

Region 2 2011 Local Human Service Transit Coordination Plan

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Adopted by:
Headwaters Regional Development Commission
December 15, 2011

Table of Contents

Executive Summary	2
Introduction	3
Plan Process	4
Needs Assessment	6
Strategy and Project Identification	10
Adoption and Approval of Plan	16
Appendix A- Public Workshop Participants	17
Appendix B- Transit Services, Transit-Dependent Populations, and Key Destinations in Region 2	18-24
Appendix C- Transportation Provider Inventory	25-27
Appendix D- Project Idea Summary	28-30
Appendix E- Project Analysis: Effort versus Impact Assessment	31

Executive Summary

The 2011 Region 2 Local Human Service Transit Coordination Plan is an update of the 2006 Headwaters Regional Transportation Coordination Plan. Numerous stakeholders were involved in the update of this plan including a steering committee composed of public, private, and human service agencies as well as public workshop attendees representing various groups and agencies within Region 2. Together, all of these agencies helped to develop a comprehensive project list for this plan, which can be found in the appendix of this document.

After analyzing the 2006 plans goals and objectives, 2011 survey results and listening to providers and users of transportation services in region 2, the primary needs and gaps in services were identified. Region 2 is incredibly rural in nature outside of the population centers. Because of this, communication strategies rose to the top in all of the discussions that were held about strategies and effective project ideas. It was noted in our public workshop that effective communication in a rural region such as ours is essential to a successful and functioning transportation network. Prioritized strategies for Region 2 are listed below.

Mobility Strategies

Project: Mental Health Transportation

Strategy: Improve Service Convenience

Project Explained: There is a need in Region 2 for a 24 hour – 7 day a week service for mentally ill individuals who have a medical emergency after service hours.

Communication, Training and Organizational Support

Project: Mobility Manager

Strategy: Centralize Information

Project Explained: Coordination transportation services and better connect Region 2 systems.

Project: Convene a Regional Coordination Body

Strategy: Convene a Regional Coordination Body

Project Explained: Create a group composed of various providers and agencies to oversee implementation of coordination efforts in Region 2.

Project: Rider Training/Expectations

Strategy: Offer Customer Travel Training, Educate Public

Project Explained: Educate riders about what services are available, how to efficiently use them, and their responsibility as riders.

Project: Marketing Plan

Strategy: Educate Public of Transportation Options

Project Explained: Increase community outreach and knowledge about regional transportation resources and options through a successful marketing campaign.

Introduction

The goal of transit coordination is to enhance transportation access by minimizing duplication of services and facilitating the most appropriate and cost-effective transportation possible with available resources. The purpose of human services public transit coordination is to improve transportation services for persons with disabilities, older adults, and individuals with low incomes by ensuring that communities maximize use of transportation resources funded through public and private sources.

This document is an update of the 2006 Headwaters Regional Transportation Coordination Plan and will assist stakeholders as they determine ways to coordinate transit services in Region 2. The 2011 Region 2 Local Human Service Transit Coordination Plan documents technical analysis that evaluates existing transportation services in Region 2 and assesses strengths and weaknesses of transportation service provision among public transit agencies, social service agencies, and other providers. The plan also records public outreach efforts and stakeholders' preferred strategies and projects to improve transportation coordination in Region 2.

A Local Human Services Transit Coordination plan is a federal requirement under the Safe Accountable, Flexible, and Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU). Federal regulations state that projects eligible for funding under the Transportation for Elderly Persons and Persons with Disabilities (Section 5310), Job Access and Reverse Commute (Section 5316), and The New Freedom Initiative (Section 5317) programs must advance strategies identified in a Local Human Service Transit Coordination Plan. This planning process fulfills federal requirements by engaging transportation providers, social services agencies, and members of the public in identifying strategies for regional transportation coordination.

Beyond fulfilling federal requirements, this planning process encouraged representatives of diverse organizations to join together in articulating specific projects that could advance coordination strategies in Region 2. Through public outreach activities, stakeholders brainstormed project ideas and refined these ideas in a collaborative setting. The final project list reflects input of a broad range of regional stakeholders and provides a 5-year blueprint for future coordination efforts in Region 2.

Plan Process

The goal of the 2011 Region 2 Local Human Service Transit Coordination Plan is to identify coordination strategies that will improve transportation services' ability to serve the unique needs of the elderly, persons with disabilities, and persons with low incomes. This planning process combines a needs assessment with public outreach tools to identify strategies for improved human services transit coordination in Region 2. An overview of the plan's key elements is described here.

Needs Assessment

The needs assessment establishes baseline conditions in Region 2 by analyzing demographic trends and identifying available resources for human services transportation. Key elements of the needs assessment include:

- Identifying and analyzing regional demographic and transportation trends
- Mapping transit-dependent demographic groups, existing transit services, and key regional destinations
- Developing an inventory of public, private, and non-profit transportation provider capabilities and resources

Public Outreach

Public outreach activities informed the strategies and projects identified in this plan. Public outreach occurred during a steering committee meetings held on May 2, 2011 and a public workshop held on June 8, 2011.

The plan steering committee closely guided plan decision-making. Steering committee duties included:

- Evaluating strategies and assessing outcomes of projects identified in the 2006 Headwaters Regional Transportation Coordination Plan
- Developing project ideas and identifying priority strategies as part of the public workshop
- Prioritizing project ideas identified at the public workshop for inclusion in the final plan

The steering committee was made up of representatives from public transit agencies, county human service agencies, area agency on aging representatives, and others. Members included:

Steering Committee Membership

Cindy Pic	Tri-Valley Transit
Darla Bergquist	Land of the Dancing Sky Area Agency on Aging
Greg Negard	Paul Bunyan Transit
Kent Ehrenstrom	Mn/DOT
Linda Bair	Hubbard County Heartland Express
Linda Hanson	Hubbard County DAC
Mark Hoiland	Tri-Valley Transit
Vera Brown	MN Chippewa Area Agency on Aging

Strategy Identification and Plan Adoption

In addition to the steering committee, Headwaters RDC hosted a public workshop on June 8, 2011 to incorporate input from all interested stakeholders. A total of 17 people attended, listed in Appendix A. At the workshop, stakeholders identified strengths and weaknesses of transit coordination in the region. Building from these, stakeholders then identified priority strategies for transit coordination and brainstormed project ideas that could address these strategies. Using input gathered at this workshop, the steering committee prioritized the projects and strategies included in the final plan. This plan was adopted by the Headwaters RDC on December 15, 2011.

Needs Assessment

Regional Background

Located in rural Northern Minnesota, Region 2 covers the counties of Beltrami, Clearwater, Hubbard, Lake of the Woods, and Mahnommen. Region 2 also includes 3 Indian Reservations: Red Lake, Leech Lake, and White Earth. Region 2 continues to see a steady growth in population more significantly in the population dense counties of Beltrami and Hubbard.

Bemidji serves as the county seat for Beltrami County and holds the largest population within Region 2. Bemidji serves as a regional trade center and boasts numerous amenities including a shopping mall, big box retailers, flourishing local businesses and numerous recreation opportunities in close proximity including 2 State Parks and the Paul Bunyan State Trail. In addition, Bemidji is also home to a MNSCU college and technical college.

Transportation and Demographics

To better understand the relationship between regional demographics, transit options, and key destinations, a series of maps was created depicting these elements in this region. These are included in Appendix B.

Region 2 is quite diverse in nature and continues to see a consistent population growth throughout the region. In high population dense counties such as Beltrami and Hubbard, this growth is speculated to be from new development such as the Sanford Center in Bemidji a state of the art event center, and these counties being recognized as a destination for shopping, vacationing, work, and recreation.

