

# Coordinated Public Transit - Human Services Transportation Plan

Southwest Human Resource Agency: Chester,  
Decatur, Hardeman, Hardin, Haywood,  
Henderson, Madison, and McNairy Counties

## Final Plan



Prepared for Tennessee  
Department of Transportation

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Prepared by:  
RLS & Associates, Inc.

3131 S. Dixie Hwy, Suite 545  
Dayton, OH 45439  
(937) 299-5007  
rls@rlsandassoc.com



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## INTRODUCTION

# Introduction

This plan updates the Coordinated Public Transit-Human Services Transportation Plan (CPT-HSTP) for counties that make up the Southwest Human Resource Agency (SWHRA) service area, including, Chester, Decatur, Hardeman, Hardin, Haywood, Henderson, Madison, and McNairy Counties. The plan was made possible through funding provided by the Tennessee Department of Transportation, Office of Mobility and Accessible Transportation. The planning process involved active participation from the public and local agencies that provide transportation for the general public, older adults, and individuals with disabilities.

## PURPOSE

On December 4, 2015, the Fixing America's Surface Transportation (FAST) Act, was signed into law as reauthorization of surface transportation programs through Fiscal Year 2020. The FAST Act applied new program rules to all FTA funds and authorized transit programs for five years.

On November 15, 2021, the Infrastructure Investment and Jobs Act (IIJA) was enacted into law. The IIJA continues the policies set forth by the FAST Act and provides \$937 billion over five years from FY 2022 through 2026, including \$550 billion in new investments for all modes of transportation, including \$284 billion for the U.S. Department of Transportation, of which \$39 billion is dedicated to transit. The IIJA directs the U.S. Department of Transportation to apply the funding toward modernizing and making improvements. According to requirements of the IIJA, locally developed, CPT-HSTPs must be updated to reflect the changes established by the Act. The plans must identify the unmet transportation needs of older adults, individuals with disabilities, people with low incomes, and the general public. Plans must also identify a prioritized and coordinated plan for addressing the identified unmet needs and gaps.

Some human service agencies transport their clients with their vehicles, while others may also serve the general public or purchase transportation from another entity. Regardless of how services are provided, transportation providers and human service agencies are all searching for ways to economize, connect, increase productivity, and provide user-friendly access to critical services and community amenities. In an era of an increasing need and demand for affordable shared-ride transportation and limited availability of drivers and vehicles to provide such services, organizational partnerships must be explored and cost-saving measures must be made to best serve the State's changing transportation demands. Interactive coordinated transportation planning at the local level provides the best opportunity to accomplish this objective.

## RELEVANT FAST ACT PROGRAMS



### **Section 5310 Program: Enhanced Mobility for Seniors and Individuals with Disabilities**

The program most significantly impacted by the plan update is the Section 5310 Program because participation in a locally developed CPT-HSTP is one of the eligibility requirements for Section 5310 Program funding.

The Section 5310 Program provides formula funding to States to assist public and private nonprofit groups in meeting the transportation needs of older adults and people with disabilities when the transportation service provided is unavailable, insufficient, or inappropriate for meeting those needs. The Federal Transit Administration (FTA) apportions Section 5310 Program funds to direct recipients based on the population within the recipient service area. The Tennessee Department of Transportation (TDOT) Office of Transit administers the Section 5310 Program in Tennessee for small urban and rural areas. As the direct recipient, TDOT solicits applications and selects Section 5310 Program recipient projects for funding through a formula-based, competitive process.

In Tennessee, the program has historically been utilized for capital or “traditional” program purchases. Vehicle projects are restricted to wheelchair accessible replacement and expansion vehicles. In 2022, TDOT expanded the list of eligible projects to include Mobility Management. Mobility Management projects led by public transit agencies (current recipients of Federal Transit Administration Section 5307 or 5311 funds) are also eligible for funding. Mobility Management projects are intended to build coordination among existing transportation service providers with the result of expanding the availability of service. Additional information about the program may be found at <https://www.tn.gov/tdot/multimodal-transportation-resources/omat/5310-program.html>.

Section 5310 Program projects are eligible to receive an 80 percent Federal share if the 20 percent local match is secured. TDOT offers 10 percent toward the local match. The remaining local match may be derived from any combination of non-U.S. Department of Transportation Federal, State, or local resources.<sup>1</sup> The IJA also allows the use of advertisement and concessions revenue as local match. Passenger fare revenue is not eligible as local match.

## PLAN DEVELOPMENT METHODOLOGY

According to Federal Transit Administration (FTA) requirements, the coordinated plan must be developed and approved through a process that includes participation by older adults and individuals with

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<sup>1</sup> Projects awarded using COVID-19 Relief funding will be funded at 100% federal share and will not require local match. All other Section 5310 requirements apply, including the requirement that all grantees are responsible for the proper use, operating costs, and maintenance of all project equipment.

disabilities. And, TDOT and FTA also encourage active participation in the planning process from representatives of public, private, and nonprofit organizations that provide or support transportation Plan Development Methodology

According to Federal Transit Administration (FTA) requirements, the coordinated plan must be developed and approved through a process that includes participation by older adults and individuals with disabilities. And, TDOT and FTA also encourage active participation in the planning process from representatives of public, private, and nonprofit organizations that provide or support transportation services and initiatives, and the general public. The methodology used in this plan includes efforts to identify these stakeholders and facilitate their participation in the planning process.

The fundamental element of the planning process is the identification and assessment of existing transportation resources and local/regional unmet transportation needs and gaps in service. This was accomplished by receiving input from the stakeholders noted above through virtual public meetings, telephone interviews, email conversations, and the completion of a public survey available online and printed upon request. Social Distancing protocols led to the decision to conduct virtual public engagement and outreach methods.

The CPT-HSTP incorporated the following planning elements:

1. Review of the previous regional coordination plan to develop a basis for evaluation and recommendations;
2. Evaluation of existing economic/demographic conditions in each county;
3. Survey of the general public. It must be noted that general public survey results are not statistically valid, but are intended to provide insight into the opinions of the local community. The survey also includes distribution to agencies that serve older adults and individuals with disabilities and their consumers. A statistically valid public survey was beyond the scope of this project. However, U.S. Census data is provided to accompany any conclusions drawn based on general public information;
4. Conduct two virtual meetings for stakeholders and the general public to solicit input on transportation needs, service gaps, goals, objectives, and implementation strategies to meet these deficiencies;
5. Update of the inventory of existing transportation services provided by public, private, and non-profit organizations;
6. Update of the summary of vehicle utilization to determine where vehicles can be better utilized to meet transportation needs;
7. Update of the assessment of unmet transportation needs and gaps in service obtained through meetings, interviews, and surveys;
8. Development of an updated implementation plan including current goals, strategies, responsible parties, and performance measures, including an open stakeholder process for prioritizing the strategies and goals; and
9. Adoption of the updated coordination plan by local authorities.

# Plans

## PRIOR COORDINATED TRANSPORTATION PLAN

### HUMAN SERVICES TRANSPORTATION PLAN FOR MADISON COUNTY

The Jackson Transit Authority (JTA) and Southwest Human Resource Agency (SWHRA) combined efforts to complete a Human Services Transportation Plan for Madison County. The plan was prepared in 2015. The first two stakeholder meetings were held in 2007. Nine agencies attended the meeting plus representatives from JTA, SWHRA, and TDOT. Second and third rounds of meetings were conducted in 2012 and 2015. The focus of meetings in 2012 was largely centered around the Job Access and Reverse Commute grant funding and the needs that it would address.

The planning process included an assessment of common trip origins and destinations and an overview of demographic and socio-economic conditions for Madison County and the city of Jackson. Transportation providers serving the entire SWHRA region were inventoried.

Identified unmet transportation needs and gaps in existing transportation services were identified as follows:

- ◆ No Sundays and limited holiday and after-hours transportation out of the city of Jackson.
- ◆ No Sunday and holiday service within Jackson.
- ◆ No service between Midnight and 6:00 AM or 10:30 PM to Midnight, Monday through Saturday within Jackson

The plan did not identify specific goals or projects that would address the identified needs. It stated that alternatives would be developed on an on-going basis with input from human service providers, transportation providers, and the public.

The plan states that coordinated transportation states that agencies will work together to reduce administration costs and rider confusion. When applicable, agencies will share dispatch or a mobility coordinator who can help find transportation solutions for individuals or to assist with travel training. Criteria for selecting transportation projects were created and noted in the plan.

### TENNESSEE STATE PLAN ON AGING

The Tennessee State Plan on Aging, October 2021 through September 2025 was conducted by the Tennessee Commission on Aging and Disability (TCAD). The Plan on Aging and this CPT-HSTP share common themes in needs assessment results and goals. The TCAD is authorized by the Older Americans Act as the primary responsible party for the coordination of all State activities related to the Act. Activities include the development of comprehensive and coordinated systems for the delivery of supportive services for older Tennesseans. The plan is available at <https://www.tn.gov/content/dam/tn/aging/images/TN%20State%20Plan%20on%20Aging%202021%20-%202025.pdf>.



The plan outlines the state-funded grants, projects, and statewide programs available to older adults. The plan also outlines the results of a statewide needs assessment conducted to inform the goals and recommendations. The statewide needs assessment involved surveys of older adults and service providers and analysis of calls to the statewide Information and Assistance line.

Seven percent of the 833 older adult survey respondents indicated that lack of transportation keeps them from being more active in their community. One-third of the 231 participating direct service providers ranked transportation as the biggest unmet need for older adults. The service providers indicated that access to transportation, social support, and home and community-based services would improve the daily lives of older adults.

When service providers were asked to list the greatest barrier to improving the lives of older adults, 26 percent said that there are not enough services or organizations to address the unmet needs. While all 95 counties have public transportation, the need often exceeds capacity. More affordable, accessible, and flexible transportation services, including personalized door-through-door transportation, are needed.

Another 24 percent of service providers said that funding was the greatest barrier to addressing needs. Although Older Americans Act and other aging programs have seen increased support, funding remains a challenge. The service providers stated that in addition to limited available funding, the restrictive rules and regulations, awareness of resources, and lack of communication between provider agencies are also challenges. In addition to the noted challenges, numerous state agencies have some responsibility and funding for providing aging and disability services in addition to TCAD. These agencies provide services and each faces unique challenges.

Fourteen (14) percent indicated that staffing shortages were the greatest barrier to expanding services. Staffing shortages were a more significant issue than in previous studies.

In 2019, 2.8 percent (or 2,009) of calls to the statewide Information and Assistance Line were regarding transportation. In 2020, 1.8 percent (or 1,409) of calls were concerning transportation.

The plan includes the objective of leveraging Older Americans Act transportation funding to expand community transportation resources. In achieving this goal, TCAD seeks to collaborate with partner agencies to bolster existing transportation infrastructure using Older Americans Act funds. Each year, TCAD will update the Statewide Transportation Map to ensure better coordination of transportation programs, mobility options, and services for the aging and disability population.

TCAD established the goal of pursuing funding, strategies, and partnerships with community-based organizations, local governments, and others to advocate and reduce gaps in services identified in the statewide needs assessment. Some of the relevant objectives set under this goal include:

- ◆ Increasing public awareness and strategies to alleviate economic insecurity among older Tennesseans.
- ◆ Promoting livable communities for older Tennesseans.

- ◆ Developing partnerships and providing awareness and training to ensure that services are provided to older individuals and adults with disabilities in underserved communities.
- ◆ Working with partners, increase public awareness and strategies to alleviate social isolation among older Tennesseans and persons with disabilities.

TCAD also established the goal of ensuring that Tennesseans have access to information about aging issues, programs, and services to make informed decisions about living health and independent for as long as possible and about planning for their financial futures, healthcare access, and long-term care. Some of the relevant objectives under this goal include:

- ◆ Direct the attention of local and state key decision-makers to the needs of seniors in Tennessee through increased communication and advocacy via publications and online resources.
- ◆ Oversee a resource mapping of all federal and state funding sources and funding streams as well as resources for nonprofit and other nongovernmental entities that support older adults.
- ◆ Expand the availability of relevant data for planning, program development, and advocacy.

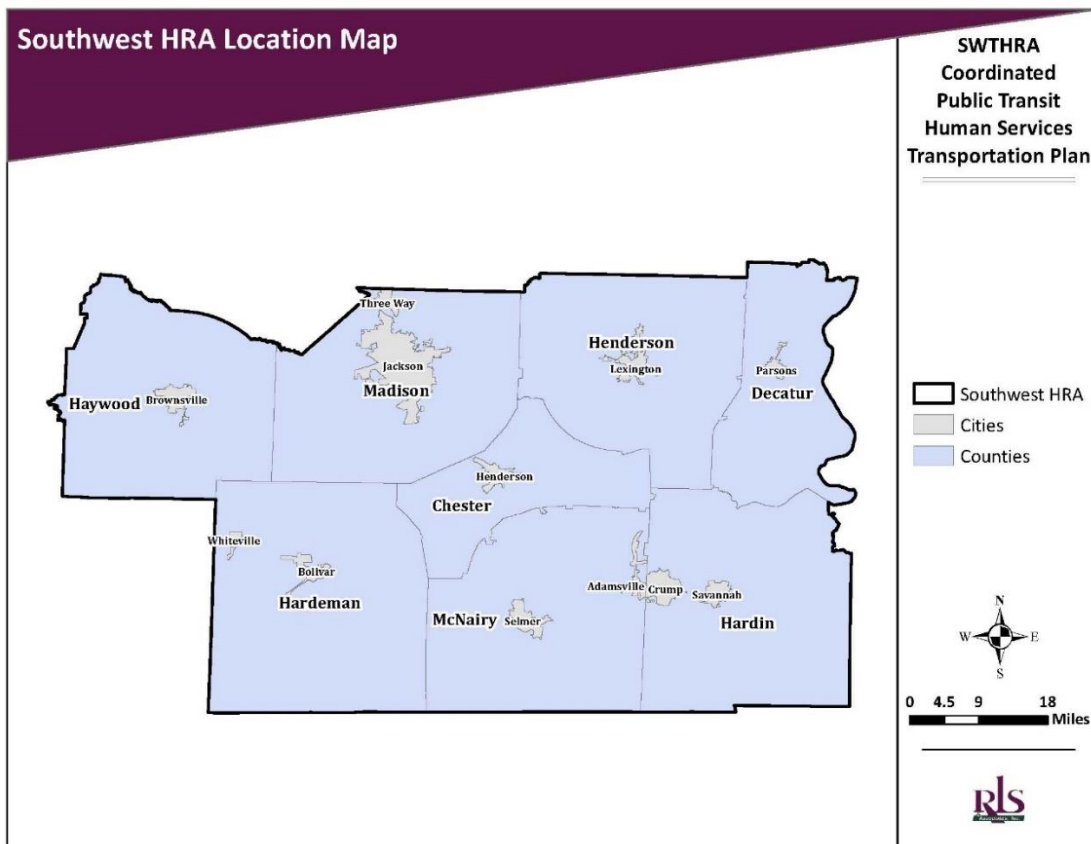


## DEMOGRAPHIC ANALYSIS

# Demographics

Figure 1 depicts the southwest Tennessee region served by the Southwest Tennessee Human Resource Agency (SWHRA). SWHRA provides public transportation and various human services programs throughout the region. The largest cities are Jackson, Henderson, Selmer, and Brownsville. In addition to the largest cities, there are smaller cities, towns, and villages as well as rural areas.

**Figure 1: Location Map**

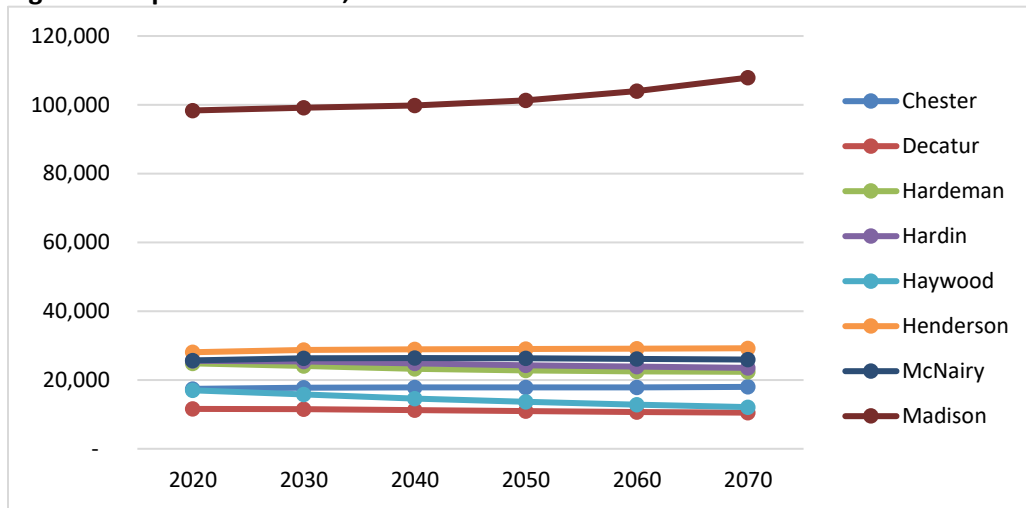


The demographics of an area are a strong indicator of demand for transportation services. Therefore, relevant demographic data were collected and summarized in this section. The data provided in this chapter was gathered from multiple sources including the U.S. Census Bureau's 2019 American Community Survey (ACS) Five-Year Estimates, the State of Tennessee, and the Tennessee State Boyd Center. These sources are used to ensure that the most current and accurate information is presented. As a five-year estimate, the ACS data represent a percentage based on a national sample and does not represent a direct population count. Even though it is an estimate, the data is more current than the 2010 U.S. Census count which was the latest available data when this report was written.

