:30 a.m. – 10:30 p.m.

Specialized Services: Mon-Fri 8:00 a.m. – 5:00 p.m.; door-to-door, curb-to-curb

Trip Purposes Served: All

Service Features: All vehicles on public routes are wheelchair accessible

Fare Charged: \$2.00 All Day Pass or \$1.00 one-way trip for general public \$1.50 per specialized one-way trip \$1.00 All day pass for seniors and persons w/disabilities. \$2.00 all day passes for ADA

Type of Vehicles Operated: 16/2 buses, 15 passenger vans. Fleet is 100% wheelchair accessible

GLOSSARY OF TERMS

ACCESSIBILITY –A concept used in transportation planning to describe the ease with which an individual has an opportunity to participate in an activity. The more accessible the activity the fewer barriers must be overcome to reach the activity.

ACCESSIBLE TRANSIT SYSTEM – A transit system that can transport any mobile person, including persons with disabilities, and in which the vehicles and stops are designed to accommodate persons with disabilities, including persons who use wheelchairs.

AMERICANS WITH DISABILITIES ACT (ADA) – Passed by Congress in 1990, this act mandates equal opportunities for disabled persons in areas of employment, transportation, housing and public accommodations. Under this act most transportation providers must purchase lift-equipped vehicles for their fixed-route services. For those persons unable to use fixed-route service by virtue of their disability, supplemental paratransit service must be provided.

COMMUTE – Regular travel between home and a fixed location such as work or school.

COMMUTER – A person who travels regularly between home and a fixed location.

COMMUTER SERVICE – Transportation provided on a regularly scheduled basis during peak travel periods for users commuting to work, school, and similar destinations.

COMPLEMENTARY PARATRANSIT - Paratransit service that is required as part of the ADA which complements, or is in addition to, already available fixed-route transit service, and is equivalent to the fixed-route service in terms of service hours and area, fares, and other service characteristics.

CONSOLIDATION – An arrangement in which all of a community's transportation services for human service agency clients are managed by one organization and provided to the core human service agencies in their service area. Consolidation is a transportation coordination alternative.

COORDINATION – A cooperative arrangement between transportation providers and organizations needing transportation services. Coordination models can range in scope from shared use of facilities, training, or maintenance to integrated transportation brokerages or consolidation of services.

CURB-TO-CURB SERVICE – A service that picks up and delivers passengers at the curb or roadside, as distinguished from door-to-door service. Passenger assistance is not rendered other than for actual boarding and alighting.

DEMAND – The quantity of transportation that will be consumed at a particular price given service characteristics such as frequency, coverage, etc.

DEMAND—RESPONSIVE SERVICE – Transit service where individual passengers can request door-to-door or curb-to-curb transportation from a specific location to another specific location at a certain time. These services may require advance reservations. Also referred to as Dial-a-Ride, Paratransit, or Demand-Response Transit.

DEVIATED FIXED ROUTE – This type of service allows deviations from the general route path to provide transportation access to passengers who live in the vicinity of the route path.

DISABILITY – With respect to an individual, a physical or mental impairment that substantially limits one or more major life activities of the individual.

DOOR-TO-DOOR – A service that picks up passengers at the door of their place or origin and delivers them to the door of their destination. This service may necessitate passenger assistance between the vehicle and the doors.

ELDERLY – According to the Older Americans Act, this term describes persons age 60 and older.

FARE – Fee charged to the general public to ride transportation.

FIXED-ROUTE SERVICE – Service provided on a repetitive, fixed schedule basis along a specific route with vehicles stopping to pick up and deliver passengers to specific locations. Each fixed-route trip serves the same origins and destinations, unlike demand-responsive service.

HUMAN SERVICE TRANSPORTATION SYSTEM – A transportation system that provides services only to those receiving assistance from human service agencies.

IMMEDIATE-RESPONSE SERVICE – A demand-responsive transportation system by which service is provided immediately upon request.

JOB ACCESS REVERSE COMMUTE PROGRAM (JARC) – Provides funding for developing new or expanded transportation services that connect welfare recipients and other low income persons to jobs and other employment-related services.