Beltrami, Clearwater and Hubbard County are home to a large density of the region senior population. A map showing this concentration can be seen on page 16. This concentration is speculated to be largely due to retirement planning, amenities, and the younger population leaving these small cities to be near more opportunities. The senior population is project to keep growing as the baby boomer population is approaching retirement age.

Beltrami and Hubbard County hold the highest concentration of individuals in poverty and zero vehicle households. This large concentration is speculated to be from the economic decline, limited English proficiency, and 3 Indian reservations.

Transportation Provider Inventory Findings

Throughout April 2011, Headwaters RDC developed an inventory meant to capture service information for all public, private, school district, human service, and non-profit transportation providers in the region. The inventory includes information such as fleet size, vehicle capacity, passenger eligibility requirements, and service cost; this information provides a source of comparison across agencies and a means to identify service gaps. To complete the inventory, Headwaters RDC sent an on-line questionnaire to over 70 of the region's transportation providers in spring 2011. 13 responses were returned. A full record of responses is included in Appendix C.

Region 2 has 6 5310 providers: Paul Bunyan Transit, Red Lake Transit, Tri-Valley Opportunity Council, Hubbard County Heartland Express, FAR North Public Transportation, and Mahnomon County Heartland Express. All of these services operate as a dial a ride service. Region 2 also has numerous 5310 providers and private providers who own their own vehicles and provide transportation for their clients.

Bemidji State University and Northwest Technical College contracted with Paul Bunyan Transit to provide services to students with regularly scheduled stops around the city. This contract allows Paul Bunyan Transit to operate a fixed route service, which caters to students. There is no fee for students to use this service, as it is part of their tuition fees.

Hubbard County Heartland Express currently contracts for dispatch services from Paul Bunyan Transit. Paul Bunyan Transit utilizes dispatch software, automatic vehicle locaters and mobile data terminals to make direct connection with Hubbard County vehicles. In addition to these services, Paul Bunyan Transit has a dispatcher on staff to field Hubbard County trip requests. This coordination between services has allowed Hubbard County to have a more efficient and responsive dispatch system at a lower cost. Hubbard County has seen an increase in ridership since this coordination has been implemented.

While public transit services throughout the region work to provide the utmost reliable, efficient, and consistent services, gaps in services can still be seen. Focus group attendants from the 2010 Coordination Plan and public workshop attendants noted the following gaps in services:

- Hours of operation
 - Many low-income workers have jobs which start later in the evening. With transportation services ending at 5:00PM these individuals have a difficult time finding reliable transportation.
 - BSU and NTC students who utilize transit services for transportation to evening classes often have to leave their classes early in order to make the last bus to get home.
- Reliability and consistency
 - Attendees noted the significant wait times for services.

Outcomes since the 2006 Headwaters Regional Transit Coordination Plan

Another component of the needs assessment is an analysis of the 2006 Headwaters Regional Transit Coordination Plan. The 2006 Headwaters Regional Transit Coordination Plan was the first local human services transit coordination plan to be conducted in this region, and includes a list of strategies and projects for improving transit coordination. The 2011 steering committee reviewed these strategies and projects and assessed regional progress on transit coordination since 2006. The group also identified causes for success and barriers to action regarding project implementation. The complete list of 2006 strategies and projects and an assessment of their outcome is presented below.

Strategy 1: Create a set of Regional Coordination Tools

Action/project: Create a web-based directory of service providers with locations served, days and hours of operation, and other information necessary for effective coordination.

→ Action was taken on this project. A website called Community Resource Connection has all of this information on their website, but some of the information is incomplete or out of date. The group stated that the website needs to be monitored and updated regularly. Overall, the group thought this was a good tool, but that people are too busy to fully utilize its capabilities. The group mentioned Minnesota Help as a better resource that is constantly updated.

Action/Project: Create a web-based tool that would allow providers to upload anticipated routes or post information about trips they are making with seats available.

→ As mentioned briefly above, action was taken on this project. However, there is a challenge with keeping it up to date regularly.

Action/Project: Explore the creation of a “mobility manager” position.

→ No real action was taken on this project. Kent Ehrenstrom mentioned during the steering committee meeting that there are pieces of a mobility manager throughout the region, but that there is no true person designated for this role.

Strategy 2: Minimize Insurance Issues

Action/Project: Standardize policies (make it so transit providers can pick up insurance from a state or federal agency to enable better transit coordination).

→ Some action was taken on this project. Kent Ehrenstrom mentioned that this issue is “kind of like a brick wall.” Kent also added that Mn/DOT has no control over insurance issues. Cindy Pic from Tri-Valley Transportation added that we need to think outside the box on this issue especially when it comes to the definition whose client is whose. Overall, the group thought that the process could have been faster and much better.

Strategy 3: Increase Funding

Action/Project: Look for additional funding

→ Action was taken on this project. Greg Negard from Paul Bunyan Transit spoke briefly about opportunities that have been pursued in the past. The group added that there is a constant need to look for additional funds not currently being accessed.

Action/Project: Work with lawmakers to “adjust” laws and regulations to allow for more funding.

- Action was taken on this project, but it didn't turn out the way they had wanted. Greg Negard elaborated on certain laws and challenges that accompanied these laws.

Strategy 4: Reduce Operating Expenses

Action/Project: Use vans when appropriate rather than buses.

- Action has been taken on this project but it is more appropriate for human service agencies. A few members of the group added that vans are simply not an option for public transit entities. The group also noted the difficulty of coordinating vans because of the varying numbers riders.

Strategy 5: Use Volunteer Drivers more effectively

Action/Project: Increase the quantity of drivers

- The group was split on this project. Tri-Valley Transportation noted that they have expanded their base of volunteer drivers and have been rather successful. Other members of the group noted the difficulty of recruiting driving because of the economy. Overall, the group noted the importance and need for more drivers (especially volunteer drivers) but are unsure of how to mend this issue until the economy picks up.

Action/Project: Increase the number of passengers per trip.

- Some action has been taken on this initiative. A few human service organizations spoke about monthly coordination for doctor and dental visits that have been successful. Overall, the group thought that this is still a work in progress.

Strategy 6: Increase Public Awareness of Transit Services

Action/ Project: Advertise services better

- Some action has been taken on this project. A few organizations spoke about the use of social media, flyers, and websites, but thought that there could be a more effective approach. The group thought that a more strategic marketing approach might be needed.

Summary of Existing Conditions and Needs

The final component of this needs assessment is a stakeholder-generated list of strengths and weaknesses of existing transit coordination efforts. At the public workshop, participants identified strengths and weaknesses of existing coordination efforts in Region 2. Combined with the plan's technical findings, these strengths and weaknesses form the basis for identifying strategies to address transportation coordination in this region.

Coordination Strengths

1. Public transit available 5-6 days a week
2. Collaboration – a lot of good collaboration already taking place
3. Services are affordable
4. Serve target populations

Coordination Weaknesses

1. No dedicated transportation funds/lack of resources
2. Long ride time/wait time
3. Duplication of services
4. Lack of advertising – people aren't aware of what is available and how to effectively utilize services
5. Unrealistic expectations from users
6. Evening transportation/rural access

While region 2 does a good job of providing services and coordinating together to provide the most reliable services for clients, there are still significant issues that need to be addressed. Bringing together multiple partners to discuss these issues was a great idea and something that should be continued into the future. Communication and collaborating are important to a successful transportation network for our region.

