



Human-Services Public Transit Coordinated Transportation Plan

Adopted April 18, 2007

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INTRODUCTION/PURPOSE OF PLAN

Coordination of transit services has been discussed and focused on for more than 20 years as a means to provide more efficient and effective services to citizens, particularly those in rural areas and who use flexible transit modes. Potential benefits from coordination include (from Transit Cooperative Research Program report 101):

- Lowered trip costs for travelers and human service agencies
- Extended service hours and services to new areas and people
- More trips made by persons needing transportation
- Services become more responsive to schedules, points of origin, etc
- Greater emphasis on safety and customer service
- More door to door service
- More flexible payment and service options

Two recent events occurred that have lifted coordination to a local, state, and federal priority. In 2004, President Bush issued an executive order on human service transportation “to enhance access to transportation to improve mobility, employment opportunities, and access to community services for persons who are transportation disadvantaged” through coordination of transportation services. The executive order contained five provisions:

1. Coordinated Transportation Planning
2. Vehicle Sharing
3. Cost Allocation
4. Reporting and Evaluation
5. Creation of Consolidated Access Transportation Program

Also on August 10, 2005, President Bush signed the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU). SAFETEA-LU provides \$286.4 billion in guaranteed funding for federal surface transportation programs over six years through fiscal year (FFY) 2009, including \$52.6 billion for federal transit programs.

Starting in FY 2007, projects funded through three programs included in SAFETEA-LU – Job Access Reverse Commute (JARC) (Section 5316), New Freedom (Section 5317) and the Formula Program for Elderly Individuals and Individuals with Disabilities (Section 5310) – are required to be derived from a locally developed, coordinated public transit-human services transportation plan. SAFETEA-LU guidance issued by the Federal Transit Administration (FTA) indicates that the plan should be a “unified, comprehensive strategy for public transportation service delivery that identifies the transportation needs of individuals with disabilities, older adults, and individuals with limited income, lays out strategies for meeting these needs, and prioritizes services.”

FTA has also suggested that the coordinated plan should seek to maximize coverage of transportation services proposed for the three populations while minimizing service duplication. To help develop a human service coordinated transportation plan for Madera County, the Madera County Transportation Commission formed a Coordination Committee to represent the different demographic populations in the area. Participants on the committee include representatives from the following organizations:

Coordinated Transportation Plan

City of Madera
City of Chowchilla
Community Action Partnership of Madera County
North Fork Rancheria
Darin Camarena Center
Madera County Behavioral Health
Heartland Opportunity Center
Laidlaw Transit
Madera College Community Center
Center for Independent Living
Pacific Family Health – Madera Dialysis
Madera County
Fresno-Madera Area Agency on Aging
Madera Transit Advisory Board

AVAILABLE SERVICES/INVENTORY

As a part of the coordination plan, it is important to know the providers in the area that will need to coordinate with one another. In Madera County there are social service providers, public transportation providers, and regional transportation providers. All known providers are listed below.

The social service transportation providers include:

American Cancer Society
Heartland Opportunity Center
Madera County Behavioral Health
Community Action Partnership of Madera County
Pacific Family Health

The public transportation providers include:

Eastern Madera County Senior Bus and Escort Service
Madera Area Express
Madera Dial-a-Ride
Madera County Connection
Chowchilla Area Transit Express

The regional transportation providers include:

Amtrak
Greyhound

The following pages detail the operations of each of the listed providers.

A. American Cancer Society – Fresno/Madera Field Office

2222 W. Shaw Ave. Ste. 201 ♦ Fresno, CA 93711 ♦ 559-451-0722

1. Background

The American Cancer Society is a private non-profit agency that provides a demand response volunteer driver program (Road to Recovery) for cancer patients in need of transportation to and from medical appointments. Transportation is provided from the Madera and Oakhurst areas to medical facilities throughout the county, but service is typically provided to and from the Cancer Center in Fresno.

2. Eligibility Requirements

All clients are cancer patients and ambulatory.

3. Types and Number of Social Service Recipients

Volunteer Transportation:	2
Reimbursed Transportation:	61

4. Drivers and Managers

Volunteer Drivers:	3
Volunteer Managers:	1

5. Vehicles

Volunteer owned and insured vehicles

6. Average Vehicle Miles Traveled Per Month

Not Known

7. Total Funding (Source and Amount from all Agencies)

Other: Donations

8. Annual Operating, Capital, and Administrative Costs for Transportation Services

Operating Costs	Capital Costs	Administrative Costs
N/A	N/A	Approx. 3% of total costs

B. Heartland Opportunity Center

323 North "E" Street ♦ Madera, CA 93638 ♦ 559-674-8828

1. Background

The Heartland Opportunity Center is a private non-profit agency that has provided rehabilitation, job training, and job placement to developmentally disabled adults in Madera County since 1973. The center provides transportation services primarily to and from job sites in the City of Madera and community of Oakhurst; however, service is also provided to medical appointments, shopping centers, and recreation areas. The service operates Monday thru Friday, 8:00AM - 4:00PM.

2. Eligibility Requirements

Developmentally disabled adults

3. Types and Number of Social Service Recipients

Total:	176
Developmentally Disabled:	176
Elderly:	24
Provided Transportation:	150

4. Drivers and Managers

Part-time Drivers:	40, work crew supervisors that also function as drivers
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5. Vehicles

Total Vehicles:	16
Vans:	16
Lift Equipped:	4

6. Average Vehicle Miles Traveled Per Month

Not Known

7. Total Funding (Source and Amount from all Agencies)

State:	Grants	Amount:	\$2,000,000
Other:	Income from recycling centers		
	Donations		

8. Annual Operating, Capital, and Administrative Costs for Transportation Services

Total Agency Costs:	\$3,000,000
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C. Madera County Behavioral Health

14277 Road 28 ♦ Madera, CA 93639 ♦ 559-673-3508

1. Background

Madera County Behavioral Health Services is a department of the County of Madera. It provides mental health care and alcohol/drug treatment services throughout Madera County. Transportation for clients is provided to and from the Madera Counseling Center in the greater Chowchilla and Madera communities and the Oakhurst area. The service operates Monday thru Friday, 8:00 a.m. to 5:00 p.m.

