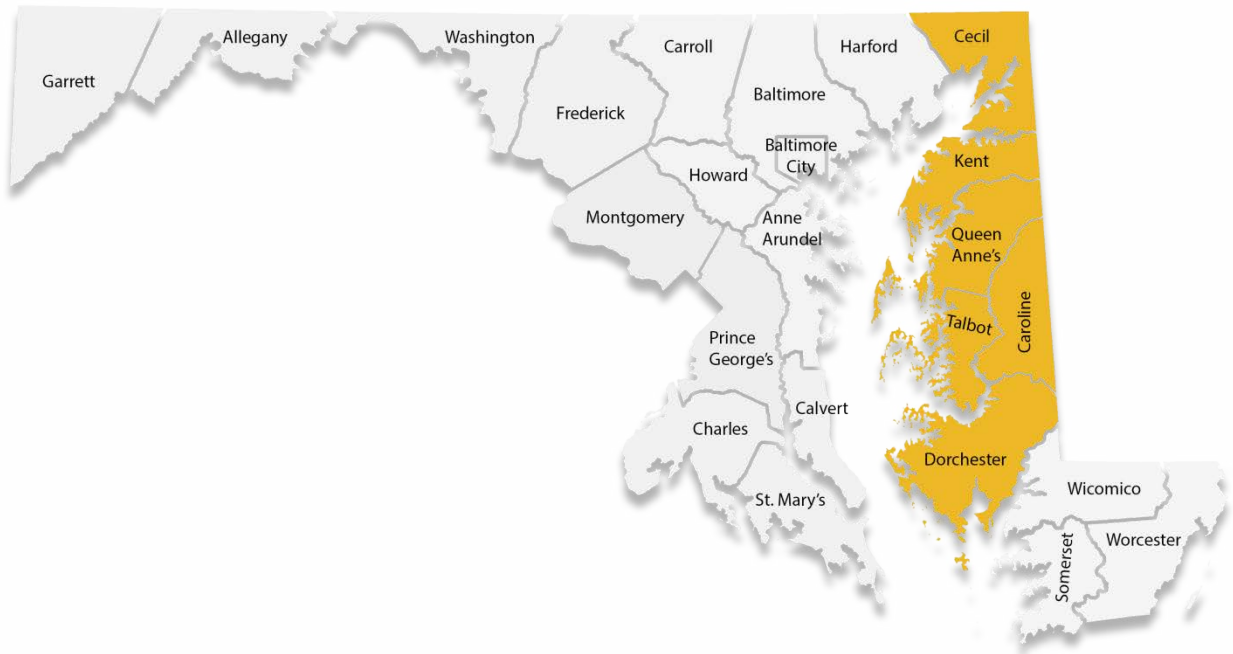


Maryland Coordinated Public Transit- Human Services Transportation Plans

Upper Eastern Shore Region

Caroline, Cecil, Dorchester, Kent, Queen Anne's, and Talbot Counties



December 2019

Prepared for
Maryland Transit Administration



By
KFH Group, Inc.
Bethesda, Maryland



Acknowledgments

Input from a wide range of stakeholders was a key component in the development of this plan. Special thanks to the stakeholders who participated in a regional workshop and provided input throughout the planning process. Their input was especially beneficial in the assessment of transportation needs in the region, and in the development of potential strategies, activities and projects to improve mobility. In addition, appropriate information and pictures were obtained from the websites of some regional stakeholders.

The Mid-Shore Regional Council provided assistance throughout the development of this plan, in particular with workshop logistics and outreach efforts.

Table of Contents

Chapter 1: Background

Introduction	1-1
Section 5310 Program	1-2
Coordinated Transportation Planning Requirements	1-2

Chapter 2: Outreach and Planning Process

Introduction.....	2-1
Regional Workshops	2-1
Upper Eastern Shore Coordinated Transportation Planning Workshop	2-2
Workshop Follow-Up	2-4
Maryland Coordinated Community Transportation Website	2-4

Chapter 3: Previous Plans and Studies

Introduction	3-1
Transit Development Plans	3-1
County Comprehensive Plans.....	3-3

Chapter 4: Assessment of Transportation Needs

Introduction	4-1
Regional Transportation Needs.....	4-2
Cecil County Transportation Needs	4-4
Caroline, Dorchester, Kent, and Talbot County Transportation Needs	4-5
Queen Anne's County Transportation Needs.....	4-6

Chapter 5: Demographic Analysis

Introduction	5-1
Population Analysis.....	5-1
Transit Dependent Populations	5-3
Land-Use Profile	5-12

Chapter 6: Current Transportation Services and Resources

Introduction	6-1
Public Transit	6-1

Non-Profit and Human Service Transportation Providers.....	6-9
Private Transportation Providers.....	6-11
Other Transportation Services or Resources	6-15

Chapter 7: Prioritized Strategies

Introduction	7-1
Goals/Strategies.....	7-1
High Priorities.....	7-4
Medium Priorities.....	7-7
Lower Priorities	7-11

Chapter 8: Ongoing Arrangements..... 8-1

Chapter 9: Adoption Process.....9-1

Chapter 10: Resources

Section 5310 Program Information.....	10-2
Coordinated Planning Guidance	10-5
Helpful Websites	10-14

Appendix A: MSRC and USRC Meeting Minutes

Chapter 1: Background

INTRODUCTION

The Fixing America's Surface Transportation (FAST) Act serves as the authorizing legislation for funding through the Federal Transit Administration (FTA). One FTA grant program is the Enhanced Mobility of Seniors and Individuals with Disabilities Program, better known as Section 5310. One of the requirements of the Section 5310 Program is that projects selected for funding must be "included in a locally developed, coordinated public transit-human services transportation plan."

In response to this requirement the Maryland Department of Transportation Maryland Transit Administration's (MDOT MTA) Office of Local Transit Support (OLTS) that administers the state's public transit and human service funding programs, including the Section 5310 Program, led the update of regional Coordinated Public Transit-Human Services Transportation Plans. This is the Coordinated Transportation Plan for the Upper Eastern Shore Region that includes Caroline, Cecil, Dorchester, Kent, Queen Anne's and Talbot Counties. This plan builds upon an initial version produced in 2007, and subsequently updated in 2010 and 2015. Future projects funded through the Section 5310 Program will be derived from this updated Coordinated Transportation Plan.

The coordinated transportation planning effort was not solely limited to the Section 5310 Program. As noted in the FTA guidance, while the plan is only required in communities seeking funding under the Section 5310 Program, a coordinated transportation plan should incorporate activities offered under other programs sponsored by federal, state, and local agencies to greatly strengthen its impact. Therefore, this plan takes a broader approach and includes information on a variety of transportation services offered in the region. It also provides strategies and potential projects beyond those

Plan Contents

Chapter 1 (this chapter) provides information on the Section 5310 Program and the planning requirements.

Chapter 2 discusses the outreach process and the involvement of regional stakeholders in the planning process.

Chapter 3 provides a review of recent plans and studies in the region that are relevant to the planning process.

Chapter 4 provides an assessment of the transportation needs in the region based on input from key stakeholders.

Chapter 5 provides an assessment of transportation needs in the region through a demographic analysis.

Chapter 6 provides an inventory of current transportation services in the region.

Chapter 7 presents strategies and potential projects to meet transportation needs as identified and prioritized by regional stakeholders.

Chapter 8 discusses proposed on-going arrangements in the region to continue the momentum from the planning process.

Chapter 9 provides the process for approval of this coordinated transportation plan.

Chapter 10 provides various resources referenced throughout this plan or helpful with efforts to improve mobility in the region.

eligible for funding through the Section 5310 Program. Overall this Coordinated Transportation Plan is designed to serve as a blueprint for future discussions and efforts in the region to improve mobility, especially for older adults, people with disabilities, veterans, people with lower incomes and young people with limited access to transportation.

SECTION 5310 PROGRAM

The Section 5310 Program provides formula funding to states for the purpose of assisting private nonprofit groups in meeting the transportation needs of older adults and people with disabilities when the transportation service provided is unavailable, insufficient, or inappropriate to meeting these needs. The program aims to improve mobility by removing barriers to transportation service and expanding transportation mobility options. In Maryland MDOT MTA has been designated by the Governor to receive these funds, administer the program, and conduct a competitive application process.



The objectives of the Section 5310 Program in Maryland are to:

- Maximize the use of funds available to the State of Maryland;
- Distribute funds in an equitable and effective manner;
- Promote and encourage applications from a broad spectrum of interested agencies;
- Establish criteria for evaluating applications for program funds;
- Provide technical assistance to organizations through workshops and administrative assistance; and
- Coordinate Maryland's efforts to provide quality human services transportation services by working with appropriate Federal, State and local agencies, transit customers and transportation providers to develop a cooperative, coordinated, and human services transportation system.

Additional information on the Section 5310 Program is provided in the Resources Section of this plan.

COORDINATED TRANSPORTATION PLANNING REQUIREMENTS

FTA guidance defines a coordinated public transit-human service transportation plan as one that identifies the transportation needs of individuals with disabilities, seniors, and people with low incomes; provides strategies for meeting those local needs; and prioritizes transportation services and projects for funding and implementation. There are four required plan elements:

- (1) An assessment of available services that identifies current transportation providers (public, private and nonprofit).
- (2) An assessment of transportation needs for individuals with disabilities and seniors. This assessment can be based on the experiences and perceptions of the planning partners or on more sophisticated data collection efforts, and gaps in service.
- (3) Strategies, activities, and/or projects to address the identified gaps between current services and needs, and opportunities to achieve efficiencies in service delivery.
- (4) Priorities for implementation based on resources (from multiple program sources), time and feasibility for implementing specific strategies and/or activities identified.

Guidance from FTA on the coordinated transportation planning process is also included in the Resources Section.

Chapter 2: Outreach and Planning Process

INTRODUCTION

FTA guidance notes that states and communities may approach the development of a coordinated plan in different ways. This guidance also provides recommendations on the on the stakeholders, groups, and organizations that should be invited to participate in the coordinated planning process.

