

ROWAN COUNTY & CITY OF SALISBURY LOCAL COORDINATED PLAN PUBLIC TRANSPORTATION PLAN



Public Meetings - February 16 & 18, 2010

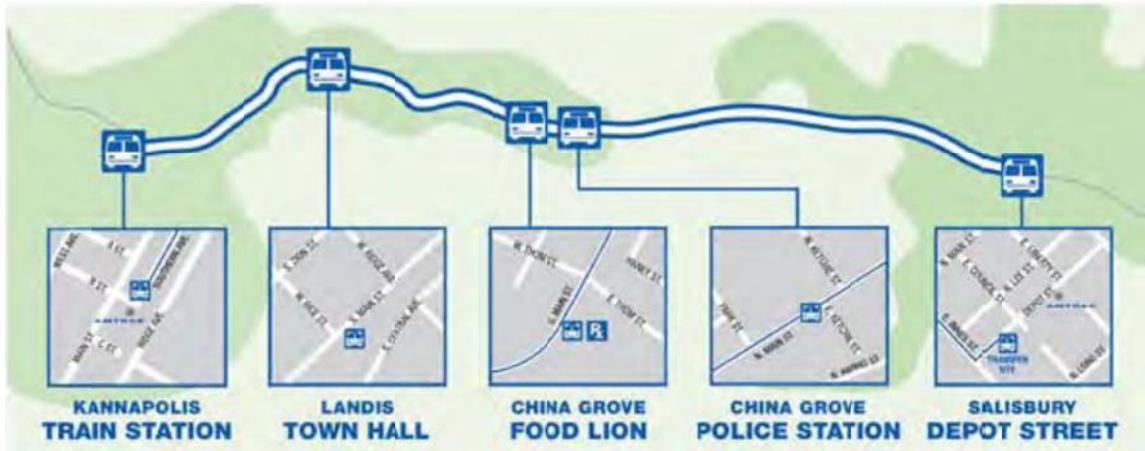
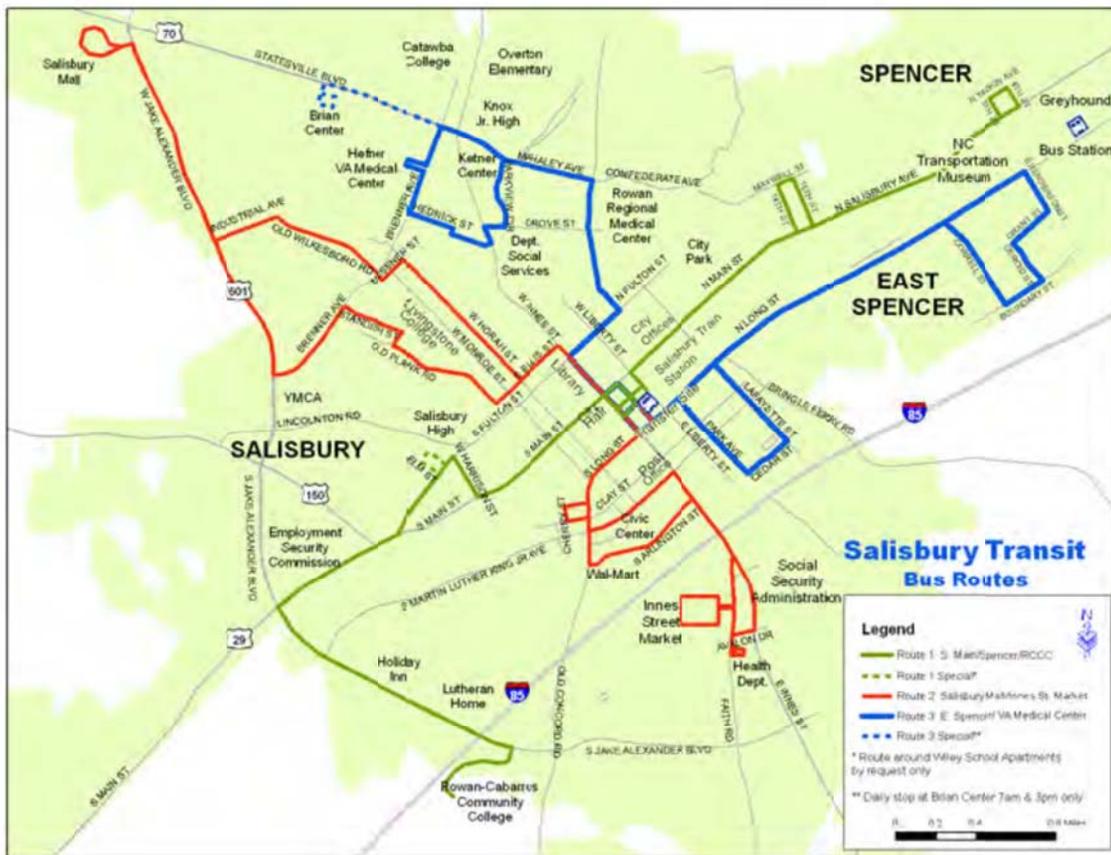


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EXECUTIVE SUMMARY

The North Carolina Department of Transportation (NCDOT) and the Federal Transit Administration (FTA) have both made a commitment to trying eligibility for various Federal transit funds and programs to approved coordinated comprehensive transit plans created by local transit agencies. NCDOT, Rowan County, City of Salisbury and participating transportation providers committed to conducting the planning process consistent with FTA guidance.

