

PUBLIC TRANSIT HUMAN SERVICES COORDINATED PLAN

UPDATED SEPTEMBER 2012



Kalamazoo County is located in the heart of the Great Lakes region, midway between Chicago and Detroit at the intersection of I-94 and US131.

According to 2010 Census data:

- **Total population:** 250,331
- **Persons over the age of 65:** 12.4%
- **Persons with a disability:** 16.5% (2000 Census)
- **Persons who live below the poverty level:** 18.4%

PUBLIC TRANSIT / HUMAN SERVICES
COORDINATED PLAN

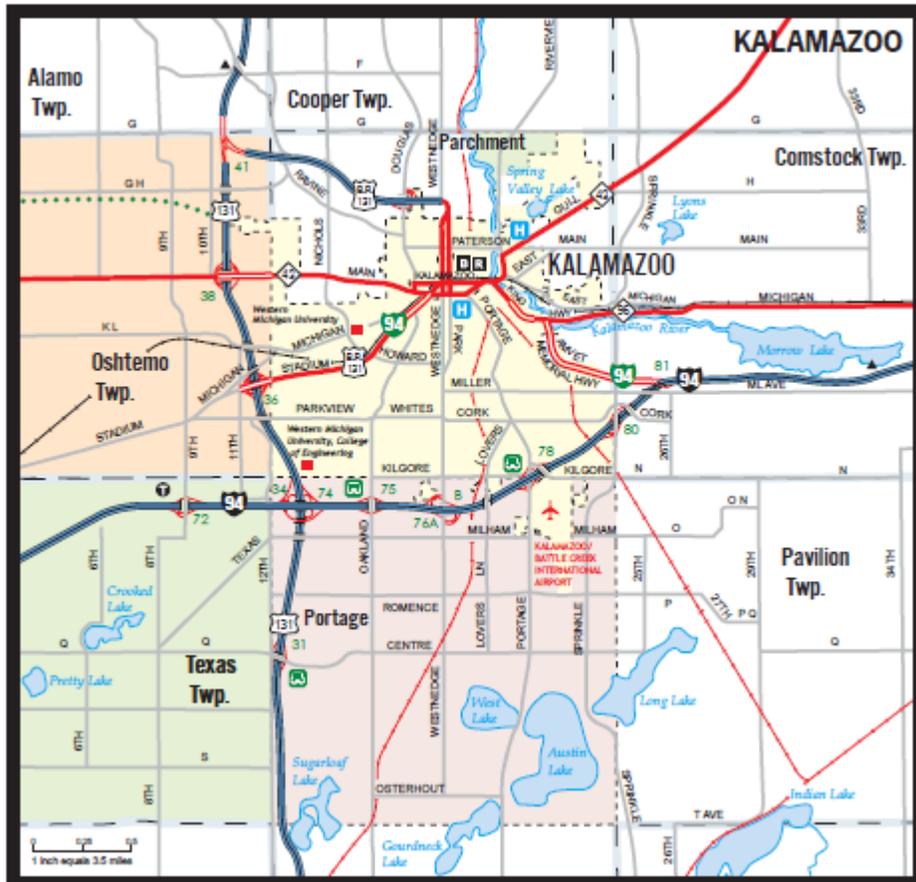
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INTRODUCTION

Public transportation in Kalamazoo County is at a crossroads. The demand for service is great. The system must adjust to meet the evolving transportation needs in the community. While the majority of citizens in Kalamazoo County do not regularly ride public transportation, a significant percentage of citizens depend on it. Often these riders are senior citizens, people with disabilities or people getting by on low incomes. With the economy pushing many to consider public transportation as an option, it becomes imperative that those providing services to vulnerable citizens (and that includes transportation providers) explore all options, both public and private, to find innovative solutions to the growing need for transportation.



PLAN OVERVIEW

The Public Transit/Human Service Committee (PHTS) of the Kalamazoo County Transportation Authority (KCTA) was given the task of overseeing the development of the coordinated plan to creatively address the transportation needs of senior citizens, people with disabilities and people on low incomes. This was in response to the transit provisions of the Federal Transportation Administration's (FTA) Safe, Affordable, Flexible, Efficient Transportation Equity Act- A Legacy for Users (SAFETEA-LU). The FTA requires a coordinated plan in order to receive funding under the following federal programs; Section 5310 – Elderly Individuals and Individuals with Disabilities, Section 5316 – Job Access Reverse Commute (JARC) designed to transport low income individuals to and from jobs, and Section 5317 – the New Freedom program which provides transportation services over and above ADA requirements for persons with disabilities. The following is the FTA definition of the plan for grant recipients.

“A coordinated public transit/human service transportation plan identifies the transportation needs of individuals with disabilities, older adults, and people with low incomes, provides strategies for meeting those local needs and prioritizes those transportation services for funding and implementation.”

The Michigan Department of Transportation (MDOT) administers the 5310, 5316, and 5317 programs for all areas under 200,000 in population (including Kalamazoo County). MDOT will certify to the FTA that transit agencies submitting projects for funding under these programs have developed a coordination plan, and that the projects have been derived from a local planning effort.

The Public Transit Human Services committee of the KCTA called stakeholders together, identified resources and needs and developed the plan. The KCTA, as the lead agency, must formally endorse the coordination plan and submit it to MDOT for formal certification by the Federal Transportation Administration.

The KCTA has agreed that regardless if federal funds are available for specific projects, the effort to coordinate public and private transit services with human service transportation needs can be a true, long-term benefit to the entire community.