Strategy and Project Identification

The priority strategies and projects identified in this plan were initially identified by stakeholders at the public workshop and further refined by the steering committee. At the public workshop, stakeholders reviewed strategies for transit coordination, identified which strategies should be prioritized for this region, and brainstormed project ideas for implementation of these strategies.

Coordination Strategies

Coordinate and Consolidate Transportation Services and Resources

- Strategy: Allow joint purchasing
 - Coordinate purchases such as vehicle maintenance, insurance, driver training and substance abuse testing

- Outsource business functions
 - Contract with external agencies for business services such as accounting, billing, or dispatching
- Contract between agencies
 - Allow providers with excess capacity to "sell" rides to other organizations, which are reserved for their clients
- Contract with common carrier
 - One or more sponsors have contracts with a common carrier, such as a public transit agency, and permit co-mingling of clients on the carrier's vehicles
- Share resources
 - Share use of operational and capital resources (vehicles, facilities, support services)
- Coordinate dispatch
 - Create centralized call center and share trip dispatch under single entity within an organization. Buy software that incorporates reservation and scheduling capabilities and/or uses vehicle location information
- Consolidate business functions
 - Merge various operating functions, such as call center or service delivery, from several agencies under single entity
- Coordinate volunteer driver training
 - Merge volunteer driver training across programs
- Implement tools that support data management
 - Install tools that improve data integrity, fare collection, cost sharing/allocation, billing, reporting and transfers
- Coordinate agency schedules
 - Coordinate connections between transit services. Coordinate transit service hours with health services, social services, and employment schedules

Mobility Strategies

- Improve service convenience
 - Improve/expand service hours, geographic coverage, driver assistance, same-day service, inter-city services, etc. Purchase additional vehicles. Use software that matches service information with data to maximize service design and enhance productivity
- Establish/enhance volunteer driver programs
 - Develop/incorporate volunteer driver program to deliver services
- Establish/enhance assisted transportation programs
 - Train volunteers to help riders who are unable to use transit services without personal assistance
- Establish/expand taxi subsidy programs
 - Provide vouchers to partially or completely pay for taxi services
- Improve access to transit stops
 - Make accessibility improvements at bus stops, such as installing accessible pedestrian signals
- Maintain existing vehicle fleet
 - Replace existing buses appropriate to their age/wear and tear

Communication, Training and Organizational Support

- Centralize information
 - Create centralized listing of regional transportation services
- Hire mobility manager
 - Dedicate personnel resources to manage local mobility issues and/or staff coordination efforts
- Provide technical training for coordination staff
 - Obtain technical training on background skills needed to implement coordination strategies, such as financial tools, team-building, etc.

- Offer customer travel training
 - Encourage targeted populations to use transit services by teaching them how to ride the bus
- Convene regional coordination body
 - Convene transportation providers and human services agencies to discuss on-going coordination needs within each region
- Educate public of transportation options
 - Marketing and education to teach consumers about their transportation options
- Educate regional professionals of transportation options
 - Education of human service professionals of the whole spectrum of transportation options available to clients

Taking the entire list of ideas generated, public workshop participants voted on high-priority strategies and projects to be highlighted in the final plan. Later, steering committee members considered this input while prioritizing strategies and projects for inclusion in the list presented below. A complete list of project ideas considered during the planning process is presented in Appendix D.

To categorize project ideas, steering committee members created an “Effort vs. Impact” chart to compare these project ideas. This created a relative sense of how much effort (low to high) each project idea would take as well as how much impact (minor to major) each project could have in its region. This chart can be found in Appendix E. The strategies and projects listed below represent those ideas the steering committee prioritized as having the most potential to improve transit coordination in Region 2.

Prioritized Strategies

Mobility Strategies

- Strategy: Improve Service Convenience
 - Project: Mental Health Transportation

Communication, Training, and Organization Support

- Strategy: Centralize Information
 - Project: Mobility Manager
- Strategy: Convene Regional Coordination body
 - Project: Convene Regional Coordination Body

- Strategy: Offer Customer Travel Training, Educate Public
 - Project: Rider Training/Expectations
- Strategy: Educate public of transportation options
 - Project: Marketing Plan

Prioritized Project List

Easy to do/Major Improvement

1. Overview of Project:

Create a transportation advisory group composed of public, private and human service agencies to oversee transportation implementation efforts in Region 2.

Clients served by Project:

This project will be beneficial for all transportation providers and agencies within Region 2 including public, private, and human service agencies.

Communities Served:

Beltrami County, Clearwater County, Hubbard County, Lake of the Woods County, and Mahnommen County

Type of Agency Responsible:

Public Transportation, Private Transportation, and Human Service Agencies

Strategy Addressed:

Convene Regional Coordination Body

Easy to do/Minor Improvement

Region 2 did not have any projects fall under this category following prioritization.

Difficult to do/Major Improvement

1. Overview of Project:

Work with public transportation, human service agencies, and possibly volunteer drivers to create a 24 hour / 7 day a week service for mentally ill individuals who have a medical emergency after service hours.

Clients served by Project:

Residents with disabilities

Communities Served:

Service would begin in Beltrami County and as applicable or as funding is made available expand to other communities in the region.

Type of Agency Responsible:

Collaboration would be needed for this project to be successful. Responsible agencies would include: Public Transit, Disability Advocates, Volunteer Drivers, and Human Service Agencies.

Strategy Addressed:

Improve service convenience

2. Overview of Project:

Develop a list of transportation services available in Region 2 and coordinate transportation services. Connect Region 2 systems together (mobility manager).

Clients served by Project:

All residents of Region 2

Communities Served:

Service would begin in Beltrami County and expand each year to include another County.

Type of Agency Responsible:

A collaboration would be needed for this project to be successful. Responsible agencies would include: Public Transit, Private Transportation, Human Service Agencies, and education systems.

Strategy Addressed:

Centralize Information

3. Overview of Project:

Educate riders about what services are available, how to efficiently use them, and their responsibility as riders. This could fall under the responsibility of the mobility manager position.

Clients served by Project:

All residents of Region 2

Communities Served:

Service would begin in one county and expand each year to include another county.

Type of Agency Responsible:

Public Transit Providers

Strategy Addressed:

Offer Customer Travel Training, Educate Public

4. Overview of Project:

Partner together to create a marketing plan that will increase community outreach and knowledge about regional transportation resources and options available.

Clients served by Project:

All residents of Region 2

Communities Served:

Beltrami County, Clearwater County, Hubbard County, Lake of the Woods County, and Mahnommen County

Type of Agency Responsible:

Public Transit Providers will ultimately be responsible for carrying out implementation of this project; however, assistance could be enlisted from a student group from Bemidji State University to develop a marketing plan.

Strategy Addressed:

Educate Public of Transportation Options

Difficult to do/Minor Improvement

Region 2 did not have any projects fall under this category following prioritization

Adoption and Approval of Plan

The 2011 Regional 2 Local Human Service Coordination Plan will be made available for public comment and viewing on the Headwaters Regional Development Commission website: www.hrdc.org. HRDC adopted this plan on December 15, 2011. HRDC meetings are open to the public.