A second reason for conducting this planning process was the dramatic rise in fuel prices, as well as congestion and commute times for area workers. Public transportation, in addition to car and van pooling, is increasingly viewed as an alternative to driving alone. The dramatic rise in ridership for the area's express bus routes is an example of this new demand. The area public transportation providers have struggled with trying to provide commuter-oriented services while continuing to serve their traditional transit-dependant populations.

The planning process identified opportunities for efficiencies through coordination, as well as improved marketing to increase utilization of existing services. It also identified logical linkages with existing transit services to help create a truly regional system.

This plan makes reasonable recommendations for new services to meet the identified needs of a variety of populations. When implemented, it will provide a range of options to help residents and workers in the Study Area travel for their daily needs.

I. FEDERAL REGULATORY BACKGROUND

For more than twenty years, the federal government has been working to better coordinate human service transportation activities it funds.

In 1985, during an oversight hearing on Rural Transportation, Congress heard testimony prompted by concerns of the lack of federal coordination between programs, such as the Department of Health and Human Services (HHS) and the Department of Transportation (DOT).

Aiming to better coordinate activities, the Secretaries of HHS and DOT signed an agreement establishing the Joint DOT/HHS Coordinating Council on Human Service Transportation (CCHST) in 1986. Since the CCHST's creation, the CCHST has concentrated efforts to identify barriers to coordinated transportation. At one time, the agencies identified sixty-four factors that transportation and human service representatives believed were barriers to transportation coordination. Barriers included uncertainty regarding federal responsibilities for transportation, fragmented accounting and reporting procedures, uncertainty in using resources for recipients other than program constituents, and prohibition against charging fares under the Older Americans Act.

To further support coordination, Congress included several provisions in its 1998 passage of the Transportation Equity Act for the 21st Century (TEA –21), Public Law (PL) 105-178. Most notable was the provision to require Job Access and Reverse Commute (JARC), predecessor program to today's JARC program, projects to be part of a coordinated public transit–human services transportation planning process.

In February 2004, President George W. Bush released an Executive Order on Human Service Transportation Coordination to improve assistance to those who are transportation disadvantaged. The Executive Order aims to implement coordination of transportation services to operate in the most cost effective and time efficient manner possible.

Within the February 2004 Executive Order, the President established the Interagency Transportation Coordinating Council on Access and Mobility (CCAM).

The functions of the CCAM are to:

- Promote interagency cooperation
- Establish appropriate mechanisms to minimize duplication and overlap of federal programs and services so that transportation-disadvantaged persons have access to more transportation services
- Facilitate access to the most appropriate, cost-effective transportation services within existing resources
- Encourage enhanced customer access to the variety of transportation and resources available
- Formulate and implement administrative, policy, and procedural mechanisms that enhance transportation services at all levels

CCAM includes leadership from eleven federal departments:

- DOT
- HHS
- Labor
- Education
- Housing and Urban Affairs
- Agriculture
- Justice
- Interior
- Veterans Administration
- Social Security Administration
- National Council on Disabilities

In May 2005, the CCAM issued a report to the President with recommendations for breaking down federal barriers to transportation for all transportation-disadvantaged populations. The report detailed action plans for each of the eleven federal agencies who comprise the CCAM. Additionally, in 2005 the CCAM launched the United We Ride website, www.unitedweride.gov.

While it has been a long process, the federal government is working to strengthen its coordination requirements for human service transportation activities. In August 2005, Congress included coordination provisions in the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU), PL 109-059. SAFETEA-LU specifically added a coordination requirement to the newly created Elderly Individuals and Individuals with Disabilities Program (5310), Job Access Reverse Commute Program (5316), and New Freedoms Program (5317). FTA requires projects funded through the Section 5310, 5316, and 5317 programs be derived from a locally developed Coordinated Human Service Transportation Plan (CPT-HSTP).

A CPT-HSTP identifies the transportation needs of individuals with disabilities, older adults, and people with low incomes. It provides strategies for meeting local needs, and prioritizes transportation services for funding and implementation. A CPT-HSTP uses all available resources to supply transportation services efficiently and without redundancy in trips. Development of the CPT-HSTP must have the input and cooperation of transit agencies, social service agencies, community agencies, and the public.

In 2006, the CCAM issued two policy statements that take important steps to bring federal programs together to help people with disabilities, older adults, and lower income families get the transportation they need for their day-to-day mobility.

The CCAM policy statements focus on two key areas: (1) coordinated human service transportation planning and (2) vehicle sharing. These policies support communities and organizations receiving federal funding to plan transportation services together and to share resources. The policies were included as part of the