The KCTA convened human service providers and transportation stakeholders from across the county who represent the interests of seniors, people with disabilities and people with low incomes, and to identify transportation needs of these population groups. These stakeholders assisted in identifying resources available in the County to meet those needs and to offer creative solutions to merge resources with needs. The assessment of resources, the description of need(s), and the creative effort to address those needs is the essence of the PHTS Coordinated Plan. The plan will be divided into the following sections:

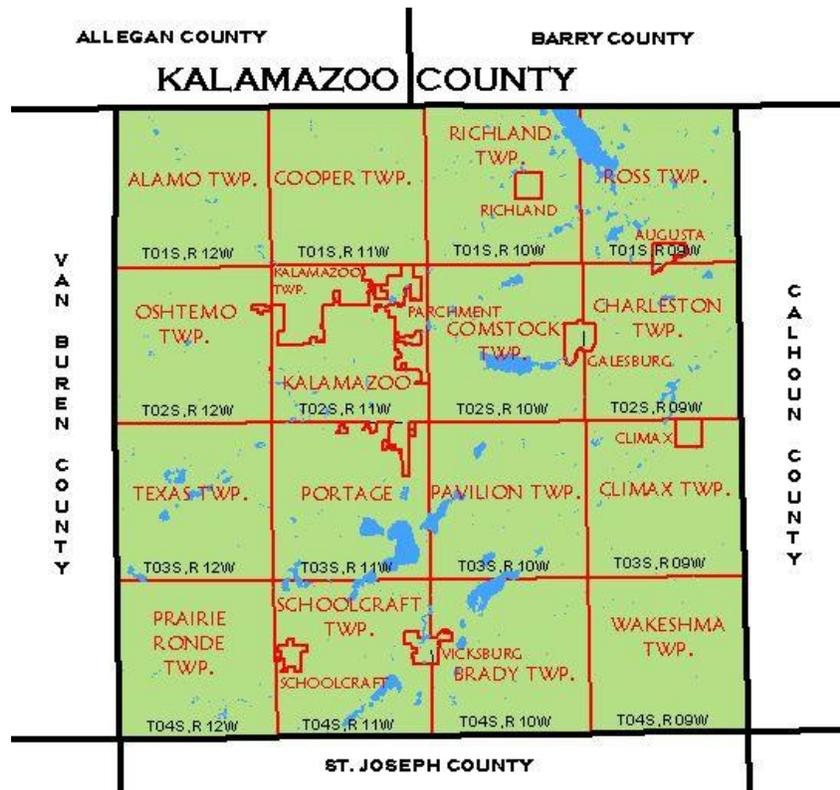
- 1) Plan overview; state and federal directives for the plan
- 2) Identification of Stakeholders and the process used to convene around the transportation issue
- 3) Countywide transportation resources and services offered
- 4) Identification of needs
- 5) Prioritization of needs (process used)
- 6) Addressing the prioritized needs (The Plan)
- 7) Ongoing assessment of the plan

KALAMAZOO COUNTY

Kalamazoo County is located in the southwest corner of Michigan. It measures 576 square miles and is bordered by Calhoun County to the east, Barry and Allegan counties to the north, Van Buren County to the west and St. Joseph County to the south. According to 2000 Census data, the population of Kalamazoo County is 244,153. The largest population center in the County is the City of Kalamazoo at 71,441, followed by the City of Portage at 46,475. In terms of at-risk population groups in Kalamazoo County, 11.4 % of the population is over the age of 65, 16.5% of the population has a disability (5 years and older), and 12% of the population live below the poverty level.

Public transportation in Kalamazoo County is provided by the City of Kalamazoo’s Metro Transit system. It consists of line haul bus service in the urbanized area with corresponding ADA required para-transit, door to door service. In addition, the system provides countywide demand/response service through the Metro County Connect program. This program has been transferred to City administration from the County via contract. Private transportation providers include taxi cab companies, charter bus companies and numerous non-profit agencies that provide transportation to the clients and consumers of their organizations.

In 2005, the Kalamazoo County Board of Commission created a countywide transportation authority that would absorb all public transportation, administration and operations. The Kalamazoo County Transportation Authority (KCTA) is working with the City’s Metro Transit system to achieve this transfer.



STAKEHOLDERS

The following organizations were convened by the KCTA, serving as the lead agency, to identify resources and human service transportation needs in Kalamazoo County:

- Area Agency on Aging Region IIIA
- Comstock Community Center
- Disability Network SW Michigan
- Douglass Community Association
- Community Action Agency (County Head Start)
- Friends of Transit
- Greater Kalamazoo United Way
- Gryphon Place (2-1-1)
- Kalamazoo Area Transportation Study (MPO)
- Kalamazoo County Government
- Kalamazoo County Health and Community Services Department
- Kalamazoo Community Mental Health and Substance Abuse Services
- Kalamazoo County Transportation Authority
- Kalamazoo Metro Transit
- MRC Industries (McKercher Rehabilitation Center)
- Portage Community Center
- Portage Senior Center
- Residential Opportunities, Inc.
- Senior Services Inc.
- Shepherd's Center (Volunteer Transportation Service)
- South County Community Services

Stakeholders were invited based on the population served, transportation service provided, use of public transportation by their constituencies, and county geographic location. The stakeholder meetings began in 2007. Each was given a Transportation Assessment Form (**Attachment A**) that compiled information on each agency's transportation capacity and unmet needs.

COUNTY TRANSPORTATION RESOURCES

Based on the information collected via the Transportation Assessment Form and discussion at Stakeholder meetings, the following grid lists the transportation capacity of the stakeholder agencies and companies.

	# of Vehicles	Rides / Month	Seating Capacity	Fare	Hours in Operation	Are Vehicles Wheel-chair Accessible?	Paid/ Volunteers
Shepherd Center (Volunteer Senior Transportation 383-1122)	0 (volunteers provide the vehicles)	210	1	Suggested donation \$5 per round trip	Medical 8:30am-4:30pm M-Th; Non-Medical 8:30am-4:30pm W-Th	No	Volunteers
Portage Senior Center (329-4555)	1	100-150	14	Donation	8:30am-1:30pm M-F	No	Volunteers
MRC Industries (McKercher Rehabilitation Center; 343-0747)	8	1,878 (round trip)	7 to 15	0	8:30am- 3:30pm Occasional weekend and evening	Yes (2 vehicles)	Paid
Senior Services Inc. (382-0515)	1	300	9	Contributions	8:30am-5:00pm M-F	No	Paid
South County Community Services (649-2901)	0 (volunteers provide the vehicles)	15	N/A	Donations	Varies	No	Volunteers
KCHCS (Health and Community Services Dept; 373-5280)	16 Head Start buses	1,200 in Head Start (CAB bus trips not counted)	28/ vehicle	0	7:00am-5:00pm M-Th (Head Start)	No	Paid

