MOBILITY
EFFICIENCY
INTEGRATION

IDAHO **Human Services Transportation** PLAN

Locally Coordinated Plan for Blaine, Camas, Cassia, Gooding, Jerome, Lincoln, Minidoka and Twin Falls Counties

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Prepared by:

NELSON
NYGAARD

transpogroup

Idaho Public
Transportation Plan

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Idaho **Public Transportation** Plan Locally Coordinated Plan for District 4

Your Safety | Your Mobility | Your Economic Opportunity

Figure 1. ITD District 4

1 Overview

1.1 Purpose of Plan

Older adults, people with disabilities, people with low incomes, and other socio-economically disadvantaged people depend on affordable, accessible transportation. Without it, people cannot access medical services, shop for necessities, or get to work, and may become isolated in their homes. This condition can present a health and safety risk for some, and may result in seniors or residents with disabilities being forced from their homes before they need to be, due to a lack of transportation options.

If organizations wish to secure federal funding for projects to enhance the mobility of older adults and people with disabilities, projects must be included in a locally coordinated public transit-human services transportation plan.[1] Consideration of other key populations, such as individuals with lower incomes, is a recommended, but not required, element of these local coordination plans.

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[1] 49 USC 5310 (e) (2) (A) (i)

In 2017, the Idaho Transportation Department (ITD) prepared the Idaho Public Transportation Plan to evaluate current transit services, estimate future needs, identify public preferences for potential investment, and identify potential strategies to help Idaho meet its public transportation goals. To provide specific strategies for the key target populations tailored to varying regions of the state, Locally-Coordinated Plans (LCPs) were concurrently prepared for each ITD District.

This LCP covers ITD's District 4, which includes Blaine, Camas, Cassia, Gooding, Jerome, Lincoln, Minidoka and Twin Falls Counties.

In addition to considering the travel needs of the broader public, the LCP fulfills federal requirements for addressing the special mobility needs of transportation-disadvantaged groups.

Like many regions across the country, District 4 has limited public transportation options in rural areas. This LCP aims to address needs and fill gaps in existing transportation programs and services that may leave vulnerable populations without adequate travel options. The ultimate goal is regional collaboration to provide more effective transportation services for all, with attention to the needs of those with special mobility issues.

1.2 Scope and Development of the LCP

The LCP includes three principal elements:

1. An inventory of **existing transportation services**, to assess the current state of mobility within the District.

2. Assessment of **current service gaps and travel challenges**. This step included communicating with a variety of stakeholders, including members of the public, transit providers, healthcare providers, senior centers, human services groups and others.

3. Development of **strategies and priorities** to address gaps and improve mobility. Stakeholders again played a valuable role in proposing and prioritizing strategies to address unmet mobility needs.

Development of the LCP was integrated with the Idaho Public Transportation Plan, so that resulting recommendations and strategies introduced at the local level are compatible with broader policy development and decision-making at the statewide level.

1.3 Stakeholder Participation Process

1.3.1 Notification and Outreach

Outreach to the general public as the LCP was prepared was combined with the overall public engagement effort for the Idaho Public Transportation Plan. Press releases and newspaper display advertisements were used to notify the public about the planning process and opportunities for input.

In addition, ITD's Public Transportation Office maintains an interested parties list for email messaging. This list was used to disseminate email messages about the statewide planning process and opportunities for input.

The LCP planning team expanded ITD's email list to prepare a large outreach roster specifically for District 4 that included seniors and people with disabilities, educational institutions, students, youth, medical care facilities, low-income populations, military veterans, and native tribal populations. The more robust LCP roster was used to communicate with stakeholders about District 4 LCP activities and invite stakeholders to District events.

1.3.2 Online Surveys

In November and December of 2016, the planning team distributed a "Design Your Transit System" survey statewide, to capture input on transportation needs and preferences from the general public. 665 responses were received from across the state, including 27 from District 4. The interactive survey asked participants to provide opinions about potential strategies for enhancing existing transit services given a constrained budget. Participants could then view the relative benefits of their investment choices with respect to employment access, access to community services, economic development support, reduced congestion and reduced air pollutants.

Figure 2. "Design Your Transit System" Online Survey
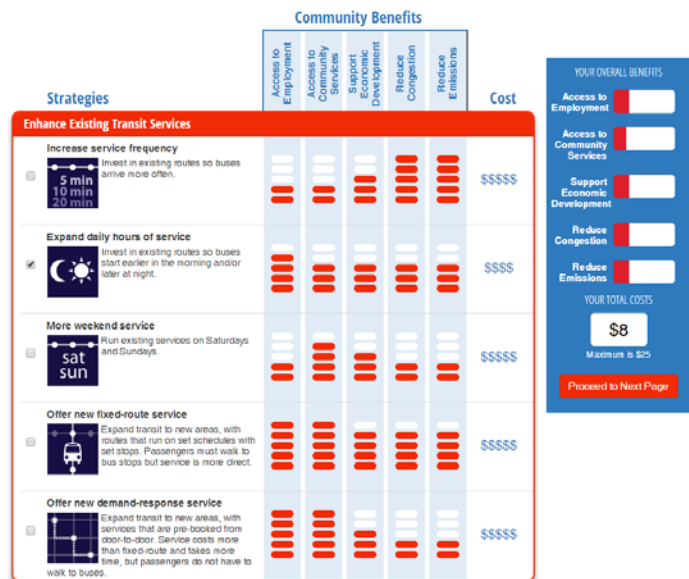
A follow-up survey was distributed online during April and May of 2017, providing an additional input opportunity for interested stakeholders who were unable to attend District-specific work sessions.

1.3.3   Local Coordinated Planning Workshop

A stakeholder work session was held in District 4 on January 11, 2017 to confirm existing services, discuss needs and gaps, and brainstorm potential strategies for enhancing existing transit service. Participants considered geographic and temporal gaps in service, as well as accessibility needs, technology challenges, information gaps, affordability issues, and coordination between providers.

The LCP workshop in District 4 was attended by a variety of stakeholders representing ITD, Mountain Rides and the College of Southern Idaho. Time was provided for networking during the workshop, to encourage collaboration and help build connections between stakeholders and service providers who have few opportunities to meet in person over the course of their day-to-day work.

1.3.4   Public Open House

A public open house was held in District 4 on January 11, 2017, following the LCP workshop. Attendees viewed and responded to existing conditions information and preliminary survey findings, helping to identify additional needs and gaps, and providing feedback on potential solutions.

