



Job Access and Reverse Commute (JARC) Program

**FY 2009 Service Profiles**

**Region VIII**

**Colorado, Montana, North Dakota, South Dakota,**

**Utah, and Wyoming**

**October 2010**

**FTA-08-0162**

Job Access and Reverse Commute (JARC) FY 2009 Service Profiles: Region VIII

October 2010

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*Available Online* http://www.fta.dot.gov/funding/grants/grants\_financing\_9292.html

Federal Transit Administration

Office of Research, Demonstration, and Innovation

1200 New Jersey Avenue, SE, East Building, 4th Floor

Washington, DC  20590

*Report Number*

FTA-08-0162

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# INTRODUCTION

This appendix presents the profiles that JARC grantees submitted as part of the FY 2009 reporting process. For convenience, the findings are presented in ten separate documents, corresponding to the ten FTA regions, as follows:

* Region I – Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, and Vermont
* Region II – New York and New Jersey
* Region III - Delaware, Maryland, Pennsylvania, Virginia, West Virginia, and the District of Columbia
* Region IV - Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, The Commonwealth of Puerto Rico, and the United States Virgin Islands
* Region V - Illinois, Ohio, Minnesota, Wisconsin, Indiana, and Michigan
* Region VI - Texas, Oklahoma, Arkansas, Louisiana, and New Mexico
* Region VII - Missouri, Iowa, Nebraska, and Kansas
* Region VIII - Colorado, Utah, Montana, Wyoming, South Dakota, and North Dakota
* Region IX - Arizona, California, Hawaii and Nevada
* Region X - Washington, Oregon, Idaho, and Alaska

The main report is available from FTA at http://www.fta.dot.gov/funding/grants/grants\_financing\_9292.html

## Document structure

Each volume is organized into two main sections based on the status of the grant recipient:

* **Large Urban Projects**, which includes JARC-supported projects reported by grantees in large urbanized areas. These are generally urban transit agencies, metropolitan planning organizations, and cities.
* **Small Urban/Rural Projects**, which includes projects in small urbanized areas and non-urbanized/rural areas that received JARC funding through a state department of transportation.

This structure reflects the Federal funding process for the JARC program, which allocates funds as follows:

* 60% of funds go to designated recipients in large urban areas with populations 200,000 and more
* 20% of funds go to states for small urban areas under 200,000
* 20% of funds go to states for non-urbanized/rural areas

For each grant recipient, projects are categorized alphabetically by recipient, sub-recipient, and project name.

Recipients, subrecipients, and services are uniquely identified with numbers shown in parentheses after the name of the agency or service, e.g. "Metropolitan Washington Council of Governments (1473)" or "Door-through-Door Service (1227).”

These identifiers allow analysts to track profile information back to the underlying database record, even in the case of duplicate service names. For instance, there are numerous services, provided by different subrecipients, named "Mobility manager." This identifying number provides a way to link to a unique database record.

Recipient identification numbers are an FTA designation and equivalent to the 4-digit TEAM identification number. Subrecipeient and service identification numbers pertain only to the

FY 2009 JARC/New Freedom evaluation database and do not map to any FTA designation.

##

## Profile content

Each profile includes the following information:

* **Location**  – Service area
* **Project categor**y – Grant recipients were asked to categorize each project as trip-based, information-based, or capital investment project
* **Project type** – Within each category, recipients further defined each project (e.g., demand response, mobility manager, or car-sharing)
* **Project goal** – Recipients were asked to select the primary goal for each project from a list

In addition, recipients were asked to provide a general description of service, performance indicators, and a descriptive summary or profile of the service, within each of the categories summarized below:

* **Service Description** - Provide a detailed description (1-2 paragraphs) of the JARC-funded service provided during FY 2009. Please indicate the route name and/or number, if available, and describe the route or service area.
* **Evaluation** – Describe how you have evaluated your project within your agency or organization. Identify relevant performance measures and benchmarks.
* **Accomplishments** – Highlight your greatest accomplishments. Describe any especially successful or innovative elements.
* **Lessons learned** – What advice would you give to someone else starting a service like yours? What do you wish you would had known when you started the service?

While the goal was to present the information as reported by the recipients, some editorial decisions were made for brevity and clarity. Blank responses or those marked “N/A,” are represented in this document by the word “None,” and those profiles that were left entirely blank were deleted. In addition, some profiles were removed because they were ineligible (e.g., route was not in service during FY 2009) or the records were duplicative.

# LARGE URBAN PROJECTS

## Colorado

### City of Colorado Springs (1137)

#### Colorado Springs (558)

##### Mobile Data Terminal Implementation (824)

**Location**: Pikes Peak Region (CO)

**Type**: Capital Investment Projects/ITS-related hardware/software investments

**Goal**: Improved system capacity

S**ervice description**:The in-vehicle computer enables drivers to view itineraries and inform dispatch of the status of a trip. This improves operational efficiencies by coordinating the transportation needs for individuals with disabilities quickly, effectively, and accurately to improve service delivery. The units also allow the City to track all the vehicles as the system has a vehicle-position monitoring system.

**Evaluation**:The City's Information Technology department benchmarked key performance measures at the start of the project. Performance measurements have been tracked since 2002 in the operational system, Trapeze PASS; prior to the implementation of MDTs information was tracked and entered manually. With the implementation of MDTs, the process is now automated and has show improvements in many of the KPIs.

**Accomplishments**: Driver buy-into the system was key to our organization. The "big brother" affect is a hard sell, but using driver trainers and selling them on the idea of efficiency and ease of job ended up proving to be a success.
 On-time performance improved using real-time and navigation system. Prior to implementation, on-time performance was 77%. Afterwards, 80% in 2009 and 91% in 2010, so there is measurable changes in on-time performances.

**Lessons learned**:Ensure a good plan for network and communication for your AVL-MDT system. Is radio available or is cellular your only option? If cellular, negotiate a plan that is right for your organization in terms of data transfer and unlimited plans. Also, is coverage available in all areas of the area of service needs? Dead zones require a reboot of the system.

### North Front Range Metropolitan Planning Organization (6789)

#### City of Fort Collins - Transfort/Dial-A-Ride (264)

##### Fixed Route # 16 (352)

**Location**: Fort Collins (CO)

**Type**: Trip-Based Services/Fixed route

**Goal**: Expanded geographic coverage

S**ervice description**:Route 16 was introduced in the first quarter of 2007 and runs every 30 minutes between The Square Transit Center and Technology Parkway in Southeast Fort Collins. Route 16 connects low-income individuals to the City’s major employers (Intel, AMD, LSI Logic, Poudre Valley Hospital, Hewlett Packard, Poudre Schools, and Agilent Technologies) and to an area that is quickly becoming the retail center of Fort Collins – The Front Range Village Shops of Fort Collins at the intersection of Ziegler and Harmony roads. This route also serves numerous daycare facilities and public schools. Because Route 16 originates at a transit staging area, City and County government offices (including the community’s major Health and Human Service Agencies) are now accessible to the majority of Fort Collins residents.

