

Coordinated Public Transit - Human Services Transportation Plan

Regional Planning Commission of Jefferson, Orleans,
Plaquemines, St. Bernard, and St. Tammany Parishes



Coordinated Public Transit-Human Services Transportation Plan

Regional Planning Commission

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Acronyms

AASHTO	American Association of State Highway and Transportation Officials
CCCD	Crescent City Connection Division of the LADOTD
CMAQ	Congestion Management and Air Quality Improvement Program
DHH	Louisiana Department of Health and Hospitals
FTA	Federal Transit Administration
GoSTAT	St. Tammany Area Transportation
JeT	Jefferson Transit
JARC	Job Access Reverse Commute – 43 U.S.C. 5316
LADOTD	Louisiana Department of Transportation and Development
MAP-21	Moving Ahead for Progress in the 21 st Century
MSA	Metropolitan Statistical Area
NACTO	National Association of City Transportation Officials
NEMT	Non-Emergency Medical Transportation
RPC	Regional Planning Commission
RPTA	River Parishes Transit Authority
RTA	New Orleans Regional Transit Authority
SAFETEA-LU	Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users
SBURT	St. Bernard Urban Rapid Transit
STP	Surface Transportation Program
TANF	Temporary Assistance for Needy Families
UWR	United We Ride

Executive Summary

The Regional Planning Commission has developed this 2013 Coordinated Public Transit-Human Services Transportation Plan, the purpose of which is to:

- 1) Describe the transportation needs of low-income, elderly, and disabled populations in the New Orleans metropolitan areas, and the challenges of providing effective transport to these populations and
- 2) Present a series of locally developed goals, objectives and strategies for confronting and overcoming these challenges

The first chapter serves as an introduction to these themes by providing a background of Coordinated Planning at the national, state, and local level beginning in 2004 up to the development of this document. This latest plan, the third created by the Regional Planning Commission, includes a strategic planning component not found in previous iterations.

This diversity of strategies in the plan reflects that of the varied group of stakeholders who contributed to their development. These stakeholders include representatives from transportation providers from the public, private non-profit, and private for profit sectors, advocacy groups for the transportation disadvantaged, and representatives from municipal, regional and state governments, all of whom have participated to some degree in the Coordinated Transportation Planning Advisory Council described in Chapter Two.

Chapter Three describes the transportation assets of the region and primarily focuses on the major providers of public transportation. Descriptions include fleet size, annual ridership and passenger trips, governance, geographic coverage, and summaries of fixed and paratransit service (if applicable). Chapter Four lists and summarizes known major funding sources for public and human services transportation.

In order to identify the needs and challenges of coordinated transportation, this plan takes a two-fold approach. The first is data driven, presenting a geographic and demographic picture of our community and those who live in it. The second approach is derived from the input, observations, and expertise of our planning partners and stakeholders from throughout the region, many of whom personally or professionally face these challenges on a daily basis. These approaches are presented Chapter 5 (Needs Assessment).

This assessment of needs and challenges has led to a set of goals and objectives, described in Chapter 6. The goals and their related objectives have been divided into three categories, though with the recognition that they are complementary in nature. These categories include 1) Improving Accessibility and Mobility; 2) Taking Stock of our Community, and 3) Managing Mobility. Each category includes a series of strategies that have been proposed, developed, and prioritized by the Coordinated Council. Chapter 7 includes performance measures for tracking progress toward these goals.

1. Introduction

Purpose of the Plan

The purpose of the Coordinated Public Transit Human Services Plan is to identify the transportation needs of individuals with disabilities, older adults, and those with lower incomes, and to identify and prioritize strategies for meeting those needs. The primary reason for this goal is to promote transportation equity among those who may otherwise be transportation disadvantaged. This purpose also supports managing resources efficiently and effectively, fostering cooperation among agencies and organizations, and creating economic development opportunities.

Promoting Transportation Equity

While transportation disadvantaged most obviously describes the physically impaired, it also can include those with mental disabilities, the elderly, as well as those who, because of personal or family economic circumstances, are unable to afford and maintain reliable personal transportation.

In order for these populations to enjoy the independent living and full participation in society that the general population has it is critical that they are provided transport that is suited to meet their needs. Such transportation options are as diverse as the populations they serve and the travel needs those populations have. This range of services may include public transit fixed-route service, specialized demand response, paratransit, ridesharing, taxi cabs, and volunteer drivers. The trip purpose itself can vary from access to employment, medical care, childcare, education, recreation, social visits, among many others.

Key Elements of a Coordinated Plan

- *An Assessment of Transportation Needs for individuals with disabilities, older adults, and persons with lower incomes*
- *An inventory of service providers that identifies areas of service (public, private, and nonprofit)*
- *Strategies and activities to address the identified gaps in service and achieve efficiencies in service delivery*
- *Identification of coordinated actions that eliminate or reduce duplication in services and strategies for more efficient utilization of resources*
- *A discussion of priorities to be met by the plan, and a process for establishing future priorities*
- *A process for continued coordination planning*

Managing Resources Efficiently

The cooperation that comes from a coordinated effort can serve to develop strategies that will address gaps in coverage as well as eliminate duplication of service. When possible, it can also allow for the sharing of resources. The resultant increase of efficiency and the creation of economies of scale can result in lower operating costs for many transportation providers, an important benefit given the often low amount of resources and funding available. Perhaps more importantly, coordination can increase the quality of life to those most in need of transportation by providing improved service at lower costs.

Fostering Cooperation

The Coordinated Planning process involves the mutual effort of human service agencies, transportation providers, workforce development agencies, the public, and others. A coordinated planning effort requires communication between these entities, and as such can also provide a venue for the sharing of perspectives and specialized expertise that different agencies, organizations, and individuals have to offer. Communication between stakeholders may also reveal previously unknown funding sources. Finally, a centralized planning effort can serve to increase the visibility of available transportation resources and funding sources to stakeholders and to the community as a whole.

Creating Economic Development Opportunities

Improving special needs transportation can create access to employment, job training, shopping, and other services for those who otherwise may not have such opportunities. Achieving the goals of the coordinated plan may therefore serve to promote self-sufficiency and equal opportunity for employment of individuals thereby contributing to the economic health of the entire community.

Background to Coordinated Planning

National History of Coordinated Planning

On February 24, 2004, President George W. Bush signed executive order 13330 establishing the Interagency Transportation Coordinating Council on Access and Mobility. The order called for the formation of a Council on Access and Mobility, consisting of 11 Federal departments, charged with coordinating 62 Federal programs that provide funding for human services transportation. The council developed a report that recommended the most effective means of facilitating inter-agency transportation coordination, focusing on reducing inefficiency and duplication of services, simplifying access and mobility, and the most efficient use of available

resources. FTA's United We Ride (UWR) program, also begun in 2004, provided grants for coordinated planning at the state level and formulated a self-assessment tool to assist states and regions in developing coordinated plans.

The Federal Transit Administration, following guidance put forward in the 2005 *Safe, Accountable, Flexible, Efficient, Transportation Equity Act – A Legacy for Users* (SAFETEA-LU), requires, as a qualification for certain FTA funds, regions to develop as part of their Metropolitan Transportation Planning activities a Coordinated Public Transit-Human Services Transportation Plan. The Regional Planning Commission began the Coordinated Planning process early in 2007.

Coordinated Planning in the State of Louisiana

Efforts toward coordinated planning in the State of Louisiana formally began in 1992 when Governor Edwin Edwards signed an executive order creating the Inter-Agency Transportation Coordination Council (IATCC). The IATCC was charged with the collection of transportation data and the development of recommendations for coordination. While many of the recommendations that came out of this effort went unheeded, the framework that was established dovetailed with FTA's 2004 United We Ride initiatives. In 2005, with a UWR grant awarded to the state under Governor Kathleen Babineaux Blanco, a statewide task force developed the Louisiana Action Plan for Statewide Coordination.¹ Regrettably, this plan also went unimplemented, in large part due to the disruptive effects of Hurricanes Katrina and Rita.

In 2011, the Louisiana legislature passed House Concurrent Resolution 131. HCR 131 created a human services coordinated transit work group with participation by representatives from a diverse group of stakeholders from throughout the state. The working group identified six issue areas for future study: data standardization, uniformity of service standards, funding, crossing of jurisdictional boundaries, reporting standards, and statewide governance of a coordinated effort. While it remains to be seen where this effort will lead, the RPC intends to continue working with its partners to develop a permanent statewide coordination framework.

History of Coordinated Planning in the New Orleans Region

The initial Coordinated Planning process in the New Orleans region began in early 2007. It was agreed at this time that the Regional Planning Commission would continue to be the lead agency in this planning process and that a set of goals and objectives would be created and reviewed by stakeholders and by the public. The result of this process was the *Interim Coordinated Public Transit-Human Services Transportation Plan*, dated April 2007.

¹ The *Louisiana Action Plan For Statewide Transportation Coordination* can be viewed at www.dotd.la.gov/intermodal/transit

In early 2009 work began on an update to the Interim Coordinated Plan. The majority of participants at this time were either individuals or representatives of agencies that participated in the 2007 meetings. During the update the RPC reiterated the meaning of Coordinated Planning, re-emphasized its importance for the region, and gave old and new stakeholders an opportunity to provide input toward the updated plan. The plan was released in October of that year.

This 2013 Coordinated Plan builds on the communication, data collection, identification of common objectives, and development of a shared knowledge base from the last six years. It also introduces the results of strategic planning sessions that identified specific activities that serve to implement an updated set of goals and objectives. Finally, the 2013 Coordinated Plan introduces performance measures that will contribute to the monitoring of human services transportation in the region and allow practitioners and planners to adjust strategies accordingly.

2. The Coordinated Public Transit-Human Services Advisory Council

2.1 Structure

The Coordinated Public Transit-Human Services Advisory Council (Coordinated Council) is made up of representatives from public transit authorities and agencies, non-profit and for profit transportation providers, local governments, and the Louisiana Department of Transportation and Development. Quarterly meetings of the committee are hosted by the Regional Planning Commission.

The format of meetings focuses on providing all represented entities an opportunity to update fellow committee participants on their agency or organization’s activities, to raise and attempt to address concerns their constituents have encountered in acquiring transportation, and to develop strategies and prioritize funding for projects that improve transportation for the transportation disadvantaged as well as the general public.

2.2 Roles and Responsibilities

The primary roles and responsibilities of the Coordinated Council are:

- Updating, maintaining, and determining how best to implement the Coordinated Public Transit-Human Services Transportation Plan
- Providing a venue for stakeholder interaction, sharing of human services transportation issues, problems, and developing solutions for further action
- Serving as a subcommittee to the RPC Technical Advisory Committee

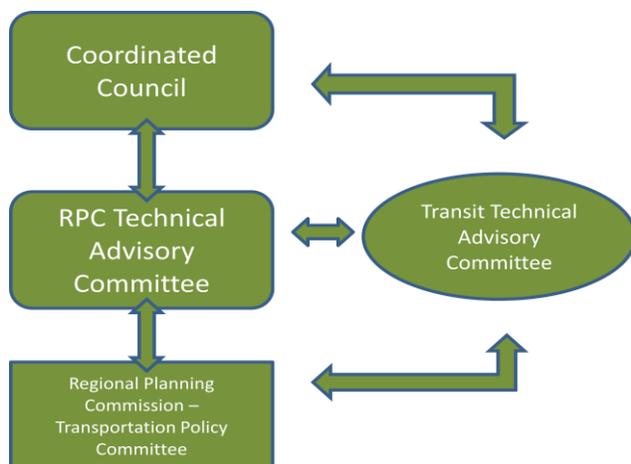


Figure 1 - Relationship of the Coordinated Council to RPC planning entities

2.3 Relationship to Regional Planning Commission

The Coordinated Council serves as an advisory body to the RPC Technical Advisory Committee (TAC), which in turn may recommend projects to RPC Transportation Policy Committee for inclusion in the Metropolitan Transportation Plan and the

Transportation Improvement Program. Each of the quarterly TAC meetings includes a briefing from a representative of the Coordinated Council that includes policy and project updates and recommendations. The Transit Technical Advisory Committee, made up of representatives of all recipients of FTA urbanized area formula funds in the region, participates in the Coordinated Council, the TAC, and the Transportation Policy Committee.

2.4 Coordinated Council Stakeholders

RPC currently permits anyone who is interested in transit and human services transportation to participate in its quarterly coordinated planning meetings. As a result, a wide variety of stakeholders have contributed to the planning process and the work of the Coordinated Council. Listed below are some of the organizations and agencies that participated in the development of this plan by attending the quarterly council meetings since the last plan update in 2009.

- Jefferson Transit
- New Orleans Regional Transit Authority
- River Parishes Transit Authority
- St. Tammany Parish Transit
- Crescent City Connection
- St. Bernard Urban Rapid Transit
- City of Westwego
- Jefferson Parish
- City of New Orleans
- Jefferson Parish Community Action Planning
- Crossroads Louisiana
- Magnolia School
- Lighthouse for the Blind
- Louisiana Dept of Transportation and Development
- Livery Limousines
- Transport for NOLA
- The Micah Project
- St. Charles Council on Aging
- New Orleans Council on Aging
- Jefferson Council on Aging
- St. Bernard Council on Aging
- St. Tammany Council on Aging
- St. John Council on Aging
- St. Tammany ARC
- ARC of Greater New Orleans
- AARP
- Catholic Charities Archdiocese of New Orleans
- Catholic Charities – Hispanic Apostolate
- Catholic Charities – PACE Greater New Orleans
- Kingsley House
- South Central Planning and Development Commission
- Central City Economic Opportunity Corporation
- Jefferson Parish Workforce Investment Board
- Regional Planning Commission

3. Inventory of Transportation Assets

3.1 Summary

The following are summaries of the major public transportation providers in the region. All data listed below regarding fleet and ridership characteristics are considered up-to-date as of the fall of 2012 unless otherwise indicated.

