

Northeast Mississippi Coordinated Transit Services

Final Report

Prepared for:

Community Transportation Association of America
1341 G Street NW, 10th Floor
Washington, DC 20005
(202) 299-6593

Prepared by:

LSC Transportation Consultants, Inc.
516 North Tejon Street
Colorado Springs, CO 80903
(719) 633-2868

LSC #075190

June 10, 2008

TABLE OF CONTENTS

Chapter	Title	Page
	EXECUTIVE SUMMARY	ES-1
	Introduction	ES-1
	Study Area	ES-2
	Transit Needs Assessment	ES-2
	Recommended Transit Service Plan	ES-3
	Implementation Plan	ES-9
I	INTRODUCTION	I-1
	Purpose of the Study	I-3
	Report Contents	I-5
	Study Approach	I-5
	Project Team	I-6
	Stakeholders	I-7
	Steering Committee	I-7
	Summary of the Issues	I-8
	Vision for Plan	I-9
	Transit Vision	I-9
	Mission Statement	I-9
	Goals and Objectives	I-10
	Goal #1: Maintain the existing ridership base while attracting and coordinating new rides	I-10
	Goal #2: Provide for the economic sustainability of the transit system	I-11
	Goal #3: Provide high-quality customer-oriented service	I-11
	Goal #4: Provide efficient, effective, and safe services	I-12
	Goal #5: Promote existing services available and new services	I-13
II	COMMUNITY CONDITIONS	II-1
	Community Description	II-1
	Study Area Location	II-1
	Transportation System Overview	II-2
	Highways	II-2
	Major Activity Centers and Major Employers	II-4
	Study Area Demographics	II-7
	2000-2005 Population	II-7
	Population Density and Distribution	II-8
	Projected Population Data	II-10
	Transit-Dependent Population Characteristics	II-13
	Elderly Population	II-13
	Mobility-Limited Population	II-14
	Low-Income Population	II-14
	Zero-Vehicle Households	II-18
	Youth	II-18
	Travel Patterns	II-21
	County-to-County Commuter	II-21

III	TRANSIT PROVIDER SURVEY	III-1
	Existing Providers	III-1
	Transportation Inventory	III-1
	Climb-Up, Incorporated/Region III Mental Health	III-2
	Service Area	III-2
	Current Operating Costs and Revenues	III-2
	Fleet Information	III-3
	Ridership	III-3
	Performance Measures	III-4
	Transportation Needs	III-5
	Holmes Tours and Transportation	III-5
	Service Area	III-5
	Current Operating Costs and Revenues	III-5
	Fleet Information	III-6
	Ridership	III-9
	Performance Measures	III-9
	Transportation Needs	III-10
	Lafayette County RSVP Program	III-10
	Service	III-10
	Current Operating Costs and Revenues	III-11
	Fleet Information	III-11
	Ridership	III-12
	Performance Measures	III-12
	Transportation Needs	III-12
	US Land Cruiser Non-Profit Public Transportation Inc.	III-12
	Service Area	III-12
	Current Operating Costs and Revenues	III-13
	Fleet Information	III-13
	Sunshine Health Care, Inc.	III-13
	Service Area	III-14
	Transportation Needs	III-14
	Alcorn County Human Resource Agency, Inc.	III-14
	Service Area	III-14
	Current Operating Costs and Revenues	III-14
	Fleet Information	III-15
	Ridership	III-16
	Performance Measures	III-16
	Northeast Mississippi Community Services (NMCS)	III-16
	Service Area	III-17
	Current Operating Revenues	III-17
	Fleet Information	III-17
	Ridership	III-18
	United Community Action Committee, Inc. (UCAC)	III-18
	Service Area	III-18
	Current Operating Revenues	III-18
	Fleet Information	III-18
	Ridership	III-19
	Three Rivers Planning and Development District (TRPDD)	III-19
	Service Area	III-19
	Current Operating Costs and Revenues	III-19