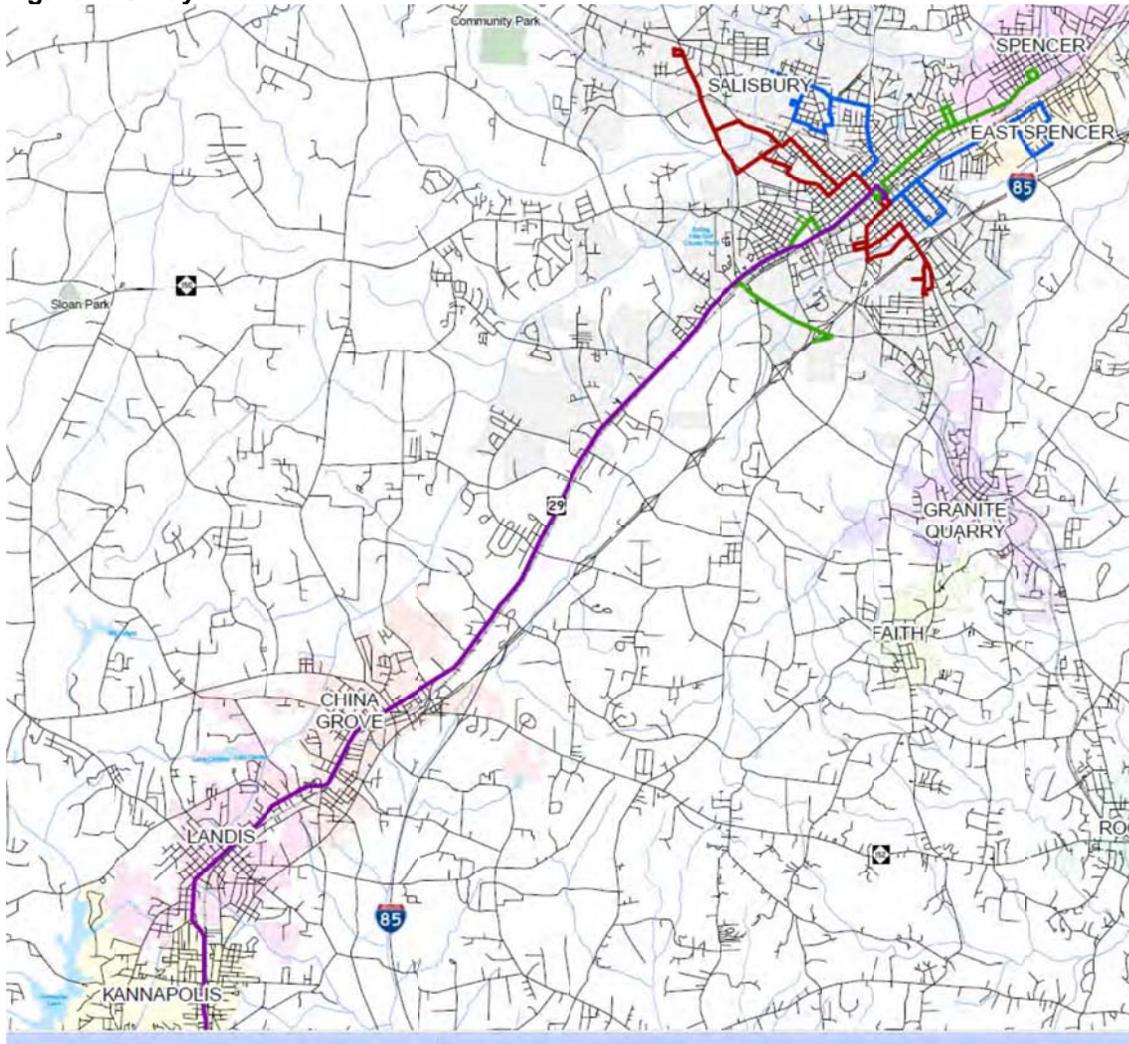
recommendations in a 2005 report to the White House on Human Service Transportation Coordination. Each department on the CCAM will be taking actions to implement these policies.

II. PLAN APPROACH

NCDOT and the community/urban transportation providers from Rowan County and the City of Salisbury, met on February 16 & 18, 2010 to discuss area transit needs, and the potential for coordinating transit services. The motivating factors for this meeting were the record fuel prices in the summer of 2008, as well as the NCDOT call for projects for prior year New Starts and Jobs Access and Reverse Commute funds. No transit provider could apply for these funds unless they had completed a comprehensive assessment of their needs. The consensus of this meeting was that the provider supported developing such a plan. This plan was initiated in March 2010, with public input conducted in February 2010. These comments were reviewed by the transit providers and NCDOT for inclusion in the plan recommendations.

The Study Area (Figure 1) is shown below. The area reviewed in Rowan County and the City of Salisbury is found in the Cabarrus Rowan Metropolitan Planning Organization study area for purposes of this planning process,

Figure 1: Study Area



III. DEMOGRAPHICS

The population total has been increasing, and is expected to total over one-half million residents by 2030. The RPO population lives in a variety of environments: low-density rural areas, burgeoning suburban “bedroom communities”, and established small and medium sized- cities.

The transportation needs of these residents likewise vary. There is a significant amount of inter-county travel by the residents and employees within the area.

Figure 2: Base Demographics

	ROWAN County
Total Population	140,798
Persons over 65	14.9%
Persons in Poverty	15.6%
Persons with Disability	27,769
Workers Unemployed	5,633
Number of Workers	66,990

Source: 2007 American Community Survey

Growth is expected to continue in the region, despite the current downturn in new housing starts. This area is likely to continue growing, and increase demand on the existing services.

Those residents requesting transit services, left residing in the rural portions of the study area are the most difficult to serve because of the dispersed housing and distant destinations.

COUNTY AND REGIONAL DEMOGRAPHICS AND GEOGRAPHY

A. Medical and Employment Travel Patterns

Journey to Work Data

Census data from 2000 was reviewed to determine the journey-to-work trip patterns on a county-to-county level. The data shows that approximately 40,800 individuals live in Rowan County and work in Rowan County. Additionally, approximately 14,700 individuals live in Rowan County and work outside of the County. Conversely, approximately 19,600 individuals live outside of Rowan County and travel to Rowan County for work. The Census data shows that over two-thirds of employed Rowan County residents work within the County. Of those who travel outside of the County

for work, a substantial number of Rowan County residents are destined for the following counties:

- Cabarrus County (8,155 people);
- Mecklenburg County (4,942 people); and
- Iredell County (1,982 people).