2. Eligibility Requirements

Seriously and persistently mentally ill adults, seriously and emotionally disturbed children, emergency care, and low income.

3. Types and Number of Social Service Recipients

Total:	Approx. 3,500
Low Income:	Most clients are low income and qualify for MediCal
Elderly:	2% over age 65
Mental Health Clients:	3,120
Alcohol/Drug Patients:	1,281
Provided Transportation:	26,026 transports per year of individuals 1-5 times per week; approximately 155 individuals

4. Drivers and Managers

Full-time Drivers:	7
Supervisor:	1 (half time)

5. Vehicles

Total Vehicles:	28
Buses:	0
Vans:	19
Autos	9
Lift Equipped:	0

6. Average Vehicle Miles Traveled Per Month

21,852 miles per month during fiscal year 2005-2006

7. Total Funding (Source and Amount from all Agencies)

State:	Realignment Funds	\$228,000
	Mental Health Services Act Funds	\$100,000
Local:	Department of Social Services CalWORKS	\$50,000
	Department of Social Services Child Welfare	\$100,000

8. Annual Operating, Capital, and Administrative Costs for Transportation Services

Not Known

D. Madera County - Senior & Escort Service

2037 Cleveland Ave ♦ Madera, CA ♦ 559-675-

1. Background

Madera County has been providing transportation to Eastern Madera County since 1983. The Escort Program transports people to medical appointments in Fresno, Clovis, and Madera. This service is demand responsive on Tuesday, Wednesday, and Thursday and utilizes volunteer drivers and a donated vehicle. The Senior Citizen bus transports seniors and disabled persons who live in Oakhurst, Coarsegold, Bass Lake, and Ahwahnee to medical appointments, shopping, and to the senior citizen centers. This service is available Monday through Friday by demand response. The Community Action Partnership of Madera County has been designated to operate these programs.

2. Eligibility Requirements

Escort – General Public (most clients are senior citizens)

Senior – Seniors that are 60 years or older or disabled and live within the service area

3. Types and Number of Social Service Recipients

Total:	96
Elderly:	85
Low-income:	
Disabled:	
Minority:	3
Provided Transportation:	46

4. Drivers and Managers

Volunteer Drivers:	2, (Receive \$10 stipend per day/ mileage reimbursement)
Full-time Drivers:	1
Part-Time Managers:	1

5. Vehicles

Senior Bus with lift	1
Van, no lift, (donated)	1

6. Average Vehicle Miles Traveled Per Month

3,880

7. Total Funding (Source and Amount from all Agencies)

State: LTF Funds	Amount:	\$75,180
Other: Fares (\$10.00)	Amount:	\$8,353

8. Annual Operating, Capital, and Administrative Costs for Transportation Services

Total Costs:	\$20,000
Mileage Reimbursement:	\$3,184

E. Community Action Partnership of M.C. - Head Start

1225 Gill Street ♦ Madera, CA 93637 ♦ 559-673-9173

1. Background

The Community Action Partnership of Madera County is a private non-profit agency that has provided transportation services for Head Start students to and from school since 1965. The schools are located in the Madera, Chowchilla, Fairmead, North Fork, and Oakhurst areas. The service operates Monday thru Friday, 6:00AM - 5:00PM (Regional).

2. Eligibility Requirements

Head Start Children

3. Types and Number of Social Service Recipients

Total Children: 350 * Madera County only

4. Drivers and Managers

Full-time Drivers: 5
Managers: 1

5. Vehicles

Total Vehicles: 2
Buses: 11
Lift Equipped: 1

6. Average Vehicle Miles Traveled Per Month

5,743

7. Total Funding (Source and Amount from all Agencies)

Federal: Head Start Amount: \$70,000

8. Annual Operating, Capital, and Administrative Costs for Transportation Services

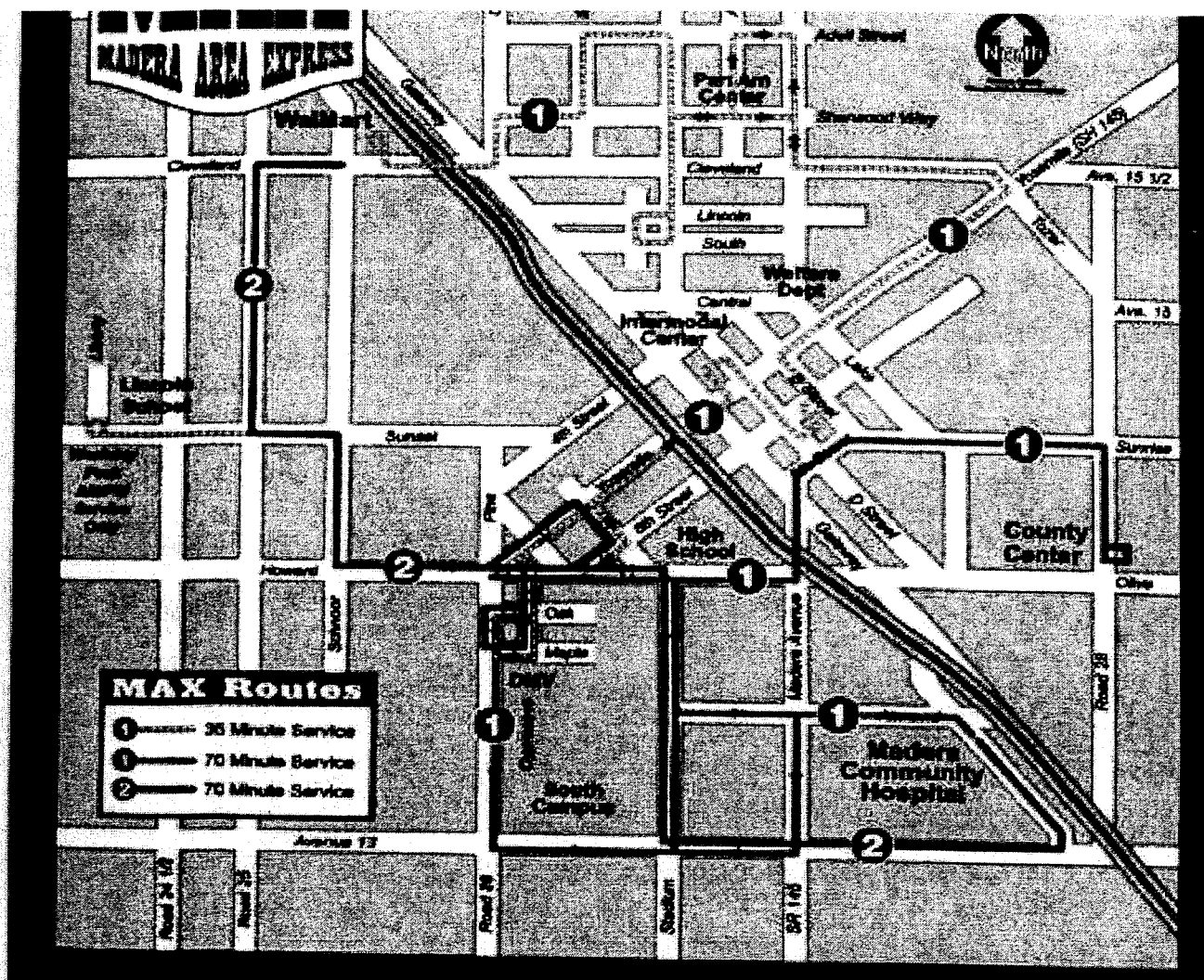
Operating Costs	Capital Costs	Administrative Costs
\$64,470	N/A	N/A