3.2 Regional Transit Authority (RTA)

RTA Characteristics	
Number of In Service Fixed Route Vehicles (2011)	134
Number of Routes	33 bus, 3 streetcar
Fixed Route Unlinked Passenger Trips (2011)	11,466,445
Fixed Route Vehicle Revenue Miles (2011)	3,830,778
Number of In Service Paratransit Vehicles (2011)	45
Paratransit Ridership (2011)	167,552

Table 1

Governing Structure

The RTA was established by the Louisiana State Legislature to operate and maintain all of New Orleans' city bus and streetcar routes. The Board of Commissioners is the governing body of the RTA, consisting of appointees from both Orleans and Jefferson Parishes. The RTA Board has the authority to set fares, oversee service and operations, develop operating budgets, approve each year's annual transportation development plan, and decide upon capital purchases and expansions. RTA currently delegates management to Veolia Transdev. Veolia manages operations, service and grant planning, scheduling, maintenance, and other day-to-day administrative functions.

Fixed Route Service

RTA system includes three streetcar lines and 32 bus routes on both the east and west banks of the Mississippi. Bus stops are generally located every two blocks.

All of RTA's buses and most of the streetcars (St. Charles line excepted) have features such as wheelchair lifts, vehicle kneeling systems, ramps, priority seating areas, and wheelchair securement devices that allow for use by many disabled riders.

Paratransit Service

RTA's complementary ADA paratransit service, The Lift, currently carries nearly 170,000 riders a year throughout all of RTA's service area. The Lift riders can transfer to JeT's paratransit service at Delgado Community College, Oschner Hospital, and the Gretna-Wilty Terminal. RTA paratransit service is curb-to-curb. Riding on The Lift requires an application for eligibility and 24 hour advance reservations for trips.

The RTA has also established a Paratransit Advisory Committee made up of citizen advocates and organizational representatives. This committee serves to address the concerns of and provide technical assistance to paratransit eligible members of the community, review RTA policies regarding paratransit service, and advise the board of commissioners as appropriate.

3.3 Jefferson Transit (JeT)

JET Characteristics	
Number of In Service Fixed Route Vehicles	29
Number of Routes	12
Fixed Route Total Unlinked Passenger Trips (2011)	1,969,667
2011 Fixed Route Total Vehicle Revenue Miles (2011)	1,442,066
Number of In Service Paratransit Vehicles	16
Paratransit Total Ridership (2011)	70,689

Table 2

Governing Structure

Jefferson Parish Transit (JeT) is overseen by the Department of Transit Administration within the Jefferson Parish government. The Transit Advisory Board, a nine member group appointed by members of the Parish council and the Parish president, makes recommendations to the department and advises the administrative and legislative bodies of the parish on transit matters. JeT contracts with Veolia Transportation for transit operations and GCR Inc. for transit planning.

Fixed Route Service

JeT operates 29 fixed route vehicles during peak hours on twelve routes, six on the east bank of the Mississippi River and six on the west bank. Bus stops are generally located every two blocks.

The base fare for JeT's fixed route service is \$1.50 with a 50 cent transfer within the system. The fare to cross the river and/or to travel to the New Orleans Central Business District is \$2.00. Seven of JeT's routes offer Saturday service and six offer Sunday service.

All of JeT’s buses are equipped with either wheelchair lifts or vehicle kneeling systems (ramps), priority seating areas, and wheelchair securement devices that allow for use by many disabled riders.

Paratransit Service

Jefferson Parish also offers curb-to-curb paratransit service, known as Mobility Impaired Transit System (MITS). Ridership on MITS requires an application for eligibility and offers next day service up to 7 days in advance reservations for trips. MITS is available throughout urbanized Jefferson Parish and in those portions of Orleans Parish along JeT routes provided the trip either begins or ends in Jefferson Parish. MITS riders can transfer to RTA’s paratransit service at Delgado Community College, Ocshner Hospital, and Gretna-Wilty Terminal.

3.4 St. Bernard Urban Rapid Transit (SBURT)

SBURT Characteristics	
Number of In Service Vehicles	10
Number of Routes	1 (deviated)
Fixed Route Total Unlinked Passenger Trips	35,181
Fixed Route Total Vehicle Miles Travelled	155,009

Table 3

Governing Structure

SBURT is a division within the St. Bernard Parish government.

Service

SBURT provides service between Arabi and Poydras in St. Bernard Parish, primarily via Judge Perez Drive and St. Bernard Highway. The system has a transfer with RTA service at Aycokk St. in Arabi. Passengers on SBURT may request a deviation from this route at one of seven locations, one of which is the St. Bernard Council on Aging building. All of SBURT’s buses are ADA accessible.

3.5 River Parishes Transit Authority (RPTA)

RPTA Characteristics	
Number of Demand Response Service Vehicles	3 weekday, 5 Saturday
Number of Routes (Total Miles of Routes)	Demand Response
Total Unlinked Passenger Trips (2011)	17,617
Total Vehicle Miles Travelled (2011)	204,454

Table 4

Governing Structure

River Parishes Transit Authority is governed by a seven-member board consisting of representatives from St. Charles, St. James, and St. John the Baptist Parish. RPTA contracts with Veolia Transdev for transit operations, maintenance, scheduling, and service planning.

Demand Response Service

River Parishes Transit Authority provides curb-to-curb demand response service in St. Charles and St John the Baptist Parishes, with connecting service to St. James Parish’s fixed route transit system. The service also connects to RTA and JeT’s service in Kenner, LA. Rides on RPTA’s buses are scheduled one day in advance, with service offered between 5:30 AM and 7:30 PM. A one-way trip costs passengers \$2.00. All of RPTA’s buses are ADA accessible.

3.6 St. Tammany Area Transit (goSTAT)

goSTAT Characteristics	
Number of Demand Response Vehicles	12
Number of Routes	Demand Response
Unlinked Passenger Trips (2011)	45,421
Total Vehicle Revenue Miles (2011)	518,372

Table 5

Governing Structure

GoSTAT is a division within the St. Tammany Parish government.

Demand Response Service

GoSTAT operates non-emergency demand response service within the political boundaries of St. Tammany Parish. Urbanized service is provided for trips the originate in the urbanized areas of Mandeville-Covington and Slidell, while Rural service is provided for trips originating elsewhere in the parish. Service is curb-to-curb and is first call-first serve. The cost of service is based on the distance of the trip, ranging from \$1.50 one-way for a trip less than ten miles to \$4.00 one way for a trip over 26 miles. Elderly and disabled passengers are eligible for half-fare. All of GoSTAT’s buses are ADA accessible.

3.7 Mississippi River Ferries

Two ferry systems in the Greater New Orleans region cross the Mississippi River. One, operated by Plaquemines Parish, manages two river crossings. The other, operated by LADOTD, manages

ferry service at three crossings.

LADOTD currently manages three crossings that connect landings in Orleans, Jefferson, and St. Bernard Parishes: Canal Street in downtown New Orleans to Algiers, Canal Street to Gretna in Jefferson Parish, and Paris Road in Chalmette to Patterson Drive in Lower Algiers. The Canal-Algiers and Chalmette-Lower Algiers crossings transport both pedestrians and cars, though the latter is used almost exclusively as a car carrier and the former carries mostly pedestrians. The Canal-Gretna ferry transports only pedestrians. As of early 2013, pedestrians ride for free at all three crossings and automobiles pay a one-dollar fare when travelling from the west bank of the river to the east bank.

Plaquemines Parish provides ferry service at two crossings of the river within the parish, though one, as of early 2013, is closed indefinitely. One crossing, still operational, connects Belle Chasse to Scarsdale in the upriver part of the Parish. This ferry carries both automobiles and pedestrians, with a fare of one dollar each way for a two-axle vehicle. The next nearest crossings of the river are the LADOTD Lower Algiers-Chalmette Ferry and the Mississippi River Bridge in New Orleans, both an approximately seven-mile drive away. Landings at the second crossing at Pointe a la Hache were severely damaged by Hurricane Isaac in 2012 and are closed indefinitely.

3.8 Other

One of the ongoing challenges in coordinating transportation, and by consequence one of the strategies identified in this plan, is the identification of other transportation providers in the region, particularly non-profit and for-profit elderly care, disabled care, and social service providers. Some already identified include those operated by municipalities or Parishes such as City of Westwego Senior Transportation or Plaquemines Parish ferry service. Others include non-profits such as Kingsley House, Arc of Greater New Orleans, Lighthouse for the Blind, Crossroads, The Magnolia School, Catholic Charities of New Orleans, and the various Councils on Aging for parishes throughout the metropolitan area.

RPC and its partner agencies and organizations on the Coordinated Council will continue to identify additional providers and their service and funding characteristics in order to improve region-wide coordinated transportation.

4. Funding Sources

The following are program summaries of major funding sources for public and human services transportation. This list is not intended as exhaustive, but to summarize the primary federal and state grant and funding mechanisms that are used for public transportation in the region. Not included in this list are local funding mechanisms such as farebox revenue and property tax mills. Also not included are moneys received from charitable non-profit organizations, such as United Way, that often provide much of the non-Federal match for transportation programs. As noted elsewhere in this plan, one of the strategies of the region's coordinated efforts moving forward will be to continue identifying potential non-federal funding for public and human services transportation and to find ways to appropriately match their availability to potential need.

Additionally, MAP-21, which has only recently taken effect as late 2012, is anticipated to make substantial changes to some federal transit funding programs. While the full implications of these changes will not be known until 2013, new program provisions, project eligibility, and program availability is noted below to the extent currently possible.

FTA 5307 – Urbanized Area Formula Program

The FTA Urbanized Area Formula Program (43 U.S.C. 5307) funding is apportioned annually to census defined urbanized areas for transit related expenses and transportation planning. The amount of funding made available is dependent on the population and population density of the area as well as ridership and system characteristics of public transportation in the region.

In the large urbanized areas of metropolitan New Orleans, eligible uses of Urbanized Area Formula funding include capital expenses such as preventive maintenance, bus replacement, security and communications equipment, and transportation planning. In small urbanized areas with populations under 200,000, such as Mandeville-Covington and Slidell, these funds can also be used for operating expenses. While Urban Area Formula funds generally require a 20% local match for capital expenses and 50% for operating, a 90% Federal match may be available for equipment costs related to Americans with Disabilities Act compliance.

FTA 5310 – Transportation for Elderly Persons and Persons with Disabilities

The FTA Transportation for Elderly Persons and Person with Disabilities program provides funding directly to states for award to private non-profit organizations (and government agencies in cases where no such organizations exist) that provide transport to the elderly and the disabled. Only capital projects, such as vehicle purchases, are eligible for funding under this program, and all such projects require a 20% match.

To ensure that funded projects serve to fill gaps in providing service to these populations, FTA requires all 5310 projects to derive from a Coordinated Public Transit-Human Services Transportation Plan. To that end, the LADOTD requires that applicants and recipients for 5310 funding attend at least two out of their region's four annual Coordinated Planning meetings.

Under 2012's MAP-21, the 5310 program will also encompass all of the functions of the 5317 New Freedom program described below. It is also anticipated that operation funding may be available under 5310 with a 50% local share.

FTA 5311 – Formula Grants for Rural Areas

The FTA Formula Grants for Other than Urbanized Areas provides funding directly to states for award to agencies and organizations that provide public transportation to non-urbanized areas, i.e., rural or semi-rural places with populations less than 50,000. 5311 can also be used to fund intercity bus travel. Both capital and operating expenses are eligible under this program, the former requiring a 20% local match and the latter 50%. These funds are awarded by the state to operators in areas where traditional public transportation is insufficient, unavailable, or inappropriate. Under MAP21, the 5311 program will incorporate all 5316 JARC functions previously awarded and administered by the state (i.e., outside of the urbanized area).

FTA 5316 – Job Access Reverse Commute

The FTA Job Access Reverse Commute (JARC) program funds projects that facilitate work or employment related public transportation trips for the low-income population and/or provide reverse commuting opportunities (i.e., trips providing access for urban residents to suburban employment locations). Projects funded by JARC should address the challenges faced by low-income individuals obtaining and maintaining employment, such as late night and weekend trips, and complex multiple destination trips, for which traditional transit service may be inadequate. Capital, planning and operating projects are eligible for JARC, the former two requiring a 20% and the latter a 50% local match.

RPC, which receives an annual apportionment of JARC funds, awards the funds to applicants in a competitive process. A major criterion for selection in this process is that the project must derive from the Coordinated Public Transit-Human Services Transportation Plan. LADOTD also receives an apportionment and similarly awards providers in the non-urbanized and small urban areas of the state.

Under 2012's MAP-21, the JARC function will be moved into the 5307 Urbanized Area Formula funding program for urbanized areas and the 5311 Rural Program for non-urbanized areas.

FTA 5317 – New Freedom

FTA New Freedom provides funding for projects that remove barriers to transit accessibility and mobility for the disabled. New Freedom funding is available for new public transportation projects and transportation alternatives that go beyond the minimum requirements of the Americans with Disabilities Act. Both capital and operating projects are eligible for New Freedom funding, the former requiring a 20% and the latter a 50% local match.

RPC, which receives an annual apportionment of New Freedom funds, awards the funds to regional applicants in a competitive process. A major criterion for selection in this process is that the project must derive from the Coordinated Public Transit-Human Services Transportation Plan. LADOTD also receives an apportionment and similarly awards providers in the non-urbanized and small areas of the state.

Under MAP-21, the New Freedom function will be moved into the 5310 Transportation for Elderly and Disabled funding program described above.

Bus and Bus Facilities

The FTA Bus and Bus Facilities program provides capital funding to replace, rehabilitate, and purchase bus and bus related equipment, as well as to construct bus related facilities. Funding amounts are allocated through a formula that considers population, vehicle revenue miles, and passenger miles. Eligible recipients include designated FTA recipients that operate fixed route bus systems and public or private nonprofit organizations engaged in public and/or human services transportation. The Federal share for these projects is 80%. Under MAP-21, the Bus and Bus Facilities program replaces Section 5309.

