

Champaign-Urbana Urbanized Area Human Resources Transportation Plan (HSTP) and Champaign-Urbana Age-Friendly Transportation

Date: Wednesday, August 15, 2018

Time: 2:00 p.m.

Place: Community Resource Center
OSF Healthcare Building

Stakeholders: Linda Tauber-Olson, Kristen Gisoni, Rita Morocoima-Black, Jeffrey Woods, Drew Bargmann, Randy Fouts, Amy Brown, Patrick Harness, Brad Parks, Mike Carlson, Kathy Rhoads, Mylinda Granger, Shayonda Carter, Jermaine Raymer, Rosanna McLain

AGENDA

- A. Introductions
- B. Discussion of Committee Backgrounds and Missions
- C. Update on Finalized Champaign-Urbana Urbanized Area HSTP
- D. Presentation of Goals and Data Collection
- E. Discussion of Current Conditions with Stakeholders

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Champaign-Urbana Urbanized Area Human Services Transportation Plan (HSTP)

Date: Tuesday, April 9, 2018
Time: 3:00 p.m.
Place: John Dimit Conference Room
Brookens Administrative Center
1776 E. Washington St., Urbana
Stakeholders Present: Randy Fouts, Patrick Harness, Brad Parks, Mike Carlson, Linda Tauber-Olson
Staff Present: Rita Morocoima-Black, Kristen Gisoni, Debbie Peterik

MEETING NOTES

Introductions, Background and Next Steps:

Stakeholders and RPC staff introduced themselves. Ms. Gisoni provided the stakeholders with background of the Champaign-Urbana Urbanized Area HSTP:

- The Urbanized Area HSTP is an initiative to evaluate and enhance existing transportation services, identify needs of individuals with disabilities, older adults, and people with low incomes.
- It is a tool that used for human service agencies and transportation providers to identify coordination opportunities and establish goals and strategies based on unmet needs.
- It is a requirement set forth by IDOT-Department of Public Intermodal Transportation (DPIT) which guarantees funding for highways, highway safety, and public transportation.
- The study area includes City of Champaign, City of Urbana, Village of Savoy, Village of Tolono and Village of Bondville.
- The Champaign-Urbana urbanized area 2016 urbanized population is estimated at nearly 150,000, 58,810 occupied households covering nearly 47 square miles. Ms. Morocoima-Black commented that the areas are not Champaign County, it is Champaign-Urbana. Mr. Parks inquired if the student count is included. Ms. Morocoima-Black commented that the students are counted.

Ms. Gisoni mentioned the January 2016 meeting where the following agencies attended: Pace, University of Illinois Disability Resources & Educational Services, CU-MTD, Champaign County Veteran's Assistance Commission, Developmental Services Center and Champaign County Regional Planning Commission. At that meeting, existing conditions and barriers were discussed.

Ms. Morocoima-Black commented that back in 2016, the intention was to get the plan done for the Champaign-Urbana area by that summer. After the meeting was held, the problems with the State budget began. The work on the Champaign-Urbana Urbanized area plan came to a halt because there was no funding.

The budget issue went on for a two-year period. The staff was completing the minimum required by federal law and by federal law it was more important to serve the HSTP funded region.

Ms. Gisoni discussed the next steps for the Champaign-Urbana Urbanized Area Human Services Transportation Plan (HSTP):

- Presentation and discussion of unmet needs and barriers from today's meeting.
- Ms. Gisoni will finalize the C-U HSTP draft and send to the stakeholders for comments.
- The C-U HSTP draft will be presented to the CUUATS Technical and Policy Committees.
- The C-U HSTP draft will be out for a 30-day public comment period.
- Following the 30-day public comment period, the staff will ask the CUUATS Technical and Policy Committees for approval of the C-U HSTP document.
- A C-U HSTP Advisory Committee will be created to include the stakeholders.

