



# HUMAN SERVICES TRANSPORTATION PLAN

ATAC Meeting – January 23<sup>rd</sup>, 2024



transpogroup   
WHAT TRANSPORTATION CAN BE. 1

# PROJECT MANAGEMENT TEAM



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# WHAT IS A HUMAN SERVICE TRANSPORTATION (HST) OR COORDINATED PLAN?

# HUMAN SERVICES TRANSPORTATION PLAN

Required for use  
of Federal Section  
5310 funding

Covers all areas of  
Orange County



Focused on older  
adults, persons  
with disabilities,  
and lower income  
populations

Maximizes  
resources through  
coordination  
among  
stakeholders

# COORDINATED PLANNING PROCESS

## Data Collection & Analysis



- Demographic characteristics
- Human services transportation inventory
- Ridership forecasting

## Public Information & Outreach



- Agency survey & interviews
- Public survey
- Draft plan public comment period & ATAC meeting

## Needs & Gaps Assessment



- Synthesize data & public outreach
- Document existing needs
- Identify gaps

## Project List, Evaluation, & Plan



- Develop project list to address needs & gaps
- Evaluate criteria for project prioritization

# OVERALL PROJECT OBJECTIVES

1

An assessment of available **services** that identifies current transportation providers (public, private, and nonprofit).

2

An assessment of transportation **needs** for individuals with disabilities and seniors, based on the experiences and perceptions of the planning partners, data collection and modeling efforts, and gaps in service.

3

**Strategies**, activities, and/or projects to address the identified gaps between current services and needs, as well as opportunities to achieve efficiencies in service delivery.

4

**Priorities** for implementation based on resources (from multiple program sources), time, available funding sources, and feasibility for implementing specific strategies and/or activities identified.

# PROJECT SCHEDULE

	OCTA HSTP 2024 UPDATE SCHEDULE									
	2023		2024							
	November	December	January	February	March	April	May	June	July	August
<b>Task 1: Admin &amp; Management</b>										
1.1 - Project Schedule and Tracking										
1.2 - Payment Schedule, Accounting										
1.3 - Project Development Team Meetings		*	*	*	*	*	*	*	*	
<b>Task 2 - Existing Conditions &amp; Planned Projects</b>										
2.1 - Demographics and Demand Analysis										
2.2 - Coordinated Plan Peer Review										
2.3 - Existing and Planned Resources										
<b>Task 3 - Community and Stakeholder Outreach</b>										
3.1 - Develop Outreach Schedule										
3.2 - Identify Stakeholders										
3.3 - Survey and Telephone Interviews										
<b>Task 4 - Strategic Plan and Coordination Strategies</b>										
4.1 - Plan Goals and Objectives										
4.2 - Develop Prioritized Project List										
4.3 - Implementation Plan										
4.4 - Draft and Final Report										

A	ATAC meeting
B	ATAC meeting
C	Board meeting
*	PDT meeting

# EXISTING CONDITIONS AND PLANNED PROJECTS

## Objectives

- Develop a complete picture of service gaps and needs for all users, particularly those with disabilities, low-income, or seniors based on the qualitative and quantitative data collection efforts
  - Document socioeconomic and demographic data
  - Develop ridership forecasts
  - Existing and planned community transportation resources
- Coordinated peer plan review

## What has been accomplished so far?

- Pulled Census data for key populations
- Began collecting data for transportation inventory
- Began identifying peers

Exclusive Groups	Population
In Poverty	251,883
With a Disability	112,801
Over Age 65	264,455
Veteran	41,980
Poverty and Disability	23,026
Poverty and Over Age 65	25,431
Poverty and Veteran	2,674
Disability and Over Age 65	101,067
Disability and Veteran	5,131
Over Age 65 And Veteran	40,247
Poverty, Disability, 65plus	15,401
Poverty, Disability, Veteran	913
Poverty, 65plus, Veteran	1,949
Disability, 65plus, Veteran	22,845
Poverty, Disability, 65plus and Veteran	1,351
Total Unique Individuals:	911,154
Total Population (All PUMAs in OC)	3,182,954



