



San Luis Obispo County Coordinated Human Services Public Transportation Plan

NOVEMBER 2015

Prepared for:



Prepared by:

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SPECIALIZING IN MOBILITY MANAGEMENT

ABOUT SLOCOG

The San Luis Obispo Council of Governments (SLOCOG) is an association of local governments, including seven cities (Arroyo Grande, Atascadero, Grover Beach, Morro Bay, Paso Robles, Pismo Beach, and San Luis Obispo) and the County of San Luis Obispo. SLOCOG's prime responsibilities include transportation planning and funding for the region, while also serving as a forum for the study and resolution of regional issues.

ABOUT CRPC

C.R. Peterson Consulting, LLC is a Portland, Oregon based consultancy, providing facilitation, research, evaluation, and consulting services aimed at maximizing cost-effective, financially sustainable travel options for non-drivers. Their clients range from non-profits who serve seniors and people with disabilities, to transit agencies and local governments, to app developers and health insurance companies. You can learn more about CRPC at crpetersonconsulting.com.

ABOUT THE PROJECT

The Coordinated Human Services Public Transportation Plan identifies needs of transportation-disadvantaged populations in San Luis Obispo County, such as seniors, individuals with disabilities, and people with low incomes. The plan then provides recommended strategies and actions for meeting these needs, and prioritizes transportation services for funding and implementation.

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Executive Summary

The Coordinated Human Service Public Transportation Plan for San Luis Obispo County identifies transportation needs of seniors, individuals with disabilities, and people with low incomes, provides guidance for meeting these needs, and prioritizes transportation investments for funding and implementation.

RECOMMENDATIONS: 3 PRIORITY OUTCOMES

The previous Coordinated Human Service Public Transportation plan featured three (3) goals three goals supported by fifteen (15) implementing objectives and fifty-three (53) implementing actions, strategies and projects. For this update to the Coordinated Plan we have simplified the recommendations down to a total of five (5) priority actions that will help the region achieve three (3) priority outcomes.

Figure 1: Recommended Actions in support of 3 Priority Outcomes

| | |
|---|---|
| Priority Outcome #1: Improve communication and coordination among local agencies involved in all levels of coordinating social service and public transportation programs. | |
| Action 1.1 | SLOCOG to establish a Memorandum of Understanding (MOU) with Ride-On covering CTSA expectations. |
| Action 1.2 | Transition Regional Mobility Management Functions toward support of Social Services Transportation Advisory Committee (SSTAC) & 5310 Programming. |
| Priority Outcome #2: Increase Independence Among Seniors and People With Disabilities. | |
| Action 2.1 | SLOCOG to consolidate travel-training functions and seek professional services through RFP to provide regionalized travel training. |
| Priority Outcome #3: Increase transportation options for low-income families and workers. | |
| Action 3.1 | Ride-On to expand supports for community-based transportation services. |
| Action 3.2 | SLOCOG to coordinate 5310 grant program to fund and implement other innovative projects. |

HOW PRIORITY OUTCOMES WERE IDENTIFIED:

A PERFORMANCE-BASED LOGIC MODEL FRAMEWORK

A logic model is a tool used to evaluate performance of a system. This framework allows us to trace a thread from the outcomes we want to see back to the resources we invest, the actions we implement, and the measures we use to monitor performance. By identifying desired outcomes first, the logic model helps us find the best actions we can take and the resources we need to achieve them.

Figure 2: A Logic Model is a performance-based evaluation framework



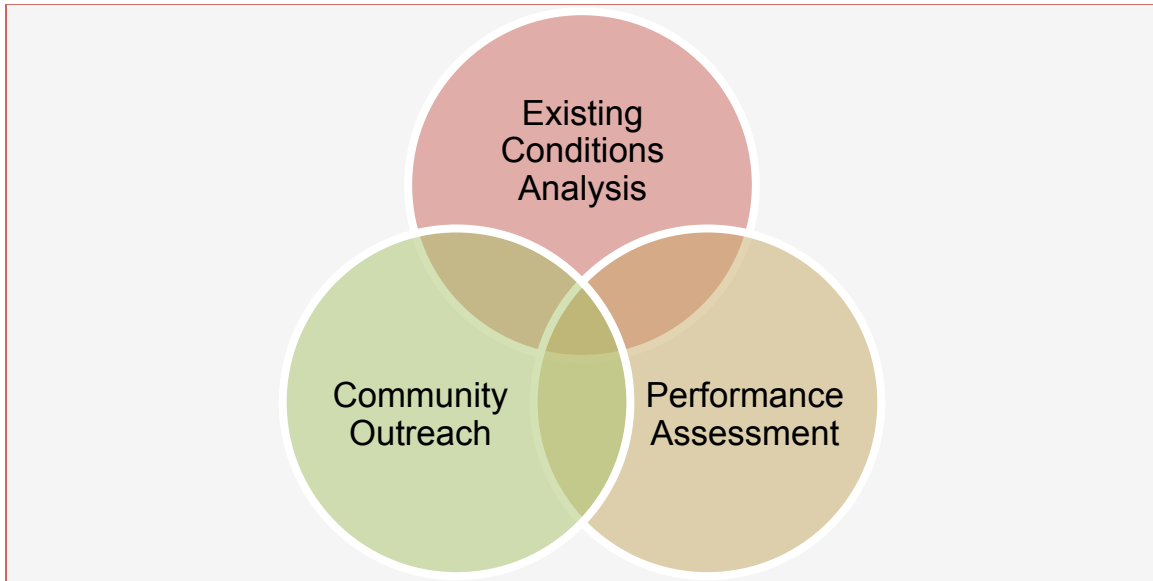
A basic logic model was shared with stakeholders at the beginning of the planning process to help focus the conversation on the types of outcomes that people wanted to see come out of the Coordinated Plan. The draft logic model was later updated with additional information from the analysis, assessment, and outreach activities. The full list of desired outcomes was then distilled down to three overarching priority outcomes that could be achieved within the context of the Coordinated Human Services Public Transportation Plan.

The final logic model is presented in Chapter 5 with the detailed recommendations and priority outcomes. The first column (Inputs) represents the funding and resources needed. The recommended actions are found in the second column (Activities). Performance measures and targets are in the third column (Outputs). Finally, the three priority outcomes are found in the third column (Outcomes).

PLANNING PROCESS: **3-PRONGED APPROACH**

Each of the activities performed throughout the course of the coordinated planning process contributed to one of three equally important legs of the planning approach.

Figure 3: Three legs of the coordinated planning process



EXISTING CONDITIONS ANALYSIS ACTIVITIES

- ***Inventory of Current Transportation Services*** – A matrix of organizations providing different transportation services in the county, along with a supplemental list of existing transportation services, including service area, eligibility, and trip limitations.
- ***Transportation Provider Survey*** – An online survey of transportation providers about the capacity of their services, needs and opportunities, and level of interest in increased coordination.

PERFORMANCE ASSESSMENT ACTIVITIES

- ***Plans and Actions Review*** – A review of current plans, studies, and recent activities related to social service transportation, including the series of Mobility Management Workshops.
- ***Performance Evaluation of Prior Coordinated Plan*** – A look back at the recommendations from the 2007 Coordinated Plan to understand which actions were not implemented and why.
- ***Functional Assessment*** – An analysis of different Mobility Management functions performed by Rideshare and Ride-On.
- ***Stakeholder Interviews*** – Interviews with over a dozen stakeholder organizations and individuals, including transportation operators and social service providers.

COMMUNITY OUTREACH ACTIVITIES

- **Intercept Surveys** – Intercept surveys were administered to 88 individuals at free meal events, homeless shelters, community health screenings, bus stops, parks, and public libraries across the county.
- **Community Interviews** – In-depth interviews with seniors and individuals with disabilities in the community, providing unique perspectives regarding the effectiveness of available transportation options.

These outreach activities were supplemented by two workshops with representatives from stakeholder organizations.

- **Project Kickoff Meeting with Stakeholders** – The kickoff meeting where stakeholders identified preliminary desired outcomes to guide development of the coordinated plan.
- **Mobility Management Workshop** – The third in a series of yearly workshops intended to engage stakeholders on issues surrounding mobility management for transportation-disadvantaged populations in the County.

SYNTHESIS

The analysis, assessment, and outreach activities helped populate and refine the logic model, providing additional desired outcomes for inclusion as well as crucial information about available resources (inputs), possible strategies and actions (activities), and potential measures and performance targets (outputs). This synthesis is presented in detail in Chapters 4 and 5 of the Coordinated Human Services Public Transportation Plan.

| TIMELINE OF EVENTS | |
|--|---------------|
| <ul style="list-style-type: none"> • April and May: Project Kickoff meeting and Stakeholder Interviews | 2015 April |
| | May |
| <ul style="list-style-type: none"> • June: Develop survey and initiate major project deliverables | June |
| <ul style="list-style-type: none"> • July: Survey and major project deliverables completed | July |
| <ul style="list-style-type: none"> • August 22: Project workshop and additional public outreach | Aug |
| <ul style="list-style-type: none"> • September: Roles and Responsibilities Development | Sep |
| <ul style="list-style-type: none"> • October 6-7: Mobility Management Workshop and interim board presentation draft plan development | Oct |
| <ul style="list-style-type: none"> • November 23: draft plan distributed to SLOCOG committees - beginning of 30-day comment period | Nov |
| <ul style="list-style-type: none"> • December 16: Presentation of draft Coordinated Plan at a board hearing | Dec |
| <ul style="list-style-type: none"> • January: Incorporate all feedback from the public comment period into the Final Coordinated Plan | 2016 Jan |
| | Feb |
| <ul style="list-style-type: none"> • February 2: Final Coordinated Plan to be presented for adoption | |

Chapter 1: The Landscape Affecting Coordination

CHAPTER OVERVIEW

Much has happened since 2007 when the last Coordinated Human Services Public Transportation Plan for San Luis Obispo was completed. To put the magnitude of changes into perspective, Apple released the first iPhone on June 29, 2007. Since then, smart phones have led to entirely new transportation tools and industries, enabled largely by ubiquitous consumer access to Global Positioning System (GPS) and mobile Internet. Technological, economic, and policy changes have all impacted the way we provide transportation as well as our ability to coordinate services. In this chapter we explore some of those changes and discuss what they mean for San Luis Obispo County in the coming years.

CONSOLIDATED TRANSPORTATION SERVICE AGENCIES

The Social Service Transportation Improvement Act, also known as Assembly Bill 120, codified under California Government Code Title 2, Division 3, Part 13, designates Consolidated Transportation Services Agencies (CTSAs) throughout California counties. The original intent of establishing CTSAs was to promote “the consolidation of social service transportation services to improve the cost effectiveness, quality, and efficiency of existing social service transportation programs. Specific activities identified in the CTSA legislation include:

- Combined procurement of equipment to achieve bulk purchase discounts.
- Consolidated training of drivers to reduce risk and insurance cost and to improve service quality.
- Centralized dispatch, maintenance, and administration to achieve economies of scale and other efficiencies.
- Consolidated funding for social service transportation.

In exchange for performing these functions, CTSA's are eligible to claim up to five percent of the Local Transportation Fund (LTF) funding allocated for the region.

Figure 4: Key acronyms in the Coordinated Plan

| <h2 style="margin: 0;">ALPHABET SOUP</h2> <p style="margin: 0; font-size: small; color: white;">There are a number of acronyms common to coordinated planning. Below are some of the key, roles, and organizations that play a big part in this Coordinated Human Services Public Transportation Plan.</p> | |
|--|--|
| CTSA | A Consolidated Transportation Service Agency is designated under the California Social Services Transportation Improvement Act by a local transportation commission or planning agency to foster coordination among social service transportation providers. Ride-On is the CTSA for San Luis Obispo County. |
| MPO | A Metropolitan Planning Organization is a regional body designated by federal mandate to develop and implement transportation plans and policies. SLOCOG is the MPO for San Luis Obispo County. |
| SLOCOG | The San Luis Obispo Council of Governments is a local association of governments that includes the County of San Luis Obispo and the cities of Arroyo Grande, Atascadero, Grover Beach, Morro Bay, Paso Robles, Pismo Beach, and San Luis Obispo SLOCOG is the MPO for San Luis Obispo County. |
| RTA | The San Luis Obispo Regional Transit Authority provides public transportation across San Luis Obispo County, including regional fixed-route service and Americans with Disabilities Act (ADA) complementary paratransit service (Runabout). RTA also oversees the administration of South County Area Transit (SCAT). |

MAP-21 AND FTA SECTION 5310 PROGRAM CHANGES

The most recent federal legislation affecting public transportation, known as Moving Ahead for Progress in the Twenty First Century (MAP-21), was enacted in 2012. A hallmark of the MAP-21 legislation was a simplification of the federal transportation code achieved through elimination of programs deemed to be redundant. As a result, programs such as the Federal Transit Administration's sections 5316 (Job Access & Reverse Commute, in place since 1998) and 5317 (New Freedom, in place since 2005) discretionary programs were eliminated as standalone funding sources.

In the San Luis Obispo region, these funds have been used for operating support of reverse commute trips (both the Santa Maria urban corridor and the North Coast rural corridor). Another use of the JARC funds was the regional Mobility Management activities, managed by SLO Regional Rideshare per the 2007 Coordinated Plan recommendation and Board direction. Officially, JARC-type projects remain eligible under the formula Sections 5307(urbanized) and 5311 (non-urbanized/rural) programs.

In the San Luis Obispo region, the previous New Freedom funds had been used to develop information infrastructure for 511, subsidies toward senior volunteer driver programs, and operating support toward specialized transit. Similar to JARC, New Freedom-type projects are now eligible under the revised Section 5310

program, now referred to as “Enhanced Mobility of Seniors and Individuals People with Disabilities”. But only 45% of those funds (per Federal guidance) are allowed to be used toward New Freedom-type projects under the Caltrans designated “Expanded” program; the 55% balance remains dedicated to capital-only projects and only for non-profit agencies.

While many states and other regions have maintained access to JARC projects by “protecting” a percentage of 5307 funds, the SLO region has not chosen to do so. The main obstacle to such an approach (taken by several large counties in southern California) stems from the much smaller funding (Pre-MAP 21 versus Post-MAP 21). Since then, the net gain in 5307 or 5311 was not aligned with prior amounts available competitively, the end result would likely be: either a scaled back JARC budget or a below historical 5307 balance, itself the prime funding source for public transit in a small region. The State of California left FTA programming options open to each region, while for instance, giving any eligible party the choice to carve out JARC dollars in the annual 5311 Program of Projects; again, this was left up to individual regions and their operators. Keeping a grant simple by only using one project type (such as rural operating assistance) saves time and effort in getting approval and securing such grant reimbursement.

MAP-21 also has important implications on planning. It no longer explicitly requires the Coordinated Plan to address the needs of populations of low income. However, given the needs identified in this and related plans, this change comes at a time when such individuals and their families are experiencing the greatest transportation challenges.

Based on current emerging trends, as well as interview input and prior plan review activities discussed in Chapter 3, this plan finds transportation for the region’s residents of low income to be a chronic, pressing, and multi-faceted issue that is not being adequately addressed. More services are available today than ever before, but the cost of transportation remains prohibitively high. While seniors and people with disabilities benefit from recent changes in policy such as the incorporation of operating dollars under FTA’s Section 5310 program and the Final Ruling on Reasonable Modifications described below, many of today’s transportation challenges fall squarely on the shoulders of low-income individuals.

FTA FINAL RULE ON REASONABLE MODIFICATIONS

Transit agencies that operate as a curb-to-curb service must now make reasonable accommodations for people with disabilities who request door-to-door service. In March of 2015, the Federal Transit Administration released updated rules that require transit agencies to make reasonable modifications to services so that people with disabilities have full access to the public transportation system¹. While the

¹ http://www.fta.dot.gov/newsroom/news_releases/12286_16374.html

long-term impact of these new rules is unclear, we anticipate that some of the customer needs for door-to-door transportation may be met through observance of this new rule. Specifically, when seniors and people with disabilities request door-to-door transportation, transit agencies must now evaluate the request to determine if the modification can be made without fundamentally altering the service or creating a direct threat to the health or safety of others. Riders have recourse if an ADA transportation provider denies their request.

This differs from prior guidance from the FTA, which informally permitted transit agencies to claim a blanket policy of providing either door-to-door or curb-to-curb services. While this ruling will be beneficial to seniors and people with disabilities and will go a long way in meeting the need for more flexible ADA services, it will create a financial burden for fixed-route transit providers who will need to dedicate a larger share of their budgets to ADA paratransit services. As such, the final ruling has the effect of benefiting seniors and people with disabilities at the expense of other transit riders – of whom many are low-income.

AFFORDABLE CARE ACT & MEDICAID NON-EMERGENCY MEDICAL TRANSPORTATION

Nationally, Medicaid is the nation's largest funder of human service transportation rides through the Non-Emergency Medical Transportation benefit. In 2012, total Medicaid funding for transportation is estimated at over \$1.3 billion². As a comparison, this amount is over four times the total congressional apportionment of \$300 million in 2012 for FTA's Section 5310 program³, Enhanced Mobility of Seniors and Individuals with Disabilities. Consequently, Medicaid spending is often a major driver of transportation spending in rural and small urban regions where funding for fixed-route transit service is limited. Indeed, the Medicaid program – MediCal in California, locally administered by CenCal – is the second largest share of net income for Ride-On's transportation program, behind funding from the Tri-Counties Regional Center.

Given the large role of Medicaid in human service transportation, recent changes in Medicaid enrollment brought on by the Affordable Care Act are likely to have an impact on transportation services. The Affordable Care Act became fully implemented in January 2014, when states were given the opportunity to expand Medicaid eligibility to low-income individuals in exchange for generous Federal subsidies. California opted into an expanded Medicaid program resulting in a 37 percent increase in total MediCal enrollment as of May 2015, compared to Summer 2014 average enrollment⁴.

² <http://www.gao.gov/assets/670/667362.pdf>

³ <http://www.fta.dot.gov/grants/15032.html>

⁴ <http://www.medicare.gov/Medicare-CHIP-Program-Information/By-State/california.html>

Medicaid in San Luis Obispo County is provided through a Section 1115 Waiver allowing for local management through CenCal Health, a public entity governed by a 13-member board of directors appointed by the Santa Barbara and San Luis Obispo county boards of supervisors⁵. CenCal maintains its own protocols relating to non-emergency medical transportation (NEMT), including rules that limit NEMT to individuals who cannot use public or other private transportation services, and explicitly name taxi and public transportation as non-covered services. As such, NEMT services are generally only available to individuals who use a wheelchair or require a gurney transport. Ambulatory passengers are required to use public transportation at their own expense.

Nationally, the expansion of Medicaid has resulted in an influx of ambulatory individuals who tend to access mental and behavioral health services more frequently than the historic Medicaid population. As a growing number of low-income individuals seek these services under their new coverage, they will need transportation. However, under the current CenCal rules, the majority of these individuals will not be able to utilize NEMT services and will instead rely on local public transportation and other options. This could translate into an increase in ridership for fixed-route and ADA paratransit, as well as services provided by Ride-On and others. While some may view this increased demand as a potential burden on the public transportation system, it is also an opportunity for enhanced collaboration with mutual benefits for riders, as well as healthcare and transit providers.

There is growing evidence that investments in transportation have downstream positive impacts on health outcomes. A 2005 study of the costs and benefits of NEMT services found a positive return on investment to the healthcare system for four specific health conditions (asthma, heart disease, diabetes, and pregnancy) when additional funds were spent on NEMT⁶. The study also found that investments in NEMT were highly cost effective for depression and mental health, as well as five other health conditions.

Historically, the NEMT program has been viewed by health plans as an area where funds can be saved through more efficient operations and strict limits on NEMT benefits. Under the Affordable Care Act, health plan providers in California and other states are now financially incentivized to focus on health outcomes. This shift creates an opportunity to leverage transportation in areas where there are known transportation barriers for individuals accessing quality healthcare. Given the positive impact transportation can have on improving access to preventive

⁵ https://www.cencalhealth.org/about_sbrha/introduction/index.html

⁶ Hughes-Cromwick, P and Wallace, R (2005) Cost Benefit Analysis of Providing Non-Emergency Medical Transportation, Transit Cooperative Research Program, Washington DC, http://onlinepubs.trb.org/onlinepubs/tcrp/tcrp_webdoc_29.pdf

healthcare, new opportunities may exist to persuade partners such as CenCal to view transportation as an area for further investment.

TRANSPORTATION NETWORK COMPANIES

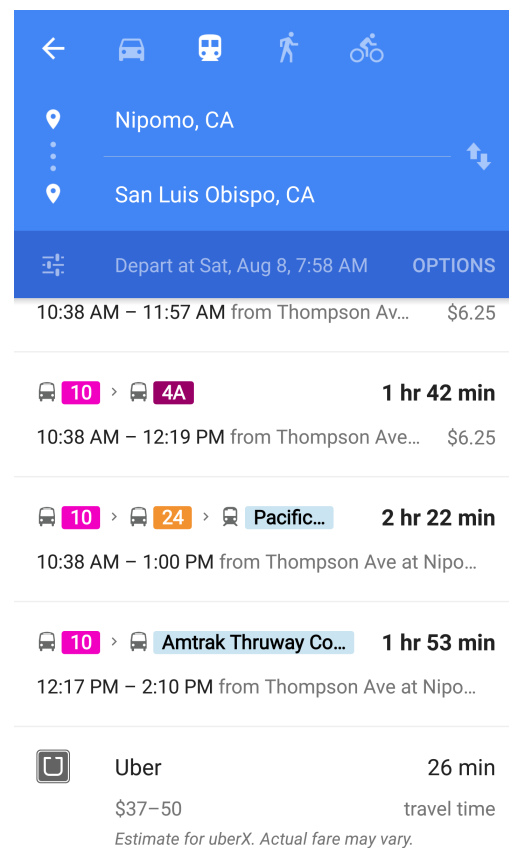
Transportation network companies (TNC) have been at the forefront of disruptive transportation innovations over the past few years. Uber became the first TNC to offer services in San Luis Obispo in summer of 2014⁷. While TNCs have been controversial for flouting local laws, consumers have reacted positively. TNCs have been credited for providing a higher quality service at a lower cost compared to traditional for-hire transportation options.

In June 2015, Certify – a cloud-based expense tracking company – released a report showing that among business travelers using the Certify app receipts for TNCs surpassed taxi reimbursements for the first time in 2014⁸. The same report highlighted the relative cost and satisfaction of Certify users who used taxis compared to Uber and Lyft, finding a lower average cost and higher average satisfaction for TNCs over taxis.

Locally, Uber is relatively expensive compared to TNC rates in other cities, but it remains competitive with the cost per ride of providing ADA paratransit. At the time of this writing, an Uber ride in San Luis Obispo costs \$2.45 per mile plus \$0.15 per minute with a \$3 pickup fee and a \$1 safe ride fee. Within this rate structure, the average Runabout trip - using data from the current RTA/SLO Transit Short-Range Transit Plan – would cost approximately \$34 for a 10 mile, 33 minute ride. As a comparison, the average cost per ride for Runabout services is currently \$68.

While Uber services currently lack wheelchair accessibility, we found that nearly two thirds of all Runabout rides were for “ambulatory” passengers who did not require a wheelchair lift. This is not to suggest that Uber services could meet the needs of ambulatory individuals who use ADA paratransit. Instead, we point to the

Figure 5: TNCs like Uber can be a compelling alternative for many



⁷ The Tribune (June 11, 2014) Uber expanding car service to San Luis Obispo, <http://www.sanluisobispo.com/2014/06/11/3106730/uber-car-service-app-slo.html>

⁸ <http://www.certify.com/Infograph-Sharing-Economy-Q2-2015.aspx>

underlying technology and business models of the emerging TNC market as an example of how transportation services can be rapidly enhanced through technological improvements, resulting in substantial operational cost savings.

In March of 2015, Uber released an application programming interface API allowing third-party app developers to tap into Uber’s schedule and routing algorithms to book rides from external apps, creating a potential pathway for further integration of TNC’s into human service transportation programs.

In May of 2015, Portland, Oregon approved Uber’s operations in the Portland Metro region with the condition that it must provide a wheelchair accessible option. Uber now provides an UberAccess option in Portland through a partnership with local non-profit human service transportation provider, Ride Connection.

These trends echo findings from prior studies suggesting that private for-hire companies could be used to supplement the Runabout and other dial-a-ride fleets in San Luis Obispo County, particularly during peak day-time hours when TNC demand is typically low. The ability of TNCs to expose scheduling and dispatch capabilities through open APIs as well as their ability to coordinate with innovative not-for profit agencies to meet accessibility needs presents further opportunities to integrate alternative modes into human service and public transportation operations.