MARYLAND SENIOR RIDE PROGRAM - Provides funding to government agencies, nonprofit entities, and faith-based agencies exempt under the 501 (C) (3) code of the Internal Revenue Service to encourage and facilitate the development of volunteer transportation services for low-income to moderate-income seniors, age 60 or older. Currently there are three Senior Ride Programs in Southern Maryland. Calvert County has a program administered by Partners In Care (PIC) operating in the twin beaches towns of Chesapeake and North Beach. Charles County has a program overseen by Lifestyles, Inc. of La Plata. St. Mary's Department of Aging administers the Senior Ride Program in St. Mary's County.

MOBILITY MANAGEMENT – A policy of using all available resources to improve mobility, improve efficiencies, and reduce cost.

NEW FREEDOM PROGRAM - Provides capital and operating expenses designed to assist individuals with disabilities with accessing transportation services, including transportation to and from jobs and employment support services. Programs must go beyond the requirements of the Americans with Disabilities Act (ADA) of 1990.

PARATRANSIT – Passenger transportation that, on a regular basis, provides a more flexible service than fixed route service but is more structured than the use of private automobiles. Paratransit includes demand-response transportation services, subscription service, shared –ride taxis, carpools, and vanpools.

PRIVATE TRANSPORTATION – Owned or operated by an individual or group, not by a governmental entity, for his or its own purposes or benefit.

PUBLIC TRANSPORTATION – Transportation service to the public on a regular basis using vehicles that transport more than one person for compensation.

PUBLICLY OWNED TRANSIT SYSTEM - ALSO KNOWN AS LOCALLY OWNED/OPERATED TRANSIT SYSTEM (LOTS) – A transit system owned by any municipality, county, regional authority, state, or other governmental agency, including a system operated or managed by a private company under contract to the government agency owner.

REGIONAL CONNECTION – Process whereby the locally operated transit systems (LOTS) provide transportation connections at designated locations.

REGIONAL TRANSIT – Primarily serves long trips within metropolitan regions, crossing jurisdictional boundaries.

ROUTE – Fixed path traversed by a transit vehicle in accordance with a predetermined schedule

RURAL AREA – An area, village, town, or community that is not part of a designated urban area. An area that has a population of less than 50,000.

RURAL TRANSIT – Transportation services operated in rural areas. Typical paratransit, rather than fixed route transit, is more appropriate to operate in rural areas due to the low population density.

RURAL TRANSIT ASSISTANCE PROGRAM (RTAP)– This program of the Federal Transit Administration (FTA) offers training materials, technical assistance and other support services for rural transit systems across the country.

SECTION 5310 (ELDERLY INDIVIDUALS AND INDIVIDUALS WITH DISABILITIES) GRANT PROGRAM – Provides financial assistance for purchasing capital equipment to be used to transport the elderly and persons with disabilities. Private non-profit corporations are eligible to receive these grant funds.

SERVICE PROVIDER - An agency that provides all or part of the transportation service under contract by the transportation system.

SPECIALIZED MEDICAL TRANSPORTATION – Transportation provided by the transit systems usually through contracted service.

SPECIALIZED STATEWIDE TRANSPORTATION ASSISTANCE PROGRAM (SSTAP) – Service available to all qualified senior citizens and persons with disabilities.

SUBSCRIPTION SERVICE – A service in which routes and schedules are pre-arranged to meet the travel needs of riders who sign up for the service in advance.

TRANSIT DEPENDENT – A person who must rely on transit services instead of the private automobile to meet his or her travel needs due to an inability to drive or lack of access to an auto.

WHEELCHAIR-ACCESSIBLE VEHICLE – A vehicle that a person using a wheelchair can enter, either using an on-board retractable lift or ramp or directly from a station platform.