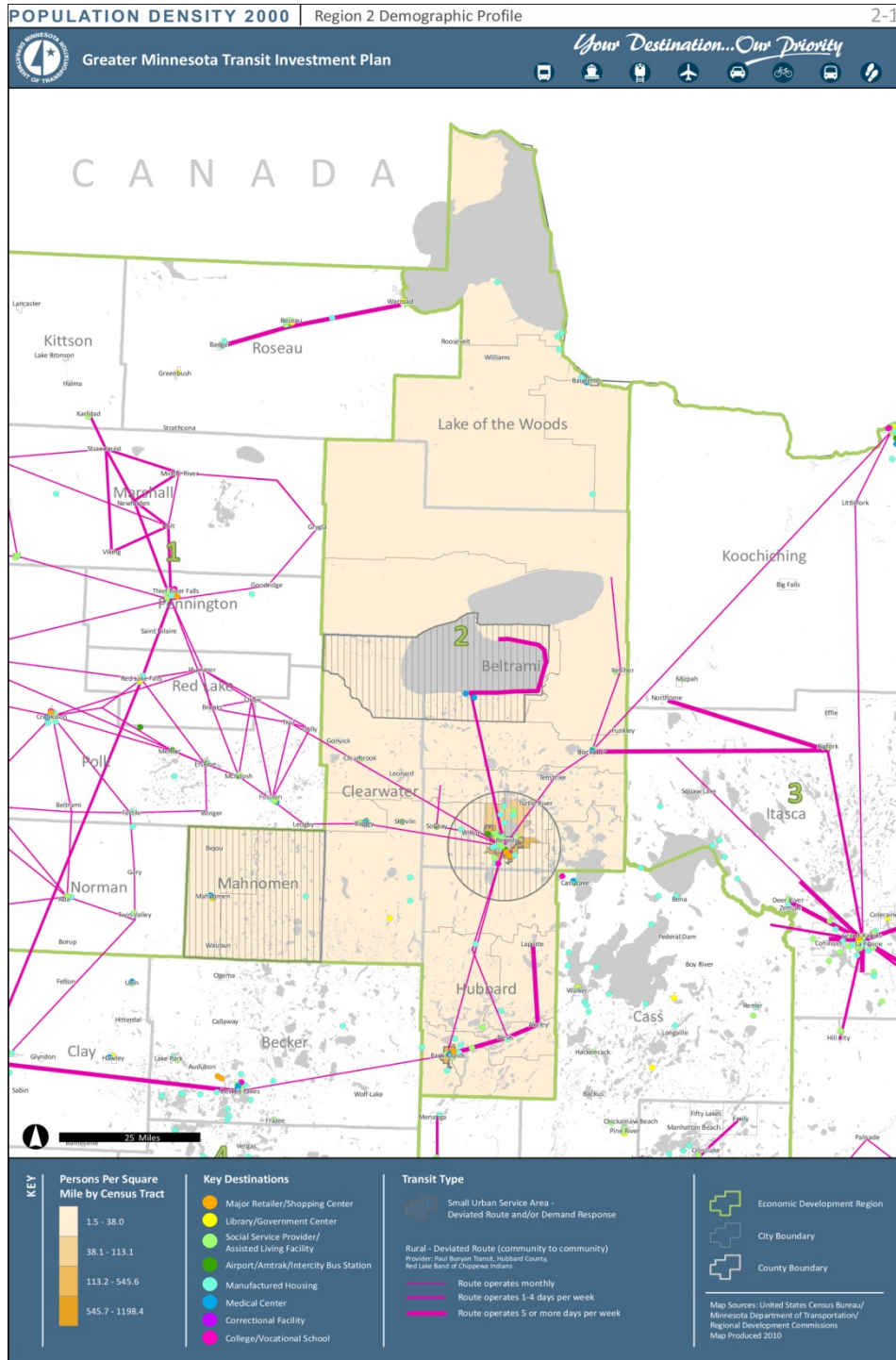
Appendix A- Public Workshop Participants

June 8, 2011 Workshop Participants

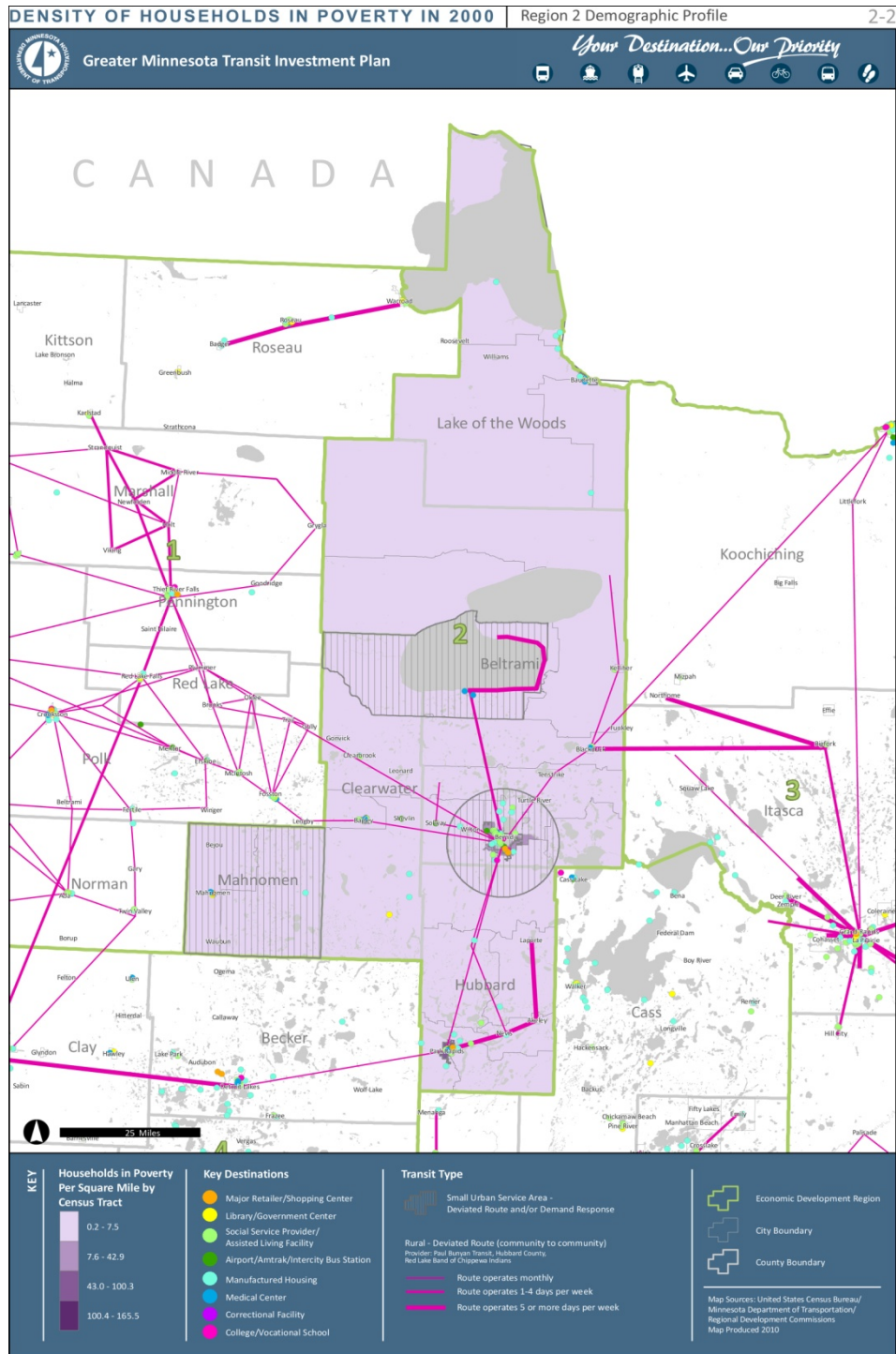
Linda Hanson	Hubbard County DAC
Karen Lenius	Mahube Community Council
Sandy Hennum	Village of Hope
Bev Warren	Rural MN CEP
Missy Thomas	Northwoods Caregivers
Cindy Pic	Tri-Valley Transportation
Linda Bair	Hubbard County Heartland Express
Roger Pearson	Clearwater County
Kirk Karstens	Bi-County CAP
John Pugleasa	Beltrami County
Judy Killian	Gold Pine Home
Vera Brown	MN Chippewa Tribe
Kent Ehrenstrom	Mn/DOT
Darla Bergquist	Land of the Dancing Sky Area Agency on Aging
Janee Hill	Gold Pine Home
Kristen Zemek	Disability Linkage Line
Greg Negard	Paul Bunyan Transit

Appendix B- Transit Services, Transit-Dependent Populations, and Key Destinations in Region 2

The largest concentration of people in the Headwaters Region is located in Bemidji, followed by Park Rapids.