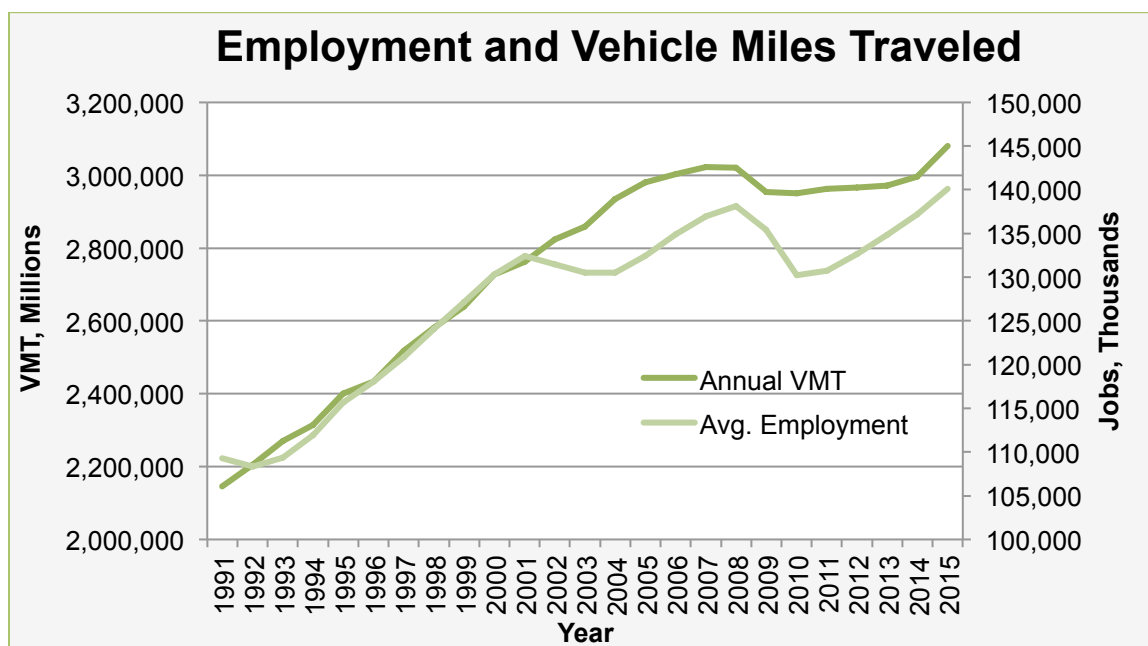
IMPLICATIONS OF AN IMPROVING ECONOMY

As the U.S. economy recovers from the worst recession since the great depression, there are several emerging patterns that will have significant implications for transportation in the coming years. For the first time in nearly ten years, Americans are driving more, again. The estimated 12-month total of national Vehicle Miles Traveled (VMT) – a common measure of the amount of driving in the U.S. – increased by 2.8 percent in 2015⁹ to reach an all-time peak of over 3 trillion vehicle miles traveled. When adjusted for population growth, per capita VMT is still below the 2005 peak, which many experts point to as the end of the driving boom. Nevertheless, automobiles in America remain the dominant mode of transportation.

The underlying causes of the increase in driving are not well understood but are likely related to increasing employment rates. Figure 6 shows total VMT relative to total U.S. employment over the past twenty-five years. As underemployed Americans go back to work, driving patterns are returning to pre-recession levels.

⁹ http://www.fhwa.dot.gov/policyinformation/travel_monitoring/15mayvt/15mayvt.pdf

Figure 6: Employment and Vehicle Miles Traveled, 1991-2015



The second major trend we are watching related to the economy is the widening income gap between rich and poor Americans. While the employment outlook continues to improve throughout the U.S. – including in San Luis Obispo – wages of the lowest income workers remain stagnant. Reduced purchasing power among low-income workers, combined with rising costs of housing and transportation, have resulted in changes to urban settlement patterns over the past decade. The San Luis Obispo Regional Transportation Plan echoes a similar theme relating to rising housing prices and the difficulty lower-income households face in gaining affordable housing near their place of work.

Combined, these two themes present a challenging future for low-income commuters: driving alone continues to be among the easiest and fastest choices for commuters who live increasingly far from their place of work, yet it is increasingly the most expensive. As the cost of personal transportation increases with fuel and insurance prices, transit modes that are competitive in terms of affordability and speed will help ensure low-income individuals have access to work opportunities.

IMPACT ON SAN LUIS OBISPO

As the economy continues to change, policy changes are implemented, and new transportation providers expand services, communities must continually adapt. In San Luis Obispo County this not only means adapting to satisfy different policy requirements, it means figuring out how to satisfy them in order to provide for the evolving needs of all its residents. In the next chapter, we look at the people and services currently available in San Luis Obispo County and begin to explore the new needs and opportunities that have arisen in the years since the 2007 Coordinated Plan.

Chapter 2: Local Context + Conditions

CHAPTER OVERVIEW

In this chapter we take a quick look at the makeup of San Luis Obispo County, including the existing conditions for transportation-disadvantaged populations. We also present and discuss the inventory of transportation services compiled during the course of the coordinated planning process.

COUNTY PROFILE

San Luis Obispo County is home to a diverse economy that includes strong contributions from a number of sectors, such as agriculture, education, and tourism. The county is home to nearly 280,000 people, over 17% of who are over the age of 65. Over 6% of the county’s population under age 65 have a disability. 15% of the population lives at or below the poverty line.

Seniors and People with Disabilities

Recent plans prepared for SLOCOG include extensive demographic data for seniors and people with disabilities. For this reason we do not include a detailed demographic analysis in this study and instead draw from the findings of various demographic analyses recently

| San Luis Obispo County Quick Facts ¹⁰ | |
|---|----------|
| <i>Land area in square miles (2010)</i> | 3,298.6 |
| <i>Persons per square mile (2010)</i> | 81.7 |
| <i>Population (2014 estimate)</i> | 279,083 |
| <i>Population 65+ (2014 estimate)</i> | 48,840 |
| <i>Population under 65 with a disability (2009-2013)</i> | 17,580 |
| <i>Median household income (2009-2013)</i> | \$58,697 |
| <i>Percent persons 65 years and over (2014)</i> | 17.50% |
| See the Community Health Status Report, the RTA/SLO City SRTP, and the Ride-On Future Strategies Report for more detailed population analysis. | |

¹⁰ U.S. Census Bureau

prepared, including the Community Health Status Report from the County Department of Public Health, the Ride-On Strategic Plan and Future Strategies Report, and the Joint Short-Range Transit Plan for insights relating to demographic shifts impacting seniors and people with disabilities.

Recent transportation studies have had less focus on the needs of low-income individuals so our demographic focus in this report seeks to fill that gap.

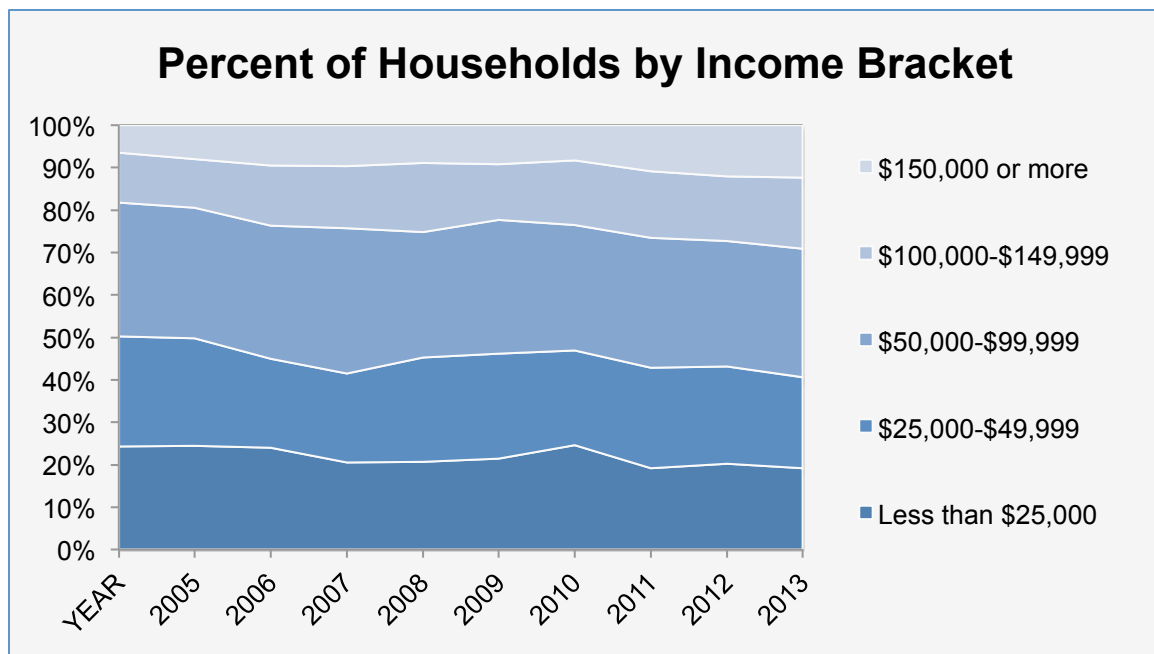
Income and Poverty

At \$58,700, San Luis Obispo County sits just below the state average in terms of median household income. This is not unexpected, given that there are many small towns, large rural areas, and a relatively high number of college students in San Luis Obispo.

Conversely, the percentage of residents at or below the poverty line is lower than the state average (14.3% to 15.9% respectively). While this is a reasonable big-picture indicator that the county may be doing better economically overall, such countywide metrics do little to show how people are doing on the ground.

As can be seen below in Figure 7, about 20% of all households in the county receive less than \$25,000 in annual income. While this is somewhat lower than where the county was at the time of the last Coordinated Plan, one fifth of the county’s households are likely to struggle keeping up with the expenses of car ownership.

Figure 7: Households in San Luis Obispo County by Income Bracket¹¹



¹¹ Source: U.S. Census Bureau American Community Survey 3 year estimates

When compared to higher-income workers and families, low-income individuals and families are more likely to rely on public transportation to get to work, school, daycare, or the grocery store. According to the 2016-2017 Community Action Plan of the Community Action Partnership of San Luis Obispo (CAPSLO) workers who rely on public transportation to get to work in San Luis Obispo County have a median income that is 64% less than those who drive alone to work. For the county's farmworkers and others who work or live in low-density areas, the hours, days, and range of available public transit is limited at best, if it is available at all.

A lack of adequate transportation is a barrier for the county's homeless population as well. According to the 2015 Homeless Point-In-Time Census & Survey for San Luis Obispo County, as of this past January there were 1,515 homeless persons who met the U.S. Department of Housing and Urban Development (HUD) definition of homelessness in the county, over two-thirds of whom were living unsheltered. In addition, there were 229 homeless individuals reported by the County Office of Education, a number that could not be verified for inclusion in the HUD report. The HUD count includes young people, seniors, and families in all over the County, from Atascadero to Pismo Beach. The report included a survey of homeless individuals in the county, in which a lack of transportation was cited among the top five obstacles to obtaining permanent housing.

Since the 2007 Coordinated Plan, the county has made strides in planning for and providing more quality transportation service for seniors and people with disabilities. But given the spread-out nature of the county's low-income populations it is possible that some individuals, who do not qualify for targeted programs, are slipping through the cracks.

AVAILABLE TRANSPORTATION SERVICES

There are over 65 different entities providing some sort of transportation service in San Luis Obispo County. They range from fixed-route and demand-response public transportation operators to taxi companies, and social service organizations to small private tour operators. Basic information on these organizations is included in the comprehensive transportation inventory in Appendix A.

Realistically, many of the transportation providers in the county presently have little to no role in providing human service transportation beyond their direct constituencies. For example, many churches limit transportation to members of their congregation to and from church services. Similarly, many of the smaller private for-profit operators specifically provide transportation for special events such as wine tours. While these organizations may not directly provide social service transportation to the community at large, their presence indicates a strong demand for transportation services of all sorts within the region, as well as a potentially robust base for coordinated driver training or volunteer driver programs.

Primary Transportation Service Providers

Of the many transportation service providers in the county, there are four entities that sit at the center of the region's Coordinated Plan. Together, Rideshare, Ride-On, RTA, and SLO City Transit are the primary transportation coordination partners in the County, each playing key roles in the overall transportation system.

Figure 8: RTA buses cover much of the county.



- **Rideshare.** Regional Rideshare is a subsidiary of the San Luis Obispo Council of Governments (since 2007). Through their website, local phone number, and community outreach they provide information on transportation options for residents, visitors, and commuters in and around San Luis Obispo. Rideshare hosts the 511 travel information database for the county, and connect users to a wide range of transportation services, including vanpool providers and transit travel training for seniors and people with disabilities. They also serve as the regional mobility manager, primarily through the “Know How to Go!” program.
- **Ride-On Transportation/United Cerebral Palsy.** Ride-On is a non-profit transportation provider serving San Luis Obispo County with a range of transportation services that includes everything from day program access among developmentally disabled clients, senior shuttles and MediCal NEMT, to wine tours and special event transportation. As the county's Consolidated Transportation Services Agency (CTSA), Ride-On is charged with facilitating coordination of transportation services throughout the community.
- **Regional Transit Authority (RTA).** RTA is the public transportation authority for the region, providing regional fixed-route transit and ADA paratransit across the county. They also operate local fixed-route and dial-a-ride services on behalf of a handful of cities and communities within the

County, including Paso Robles, Nipomo, and the Five Cities Area (South County). RTA also manages established senior van contracts, which receive a mileage allowance and tap into volunteer drivers.

- **SLO Transit.** The City of San Luis Obispo contracts with a private company that operates eight fixed-route transit lines within the city, including a trolley through downtown. These lines bring riders into downtown San Luis Obispo, with a total of 4 routes serving the North side of town to serve the California Polytechnic State University campus, adjacent to the City.

Inventory of Transportation Services

In addition to the four entities listed above, the region is home to a wide range of organizations that provide some sort of transportation service, including non-profit social service agencies, churches and faith-based organizations, taxi companies, limousines, and private wine tour operators. A full list of transportation providers is included in Appendix A. For each entry, the list features the organization name, type, contact name, email, phone, website, and source of information.

Of the 65 transportation providers inventoried, nearly half were churches, senior and human service organizations, and vanpools. The other half consists of private providers offering various combinations of taxis, shuttles, and tours. Figure 9 breaks down these organizations by the type of services they provide. Because Ride-On and Rideshare each offer a variety of transportation services, they are classified as “Various” in this chart.

Figure 9: Inventory of Transportation Providers by type of service provided, July 2015

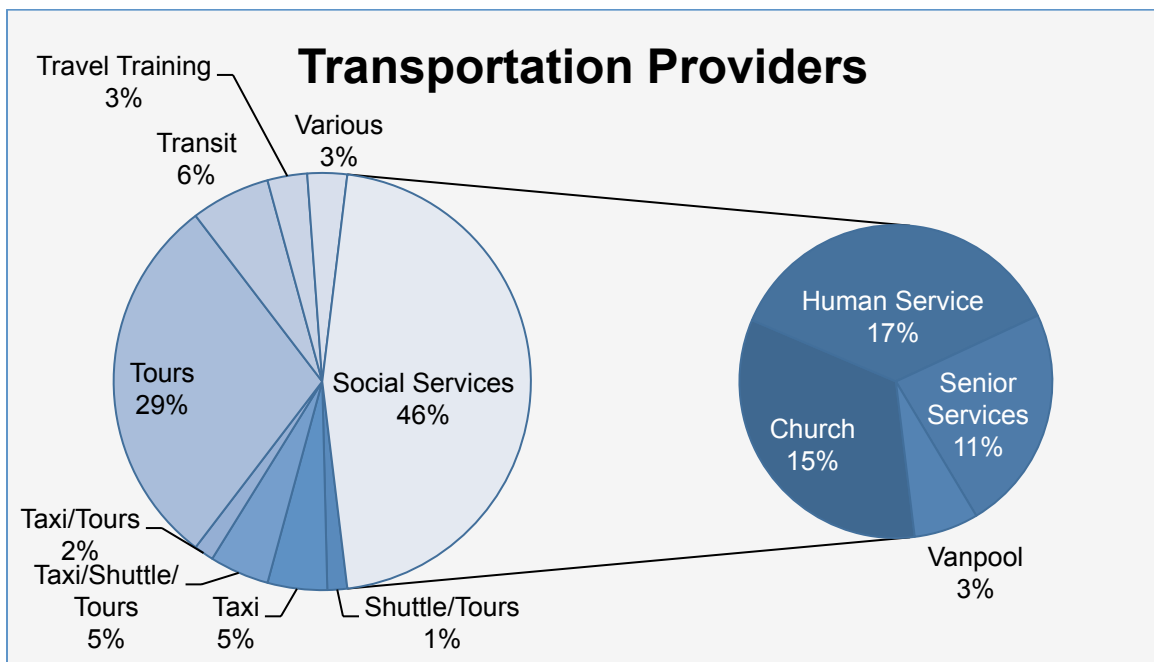


Figure 10: CAPSLO provides transportation services for the Head Start program.



A number of these organizations could become partners in coordinating different transportation services, such as volunteer driver pools or driver training. In particular, the following providers already offer at least one transportation service and have expressed interest in specific coordinated transportation services:

- **Amdal In Home Care.** Amdal recently started providing an alternative non-emergency, wheelchair accessible transportation service for people with disabilities. Though it has been used most often for discharge transportation from hospitals and care facilities, the service is available for all trip purposes, with the goal of providing safe transportation without restrictions. These services could be particularly helpful for riders with attendants.
- **CAPSLO.** The Community Action Partnership of San Luis Obispo provides a suite of human service programs to disadvantaged populations, including transportation for the Head Start programs. Additionally, they have staff that often ends up providing necessary transportation for their clients, despite a lack of formal driver training. With appropriate training and support CAPSLO and other human service organizations could help augment a coordinated volunteer driver program, either by partnering with a volunteer transportation service or by making driver training available to their staff.
- **SLO Safe Ride.** SLO Safe Ride started out four years ago as a way for people to enjoy downtown nightlife without the worry of having to drive home later. They have expressed interest in utilizing their growing fleet of commercial vans, buses, and smaller vehicles to help meet daytime transportation demand.

- ***Ventura Transit System - West Coast Paratransit.*** As the region’s Yellow Cab operator, Ventura Transit System operates taxis across most of the County. They already are a MediCal NEMT provider in Ventura County and have expressed interest in providing more on-demand daytime trips to supplement Runabout and Ride-On services.
- ***Wilshire Community Services.*** The Wilshire Good Neighbor Program relies on committed volunteers to provide assistance to seniors and people with disabilities in the community, including transportation. The transportation component of the Good Neighbor Program is an excellent starting point for building a more robust volunteer driver pool.

Out of the overall list of transportation service providers, there are 52 key transportation services being offered in the county. These services are primarily fixed-route buses and dial-a-ride services, but also include a number of shuttles, vanpools, and other transportation options. The majority of these are provided by Ride-On, RTA, and SLO City Transit. Table 1 on the following pages includes the complete list of services.

Table 1: Inventory of Transportation Services

| SERVICE NAME | SERVICE PROVIDER | SERVICE TYPE | SERVICE AREA | SERVICE ELIGIBILITY | SERVICE LIMITATIONS |
|---|-----------------------------|-----------------------------|--|--|---|
| Amdal Transportation Services | Amdal In-Home Care | Demand Response | Transportation services available throughout the state of California | No eligibility requirements but aimed at people with disabilities | None |
| Cambria Anonymous Neighbors | Cambria Anonymous Neighbors | Demand Response | County-wide | Age, Disability | Trips are limited to Medical purposes |
| Cambria Community Bus | Cambria Community Council | Demand Response | Cambria and San Simeon | Age, Disability | None |
| Homeless Transportation | CAPSLO | Demand Response | Mostly near San Luis Obispo, but often to north and south county | Homeless and lack of transportation | Trips provided are limited due to lack of staff and vehicles. Only people with an urgent need can be transported, such as a doctor visit. |
| Head Start / Migrant Head Start School Bus | CAPSLO | Fixed Route | To and from School | Age, Pre School and Toddlers | Home to school and to disability services. |
| Atascadero Dial-A-Ride | City of Atascadero | Demand Response | Atascadero city limits | General Public | None |
| Morro Bay Transit | City of Morro Bay | Deviated Fixed Route | City limits with the exception of the area south of the Mortuary on Quintana Road near South Bay Blvd. | Service open to the general public. Age and disability requirements for fare only. | None |
| Morro Bay Trolley | City of Morro Bay | Fixed Route | 3 routes within the City limits | General Public | None |
| Bus Ministry | Mid State Baptist Church | Express or commuter service | Templeton, Paso Robles, Atascadero | None | Church activities and church services |
| AgVan | Ride-On | Demand Response | County-wide | General Public | Limited to trips to and from Agricultural work sites for Agricultural Workers |
| Airport Shuttle | Ride-On | Demand Response | County-wide | General Public | Trips limited to SLO & Santa Maria Airport and Amtrak stations |

| SERVICE NAME | SERVICE PROVIDER | SERVICE TYPE | SERVICE AREA | SERVICE ELIGIBILITY | SERVICE LIMITATIONS |
|--|--------------------------------|----------------------|--|---------------------------------------|---|
| Community Interaction Program | Ride-On | Demand Response | County-wide | Disability | Trips must be scheduled in advance for specific destinations only |
| Lunchtime Express | Ride-On | Demand Response | SLO City area | General Public | Limited to trips to and from sponsoring restaurants 11-2pm M-F |
| Non Emergency Medical | Ride-On | Demand Response | County-wide | CenCal Health/MediCal eligible | Passengers must be "prescribed" transportation services by a CenCal Health network physician, pre-authorized trips must be for dialysis or prescribed medical appointments. |
| Private Shuttle | Ride-On | Demand Response | County-wide | General Public | Trips must be scheduled 24 hours in advance |
| Senior Shuttle | Ride-On | Demand Response | SLO City, North Coast, South County, Five Cities, North County | Age | None |
| Veterans Express Shuttle | Ride-On | Demand Response | County-wide | Veteran | Limited to trips between home and VA clinics |
| Vanpool | Ride-On, Enterprise, and VRide | Deviated Fixed Route | County-wide | General Public | Trips must be combined with other Vanpool riders |
| Runabout | RTA | ADA Paratransit | Within 3/4 of a mile of all fixed route service in the county | Must be certified ADA eligible by RTA | None |
| Cayucos Senior Van | RTA | Demand Response | Cambria with occasional trips to SLO City and Paso Robles | General Public | None |
| Nipomo Dial-A-Ride | RTA | Demand Response | | General Public | None |
| Paso Robles Express Dial-A-Ride | RTA | Demand Response | Paso Robles city limits | General Public | None |
| Shandon/Paso Robles Dial-A-Ride | RTA | Demand Response | Shandon and Paso Robles (MWF 8am-5pm only on request) | General Public | None |

| SERVICE NAME | SERVICE PROVIDER | SERVICE TYPE | SERVICE AREA | SERVICE ELIGIBILITY | SERVICE LIMITATIONS |
|------------------------------|------------------|-----------------|---|---------------------|---------------------|
| Templeton Dial-A-Ride | RTA | Demand Response | Templeton (TTh 8am-5pm only on request) | General Public | None |
| Beach Trolley | RTA | Fixed Route | Seasonal service in Fixe Cities and Avila Beach areas | General Public | None |
| Paso Express A | RTA | Fixed Route | Paso Robles | General Public | None |
| Paso Express B | RTA | Fixed Route | Paso Robles | General Public | None |
| Route 9 | RTA | Fixed Route | SLO City North to San Miguel | General Public | None |
| Route 10 | RTA | Fixed Route | SLO City South to Santa Maria | General Public | None |
| Route 12 | RTA | Fixed Route | SLO City West to Los Osos | General Public | None |
| Route 14 | RTA | Fixed Route | SLO City West to Cuesta College | General Public | None |
| Route 15 | RTA | Fixed Route | Morro Bay North to San Simeon | General Public | None |
| SCT Route 21 | RTA | Fixed Route | South County - Pismo Beach, Grover Beach, Arroyo Grande | General Public | None |
| SCT Route 23 | RTA | Fixed Route | South County - Grover Beach and surrounding areas | General Public | None |
| SCT Route 24 | RTA | Fixed Route | South County - Pismo Beach, Grover Beach, Arroyo Grande | General Public | None |
| Old SLO Trolley | SLO City Transit | Fixed Route | Downtown SLO City | General Public | None |
| Route 1 | SLO City Transit | Fixed Route | SLO City, NW-SE via Downtown, Cal Poly | General Public | None |
| Route 2 | SLO City Transit | Fixed Route | SLO City SW-Downtown | General Public | None |
| Route 3 | SLO City Transit | Fixed Route | SLO City SE-Downtown | General Public | None |
| Route 4 | SLO City Transit | Fixed Route | West SLO City via Downtown, Cal Poly | General Public | None |

| SERVICE NAME | SERVICE PROVIDER | SERVICE TYPE | SERVICE AREA | SERVICE ELIGIBILITY | SERVICE LIMITATIONS |
|--|---------------------------------------|---------------------------------|--|--------------------------------|--|
| Route 5 | SLO City Transit | Fixed Route | West SLO City via Downtown, Cal Poly | General Public | None |
| Route 6A/B | SLO City Transit | Fixed Route | North SLO City via Cal Poly | General Public | None |
| SLO Safe Ride | SLO Safe Ride | Demand Response | Anywhere within California | None | None |
| SLO Safe Ride | SLO Safe Ride | Deviated Fixed Route | Anywhere within SLO County | None | None |
| Tri Counties Regional Center | SMOOTH, Inc. | Contracted Subscription Service | Shell Beach-Pismo-Five Cities-Nipomo, either to reach day training sites in Santa Maria or to access Five Cities from Santa Maria home base. | Disability, TCRC clients | Developmentally Disabled passengers served by Tri Counties Regional Center are picked up at residences and transported to work sites, vocational training centers, and/or day care facilities. |
| Non Emergency Medical | SMOOTH, Inc. | Demand Response | Nipomo residents seeking transportation south to Santa Barbara County | CenCal Health/MediCal eligible | Passengers must be "prescribed" transportation services by a CenCal Health network physician, pre-authorized trips must be for dialysis or prescribed medical appointments. |
| Private Tours | The Wine Line | Demand Response | SLO County and SB County | General Public | Wine country |
| The Wine Line | The Wine Line | Demand Response | Paso Robles wine country and Santa Barbara wine country | General Public | To wineries within the Paso Robles wine country, SLO wine country and SB wine country |
| Transportation for Mental Health Services | Transitions-Mental Health Association | Demand Response | County-wide | Disability | Trips associated with mental health services provided, including case management, residential assistance, wellness center activities, and employment. |
| Wilshire Good Neighbor Program | Wilshire Community Services | Demand Response | County-wide | Age, Disability | None |

Takeaways from the Transportation Inventory

Overall, San Luis Obispo County has a wide range of services given its size. However, despite the high overall number, the proportion and distribution of services for transportation-disadvantaged populations is a concern. The inventory illustrates a few critical gaps in services for individuals who rely on transportation, as well as a few other observations:

- ***Many services are limited by geographic area*** – Only 12 of the 52 transportation services describe themselves as county-wide. Some of these are still limited by capacity and schedule. A majority of the remaining transportation services that limit their service area, don't cross city lines. For example, Atascadero Dial-A-Ride is limited to the city limits of Atascadero and most of the routes stay within the city of origin. Less than half (nine of 22) of the fixed-route services cross a city line.
- ***There are a large number of private sector transportation providers*** – 42% of transportation providers in San Luis Obispo County are in the private sector. While a large number of these primarily provide tours, many provide shuttle or taxi services such as Surf Cab Co and Ventura Transit System.
- ***Low-income populations are underserved*** – While there are nine services tailored toward persons with disabilities, and seven that have age requirements, only one is meant specifically for people of low-incomes. The somewhat informal homeless transportation service provided by CAPSLO is the only program created specifically to meet the needs of persons with low-incomes or in poverty, and it is severely limited due to a lack of funding for dedicated staff and vehicles. The service is only provided for people with urgent needs.

