

COORDINATED PUBLIC TRANSIT - HEALTH AND HUMAN SERVICES TRANSPORTATION PLAN - CAPITAL AREA

WORK PLAN

This work plan is based on the scope of services outlined in the Request for Proposal (RFP) and the schedule timeline included in the RFP, though the tasks and schedule can be modified as needed to meet the Capital Area Metropolitan Planning Organization (CAMPO) and the Regional Transportation Coordination Committee (RTCC) needs or requests.

First, the project objectives as indicated in the RFP are included. Next, the work program is detailed in which each task and subtask is defined, with deliverables to be prepared within each task indicated. A project schedule for all tasks, deliverables, and major meetings follows the work program.

TASK 1 - SCOPING

Subtask 1.1 - Meet with the RTCC to Review Goals, Objectives, and Responsibilities, Refine Scope and Timeline, and Collect Existing Materials

This task is an important one, as it will provide an opportunity to interact with the RTCC Regional Transit Coordinating Committee (RTCC) and gain their insight at the onset of the planning process. The meeting will also provide background information for the consultant team as well as help in setting priorities for the planning process. This task will involve an introductory meeting with the RTCC scheduled for December 14, 2010. This meeting will provide the opportunity to:

- Fine-tune the work plan,
- Confirm time frames and major deliverables,

- Discuss and identify key issues related to the coordinated planning process, and determine,
- Collect any existing planning documents that will inform or be included in this plan,
- Gain a better understanding of the accomplishments to date of the coordinated planning process, and
- Confirm on-going project management and coordination.

RTCC Regional Transit Coordinating Committee (RTCC), who could bring additional insight to the planning process at the onset.

Subtask 1.2 - Assemble and Review Existing Materials

As part of the initial task of this project, we will review recent studies and plans to get a better understanding of the planning efforts that have already taken place in the region, as well as to identify major projects that are planned that affect transit usage including:

- the 2006 *Capital Area Regional Transportation Coordination Plan*,
- Capital Metro planning documents as appropriate,
- Transit Element of the *CAMPO 2035 Plan*,
- the 2002 *Williamson County Public Transportation Planning Study* of the Capital Area Rural Transportation System (CARTS) (developed by KFH Group for CARTS),
- The 2008 *Georgetown Fixed-Route Study for the City of Georgetown and CARTS*, conducted by the KFH Group.
- Other local transportation plans as appropriate

We understand that the following elements have already been developed in anticipation of this project:

- an outline for the coordinated plan,
- a literature review,
- a stakeholder involvement plan,
- a summary of accomplishments, and
- a draft geographic database of transportation providers.

Review of existing materials will ensure that the KFH Group team is not duplicating efforts and accomplishments thus far. We understand these will be assembled by CAMPO staff and we anticipate collecting them in the first meeting in Subtask 1.1. As determined by the RTCC, selected documents may be incorporated in the final plan developed under this project.

Subtask 1.3 - Receive Input from Key Stakeholders

The consultants will meet with all key stakeholders interested in providing input either through a face to face or telephone interview. This will be an on-going process, but will focus on these initial meetings.

Task 1 Deliverables: A refined Scope of Work and timeline.

TASK 2 - PUBLIC INVOLVEMENT

KFH Group will support the RTCC in involving the public and stakeholders in development of the Coordinated Plan through three iterative rounds of public involvement. We will perform the following for Task 2:

- Review Stakeholder Involvement Plan and identify needed refinements to adequately reflect roles and details of public involvement techniques to be employed during three major rounds of public involvement. KFH Group will draft a Public Involvement Plan, as an addendum to the Stakeholder Involvement Plan, outlining specific activities, responsible parties, and a timeline for implementation.
- Work with CAMPO and the RTCC to assist and advice in the development of a plan update website and public survey during the first round. The consultant team has used the project website approach for many projects, and we can assist CAMPO and the RTCC. One example can be found at <http://www.kfhgroup.com/MDCoordinationPlans>. The KFH Group hosted

this website through the development of five regional coordinated transportation plans in Maryland. During the planning process, this site included information on upcoming meetings and draft documents, and currently offers final plans as well as information on a recent statewide mobility management workshop facilitated by the KFH Group.

- Provide input to and review results of the first round survey, which will be administered by the CAMPO and the RTCC.
- Work with the RTCC to plan and provide staffing for the second round of the public involvement process.
- Work with the RTCC to plan and provide staffing for the third round of the public involvement process.