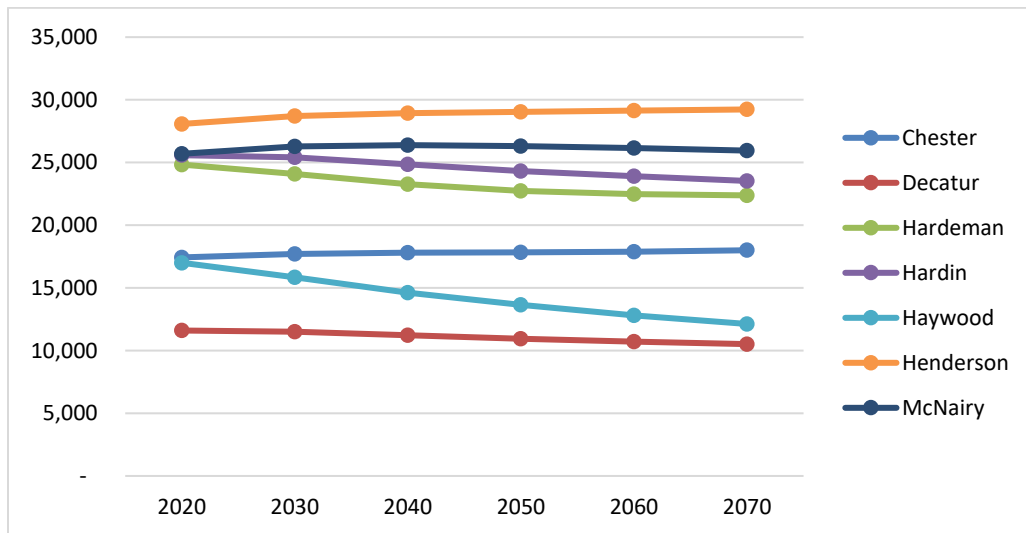
**Population Projections**

The Tennessee State Data Center, using data from the Boyd Center for Business and Economic Research, projects that the SWHRA region’s population will grow by 1,044 people between 2020 and 2070, an estimated increase of 0.4 percent. Figure 2 shows the population trends between 2020 and 2070 for each county, while Figure 3 shows the population projections without Madison County shown. As indicated in Figure 2, Madison County is projected to experience the largest increase in population while the other counties in the region are projected to experience smaller changes. Hardeman, Hardin, and Haywood Counties' populations are projected to decrease while the population in Henderson, McNairy, Chester, and Decatur Counties remain relatively unchanged. The new Blue Oval City Ford Plant will likely have an impact on projected population trends for Haywood County. However, at the time data was collected, the plan was not yet active.

**Figure 2: Population Trends, 2020 – 2070**



**Figure 3: Population Trends, 2020 - 2070 (Excluding Madison County)**

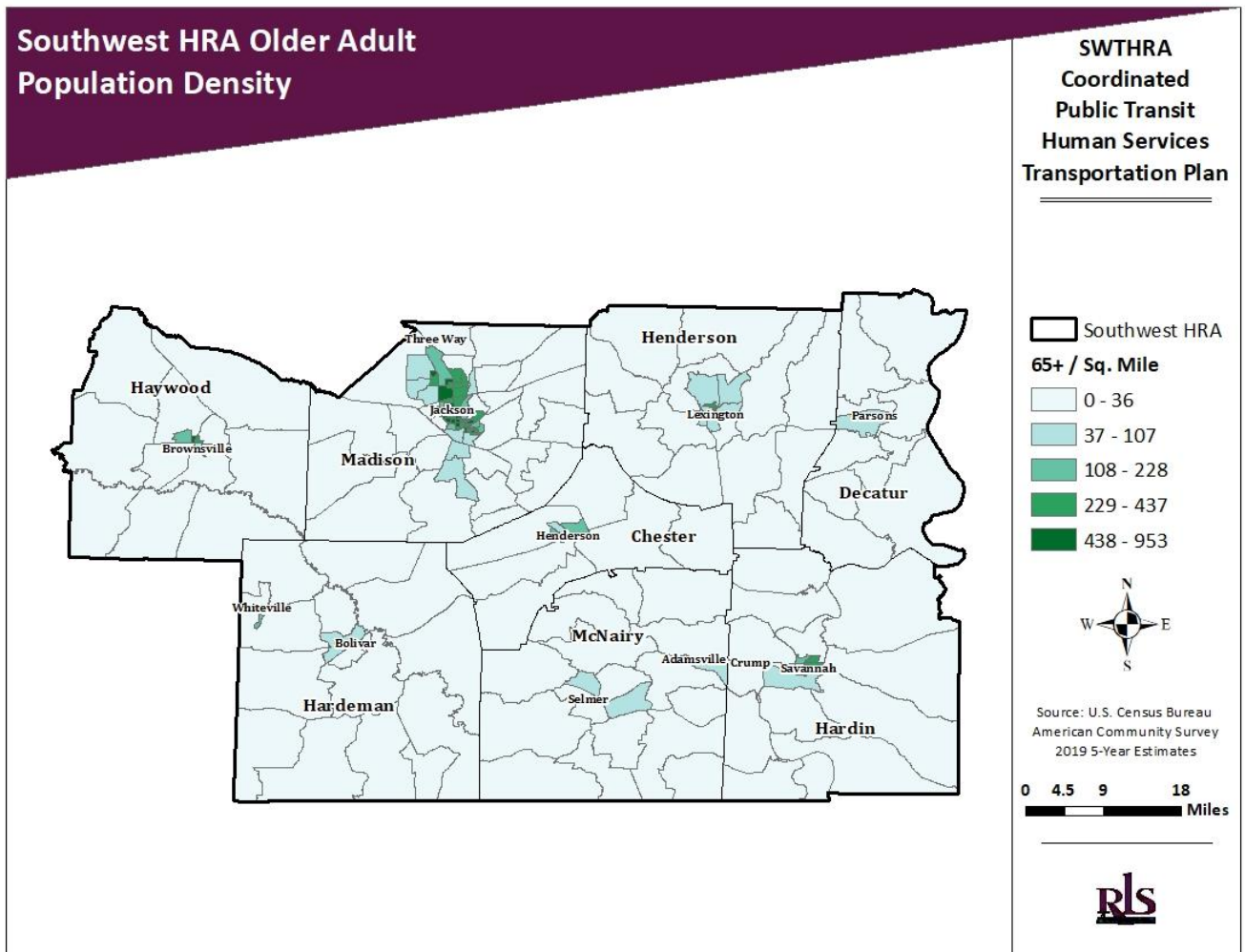


**Older Adult Population**

Older adults are most likely to use passenger transportation services when they are unable to drive themselves due to aging-related disabilities or choose not to drive. A common aging-related transportation challenge is driving at night and trips to more distant destinations. Older adults also may live on a limited retirement income and, therefore, public or agency-sponsored transportation services are a more economical alternative to owning a vehicle. For these reasons, the population of older adults in an area is an indicator of potential transit demand.

The Administration on Aging (U.S. Department of Health and Human Services) reports that, based on a comprehensive survey of older adults, longevity is increasing and older adults are healthier than in all previously measured times in our history. Quality of life standards and an individual’s desire to live independently will put increasing pressure on existing transit services to provide mobility to this population. As older adults live longer and remain independent, the potential need to provide accessible and affordable transit options is greatly increased.

**Figure 4: Older Adult Population Density**



The larger cities in the region, such as Jackson, Brownsville, Henderson, and Savannah have higher densities of older adults living there (Figure 4) compared to the smaller cities and rural areas. These areas, signified by the dark green shading, have upwards of 438 older adults living there per square mile. Higher densities of the older adult population are an indication that transportation services offered there will have more riders compared to areas that have less density. It is important to note that the demand from rural areas with lower population densities also exists but it is more widely dispersed.

**Individuals with Disabilities**

Enumeration of the population with disabilities in any community presents challenges. First, there is a complex and lengthy definition of a person with a disability in the Americans with Disabilities Act implementing regulations (49 CFR Part 37.3). This definition, when applied to transportation services applications, is designed to permit a functional approach to disability determination rather than a strict categorical definition. In a functional approach, the mere presence of a condition that is typically thought to be disabling gives way to consideration of an individual’s abilities to perform various life functions. In short, an individual’s capabilities, rather than the mere presence of a medical condition, determine transportation disability.

The U.S. Census offers no method of identifying individuals as having a transportation-related disability. The best available data for the SWHRA region is available through the 2019 ACS Five-Year Estimates of disability for the non-institutionalized population. Figure 5 provides a comparison of the population count of individuals with disabilities in each county within the region. Most of the counties have higher percentages of residents with disabilities than the statewide average for Tennessee (15.4 percent) with the exception of Chester and Madison Counties (each 13 percent). It is also important to note when considering how to allocate transportation resources in each area, that Decatur, Chester, and Haywood Counties have the smallest total population. Madison County has the highest total population.

**Figure 5: Disability Incidence by County**

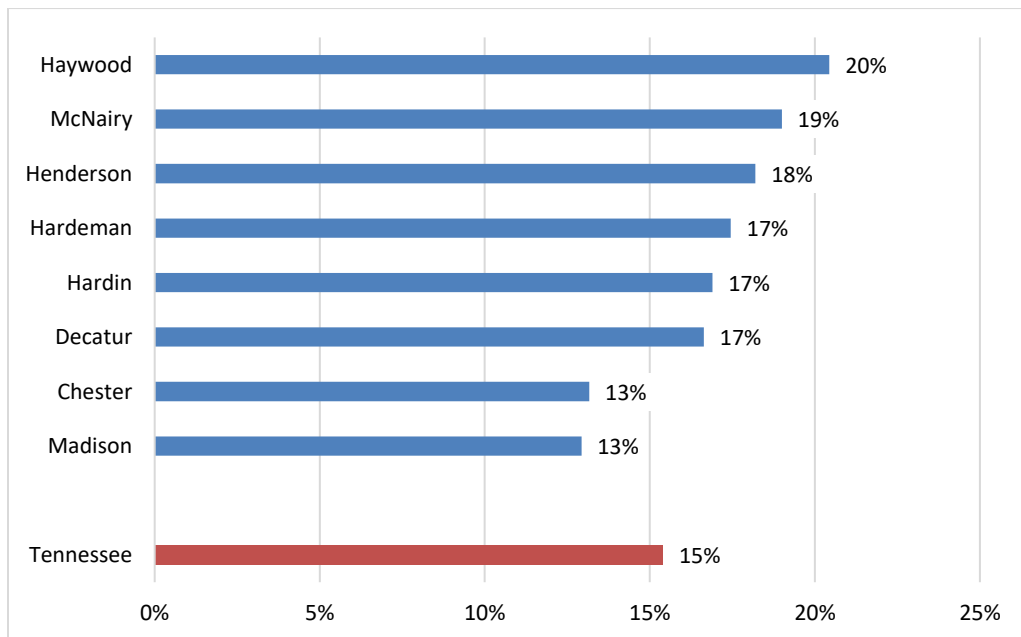
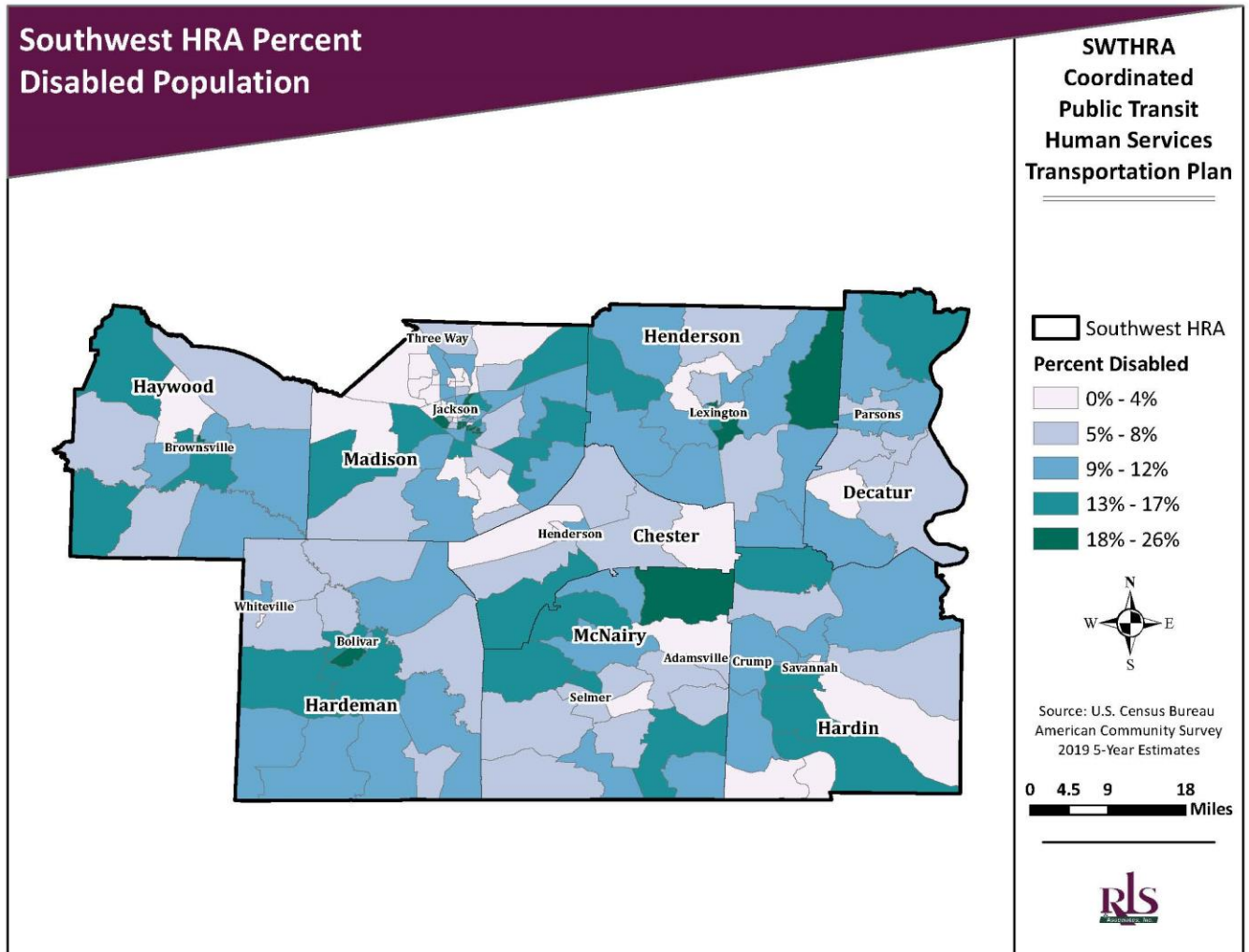


Figure 6 shows the geographic distribution of individuals with disabilities throughout the region, where it can be seen that the areas of higher density (18 – 26 percent) are concentrated more in the rural areas of the region. This distribution is different from the older adult population densities which were highest in the larger cities.

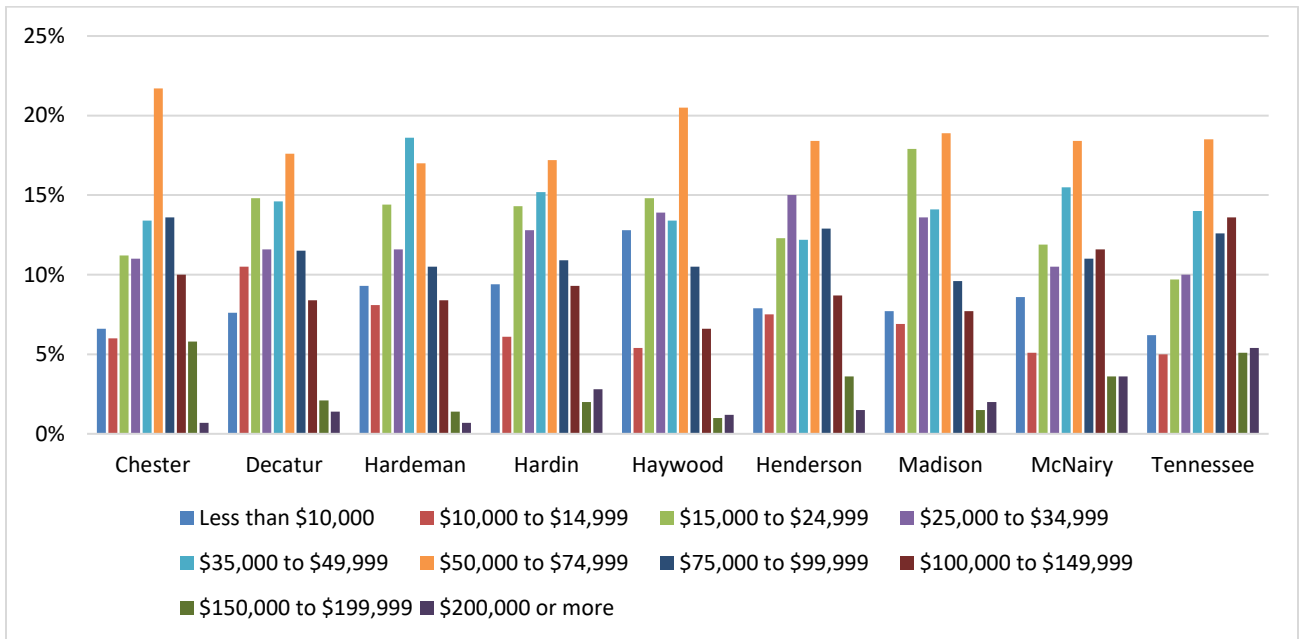
**Figure 6: Disability Incidence by County**



**Household Income**

About 42 percent of households in the region as a whole earn less than \$35,000 annually. Roughly 13 percent of households earned between \$25,000 and \$34,999. About 21 percent earned between \$10,000 and \$24,999 and eight percent earned less than \$10,000 per year, (Figure 7). The median household income for each area is shown in Table 1. All counties in the SWHRA region have median household incomes lower than that of the State of Tennessee (\$53,320).