These takeaways will be explored further in the analysis that follows in Chapters 3 and 4. In the next chapter, we describe the activities performed during this planning process, and incorporate the takeaways above to identify specific needs that this plan should address.

Chapter 3: Identifying Needs

CHAPTER OVERVIEW

This chapter summarizes the analysis activities performed during the planning process and describes the needs that were identified. Analysis activities fell into one of two categories. The activities in the first category were designed to assess the existing organizations and services available based on performance measures and expectations from coordinating partners. The second set of activities involved collecting feedback from the community to understand how users experience available transportation services in the real world. The insights gleaned from each set of activities led to a list of identified needs used to guide the strategies outlined in subsequent chapters.

PERFORMANCE ASSESSMENT ACTIVITIES

The performance assessment activities included the following:

- ***Plans and Actions Review*** – A review of current plans and studies, and recent activities related to social service transportation, including the series of mobility management workshops
- ***Performance Evaluation of Prior Coordinated Plan*** – A look back at the recommendations from the 2007 Coordinated Plan to understand what actions were not implemented and why
- ***Functional Assessment*** – An analysis of mobility management functions performed by Rideshare and Ride-On
- ***Stakeholder Interviews*** – Interviews with over a dozen stakeholder organizations

Plans and Actions Review

The San Luis Obispo Region is the subject of numerous plans, studies, and evaluations relating to public and alternative transportation. There is a great deal of planning work currently underway among transportation providers. For this coordinated plan update we reviewed the following plans studies, and activities:

1. **2015 RTA/SLO Transit Joint Short-Range Transit Plan** – RTA and SLO Transit are currently working with a consultant to jointly update their short-range transit plans.
2. **Ride-On Transportation Plan and Future Strategies Report** – The Ride-On Transportation Plan and Future Strategies Report was completed in May 2015, and covers Ride-On’s function as both a Transportation Management Association (TMA) and Consolidated Transportation Services Agency (CTSA).
3. **2014 Transit Needs Assessment Update** – The 2014 Transit Needs Assessment Update covers recent changes and developments in transportation options in the region. It includes a helpful summary of transit options by jurisdiction (Figure 1-a), an assessment of service coverage, review of ridership trends for fixed-route providers, and a summary of known deficiencies in the system. This summary mirrors the 2007 Coordinated Plan framework in identifying needs encountered by those groups using regular bus transit.
4. **2014 Mobility Management Workshop** – The second annual Mobility Management meeting was styled as a workshop and facilitated by Hunter Harvath, Assistant General Manager of Monterey-Salinas Transit (MST). The 2014 event focused on how and why clients of the participating agencies use the transportation system.
5. **SLO and RTA 2014 Transportation Development Act (TDA) Performance Audits** – TDA performance audits were conducted for SLO Transit and RTA in May and June, 2014, respectively. These audits contain detailed operating and performance data for both services and recommendations for improvements.
6. **2014 Regional Transportation Plan** – The 2014 Regional Transportation Plan outlines a long-range vision for transportation in the San Luis Obispo region. It emphasizes livable communities, public transit and active transportation as a means of supporting more active and healthily lifestyles among the region’s residents.
7. **2013 Mobility Management Summit** – The 2013 Mobility Management Summit was the first annual meeting focused on Mobility Management for the region. It marked a renewed focus on human service transportation in the San Luis Obispo area.
8. **2007 Coordinated Human Services Transportation Plan** – The 2007 Coordinated Plan provides an assessment of existing transportation options for seniors, people with disabilities, and people with low incomes.

A summary of each review is included in Appendix C.

Performance Evaluation of Prior Coordinated Plan

The 2007 Coordinated Plan includes three overarching goals, 15 objectives and 53 “implementing actions.” Each of the implementing actions was reviewed to determine its current status and impact. Each implementing action was rated as “Implemented,” “Partially Implemented,” or “Not Implemented.” Barriers preventing implementation of actions classified as either partially or not implemented were assessed. The complete evaluation is included in Appendix C.

Figure 11: Summary of implementation assessment of prior Coordinated Plan

| | Status of Implementing Actions | | |
|--|--------------------------------|-----------------------|-----------------|
| | Implemented | Partially Implemented | Not Implemented |
| Goal 1.0 – Coordination Infrastructure | 29% | 29% | 37% |
| Goal 2.0 – Build Capacity to meet Needs | 4% | 29% | 67% |
| Goal 3.0 – Information Portals | 25% | 50% | 25% |

Functional Assessment

A functional assessment employs a matrix to define the full spectrum of Mobility Management functions relative to the entities that perform them. The matrix helps document existing conditions, indicating whether each function is a strength, a weakness, not performed at all, or is not applicable. This tool enables quick identification of overlapping roles and gaps in functional capacity. By focusing on the relative strengths and weakness of partners, it also identifies practical opportunities for coordination.

The framework used to assess the performance of Mobility Management functions in San Luis Obispo County is presented in Table 2 below. Functions are arranged under three primary categories: 1) making the case, 2) promotion and awareness, and 3) day-to-day transportation system operations.

Table 2: Continuum of Mobility Management functions

| Category | Mobility Management Function |
|--|--------------------------------|
| Making the case | Advocacy |
| | Fund development |
| Promotion, Awareness | Marketing |
| | Information and referral |
| | Mobility options counseling |
| | Travel training |
| Day-to-day transportation system operations | Customer intake, eligibility |
| | Scheduling and dispatch |
| | Service delivery |
| | Driver screening, training |
| | Vehicle maintenance, insurance |
| | Mileage reimbursement |

The functions are organized in chronological order and reflect the life cycle of a mobility management investment. While some functions reflect best practices, others are basic requirements for delivering services, in any given community. Most of these functions will need to be performed in order to provide mobility management services.

The first category – making the case – begins with advocacy and fund development. These functions serve to strengthen investment and support for mobility management services. The functions in the next category – promotion and awareness – are intended to ensure that individuals are aware of and have access to available services. The last category – day-to-day operations – reflects those functions necessary to maintain a wide variety of transportation options.

Table 3 on the following pages illustrates the functional assessment matrix applied to two of the region’s primary coordinating partners Rideshare, region’s Mobility Manager per the 2007 Coordinated Plan and Ride-On, region’s CTSA. The tables are followed by findings from the assessment. The matrix provides insights into what roles are overlapping and what roles are potentially falling through the cracks.

Table 3: Functional Assessment Matrix for Rideshare and Ride-On

| Category/Function | Rideshare | Ride-On |
|--------------------------------|--|--|
| Making the case | | |
| Advocacy | <ul style="list-style-type: none"> • Strengths: Currently positioned as a strong advocate for alternative transportation in general, direct link to policy makers. • Weakness: Limited social services advocacy mission. | <ul style="list-style-type: none"> • Strength: Role as a non-profit creates credibility in social services arena. • Weakness: Dual mission relating to both TMA and CTSA services dilutes social service message. |
| Fund development | <ul style="list-style-type: none"> • Strengths: A good track record of fund raising, experience with multiple federal funding programs. It also is a division of the region's MPO, SLOCOG. • Weakness: Opportunistic about funding and new initiatives. | <ul style="list-style-type: none"> • Strength: A good track record of fund raising. Non-profit status allows for alternative fundraising strategies. • Weakness: Opportunistic about funding and new initiatives |
| Promotion and Awareness | | |
| Marketing | <ul style="list-style-type: none"> • Strengths: Skilled in developing high-quality materials, collateral, branding. Regional role allows for ability to market for broad range of services modes. | <ul style="list-style-type: none"> • Strengths: Experience with multiple advertising and promotional channels, willingness to invest in promotion. • Weaknesses: Marketing cited as weakness in Future Strategies Report, although shortcomings are being addressed. |
| Information and referral | <ul style="list-style-type: none"> • Strengths: Website and infrastructure is well established and highly polished. <i>Know How to Go</i> program materials provide strong foundation. • Weakness: 511 system is understaffed. Not well equipped to handle large increase in call volumes. | <ul style="list-style-type: none"> • Strength: Answers all calls in person. • Weakness: Lack of familiarity by staff with non Ride-On alternative options for low-income individuals. |
| Mobility options counseling | <ul style="list-style-type: none"> • Weakness: Function is performed as part of MM position but not enough dedicated staff/time to do so efficiently. | <ul style="list-style-type: none"> • Strength: As a provider Ride-On has flexibility to provide a reduced rate ride for a one-time trip. • Weakness: Although this function is performed by Ride-On, it is not promoted or advertised. |
| Travel training | <ul style="list-style-type: none"> • Weakness: Function is performed as part of MM position but not enough dedicated staff/time to do so efficiently. | <ul style="list-style-type: none"> • Not performed |

| Category/Function | Rideshare | Ride-On |
|--|--|--|
| Day-to-day transportation system operations | | |
| Customer intake, eligibility | <ul style="list-style-type: none"> • Emerging strength: Through partnership with RTA (not performed directly by Rideshare) as result of recent input from 2013 and 2014 Mobility Management workshops. | <ul style="list-style-type: none"> • Strength: Intake processes are designed according to each specific program. Ride-On does not use a formal ADA eligibility process. |
| Scheduling and Dispatch | <ul style="list-style-type: none"> • Not Performed | <ul style="list-style-type: none"> • Strength: Routematch software with rider portal, IVR and real-time dispatch currently in practice. Very large fleet allows for large degree of flexibility. • Weakness: High percentage of rides are program related subscription trips. Limited funding for one-off, non-program trips. |
| Service delivery | <ul style="list-style-type: none"> • Not Performed | <ul style="list-style-type: none"> • Strength: Long history in transportation operations. • Weakness: Limited reporting and accountabilities relating to service standards specific to individual services. |
| Driver screening, training | <ul style="list-style-type: none"> • Not Performed | <ul style="list-style-type: none"> • Strength: Strong driver training program has capacity for others to use. • Weakness: Cost of driver training reported by others as too high. In practice, driver training program is only used by two social service transportation providers. Outreach could be more formalized, organized and documented. |
| Vehicle maintenance, insurance | <ul style="list-style-type: none"> • Not Performed | <ul style="list-style-type: none"> • Strength: Ride-On has robust maintenance and transportation technical assistance resources, is able to provide these services to interested social service agencies. • Weakness: In practice, very few agencies use this program. Outreach could be more formalized, organized and documented. |
| Mileage reimbursement | <ul style="list-style-type: none"> • Not Performed | <ul style="list-style-type: none"> • Not performed |

Stakeholder Interviews

In late April and early May 2015, interviews were conducted with representatives from stakeholder organizations to understand the needs and opportunities for coordination of transportation services in the region. The organizations interviewed are as follows (listed alphabetically):

- Adult Services Policy Council
- Amdal In Home Care
- Community Action Partnership of San Luis Obispo (CAPSLO)
- SLO Regional Rideshare
- Ride-On Transportation
- San Luis Obispo City Transit
- San Luis Obispo Council of Governments (SLOCOG)
- San Luis Obispo County Department of Social Services
- San Luis Obispo Regional Transit Authority (RTA)
- SLO Safe Ride
- Smooth Transportation
- Ventura Transit System/Yellow Cabs of San Luis Obispo
- Tri-Counties Regional Center

Many of the themes heard during the interviews echoed the findings of the functional assessment. For example, throughout these interviews, a common theme emerged regarding the confusion and competition that resulted from overlapping roles, programs, and offerings. Multiple organizations including SLO Transit, Rideshare, RTA, and Tri-Counties are performing travel training, but they are not doing so in a coordinated way.

Meanwhile, there is confusion about how some functions are performed and by whom. For example, we heard wildly different interpretations about how the 5310 funding program operates in the county. Lack of clarity and mutual accountability around roles and responsibilities appear to contribute to a lack of trust between stakeholders.

Findings from the Performance Assessment Activities

Taken together the performance assessment activities provided a handful of key insights into the current status of social service transportation and mobility management in San Luis Obispo County.

- 1 **Identified Need:** *There is a need to clarify the organizational mission of Rideshare and Ride-On as they relate to social service transportation.*

Insight: The social service transportation mission is diluted. Ride-On’s social service mission as a CTSA is muddled in part because of their ongoing pursuit of other non-social service related transportation programs often referred as a Transportation Management Association (TMA). Several of the recently completed

plans and studies identify the same issue. This is also true of Rideshare, where regional mobility management services are geared toward a broader audience. In practice, having vague mission statements has enabled both organizations to serve a wide range of customers. However, it also appears to dilute the social service mission of these organizations, leaving neither as a prominent advocate for social service transportation.

2 **Identified Need:** *There is a need to better define the roles of the CTSA and regional Mobility Manager.*

Insight: There are gaps and overlap among mobility management functions. Much of the confusion surrounding mobility management and coordination in the region is caused by a lack of clarity in the roles and functions of Ride-On as the CTSA and Rideshare as the regional Mobility Manager. This ambiguity has meant that many key mobility management functions are either overlapping or aren't happening at the level they need to be happening. Formally defining which organization is responsible for which function provides each partner organization with purpose and accountability.

3 **Identified Need:** *There is a need for more travel training and travel options counseling.*

Insight: Travel training and travel options counseling programs could be stronger. Both agencies provide a degree of information and referral services but neither is distinguished as the go-to resource. Rideshare provides broad transportation information services including 511 and the "Know How to Go!" program, which includes travel training and formal mobility options counseling. Ride-On provides informal mobility options counseling when a caller is not eligible for any of Ride-On's existing services. This can include a one-time reduced rate for riders who are in need. Based on the level of interest in individualized trip planning from social service agencies expressed in prior plans and at the Mobility Management workshops, there is demand for additional travel training services. If more directed effort was made to meet the need for individualized travel information, it would increase ridership on fixed-route transportation and potentially decrease the demand for ADA paratransit.

Insight: The region has a wide range of transportation resources. With many mobility management functions also being provided by numerous organizations throughout the community, there is great opportunity to coordinate. Partnerships with these organizations will create stronger programs that are able to reach more community members. Some examples of this include:

- **Sharing trips** – Many taxi vehicles and TNCs experience low volumes during the daytime on weekdays, the same general time period when Ride-On experiences peak ridership. With proper coordination and training these

vehicles and drivers could help meet the demand for human service transportation during weekdays.

- **Providing NEMT service** – Yellow Cab of San Luis Obispo, owned by Ventura Transit System, has had experience providing NEMT services in Ventura and Los Angeles Counties. In 2015, they entered into a contract with Easy Lift in Santa Barbara, under which they pickup MediCal rides, when the CTSA/ADA agency lacks capacity. They already serve MediCal clients across the San Luis Obispo/Santa Barbara County line and could potentially use that experience to help meet the need by expand their presence to serve more local NEMT requests in San Luis Obispo County.
- **Expanding the volunteer driver pool** – Many human service organizations stated that their staff members sometimes provide needed rides for their clients, despite not having any formal training as a paid or volunteer driver. Meanwhile, there are transportation programs that rely on volunteer drivers, but their services are not centrally coordinated or always made available to human service organizations in the area. While the existing Wilshire Foundation Good Neighbor volunteer driver program fills a critical niche, recruitment of volunteers has been limited and the service remains relatively expensive on a cost per ride basis. Putting investment and support behind a coordinated volunteer driver program such as this could help ensure that users get transportation that is appropriate for their needs.

Insight: Coordinated intake, referral and eligibility screenings should be explored. Based on input during the 2014 Summit there is a great deal of support for clarifying how referrals are made between Rideshare, Ride-On, and Runabout. RTA’s intake process for Runabout is not currently coordinated with other organizations’ services. Coordinating multiple intake processes between public and private providers would likely mean a more efficient use of resources and less confusion from end-users.

Insight: Coordinating driver recruitment, training, and certification could increase the region’s capacity. Multiple stakeholders expressed that despite there being plenty of demand for human service transportation and non-emergency medical transportation services, the bottleneck may be finding enough qualified and interested drivers either for paid or volunteer positions. Coordinating efforts would mean a less confusing process for potential drivers as well as a more efficient process that can afford to focus more efforts on recruitment.

Insight: Coordinated marketing could help to increase awareness of existing programs. Multiple plans indicate a need for Ride-On and other providers to invest in marketing. Rideshare’s “Know How to Go!” program is a good place to start.

4 Identified Need: *There is a need to explore greater coordination of key mobility management functions between Ride-On, Rideshare, and other coordinating partners.*

COMMUNITY OUTREACH ACTIVITIES

In early August we conducted intercept surveys and personal interviews in various cities and towns across the county, including San Luis Obispo, Morro Bay, Los Osos, Grover Beach, Nipomo, and Paso Robles. One primary goal was to hear from residents who rely on transportation services, particularly those in some of the further flung corners of the county where available transportation is most limited.

Intercept Surveys

Since the community members most affected by changes in public transportation are the people who don't have the option to drive, the intercept surveys were targeted at low-income populations, people with disabilities, and seniors. During the four days surveys were conducted, we spoke with 88 individuals at free meal events, homeless shelters, community health screenings, bus stops, parks, and public libraries. The survey is included in Appendix D along with a summary of responses.

Community Interviews

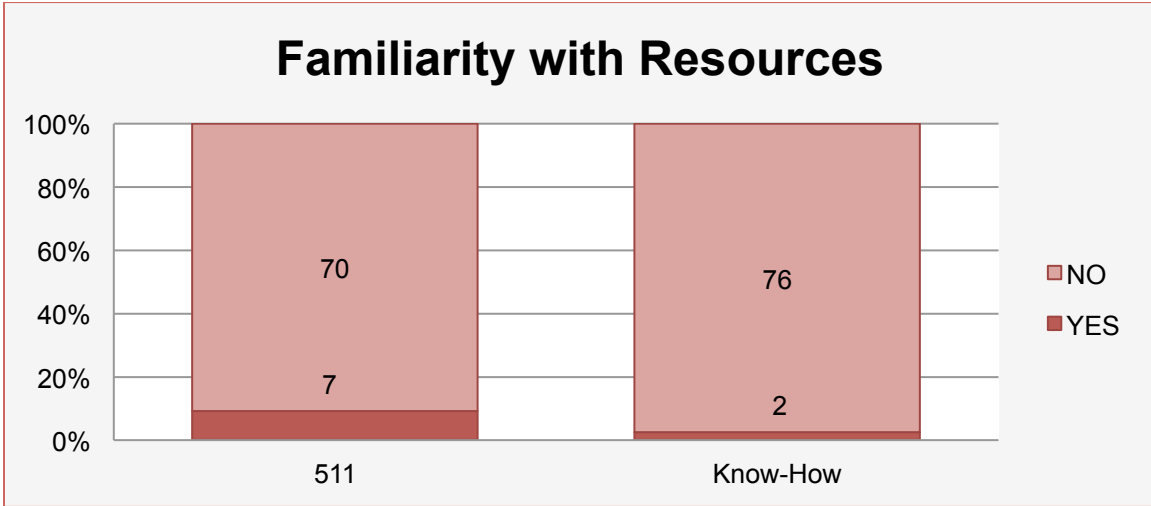
To help solicit more detailed feedback from the community beyond the questions asked in the intercept surveys, we scheduled more in-depth interviews with three community members. These residents all provided unique perspectives regarding the transportation options available in San Luis Obispo County. Interview summaries are included in Appendix D.

Findings from the Community Outreach Activities

The community outreach activities provided a number of additional insights, some of which corroborated the findings from the performance assessment activities. These insights helped illuminate additional needs for this plan to address, as detailed below.

Insight: Few residents know about informational resources. One of the most interesting takeaways from the survey was the number of participants who had never heard of the key transportation information resources: 511 and "Know How to Go!" (Figure 12). Many places providing key services in the community – including senior centers, homeless shelters, and transit stops – did not have any of the pamphlets or handouts from these programs on display. In addition, many survey participants did not own a phone, thus limiting their access to be able to call 511. Delivering informational materials to centers around the community would be an easy way to inform these and other residents about lesser-known transportation options such as senior shuttles and local volunteer driver programs.

Figure 12: Intercept survey participant's familiarity with informational resources

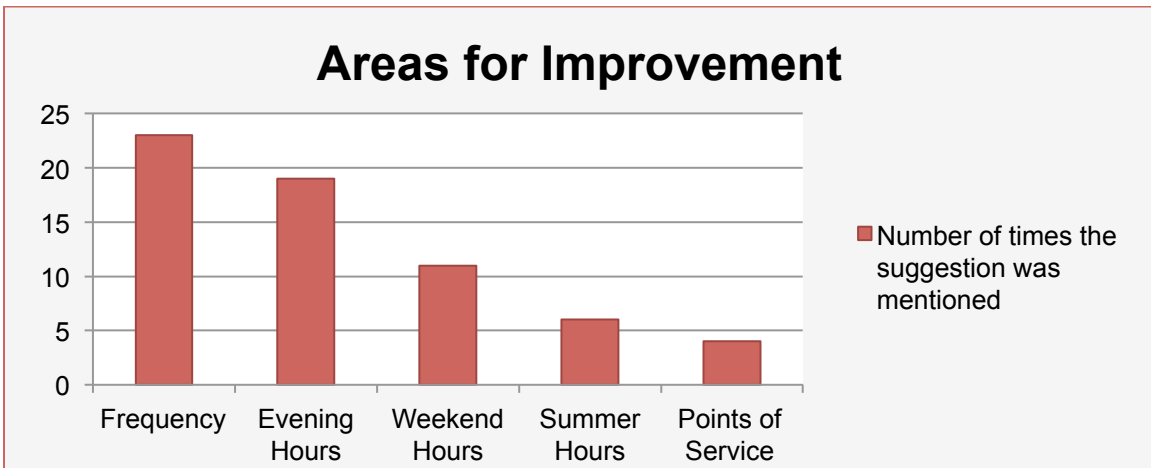


5 **Identified Need:** There is a need for new strategies for marketing existing transportation services.

Insight: Buses are too infrequent. As buses only come once every half hour or once every hour (less on weekends), many people have difficulties making transfers and getting to places like work and school in a timely fashion. Some participants even mentioned that walking or biking are often faster ways for them to get around the city. While this provides great exercise for some of the county’s residents, it is a possible barrier to many seniors, low-income residents, and people with disabilities.

Survey participants were also asked for general feedback on currently available public transportation options. While there were many positive responses, Figure 13 outlines the five most common suggestions survey participants had for improving public transportation services.

Figure 13: Top five suggestions for improving public transportation services



The issue of frequency is exacerbated on evenings, weekends, and during the summer. Many of the people that rely on public transit most are unable to take jobs that start or end in the evening because they don't have transport to get there and back. A group of senior citizens mentioned a similar problem with taking classes. Since many adult education classes are in the evenings, they have no reliable way of getting home afterwards. In addition to causing people to have longer wait times for buses, infrequency can cause a lot of confusion for people trying to figure out the system for the first time. One survey participant even mentioned being left at a bus stop more than a mile from her house because she didn't realize that routes as well as times change during the summer.

6 ***Identified Need:** There is a need for increased span of transportation services such that more options are available on nights and weekends in key areas.*

Insight: There are geographic gaps in service. In regions of the county where fixed-route transit is lacking, not having a car can mean not being able to get a job, or have access to healthy food and medical care. SLO City routes are largely oriented to get riders in and out of downtown and to the university, making certain cross-town trips nearly impossible. The following areas were identified by stakeholders and the public as regions with the most limited or inadequate transportation service:

- **South County.** The Nipomo area in particular was cited by a number of stakeholders as an area that is not well served by public transportation.
- **North County.** Downtown Templeton used to have a bus but today the city is served only by RTA route 9, which stops on the other side of HWY 101.
- **Shandon.** This relatively low-income area out on HWY 46 to the East has seen its dial-a-ride service drop to 3 times per week on call.
- **Oceano.** This unincorporated territory just South of Grover Beach has a relatively high concentration of native Spanish speakers who travel to Santa Maria for goods and services, a bus trip that - despite being only 16 miles long - takes between 1.5-2 hours each way with no single form of fare payment.
- **Morro Bay.** This coastal city features a number of low-income mobile home parks and senior living centers, as well as full-time vacation rental homes. This population dichotomy presents a unique challenge for transportation as these two populations have very different needs. Some of the low income mobile home parks are outside the ¾ mile definition for access to the local fixed route deviation service.
- **San Luis Obispo Airport and Greyhound Station.** All survey participants that mentioned points of service in San Luis Obispo cited the greyhound stop and the airport as the most difficult places to go. The fact that there isn't an economical way for people to get to these key travel locations means that low-income and disabled residents have greater difficulty coordinating with

visiting family and friends as well as accessing the increasing number of services in these areas.

- 7 **Identified Need:** *There is a need to increase service to connect rural areas with services in San Luis Obispo and Santa Maria.*

Insight: There is a lack of resources available for low-income populations – While we spoke with many of San Luis Obispo’s disadvantaged populations as part of this survey, people with low-incomes generally had the lowest number of transportation resources available to them. They lack the ability to get to jobs and necessary services because many live in homeless camps far from the city center and can’t afford the bus fare. While there are a number of organizations and programs that provide funding and transportation to seniors and people with disabilities, people with low-incomes still have limited options.