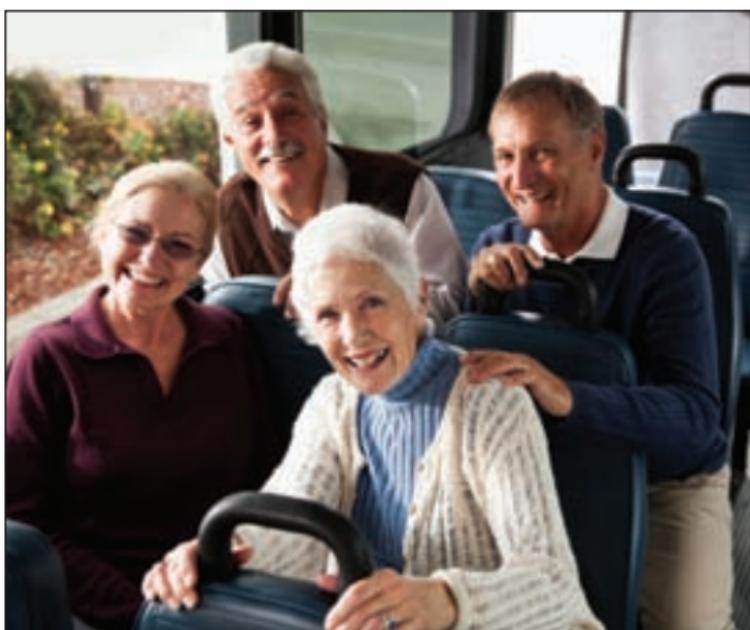
WHEELCHAIR LIFT – A device used to raise and lower a platform that facilitates transit vehicle accessibility for wheelchair users and other handicapped individuals.

***Training Services Available Through
the Tri-County Council for Southern
Maryland, Transportation Department***

- Sensitivity/Diversity Training
- Safety and Security Training
- Travel Training
- Customer Service Training
- Volunteer Driver Training
- Risk Management Techniques Training
- “Train the Trainer” Training

***Please call for
additional information:***

Elaine J. Lancaster, CCTM
Regional Transit Coordinator
Regional Transportation
Coordination Program (RTCP)
301-274-1922 (local) or
301-870-2520 (Metro) ext. 25
elancaster@tccsmd.org
www.tccsmd.org



Maryland Transit Administration (MTA)



Transportation Directory printed
with funds from MTA.

Appendix E

Job Description for the Regional Transit Coordinator and Regional Ridesharing/Employer Outreach Coordinator Positions

Tri-County Council for Southern Maryland

Job Description

Job Title: Regional Transit Coordinator

Reports To: Director, Regional Transportation Planning

Prepared Date: August 2002, revised March 2006

Summary:

Coordination and administration of the Regional Transportation Coordination grant program, supporting elderly and those with disabilities transportation needs; includes associated activities and support to related committees, including Regional Transportation Coordination Committee and Maryland's Coordinating Committee for Human Services Transportation (Five-Year Plan).

Essential Duties and Responsibilities:

- Coordinate and manage Regional Transportation Coordination Program; oversight and administrative support to the Regional Transportation Coordination Committee
- Streamline funding mechanisms from the Federal to State to County level; improve and support coordination of funding and services; review and investigate possible revenue streams
- Provide training and oversight in areas of driver training, driver qualifications, customer service, diversity training and transportation standards
- Assist locally operated transit systems (LOTS) to serve human services clients transportation needs; identify efficient use of resources with goals of providing cost savings and expanded services
- Develop and coordinate a regional transportation coordination information clearinghouse available in print and Internet format
- Produce annual Ride Guide with distribution throughout Region; coordinate and develop marketing and outreach materials supporting the Regional Transportation Coordination Program; promote regional transportation coordination by supporting discussions and on-going strategies to identify new services and resources
- Work cooperatively with Rideshare Coordinator to cross train and market which promotes shared transportation components of the individual transportation programs
- Implementation support to LOTS and human services providers of the August 2005 Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU), Elderly Individuals and Individuals with Disabilities, Job Access and Reverse Commute (JARC) and New Freedom program.

Supervisory Responsibilities:

Direct secretarial staff in preparation of required administrative material in support of Coordination Program. Oversight of consultant services that are provided on an "as-needed" basis in support of Coordination Program.

Qualifications:

Bachelor's Degree required, some graduate work preferred. Proven ability to work effectively with a variety of groups and individuals in the public and private sector. Successful experience in working with national, state and regional organizations and agencies. Strong organizational skills and ability to work effectively as a self-starter, with minimal supervisory oversight, excellent written, verbal and presentation skills. Must be proficient with Windows applications.