***Task 2 Deliverables:** Public Involvement Plan – an Addendum to Stakeholder Involvement Plan that provides a detailed schedule for three rounds of public involvement; memo outlining results of Round 1 public involvement activities; memo outlining results of Round 2 public involvement activities; memo outlining results of Round 3 public involvement activities; other deliverables as identified in Stakeholder Involvement Plan Addendum.*

TASK 3 - VISION AND PERFORMANCE

The KFH Group Team will assemble and review materials as they are developed by the RTCC project team and use these materials to develop plan chapters that describe vision, mission, goals, objectives and performance measures. We understand that the RTCC has accomplished preliminary planning work, with additional tasks under way, including development of a vision, mission, goals, objectives, and performance measures that will guide the Coordinated Public Transit-Health and Human Services Transportation Plan.

As these materials become available from the RTCC, KFH Group will draft chapters of the plan incorporating these materials, including a chapter on vision, mission, goals, and objectives as well as a chapter in performance measures.

***Task 3 Deliverables:** The draft Vision, Mission, Goals, and Objectives plan chapter; the draft Performance Measures plan chapter.*

TASK 4 - ANALYSIS OF NEEDS AND RESOURCES

In this task, we have combined Tasks 3A and 3B as indicated in the RFP because the analysis of needs and resources are interrelated. KFH Group will review materials collected in Task 1, which will provide the basis for a comprehensive assessment of the public's unmet transportation needs - gaps identified following the review of existing services - and potential improvements for service delivery.

This task involves three subtasks: identification of needs from various perspectives, inventory of resources (current services), and analysis unmet needs (gap analysis) and needs that are met inefficiently.

Subtask 4.1 - Identification of Needs

In this subtask, the consultant team will compile community transportation needs as identified through multiple sources, including analysis of quantitative land use and population data, and along with qualitative data provided by the perspectives of health and human service agencies and programs and workforce agencies and other area stakeholder. With this information, we will develop a solid understanding of the travel needs of the diverse group of current and potential riders.

Subtask 4.1.1 - Analysis of Quantitative Land Use and Population Data

Work in this subtask will include:

- Identifying the variety of potential destinations through narrative descriptions and graphic representation of the various land uses in the study region. Typically, this includes:
 - All major trip generators
 - Travel corridors and commuting patterns that affect the need for transportation options
 - Zoning and land use regulations that may impact services
 - Cross county and out-of-region travel needs, including major destinationsThis information will be presented in the form of maps identifying the locations of key destinations in relation to current services, along with lists of the destinations by category and a text description of the degree to which current services link the high need/high potential residential areas with the potential destinations.
- Developing a population profile that identifies areas of the region that have either high absolute numbers of persons in need of public transportation

services, or high percentages of the population with such needs. Based on the numbers and density of persons likely to need service, the appropriate type of service (i.e. demand response) can be determined later in the development of potential strategies later in the planning process.

The consultant team will use 2010 population projections supplemented by data from the American Community Survey in this effort. Our approach to identifying appropriate user groups will include:

1. Identifying the transit dependent population by Census block group. The transit dependent population includes:
 - persons 60 years of age and older,
 - persons with disabilities,
 - zero car households,
 - youths, and
 - persons living below the poverty level.
2. Identifying population densities that could support different types of transit.
3. Identifying concentrations and primary languages of people with Limited English Proficiency as well as people by race, for Title VI planning considerations.

Based on the compilation of the data collected in this task, we will use GIS programs and computer graphics to depict these on maps. Staff will also prepare a narrative description that will focus on the transit potential of each area, including the relative need as compared to the rest of the region.

Subtask 4.1.2 - Identification of Qualitative Needs

In addition to collecting demographic data, which show numbers, facts, and figures, the consultant team will also collect qualitative data concerning transportation needs in the region. We understand that much of this information has already been collected through previous planning efforts of the RTCC. This information will be supplemented with specific input from RTCC members and, potentially, interviews with local human service agencies and other key stakeholders. CAMPO and the RTCC are planning to conduct a community needs assessment survey, and KFH Group will assist RTCC project staff in designing a survey and recommending a plan for administration. The results of the needs survey will be incorporated into the needs assessment. Together, the qualitative and quantitative methods will give us both the “human” side of the need for transportation services, including ideas concerning what types of services would be most appropriate, and the numbers and data that help identify geographic areas and corridors that are most likely to support new transportation services along with the most appropriate service type. Following the

inventory and analysis of existing resources (Subtask 4-2), a gap analysis will be conducted (Subtask 4-3).

Subtask 4.2 - Inventory of Resources

As noted in the RFP, the consultant team will review available materials and develop an inventory of transportation resources including the following elements:

- A list and narrative description of transportation providers derived from a current, comprehensive inventory of providers including those offering public fixed-route and demand-response services, and those offering services through private, non-profit, community based organizations, health and human services agencies, workforce agencies, and others, including volunteer programs;
- An inventory of all FTA-funded transportation providers serving the region (including those receiving Sections 5307, 5309, 5310, 5311, 5316, 5317 and American Recovery and Reinvestment Act (ARRA) funding);
- An inventory of all health and human service agencies providing or funding transportation services,
- University funded programs - Texas State University as well as the University of Texas; Additional colleges will be inventoried if funding or operating transportation service, these can include Austin Community College, Huston-Tillotson College, Texas A&M and Texas State University at Round Rock
- An inventory of all agencies responsible for transportation planning in the region.