	Fleet Information	III-20
	Ridership	III-20
	Timber Hills Mental Health Services	III-21
	Service Area	III-21
	Current Operating Revenues	III-21
	Fleet Information	III-21
	Ridership	III-22
	Coordination Interest	III-22
	Existing Service Gaps and Duplications	III-25
	Service Gaps	III-25
	Geographic Service Gaps	III-25
	Service Type Gaps	III-25
	Identified Service Duplication	III-27
IV	TRANSIT NEEDS ASSESSMENT	IV-1
	Introduction	IV-1
	Rural Transit Demand Methodology	IV-1
	Non-Program Need	IV-2
	2006 Existing Need Estimates	IV-3
	2006 Existing Demand Estimates	IV-3
	Need Estimates for 2020	IV-4
	Program Trip Need	IV-6
	Transit Need Summary	IV-6
	Greatest Transit Needs	IV-8
	Methodology	IV-8
	Results	IV-9
	Human Service Agencies	IV-12
	Detailed Summary	IV-12
	Human Service Agencies' Needs	IV-12
	Agency Type	IV-12
	Services Provided	IV-13
	Population Served	IV-13
	Transportation Used to Access Services	IV-14
	Agency-Provided Transportation	IV-15
	Type of Transportation Provided	IV-15
	Cost to Participant	IV-16
	Funding Sources	IV-16
	Limitations	IV-17
	Public Transportation to Agency Services	IV-18
	Support for Increased Funding	IV-18
	Major Transportation Needs	IV-19
V	COORDINATION OVERVIEW	V-1
	History of Coordination	V-1
	Levels of Coordination	V-2
	Resource Management	V-3
	Common Coordination Strategies	V-3
	Joint Procurement	V-3
	Benefits	V-4
	Implementation Steps	V-4

Shared Vehicle Storage and Maintenance Facilities	V-4
Benefits	V-4
Implementation Steps	V-5
Joint Grant Applications	V-5
Benefits	V-5
Implementation Steps	V-5
Joint Training Programs	V-5
Benefits	V-6
Implementation Steps	V-6
Sharing Expertise	V-6
Benefits	V-6
Implementation Steps	V-6
Coordinating Council	V-7
Benefits	V-7
Implementation Steps	V-7
Joint Planning and Decision Making	V-7
Benefits	V-8
Implementation Steps	V-8
Coalitions	V-8
Benefits	V-8
Implementation Steps	V-8
Vehicle Sharing	V-9
Benefits	V-9
Implementation Steps	V-9
Contracts for Service	V-9
Benefits	V-9
Implementation Steps	V-10
Provide Vehicles	V-10
Benefits	V-10
Implementation Steps	V-10
One-Call Center	V-10
Benefits	V-10
Implementation Steps	V-11
Centralized Functions (Reservations, Scheduling, Dispatching)	V-11
Benefits	V-11
Implementation Steps	V-11
Transportation Broker	V-11
Benefits	V-12
Implementation Steps	V-12
Consolidated Transportation Program	V-12
Benefits	V-12
Implementation Steps	V-12
Mississippi Coordination Efforts	V-13
Mississippi Coordination Highlights	V-13
Second Annual Statewide Coordination Summit	V-13
Federal Requirement and Support for Coordination	V-14
Elements of a Coordinated Plan as Interpreted by LSC	V-14
Outreach to Allow for Participation	V-15
Summary	V-16

VI	KEY PERSON INTERVIEWS	VI-1
	Introduction	VI-1
	Question 1: In your opinion, what are the major issues facing the Northeast Mississippi Region?	VI-1
	Question 2: What are the major transportation issues facing the region?	VI-3
	Question 3: What are the needs of the region for local and regional transit service?	VI-4
	Question 4: What benefits do you think improved transit service would bring to the region?	VI-6
	Question 5: What areas of the region should be given priority for local transit service?	VI-7
	Question 6: What should be the hours of service? Should weekend service be provided?	VI-8
	Question 7: What do you think would make transit service succeed? . .	VI-9
	Question 8: What do you think is the greatest barrier to new public transit in the region?	VI-10
	Question 9: Who do you think should operate the service?	VI-11
	Question 10: How should it be funded?	VI-12
	Question 11: Do you think that the region would support increased funding to improve public transportation services?	VI-13
	Question 12: Are there specific issues which should be addressed in our transit study?	VI-14
	Question 13: Do you have any comments you wish to add on the topic of public transportation?	VI-15
	Summary	VI-15
VII	COORDINATION OPPORTUNITIES	VII-1
	Underutilized Resources	VII-2
	Resources Available to Assist with Coordination Efforts	VII-3
	Funding of Services	VII-4
	Economic Impacts	VII-4
	Coordination Strategy	VII-5
	Organization	VII-5
	Lead Agency Recommendation	VII-6
	Service Delivery Options	VII-6
	Mobility Coordinator Position	VII-7
	Consolidation Plan	VII-8
	Contract Service	VII-8
	Transit/Taxi Voucher Program	VII-9
	Consolidated Call Center	VII-9
	Joint Dispatching and Scheduling	VII-10
	Brokerage	VII-10
	Additional Opportunities	VII-12
	Driver Pool Program	VII-12
	Shared Driver Training Program	VII-13
	Insurance Pooling	VII-13
	Marketing and Education	VII-13
	Implementation Issues	VII-13
	Summary	VII-15