G. Madera Area Express (MAX)

123 North "E" Street #102 ♦ Madera, CA 93638 ♦ 559-661-7433

City of Madera Transit Program Manager 559-661-3692

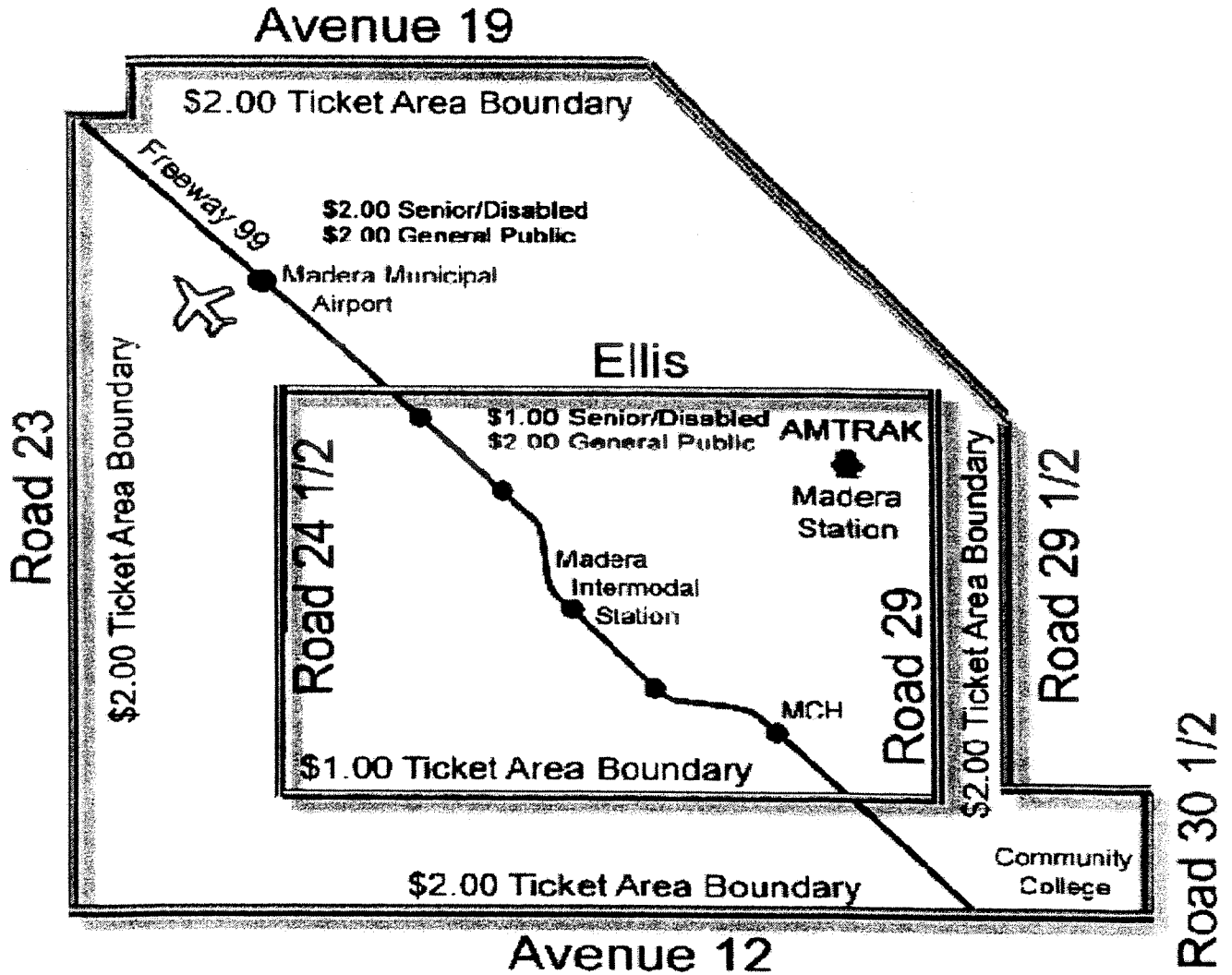
Type of Service:	Fixed-Route
Ridership:	158,869 - FY2005-2006
Days of Operation:	Monday - Saturday
Hours of Operation:	7:00 AM - 6:30 PM (Wkdays); 9:00 AM - 4:00 PM (Sat.)
Fare Structure:	\$0.75 One-way \$26.00 Monthly pass Free Transfers & Children Under 3 Years
Operated By:	City of Madera/Laidlaw Transit
Funded By:	City of Madera