**Evaluation**:Data collected includes; total number of trips, categories of passengers, trips per hour, passengers per mile, average number of trips per day, and various financial metrics.

**Accomplishments**: In 2009, over 72,000 trips were undertaken on Route 16 - many of those passengers were persons with disabilities and otherwise had no other means of getting to the medical facilities along the route.

**Lessons learned**:Connectivity is vitally important when planning a route. For example, ridership was drastically reduced on the half-hourly run versus the hourly run simply because there weren't any connecting routes on the half-hourly run.

#### City of Loveland/COLT (265)

##### Blue Route (724)

**Location**: Loveland (CO)

**Type**: Trip-Based Services/Fixed route

**Goal**: Improved access/connections

S**ervice description**:Service that currently exists and has been funded with JARC funds since 1999. The primary service area is from the downtown Loveland, along US 34 to the east edge of Loveland, at I-25 to the north, to tie into the Foxtrot regional connection between Loveland and Fort Collins. In August of 2008 the routes were modified to include a new route, Orange, that provides an express service from the north transfer point where the FoxTrot meets directly to the downtown. The primary riders for this project live, work, and shop in the downtown area of Loveland. The passengers utilizing the Blue route travel to the various retail and restaurant employment areas along Hwy 34 east of Loveland, including but not exclusive to Sams Club, Wal-Mart, Target, Home Depot, Lowes, Kohl’s, Medical Center of the Rockies, The Factory Outlet Stores, and other various merchants.

**Evaluation**:Service was evaluated based on ridership increase along the route and feedback from passengers.

**Accomplishments**: Increase in ridership and direct route connections with regional service between Loveland and Fort Collins.

**Lessons learned**:Evaluation and projection of jobs being touched can be ambiguous and sometimes "best guess" scenarios.

# SMALL URBAN/RURAL PROJECTS

# Colorado

### Colorado Department of Transportation (1130)

#### City of Greeley, Colorado (825)

##### 34-Xpress (1053)

**Location**: Greely/Weld County to -- Loveland, Larimer County (CO)

**Type**: Trip-Based Services/Fixed route

**Goal**: Improved access/connections

S**ervice description**:The 34-Xpress Route service provides a public transit route between the two major Colorado North Front Range Communities of Greeley and Loveland and operates along the US 34 corridor. The route runs from 6:08 AM - 7:08 PM, Monday – Friday, and from 9:08 am to 7:08 pm on Saturday. Major destination points include the Greeley Mall, AIMS Community College, Summit View Medical Commons, Promontory Business Park (including the State Farm and Swift offices), Promenade Shoppes, Medical Center of the Rockies, The Outlets of Loveland ,and the Loveland Visitors Center.

**Evaluation**:34-Xpress ridership is traced on a daily basis and includes number of transfers from local transit agencies, cash fare riders, free riders, and trip length (local destination or full trip destination). Relevant performance measures include: total one way riders (15,612); total revenue hours (7,062); total riders per revenue hour (2.21); and total revenue miles (167,988).

**Accomplishments**:

- Provided the regional access to jobs in Greeley, Loveland, and Fort Collins

- Successfully worked with local officials within each jurisdiction the route crosses to set up the best service for each entity's constituents

- Worked with Medical Center of the Rockies and Swift to provide better bus stop access for their patients and employees

- Developed transfer timing and policy to merge with other local transit agencies to provide greatest convenience for passengers

- Creation of a passenger survey to identify passenger service needs

- Creation of eye catching logos and bus color schemes to attract potential riders attention and make the service memorable

**Lessons learned**:

**-** Provide earlier implementation (from start-up) of bus pass system for passenger convenience

- Do research early of what jurisdiction to call in the event that emergency personnel are needed

- Form a contingency plan that covers the possibility of the route being shut down due to extreme weather conditions, to include notification and lodging of stranded passengers

- Advertise earlier

#### Mesa County Metropolitan Planning Organization (818)

##### Grand Valley Transit (1044)

**Location**: Grand Junction (CO)

**Type**: Trip-Based Services/Fixed route

**Goal**: Improved system capacity

S**ervice description**:Grand Valley Transit (GVT) provides a service as part of the existing 11 fixed route service which has been developed to fit the needs of low-income individuals in the Grand Junction metropolitan area. The system concentrates on the movement of passengers from the low-income housing areas of the Grand Junction metropolitan area, which includes Grand Junction, Fruita, and Palisade, to the industrial and commercial centers and back. The program gives qualified individuals free bus passes under Temporary Aid to Needy Families (TANF); allowing parents necessary transportation to daycare and work. If the work hours are after the transit system’s normal working hours, GVT schedules free taxi rides and reimburses the taxi company for these rides, out of the transit system’s JARC allocation for the operations of this program.

**Evaluation**:Ridership has been a key indicator of this projects success. In addition, a yearly on-board passenger survey is conducted which provides information about the population being served and feedback that GVT is meeting the needs of the community.

**Accomplishments**: The project’s greatest accomplishment is providing public transportation services to welfare recipients and other low-income persons to jobs and other employment related services while enhancing coordination funding opportunities.

**Lessons learned**:Be sure the partnerships are in place to be able to support the program, such as having the local Department of Human Services on board. Fortunately, we did and do have the partners in place to support such a program, which has helped to improve ridership and community support for transportation services.

#### Northeastern Colorado Association of Local Governments (816)

##### City of Fort Morgan (1169)

**Location**: City of Fort Morgan (CO)

**Type**: Trip-Based Services/Fixed route

**Goal**: Expanded geographic coverage

S**ervice description**:A.A deviated fixed route within the City of Sterling, operating between October 1, 2008 and September 30th, 2009. The route serves the Advantage Center and Hotel complex on Highway 6 and I-76 and then continues to West Main Street, Downtown Sterling, and the Broadway Plaza. Trip purposes include employment, education, Workforce Center, Northeastern Junior College, Centennial Mental Health, and the Logan County Justice Center. Ridership has increased from 11,976 in 2008 to 20,172 in 2009.
 B. In March 2009, NECALG initiated a deviated fixed route in the City of Fort Morgan. The route serves low-income residential areas, Morgan Community College, Workforce Center, Cargill Meat Solutions, Central Business District, Colorado Plains Hospital, North Main Business District, and Barlow Road Business District. In 2009, a total of 8,027 trips were provided.

**Evaluation**:To provide a local evaluation of the City of Sterling deviated fixed route, the Board of Directors created a Transit Advisory Committee. The stakeholders established ridership in 2006 as the baseline and expected a 10% increase in ridership in 2007, 2008, and 2009. In 2006, there were 8,128 trips on the deviated fixed route in Sterling. Ridership increased to 9,044 in 2007; to 11,976 in 2008; and to 20,172 in 2009.
 Because the deviated fixed route in the City of Fort Morgan operated less than six months in 2009, ridership from October 1st, 2009 to September 30, 2010 will be the baseline for evaluation of the deviated fixed route in the City of Fort Morgan.