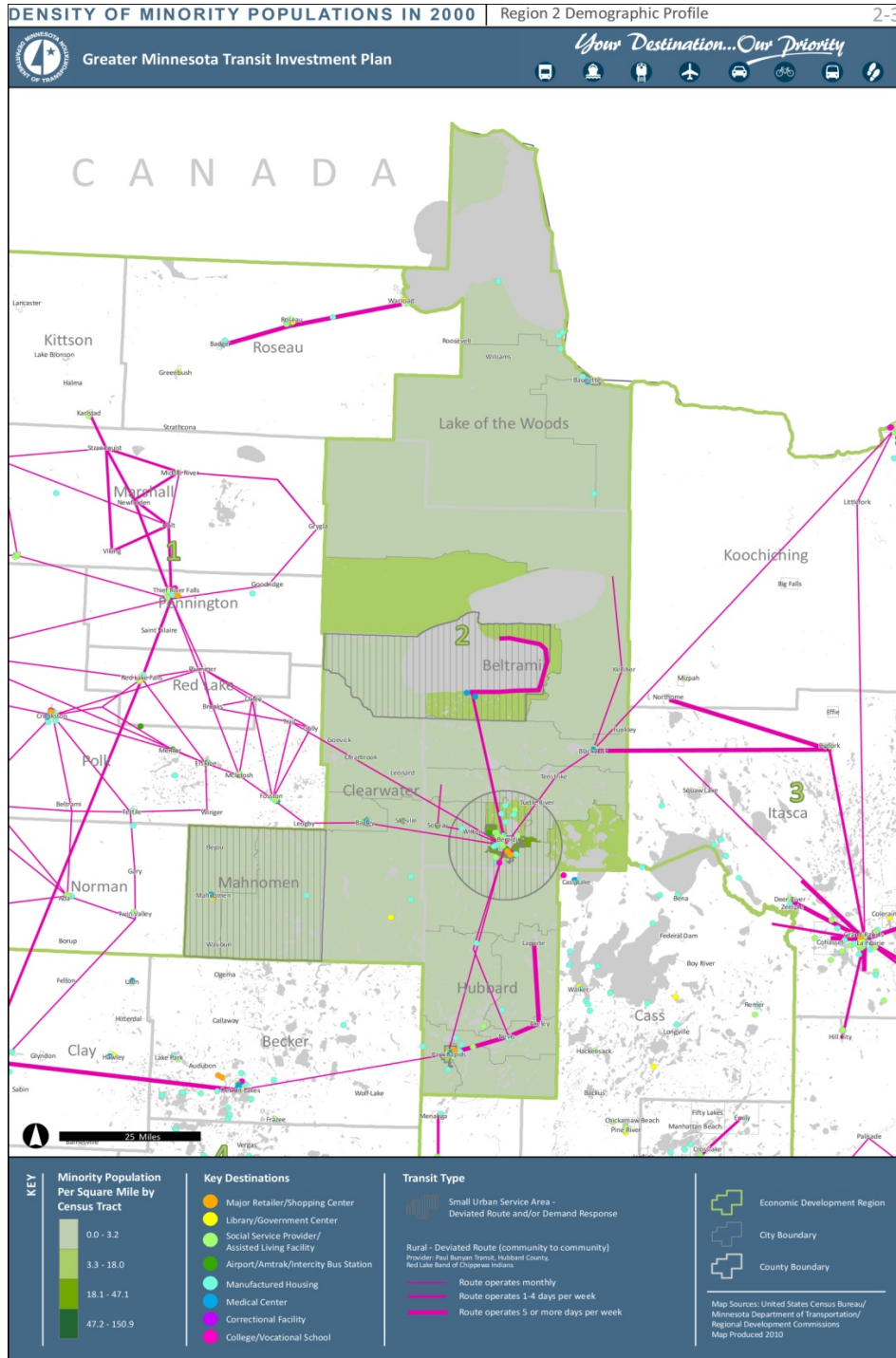


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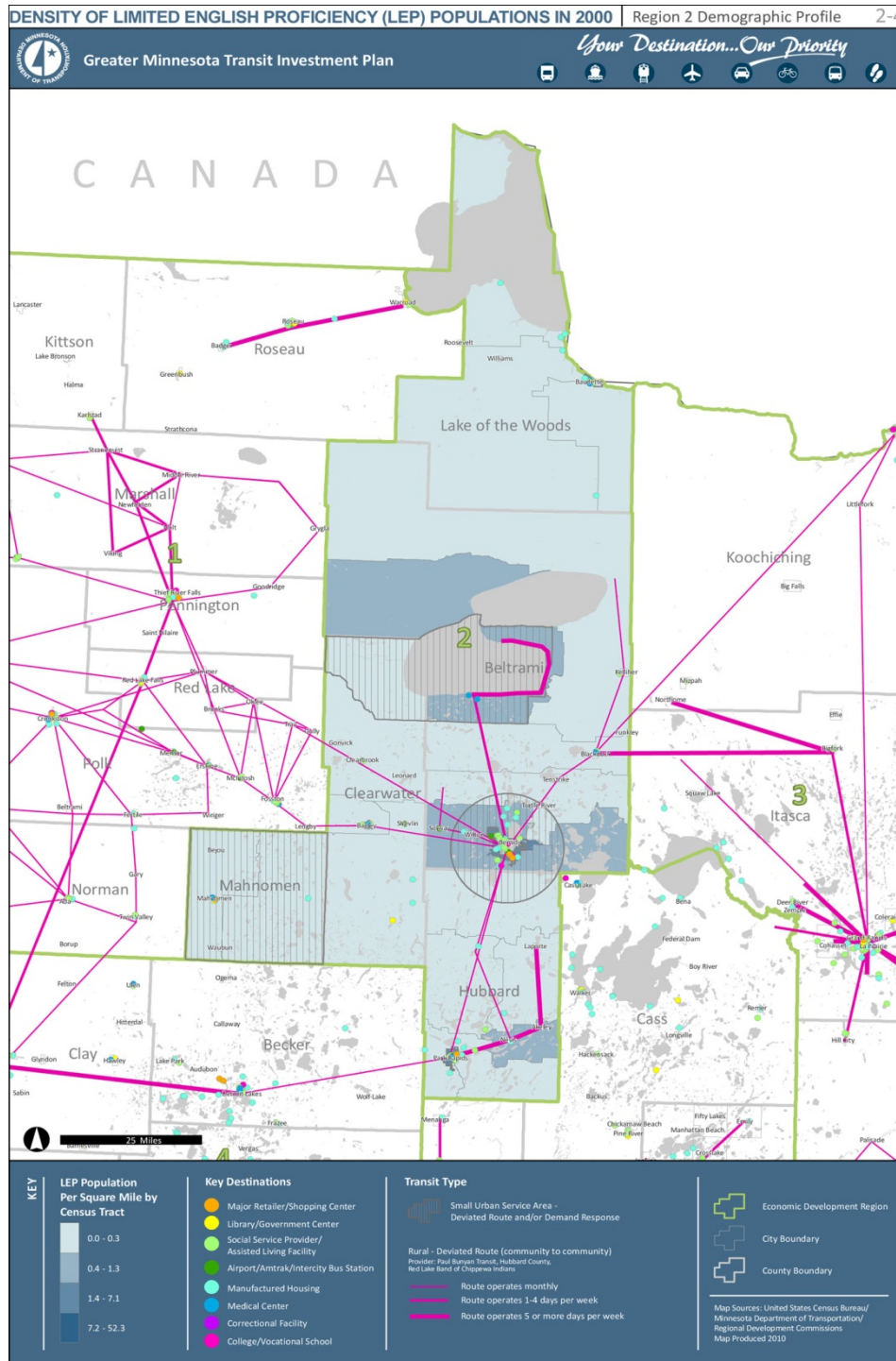
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The minority population per square mile is relatively higher on the Red Lake and Leech Lake Reservations.



