

**GENESEE TRANSPORTATION COUNCIL**

**RESOLUTION**

**Resolution 21-86 Accepting the Livingston County Mobility Management Strategy as evidence of completion of UPWP Task 8171**

**WHEREAS,**

1. The *FY 2021-2022 Unified Planning Work Program* includes Task 8171, Livingston County Mobility Management Strategy, for the purpose of analyzing existing mobility management in Livingston County, specifically for program level transportation needs and demands through human service agencies, and assisting Livingston County in optimizing mobility management operations to meet the needs of vulnerable populations;
2. Said Task included understanding current mobility management practices in Livingston County, identification of opportunities to enhance and coordinate operations, and recognizing potential to strategically align resources. An actionable plan was collaboratively developed to serve the people of Livingston County more effectively and efficiently;
3. Said Task has been completed and has resulted in the *Livingston County Mobility Management Strategy*; and
4. Said Study has been reviewed by GTC staff and member agencies through the GTC committee process and has been found to be consistent with the goals, objectives, and recommendations of the Long Range Transportation Plan.

**NOW, THEREFORE, BE IT RESOLVED**

1. That the Genesee Transportation Council hereby accepts the *Livingston County Mobility Management Strategy* as evidence of completion of UPWP Task 8171; and
2. That this resolution takes effect immediately.

**CERTIFICATION**

The undersigned duly qualified Secretary of the Genesee Transportation Council certifies that the foregoing is a true and correct copy of a resolution adopted at a legally convened meeting of the Genesee Transportation Council held on December 9, 2021.

Date \_\_\_\_\_

\_\_\_\_\_  
CHRISTOPHER T. REEVE, Secretary  
Genesee Transportation Council

# Livingston County Mobility Management Strategy

July 26, 2021



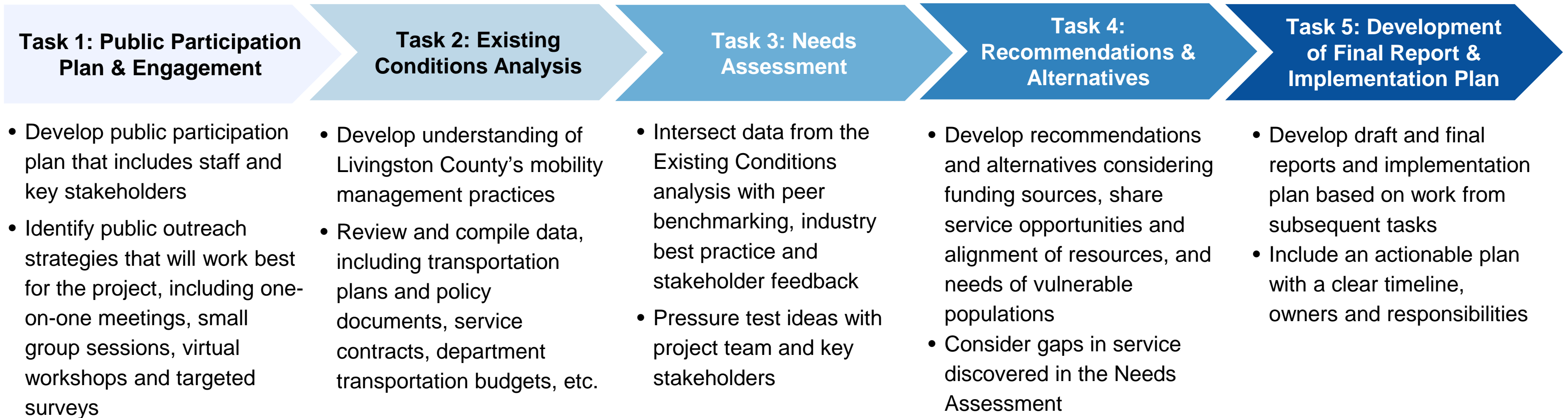
# Project Context

The purpose of this project is to analyze existing mobility management in Livingston County, specifically for program level transportation needs and demands through human service agencies. Previous plans indicated that program demand, or transit demand to and from social service appointments, was being met. The plan examines demand generated by public programing, the efficiencies, opportunities, public funding sources, contracts, and other transportation related functions across County operations. The Mobility Management Strategy will be a tool to assist Livingston County in optimizing mobility management operations and incorporates recommendations for best practices, enhanced effectiveness of operations, consolidation, or further collaboration to better align resources to meet the needs of vulnerable populations.