Populations of low income are varied with diverse transportation needs. A few examples of the needs of different populations of low income include:

- **Hospitality industry workers.** These individuals have seasonal and weekend peaks that are often at odds with typical weekday demand. They often travel long distances from home to coastal areas or out into wine country.
- **Agricultural Industry workers.** These individuals tend to have variable destinations. They also often need to travel long distances from home to rural areas with very limited transportation options. Workdays start early, even on weekends, and they often have language barriers to overcome.
- **Homeless individuals.** These individuals often need access to destinations and social services that are spread out all over the county. Shelters, treatment facilities, or even an opportunity for a hot meal are often too far away to access with out transportation and money to pay the fare.
- **Seniors.** Seniors tend to have more regular schedules, but sometimes need more attention and care. These individuals also have a higher proportion of disabilities that impact their ability to get around independently.
- **Youth.** These individuals need consistent and reliable transportation to school and after school activities, as well as shopping or work trips at irregular times.

It is important to recognize that these are not distinct groups, and that there is a great deal of overlap between different populations of low income.

- 8 **Identified Need:** *There is a need to increase transportation for low-income populations.*

SUMMARY OF NEEDS

In the next chapter we will present potential strategies and actions that can meet the desired outcomes of this plan. The needs identified above and compiled in Table 4 will be used as a tool to prioritize the strategies and actions of this plan.

Table 4: Summary of identified needs from the analysis

| | |
|---|--|
| 1 | Identified Need: <i>There is a need to clarify the organizational mission of Rideshare and Ride-On as they relate to social service transportation.</i> |
| 2 | Identified Need: <i>There is a need to better define the roles of the CTSA and Regional Mobility Manager.</i> |
| 3 | Identified Need: <i>There is a need for more travel training and travel options counseling.</i> |
| 4 | Identified Need: <i>There is a need to explore greater coordination of key mobility management functions between Ride-On, Rideshare, and other coordinating partners.</i> |
| 5 | Identified Need: <i>There is a need for new strategies for marketing existing transportation services.</i> |
| 6 | Identified Need: <i>There is a need for increased span of transportation services such that more options are available on nights and weekends in key areas.</i> |
| 7 | Identified Need: <i>There is a need to increase service to connect rural areas with services in San Luis Obispo and Santa Maria.</i> |
| 8 | Identified Need: <i>There is a need to increase transportation for low-income populations.</i> |

Chapter 4: Potential Strategies + Prioritization Criteria

CHAPTER OVERVIEW

Chapter 3 identified weaknesses, challenges and opportunities relating to the existing transportation system. Those included several needs relating to roles and responsibilities of transportation partners. Chapter 4 identifies eligible projects and recommends a process for identifying projects to be prioritized and funded using future 5310 funds or other grants.

The process for identifying potential projects in Chapter 4 begins with an overview of activities eligible for funding under the 5310 program. We then introduce a proposed prioritization process for selecting projects, taking into account the needs and opportunities identified in Chapter 3. We also explore proposed changes in roles and responsibilities contemplated under this plan.

This information is then used in Chapter 5 to recommend an updated plan including goals, objectives, strategies, and performance measures for projects to be funded under the updated coordinated plan.

ACTIVITIES ELIGIBLE FOR FUNDING UNDER SECTION 5310

As a starting point for evaluating potential funding priorities, this section provides a brief overview of the types of projects eligible for funding under the 5310 program. Additional detail can be found in the Federal Transit Administration’s Circular for the Enhanced Mobility of Seniors and Individuals with Disabilities¹². Under the Moving Ahead for Progress in the 21st Century legislation (MAP-21), the most recent Congressional transportation funding bill, the 5310 program has been expanded to include both “traditional capital projects” as well as other capital, Mobility Management, and operating projects that were formerly eligible under the New Freedom 5317 grant program.

¹² [http://www.fta.dot.gov/documents/C9070_1G_FINAL_circular_4-20-15\(1\).pdf](http://www.fta.dot.gov/documents/C9070_1G_FINAL_circular_4-20-15(1).pdf)

Traditional Capital Projects

At least 55 percent of Section 5310 funds must be spent on capital projects designed and carried out to meet the specific needs of seniors and individuals with disabilities when public transportation is insufficient, unavailable or inappropriate. The 55 percent threshold is considered a floor, not a ceiling. This means up to 100 percent of the 5310 funding could go toward any of the following activities:

1. Vehicles
2. Vehicle overhauls
3. Passenger and other support facilities
4. Extended warranties
5. Lease of equipment
6. Capital cost of contracting
7. Mobility management
 - a. Promotion, enhancement and facilitation of access to transportation services (includes work to integrate and coordinate multiple human service transportation programs)
 - b. Short-term management activities to plan and implement coordinated transportation services
 - c. Support for state and local coordination bodies
 - d. Operation of transportation brokerages
 - e. The provision of individualized services for customers such as travel training and trip planning activities.
 - f. Development and operation of one-stop traveler call centers
 - g. Operational planning for acquisition of ITS

Other Capital and Operating Projects

Under MAP-21, the 5310 program has been expanded to allow up to 45 percent of funding for the following additional types of projects:

1. Enhanced paratransit above ADA requirements
 - a. Expand paratransit beyond $\frac{3}{4}$ mile rule, or with expanded hours and days
 - b. Install additional securements in fixed-route buses
 - c. Purchase vehicles that exceed mobility device minimum envelope and weight thresholds of the ADA
 - d. Attendants for riders
 - e. Accessible feeder services
2. Improve accessibility to fixed-route system:
 - a. Curbscuts, sidewalks, signals, ramps, elevators, etc.
 - b. Signage & wayfinding
 - c. ITS technology geared specifically toward seniors and people with disabilities
 - d. Travel training
3. Alternatives to ADA paratransit:
 - a. Purchasing vehicles

- b. Administration expenses for user-side subsidies
 - i. Mileage reimbursement
 - ii. Subsidies of private for-hire transportation services
 - iii. Human service agency trips
- c. Volunteer driver and attendant programs

PRIORITIZATION

While many of the eligible projects would be effective at meeting the needs identified in this plan, it is necessary to prioritize how the 5310 funds will be spent.

In order for projects to be eligible for funding under the 5310 program, each Coordinated Human Services Public Transportation plan must include priorities for implementation based on resources, time, and feasibility for implementing specific activities. Beyond the Federal requirement for prioritization, setting priorities is good planning. Prioritization helps better coordinate the efforts of multiple parties. Prioritization also helps reduce waste and improves the impact of the 5310 spending.

We propose the following four-step prioritization process to be adopted as part of this plan:

- **Step 1:** Estimate the total amount of funds available for priority projects from multiple sources.
- **Step 2:** Identify “off-the-top” dollar amounts that must be set aside for statutory reasons.
- **Step 3:** Identify needs that can be met with remaining funds and within the roles and responsibilities identified.
- **Step 4:** Identify unmet needs that can be met through new projects and changes in roles and responsibilities.

Step 1: Estimate of available funding

For the purposes of this plan we are primarily concerned with the 5310 funding, so our funding estimate is based on how much 5310 funding we expect will be available to eligible recipients in the San Luis Obispo County area. The coordinated planning requirement also addresses the need for Coordinated Plans to consider multiple funding sources as part of the prioritization process. We address this requirement by including an assessment of other sources as potential match for or supplement to the 5310 program. We use the combined Federal and local match amount as the total dollar amount against which funds are to be prioritized.

HOW MUCH WILL BE APPORTIONED?

At the national level, the Federal Transit Administration has apportioned \$257 million¹³ for the 5310 program for fiscal year 2015. This is comparable to the

¹³ Table 1: Fiscal Year 2015 Appropriations and Apportionments for Grant Programs - Full Year
Accessed November 6, 2015 at http://www.fta.dot.gov/12853_16536.html

amounts apportioned in 2013 and 2014. Of the 2015 amounts apportioned by the Federal Transit Administration, approximately \$28.4 million was apportioned to California¹⁴.

At the time of this report, a new transportation bill had not yet been passed by Congress, but both the Senate and House versions of the transportation reauthorization bills include increased funding of about 2 percent per year for the 5310 program over the next six years. Table 5 shows funding amounts for the 5310 program included in the House's Surface Transportation Reauthorization and Reinvestment Act (STRR) and the Senate's Developing a Reliable and Innovative Vision for the Economy Act (DRIVE), respectively.

Table 5: Funding Amounts under Recent House and Senate versions of Reauthorization Legislation

| | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 |
|------------------|---------------|---------------|---------------|---------------|---------------|---------------|
| STRR Act | \$262,175,000 | \$266,841,000 | \$272,258,000 | \$277,703,000 | \$283,364,000 | \$289,031,000 |
| DRIVE Act | \$263,466,000 | \$269,282,012 | \$275,408,178 | \$288,264,292 | \$295,535,759 | \$303,009,267 |

If we assume the amounts in the final bill that is expected to be passed stay the same, we can estimate that the amount apportioned to California during fiscal year 2015 would increase the 5310 funding amount by 2 percent per year. The approximated estimates for 5310 funding for California as a whole are as follows: \$29 million in 2016, \$30 million in 2017, and \$31 million in 2018.

Table 6: Historic and Forecasted 5310 Funding Amounts in California by Geography Type

| | 2015 under MAP-21 | 2016 | 2017 | 2018 |
|--------------------|---------------------|---------------------|---------------------|---------------------|
| Large Urban | \$21,475,209 | \$22,012,089 | \$22,562,391 | \$23,126,451 |
| Small Urban | \$4,927,925 | \$5,051,123 | \$5,177,401 | \$5,306,836 |
| Rural | \$1,964,324 | \$2,013,432 | \$2,063,768 | \$2,115,362 |
| Total | \$28,367,458 | \$29,076,644 | \$29,803,561 | \$30,548,650 |

HOW MUCH WILL SLO REGION RECEIVE?

The Federal Transit Administration distributes section 5310 funds on a formula basis to states. Caltrans distributes 5310 grants competitively within the state. This means the amount awarded in any particular region can swing greatly from year to year. For example, for the most recent round of 5310 grants, recipients in San Luis Obispo County received approximately \$681,000 in competitive grants (Table 7).

¹⁴ Table 8: Fiscal Year Section 5310 Enhanced Mobility of Seniors and Individuals with Disabilities Apportionments - Full Year Accessed November 6, 2015 at http://www.fta.dot.gov/12853_16552.html

Table 7: Historic 5310 Grants for FY 2013/14 to Recipients in San Luis Obispo County

| Agency | Project | Toll Credits (State Match) | FTA 5310 Share | Total Project |
|---------------------------------------|------------------------|-------------------------------|------------------|------------------|
| TRADITIONAL | | | | |
| Ride-On | Computer Hardware (18) | \$4,327 | \$17,309 | \$21,636 |
| Ride-On | Computer Software (18) | \$90 | \$360 | \$450 |
| Ride-On | 1 laptop | \$304 | \$1,216 | \$1,520 |
| Ride-On | Large Bus | \$15,300 | \$61,200 | \$76,500 |
| Ride-On | Large Bus | \$15,300 | \$61,200 | \$76,500 |
| Ride-On | Large Bus | \$15,300 | \$61,200 | \$76,500 |
| NCI Affiliates Inc | Minivan | \$9,600 | \$38,400 | \$48,000 |
| NCI Affiliates Inc | Minivan | \$9,600 | \$38,400 | \$48,000 |
| NCI Affiliates Inc | Minivan | \$9,600 | \$38,400 | \$48,000 |
| EXPANDED | | | | |
| NCI Affiliates | Operating Assistance | \$47,000 | \$47,000 | \$94,000 |
| SLO Regional Rideshare | Mobility Management | \$17,784 | \$71,134 | \$88,918 |
| Ride-On (Wilshire Community Services) | Operating Assistance | \$20,000 | \$20,000 | \$40,000 |
| Ventura Transit System | Minivans (6) | \$57,600 | \$230,400 | \$288,000 |
| Total | | \$221,805 | \$686,219 | \$908,024 |

If we assume the San Luis Obispo region will continue to put forward competitive grant projects, we can use the historic amount of \$681,000 as an upper bound for estimating future funding amounts available to grant recipients in the San Luis Obispo area. However, if other regions put forward more competitive grants, the San Luis Obispo area will receive less. We use a percentage of population method to calculate a lower-bound projection of 5310 funds available.

While San Luis Obispo County makes up less than 1 percent of the total California population, there are three census-recognized small-urbanized areas (urbanized areas with less than 200,000 in population, but more than 50,000). As of the 2010 census, these small-urbanized areas had a total combined population of 176,307, or 4.8 percent of the total small urban population in California. Similarly, the population of rural areas in San Luis Obispo County (areas with less than 50,000) was 93,330 or 1.3 percent of the total statewide rural population.

Table 8 shows the result of applying these percentages to the estimated 2016, 2017, and 2018 California apportionments for small urban and rural 5310 amounts.

Table 8: Estimated 5310 Funds Available to San Luis Obispo County if Grants were made by Formula

| SLO Estimate | 2016 | 2017 | 2018 |
|--------------------|------------------|------------------|------------------|
| Small Urban | \$241,744 | \$247,788 | \$253,982 |
| Rural | \$27,068 | \$27,745 | \$28,439 |
| Total | \$268,812 | \$275,533 | \$282,421 |

This gives us a lower bound of approximately \$275,000 and an upper bound (based on the most recent round of competitive grants) of \$680,000.

For planning purposes, we assume a mid-point of \$477,500 between the upper and lower bounds, plus or minus 15 percent to give us a range of about \$400,000 – \$550,000 in available 5310 funding for the next three years. The 15 percent margin was selected to provide a reasonable range that is between both the upper and lower bound estimates. We assume any year-to-year growth is within this range. Table 9 shows the amounts available at the 55 percent floor for traditional projects and 45 percent maximum for expanded projects.

Table 9: Estimated 5310 Revenue for San Luis Obispo County for FY 15/16

| | High | Low |
|--------------------------|-----------|-----------|
| Total | \$550,000 | \$410,000 |
| Traditional (55%) | \$302,500 | \$225,500 |
| Expanded (45%) | \$247,500 | \$184,500 |

In addition to this funding amount, other relevant funding amounts to consider include:

- TDA Funding
- Medicaid Non-Emergency Medical Transportation
- Transportation under Medicaid-funded Waivered Home and Community Based Services
- Older American Act
- Temporary Assistance for Needy Families (TANF)

Because these programs are not under the jurisdiction of this plan, it is not appropriate for this plan to dictate how those funds are to be spent. However, it is appropriate to encourage recipients of those funds to work with recipients of 5310 funds to leverage their dollars to the greatest extent possible. This can be done directly by including these other funding sources as match for 5310 grants whenever possible.

Step 2: Identify “off-the-top” dollar amounts to be set aside for statutory reasons

Off-the-top funding amounts are those amounts from the 5310 program that are set-aside for pre-determined purposes. In this step we consider the funds that will need to be set aside to cover planned vehicle replacements and continued operations of existing programs eligible under 5310.

TRADITIONAL 5310 PROJECTS

Under MAP-21, at least 55 percent of 5310 funds must be spent on traditional capital projects such as vehicles or other equipment. Although Ride-On is not the only agency that will need replacement vehicles, they are historically the largest consumer of 5310 traditional funds in the region. Ride-On has also recently completed an evaluation of vehicle replacement needs for their fleet. Based on the Ride-On Strategic Plan and Future Strategies Report, Table 10, shows Ride-On’s average CTSA capital need is approximately \$300,000 per year. If Ride-On’s capital needs are accurate, Ride-On could potentially consume all of the 55 percent of 5310 funds for traditional projects. Assuming other agencies will also apply for traditional capital funds, we can anticipate the need for 5310 traditional funds to exceed 55 percent.

Table 10: Estimated Capital Funding Needs for Ride-On CTSA

| | 15/16 | 16/17 | 17/18 | 18/19 | 19/20 |
|--|-----------|-----------|-----------|-----------|-----------|
| Estimated CTSA Capital Funding Need | \$364,000 | \$214,240 | \$441,334 | \$227,287 | \$234,106 |

EXPANDED 5310 PROJECTS

Table 11 below lists existing CTSA operating needs potentially requiring 5310 funds. These include any projects historically funded with JARC, New Freedom or Local Transportation Fund (LTF) funds. Again, while Ride-On is not the only agency that will need operating funds, they currently operate the largest share of programs that would be eligible for 5310 operating assistance. In order to forecast the amount of 5310 funds that would be available in the region for new projects and program, the last column of Table 11 shows the amount operating funds the CTSA could potentially apply for if other sources were unavailable, assuming a 50 percent local match.

However, we must also consider other funds available to the CTSA. Under the Public Utilities Code, the TDA allows up to 5 percent of Local Transportation Funds (LTF) to be claimed by the CTSA. Historically LTF amounts claimed by the CTSA have averaged approximately \$550,000 per year. These funds are used to support all five of the CTSA activities listed above including the AgVan, the Community Interaction Program, Senior Shuttles, and Veterans Express. In addition, the region awards discretionary State Transit Assistance (STA) to Ride-On as part of their annual claim; such funds are meant to recoup some of the operating costs, associated with

those same programs. Given the large amounts of funding available to the CTSA, it appears that no 5310 funding is needed to support existing services. Furthermore, this finding suggests not all of the LTF funding is needed by the CTSA for social service transportation purposes. It is important to note, however that this finding is based on data from Ride-On's fiscal year 2012/2013. A performance audit of Ride-On is currently underway using 2014/2015 operating data that will either confirm or refute this finding.

Table 11: CTSA Activities Eligible for 5310 Funding

| | 12/13 Ops Cost | Passenger Fares | Operating Loss | Potential 5310 Need |
|-------------------------------|----------------|-----------------|------------------|---------------------|
| AgVan | \$140,000 | \$77,000 | \$63,000 | \$31,500 |
| CIP | \$57,000 | \$40,000 | \$17,000 | \$8,500 |
| Senior Shuttles | \$132,000 | \$16,000 | \$116,000 | \$58,000 |
| Veterans Express | \$40,000 | \$3,000 | \$37,000 | \$18,500 |
| Wilshire Good Neighbor | \$35,000 | \$0 | \$35,000 | \$17,500 |
| Total | | | \$268,000 | \$134,000 |

FUNDS AVAILABLE FOR NEW PROJECTS

Based on the calculations made above, we arrive at the following conclusions:

- If the current Ride-On performance audit reveals that LTF funds are subsidizing Ride-On services outside of the CTSA, we recommend reducing the CTSA apportionment from 5 to no more than 3 percent of the LTF and dedicating the balance to the actions identified in Chapter 5 of this plan. (See Chapter 5, Pages X-X).
- We assume all of the Traditional 5310 dollars dedicated for capital projects will be used by Ride-On and other non-profits.
- Therefore, we assume the following amounts will be available for expanded projects:
 - 5310 Expanded: between \$180,000 and \$250,000
 - LTF: \$220,000

Step 4: Identify gaps that can be met through new projects and/or changes in roles and responsibilities

Chapter 3 identifies unmet needs drawing from an extensive analysis of current services, prior plans and activities, stakeholder feedback, and community outreach. The eight identified needs are summarized in Table 12 below.

Table 12: Identified Needs from Chapter 3

| | |
|---|---|
| 1 | Identified Need: <i>There is a need to clarify the organizational mission of Rideshare and Ride-On Transportation as they relate to social service transportation.</i> |
| 2 | Identified Need: <i>There is a need to better define the roles of the CTSA and Regional Mobility Manager.</i> |
| 3 | Identified Need: <i>There is a need for more travel training and travel options counseling.</i> |
| 4 | Identified Need: <i>There is a need to explore coordination of key mobility management functions between Ride-On, Rideshare, and other partners.</i> |
| 5 | Identified Need: <i>There is a need for new strategies for marketing existing transportation services.</i> |
| 6 | Identified Need: <i>There is a need for increased span of transportation services such that more options are available on nights and weekends in key areas.</i> |
| 7 | Identified Need: <i>There is a need to increase service to connect rural areas with services in San Luis Obispo and Santa Maria.</i> |
| 8 | Identified Need: <i>There is a need to increase affordable transportation options for low-income populations.</i> |

Many of these needs (specifically 1, 2 and 4) relate to coordination and communication among existing partners. As part of this project we explored several potential changes to the roles and responsibilities of key partners. We considered shifting more responsibility for travel training and mobility options counseling to the CTSA as a means of delineating roles and raising the profile of the social service transportation mission of the CTSA. We also explored the concept of using a Memorandum of Understanding (MOU) to clarify and strengthen roles and accountabilities. These ideas were presented at the Third Annual Mobility Management Workshop in San Luis Obispo on October 6, 2015.









Other needs (specifically 3 and 5) relate to marketing of existing services and delivery of travel training services. While some of these needs could potentially be met through improvements in the roles and responsibilities of key partners, participants of the October 6 workshop also expressed concerns relating to lack of trust and potential unfair competition; specifically they viewed this as challenging if the CTSA were to play a larger role in travel training and mobility options counseling.

The remaining three needs (6, 7 and 8) relate to low-income populations and fixed-route transit services for which the 5310 program is not a readily available source of funding. These needs could potentially be met by strategically leveraging the 5310 funds so that more the flexible dollars – such as state monies (STA and LTF), federal monies (5307 and 5311) are available to expand fixed-route services. This

way the 5310 funds can be used to indirectly benefit low-income individuals who would otherwise not from 5310 funds.

In order to integrate these eight identified needs with the ongoing planning process we can translate them into corresponding desired outcomes (Table 13). This allows us to align the needs identified through the analysis and outreach phase with the desired outcomes previously identified by stakeholders earlier in the planning process.

Table 13: Identified Needs can be Translated into a Corresponding Desired Outcome

| | <i>NEED</i> | | <i>DESIRED OUTCOME</i> |
|---|--|---|--|
| 1 | <i>Clarify the social-service transportation mission of Rideshare and Ride-On.</i> |  | <i>Rideshare and Ride-On have clarity on their respective social-service transportation missions.</i> |
| 2 | <i>Defined the roles for the CTSA and Regional Mobility Manager.</i> |  | <i>Roles for CTSA and Regional Mobility Manager are clearly defined.</i> |
| 3 | <i>Increase available travel training and travel options counseling.</i> |  | <i>Travel training and travel options counseling services are plentiful and readily available for those in need.</i> |
| 4 | <i>Better coordination of key Mobility Management functions.</i> |  | <i>Mobility Management functions are effectively coordinated across the county.</i> |
| 5 | <i>New strategies for marketing existing transportation services.</i> |  | <i>Users and the general public are aware of existing transportation services.</i> |
| 6 | <i>Increased span of transportation services on nights and weekends.</i> |  | <i>More transportation is available on nights and weekends.</i> |
| 7 | <i>Increase service to connect rural areas with services.</i> |  | <i>People in rural and low-density areas have more transportation options available.</i> |
| 8 | <i>Increase transportation for low-income populations.</i> |  | <i>People with low-incomes have more transportation options available to them.</i> |

The newly identified outcomes can then be combined with the desired outcomes collected at the stakeholder kickoff meeting earlier this year creating a comprehensive list of outcomes that should be considered for this planning process. The comprehensive list of outcomes is shown in Table 14 on the following page.

Table 14: Combined List of Desired Outcomes

| SHORT TERM | MID TERM | LONG TERM |
|--|---|---|
| <ul style="list-style-type: none"> • More accessible vehicles available • More same day trips available to be booked • Available options are more affordable • Available options have a wider service span (nights/weekends) • Residents and visitors are more aware of existing options • There are more ways to book trips • Booking trips over the phone is quick and easy (fewer call transfers) • Transportation providers can swap trips with each other when needed • <i>Roles for CTSA and Regional Mobility Manager are clearly defined</i> • <i>Users and the general public are aware of existing transportation services</i> | <ul style="list-style-type: none"> • Resources are aligned and utilized more efficiently • All riders - especially Seniors and People with Disabilities - feel independent and confident riding transit • Transportation providers are collaborative partners • Transportation providers are accountable to each other and their own roles • Private sector partners have the information needed to participate fully • <i>Partners have clarity on their respective social service transportation missions</i> • More transportation is available on nights and weekends • <i>Travel training and travel options counseling services are plentiful and readily available for those in need</i> | <ul style="list-style-type: none"> • Increase cost effectiveness so that savings can be reinvested into the transportation system • Overall spending on paratransit is reduced • Travel times are reduced • Seniors can age in place • Available options are convenient • Available options are plentiful • <i>People in rural and low-density areas have more transportation options available</i> • <i>People with low-incomes have more transportation options available to them</i> • <i>Mobility Management functions are effectively coordinated across the county</i> <p>(Newly identified outcome)</p> |

In its current state, the above list of outcomes is too large and unruly to be of much use in guiding the Coordinated Plan. Many of the outcomes overlap and the distinctions between short-term, mid-term, and long-term outcomes are vague. Additionally, some outcomes such as reduced travel times for fixed-route transit are outside of the scope of what can be accomplished within the coordinated planning process.

Instead of attempting to craft a plan with steps to address each and every outcome, we can focus on overarching priority outcomes that encompass many of the items listed above.

Priority Outcome #1: Improve communication and coordination among local agencies involved in all levels of coordinating social service and public transportation programs.

This first priority outcome encapsulates many of the items on the list, including missions, roles, and communication. It also specifically responds to the needs for better communication and coordination among partners, which has been identified by stakeholders as a priority throughout the process.

Priority Outcome #2: Increase independence among seniors and people with disabilities.

The second priority outcome collects needs expressed by stakeholders and the community for services that enable seniors and people with disabilities to live independently by making the county more accessible through increased transportation options. Successfully achieving this outcome will mean meeting many other benchmarks along the way, including more convenient transportation options and increased access to fixed-route services through travel training and mobility options counseling. Additionally, this priority outcome indirectly addresses the desire to reduce overall demand for ADA paratransit service, by making other, less expensive alternatives more attractive and accessible.

Priority Outcome #3: Increase transportation options for low-income families and workers.

The third priority outcome speaks directly to the needs identified for better transportation for the County's economically disadvantaged individuals, families, and communities. From low-density areas like Nipomo to the city of San Luis Obispo, we heard from stakeholders and the public that many of the region's transportation services were either not affordable or available at the times and locations that low-income individuals needed them. This priority outcome collects the needs and desires expressed for affordability, flexibility, and service span.