1.3.5 Transit Provider Interviews

The planning team held one-on-one interviews with public transportation providers to understand strengths, challenges and opportunities affecting the existing and future delivery of public transportation services in the District. The following providers were interviewed for District 4:

- Mountain Rides
- Trans IV Buses (College of Southern Idaho)

Questions covered each organization's mission and customer base, as well as their approach to service and service development. The planning team also asked about each provider's existing funding and revenue sources, including major funding challenges, as well as organizational and operational factors that affect their cost-effectiveness. Interviews also explored each provider's current inter-agency partnerships and relationships with neighboring transit providers, institutions, large employers, human service agencies, ITD, and private sector partners.

2 People and Transportation Services in District 4

2.1 Transit Propensity: Who is Most Likely to Take Transit?

Figure 3 shows the relative density of populations most likely to need and use public transportation around the state. This includes older adults, people with disabilities, people without access to a car and people with limited income. Transit propensity is highest in Twin Falls, with more moderate levels in District 4 in the Sun Valley area and around the I-84 corridor. In general, transit propensity scores are lower in District 4 than in Districts 1 and 3, and has similar scores to the other districts.

Looking specifically at populations of seniors, people with disabilities, and zero-car households, as shown in Figure 4 to Figure 6, there are relatively high concentrations in the cities of Twin Falls and Burley. The rest of the district has relatively low percentages of these individuals, but that is likely due to its largely rural nature.

Access to employment for lower-income individuals is an important function of public transportation. Figure 7 shows locations where people who earn less than 150% of the federal poverty level are employed. Again, Twin Falls is the location with the highest concentration of this specific demographic. The rest of the district has a relatively low number of low-income jobs, again due to its largely rural characteristics.

Figure 3. Transit Propensity Index
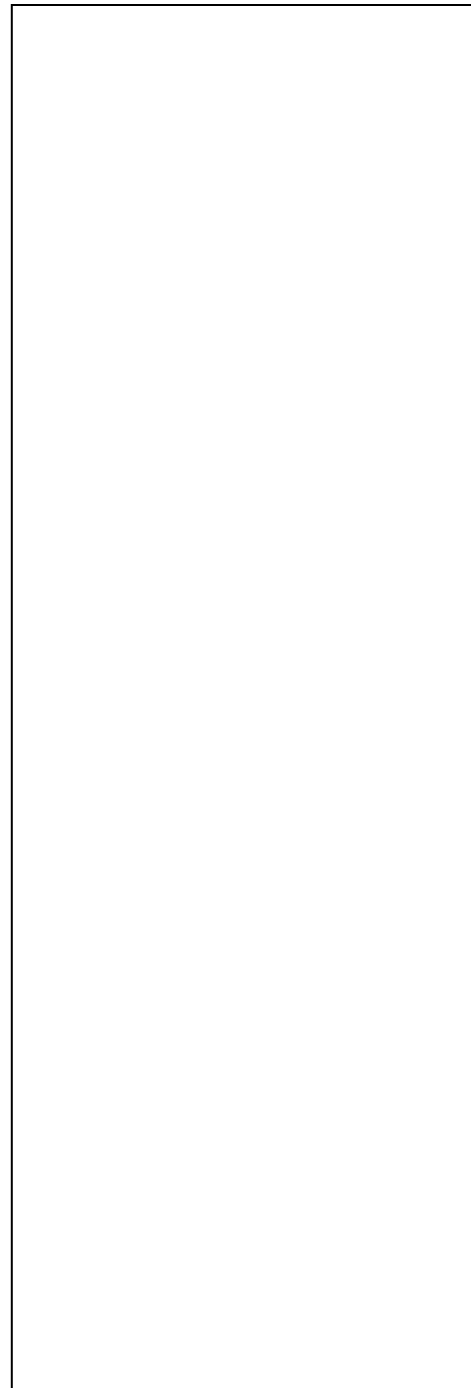
Figure 4. Older Adult Populations
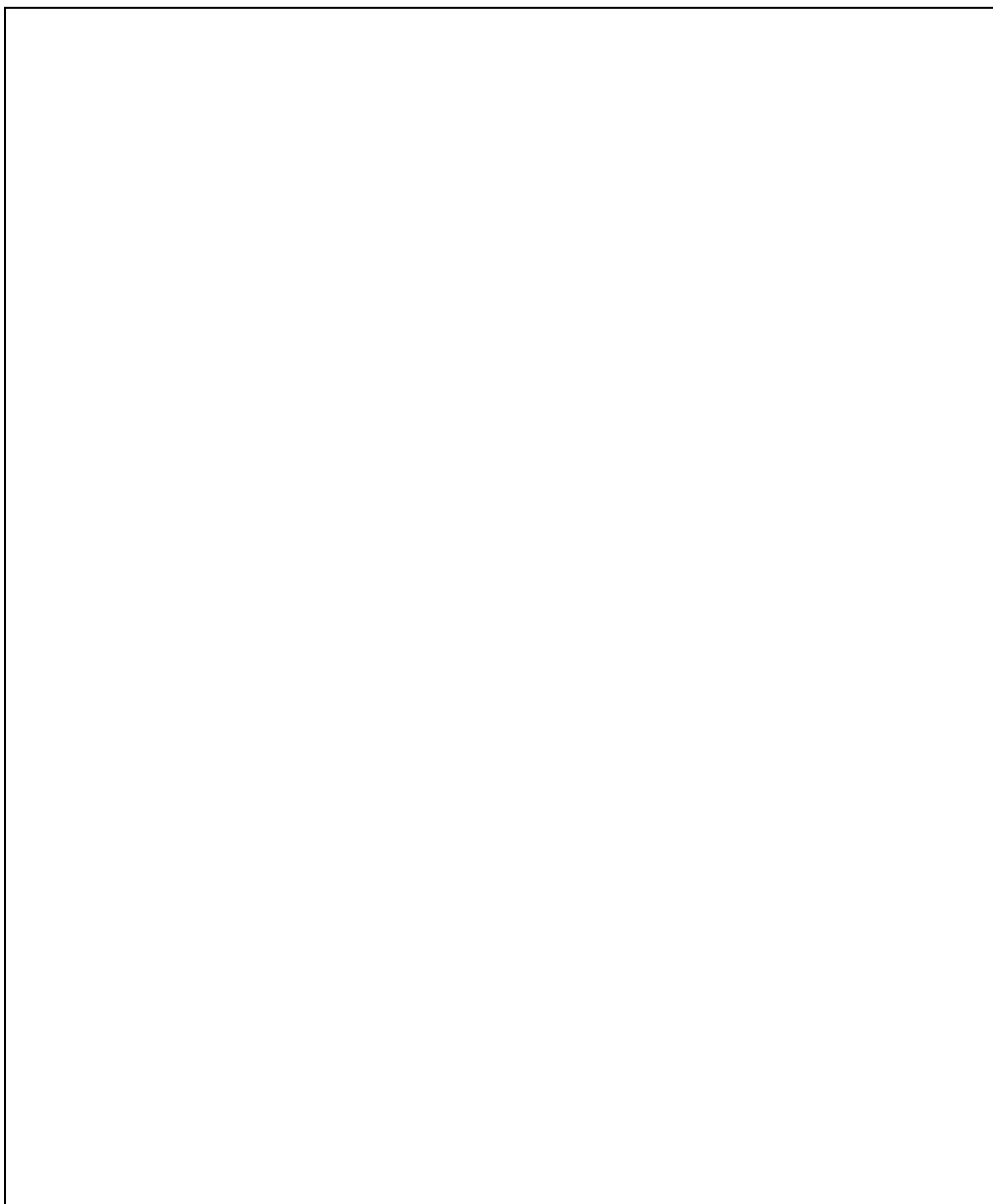
Figure 5. People with Disabilities
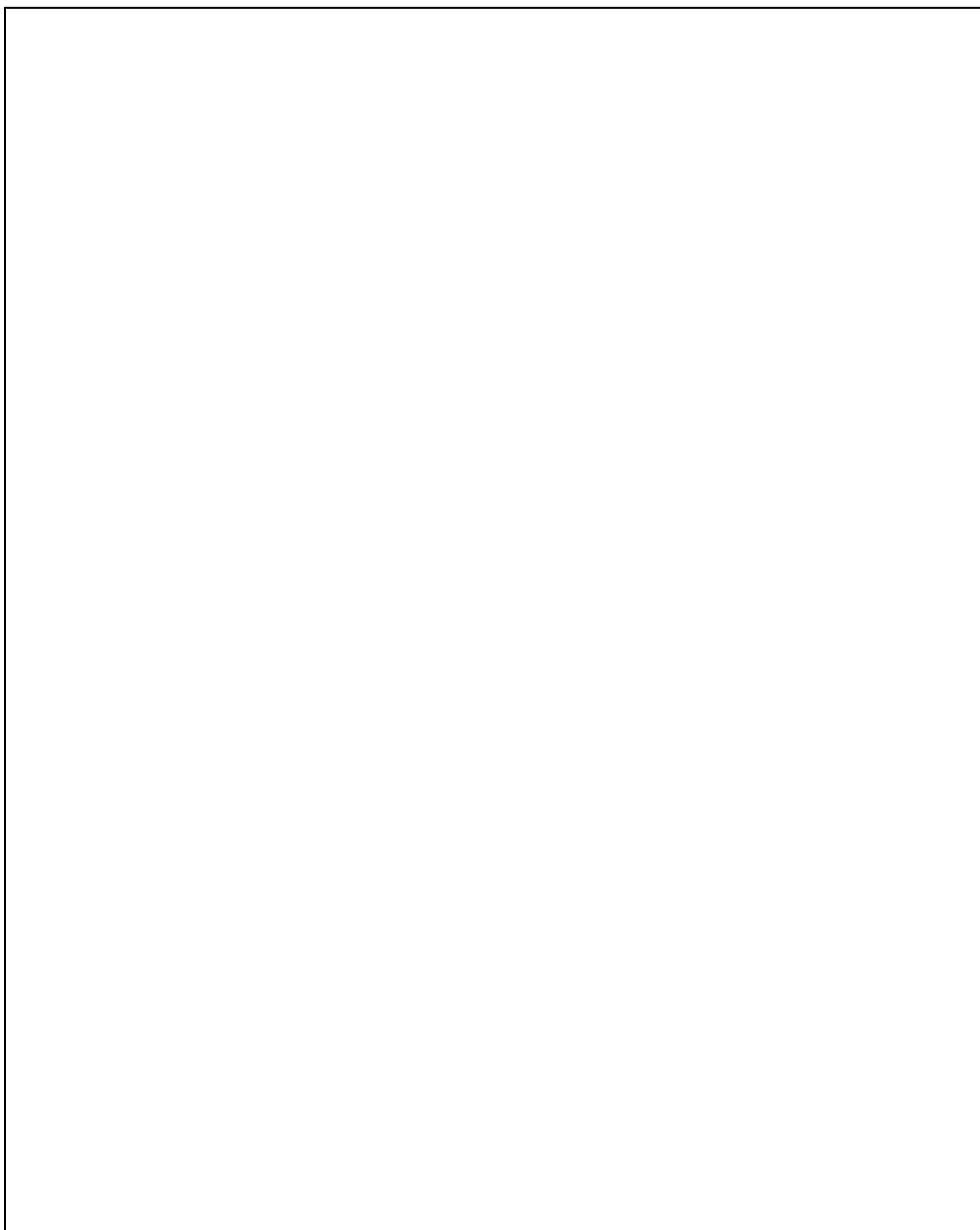
Figure 6. Zero Vehicle Households