**Figure 7: Household Income Ranges**



**Table 1: Median Household Income**

County	Income
Chester	\$ 51,946
Decatur	\$ 42,031
Hardeman	\$ 40,304
Hardin	\$ 40,682
Haywood	\$ 37,905
Henderson	\$ 43,305
Madison	\$ 48,161
McNairy	\$ 39,161
Tennessee	\$ 53,320

**Poverty Status**

Figure 8 illustrates the percentages of households in each county that are living below the poverty level. Hardin, Haywood, and Hardeman Counties have the highest percentage of households in poverty at 20 percent, while Chester County has the lowest at 16 percent, which is slightly higher than that of the State of Tennessee (14 percent).

**Figure 8: Household Poverty Status by County**

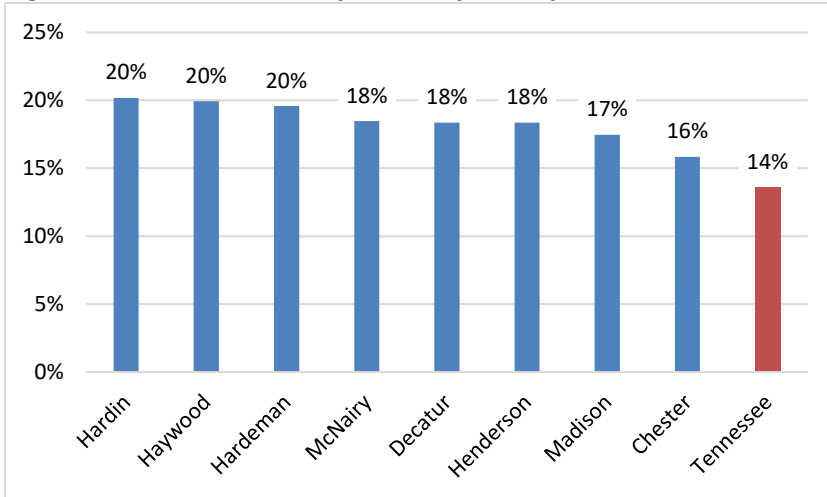
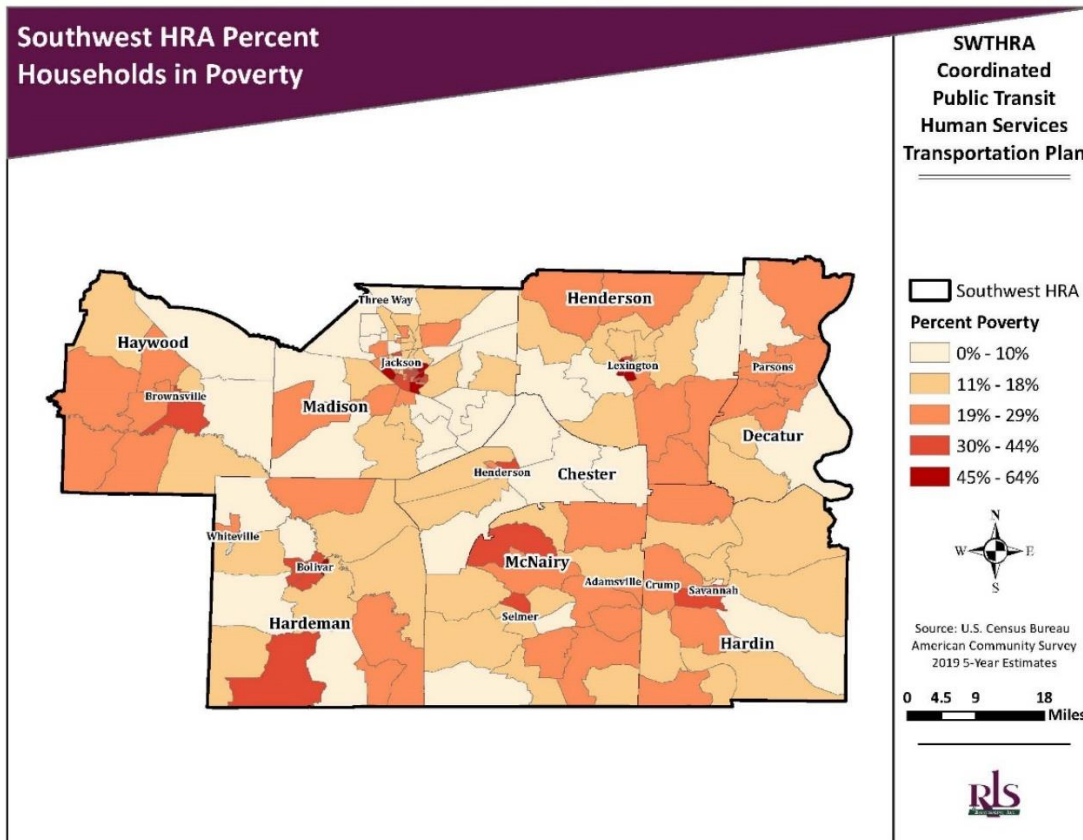


Figure 9 then shows the geographic distribution of these households. Areas with a higher density of households in poverty range from 45 to 64 percent of households in those areas and can be found in every county except Decatur and Hardin.

**Figure 9: Household Poverty Status**





### Zero Vehicle Households

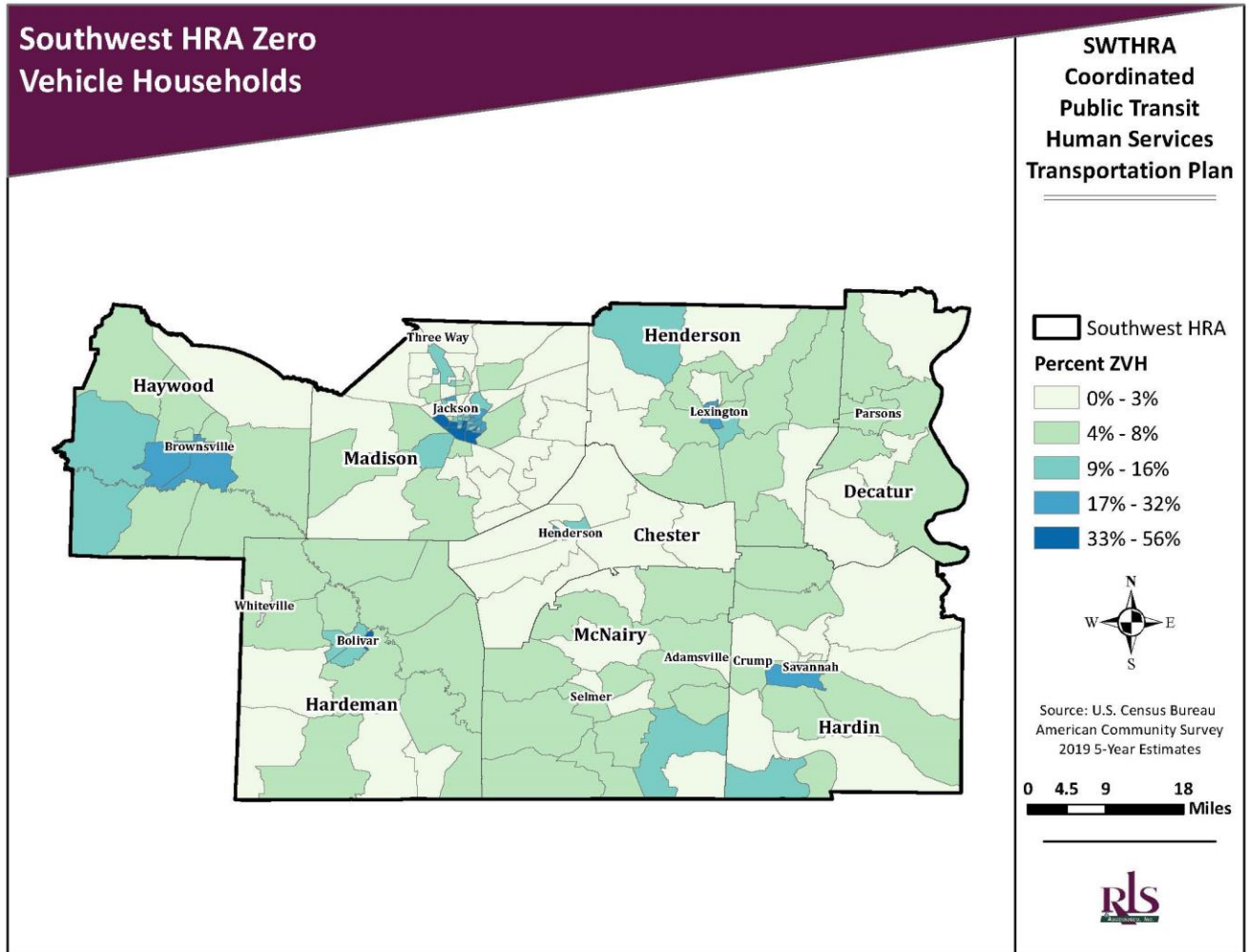
The number of vehicles available to a housing unit also is used as an indicator of demand for transit service because, in Tennessee, personal automobiles and shared-ride transportation services are the most common modes of transportation. There are 6,471 households (seven percent) in the region that have no available vehicles. Figure 10 lists the number and percent of zero-vehicle households per county.

**Figure 10: Zero Vehicle Households by County**

County	Households	Zero Vehicle Households	Percent of Zero Vehicle Households
Chester	6060	268	4%
Decatur	4440	180	4%
Hardeman	8891	537	6%
Hardin	10137	591	6%
Haywood	7181	748	10%
Henderson	10711	662	6%
McNairy	10022	455	5%
Madison	37944	3030	8%
TOTAL for SWHRA	95386	6471	7%
Tennessee	2,654,737	149,286	6%

Figure 11 shows the total percentages of households with no vehicle available by the Census block group. Several block groups, including areas in Jackson and Bolivar have between 33 and 56 percent of households with no vehicle available.

Figure 11: Zero Vehicle Households



**Transit Propensity**

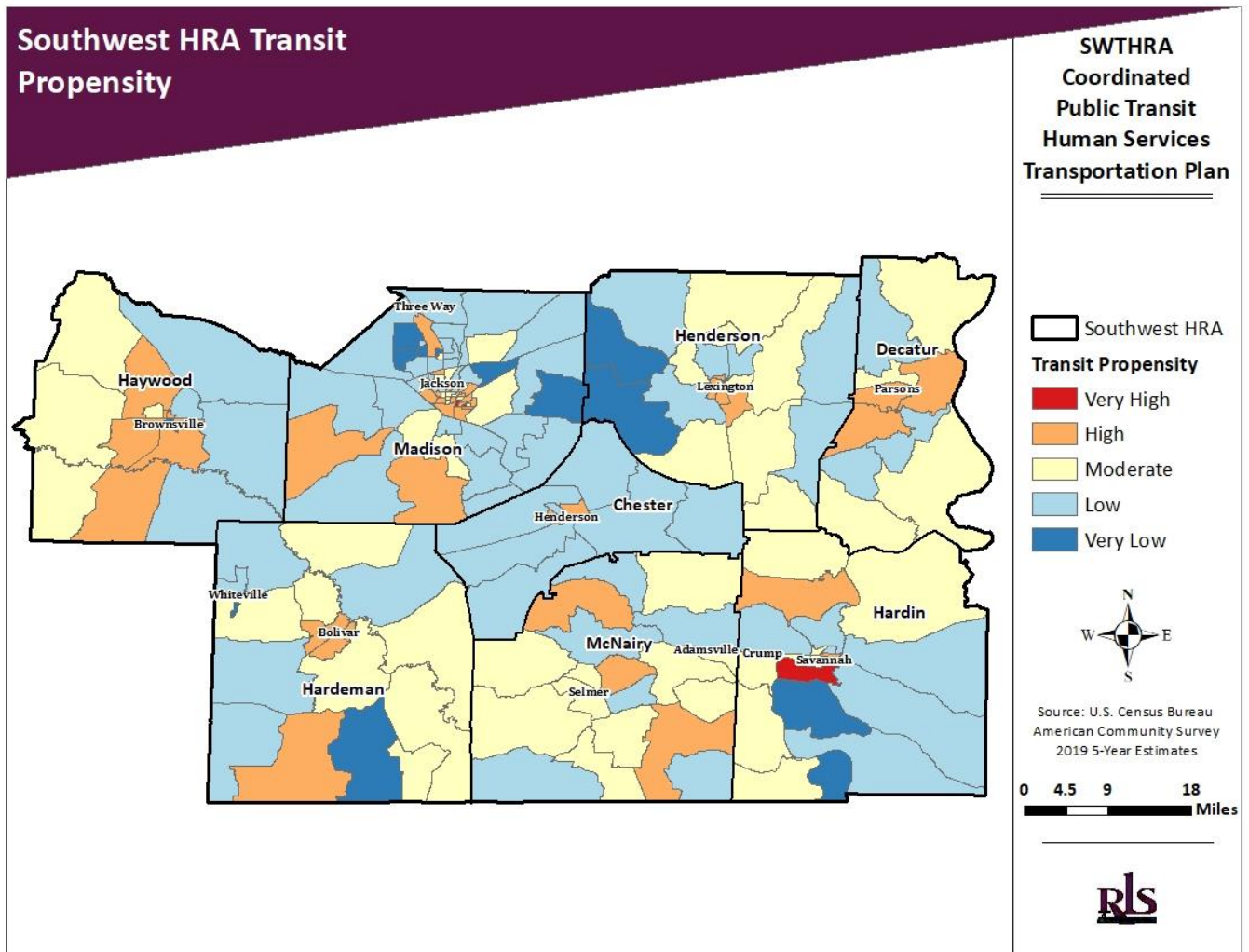
One method of projecting the level of demand that is likely to come from different geographic areas is called transit propensity. Transit propensity is a measure of the likelihood that a local population will use transit service, were it available to them, taking into account their demographic and socio-economic characteristics. The model was derived through research completed on transit trip generation. The result is an estimate of the relative propensity for transit per census block group.

To calculate transit propensity, U.S. Census Bureau’s American Community Survey 5-Year Estimates data was gathered at the block group level for the entire SWHRA region. The data included: the total population, total households, households below the poverty level, number of persons age 60 and older, and the number of households with zero vehicles available.

Figure 12 offers a comparative depiction of transit propensity throughout the region. The areas with red or orange shading have the strongest likelihood of demand. However, it must be noted that “Very low”

and “Low” values do not indicate a lack of need, but a level of need that is below the mean (average) value for the study area. In fact, areas of low and very low demand are sometimes the most expensive to serve because passengers and destinations are spread far apart and vehicles must travel longer distances with fewer riders. Figure 12 illustrates transit propensity throughout the SWTHRA region.

**Figure 12: Transit Propensity**



# Providers

## TRANSPORTATION PROVIDER INVENTORY

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This chapter provides a list of public, human services, and private transportation providers operating in the SWHRA region. Human service transportation provides rides to specific segments of the population, such as older adults, individuals with disabilities, people with low incomes, or veterans. Many human service transportation agencies provide transportation as an ancillary service to their clients only. Non-emergency Transportation Providers (NEMT) provide transportation primarily for medical purposes and to eligible individuals (i.e., Medicaid-eligible). Furthermore, some human service transportation and NEMT providers are local (serving one city or county) while others are regional, offering service in multiple counties.

Basic information about the various types of transportation providers serving the SWHRA region is listed below. Appendix A includes details about each transportation provider. Sources of this information include the Tennessee Department of Transportation, TN Commission on Aging & Disability, and individual transportation provider websites and interviews.