In the following chapter we will explore these three priority outcomes and present recommended actions for stakeholders in San Luis Obispo County that result in these outcomes being achieved.

Chapter 5: Recommendations

OVERVIEW

Chapter 5 presents the recommended actions of this plan. Actions are aligned with one of the three priority outcomes identified in Chapter 4. Accordingly, recommendations are presented within the outcomes (or goals) that stakeholders seek to accomplish with this Coordinated Plan.

- Each of the three (3) priority outcomes are presented below with 1-2 corresponding priority actions.
- Each action includes a description with background for why the action is recommended as a priority and details for how it can be carried out.
- Each action also includes a conceptual cost estimate, as well as measures and targets specific to the project.

Priority Outcome #1: Improve communication and coordination among local agencies involved in all levels of coordinating social service and public transportation programs.

As part of this project we explored several potential changes to the roles and responsibilities of key partners. Much of the confusion surrounding Regional Mobility Management and coordination in the region is caused by the lack of clarity in the roles and functions; those include respectively Ride-On Transportation as the CTSA and SLO Regional Rideshare as the regional Mobility Manager. In order to clarify roles and responsibilities we explored the idea of shifting more responsibility for travel training and mobility options counseling to the CTSA. The intent was to further delineate roles and to raise the profile of the social service transportation mission of the CTSA. We also explored the concept of using an MOU to clarify and

strengthen roles and accountabilities of the CTSA. These ideas were presented at the Third Annual Mobility Management Workshop in San Luis Obispo on October 6, 2015.

Participants in the October 6 workshop expressed concerns relating to lack of trust and potential unfair competition among transportation providers if the CTSA were to play a larger role in travel training and mobility options counseling. Based on the feedback received, we no longer recommend shifting travel training or mobility options counseling functions to the CTSA. Instead, we recommend issuing a third-party RFP, as described under Action 2.1, below.

Despite the above change, we continue to recommend creation of an MOU between Ride-On and SLOCOG to delineate the roles and expectations of the CTSA. Furthermore, we recommend refocusing Regional Mobility Manager staff time provided by SLOCOG on enhanced support for Social Services Transportation Advisory Committee (SSTAC) to assist in implementing this plan. These actions are described in detail below.

Action 1.1 SLOCOG to establish an MOU with Ride-On covering CTSA expectations

As we discussed earlier in the plan CTSA's have a great deal of flexibility in how they operate, which has resulted in a wide range of operating models among California's CTSA's. The Social Service Transportation Improvement Act identifies specific activities that a CTSA should perform but does not provide guidelines for accountability. A recent analysis by CalACT, California's specialized transportation association found that only 15 of the originally designated CTSA's conform to the original legislative intent expressed in AB 120.

The CTSA legislation does not go far enough in establishing clear reporting and accountability requirements for CTSA's. We recommend SLOCOG and Ride-On develop an MOU covering the following topics to ensure agreement, transparency and accountability surrounding CTSA functions and expectations:

- The MOU should delineate the specific functions performed by the CTSA in exchange for LFT funding and its designation as the CTSA, including existing LTF funded activities and new CTSA support functions identified below.
- The MOU should define which are the thresholds for a CTSA function to warrant supplemental STA funding, once agreement has been reached on all identified LTF functions.
- The MOU should establish a CTSA Advisory Board. For simplicity, we recommend the existing SSTAC serve this function.

- The MOU should designate specific performance targets and reporting requirements for each function provided by the CTSA. Reporting requirements should include explicit financial reports of how LTF funds are used.

Cost:

- Establishing the MOU will be carried out as part of this coordinated plan update. The cost is less than \$10,000 and will be paid for using current funds. The cost of maintaining the MOU involves staff time from SLOCOG and SSTAC.

Performance Measure:

- Creation of, and regular amendments to the MOU.

Performance Target:

- Create and adopt the MOU within 3 months of the adoption of this plan. Revise MOU at least once per year as experience is gained.

Action 1.2 Transition Regional Mobility Management Functions toward Support of SSTAC & 5310 Programming

The 2007 Coordinated Plan includes three overarching goals, 15 objectives and 53 implementing actions. During an earlier step in this planning process each of the implementing actions was reviewed to determine status and impact. Each implementing action was rated as “Implemented,” “Partially Implemented,” or “Not Implemented.” Table 15 below summarizes the findings of the evaluation.

Table 15: Status of “Implementing Actions” as a Percentage of all Actions by Goal

| Goal | Status | | |
|--|-------------|-----------------------|-----------------|
| | Implemented | Partially Implemented | Not Implemented |
| Goal 1.0 – Coordination Infrastructure | 29% | 29% | 37% |
| Goal 2.0 – Build Capacity to meet Needs | 4% | 29% | 67% |
| Goal 3.0 – Information Portals | 25% | 50% | 25% |

As shown in Table 15, the majority of actions were either “Partially Implemented” or “Not Implemented” at all. We attribute the limited success of the prior plan to several factors, including unclear roles and responsibilities, limited follow-through on evaluation, lack of clarity and overly complex actions, and a need for leadership in administering implementation of the plan. These factors are explored in detail in the performance evaluation section of Appendix C.

In order to improve performance we recommend the regional Mobility Management functions shift away from providing travel training and focus more specifically on support of SSTAC and “shepherding” of the 5310 program.

Specifically, we recommend the Regional Mobility Manager, SLO Regional Rideshare, a division of SLOCOG, dedicate a larger share of time for the following functions:

- Overseeing the CTSA MOU: Staff time is needed to review performance reports and follow up on MOU compliance issues as necessary.
- Overseeing the Travel Training RFP: Staff time is needed to interface with the travel training contractor to set expectations, and to ensure performance in compliance with the RFP.
- Local shepherding of the 5310 program: Staff time is needed to oversee implementation of the strategies in this plan, including the enhanced role SLOCOG will need to play as part of Action 3.2.
- Staffing the SSTAC: SSTAC’s enhanced role in overseeing the CTSA will also require additional staff time.

Cost:

- The cost for this action should be based on approximately .5 FTE.

Performance Measures:

- Familiarity and awareness of this plan among SSTAC members.
- Successful implementation and evaluation of strategies in this plan.

Performance Targets:

- The majority of SSTAC members can recite the strategies of this plan and the roles of key players one year after this plan is adopted.
- Four out of five actions from this plan have been successfully implemented within three years of plan adoption. All actions are evaluated for impact according to the performance measures identified herein and with respect to criteria included in the grant applications used to fund the actions.

Priority Outcome #2: Increase Independence Among Seniors and People With Disabilities.

Essentially every transportation plan and needs assessment that has been carried out for the San Luis Obispo region in the past five years has identified a need for improved transportation information. Many of these plans point specifically to the need for individualized transportation information. While the region has made progress in travel training in some ways, the depth of travel training available has

been inadequate to reach individuals with disabilities and seniors who remain dependent on other modes of transportation such as ADA paratransit or family members.

We recommend an increase in funding for travel training and mobility options counseling functions and that these functions be consolidated under a single countywide program. Furthermore, we recommend the regional partners work together to procure these services from a professional third-party through an RFP. In order to keep the focus of travel training on independence and not cost-savings, the travel training function should be separate from the ADA eligibility determination process.

Action 2.1 SLOCOG to consolidate transit travel-training functions and seek professional services through RFP to provide regionalized travel training

We recommend SLOCOG/Rideshare work with SLO RTA and SLO Transit to develop an RFP solicitation for Travel Training. The aim of the travel-training program should focus on maximizing independent travelers among seniors and people with disabilities.

Travel training should go beyond travel orientation to include working with individuals to the gain skills and abilities necessary to travel independently. As part of the RFP, we recommend increasing the total amount of funding for travel training to ensure that at least one FTE is available to provide travel-training services in the region.

Furthermore, it is important that travel training be carried out following best practices by a trained and experienced professional. The individual or individuals filling the travel training roles should receive adequate training and certification by third-party experts. For travel training we recommend Easter Seals or the Association for Travel Instruction.

Last, it is important that the purpose of travel training focus on increasing independence of seniors and people with disabilities. Caregivers tend to distrust travel training programs that are designed primarily as a means of lowering the cost and demand of ADA paratransit programs. This is why we have separated travel training from the actions listed under Priority Outcome #3. This is also why we recommend travel training be carried out separately from ADA eligibility determination process. While some transit agencies have successfully implemented travel training programs, we recommend the regional partners consider a third-party that is separate from the local transit providers to further delineate the purpose of travel training as one that is separate from ADA cost-savings.

As part of the RFP we also recommend Rideshare include a task directing the travel training provider to collaborate with Rideshare and other key stakeholders including the CTSA to incorporate the Know-How-To-Go guide into the travel training curriculum. This task should include developing a no-wrong door approach for providing mobility options counseling.

Recognizing that individuals tend to seek transportation information from a variety of sources, which can include 511 as well as local social service and transportation providers, we recommend a no-wrong-door approach to providing transportation information. The Know-How-To-Go guide should continue to be maintained by SLOCOG as the central repository of transportation information for all agencies who receive inquiries about transportation.

In order to integrate the Know-How-To-Go guide into the travel training and the no-wrong door approach to mobility options counseling criteria for referrals will need to be established.

- 1) Referral Criteria: Criteria will need to be developed jointly by Rideshare, the travel trainer, and transportation providers to determining when a referral is needed from 511 to the travel trainer for travel training or a provider for specific transportation services.
- 2) Warm Referral Procedures: A warm-referral procedure involves key agencies using an attended call transfer function to transfer callers to other agencies when the initial call goes to the wrong agency. For example, if a consumer calls agency A only to learn that Agency B is a better fit, the call taker at Agency A can transfer the caller to Agency B without hanging up. The result is the caller need not call multiple numbers in order to find the right ride. This is helpful when coupled with an up-to-date centralized information resource such as the Know-how-to-go guide so that agencies know where to refer callers.

Cost:

- The travel training contract will likely range between \$100,000 - \$250,000.
- Development of referral criteria as part of developing a no-wrong door approach to mobility options counseling will require staff time from multiple organizations.

Performance Measures:

- Number of individuals successfully trained per year.
- Increase awareness of 511 and the Know-How-To-Go guide.

Performance Targets:

- 40 individuals successfully travel trained per year.
- Greater than 50 percent of all contacts through intercept survey or a household survey have heard of 511 or Know-How-To-Go guide.

Priority Outcome #3: Increase transportation options for low-income families and workers.

Many of the needs identified in this plan relate to the needs of low income families and individuals who find it difficult to navigate the local transportation system. While the 5310 program is not an ideal funding source for meeting the needs of these groups, the 5310 program can be leveraged to offset the expense of the ADA paratransit program so that more the flexible dollars available in the region – such as State Transportation Assistance (STA), Local Transportation Fund (LTF), and Federal General Public Transportation funds 5307 and 5311 – are available to expand fixed-route services. This way the 5310 funds can be used to indirectly benefit low-income individuals who would otherwise not benefit from 5310 funds.

This strategic leveraging can be accomplished by investing 5310 funds in a range of actions that create high-quality, low-cost alternatives to ADA paratransit. As shown in Table 16 below ADA paratransit demand is growing substantially faster than the average growth in population^{15, 16, 17}. If this trend continues at an average growth rate of 10 percent per year for the next three years, ADA paratransit costs will increase by nearly \$1 million to \$3.8 million in 2017. Strategic investments in high-quality alternatives to the ADA paratransit program that reduce growth in ADA demand will result in substantial cost savings that can be reinvested into the general public transportation system. This has the benefit of increasing transportation options for low-income families and individuals while also improving transportation options for seniors and people with disabilities.

Table 16: Runabout Ridership Growth Relative to Population Growth

| | Runabout Ridership | Annual % Change | Population | Annual % Change |
|--------------|--------------------|-----------------|------------|-----------------|
| 09/10 | 31,554 | 4.6% | 266,971 | 0.7% |
| 10/11 | 32,929 | 4.4% | 270,005 | 1.1% |
| 11/12 | 34,424 | 4.5% | 271,253 | 0.5% |
| 12/13 | 37,994 | 10.4% | 274,622 | 1.2% |
| 13/14 | 43,669 | 14.9% | 276,443 | 0.7% |

¹⁵ Runabout ridership data from years 09/10 through 11/12 is from SLO RTA March 6, 2013 Staff Report Agenda Item A-2.

¹⁶ Runabout ridership data from years 12/13 and 12/14 is from SLO RTA and SLO Transit Join Short-Range Transit Plan.

¹⁷ SLO County population estimates data from U.S. Census Bureau.

In order to accomplish this we recommend a two-pronged approach involving both the CTSA and SLOCOG in specific roles well suited to their respective areas of expertise. The first prong involves expansion of supports for community-based transportation providers to be provided by the CTSA. The second prong involves SLOCOG playing a larger role in “shepherding” the 5310 process to invest in strategic small-scale projects with clearly defined objectives tied to the outcomes identified in this plan. This two-pronged approach is further described in Actions 3.1 and 3.2, below.

Action 3.1 Ride-On to expand supports for community-based transportation services

The original social service transportation act allows CTSA to achieve cost efficiencies through consolidation, coordination, or a mixture of both. Based on input gained during our interviews, we found that many of the transportation programs that can be consolidated, have already been folded into Ride-On’s portfolio. At this point, the remaining transportation providers appear to be more effective as autonomous entities whose programs would not benefit from consolidation. As a mature CTSA, Ride-On could provide support for smaller transportation providers and volunteer driver programs by expanding the availability of supportive services such as driver training, and vehicle procurement and maintenance. In fact, half of the agencies that completed the transportation survey for this Coordinated Plan Update identified an interest in joint driver training. Of these, the majority expressed similar training requirements.

This strategy should include but is not limited to enhanced support for volunteer driver programs. The goal is to strengthen and support community-based transportation services. This would be accomplished by increasing operating funding for Ride-On to increase availability of support in the following areas.

- Driver Training
- Vehicle Maintenance
- Vehicle Sharing

It is important to allow flexibility in how these supports are structured so they can be tailored to the individual agencies supported by Ride-On. As such, monitoring and evaluation of these supports should focus on the results rather than the outputs. The important results include an increase in the number of rides provided by supported providers while maintaining a relatively low cost per ride and high customer satisfaction.

Cost:

- The equivalent of approximately 1 FTE.

Performance Measure:

- Average cost per ride, percent increase in rides provided by volunteers and customer satisfaction measured through an annual survey with a statistically valid random sample of riders.

Performance Targets:

- Maintain an average cost per ride less than \$25.
- Increase ridership by at least 20 percent per year.
- Maintain greater than 95% customer satisfaction rating on annual customer satisfaction survey.

Action 3.2 SLOCOG to coordinate 5310 grant program to fund and implement other innovative projects

One of the key insights gained from this planning process relates to the substantial changes that have occurred since the last plan was completed. Chapter 1 highlights a number of dramatic changes in the economy, in technology and in policy that will continue to shape how human service transportation programs are provided. In order to address this uncertainty we recommend prioritization be structured in a way that allows a degree of flexibility in determining how local projects are funded. This flexibility is accomplished by identifying a percentage of available 5310 and LTF funds to distributed on a discretionary basis. Prioritization will be accomplished as part of the grant review process by requiring applicants to demonstrate how their projects meet the outcomes and needs identified in this plan.

We recommend the remaining 5310 and LTF funds be available for any of the eligible activities under the 5310 program and prioritized by the SSTAC. Initially we recommend small-scale investments in multiple types of programs that create low-cost, high-quality alternatives to ADA paratransit. Higher-cost projects that are more complex should be funded only after lower-cost strategies have successfully been implemented. Recommended prioritization criteria include:

- 1) The grant applicant demonstrates a logical connection to one of the three desired outcomes identified in this plan.
- 2) The application helps the region meet specific needs identified in the needs assessment of the plan.
- 3) Cost relative to other applications.
- 4) Ease of implementation relative to other applications.

For items 1) and 2) grant applications could include a questionnaire like Figure 14 on the following page.

Figure 14: Supplemental Questionnaire for Funding Applications.

| OUTCOMES AND NEEDS OF THE COORDINATED HUMAN SERVICES PUBLIC TRANSPORTATION PLAN | |
|--|--|
| <p>Which of the priority outcomes of the 2015 Coordinated Human Services Public Transportation Plan does your project help achieve? (check all that apply):</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> <i>Improve communication and coordination among local agencies involved in all levels of coordinating social service and public transportation programs.</i> <input checked="" type="checkbox"/> <i>Increase independence among seniors and people with disabilities</i> <input checked="" type="checkbox"/> <i>Increase transportation options for low-income populations, particularly families and workers</i> <p>Please describe how your project helps achieve these outcomes:</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> | <p>Which additional needs identified in the Coordinated Human Services Public Transportation Plan does your project help to meet? (check all that apply):</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> <i>Increase available travel training and travel options counseling</i> <input checked="" type="checkbox"/> <i>Coordinate Mobility Management functions</i> <input checked="" type="checkbox"/> <i>New strategies for marketing transportation services</i> <input checked="" type="checkbox"/> <i>Increase span of services on nights and weekends</i> <input checked="" type="checkbox"/> <i>Improve service to and from rural areas</i> <p>Please describe how your project helps to meet these needs:</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> |

Cost:

- 100 percent of the remaining 5310 and LTF funds should be made available after funding of other actions identified in this plan.

Performance Measure:

- Number of projects implemented.

Performance Target:

- Implement two other projects identified in the logic model within two years of this plan’s adoption.

Table 17: Summary of Recommendations

| | |
|---|--|
| Priority Outcome #1: Improve communication and coordination among local agencies involved in all levels of coordinating social service and public transportation programs. | |
| Action 1.1 | SLOCOG to establish an MOU with Ride-On covering CTSA expectations |
| Action 1.2 | Transition Regional Mobility Management Functions toward Support of SSTAC & 5310 Programming |
| Priority Outcome #2: Increase Independence Among Seniors and People With Disabilities. | |
| Action 2.1 | SLOCOG to consolidate travel-training functions and seek professional services through RFP to provide regionalized travel training |
| Priority Outcome #3: Increase transportation options for low-income families and workers. | |
| Action 3.1 | Ride-On to expand supports for community-based transportation services |
| Action 3.2 | SLOCOG to coordinate 5310 grant program to fund and implement other innovative projects |

Table 18 shows the updated logic model that encapsulates the coordinated plan. The three priority outcomes are listed on the far right. The recommended actions are reflected in the Activities column. The Inputs are the resources needed to implement the activities, and the Outputs are the measures and targets for each activity that will ensure that the priority outcomes are being met.

If 5310/LTF funding is leveraged as described above, other resources should be freed up for supplementary improvements for fixed-route. Table 19 deals with these areas that are outside of the scope of the coordinated plan but are highly related.

Table 18: Complete Logic Model for the Coordinated Plan

| INPUTS (Resources) | ACTIVITIES (Actions & Strategies) | OUTPUTS (Measures & Targets) | PRIORITY OUTCOMES |
|--|---|--|--|
| <ul style="list-style-type: none"> • Current JARC funding (\$10,000) • 0.5 FTE | <ul style="list-style-type: none"> • MOU between CTSA & MPO • Shift Mobility Management to SSTAC support & 5310 program | <ul style="list-style-type: none"> • Execute and update MOU • SSTAC familiarity with coordinated plan goals | ① Improve communication and coordination around social service and transportation. |
| <ul style="list-style-type: none"> • 5310 & LTF (\$100-\$250k) | <ul style="list-style-type: none"> • Consolidate travel-training | <ul style="list-style-type: none"> • Release RFP for regional travel training function | ② Increase independence for seniors and people with disabilities. |
| <ul style="list-style-type: none"> • 1 FTE • Remaining 5310 & LTF funding | <ul style="list-style-type: none"> • Expand support for community-based transportation • Increase 5310 projects | <ul style="list-style-type: none"> • Maintain < \$25 average cost/ride • Increase ridership • Maintain customer satisfaction • Projects implemented | ③ Increase transportation options for low-income families and workers. |

Table 19: Complete logic model for Actions Related to Low-Income Needs Outside of Coordinated Plan

| INPUTS (Resources) | ACTIVITIES (Actions & Strategies) | OUTPUTS (Measures & Targets) | PRIORITY OUTCOMES |
|---|--|--|--|
| <ul style="list-style-type: none"> • 5307 Funding • 5311 Funding • STF and other Funding | <ul style="list-style-type: none"> • Expand fixed route services, hours, and coverage • Implement user-side subsidies for taxis and TNCs | <ul style="list-style-type: none"> • Increased ridership on fixed-route • Increased hours and miles on fixed-route • Increased ridership on taxi and TNCs | <ul style="list-style-type: none"> ③ Increase transportation options for low-income families and workers. |

Appendix A: Detailed Transportation Inventory

Initially, we had hoped to develop the inventory of transportation services from the responses to the provider survey. However, while a 24% return rate is not uncommon, it is too low to be useful as a base for the inventory alone. Fortunately, LSC Transportation Consultants, Inc. recently completed an extensive inventory of transportation services within San Luis Obispo County as part of the ongoing joint short-range transit planning effort for RTA and SLO City Transit. Their first report (Working Paper One) includes detailed route and service information for all fixed-route and demand response services provided by RTA and SLO City Transit, as well as brief narrative descriptions of other transportation providers in the region.

Between these two information sources, and data collected throughout the project, we compiled two complementary inventory resources that summarize the transportation services available in San Luis Obispo County. The first is a matrix of existing transportation services, including their service area, eligibility, and trip limitations. The information in this matrix was compiled from the survey responses, the Joint STP, stakeholder interviews, and supplemental research.

The second is a list of organizations that provide some sort of transportation service within the county, including churches, taxi companies, limousines, and wine tours. For each entry the list features the organization name, type, contact name, email, phone, website, and source of information.

Table 20: Transportation Inventory - Services

| SERVICE NAME | SERVICE PROVIDER | SURVICE TYPE | SERVICE AREA | SERVICE ELIGIBILITY | SERVICE LIMITATIONS |
|---|-----------------------------|-----------------------------|--|--|---|
| Amdal Transportation Servies | Amdal In-Home Care | Demand Response | Transportation services available throughout the state of California | No eligibility requirements but aimed at people with disabilities | None |
| Cambria Anonymous Neighbors | Cambria Anonymous Neighbors | Demand Response | County-wide | Age, Disability | Trips are limited to Medical purposes |
| Cambria Community Bus | Cambria Community Council | Demand Response | Cambria and San Simeon | Age, Disability | None |
| Homeless Transportation | CAPSLO | Demand Response | Mostly near San Luis Obispo, but often to north and south county | Homeless and lack of transportation | Trips provided are very limited due to lack of staff and vehicles. Only people with an urgent need can be transported, such as to a doctor visit. |
| Head Start / Migrant Head Start School Bus | CAPSLO | Fixed Route | To and from School | Age, Pre School and Toddlers | Home to school and to disability services. |
| Atascadero Dial-A-Ride | City of Atascadero | Demand Response | Atascadero city limits | General Public | None |
| Morro Bay Transit | City of Morro Bay | Deviated Fixed Route | City limits with the exception of the area south of the Mortuary on Quintana Road near South Bay Blvd. | Service open to the general public. Age and disability requirements for fare only. | None |
| Morro Bay Trolley | City of Morro Bay | Fixed Route | 3 routes within the City limits | General Public | None |
| Rideshare Vanpool | Enterprise Rideshare | Deviated Fixed Route | Enterprise Rideshare operates nation-wide | Age | None |
| Bus Ministry | Mid State Baptist Church | Express or commuter service | Templeton, Paso Robles, Atascadero | None | church activities and church services |

| SERVICE NAME | SERVICE PROVIDER | SURVICE TYPE | SERVICE AREA | SERVICE ELIGIBILITY | SERVICE LIMITATIONS |
|--------------------------------------|------------------|-----------------|--|---------------------------------------|---|
| AgVan | Ride-On | Demand Response | County-wide | General Public | Limited to trips to and from Agricultural work sites for Agricultural Workers |
| Airport Shuttle | Ride-On | Demand Response | County-wide | General Public | Trips limited to SLO & Santa Maria Airport and Amtrak stations |
| Community Interaction Program | Ride-On | Demand Response | County-wide | Disability | Trips must be scheduled in advance for specific destinations only |
| Lunchtime Express | Ride-On | Demand Response | SLO City area | General Public | Limited to trips to and from sponsoring restaurants 11-2pm M-F |
| Non Emergency Medical | Ride-On | Demand Response | County-wide | CenCal Health/MediCal eligible | Passengers must be "prescribed" transportation services by a CenCal Health network physician, pre-authorized trips must be for dialysis or prescribed medical appointments. |
| Private Shuttle | Ride-On | Demand Response | County-wide | General Public | Trips must be scheduled 24 hours in advance |
| Senior Shuttle | Ride-On | Demand Response | SLO City, North Coast, South County, Five Cities, North County | Age | None |
| Veterans Express Shuttle | Ride-On | Demand Response | County-wide | Veteran | Limited to trips between home and VA clinics |
| Vanpool | Ride-On | Fixed Route | County-wide | General Public | Trips must be combined with other Vanpool riders |
| Runabout | RTA | ADA Paratransit | Within 3/4 of a mile of all fixed route service in the county | Must be certified ADA eligible by RTA | None |
| Cayucos Senior Van | RTA | Demand Response | Cambria with occasional trips to SLO City and Paso Robles | General Public | None |