Density of Households With No Vehicle, by Census Tract

Households Per Acre
- 0 - 0.0002
- 0.0003 - 0.0020
- 0.0021 - 0.0200
- 0.0201 - 0.1000
- 0.1001 - 0.8057

★ Transportation District Headquarters

□ Transportation District Boundary

□ County Boundary

National Park

National Forest

0 30 60 Miles

Data Source: ESRI, Idaho Enterprise Open Data Portal, Idaho Transportation Department, National Park Service, US Census American Community Survey 5-Year Estimates 2014, US Census Bureau TIGER

Figure 7. Low Income Employment Density
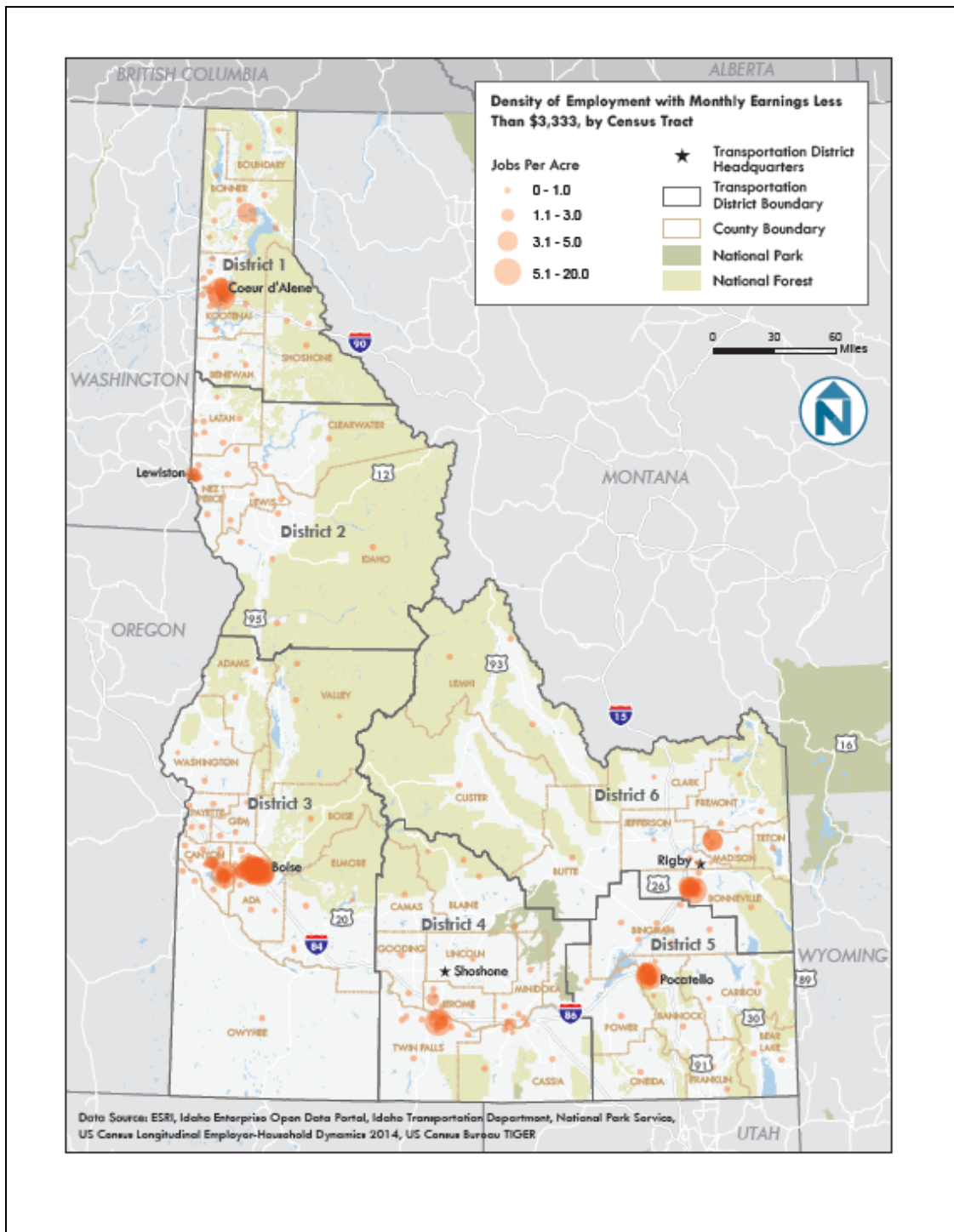
2.2 Reasons for Using Transit in District 4

Participants in the online survey distributed in November and December 2016 cited several reasons for taking transit as shown in Figure 8.

The largest reason given for taking transit in District 4 was due to convenience, which 46% selected. Saving money and not having access to a car were each selected by 18% of respondents. Environmental reasons and 'other' were both selected by 9% of District 4 respondents. Other reasons could include anything from an increased feeling of safety on a bus to the ability to do other things like read or work during a commute trip.

Figure 8. Reasons for Using Transit in District 4

2.3 Current Transportation Services and Providers

Typical public transit/human services transportation systems consist of an interconnected network of different service styles and types, as shown in Figure 9.

Demand-response services allow passengers to call for rides, with door-to-door or curb-to-curb service.

Fixed route service offers regularly scheduled bus service along established routes with defined stop locations and set arrival/departure times.

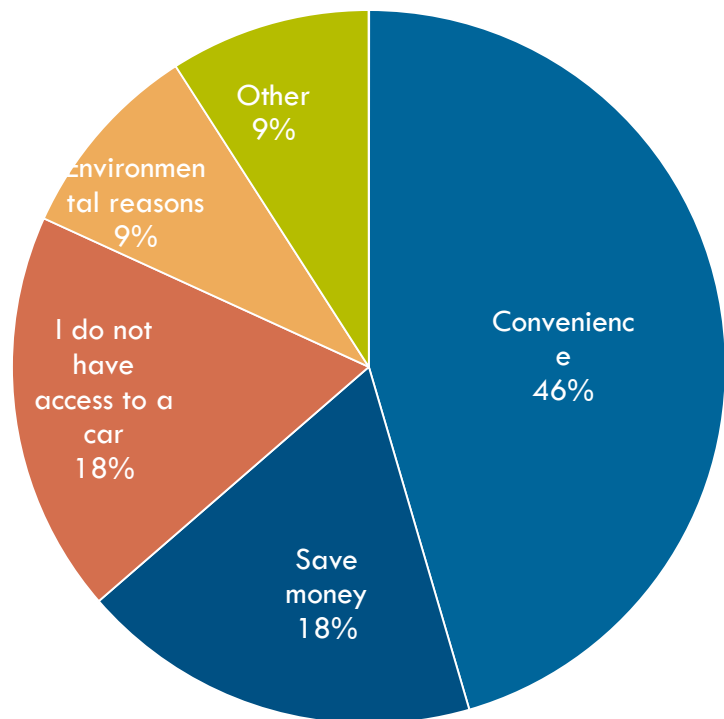In areas where fixed route service is provided, federal funding rules require a complementary para-transit (demand-response) service for passengers who are unable to access regular stop locations. As an alternative to separate paratransit service, fixed route providers may opt to provide **deviated route** service, where the fixed route bus deviates off course to pick up passengers. (Commuter bus service, a form of fixed route service operating in peak periods with limited stops, may be exempt from the paratransit requirement.)

Intercity transit service is like fixed route service in that the bus has defined routes, stops and times; however, the purpose of intercity transit is to connect people with broader destinations in other regions or states.

Taxis, shuttles, rideshare networks, vanpool programs and similar services can supplement available public transportation services. Human and social services organizations may also provide special transportation services for the general public or select populations.