### **Public Transit – Open to the general public**

Southwest Human Resource Agency – Southwest Express Public Transportation (SWHRA) - Chester, Decatur, Hardeman, Hardin, Haywood, Henderson, Madison & McNairy Counties)  
Jackson Transit Authority – Jackson

### **Human Service Agencies and/or Senior Services – Open to a segment of the population based on eligibility criteria**

Hardin County Skills, Inc. - Hardin County  
Madison Haywood Developmental Services (MHDS, Inc.) - Madison County  
MyRide Southwest Tennessee - Regional  
Sardis Senior Center - Henderson County  
Scotts Hill Senior Center - Decatur County  
Southwest Human Resource Agency  
West Madison Senior Citizens Center - Madison County

### **Intercity Transportation Services**

Southwest Human Resource Agency – Regional  
Greyhound - Jackson  
Taxi Service – Jackson

### **Non-Emergency Medical Transportation (NEMT)**

PrimeCare Transport Services - Jackson, Madison County  
Southwest Human Resource Agency – Regional

### **Veterans Transportation**

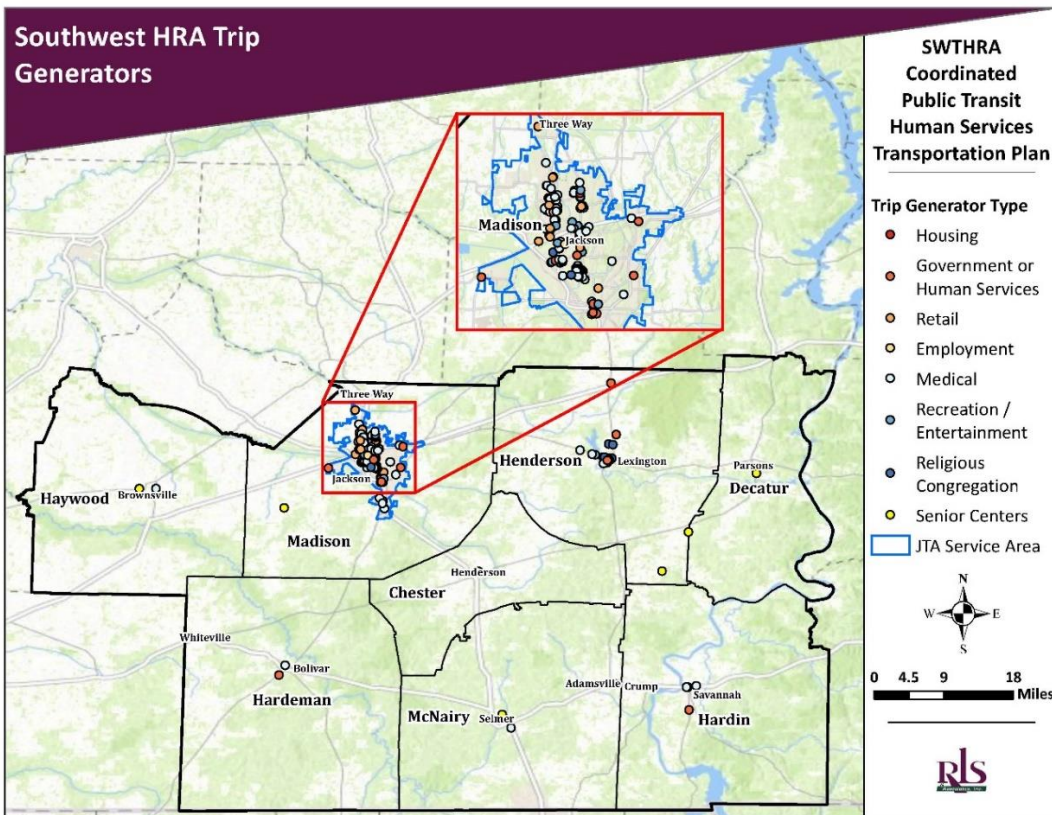
Jackson VA Clinic – Regional VA Hospitals  
Southwest Human Resource Agency – Memphis VA Medical Center, VA Clinics

## Major Trip Generators

Major trip generators are destinations frequently served by the public, human service agency, and/or senior transportation providers, such as medical facilities, nutrition sites, apartment complexes, senior centers, employers, shopping facilities, and recreation venues. Each transportation provider and human service agency that participated in the coordinated transportation plan was asked to provide a list of the top destinations it serves or is requested to serve. Additional research was conducted by the consulting team to identify key destinations in the area. Figure 13 depicts the location of major trip generators throughout the region. As illustrated in the map, most trip generators are located in the Jackson and Henderson areas. Some trip generator groupings are also in Brownsville, Parsons, and Savannah. Throughout the more rural areas in the region, major trip generators are less common and area usually in the towns of each county.

It is important to understand that while many of the major trip generators are located in these towns and cities, the individuals needing a ride to and from those destinations often do not live within walking distance and need transportation to access them. Transportation providers are challenged by providing effective and efficient transportation to a large service area that has a relatively low population density. Therefore, individuals that live beyond the public transit bus route service areas may have less access to public, private, or human service agency transportation options.

**Figure 13: Trip Generators**



In addition, hours of operation for rural transportation services are sometimes not as extensive as those of the shopping centers, employers, or other major destinations. Rural transportation providers also may not cross jurisdictional lines (i.e., city boundaries where another public transit system operates). Limited hours and service area boundaries further limit a person’s access to major destinations. Therefore, access to services is limited both geographically and temporally. Figure 14 outlines the hours of operation for the public and human service agency transportation providers.



**Figure 14: Hours of Operation**

Hours of Operation for Transportation Providers																							
	3:00	4:00	5:00	6:00	7:00	8:00	9:00	10:00	11:00	12:00	1:00	2:00	3:00	4:00	5:00	6:00	7:00	8:00	9:00	10:00	11:00	12:00	
<b>Regional or Multi-County</b>																							
Southwest Human Resource Agency																							
	Weekdays and Saturday																						
MyRide Southwest TN																							
	Weekdays																						
<b>Chester County</b>																							
Southwest Human Resource Agency																							
	Weekdays and Saturday																						
<b>Decatur County</b>																							
Scotts Hill Senior Senior Center																							
	Weekdays																						
Southwest Human Resource Agency																							
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Greyhound																							
	Weekdays and Weekends																						
Jackson VA Clinic - DAV																							
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Jackson Transit Authority																							
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Madison Haywood Developmental Services																							
	Weekdays																						
West Madison Senior Citizens Center																							
	Weekdays																						
PrimeCare Transport Services																							
	Weekdays and Weekends (24/7)																						
Southwest Human Resource Agency																							
	Weekdays and Saturday																						
<b>McNairy County</b>																							
Southwest Human Resource Agency																							
	Weekdays and Saturday																						
		Eligible Riders Only																					
		General Public Service																					



Basic information about the transportation providers is provided below. Transportation providers are listed by the county where they operate transportation services within the SWHRA region. It is noted that the providers that operate regional or multi-county services are all summarized under the first category and not repeated under the individual counties. This section lists each provider’s mission, transportation service type, contact information, service area, days and hours of service, and eligibility requirements. SWHRA is the transportation provider for all counties, in addition to the organizations listed below. If no transportation provider is listed for an individual county, SWHRA is the only transportation service other than intercity bus, private transportation, or veterans transportation serving the county.

<b>REGIONAL OR MULTI-COUNTY SERVICE</b>
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Southwest Human Resource Agency (SWHRA) Southwest Express Public Transportation	
Transportation Service Type	Demand Response called “Dial-a-Ride” service, Paratransit service
Other Services Provided/Agency Mission	Contract transportation with TennCare, Vocational rehabilitation, Workforce investment, Senior Citizens Centers, Logisticare, Foster Grandparent Program, Lebonheur Community Outreach, Area Agency for Aging and Disabled
Contact Information	Diana Turner
	<a href="mailto:dturner@swhra.org">dturner@swhra.org</a> or 731-989-5111
Hours	6:00 AM – 6:00 PM, Monday through Friday, Dialysis appointments on federal holidays
Service Area	Chester, Decatur, Hardeman, Hardin, Haywood, Henderson, Madison & McNairy Counties, Medical-related appointments to Memphis, Jackson, and Nashville
Eligibility Requirements	General Public residing in the 8-county region
Website	<a href="https://www.swhra.org/transportation-v2/">https://www.swhra.org/transportation-v2/</a>

MyRide TN Southwest	
Transportation Service Type	Private, Demand Response
Other Services Provided/Agency Mission	Senior-friendly volunteer transportation service utilizing volunteers and their vehicles to take older Tennesseans to a variety of destinations, including medical appointments and grocery stores.
Contact Information	Keita Cole
	731-668-6451 or 844-803-0169 ext. 3 or <a href="mailto:kcole@swtdd.org">kcole@swtdd.org</a>
Hours	8:00 AM to 4:30 PM, Monday through Friday
Service Area	Madison and Henderson Counties
Eligibility Requirements	Senior Citizens 60 and older; Membership fee of \$25 per year and a cost per ride
Website	<a href="https://www.myridewesttn.org/">https://www.myridewesttn.org/</a>

<b>DECATUR COUNTY</b>
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Scotts Hill Senior Center	
Transportation Service Type	Demand Response
Other Services Provided/Agency Mission	Meals, recreation and social activities, educational, health, and informational programs
Contact Information	Sheila Adams
	731-549-3720 or <a href="mailto:shseniors@tds.net">shseniors@tds.net</a>
Hours	8:00 AM – 2:00 PM, Monday through Friday
Service Area	Scotts Hill, Sardis, Lexington (Henderson Co.), and Decaturville (Decatur Co.)
Eligibility Requirements	Center clients
Website	<a href="https://cityofscottshill.com/Senior_Center.php">https://cityofscottshill.com/Senior_Center.php</a>

**HARDIN COUNTY****Hardin County Skills, Inc.**

Transportation Service Type	Human Service Agency Program
Other Services Provided/Agency Mission	Delivery of developmental, cognitive, transportation, vocational and residential services to physically and mentally disabled adults age 18 and older

**HENDERSON COUNTY****Sardis Senior Center**

Transportation Service Type	Demand response transportation to and from the Center, grocery store, or pharmacy in Scotts Hill
Other Services Provided/Agency Mission	Education, Health Improvement, Nutrition, Exercise, and Recreation
Contact Information	Tammie Martin
	731-858-2633
Hours	8:00 AM to 2:00 PM, Monday through Friday
Service Area	Decatur and Henderson Counties
Eligibility Requirements	Center Clients
Website	Do not have a website

**MADISON COUNTY**

<b>Greyhound</b>	
Transportation Service Type	Public For-Profit
Other Services Provided/Agency Mission	N/A
Contact Information	Mega Mart 0 1400 Highway 70 E. Jackson, TN 38305
	731-203-0188
Hours	Open 24 hours, Monday through Friday
Service Area	Trips are within Tennessee and the United States
Eligibility Requirements	General Public
Website	<a href="https://www.greyhound.com/en-us/bus-station-400378?redirecturl=true">https://www.greyhound.com/en-us/bus-station-400378?redirecturl=true</a>

<b>Jackson Transit Authority (JTA)</b>	
Transportation Service Type	Fixed Route and "The Lift" providing origin to destination paratransit ADA service
Other Services Provided/Agency Mission	Charter services to government agencies in Jackson, including schools and universities
Contact Information	Travis Franklin
	731-423-0200
Hours	6:00 AM to 10:30 PM, Monday through Saturday, does not operate on Sundays, New Year's Day, Dr. King Holiday, Memorial Day, 4 <sup>th</sup> of July, Labor Day, Thanksgiving, and Christmas
Service Area	City of Jackson limits
Eligibility Requirements	General Public
Website	<a href="https://www.ridejta.com/index.html">https://www.ridejta.com/index.html</a>

<b>Madison Haywood Development Services (MHDS)</b>	
Transportation Service Type	In-house demand response transportation and JTA bus services, fixed route, and paratransit
Other Services Provided/Agency Mission	Residential Services, Day Employment, and Services, Employment & Community First (ECF) Choices and PLACE (Person Centered Lives Achieving with Community Engagement)
Contact Information	Jeff Coley (Director of Facilities and Transportation)
	731-664-0855 (Jackson), 731-658-4404 (Bolivar), 731-645-7730 (Selmer)
Hours	8:00 AM to 3:00 PM, Monday through Saturday, will provide transportation 24/7 if staff is able
Service Area	Madison, McNairy, Hardeman, and Haywood Counties
Eligibility Requirements	Center clients
Website	<a href="https://mhds.org/about-us/">https://mhds.org/about-us/</a>

<b>PrimeCare Transport Services</b>	
Transportation Service Type	Demand Response, Private Pay, Non-Emergency Medical Transportation
Other Services Provided	None
Contact Information	Ty Jones, CEO
	731-513-5223 (Jackson Office); <a href="mailto:ride@primecaretransport.com">ride@primecaretransport.com</a>
Hours	6:00 AM to 6:00 PM, Monday-Saturday; 24/7 service if scheduled
Service Area	Madison County, City of Jackson, also serves Memphis, TN, and Nashville, TN, willing to drive Mid-Southern TN
Eligibility Requirements	Any request will be considered
Website	<a href="https://www.primecaretransport.com/">https://www.primecaretransport.com/</a>

West Madison Senior Citizens Center	
Transportation Service Type	Information pending
Other Services Provided/Agency Mission	Monthly health screenings, recreational events, movies, and local outings
Contact Information	Rose Yarbrough
	731-442-4771
Hours	8:30 AM – 3:30 PM, Monday through Friday
Service Area	Information Upon Request
Eligibility Requirements	Older Adults
Website	<a href="https://www.madisoncountyttn.gov/135/West-Madison-Senior-Center">https://www.madisoncountyttn.gov/135/West-Madison-Senior-Center</a>

Jackson VA Clinic, DAV	
Transportation Service Type	Demand Response through Disabled American Veterans and County Veterans Affairs directors to provide transportation to Veterans and authorized caregivers to scheduled medical appointments
Other Services Provided/Agency Mission	Primary healthcare, family and internal medicine, VA travel pay reimbursement program
Contact Information	Antonio Alsobrooks
	901-523-8990 ext. 15159, <a href="mailto:Antonio.alsobrooks@va.gov">Antonio.alsobrooks@va.gov</a>
Hours	8:00 AM – 4:30 PM Monday through Friday
Service Area	Jackson, TN, potentially to VA Clinic in Memphis, TN (Shelby County)
Eligibility Requirements	Military veterans, ambulatory,
Website	<a href="https://www.va.gov/memphis-health-care/dav-vans-transportation-for-veterans/">https://www.va.gov/memphis-health-care/dav-vans-transportation-for-veterans/</a>

# Needs

## NEEDS ASSESSMENT

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The assessment of unmet transportation needs for older adults, individuals with disabilities, people with low incomes, and the general public was conducted through a four-step process as outlined below.

### COMPARATIVE ASSESSMENT OF SUPPLY AND DEMAND FOR SERVICES

The inventory and operating characteristics of transportation services available in each county and throughout the region were compared with transit needs identified through the demographic assessment. The comparative assessment was then refined through stakeholder interviews.

The most populous areas in the region are in and around Jackson, Lexington, Savannah, Brownsville, Henderson, Parsons, Bolivar, and Selmer. Those communities also have the highest densities of older adults. Each county in the region except for Chester and Madison has a higher incidence of people with disabilities than the statewide average. Finally, approximately 42 percent of households in the region earn an income of less than \$35,000 annually. About 21 percent of households earn less than \$25,000 annually.

Transportation services are available throughout the region and in all counties. Multi-county trips are available but space may be limited. Hours of operation for public and non-profit transportation programs are largely limited to weekdays between 6:00 AM and 6:00 PM. Jackson Area Transit operates longer hours which is a benefit for people traveling within Jackson.

Key destinations such as medical offices, hospitals, and employers also generate demand for transportation services during their hours of operation. Therefore, it is important to compare not only where transportation services are available, but also when they operate. For example, available transportation options supporting shift work may not be available or are extremely limited in rural areas and smaller cities.

Throughout the region, major trip generators are highly concentrated in the larger communities. Survey results and public meeting input supports the fact that local rural residents often travel to the larger communities in their counties of residence or neighboring counties for shopping, medical purposes, and employment. These trips are possible within the existing network of transportation services if they are scheduled within weekday operating hours.

### KEY STAKEHOLDER INTERVIEWS

Stakeholders for the plan include agencies that provide transportation in and around the county. Stakeholder interviews included phone calls, emails, and an online survey conducted as part of the statewide Mobility Strategic Plan (2021). A list of organizations included in the interviews is provided here.

Southwest Human Resource Agency (SWHRA)  
Brownsville-Haywood County Senior Center  
Chester County Senior Citizens Center  
Hardeman County



Jackson Transit Authority  
JACO  
McNairy County Senior Center, Inc.  
Mental Health and Developmental Services  
MyRide Southwest TN  
PrimeCare Transport Services  
Sardis Senior Center  
Scotts Hill  
Tennessee College of Applied Technology (TCAT)

The team attempted to contact additional providers including Hardin County Skills, Inc., Prospect, Inc., Veterans Services – Jackson Field Office, and West Madison Senior Citizens Center but no response was received.

The participating stakeholders each described the services they provide and the unmet needs or gaps in services within the existing network. Unmet needs are included in the summary section of this chapter.

## **STAKEHOLDER AND PUBLIC MEETINGS**

Two virtual meetings were facilitated with stakeholders from the study area. Meetings were attended by transportation providers, organizations serving older adults and individuals with disabilities, and agencies serving people with low incomes. The first meeting (April 2023) was open to participation from interested riders and clients of the stakeholder organizations. The general public and all stakeholders were invited to attend the second meeting (September 2023).

The transportation needs identified during the public and stakeholder meetings are included in the summary section of this chapter.

The purpose of the first stakeholder meeting was to introduce the planning process and explore unmet transportation needs and gaps in services. The group discussion focused on goals from the previous Coordinated Plan and progress toward reaching those goals. The group also discussed the range of existing transportation options available in the area.

The second meeting was facilitated to discuss potential coordinated transportation goals and strategies that could be implemented to address the identified unmet needs. The participants were invited to assign priorities to the suggested goals and strategies. Those priorities are reflected in this plan.

## **PUBLIC SURVEY**

Two public surveys were included in the needs assessment. The first was conducted as part of the statewide Mobility Strategic Plan process in 2021. The second survey was conducted during the summary of 2022. The public surveys were advertised in local newspapers and on the project websites. Local stakeholders were invited to post a flyer announcing the surveys for their clients, guests, and peer

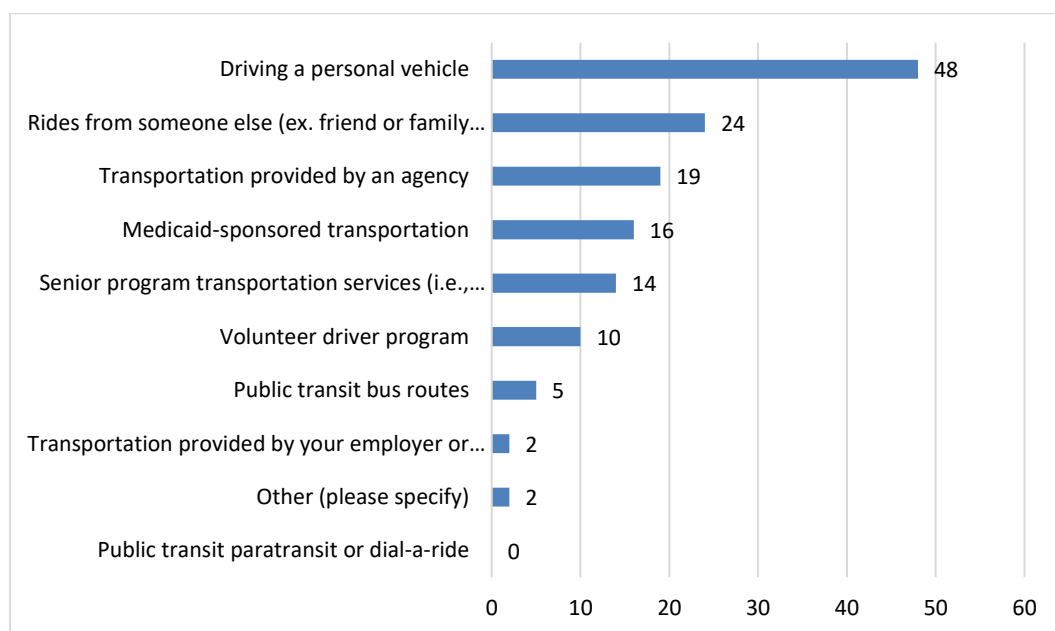
agencies. Surveys were available in English and Spanish languages. Paper distribution of the survey was offered upon request, and no requests were received. Summaries of the survey results are provided below.