State of Good Repair

The FTA State of Good Repair program provides funding for the repair and upgrading of rail transit systems and high-intensity motor bus systems that use high-occupancy vehicle lanes (such as Bus Rapid Transit). Eligible projects include those that replace and rehabilitate rolling stock, track, line equipment and structures, signals and communications, power equipment and substations, passenger stations and terminals, security equipment, maintenance facilities and equipment, and operational support equipment. Federal share for these projects is 80%. These funds will be apportioned to regions based on a formula that considers revenue miles and route miles.

Under MAP-21, the State of Good Repair Program replaces the Fixed Guideway Rail Modernization Formula Program.

Fixed Guideway Capital Investment Grants (“New Starts”)

The FTA New Starts program funds new and expanded rail, bus rapid transit, and ferry systems that reflect local priorities to improve transportation options in key corridors. Under MAP-21, State of Good Repair and Bus and Bus Facilities projects, previously funded under New Starts, are now eligible under their own formula program. Federal share for these projects is 80%. Fixed Guideway is a discretionary program, with grants competitively awarded to applicant agencies.

Flexed Surface Transportation Program (STP)

Surface Transportation Program is U.S. DOT funding provided to states and localities for projects on any roads that are not classified as minor local or rural collectors. States and MPOs have the option of transferring or “flexing” a portion of these funds for any projects that are eligible under FTA’s transit programs (with the exception of any FTA eligible operating assistance). Federal share for these projects is 80%.

Congestion Mitigation and Air Quality Improvement (CMAQ)

CMAQ is U.S. DOT funding available to areas with air quality non-attainment. Projects funded by CMAQ must contribute to the attainment of ambient air quality standards by reducing pollutant emissions from transportation sources. CMAQ funding may be used by all projects eligible under FTA programs including operating assistance for up to three years. CMAQ is also available for shared ride services and pedestrian/bicycle improvements. As of late 2012 the New Orleans region is still in air quality attainment. With new and stricter Federal standards on the horizon, non-attainment is anticipated in the near future.

Medicaid

The Department of Health and Human Services’ Medicaid funds Non-Emergency, Non-Ambulatory Medical transportation (NEMT) through state Medicaid programs. Medicaid is by far the largest funder of specialized transportation both nationally and statewide. This program includes reimbursement payments for Friends and Family providers, municipal public transit providers, non-profit and for-profit providers. DHH certifies all vehicles in use by non-profit and for-profit NEMT providers.

Transportation Trust Fund for the Public Transportation Program

The Louisiana Legislature annually authorizes payments from the Transportation Trust Fund directly to governing authorities in the state of Louisiana including, in our region, the Parishes of Orleans, St. Bernard, Jefferson, St. Charles and St. Tammany and the City of Kenner.

Funding amounts for governing authorities are determined through a formula that considers population and total passengers.

Temporary Assistance for Needy Families (TANF)

The TANF program provides block grants to states to help families transition from welfare to self-sufficiency. States may choose to spend some of their TANF funds on transportation to purchase and/or operate vehicles, as well as reimburse costs of transportation. In 2009, Louisiana spent about 1% of their \$134.6 million grant on transportation.

5. Needs and Challenges

In order to assess the needs and challenges facing transportation disadvantaged individuals in the region, three approaches were taken:

- 1) Review and mapping of demographic data
- 2) Stakeholder discussion and input
- 3) Review of related transit studies

The first part of this chapter contains a summary and geographic presentation of demographic data as derived from

5.1 Demographic Data

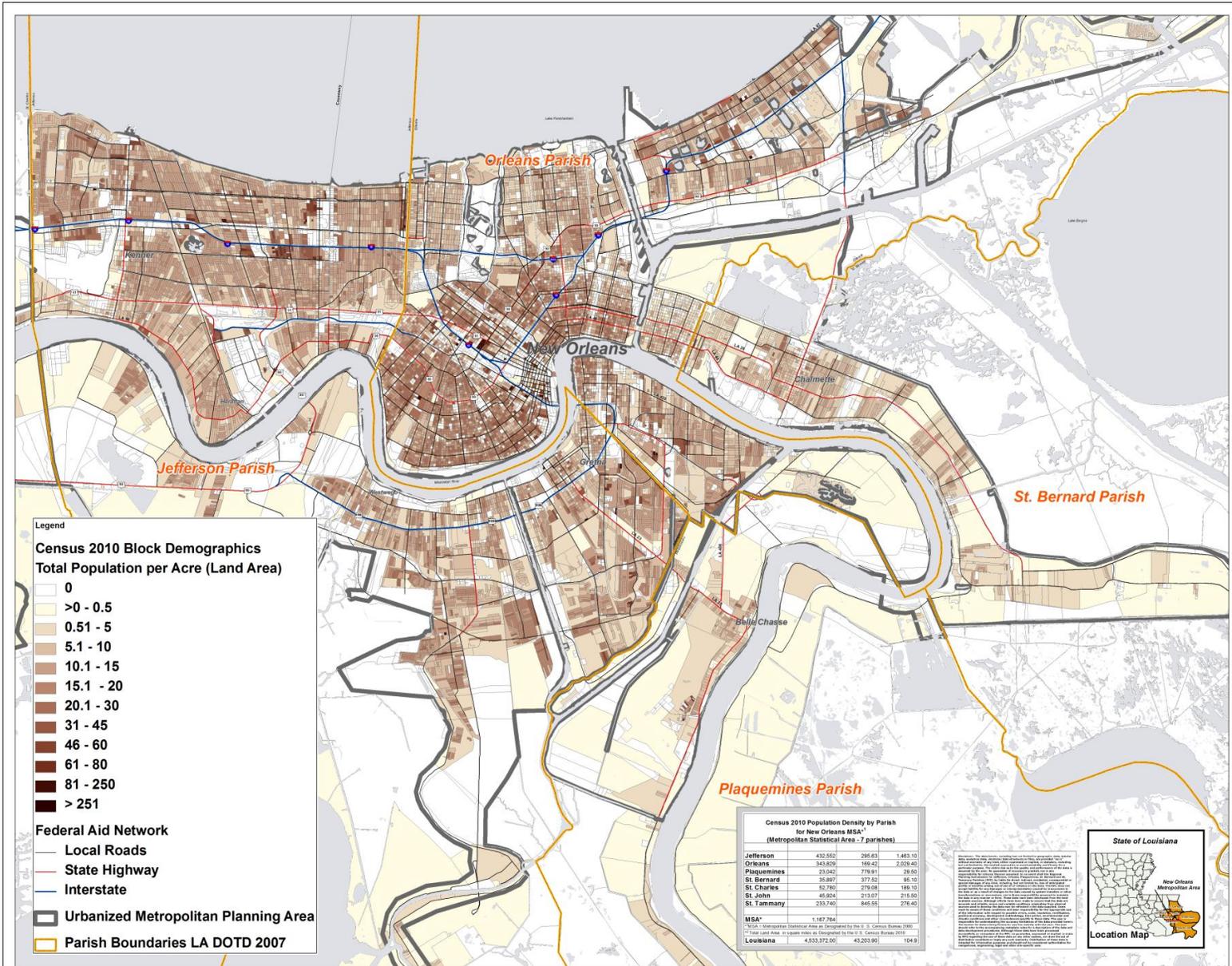
Regional Overview

The areas served by the Coordinated Plan include the Southeast Louisiana parishes of Orleans, Jefferson, St. Bernard, Plaquemines, St. John, St. Tammany, and St. Charles. Within this region is the New Orleans large urbanized area (defined as having a population over 200,000). Also, in St. Tammany Parish, are the small urbanized areas (defined as having a population between 50,000 and 200,000) of Slidell and Mandeville-Covington.

According to the 2010 Census, the total population of the seven parish Metropolitan Statistical Area (MSA) is 1,167,764. Table 6 shows population and population density per parish.

Parish	Total Population	Total Land Area*	Person per Mi ²
Jefferson	432,552	295.63	1,463.1
Orleans	343,829	169.42	2,029.4
Plaquemines	23,042	779.91	29.5
St. Bernard	35,897	377.52	95.1
St. Charles	52,780	279.08	189.1
St. John	45,924	213.07	215.5
St. Tammany	233,740	845.55	276.4
Total	1,167,764		
*Total Land Area in square miles as designated by the U.S. Census Bureau, 2010			
Louisiana	4,533,372	43,203.9	104.9

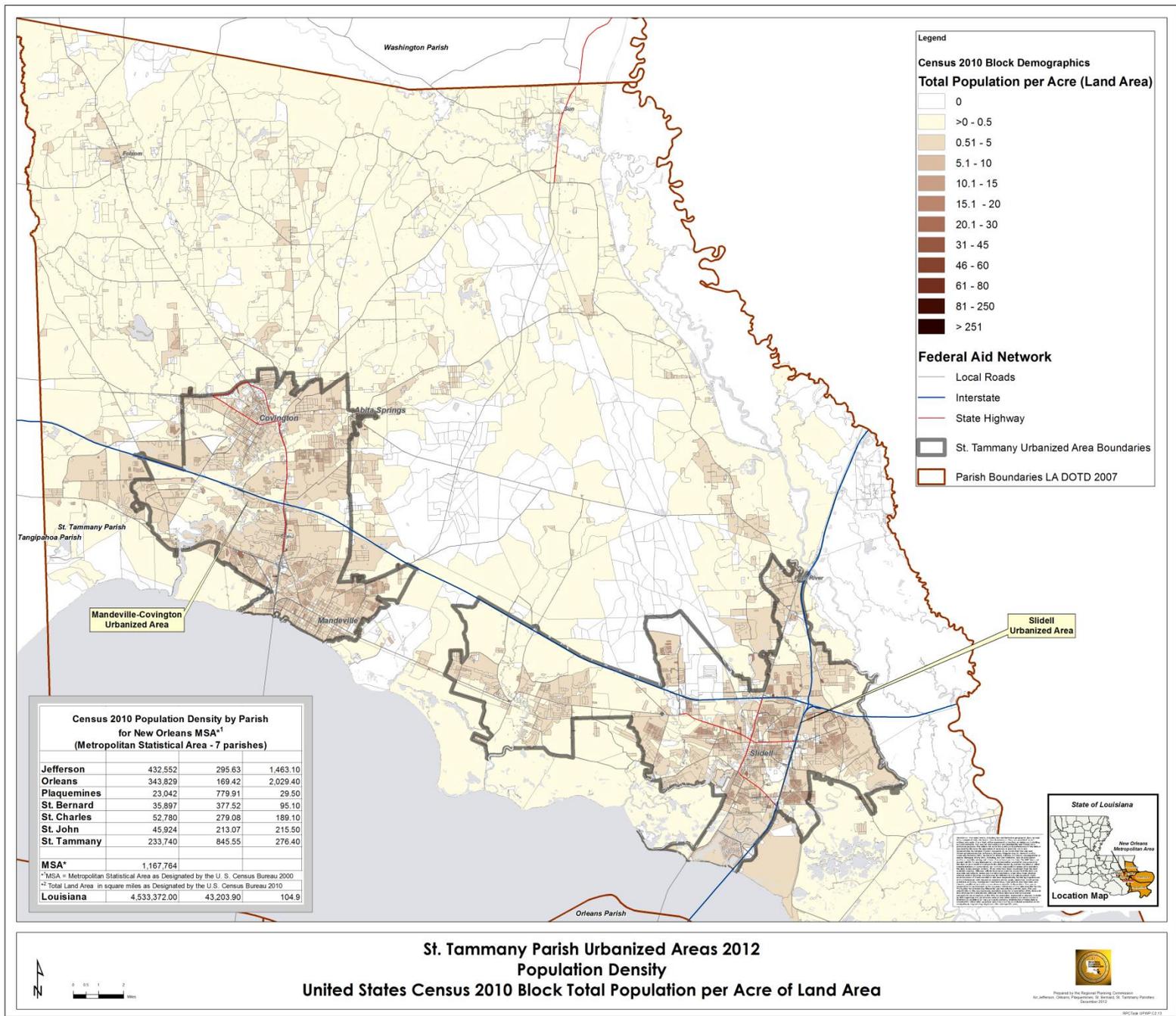
Table 6 - Census 2010 Population Density by Parish for New Orleans Metropolitan Statistical Area