The project team developed an understanding of current mobility management practices in Livingston County, identified opportunities to enhance and coordinate operations, and strategically align resources. An actionable plan was collaboratively developed to serve the people of Livingston County more effectively and efficiently.

# Project Overview

The project was comprised of 5 major tasks that engaged County staff and stakeholders in a collaborative process to document existing conditions, identify mobility needs, develop and test recommendations, and develop an implementation plan.



# Public Participation Plan

Stakeholder outreach is crucial to understanding the current state of human service transportation in Livingston County, as well as barriers to mobility that may affect older adults, low-income individuals and families, and people with disabilities.

The Livingston County Mobility Management Strategy Public Participation Plan consisted of the following elements:

## **Advisory Committee Monthly Meetings**

The Advisory Committee for the Mobility Management Strategy consisted of members of Livingston County's existing Public Transportation Work Group. The first Advisory Committee meeting for this project was held virtually on January 5, 2021.

## **Customer Engagement**

Customer engagement was limited for this project. The project team used Ride LivINgston portal data to understand common mobility needs.

## **Stakeholder Conversations**

The project team participated in several stakeholder conversations with providers, County departments, and other stakeholders. The conversations focused on the existing mobility landscape in the County, mobility needs for County residents, and discussions around draft recommendations.

# Existing Conditions Key Themes

In order to assess the current state of mobility, the project team reviewed past mobility reports and plans, engaged in initial stakeholder conversations, collected transportation-related usage and spending data, and reviewed data from the Ride LivINgston portal. The following themes emerged from this review:



RTS is providing significant mobility in the County. Livingston County Department of Social Services and the Office for the Aging contract for 35% as many trips as RTS provided in 2019 through its fixed route and Dial-A-Ride services.



Ride LivINgston portal is a helpful resource, but its lack of certain functionality limits its usefulness as a recurring resource for the community.



Current County contracts do not meet full demand for mobility services.

# Demographic Data

Demographic profiles provide a context for transportation needs in the County. The demographic characteristics of a specific area have a direct impact on the demand and need for transit services. The following maps focus on the location and concentration of individuals who have a higher propensity to be transit-dependent or have limited mobility. The following population groups are considered more likely to use public transportation: people with disabilities, adults aged 60 and older, people living without access to a vehicle, and people living in households below the poverty line. The maps on page 36 show job location in Livingston County and population change.

Households below the poverty line and zero-vehicle households are concentrated in Geneseo, Dansville and Mount Morris. Seniors are concentrated in Ossian and Mount Morris. Between 2010 and 2019, Leicester and Geneseo were the only towns that experienced population growth.