In addition to Rowan County, the following counties have the highest number of people commuting to jobs in Rowan County:

- Cabarrus County (4,025 people);
- Iredell County (1,958 people); and
- Davidson County (1,530 people).

This data suggests that a strong transit connection between Rowan and Cabarrus Counties would be beneficial to the workforce population of both Counties (since there is a significant two-way commute flow). A number of employees already use the **Rowan Express** service for commute purposes, and there may be opportunities to build upon this connection.

To a lesser degree, a connection between Rowan and Mecklenburg Counties (for commute trips to Mecklenburg County) would be advantageous. As the number of commute trips grows, future opportunities to partner with CATS for an Express Bus service should be explored.

IV. INVENTORY OF PUBLIC TRANSPORTATION SERVICES AND COMMUNITY SERVICES

The Study Area is served by a variety of public transit systems. These services range from demand response “dial-a-ride” service to van pools and scheduled express bus service.

A. Community Transportation System

The system typically serves a transit-dependant population and their medical needs. These services are open to the public, and do carry “general population” riders, but these are in the minority.

Figure 3: Rowan Community Transportation Service Characteristics Table

System	Number of Vehicles	Average Trips Served per Day (2010)	Days of Service	Hours of Service	Cost per Trip
Rowan County	28	312	Monday-Friday	6AM-6PM	11.72

B. Commuter-Oriented Transit Services

The express bus routes into the Cabarrus County area from Rowan County. The routes have been successful in attracting commuters out of their vehicles and into buses. Recent ridership spikes can likely be attributed to high fuel prices, although the increasing cost of parking, as well as congestion, may also play a role.

V. GENERAL PROGRAM INFORMATION

FTA Sections 5310, 5316, and 5317 Programs require that projects be derived from a Local Coordinated Plan. (LCP). This chapter discusses the specific goals, who can apply, examples of eligible projects, potential funding, and the Designated Recipient (DR) for the three programs.

For each program, FTA will publish the annual apportionment in the Federal Register following the enactment of the annual DOT appropriations act. Funds are available during the FY of apportionment plus two additional years. For example, funds apportioned in FY 2006 are available until the end of FY 2008 (September 30, 2008).

FTA will add any unobligated funds remaining at the end of the period of availability to the next year's program apportionment and will reapportion the funds among all the states.

A. Elderly Individuals & Individuals with Disabilities (Section 5310)

Goal

The **Section 5310 program** was established in 1975 as a discretionary capital assistance program. In cases where public transit was inadequate or inappropriate, the program awarded grants to private non-profit organizations to serve the transportation needs of elderly persons and persons with disabilities. FTA (then the Urban Mass Transportation Administration (UMTA) apportioned the funds among the States by formula for distribution to local agencies, a practice made a statutory requirement by the Intermodal Surface Transportation Efficiency Act of 1991 (ISTEA). In the early years of the program, many of the sub recipient non-profit agencies used the vehicles primarily for transportation of their own clients. Funding for the Section 16(b)(2) program, as it was then known, ranged between \$20–35 million annually until the passage of ISTEA, when it increased to the \$50–60 million range. ISTEA also introduced the eligibility of public agencies under limited circumstances to facilitate and encourage the coordination of human service transportation. Increasingly, FTA guidance encouraged and required coordination of the program with other Federal human service transportation programs. In lieu of purchasing vehicles, acquisition of service in order to promote use of private sector providers and coordination with other human service agencies and public transit providers was made an eligible expense under ISTEA. Other provisions of ISTEA introduced the ability to transfer flexible funds to the program from certain highway

programs and the flexibility to transfer funds from the Section 5310 program to the rural and urban formula programs.

The Transportation Equity Act for the 21st Century (TEA-21) enacted in 1998, reauthorized the Section 5310 program. TEA-21 increased the funding levels for the Section 5310 program but made no significant program changes. In 2005, Congress enacted SAFETEA-LU. SAFETEA-LU introduced the requirement that projects funded with 5310 funds be derived from a locally developed, coordinate public transit-human services transportation plan; removed the flexibility that funds can be transferred to Section 5311 for Section 5311 program purposes during the fiscal year apportioned, if funds were not needed for Section 5310 program purposes; introduced a seven State pilot program that allows selected States to use up to one-third of the funds apportioned to them for operating assistance; and allowed transfers to Section 5307 or 5311, but only to fund projects selected for Section 5310 program purposes.

Title 49 U.S.C. 5310 authorizes the formula assistance program for the special needs of elderly individuals and individuals with disabilities. FTA refers to this formula program as “the Section 5310 program.” FTA, on behalf of the Secretary of Transportation, apportions the funds appropriated annually to the States based on an administrative formula that considers the number of elderly individuals and individuals with disabilities in each State. These funds are subject to annual appropriations.

Title 49 U.S.C. 5310(a)(1) authorizes funding for public transportation capital projects planned, designed and carried out to meet the special needs of elderly individuals and individuals with disabilities.

Title 49 U.S.C. 5310(a)(2) provides that a State may allocate the funds apportioned to it to:

a. a private non-profit organization, if public transportation service provided by State and local governmental authorities under Section 5310(a)(1) is unavailable, insufficient, or inappropriate; or

b. a governmental authority that:

(1) is approved by the State to coordinate services for elderly individuals and individuals with disabilities; or

(2) certifies that there are not any non-profit organizations readily available in the area to provide the special services.