H. Madera Dial-A-Ride (DAR)

123 North "E" Street #102 ♦ Madera, CA 93638 ♦ 559-661-7433
City of Madera Transit Program Manager 559-661-3692

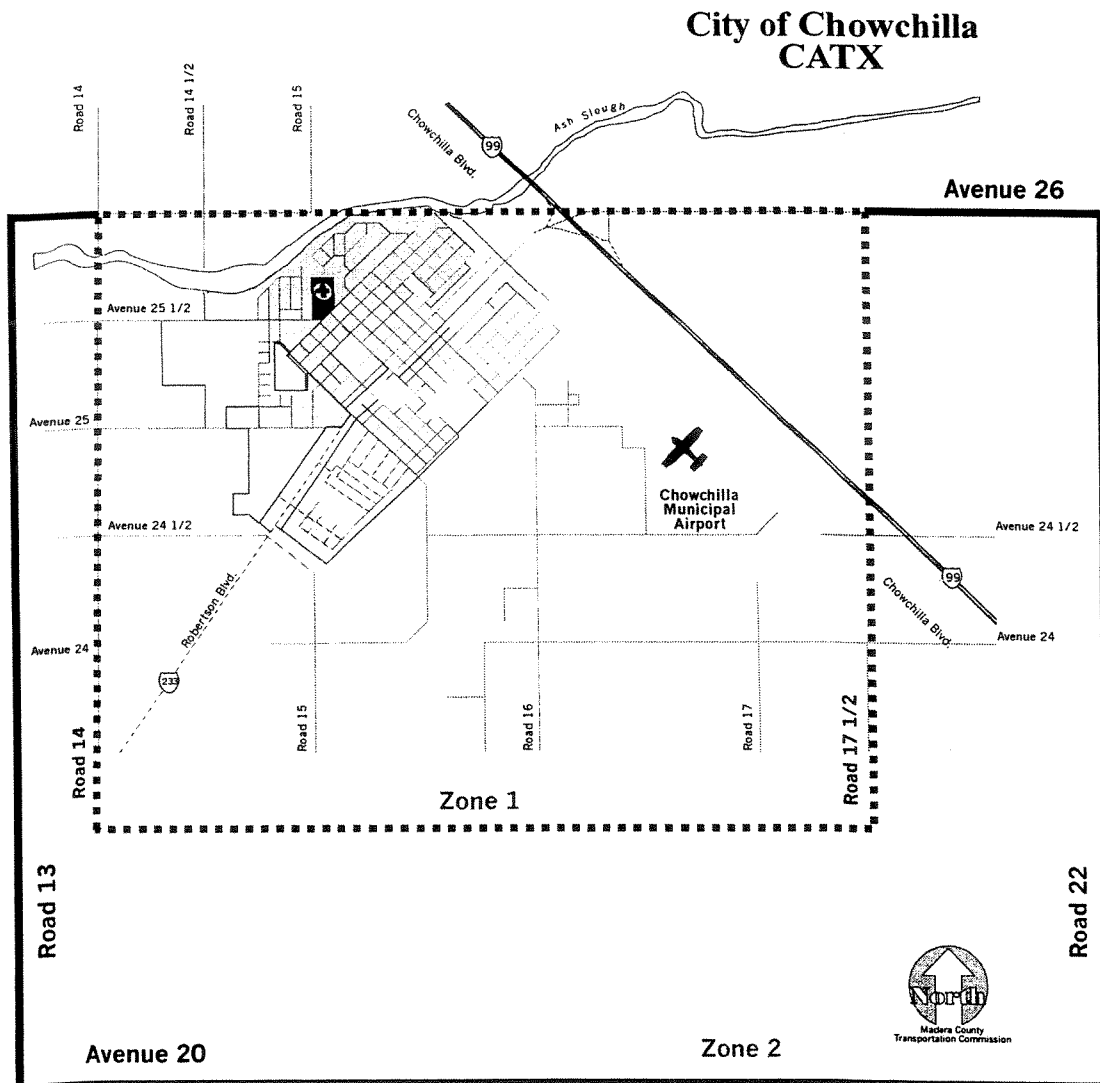
Type of Service:	Demand-Response
Ridership:	40,627 - FY2005-2006
Hours of Operation:	7:00 AM - 6:30 PM (Wkdays); 9:00 AM - 4:00 PM (Sat.) 8:30 AM - 2:30 PM (Sun.)
Fare Structure:	\$2.00 One-way (General Public; City/County) \$1.00 One-way (Senior/Disabled; City/\$1.00 Ticket Area) \$2.00 One-way (Senior/Disabled; County/\$2.00 Ticket Area) Free Children Under 1 Year \$20.00 Book of 20 Tickets - General Public \$9.00 Book of 10 Tickets - Senior/Disabled
Operated By:	City of Madera/Laidlaw Transit
Funded By:	City of Madera & County of Madera