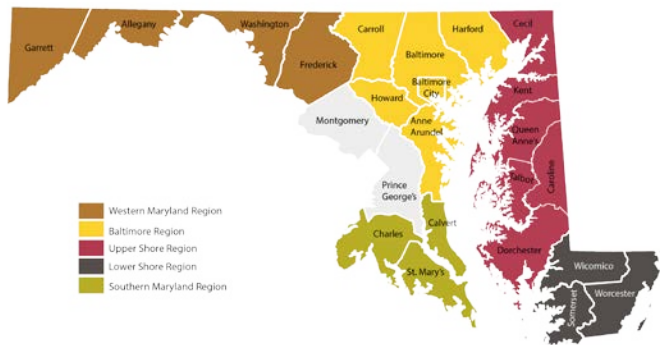
MDOT MTA, in conjunction with regional planning agencies and the KFH Group, led a broad approach that incorporated the federal guidelines. This effort also built upon previous coordinated transportation planning activities to ensure the involvement of a diverse group of stakeholders in the planning process.

REGIONAL WORKSHOPS

The primary outreach process for updating the regional coordinated transportation plans involved regional workshops that offered the opportunity to engage a variety of stakeholders, confirm transportation needs, and discuss potential strategies, projects, and services to improve regional mobility. With assistance from regional planning agencies, five workshops were scheduled across Maryland.

Recognizing that some stakeholders would have interest in multiple workshops, the marketing for the workshops was conducted through a statewide outreach effort that highlighted the workshop in the Upper Eastern Shore and those in the other four regions. A statewide invitation list was developed that included various agencies and organizations familiar with transportation issues, especially regarding older adults and people with disabilities. Collectively the invitation list was distributed to 625 stakeholders, who were also encouraged to share the invitation through their contact lists to help ensure an even broader outreach effort. In addition, press releases and flyers specific to each region were distributed to increase awareness of workshops.

Maryland Coordinated Transportation Planning Regions



Overall, the following stakeholder groups and organizations were included in outreach efforts.

- Transportation planning agencies
- Public transportation providers
- Private transportation providers
- Nonprofit transportation providers
- Past or current organizations funded under the Section 5310, JARC, and/or the New Freedom Programs
- Human service agencies funding, operating, and/or providing access to transportation services
- Existing and potential riders
- Advocacy organizations working on behalf of targeted populations
- Agencies that administer health, employment, or other support programs for targeted populations
- Nonprofit human service provider organizations that serve the targeted populations
- Job training and placement agencies
- Housing agencies
- Healthcare facilities
- Mental health agencies
- Economic development organizations
- Faith-based and community-based organizations
- Employers and representatives of the business community
- Local, state, and federal elected officials

UPPER EASTERN SHORE COORDINATED TRANSPORTATION PLANNING WORKSHOP

On July 30th, 2019, MDOT MTA, Mid-Shore Regional Council, and the KFH Group hosted a regional workshop to engage a variety of organizations at the local level that are aware of transportation issues, especially regarding people with disabilities, older adults and people with lower incomes. The Upper Eastern Shore Coordinated Transportation Planning Workshop attracted 40 participants, including representatives from the following agencies and organizations:

- Brookletts Place / The Talbot County Senior Center
- Caroline County Economic Development
- Caroline County Health Department
- Caroline County Health Department
- Cecil Transit
- Chesapeake Care Resources
- Chesapeake Helps
- Chesterwy Center
- Civility Construction
- Delmarva Community Transit
- Dorchester County Department of Social Services
- Dorchester County Economic Development
- Heron Point of Chestertown
- Kent Center Inc.
- Kent County Department of Social Services

- Kent County Economic Development
- Kent County Health Department
- Maryland Department of Commerce
- Maryland Division of Rehabilitation Services (DORS)
- Mid-Shore Regional Council
- Office of Maryland State Senator Addie Eckardt
- Office of U.S Senator Ben Cardin
- Office of U.S. Senator Chris Van Hollen
- Queen Anne's County - County Ride
- Talbot County Health Department
- The Handy Group/MUST
- United Way of Kent County
- Upper Bay Counseling and Support Services
- Upper Shore Regional Council

The workshop began with a discussion of the federal coordinated transportation planning requirements, the State's approach to meeting these requirements, and a review of the Section 5310 Program.

Workshop participants then broke into breakout groups to discuss unmet transportation needs in the region. Using the needs assessment included in the 2015 version of the plan, stakeholders updated transportation needs from a regional perspective to better reflect current conditions. Subsequently, the revised needs assessment was discussed with the full group to allow for additional input. The results of the overall input process are reflected in the unmet transportation needs included in Chapter 4 of this plan.

In their breakout groups workshop participants also discussed current transportation resources in the region, providing input on an inventory updated from the 2015 plan. They then provided important feedback and ideas on strategies and services to better assess current needs.



WORKSHOP FOLLOW-UP

As a follow-up to the regional workshop, participants were provided a preliminary list of strategies based on the updated needs assessment. Using a survey, participants were asked to prioritize the list of strategies that were discussed at the original workshop. Each person had the ability to rate each strategy as a high, medium, or low priority. The results of this survey are reflected in the potential strategies highlighted in Chapter 7 of this plan.

MARYLAND COORDINATED TRANSPORTATION PLANNING WEBSITE

As in coordinated transportation planning efforts in 2010 and 2015, the outreach effort included the use of the “Maryland Coordinated Transportation Planning” website – <http://www.kfhgroup.com/marylandcoordinatedplans/>. This website included regional pages that provided access to previous Coordinated Transportation Plans for each of the five regions, highlighted the regional workshops, and were used for posting draft versions of the updated plans. The website also offered a “Feedback” page for stakeholders unable to attend a workshop through which they could provide their input on transportation needs and potentials improvements.

Chapter 3: Previous Plans and Studies

INTRODUCTION

As part of the overall needs assessment this section provides a review of recent plans and studies in the region relating to transportation. A primary component of this review is transit development plans recently conducted for the Locally Operated Transit Systems (LOTS) in the region. This section includes relevant information from other studies and plans on issues that impact transportation and mobility in the region.

TRANSIT DEVELOPMENT PLANS

Caroline, Kent, and Talbot Counties

Previously, a Transit Development Plan (TDP) was completed for Caroline, Kent, and Talbot Counties in 2010. This TDP includes an assessment of current and near-term unserved potential need, a review of existing services, documentation of human service agencies, alternatives to address identified needs and performance concerns and a recommended plan for improvements (with phased implementation) including capital and operating budget projections. The improvements identified in this TDP are the result of the analysis of existing services, demographic information and input of the CTAC. The improvements directly address the need for increased hours of operations and schedule trips, the need for a stable institutional structure and improved marketing efforts of these services. With the continuing support of the community, these improvements can achieve success even if implementation stretches beyond the five-year horizon of this TDP.

Cecil County

The Cecil County Transit Development Plan (TDP) was completed in June 2019. The TDP planning process built upon Cecil County's goals and objectives for public transportation and included a review and analysis of current transit services, a transit needs analysis, the development of organizational and service alternatives and the creation of an updated final plan. Community stakeholders were included as part of a TDP Advisory Committee (TAC) and rider input was solicited through an on-board survey. The TDP serves as a guide for Cecil County and Cecil Transit in implementing transportation improvements and expansions over a five-year period (fiscal years 2020 to 2024).

Goals were established through meetings and discussions with Cecil Transit staff, the TAC and Cecil County residents. These goals include:

- Create a centralized transfer facility in North East
- Investigate strategies to increase ridership

- Study existing routes to see if there are opportunities to make changes that would better serve existing riders and attract new riders.
- Analyze opportunities for timed transfers between routes.
- Ensure that the TDP is compatible with the Regional Transportation Plan and other local planning efforts
- Continue to foster coordinated transportation services in Cecil County
- Improve transit amenities for Cecil County Residents
- Explore ride share opportunities
- Investigate ways to develop partnerships with local businesses and institutions

Based on these goals, short, mid and long-term recommendations were offered in the TDP's service plan. These included:

Short-term Recommendations

- Fixed route service restructuring
- Public transportation planning software
- Smartphone app fare payment and trip planning
- Automated passenger counters
- Coordination strategies with local institutions

Mid-term Recommendations

- On-demand route to Rising Sun
- Implement Hourly Headways on Route #1 – Glasgow Connection

Long-term Recommendations

- Implement Hourly Headways on Route #4 – Elkton Newark Connection
- Introduce a North East Circulator

Queen Anne's County

The Queen Anne's County Transit Development Plan (TDP) is currently underway and in a draft final phase. The last TDP was completed in 2008. The planning process builds upon Queen Anne County's goals and objectives for transit and includes determining and meeting the transit needs of the community, analyzing existing transportation services and their ability to meet those needs, and recommending both organizational and service initiatives aimed at improving service delivery.

The TDP lays out basic information about Queen Anne's County, such as land use and demographic data. It also looks at where people are traveling and assesses transit needs and dependency. The plan identifies and assesses County Ride, the main service provider in Queen Anne's County which is operated by the Department of Aging. Other public and private providers that serve the county and human service agencies and provide transportation to their clients are also identified. The TDP serves as a guide for implementing service and/or organizational changes, improvements, and/or potential expansion during the next five-year period.