	# of Vehicles	Rides / Month	Seating Capacity	Fare	Hours in Operation	Are Vehicles Wheel-chair Accessible?	Paid/ Volunteers
Kalamazoo Metro Transit <i>Community Service Van</i> (337-8858)	6	1,280	6-7	No fare	24/7	Yes	Paid and Volunteers
Kalamazoo Metro Transit <i>Care-A-Van</i> (337-8220)	17	5,600	22	Tiered \$3.35 for certified disabled and elderly	6:00am–10:00pm M-F	All vehicles have lift equip.	Paid
Kalamazoo Metro Transit <i>Metro Van</i> (337-8477)	15	4,700	9	\$2.70 with certification	6:00am–10:00pm M-Sa	All vehicles have lift equip.	Paid
Kalamazoo Metro Transit <i>Line Haul Service</i> (337-8222)	37	23,800	35	\$1.35 (\$0.65 for elderly/disabled)	6:00am–10:00pm M-Sa	All vehicles have lift equip.	Paid
Bronco Transit (387-2200)	6	50,000	45 or 86 standing	Free on campus / student, staff, and faculty only	7:00am–10:00pm during the WMU School Year	All vehicles have lift equip.	Paid
Pride Care Ambulance (343-2222)	10	1,000 (excluding Care-A-Van and Metro Van)	2-16	\$45-\$55 round trip (depends on membership)	24/7	Yes	Paid
Life EMS (343-5433)	9	950	2 wheel-chairs plus 3 more seats	\$70 round trip (members receive 26% discount)	24/7	Yes	Paid
Life Care Ambulance (731-4400)	8 full-sized, ADA compliant vans	400	2-4	Up to \$65 depending on service / distance (members receive 20% discount)	7:00am-8:00pm Transit services for wheelchair accessibility	Yes	Paid

	# of Vehicles	Rides / Month	Seating Capacity	Fare	Hours in Operation	Are Vehicles Wheel-chair Accessible?	Paid/ Volunteers
Bigg Baby Taxi Co. (552-5555)	7 vans & 3 limos	3,600	Vans hold 7 people	\$6 + \$0.50 per mile (seniors and the disabled get 10% discount)	24/7	No	Contractors are paid
K's Taxi (343-3008)	5	2,250 during school year; otherwise 750	Cars-4; vans-7; big vans-11; limos-10	In city: \$5 for first 2.5 mi.; then \$2 per mile (group rates available)	24/7 during school year; otherwise 6:00am-12:00am	Yes, if rider can get out of their chair/door-to-door service is also available	Limo drivers are paid; other drivers receive tips
Indian Trails Bus Line (337-8201)	17 on local route, 5 to major hubs (77 vehicles system wide)		29-56	Varies depending on day of travel, destination and day of ticket purchase	Ticket sales 8:00am-6:00pm; Travel depends on trip schedule	If arranged with the ADA division of Greyhound, 48hrs in advance (800-752-4841)	Paid
B & W Charters (345-4222)	9	Seasonal (May-all buses are out; in Jan, sometimes no buses are out)	Max. 56	Depends on destination	Travel hours are customer driven; Office hours 8:30am-5:30pm M-F;	No	Paid

UNMET NEEDS

The following list was compiled in 2007 and amended in 2009.

Public Sector Responsibility

- Bus access for 2nd and 3rd shift workers
- Same day service (for demand/response service)
- Inter-county trips
- User friendly bus shelters (snow removal, lights, etc.)
- Regular routes in parts of county not served by line haul
- Link rural areas to line haul routes
- More token machines
- Merge MetroVan and Care-A-Van
- Expanded use of Community Service Vans

Public/Private Sector Collaboration

- Lack of awareness of public transportation and the availability of transportation throughout the county
- Trip brokerage
- Travel trainers
- A system to help new riders learn to ride
- Children to and from daycare
- Sunday service
- Evening hours for cultural events
- Door-to-door service (demand/response)
- Adopt-a-Shelter program

NEEDS ADDRESSED

In 2008/2009 certain transportation needs impacting seniors, people with disabilities and people on low incomes were addressed or are in the process of being addressed. The **Bold** sections below have been added as part of the 2012 update.

- **Expanded Service Hours**

The KCTA approved the expansion of Care-A-Van hours to mirror the hours of operation for the Metro Transit line haul service. Metro County Connect is the countywide demand response system. Before the expansion, the system ran from 7 a.m. to 6 p.m., Monday through Friday; the new service hours are Monday through Saturday, 6 a.m. to 10 p.m.

- **Public Awareness**

Friends of Transit (FOT) is a coalition of organizations and citizens who believe public transit is vital for economic growth and community well-being by providing access to jobs, medical care, education, shopping, recreation, and religious and civic events. FOT, with help from Kalamazoo Community Foundation, developed a public education model designed to educate people on how to ride the bus and to create awareness in County residents of the importance of public transit. FOT produced videos to emphasize the public education model. Those videos are currently posted on the KCTA website. This issue ranked high in the initial prioritization list for the Plan and has been accomplished on a limited basis.

- **Merging Demand/Response Systems**

The current vendor, Apple Bus, provides both the ADA para-transit component for the line haul service (MetroVan) and the demand/response service for all of Kalamazoo County (Care-A-Van). On November 1, 2009, both service components were combined under one contract, effectively merging the two similar programs. Apple Bus was selected through a competitive bidding process and began providing the consolidated service in November, 2009. Bringing these two demand/response services together has created less confusion for the rider and allowed for more creative scheduling of the service, creating efficiencies and increasing ridership. Both MetroVan and Care-A-Van (now known as Metro County Connect) are used primarily by individuals with disabilities and senior citizens. This issue was a top priority in the Plan.

- **Technical Improvements**

Public transit in Kalamazoo County is investing in the technology necessary to improve service and increase ridership. That investment includes an Intelligent Transportation System Project. This project will allow for the addition of an Automated Vehicle Location System (AVL) on each vehicle, along with scheduling software that will allow real time scheduling, which will make same day service for demand /response a reality in 2010. Demand/Response service currently requires scheduling a minimum of 24 hours in advance. Incorporating same day service will increase access for at-risk riders that could result in increased ridership. **It was anticipated that the addition of the AVL technology and the subsequent scheduling improvements will be complete by January 2013. The new technology will work in conjunction with a newly designed website to be released at the same time the AVL technologies become available to the public. This website will feature real-time bus location allowing passengers to determine the location of their buses and the expected arrival/departure times for their specific stops.**

The following item has been categorized as completed as part of the 2012 update.