Tri-County Council for Southern Maryland

Job Description:

Job Title: Regional Ride Sharing/Employer Outreach Coordinator

Reports To: Director, Regional Planning

Prepared Date: 2010

Summary:

Manage the Regional Commuter Assistance and Employer Outreach Services grant programs and coordinate ridesharing matching services with the Metropolitan Washington Council of Governments, the Maryland Department of Transportation, the Maryland Transit Administration (MTA), local governing bodies, public and private employers and non-profit organizations and the public; work with similar program coordinators throughout Maryland, Virginia, Washington D.C., Pennsylvania and Delaware.

Essential Duties and Responsibilities:

Develop regional strategies integrating carpool, vanpool, commuter bus, telecommute/telework programs with the transportation planning process; develop annual goals and objectives for the rideshare and employer outreach programs and review the program goals and objectives quarterly.

Develops, monitors, directs and oversees project budgets for the regional commuter assistance and employer outreach programs; develop and maintain relationships with vanpool vendors, subscription bus providers commuter bus service operators, and shuttle service providers within and outside the Southern Maryland region.

Coordinate appropriate financing systems with county staffs, legislative staffs supporting regional transportation alternative drive alone program funding streams.

Respond to rideshare customers request from telephone, e-mails, at transportation fairs, job fairs, and per written request; provide computerized commuter matching services to the residents and employers in Southern Maryland.

Research and develop a list of best management practices and solutions for employers in the development and implementation of employer based transportation demand management programs; develop an extensive list of financial and administrative incentives for employers providing transportation demand management programs at employer sites.

Assist MTA with the development, implementation and marketing commuter bus service in the Southern Maryland Region; develop and implement annual outreach plan including vanpool and subscription bus.

Develops, writes and distributes newsletters and other publications promoting ridesharing, bus transit opportunities, and commuter benefit programs in Southern Maryland; schedules,

conducts, and delivers outreach presentations to the businesses, community and professional organizations.

Oversees major marketing campaigns and develops key marketing materials and internal programs tools for marketing promotions and alternative transportation educational items for the commuter assistance and employer services programs.

Identifies and develops fund raising strategies, including the development and submission of funding proposals for commuter appreciation incentive packages and employer site fairs.

Coordinate with the Regional Transit Coordinator on combined marketing and educational workshops and seminars to providers of high occupancy vehicle transportation modes, including vanpools, commuter bus, public transit, private transit, and human service entities.

Attends meetings of the Metropolitan Washington Council of Governments, Commuter Connections and Maryland Transit Administration. Mandatory conference attendance at the Association for Commuter Transportation and Transportation Association of Maryland as well as other local and regional meetings required by the appropriate grant.

Will be required to travel to Washington, DC on average twice per month. Although TCC has its own vehicle, the applicant will be called upon to use their personal vehicle on occasion and be reimbursed according to IRS rates.

Supervisory Responsibilities:

Direct secretarial staff in preparation of required administrative material in support of the ridesharing program.

Qualifications:

Minimum of an Associates degree with a background in public administration, business administration or marketing is required. Bachelor's degree preferred. Four years experience may be substituted for Associates degree. Transportation Demand Management, Transit Management Certification may be combined for qualification. Experience with ArcView, ACT Database helpful. Knowledge of local TDM efforts would be extremely helpful.

Appendix F
End-of-Year Summary Report for FY12

End of Fiscal Year 2012 Summary Report

Project Number: TS295317C2012

Public Body: Tri-County Council for Southern Maryland

Project Description: Regional Mobility Management Program for Southern Maryland

CFDA #: 20-521

MTA Reviewer: Tracy Perez, Regional Planner, Statewide Planning Division

Deliverables:

- Transit Needs Assessment (Technical Memorandum #1)
- One Stop Center Criteria (Technical Memorandum #2)
- Southern Maryland Transportation Directory 2012 (Printed)
- Final Report (Pending-October 2012)
 - a. Executive Summary with acknowledgements to sponsors, steering committee members, and other partners
 - b. Introduction/Background
 - c. Mobility Management Overview
 - d. Existing Mobility Management Program/Partnership Activities and Relationships
 - e. Needs Assessment/Issues and Opportunities
 - f. Alternatives for the One-Call Center and Mobility Management Program
 - g. Conceptual Plan
 - Sustainability Recommendations for the Future

Highlights:

1. On September 19, 2011, Rhonda M. Crawley began a two-year grant funded position as the Southern Maryland Mobility Management Coordinator for the Tri-County Council for Southern Maryland (TCCSMD). This program is funded through a grant from the Maryland Transit Administration (MTA) with matching funds provided by the United Way of Charles County (UWCC). Charles County Government, Department of Community Services, has given in-kind contributions to this program by providing office space and related resources for use by the Mobility Management Coordinator.