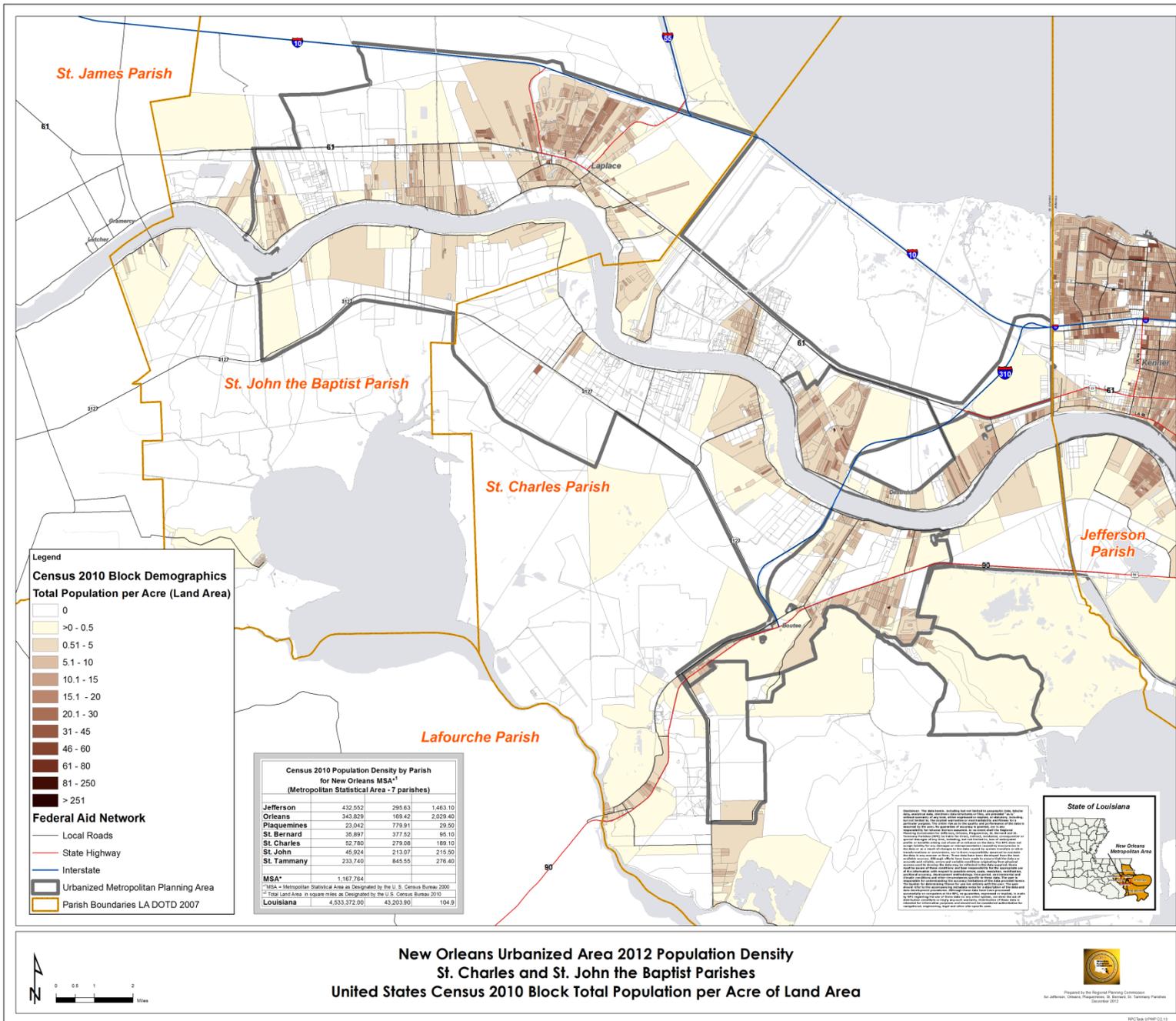


New Orleans Urbanized Area 2012 Population Density
Jefferson, Orleans, Plaquemines and St. Bernard Parishes
United States Census 2010 Block Total Population per Acre of Land Area



MSA: LA 0000000000





Seniors

As people age their transportation needs change. Safe private vehicle use may no longer be possible due to loss of physical abilities, the need for commuting to work will likely decrease, and the need for more routine medical visits may increase. However, the desire to continue living at home, with the ability to make trips to see family and friends and having access to social opportunities and community services, does not diminish. In short, good transportation for the elderly ensures a high quality of life and, to the extent possible, an independent lifestyle.

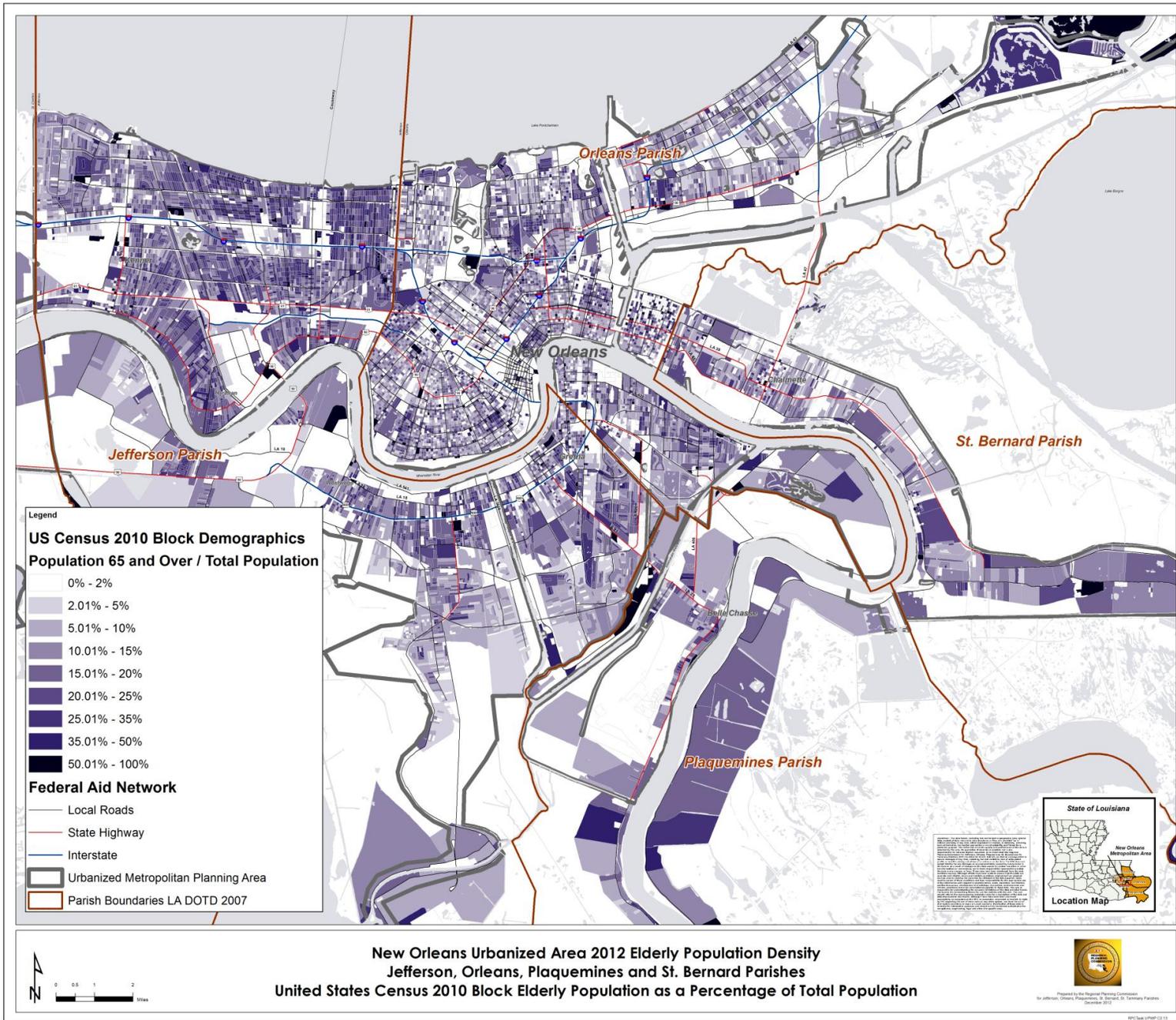
For the purposes of this study, seniors will be defined as people aged 65 or older. Nationally, this population has seen disproportionate growth in recent years, a trend that is expected to continue due to extended life expectancies and the aging of the baby boomer population. According to estimates by the Department of Health and Hospitals' Administration on Aging, the percentage of individuals aged 65 and older nationwide is expected to increase from 13% in 2010 to 19.7% in 2050, and in Louisiana from 12.6% to 19.7% during this same time period².

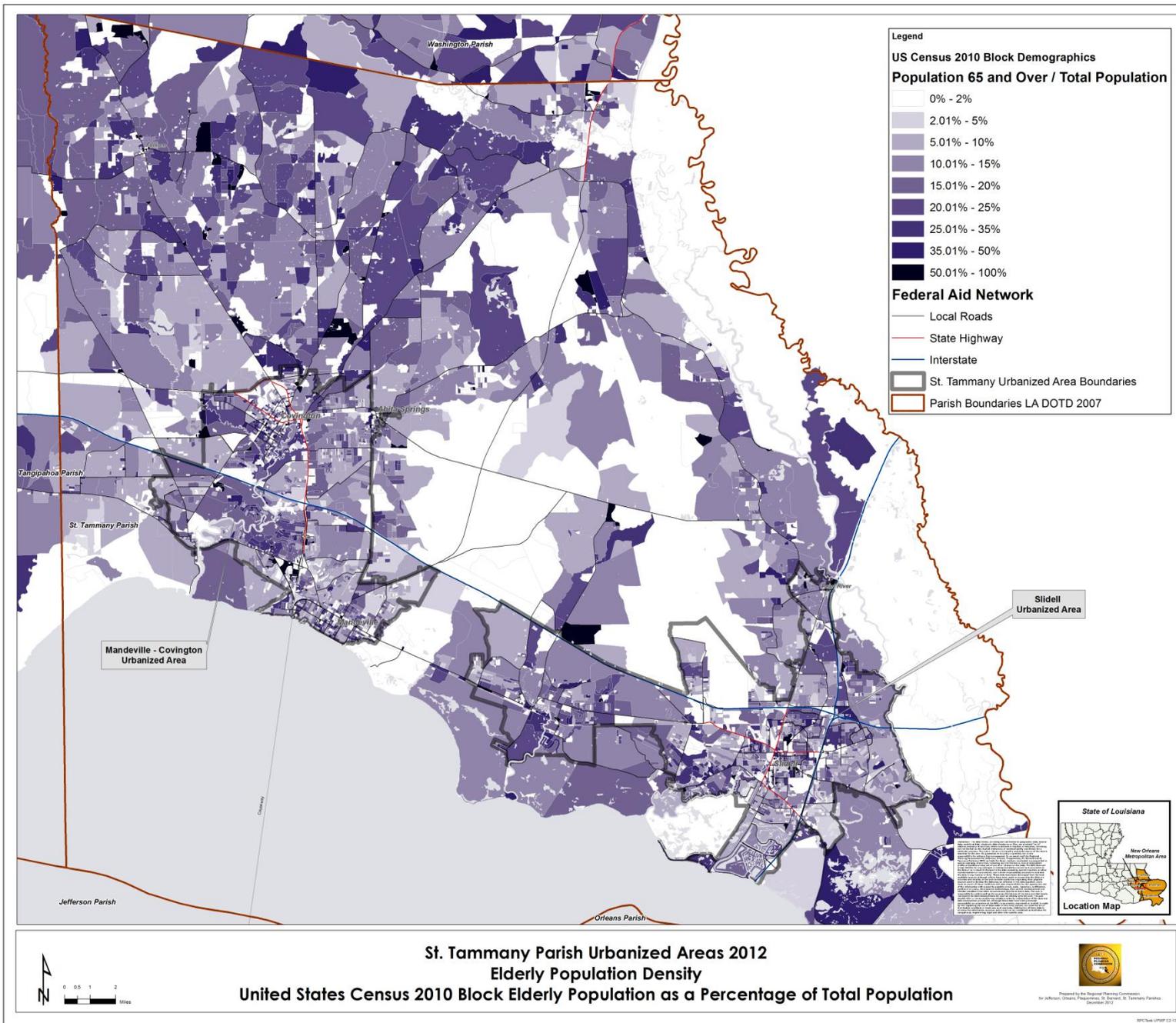
Population, 2010 U.S. Census		Population Age 65 +	Percent +65
Jefferson	432,552	34,538	8.0
Orleans	343,829	15,405	4.5
Plaquemines	23,042	1,178	5.1
St. Bernard	35,897	3,288	9.2
St. Charles	52,780	2,312	4.4
St. John	45,924	2,156	4.7
St. Tammany	233,740	13,308	5.6
Total	1,167,764	72,185	6.2

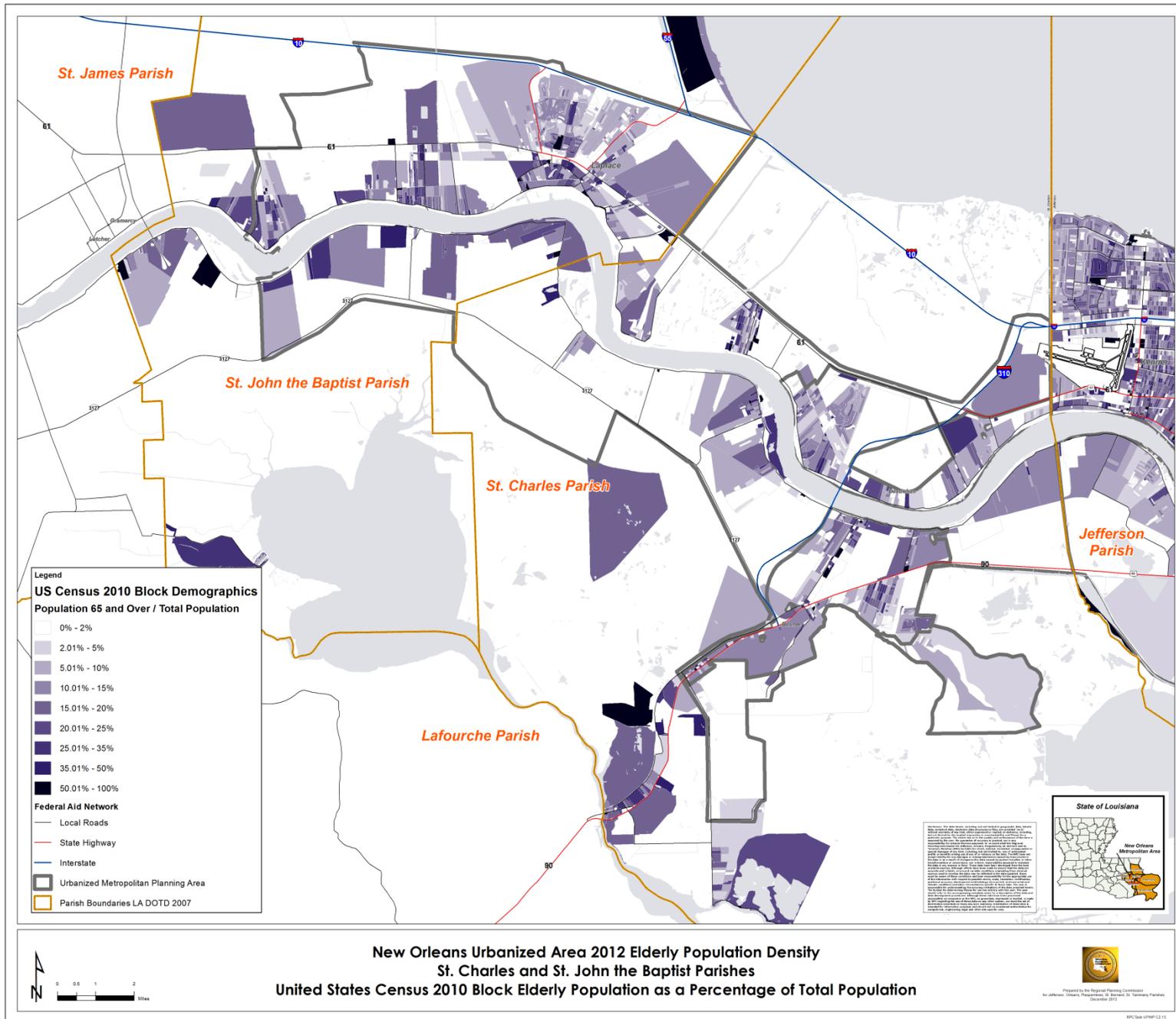
Table 7: Population 65+ by Parish

According to the 2010 Census, 6.2 percent of the seven parish population is aged 65 and older. The distribution of the population can be seen in Table 7.