- **Door-to-Door Service (or Origin-to-Destination Service)**

The Federal Department of Transportation's ADA regulation provides that a complimentary para-transit service for ADA eligible persons shall be "origin-to-destination". It is no longer defined as "door-to-door" or "curb-to-curb" service. In order to achieve this newly defined objective, service provision may need to go beyond the traditional curb-to-curb service. The needs of the system to provide timely, effective service are taken into account with this regulation. No undue burden will be imposed on the provider. On the other hand, a transportation provider cannot impose a policy to prohibit service beyond the curb if it is possible and warranted. This priority ranked high due its criticality to seniors, Low Income Individuals and People with Disabilities, as well as Improvement to Customer Service and Universal Design/Ease of Use. "Origin-to-Destination" service, has been formalized by the system.

PROCESS AND CRITERIA FOR PRIORITIZATION
DECISION-MATRIX METHOD (ATTACHMENT B)

A criteria system was utilized to prioritize which needs should be addressed first. This system was collaboratively developed by KCTA board members and key leaders representing senior issues, individuals with disabilities and individuals with low incomes. Criteria 1-9, listed below, are prioritized in order of weight. (Critical to At-Risk Populations receiving the highest weight, Ease of Implementation receiving the lowest weight)

1. Critical to At-Risk Populations
2. Funding Availability
3. Potential to Increase Ridership
4. Improvement to Customer Service
5. Least Costly
6. Sustainability
7. Universal design, Ease of Use by All
8. Local Economic Impact
9. Ease of Implementation

Priorities (listed in no specific order)

- Service for expanded work hours
- A system to help new riders learn to ride
- Sunday transportation
- Same day service
- Evening hours for cultural events
- Door-to-Door (or Origin-to-Destination) service
- Inter-county trips
- Linking rural areas to line haul
- Children to and from day care
- Linking individuals with transportation, brokerage service 2-1-1
- Increase awareness of public transportation throughout county
- Snow removal at bus stops and shelters
- Bus stop & shelter improvements
- Agency adopt a bus stop/shelter
- Merge MetroVan and Care-A-Van
- Expansion of Community Service Vans

OBJECTIVES AND STRATEGIES (ELEMENTS OF THE PLAN)

Based on the established weighted criteria, the following objectives were developed and prioritized to address needs as identified by stakeholders for inclusion in the coordinated plan. Items in **Bold** are updated as part of the 2012 document.

In Progress 2012

1. Increase Awareness of Public Transportation Throughout Kalamazoo County

This strategy speaks to the development of a consistent, ongoing, and accessible public awareness campaign designed to create awareness in the community on the benefits and importance of public transportation throughout Kalamazoo County. This strategy addresses most of the identified criteria with emphasis on the Potential to Increase Ridership, Low Cost, Universal Design, Sustainability, and Ease of Implementation.

An updated strategy on this priority is the development of a Travel Training/Mobility Management program to assist riders in moving from demand/response ridership to line haul and to assist individuals in overcoming barriers to riding public transportation. In addition, there has been a concerted effort over the past year by Kalamazoo Metro Transit, the KCTA and the Disability Community to explore the feasibility of Travel Training/Mobility Management in the community.

Another strategy is to facilitate cross-marketing and collaborative opportunities with non-profit organizations. For example, providing thorough public transit information to Gryphon Place for distribution through the 2-1-1 Help-Line.

Status:

- In 2010, the KCTA contracted with a local firm to engage the public in discussions about public transit and create awareness of the benefits of the system.
- **The Travel Training/Mobility Management program was funded for 2012 and is included in the 2013 Transportation Improvement Program. A Mobility Manager was hired by Metro Transit in April 2012. The focus of the Mobility Manager will be to define, market and implement the framework of the program.**
- **Metro Transit developed a marketing campaign to bring attention to Dump the Pump Day on June 21, 2012 in order to get people out of their cars on onto public transportation.**
- **Friends of Transit, the KCTA and Metro Transit are working in cooperation to develop an on-going outreach program.**

2. Bariatric Lift Capacity

Over the past year service providers in the community have referenced the need for vans capable of transporting individuals suffering from obesity. Currently, there is not the capacity in the community to transport these individuals.

Status: **Two Metro County Connect vans and two Community Service Vans have been ordered with lifts that will have capacity for up to 1,000 pounds. The new vans are anticipated to be in service by October 1, 2012.**

3. Inter-County Trips

Public transportation riders have indicated a need to travel between counties, which would utilize two or more transit systems. While inter-county agreements are a reality in the public transportation business (and soon may be required in some instances), the need for these trips has yet to grow. The concept of regionalization is being discussed to realize possible administrative efficiencies which could lead to an increased emphasis on this issue.

The Potential to Increase Ridership is a critical criterion for this issue.

Status: Inter-county agreements are in place.

4. Bus Stop and Shelter Improvements (Snow Removal, Accessibility, Adopt-a-Shelter, etc.)

Federal American Recovery and Reinvestment Act of 2009 (ARRA) funds were earmarked for shelter improvement throughout the public transit service area. Existing shelters are not consistently accessible and “friendly” to riders, specifically to seniors and people with disabilities. Accessible shelters and bus stops that provide essential transit knowledge to the rider will improve ridership and be seen as customer friendly. **One area of focus should be signage for bus stops that the signs should have a unique identifier (Braille or unique post) that indicates the location of bus stops for individuals that are visually impaired. At the Transit Center, enhanced and consistent audible notification of key bus departure and arrival information is needed.**

The concept of organizations or individuals adopting a bus shelter will ensure they are kept clean, clear of snow and accessible to all riders. Ease of Use/Universal Design, Improvement of Customer Service, and the Potential to Increase Ridership were key criteria for this priority.

Bus stops and shelters include increased placement of benches. In addition, signage at bus stops should be enhanced to provide more information to the user. Specifically, signage should include a route map, system map and schedule.