| SERVICE NAME | SERVICE PROVIDER | SURVICE TYPE | SERVICE AREA | SERVICE ELIGIBILITY | SERVICE LIMITATIONS |
|--|------------------|-----------------|---|---------------------|---------------------|
| Nipomo Dial-A-Ride | RTA | Demand Response | | General Public | None |
| Paso Robles Express Dial-A-Ride | RTA | Demand Response | Paso Robles city limits | General Public | None |
| Shandon/Paso Robles Dial-A-Ride | RTA | Demand Response | Shandon and Paso Robles (MWF 8am-5pm only on request) | General Public | None |
| Templeton Dial-A-Ride | RTA | Demand Response | Templeton (TTh 8am-5pm only on request) | General Public | None |
| Beach Trolley | RTA | Fixed Route | Seasonal service in Fixe Cities and Avila Beach areas | General Public | None |
| Paso Express A | RTA | Fixed Route | Paso Robles | General Public | None |
| Paso Express B | RTA | Fixed Route | Paso Robles | General Public | None |
| Route 9 | RTA | Fixed Route | SLO City North to San Miguel | General Public | None |
| Route 10 | RTA | Fixed Route | SLO City South to Santa Maria | General Public | None |
| Route 12 | RTA | Fixed Route | SLO City West to Los Osos | General Public | None |
| Route 14 | RTA | Fixed Route | SLO City West to Cuesta College | General Public | None |
| Route 15 | RTA | Fixed Route | Morro Bay North to San Simeon | General Public | None |
| SCT Route 21 | RTA | Fixed Route | South County - Pismo Beach, Grover Beach, Arroyo Grande | General Public | None |
| SCT Route 23 | RTA | Fixed Route | South County - Grover Beach and surrounding areas | General Public | None |
| SCT Route 24 | RTA | Fixed Route | South County - Pismo Beach, Grover Beach, Arroyo Grande | General Public | None |
| Old SLO Trolley | SLO City Transit | Fixed Route | Downtown SLO City | General Public | None |

| SERVICE NAME | SERVICE PROVIDER | SURVICE TYPE | SERVICE AREA | SERVICE ELIGIBILITY | SERVICE LIMITATIONS |
|-------------------------------------|------------------|---------------------------------|---|--------------------------------|--|
| Route 1 | SLO City Transit | Fixed Route | SLO City, NW-SE via Downtown, Cal Poly | General Public | None |
| Route 2 | SLO City Transit | Fixed Route | SLO City SW-Downtown | General Public | None |
| Route 3 | SLO City Transit | Fixed Route | SLO City SE-Downtown | General Public | None |
| Route 4 | SLO City Transit | Fixed Route | West SLO City via Downtown, Cal Poly | General Public | None |
| Route 5 | SLO City Transit | Fixed Route | West SLO City via Downtown, Cal Poly | General Public | None |
| Route 6A | SLO City Transit | Fixed Route | North SLO City via Cal Poly | General Public | None |
| Route 6B | SLO City Transit | Fixed Route | North SLO City via Cal Poly | General Public | None |
| SLO Safe Ride | SLO Safe Ride | Demand Response | Anywhere within California | None | None |
| SLO Safe Ride | SLO Safe Ride | Deviated Fixed Route | Anywhere within SLO County | None | None |
| Tri Counties Regional Center | SMOOTH, Inc. | Contracted Subscription Service | Shell Beach-Pismo-Five Cites-Nipomo | Disability | Developmentally Disabled passengers served by Tri Counties Regional Center are picked up at residences and transported to work sites, vocational training centers, and/or day care facilities. |
| Non Emergency Medical | SMOOTH, Inc. | Demand Response | Nipomo residents seeking transportation south to Santa Barbara County | CenCal Health/MediCal eligible | Passengers must be "prescribed" transportation services by a CenCal Health network physician, pre-authorized trips must be for dialysis or prescribed medical appointments. |
| Private Tours | The Wine Line | Demand Response | SLO County and SB County | General Public | Wine country |
| The Wine Line | The Wine Line | Demand Response | Paso Robles wine country and Santa Barbara wine country | General Public | To wineries within the Paso Robles wine country, SLO wine country and SB wine country |

| SERVICE NAME | SERVICE PROVIDER | SURVICE TYPE | SERVICE AREA | SERVICE ELIGIBILITY | SERVICE LIMITATIONS |
|--|---------------------------------------|---------------------|---------------------|----------------------------|---|
| Transportation for Mental Health Services | Transitions-Mental Health Association | Demand Response | County-wide | Disability | Trips associated with mental health services provided, including case management, residential assistance, wellness center activities, and employment. |
| Wilshire Good Neighbor Program | Wilshire Community Services | Demand Response | County-wide | Age, Disability | None |

Table 21: Transportation Inventory - Providers

| ORGANIZATION | TYPE | CONTACT | EMAIL | PHONE | SOURCE |
|--|---------------|--|------------------------------------|--------------|----------------------|
| Agape Christian Fellowship | Church | Agape Christian Fellowship | info@agapeslo.org | 805-541-0777 | PUC License - Exempt |
| Atascadero Bible Church | Church | Chris Key | mail@abcchurch.org | 805-466-2051 | PUC License - Active |
| First Baptist Church Of Cambria | Church | First Baptist Church Of Cambria | office@fbccambria.org | 805-927-4789 | PUC License - Active |
| First Baptist Church San Luis Obispo | Church | First Baptist Church San Luis Obispo | office@fbcslo.org | 805-543-0945 | PUC License - Exempt |
| Grace Bible Church | Church | Grace Bible Church | info@graceslo.org | 805-543-2358 | PUC License - Active |
| Landmark Missionary Baptistof Arroyo Grande | Church | Landmark Missionary Baptistof Arroyo Grande | contact@lmbcarroyogrande.org | 805-489-7572 | PUC License - Exempt |
| Mid State Baptis Church Schools & Ministries In Paso Robles Inc | Church | Mid State Baptist Church Schools & Ministries In Paso Robles | midstatebaptist@gmail.com | 805-238-2281 | PUC License - Active |
| New Life Community Church Nazarene | Church | New Life Community Church Nazarene | info@newlifepismo.com | 805-489-3254 | PUC License - Active |
| S L O Church Of The Nazarene | Church | S L O Church Of The Nazarene | office@slonaz.org | 805-543-3192 | PUC License - Exempt |
| Saint Johns Lutheran Church | Church | Saint Johns Lutheran Church | saintjohnsag@hotmail.com | 805-489-1259 | PUC License - Exempt |
| Cambria Anonymous Neighbors (CAN) | Human Service | Cambria Anonymous Neighbors | help@cambriaanonymousneighbors.org | 805-927-5673 | Internet search |
| CAPSLO | Human Service | Kelly Sola | ksola@capslo.org | | PUC License - Active |
| CenCal | Human Service | Theresa Scott | tscott@cencalhealth.org | 805-541-7083 | Rideshare |
| Community Health Center (CHC) | Human Service | Patty Starr | pstarr@chccc.org | | Rideshare |

| ORGANIZATION | TYPE | CONTACT | EMAIL | PHONE | SOURCE |
|---|-----------------|--------------------------------|--------------------------------|--------------|--|
| Creative Alternative For Learning And Living Inc | Human Service | Dustie Kaczmarek | ceo@callprogram.org | 805-466-0766 | PUC License - Active/Past 5310 Applicant |
| Escuela Del Rio | Human Service | Sherry Fontan | dargano@escueladelrio.org | 805-466-4438 | Past 5310 applicant |
| Life Steps Foundation, Inc. | Human Service | Dee Krogh | dkrogh@lifestepsfoundation.org | 805-549-0150 | Past 5310 applicant |
| NCI Affiliates | Human Service | Crystal Nevosh | cnevosh@nciaffiliates.org | 805-238-6630 | Past 5310 applicant |
| PathPoint | Human Service | David Miklas | david.miklas@pathpoint.org | | Project Contact/Past 5310 applicant |
| RISE | Human Service | Jessica Mondragon | jmondragon@riseslo.org | 805-226-5400 | Rideshare |
| Smooth | Human Service | Jim Talbott | smoothinc_@hotmail.com | 805-922-8476 | Project Contact |
| Amdal | Senior Services | Andrew Jackson | ajackson@amdalinhome.com | | Project Contact |
| Atascadero Christian Home | Senior Services | Rocio Busby | rbusby@pcseniorservices.org | 805-466-0281 | PUC License - Active |
| Cambria Community Council | Senior Services | Warren Gay | wgay@att.net | 805-927-1147 | Past 5310 applicant |
| Casa De Flores | Senior Services | Linda Lindsey | linda@compass-health.com | 805-772-7372 | PUC License - Active |
| Cayucos Senior Club Van | Senior Services | Joan Hoffman | smidgetm@aol.com | 805-995-3543 | Past 5310 applicant |
| RSVP of the Central Coast | Senior Services | Marie Brinkmeyer | rsvpslo@srvolunteer.org | | 2-1-1 Database |
| Wilshire Good Neighbor Program | Senior Services | Wilshire Good Neighbor Program | goodneighbor@wilshirehcs.org | 805-547-7025 | Internet search |
| Slo Saferide | Shuttle/ Tours | Mike Linn | slosaferide@gmail.com | 858-336-2208 | PUC License - Active |
| 234 Taxi | Taxi | Leland Simpson | slocap234@yahoo.com | 805-709-7633 | Internet search |
| Central Coast Taxi | Taxi | Sammy Orr | sammyorr@yahoo.com | 805-202-1370 | Internet search |
| Surf Cab Co | Taxi | Dan Ross | Dansky123@gmail.com | 805-748-2202 | Rideshare |

| ORGANIZATION | TYPE | CONTACT | EMAIL | PHONE | SOURCE |
|--|-------------------------|----------------------------------|---------------------------------|--------------|-------------------------|
| A Ride Awaits | Taxi/ Shuttle/ Tours | A Ride Awaits team | arideawaits@yahoo.com | 805-975-8294 | Internet search |
| Mikellis Michael John | Taxi/ Shuttle/ Tours | Michael Mikellis | britmikey@gmail.com | 805-471-3758 | PUC License - Active |
| Ventura Transit System | Taxi/ Shuttle/Tours | Masood Babaeian | westcoastpts@aol.com | 805-543-1234 | Project Contact |
| Fetch! | Taxi/ Tours | Fetch! | info@slofetch.com | 805-769-0250 | Internet search |
| 101 Wine Tours | Tours | Laura Jeffrey | 101winetours@gmail.com | 805-874-2675 | PUC License - Active |
| Bay Limousine Services | Tours | Bay Limousine Services | baylimousine@charter.net | 805-541-0941 | PUC License - Active |
| Breakaway Tours | Tours | Breakaway Tours | info@breakaway-tours.com | 805-783-2929 | PUC License - Active |
| Central Coast Jeep Adventures | Tours | Central Coast Jeep Adventures | info@ccjta.com | 805-296-3165 | PUC License - Active |
| Central Coast Trolley Company | Tours | Central Coast Trolley Company | info@centralcoasttrolley.com | 800-992-9633 | PUC License - Active |
| Crown Limousine | Tours | Crown Limousine | crownlimos805@yahoo.com | 805-434-8055 | PUC License - Active |
| Drive 805 | Tours | Brad and Cara Macomber | tours@drive805.com | 805-550-4700 | PUC License - Active |
| Elegant Image Limo Inc | Tours | Elegant Image Limo | ElegantImageLimousine@gmail.com | 805-772-5390 | PUC License - Active |
| Grand Cru Limousine LLC | Tours | Grand Cru Limousine | cruwinetours@gmail.com | 805-285-2805 | PUC License - Active |
| Hop On Beer Tours | Tours | Hop On Beer Tours | info@hopenbeertours.com | 805-554-6766 | PUC License - Active |
| Lush Limousine Services | Tours | Lush Limousine Services | lushlimo@hotmail.com | 805-226-5558 | PUC License - Active |
| Obsession Limousines | Tours | Obsession Limousines | obsessionlimo@hotmail.com | 805-835-8955 | PUC License - Active |
| Pacific Vineyard Company | Tours | Pacific Vineyard Company | kmacinnes@pacificvineyard.com | 805-597-8700 | PUC License - Active |

| ORGANIZATION | TYPE | CONTACT | EMAIL | PHONE | SOURCE |
|--|-----------------|--------------------------------|------------------------------|--------------|--|
| Revel Rides LLC | Tours | Roger | roger@revelrides.com | 805-591-9190 | PUC License - Active |
| Roadrunner Shuttle & Limousine | Tours | Roadrunner Shuttle & Limousine | support@rrshuttle.com | 805-389-8196 | Internet search |
| Silver Bay Tours | Tours | Silver Bay Tours | silverbaytours@charter.net | 805-772-3409 | PUC License - Active |
| The Wine Line | Tours | The Wine Line | info@hoponthewineline.com | 805-610-8267 | PUC License - Active |
| Vines And Views Tours LLC | Tours | Vines And Views Tours | tours@vinesandviewstours.com | 805-709-2297 | PUC License - Active |
| Xsperience It Custom Tours | Tours | Ed Coppola | ed@slolimorental.com | 805-550-3347 | PUC License - Active |
| Atascadero Dial-A-Ride | Transit | Dawn Patterson | dpatterson@atascadero.org | | Rideshare |
| Morro Bay Fixed/Call-A-Ride | Transit | Janeen Burlingame | jburlingame@morro-bay.ca.us | 805-772-6263 | Rideshare |
| RTA | Transit | Geoff Straw | gstraw@slorta.org | 805-781-4465 | Project Contact |
| SLO City Transit | Transit | Gamaliel Anguiano | ganguiano@slocity.org | 805-781-7121 | Project Contact |
| R&D Transportation c/o Tri Counties Regional Center | Travel Training | Letty Leon | lettyl@rdtsi.com | | Tri-Counties |
| Transitions Inc., San Luis Obispo | Travel Training | Barry Johnson | bjohnson@t-mha.org | 805-541-5144 | Past 5310 applicant |
| Enterprise Vanpool | Vanpool | Ben Pollock | benjamin.pollock@ehi.com | 818-571-5398 | Rideshare |
| vRide | Vanpool | Crissy Ditmore | crissy.ditmore@vride.com | 907-727-1312 | Rideshare |
| Regional Rideshare | Various | Sara Sanders | ssanders@rideshare.org | 805-781-1385 | Project Contact |
| Ride On Transportation | Various | Mark Shaffer | shafmt@aol.com | 805-541-8751 | PUC License - Active / Past 5310 applicant |

Appendix B: Transportation Provider Survey + Methodology

SURVEY METHODOLOGY

The survey distribution list was developed using the pre-identified list of project stakeholders as a starting point. Stakeholder organizations that provide transportation services or support were included. This initial list was then augmented with holders of active or exempt commercial licenses from the California Public Utilities Commission, and recent recipients of 5310 funding. A few additional contacts - mainly taxi companies - were added from the United Way 2-1-1 database and Internet searches. Finally, Regional Rideshare staff provided a handful of additional contacts not listed elsewhere. This initial distribution list included 66 different organizations.

After reviewing the final distribution list with Regional Rideshare staff an online distribution method was determined to be most appropriate. The online survey was created using Google Forms, and emailed out in early July.

The transportation survey was designed with three primary objectives in mind: 1) to better understand the specific services and capacities of transportation providers, 2) to uncover needs and opportunities not yet identified, and 3) to determine survey participants' level of interest in increased coordination.

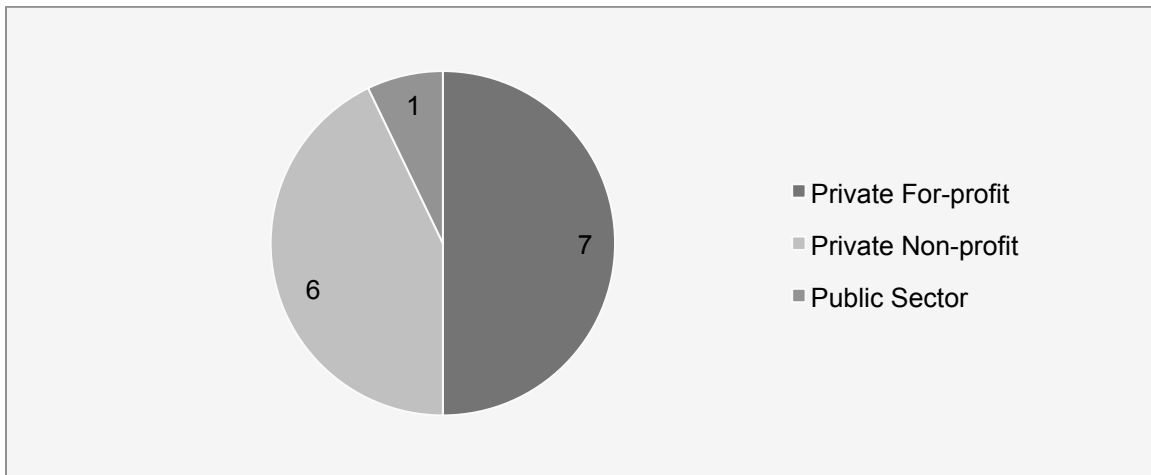
The survey was not sent out to the three largest transportation providers in the region (RTA, Ride-On, and SLO City Transit) or Regional Rideshare because their feedback and service information was collected during the stakeholder interviews. Three additional contacts were also removed from the list after it was determined that they either were not providing transportation or were longer in business. This resulted in a final distribution of 59. The final distribution list is included as Appendix B and will be provided in a separate Microsoft Excel file.

In late July follow-up emails were sent to those that had not yet responded to the survey. On July 31 the survey closed with 14 responses, a 24% return rate. Tabulated responses to the survey are included in Appendix B and will be provided in a separate Microsoft Excel file as well.

SURVEY RESPONSES

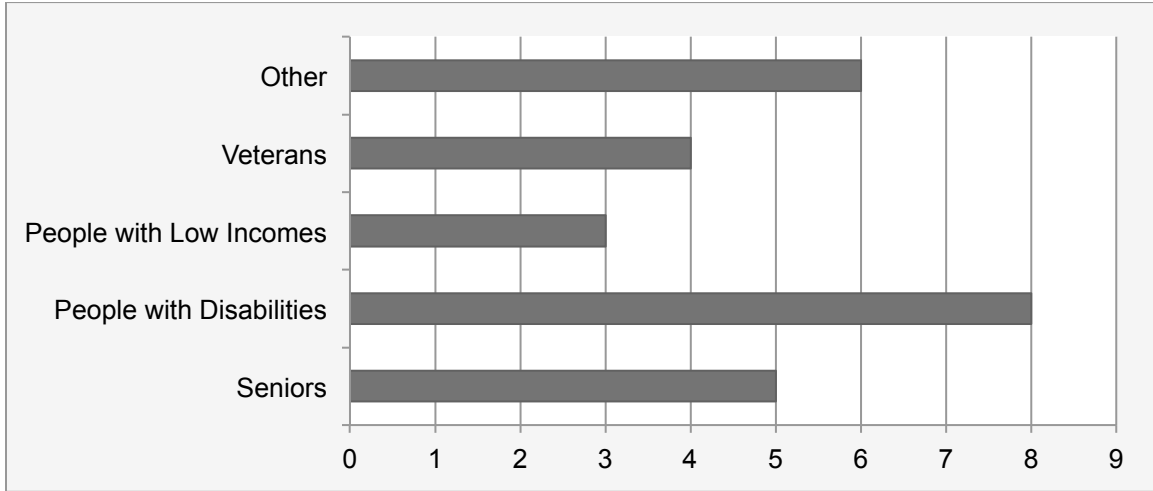
Half of the organizations that responded to the survey were private for-profit companies, while six were non-profit organizations, and one was a public entity (Figure 15). This ratio is roughly what was expected given that the survey was not administered to RTA or SLO City Transit, the region's primary public transportation providers, or Ride-On. Along with Regional Rideshare, these entities represent the primary coordinating partners, and their feedback is being collected separately.

Figure 15: Transportation Provider Survey participants by organization type



The survey participants represent a mix of services specifically for different populations, including seniors, people with disabilities, veterans and people with low incomes (Figure 16). Other populations reported include homeless individuals, wine consumers, business groups, private parties, families, and the general public.

Figure 16: Populations served by survey participants



The most illuminating aspect of the survey proved to be the section asking about coordination. There is broad interest in sharing vehicles and maintenance, coordinating vehicle and capital purchases and driver training, and pooling financial resources (Table 21) For each of these topics, interest was shared across for-profit and non-profit providers, with 2 or more of each reporting interest in exploring coordination in these ways. This level of interest bodes well for these types of coordination efforts.

Table 22: Survey participants’ level of interest in coordination activities

| | Already Underway | Interested | N/A | Not Interested | Grand Total |
|---|------------------|------------|-----|----------------|-------------|
| Joint use, pooling, or sharing of vehicles among organizations | 2 | 5 | 2 | 3 | 12 |
| Coordinated service operations | 2 | 4 | 1 | 4 | 11 |
| Coordinated vehicle and capital purchases | 0 | 5 | 1 | 5 | 11 |
| Shared fueling facilities | 0 | 4 | 3 | 4 | 11 |
| Shared maintenance facilities | 0 | 5 | 1 | 5 | 11 |
| Joint purchase of supplies or equipment | 0 | 3 | 1 | 7 | 11 |
| Joint purchase of insurance | 0 | 4 | 1 | 6 | 11 |
| Coordinated trip scheduling and/or dispatching | 1 | 2 | 3 | 5 | 11 |
| Coordinated driver training and retraining programs | 0 | 6 | 1 | 4 | 11 |
| Contracting out for service provision rather than direct operations | 1 | 2 | 2 | 6 | 11 |
| Contracting to provide transportation to other agencies | 0 | 4 | 3 | 4 | 11 |
| Pooling of financial resources to better coordinate service | 0 | 5 | 3 | 3 | 11 |

On the other hand, the survey participants expressed little interest in contracting additional transportation services to third parties, or in coordinating trip scheduling and dispatch functions. This could indicate that efforts to coordinate these functions would face an initial lack of buy-in by providers in the community.

Finally, there is interest from the private sector in contracting to provide transportation services to other agencies, with three for-profit companies reporting being interested in this type of coordination. This finding would seem to support the opportunities identified in the stakeholder interviews.

As indicated in Table 22, participants reported using a range of different training standards for their drivers, ranging from First Aid to Limited English Proficiency (LEP). This diversity in driver training standards is particularly interesting given the high level of interest expressed in coordinating training programs as previously discussed. This further supports the notion that there exists an opportunity for coordinated driver training, a function that is often provide by a CTSA.

Table 23: Driver Training Standards reported by survey participants

| Which of the following driver training standards must your drivers meet? | |
|---|---|
| Passenger Service and Safety (PASS) | 4 |
| Wheelchair/mobile device securement | 5 |
| Commercial Drivers License | 6 |
| CPR and First Aid | 6 |
| Confidentiality and HIPAA | 5 |
| Bloodborne pathogen spill cleanup | 5 |
| Limited English Proficiency (LEP) | 2 |
| Other | 6 |

Finally the participants also identified additional service gaps and areas of need (Table 23). Some of the most common needs reported were recreational activities and events, medical appointments, and grocery or shopping errands. This would appear to support the idea there is a need for consistent and reliable transportation for basic every day activities.

Table 24: Transportation needs reported by survey participants

| What transportation needs are most often communicated by your organization's clients? | |
|--|---|
| Getting to work before 8:00 AM | 4 |
| Getting to work between 8:00 AM - 5:00 PM | 2 |
| Getting to work between 5:00 PM and 9:00 PM | 4 |
| Getting to work after 9:00 PM | 2 |
| Attending training, education classes or program sites | 1 |
| Getting kids to daycare or school | 2 |
| Recreational activities or events | 6 |
| Visiting family or friends | 3 |
| Going to the doctor | 7 |
| Groceries, shopping, or other errands | 7 |
| Getting to church or other faith-based services | 4 |
| Getting places during the weekend | 4 |
| Getting places during holidays | 3 |
| Getting places during evenings | 3 |
| Other | 2 |

In regions where fixed-route transit is lacking, the most common needs reported tend to be the routine daily trips, such as getting to work or school. But the one-off trips to the grocery store or a medical appointment are not always easily filled by public transit systems, particularly for transportation disadvantaged populations like seniors and people with disabilities. These trips are a great opportunity for volunteer driver programs that leverage existing community networks and support structures with driver training and capital investments or mileage reimbursements to provide on-demand transportation services to those in need.

Participants also brought up two areas of unmet need that had not previously been discussed. One participant cited a need for medical or personal transportation options that provide a care attendant during transport. Also mentioned was a need for better mental health awareness training for drivers and transportation provider staff.

Finally, we asked participants to look forward and identify areas where they foresee demand for transportation services growing most in the near future (Figure 17). Among the factors cited were the aging population, more low-income seniors, medical appointments, and recreational activities.