# Demographic Information

Figure 2-1: Livingston County 65+ Population

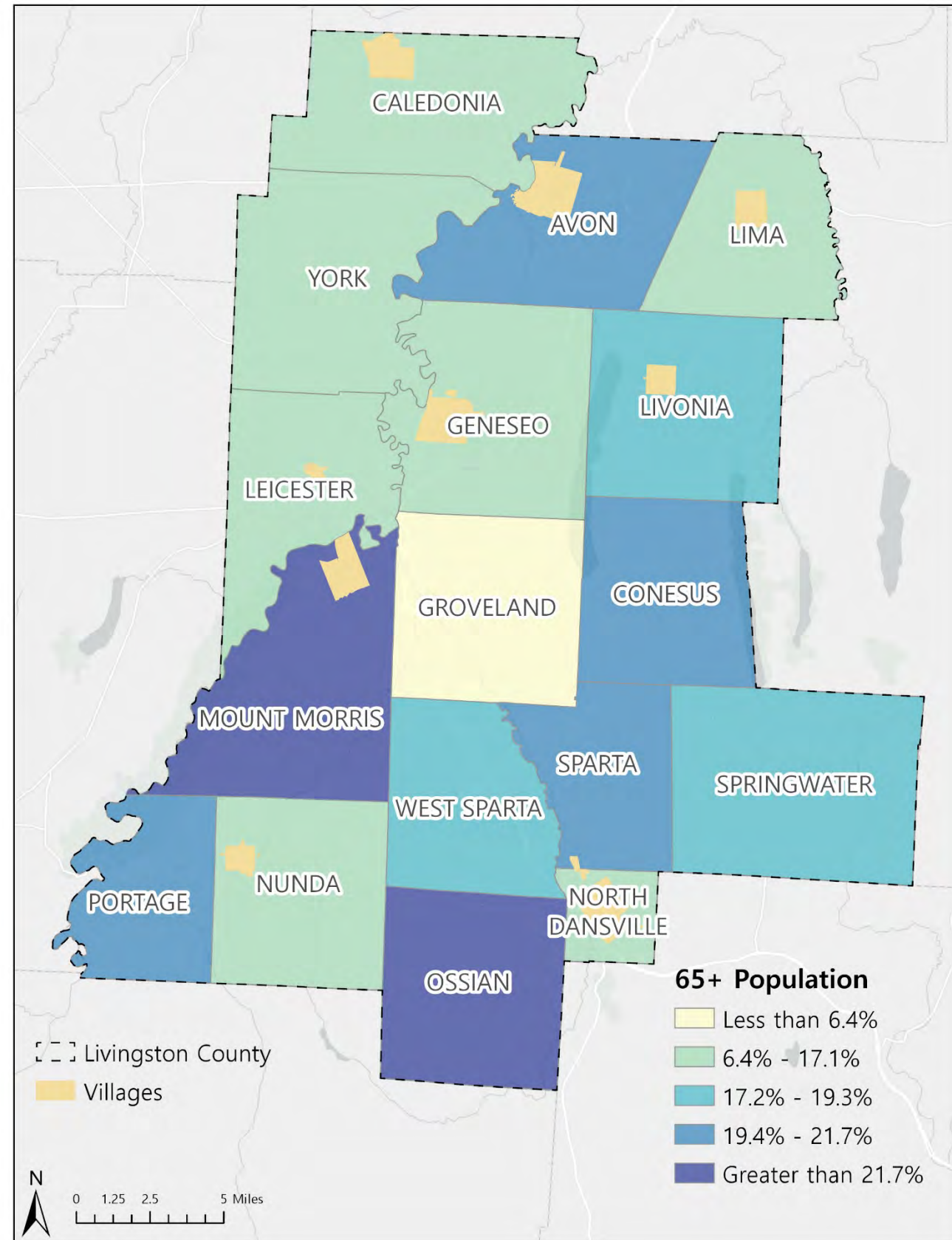
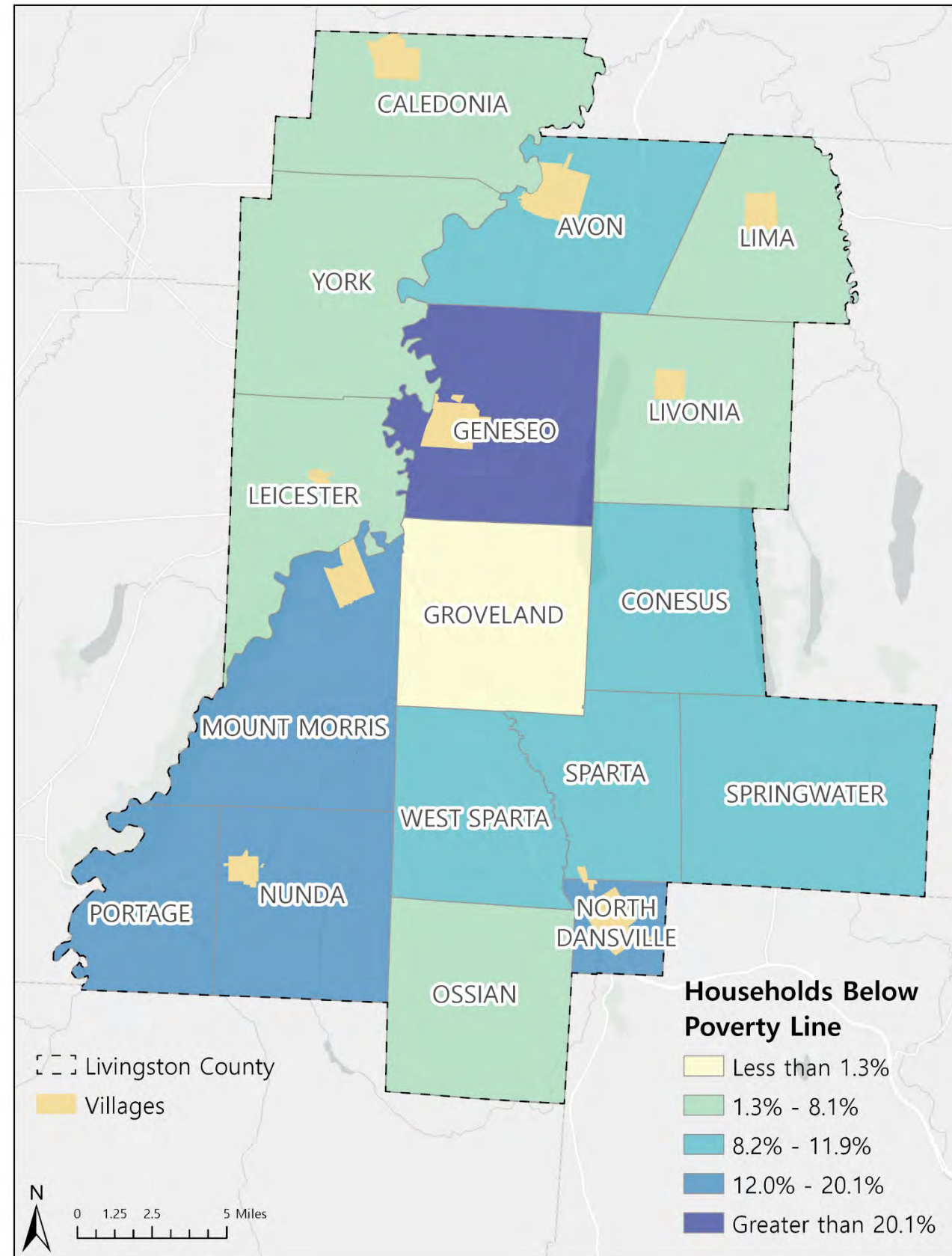