Status: An Adopt-A-Shelter program was initiated in 2010. Efforts are underway to assess all the bus stops in the system for their compliance with ADA regulations. **A study through Kalamazoo Area Transportation Study (KATS) will be conducted to identify and assess all bus stops within the system. It is anticipated the study will be completed by December 2013. The results of the study will shape future priorities and capital improvement programs for addressing bus stops throughout the region. Kalamazoo Metro Transit recently completed replacement and upgrade to 70 shelters in the system.**

5. Expansion of the Community Service Van Program

The Community Service Van program is a component of the demand/response service provided by the City of Kalamazoo’s Metro Transit system. There are 6 vans available to community organizations through a reservation system to provide special transit services to groups within their organizations. The vans are frequently utilized by area churches, non-profit organizations and the

veterans' service office. Organizations provide volunteer drivers and incur no additional expense. As knowledge of the program increases, there is a corresponding increase in demand countywide. Expanding this program would require additional vehicles, a capital expense for Metro Transit. Key criteria: Least Costly, and Potential to Increase Ridership.

Status: Kalamazoo Metro Transit plans to increase the number of Community Service Vans from 6 to 9. **Currently, efforts are underway to physically locate vans at the South County Community Services facility in Vicksburg and with the City of Portage with significant use by the Portage Senior Center.**

Future Goals – Identified In Previous Plans

1. Brokerage Service

This strategy helps link the transportation needs of Kalamazoo County citizens with available transit resources, public and private. Such a concept would eliminate barriers for some citizens in accessing available transportation resources. It would also make better use of available private resources within the community. This objective was prioritized based on its connection to multiple criteria (Potential to increase Ridership, Sustainability, Improvement to Customer Service, Critical to At-Risk Populations, and Funding Availability).

Status: Currently unavailable.

2. Expanded Service Hours

In 2008 the demand/response program expanded its service hours to match those of the line haul system (6:00 a.m. – 10:00 p.m. 6 days a week). This need addresses at least three reasons for extending service hours even further. Third shift workers and other individuals needing public transportation do not have access after 10:00 p.m. (for work, cultural events, entertainment, etc.). Sunday service has also been identified as a need and is currently not provided. These identified needs represent quality of life issues. Criteria associated with this strategy include: Potential to Increase Ridership, Critical to At-Risk Populations, and Improvement to Customer Service. **In addition, Sunday service should be considered as part of expanded service hours. A Sunday expansion does not necessarily need full operation of the fixed-route system but perhaps limited fixed-route service or Metro County Connect service.**

Status: These changes will be addressed should additional local funding become available.

3. Linking Rural Areas to Line Haul

A common theme for citizens living in the rural areas of Kalamazoo County is a service option linking them with the line haul routes in the urban area. In its numerous meetings with community stakeholders, KCTA Board members and transportation advocates have heard this idea repeatedly. The Comprehensive Operational Analysis to be performed for the Metro Transit system will be a helpful guide on this issue and may indicate where such service is viable. Improved Customer Service and Potential to Increase Ridership are among the key criteria.

Status: These changes can be considered with an increase in local funding.

4. Transporting Children To and From Day Care

The availability of day care is crucial to low income families struggling to provide for their families. Quality, accessible day care and pre-school are essential to single parent households. Transportation to and from day care may be pivotal in the parent's ability to work and in the child's development. Both the public and the private sectors need to assess such a service and overcome the barriers that limit the provision of it. Key criteria are Criticality to Seniors, Low Income Individuals and People with Disabilities, and Improvement to Customer Service.

Status: Provided through some school systems, Head Start, and limited private day care providers.

Future Goals – Identified In 2012

1. Identify Unmet Needs for Linking Employers with Potential Employees

One key benefit of public transportation is to link individuals with employers. Data and input should be obtained from both employees and employers on the demand and needs of these groups for public transportation services. Based on the data and input, specific strategies can be identified to better meet the public transportation needs of employers and employees. The ability to travel to and from work is an essential component of community and individual wellness and can be a positive component in decreasing poverty levels. A specific action may include partnering with organizations like the Michigan Department of Human Services, Michigan Works, Kalamazoo Regional Educational Service Agency and others.

2. Bus/Community Safety

Programs need to be identified to address real and perceived safety issues related to ridership, the Transit Center, automobile/bus interactions and pedestrian/bus interactions.

ASSESSMENT AND ADOPTION OF THE COORDINATED PLAN

A subcommittee of the KCTA is proposed to oversee the progress of the Coordinated Plan. The subcommittee shall be made up of key stakeholders with a vested interest in the long term success of transit, both private and public in Kalamazoo County. Included on that sub-committee will be a representative rider(s) of the system and a member of the Local Advisory Committee for Metro Transit, as well as representatives from county non-profit organizations that need or provide transportation for their consumers. The sub-committee shall meet twice a year and review progress made in addressing the agreed upon priorities and related objectives and strategies, recommend needed updates to the plan, reset priorities if necessary, and provide input on grant applications through the JARC and New Freedom programs as well as other applicable funding sources.

The Coordinated plan must first be endorsed by the PTHS Task Force followed by the KCTA Board and area Metropolitan Planning Organization (KATS) prior to submitting it to MDOIT and finally to the FTA for approval.

Each proposed component of the Coordinated Plan is a service addition designed to enhance the overall performance of the system. The system references transportation provided through both the public and private sectors. Each requires resources over and above what is currently allocated to the system from current funding sources.

CONCLUSIONS

The Kalamazoo County Public Transit Human Service Coordinated Plan is a comprehensive view of transportation needs in Kalamazoo County, Michigan, and is an assessment of resources both public and private to address needs, a prioritization of those unmet needs in the community, and a set of strategies to address them with special focus on the needs of senior citizens, individuals with disabilities, and individuals with low incomes.

A prioritization of the plan is an effort to increase awareness of the transportation resources available to at risk populations in the community, strategies to link these populations with available resources and services and to do so in a customer friendly fashion that ensures an increase in ridership.



Transportation Assessment Form

Please complete this form and send to the Kalamazoo County Transportation Authority, or FAX to (269) 337-8211.

Organization name:

Contact person, phone, and e-mail:

Type of transportation services provided or purchased (e.g. employment, medical, shopping, etc.):

Customers served (seniors, individuals with disabilities, individuals with low incomes, others):

If your organization owns or leases vehicles to transport consumers:

Number of vehicles owned/leased _____

Number of rides provided per month _____

Total seating capacity of your vehicles _____

Do you charge riders a fare _____

Hours and days transportation is available _____

Number of vehicles handicapped accessible _____

Are drivers of your agency vehicles paid or are they volunteers?

What are the most critical transportation needs facing the customers of your agency? (Seniors, people with disabilities, and or low incomes). Please prioritize those needs.