### **2021 Public Survey Results**

There were 82 participants from the Southwest region. Responses were generated from twenty different zip codes. The highest response level, at thirty-two percent, came from those living in or near Jackson.

Forty respondents indicated that they have a mobility limitation that limits their ability to walk to a bus stop and/or board a vehicle without assistance. Twenty-five survey respondents were age 65 or older.

Forty-eight of the respondents drive a personal car as their primary mode of transportation. All other respondents rely upon friends, family, or transportation provider programs.



Note: the two “other (please specify)” responses were for EMS/emergency medical services

Thirty-one (or 38 percent) of survey respondents stated they do not have a ride when they need one. The most common destinations they need to go to but do not have a ride to include medical appointments and essential errands like grocery shopping, banking, haircuts, church, or the laundry mat. Thirteen respondents said that they ask a friend or family member for a ride one or two days each week.

### **2022 Public Survey Results**

No responses were received for the 2022 Public Survey.

## SUMMARY

Public transportation is available in each county and the providers are working hard to meet the demand and need for trips within single counties and across multiple counties. Some gaps in service have been identified. These gaps do not mean that the existing services are failing. Rather, they indicate that the existing transportation services provide an important resource but that the need exceeds the capacity of the current network. The following bullet points list the unmet needs that were identified through the planning process.

- ◆ Blue Oval City is coming to Stanton in 2025. This is a Ford Motor Company plant that will bring 6,000 new jobs to the area. Hardeman and Haywood Counties' population is projected to increase.
  - The Ford Plant is also likely to generate additional demand for shift work employment trips.
- ◆ There is demand for trips to Memphis, Jackson, and Nashville. Most of the trips are related to medical appointments. The trip demand is a challenge for providers to meet because of the length of the trip. SWHRA indicated that it cannot make trips that end in the urbanized area of Jackson because of limitations. JTA does not have a bus route that reaches beyond city limits because of its funding limitations. Therefore, SWHRA and JTA are unable to provide trips into/out of Jackson. Private transportation services or other organizations must fill the gap.
- ◆ There is a driver shortage in the COVID-19 recovery era when this plan was developed. Transportation services are limited due to driver shortages.
- ◆ Students at TCAT have difficulty getting to campus and many live in zero-vehicle households. Most classes are on weekdays between 8:00 AM and 2:30 PM. Students travel from Lexington, Parsons, and Jackson.
- ◆ JACOA needs additional transportation for its clients who are staying in the JACOA housing facilities. Transportation needs include support for third shift work opportunities.
- ◆ Software for scheduling demand-response trips could help providers to improve efficiency and save administrative time.
- ◆ People may not be aware that transportation options are available to them.
- ◆ Vehicle supply chain shortages may be temporary but they are limiting providers' capacity to improve or expand services.

# RECOMMENDATIONS FOR COORDINATED TRANSPORTATION

## GOALS

The unmet transportation needs and gaps that are identified in the previous chapters are synthesized into four areas and presented below in terms of goals. Each area of need is supported by the input provided by the local stakeholders and general public. Stakeholders participated in a meeting or scored the goals through an online polling activity to prioritize them. During the prioritizing exercise, stakeholders ranked the top strategies within each goal. These rankings are not static, and they may change as different revenues or other factors evolve. However, they are intended as a guide to local stakeholders as the work in coordination to address the unmet needs and gaps in services for the target population groups.

This plan is not to be interpreted as an implementation plan, because many strategies will require additional funding and funding cycles differ for the various programs included in the coordinated effort (i.e., Department of Transportation, TCAD, local resources). The plan serves as supporting documentation to strengthen grant applications and solicitations for funding.

The goals, areas of need, strategies, and comparative costs associated with implementing each strategy are summarized below. The priority ranking of strategies given by the local stakeholders is also noted. The priorities indicate which strategies the stakeholders feel are the most important to achieve. Priorities do not necessarily reflect the order in which strategies will be implemented.

**Goals Summary**

Goal 1	Needs Addressed	Priority Ranking	Strategies	Comparative Costs
<p><b>Increase the Level of Coordination and Communication</b></p>	<p>All needs identified in the plan will be addressed through these strategies. Planning transportation services and actively engaging with local stakeholders who can identify funding, strategies, and partners will enable service to address needs</p>	<p>Medium</p>	<p>1.1 Establish and actively engage a Regional Transportation Advisory Board.</p>	<p>\$</p>
		<p>High</p>	<p>1.2 Mobility Managers champion advancements in coordinated transportation across the region.</p>	<p>\$\$</p>
		<p>High</p>	<p>1.3 Providers collaborate to overcome real and perceived barriers to sharing rides and providing rides that are in multiple jurisdictions or paid through different sources</p>	<p>\$\$</p>
Goal 2	Needs Addressed	Priority Ranking	Strategies	Comparative Costs
<p><b>Recruit and train more drivers, including volunteer drivers</b></p>	<p>Travel across multiple counties; access to jobs; travel between rural and urban areas; additional capacity during staffing/vehicle shortages</p>	<p>High</p>	<p>2.1 Create a coordinated approach to recruit drivers for public, senior, and human services transportation in all counties.</p>	<p>\$</p>
		<p>Medium</p>	<p>2.2 Create volunteer transportation program working groups and focus on consistent volunteer service standards, training, customer service, and vehicle safety standards.</p>	<p>\$</p>
		<p>Medium</p>	<p>2.3 Develop a shared and standardized driver training program across multiple organizations.</p>	<p>\$\$</p>

Goal 3	Needs Addressed	Priority Ranking	Strategies	Comparative Costs
<b>Improve outreach and awareness of public transportation options</b>	Ensure people who rely on friends and family are aware of the other transportation options; ensure people without access to a vehicle or who do not drive are aware of service options	High	3.1 Improve transportation information available through 211 and TN Disability Pathfinder.	\$
		Medium	3.2 Establish a Travel Training program.	\$\$
		High	3.3 Create a Region-wide public awareness campaign of available transportation services in each county.	\$\$
Goal 4	Needs Addressed	Priority Ranking	Strategies	Comparative Costs
<b>Maintain and expand the existing transportation services for human service agency clients and the general public</b>	All needs are addressed within this goal	High	4.1 Replace and maintain vehicles through FTA/TDOT funding and local sources.	\$\$\$
		Medium	4.2 Expand transportation service to support shift work.	\$\$\$\$
		High	4.3 Develop a system for transfers or shared-rides into and out of Jackson.	\$\$

The following pages provide a more detailed description of the goals and strategies. Each strategy includes a description of potential funding sources, important funding measures, parties responsible for leading or participating in the implementation, and a suggested implementation timeline.

Implementation timelines are dependent on revenue streams and the capacity of the responsible parties. Some top priorities may require more time to develop and plan and lower priorities may be implementable in a short timeline. For this reason, suggested implementation timelines are included in the descriptions following. The timelines for implementation are categories as follows:

- ◆ Ongoing — A strategy that is ongoing or repeats annually and does not have a specific start or end date.
- ◆ Short-Term — A strategy that could have any level of priority and can be implemented within 12 months to 18 months.
- ◆ Mid-Term — A strategy that could have any level of priority and may require multiple steps for implementation. Mid-Term strategies are targeted for implementation in 18 months to two years.
- ◆ Long-Term — A strategy that could have any level of priority and may require multiple steps and additional funding to implement and sustain. Long-Term strategies are targeted for implementation within two to four years, or longer.

## **GOAL #1: INCREASE THE LEVEL OF COORDINATION AND COMMUNICATION**

### **Strategy 1.1: Establish and Actively Engage a Regional Transportation Advisory Board**

The basic framework for Regional Transportation Advisory Board was initiated with the implementation of the Office of Mobility and Accessible Transportation's (OMAT's) Strategic Plan. Under this recommended strategy, the HRA region will establish a Transportation Advisory Board with regional representatives. It is recommended that your Board will act as a regional Mobility Manager(s).

The Regional Transportation Advisory Board will consist of representatives of public, private, human service agencies, aging and disability services, veterans' services, senior center, and intercity bus transportation providers. Other members of the Board should include organizations representing riders and potential riders, such as economic development offices, parks and recreation organizations, chambers of commerce, hospitals, nonprofit organizations, county and/or other local government officials, and major employers.

Membership, roles, and responsibilities on the Board should be defined in a Memorandum of Understanding (MOU).

**Counties Included:** All counties.

**Responsible Parties:** SWHRA and OMAT will work together to develop the structure. Other local partners will participate in the Board.

#### **Performance Measures:**

- ◆ Travel patterns compared to the locations of major trip generators (e.g., hospitals, industrial parks/major employers, residential areas, senior centers, recreation) are analyzed within the region to understand how the communities within the county are connected.
- ◆ The Regional Transportation Advisory Board is established with Memoranda of Understanding (MOU).



- ◆ Members of the Regional Council support the Mobility Manager by implementing Strategy 1.1 and Goals 2 through 4. Mobility Managers will lead the effort with advice from the Regional Councils and report to the OMAT regularly.
- ◆ The number of trips provided within and outside the region within the limits of existing resources (vehicles, drivers, funding) increases each year.
- ◆ The number of trips coordinated through passenger transfers, park-and-rides, or referrals increases yearly.
- ◆ Needs identified in the CPT-HSTP are addressed, or progress toward addressing those needs is demonstrated.

**Implementation Timeframe:** One year.

**Implementation Budget:** Minimal additional funding is required to support teleconferencing and travel expenses for the Board members and Mobility Manager.

**Potential Grant Funding Sources:** Organization and coordination of Regional Transportation Advisory Boards are eligible for mobility management activities and could be partially funded through the Section 5310 program if mobility management is a supported activity. In-kind contributions of time and expenses by participating agencies are an eligible local match for a portion of the Section 5310 program grant funding.

**Strategy 1.2: Mobility Managers Champion Advancements in Coordinated Transportation Across the Region**

The Regional Mobility Manager will report to the local hiring agency (SWHRA) and provide regular updates to the OMAT. The Mobility Manager’s duties will include advancing goals and strategies prioritized in the locally developed CPT-HSTP, facilitating the Regional Transportation Advisory Board, and coordinating with all organizations that serve older adults, individuals with disabilities, and individuals with low incomes. The Mobility Manager will develop programs to enhance access to transportation services and work toward strengthening the comprehensive transportation planning effort that is part of local and regional housing, economic development, and infrastructure plans for the entire region.

**Counties Included:** All counties.

**Responsible Parties:** SWHRA and OMAT will work together to develop the Mobility Manager job description, reporting requirements, and duties.

**Performance Measures:**

- ◆ Needs identified in the CPT-HSTP are addressed, or progress toward addressing those needs is demonstrated.
- ◆ The number of trips per hour and/or mile provided by participating agencies increases.
- ◆ Cost and trip-sharing agreements between agencies are achieved.
- ◆ Travel training programs for various transportation options are developed.
- ◆ The number of participants in travel training programs each year.
- ◆ The number of outreach/engagements where transportation or travel training information was shared with potential riders.

- ◆ Develop balanced representation on the Transportation Advisory Board across the region and different focus areas (planning, local governments, seniors, individuals with disabilities, housing, healthcare, economic development, volunteers, veterans, and more).
- ◆ Facilitate Regional Transportation Advisory Board meetings.

**Implementation Timeframe:** One year.

**Implementation Budget:** Annual estimated salary of \$55,000 to \$75,000 plus office space and associated indirect costs.

**Potential Grant Funding Sources:** The cost of a Mobility Manager is an eligible mobility management activity and could be funded through the Section 5310 program. In-kind contributions of time and expenses by participating agencies are an eligible local match for a portion of the Section 5310 program grant funding.

**Strategy 1.3: Providers will Collaborate to Overcome the Real and Perceived Barriers to Sharing Rides and Providing Rides that are in Multiple Jurisdictions or Paid through Different Sources**

Transportation providers will conduct a needs assessment to understand the demand for trips that cross jurisdictional boundaries, including trips with one end within the City of Jackson and the other end outside of the city limits. Currently, SWHRA and JTA are unable to cross the jurisdictional boundary due to funding limitations. The FTA Section 5311 Rural Transit program requires that trips must have one end in the rural but the other end of the trip can be in an urban area. Rural transit providers are not permitted to operate trips with both ends in an urban area.

SWHRA will continue to work with JCT to identify trips that could be provided across the jurisdictional boundary. However, it is understood that SWHRA may not be the only provider available to serve this need. Therefore, it is important to work with private and non-profit transportation providers who may be able to address the suburban areas or bridge the gap across the municipal boundary. For example, Section 5310 Enhanced Mobility for Seniors and Individuals with Disabilities funding can be used across jurisdictional lines. Therefore, organizations that purchase vehicles with this funding could make that vehicle and a driver available to meet such needs. Implementing services on a limited basis (i.e., two days a week) would help address the need to access medical appointments and run essential errands. Daily service is needed to address employment transportation demand.

Finally, if a transportation provider is identified to serve the suburban gap area, that provider could operate trips for riders whose trip is paid for by different funding sources. The shared ride would be billed at an agreed upon rate to each of the participating agencies (cost sharing).

**Counties Included:** All counties.

**Responsible Parties:** JTA and SWHRA will conduct the demand assessment. SWHRA, JTA, and interested private or non-profit agencies will discuss service options and develop an agreement for service.

**Performance Measures:**

- ◆ Demand is identified through the assessment plan.
- ◆ Transportation provider(s) are identified.

- ◆ The number of trips provided within and across the suburban area.

## **GOAL #2: RECRUIT AND TRAIN MORE DRIVERS, INCLUDING VOLUNTEERS**

### **Strategy 2.1: Create a Coordinated Approach to Recruit Drivers for Public, Senior, and Human Services Transportation in All Counties.**

The Mobility Manager (if hired) or another designated leader will form a regional driver recruitment committee of public and human services or transportation program managers with volunteer and senior transportation services representation. The committee will develop a regional recruitment plan.

The committee will inventory providers to understand driver pay scales, qualification requirements, and agency hiring procedures. It will advertise positions through a collaborative recruitment campaign once per quarter.

**Counties Included:** All counties.

**Responsible Parties:** Managers and/or supervisors from the public, human service agencies, private and nonprofit transportation providers, and the Mobility Manager will coordinate activities and develop a standardized approach. Partnerships with Chambers of Commerce or non-profit organizations that focus on job development will be advantageous.

#### **Performance Measures:**

- ◆ Partnerships are developed and the group works together to develop coordinated recruitment tools. The partnerships can be between two agencies or all agencies.
- ◆ The number of shared recruitment activities developed and executed each year.
- ◆ The number of drivers recruited by all participants using the regional recruitment plan.
- ◆ Quality of driver applications received.
- ◆ Overall staff time spent on recruitment is reduced but recruitment activity levels increase or remain stable.

**Implementation Timeframe:** One year.

**Implementation Budget:** \$2,000 to \$10,000 depending upon the approach to recruitment and time dedicated to enhancing the driver recruitment efforts.

**Potential Grant Funding Sources:** Existing budgets for program administration will be shared to cover labor expenses involved with meeting and planning efforts. Direct expenses for printing and advertising will be included in existing budgets. If local policies allow, transportation providers could sell advertising space on vehicles or at stops (if applicable) to businesses to offset the cost of improved recruitment efforts.

### **Strategy 2.2: Create Volunteer Transportation Working Groups**

The Mobility Manager (if hired) or another designated party will create a working group with the managers of each volunteer driver and veteran transportation program to discuss the challenges of providing volunteer transportation in their service areas (i.e., volunteer driver vehicle conditions, driver training/skills, recruitment challenges, etc.), goals for their programs, eligibility requirements, operating procedures, vehicle

safety standards, and potential challenges to addressing the gaps and unmet transportation needs in their service areas. Once the opportunities and challenges are shared, the Mobility Manager or other designee will work with the group to identify limitations and opportunities for success through coordination.

**Counties Included:** All counties in each region.

**Responsible Parties:** Mobility Manager (if hired) and organizations with volunteer driver programs.

**Performance Measures:**

- ◆ The Mobility Manager identifies participant organizations throughout the region to include the organizations listed in this plan.
- ◆ Each participant is invited to join the working group. This group may be a subset of the Regional Transportation Advisory Board (Goal #4).
- ◆ Working group members identify new opportunities to strengthen volunteer transportation services and create an action plan. The plan will include activities identified in Strategy 2.3. Standards for strengthening service will include minimum vehicle safety standards.

**Implementation Timeframe:** Immediate and ongoing.

**Implementation Budget:** Participants in the working group will have minimal travel and labor expenses associated with meeting participation.

**Potential Grant Funding Sources:** No additional funding sources are identified specifically for the working group. However, administrative portions of individual agency budgets will be used for meeting participation and strategy implementation expenses. The Mobility Manager is funded through the FTA Section 5310 program (80%), TDOT, and local dollars.

**Strategy 2.3: Develop a Shared and Standardized Driver Training Program Across Multiple Organizations**

The committee (identified in Strategy 2.1) will develop a training program that satisfies the requirements of the individual participating organizations. The insurance providers' requests will be included to reduce the policy price if an approved organization provides joint training. Often, insurance companies will reduce the price of insurance policies for individual drivers or organizations if the driver participates in a Defensive Driving Course or similar program. Volunteer driver training programs could be offered through local organizations such as RSVP or national programs such as the Community Transportation Association of America (CTAA) National Volunteer Transportation Center.