Figure 2-2: Livingston County Households Below Poverty Line



The 65+ population is proportionally greater in Mt. Morris and Ossian.

Households in poverty are concentrated in Geneseo, followed by Mt. Morris, Portage, Nunda and Dansville.

Source: U.S. Census Bureau. American Community Survey, 2015-2019 5-Year Estimates.



# Demographic Information

The greatest proportion of individuals with disabilities are in the southern parts of the county, including Portage, Mt. Morris and West Sparta.

Most zero-vehicle households are located in Geneseo, Mt. Morris and Dansville.

Figure 2-3: Livingston County Individuals with Disabilities

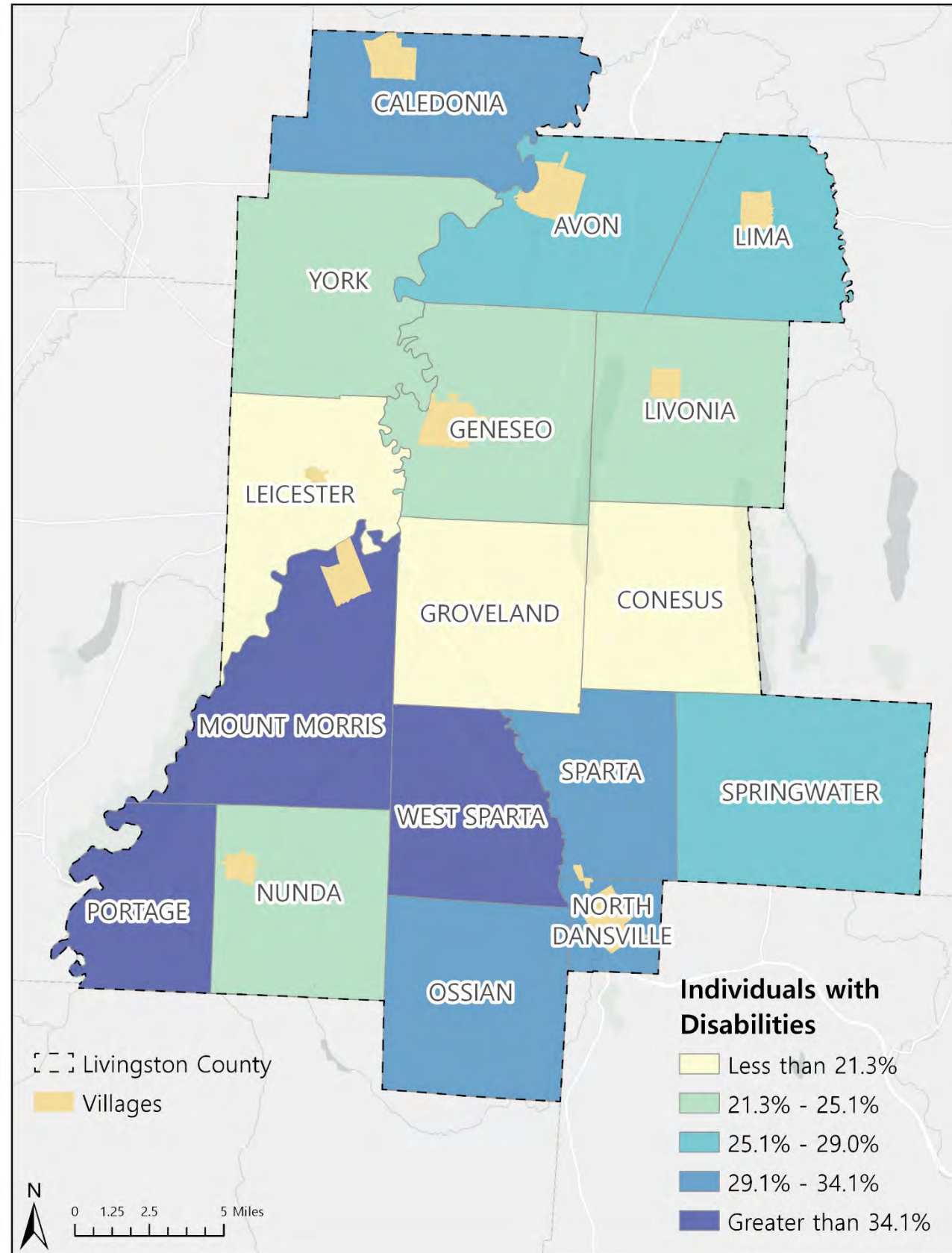
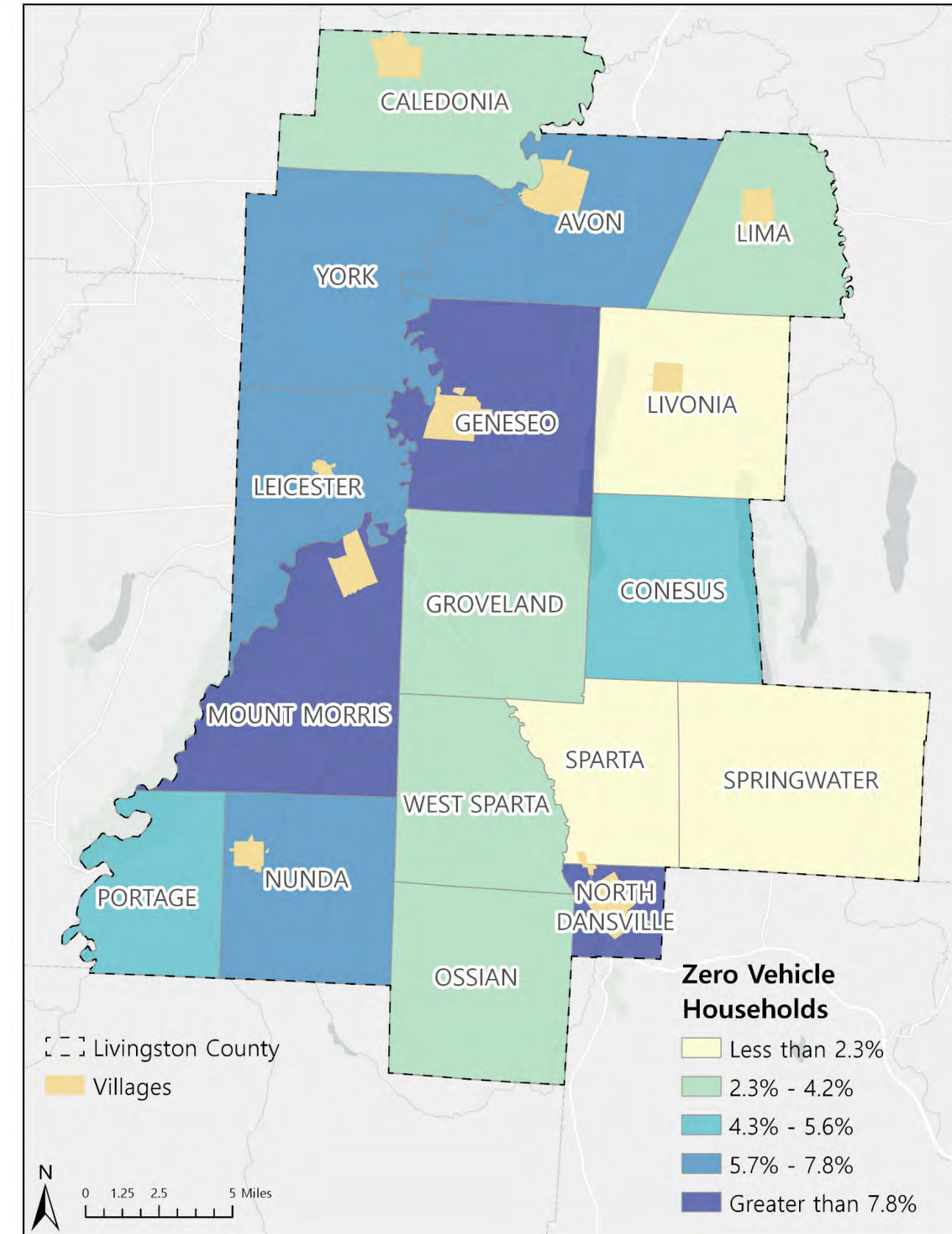