 An election for the creation of a Regional Transportation Authority with a dedicated sales tax for transit will be placed on the Morgan County ballot in 2011. In the final analysis, approval of a local sales tax for the deviated fixed route is the performance measure for the JARC Program in Morgan County.

**Accomplishments**: The following accomplishments reflect the success of the deviated fixed route system initiated with JARC funding: (1) A 300% increase over the 2006 baseline established by the Stakeholders; (2) Creation of Regional Transportation Authority with 1/10 of 1% sales tax earmarked specifically for transit; (3) Nomination by the former Governor of Colorado for the United We Ride Leadership Award;(4) FTA Region VIII Regional Service Award; (4) FTA Administrators Award for Outstanding Public Service; (5) Creation of a demonstration project in Morgan County with Stakeholders and financial partners including City of Fort Morgan, Morgan County Government, Cargill Meat Solutions, Local Businesses, Morgan Community College, and non profit and human services agencies in Morgan County.

**Lessons learned**:Local stakeholders are critical to the success of a local transit system. Funding partners must be committed to transit service. The success of the system may be dependent on a separate tax earmarked for transit and extending beyond the term of office of local elected officials. The State DOT must facilitate contracts and reimbursements to ensure that the service provider has the cash flow to operate the transit system. The local community must "own" the transit system. This ownership encourages local input, financial commitments, and innovative thinking on ways to utilize and promote the transit system. If an election to approve a local sales tax or property tax for transit is required, learn the time frame required for public notice, time frame for adoption of enabling resolutions, the language of the ballot, local governance, and when the Department of Revenue will start remitting state collected revenue. Develop stakeholders and champions in the private sector who can shepherd a ballot issue for approval of the public.

##### Deviated fixed route #2 within City of Sterling, Colorado (1042)

**Location**: City of Sterling (CO)

**Type**: Trip-Based Services/Flexible routing

**Goal**: Improved system capacity

S**ervice description**:In 2009, NECALG operated a deviated fixed within the City of Sterling, Colorado. The route serves the Advantage Center and Hotel complex on Highway 6 and I-76. The route continues to West Main Street, Downtown Sterling, and the Broadway Plaza. Trips purposes include employment, education, Workforce Center, Northeastern Junior College, Centennial Mental Health, Logan County Justice Center and Logan County Department of Human Services. In 2008, the configuration of the fixed rout e was altered to eliminate bus stops that had no client pickups. With the consolidation of routes, the number of miles decreased from 82,455 in 2007 to 68,925 in 2008 and the number of hours decreased from 5,782 in 2007 to 4,876 in 2008. Ridership has increased from 9,044 in 2007 to 11,976 in 2008. The initial projection is that ridership will increase to 16,000 trips in 2009.

**Evaluation**:To provide a local evaluation of the deviated fixed route, the Board of Directors created a Transit Advisory Committee composed of stakeholders in the City of Sterling. The stakeholders established ridership in 2006 as the baseline and established a goal of a 10% increase in ridership in 2007 and an additional 10% increase from 2007 to 2008. In 2006, the total ridership was 8,128. Ridership increased to 9,044 in 2007 or 11%. In 2008, ridership increased to 11,976 or 47% over the 2006 base. The stakeholders determined that since future funding for transit may be more formula based, a source of local funding was necessary to sustain the transit service. The Transit Advisory Committee established a goal of the creation of Rural Transportation Authority with a 1/10th of 1% sales tax to finance deviated fixed route.

**Accomplishments**: The following accomplishments reflect the success of the deviated fixed route system initiated with JARC funding: • 47% increase in ridership over the 2006 baseline established by Stakeholders • Creation of Regional Transportation District with 1/10 of 1% sales tax earmarked specifically for transit • Nomination by the former Governor of Colorado for the United We Ride National Leadership Award • FTA Region VIII Regional Service Award • FTA Administrator’s Award for Outstanding Public Service

**Lessons learned**:Local Stakeholders are critical to the success of a local transit system. Funding partners must be committed to the transit service. Success of the system may be dependent on a separate tax earmarked for transit and extending beyond the term of office of local officials. The State DOT must facilitate contracts and reimbursements to insure that the service provider has the cash flow to operate the transit system. The local community “owns” transit system and contracts for the operation of the service. This ownership encourages local input, financial commitments, and innovative thinking on ways to utilize and promote the transit system. If an election to approve a local sales or property tax for transit is required, learn the time frame required for public notice, time frame for the adoption of resolutions, the language for the ballot, local governance and when the Department of Revenue will start remitting State collected revenue to the entity.

#### South Central Council of Governments (824)

##### South Central Council of Governments-Transit JARC (1052)

**Location**: Huerfano-Las Animas counties (CO)

**Type**: Trip-Based Services/Fixed route

**Goal**: Expanded geographic coverage

S**ervice description**:The service started as demand response in 2008. Several Seniors Inc. and Care Service employees started using our service to get to and from work and a few students from Trinidad State Junior College started riding to get to and from job training courses. As word of the program got out our ridership increased. A deviated fixed route was added in both Trinidad and Walsenburg, which has also become effective in transporting passengers to work and training.
**Evaluation**:Our ridership numbers are kept and evaluated monthly by the Transit Coordinator and Transit Director. The scope of work was used to compare performance measures and benchmarks.

**Accomplishments**: Exceeding the expected amount of rides for the entire year was our greatest accomplishment. Ride numbers continue to grow each month.

**Lessons learned**:Good marketing. Getting the word out about a new program is very important. Word of mouth can often be a very effective marketing tool.

## Montana

### Montana Department of Transportation (1144)

#### Butte/Silver Bow (42)

##### Butte-Silver Bow Transit (1175)

**Location**: Butte (MT)

**Type**: Trip-Based Services/Fixed route

**Goal**: Improved access/connections

S**ervice description**:The Walkerville/Race Track Bus Route provides the majority of rides for our low-income residents to work and training opportunities. The bus route connects to the Harrison Avenue Route, which provides access to major commercial activities such as Wal-Mart, the Butte Plaza Shopping Center, and most major motels and restaurants. Butte-Silver Bow has 15% of its residents living below the Federal poverty levels and the majority of these residents reside in the areas served by the Walkerville Route. A total of 12% of households do not have access to a private vehicle and the Walkerville Route is the only transportation to work and training. JARC funding is also providing essential service to persons with developmental disabilities for transportation to training and work centers.

**Evaluation**:The Transit System is monitoring ridership figures to determine if JARC funding is having a positive effect on commuter and student passenger numbers.

**Accomplishments**: The Transit System has only operated with JARC funding for three months this first quarter. The Transit system will continue to monitor the performance and will report any accomplishments and milestones in future reporting periods.