VIII	SERVICE ALTERNATIVES	VIII-1
	Introduction	VIII-1
	Establishing Service Areas and Priorities	VIII-1
	Primary Service Areas	VIII-2
	Secondary Service Areas	VIII-2
	Transit Service and Coordination Alternatives	VIII-4
	Maintain Status Quo	VIII-4
	Services	VIII-4
	Advantages	VIII-4
	Disadvantages	VIII-4
	New Services in Tupelo	VIII-5
	Demand-Response Services	VIII-5
	Flexible-Route System	VIII-7
	Fixed-Route System	VIII-9
	City of Oxford Fixed-Route System	VIII-11
	Gaps Filled and Goals Achieved	VIII-13
	Coordination and Resources	VIII-13
	Advantages	VIII-13
	Disadvantages	VIII-13
	Increased Services in Primary/Secondary Service Areas	VIII-14
	Gaps Filled and Goals Achieved	VIII-16
	Coordination and Resources	VIII-16
	Advantages	VIII-17
	Disadvantages	VIII-17
	Regional Services	VIII-17
	Gaps Filled and Goals Achieved	VIII-18
	Advantages	VIII-18
	Disadvantages	VIII-18
	Broker and Rideshare Program	VIII-20
	Advantages	VIII-22
	Disadvantages	VIII-23
	Additional Service Considerations	VIII-23
	Establishing Service Evaluation Criteria	VIII-23
	Service Area Square Miles	VIII-24
	Cost Per Passenger	VIII-24
	Cost Per Revenue-Hour	VIII-24
	Cost Per Revenue-Mile	VIII-24
	Meet Goals and Objectives	VIII-24
	Scoring	VIII-24
	Summary	VIII-24
IX	FINANCIAL AND INSTITUTIONAL ALTERNATIVES	IX-1
	Funding Sources	IX-1
	Capital Funding	IX-1
	Operations and Maintenance Funding	IX-2
	Overall Service Considerations	IX-3
	Potential Local Funding Sources	IX-3
	Federal Transit Funding Sources	IX-5
	Other Federal Funds	IX-8
	Surface Transportation Program (STP)	IX-9

	Older Americans Act	IX-9
	Rural Development Loan Fund	IX-9
	Department of Commerce, Economic Development Administration	IX-9
	Supportive Housing for Persons with Disabilities	IX-9
	Community Development Block Grants	IX-10
	Supportive Housing Program	IX-10
	Department of Justice Weed and Seed Program	IX-10
	Senior Community Service Employment Program	IX-10
	Workforce Investment Pilot and Demonstration Programs	IX-11
	Workforce Investment Act Programs	IX-11
	Veterans' Employment and Training Service, Homeless Veterans' Reintegration Project	IX-11
	Department of Education, Federal TRIO Programs	IX-11
	Vocational Rehabilitation Grants	IX-11
	Centers for Independent Living	IX-12
	Developmental Disabilities Basic Support and Advocacy Grants	IX-12
	Social Services Block Grants	IX-12
	Community Health Centers	IX-12
	Rural Health Outreach and Research	IX-12
	Medicaid	IX-13
	Corporation for National Service, National Senior Service Corps	IX-13
	Administration for Children and Families	IX-13
	Head Start	IX-13
	Temporary Assistance for Needy Families (TANF)	IX-13
	Department of Agriculture	IX-14
	Rural Community Advancement Program (RCAP)	IX-14
	Housing and Urban Development	IX-14
	Rural Housing and Economic Development Grants	IX-14
	Organizational Structures	IX-15
	Criteria	IX-15
	Alternatives	IX-16
	Government Department	IX-16
	Transit Authority	IX-17
	Intergovernmental Transit Agency	IX-17
	Summary	IX-17
X	RECOMMENDED SERVICE PLAN	X-1
	Introduction	X-1
	Short-Term Plan	X-1
	Rural Demand-Response Service with Intercity Connections	X-7
	Deviated Fixed-Route Service in Tupelo	X-7
	Coordinated/Contracted Services	X-10
	Summary	X-10
	Capital Costs and Needs	X-11
	Transit Vehicles	X-11
	Bus Stops, Shelters, and Facilities	X-11
	Dispatching Software	X-11
	Additional Considerations	X-12