Figure 9. Typical Public Transportation Service Types
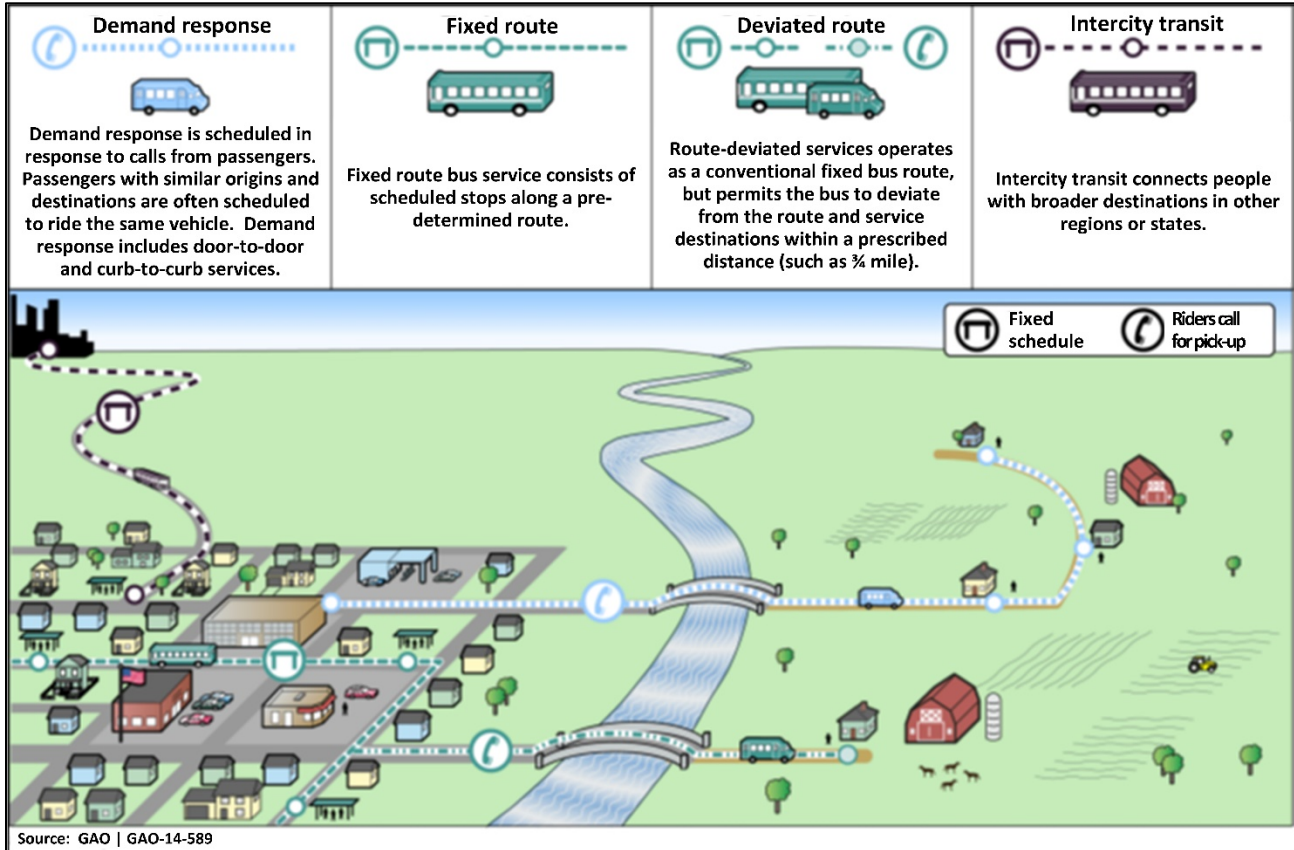

Source: GAO | GAO-14-589

Table 1 and Figure 10 show public transportation providers currently serving communities in District 4. Provider profile information for each may be found in the appendix, and a brief overview of available services follows.

Table 1. Current Transportation Service Providers in District 4

Service Provider	County	Service Area	Span of Service (Days of Week / Hours of Day)	Services Operated FR / DR / VP / IB	Demand Response Eligibility Riders	Trip Purposes	Vehicle Fleet Size
Intercity Transit Service Provider							
No Providers							
Regional							
Mountain Rides Transportation Authority	Blaine	Blaine County: Sun Valley City, Ketchum City, Hailey City, Bellevue City, and Carey City	Weekdays: 6:00 AM – 10:00 PM Weekends: 6:00 AM – 8:00 PM	FR, DR, VP	GP, PWD	General, Resort	39
Trans IV- College of Southern Idaho	Twin Falls, Jerome	Twin Falls City, Kimberly City, Hansen City, Jerome City	Weekdays: 7:00 AM – 5:00 PM	DR	GP, PWD	General	15
County Transit Service Provider							
No Providers							
Municipal Transit Service Provider							
No Providers							
Other Transit Service Provider							
Blaine County Senior Center	Blaine	Blaine County	Weekdays: 9:00 AM – 4:00 PM	DR	OA	General, Shopping	1
Living Independence Network Corporation (LINC)	Twin Falls	Twin Falls County, Cassia County, Jerome County	Weekdays: 7:00 AM – 6:00 PM	DR	OA	General	1
Minidoka Memorial Hospital	Minidoka	NA	NA	DR	NA	NA	2
West End Senior Center	Twin Falls	Buhl	Tuesday, Thursday, Sunday: Midday for lunch	DR	OA	Program Activities	1

| Service Provider | County | Service Area | Span of Service (Days of Week / Hours of Day) | Services Operated | Demand Response Eligibility | | Vehicle Fleet Size |
				FR / DR / VP / IB	Riders	Trip Purposes	
North Canyon Medical Center	Gooding, Lincoln, Camas	All in counties					

Key

NA = Information not available

Services Operated

FR = Fixed Route

DR = Demand Response

VP = Vanpool

IB = Intercity Bus

Eligible Riders

GP = General Public

OA = Older Adults

PWD = Persons with Disabilities

Figure 10. Transportation Providers in District 4

Idaho Transportation Department
Public Transportation Inventory: District 4

Local-Based Demand Response Provider
Municipal-Based Demand Response Provider
County-Based Demand Response Provider
Demand Response Service Area (Municipal / FR)
Demand Response Service Area (County)

Fixed-Route Transit
Transportation District Headquarters
Transportation District 4 Boundary
County Boundary
MPO Region
National Forest
National Park

ITD District Map

District 4

Data Source: ESRI, Idaho Enterprise Open Data Portal, Idaho Transportation Department, Mountain Rides Transportation Authority

2.3.1 Intercity Bus

There are two regional service providers in District 4: Mountain Rides Transportation Authority and Trans IV (College of Southern Idaho). The first operates in Blaine County, as well as the cities of Sun Valley, Ketchum, Hailey, Bellevue, and Carey while the second operates in the cities of Twin Falls, Kimberly, Hansen, and Jerome.

2.3.2 Fixed Route

Mountain Rides Transportation Authority is the only fixed-route provider in District 4. The ridership is approximately 454,000 and the routes operates Monday through Friday, 6 a.m. to 10 p.m.

2.3.3 Deviated Fixed Route Service

There is no deviated fixed route service in District 4.

2.3.4 Paratransit Service and Publicly Available Demand-Response Service

Both Mountain Rides Transportation Authority and Trans IV (through the College of Southern Idaho) provide demand responsive service. Mountain Rides Transportation Authority provides the service for the disabled, while Trans IV's service is for the people of Magic Valley.