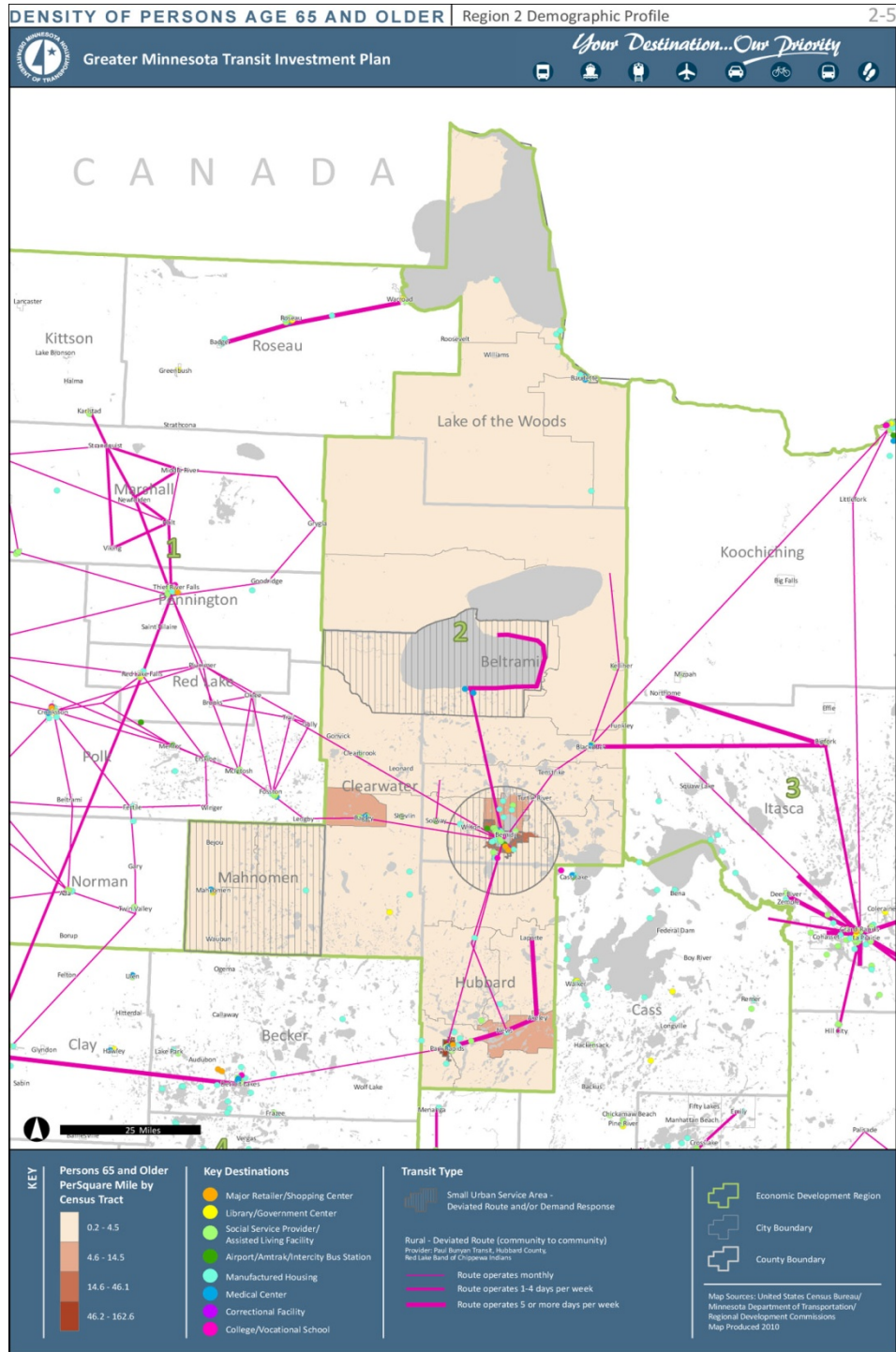
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The LEP population per square mile is relatively higher in three locations: Red Lake Indian Reservation, around the Bemidji Area, and east of Park Rapids.



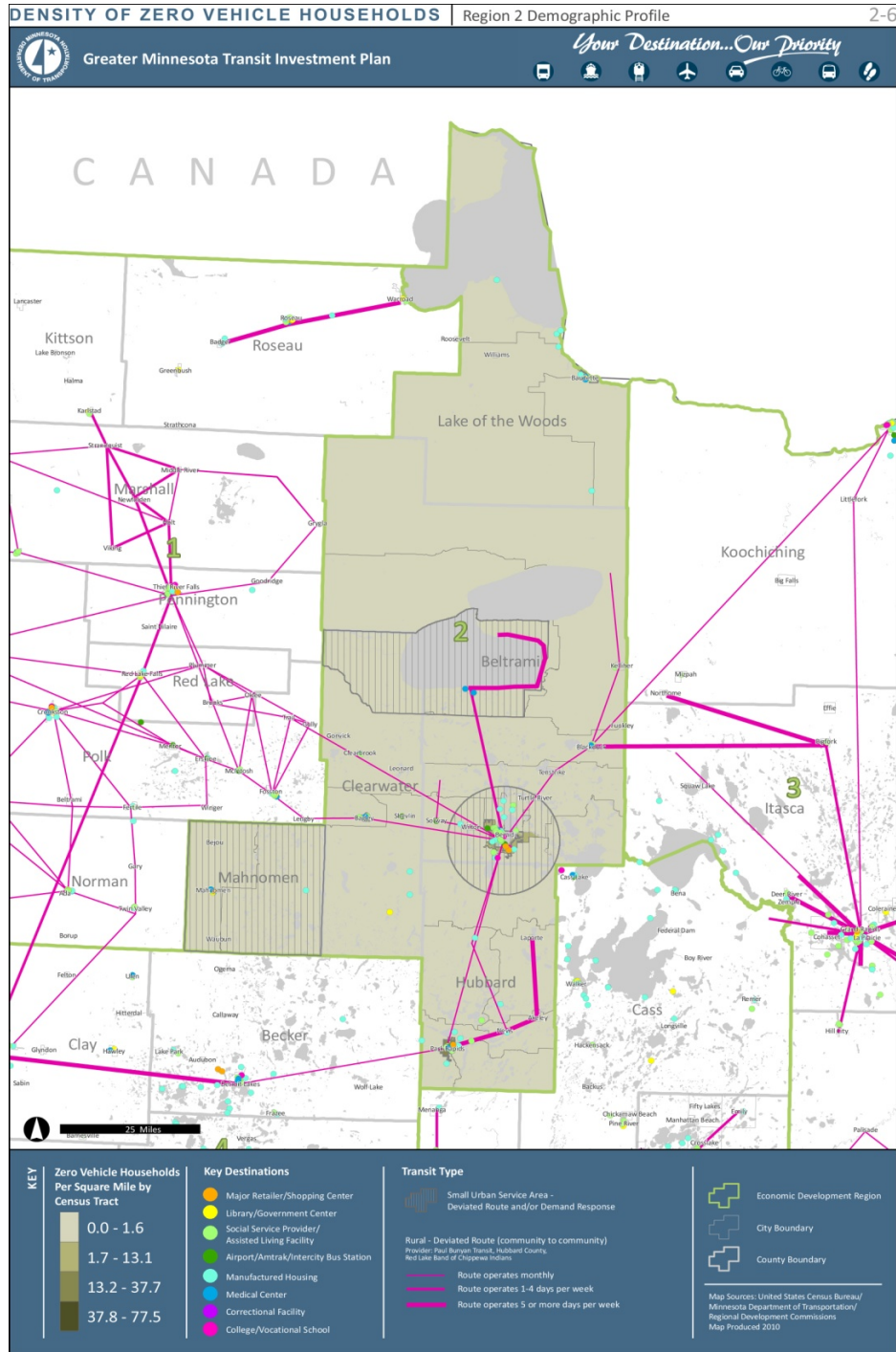
Appendix B- Transit Services, Transit-Dependent Populations, and Key Destinations in Region 2