² www.aoa.gov







People with Disabilities

The Americans with Disabilities Act of 1990 defines a disability as a “physical or mental impairment that substantially limits a major life activity.” Given the barriers that exist in the built and social environment, such limitations often result in restrictions on mobility for persons with disabilities, severely impacting access to employment and social opportunities. According to a 2002 Bureau of Transportation Survey, nearly two million Americans with disabilities reported that they rarely if ever left the house, and over half of these indicated that their reason for being homebound was that they did not have access to transportation³.

Identifying the number of residents with disabilities and their location in the New Orleans metropolitan region is a challenge. U.S. Census American Community Survey data provides 2011 figures, though these are limited to samples of the entire population and are only available at the parish level of geography. RPC will continue working to identify the best ways to identify the number of and geographic distribution of persons with disabilities and their transportation needs, including extensive outreach to advocacy groups and citizens.

Persons with Limited Means

Ensuring adequate transportation opportunities for individuals or families with limited means is critical to guaranteeing those with low income a high quality of life with access to medical and social services. It also gives these persons prospects for employment and job training opportunities that may allow them to improve their economic condition. If there is a spatial mismatch between low-income housing, employment centers, and other services, lack of public and human services transportation can be a substantial barrier.

Parish	Total Population	Total Food Stamp Recipients by Parish	% Food Stamp Recipients of Total Pop by Parish
Jefferson	432,552	26,124	6.04%
Orleans	343,829	41,906	12.19%
Plaquemines	23,042	875	3.8%
St. Bernard	35,897	3,232	9.0 %
St. Charles	52,780	2,523	4.78%
St. John	45,924	3,892	8.47%
St. Tammany	233,740	8,777	3.76%
Total	1,167,764	87,329	7.48%

Table 8 - Food Stamp Recipients by Parish, Louisiana Department of Child and Family Services, July 2011

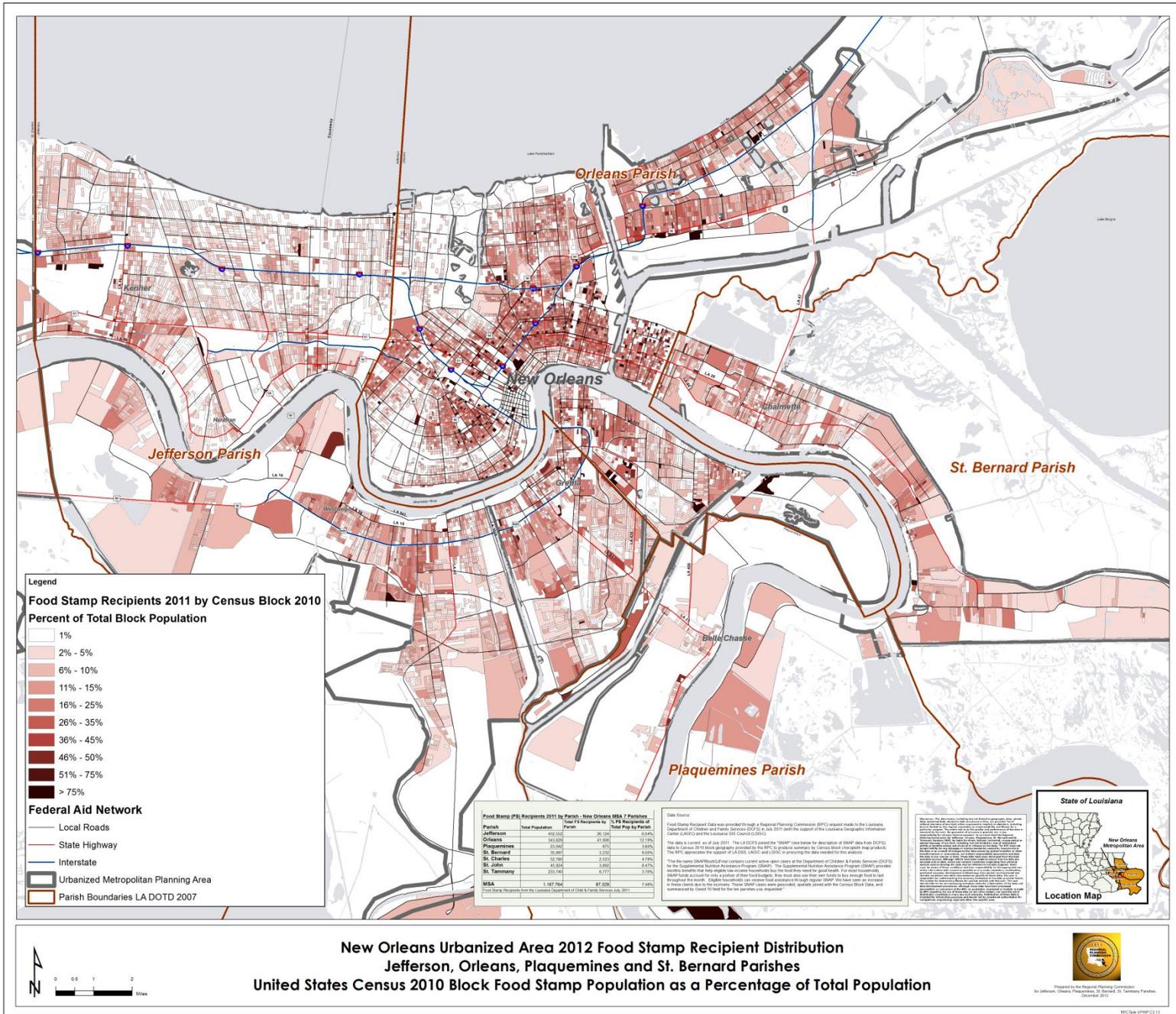
³ Bureau of Transportation Statistics, USDOT. “Transportation Difficulties Keep Over Half a Million Americans at Home,” BTS Issue Brief, <http://www.bts.gov/publications/special_reports_and_issue_briefs/issue_briefs/number_03/pdf/entire.pdf> (April 2003).

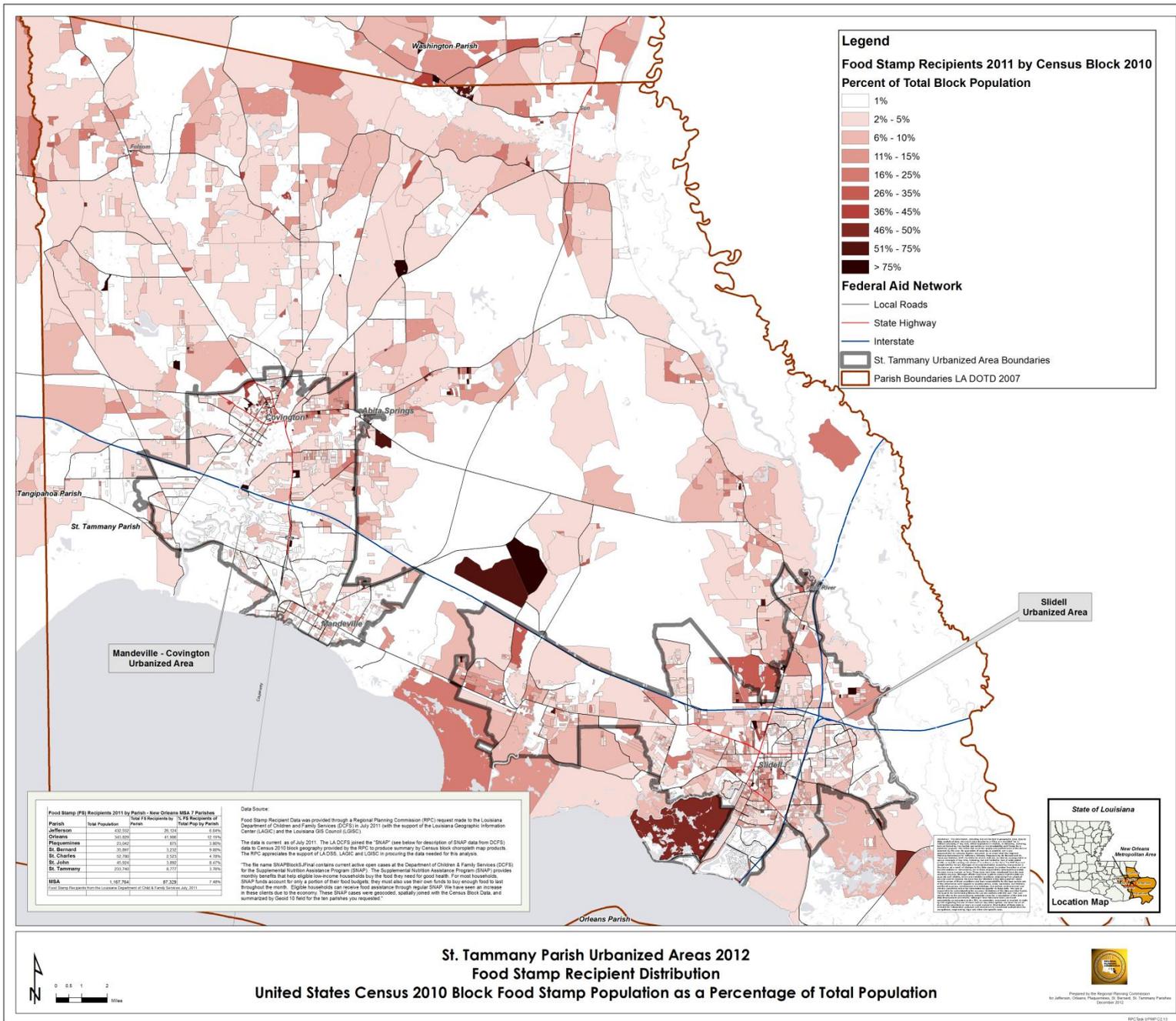
According to 2006-2010 American Community Survey estimates, 11.7% of families in the New Orleans MSA live in poverty. As this type of data is not collected for the decennial census, RPC relies on other proxy measures and studies to gauge levels of low-income individuals and households in the region. A recent study by the RPC, RTA, and JeT showed that 40% of JeT-RTA fixed route service riders made less than \$15,000 annually, and only one third owned a car. Data from the Louisiana Department of Child and Family service show that 7.48% of residents in the MSA receive food stamps. Food stamp data (as of July of 2011) is displayed by parish in Table 8 and in the figures below by census block (pp 29-31).

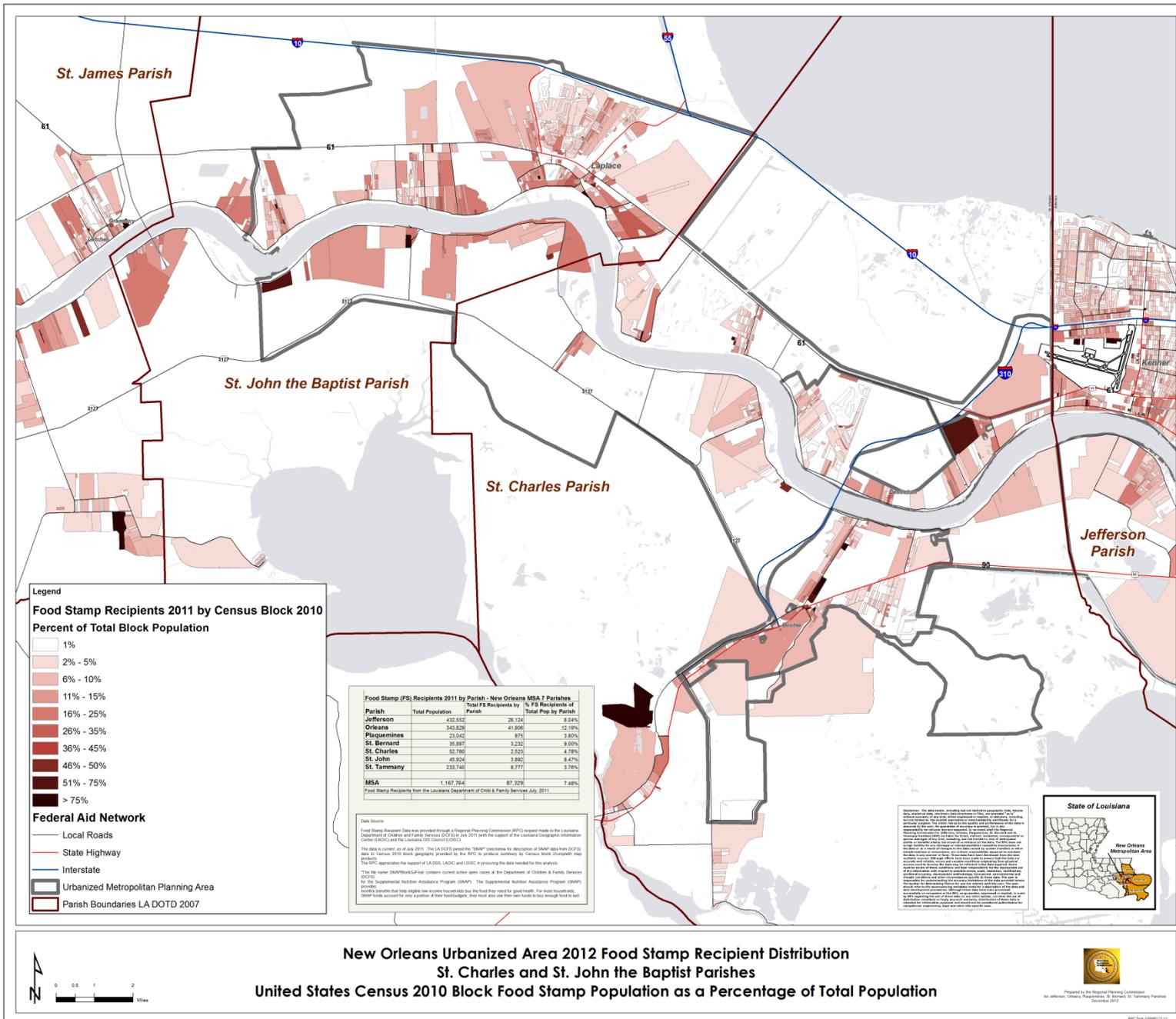
Equally important to identifying low income populations is matching those seeking jobs to employment centers. Additional figures below (pp 32-34) show employment per traffic analysis zone on the south shore, St. Tammany Parish, and the River Parishes. Also shown in these figures are major employment centers such as warehouses, office buildings, colleges and universities, and other high employment locales.