2.3.5 Private Transportation Providers

There are no private transportation providers in District 4.

2.3.6 Volunteer Driver Networks

There are no volunteer driver networks in District 4.

2.3.7 Other Human Services Transportation

The human service transportation providers in District 4 consist of Living Independence Network Corporation (LINC), Minidoka Memorial Hospital, North Canyon Medical Center, Blaine County Senior Center, and West End Senior Center.

2.4 Current Funding Framework

2.4.1 Federal Transit Administration Funding

The FTA provides grants for public transportation capital expenditures, planning and operating assistance. The various federal transit funding programs are named according to their governing sections of US Code Title 49.

Section 5310 provides grants to enhance the mobility of seniors and individuals with disabilities. In addition to funding demand-response vehicles and service, 5310 funds can be used for projects that improve access to fixed route service and decrease reliance by individuals with disabilities on paratransit. Capital projects are funded with 80% federal share. Operating assistance is limited to a 50% federal share. To be eligible for 5310 funding, projects must be identified within a Coordinated Public Transportation Human Services Transportation Plan (such as this LCP).

Section 5307 provides grants to urbanized areas of 50,000 or more population. Funds flow to a designated recipient of local government, and the funding formula is based on a combination of bus revenue vehicle miles, bus passenger miles, population and population density.

A non-federal match is required to use 5307 funds. The federal share is typically 80 percent of the cost of capital projects, but may be increased to 90 percent for the cost of vehicle equipment needed to comply with the Americans with Disabilities Act and the Clean Air Act. For operating assistance, the federal share may not exceed 50%. None of the services in District 4 are funded by Section 5307 funding.

Section 5311 provides formula funding for rural transportation services in areas with populations of less than 50,000. Capital expenditures may receive 80% federal funding. Operating assistance is capped at 50% federal funding. In District 4, Mountain Rides Transit Authority (MRTA), and Trans IV are current recipients of 5311 funding for projects and services.

Section 5311(c)(2)(B) provides formula funding to federally recognized Indian tribes to provide public transportation services on and around Indian reservations or tribal land in rural area, with an annual maximum of $300,000 per tribe. None of the services in District 4 are eligible for tribal transit funding.

Funding for intercity transit service is also provided under Section 5311(f), and 15% of the state's 5311 funds must go to intercity services. None of the services in District 4 are current recipients of 5311(f) funding.

Competitive FTA Programs, such as Section 5339 Buses and Bus Facilities grants, or Transportation Investment Generating Economic Recovery (TIGER) program grants, provide periodic competitive funding opportunities for capital purchases and other one-time investments.

2.4.2   *Federal Highway Administration Funding Available for Transit Purposes*
Some transit investments are also eligible for several funding programs originating from US Code Title 23 - Highways.

Transportation Alternatives Program (TAP) funding may be used for infrastructure projects that improve non-driver access to public transportation, and other transportation investments that focus on alternative modes, community enhancement and environmental mitigation. ITD offers a competitive application process for this program, and approximately $3.5 million is available annually statewide. Federal funding of up to 92.66% of the project cost is possible.

Federal Lands Access Program (FLAP) funding may be used for transit projects and services that access National Parks, National Forest Service lands, National Wildlife Refuges, BLM Lands, US Corps of Engineers, or Tribal lands. The FHWA Western Federal Lands

Highway Division offers a competitive application process for this program. In Idaho, approximately $2.8 million is available annually. Federal funding of up to 92.66% of the project cost is possible under this program.

2.4.3 Local Funding
District 4 transit providers do not have significant local funding sources.

3 Needs and Gaps

The online survey distributed by the project team in November and December 2016 asked members of the public who do not currently ride transit about their reasons. Top responses to this question for District 4 participants, shown in Figure 11, provide insight about issues and challenges with existing services. A lack of transit service is the primary reason why District 4 survey respondents chose not to take transit, followed by a preference for driving and the travel time associated with transit service. Other reasons could include anything from not being comfortable while riding transit, to not being aware of the existence of transit service.

Figure 11. Reasons for Not Using Transit in District 4
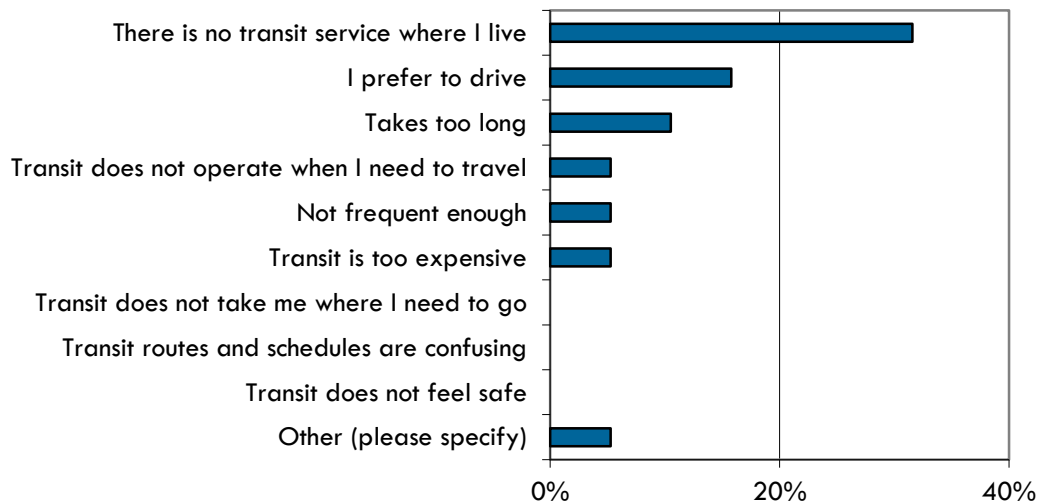
In addition, stakeholders attending the January 2017 work session helped the project team to explore existing needs and gaps within the region's transit system, looking at service locations and times, trip types, service accessibility, use of technology, information and communication, transit affordability, and coordination between providers.

3.1 Geographic Service Gaps

The LCP workshop in District 4 discussed that Minidoka and Gooding do not have public transit services available, and Medicaid will not transport to Gooding, which is a very large

geographic gap in service. LCP workshop attendees discussed that regional connectivity is a critical issue in District 4.

3.2 Temporal Service Gaps

LCP workshop attendees noted that weekend service does not exist for on-demand services in Twin Falls. However, there are services in Sun Valley/Ketchum area seven days a week, with late night shuttles and routes provided as well. The primary option for weekend transportation anywhere in District 4 outside of Sun Valley/Ketchum service areas is provided by taxi services.