Figure 17: Factors cited by survey participants that will impact demand growth

| Demand Growth |
|---|
| <i>Demand from seniors, as the population ages.</i> |
| <i>Additional breweries in the county will drive growth for our business.</i> |
| <i>The Black Lake subdivision on the Nipomo Mesa.</i> |
| <i>Hospital discharges, long distance medical appointments and individuals with mobility issues moving to the Central Coast</i> |
| <i>Community involvement, networking with county agencies and informing our medical community of our services.</i> |
| <i>Schools, secondary care facilities, and vanpools.</i> |
| <i>People with disabilities are being expected to become more independent and will need to have more transportation services.</i> |
| <i>Recreational trips for events, and business meetings with airport pick up and drop off.</i> |
| <i>We expect our services to be at the same level for the next few years.</i> |
| <i>Inbound tourism.</i> |
| <i>Demand from seniors is an obvious area of growth, especially as more and more seniors will be getting by with less.</i> |

Table 25: Transportation Provider Survey Distribution List

| ORGANIZATION | DBA | TYPE | CONTACT | EMAIL |
|--|---|----------------------|--------------------------------|--------------------------------|
| Amdal | | Senior Services | Andrew Jackson | ajackson@amdalinhome.com |
| Smooth | | Human Service | Jim Talbott | smoothinc_@hotmail.com |
| Ventura Transit System | Yellow Cab Co, Smart Shuttle, SLO Cab Company | Taxi/ Shuttle/ Tours | Masood Babaeian | westcoastpts@aol.com |
| PathPoint | | Human Service | David Miklas | david.miklas@pathpoint.org |
| Slo Saferide | | Shuttle/ Tours | Mike Linn | slosaferide@gmail.com |
| RSVP of the Central Coast | Friendly Rides 4 Seniors Program | Senior Shuttle | Marie Brinkmeyer | rsvpslo@srvolunteer.org |
| 234 Taxi | | Taxi | Leland Simpson | slocap234@yahoo.com |
| Central Coast Taxi | | Taxi | Sammy Orr | sammyorr@yahoo.com |
| Fetch! | | Taxi/Tours | Fetch! team | info@slofetch.com |
| Roadrunner Shuttle & Limousine | | Tours | Roadrunner Shuttle & Limousine | support@rrshuttle.com |
| Transitions Inc., San Luis Obispo | George Lepper, Travel Trainer | Travel Training | Barry Johnson | bjohnson@t-mha.org |
| NCI Affiliates | | Human Service | Crystal Nevosh | cnevosh@nciaffiliates.org |
| Life Steps Foundation, Inc. | | Human Service | Dee Krogh | dkrogh@lifestepsfoundation.org |
| Cayucos Senior Club Van | | Senior Services | Joan Hoffman | smidgetm@aol.com |
| Escuela Del Rio | | Human Service | Sherry Fontan | dargano@escueladelrio.org |
| Cambria Community Council | Cambria Community Bus | Senior Shuttle | Warren Gay | wgay@att.net |
| Drive 805 | | Tours | Brad and Cara Macomber | tours@drive805.com |
| Atascadero Bible Church | | Church | Chris Key | mail@abcchurch.org |
| Xsperience It Custom Tours | SLO Limo Rental | Tours | Ed Coppola | ed@slolimorental.com |
| Community Action Partnership Of San Luis Obispo County (CAPSLO) | EOC SLO? | Human Service | Kelly Sola | ksola@capslo.org |
| 101 Wine Tours | | Tours | Laura Jeffrey | 101winetours@gmail.com |

| ORGANIZATION | DBA | TYPE | CONTACT | EMAIL |
|--|---|-------------------------|---|---------------------------------|
| Casa De Flores | | Senior Services | Linda Lindsey | linda@compass-health.com |
| Mikellis Michael John | | Taxi/ Shuttle/ Tours | Michael Mikellis | britmikey@gmail.com |
| Atascadero Christian Home | Atascadero Christian Community, Pacific Christian Senior Services | Senior Services | Rocio Busby | rbusby@pcseniorservices.org |
| Revel Rides LLC | | Tours | Roger | roger@revelrides.com |
| First Baptist Church Of Cambria | | Church | First Baptist Church Of Cambria | office@fbccambria.org |
| Grace Bible Church | | Church | Grace Bible Church | info@graceslo.org |
| Mid State Baptis Church Schools & Ministries In Paso Robles Inc | | Church | Mid State Baptis Church Schools & Ministries In Paso Robles | midstatebaptist@gmail.com |
| New Life Community Church Nazarene | | Church | New Life Community Church Nazarene | info@newlifepismo.com |
| Bay Limousine Services | | Tours | Bay Limousine Services | baylimousine@charter.net |
| Breakaway Tours | | Tours | Breakaway Tours | info@breakaway-tours.com |
| Central Coast Jeep Adventures | CC Jeep Tour Adventures, CCJTA | Tours | Central Coast Jeep Adventures | info@ccjta.com |
| Central Coast Trolley Company | | Tours | Central Coast Trolley Company | info@centralcoasttrolley.com |
| Crown Limousine | | Tours | Crown Limousine | crownlimos805@yahoo.com |
| Elegant Image Limo Inc | | Tours | Elegant Image Limo | ElegantImageLimousine@gmail.com |
| Grand Cru Limousine LLC | | Tours | Grand Cru Limousine | cruwinetours@gmail.com |
| Hop On Beer Tours | | Tours | Hop On Beer Tours | info@hoponbeertours.com |
| Lush Limousine Services | | Tours | Lush Limousine Services | lushlimo@hotmail.com |
| Obsession Limousines | | Tours | Obsession Limousines | obsessionlimo@hotmail.com |
| Pacific Vineyard Company | | Tours | Pacific Vineyard Company | kmacinnis@pacificvineyard.com |
| Silver Bay Tours | | Tours | Silver Bay Tours | silverbaytours@charter.net |
| The Wine Line | | Tours | The Wine Line | info@hoponthewineline.com |

| ORGANIZATION | DBA | TYPE | CONTACT | EMAIL |
|--|------------|----------------------|---|------------------------------|
| Vines And Views Tours LLC | | Tours | Vines And Views Tours | tours@vinesandviewstours.com |
| Wine Tours Vip | | Tours | Wine Tours Vip | winetouresvip@yahoo.com |
| Creative Alternative For Learning And Living Inc | | Human Service | Dustie Kaczmarek | ceo@callprogram.org |
| Agape Christian Fellowship | | Church | Agape Christian Fellowship | info@agapeslo.org |
| First Baptist Church San Luis Obispo | | Church | First Baptist Church San Luis Obispo | office@fbcslo.org |
| Landmark Missionary Baptistof Arroyo Grande | | Church | Landmark Missionary Baptistof Arroyo Grande | contact@lmbcarroyogrande.org |
| S L O Church Of The Nazarene | | Church | S L O Church Of The Nazarene | office@slonaz.org |
| Saint Johns Lutheran Church | | Church | Saint Johns Lutheran Church | saintjohnsag@hotmail.com |
| Enterprise Vanpool | | Vanpool | Ben Pollock | benjamin.pollock@ehi.com |
| vRide | | Vanpool | Crissy Ditmore | crissy.ditmore@vride.com |
| Surf Cab Co | | Taxi | Dan Ross | Dansky123@gmail.com |
| Atascadero Dial-A-Ride | | Dial-A-Ride | Dawn Patterson | dpatterson@atascadero.org |
| Morro Bay Fixed/Call-A-Ride | | Flex Transit | Janeen Burlingame | jburlingame@morro-bay.ca.us |
| RISE | | Human Service | Jessica Mondragon | jmondragon@riseslo.org |
| Community Health Center (CHC) | | Human Service | Patty Starr | pstarr@chccc.org |
| CenCal | | Human Service | Theresa Scott | tscott@cencalhealth.org |
| R&D Transportation c/o Tri Counties Regional Center | | Travel Training | Letty Leon | lettyl@rdtsi.com |
| Wilshire Good Neighbor Program | | Senior Services | Wilshire Good Neighbor Program | goodneighbor@wilshirehcs.org |
| A Ride Awaits | | Taxi/ Shuttle/ Tours | A Ride Awaits team | arideawaits@yahoo.com |

Appendix C: Performance Assessment Activities

CURRENT PLANS AND STUDIES

The San Luis Obispo Region is the subject of numerous plans, studies and evaluations relating to public and alternative transportation. There is a great deal of planning work currently underway among transportation providers. CRPC reviewed the following plans and studies. Our summaries are listed in chronological order beginning with the most recent.

2015 RTA/SLO Transit Joint Short-Range Transit Plan

RTA and SLO Transit are currently working with a consultant to jointly update their short-range transit plans. We reviewed three undated interim working papers available online at the SLO City website¹⁸:

- **Working Paper One: Overview of Existing Transit Service:** Provides history of operations and governance issues, service descriptions, financial data and vehicle inventories for both transit agencies. Includes detailed route maps and frequency/cycle tables. Includes a narrative description of other transportation providers that we have incorporated into our transportation services inventory. Mentions that Runabout is currently complying with FTA's March 2015 Final Rule on reasonable modifications.
- **Working Paper Two: Goals, Objectives and Standards:** Includes a review of existing service standards and policies. Includes peer comparisons and offers recommendations for improving service standards.
 - Relevant recommendations for RTA:
 - Introduction of service standards for dial-a-ride
 - Reduction of Runabout on-time window from 30 to 20 minutes

¹⁸ <http://www.slocity.org/government/department-directory/public-works/slo-transit/short-range-transit-plan>

- Reduction of RTA’s system wide productivity standard to 10 passengers per hour
 - Allow standees on higher percentage of short run routes
- Relevant recommendations for SLO Transit:
 - Adopt separate mission from City’s
 - Evaluation of expanding weekend service
 - Evaluate bus stop shelter standard of 25 boardings, consider lowering to 20 boardings.
 - Update public information standard to include website and social media
- **Working Paper Three: Service and System Evaluation:** Includes detailed demographic data and maps, including current demographic data for non-driver populations typically evaluated as part of a coordinated human services public transportation plan. Includes survey of dial-a-ride users and detailed operating data for runabout including on-time performance and missed trips. Also includes relevant feedback from staff that could be beneficial to CHSPTP. Staff from both RTA and SLO Transit mention an increase in homeless riders and growth in boardings by people who use wheelchairs. Known service gaps identified include the area around the Airport and service on tank farm road. Mentions that joint SRTP is intended to help ID opportunities to coordinate transfers.

Ride-On Transportation Plan and Future Strategies Report

The Ride-On Transportation plan and Future Strategies Report was completed in May 2015. It covers Ride-On’s function as both a TMA & CTSA. We focused our review on the CTSA functions.

The primary data sources for the recommendations in the Future Strategies Report were a focus group comprised of stakeholders identified primarily by Ride-On staff and a discussion with the Ride-On board. Input from these participants was used by the Consultant to develop a series of goals, objectives and performance standards for Ride-On’s CTSA and TMA programs.

The report includes the following recommendations for the CTSA:

- Improve marketing, public information and customer service
- Formalize group trips on senior shuttles
- Expand volunteer driver program
- Provide links to regional or local transit services
- Serve as a maintenance coordinator and provider
- Transition to Countywide Human Service Transportation Brokerage
- Position organization as a contract operator for ADA paratransit operations

The brokerage strategy includes a short-term recommendation for Ride-On to provide travel navigation services as a precursor to performing brokerage functions.

A five-year funding plan is identified including capital requirements. However, the financial plan does not include cost or savings estimates for the recommended brokerage.

The report includes a section on organizational recommendations and best practices but does not include specific changes.

The appendix includes a detailed list of partners and a matrix of programs, including budget and performance data.

2014 Transit Needs Assessment Update

The 2014 Transit Needs Assessment Update covers recent changes and developments in transportation options in the region. It includes a helpful summary of transit options by jurisdiction, an assessment of service coverage, review of ridership trends for fixed-route providers and a summary of known deficiencies in the system.

Known deficiencies include:

- Intercommunity transit options
- Service hours and days
- Fare choices and information
- Fully accessible bus stops and strategically placed regional stops
- Visibility, service awareness and understanding
- Increased frequencies, reliability of connections, new services in underserved areas

SLO and RTA 2014 TDA Performance Audits

TDA performance audits were conducted for SLO Transit and RTA in May and June, 2014, respectively. These audits contain detailed operating and performance data for both services and recommendations for improvements. Recommendations from the audits that are relevant to this plan are listed below:

Recommendations from 2014 TDA SLO City Audit:

- Implement a U pass program
- Update and refine performance standards for SLO transit
- Explore opportunities to coordinate services with RTA routes
- Establish standards and procedures for handling complaints

Recommendations from 2014 TDA RTA Audit:

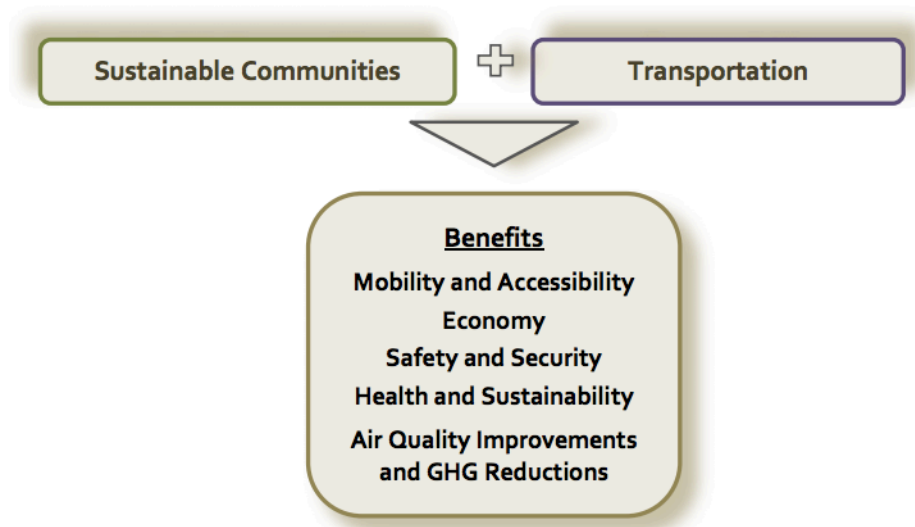
- Explore opportunities to coordinate services with SLO Transit routes
- Taxi subsidy program to supplement Runabout
- In-person eligibility assessments for Runabout
- Establish goals and performance standards with periodic and annual reports

2014 Regional Transportation Plan

The 2014 Regional Transportation Plan outlines a long-range vision for transportation in the San Luis Obispo region. It emphasizes Livable Communities, Public Transit and Active Transportation as a means of supporting more active and healthy lifestyles among the region’s residents. Key findings of the plan are that the region cannot “build [its] way out of congestion” and that the region must focus efforts to achieve a more efficient and interconnected system that accommodates the needs of all users. The plan identifies \$91 Million in System Efficiency investments, \$589 Million in Public Transportation investments, \$132 Million in Active Transportation investments, and \$1,364 Million in Street, Road and Highway improvements and maintenance.

The plan identifies a systems approach to transportation planning that links transportation investments with outcomes relating to economic prosperity, safety and security, health, air quality, and sustainability, as illustrated in Figure 18, excerpted from the RTP executive summary.

Figure 18: RTP Planning Framework and Desired Outcomes



Key insights from the RTP relating to the Coordination Plan include:

- Aging population: Seniors will make up 25% of population by 2035.
- High cost of housing: RTP notes that the high cost of housing exacerbates transportation issues by driving lower-income and younger families to live further away.
- Drought: The RTP anticipate a reduced number of new homes built due to scarcity of water. This reduced supply combined with continued population growth could exacerbate high housing costs.

- Preferred Growth Scenario: Preferred growth scenario of the Sustainable Communities Strategy (SCS) identifies more concentrated development patterns and greater mobility options for individuals.
- Desired outcomes: Figure ES-12 provides a type of logic model, linking transportation benefits to desired outcomes identified in the RTP and SCS plans.

2007 Coordinated Human Services Transportation Plan

The 2007 Coordinated Plan provides an assessment of existing transportation options for Seniors, People with Disabilities and People with Low Incomes. It explores the needs of these populations using demographic data, a stakeholder survey and a variety of outreach meetings held throughout the county. The identified needs are summarized into four broad categories, including:

- Individualized needs
- Need for information
- Seamless, understandable options
- Expanded connections

The 2007 Coordinated Plan provides a list of potential projects based on the identified needs and a framework for prioritizing project selection as part of the annual call for projects. A major feature of the 2007 Coordinated Plan is its recommended Framework for Coordination which establishes the Regional Mobility Manager role within SLOCOG. As part of this framework, the 2007 Coordinated Plan also recommended a system of sub-regional and agency-level mobility managers.

It includes a vision statement with three supporting goals, fifteen objectives, and fifty-three implementing actions. The actions are organized into two phases: first to establish the regional mobility manager followed by implementation of county-wide travel training, continued data collection and transit inventory work, expansion of volunteer drivers, and other priority projects. While most of the first phase has been implemented, limited progress has been made on the second phase recommendations.

See the 2007 Coordinated Plan Performance Evaluation for a detailed assessment.

Table 26: Current Plans and Studies Matrix

| Document | Date | Status | Relevance to Coordinated Plan |
|---|----------------------------|--|---|
| 2015 RTA/SLO Transit Joint Short-Range Transit Plan | Plan is currently underway | Three working papers are available on SLO City website. | Identifies current demographic data and detailed transit data, maps. Much of this information can be used directly in the Coordinated Plan. |
| Ride-On Transportation Plan and Future Strategies Report | May 2015 | Grant awarded to study brokerage concept further. | Includes demographic maps, Transit dependency index |
| 2014 Transit Needs Assessment Update | January 2015 | | Includes route and paratransit maps, Identifies recent changes in services, provides detailed demographic data including DSS caseloads, labor force, LEP populations, and veterans. |
| 2014 RTP | December 2014 | | Identifies long-term trends and regional desired outcomes relating to transportation. Visually appealing – can serve as model for Coordination Plan Update. |
| SLO and RTA 2014 TDA Performance Audits | June 2014 | | Includes recommendations relevant to Coordinated Plan. |
| 2007 Coordinated Human Services Transportation Plan | October 2007 | Partially implemented. See CHSTP Performance Evaluation. | Includes stakeholders and inventory information that can be updated. |

Current Plans and Studies; Conclusion

These plans provide much of the data and background information that is required as part of the Coordinated Plan. We are able to rely on the related plans for much of the required transportation inventory and for maps and demographic data needed to gain insights into the needs and issues facing the community. The availability of this data enables us to focus more project resources on the questions of *what* strategies and tactics are best able to meet the needs and *how* best to carry out those strategies and tactics.

MOBILITY MANAGEMENT SUMMIT AND WORKSHOP

The Regional Mobility Manager role – branded as Know How to Go! – is currently housed within SLO Regional Rideshare, a division of the San Luis Obispo Council of Governments. While the Regional Mobility Manager role was formally delegated to Rideshare in 2007, momentum around mobility management has grown in recent years through the annual Mobility Management workshops held in 2013 and 2014.

These workshops have helped Rideshare gain an improved understanding of the transportation needs of social service agencies and their customers. The following highlights were gleaned from materials provided by Rideshare. The conclusion of

this section provides our synthesis of these workshops and how the information gained from these workshops will be used in the 2015 Coordinated Plan update.

2013 Mobility Management Summit

The 2013 Mobility Management Summit was the first annual meeting focused on Mobility Management for the region. It marked a renewed focus on human service transportation in the San Luis Obispo area. Action items resulting from this workshop include:

- Partnership with Hearst Cancer Research Center and Wilshire Community Center to leverage volunteer connections
- Trainings and guidance to RISE relating to taxi subsidy
- Mobility management training for discharge nurses at French Hospital
- Partnerships with County Drug and Alcohol Abuse Prevention Program to determine possible partnership options for meeting transportation needs
- Spanish language transportation training for social service agencies

2014 Mobility Management Workshop

The second annual mobility management meeting was styled as a workshop and facilitated by Hunter Harvath of Monterey-Salinas Transit. Rideshare used clicker technology to poll an audience of over 76 individuals representing 55 social service organizations. The 2014 event drew a larger audience than the 2013 meeting and focused on how and why clients of the participating agencies use the transportation system.

Key results:

- Over eighty percent of the agencies who participated deal with client transportation. Most disseminate information via telephone.
- Thirty percent of participating agencies provide transportation.
- Limited hours/days of transit is a barrier for referring individuals to use fixed-route.
- More agencies would use/refer fixed-route if there were more resources for trip planning and better understanding of the different providers.

Next steps:

Participants identified the following next steps as a result of the workshop:

- Rideshare is working with RTA to evaluate referrals to Runabout.
- A key takeaway for Rideshare was the high level of interest among partners in personalized trip planning and trainings. Rideshare set a goal of marketing services specifically to audiences who would benefit from these services. Rideshare identified a three-tiered training program and is currently working on collateral.

Survey highlights:

- 71% of participating agencies support a coordinated intake/screening process.
- 44% of clients need door-to-door whereas 16% require door-through-door
- 44% of participating agencies indicated that training on all transit options would be helpful
- Participants expressed a great deal of support for shuttles and same-day service
- Information, trip planning and training were rated as most important topics for agencies referring riders to fixed-route
- Medical appointments are the most frequent trip mode

Synthesis of Recent Mobility Management Workshops; Conclusion

The Mobility Management Summit and Workshop resulted in beneficial data and relationships that can be built upon during development of the 2015 Coordinated Plan. However, in subsequent follow up with the Rideshare Mobility Manager we learned that some of the momentum gained during the summit and workshop has not been maintained due to staff changes. Most of the action items coming out of these two meetings have not been completed or their status is currently unknown.

PERFORMANCE EVALUATION

The 2007 Coordinated Plan includes three overarching goals, 15 objectives and 53 “implementing actions.” Each of the implementing actions was reviewed to determine its current status and impact. Each implementing action was rated as “Implemented,” “Partially Implemented,” or “Not Implemented.” For those implementing actions that were classified as either partially or not implemented, barriers preventing their implementation were assessed. Tables 27 and 28 below summarize the findings of the evaluation. Barriers and other challenges are described in the synthesis section that follows.

Table 27: Status of “Implementing Actions” as a Percentage of all Actions by Goal

| | Status of Implementing Actions | | |
|--|--------------------------------|-----------------------|-----------------|
| | Implemented | Partially Implemented | Not Implemented |
| Goal 1.0 – Coordination Infrastructure | 29% | 29% | 37% |
| Goal 2.0 – Build Capacity to meet Needs | 4% | 29% | 67% |
| Goal 3.0 – Information Portals | 25% | 50% | 25% |

Table 28: Status of “Implementing Actions” by Objective

| Goal/Objective | Status of Actions |
|--|---|
| Goal 1.0 – Coordination Infrastructure | |
| 1.1 Establish a Regional Mobility Manager’s capability to lead the coordination of specialized transportation within the San Luis Obispo region. | 4 Implemented 3 Partially Implemented |
| 1.2 Establish the Regional Mobility Manager’s role in developing, “growing” and strengthening projects responsive to regional coordination goals and objectives. | 1 Partially Implemented 1 Not implemented |
| 1.3 Promote human services agency-level Mobility Manager(s)’ capabilities through the Call for Projects and through outreach by Regional Mobility Manager. | 1 Implemented 1 Partially Implemented 2 Not implemented |
| 1.4 Develop visibility around specialized transportation issues and needs, encouraging high level political and agency leadership. | 1 Implemented 1 Not implemented |
| 1.5 Establish a SLOCOG Call for Projects process sufficiently flexible for applicants to design and implement projects responsive to identified needs. | 3 Not implemented |
| 1.6 Report on project performance, promoting project successes to regional partners and at state and federal levels. | 1 Partially Implemented 2 Not implemented |

Table 28 (continued). Status of “Implementing Actions” by Objective

| Goal/Objective | Status of Actions |
|---|---|
| Goal 2.0 – Build Capacity to meet Needs | |
| 2.1 Promote policies that increase the quantity of public transit, paratransit and specialized transportation provided. | 1 Implemented 3 Partially Implemented 1 Not implemented |
| 2.2 Identify and invest in strategies to improve the quality of specialized transportation, with attention to meeting individualized needs. | 3 Partially Implemented 2 Not implemented |
| 2.3 Develop strategies for improving transportation solutions in identified corridors or areas of need. | 1 Partially Implemented 3 Not implemented |
| 2.4 Promote capital improvements to support safe, comfortable, efficient rides for the target populations. | 2 Partially Implemented |
| 2.5 Establish mechanisms to support transportation services provided by human services agencies. | 5 Partially Implemented |
| 2.6 Establish procedures to measure the quantities of trips provided, existing and new. | 2 Partially Implemented 1 Not implemented |
| Goal 3.0 – Information Portals | |
| 3.1 Integrate and promote existing information strategies, including 211, 511 and web-based tools to get specialized transportation information to consumers. | 1 Partially Implemented 1 Not implemented |
| 3.2 Develop information portal tools for wide distribution. | 1 Implemented 2 Partially Implemented 1 Not implemented |
| 3.3 Promote information opportunities for human services agency line staff and direct service workers | 1 Implemented 1 Partially Implemented |

Synthesis of Performance Evaluation Findings

The following observations are offered as an overall synthesis of the performance evaluation findings.

- **Progress has been made in building coordination infrastructure, but roles need to be better defined** – Objective 1.1 – which deals with establishing a regional mobility manager – had the greatest number of successfully implemented actions. Four out of seven implementing actions under Objective 1.1 were implemented. Despite progress on the regional mobility manager role, many of the Phase II implementing actions identified in the 2007 plan remain unfulfilled. We attribute this to several factors explored below.
- **Clarification of CTSA functions and accountabilities will help implement technical assistance functions** – Actions 2.1.4, 2.2.3, and 2.5.1 through 2.5.4 deal with specific technical assistance activities such as driver training, maintenance, dispatch, procurement, risk management, and insurance. None of these actions were fully implemented. Coordination of these technical transportation activities is considered a best practice and should be part of the regional coordination plan. Ride-On as the CTSA currently performs some of these functions, but this role was not explicit in the 2007 plan. CTSA

responsibilities and accountabilities need to be clarified in the updated plan. Specifically, we recommend the updated plan explicitly designate these Phase II strategies from the 2007 plan as CTSA functions with specific performance measures and accountabilities.

- **Lack of impact evaluation is a severe weakness** – None of the actions that have been implemented have been formally evaluated to determine impact. Of the 53 implementing actions, we were unable to identify whether performance criteria were established, reported, or evaluated. The lack of formal performance evaluation is a major obstacle to implementation of a successful coordination program.
- **The majority of “promotional” actions were not implemented** – Sixteen of the Fifty-three implementing actions were to “promote” some other action. Ten of these promotional actions were partially implemented, and six were not implemented. We believe these actions were poorly executed partly because the action language was vague and indirect. This lack of specificity resulted in poor adoption and ownership among candidate stakeholders responsible for implementation.
- **Actions are complex, overwhelming** – There are too many implementing actions. The list is overwhelming, even for us as transportation professionals. While the overall structure of goals, objectives and implementation actions is helpful, it needs to be simplified. We recommend the future plan include no more than 10 major implementing actions, each with specific accountabilities and performance measures.
- **Actions lack independent utility** – Many of the implementing actions were not implemented because their implementation depended on other actions that were also not implemented. The updated plan will be more successful if the actions can be implemented independent of one another.
- **Purpose of some actions is lost in translation** – Many of the implementing actions are described using transportation jargon. We were unable to decipher the purpose and intent of actions 1.1.4, 1.2.2, and 3.1.2. Clear actions will be more successful than ambiguous ones.
- **Opportunity for supplemental local leadership in 5310 program administration** – Our performance evaluation identified a leadership gap in the 5310 program in terms of technical assistance, defining and tracking performance measures, and monitoring 5310 investments. These functions are currently performed by CalTrans, but have limited follow through and limited local accountability. As a result, many of these functions were simply not performed as identified in actions 1.5.1, 1.5.2, 1.5.3, 1.6.1, 1.6.2 and 1.6.3 of the 2007 Coordinated Plan. It may be beneficial for SLOCOG to voluntarily provide supplemental oversight of the 5310 program.