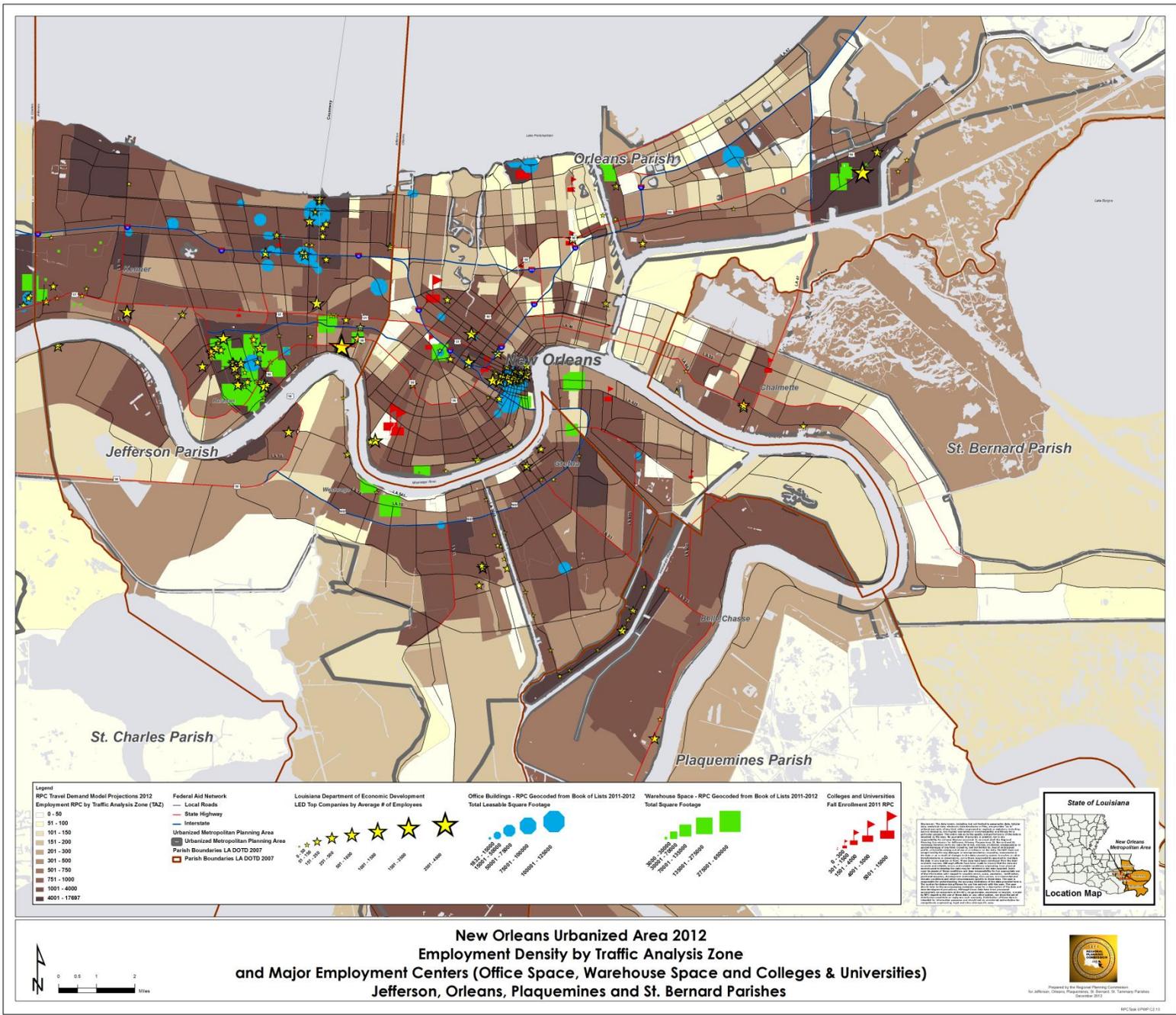
Parish	Total Population	Retail Employees	Non-Retail Employees	Total Employees
Jefferson	432,552	32,776	242,169	274,945
Orleans	343,829	17,647	218,874	236,521
Plaquemines	23,042	564	12,615	13,179
St. Bernard	35,897	1,631	14,360	15,991
St. Charles	52,780	2,122	28,879	31,001
St. John	45,924	2,109	19,390	21,499
St. Tammany	233,740	14,179	100,796	114,975
Total	1,167,764	71,028	637,083	708,111

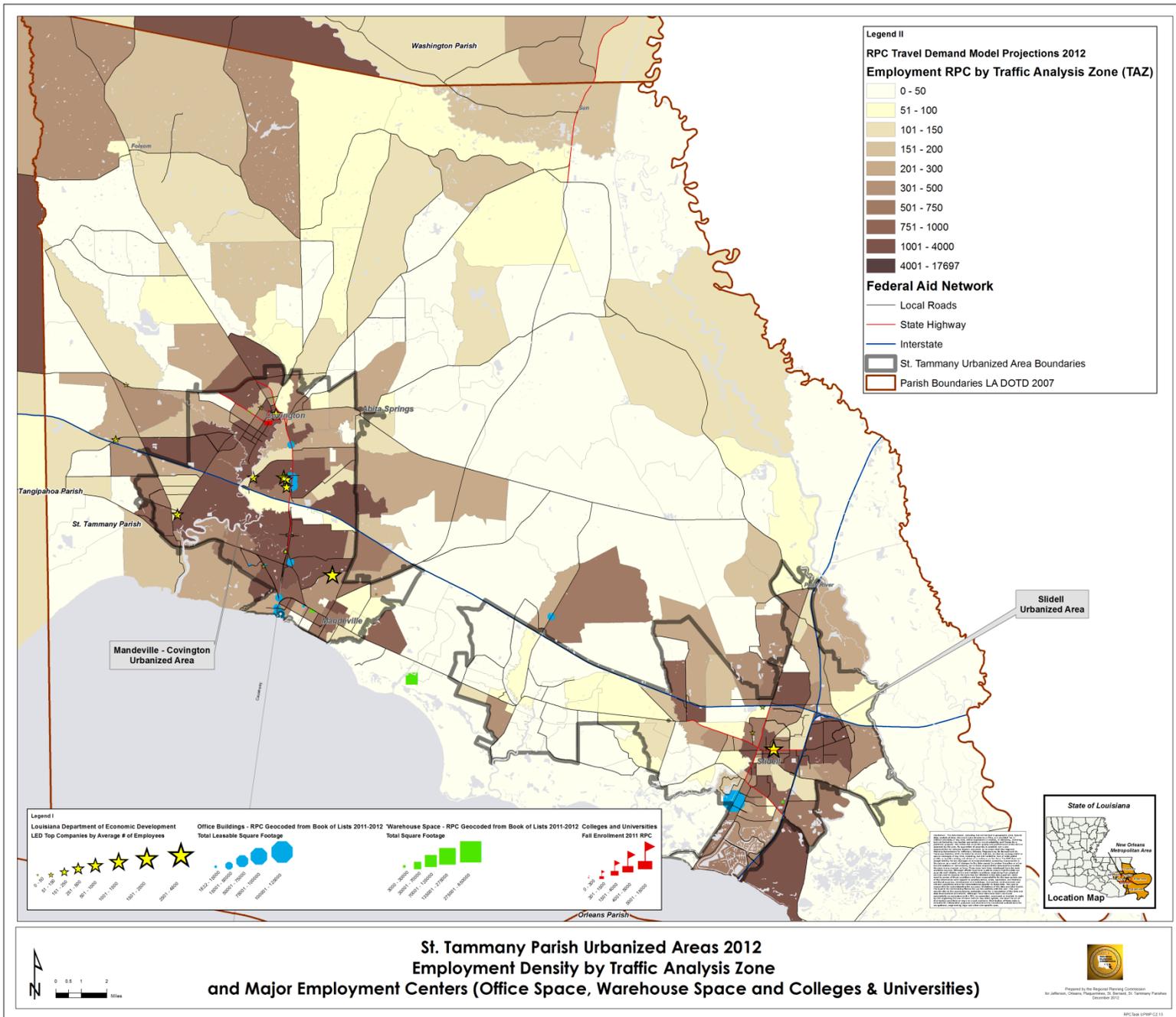
Table 9 – 2010 Employment by Parish for New Orleans Metropolitan Statistical Area as extrapolated by the RPC from several data sources. Note: Employees may work in a parish other than the parish in which they reside

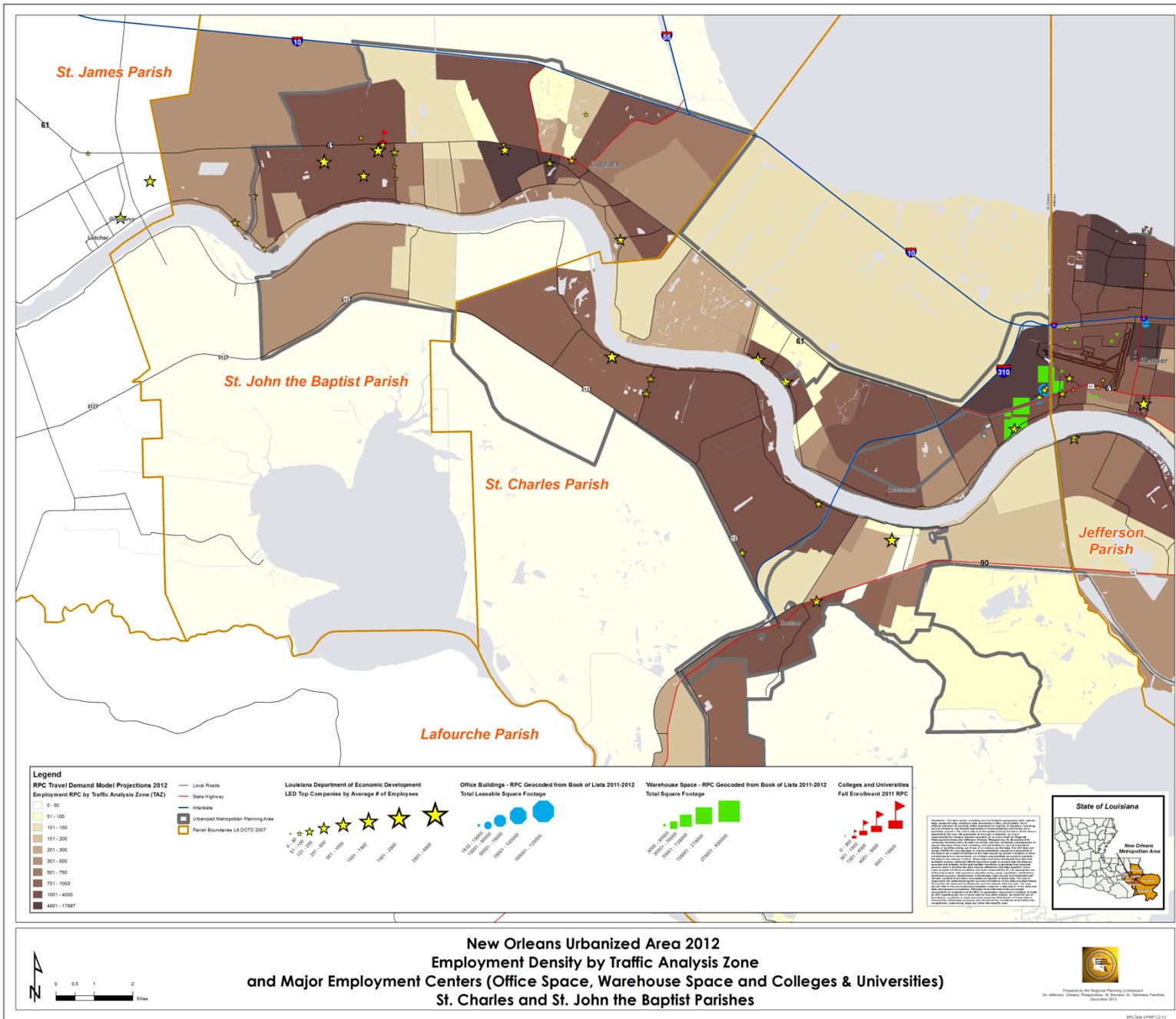












5.2 Challenges

Regional Connectivity

Connectivity refers to the customer's perception of ease and convenience when traveling on a public transportation system. From the rider's perspective, a trip on a well-connected transportation network will feel seamless. Schedules and transfers both within one system and between multiple systems are intuitive, predictable, and easily planned. By contrast, a trip on a poorly connected network will be at best frustrating and at worst costly, time-consuming, and a possible deterrent to future use.