# ASSESSMENT OF AVAILABLE SERVICES

## Traditional inventory

- Provider
- Type
- Service area and hours
- Fare
- Eligibility

## AND assessment of mobility management functions

- Understand (regulatory environment, customer needs)
- Inform (marketing, advocacy, information & referral)
- Fund (grants, sponsorships, cost allocation)
- Plan (technology, pilot programs, service enhancements)
- Serve (scheduling & dispatch, travel training, driver screening & training)

Category/Function	Rideshare	Ride-On
<b>Making the case</b>		
<b>Advocacy</b>	<p><b>Strengths:</b> Currently positioned as a strong advocate for alternative transportation in general, direct link to policy makers.</p> <p><b>Weakness:</b> Limited social services advocacy mission.</p>	<p><b>Strength:</b> Role as a non-profit creates credibility in social services arena.</p> <p><b>Weakness:</b> Dual mission relating to both TMA and CTSA services dilutes social service message.</p>
<b>Fund development</b>	<p><b>Strengths:</b> A good track record of fundraising, experience with multiple federal funding programs. It also is a division of the region's MPO, SLOCOG.</p> <p><b>Weakness:</b> Opportunistic about funding and new initiatives.</p>	<p><b>Strength:</b> A good track record of fundraising. Non-profit status allows for alternative fundraising strategies.</p> <p><b>Weakness:</b> Opportunistic about funding and new initiatives</p>
<b>Promotion and Awareness</b>		
<b>Marketing</b>	<p><b>Strengths:</b> Skilled in developing high-quality materials, collateral, branding. Regional role allows for ability to market for broad range of services modes.</p>	<p><b>Strengths:</b> Experience with multiple advertising and promotional channels, willingness to invest in promotion.</p> <p><b>Weaknesses:</b> Marketing cited as weakness in Future Strategies Report, although shortcomings are being addressed.</p>
<b>Information and referral</b>	<p><b>Strengths:</b> Website and infrastructure are well established and highly polished. Know How to Go program materials provide strong foundation.</p> <p><b>Weakness:</b> 511 system is understaffed. Not well equipped to handle large increase in call volumes.</p>	<p><b>Strength:</b> Answers all calls in person.</p> <p><b>Weakness:</b> Lack of familiarity by staff with some alternative options for low-income individuals.</p>
<b>Mobility options counseling</b>	<p><b>Weakness:</b> Function is performed as part of MM position but not enough dedicated staff/time to do so efficiently.</p>	<p><b>Strength:</b> As a provider Ride-On has flexibility to provide a reduced rate ride for a one-time trip.</p> <p><b>Weakness:</b> Although this function is performed by Ride-On, it is not promoted or advertised.</p>
<b>Travel training</b>	<p><b>Weakness:</b> Function is performed as part of MM position but not enough dedicated staff/time to do so effectively.</p>	Not performed

# COMMUNITY AND STAKEHOLDER OUTREACH

## Objectives

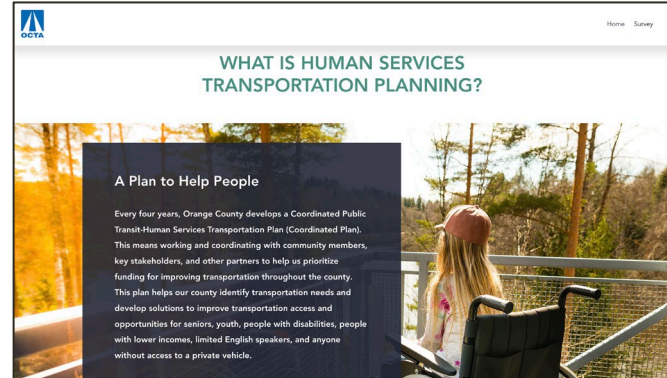
- Gather critical community feedback in a variety of formats to ensure that all populations and stakeholders are represented during the development of the plan
- Clearly share project information with the public

## What has been accomplished so far?

- Developed plan website
- Developed online survey for agencies
- Developed community survey content
  - English, Spanish, and Vietnamese

## What's next?

- Finalize website
- Publicize online survey
- Mail surveys



## NEXT STEPS

- Complete public outreach
- Summarize findings
- Provide update to ATAC and Board of Directors
- Provide Final Plan to Human Service Transportation providers and clients



# Q&A