Figure 2-4: Livingston County Zero Vehicle Households



Source: U.S. Census Bureau. American Community Survey, 2015-2019 5-Year Estimates.

# Department and Provider Trends

Through the discovery process, it was found that the trips and expenditures for which data is available is not inclusive of all trips that County departments provide, specifically trips that case workers provide to their clients on an ad hoc basis. Case workers for DSS and Mental Health are reimbursed for transportation, but reimbursements do not capture whether they were transporting a client at the time. It was also mentioned that these trips provide an opportunity for caseworkers to check in and establish rapport with their clients, so may not be desirable to be served by a transportation provider outside of the program.

The project team found that data tracking of origins and destinations, expenditures, and total trips is inconsistent among county departments, which makes identifying trends in demand challenging. From the data available, trips provided by OFA have increased between 2018 and 2019, while DSS-provided trips have declined, most likely due to lower case loads. Due to COVID-19, 2020 trips have declined significantly across all departments and providers.

In order to serve some of the mobility needs of their clients, the Office for the Aging has contracts with RTS, Catholic Charities and the Arc. The Catholic Charities contract maximum amount typically depletes within a few months of the beginning of the year. The Department of Social Services relies on Turbo Taxi for most of the rides it provides clients. While it does not have a formal contract in place with Turbo Taxi, the Department does provide schedule information on a weekly basis and Turbo Taxi provides invoicing for reimbursement based on the trips provided. Both DSS and Mental Health also provide gas cards to their clients to help fill gaps in mobility.

# Trip-Data Themes

County offices in Mount Morris and Geneseo are common origins and destinations for DSS clients. Most travel between Mount Morris and Geneseo, or Mount Morris and Dansville. There are also important out-of-county destinations, like Rochester, Bath and Batavia.