I. Chowchilla Area Transit Express (CATX)

820 Robertson Blvd. ♦ Chowchilla, CA 93610 ♦ 559-665-8655

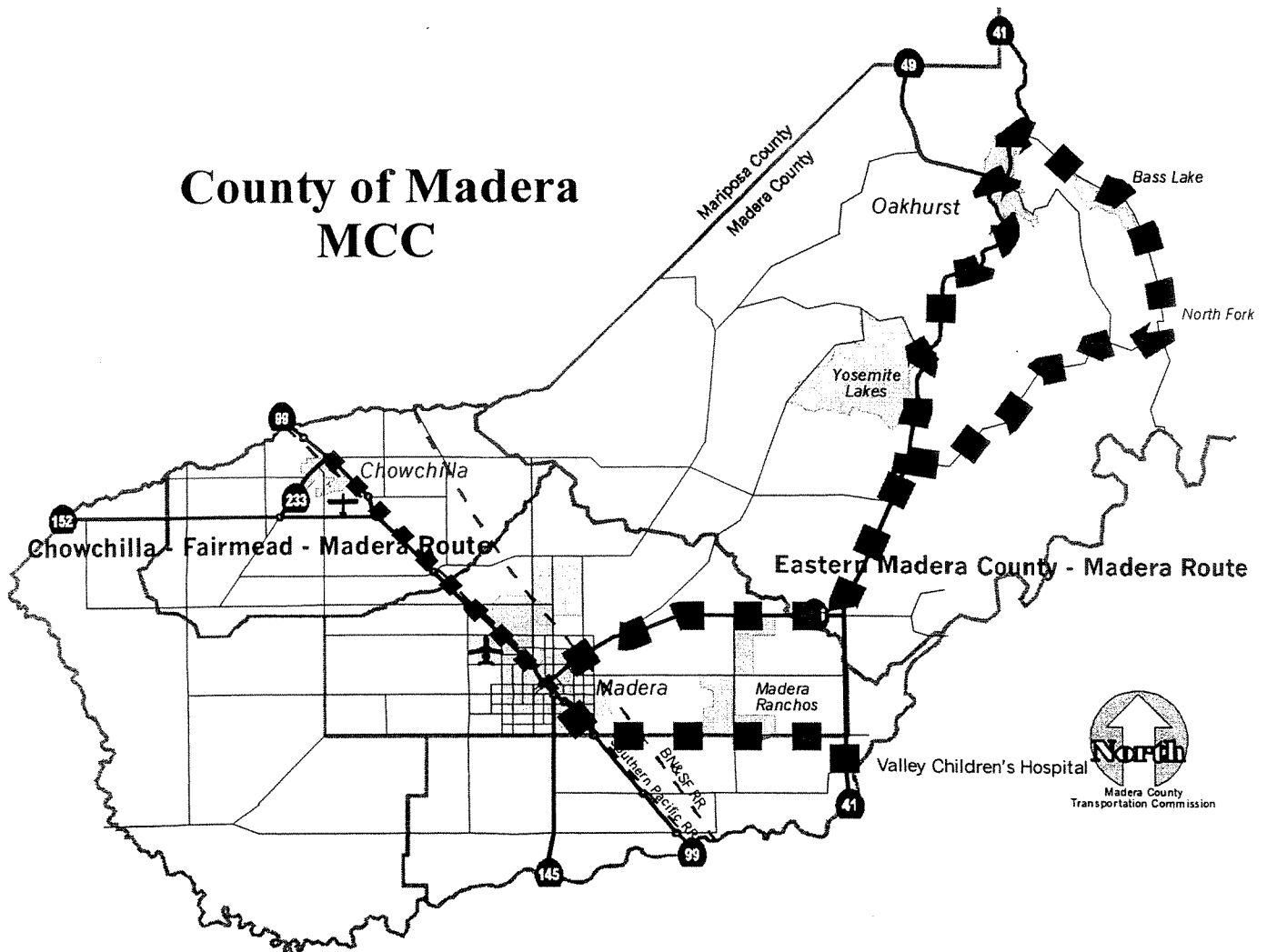
Type of Service:	Demand-Response	
Ridership:	30,676 - FY2005-2006	
Days of Operation:	Monday - Friday	
Hours of Operation:	8:00 AM - 3:30 PM	
Fare Structure:	\$1.00	One-way (Zone 1)
	\$1.50	One-way (Zone 2; Women's Corr. Fac.)
	\$20.00	22-Ride Student Pass
	\$15.00	15-Ride General Public Pass (Zone 1)
	\$15.00	10-Ride General Public Pass (Zone 2)
	\$7.50	10-Ride Senior Pass
Operated By:	City of Chowchilla	
	City of Chowchilla & County of Madera	



J. Madera County Connection (MCC)

123 North "E" Street • Madera, CA 93638 • 559-661-7435

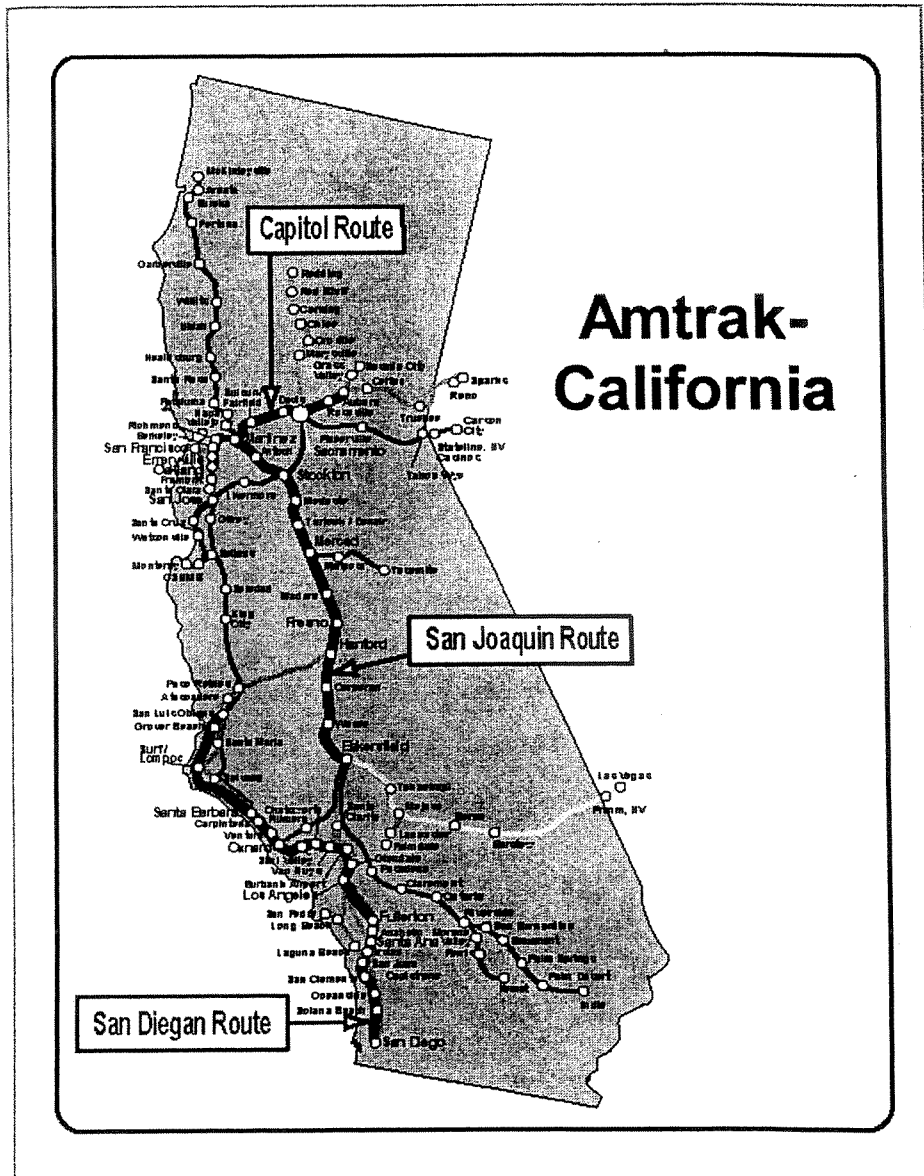
Type of Service:	Fixed-Route
Ridership:	9,100 FY2005-2006
Days of Operation:	Monday - Friday
Hours of Operation:	7:00 AM - 7:30 PM (Eastern Madera County - Madera Route) 8:09 AM - 6:15 PM (Chowchilla/Fairmead - Madera Route)
Fare Structure:	\$2.00 One-way Free Children 5 Years and Under \$20.00 Book of 10 Tickets
Operated By:	County of Madera
Funded By:	Madera County Children & Families Commission