In the New Orleans metropolitan region, individual operators devote a large amount of planning and resources toward ensuring a well-connected network within their service area. A consistent theme, however, that has arisen throughout the coordinated planning process is a lack of regional connectivity, particularly when transferring from one system or mode to another. This challenge can be problematic in the New Orleans region where there are multiple large and small providers serving different jurisdictions and where, as the RPC's 2012 Origin-Destination study demonstrated, trips are often regional in nature. According to the same study, more than half of all trips on the fixed route system require at least one transfer.

These issues are exacerbated for transportation disadvantaged populations, especially for persons who rely on the public transportation system for most or all of their travel needs. Such riders may have non-traditional trip purposes (such as medical or non-peak hour/weekend employment trips) and unique limitations on time and resources. They may also have a far more difficult challenge navigating a complicated system. From an operator perspective, poor connectivity may lead to an inefficient and undesirable system as well as increased rider reliance on an expensive paratransit system.

Physical and Temporal Barriers

Physical barriers describe those impediments that may prevent access to or from a public transportation stop or prevent entrance or egress to a vehicle or facility. Such impediments may be located at the facility itself, such as obstructions or inadequate boarding space for wheelchairs, or in the area approaching the facility, such as gaps in the sidewalk or insufficient curb ramps and pedestrian crossings. Vehicles may have inadequate or inoperative accessibility equipment such as wheelchair lifts or tie-downs. For the physically impaired, these impediments can range from inconvenience to serious safety hazard. Eliminating these barriers often requires extensive coordination between a transit agency and a local government's public works or streets department or with the Louisiana Department of Transportation and Development.

Temporal barriers occur when a rider must take a trip when service is either infrequently available or not available at all. In order to maximize the efficiency of their service, most providers concentrate the bulk of their frequent service during peak hours, such as rush hours, and pare down or eliminate service during off-peak times, such as late night. Unfortunately, this strategy, though sensible from an operational standpoint, puts a small number of riders such as those who work non-traditional hours at a disadvantage.

Limited Transportation Options

While the fixed route network or its complementary paratransit operation covers most urbanized areas in the region, some less densely populated urban, suburban, rural areas may fall outside of this service area. GoSTAT in St. Tammany Parish and RPTA in St. Charles, St. John, and St. James Parish provide demand response service in their respective service areas. Both of these services are ADA accessible and provide curb-to-curb service. They also both require 24 hours notice to schedule a ride and are limited to business hours during weekdays. Beyond these services, and given their unavoidable limitations, special needs populations residing or traveling therein may lack sufficient transportation options or rely on options outside of traditional public transit service. The coverage maps in chapter 3 show some of these geographic gaps in service.

These geographic gaps in service may also exist in urbanized areas due to factors of service feasibility for large operators or because of jurisdictional issues (as described elsewhere). Additionally, for the transportation disadvantaged population fixed-route service may not be an option and it falls to other modes of transport to fill in gaps, such as paratransit, taxi-cabs, bicycling and walking, or van service from human service agencies. These modes have their own challenges, such as lack of funding, lack of accessible vehicles, requirements for 24 hour trip notification, lack of infrastructure, rider eligibility determination, lack of intermodal coordination, and limited capacity due to lack of available resources.

Data

Responsible and useful planning requires reliable data. This can include accurate information and up to date data on service and fleet characteristics, ridership, community demographics and demographic trends, employment centers, and travel patterns. These data inform where there are gaps in service, where resources can be used more efficiently, where people who need transportation reside and where they are trying to go. They also allow for the tracking of performance measures.

Unfortunately, collecting these data and utilizing them for the purposes of coordinated planning brings with it a unique set of challenges. In many cases, the data does not exist in a

useful form, and may be prohibitively expensive to collect. In other cases the data does exist, but whether through its proprietary nature or a lack of coordination between agencies and organizations, it is too decentralized to allow for any structured planning effort.

Financial Gaps

Issues surrounding funding remain one of the primary obstacles to implementing coordinated human services transportation. As demand for public transportation rises in the region, the costs of fuel, maintenance, insurance, and other necessities have caused a similar rise in the cost of operating public and human services transportation. At the same time, grant funding for human services transportation has either not kept up with demand or may have even been reduced, as in the case of state Medicaid for non-emergency transportation funding. In the case of the LADOTD Mississippi River ferries, recent state legislation has abolished the use of bridge toll revenues that formerly helped subsidize the ferries' operations.

In addition to securing grant funding, identifying a dedicated and recurring source of local match presents a challenge, particularly for smaller systems. Operating costs under many FTA programs require a fifty percent local match and in the case of larger providers or within certain grant programs operating costs may not be eligible at all. Ample funding for purchasing vehicles is poorly spent if those vehicle sit unused. Identifying potential sources of funding and matching opportunities and tracking how that funding is being used are both necessary to providing effective human services transportation in the region.

Coordination

A unifying theme of most of the challenges described in this chapter is a lack of coordination between transit operating agencies, human service providers, state agencies, municipal governments, funding agencies, and others. The consequences of this lack of coordination are often readily apparent and result in many of the issues described above. Due to differences in funding eligibility, varying fee structures, and lack of communication there will be multiple providers inefficiently serving a single, specific population while other populations may have no service at all. Some organizations that wish to concentrate on other goals may wish to turn over their transportation services to another provider but are unable to develop that partnership.

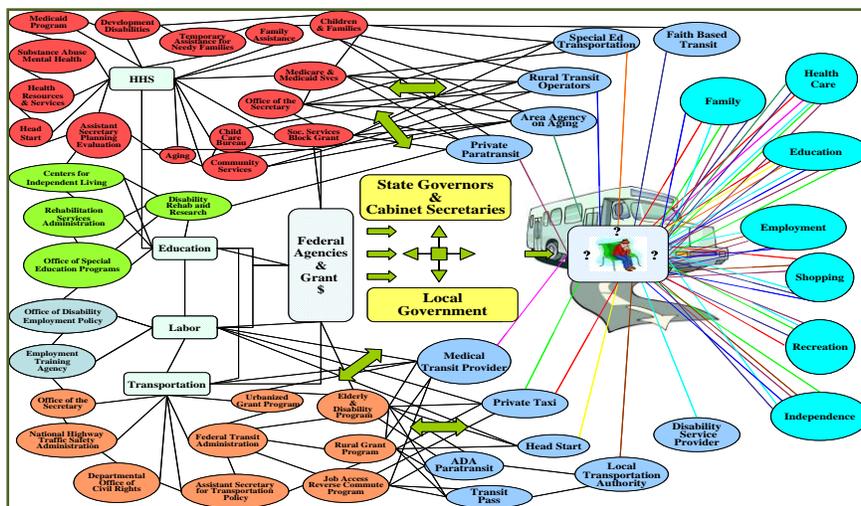


Figure 2 – Conceptual illustration of the complexity of human services transportation delivery

A lack of coordination and communication based on real or perceived regulations and policies can lead to turf battles between political and operational jurisdictions and an inefficient use of available funding and resources for operations and matching requirements. This may also lead to non-connectivity between systems due to political and jurisdictional boundaries. There can also be a lack of perceived benefit to the stakeholder in spending the time and resources necessary for coordination. As a result, the onus may fall on the rider to navigate a complex and ambiguous transportation system.

6. Goals, Objectives, and Strategies

The following goals, objectives, and strategies were identified by stakeholders as potential means of overcoming the needs and gaps of and challenges to human services public transportation described in Chapter IV. Objectives and strategies are divided into three goal categories:

- Improve Accessibility and Mobility
- Take Stock of Our Community
- Put Customers First
- Improve Coordination

6.1 Goal One: Improve Accessibility and Mobility

Mobility and accessibility are oft two concepts that, while seemingly similar in nature, have distinct (and oft debated) definitions and represent two public transportation concepts. Mobility broadly refers to the amount of time it takes to reach a given location while accessibility refers to the ability to reach a number of desirable destinations. This difference, while important, also demonstrates that accessibility and mobility are not necessarily mutually exclusive goals. Effective human services public transportation can improve personal access to useful locations by improving personal mobility. The following objectives seek to promote this unified goal.

Goal One: Objectives			
Make Improvements to Fixed Route Services	Make Improvements to paratransit and demand response services	Improve Accessibility to and from Transit Stops	Expand innovative Connections
Goal One: Strategies and Activities			
Expand or adjust service in underserved or inappropriately served areas or time periods	Increase same-day paratransit service	Coordinate with Complete Streets, municipal, and parish policy to implement region-wide standards	Develop and implement accessible taxi cab policies and programs
Facilitate schedule coordination at major connections	Adjust fleet sizes and/or services where existing service is inappropriate	Inventory conditions and install amenities at and around transit stops that encourage pedestrian and bicycle access	Develop volunteer driver programs
Implement policies and tools that facilitate regional travel and fare structures			

Objective 1: Make Improvements to Fixed Route Services

Strategy 1A: Expand or adjust service in underserved or inappropriately served areas or time periods

Working with the region's larger transit operators, efforts should be made to identify gaps or deficiencies in the fixed route system and strategies developed to supplement or adjust to a service level more appropriate to the needs of the transportation disadvantaged population. Origin and destination data and latent demand surveys can inform decisions as to where service should be added or extended to better serve, for example, group housing or workplaces for the disabled, medical facilities for the elderly, or employment centers with opportunities for the training or hiring of low-income persons. Added service on highly productive routes can increase frequency and ameliorate capacity issues. Bus or ferry routes that demonstrate productivity but are threatened with funding shortfalls should remain a focus for research and implementation of alternative funding mechanisms. Efforts should be made to increase coordination and deliver appropriate service levels in rural areas of the River Parishes and on the Northshore.

Strategy 1B: Facilitate schedule coordination at major connections

Improved schedule coordination between agencies at major transfers would make connections easier to plan and potentially reduce wait times for riders. The council should continue to work with operators to refine timetables and coordinate route schedules to ensure seamless integration between systems at transfer locations (ex. Canal Blvd. at City Park Ave., Claiborne at Carrollton).

Strategy 1C: Implement policies and tools that facilitate regional travel and fare structures

The council should continue to work with policy makers to implement institutional and technological innovations that promote regional travel among different transit systems. A regional fare would allow for the minimization of competing route structures and promote an integrated regional system. Fare cards usable on all the region's transit systems would similarly promote seamless travel throughout the metropolitan area.

Such integration will require consensus between operating entities, willingness to enter into cost-sharing arrangements and complementary agreements and memorandums of understanding, and the willpower and advocacy necessary to overcome institutional and political roadblocks. The council can provide a forum for such discussions and produce data that support an integrated fare policy. The coordinated council stakeholders should work to identify necessary funding to ensure financial viability and fairness during a pilot regional fare integration program.

Objective 2: Make Improvements to Paratransit and Demand Response Services

Strategy 2A: Increase same-day paratransit service

The Council stakeholders will work to identify and secure the funding necessary to allow transit operators to provide same day paratransit and demand response service. Currently most operators require a 24-hour reservation or a subscription to ride paratransit or demand response service. Allowing for more immediate reservations would make trips easier to plan for potential riders and better accommodate emergency trips.

Strategy 2B: Adjust fleet sizes and/or operations where existing service is inappropriate

The Council stakeholders will work to identify and secure the funding necessary to allow transit operators or demand service providers to purchase new vans or paratransit vehicles or supplement operations in order to more appropriately meet the needs of their customers. Such resources, however, should only be directed toward expansions of service that decrease identified regional gaps in service and won't contribute to duplicative service between agencies.

Objective 3: Improve Accessibility to and from Transit Stops

Strategy 3A: Coordinate with Complete Streets, municipal, and parish policy to implement region-wide standards

Working with local, regional, and state entities, region-wide agencies, guidance should be established that sets accessibility minimums and design recommendations for transit facilities and associated pedestrian facilities. The recently enacted LADOTD Complete Streets Policy and the work of the RPC Complete Streets Advisory Committee provide one opportunity for enacting policies and standards into statewide and regional roadway projects. The Coordinated Council should work closely with these efforts, as well as using nationally accepted best design practices such as those published by AASHTO and NACTO, to develop and implement acceptable accessibility design policies. The council should also explore, in conjunction with municipal authorities, opportunities for funding such improvements such as regulatory policies (tax increment financing (TIF), overlay zones, and development impact fees) and/or joint development policies that require or incentivize private sector participation in the installation or financing of pedestrian and transit amenities.

Strategy 3B: Inventory conditions and install amenities at and around transit stops that encourage pedestrian and bicycle access

An inventory of current conditions and a geographic assessment of deficiencies is required to ascertain priorities toward improving pedestrian and bicycle access. The City of New Orleans recently completed an ADA Transition Plan inventorying curb ramp conditions throughout Orleans Parish, and Jefferson Parish is, as of 2012, undertaking the same. Jefferson Transit has also conducted an inventory and ADA audit of all of its transit stops. Other similar inventory efforts should be encouraged and undertaken. These and comparable efforts should be utilized to identify priority locations for the installation of pedestrian and bicycle accessibility amenities. Improvements should be installed or facilities retrofitted in collaboration with municipal and transit agencies. Improvements should follow any applicable accessibility design standards established in 3A.

Objective 4: Expand Innovative Connections

Strategy 4A: Develop and implement accessible taxicab policies and programs

Though not considered public transportation and therefore not a primary focus of the Coordinated Planning process, the role of taxicabs and other for-hire service in providing special needs transportation should not be overlooked. For such private services to adequately fill this role, however, a sufficient percentage of the overall fleet must be ADA accessible. The Coordinated Council should work when feasible with those Parish and city agencies that can regulate and support an accessible taxi cab fleet. The Council should also seek to identify and secure the funding necessary to support the purchasing of accessible taxicabs. Finally, the Council should work with the appropriate stakeholders to research FTA funded programs that provide taxicab vouchers to eligible riders and if feasible develop and implement such programs.

Strategy 4B: Develop volunteer driver programs

Council stakeholders should explore opportunities for the development of volunteer driver programs. This task should primarily focus on researching national best practices for programs that train volunteer drivers and programs that match transportation disadvantaged individuals with volunteer drivers. Long-term, the council should work toward identifying and implementing volunteer driver programs that are safe and easy to use and that augment existing transit and paratransit options.