1. _____
2. _____
3. _____

What unmet transportation needs do you see in the community?

Thank you for sharing this information about your organization.

ATTACHMENT B: DECISION MATRIX

Options	Criteria	Ease of Implementation	Least Costly	Universal Design / Ease of use by all	Sustainability	Improvement to Customer Service	Potential to Increase Ridership	Local Economic Impact	Funding Availability	Critical to Seniors, Low-Income, PWD
	Criteria Weight	1	5	3	4	6	7	2	8	9
Service for expanded work hours	A	A	A	A	A	A	A	A	A	A
A system to help new riders learn to ride	B	B	B	B	B	B	B	B	B	B
Sunday transportation	C	C	C	C	C	C	C	C	C	C
Same day service	D	D	D	D	D	D	D	D	D	D
Evening hours for cultural events	E	E	E	E	E	E	E	E	E	E
Door to door service	F	F	F	F	F	F	F	F	F	F
Inter-county trips	G	G	G	G	G	G	G	G	G	G
Linking rural areas to line haul	H	H	H	H	H	H	H	H	H	H
Children to and from day care	I	I	I	I	I	I	I	I	I	I
Linking individuals with transportation, brokerage service 2-1-1	J	J	J	J	J	J	J	J	J	J
Increase awareness of public transportation throughout county	K	K	K	K	K	K	K	K	K	K
Snow removal at bus stops and shelters	L	L	L	L	L	L	L	L	L	L
Bus stop & shelter improvements	M	M	M	M	M	M	M	M	M	M
Agency adopt a bus stop/shelter	N	N	N	N	N	N	N	N	N	N
Merge MetroVan and Care-A-Van	O	O	O	O	O	O	O	O	O	O
Expansion of Community Service Vans	P	P	P	P	P	P	P	P	P	P

From Wikipedia, the free encyclopedia:

“The **decision-matrix method**, also **Pugh method**, is a quantitative technique used to rank the multi-dimensional options of an option set. It is frequently used in engineering for making design decisions but can also be used to rank investments options, vendor options, product options or any other set of multidimensional entities.

A basic decision matrix consists of establishing a set of weighted criteria upon which the potential options can be decomposed, scored, and summed to gain a total score which can then be ranked.

The advantage of this approach to decision making is that subjective opinions about one alternative versus another can be made more objective. Another advantage of this method is that sensitivity studies can be performed. An example of this might be to see how much your opinion would have to change in order for a lower ranked alternative to out rank a competing alternative.”

ATTACHMENT C: MAPS

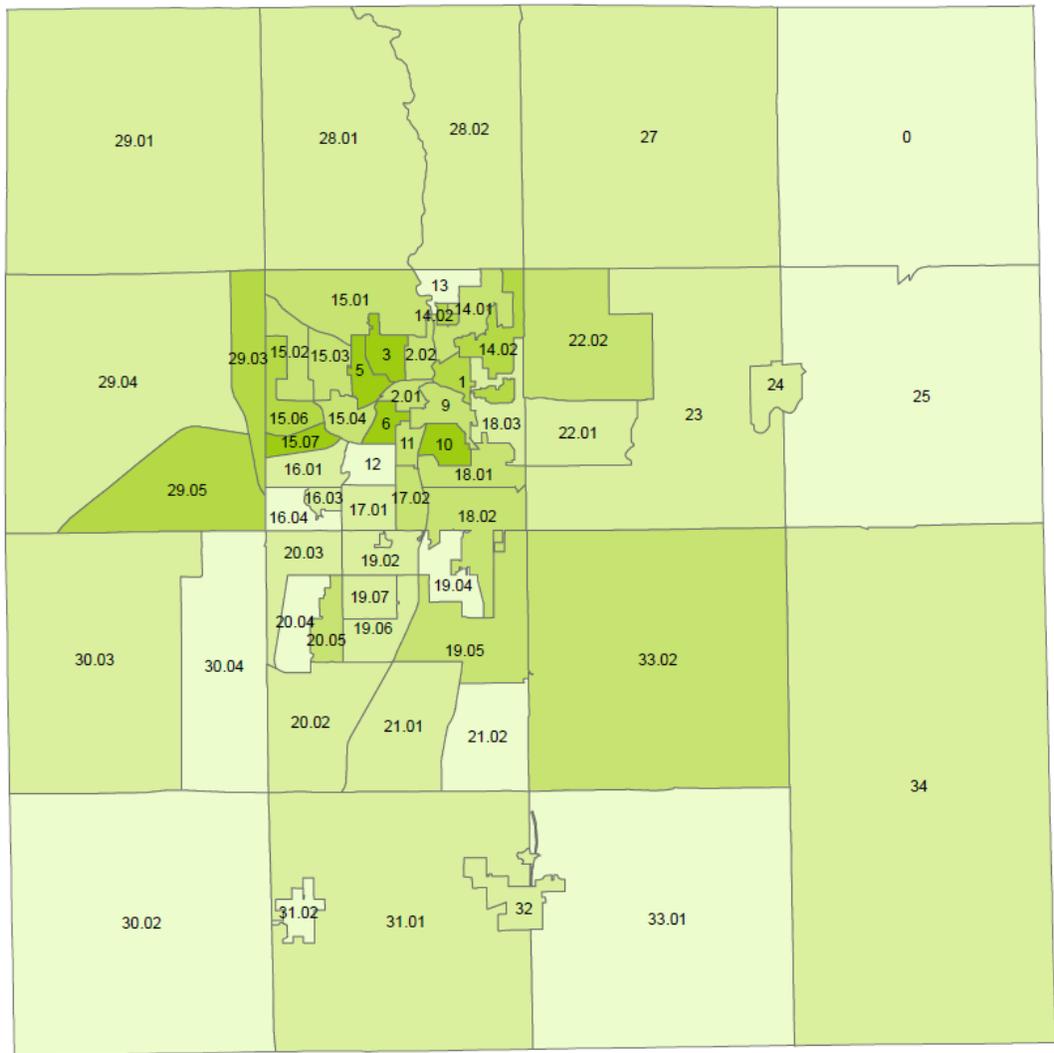
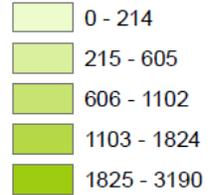
Number of Persons Living Below 150 Percent of Poverty Kalamazoo County Census Tracts

Kalamazoo County Health and Community
Services Department assumes no legal
responsibility for the information contained in these maps.