K. AMTRAK

2650 Tulare Street, Bldg. B ♦ Fresno, CA 93721 ♦ 1-800-USA-RAIL

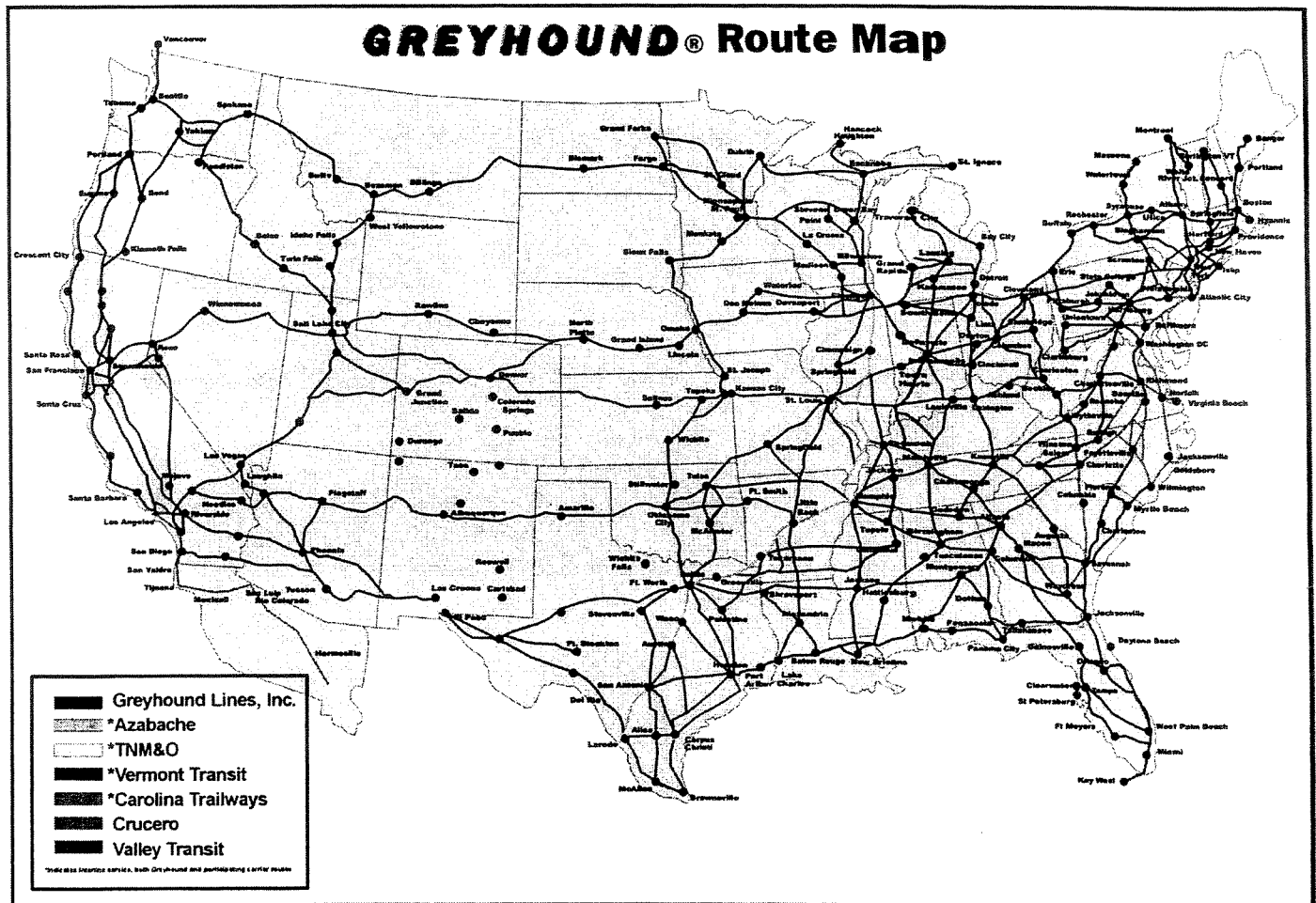
Type of Service:	Fixed-Route - The "San Joaquins" Line
Station Location:	Avenue 15 1/2 & Road 29 Madera, CA 93638 (Platform Only)
Service Area:	Intercity/Nationwide
Days of Operation:	7 Days a Week
Hours of Operation:	Southbound 9:17AM - 9:23PM (5 Trains Daily) Northbound 7:11AM - 8:09PM (5 Trains Daily)
Local Connection:	Madera Dial-A-Ride
Fare Structure:	Varies with destination