KFH Group will conduct an initial review of inventory data available from CAMPO/City of Austin to determine what additional or updated information on existing service would enhance the effectiveness of the this task.

Following this review, we will develop a provider survey that will capture needed information on existing services as well as perceived unmet needs. We anticipate the survey process will include both mailings to current operators as well as follow-up calls to gain information from those who do not initially complete or to clarify information in a completed response.

KFH Group will draw from all available sources of information to compile a comprehensive inventory that is presented in tabular and narrative format. Included in the inventory will be characteristics such as demographic groups served, trip purposes provided, days and hours of service, geographic areas covered, fare policies, funding sources, operating expenses, vehicles operated, miles and hours operated, and existing coordination relationships.

Of particular importance will be an analysis of the efficiency and effectiveness of the current services, as well as an analysis of where there may be opportunities for timesharing or ridesharing, which may be a way to provide additional transit access at a reasonable cost.

Subtask 4.3 - Analysis of Unmet Needs (Gap Analysis) and Needs that are Met Inefficiently

Following the needs analysis and inventory of resources, KFH Group will identify gaps in services, including geographic area of coverage, days and hours of service, trip purposes and demographic groups served.

In addition, we will assess the extent to which those needs that are being met are being done in an efficient manner. Efficiency will be measured in terms of cost per trip, cost per mile, and cost per hour, where these data are available. We will also review service duplication, appropriateness of vehicles uses, and dispatching and scheduling practices that impact service efficiency and effectiveness, to the extent that information about operating practices is available from previous planning efforts, supplemented with follow-up interviews with key providers and the knowledge of Mr. Hosen, proposed project manager who has conducted a variety of studies in the area.

Subtask 4.4 - Report on Needs and Resources

The analysis of needs and resources will be documented in a combined report. This document will include a description of the research methodology, findings, recommendations, and research instruments utilized.

Task 4 Deliverables: *Two Technical Memoranda: Review of Existing Resources and The Review and Analysis of Needs.*

TASK 5 - STRATEGIES AND PARTNERSHIPS

In this task, the KFH Group team will identify transportation strategies and pilot programs and assess the organizational structure, infrastructure and process needed to implement strategies and pilot programs and to sustain regionally coordinated transportation planning activities. We will look at both traditional approaches as well as “outside the box” approaches.

Subtask 5.1 - Priority Areas for Additional Services

Based on the results of the needs assessment, inventory of resources, and gap analysis developed in Task 4, and in consideration of the mission, visions, goals and objectives compiled in Task 3, the consultant will identify priority areas for additional services. These areas will provide the basis for recommended and alternative service strategies developed later in this task.

Subtask 5.2 - Agency Outreach

KFH Group will work with agencies and transit systems to determine their willingness and ability to participate in a pilot program. We will interview each agency interested in participating and work to bring these organizations together. We propose to focus this effort through the agencies represented on the RTCC, and will also individually contact any human service agencies and transportation providers that have not actively participated on the RTCC but are stakeholders in local transportation planning efforts. During this subtask will identify which organizations are interested in taking on leadership roles or shared responsibilities through partnerships, coordination arrangements, and potential sponsorships.

Subtask 5.3 - Recommended Strategies

The priority areas identified in Subtask 4-1 will be further developed into a recommended list of transportation strategies with implementation guidance including potential sponsors and funding sources, based on our findings in Subtask 4-2. Each strategy will be based on the realities in Central Texas. We propose that these strategies be presented as alternatives for expanded services. The alternatives will be described, including likely impacts on ridership, revenues, costs, feasibility, achievement of goals, and advantages and disadvantages (which may include implementation issues). These alternatives will be presented to CAMPO and the RTCC for consideration and selection of which to include in the final plan.

Service alternatives are likely to address:

- The feasibility and development of new or expanded service in under- or unserved areas, including the appropriate service types (demand-response, fixed-route, etc.).
- Where, geographically, service should be expanded, and what type of service is most appropriate, including the possibility that there will be a “menu” of different services, to reflect the different user groups and travel needs in the region.
- A Mobility Manager that could provide a wide range of functions including but not limited to coordination, rider training and education.
- The potential to connect to other transportation services in the region, particularly for the expansion of transit services to be coordinated and connected with existing public transit services.
- Opportunities to coordinate and consolidate operational functions, including dispatching functions that are now handled through multiple dispatch centers.
- Opportunities to combine or coordinate training, maintenance and other functions.
- The likely user groups for each service alternative and what unmet need the alternative is designed to meet.
- The operating costs associated with each alternative.
- The capital needs for each service alternative, including vehicles, computers, communications equipment, software, administrative and operating facilities, shelters, signs, etc.