Data Source:
Michigan Center for Geographic Information (CGI)
www.michigan.gov/cgi
2000 Census of Population and Housing, Summary File 3
<http://factfinder.census.gov>



Number of Persons

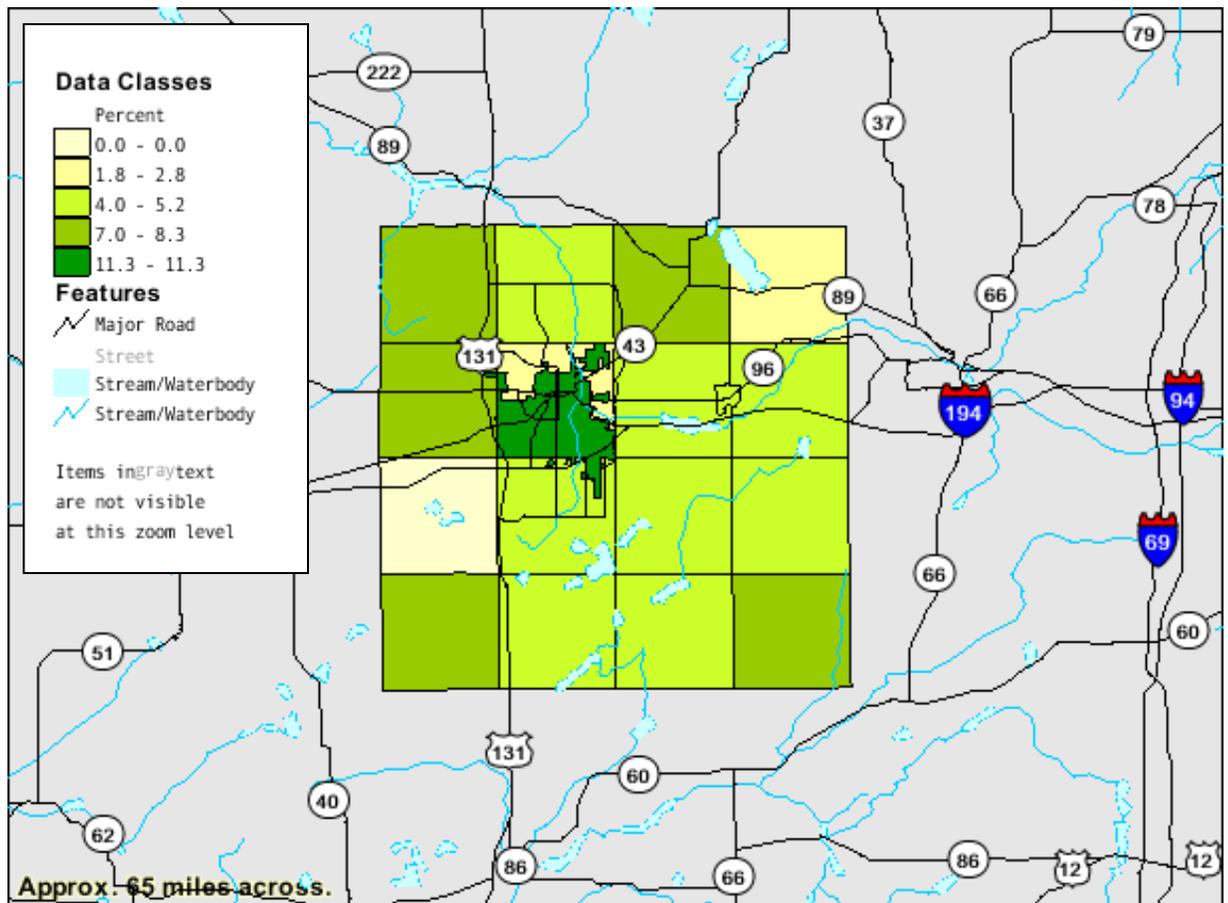


TM-P068. Percent of Persons 65 Years and Over Below the Poverty Level in 1999: 2000 ?