The Headwaters Region as a whole is aging. The largest concentration of persons 65 and older is in the Bemidji Area. Clearwater County, particularly Bagley, also has a large concentration.



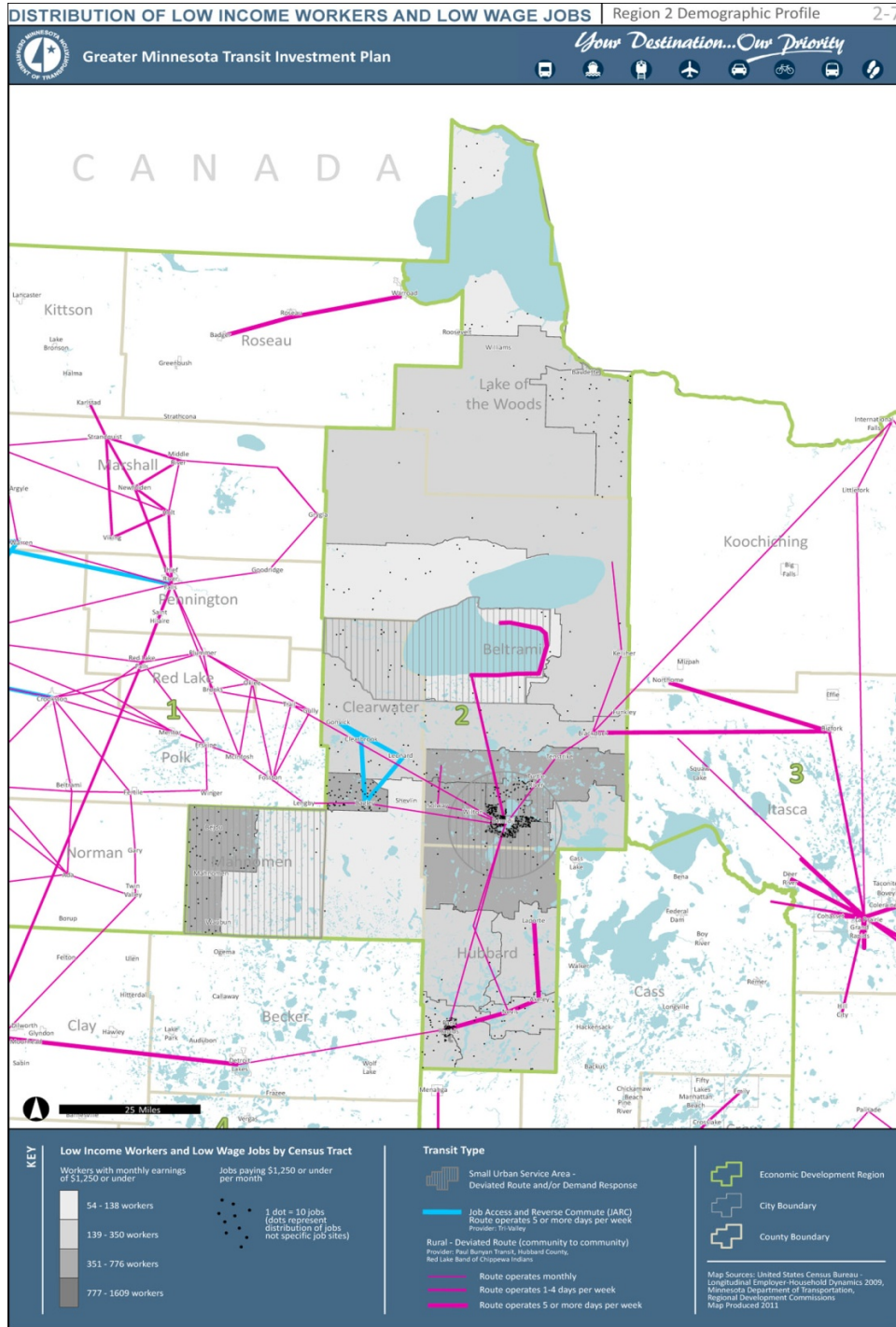
Appendix B- Transit Services, Transit-Dependent Populations, and Key Destinations in Region 2

Similar to other statistics, the largest concentration of zero vehicle households per square mile is in Bemidji and Park Rapids.



Appendix B- Transit Services, Transit-Dependent Populations, and Key Destinations in Region 2

There are three areas that have relatively large concentrations of low wage jobs: Bemidji, Bagley, and western Mahnomen County.



Appendix C- Transportation Provider Directory

The following directory includes contact information for all regional transportation providers who responded to an inventory questionnaire sent in spring 2011. This is not a complete list of providers in the region. For more information, contact the HRDC at: 218-444-4732

Beltrami County
<p>Name: Hope House Contact: Robin Wold - Director Email: rwold@paulbunyan.net Address: 2014 7th Street SE/ P.O. Box 1097 Bemidji, MN 56619 Phone: 218-444-6748 Web: Service Type: Private Transportation</p>
<p>Name: Kelliher School Contact: Tim Lutz – Superintendent Email: tlutz@kelliher.k12.mn.us Address: 345 4th Street NW Kelliher, MN 56650 Phone: 218-647-8286 Web: www.kelliherschools.org Service Type: School Transportation</p>
<p>Name: Red Lake Head Start Contact: Bev King - Director Email: rldhst@paulbunyan.net Address: 23990 Hwy 1/ P.O. Box 53 Red Lake, MN 56671 Phone: 218-679-3396 Web: Service Type: School Transportation</p>
<p>Name: Paul Bunyan Transit Contact: Greg Negard – Executive Director Email: pbtrans@paulbunyan.net Address: 706 Railroad Street/ P.O. Box 1773 Bemidji, MN 56619 Phone: 218-444-9520 Web: www.paulbunyantransit.com Service Type: Public Transit Dial a Ride</p>