A. Presentation and Discussion of Existing Conditions

Ms. Gisoni provided the following information:

- There is a correlation between the Older Adults and Persons with Disabilities. 37% of older adults have a disability.
- Urbana has the lowest rate of youth and Tolono has the highest rate of youth in their communities.
- Savoy, Tolono and Bondville all reported adult population of nearly 20%. The block group with the highest percent of seniors are in the Urbana Country Club area, Lincolnshire Fields Country Club, Southeast Urbana and north Savoy. Ms. Morocoima-Black commented that there is a high presentation of seniors in the Village of Savoy because there is a lot of senior housing.
- People with the highest number of disabilities are in the northwest Urbana area and other zones are the area between I-74 and US 150 in east Urbana. Mr. Parks asked for confirmation that "persons with disability" means all types of disability. Ms. Morocoima-Black confirmed that the data is from the census which reflects all types of persons with disabilities.
- According to the survey, the average poverty threshold in low-income areas for a family of four people was \$24, 500, but for one person under the age of 65 was \$12,586. This data is based on the poverty level was matched with the number of people in the household.
- The area with the highest number of households living below the poverty level are North Lincoln Avenue near I-74, the University of Illinois campus near west of Urbana and the town of Champaign, Northeast Urbana by the Ambuc Park, Heritage Estates Mobile homes and Chief Illini Village. The student population accounts for a lot of the low-income population in Urbana and Champaign.
- There is also a correlation between low-income housing and zero-vehicle households.
- The highest African-American population area is Garden Hills in Champaign, the Lehrman neighborhood, parts of Country Squire and part of Lincolnwood in Urbana.
- The highest population of Hispanic in Champaign was Saddlewoods Mobile Home neighborhood, and in Urbana the highest populations of 60% in Ivanhoe States Mobile Home Park and Willow Springs neighborhoods.
- The Z-score, which is a cumulative all of the data together, shows that the highest level of transit dependency include Garden Hills, Mid-town Champaign, North Lincoln Avenue, southeast Urbana and

east central Savoy neighborhoods of Winfield Village, 117 Apartments, which is student living, and Prairie Fields subdivision. Mr. Harness inquired if that included Parkview Senior Living and Ms. Morocoima-Black indicated it did include Parkview Senior Living.

- Ms. Gisondi commented that the Existing Transportation Providers list has been updated, and requested that the committee members take a look at the list to make sure that the information is accurate as the list will be a part of the draft document.
- Major trip generators include:
 - Educational facilities
 - Shopping destinations
 - Medical facilities
 - Public services which include the post office, libraries and public aid offices.
- The top employers are listed with the University of Illinois being the number one employer. Ms. Morocoima-Black commented that the intention of mapping this information is for the staff to understand where people live, where people usually go from the list above. The staff will want to identify where they are located, so we know how far the people living in those areas where it is more difficult for them to get access to transit, and how easy it would be for them to get to those locations. The same with employers; where the employers are located in relation to where people live that need transit.

B. Presentation and Discussion of Survey Results

Ms. Gisondi presented the following information regarding the survey results that were completed in early 2016. The agencies that were involved in the survey were Clark Lindsey Village, Developmental Services Center, Meadowbrook Health Center, CUMTD Paratransit and Circle of Friends. Following are some statistics from the survey of riders:

- The top trip purpose was Medical Appointments at 72%.
- 71% of people surveyed relied on one transportation source.
- People traveled four to five days out of the week.
- Obstacles to riding included needing someone to ride with the passenger due to being older or having a disability, or personal health issues.
- 57% of the people surveyed were satisfied with the service; 25% very satisfied.
- 76% of the people surveyed said yes they were able to travel everywhere within the community. 14% said no. Of the people that said no, they desired service to include shopping, food, nearby cities, recreational and health.
- The three top barriers included advance notice required to request a ride, hours of operation and lack of information about other transportation options.
- Coordination could be better if there were more destinations and extended service hours.
- 27% of those surveyed were 25-45 years old, 29% were 46-59, 32% were 60 years old and above, and 43% were disabled.
- Customer service issues included affordability of service, reliability of service, ease of finding information, ease of scheduling rides and ability to connect to other agencies. The total average rating for all of these transit customer service issues were 3.92 out of 5.

Mr. Harness suggested that Ms. Gisondi contact Wendy Bartlo at the Center for Healthy Aging and Disability for data. The organization has completed similar work investigating data to work on the healthy aging program. Ms. Tauber-Olson commented that she is on the transportation sub-committee, and is at the meeting to get a connection with C-U Urbanized HSTP.