The code assigned to the Section 5310 program in the Catalogue of Federal Domestic Assistance is 20.513.

B. Job Access and Reverse Commute (JARC) Program (Section 5316)

Goal

The goal of the **5316 Program** is to improve access to transportation services to employment and employment-related activities for welfare recipients and eligible low income individuals and to transport residents of urbanized areas and non-urbanized areas to suburban employment opportunities. Toward this goal, the FTA provides financial assistance for transportation services planned, designed, and carried out to meet the transportation needs of eligible low-income individuals, and of reverse commuters regardless of income. The program requires coordination of federally assisted programs and services in order to make the most efficient use of federal resources.

Examples of Projects

Funds from the 5316 program are available for capital, planning, and operating expenses that support the development and maintenance of transportation services designed to transport low-income individuals to and from jobs and activities related to their employment and to support reverse commute projects.

Eligible projects may include, but are not limited to capital, planning, and operating assistance to support activities such as:

- Late-night and weekend service
- Guaranteed ride home service
- Shuttle service
- Expanding fixed-route public transit routes
- Demand-responsive van service
- Ridesharing and carpooling activities
- Transit-related aspects of bicycling (such as adding bicycle racks to vehicles to support individuals who bicycle a portion of their commute or providing bicycle storage at transit stations)
- Local car loan programs that assist individuals in purchasing and maintaining vehicles for shared rides
- Promotion, through marketing efforts, of the:
 - Use of transit by workers with non-traditional work schedules
 - Use of transit voucher programs by appropriate agencies for welfare recipients and other low-income individuals
 - Development of employer-provided transportation such as shuttles, ridesharing, carpooling
 - Use of transit pass programs and benefits under Section 132 of the Internal Revenue Code of 1986
 - Supporting the administration and expenses related to voucher programs
 - Acquiring GIS tools
 - Implementing ITS, including customer trip information technology
- Integrating automated regional public transit and human service transportation
- Information, scheduling, and dispatch functions
- Deploying vehicle position-monitoring systems

- Subsidizing the costs associated with adding reverse commute bus, train, carpool van routes or service from urbanized areas and nonurbanized areas to suburban work places
- Subsidizing the purchase or lease by a non-profit organization or public agency of a van or bus dedicated to shuttling employees from their residences to a suburban workplace
- Facilitating the provision of public transportation services to suburban employment opportunities
- Supporting new mobility management and coordination programs among public transportation providers and other human service agencies providing transportation.
- Mobility management activities may include:
 - Promotion, enhancement, and facilitation of access to transportation services, including the integration and coordination of services for individuals with disabilities, older adults, and low-income individuals
 - Support for short-term management activities to plan and implement coordinated services
 - Support of state and local coordination policy bodies and councils
 - Operation of transportation brokerages to coordinate providers, funding agencies and customers
 - Provision of coordination services, including employer-oriented Transportation Management Organizations and Human Service
 - Organizations customer-oriented travel navigator systems and neighborhood travel coordination activities such as coordinating individualized travel training and trip planning activities for customers
 - Development and operation of one-stop transportation traveler call centers to coordinate transportation information on all travel modes and to manage eligibility requirements and arrangements for customers among supporting programs; and
 - Operational planning for the acquisition of intelligent transportation technologies to help plan and operate coordinated systems inclusive of GIS mapping, GPS, coordinated vehicle scheduling, dispatching and monitoring technologies as well as technologies to track costs and billing in a coordinated system and single smart customer payment systems (acquisition of technology is also eligible as a standalone capital expense).

Funding

SAFETEA-LU authorized \$602 Million (FY 05 to FY 09) for the 5316 Program. FTA will apportion funds as follows:

- Sixty percent of the funds shall be distributed among designated recipients in urbanized areas with a population of 200,000 or more, in the ratio that the number of eligible low-income individuals and welfare recipients in each such urbanized area bears to the number of eligible low-income individuals and welfare recipients in all such urbanized areas
- Twenty percent of the funds shall be distributed among the states, in the ratio that the number of eligible low-income individuals and welfare recipients in urbanized areas with a population of less than 200,000 in each state bear to

- the number of eligible low-income individuals and welfare recipients in urbanized areas with a population of less than 200,000 in all states
- Twenty percent of the funds shall be distributed among the states, in the ratio that the number of eligible low-income individuals and welfare recipients in other than urbanized areas in each state bears to the number of eligible low-income individuals and welfare recipients in other than urbanized areas in all states.

Designated Recipient

- The NCDOT distributes all 5316 funds to rural transit providers. The City of Charlotte is the designated recipient for the urbanized area of the study area.

Who Can Apply

- There are three categories of eligible sub recipients:
 - Private non-profit organizations
 - State or local governmental authority
 - Operators of public transportation services, including private operators of public transportation services

How to Apply

- Eligible applicants will be able to apply for funds from the NCDOT in response to an announced call for applications for such funds. The projects selected must be derived from a Local Coordinated Plan.

C. New Freedom Program (Section 5317)

Goal

The goal of the New Freedom Formula Grant Program is to provide additional tools to overcome existing barriers facing Americans with disabilities seeking integration into the workforce and full participation in society. Lack of adequate transportation is a primary barrier to work for individuals with disabilities. Only 60% of persons with disabilities (between the ages of 16 and 64) are employed, according to the 2000 Census. Section 5317 seeks to reduce barriers to transportation services and expand the transportation mobility options available to people with disabilities beyond the requirements of the ADA. The ADA includes access to certain transportation services as a right. The New Freedom program is not intended to fund such services.