**Counties Included:** All volunteer driver programs.

**Responsible Parties:** All volunteer driver programs.

**Performance Measures:**

- ◆ Additional volunteer drivers are recruited and become active program participants.
- ◆ Drivers participate in required training, and safety improves.
- ◆ Insurance costs are reduced as a result of the Volunteer Driver Training Program.

**Implementation Timeframe:** One to two years.

**Implementation Budget:** Training costs vary based on the scope of the training program and the provider.

**Potential Grant Funding Sources:** Existing financial resources that support volunteer driver programs will be used. Supplemental or matching funds could be derived from the organizations that benefit from the volunteer driver program, such as the Area Agency on Aging and Disability, employers, Veterans Services, and medical offices or treatment facilities that are common destinations for the passengers.

### **GOAL #3: IMPROVE TRANSPORTATION INFORMATION AVAILABLE THROUGH 211 AND TN DISABILITY PATHFINDER**

#### **Strategy 3.1: Improve Transportation Information Available through 211 and TN Pathfinder**

Rural transportation providers struggle to make their services known to individuals needing transportation. In nearly all Tennessee rural communities, there appear to be misperceptions about eligibility (e.g., “That bus is only for seniors and not for me.”), service hours, and service area. This problem is common across rural America and a challenge to overcome. Yet, it is one of the most important challenges to address. This strategy is a recommended approach to overcome misinformation or lack of information about the region's public transportation services.

Tennessee 211 is a centralized location for information about a range of available community resources, including transportation. Yet, the information about transportation services available in the 211 directory is extremely limited.

Tennessee Disability Pathfinder is a directory of services, community calendar, and training for the disability community (Tnpathfinder.org). It is hosted by Vanderbilt Kennedy Center for Excellence in Developmental Disabilities and partners with TN Council on Developmental Disabilities. Individuals can search for information about transportation options and other resources or call and talk with a representative who will help connect them with available services.

A Mobility Manager would work with 211, TN Pathfinder, and the public, private, volunteer, and human service agency transportation providers to develop a standardized service inventory form that will be used to update 211 and TN Pathfinder. Transportation providers will update the information, and the Mobility Manager will ensure it is accurately provided to 211 and TN Pathfinder. The Mobility Manager will periodically check with transportation providers about updates. Transportation providers must also take the initiative to keep the Mobility Manager updated when changes to service occur.

The information available through 211 and TN Pathfinder should be standardized and should include, at a minimum:

- ◆ Name of the organization.
- ◆ Service area.
- ◆ Eligibility.
- ◆ Fare/Cost to ride.
- ◆ Link to an application for service.
- ◆ Phone number to contact the transportation provider and schedule a trip.

- ◆ The web address for the transportation services and vital documents about the services offered.
- ◆ Vehicle accessibility status.

**Option:** If the information necessary for transportation services is too robust and deemed inappropriate for 211 and TN Pathfinder, a new resource directory system for people looking for transportation services could be created. If the stand-alone resource is strictly available online, it can be created and maintained by the Mobility Manager and hosted on the provider, Regional Transportation Advisory Board, and agency or government websites. An example of such a resource is the Miami Valley Ride Finder ([www.miamivalleyridefinder.org](http://www.miamivalleyridefinder.org)) site, which is maintained by the Regional Mobility Manager and Metropolitan Planning Organization for the Miami Valley in Dayton, Ohio.

**Counties Included:** All counties.

**Responsible Parties:** Public, human service agency, private, and nonprofit transportation providers (including agencies that purchase tickets or rides on behalf of eligible clients) and Mobility Manager.

**Performance Measures:**

- ◆ Updated and maintained 211 and TN Pathfinder directories of information.
- ◆ The number of transportation riders who learn about a provider from 211 or TN Pathfinder and call to schedule a ride or get additional information.
- ◆ The number of state agency and local government websites that list 211 and TN Pathfinder as a resource for information about transportation services.

**Implementation Timeframe:** One year.

**Implementation Budget:** Minimal expense for collecting the information and maintaining it.

**Potential Grant Funding Sources:** Updating the directory information is an activity that could be completed by the Mobility Manager and therefore partially funded through the Section 5310 program. The additional local match would be provided and shared by participating transportation providers, SETHRA, and/or other grants and funding resources such as the Older Americans Act. The 211 directory is funded by the United Way.

**Strategy 3.2: Establish Rural Travel Training Program**

This travel training program is designed specifically to use rural communities' transportation services. It may range from instruction for completing applications and scheduling trips with volunteer driver programs to training on how to ride fixed routes, private taxis, or public demand response services. With various modes available, travel training will expand beyond the traditional public transit fixed routes.

Travel training will be provided by the mobility manager or a qualified representative trained by the mobility manager and all participating transportation providers.

**Counties Included:** All counties.

**Responsible Parties:** Mobility Manager and local transportation providers.

**Performance Measures:**

- ◆ The number of people receiving travel training in each county.
- ◆ Increase in ridership on public or other transportation services following travel training.
- ◆ Increase in customers reporting satisfaction with knowing how to use transportation.

**Implementation Timeframe:** Ongoing.

**Implementation Budget:** Travel training can be provided by the Mobility Manager or another trained employee. The training function will be part of the person’s job duties. Travel training will include printed materials, how-to videos, and labor costs for the skilled Mobility Manager/Trainer. Travel training budgets can range from \$500 to \$10,000 per year, depending on the scope.

**Potential Grant Funding Sources:** FTA Section 5310 funding provides up to 80% of the cost for a Mobility Manager to provide a travel training program. TDOT may provide up to 10% of the local match. The remaining 10% matching funds can be derived from non-FTA Federal dollars (e.g., Department of Health and Human Services, Aging, Title III-B of the Older Americans Act) and local funds or grants.

**Strategy 3.3: Establish a Region-wide Public Awareness Campaign of Available Transportation Services in Each County**

The Mobility Manager (if hired) would survey transportation providers to determine current and planned marketing activities. They would assemble a committee of transportation providers to participate in the campaign. The committee will create informational materials and systematically organize outreach activities in each county. Outreach activities may include pop-up events to talk about transportation options and answer questions, social media campaigns, creating informational brochures, and distributing them to medical offices.

**Counties Included:** All counties.

**Responsible Parties:** Mobility Manager and local transportation providers. If possible, involve a local marketing company and/or marketing students from a local college or university.

**Performance Measures:**

- ◆ A Survey of current and planned marketing activities is conducted and results are summarized.
- ◆ A committee to design a region-wide campaign is established and actively meets.
- ◆ New marketing materials are developed and a program of local activities to share information is enacted.
- ◆ Future survey efforts demonstrate an improved awareness of transportation services.
- ◆ Ridership on participating transportation services increases.

**Implementation Timeframe:** Ongoing.

**Implementation Budget:** The marketing campaign can involve a range of costs depending upon its scope. The budget could range from \$8,000 to \$50,000. However, a strong effort can be achieved with the lower end of the budget projections.



**Potential Grant Funding Sources:** FTA Section 5310 funding provides up to 80% of the cost for a Mobility Manager who will lead and coordinate the campaign. Matching funds may be derived from local businesses, grants, and in-kind contributions.

#### **GOAL #4: MAINTAIN AND EXPAND EXISTING TRANSPORTATION SERVICES**

##### **Strategy 4.1: Replace and Maintain Vehicles through FTA/TDOT Funding and Local Sources**

Transportation is a vital link between transit-disadvantaged individuals and health care, nutrition, employment, and good quality of life in each county and community. Maintaining services and appropriate capacity is critical for older adults, individuals with disabilities, and low-income people in the community. The FTA grant programs managed by TDOT provide the best leverage of local matching dollars in acquiring and maintaining a fleet of accessible vehicles.

The needs assessment indicated that while providers work to meet demand, riders sometimes cannot get a ride when needed.

**Counties Included:** All counties.

**Responsible Parties:** Representatives from each Section 5311 and Section 5310 recipient organization.

##### **Performance Measures:**

- ◆ Tally of vehicles applied for and received in the region.
- ◆ Percentage of the fleet in the region accessible to individuals with disabilities.

**Implementation Timeframe:** Immediate and ongoing.

**Implementation Budget:** Varies based on agency needs.

**Potential Grant Funding Sources:** FTA Section 5310 funding provides up to 80% of the cost for a vehicle used primarily for service to individuals with disabilities and older adults. Other Federal and local funding sources apply for public vehicles. It is advantageous to demonstrate coordinated use of vehicles when applying for FTA grant funding.

##### **Strategy 4.2: Expand Transportation Service to Support Shift Work**

There is a need to increase the level of service in certain areas or certain times of the day (i.e., evenings and weekends) so that public transportation becomes a viable alternative for commuters, including those who need to stop at a childcare facility and attend appointments in addition to their normal workday.

Although they meet the basic needs of many who need access to medical appointments, shopping, or agency programs, transit services that only operate from early morning to late afternoon mean evening/weekend work shifts are out of reach for those who rely on transit.

Once staffing shortages are overcome, transportation providers are encouraged to consider expanding their hours and days of service to facilitate access to evening employment opportunities for older adults, individuals with disabilities, and people with low incomes.

Capacity needs to be expanded to allow drivers to cover long distances, as that takes a vehicle out of service for local shared rides. This need may be accomplished by meeting neighboring services to transfer passengers; by one agency providing a rural-to-urban leg of the trip and another agency providing the urban-to-rural leg; by extending service boundaries with zoned fares; contracting with a vanpool or private transportation provider; or by creating a volunteer or premium service that operates outside of typical hours and areas.

**Counties Included:** All counties, especially for trips to support the new Ford Motor Company Plant (expected in 2025).

**Responsible Parties:** Public transportation providers, volunteer programs, employers, and private transportation operators.

**Performance Measures:**

- ◆ New hours and days of service are provided.
- ◆ Transfer points established.
- ◆ Services expanded across county lines.
- ◆ Ridership on expanded service.

**Implementation Timeframe:** Ongoing.

**Implementation Budget:** Varies based on agency needs.

**Potential Grant Funding Sources:** Service would need to be supported by appropriate revenue from grants or contributions from employers and medical facilities that benefit from expanded hours/days of operation. Public transportation is also eligible to continue receiving FTA funding for operating and capital costs.

**Strategy 4.3: Develop a System for Transfers or Shared-Rides into and out of Jackson**

The providers should meet to discuss the possibility of establishing transfer points to coordinate passenger travel. The providers may also formalize funding arrangements between services, where one leg of a shared trip is provided by one agency and the second agency provides the return leg. This strategy would be a step forward in the effort to meet the demand for employment and out-of-county medical trips with one end in Jackson.

**Counties Included:** City of Jackson and surrounding counties and communities.

**Responsible Parties:** Public transportation providers, human service agencies, and all participating transportation agencies serving the area.

**Performance Measures:**

- ◆ Transfer points established.
- ◆ Services expanded across county lines.
- ◆ Memorandum of Understanding or Cost Sharing agreements developed.
- ◆ Ridership on expanded service.

**Implementation Timeframe:** Ongoing.

**Implementation Budget:** To be determined based on chosen service alternatives. Long-distance trips are necessary but the cost per passenger and hour is high because of driver time and associated vehicle operating costs (i.e., fuel, insurance, maintenance). Shared rides with clients from multiple organizations or areas, when possible, will help improve cost efficiency.

**Potential Grant Funding Sources:** Contracts between partnering agencies if sharing services. Additional funding for transfer points may not be needed if an existing facility (i.e., store, church, etc.) will allow shared use of its location. Permission from the existing facility owner must be requested and secured in advance. Always consider passenger safety when planning a transfer location. Distance-based fares should be considered.

## APPENDIX A: TRANSPORTATION PROVIDER ORGANIZATIONAL CHARACTERISTICS

The table below provides a summary of the characteristics of the participating transportation providers. All providers were contacted. If a provider is not listed below, information was not available during the planning process. The rightmost column describes whether the provider is “open door” or “closed door.” Providers operate “closed door” service if transportation is provided to agency clients only. If transportation is open to the public or a segment of the population (such as any older adults within the service area) without the requirement that the individual be an agency client, then the service is “open door.”

Agency	Directly Operates Transportation (Yes/No)	Purchases Transportation from Another Agency (If Yes, Who?)	Legal Authority (Private Non-Profit, Private For-Profit, Public Non-Profit)	Are Vehicles Only Available for Human Service Agency Clients (Y/N) *
<b>Regional or Multi-Counties</b>				
Southwest Human Resource Agency (SWHRA)	Yes	No	Public Non-Profit	No
MyRide TN Southwest	Yes	No	Private Non-Profit	Yes

Agency	Directly Operates Transportation (Yes/No)	Purchases Transportation from Another Agency (If Yes, Who?)	Legal Authority (Private Non-Profit, Private For-Profit, Public Non-Profit)	Are Vehicles Only Available for Human Service Agency Clients (Y/N) *
<b>Decatur County</b>				
Scotts Hill Senior Center	Yes	No	Public Non-Profit	Yes

Agency	Directly Operates Transportation (Yes/No)	Purchases Transportation from Another Agency (If Yes, Who?)	Legal Authority (Private Non-Profit, Private For-Profit, Public Non-Profit)	Are Vehicles Only Available for Human Service Agency Clients (Y/N) *
<b>Hardin County</b>				
Hardin County Skills, Inc.	Yes	Information pending	Public Non-Profit	Yes

Agency	Directly Operates Transportation (Yes/No)	Purchases Transportation from Another Agency (If Yes, Who?)	Legal Authority (Private Non-Profit, Private For-Profit, Public Non-Profit)	Are Vehicles Only Available for Human Service Agency Clients (Y/N) *
<b>Henderson County</b>				
Sardis Senior Center	Yes	No	Public Non-Profit	Yes

Agency	Directly Operates Transportation (Yes/No)	Purchases Transportation from Another Agency (If Yes, Who?)	Legal Authority (Private Non-Profit, Private For-Profit, Public Non-Profit)	Are Vehicles Only Available for Human Service Agency Clients (Y/N) *
<b>Madison County</b>				
Greyhound	Yes	No	Private For-Profit	No
Jackson Transit Authority	Yes	No	Public Non-Profit	No
Madison Haywood Development Services (MHDS)	Yes	No	Public Non-Profit	Yes
PrimeCare Transport Services	Yes	No	Private For-Profit	No
West Madison Senior Citizens Center	Information pending	Information pending	Public Non-Profit	Information pending

Agency	Directly Operates Transportation (Yes/No)	Purchases Transportation from Another Agency (If Yes, Who?)	Legal Authority (Private Non-Profit, Private For-Profit, Public Non-Profit)	Are Vehicles Only Available for Human Service Agency Clients (Y/N) *
Jackson VA Clinic, DAV	No	Yes, the Department of Disabled American Veterans	Public Non-Profit	Yes

**TRIP SCHEDULING, FARES, AND RIDERSHIP INFORMATION**

The following tables describe what trip purposes are allowed by each provider, the fares or donations that are paid by riders, and the process to request rides on each service (if applicable). Annual ridership was provided by most agencies. Some information was not available from non-profit or private transportation operators.

Agency	Trip Purposes Allowed	Fares or Donations	Ride Request Process	Annual One-Way Passenger Trips	Estimated Annual Service Hours	Estimated Productivity (Trips per Service Hour)
<b>Multiple Counties: Chester, Decatur, Hardeman, Hardin, Haywood, Henderson, Madison &amp; McNairy</b>						
Southwest Human Resource Agency – Southwest Express Public Transportation	Any	<p>\$3 one-way</p> <p>\$5 one-way outside the origin county, but in the 8-county region</p> <p>\$10 one-way outside the 8-county region, but West TN</p> <p>\$37.50 one-way outside West TN up to 200 miles away from the trip origin; over 200 miles is \$37.50 plus \$0.47 per mile</p>	Call at least 24 hours before the requested ride, 48 hours preferred	2020: 69,450	<p>2020-2021: 71,651</p> <p>2019-2020: 95,056</p>	Approximately 0.96 (in 2020)
MyRide TN Southwest	Any	The membership fee is \$25 per year \$2-5 per ride depending on the distance	3-day advance notice via phone or email			

Agency	Trip Purposes Allowed	Fares or Donations	Ride Request Process	Annual One-Way Passenger Trips	Estimated Annual Service Hours	Estimated Productivity (Trips per Service Hour)
Scotts Hill Senior Center	To and from the Senior Center, occasional medical or business trips	Ask for donations, but no set price	Request ride 1 day prior, but may call the day of and be accommodated	2019: 95 2020: closed 2021: 1 non-ambulatory and 95 ambulatory	55 Hours	Not available

Agency	Trip Purposes Allowed	Fares or Donations	Ride Request Process
Sardis Senior Center	To and from the Center, Grocery Store, and Pharmacy in Scotts Hill, TN	\$5.00 one-way	Call at least 3-days ahead of the trip

Agency	Trip Purposes Allowed	Fares or Donations	Ride Request Process	Annual One-Way Passenger Trips	Estimated Annual Service Hours
Greyhound	Any	Depends on destination	Online or ticket depot in Jackson, TN	Not Available	Not Available
Jackson Transit Authority	Any	One Day Pass \$4.00 Adult \$1.25 Youth/Student \$1.00	The Lift–Demand Response or anyone requiring mobility assistance requires an eligibility application process	412,010 (2020 NTD)	51,043 (2020 NTD)



Agency	Trip Purposes Allowed	Fares or Donations	Ride Request Process	Annual One-Way Passenger Trips	Estimated Annual Service Hours
Jackson Transit Authority (continued)	Any	Seniors/Medicare/ Disabled \$0.60  Children under 4 years old Free  Transfers Free  Monthly passes available	taking about 3-weeks to process		
Jackson VA Clinic, DAV	Medical appointments, non- emergency only	None	Information not available	Information not available	Information not available
Madison Haywood Development Services (MHDS)	Clients back and forth to work, recreational trips	Medicare waivers	No formal request process, vehicles are made available as needed	Not Available	Not Available
PrimeCare Transport Services	NEMT, Recreation	Do not take insurance, privately paid	Call, Email, Online Request Form	Not available	No available



# Coordinated Transportation Plan

Transportation for Older Adults, Individuals with Disabilities, People with Low Incomes, & General Public

April 27, 2022



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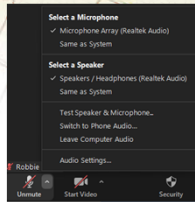
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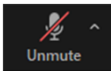
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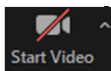
## Welcome!