Catholic Charities-provided trips for the Office for the Aging originate all over the county, with particular concentrations in Geneseo and Caledonia zip codes. Over 75% of trips are medical trips. RTS provides transportation to congregate meal sites, but because we did not have access to trip-level data, it is not represented in the following section. See Table 2-3 for more details.

Ride LivINgston allows County residents to explore transportation options. Based on inputted trip information, many users are interested in travelling to and from the Government Center, SUNY Geneseo, medical facilities and grocery stores.

Village Dial-A-Ride comprised 68% of total RTS trips in 2019, with the highest Dial-A-Ride ridership in Dansville. Route 243 makes up almost half of total fixed route ridership, connecting Dansville, Mount Morris and Geneseo.

# Needs Assessment Key Themes

The Needs Assessment was informed by stakeholder conversations as well as by examining the gap between existing services and the demographic analysis. This analysis shows that transit need has increased since 2010, as zero-vehicle households and households below the poverty line have increased.

In terms of geographic distribution of need, the non-program demand is centralized in Mt. Morris, Geneseo, Dansville and Avon.

Based on stakeholder conversations, the largest unmet needs for non-program trips include non-medical errands, medical appointments for non-Medicaid recipients, medical trips with regular, recurring appointments, out-of-county trips, and any trip on weekends and beyond working hours.

RTS provides a coverage model of service with its fixed routes that provide a basic level of service to most geographic areas in the County. However, low frequency and limited hours of operation limit its usability. Providers and customers also find schedules and maps difficult to interpret.

Departments are generally able to meet program demand, but there are gaps in mobility services, particularly in Mental Health, Probation and Office for the Aging.

Peer counties offer similar models for serving program and non-program trips, but some counties have centralized demand response-type service to serve all program needs.

# Recommendation Development

The project team began developing recommendations using the below inputs and considerations:



Scan of best mobility practices and case studies from organizations across the country



Transportation practices from peer counties



Program and non-program needs identified in the Needs Assessment



Stakeholder conversations and Advisory Committee meetings

The initial draft recommendations were presented to the Advisory Committee. Through collaborative discussion, the project team re-prioritized the draft recommendations and considered relationships between different recommendations that would impact funding, feasibility, and timeline.

# Final Recommendations

Recommendation Area		Description
Centralized Transportation Model	Central Coordination with a Mobility Manager	<ul style="list-style-type: none"> <li>Centralized reservations and scheduling</li> <li>Clients of different departments can call a single phone number and book trips with multiple providers</li> </ul>
Ride LivINgston Portal	Trip Exchange	<ul style="list-style-type: none"> <li>Expand capabilities of the Ride LivINgston portal by creating a Trip Exchange</li> <li>Customers can request a trip through the Trip Exchange, and providers can accept the trip based on eligibility, capacity and other trip details</li> </ul>
RTS Service	Dial-A-Ride	<ul style="list-style-type: none"> <li>Continue countywide Dial-A-Ride service</li> <li>More efficient service could produce savings and extend service hours</li> </ul>
	Fixed Route	<ul style="list-style-type: none"> <li>RTS could invest in a single fixed route that connects most popular origins in the County, including Dansville, Mt. Morris, Geneseo and Avon</li> <li>More efficient service could allow RTS to provide more frequent service</li> </ul>
On-Demand Mobility Options		<ul style="list-style-type: none"> <li>RTS launched an on-demand service pilot in select areas of Monroe County</li> <li>Explore similar on-demand mobility options for Livingston County in partnership with RTS</li> </ul>
Contracts	County Providers	<ul style="list-style-type: none"> <li>Utilize existing County contracts to increase transportation options and capacity</li> </ul>
Data Management		<ul style="list-style-type: none"> <li>Develop standard data management practices across County departments</li> </ul>