Examples of Projects

Section 5317 Program funds are available for capital and operating expenses that support new public transportation services beyond those required by the ADA and new public transportation alternatives beyond those required by the ADA designed to assist individuals with disabilities with accessing transportation services, including transportation to and from jobs and employment support services.

For the purpose of the New Freedom Program, “new” service is any service or activity that was not operational on August 10, 2005, and did not have an identified funding source as of August 10, 2005, as evidenced by inclusion in the Transportation Improvement Plan (TIP) or the State Transportation Improvement

Plan (STIP). In other words, if not for the New Freedom Program, these projects would not have consideration for funding and proposed service enhancements would not be available for individuals with disabilities.

New Public Transportation Services beyond the ADA

The following activities are examples of eligible projects meeting the definition of new public transportation.

- Enhancing paratransit beyond minimum requirements of the ADA. ADA complementary paratransit services can be eligible under New Freedom in several ways as long as the services provided meet the definition of “new:”
 - Expansion of paratransit service parameters beyond the three-fourths mile required by the ADA
 - Expansion of current hours of operation for ADA paratransit services that are beyond those provided on the fixed-route services
 - Incremental cost of providing same-day service
 - Incremental cost of making door-to-door service available to all eligible ADA paratransit riders, but not as a reasonable modification for individual riders in an otherwise curb-to-curb system
 - Enhancement of the level of service by providing escorts or assisting riders through the door of their destination
 - Acquisition of vehicles and equipment designed to accommodate mobility aids that exceed the dimensions and weight ratings established for common wheelchairs under the ADA and labor costs of aides to help drivers assist passengers with over-sized wheelchairs
 - Installation of additional securement locations in public buses beyond what is required by the ADA
- New “feeder” service (transit service that provides access) to commuter rail, commuter bus, intercity rail, and intercity bus stations, for which complementary paratransit service is not required under the ADA
- Making accessibility improvements to transit and intermodal stations not designated as key stations. This may include:
 - Building an accessible path to a bus stop that is currently inaccessible, including curbcuts, sidewalks, accessible pedestrian signals or other accessible features
 - Adding an elevator or ramps, detectable warnings, or other accessibility improvements to a non-key station that are not otherwise required under the ADA
 - Improving signage, or wayfinding technology
 - Implementation of other technology improvements that enhance accessibility for people with disabilities including ITS
 - Travel training

New Public Transportation Alternatives beyond the ADA

The following activities are examples of projects that are eligible as new public transportation alternatives beyond the ADA under the New Freedom Program:

- Purchasing vehicles to support new accessible taxi, ridesharing, and/or vanpooling programs

- Supporting the administration and expenses related to new voucher programs for transportation services offered by human service providers
- Supporting new volunteer driver and aide programs. Supporting new mobility management and coordination programs among public transportation providers and other human service agencies providing transportation. Mobility management activities may include:
 - Promotion, enhancement, and facilitation of access to transportation services, including the integration and coordination of services for individuals with disabilities, older adults, and low-income individuals
 - Support for short-term management activities to plan and implement coordinated services
 - Support of state and local coordination policy bodies and councils
 - Operation of transportation brokerages to coordinate providers, funding agencies and customers
 - Provision of coordination services, including employer-oriented Transportation Management Organizations and Human Service Organizations, customer-oriented travel navigator systems and neighborhood travel coordination activities such as coordinating individualized travel training and trip planning activities for customers
 - Development and operation of one-stop transportation traveler call centers to coordinate transportation information on all travel modes and to manage eligibility requirements and arrangements for customers among supporting programs
 - Operational planning for the acquisition of intelligent transportation
 - Technologies to help plan and operate coordinated systems inclusive of GIS mapping, GPS Technology, coordinated vehicle scheduling, dispatching and monitoring technologies as well as technologies to track costs and billing in a coordinated system and single smart customer payment systems

Funding

SAFETEA-LU authorized \$339 Million (FY 05 to FY 09) for the 5317 Program. FTA will apportion funds among the recipients by formula, based on the ratio that the number of individuals with disabilities in each such area bears to the number of individuals with disabilities in all such areas.

FTA will apportion funds as follows:

- Sixty percent among designated recipients in large urbanized areas
- Twenty percent to the states for small urbanized areas
- Twenty percent to the states for rural and small urban areas under 50,000 in population

Designated Recipient

- The NCDOT distributes all 5316 funds to rural transit providers. The City of Charlotte is the designated recipient for the urbanized area,

Who Can Apply

- There are three eligible sub recipients:
 - Private non-profit organizations

- State or local governmental authority
- Operators of public transportation services including private operators of public transportation services

How to Apply

- Eligible applicants will have the opportunity to apply for funding through a competitive selection process held by the NCDOT. The projects selected must be derived from a Local Coordinated Plan.

VI. NEEDS ASSESSMENT

A facilitated workshop was held to identify perceived needs, gaps, and barriers in the existing systems. The workshop was held on February 16 & 18, 2010 in Rowan County, the City of Salisbury and the Town of Rockwell.

The meeting for this process was attended by local planning staff, NCDOT staff, transit providers, and human service agencies. The workshops involved participants working in teams to identify the needs, gaps, and barriers and writing them on Study Area maps. The input is shown below, organized by topic. The comments included consideration for both commuter and the transit-dependent populations, and explored the coordination and administrative issues common to operating transit services. These prioritizations are shown in the: Prioritization of Needs.