**Lessons learned**:At this point in time we are evaluating the program and its effectiveness.

#### City of Billings (39)

##### City of Billings - MET Transit (83)

**Location**: City of Billings (MT)

**Type**: Trip-Based Services/Demand response

**Goal**: Improved access/connections

S**ervice description**:This service is to provide demand response rides to persons with disabilities, low-income/welfare individuals to and from work, day care programs, etc. within the city limits of Billings, Montana.

**Evaluation**:It was determined that without JARC funding many persons with disabilities, low-income/welfare individuals would not have transportation to their work sites and training programs.

**Accomplishments**: We are now providing over 7,000 rides to persons with disabilities, low-income/welfare residents to their work sites and training programs. This service has made a significant impact on the quality of their lives.

**Lessons learned**:None

#### City of Helena (43)

##### East Valley Bus (1432)

**Location**: Lewis and Clark County (MT)

**Type**: Trip-Based Services/Flexible routing

**Goal**: Expanded geographic coverage

S**ervice description**:The East Valley Bus (EVB) provides transportation service throughout a portion of the Helena Valley in Lewis and Clark County. Included in this area are the cities of Helena and East Helena.
 This operation provides hourly routes and 11 hours of service, 7 AM to 6 PM, five days a week. Service in the east valley and the City of East Helena is curb-to-curb, with a select number of fixed stops. In the City of Helena, this service is fixed route only, connecting with the Helena bus service at several locations.

**Evaluation**:We have met with several of our passengers at various time to discuss the operations of the EVB and identify changes which would be beneficial to the operation.

**Accomplishments**: Our greatest accomplishment was in changing our operational hours at the request of our customers to begin earlier in the morning, to accommodate for more working people to utilize the service accessing work. This change in schedule resulted in a significant increase in ridership on the route.

**Lessons learned**:We began the operation with very little notification, at the request of the mayor of East Helena and several residents. Once initiated, it took us a little while to realize we would have to do more promotion. We initiated training with some organizations and increased advertising and ridership continued to climb even up to today.

#### Missoula Urban Transportation District (40)

##### Mountain Line (698)

**Location**: Missoula (MT)

**Type**: Trip-Based Services/Fixed route

**Goal**: Expanded geographic coverage

S**ervice description**:Section 5316 funds (JARC) were used for planning, administration, and operations for routes 11, 8, and 2, which provide fixed route service to the North Reserve Street/ Missoula Industrial Park area and the Missoula International Airport, improving transit access to employment centers in western Missoula for low and moderate wage earners.

**Evaluation**:The project was evaluated using ridership data and customer feedback.

**Accomplishments**: The system provides greater access to service jobs in the new service area.

**Lessons learned**:Obtain as much feedback as possible from residents, employers, and employees of the proposed area to be served.

## North Dakota

### North Dakota Department of Transportation (1153)

#### Fargo MAT (114)

##### Expanded Service Partnership (1391)

**Location**: Fargo and West Fargo (ND)

**Type**: Trip-Based Services/Fixed route

**Goal**: Expanded geographic coverage

S**ervice description**:Metro Area Transit (MAT) utilizes Job Access and Reverse Commute funds to continue to staff the third dispatch shift at the Ground Transportation Center, and help unemployed and under-employed persons get to employment and job training opportunities. Funds are also utilized to do the following:
- Customer and driver support throughout the hours the vehicles operate
- Addressing safety and security concerns after 7 PM with passengers waiting in the dark and cold during winter months
- Staffing a transportation information hotline during all operating hours (a gap identified in Metropolitan Access to Jobs Initiative)
- Maintain funding to Handi-Wheels (a local non-profit) for continued employment and employment related rides for disadvantaged populations
- Maintain funding to Fargo Senior Services for continued employment and employment-related rides for disadvantaged populations

**Evaluation**:The JARC projects are monitored by the Metropolitan Transportation Initiative, which is comprised of public and private transportation providers who serve disadvantaged individuals. In addition to Metro Area Transit, this group could includes Clay County Rural Transit (MN), Heartland Industries (MN), Connections (MN), Handi-Wheels (ND), Ready Wheels (MN & ND), New Americans representatives, residential providers for people with developmental disabilities, Senior Ride Service (MN & ND), senior living facilities, taxi companies, and faith communities. Committee objectives include increased communication among transportation providers, creative solutions to gaps in service, and cooperation in service delivery. The ultimate outcome has been transportation services that address the employment and employment-related transportation needs of disadvantaged individuals in the Fargo-Moorhead metro area. There is service available outside of the fixed route operations due to JARC funding - employment and employment-related transportation gives rides to the disadvantaged population to the industrial park and implements a program for parents to take children to daycare, then on to employment/training services.

**Accomplishments**: The greatest accomplishments are three-fold:
- Employment and employment related activities rides are provided to disadvantaged populations outside the scope of the fixed route
- A creative program was implemented that includes funding from TANF, SENDCAA, JARC, and Bremer Foundation, with actual rides being provided by Fargo Senior Services - it is a fabulous example of partnership potential - our goal is to grow it further
- Communications between agencies, transportation providers, and riders/clients has grown

**Lessons learned**:Outreach to a variety of players is important; the partnership potential is high. Focus on pilot programs and grow the programs so they are manageable and serve the needs of the end user, our most important player.

#### Giving + Learning (845)

##### Drivers Permit/Test Mentoring (1121)

**Location**: Fargo and West Fargo (ND)

**Type**: Information-Based Services/One-on-one transit training ("travel training")

**Goal**: Improved customer knowledge

S**ervice description**:Giving+Learning utilized JARC funding to provide 28 eligible new American refugees and immigrants with drivers permit tutoring; behind the wheel training with an accredited school; driving practice with a volunteer mentor; and transportation to and from the testing site.

**Evaluation**:North Dakota Motor Vehicle continues to routinely refer new Americans to Giving+Learning for drivers permit/test tutoring, which is the highest affirmation we could receive. The overwhelming response we received from the new American population requesting drivers permit/test assistance underlined the necessity of this program. The network of new drivers assisting extended family and neighbors and the ability of new Americans to work outside of the public transportation schedules is valuable to the entire community.

**Accomplishments**: In three months, 28 new Americans received drivers permit tutoring, behind the wheel training, and driving practice. This opened up additional employment opportunities for the new Americans to work outside of the public transportation schedules and built extended family and neighbor transportation networks.

**Lessons learned**:The vast majority of new American refugees and immigrants do not use English as a first language. Utilizing an interpreter benefits the new Americans learning to drive and improves the probability that the program participant will succeed in a shorter period of time.