2. KFH Group, a consultant under contract with MTA, was given specific tasks and deliverables that will help structure the Mobility Management Program for Calvert, Charles, and St. Mary's Counties. KFH Group drafted multiple reports, documents, and other materials during this period to further the goals and objectives of the program.
3. On March 1, 2012, a Regional Stakeholders' Forum was held in Waldorf, MD with over 70 participants in attendance. The goals of the Forum were to solicit feedback and set priorities for the Mobility Management Program. A summary report was produced in collaboration with principals from KFH Group. Findings from this meeting will be included in the future decision-making and direction process for the Southern Maryland Mobility Management Program.
4. During this period, there were several training workshops and professional development conferences that were attended by the Mobility Management Coordinator.
 - The America Public Transportation Administration and Partnership for Mobility Management sponsored the 2nd Annual Mobility Management Conference in Long Beach, CA included interactive workshops with over 200 mobility managers from various regions across the United States. The following are highlights and lessons learned.
 - The Community Transportation Association of America (CTAA) held the 26th CTAA Expo 2012 in Baltimore, MD. Over 1,000 participants from the United States and as far away as Australia attended this conference. The conference convened transportation providers, mobility facilitators and workforce leaders to share the important ways they design and deliver job access solutions for workers, trainees, job seekers, and businesses.
5. Mobility Management Coordinator, in collaboration with the TCSMD Transportation Team, published the Southern Maryland Transportation Directory. This updated directory is the result of a region-wide cooperation and coordination effort between the locally operated transit systems, public and private transit providers, and the Tri-County Council for Southern Maryland's Regional Ride Share and Regional Transit Coordinators.

6. Oral presentations on the Southern Maryland Mobility Management Program have been given to various regional community groups and agencies. The purpose of these presentations was to share information about the program and to gain insight into community transit related needs.
7. Briefing books for the steering committee members have been produced that include a timeline of key issues, dates, and deliverables; historical background information on mobility management programs; draft technical memorandums developed with KFH Group; and an outline of the final report.
8. KFH Group has provided a draft action plan that details steps needed for implementing a “one call center.” Based on discussions with the Regional Mobility Management Steering Committee, the plan will provide various alternatives for the current mobility management program going forward.
9. The final draft report will incorporate previous work, e.g. stakeholders’ meeting, identification of needs and gaps in service, as well as additional information on mobility management efforts and regional programs. UWCC has requested the identification of specific transportation providers in Charles County that may provide alternative transit options for its residents and this information will be included in the final draft. The draft final report will be completed and sent to TCCSMD for review by the Steering Committee by August 13, 2012.
10. A final report will be presented to the TCCSMD Executive Board on September 20, 2012. If the Executive Board gives its approval, a public notice will be published in the three local newspapers and other social networks. Public comments’ period will begin on Friday, September 21, 2012 through Friday, October 5, 2012.
11. Any relevant comments or corrections will be incorporated into the final report before it is presented to the Full Council. The Full Council will receive the final report on October 8, 2012.

Appendix G
TDI Calculations

Appendix G: Transit Dependence Index (TDI)

Public transportation needs are defined in part by identifying the relative size and location of those segments within the general population most likely to be dependent upon some form of public transit services. Once the location of these transit dependent populations is determined and analyzed, it becomes possible to evaluate the extent to which current services meet the needs of community residents. To identify the areas of highest transportation need, the TDI was calculated for each of the Census Block Groups for the Southern Maryland study area.