It is important to note that some of the perceived needs, gaps, or barriers that were identified may not be consistent across the entire area.

The following is a summary of needs, gaps, and barriers identified through workshops and public comment.

A. Infrastructure Issues

- a) Need for park and ride locations to serve car pools, van pools, and scheduled bus service
- b) Need for additional transit vehicles for the county and city transit systems.
- c) Provide additional vanpools and guaranteed ride home system.

B. Coordination and Communication Issues

- a) Information and coordination services, including communication of available services and service eligibility
- b) Coordination among agencies and providers
- c) Awareness of available services, notably www.sharetheridenc.org and van pool programs, by employers and commuters
- d) Provide transportation education to better inform the general public in the general area on the availability and opportunity for using transit as an alternative.
- e) Provide an enhanced website to inform the public on transit.
- f) Provide an additional position of a Mobility Manager to coordinate transit opportunities in the area.

- g) Improved technology projects to improve communication. Example- GPS /Automated Vehicle Locators and Mobile Data Units
- h) Improved availability of brochures and maps of service
- i) Provide a transit voucher system.
- j) Use of marketing funds for public outreach to advertise transit.

C. Other than Transit-based Services

- a) Need for additional van pools throughout Study Area

D. Additional Route & Demand Response Service Issues

- a) Coordinating community transit service stops with fixed route buses and van pool routes
- b) Expand service capacity (expanded hours and weekend/holiday service) for all current transit service providers to meet commuter, general public and service needs
- c) Expand the number of routes and/or opportunities for more transit in the outlying areas of the county. (Ex- Waterpark...)
- d) Expand a fixed route transit service in the City of Salisbury.
- e) Additional transit / shuttles to Medical Facilities (Veterans)
- f) Transit service to RCCC College.

E. Services primarily for workers

- a) Ensure funding is secured for existing express bus routes
- b) Need for outreach to employers and workers regarding available services
- c) Provide outreach for www.sharetheridenc.org
- d) Ensure local funding is secured for existing express bus routes
- e) Provide transit for second and third shifts
- f) Additional Work First funds for work assistance.

F. Other Issues

- a) Need for stable, dedicated local funding streams to allow for better planning by service providers.

VII. PRIORITIZATION OF NEEDS

The participants understand that there is a very limited set of funding programs available to support implementation of the recommendations of this plan. The area transit providers have evaluated the strategies listed by the public and themselves and identified those which offer the most benefit to the public. The recommendations have been broken down according to those found in Section VI. Needs Assessment. The participants of the public meeting provided comments that helped clarify the recommendations in this plan, but did not substantively change the final recommendations.

It is important to note that many of these issues can be addressed concurrently. Coordination and Communication Issues will likely not require significant funds to resolve- just the commitment to address. The establishment of new services will require prioritization on the part of the applying and implementing agency. Many of the identified needs do not compete with other services in the county, and so they were not prioritized.

A. Infrastructure Issues

Need: - Additional transit vehicles additional service and reduce demand of existing fleet in the county and the city.

Strategy: Apply for FTA Section 5310, 5316, and 5317 funds to help pay for additional vehicles.

Strategy: Dedicate local revenue stream for transit services in order to allow for more reliable planning and service provision.

Need: Dedicated public lots for car pools, van pools, and scheduled bus service to pick up and drop off passengers.

Strategy: Incorporate recommendations from Plan into local subdivision and development regulations to require or recommend provision as a part of site plan.

Strategy: Apply for CMAQ (where available) grants to fund purchase and development of public parking lots.

Strategy: Work with NCDOT where excess public land is made available to develop public parking lots.

B. Coordination and Communication Issues

Need: Authority and predetermined agreements to coordinate client transfers at county lines and client delivery across county lines.

Strategy: Develop Memoranda of Understanding between county transit providers to allow for transfers and for appropriate billing for transporting clients across county lines.

Need: Single source for identifying services and eligibility for the entire Study Area

Strategy: Develop mobility coordinator position that can readily identify routes and services to provide transportation for client, regardless of client location or provider used.

Need: Better inform the general public on transit availability and usage through improved education and enhanced website.
Strategy: Apply for FTA Section 5310, 5316 and 5317 funds to help pay for improved education.

C. Other than Transit-based Services

Need: Awareness of existing van pool operations and increase usage in the Study area.

Strategy: Place links to State van pool and other programs on municipal web sites.

Strategy: Educate chambers of commerce, workforce development organizations, and employers about eligibility and process for existing area van pool programs.

Strategy: Apply for CMAQ (where eligible) ,5310 5316, and 5317 funds to help pay for operating new van pool routes ; through public, private, and non-profit providers.

Strategy: Educate employers, workforce development agencies, and chambers of commerce of availability of van pool programs.

Need: Awareness of existing ride-matching web sites

Strategy: Place links to www.sharetheridenc.org on municipal, economic development, chamber of commerce, workforce development, and other relevant web sites.

D. Fixed Route & Demand Response Service Issues

Need: Funding for Rowan Express Routes as CMAQ funds will be exhausted early FY-12.

Strategy: Apply for Section 5310, 5316 and 5317 to provide needed funding.

Strategy: Transfer RGP riders to Express routes when going to common destinations along the route.

Need: Better integrate demand-response, local and express bus routes

Strategy: Establish drop off and pick up times for local and demand-response services that allow for seamless transfers.

Strategy: Incorporate recommendations from Plan into local subdivision and development regulations to require or recommend provision as a part of site plan.