XI	STRATEGIC IMPLEMENTATION PLAN	XI-1
	Introduction	XI-1
	Organizational Plan	XI-1
	Implementation Plan	XI-1
	Implementation of Oxford Services	XI-1
	Implementation of Tupelo Services	XI-2
	Implementation Steps	XI-2
	Rural Demand-Response and Intercity Service Implementation	XI-3
	Capital Plan	XI-3
	New and Replacement Vehicles	XI-3
	Funding Scenarios	XI-6
	Marketing and Performance Measures Plan	XI-10
	Preliminary Marketing Steps	XI-11
	Effective Strategies	XI-11
	National Examples	XI-11
	Transit Brochure Distribution – Rural Transit	XI-11
	RRTA Senior Game - Red Rose Transit Authority	XI-11
	Flyer Distribution - Blacksburg Transit	XI-12
	Connecting the Worker to the Workplace - Triangle Transit Authority	XI-12
	Get On Board - Erie Metropolitan Transit Authority	XI-12
	Other Approaches	XI-13
	Marketing to Business	XI-14
	Preliminary Transit Marketing Strategies	XI-14
	Human Interest Stories	XI-15
	Vehicle Logo Design/Bus Wrap	XI-15
	Passenger Information	XI-16
	Local Advertisement	XI-16
	Public Relations and Service Announcements	XI-16
	Monitoring Program	XI-16
	Recommended Additional Plans and Studies	XI-18
	Summary and Next Steps	XI-18