L. Greyhound

123 North "E" Street, Suite 101 ♦ Madera, CA 93638 ♦ 559-674-4664

Type of Service:	Fixed-Route
Station Location:	123 North "E" Street Madera, CA
Service Area:	Intercity/Nationwide
Days of Operation:	7 Days a Week
Hours of Operation:	Southbound 6:50AM - 10:05PM (Approx. 10 Buses Daily) Northbound 4:25AM - 10:50PM (Approx. 10 Buses Daily)
Local Connection:	MAX, Madera Dial-A-Ride, MCC
Fare Structure:	Varies with destination



TRANSPORTATION NEEDS

One of the major goals of coordination is to reduce duplication in service and to eliminate service gaps and needs especially for the transportation disadvantaged which usually includes the disabled, elderly, and low-income. The Coordination Committee looked at these groups of people when identifying the transportation gaps/needs. A number of transportation gaps were identified in the region through the committee. The primary gap/need for transportation services in Madera County is helping social service clients get to their needed destination i.e government offices, doctor offices, and social service provider offices. Many of the social service clients are low-income, disabled, and/or elderly. All of the other identified needs are directly or indirectly related to this primary need. A synthesis of the identified needs is detailed below. To help organize the various transportation needs, the needs are organized in the following categories: transit service, transit amenities, public information, and bicycle and pedestrian issues.

Transit Service

A number of gaps related to transit service have been identified, including:

- Hours of operation – some transit service does not run early enough in the morning, late enough at night, or on the weekends.
- Frequency – some transit riders would prefer more frequent service to the Madera College, Fairmead, and eastern Madera County than existing schedules permit.
- Connections –transit routes do not always transfer or connect with other services. There is a need to have better interregional connectivity.
- Service Coverage – transit does not always serve destinations that people need to reach, such as schools, employment, medical care or grocery stores as well as to outlying towns and communities.
- Travel time – travel time between stops and to destinations is too long, particularly when transfers are required to complete the trip.

Transit Amenities

A number of issues were raised related to transit amenities, including:

- Bus shelters – transit riders would like additional bus shelters for seating and protection from the elements.
- Bus stop benches – in the event that a bus stop cannot accommodate a bus shelter, transit riders expressed interest in bus benches or seats.
- Lighting – transit riders indicated that some bus stops are unsafe, especially at night due to lack of proper lighting and also because of fog.

Public Information about Transportation Services

In some cases, the issue or gap was not a lack of service, but a lack of information about service that already exists. Problem areas are listed below.

- Bus stops do not list enough information about the bus route/service.
- Schedules/transit information is not always available in languages other than English.
- Information about fares, transfer policies and routes is unclear.

Bicycle and Pedestrian Issues

Safe routes for walking or riding a bicycle are an issue in many communities. Specific concerns include:

- Traffic speed is too fast near high pedestrian areas.
- Lack of crosswalks.
- Lack of sidewalks, particularly in unincorporated or rural areas.
- Sidewalks are in poor condition (uneven pavement or gravel).
- Safety at night is a problem due to lack of proper lighting.
- No bike lanes or areas to secure bicycles.

STRATEGIES

To address the primary need of helping social service clients get to their needed destination and also to address the related needs that were identified, the following possible solutions summarized below emerged from the Coordination Committee:

Transportation service/amenity solutions

- Make fixed-route bus improvements (frequency, hours of operation, routing).
- Coordination amongst providers to achieve economies of scale.
- Install more bus shelters.
- Improve lighting.
- Initiate subsidized taxi service.
- Initiate shuttle service (evening, weekends).
- Initiate medical shuttle service.
- Initiate volunteer driver programs to access services.
- Organize vanpools to employment destinations.
- Provide additional bus pass vendor outlets.

Public information solutions

- Make MCTC's website a local transportation information portal.
- Provide more transit information at bus stops and on buses.
- Improve multilingual transportation information.
- Institute collaborative approach to mobility management among local agencies.
- Make presentations on available transit services to community groups, i.e. parent groups, at schools, social service program participants, etc.
- Have providers provide more collaborative transit information at their places of business.

Pedestrian solutions

- Build or repair sidewalks.
- Improve lighting for safety.
- Stripe (or re-stripe) crosswalks to improve safety.

Bicycle solutions

- Offer bicycle purchase assistance programs.
- Install bicycle racks or lockers.
- Create more bike lanes.

COORDINATION EFFORTS

The following list highlights some current ongoing coordination efforts between providers and local organizations in Madera County:

- Heartland Opportunity Center realizes cost savings by purchasing fuel through the Community Action Partnership of Madera County's vendor contract.
- The Darin Camarena Center and Madera County Behavioral Health purchase Dial-A-Ride tickets to give to their clients.
- Coordination of services between all public transit services in Madera County occurs to ensure connection and efficiency.
- Social service agencies work with transit providers on route changes if necessary for their clients.
- Social service agencies work together on needs assessments regarding transportation.
- Current efforts to coordinate possible solutions are being aligned with the City of Madera's Vision Plan.
- The City of Chowchilla is implementing intercity transit services to the City of Merced.

IMPLEMENTATION PRIORITIES

The implementation priority of solutions involves enhancing transit operations, outreach to the community, and the participation of local government agencies to improve pedestrian and bicycle facilities. The implementation priority should begin with enhancing transit operations. Enhancing transit operations includes operating conditions, capital, and economies of scale. Enhancing operation conditions should start with increasing the frequency of service, the days of operation, and the hours of operation. Connected to enhancing operations, transit providers will have to purchase new vehicles and replacement vehicles in order to sustain current operations as well as be able to enhance operations. Lastly, enhancing operations also involves more coordination among providers which may include economies of scale i.e. fuel purchases and other expenses, coordinating services provided, and improving the transferability of fares.