6.2 Goal Two: Take Stock of the Community

Goal Two: Objectives		
Maintain data on the region's public transportation assets	Maintain data on the region's community characteristics	Track human services transportation performance
Goal Two: Strategies and Activities		
Optimize regional transportation database	Maintain GIS databases of demographic data	Track performance for FTA funded human service projects
Integrate transit research and data on regional travel patterns	Maintain data on regional employment and activity centers	Track performance for regional human services transit and transportation

Objective 1: Maintain Data on the Region's Public and Human Services Transportation Assets

Strategy 1A: Optimize the regional transportation database

The Regional Planning Commission, in collaboration with council stakeholders and in particular with funding agencies, will continue the ongoing task of collecting and hosting data on the region's public transportation and human service providers. Priority will be placed on collecting information on fleet size, coverage area, ridership eligibility, funding, and total ridership on smaller human service, non-profit providers. RPC will also begin emphasizing more outreach to privately funded operations and religious institutions to integrate their systems into region wide planning efforts.

Strategy 1B: Integrate transit research and study data

The Regional Planning Commission in collaboration with council stakeholders and other regional transportation partners will continue to integrate existing and future transportation and transit research studies into the overall coordinated planning effort. The Regional Planning Commission will utilize the regional travel demand model as well as other survey methods conducted by both the RPC and stakeholder partners in order to better understand continually shifting regional travel patterns.

Objective 2: Maintain data on Region's Community Characteristics

Strategy 2A: Maintain GIS database of demographic data

The Regional Planning Commission will continue to maintain data on the population with the regional planning area. In addition to obtaining such data from traditional sources (Census et al.) RPC will seek opportunities to expand its demographic databases through pursuing and building data sharing partnerships.

Strategy 2B: Maintain GIS database of regional employment and activity centers

The Regional Planning Commission will continue to utilize existing datasets (i.e., SIC and NAICS, IRS) and to work with partner agencies (primarily municipal planning departments) to develop geographic databases of current and future land uses in order to better understand regional employment and activity centers.

Objective 3: Track Human Services Transportation Performance

Strategy 2A: Track performance for FTA funded human services transportation projects

RPC will coordinate with the LADOTD and with public and human service transportation operators to regularly monitor performance of FTA funded transportation projects. Reports on performance will be collected annually and reported to the Coordinated Council in order to determine the efficacy of selected project.

Strategy 2B: Track performance for regional human services transit and transportation

The Coordinated Council will develop and monitor performance measures directly related to the goals and objectives of the Coordinated Plan, as described herein. Reports on performance will be collected annually and reported to the Coordinated Council in order to determine the efficacy of coordinated public transit and human services transportation throughout the region, and to better hone the strategic and policy initiatives of the plan itself.

6.3 Goal Three: Manage Mobility

Goal Three: Objectives	
Ease the trip planning experience for riders	Build partnerships and improve coordination
Goal Three: Strategies and Activities	
Develop a regional one call-one click system	Facilitate partnerships among providers and between providers and user groups
Implement regional mobility management technologies	Identify, track, and utilize funding and local matching opportunities
Implement travel training programs	Promote community outreach and marketing
	Coordinate with local, state and national transportation, land-use, and mobility management policy

Mobility management describes a series of strategies that seek to better coordinate efficient and cost-effective human services transportation, to develop sensible transportation policy at a regional and statewide level, and ultimately, through these strategies, to ease the experience of the customer at the point of service delivery. United We Ride describes the range of activities captured under this definition, and the ways in which they differ from traditional transit services, as summarized below:

The Mobility Management Approach
<ul style="list-style-type: none"> • Mobility Management disaggregates service planning and markets in order to better serve individuals and the community • Mobility Management focuses on service diversity and a “family of transportation services” to reach a wide range of customers...a “family of transportation services” is a wide range of travel options, services, and modes that are matched to community demographics and need • Mobility Management uses multiple transportation providers to offer the most efficient and effective services to all individuals • Mobility Management underscores the importance of service advocacy as a way to improve public transportation management and delivery. A mobility manager acts as a travel agent/service coordinator to seek the most effective means for meeting an individual’s transportation needs.

Table 9: United We Ride's definitions of Mobility Management, from www.UnitedWeRide.gov

The Coordinated Council has identified the activities below as potential mobility management strategies that are worth pursuing in the context of the regional human services transportation landscape in our region.

Objective 1: Ease the Trip Planning Experience for Riders

Strategy 1A: Develop a regional one call-one click center

A one call-one click center is a one stop phone service and/or website that potential customers can access in order to find service most appropriate to their travel needs. All service planning, determination of eligibility and coordination in a one call-one click center takes place behind the scenes. The Council will work with stakeholders to develop the model and programmatic details (where the system will be housed, who will be the managing entity, how participation will be encouraged, etc.) of a center that is suitable for the region, and will identify funding for staffing and implementation.

Strategy 1B: Implement mobility management technologies

Intelligent Transportation Systems (ITS) technologies that assist in regional trip planning and coordinated service delivery include such online system mapping and trip planning, automatic vehicle location, electronic fare payment and collection systems, communications equipment, and computer aided dispatch. The council can assist service providers in determining the need

for such technologies and the best means to finance technology projects. The council can also assist in facilitating the inter-agency coordination required for their success and ensure their appropriate implementation in the context of region-wide mobility management.

Strategy 1C: Implement travel training programs

The council will support the development of programs that raise awareness among individuals of the transportation options that are available to them, and instruct them as to how to access and navigate the transportation system. Such a program can include published materials, classroom style sessions, and volunteer travel escort partners. The Regional Planning Commission can assist program hosts in the development of brochures and pamphlets and the hosting of training sessions.

Objective 2: Build Partnerships and Improve Coordination

Strategy 2A: Facilitate partnerships among providers and between providers and user groups

The Council should provide an ongoing forum that fosters building partnerships that are mutually beneficial to providers and to those groups that serve or advocate for the transportation disadvantaged. One example of such a partnership is between large provider of public transportation and a smaller human services agency who, as part of a larger mission of supporting elderly, disabled, or impoverished citizens, also provides transportation. If the transportation task proves too burdensome for the agency, it may benefit from developing a partnership wherein the larger public transportation provider offers service to the clients of the human services agency, and is reimbursed through the agencies funding stream.

Such partnerships can serve to eliminate duplication of service, allowing one agency to focus limited resources on its primary mission, and takes advantage of the larger provider's economies of scale. The Council will seek out such opportunities and work to facilitate the agreements and terms under which they can thrive.

Strategy 2B: Identify, track, and utilize funding and local matching opportunities

The Regional Planning Commission and the Council will research and document potential funding opportunities for human services transportation and transportation related activities. They will also work with local, state, and federal agencies to discover or create matching opportunities for federal transportation grants, and assist determining the most effective use of these funds. Given the changing funding landscape at the state and national level, and the simultaneously increasing costs and need for public transportation, this activity should be ongoing in nature.

Strategy 2C: Promote community outreach and marketing

The Council will utilize outreach techniques in order to better engage the public for the continued development and implementation of the Coordinated Planning process. Some techniques discussed so far include a once a year open house for the general public and inviting representatives from the public to Coordinated Council meetings. The latter may also involve training participants about the technical and policy issues surrounding transportation and transit planning. The council will continue to work toward ensuring that the public, and particularly the transportation disadvantaged, have an opportunity to contribute to the coordinated effort.

Strategy 2D: Coordinate local, state, and national transportation and land-use policy

The Council and the RPC will continue to work with state and local officials to encourage and implement policies that promote human services and public transportation. At the state level this will involve creating regulatory, transportation financing, and mobility management policies and activities. At the local level this will involve working with parishes, cities, and transit agencies to promote land use policies and transportation initiatives that foster effective public transportation.

6.4 Implementation

Implementation of many of these strategies will rely on dedicated effort from multiple stakeholders. Because RPC is not an operating agency, it's primary role will be the development and maintenance of data sets pertaining to coordinated planning, updating the Coordinated Plan, and hosting Coordinated Council meetings, and, when feasible, facilitating project and program coordination efforts among appropriate stakeholders and entities. This coordination will involve the identification of projects from the Coordinated Plan for implementation based on need and availability of funding. Stakeholders and RPC will assist in developing roles and responsibilities to participating entities as appropriate.

7. Performance Monitoring Plan

Performance Measures are quantitative (or in some rare cases qualitative) indicators used to measure progress toward an identified goal or objective. These measures serve three important purposes:

- Demonstrate the effectiveness of strategies toward meeting outcomes
- Provide a format to report progress in human services transportation to the public and decision-makers
- Demonstrate to stakeholders and decision makers the value of projects and planning

Ideally, performance measures are tied numerically and directly to the goals, objectives, and strategies of a plan. However, as the Coordinated Plan is not an operations plan but instead a vision for human services transportation in the region, the following indicators will measure progress more towards overarching objectives and less toward the specific quantitative outcomes one might find in traditional transit service standards plans.

Goal 1: Improve Accessibility and Mobility

Goal One: Objectives			
Make Improvements to Fixed Route Services	Make Improvements to paratransit and demand response services	Improve Accessibility to and from Transit Stops	Expand Innovative Connections
Goal One: Performance Measures			
Number of elderly (65+) residents within ¼ of all fixed route service	Number of same day paratransit trips provided	Enactment of Complete Streets policies adopted regionwide	Number of accessible taxi cabs by Parish
Number of low income residents within ¼ of all fixed route service	Amount of trips provided by FTA 5310 funded service	Number of ADA accessible curb ramps built per Parish	
Number of disabled residents within ¼ of all fixed route service		Number of transit stop accessibility improvements	

Goal 2: Take Stock of the Community

Goal Two: Objectives		
Maintain data on the region's public transportation assets	Maintain data on the region's community characteristics	Track human services transportation performance
Goal Two: Performance Measures		
Number of human service providers region-wide that are documented in a database.	None	None

Goal 3: Manage Mobility

Goal Three: Objectives	
Ease the trip planning experience for riders	Build partnerships and improve coordination
Goal Three: Performance Measures	
Funding made available for mobility management staffing, training, housing, and operations	Number of Coordinated Council Meetings
Number of mobility management ITS installations	Number of human service providers that partner with larger providers for transit service
	Number and types of opportunities for public to weigh in on service level adjustments

These indicators will be collected and reported annually to both the Coordinated Council and to the Regional Planning Commission Technical Advisory Committee at their respective fall meetings. Indicators will be documented in Appendix C of the Coordinated Plan. The indicators will also integrate, when applicable, with transit Title VI documentation and RPC Metropolitan Transportation Planning performance measures.

APPENDIX A
5310, 5316, 5317
Project Listings

In accordance with this plan and with the concurrence of LaDOTD, the Regional Planning Commission has included the following projects in our Transportation Improvement Plan (TIP). Additionally, pursuant to regulations promulgated by the Federal Transit Administration, these projects, funded by FTA grants 5310, 5311, 5316, and 5317, were derived from the New Orleans Coordinated Public Transit-Human Services Transportation Plan.

TIP Year	Agenc(ies)	Project	Award	Total Project Cost
5310 - Elderly Individuals and Individuals with Disabilities				
FY 07	Central City	(1) 12 mod bus, 2 wheelchair spaces, 12-2B	45,000	45,000
	Jefferson COA	(1) 12 mod bus, 2 wheelchair spaces, 12-2B	45,000	45,000
	St. Tammany ARC	(1) 6 mod minivan, 1 wheelchair space, 6-1MV	40,000	45,000
FY 08	Central City	(1) 12 mod bus, 2 wheelchair spaces, 12-2B	45,000	45,000
	Jefferson COA	(1) 12 mod bus, 2 wheelchair spaces, 12-2B	45,000	45,000
	St. Tammany ARC	(1) 6 mod minivan, 1 wheelchair space, 6-1MV	45,000	45,000
FY 09				
FY 10				
FY 11				
5316 - Job Access Reverse Commute				
FY 08	JeT	Added Service to four suburban routes	404,320	404,320
	RTA/NOCOA	Lil Easy Feeder Service (amended 2010)	373,550	373,550
	RPTA	Vouchers for eligible (low income) riders	393,600	393,600
FY 09	JeT	Continuing 2008 Service	602,346	602,346
	RPTA	Increased curb to curb for eligible riders	195,000	195,000
FY10	RTA	Kenner Loop Service	412,000	412,000
	RPTA	Increased curb to curb for eligible riders	118,500	118,500
FY 10-B	RTA	TMA Study & Fixed Route Expansion	1,142,714	1,142,714
	JeT	Fixed Route Expansion	639,286	639,286
	RPTA	Demand Response Expansion	107,600	107,600
FY 11	RTA	Kenner Loop Service	200,000	400,000
	JeT	Westbank weekend service	153,102	153,102
FY 11-B	JeT	Fixed route service of suburban commuter corridors	507,284	1,014,568
FY 12	RTA	Expanded Fixed Route service for low income	758,644	1,517,288
	JeT	Expanded Fixed Route service for low income	130,498	260,996
	RPTA	Expanded Demand Response for low income	25,990	51,980

	Arc of GNO	Job Access transportation	49,985	99,970
5317 - New Freedom				
FY 08	JeT	Two vehicles to supplement same-day service	181,980	181,980
	RTA/NOCOA	Increase paratransit service hours and same-day service	163,050	163,050
	RPTA	Vouchers for eligible (disabled) riders	152,800	152,800
FY 09	JeT	Accessible Fixed Route Service – Clearview	315,543	315,543
FY 10	RPTA	Increased curb to curb for eligible riders	30,625	30,625
FY 10-B	RTA	Paratransit Same day, increased service	300,000	300,000
	JeT	Clearview Route Extension	406,487	406,487
	RPTA	Demand Response Expansion	26,750	26,750
FY 11	RTA	Increased Same day Paratransit	196,557	393,114
	JeT	Weekend Service on Medical corridor	186,015	372,030
FY 12	JeT	Weekend Service on Medical Corridor	331,222	662,444