#### Grand Forks Cities Area Transit (118)

##### Cities Area Transit (154)

**Location**: Grand Forks (ND)

**Type**: Trip-Based Services/Fixed route

**Goal**: Expanded geographic coverage

S**ervice description**:The City of Grand Forks started the new route 12/13 in the south and west areas of the city. The new route covers medical facilities, schools, shopping areas, residential, and human service agencies that people have been asking to have served by bus and paratransit services. Cities Area Transit is covering areas of the city that were not accessible before. The City is continuing to grow to the south and west and the new route has seen a dramatic increase in ridership in the last year with access to residential, commercial, and human service agencies.

**Evaluation**:Records on bus ridership are kept monthly and reviewed periodically. The ridership has climbed steadily from day one to a rate of approximately 700 rides per month. Surveys of the route and ridership are also done periodically.

**Accomplishments**: The expansion of service to all areas of the city has provided access to higher paying employment for low-income persons and to better serve the current workers, including those with a disability. Such dissolution of barriers and enhanced options to all of our routes are applicable not only to the target populations of low-income persons, persons with disabilities, and the elderly, but also to the general public.

**Lessons learned**:With the addition of service and coordination with human service agencies and employers, the project will incorporate the marketing of the new services. A combination of travel training and promotional activities will be utilized during project implementation. This will not only enhance existing service and the public’s general knowledge, but also jumpstart ridership on the new service.

#### Kenmare Wheels & Meals (115)

##### Work Ride Service prior to and after regular service hours (150)

**Location**: Kenmare (ND)

**Type**: Trip-Based Services/Demand response

**Goal**: Extended hours/ days of service

S**ervice description**:Service for rides to and from work, outside of regular service hours were provided. Our service was a dial-a-ride service with no specific hours. It was used for both very early morning and evening rides to and from work.

**Evaluation**:Original goal: To provide work ride service to persons with disabilities in the City of Kenmare.
Original ridership: One person, twice daily, one day per week.
Actual Ridership: Four persons (one using a wheelchair, one older adult, and two general public) using the service from one to three days per week.

**Accomplishments**: Our service has allowed a person who uses a mobility device to get and maintain a job within our community, which we feel has made a significant impact on both her life and her part in our community.
 The service was "noticed" by others which resulted in much more use than we expected.
 A side benefit of this service has been a tremendous increase in the use of our regular transit service by the general public. Our ridership has nearly doubled in the past year.

**Lessons learned**:Staff: We made sure our staff was on board with the plan because it requires a great deal of flexibility on the part of the driver.
 Demand: We were pleasantly surprised at the increase in demand, especially during the winter months. Would suggest doing some sort of needs survey prior to beginning the service.

#### Nelson County Council on Aging (116)

##### Nelson County Transit (1284)

**Location**: Nelson County (ND)

**Type**: Trip-Based Services/Fixed route

**Goal**: Expanded geographic coverage

S**ervice description**:Began with a county wide survey and then added another route to Devils Lake for dialysis patient, that eventually became a way for JARC riders to get to Devils Lake. A toll free number was advertised as a way for JARC recipients to contact us. Also have used routes on Tuesday for Cooperstown and in-county for JARC riders.

**Evaluation**:Survey of county residents and talked to each JARC rider about their thoughts on this program.

**Accomplishments**: Added permanent route to Devils Lake Mondays for dialysis patient, but this route has been used by younger people for job applications and travel to jobs. Younger people, mostly from Michigan and McVille, have utilized this service.

**Lessons learned**:Take a web seminar before starting this program. Participation will help with beginning the program, reporting, etc.

#### Pemina County Meals & Transportation (117)

##### Pembina County Public Transit JARC (1276)

**Location**: Pembina County (ND)

**Type**: Trip-Based Services/Demand response

**Goal**: Extended hours/ days of service

S**ervice description**:Because we are a rural county, many people work in a different community than they live and may have to travel many miles to work. This is especially true of our passengers with disabilities. We determine our routes by passenger need and where they are able to find employment. We have several passengers who live in the rural Cavalier area for which we provide transportation into Cavalier. We also provide transportation from Cavalier to other communities.

 We also provide transportation in the southern part of the county, from Drayton to work sites in Grafton.

**Evaluation**:We gauge how successful we are by how often we can coordinate JARC rides with public transit rides. If we have a request for medical/shopping to a community where we are providing a JARC ride, we will schedule that medical/shopping ride so it coordinates with a return JARC trip. We also try to coordinate work hours with our JARC clients so we can provide rides to more than one person going to the same community to work.

**Accomplishments**: We feel we are improving the quality of life for our JARC clients. Because we coordinate our JARC service with our public transportation service, our passengers are able to access other services they may need. We believe we are helping to improve the quality of life for our passengers. We have one JARC passenger who is now able to go to the library after work and check out books. We have JARC passengers who are able to stop after work and pick up medication or groceries. Several of our JARC passengers are young people with disabilities. Their work site is in another community where we are also providing transportation to elderly passengers for medical appointments/shopping. Friendships have developed between the individuals with disabilities and the elderly passengers. The families of the individuals with disabilities are very thankful for our JARC service, as it allows their children the opportunity to be able to work, without family members needing to take time off from their own jobs to provide transportation.

**Lessons learned**:It is important to coordinate JARC services in rural areas with public transportation to keep vehicles and drivers busy.

#### Souris Basin Transportation (111)

##### Souris Basin Transportation (1035)

**Location**: City of Rugby (ND)

**Type**: Trip-Based Services/Demand response

**Goal**: Extended hours/ days of service

S**ervice description**:Extending the hours of transit service operations to provide job ride access to the public, persons with disabilities, and older adults. Changing the existing hours of service: 8:30 AM to 4 PM to the new hours of: 7:30 AM through 5:30 PM on Monday, Tuesday, Wednesday, Friday and adding service on Saturday, 10 AM to 4 PM.

 The vehicles used meet all the ADA requirements. Demand response system using local dispatching in Rugby to accommodate the numerous calls and reservations. The extended hours provide transit for the low-income and welfare recipients access to rides for work.

**Evaluation**:Ridership records were done on a daily basis. All job related rides, pickup times and drop-offs, names of riders, rides noted outside of the original 8:30 to 4 PM, and Saturday riders. Comparing the rides from the previous years (since 1979) we were able to quantify the increase of the rides due to the extended hours of service, extra days of service, and reason for the rides. Monthly ridership numbers also shows the increase number of one way rides accordingly. Continue documentation, public input, user group meetings, all will help us determine any future improvements for transit in the area.

**Accomplishments**: Increased ridership in the small town of Rugby (population 2,900) by over 35% with the JARC grant. Average pre-JARC monthly rides of 700. Now we are average 975 one way rides per month, looking to break the 1000 mark soon. With the expanding energy jobs and law enforcement center in and around Rugby, the demand for our service has increased.

**Lessons learned**:Two major hurdles: vehicles and drivers. Due to the low unemployment rate in our area, finding drivers was an issue. Having drivers willing to work and make this project a success was our first step. We already knew there was a demand for the extended hours of service due to the years of providing transit to the area. Surveys and group meetings with the public and inquiries, provided us with the input to establish this service through JARC. The vehicle issue: we had the necessary ADA accessible vehicle already in service and upgraded stationed in Rugby.