Short, mid and long-term recommendations were offered in the service plan. These improvements include:

Short-term Recommendations

- Queen Anne's County Northern Route
- Enhanced Marketing Campaign

Mid-term Recommendations

- Kent Island Circulator
- Enhancing Regional Connections by Increasing Service Frequency
- Fare Reciprocity with Connecting Transit Services

Long-term Recommendations

- Expand Frequency and Hours
- Provide Evening Demand Response Service

COUNTY COMPREHENSIVE PLANS

Caroline County

Caroline County's Comprehensive Plan was adopted on April 6, 2010. It is the primary document that provides the county's guide in directing, protecting the natural resources of the area and improving transportation and economic development in the county. The transportation section highlights the county's highway needs, planned improvements, and planned bridge construction and repairs. It discusses public and alternative modes of transportation. The plan notes that demographic changes, such as an increase in the elderly population, will cause public transportation to become more important. Locating bicycle routes and incorporating alternative modes of transportation in the county's growth areas will encourage tourism and direct growth in designated areas. Caroline County's Comprehensive plan mentions that due to budgetary issues, the future of public transportation in Caroline County is unclear. The recommendation is that the County should continue to investigate the continued operation of the service.

Cecil County

Cecil County's Comprehensive Plan was adopted on April 12, 2010. It provides Cecil County with a policy guide and framework for future growth and development in the county. The plan addresses land use, natural resources, transportation, public facilities, economic development and housing.

A major priority noted in Cecil County's Comprehensive Plan is the development of a more robust transit system. Some changes suggested in the plan include extensions of the MARC from Perryville

and SEPTA from Newark, Delaware commuter rail systems. Another suggestion presented in the plan is enhancing bus service.

Dorchester County

The 2019 Dorchester County Comprehensive Plan Update is underway. The current comprehensive plan was adopted on September 24, 1996. It is a guide that will direct the growth and development of the county for the next 15 to 20 years.

According to the 1996 Comprehensive Plan, one of the main goals is to reduce sprawl, restrict strip development and direct growth to towns and development areas. The vast majority of county residents drive alone to work (79%) which is higher than the state-wide average of 74%. Just 1% of county residents took public transportation, significantly lower than the state average (9%).

Kent County

Kent County's Comprehensive Plan was adopted in April 2018. The comprehensive plan serves as the framework for the county in regards to land use, public investment and other community aspirations. While the plan notes that the County's population density cannot support extensive public transportation options such as light rail, they can still take measures to reduce automobile dependence. The strategy to ensure this goal includes promoting local employment centers so residents can work in the County with living and better wage jobs, encouraging ridesharing programs, and changing growth patterns to encourage alternative transportation modes such as bicycles, walking and public transportation.

Queen Anne's County

Queen Anne's County Comprehensive Plan was adopted on September 7, 2010. The plan emphasizes the intent to keep the county as a rural community while keeping consistent with smart growth goals and objectives for Maryland. The vision for Queen Anne's County, according to the comprehensive plan, is as follows:

- Coordination among towns and the county will be established to handle new traffic patterns, safety concerns and mobility through population centers in order to maintain a healthy balance between those who live in the county and other businesses and vacationing travelers.
- The county will continue to improve and expand opportunities for all modes of travel including bicycle, pedestrian, transit, rail and carpooling commuters.
- The county will promote walking and bicycling for outdoor recreation, fitness and transportation, having safe access to local roadways and trails in order to make the county a better, safer and more connected place to live and visit.

Talbot County

Talbot County's Comprehensive Plan was adopted on August 6, 2016. The comprehensive plan serves as a long-term guide to direct growth, land use and development decisions for Talbot County.

The plan acknowledges that the automobile is the primary mode of transportation but that cars share the road with cyclists, pedestrians and others. While limited fixed route and flexible transit service is provided by Delmarva Community Transit, the plan cites that comprehensive transit service would require substantial subsidies due to the low density rural nature of the county. Demand response transportation is available through a service by the Upper Shore Aging Take-A-Ride Program for rural and residents. The plan contains strategies that encourage the reduction of drive alone trips, expand pedestrian linkages by encouraging compact and pedestrian-friendly new developments in Designated Growth Areas, support higher density development near major roadways and expanding ridesharing by creating park and ride facilities.

Chapter 4: Assessment of Transportation Needs

Introduction

FTA coordinated planning guidelines require an assessment of transportation needs for individuals with disabilities and seniors. FTA notes that this assessment can be based on the experiences and perceptions of the planning partners or on more sophisticated data collection efforts.

The transportation needs assessment for the Upper Eastern Shore region focuses on these population groups and involves a broader approach that builds upon previous coordinated planning efforts. The overall transportation needs assessment involves:

- The regional workshop discussed in Chapter 2 that provided a forum for stakeholders to discuss and update the transportation needs in the 2015 version of this plan.
- Review and documentation of transportation needs from other plans and studies, discussed in Chapter 3.
- The analysis of demographic data using current information from the U.S. Census, detailed in the next chapter of this plan.

This section details the results from the overall transportation needs assessment based on input from stakeholders at the regional workshop. Many transportation needs are regional in nature or are evident in each county and therefore the group as a whole discussed the unmet transportation needs from the 2015 version of this plan and updated the previous list. Participants broke into groups and updated the transportation needs specific to the counties in the region.

Regional Transportation Needs

Expansion of Transportation Services

There is a limited availability of transportation services in the Upper Eastern Shore, especially weekend, early morning, evening, and spontaneous services. The lack of services is exacerbated in the busy summer season, where both tourists and seasonal workers have unique transportation needs that are not adequately served.

Regional needs requiring an expansion of transportation services include:

Increased flexibility for spontaneous and unplanned trips	<ul style="list-style-type: none"> • Twenty-four hour notice required for demand-response, as well as low frequency on fixed-routes, limits these trips
Expanded service days and hours for employment and medical trips	<ul style="list-style-type: none"> • Most regional providers do not have early morning or evening service • Workshop participants suggested a Monday-Friday 5am-11pm service day • Weekend service would be 8am-11pm
Seasonal service for workers and tourists	<ul style="list-style-type: none"> • There are limited transit options for these groups • Many workshop attendees thought local businesses and towns could help fund and/or operate these services

Improvements and Expansion in Outreach, Marketing, and Education

The Upper Eastern Shore, a largely rural region, has struggled to effectively market its services to members of the public. During the workshop, several attendees expressed that they had little knowledge of several transportation services in the county, including the fixed routes that make up the bulk of the region's public transit. A lack of awareness about transit service and how to use it can discourage potential riders from using these services.

Currently, DCT operates a travel trainer program that allows riders interested in how to use public transit to be "trained" to acquire and use transportation services on their own. This program has been operated for years, but may suffer from a lack of marketing. Most residents are unaware of existing programs that could personally teach them how to utilize the variety of transportation services within the region.

Regional needs that require improvements to outreach, marketing, and education include:

Increased marketing and expansion of travel training programs

- DCT currently operates a travel training program for regional riders, but it may be under-marketed since some workshop attendees were unaware of this program

Increased outreach to elected officials

- Transit is often forgotten in the policy-making process, it is important to educate policymakers about the importance of these services

Seasonal service for workers and tourists

- There are limited transit options for these groups
- Many workshop attendees thought local businesses and towns could help fund and/or operate these services

Need for More Specialized and Personal Transportation Services

There is a dearth of specialized and personal transportation services in the Upper Eastern Shore. This lack of services is exacerbated for those who live in the more isolated rural areas of the region. Many customers require assistance after disembarking vehicle to access their final destination. This assistance is difficult to provide on normal, fixed route services.

Regional needs that required by more specialized and personal transportation services include:

Need for more flexible vehicle fleets

- The rural nature of the county diminishes the utility of larger vehicles, especially in low density areas
- Smaller vans were listed as a common need for service providers

Need for greater coordination between providers to provide specialized and/or personalized services

- Currently, there is not an apparatus that can organize the disparate transportation providers to perform specialized services

Additional Resources Needed

Workshop participants were asked which resources were most necessary to meet the needs outlined above. Resources that were most cited included:

Funding	<ul style="list-style-type: none"> • Most Upper Eastern Shore providers are flat-funded, which limits their ability to expand service
Data Analysis	<ul style="list-style-type: none"> • Due to funding constraints, sophisticated data analysis could help deploy services more efficiently • Better utilize transit software to better serve transit dependent populations
Technology	<ul style="list-style-type: none"> • Many stakeholders expressed interest in providing an Uber-esque service that uses mobile phone technology to schedule rides in real time • Cecil County uses RouteShout 2.0, an app that allows customers to use their phone to track their bus and pay their fare

Cecil County Transportation Needs

Cecil County currently operates the largest fixed route system in the region, and has recently made a several technology improvements since the last year. Cecil County has specific needs that reflect the current state of transportation services in the county. Cecil County's needs are listed below:

Increase the use of the taxi voucher program through accessible vehicles	<ul style="list-style-type: none"> • While the taxi voucher program has been expanded, there is an opportunity to increase the use of the program if taxi providers had accessible vehicles
Complete connections in southern Cecil	<ul style="list-style-type: none"> • There is still a need to provide and expand service to connect Rising Sun, Port Deposit, and Conowingo to the greater Cecil Transit network. There are also opportunities to expand service to Middletown, DE from southern Cecil
Expanded mobility management services	<ul style="list-style-type: none"> • Cecil County currently does not have a mobility manager and is looking to fill this position in order to expand travel training, coordination between area employers, and education centers
Improved coordination between intra-county providers	<ul style="list-style-type: none"> • The current coordination between 5310 providers, health care providers, and Cecil Transit could be improved
Creation of more flexible on-demand service	<ul style="list-style-type: none"> • The Upper Bay Region has decrease flexibility when scheduling on-demand service, including a 36 hour notice requirement. This need could be addressed through the expansion of mobile on-demand technology and the proliferation of private ride-sharing companies

Caroline, Dorchester, Kent, and Talbot County Transportation Needs

The counties of Caroline, Dorchester, Kent, and Talbot, served primarily by Delmarva Community Transit, have a variety of transportation needs specific to the region. Many of these involve expanding already existing services and programs while better coordinating how services are deployed between different transportation providers. These needs are outlined below:

Additional transportation services in the evenings and weekends	<ul style="list-style-type: none"> • These services are especially important for older and low-income populations, but service should be expanded for the entire population
Expanded transportation options to training and jobs	<ul style="list-style-type: none"> • Community and business supported services could be explored to fill this need
Expanded outreach/marketing of transportation services and options	<ul style="list-style-type: none"> • Need to better utilize pre-existing resources provided by MUST • Social media marketing • Increased collaboration with doctors offices and other key destinations
Marketing materials and initiatives for riders with limited English proficiency	<ul style="list-style-type: none"> • MUST schedules are in both English and Spanish, but greater initiatives and direct outreach to these populations is still needed
Door-to-door transportation for all groups	<ul style="list-style-type: none"> • Use innovative technology to better and more efficiently serve riders
Flexible transportation options for spontaneous trips	<ul style="list-style-type: none"> • Could utilize new technology services • Many riders have to choose between work trips and healthcare trips, limited flexibility with 24 hour notice
Continued promotion and expansion of travel trainer programs	<ul style="list-style-type: none"> • DCT provides travel trainer, but it needs more exposure at medical centers and other facilities with clients who may use the service
Expanded transportation options to access educational opportunities	<ul style="list-style-type: none"> • Especially transportation to GED classes and community colleges
Expanded transportation options to drug treatment facilities	<ul style="list-style-type: none"> • These populations are often underserved by other medical transportation
Seasonal routes	<ul style="list-style-type: none"> • Need for seasonal business routes • Need for peak tourism seasons

Queen Anne's County Transportation Needs

Queen Anne's County, primarily served by County Ride fixed-route and demand-response services, serves as the gateway to Anne Arundel County and the rest of the Baltimore region. Most needs involve expanding and increasing marketing for County Ride services.

Continued and expanded coordination between County Ride and human service providers	<ul style="list-style-type: none"> • More coordination between county providers could help relieve County Ride demand-response services
Expanded transportation options beyond public transit in evenings	<ul style="list-style-type: none"> • These services are specifically for low income and older populations, as well as individuals with disabilities
Expanded and coordinated outreach and marketing of transportation services and options	<ul style="list-style-type: none"> • Combining resources from County Ride, MUST, and local human service providers
Effective marketing for riders with limited English proficiency	<ul style="list-style-type: none"> • Bilingual brochures, service operators, and dispatchers
More frequent services	<ul style="list-style-type: none"> • Especially for low income and older populations, as well as individuals with disabilities

Chapter 5: Demographic Analysis

INTRODUCTION

This chapter provides an analysis of future population trends on the Upper Eastern Shore as well as an analysis of the demographics of populations that are more likely to depend on transportation options beyond an automobile. This analysis is coupled with the input from regional stakeholders documented in the preceding chapter to provide a broad transportation needs assessment. It can then be used to develop strategies, projects and services to meet identified needs and expand mobility and to generate recommendations to improve coordination within the region.

POPULATION ANALYSIS

This section examines the current population and population density within the Upper Eastern Shore area and provides future population projections for the region.

Population

Table 5-1 displays the population of the Upper Eastern Shore Region and its component counties from the 1990 Census to the 2017 American Community Survey (ACS).

- Queen Anne's and Cecil are the only jurisdictions that have experienced sustained growth since 1990
- Most counties have lost a marginal number of population since the 2010 Census
- Regional population growth rate recently decreased, a regional population increase of 14% from 2000 to 2010 has been followed by only 0.4% regional growth since 2010.

Table 5-1: Historical Populations

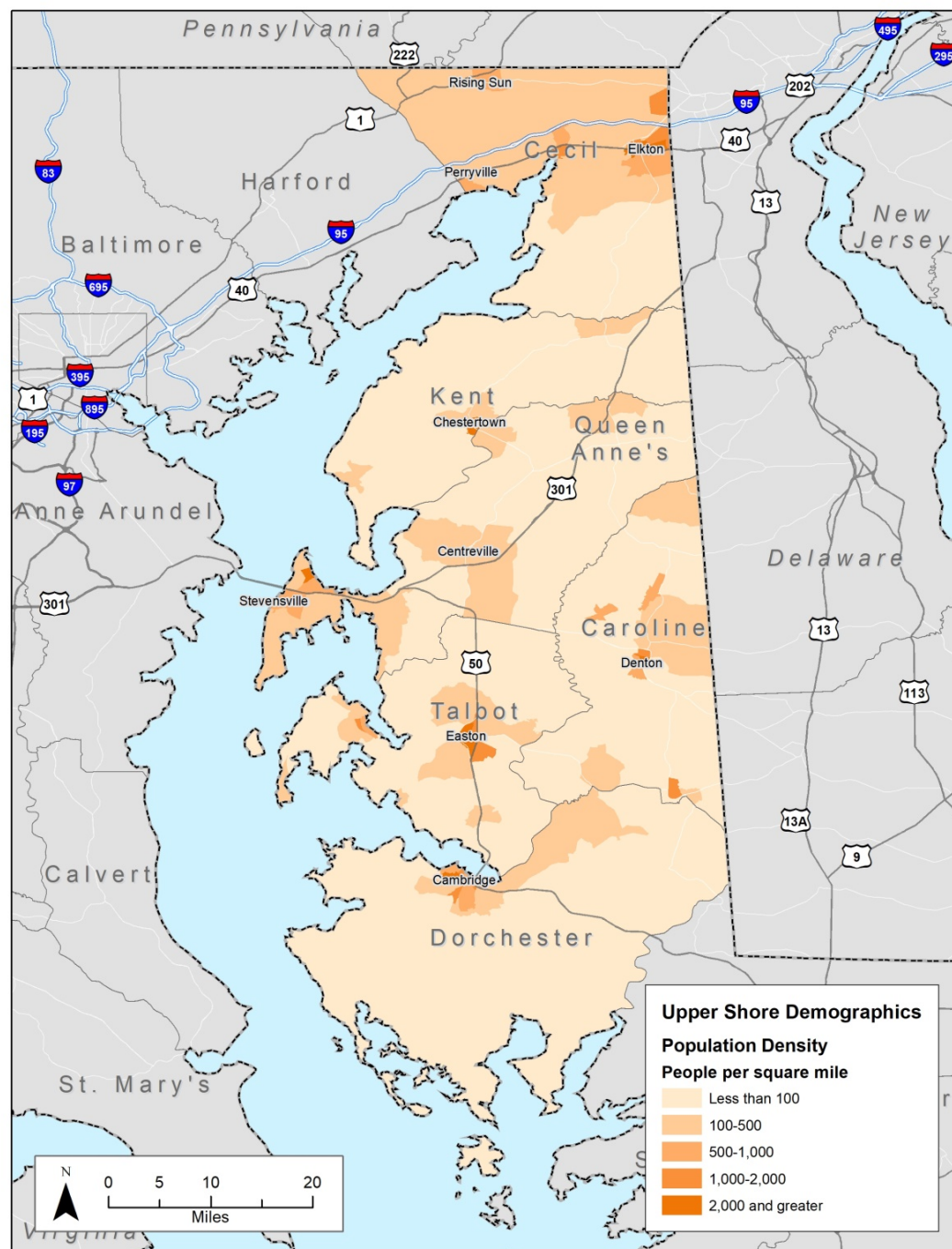
County	1990	2000	2010	2017 ACS
Caroline County	27,035	29,772	33,066	32,785
Cecil County	71,347	85,951	101,108	102,416
Dorchester County	30,236	30,674	32,618	32,386
Kent County	17,842	19,197	20,197	19,666
Queen Anne's County	33,953	40,563	47,798	49,071
Talbot County	30,549	33,812	37,782	37,461
Total - Upper Eastern Shore Region	210,962	239,969	272,569	273,785

Source: US Census Bureau, 1990, 2000, 2010, 2017

Population Density

One of the most important factors in determining the level of transit service in an area is population density. Block Groups in Cambridge, Chestertown, Denton, Easton, Elkton, and Kent Island had population densities of over 2,000 persons per square mile. Figure 5-1 shows population density throughout the region.

Figure 5-1: Population Density by Census Block Group



Source: ACS 2013-2017 5-year Estimates, Table B01003

Population Forecasts

Future population forecasts for the region anticipate moderate population growth to the year 2040. During this period, the area is expected to grow from 272,569 to 357,850 persons or an increase in population of 85,281 between 2010 and 2040. Table 5-2 shows the forecasted population growth.

Table 5-2: Population Forecasts

County	2010	2015	2020	2025	2030	2035	2040	2045
Caroline County	33,066	33,900	36,050	38,250	40,450	42,750	44,950	45,250
Cecil County	101,108	103,600	108,600	117,300	125,250	132,900	139,650	142,550
Dorchester County	32,618	33,250	34,800	36,550	37,850	39,100	40,000	23,450
Kent County	20,197	20,600	21,400	22,100	22,600	23,050	23,500	23,450
Queen Anne's County	47,798	50,150	53,600	57,350	60,350	63,150	65,750	64,150
Talbot County	37,782	39,100	40,850	42,050	42,900	43,550	44,000	42,450
Total - Upper Eastern Shore Region	272,569	280,600	295,300	313,600	329,400	344,500	357,850	341,300

Source: Maryland Department of Planning, August 2017 Revised Projections

TRANSIT DEPENDENT POPULATIONS

Public transportation needs are defined in part by identifying the relative size and location of those segments within the general population that are most likely to be dependent on transit services. This includes individuals who may not have access to a personal vehicle or who are unable to drive themselves due to age or income limitations. The demographic analysis within this section draws upon data from the American Community Surveys five-year estimates (2010-2014). The results highlight the geographic areas of the service area with the greatest need for transportation.

For the purpose of developing a relative process of ranking socioeconomic need, block groups are classified relative to the service area as a whole using a five-tiered scale of “very low” to “very high.” A block group classified as “very low” can still have a significant number of potentially transit dependent persons as “very low” means below the service area’s average. At the other end of the spectrum, “very high” means greater than twice the service area’s average. The exact specifications for each score are summarized in Table 5-3.