3.3 Accessibility Needs

LCP workshop attendees discussed that buses are not accessible to older adults because they are difficult for them to board. Attendees noted that there is a lack of ADA compliance on both sidewalks and buses. Some buses in District 4 have lifts for wheelchairs, but it is uncommon. ADA compliance was noted as the primary accessibility need.

3.4 Technology Challenges

In District 4, technology in public transportation ranges greatly. In Sun Valley/Ketchum area real-time bus location is available through smartphone apps. In Twin Falls dispatch software is used, however riders do not have any real-time arrival informational available. Among LCP workshop participants, there was a feeling that smartphones and internet service are not very accessible by those who rely on services operated with the Twin Falls area. .

3.5 Information Gaps

Despite regular outreach and information publication, representatives still feel as though half the population in Twin Falls is unaware of transit service. "Idaho 211" offers some trip planning assistance, but it is not a complete resource for information about available services.

3.6 Affordability Gaps

Much of the fixed-route service provided in Sun Valley/Ketchum is provided free of charge because the resort area receives revenues from a local options tax. The demand-response service in that area usually costs less than $4. Transit provider representatives did not note affordability as a deterrent to use of public transportation services. Representatives from Twin Falls felt that the demand-response service provided for a round trip cost of $5 within the Twin Falls and Jerome boundaries was not often a constraint for their users. While this cost may be expensive for seniors on a fixed income, the rides are paid for mostly through Medicaid.

Funding in general is a problem for many of the providers in District 4 (

3.7 Coordination Gaps

LCP meeting attendees discussed the feeling that there are large regions of District 4 that do not have public transit service options. Salt Lake Express will stop in Twin Falls, but not anywhere else in Blaine County.

4 Strategies for Meeting Needs

Planning workshop participants discussed a variety of strategies for meeting needs and filling gaps in current service.

4.1 Information Solutions

Workshop participants discussed potential strategies for improving communication with customers. Preliminary suggestions offered by the planning team included:

- A centralized transportation service directory
- Trip planning assistance
- Trip reservations assistance
- Online trip reservations
- A One-Call/One-Click system including some or all of the above.

LCP meeting attendees felt that efforts are being made to provide the public with enough information, but a public trip planning service directory would provide benefit to users. Meeting attendees also expressed an interest in trip planning and reservation assistance, as many of their riders may not be comfortable booking rides online and prefer to do so over the phone.

4.2 Service Enhancements

Workshop participants discussed the potential for enhancing existing service by extending or expanding service hours, making more trip types eligible for existing services, or providing or linking to out-of-county services.

LCP workshop participants noted varying needs in terms of service enhancements. Mountain Rides provides weekend and weekday service, and staff expected that night owl service provided during the weekend could further meet service needs. Other rural providers discussed the need to expand service areas, especially in Minidoka, Cassia and Gooding Counties.

4.3 Complementing the Existing Network

The planning team offered several cost-effective suggestions for making the most of the existing transit network or offering additional mobility options in unserved areas. Suggestions included:

- Maximizing the use of available demand-response vehicle seats, potentially through centralized scheduling or contracting among providers
- Implementing a volunteer driver program

- Providing travel training for existing and potential fixed route or paratransit services customers
- Enacting a flexible voucher program where agencies can sponsor the cost of vouchers used for trips provided by public, private or nonprofit operators, or friend/family member volunteer drivers.

Meeting attendees felt that smaller on-demand providers could benefit from use of centralized scheduling and new software, but noted that updating these was expensive and low on their list of priorities. Flexible voucher programs exist in District 4, but have become less available. Providers mentioned that improving these programs would be beneficial to their riders.

4.4 Accessibility Improvements

Transportation services can be made more accessible to the public, through infrastructure improvements such as new sidewalks or curb cuts, more visible crosswalk signage, signalized crosswalks, and bus shelters.

LCP workshop participants discussed the need for improved ADA compliance. Participants stated that buses were often difficult to access for the elderly and people with disabilities. Only a few buses are equipped with lifts for wheelchairs. Additionally, many areas in District 4 lack sidewalks.

4.5 Technology Improvements

New technologies offer opportunities to cost-effectively augment existing services and improve, enhance or expand the flow of information between providers and customers. The planning team offered several suggestions for using technology, including:

- Using scheduling/dispatch software to maximize the number of passengers on each trip and minimize the bus miles needed
- Implementing automatic vehicle location (AVL) systems, to allow transit managers to monitor bus locations and on-time performance in real-time
- Providing tablets onboard vehicles so that customers can find travel information and plan connecting trips
- Implementing smartphone apps with mobile information, reservations, and real-time vehicle location.

There is interest for all providers in D4 to have real-time bus smartphone applications, as some are lacking in terms of technology Other providers indicated that improving technology through smartphone applications and website development would not be the most productive use of money because many who rely on on-demand transit do not have access to the technology.

4.6 Setting Priorities

Limited funding for public transportation projects and services necessitates prioritizing potential solutions. Setting priorities is a delicate balancing act. The value of existing programs and services must be weighed against new or changed services to address needs and fill gaps. Effective prioritization means dealing with changing priorities, being realistic

about available resources and staff capacity, and making difficult decisions when funding is not adequate to address all needs.

For this LCP, priorities were developed through a qualitative process that considered feedback received from online surveys, LCP workshop participants and other public comments.

The online survey distributed in November and December 2016 asked members of the public to weigh in on their priorities for transit investment, as shown in Figure 12. It is important to note that the survey was taken by 27 people in District 4, which is a small sample size. While the survey therefore cannot be considered statistically valid, responses nonetheless provide some insight about public perceptions and preferences.