Following is a list of the barriers listed by the stakeholders in the survey:

- Coordination
- Funding
- Obtaining data
- Travel training
- Availability

Following is a list of barriers the transportation providers were facing:

- Not owning a vehicle
- Riders needing a travel companion due to mental or physical disability
- Affordability
- Lack of door-to-door services
- Funding
- Technology
- Marketing
- Vehicle maintenance
- Requested that there be less focus on UIUC and more on working individuals and families

C. Presentation and Discussion of Data Collection for Urbanized Area HSTP Proposed Goals & Report Card The following goals, objectives and strategies were discussed:

Goal #1 – Improve accessibility, availability and affordability of transportation for people with disabilities, seniors, and low-income individuals within existing budget constraints in the Champaign-Urbana area.

- The first objective would be to utilize diverse online tools by creating a specific Champaign-Urbana Urbanized area directory which will be measured through directory use. A number of transportation providers will put this directory on their website.
- The second objective would be to increase transportation service's availability for low-income and shift/weekend workers, people with disabilities and seniors by 10% by 2025 measured by surveying employers' transportation needs and level of demand for extended service hours or routes.

Goal #2 – Maximize the resources available for special needs transportation through coordination in planning, service delivery and reporting.

- The objective is to increase the number of drivers by 10%, and also, increase training events provided to drivers by at least 1 training a year by 2025 by recruiting new volunteer drivers and organize and promote a regional training session. Mr. Parks inquired if we really wanted to have volunteer drivers driving \$60,000 vehicles. Ms. Tauber-Olson commented that they would use their own vehicles and the service would be door-to-door. Mr. Carlson inquired what travel training meant. Ms. Morocoima-Black indicated that in talking to people, they have found that consumers are afraid of using the public transportation system because they don't know how to use it. Ms. Morocoima-Black commented that

there was training available for MTD and C-CARTS, and also a video for using services outside Champaign-Urbana.

Goal #3 – Improve user experience and usability of existing transportation services for all riders in the Champaign–Urbana Area.

- The objective is to increase transportation options for underserved areas in the urbanized area by 15% by 2025.
- Objective 2 is to limit the increase of transportation costs for providers by 20% by 2025.
- The third objective would be to create an urbanized area volunteer travel buddy program and/or directory by 2025.

D. Next Steps

Ms. Morocoima-Black discussed the next steps:

- The draft will be finalized and distributed to the stakeholders for review and comments.
- The draft will be presented to the CUUATS Technical and Policy Committees.
- There will be a 30-day public comment period.
- The document will then be approved by the CUUATS Technical and Policy Committees at the June meetings.
- An Advisory Committee will be created to begin quarterly meetings in September.

Meeting adjourned at 3:41 p.m.

Urbanized Area HSTP Goal	Status	Deadline	Responsibility	Data Source
C-U online transportation directory	Complete (update in November)	Early 2018	HSTP Coordinator	Google Analytics
Urbanized area agencies with link on webpage	In process	Late 2018	Urbanized Area Agencies	Urbanized area agency webpages
Survey employers' transportation needs	Surveys complete, need to distribute to top employers	Late 2018	HSTP Coordinator & Urbanized Area Agencies	Top employers list & surveys
Recruit new volunteer drivers for FIA and Family Service	Collecting volunteer driver data from agencies	Late summer 2018	HSTP Coordinator & Urbanized Area Agencies	FIA & Family Service
Organize and promote a regional training session	Training type and data TBD	Late 2018	HSTP Coordinator & Urbanized Area Agencies	
Connect rural underserved areas by linking routes	In process	Late 2018	CUMTD & HSTP Coordinator (compile data)	CUMTD routes and ridership
Seek grant for one-call one-click center	In process	Ongoing	HSTP Coordinator	
Research and establish a personal assistance program	Research and feasibility study needed	2025	HSTP Coordinator & Urbanized Area Agencies	Surveys, MTD and Human Service ridership

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Mobility Tomorrow

Goal-Setting Process

The method for finding unmet transportation needs and barriers was a two-step process that included working with stakeholders to discuss challenges and strategies, and generating consumers and transit provider surveys. The Champaign-Urbana Urbanized Area stakeholders either provide transportation directly or coordinate transportation for their clients. By surveying consumers, the goals will match what riders actually want, as opposed to transit providers assuming what their needs are. The responses from both the discussions and surveys aided in building the objectives and strategies for the urbanized area plan.