APPENDIX A: Participants and Meeting Attendees

APPENDIX B: 2006 Estimated General Population

APPENDIX C: 2006 Estimated Transit-Dependent Population Characteristics

APPENDIX D: Transit Provider Survey

APPENDIX E: Estimated 2006 Service Area Input Data for TCRP Method

APPENDIX F: Estimated 2006 Non-Program Transit Need using the TCRP Method

APPENDIX G: Estimated 2020 Non-Program Transit Need using the TCRP Method

APPENDIX H: TCRP Trip Rates

APPENDIX I: Estimated 2006 Program-Related Transit Need

APPENDIX J: 2006 Greatest Transit Need Scores by Census Block Group

APPENDIX K: Transportation Needs Survey Contact List

APPENDIX L: Interview Schedule

LIST OF TABULATIONS

Table	Title	Page
ES-1	Characteristics of Recommended Transit Operating Plan	ES-5
II-1	Major Employers	II-7
II-2	Study Area Population Projection by County	II-11
II-3	County-to-County Worker Flow Patterns	II-23
III-1	Climb-Up, Inc. Operating Cost and Revenues (FY2007)	III-2
III-2	Climb-Up, Inc. Vehicle Fleet	III-3
III-3	Holmes Tours and Transportation Operating Cost and Revenues (2006)	III-6
III-4	Holmes Tours and Transportation Vehicle Fleet	III-7
III-5	Lafayette County RSVP Program Operating Cost and Revenues	III-11
III-6	Lafayette County RSVP Program Vehicle Fleet	III-11
III-7	US Land Cruiser Non-Profit Public Transportation Operating Cost and Revenues (2007)	III-13
III-8	Alcorn County Human Resource Agency, Inc. Operating Cost and Revenues (2007)	III-15
III-9	Alcorn County Human Resource Agency, Inc. Vehicle Fleet	III-15
III-10	Northeast MS Community Services Vehicle Fleet	III-17
III-11	United Community Action Committee, Inc. Vehicle Fleet	III-19
III-12	Three Rivers Planning and Development District Operating Revenues	III-20
III-13	Three Rivers Planning and Development District Vehicle Fleet	III-20
III-14	Timber Hills Mental Health Services Vehicle Fleet	III-21
III-15	Coordination Potential	III-23
IV-1	Transit Need Summary	IV-7
IV-2	Census Block Groups with Greatest Transit Need	IV-11
IV-3	What type of primary services does your agency provide?	IV-13
IV-4	Which of the following transportation methods do your participants use to access your services?	IV-15
IV-5	Transportation Provided Directly by Agency	IV-15
IV-6	Limitations on the Type of Participants Receiving Transportation	IV-18
IV-7	Rate Public Transportation's Ability to Provide Services to Your Clients	IV-18
VII-1	Comparison of Strategies	VII-16
VIII-1	Service Alternatives and Level of Service	VIII-27
VIII-2	Alternatives Evaluation Criteria and Scoring	VIII-29
VIII-3	Service Alternatives Capital - Cost Estimates	VIII-30
IX-1	Organizational Alternatives Comparison Matrix	IX-18
X-1	Characteristics of Recommended Transit Operating Plan	X-3
XI-1	Recommended Plan Capital - Cost Estimates	XI-5
XI-2	Transit Plan 2009 -2014, Scenario I All Services - Using FTA, Local, Fares	XI-6
XI-3	Transit Plan 2009-2014, Scenario II Tupelo and Regional Services - Using FTA and Local	XI-8

XI-4	Transit Plan 2009-2014, Scenario III Tupelo and Regional Services - Using FTA, Local, and Fares	XI-9
------	--	------

LIST OF ILLUSTRATIONS

Figure	Title	Page
ES-1	Recommended Short-Term Service Plan	ES-7
I-1	Northeast Mississippi Study Area	I-2
II-1	Northeast Mississippi Study Area	II-3
II-2	Northeast Mississippi Activity Centers	II-5
II-3	2006 Estimated Population Density	II-9
II-4	2020 Projected Population Density	II-12
II-5	2006 Estimated Density of Elderly (60 years and older) Population . . .	II-15
II-6	2006 Estimated Density of Mobility-Limited Population	II-16
II-7	2006 Estimated Density of Low-Income Population	II-17
II-8	2006 Estimated Density of Zero-Vehicle Households	II-19
II-9	2006 Estimated Density of Youth (10-15 years) Population	II-20
III-1	Climb-Up, Incorporated Ridership (2001-2006)	III-4
III-2	Climb-Up, Incorporated Cost/Trip	III-4
III-3	Holmes Tours and Transportation Ridership (2001-2006)	III-9
III-4	Holmes Tours and Transportation Cost/Mile and Cost/Hour	III-10
III-5	Service Duplication Map	III-26
IV-1	2006 Estimated Daily Demand	IV-5
IV-2	Greatest Transit Needs Index	IV-10
IV-3	Agency Type	IV-12
IV-4	Age Groups Served	IV-14
IV-5	Agencies Charge Policy	IV-16
IV-6	Sources of Funding for Transportation	IV-17
IV-7	Agency Perception on Community Support for Transportation Improvements	IV-19
VIII-1	Primary and Secondary Service Areas	VIII-3
VIII-2	Tupelo Demand-Response Service	VIII-6
VIII-3	Tupelo Flex-Route Service	VIII-8
VIII-4	Tupelo Fixed-Route Service	VIII-10
VIII-5	City of Oxford Fixed-Route System	VIII-12
VIII-6	Increased Demand-Response Services in Primary and Secondary Service Areas	VIII-15
VIII-7	Northeast Mississippi Regional Routes	VIII-19
VIII-8	Regional Vanpool Routes	VIII-21
X-1	Recommended Short-Term Service Plan	X-5
X-2	Preliminary Flex-Route System	X-9