STAKEHOLDER INTERVIEWS

In late April and early May, interviews were conducted with representatives from stakeholder organizations to understand the needs and opportunities for coordination of transportation services in the region. The organizations interviewed are as follows (listed alphabetically):

- Adult Services Policy Council
- Amdal In Home Care
- Community Action Partnership of San Luis Obispo (CAPSLO)
- Regional Rideshare
- Ride-On Transportation
- San Luis Obispo City Transit
- San Luis Obispo Council of Governments (SLOCOG)
- San Luis Obispo County Department of Social Services
- San Luis Obispo Regional Transit Authority (RTA)
- SLO Safe Ride
- Smooth Transportation
- Ventura Transit System/Yellow Cabs of San Luis Obispo
- Tri-Counties Regional Center

Many of the themes heard during the interviews echoed the findings of the functional assessment covered in our first memo. For example, throughout these interviews a common theme emerged regarding the confusion and competition that resulted from overlapping roles, programs, and offerings. Multiple organizations including SLO Transit, Rideshare, and Tri-Counties are performing travel training, but they are not doing so in a coordinated way.

Meanwhile there is confusion about how some functions are performed and by whom. For example, we heard wildly different interpretations about how the 5310 funding program operates in the county. Lack of clarity and mutual accountability around roles and responsibilities appear to contribute to a lack of trust between key stakeholders.

Detailed summaries of the interviews will not be provided as the interviews were conducted in confidence to ensure that stakeholders felt comfortable speaking freely. A summary of key takeaways is included below, including specific service gaps, needs, and opportunities for better transportation service in San Luis Obispo.

Gaps

The following specific geographic areas within the county were identified by one or more stakeholders as regions with limited or inadequate transportation service. It is important to note that some of these areas have already been identified in the ongoing RTA/SLO Transit Joint Short-Range Transit Plan.

- **South County.** The Nipomo area in particular was cited by a number of stakeholders as an area that is not well served by public transportation.
- **North County.** Downtown Templeton used to have a bus but today the city is served only by RTA route 9, which stops on the other side of HWY 101.
- **Shandon.** This relatively low-income area out on HWY 46 to the East has seen its dial-a-ride service drop to 3 times per week on call.
- **Oceano.** This unincorporated territory just South of Grover Beach has a relatively high concentration of native Spanish speakers who travel to Santa Maria for goods and services, a bus trip that - despite being only 16 miles long - takes between 1.5-2 hours.
- **Morro Bay.** This coastal city features a number of low-income mobile home parks and senior living centers, as well as full-time vacation rental homes. This population dichotomy presents a unique challenge for transportation as these two populations have very different needs.

Needs

In addition to the specific gaps above, three broader needs were identified throughout the interviews:

- **There is a need to reduce travel times on fixed-route transit.** Oceano was not the only example given where fixed-route travel times were too long to be useful. SLO City routes are largely oriented to get riders in and out of downtown and the university, making certain cross-town trips nearly impossible.
- **There is a need for same-day service for riders who are unable to use fixed-route transit.** A number of human services and social service organizations offered this as a primary area of need for their clients, stating that most everyday trips are difficult to plan in advance.
- **There is a need for increased service to connect rural areas with services in San Luis Obispo and Santa Maria.** Far-flung areas like Shandon and Nipomo are home to some of the county's most vulnerable and in-need residents. Without a consistent and reliable transportation option residents in these areas often end up going without basic services including preventative healthcare.

Opportunities

Our first memo discusses opportunities that were brought up in stakeholder interviews, such as joint marketing and coordination of certain mobility management functions. Additional opportunities were identified during the stakeholder interviews that had not already been addressed in our previous deliverables. It is important to note that these are not recommendations, rather they are opportunities identified by stakeholders during our interviews. Even so, they represent ideas that should be discussed and considered further for possible incorporation into the final plan.

- **Joint driver recruitment, training, and certification.** Multiple stakeholders expressed that despite there being plenty of demand for human service

- transportation and non-emergency medical transportation services, the bottleneck may be finding enough qualified and interested drivers either for paid or volunteer positions.
- ***Expansion of volunteer driver pool.*** Many human service organizations stated that their staff members sometimes provide needed rides for their clients, despite not having any formal training as a paid or volunteer driver. Meanwhile, there are transportation programs that rely on volunteer drivers, but they are not centrally coordinated or always made available to human service organizations in the area. Putting investment and support behind a coordinated volunteer driver program could help ensure that users get transportation that is appropriate for their needs.
 - ***Trip sharing.*** Many taxi vehicles and TNCs experience low volumes during the daytime on weekdays, the same general time period when Ride-On experiences peak ridership. With proper coordination and training these vehicles and drivers could help meet the demand for human service transportation during weekdays.
 - ***NEMT capacity.*** Ventura Transit System has experience providing NEMT services in Ventura County and could potentially use that experience to help meet the need for NEMT service in San Luis Obispo County.

Appendix D: Community Engagement Activities

Intercept Surveys

In early August we traveled to San Luis Obispo County to conduct intercept surveys and personal interviews in various cities and towns across the county, including San Luis Obispo, Morro Bay, Los Osos, Grover Beach, Nipomo, and Paso Robles. One primary goal of this trip was to hear from residents all over the county, particularly in some of the further flung corners of the county where transportation needs had been identified by stakeholders.

Method

We focused our outreach efforts on low-income populations, people with disabilities, and seniors, as they represented the communities who would be most affected by changes in public transportation. We sought out these populations over a four-day period at free meal events, homeless shelters, community health screenings, bus stops, parks, and public libraries.

The summary below captures responses from 88 individuals. While we recognize that the results of this survey are not scientific, they are instructive about many of the key needs in the community.

Demographics

To get a better idea of the type of residents who took this survey, the following tables show how participants answered the questions, “Are you disabled?” and, “In what year were you born?” As the interviews were informal, not every person chose to nor had time to answer every question. For this reason, there are many “No Response” answers represented in this chart.

As shown in the Figure 19, a large number of survey participants identified themselves as “disabled.” Some disabilities were obvious because of the presence of a walker or a wheelchair, but not all. Some of the less visible ailments included

chronic back and hip pain, various types of arthritis, fibromyalgia, and varying degrees of mental illnesses.

Figure 19: Do you have any disabilities that make it hard for you to get around?

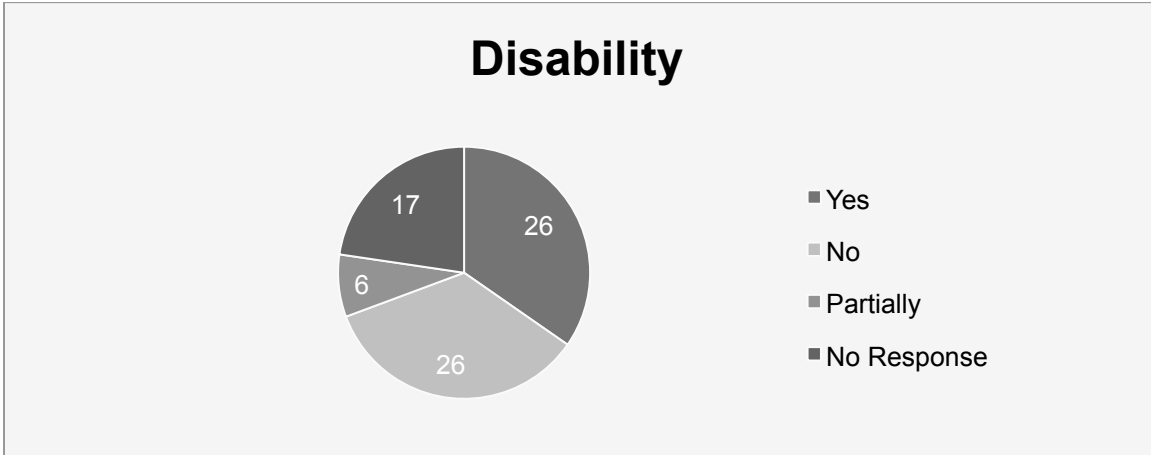
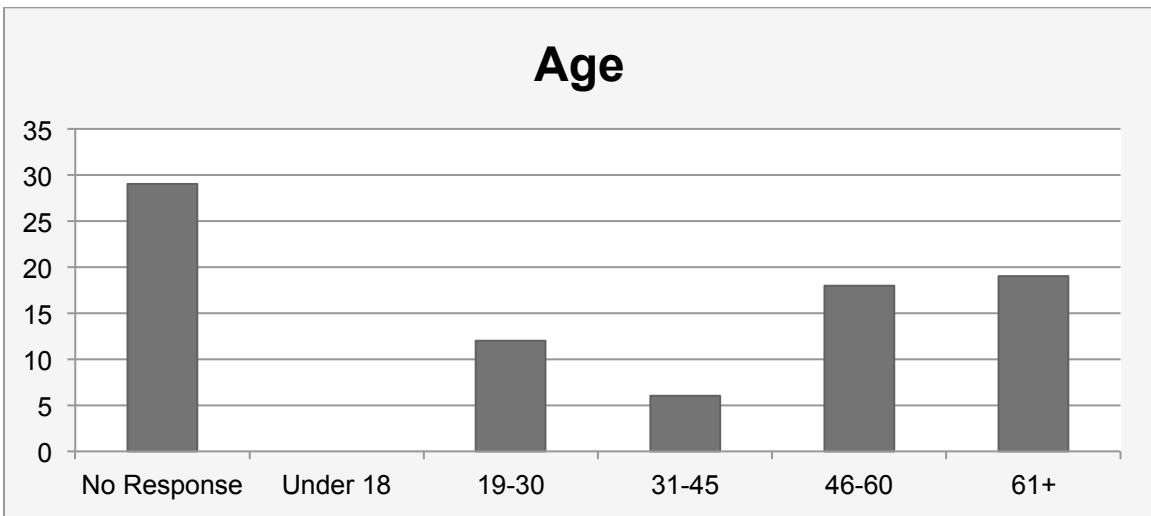


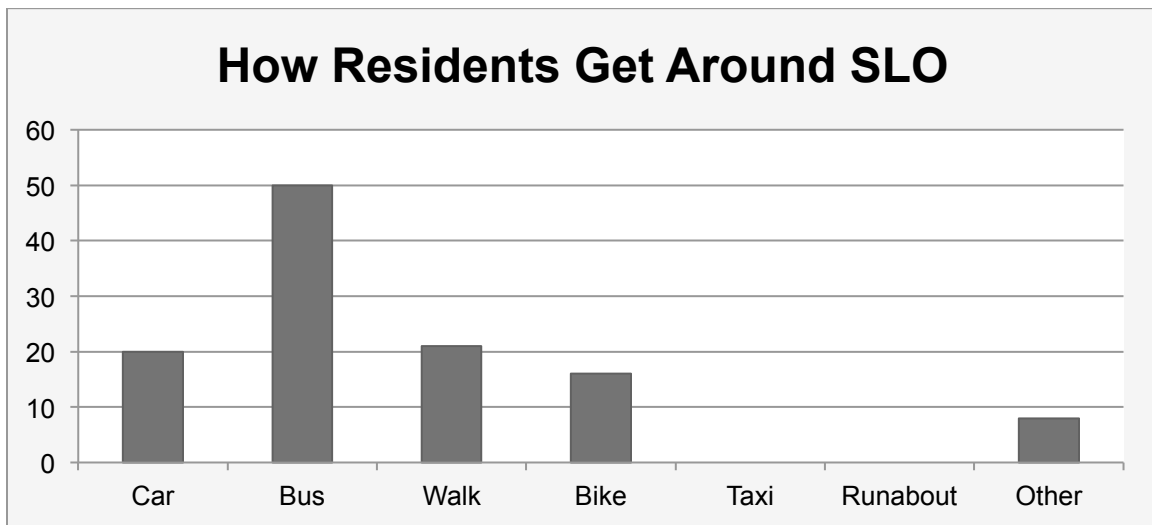
Figure 20: In what year were you born?



Modes of Transportation

As this survey focused primarily on residents’ ability to get around, all participants answered the question, “What is your primary mode of transportation?” Because many people alternate between two primary modes of transportation, Figure 21 includes two responses for many survey participants. “Other” options in this figure represent people who have someone to drive them where they need to go or who use a skateboard or power chair to get around.

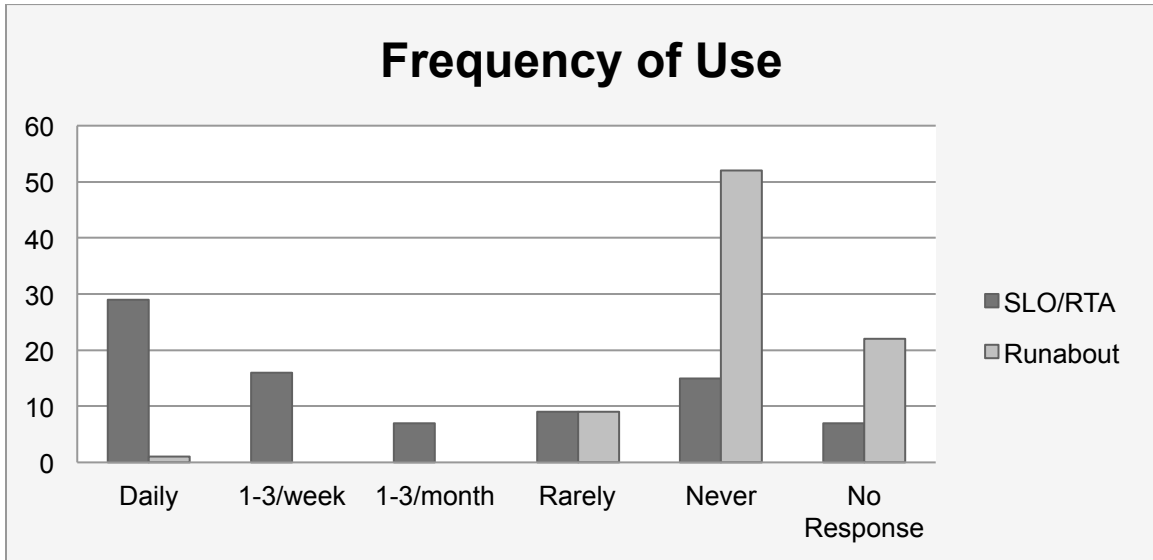
Figure 21: What is your primary mode of transportation?



Since this survey targeted specific populations, the majority of people use the bus as one of their primary modes transportation. We believe this number would have been even higher if there were other ways for low-income populations to pay for bus fare. Many of the survey participants that chose walking or biking as their primary ways of getting around, stated the cost of bus tickets as the reason. Organizations like the Prado Day Center provide some support, but it’s clear that this isn’t enough to meet all of the need in the community.

As shown in Figure 22, not one person chose Runabout as their primary mode of transportation. There were people, however, who had one or two experiences with the service in the past that claimed they used it “rarely.” While they were all generally happy with the experience, a few did mention the advance notice requirement as a problem. It restricts users ability to be spontaneous and feel like they have freedom.

Figure 22: How often do you use SLO, RTA, and Runabout?



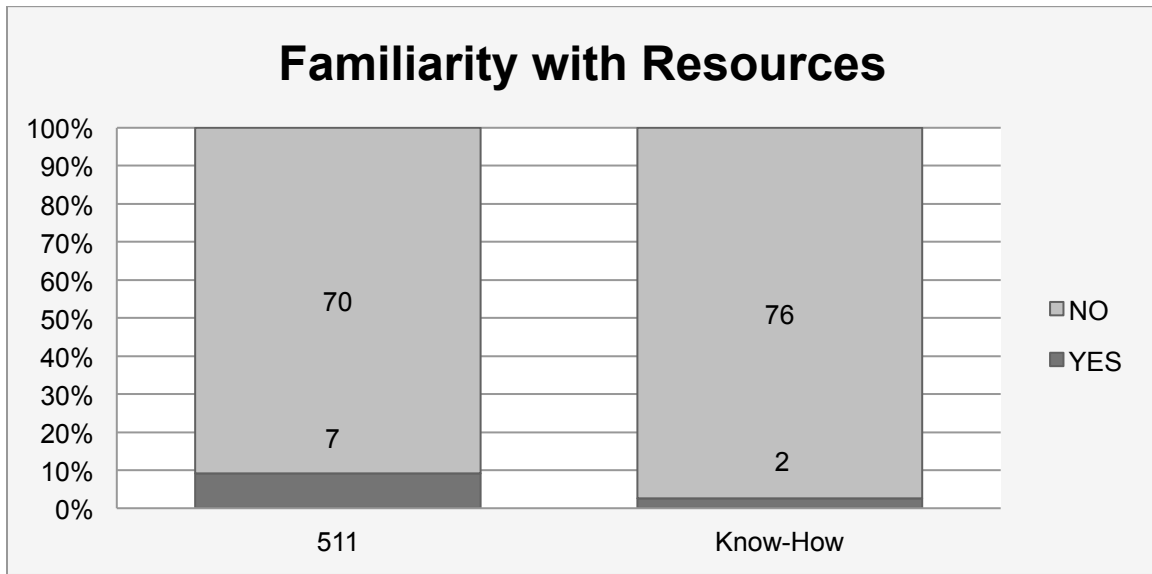
One participant with a walker told the story of how she had expressed interest in using the Runabout service years before, but was denied. She claimed that she even had a disability placard from the DMV, but still wasn't able to get all of the required paperwork to prove her disability for Runabout. Many other people we spoke with mentioned this same idea of needing a more efficient way of authenticating disabilities.

Informational Materials

San Luis Obispo has a wealth of information available to inform residents and tourists about the available transportation options. Two of these main programs are the 511 number and the "Know How To Go" informational books and flyers.

We asked all survey participants about their familiarity with these resources and what we found is that a very small percentage of San Luis Obispo residents have ever heard of them. This isn't surprising as many places we visited – including senior centers, homeless shelters, and transit stops – didn't have any of the pamphlets or flyers on display. Many survey participants also didn't own a phone to be able to call 511. Delivering informational materials to centers around the community would be an easy way to inform these and other residents about lesser-known transportation options such as senior shuttles and local volunteer driver programs.

Figure 23: Are you familiar with 511 or "Know How to Go"?

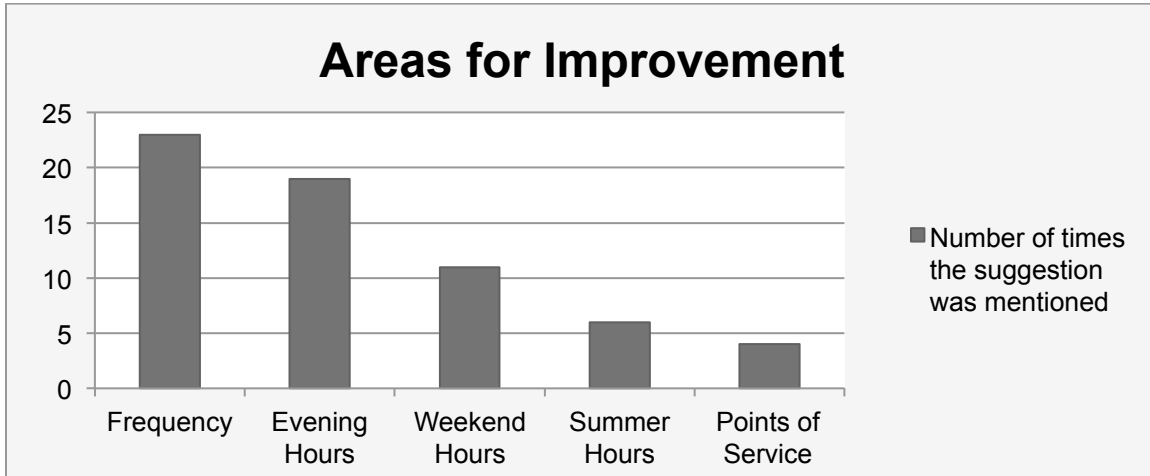


Feedback and Recommendations

Beyond this recommendation, all participants had the opportunity to give any other feedback and suggestions they had relating to transportation in the county. There was a lot of positive feedback from participants complimenting the kindness of the drivers, the great customer service, the coverage of stops across the county, and complimenting the bus system for being easy to figure out. Residents are generally impressed by all of the transportation services that are offered for a relatively small and rural county.

Figure 24, however, shows the five common suggestions survey participants had for improving services.

Figure 24: What are the major transportation challenges that you regularly experience?



The most common of these complaints had to do with the frequency of buses. As buses only come once every half hour or once every hour, a lot of people have difficulties getting to work and making transfers. Some participants even mentioned that walking or biking are often faster ways for them to get around the city. While this provides great exercise for some of the county's residents, it isn't a possible alternative for many seniors and people with disabilities.

This issue of frequency is exacerbated on weekends and during the summer. These changing schedules not only cause people to have to wait longer for buses, they cause a lot of confusion for people trying to figure out the system for the first time. One survey participant even mentioned being left at a bus stop more than a mile from her house because she didn't realize that routes as well as times change during the summer.

Another one of the biggest hurdles for people getting around is the fact that service stops too early in the day. Many of the people that rely on public transit most are unable to take jobs that start or end in the evening because they don't have a way to get there and back. A group of senior citizens mentioned a similar problem with taking classes. Since many adult education classes are in the evenings, they have no reliable way of getting home afterwards.

Even though we conducted these intercept surveys all across the county, however, only a few people mention the points of service as a problem. The few that did all mentioned the lack of service to the greyhound station, and to and around the airport as the biggest problems. The fact that there isn't an economical way for people to get to these locations means that it is very difficult for low-income, and disabled residents to coordinate with visiting family and friends.

Beyond these most prominent findings, survey participants related a number of other opinions surrounding transit services in San Luis Obispo County. The following list summarizes many of these key suggestions:

- More eco-friendly buses to match the energy efficient city
- Less crowded buses around certain stops (ie. the Prado Day Center and CalPoly)
- More voucher programs to help low-income people pay for transit passes
- More dedicated bike paths
- Assistance to seniors to introduce them to transit
- More attention to rider safety by putting more security cameras on buses
- More assistance from drivers to get on the bus
- More locations to buy all transit passes outside of San Luis Obispo city

For complete tabulated survey results see Technical Memo #2: Stakeholder Interviews, Transportation Provider Survey and Inventory of Transportation Services (Memo 2 Appendix_A-B_Survey.xlsx), submitted to SLOCOG by C.R. Peterson LLC on September 18, 2015.

COMMUNITY INTERVIEWS

In addition to the intercept surveys, we scheduled more in-depth interviews with three community members. These residents all provided unique perspectives regarding the transportation options available in San Luis Obispo County.

Peta Rimington

Peta has held a seat on the commission board for two years. As a low-income senior with health concerns, she describes herself as the only person on the board that actually lives the life the other seat holders talk about. Recently, Peta began to experience the quick transition between driving and walking everywhere, and not having the ability to get around on her own. Because of this, she has first-hand experience using many of the transportation and health services offered by the government and social service agencies.

While Peta described many of the same difficulties as the people we spoke with at bus stops and homeless shelters, she also provided insights into the disconnect between healthcare and transportation. According to Peta, DentiCal and CenCal are both lacking providers in her area and in the county as a whole. Services such as healthcare, grocery stores, and pharmacies are also move farther away. This is a problem considering the fact that dial-a-ride doesn't offer services outside of the county and volunteer driver programs are usually unwilling to give rides to people in North County where she lives. As services change, it means that existing transportation services aren't necessarily continuing to meet the needs of the community.

Peta's concerns are problems that transportation alone may not be able to fix. There are, however, ways that the transportation options could be improved to help her and people in similar situations get around. Coordinating transportation with Medicaid and Medicare programs better would be a key step in making sure that more San Luis Obispo residents are actually able to access the providers and services they need to be healthy.

Dorothy Yelde

We were introduced to Dorothy from one of her fellow members on the Commission on Aging. Dorothy is incredibly active in her community for a person in her mid eighties. While she now primarily receives rides from son, she used to be a very frequent user of both SLO Transit and Dial-a-ride services. Like many other aging seniors, Dorothy expressed concerns about using public transportation with her decreasing energy levels and increasing health concerns.

Dorothy's biggest suggestions focused on making the existing transportation options more accessible for seniors like herself in the community. Even with programs like Runabout, which are directed toward people like her, she expressed difficulty getting cash to pay drivers, scheduling urgent rides, and generally understanding all of the different transportation options available.

She suggested little changes such as removing blue ink from informational materials for people with vision impairments, having people in call centers speak slower and more clearly, and helping people without smartphones schedule urgent rides with companies like Uber. While many of her suggestions are very simple, they would make an enormous impact on the accessibility of transportation for seniors.

Kathleen Riel

As Program Manager at the Independent Living Resource Center, Kathleen understands the concerns that people with disabilities face every day. The transportation options available to this population are limited by problems with the Paratransit system and the difficulty of finding other services that are able to accommodate a wheelchair, service animal, or other mobility device. Kathleen mirrored others' concerns that, while services like Lyft and Uber are starting to offer more accessible vehicles, the only way to schedule a ride is using a smartphone.

Kathleen also has the unique perspective of working in offices in both San Luis Obispo County and Santa Barbara County. Since there are no public buses from San Luis Obispo to Santa Barbara, people travelling between the counties without a car are often left with Greyhound as the only option. This is not only more expensive, but scheduled at times that force many people to have to wait until the next day for a return trip. She suggested that a shuttle similar to the one between Santa Barbara and Ventura County would be a step in the right direction for better connecting people in these two counties.

Appendix E: Memorandum of Understanding