Performance measures are used to provide perspective, understanding, and context to the current status of transportation in the Champaign-Urbana Urbanized Area and how stakeholders desire to improve services. Emerging issues often lead to new programs and new ways of organizing the business of providing transportation to older adults, people with disabilities and people with limited incomes in the Champaign Urbana urbanized area. Overall, the primary strategy and priority for this plan is to create a Human Services Transportation working group to implement the recommendations provided in the Champaign-Urbana Urbanized Area Human Services Transportation Plan, which is being overseen by the CUUATS Policy and Technical Committees and is being facilitated by the HSTP Coordinator.

Champaign-Urbana HSTP Urbanized Area Goals

1. Improve accessibility, availability & affordability of transportation for people with disabilities, seniors, & low-income individuals within existing budget constraints in the Champaign-Urbana area.

2. Maximize the resources available for affordability of special needs transportation through coordination in planning, service delivery, and reporting.
3. Improve user experience and usability of existing transportation services for all riders in the Champaign-Urbana Urbanized Area.

Consumers mentioned the difficulty of finding information since currently no single online source listing all transit options in the urbanized area exists. Creating a transportation database will be highly beneficial because consumers visit websites frequently to gain information about transit. The plan also includes an objective to seek funding and implement a one-call one-click center, where a rider calls a one phone number to hear all transportation options in a certain region.

The transportation providers face problems pertaining to funding, especially in Illinois, where the political environment has stalled budget passage in the recent past. An objective for this plan involves maximizing available resources by recruiting volunteer drivers and holding locally-produced travel trainings. The one-call one-click center would also reduce costs by consolidating trips and utilizing fewer personnel.

User experience is a meaningful measure to track because consumers will not use the transit service if they do not feel safe or that they benefit from the service. For this reason, increasing routes and operation hours are included in the goals, in addition to creating a travel buddy program for greater rider accessibility.

The following objectives translate into trackable performance measures over time. Data will be collected by the HSTP coordinator, stakeholders, and other entities involved in the plan.

MOBILITY TOMORROW

Table 6-1 Implementation for Goal #1

Goal #1	Improve accessibility, availability & affordability of transportation for people with disabilities, seniors, & low-income individuals within existing budget constraints in the Champaign-Urbana area.	
Objective	Accessibility: Utilize diverse online tools and expand accessibility to increase the number of riders by 5% by 2025.	Availability: Increase transportation service's availability particularly for low-income & shift/weekend workers, people with disabilities & seniors by 10% by 2025.
Strategy	Develop a specific Champaign-Urbana directory to provide information on available transportation options in the urban area.	Employer surveys: Survey employers' transportation needs & level of demand for extended service hours or routes.
Performance Measure(s)	Number of directory views	Survey results (to find need)
	Number of transportation providers in the urbanized area with a hyperlink on their website	Number of riders during expanded hours
Parties Responsible	HSTP Coordinator (maintain database)	Transportation operators (help create/distribute)
	Social services and transportation agencies (provide updates/data to Coordinator)	HSTP Coordinator (provide assistance)
Budget Implications	Staff Time, Website Domain	Cost of printing materials, staff time
Staffing Implications	None	Material development, distribution of materials, tracking & filling requests
Obstacles	Notification of changes, especially social service agencies not participating in HSTP	Many providers are working at capacity, and increased ridership is not feasible at this time.
Benefits & Rider Impact	Simplified access to information about multiple providers/options. Increase ridership and access.	Opens job-market to transit-dependent individuals. Consistent ridership. Enhanced rider accessibility and increased ridership.

Table 6-2 Implementation for Goal #2

Goal #2	Maximize the resources available for special needs transportation through coordination in planning, service delivery, & reporting.	
Objective	Increase the number of drivers by 10% & training events provided to the drivers by at least 1 training a year by 2025.	
Strategy	Volunteers: Recruit new volunteer drivers, encourage providers to make referrals of identified drivers to Faith in Action (FIA) or Family Service of Champaign County.	Trainings: Hold regionalized training session (annually or semi-annually, varying levels).
Performance Measure(s)	Number of volunteer drivers identified	Number of drivers' training session provided per year
		Number of staff/providers going to trainings
Parties Responsible	Transportation providers utilizing volunteer drivers	HSTP Coordinator (organize regional training)
		CUMTD/others provide venue space
Budget Implications	Staff Time, Website Domain	Material costs, staff time
Staffing Implications	Staff time for recruiting/training	Staff time for travel and training
Obstacles	Difficulties recruiting qualified & available volunteer drivers	Schedule conflicts & making the trainings meaningful to all human service agencies
Benefits & Rider Impact	Lower per trip costs.	Lower the cost of providing training
	Increases regional capacity.	All drivers in the region will have the same training