After transit operation enhancements, an effort needs to be made to outreach to different community groups and the general population to provide them information on transit services that are available. Education was one of the key elements that was discussed by the Coordination Committee.

Lastly, organizations need to communicate to the local government agencies the need to improve pedestrian and bicycle facilities including building more sidewalks and bike lanes where needed.

FUNDING RESOURCES

Many of the proposed solutions for human service transportation improvements require additional funds. Agencies that are providing transportation services receive funds from a variety of sources. Some agencies fund their services completely with donated funds. Others use a mix of federal, state or local funding to operate their services. FTA offers specific grant programs to fund transportation for a variety of purposes. New provisions in some grant

programs, specifically the Job Access Reverse Commute Program, allow local match to be covered by other federal funds. For instance, if 80 percent of a capital improvement project which allowed people with disabilities to access work was financed with an FTA grant, the other 20 percent could come from a Community Development Block Grant (CDBG). This allows even greater coordination of federal resources but also facilitates a decrease in duplication of services if those two grants were going to finance two separate capital projects.

Other federal funding sources to consider for match include:

- Medicaid
- Temporary Assistance for Needy Families (TANF)
- JOBS (transportation allowance for TANF recipients)
- Older Americans Act
- Senior Community Service Employment Program (Title V)
- Welfare to Work
- Vocational Rehabilitation
- Workforce Investment Act
- Community Development Block Grants
- Community Service Block Grants

Urban Area (FTA Section 5307)

This is a formula grant program providing capital and operating assistance and transportation related planning in urbanized areas (population over 50,000). The City of Madera is considered an urbanized area. Match requirements are set at 80/20 for capital expenses and 50/50 for operating expenses.

Eligible costs: Planning, engineering design and evaluation of transit projects and other technical transportation-related studies; capital investments in bus and bus-related activities such as replacement of buses, overhaul of buses, rebuilding of buses, crime prevention and security equipment and construction of maintenance and passenger facilities; and capital investments in new and existing fixed guideway systems including rolling stock, overhaul and rebuilding of vehicles, track, signals, communications, and computer hardware and software.

Elderly & Disabled (FTA Section 5310)

FTA intent of this program is to support vehicle acquisition for non-profit organizations to meet the transportation needs of elderly and people with disabilities. It is a capital only program with a match of 80/20. Each state receives funds based on the population of that state. Most funds are used to purchase vehicles, but acquisition of transportation services under contract, lease or other arrangements are also eligible.

Eligible costs: Capital projects.

Rural Areas (FTA Section 5311)

A formula grant program for transportation services in the rural areas (population under 50,000). Specific FTA goals of the program include enhancing access for rural residents to services, assisting in maintenance, development, and improvement of transportation, encourage efficient use of Federal funds, and support intercity bus transportation and use private transportation

providers to the maximum extent feasible. Specifically cited by FTA is use of coordination to best use federal funds. Match is set at 80/20 for capital projects and 50/50 for operating expenses.

Eligible costs: Capital, operating and administrative expenses.

Job Access & Reverse Commute (JARC) (FTA Section 5316)

This grant program has been historically a discretionary program but recently was changed to a formula grant program. The purpose of this program is to improve transportation services designed to serve those below 150 percent of the federal poverty level. Emphasis is put on projects that use mass transportation. States receive money for large urban areas (population over 200,000), small urban areas (population between 50,000-200,000), and rural areas. The match is set at 50/50 for operating expenses and 80/20 for capital expenses. The local match can be met with other federal funds.

Eligible costs: Late-night and weekend service, guaranteed ride home services, shuttle service, expanding fixed-route transit routes, demand-responsive van service, ridesharing and carpooling activities, bicycling, local car loan programs, and promotion through marketing efforts of use of transit by workers with nontraditional work schedules, use of transit vouchers, development of employer provided transportation such as shuttles, and ridesharing.

New Freedom (FTA Section 5317)

New Freedom is a new formula program approved with SAFETEA-LU. Since Madera is considered a small urban area, the state of California is the designated recipient of the funds and the MPO applies to the state. The MPO will then enter with other small urban areas into a competitive selection process. Projects eligible for New Freedom funding can either be new public transportation services or beyond those required by ADA. It does have to target people with disabilities and remove barriers to transit and assist persons with disabilities with transportation. For instance, if ADA requires complementary service with a range of $\frac{3}{4}$ mile on each side of fixed route, service beyond that distance would be eligible for New Freedom funding. New service can be additional routes primarily for the disabled or renovations to existing transportation facilities. The renovations can not be part of an already planned renovation or alteration.

Eligible costs: New Service (routes or service); environmental modifications (signage, curb cuts) beyond required in ADA; technologies to enhance customer access; Beyond ADA: expanded hours for paratransit, beyond $\frac{3}{4}$ mile, same day service, door through door, flex route for commuter bus; administration of vouchers, administration of volunteer programs, travel training, and mobility management.

Measure T

Measure T is a half-cent sales tax approved by Madera County voters in November 2006. 2% of the proceeds of this measure are allocated to the Transit Enhancement Program. The program would include funding augmentation to public transit operators to maintain basic transit services.

Coordinated Transportation Plan

Eligible costs: Specialized transportation needs for disabled and elderly people, van pools/car pools, transportation assistance such as mileage vouchers for taxis, capital costs, planning studies.

TDA

The Transportation Development Act (TDA) provides two major sources of funding for public transportation: the Local Transportation Fund (LTF) and the State Transit Assistance fund (STA). These funds are for the development and support of public transportation needs that exist in California and are allocated to areas of each county based on population, taxable sales and transit performance. Some counties have the option of using LTF for local streets and roads projects, if they can show there are no unmet transit needs.

Eligible costs: planning and program activities, pedestrian and bicycle facilities, community transit services, public transportation, and bus and rail projects.