Table 5-3: Relative Ranking Definitions for Transit Dependent Populations

Amount of Vulnerable Persons or Households	Score
Less than and equal to the service area’s average	Very Low
Above the average and up to 1.33 times the average	Low
Above 1.33 times the average and up to 1.67 times the average	Moderate
Above 1.67 times the average and up to two times the average	High
Above two times the average	Very High

Transit Dependence Index

The Transit Dependence Index (TDI) is an aggregate measure of transportation need. Five factors make up the TDI calculation:

- Population Density
- Autoless Households
- Senior Populations
- Youth Populations
- Below – Poverty Populations
- Disabled Populations

The factors above represent specific socioeconomic characteristics of the population in this region. For each factor, individual block groups were classified according to the prevalence of the vulnerable population relative to the planning area average. The factors were then substituted into the TDI equation to determine the relative transit dependence of each block group (very low, low, moderate, high or very high).

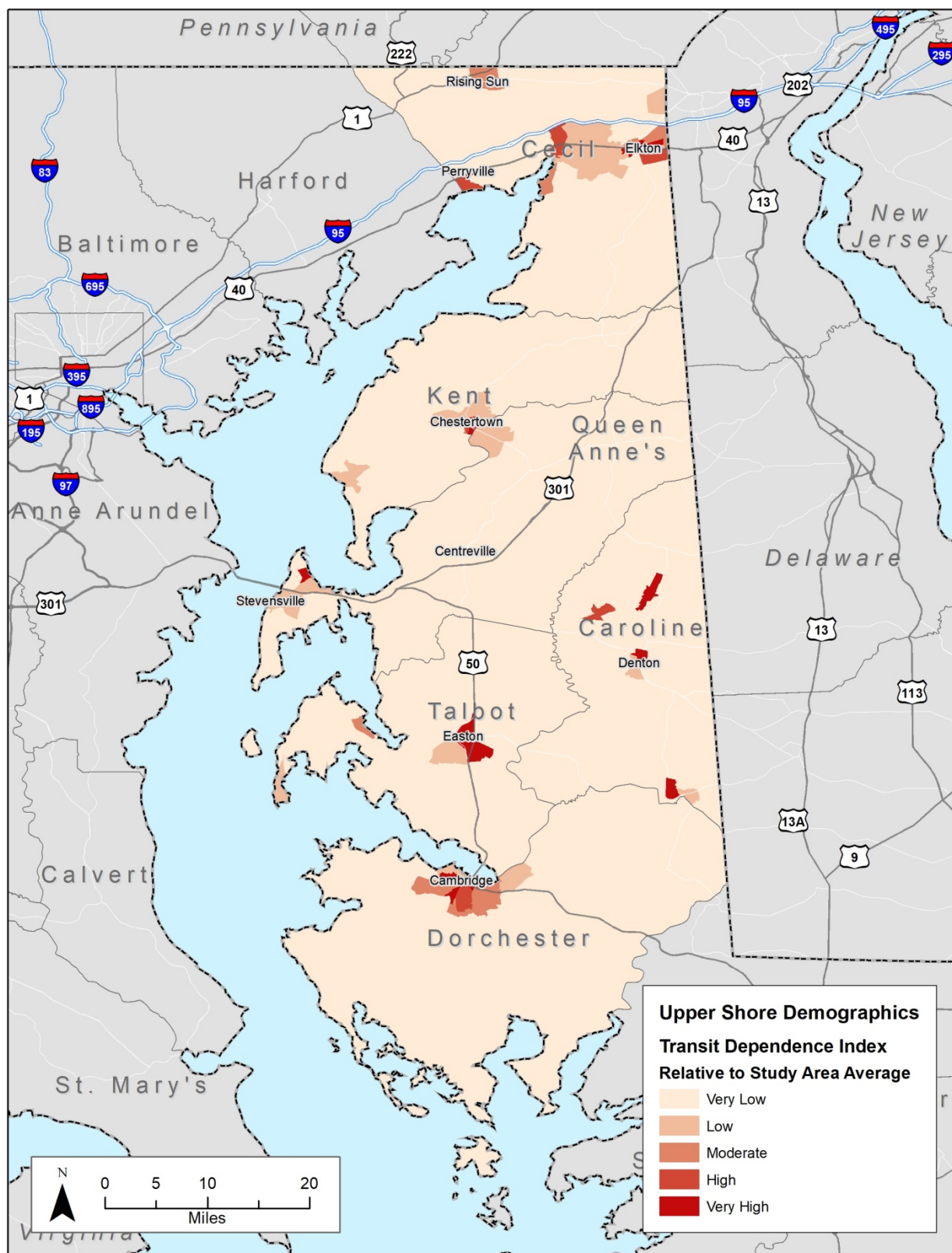
Block Groups with a “very high” transit demand are in Cambridge, Chester, Denton, Easton, Elkton, Federalsburg, Greensboro, Perryville, and Ridgely. Figure 5-2 shows the concentrations of transit dependent populations throughout the region.

Transit Dependence Index Percentage

The Transit Dependence Index Percentage (TDIP) provides a complementary analysis to the TDI measure. This analysis is nearly identical to the TDI measure, but population density is taken out of the equation to only analyze the relative amount of dependent persons rather than the total amount.

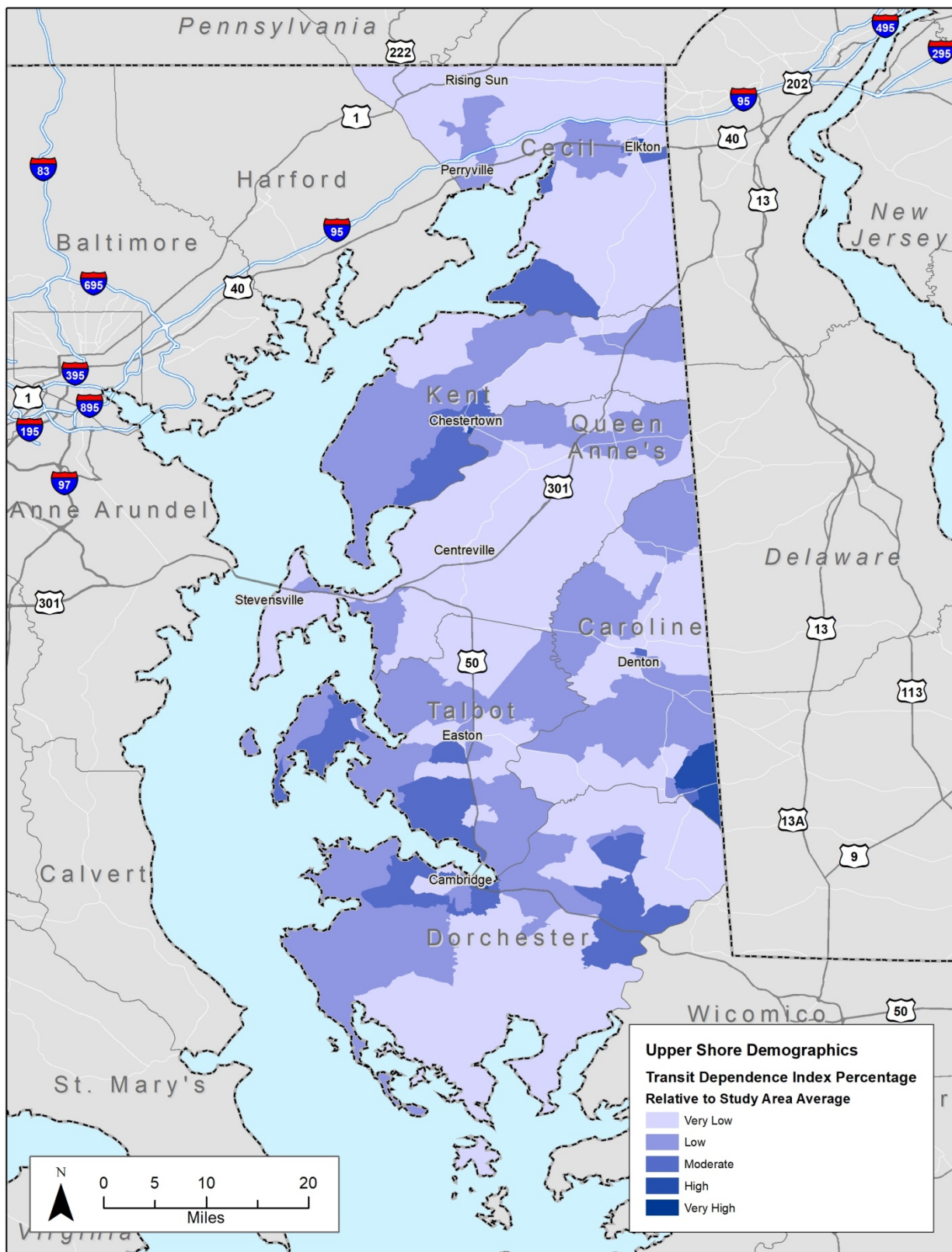
As seen in Figure 5-3, the areas with the highest percentage of transit dependent persons are located in Vienna, east of Federalsburg, along the Choptank River, around Easton, and the areas surrounding Chestertown.