Figure 12. Top and Bottom Priorities for District 4 from Online Survey
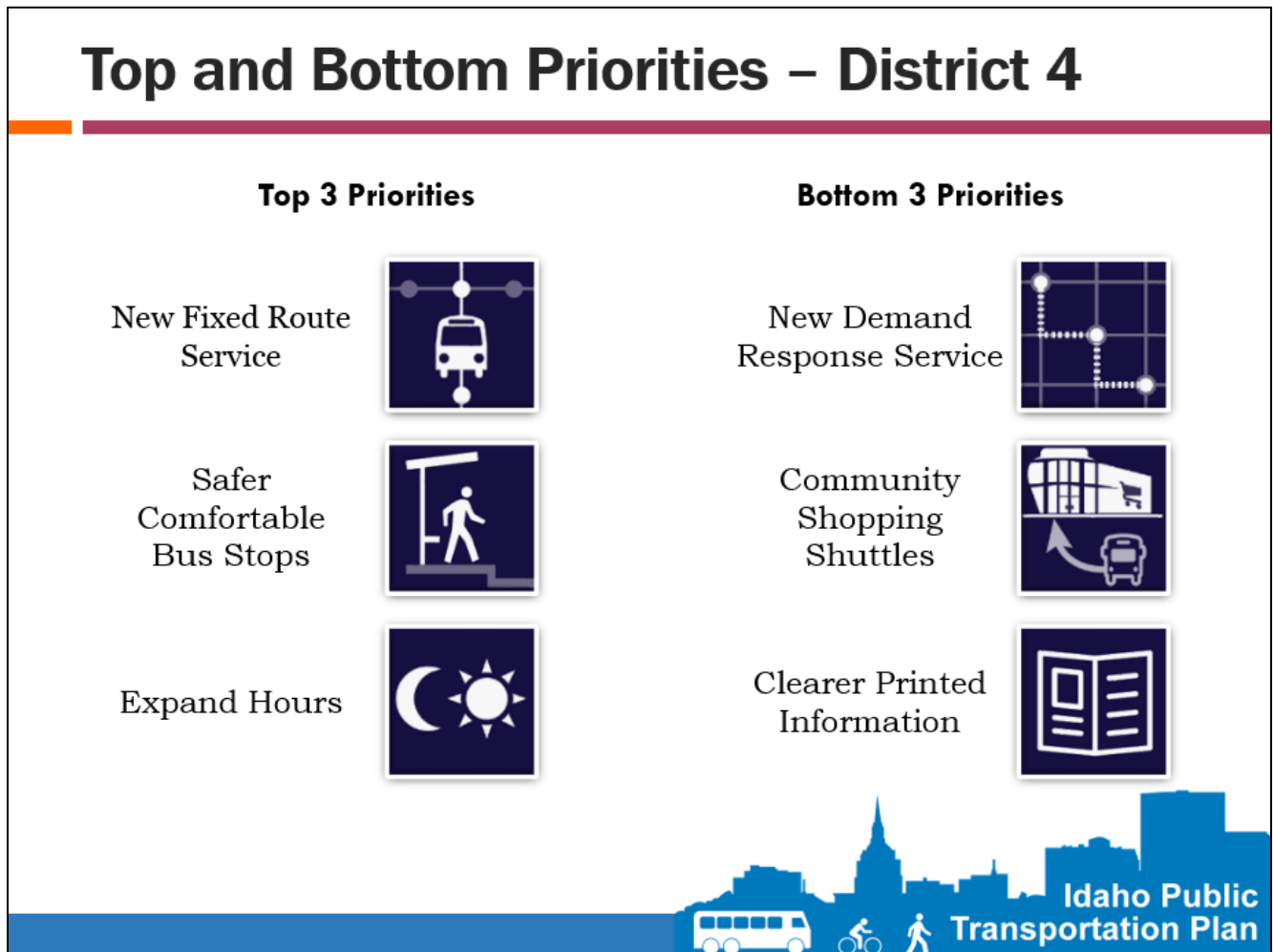
5 The Plan

Table 2 lists priority investments and strategies for District 4.

The order of strategies in the table reflects general priorities for the District; however, all strategies would be beneficial and they need not be implemented in the order shown. Similarly, timeframes for implementation are also approximated. Each strategy could be implemented as resources and/or partnering opportunities allow.

Table 2. Locally Coordinated Public Transit-Human Services Transportation Plan

Recommended Strategy	Continue Existing Service	Complement or Optimize Existing Network	Service Expansion	Information	Accessibility
1. Preserve existing fixed route and demand response services in District 4.	√				
2. Replace existing fleet vehicles at the end of their useful service life (as defined by FTA for each vehicle type)	√				
3. Include transit provider representation on regional transportation planning groups.					
4. Extend existing fixed route services as needed to establish formal connections and passenger transfer points between existing fixed route systems in District 4.			√		
5. Complete or update ADA transition plans for cities and counties in District 4 to include transit facilities and accessible routes to transit stop locations.					√
6. Add shelters to bus stops.					√

Recommended Strategy	Continue Existing Service	Complement or Optimize Existing Network	Service Expansion	Information	Accessibility
7. Work with roadway jurisdictions to address sidewalk gaps, add curb ramps where needed and improve the safety of roadway crossings near transit stops.					√
8. Work with local jurisdictions to develop programs for bus stop maintenance, including removal of winter snow and ice at transit stop locations.					√
9. Extend service hours for existing fixed route and demand response services, focusing on locations with job access needs on evenings and weekends.			√		
10. Extend service areas to provide public transportation to communities that are currently underserved or completely without service. Focus on locations described in Section 3.1.			√		
11. Ensure transit provider participation in statewide conferences, to network and learn about successful funding strategies.					
12. Implement Generalized Transit Feed Specification for all fixed route services in District 4, and dedicate resources for maintaining transit data.				√	
13. Develop a roster of volunteer drivers in each county and implement or expand volunteer driver programs.		√			
14. Provide a centralized online source of information for all public transportation services available in District 4, with contact information and links for individual service providers. Alternatively, work with state agencies to expand the statewide 511 and/or 211 systems for this purpose.				√	
15. Develop a simple brochure with information about all public transportation services available in District 4. Include contact				√	

Recommended Strategy	Category				
	Continue Existing Service	Complement or Optimize Existing Network	Service Expansion	Information	Accessibility
information for each provider. Identify a responsible party for keeping the brochure current and managing its distribution.					
16. Provide charging locations for electric wheelchairs on transit systems.					√
17. Provide online tools for paratransit and other demand response passengers to reserve seats and schedule rides.					
18. Develop marketing materials, using both online and print media, and distribute to help raise public awareness of available services.				√	
19. Develop presentation materials to explain the value of public transportation for community economic vitality. Prepare a roster of speakers who can make presentations to local elected bodies and civic groups.					
20. Convene discussions between medical transport providers, Medicaid funding administrators, and Idaho's congressional delegates, to discuss restrictions on medical travel and potential legislative remedies.					
21. Promote driver training to encourage "compassionate professionalism".					

Recommended Strategy	Continue Existing Service	Complement or Optimize Existing Network	Service Expansion	Information	Accessibility

KEY

Funding Sources
FTA §5307 = Federal funding for transit services within urbanized areas (in District 1, this includes the
FTA §5310 = Federal funding for enhanced mobility of seniors and individuals with disabilities
FTA §5311 = Federal funding for transit service in rural areas
FTA §5311(f) = Federal funding for intercity transit service
FLAP = Federal Lands Access Program
TAP = Federal Transportation Alternatives Program

Cost Categories:
$ $0-$10,000
$$ $10,000 - $25,000
$$$ $25,000 - $50,000
$$$$ $50,000 - $100,000
$$$$$ >$100,000