Subtask 5.4 - Recommendations for Staff, Funding, and Governance Structure

In addition to service recommendations, the KFH Group team will develop recommendations for staff, funding, and governance structure to implement the strategies and continue coordination effort. These recommendations will be shaped by the findings in Subtask 5-3 and will be designed to support the recommended service strategies.

Subtask 5.5 - Supporting Materials for Pilot Projects

KFH Group will work with RTCC project team to develop supporting materials for pilot projects that may be implemented as a result of the coordinated planning effort as appropriate to the recommendations of Subtasks 5-3 and 5-4. Examples of materials that may be needed include policies and procedures, sample forms, cost allocation plan, marketing and outreach materials, etc. KFH Group proposes to provide examples to the RTCC project team.

If assistance is needed to customize materials for specific pilot projects or to provide other types of hands-on assistance, KFH Group is available to provide additional technical assistance as additional consulting activity. KFH has excellent graphics capabilities and we have significant experience developing policies and procedures, marketing tools and other essentials that agencies would need to implement service.

Task 5 Deliverables: Draft and final reports on transportation strategies and pilot programs; Technical Memorandum on staff, funding, and governance structure recommended to carry out strategies; sample materials for pilot programs.

TASK 6 - COORDINATED PLAN

This project will culminate in the preparation of an updated regionally coordinated transportation plan that meets State and Federal requirements and incorporates vision, goals, objectives, performance measures, needs, resources, strategies and implementation structure. The Coordinated Plan will describe how it will be connected to other plans and planning processes in the region. This task will include:

- Review of the plan outline developed by RTCC as well as the outline suggested by Texas Department of Transportation (accomplished early in the project),
- Development of a refined plan outline (accomplished early in the project),
- Assembly of relevant materials, including reports developed in Tasks 2 through 4 and public involvement summaries from Task 6,
- Development of additional plan content as needed,

- Development of the draft Coordinated Plan, and
- Development of the final Coordinated Plan based on feedback from public, the RTCC, and agency sponsors.

The consultant team will refine the plan outline and assemble the various sections developed in the preceding tasks to produce a draft updated coordinated transportation plan. The consultant team will present the draft plan to the CAMPO/City of Austin staff and the RTCC for comment and approval, and will provide assistance in presenting the plan to the public during Task 6.

Task 6 Deliverables: *Refined Plan Outline; First Draft Coordinated Plan; Final Coordinated Plan.*

PROPOSED PROJECT SCHEDULE

We propose to conduct this project during a 9-month period. Figure 1 presents our proposed project schedule, based on the timeline in the RFP. If a shorter time frame is desirable, we would be happy to negotiate adjustments to the schedule.

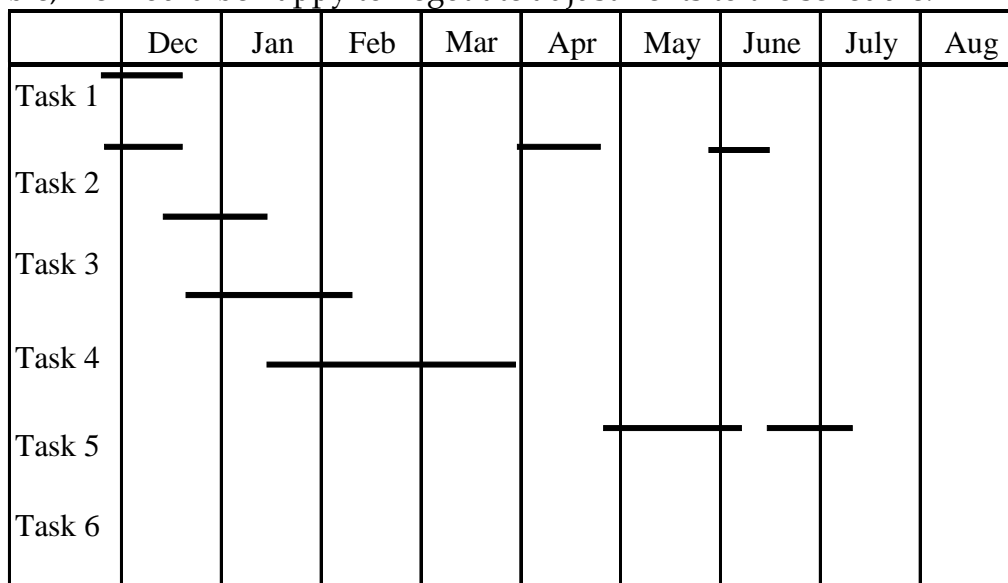


Figure 1: Project Schedule