Need: More frequent and extended service to human service providers, commuters, and the general public within the City of Salisbury and outlying areas of the county/city.

Strategy: Apply for Section 5310, 5316 and 5317 funds to provide for additional local service.

Strategy: Dedicate local revenue stream for transit services in order to allow for more reliable planning and service provision.

Need: Develop a new fixed route service in the City of Salisbury.

Strategy: Apply for 5310, 5316 and 5317 funds to help pay for new scheduled service and routes.

VIII. COORDINATION WITH OTHER PLANS

Recommendations for transit services are contained in a variety of transportation, land use, and economic development plans for the area. The following is a list of recommendations, by geography, for the transit needs of the area.

A. Rowan County and the City of Salisbury will be involved in developing a Comprehensive Transportation Plan for the entire county. Transit services will be considered as a part of the process.

These improvements include increasing the size of the fleet, utilizing technology to increase performance and efficiency, and participation in regional communication activities.

IX. MAJOR FINDINGS AND RECOMMENDATIONS

The needs identification step of this planning process made clear that there are many people and organizations willing, able and eager to be involved in creating a better coordinated public transportation-human service transportation system. The area is fortunate to have such strong commuting patterns, as well as employment and population growth, which allow the area transit providers to plan and provide effective services to meet the needs of a variety of populations in the Study Area.

The prioritized listing of identified needs, gaps and barriers includes the top ten items, but by far, the top issue at the workshops was expanding the days, hours and reach of the existing systems as development and employment move beyond the traditional borders of the systems. The desire for additional fixed route service in the City of Salisbury and deviated fixed route service in the county was also rated very high.

The next most important need to the participants in the workshops as well as to people who commented outside of the workshops was for information about public transportation services. Other needs, gaps or barriers identified by people who were unaware of existing services that filled those needs further reinforced the need for information.

The path to a truly coordinated system that fits the needs of most residents will be long, and possibly difficult, but it is an important goal. The diversity of the development patterns and the character of the communities are great, but the development of this plan is an important first step. Implementation will show the coordination, effectiveness, and need for comprehensive and coordinated public transportation services in the area.

X. PROJECT SELECTION PROCESS

The North Carolina Department of Transportation will issue a call for projects and will award grants based on applications received. North Carolina Department of Transportation will develop and utilize a project selection process to award grants.

XI. PARTICIPANTS DISCUSSION OF THE LCP MEETINGS

- Rowan County (EAST) February 16, 2010

The first forum was held February 16, 2010 from 4:00 PM to 6:00 PM at the Saleeby-Fisher YMCA in Rockwell. The meeting was attended by 18 individuals. The consultant team presented an overview of transit services within the County and agency representatives had the opportunity to describe the role of their organization. Because the session was held at a location in the eastern part of the County, a majority of the conversation centered on the new East Rowan Express service which will begin in mid-2010. Citizens responded on how their transportation needs had and had not been met. Their questions focused around the need for readily accessible information about available transit services and how to use those services. A member of the consultant team distributed surveys that requested information on what RTS services are currently used and what needs are not being met that might possibly be needed during the next five years.

- Rowan County – Rusty Holmes Senior Center February 18, 2010

There were 24 attendees at the second forum held on Thursday, February 18, 2010 from 10:00 AM until 12:00 PM at the Rusty Holmes Senior Center. As expected due to the venue and the time of day, the majority of the participants were senior citizens. Their questions focused on increasing services for the elderly and disabled. Attendees voiced their desire for longer service hours of operation during weekdays and on Saturday, and the need for some service on Sunday. Employees from the Youth Services Bureau were also in attendance and they expressed their need for service in the western part of the County along US 70 and NC 150. A current Rowan Express rider voiced his desire for better coordination with the CK Rider system, a daily or weekly pass, and extended service to the South Rowan Library, South Rowan YMCA, and Highway Patrol. An individual from East Spencer said that she would like service to extend to Jefferson Street. Attendees want information about bus routes and times of service posted at each stop or at kiosks around town. The group felt that there is a need to educate the public about available service through articles in the Salisbury Post, local church bulletins, phone books, online websites, or posted flyers. When the conversation transitioned to funding options, most agreed that they would support tax increases to fund public transit. Participants were provided the same information as those attending the first session

- City of Salisbury – Salisbury City Hall February 18, 2010

The third forum, held in the City Council Chambers at Salisbury City Hall from 5:00 PM until 7:00 PM also on Thursday, February 18th, was primarily scheduled to accommodate the general public riders of STS' fixed route buses. There were 14 attendees. After hearing the formal presentation, the participants became engaged in a question and answer session about how their transportation needs had and had not been met. Similar to previous sessions, attendees desire longer service hours of operation. A representative from Livingstone College explained that weekend service is essential for students to get to work or run errands. A volunteer from the Battered Women's Shelter expressed the need for service to the local nursing home and assisted living facilities which frequently offer employment to women in program. Another individual said that he would like service expanded to accommodate the Morlan Park and Newsome Road area neighborhoods. The group would like to see more bus shelters and better access to existing bus stops by installing more sidewalks and crosswalks. When the conversation transitioned to funding options, STS' Transit Division Manager asked the groups opinion about the possibility of advertising on buses inside and out. The group felt that any opportunities to increase revenues should be considered.

A recurring need identified in all three public forums was the need for service to be expanded to serve additional geographical locations. Following the meetings, a map of identified destinations was compiled and is presented on the following page