Figure 5-2: Transit Dependence Index



Source: ACS 2013-2017 5-year Estimates, Table B01003

Figure 5-3: Transit Dependence Index Percentage

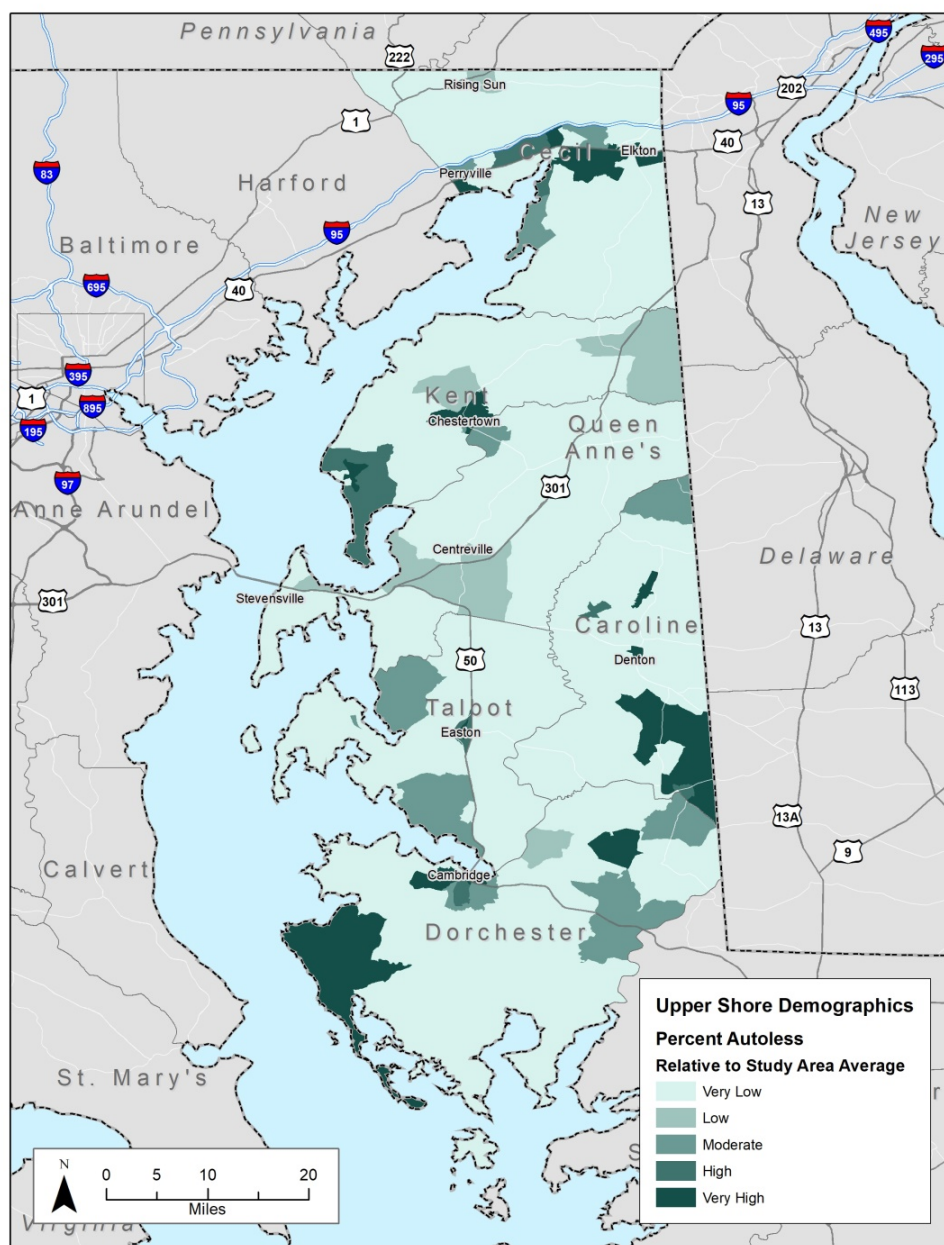


Source: ACS 2013-2017 5-year Estimates, Table B01003

Autoless Households

Everyday transportation is complicated in households without personal vehicle, exacerbated by the rural character of the Upper Eastern Shore. These populations are far more likely to rely on public transportation than households with at least one personal vehicle. Households without at least one personal vehicle are more likely to depend on the mobility offered by public transit than those households with access to a car. Figure 5-4 displays the relative number of autoless households in the region. The highest concentrations occur in Cambridge, Chestertown, Denton, southwest Dorchester, Federalsburg, Greensboro, Hurlock, and Perryville.

Figure 5-4: Relative Density of Autoless Households

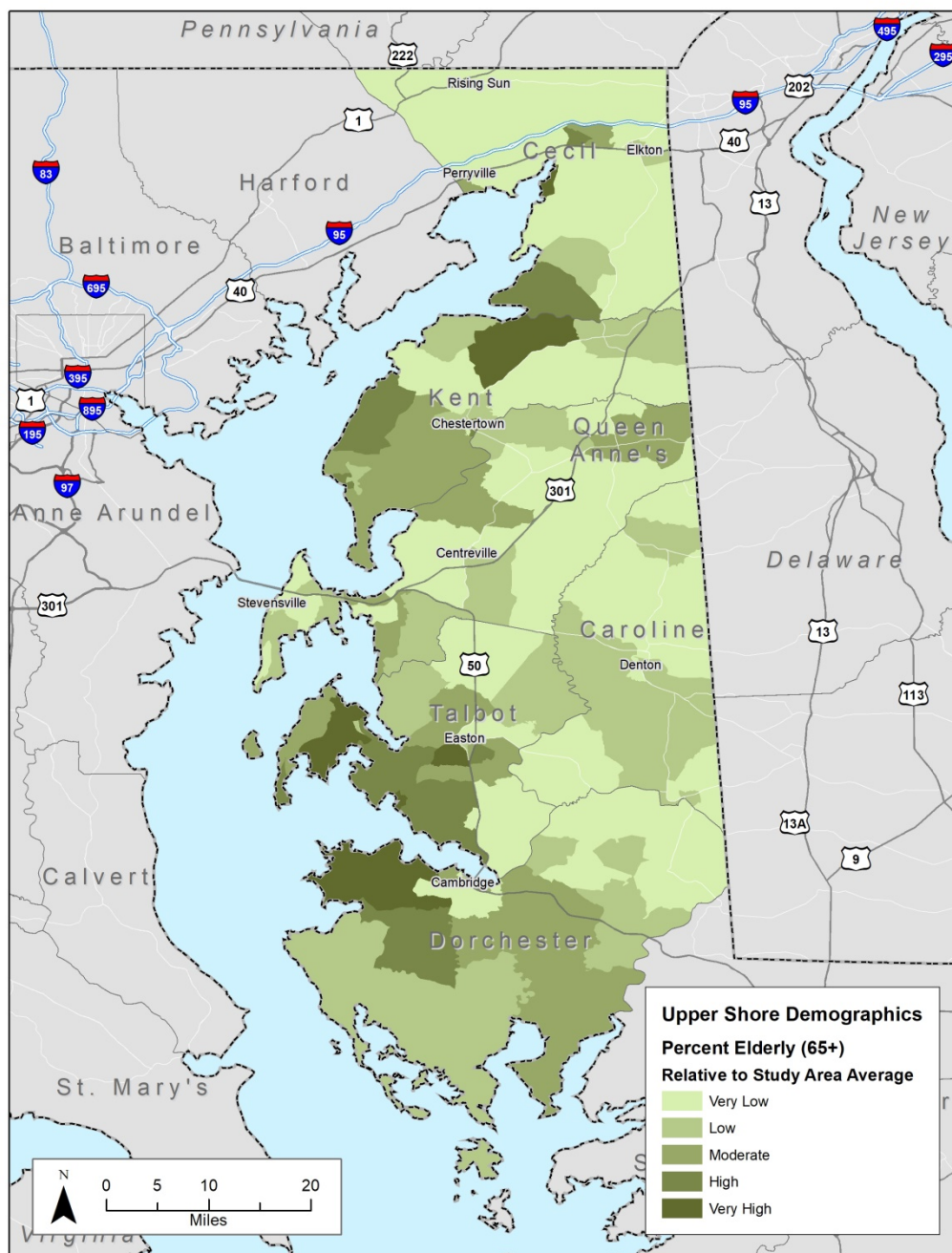


Source: ACS 2013-2017 5-year Estimates, Table B01003

Older Adult Populations

Individuals age 65 years and older may scale back their use of personal vehicles as they grow older, leading to a greater reliance on public transportation compared to those in other age brackets. Projections show that the Upper Eastern Shore's older adult population is expected to represent an increasingly larger percentage of the region's total population. The block groups classified as having a "very high" concentration of senior adults are located west of Cambridge, north of Chestertown, and throughout St. Michaels. Figure 5-5 shows the relative number of senior adults in the region.