## South Dakota

### South Dakota Department of Transportation (1160)

#### Black Hills Workshop and Training Center, Inc. (417)

##### Black Hills Workshop and Training Center, Inc. (450)

**Location**: Pennington County (SD)

**Type**: Trip-Based Services/Flexible routing

**Goal**: Expanded geographic coverage

S**ervice description**:Transportation is provided to people with disabilities to employment at Ellworth Air Force Base. No other transportation is available. Employment is at Commissary, Food Service and Janitorial. Work is 24 hours per day, seven days per week. Routes are established around the schedules of the people needing transportation. 24,874 passenger trips were provided in FFY 2009. 365 days per year, several trips per day.

**Evaluation**:This project has enabled persons with disabilities to work on the contracts at EAFB, many of these people have very limited funds and cannot afford transportation.

**Accomplishments**: People with disabilities are able to maintain employment.

**Lessons learned**:None

#### City of Mitchell (419)

##### City of Mitchell/Palace Transit (1600)

**Location**: Davison (SD)

**Type**: Trip-Based Services/Demand response

**Goal**: Extended hours/ days of service

S**ervice description**:Low-income and welfare residents in the area have difficulty maintaining personal dependable transportation to employment. The City of Mitchell, South Dakota is addressing this concern, made possible through a JARC-funded grant. This transportation program provides demand-response service through the city owned and operated Palace Transit. The City of Mitchell's public transportation provides opportunities for low-income and non-English-speaking individuals as well as person with disabilities and welfare recipients to access English as a second language (ESL) classes, job-placement centers, city and government offices, HUD offices, nutrition centers, child care centers and other potential employers. Participants are able to access work, day care and job preparation classes within the county seven days per week. The City owns/operates wheelchair-accessible vehicles that are utilized to accommodate persons with disabilities. The JARC grant helps offer these low-income, welfare recipients, and persons with disabilities an opportunity to enhance their skills by attending employment preparation classes, job interviews and to maintain dependable transportation to employment through Palace Transit.

**Evaluation**:The success of the project is evaluated by monitoring the ridership levels monthly. The project is also evaluated on operating cost per hour, per mile and per trip as well as passengers per hour and mile and operating revenue. The levels achieved are compared with the ridership that would have been attained had there been no expansion of the service. The expansion of service has permitted late night shift employees to return from work and early morning employees to get to employment. This is essential for many entry level employment opportunities in the rural geographic areas served presently.

**Accomplishments**: The JARC service supplements the city's public transit service by providing access to employment on days and hours that would otherwise not be available. A strong consolidated partnerships is evident with Service Stakeholders such as TANF, post TANF clients and persons with disabilities providing a dependable link to potential employment and to the labor market during tough economic times in most areas of the country. Employers served in the area have included Wal-Mart, McDonalds, Trail King, AKG Mfg, Toshiba, County Fair Foods, Pizza Hut, Ruby Tuesdays, Performance Pets and Hendrickson Turner Mfg., hotels, and child day care facilities.

**Lessons learned**:To provide in a consistent business manner great customer service and to be flexible with customer needs.

#### City of Sioux Falls (418)

##### Non-ADA Paratransit Service Pilot Project (697)

**Location**: Minnehaha County, Sioux Falls (SD)

**Type**: Trip-Based Services/Flexible routing

**Goal**: Extended hours/ days of service

S**ervice description**:Non-ADA Paratransit service is for individuals that can access the fixed route system but the fixed route system is not operating for them to be able to use it. Since ADA Paratransit service runs two hours longer than fixed route service. The Non-ADA Paratransit Service provided fixed route riders with another transportation option of riding on the paratransit buses Monday through Friday between the hours of 8 PM and 10 PM, without requiring them to be eligible for the service. This resulted in extending service hours for fixed route riders by two hours, Monday through Friday.

**Evaluation**:Tracking the purpose of the non-ADA rides provided data substantiating the need for the service. The number of riders per month started out fairly low but, as the word got out about the service, it began to steadily increase. The result of the increase in riders was a more efficient paratransit service. In the past, there were many nights when a paratransit bus, which can transport up to seven wheelchair passengers or 12 ambulatory passengers, was transporting only one or two riders. Opening up the service for non-ADA rides, increased the number of people on the bus thus, making it a more efficient service.
 The data also highlighted that 99% of the riders were using the transportation service to get to or from a job. Many began subscription rides which picked them up each evening at the same time from a job location.

**Accomplishments**: Because of the low fare of the Non-ADA Paratransit service ($4 per ride), especially in comparison to taxi service, the pilot project provided additional transportation options for the older adults and persons with disabilities who typically use the fixed route system, and the low-income populations. Many people in these groups are transit-dependent and, by offering transportation service later in the day, it expanded job opportunities for them, gave them the ability to access sustenance needs, and allowed for greater participation in the community which can have a major impact on economic conditions.

**Lessons learned**:Through the development of the Non-ADA transportation service program, it proved that there are ways of providing additional transportation services with minimal impact to the operating budget. By using creative techniques, having an open mind to change, and making service evaluations on a regular basis, it creates an opportunity for the development of new transportation programs.

#### People's Transit (420)

##### People's Transit (1051)

**Location**: Beadle County, Huron (SD)

**Type**: Trip-Based Services/Demand response

**Goal**: Extended hours/ days of service

S**ervice description**:We have added a route- stopping at designated points to pick up riders going to work at our local turkey processing plant. They are returned home in the evening reversing the route. The plant is located three miles east of town.
 We have extended hours of service with JARC/NF funds. With the extended hours in the evenings and operating on Saturday and Sunday, we are able to provided transportation to riders going to and from work within the Huron city limits.

**Evaluation**:We meet with the drivers regularly. We visit with the staff from the Turkey Processing plant. We document how many rides are provided during the hours that the grant was written for.

**Accomplishments**: With the extended hours of service we were able to provide rides for 40 people with a large bus to and from the turkey processing plant. We are able to take riders to work at a new Wal-Mart store to our community. We also are taking workers to their jobs for several other businesses.
 On Sunday, we are able to take riders to church. On the first Sunday we used only one vehicle, and by the second Sunday we needed two vehicles. Some Sundays we have enough riders that three buses are used to accomodate all the riders.
 We also have partnered with SD Vocational Rehab Services in providing rides getting people back to work.
 We have hired a staff to do in-house maintenance on the fleet of buses.
 We have a very diversified community which we work through translators to accommodate the needs of these people.

**Lessons learned**:Have enough drivers on board before you start a new program. We did not anticipate the rapid increase in request for rides for Sunday. We were able to accommodate the rides, but drivers that were hired to work weekdays now work on Sunday also.