The TDI is an aggregate measure that utilizes recent data from the American Community Survey (ACS) five-year estimates and the United State Decennial Census to display relative concentrations of transit dependent populations within a study area. The following section describes the formula used to compute the TDI for each of these block groups, as well as a brief description of the six factors used in its calculation.

$$\text{TDI} = \text{PD} * (\text{AVNV} + \text{AVE} + \text{AVY} + \text{AVD} + \text{AVBP})$$

- PD: population per square mile
- AVNV: amount of vulnerability based on presence of no vehicle households
- AVE: amount of vulnerability based on presence of elderly adult population
- AVY: amount of vulnerability based on presence of youth population
- AVD: amount of vulnerability based on presence of disabled population
- AVBP: amount of vulnerability based on presence of below-poverty population

The input values for the population density (PD) factor follow the previously mentioned classification scheme of the stand-alone population density analysis. A block group with a population density greater than 2,000 persons per square mile is presented a value of four, while a block group with a population density greater than 1,000 persons per square mile and less than or equal to 2,000 is given a PD factor of three. Continuing in intervals of 500, a block group with a population density greater than 500 and less than or equal to 1,000 persons per square mile is presented a PD factor of two, while a block group with less than or equal to 500 persons per square mile and at least one resident is given a value on one. In the event of a block group having zero residents, that particular block group is presented a value of zero.

The following five independent variables represent specific socioeconomic characteristics of the residents in the study area, which are described in the previous bullets. These five factors are given a value that represents their prevalence in the analyzed block group. For each of the factors, an individual block group comprised of a

number of vulnerable persons or households that is below the average number for all block groups in the study area is presented with a value of one. A value of two is given to a block group where its vulnerable population is greater or equal to the study area average (SAA), but less than one and one-third times the SAA. A block group with a vulnerable population greater or equal to one and one-third the SAA, but less than one and two-thirds the SAA is presented with a value of three. This scoring scheme continues for a block group with a vulnerable population greater than one and two-thirds the SAA, but less than twice the SAA for a block group, which is presented a value of four. Finally, any block group that has a vulnerable population or household population that is more than twice the SAA for a block group is given the highest value of five. Once this process is completed for each of the five socioeconomic characteristics, the factors are plugged into the TDI equation in order to determine the transit dependence for each block group within the study area. Each individual block group is then given a TDI classification (very low, low, moderate, high, or very high) that is assigned in a manner similar to the independent variables in the TDI. The difference being that the TDI or dependent variable value in the formula replaces the previously described socioeconomic characteristics or independent variables. Thus, a block group with a TDI below the average TDI score for a block group in the study area is given a value of one or categorization of very low, and so on.

Appendix H
TDIP Calculations

Appendix H: Transit Dependence Index Percent (TDIP)

The TDIP provides a complementary analysis to the TDI measure and its reliance upon the population density factor. The TDIP measure is nearly identical to the TDI measure in every aspect with the lone exception being its exclusion of the persons per square mile (PD) factor. As a result, the TDIP for each block group in the Southern Maryland study area is calculated with the following formula and its five independent variables.

$$\text{TDIP} = \text{DVNV} + \text{DVE} + \text{DVY} + \text{DVD} + \text{DVBP}$$

- DVNV: degree of vulnerability based on presence of no vehicle households
- DVE: degree of vulnerability based on presence of elderly adult population
- DVY: degree of vulnerability based on presence of youth population
- DVD: degree of vulnerability based on presence of disabled population
- DVBP: degree of vulnerability based on presence of below-poverty population

Accordingly, the exclusion of the PD factor from the TDIP formula results in the maximum score a single block group may attain being lowered from 100, as is found in the previously described TDI measure, to a score of 25. By removing the PD factor, the TDIP measures the degree of vulnerability, or percent of individuals exemplifying a particular socioeconomic characteristic out of the overall general population of a block group, rather than the amount of vulnerability, or strictly aggregate number of individuals exemplifying a particular socioeconomic characteristic within a particular block group, that is measured by the TDI. This sole difference between the two indices enables the TDIP to represent a needs assessment that highlights the overall predominance of a specific population throughout a block group's general residence instead of a highlighting of those block groups that have a higher density of persons and consequently an increased chance of having a higher concentration of vulnerable populations simply due to an increase in the block group's overall population.

The five-tiered categorization found in the TDI measure is also utilized for the TDIP measure and is determined by use of the same criteria.