Clearwater County

Name: Clearwater County Human Services
Contact: Malotte Backer – Director
Email: malotte.backer@co.clearwater.mn.us
Address: 216 Park Avenue North Bagley, MN 56621
Phone: 218-694-6164
Web: www.co.clearwater.mn.us
Service Type: Private Transportation

Hubbard County

Name: Hubbard County DAC
Contact: Linda Hanson – Executive Administrative Assistant
Email: lhanson@unitelc.com
Address: 113 Main Avenue South/ P.O. Box 86 Park Rapids, MN 56470
Phone: 218-237-8517
Web: www.hcdac.org
Service Type: Private Transportation

Name: Hubbard County Heartland Express
Contact: Linda Bair – Transit Coordinator
Email: lbair@co.hubbard.mn.us
Address: 301 Court Street Park Rapids, MN 56470
Phone: 218-732-9328
Web: www.co.hubbard.mn.us
Service Type: Public Transit Dial a Ride

Name: Park Rapids Area School District 309
Contact: Cindy Leach – Transportation Director
Email: cleach@parkrapids.k12.mn.us
Address: 301 Huntsinger Avenue Park Rapids, MN 56470
Phone: 218-255-1396
Web: www.parkrapids.k12.mn.us
Service Type: School Transportation

Name: Land of the Dancing Sky Area Agency on Aging
Contact: Darla Bergquist – Aging Program Developer
Email: Darla@nwrdc.org
Address: P.O. Box 301 Park Rapids, MN 56470
Phone: 218-255-1396
Web: www.dancingskyaaa.org
Service Type: Private Transportation

Lake of the Woods County

Name: FAR North Public Transit
Contact: Steve Butler - Manager
Email: rcco@wiktel.com
Address: 215 South Main/ P.O. Box 189 Roseau, MN 56751
Phone: 218-463-3238
Web: www.farnorthtransit.com
Service Type: Public Transit Dial a Ride

Name: Lake of the Woods County Social Services
Contact: Nancy Wendler - Director
Email: nancy_w@co.lake-of-the-woods.mn.us
Address: 206 8th Avenue SE, Suite 200 Baudette, MN 56623
Phone: 218-634-2642
Web: www.co.lake-of-the-woods.mn.us
Service Type: Volunteer Driver

Name: Lake of the Woods School #390
Contact: Reed McFarlane – Transportation Supervisor
Email: rmcfarlane@blw.k12.mn.us
Address: 1923 State HWY 11 SE/ P.O. Box 310 Baudette, MN 56623
Phone: 218-766-3814
Web: www.lakeofthewoodsschool.org
Service Type: School Transportation

Other: Serves Becker, Hubbard, and Mahnomen Counties

Name: Mahube Community Council
Contact: Leah Pigatti – Executive Director
Email: lpigatti@mahube.org
Address: 1125 West River Road/ P.O. Box 747 Detroit Lakes, MN 56502
Phone: 218-847-1385
Web: www.mahube.org
Service Type: Private Transportation

Appendix D- Project Idea Summary

Category 1: Coordinate and Consolidate Transportation Services and Resources					
Grid #	Votes #	Title of Project	Description of Project:	Strategy Projects Fulfills	Project Implementation
1	0	<i>Share Resources and Consolidate Business Functions</i>	<i>Develop a list of resources available in Beltrami and Hubbard County. Put them under a mobility manager position. Could begin with one community and expand as feasible.</i>	<i>Contract with common Carrier</i>	<ul style="list-style-type: none"> • Project champion(s) • Responsible for Implementation • Timing (yr1, 2-3 yrs, 4-5 yrs) <ul style="list-style-type: none"> • <i>Senior groups, Transit Providers, Service groups</i> • <i>Advisory group made up of representatives of various client groups</i> • <i>Medium: 2-3 years</i>

Category 2: Mobility Strategies					
Grid #	Votes #	Title of Project	Description of Project:	Strategy Projects Fulfills	Project Implementation
2	3	<i>Mental Health Transportation</i>	<i>24 hour – 7 day a week service for individuals who have a medical emergency after service hours.</i>	<i>Improve service convenience</i>	<ul style="list-style-type: none"> • Project champion(s) • Responsible for Implementation • Timing (yr1, 2-3 yrs, 4-5 yrs) <ul style="list-style-type: none"> • <i>Partnership between public transit providers and human service agencies</i> • <i>Partnership between public transit providers and human services agencies</i>

					<ul style="list-style-type: none"> • Long term: 4-5 years
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Category 3: Communication, Training, and Organizational Support					
Grid #	Notes #	Title of Project	Description of Project:	Strategy Projects Fulfills	Project Implementation
3	24	Mobility Manager	<i>Coordinate transportation services, Connect Region 2 systems together</i>	<i>Centralize Information</i>	<ul style="list-style-type: none"> • Project champion(s) • Responsible for Implementation • Timing (yr1, 2-3 yrs, 4-5 yrs)
4	11	Convene Regional Coordination Body	<i>Create group and utilize this group to oversee implementation of coordination efforts in Region 2.</i>	<i>Convene Regional Coordination Body</i>	<ul style="list-style-type: none"> • Public/private/human service agencies • Public/private/human service agencies • Throughout plan duration: 1-5 years
5	8	Rider Training/Expectation	<i>Teach riders what services are available, how to use them, and their responsibility as riders</i>	<i>Offer customer travel training,</i>	<ul style="list-style-type: none"> • Transit Providers • Advisory group made up of representatives of various client groups

		s		<i>educate public</i>	<ul style="list-style-type: none"> • <i>Medium: 2-3 years</i>
6	0	Marketing Plan	<i>Increase community outreach and knowledge about regional transportation resources and options</i>	<i>Educate public of transportation options</i>	<ul style="list-style-type: none"> • <i>Transit Providers</i> • <i>Student group from University program under a department head</i> • <i>Medium: 2-3 years</i>
7	0	Help Link for Transportation	<i>Have a specific link for transportation at the MN/Help website</i>	<i>Centralize information, educate public</i>	<ul style="list-style-type: none"> • <i>Champion: MN/Help</i> • <i>Transit Providers, MN/Help</i> • <i>Short: 1 year</i>
8	0	Transportation Linkage Line	<i>Centralized dispatcher/call center</i>	<i>Centralize information</i>	<ul style="list-style-type: none"> • <i>211, MN/Help, Senior Linkage Line</i> • <i>DHS, Mn/DOT, current providers</i> • <i>Medium: 2-3 years</i>

Appendix E- Project Analysis: Effort vs. Impact Assessment

<p>Difficult to do/Minor impact projects</p> <p>None selected for this category</p>	<p>Difficult to do/Major impact projects</p> <p>Work with public transportation, human service agencies, and possibly volunteer drivers to create a 24 hour / 7 day a week service for mentally ill individuals who have a medical emergency after service hours.</p> <p>Develop a list of transportation services available in Region 2 and coordinate transportation services. Connect Region 2 systems together (mobility manager).</p> <p>Educate riders about what services are available, how to efficiently use them, and their responsibility as riders. This could fall under the responsibility of the mobility manager position.</p> <p>Partner together to create a marketing plan that will increase community outreach and knowledge about regional transportation resources and options available.</p>
<p>Easy to do/Minor impact projects</p> <p>Create a transportation advisory group composed of public, private and human service agencies to oversee transportation implementation efforts in Region 2.</p>	<p>Easy to do/Major impact projects</p> <p>None selected for this category</p>