Figure 5-5: Relative Density of Senior Populations

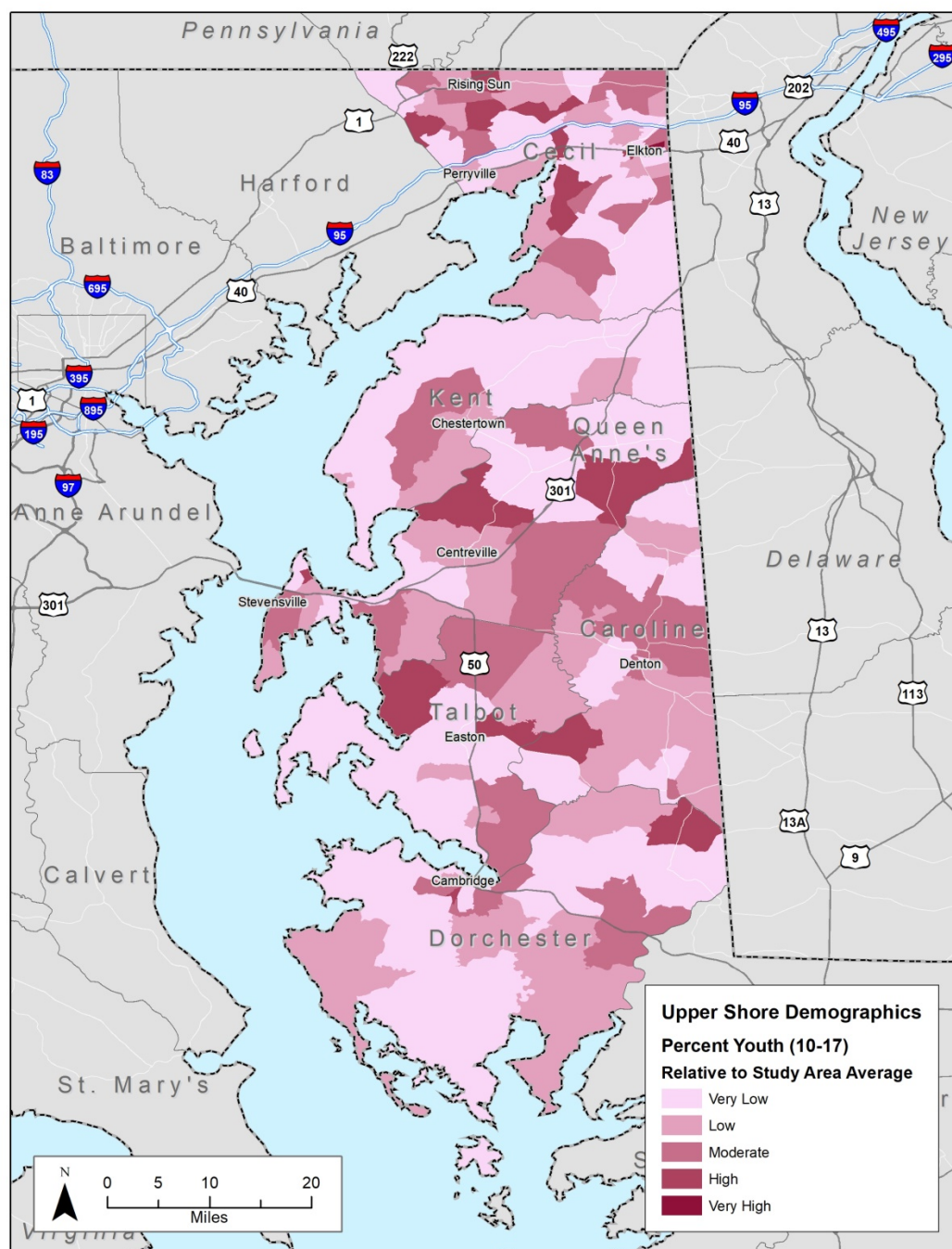


Source: ACS 2013-2017 5-year Estimates

Youth Populations

Younger persons, ages 10 to 17, either cannot drive or have limited access to an automobile, increasing their dependence on public transportation. Areas with a “very high” classification of youth include Church Hill, eastern Queen Anne’s, Federalsburg, Rising Sun, Elkton, southern Cecil, and block groups surrounding Easton. Figure 5-6 illustrates the areas with high concentrations of youth populations.

Figure 5-6: Relative Density of Youth Populations

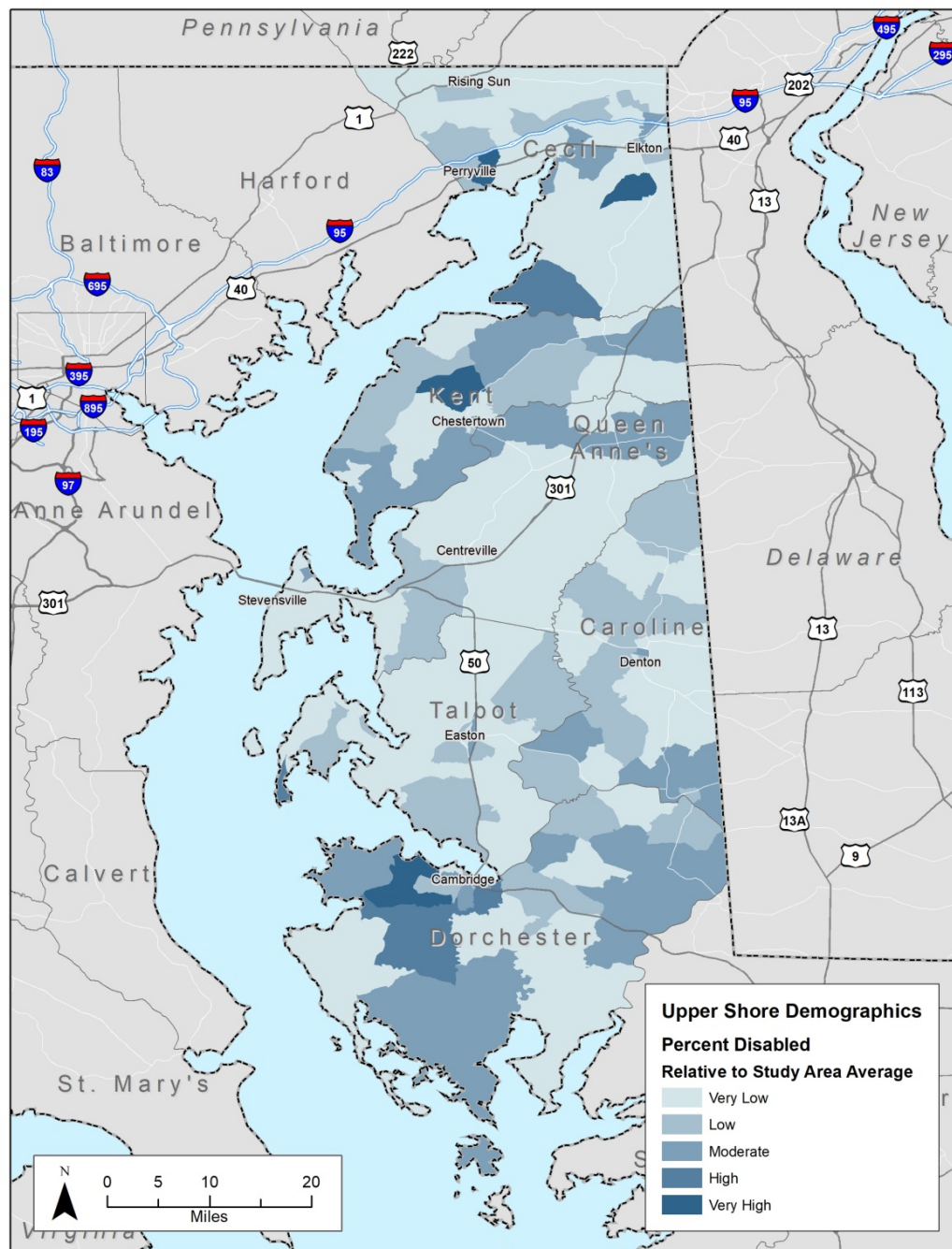


Source: ACS 2013-2017 5-year Estimates

Disabled Populations

Individuals with disabilities are sometimes unable to effectively operate a personal vehicle, making them a group with higher transit dependency. Within the Upper Eastern Shore, block groups with very high percentages of individuals with disabilities are located west of Cambridge, north of Chestertown, south of Elkton, and in Perryville. Figure 5-7 displays the distribution of disabled individuals in the Upper Eastern Shore.

Figure 5-7: Percent Disabled by Census Block Group

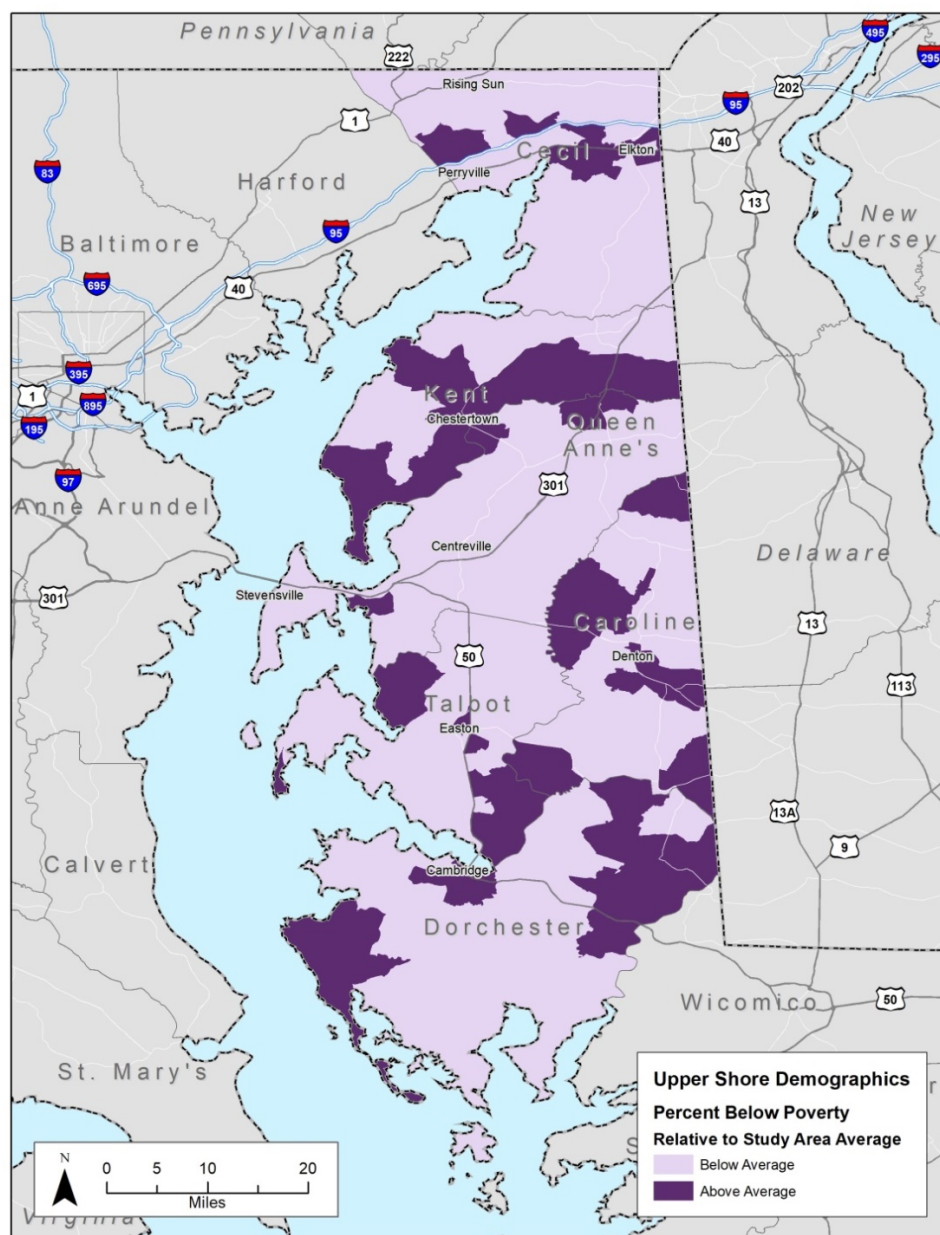


Source: ACS 2013-2017 5-year Estimates

Below Poverty Populations

Individuals that make up the below-poverty population face financial hardships that make the ownership and maintenance of a personal vehicle difficult and thus may be more likely to depend on public transportation. According to the American Community Survey, just over 10% of the region's population is living at or below the federal poverty level. Figure 5-8 depicts the average of below-poverty individuals per block group. Block groups with above average below poverty percentages are scattered throughout the region appearing around Cambridge, Chestertown, Denton, Easton, Federalsburg, Vienna North East, and Perryville,.