Universe: **Population 65 years and over**

Data Set: **Census 2000 Summary File 3 (SF 3) - Sample Data**

Kalamazoo County, Michigan by County Subdivision

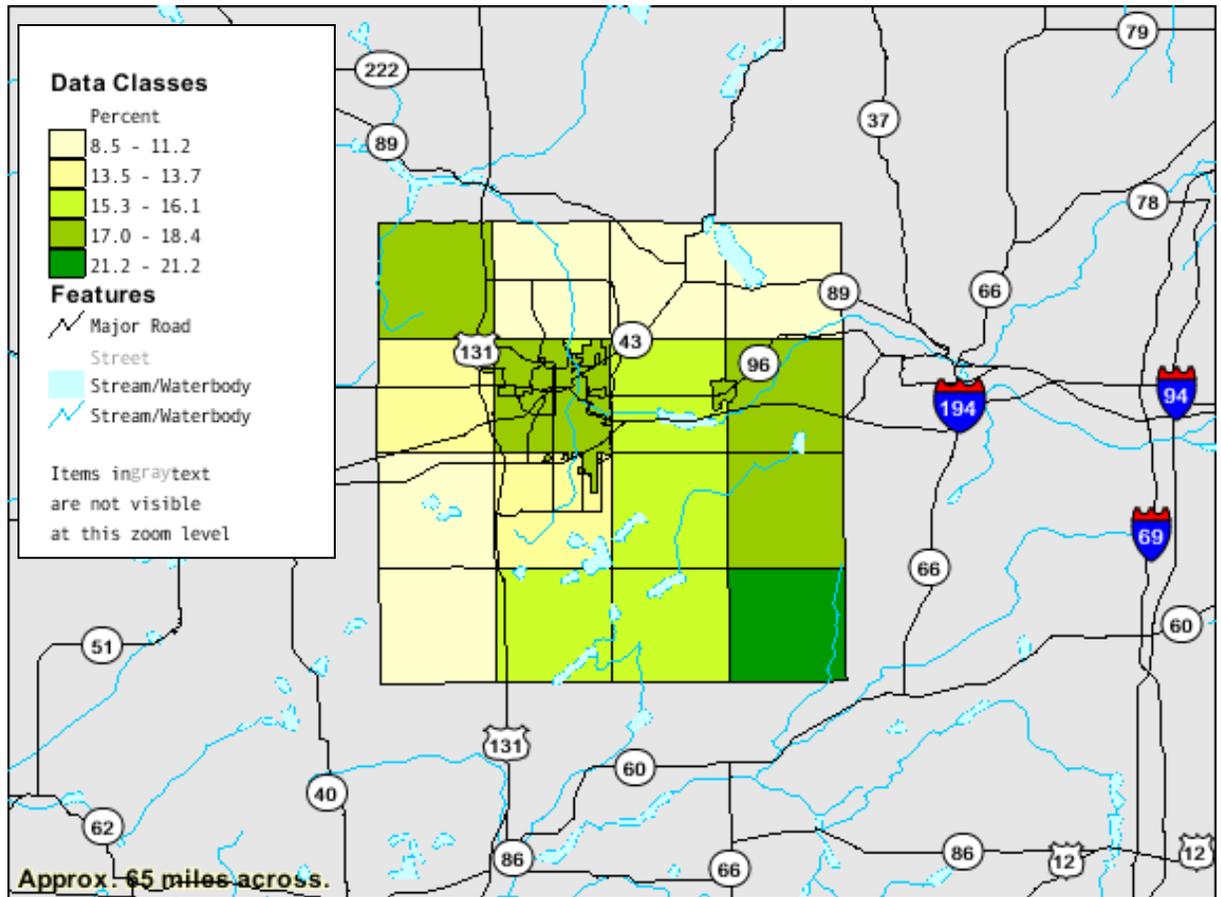


TM-P046. Percent of Persons 21 to 64 Years With a Disability: 2000 

Universe: **Civilian noninstitutionalized population 21 to 64 years**

Data Set: **Census 2000 Summary File 3 (SF 3) - Sample Data**

Kalamazoo County, Michigan by County Subdivision

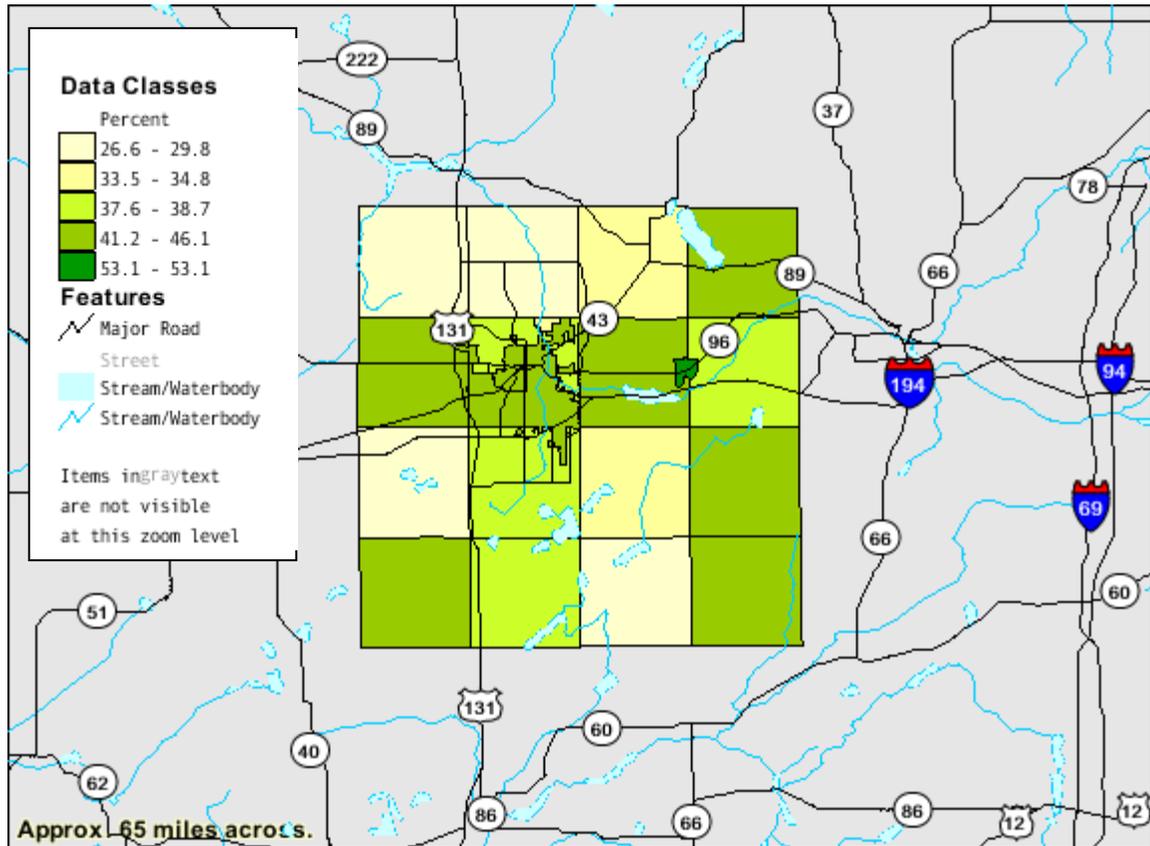


TM-P047. Percent of Persons 65 Years and Over With a Disability: 2000 

Universe: **Civilian noninstitutionalized population 65 years and over**

Data Set: **Census 2000 Summary File 3 (SF 3) - Sample Data**

Kalamazoo County, Michigan by County Subdivision



ATTACHMENT D: ABBREVIATIONS

ADA – Americans with Disabilities Act

ARRA – American Recovery and Reinvestment Act

AVL – Automated Vehicle Location System

FOT – Friends of Transit

FTA – Federal Transportation Administration

KATS-MPO – Kalamazoo Area Transportation Study-Metropolitan Planning Organization

KCHCS – Kalamazoo County Health and Community Services Department

KCTA – Kalamazoo County Transportation Authority

JARC – Job Access Reverse Commute

LAC – Local Advisory Committee

MDOT – Michigan Department of Transportation

MRC Industries – McKercher Rehabilitation Center

PTHS – Public Transit Human Services

ROI – Residential Opportunities, Inc.

SAFETEA-LU – Safe, Affordable, Flexible, Efficient Transportation Equity Act-A Legacy for Users