MOBILITY TOMORROW

Table 6-3 Implementation for Goal #3

Goal #3	Improve user experience and usability of existing transportation services for all riders in the Champaign-Urbana Urban Areas.		
Objective	Increase transportation options for underserved areas in the urbanized area by 15% by 2025.	Limit the increase of transportation costs (for providers) by 20% by 2025.	Create an urbanized area volunteer travel buddy program and/or directory by 2025.
Strategy	Connect rural underserved transit areas by linking services to local transit service routes at connecting points.	Seek grant for one-call one-click center to merge scheduling functions under one entity to be able to provide more flexibility when scheduling a trip	Research how to establish a personal assistant program for riders with mobility door-through-door needs in homes.
Performance Measure(s)	Number of new rural transit riders using local services	Creation of call center with grant funding	Program established & updates on successes
		Number of rides scheduled using the scheduling center	Number of volunteers
Parties Responsible	CUMTD	CUMTD	CCRPC (research & initiate)
		HSTP Coordinator (apply for grant)	Family Services (administer program) and PACE
Budget Implications	Personnel, operational costs	Personnel costs	Insurance costs
Staffing Implications	Coordination and route upkeep	Staff Time (HSTP Coordinator, CUMTD)	Coordinating schedules between transportation operators & the PA program
Obstacles	Coordinating routes for general public, scheduling processes	Consolidation & agency support, leadership, attention, and commitment	Finding volunteers, coordination, and costs of running PA program
Benefits & Rider Impact	Improves access & mobility for the targeted population to urbanized areas	Maximizes cost-efficiencies by consolidated trip reservations & scheduling staff	Improve access to transportation for those who need extra help
		Cost savings & potential leverage for federal funding	Increases ridership & provides more options

Potential Sources of Funding

Federal

- **Section 5307 Urbanized Area Formula Grants** - for transportation in an incorporated area with a population of 50,000 or more that is designated by the Census
- **Section 5310 Enhanced Mobility for Seniors and Individuals with Disabilities** - assists private nonprofit groups in meeting the transportation needs of older adults and people with disabilities when the transportation service provided is unavailable, insufficient, or inappropriate to meeting these needs
- **Community Mental Health Services Block Grant** - dedicated to improving public mental health service systems across the country
- **Community Development Block Grant** - a flexible program that provides communities with resources to address a wide range of unique community development needs
- **Medicaid** - reimburses programs that provide non-emergency medical transportation
- **Rehabilitation Services Administration** - designed to help Americans with significant barriers to employment, including individuals with disabilities, into high quality jobs and careers and help employers hire and retain skilled workers.
- **Supportive Housing Program** - link homeless or at-risk individuals to critical services that address both individual and structural level causes of homelessness
- **Social Services Block Grants** - a capped entitlement program that provides funds to assist states in delivering social services directed toward the needs of children and adults
- **Substance Abuse Prevention & Treatment Block Grant** - part of the program includes transportation for pregnant women, individuals in recovery, and women with dependent children

- **Title V Maternal & Child Health Services Block Grants** - for promoting and improving the health and well-being of the nation's mothers, children, including children with special needs, and their families

State

- **State Councils on Developmental Disabilities, Protections, & Advocacy Systems** - work at the state level to protect individuals with disabilities by empowering them and advocating on their behalf

Local

- **United Way of Champaign County** - competitive, two-year long grant dedicated to creating long-lasting, measurable change in education, health or financial stability

Federal & State

- **Welfare-to-Work Grants** - various programs; provides welfare-to-work grants to states and local communities to help hard-to-employ welfare recipients move into lasting, unsubsidized jobs
- **Work Incentive Grants** - various programs; provides grant funds to consortia and/or partnerships of public and private non-profit entities to ensure programmatic access and streamlined, seamless service delivery for people with disabilities

National Organizations

- **AARP Community Challenge Grants** - funds projects annually that build momentum for local change to improve livability for all residents
- **NADTC Getting Ready to Innovate Grants** - annually funds planning projects that increase the availability and accessibility of community transportation services for people with disabilities and older adults