### A few Zoom Tips:

Test or change your audio and video by clicking the ^ next to the Mute/Unmute button and selecting 'Audio Settings...'



This button shows you are muted. When you want to speak click here to unmute.



This button is your webcam. Click it if you want us to see you.



This button lets you see and type into the 'Chat' function.

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## Agenda

- ◆ Introductions
- ◆ Project Overview
- ◆ Discussion
  - Do You Need A Ride Sometimes and Not have One?
  - How Can We Solve Unmet Transportation Needs?
  - What Are Your Goals for Addressing Needs?
  - What Transportation Projects Are on the Horizon?

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## Introductions

- ◆ Please share a little about yourself!
  - What is your name?
  - Are you representing an organization today?

*Say Hello!*

This Photo by Unknown Author is licensed under CC BY-NC

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## Coordinated Plan Update

- ◆ Current Planning Area Counties
  - Chester
  - Decatur
  - Hardeman
  - Hardin
  - Haywood
  - Henderson
  - Madison
  - McNairy




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## What Is A Coordinated Plan?

- ◆ Identifies Unmet Transportation Needs
- ◆ Prioritizes Goals and Strategies
- ◆ Outlines Opportunities for Collaboration
- ◆ Developed with a Local Focus including the Entire Region
- ◆ Adopted Locally

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### Section 5310 Funding

#### Projects in Grant Applications Must Be Included in the Coordinated Plan

- ◆ *Enhanced Mobility for Seniors and Individuals with Disabilities (49 U.S.C. Section 5310)*
- ◆ Provides Formula Funding to Improve Mobility for Seniors and Individuals with Disabilities
  - Removing Barriers to Transportation Service
  - Expanding Mobility Options

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### Section 5310 Funding

- ◆ Federal Share for Capital Projects this Year = **100%**
- ◆ Normal Federal Share for Capital Projects = **80%**
  - 10% Local match can come from other Federal (non-DOT) funds
  - TDOT provides 10% of the local match (after this year)

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### Section 5310 Funding

- ◆ Eligible Capital Grant Activities in TN
  - Vehicle Purchases
    - Eligible Entities include Non-Profit Organizations
  - Mobility Manager
    - Eligible Entities include Section 5311 and 5307 Subrecipients
    - Leads or Coordinates Efforts to Address Identified Unmet Transportation Needs and Challenges
    - Coordinates with Local and State Agencies

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### Other Potential Funding Sources

- ◆ “Fund Braiding:” Federal funds from one grant program can be used to fulfill the local match requirements of another Federal grant
  - Allowable for more than 67 Federal programs
  - Potentially as many as 130 Federal programs provide funding for human service transportation
  - Not available between all Federal programs. Consult the Federal Fund Braiding Guide: <https://www.transit.dot.gov/regulations-and-programs/ccam/about/coordinating-council-access-and-mobility-ccam-federal-fund>

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### Transportation Public Survey

**AVAILABLE in MAY 2022!!**

- ◆ We Need to Hear from You and Your Neighbors, Consumers, and Friends

<https://www.tnmobilityplans.com/>

- Language Translation Available
- Print and Large Print Available

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### Needs Assessment

- ◆ Demographic and Socio-Economic Conditions
  - U.S. Census Data
  - Older Adults
  - Individuals with Disabilities
  - People with Low Incomes
  - Zero Vehicle Households

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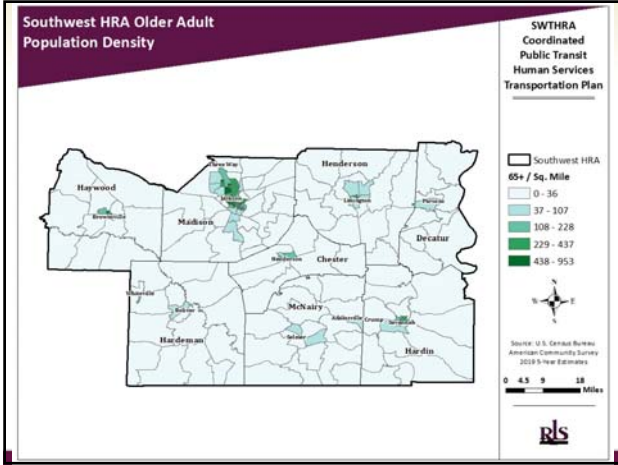
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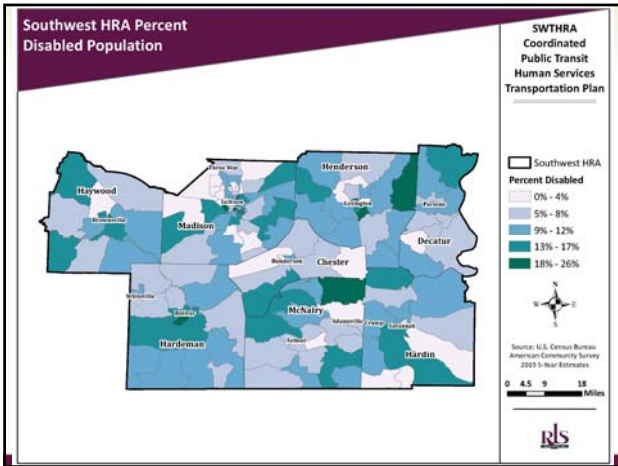
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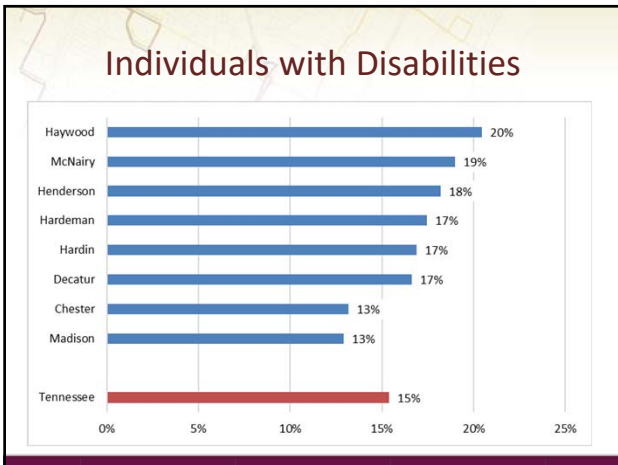
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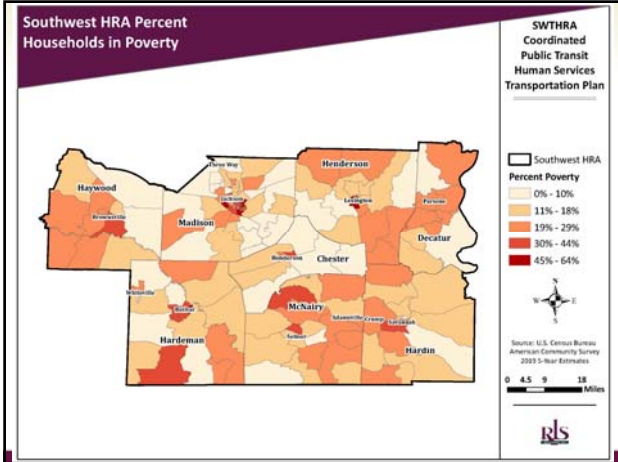
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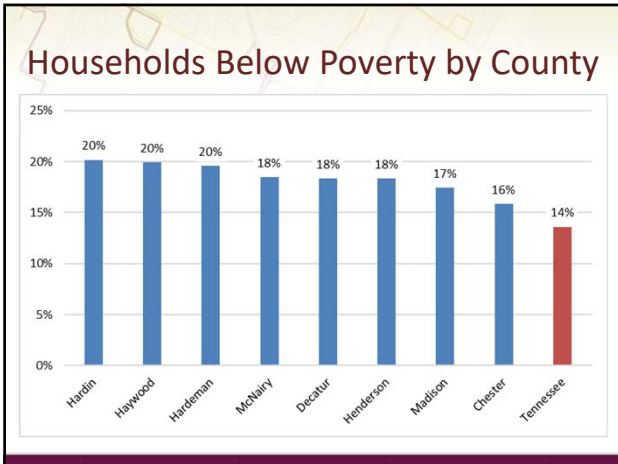
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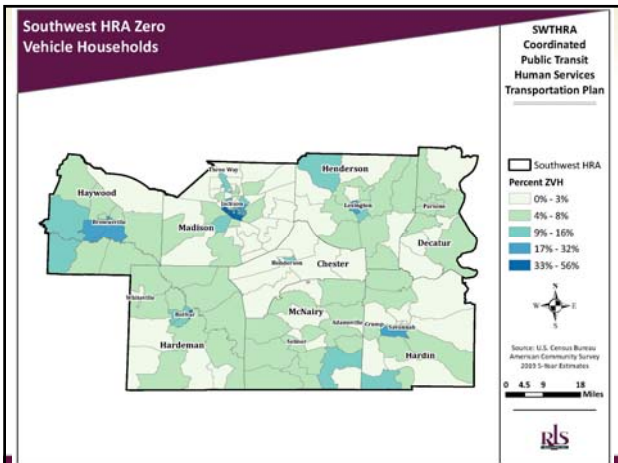
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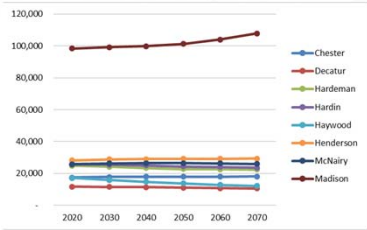
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### Population Projections



- ◆ Region Population Increase of 0.4% by 2070
- ◆ Madison County is Expected to Have the Largest Increase
- ◆ Only Hardeman, Hardin and Haywood Counties are Expected to Decrease

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### Do You Need A Ride?

#### What Transportation Needs do You or A Friend/Family Member Have?

- Shopping Trips?
- Employment Access?
- Medical-Related Trips?
- Access to Wheelchair Accessible Vehicles?
- Information about Transportation Services?
- Other?

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### Discussion

- What Are Your Goals for Addressing Unmet Needs?
- What are Some of the Challenges You Face in Meeting these Goals?

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### Transportation Options

- ◆ Providers include ALL Public, Private, Non-Profit, Volunteer, Government, and Human Service Agency Programs
  - Participation is Not Limited to Organizations that Serve Older Adults and Individuals with Disabilities
  - Every Part of the Network of Services is Important

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### Transportation Providers

- ◆ Public Transit
- ◆ Human Service Agencies or Senior Services
- ◆ Intercity Transportation Services
- ◆ Private Transportation
- ◆ Non-Emergency Medical Transportation

### Who Are We Missing?

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### Provider Inventory

- |  |                                       |
|--|---------------------------------------|
| ◆ Jackson Transit Authority              | ◆ Sardis Senior Center                |
| ◆ MyRide Southwest Tennessee             | ◆ Southwest HRA                       |
| ◆ Bolivar Senior Citizen Center          | ◆ West Madison Senior Citizens Center |
| ◆ Hardin County Skills, Inc.             | ◆ Greyhound                           |
| ◆ Madison Haywood Developmental Services | ◆ Taxi Service                        |
|  | ◆ PrimeCare Transport Services        |
|  | ◆ Jackson VA Clinic                   |

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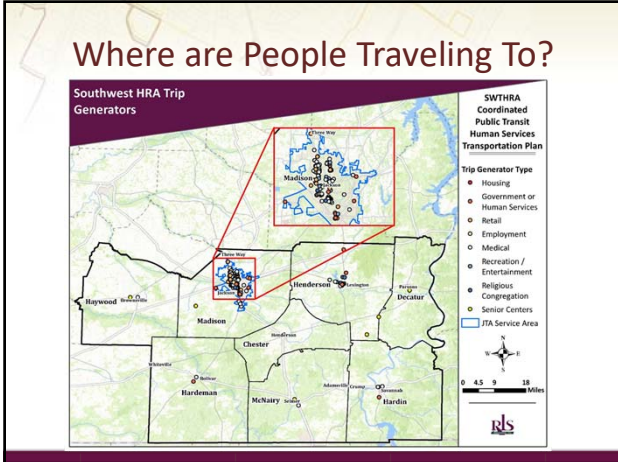
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### Discussion

- ◆ What plans and projects are on your horizon, or should be included in the plan?

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### Next Steps

- ◆ Continue the Needs Assessment and Analysis
  - Existing services inventory
  - Geographic and temporal gaps
  - Barriers
  - Vehicle availability
- ◆ Public Survey (May 2022)
- ◆ Develop Draft Coordinated Plan Goals & Strategies
- ◆ Prioritize Goals and Strategies
- ◆ Ongoing Work Toward Implementation

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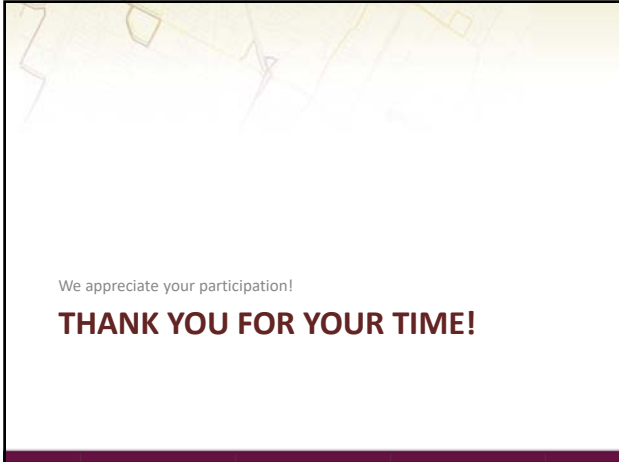
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TDOT SWHRA Public Meeting  
April 27, 2022

**Attendees:** Laura Brown, Bethany Renner

TDOT: Jeannette Bloomfield, Emily Duchac, Samantha Deal, Kaitlyn McClanahan (No cameras?)

- Diana Turner, SWHRA Transportation Director
- Angie Gray – PrimeCare Transport, Community Liaison and Marketing Director  
angela@primecaretransport.com
- Cindy Palmer – cindy.palmer@tcatjackson.edu - Campus Coordinator at Tennessee College of Applied Technology Jackson Lexington Campus
- Rusty Rountree, Men's Housing Director, JACO is a nonprofit organization funded in part by, the State of Tennessee, Department of Mental Health and Substance Abuse Services, and the Department of Housing and Urban Development (Jackson TN) rustyr@jacoa.org
- Pam Vanderburgh - Hardeman County

<https://www.tntransit.org/who-we-are> - Riders Home County needs to be the starting point

Counties: Chester, Decatur, Hardeman, Hardin, Haywood, Henderson, Madison, McNairy  
What is the Coordinated Plan – Section 5310 programming

Updates for the Plan: Need to update the population projections based on the economic development  
Hardeman, Haywood, Tipton, Madison - Blue Oval City coming to Stanton, open 2025 – Ford Motor is building the electric truck, 6,000 new jobs, Hardeman and Haywood will get a nice increase

Discussion:

What Transportation Needs Are there in the community:

- Angie Gray – Memphis, Jackson and Nashville – most trips are medical related and need wheelchair/stretchers accessible vehicle, private pay customers; other trips for hair salon or entertainment
  - Will take broker pay, but do not accept any kind of insurance
  - Lift gate accessible vehicles
  - Jackson seems to be their highest request for medical trips and sometimes they need to turn down trips because the facilities are in the Urbanized
  - Diana Turner – SW cannot make trips that end the urbanized area of Jackson (SWHRA can't pick up/drop-off b/c of limitations and JTA does not have a bus route that goes outside the city limits) All caused by funding restrictions
  - PrimeCare cannot expand b/c of the driver and vehicle shortage
- Driver Shortage
  - SWHRA is down 27 vehicles; ordering off the state contract and that's the problem, somewhat driver shortage; benefit package is about 32% and state retirement – without vehicles they could hire drivers
  - Primecare can get the vehicles, but not the drivers to do it
- Cindy – Campus Henderson Co. / Lexington – students have trouble getting to campus or living in a ZVH, but not a ton of options to get students to and from campus, some can use SWHRA unless they have disability
  - Most classes M-F 8 AM – 2:30 PM; around 100 students

- Lexington, Fathersville, Parsons, Jackson, *Mylon to Lexington?* (NWHRA - 45 mins away)
- Rusty (JACO)
  - Transportation for clients that are staying in their housing facilities – men and women
  - Bus route does work, but the route may not run during those third shifts
  - If a contract existed, there could be transportation – JACO and SWHRA had a previous contract, but at some time not renewed
- Employment Access
  - JACO needs help getting people to and from work at the off times
  - SWHRA – hours 6 AM – 6 PM window, do run earlier for dialysis appts, but could always do more, but without vehicles it's just not a viable solution
  - Employers doing any van pool? Not in SWHRA, but sometimes in the bigger cities, in the future the Ford Plan and feeder plans for it could increase the need for employment transportation
- Strategies for needs/gaps in service, what are challenges for the future
  - Vehicle /driver shortage
  - The Donut hole of urban/rural areas
  - Any apps, technology, scheduling software? – TDOT is working to set up a statewide contract for scheduling software open to all transportation providers/nonprofits, etc. could be used to standardize technology access
  - Rusty (JACO) would go all over to drive clients; mostly on Rt. 70; diverse area so the need is there
    - LAURA – action item; look into subsidy of transportation for area employers to offset the cost; SWHRA would need an economically feasible solution to them they would do it (Potomac Valley, West Virginia example – employer sponsored routes; advertise on the vehicle)

**SWHRA**  
**Coordinated Public Transit-  
Human Services Transportation  
Plan**

September 23, 2022  
Prepared by: RLS & Associates, Inc.