#### River Cities Public Transit (421)

##### Bird Seed Shuttle/LR104 (822)

**Location**: Pierre, Blunt, Harrold (SD)

**Type**: Trip-Based Services/Shuttle/feeder services

**Goal**: Expanded geographic coverage

S**ervice description**:The route number is LR104 and its name is Global Harvest Bird Seed shuttle. River Cities Public Transit has employed one of the passengers as a part time driver to reduce deadhead and wait times, this also saves on fuel. LR104 departs RCPT parking lot at 5:30 AM. It stops in Blunt, SD at 6 AM and arrives in Harrold by 7 AM. The vehicle then departs Harrold around 5 PM and, if needed, will pick up other passengers on the way back to Pierre.

**Evaluation**:It has helped raise awareness to several rural communities how public transportation operates and how it can benefit their daily lives.

**Accomplishments**: Providing another opportunity for residents from Pierre, and surrounding communities more access to employment.

**Lessons learned**:Having an accurate estimate on the number of passengers to have an a vehicle with adequate seating capacity.

##### Highmore Shuttle/LR20 (1050)

**Location**: Hyde, Huges and Stanley counties (SD)

**Type**: Trip-Based Services/Shuttle/feeder services

**Goal**: Improved system capacity

S**ervice description**:LR20 begins its route in Highmore and picks up at several towns on the way to the Pierre/Ft. Pierre area. The bus then remains in Pierre until 5 PM, when it begins its route back. While in Pierre, we also use it for an after school route. That is under another route number. Fare is $7 one way or round trip from Highmore.

**Evaluation**:We were reaching max capacity on a near daily basis, and even not having enough room some days. We used some of the JARC/NF money towards a larger 30-passenger vehicle.

**Accomplishments**: The fact that we needed a larger vehicle to accommodate an increase in passengers is an accomplishment to RCPT. It means that more people are becoming aware of how transit operates and realize how economical, and convenient it is.

**Lessons learned**:It’s a challenge to set up random drug & alcohol tests on the part time shuttle drivers. Possible, but a little difficult because they are only on the clock for a short time in the morning and evening.

##### Presho Shuttle/LR66 (864)

**Location**: Jones, Lyman, Stanley, and Hughes counties (SD)

**Type**: Trip-Based Services/Shuttle/feeder services

**Goal**: Expanded geographic coverage

S**ervice description**:LR66/Presho Shuttle leaves Hutches Cafe in Presho at 6:15 AM, then stops at The Coffee Cup gas station in Vivian at 6:30 AM. The fare is $7 per passenger round trip. At 4:30 PM the driver then starts picking up passengers at their jobs, they are on the way back to Presho and Vivian by 5:15 PM. The route runs Monday through Friday, except on holidays. We have employed a part time driver that lives in Presho and stores the vehicle there as well. This helps to reduce deadhead time and fuel costs.

**Evaluation**:This shuttle is providing the residents of Presho, Vivian and surrounding communities an economical and reliable means of transportation to and from Pierre/Ft. Pierre, whether it's for work, medical appointments, school or shopping.

**Accomplishments**: We have hired a very reliable person to drive this shuttle. It reassures the passengers to know that the bus will be their consistently on time to take them to work.

**Lessons learned**:As a result of a family illness we learned that we need to have more than one back up driver available.

## Utah

### Utah Department of Transportation (1164)

#### Bear River Association of Governments (306)

##### Information materials/marketing (930)

**Location**: Bear River Region (UT)

**Type**: Information-Based Services/Information materials/marketing

**Goal**: Improved customer knowledge

S**ervice description**:The final Mobility Management Study includes an updated inventory of resources currently available, updated transportation needs, an evaluation of alternative solutions and suggestions on implementing the project.

**Evaluation**:Analysis of service coverage areas based on current and potential client needs including equipment, assistance, and other potential user criteria (i.e. minimal, medium, and extensive need categories). It is hoped that future coordination efforts could be based on these groups, including funding sources, eligibility, similar equipment, and personal assistance needs.

**Accomplishments**: Planning achievements have been measured by benchmarks identified in the original planning scope of work, such as:
- Human Service Transportation committee established and on-going meetings
- Identification of service providers by inventorying service providers' vehicles and ridership

- Preliminary mapping of existing service areas and routes
- Reviewed mapping and information products related to gap identification and service efficiency
- Development of educational materials and distribution plan
- Collaborated with willing participants to develop feasibility study for centralized dispatch service

**Lessons learned**:Collaboration with the State and other regional transportation planning entities and service providers is critical. Additionally, national organizations such as the National Association of Development Organizations have tools and information pertinent to regional coordination as well as contacts for relevant projects and examples.

#### Five County Association of Governments (309)

##### Information Materials/Marketing (925)

**Location**: Dixie Metropolitan Planning Organization (UT)

**Type**: Information-Based Services/Information materials/marketing

**Goal**: Improved customer knowledge

S**ervice description**:The "Coordinated Transportation Implementation Tool" was completed to devise strategies to implement the Goals of the "Coordinated Human-Services Transportation Plan." Specific strategies were outlined in several areas including issues from travel training to mobility management.

**Evaluation**:The project was evaluated by how completely the strategies included in the Tool addressed specific local needs. The study identified project partners, resources currently available, transportation needs, targeted passengers, demographics and suggested an implementation plan.

**Accomplishments**: As a result of project completion sub-committees were established to address specific areas of interest. We were able to bring in a wide variety of 'Stakeholders' into the process and from that pool have identified key players to continue in the process as members of our local Coordinated Transportation Planning Committee.

**Lessons learned**:Start with a complete list of stakeholders at the beginning of the process. I wish we had begun with a more complete list.

#### Six County Association of Governments (308)

##### Information materials/marketing (841)

**Location**: Central Utah (UT)

**Type**: Information-Based Services/Information materials/marketing

**Goal**: Improved customer knowledge

S**ervice description**:The study activities entailed coordination with services providers, county commission, and incorporated communities. The regional endeavor involved meeting directly with each entity within the region.

**Evaluation**:Reporting directly to the Six County Executive Board, which comprises elected officials from each of the six counties.

**Accomplishments**: The study indicated that constituents within the area were not aware of such programs, but transportation for LMI individuals is needed. The staff were made aware of the various service provided that were not easily identifiable. The elected officials were also enlightened of this fact.

**Lessons learned**:The rural areas are sometimes overlooked and it is incumbent on staff to reach out beyond jurisdictional limits. Tribal reservations may be overlooked in other states.

#### Southeastern Utah Association of Local governments (304)

##### Information Materials/Marketing (1119)

**Location**: Southeastern Region (Carbon, Emery, Grand, and San Juan counties) (UT)

**Type**: Information-Based Services/Information materials/marketing

**Goal**: Improved customer knowledge

S**ervice description**:Project scope was to develop a Mobility Management Plan for the Southeast Utah area, comprised of stakeholders from four rural counties (Carbon, Emery, Grand, and San Juan).