**Table 4-5: Final Recommendations**

# Implementation Plan

Implementation Step	Recommendation Area	Who	Timeline	Dependent on Funding?
Develop data standards collaboratively with County departments and providers for key fields like trip length, time, origins and destinations, eligibility, purpose, time of day, day of week, etc. Develop similar tracking for County transportation expenditures.	Data Management and Trip Exchange	<ul style="list-style-type: none"> <li>Public Transportation Working Group</li> </ul>	<ul style="list-style-type: none"> <li>&lt;6 months</li> </ul>	No
Determine which agency will house the Mobility Manager (potentially based on existing infrastructure, expertise, and/or current call volume). Develop job description.	Central Coordination with a Mobility Manager	<ul style="list-style-type: none"> <li>Livingston County</li> <li>RTS</li> <li>The Arc of Livingston-Wyoming</li> </ul>	<ul style="list-style-type: none"> <li>&lt;6 months</li> </ul>	Yes
Develop agreements with Livingston County providers to formalize workflow based on eligibilities, costs, and funding sources.	Trip Exchange (with or without Mobility Manager)	<ul style="list-style-type: none"> <li>Livingston County</li> <li>RTS</li> <li>The Arc of Livingston-Wyoming</li> <li>Catholic Charities</li> <li>Turbo Taxi</li> </ul>	<ul style="list-style-type: none"> <li>6-12 months</li> </ul>	Indirectly (dependent on Mobility Manager to coordinate)
Train County departments' riders and staff on new trip booking phone number and system.	Trip Exchange (with or without Mobility Manager)	<ul style="list-style-type: none"> <li>Public Transportation Working Group</li> </ul>	<ul style="list-style-type: none"> <li>Short-term: when Mobility Mgr. hired</li> <li>Long-term: when Trip Exchange launched</li> </ul>	Yes
Develop scope of work to enhance the existing Ride LivINgston portal to include Trip Exchange (ride booking) functionality	Trip Exchange	<ul style="list-style-type: none"> <li>Mobility Manager</li> <li>Public Transportation Working Group</li> </ul>	<ul style="list-style-type: none"> <li>6-12 months</li> </ul>	Yes
Hire a technology firm and implement enhancements to Ride LivINgston portal.	Trip Exchange	<ul style="list-style-type: none"> <li>Mobility Manager</li> <li>Public Transportation Working Group</li> </ul>	<ul style="list-style-type: none"> <li>12-18 months</li> </ul>	Yes

**Table 5-1: Implementation Plan**

# Implementation Plan

Implementation Step	Recommendation Area	Who	Timeline	Dependent on Funding?
Disseminate information about availability and how to use Dial-A-Ride service.	RTS Dial-A-Ride	<ul style="list-style-type: none"> <li>RTS</li> <li>Public Transportation Working Group</li> </ul>	<ul style="list-style-type: none"> <li>Immediate and Ongoing</li> </ul>	No
Conduct analysis of Dial-A-Ride usage and complete transportation study focused on villages to determine whether to reallocate unproductive fixed route service to Dial-A-Ride.	RTS Dial-A-Ride	<ul style="list-style-type: none"> <li>RTS</li> </ul>	<ul style="list-style-type: none"> <li>6-18 months</li> </ul>	No
Develop a travel training program to help transportation disadvantaged populations to understand how to use Dial-A-Ride.	RTS Dial-A-Ride	<ul style="list-style-type: none"> <li>Mobility Manager</li> <li>Public Transportation Working Group</li> </ul>	<ul style="list-style-type: none"> <li>&lt;6 months (after Mobility Mgr. hired)</li> </ul>	Indirectly (dependent on Mobility Manager to coordinate)
Continue conversations with County providers to get a clear sense of their potential capacity and standard cost. Coordinate between departments to determine the best method of requesting rides from providers.	Contracts	<ul style="list-style-type: none"> <li>Livingston County</li> <li>The Arc of Livingston-Wyoming</li> <li>RTS</li> <li>Catholic Charities</li> </ul>	<ul style="list-style-type: none"> <li>&lt;6 months</li> </ul>	No
Develop a new contract that includes all relevant departments.	Contracts	<ul style="list-style-type: none"> <li>Livingston County</li> <li>The Arc of Livingston-Wyoming</li> <li>RTS</li> <li>Catholic Charities</li> </ul>	<ul style="list-style-type: none"> <li>6-12 months</li> </ul>	No
Seek funding and implement technology solution that would enable on-demand mobility options for rural counties, including Livingston County	On-Demand Mobility Options	<ul style="list-style-type: none"> <li>RTS</li> </ul>	<ul style="list-style-type: none"> <li>3-5 years</li> </ul>	Yes

**Table 5-1: Implementation Plan**