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**Zoom Interactions**

- ◆ Mute/Unmute
  - Please Keep Your Microphone “Muted”
  - Unmute Whenever You Want To Talk
- ◆ Chat
  - Please Enter Your Name and Email Address in the Chat
  - We will be Using the Chat Feature for Comments (Click on “Show Conversation”)
- ◆ Live Polling Options

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**Agenda**

-  Needs Assessment Review
-  Overview of Potential Funding Sources
-  Discuss and Prioritize Potential Strategies
-  Next Steps

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Needs Assessment

# UNMET TRANSPORTATION NEEDS

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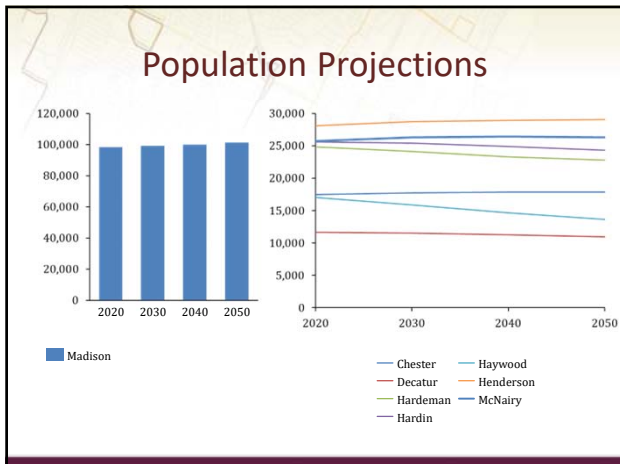
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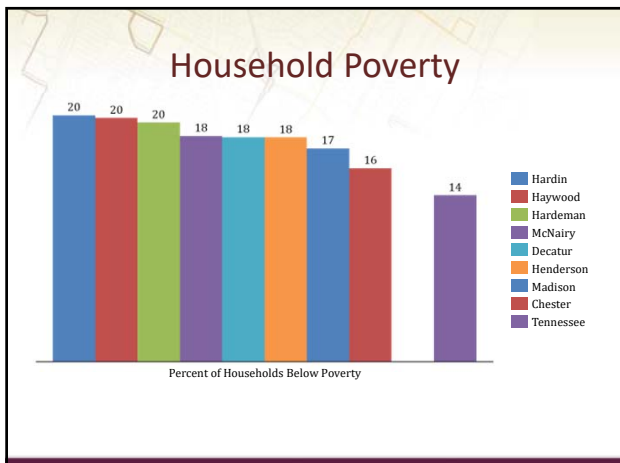
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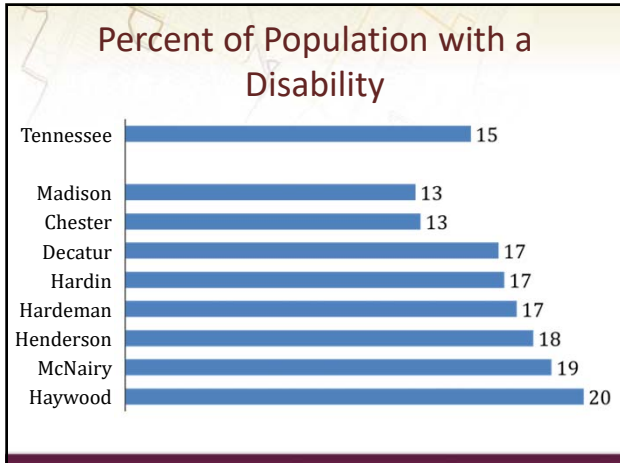
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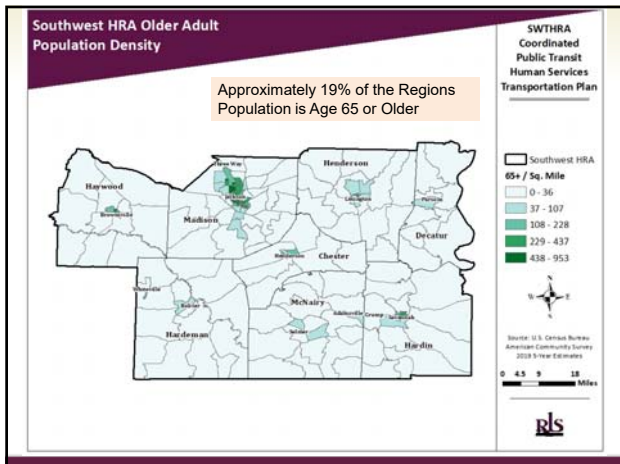
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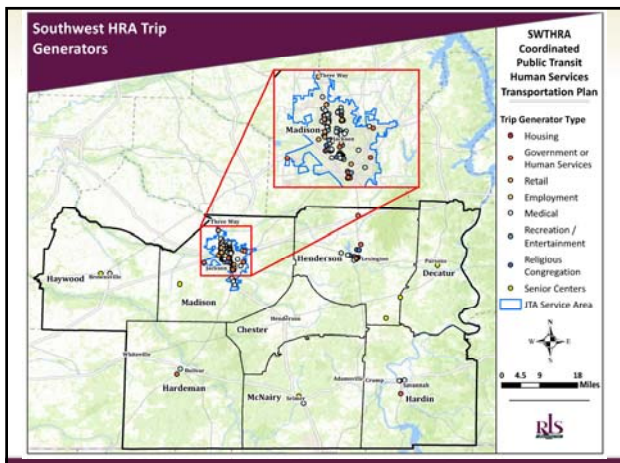
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### Summary of Needs

- ◆ Staffing/Driver Shortages
- ◆ Vehicle Supply Chain Shortages
- ◆ Access to Jobs – Especially Shift Work
- ◆ Availability of Wheelchair Accessible Vehicles
- ◆ Gaps Between Rural and Urban Areas
- ◆ Options for Multi-County Trips
- ◆ Continued Need for Transportation Options for Older Adults

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Identifying and Prioritizing

### GOALS & STRATEGIES FOR POTENTIAL SOLUTIONS

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### Potential Funding Sources Overview

- ◆ FTA Section 5310 Program: *Enhanced Mobility for Seniors and Individuals with Disabilities*
  - Federal Share for capital projects = 80%
  - Local match can come from other Federal (non-DOT) funds
  - TDOT may provide up to 10% of the capital match
- ◆ Eligible **Capital** Grant Activities in Tennessee
  - Vehicle purchases
  - Mobility Manager

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## Potential Funding Sources Overview

- ◆ Potential Local Match
  - **Fund Braiding:** Federal funds from one grant program can be used to fulfill the local match requirements of another Federal grant
    - Allowable for more than 70 Federal programs
    - Potentially as many as 130 Federal programs provide funding for human service transportation
  - Not available between all Federal programs. Consult the Federal Fund Braiding Guide: <https://www.transit.dot.gov/regulations-and-programs/ccam/about/COORDINATING-COUNCIL-ACCESS-AND-MOBILITY-CCAM-FEDERAL-FUND>

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## Discussion about Goal & Strategies

- ◆ Polling Activity
  - After Discussing Each Strategy – Rate as a:
    - High Priority
    - Medium Priority
    - Low Priority
- ◆ Evaluation Criteria
  - Community Impact
    - Addresses Needs
    - Range of Benefits
  - Financial
    - Estimated Costs
    - Potential Availability of Funding
  - Implementation
    - Timeframe
    - Challenges
    - Possibilities

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## Goal 1 – Increase the Level of Coordination and Communication

### Strategy 1.1: Establish and Actively Engage a Regional Transportation Advisory Board

- ◆ \$ (Low Cost)
- ◆ Potential Funding Sources
  - FTA Section 5310 (80%) for Mobility Management
  - Local Match (10% State and 10% Local)
- ◆ Advantages
  - Transportation Issues are Represented in State and Regional Planning Discussions
  - Influence Policy and Funding
  - Support Local and Regional Solutions
- ◆ Challenges
  - Administrative/Oversight Burden
  - Duties Need to be Defined
  - Membership Needs to be Defined

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## Goal 1 – Increase the Level of Coordination and Communication

### **Strategy 1.2: Hire a Mobility Manager to Champion Region-wide Advancements in Access to Transportation**

- ◆ \$\$ (Moderate Cost)
- ◆ Potential Funding Sources
  - FTA Section 5310 (80%) for Mobility Management
  - Local Match (10% State and 10% Local)
- ◆ Advantages
  - Champion for Transportation
  - Focus on Identifying Solutions to Top Priority Needs
  - Leader for the Regional Transportation Advisory Board
- ◆ Challenges
  - Requires Sustained Funding
  - Duties Must Include Region-wide Transportation Solutions
  - Avoid becoming Single Agency Focused

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## Goal 1 – Increase the Level of Coordination and Communication

### **Strategy 1.3: Providers Collaborate to Overcome Real & Perceived Barriers to Sharing Rides & Providing Rides that are in Multiple Jurisdictions or Paid through Different Sources**

- ◆ \$\$ (Moderate Cost)
- ◆ Potential Funding Sources
  - FTA Section 5310 (80%) for Mobility Management
  - Section 5311 Rural Transit
- ◆ Advantages
  - Leads to Development of Services to Cover the Un/Under Served Areas Around Jackson
  - Creates Opportunity for New Long-Term Solutions and Reduces Perceived Barriers
- ◆ Challenges
  - Process of Adopting Fair Cost Allocation Agreements for Shared Rides
  - Initial Agency Executive Staff Time Spent to Lead Discussions and Develop Agreements
  - Need Accounting and Trip-Tracking Capabilities

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## Goal 2 – Recruit & Train More Drivers, Including Volunteers

### **Strategy 2.1: Create a Coordinated Approach to Recruit Drivers for Public, Senior, and Human Services Transportation in All Counties**

- ◆ \$
- ◆ Potential Funding Sources
  - Existing Transportation and Agency Program Budgets
- ◆ Advantages
  - All Providers Benefit
  - Potential to Share Drivers
  - Reduces Duplication in Recruitment Efforts & Reaches More People
  - Regional Recruitment Plan
- ◆ Challenges
  - Requires Communication between Agencies
  - May Require Standardization of Some Driver Requirements/Pay Scales

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## Goal 2 – Recruit & Train More Drivers, Including Volunteers

### Strategy 2.2: Create Volunteer Transportation Working Group(s)

- ◆ \$
- ◆ Potential Funding Sources
  - Existing Transportation and Agency Program Budgets
  - Mobility Management Function (Section 5310)
- ◆ Advantages
  - Working Group Members Identify New Opportunities to Strengthen Volunteer Services
  - Potential to Strengthen Local and State-wide Recognition
  - Potential to Build New Volunteer Programs
- ◆ Challenges
  - Administrative Time
  - Competing Priorities for Volunteer Time

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## Goal 2 – Recruit & Train More Drivers, Including Volunteers

### Strategy 2.3: Develop a Shared & Standardized Driver Training Program Across Multiple Organizations

- ◆ \$\$
- ◆ Potential Funding Sources
  - Existing Program Budgets
- ◆ Advantages
  - Builds Pool of Available Drivers
  - Standardizes Driver Customer Service and Training
  - Could Help Train Drivers Faster
- ◆ Challenges
  - Competing Priorities for Driver Skills
  - Standardizing Driver Training Requirements Across Agencies

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## Goal 3 – Improve Outreach and Awareness

### Strategy 3.1: Improve Transportation Information Available Through 211 and TN Disability Pathfinder

- ◆ \$
- ◆ Potential Funding Sources
  - FTA Section 5310 (80%) for Mobility Management
  - Local Match (10% State and 10% Local)
- ◆ Advantages
  - Helpful to New and Potential Riders
  - Uses and Existing Resource
  - Informs 211, Pathfinder, and Other Agencies of Transportation Options
- ◆ Challenges
  - Administrative Time: Requires Updating Information and Providing Data

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### Goal 3 – Improve Outreach and Awareness

#### Strategy 3.2: Establish a Travel Training Program

- ◆ \$\$
- ◆ Potential Funding
  - Existing Transportation and Agency Program Budgets
  - Mobility Management Function (Section 5310)
- ◆ Advantages
  - Reduces Fear of Transportation
  - Informs People about Eligibility Requirements
  - Increases Ridership
- ◆ Challenges
  - Requires Dedicated Trainers Who Can Relate to Others

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### Goal 3 – Improve Outreach and Awareness

#### Strategy 3.3: Create a Region-wide Public Awareness Campaign of Available Transportation Services in Each County

- ◆ \$\$\$
- ◆ Potential Funding
  - Existing Transportation and Agency Program Budgets
  - Mobility Management Function (Section 5310)
- ◆ Advantages
  - Informs People about Available Services
  - Increases Ridership
  - Reach More People who Need Transportation
  - Informs Future and Current Employers of Options (Economic Development)
- ◆ Challenges
  - May Require Advertising or Branding Expertise
  - May Increase Demand on Providers

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### Goal 4 – Maintain & Expand Existing Transportation Services

#### Strategy 4.1: Replace and Maintain Vehicles through FTA/TDOT funding and Local Sources

- ◆ \$\$\$
- ◆ Potential Funding
  - TDOT/FTA
  - Aging Programs
- ◆ Advantages
  - Replacing Vehicles on Schedule Helps Control Maintenance Costs
  - Maintaining or Expanding Capacity Meets Needs of Riders
- ◆ Challenges
  - Supply Chain Shortages
  - Reporting Requirements for Federally Funded Vehicles

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## Goal 4 – Maintain & Expand Existing Transportation Services

### Strategy 4.2: Expand Transportation Service to Support Shift Work

- ◆ \$\$\$
- ◆ Potential Funding
  - TDOT/FTA
  - Aging Programs
  - Employer Contributions
- ◆ Advantages
  - Addresses Identified Challenges & Needs
  - Attractive to Employers and Employees Moving to the Area
  - Could include 3<sup>rd</sup> Party Contractors
- ◆ Challenges
  - Requires Additional Drivers
  - Requires Additional Funding

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## Goal 4 – Maintain & Expand Existing Transportation Services

### Strategy 4.3: Develop a System for Transfers or Shared-Rides into and out of Jackson

- ◆ \$\$
- ◆ Potential Funding
  - TDOT/FTA
  - Aging Programs
  - Employer Contributions
  - Medical Contributions
- ◆ Advantages
  - Addresses "donut" Service Gap Around the Jackson Urban Area
  - Economical Service Option for Providers
  - Allow Providers to Keep Vehicles In-County Longer
- ◆ Challenges
  - Requires Schedule Coordination
  - Requires Cost-Sharing Agreements between Agencies

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Final Plan

## NEXT STEPS

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## Net Steps

- ◆ Refine Goals and Strategies
- ◆ Revise Draft Report
- ◆ Adopt Final Report

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## Thank You!

Questions?

Laura Brown, Project Manager

[lbrown@rlsandassoc.com](mailto:lbrown@rlsandassoc.com)

(813) 482-8828

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SWHRA Public Meeting  
Regional Coordinated Plan Goals/Strategies  
9/23/22

Attendees:

- Diana Turner – Transportation Manager SWHRA
- Christy Stack – School Social Worker Boliver Central High School [craftc1@hcsedu.org](mailto:craftc1@hcsedu.org)
- Emily Duchac
- Jeannette Bloomfield
- Stephanie Middleton – UT Extension, Bolivar -- Healthy Hardeman Outreach Program, Stephanie [smiddle6@utk.edu](mailto:smiddle6@utk.edu)
- Jordan Smith – Memphis MPO

Notes:

- Covered our needs assessment, summary of needs
  - Rural to urban
  - Wheelchair accessible vehicles
  - Multi-county trips
- Limit to the time-of-day services is offered; service beyond seniors and individuals with disabilities
- Goals discussion
  - Goal 1: Coordination and communication
    - 1.1: engage a regional transportation advisory board; bringing transportation access to the forefront – bring the people that operate the bus and build the sidewalks together; Medium
    - 1.2 Hire a mobility manager (can be 5310 funded) – SW region does not have a mobility manager; small urbans are eligible for 5310 and Jackson does not have one funded through TDOT; may work at 1 agency, but work collaboration and partnerships across the region to build further funding or assist with further needs, outreach to the public, challenge to not be one agency focused, consider engaging all types of organizations; High
    - 1.3 Providers who collaborate the real and perceived barriers to provide rides across jurisdictions or paid through different sources; medium
  - Goal 2 –
    - 2.1 recruit drivers – high/low
    - 2.2 medium/low
  - 2.3 shared and standard driver training -- overall HRA noted they have an intensive driver training and don't feel it's a high need
    -
  - Goal 3 -
    - 3.1 211 and Disability Pathfinder (poll 3) Medium
    - 3.2 Travel Training (poll 7) Medium
    - 3.3 region wide public awareness campaign (poll via chat) -- High Priority
  - Goal 4
    - 4.1 fta/tdot maintain vehicles (poll 9) -- high/low
    - 4.2 Support shift work -- high

- 4.3 Develop a system for transfers or shared rides into and out of Jackson – low by 2; SWHRA it is a problem, but who are we sharing rides with; created the donut hole to provide rides under a non-federal contract

SWHRA – Diana is admittedly and strongly opposed to volunteer driving programs with no standardization of requirements and safety of vehicles

Will share this recording and poll with other stakeholders to get more feedback

Discussed next steps and reviewing draft