**Evaluation**:SEUALG contracted with WCEC Engineers, Salt Lake City, Utah, and partnered with local service providers (stakeholders) to create a detailed public transit Mobility Management Business Plan, which includes resources currently available, transportation needs, evaluation of alternative solutions, and project recommendations.

**Accomplishments**: Core group of stakeholders remained active throughout the planning process.
Identification and development of solutions to Stakeholder needs/concerns.

**Lessons learned**:Coordination is not easy. It took a lot of cooperation from stakeholders to accomplish the Plan.

#### Utah Transit Authority (273)

##### Purchase Communications Equipment (1162)

**Location**: Utah, Salt Lake, Tooele, Weber, and Davis counties (UT)

**Type**: Capital Investment Projects/ITS-related hardware/software investments

**Goal**: Improved access/connections

S**ervice description**:Upgraded communications that will support real-time dispatch and coordinated information technology improvements is critical to many of the strategies being examined to improve immobility in the region. The project would procure a state of the art radio system which would support a wide variety of technology applications.

**Evaluation**:The improved communications system supports coordination, improved service, and implementation of information technology improvements.

**Accomplishments**: Purchased communication equipment

**Lessons learned**:Improved communications

##### Route 201 State Street Saturday Service (303)

**Location**: Salt Lake County (UT)

**Type**: Trip-Based Services/Fixed route

**Goal**: Extended hours/ days of service

S**ervice description**:Route 201 adds Saturday service to an existing route, providing access to jobs and associated transportation services for minority and low-income households. This route already provides weekday service between 5300 South and 10600 South, from Murray City to Sandy City, Utah and now provides 30-minute service on Saturdays.

**Evaluation**:Ridership Counts, on-time reliability, customer comments, and investment per rider (cost efficiency analysis).

**Accomplishments**: We are now able to provide transportation services on a route in a busy corridor on Saturdays that historically has one of the highest ridership counts. Ridership was 0 for no service, increased to 200 quickly, and is now up to 330 per day.

**Lessons learned**:Before adding Saturday service, evaluate geographic area needs assessment and cost factors. A Transit Development Plan is being developed by UTA that will include a 10-year review of needs. This will strategically look at transit services and resources for implementation. The JARC routes will be reviewed and evaluated for successes as part of this strategic planning effort.

##### Route 218 Redwood Road Saturday Service (304)

**Location**: Salt Lake County (UT)

**Type**: Trip-Based Services/Fixed route

**Goal**: Extended hours/ days of service

S**ervice description**:Route 218 provides weekday service on Redwood Road between 4700 South and 10600 South from Taylorsville to Sandy, Utah every 30 minutes. This JARC funding assisted in adding Saturday service at the same frequency to assist people who work non-traditional hours on Saturdays.

**Evaluation**:Evaluation of ridership, cost, and operating efficiencies. This route was non-existent, once it was approved and implemented, the ridership went up to 300 the first quarter and is currently at 510 riders per Saturday.

**Accomplishments**: The JARC funding enabled UTA to provide Saturday service on this route at the same frequency as the weekday service.

**Lessons learned**:Before adding Saturday services, do a needs assessment for the geographic area and how it connects to other transit services for a regional network. UTA could have performed a market analysis and identified major trip generators along this corridor, since this is one of the main north/south corridors in the Salt Lake Valley.

##### Route 256 Fixed Route Service on 5600 West (305)

**Location**: Salt Lake County (UT)

**Type**: Trip-Based Services/Fixed route

**Goal**: Expanded geographic coverage

S**ervice description**:Route 256 provides fixed route service between 4100 South and 2455 South in West Valley City. It connects the Utah Department of Workforce Services with the Bus Rapid Transit (BRT) line on 3500 South and a high frequency fixed route service on 4100 South. This route is designed in conjunction with the Department of Workforce Services (DWFS). Within the same building as the DWFS is the Salt Lake/Tooele Applied Technology College. There are three vehicles being used in this service, with an average seating in each bus of 30 passengers.

**Evaluation**:Evaluation of ridership, operating, investment per rider (cost efficiencies). UTA looks at the reliability, future population densities in the corridor, and increases in usage of the route to determine its successful implementation. It takes at least one to two years to evaluate the increases in ridership and use and how successful a route has become. Job Access was an important feature of this route when requesting JARC funds to implement it.

**Accomplishments**: This project gave UTA the ability to serve an area that was not previously served. It allows employees of the VA to commute on Saturday using public transportation.

**Lessons learned**:A detailed analysis with the DWFS was invaluable prior to providing this service. UTA has partnered with West Valley City and the Utah Department of Transportation (UDOT) to improve transit access, passenger amenities, and convenience of services to encourage transit use. UTA would like to create working partnerships in long range planning.

##### Route F400 Tooele County (301)

**Location**: Tooele County (UT)

**Type**: Trip-Based Services/Flexible routing

**Goal**: Expanded geographic coverage

S**ervice description**:Route F400 is a route deviation service in Tooele County. The geographic area served by this route is Tooele City. This service improvement increases access both logistically and geographically in Tooele County. This service was developed in conjunction with Tooele City, County, Valley Mental Health, Tooele Relief Services, and the Department of Work Force Services. This service provides transportation to jobs, goods, and services within Tooele County.

**Evaluation**:Ridership counts, on-time reliability, customer comments, and investment per rider (cost efficiency analysis).

**Accomplishments**: We are carrying more people now than on our previous paratransit services.
This route deviation offers additional transit services to more people and has opened new opportunities to access jobs.
 Before we started the F400 Tooele Route Deviation the ridership was 200 per month, after the implementation of the Route Deviation the ridership went up to 500 per month.

**Lessons learned**:We wish we had more community involvement and education prior to implementing the service. More public input would have been beneficial to identify communities and populations the route would serve. UTA, by working more closely with community resources, could have identified people who would ride the service (target audience).

##

## Wyoming

### Wyoming Department of Transportation (1168)

### Southern Teton Area Rapid Transit (57)

##### Star Valley Route (35)

**Location**: Lincoln County & Teton County (WY)

**Type**: Capital Investment Projects/Vehicle for agency

**Goal**: Improved system capacity

S**ervice description**:JARC funding was used to purchase a new 55-passenger MCI coach for use on the Star Valley route. This route serves commuters who live in Lincoln County (where there are very limited number of jobs) and work in Teton County (where there are great number of jobs, but cost of housing is very high).

**Evaluation**:The new bus carried an average of 80 riders on two one way trips each day from the time the bus was placed into service (June 1, 2009) to the end of FY 2009 (September 30, 2009).

**Accomplishments**: Providing 80 rides a day on this route with this bus reduced public fuel consumption, air pollution and traffic in the heavily travelled Snake River Canyon.

**Lessons learned**:Make sure you have some public buy-in to the project.

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