Figure 5-8: Relative Density of Below Poverty Populations

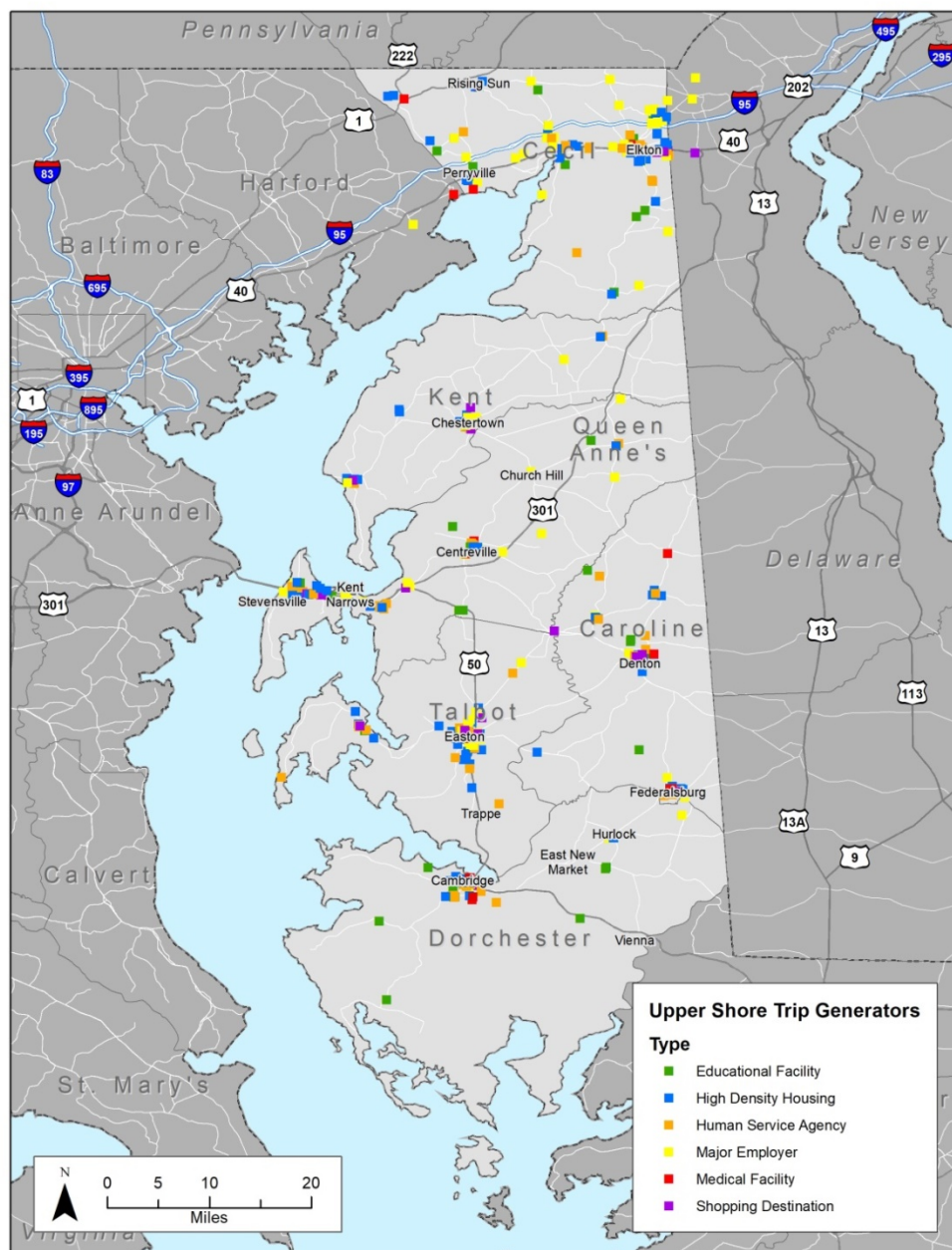


Source: ACS 2013-2017 5-year Estimates

LAND-USE PROFILE

Identifying major land-uses in the region complements the demographic analysis by indicating where transit services may be most needed. Major land-uses are identified as origins, from which a concentrated transit demand is generated, and destinations, to which both transit dependent persons and choice riders are attracted. These include educational facilities, major employers, governmental and non-profit agencies, high-density housing complexes, major shopping destinations and medical facilities. This section will also detail the commuting patterns and top employment destinations of area residents. Major trip generators in the region are portrayed in Figure 5-8.

Figure 5-8: Major Trip Generators



Travel Patterns

In addition to considering the region's major origins and destinations, it is also important to take into account the community patterns of residents and workers. Most commuters in the region's counties drive alone to work. In Kent County, driving alone only amounted to 68% of the workforce. Thirty-one percent of Cecil County residents worked outside of Maryland. Public transportation made up only 1-2% of the commuting mode split in each county.

Table 5-4: Journey to Work Travel Patterns

Place of Residence	Caroline County		Cecil County		Kent County		Queen Anne's County		Talbot County	
Workers 16 years and older	15,387		49,958		8,927		24,973		17,611	
Location of Workplace										
In State of Residence	14,170	92%	34,334	69%	7,835	88%	22,919	92%	16,559	89%
In County of Residence	6,195	40%	23,354	47%	6,035	68%	10,310	44%	12,273	80%
Outside County of Residence	7,975	52%	10,980	22%	1,800	20%	12,609	56%	4,286	20%
Outside State of Residence	1,217	8%	15,624	31%	1,092	12%	2,054	8%	1,052	11%
Means of Transportation to Work										
Car, Truck or Van - drove alone	12,880	84%	41,393	83%	6,049	68%	19,392	78%	13,761	78%
Car, Truck or Van - carpooled	1,327	9%	4,189	8%	702	8%	2,443	10%	1,703	10%
Public Transportation	144	1%	580	1%	159	2%	551	2%	237	1%
Walked	374	2%	810	2%	893	10%	397	2%	588	3%
Taxicab, motorcycle, bicycle, other	255	2%	694	1%	142	2%	301	1%	207	1%
Worked at Home	407	3%	2,292	5%	982	11%	1,889	8%	1,115	6%

Source: ACS 2013-2017 5-year Estimates

Another source of data that provides an understanding of employee travel patterns is the United States Census Bureau's Longitudinal Employer-Household Dynamics (LEHD) dataset. LEHD draws upon federal and state administrative data from the Census, surveys and administrative records. Table 5-5 shows the top five employment destinations for the residents of Caroline, Cecil, Kent, Queen Anne's and Talbot Counties. A small percentage of several counties commute over the Bay Bridge, mainly to Baltimore and Parole.

Table 5-5: Top Five Work Destinations by Percentage of Resident Workers

Caroline Residents		Cecil Residents		Kent Residents		Queen Anne's		Talbot Residents	
Destination	%	Destination	%	Destination	%	Destination	%	Destination	%
Easton	11%	Elkton	11%	Chestertown	28%	Parole	6%	Easton	31%
Denton	8%	Baltimore	3%	Rock Hall	4%	Centreville	6%	Baltimore	4%

Baltimore	4%	Wilmington, DE	3%	Baltimore	3%	Stevensville	6%	St. Michaels	4%
Federalsburg	3%	Newark, DE	3%	Centreville	2%	Baltimore	5%	Cambridge	3%
Parole	2%	Perryville	2%	Dover, DE	1%	Easton	4%	Parole	2%

Source: LEHD On the Map, 2015

Chapter 6: Current Transportation Services and Resources

Introduction

A variety of public transit, human service transportation, and private transportation services are provided in the Upper Eastern Shore region. This section documents and describes the transportation programs and services identified. The process to identify the various transportation resources available in the region includes the following protocol:

- Using information from the previous coordinated transportation plan for the region
- Reviewing information from the most recent Transit Development Plans (TDPs) conducted in the region and other resources such as the Transportation Association of Maryland (TAM) Annual Report
- Collecting basic descriptive and operational data from regional workshop participants through the registration process
- Obtaining input from regional stakeholders through the coordinated planning process
- Following up as needed with transportation program staff where needed to fill gaps in information

Public Transit

Maryland Upper Shore Transit (MUST)

MUST is a regional five county coordinated transit program that services the citizens of Caroline, Dorchester, Kent, Queen Anne's, and Talbot Counties through a collaborative effort between Delmarva Community Transit in Dorchester County and Queen Anne's County, County Ride. MUST also coordinates regional marketing and provides information on transportation services in the region.

Caroline, Dorchester, Kent, and Talbot Counties

Delmarva Community Services, Inc. provides public transportation in Caroline, Dorchester, Kent, and Talbot Counties through Delmarva Community Transit (DCT). The agency provides fixed route, deviated fixed route and demand response service for the purpose of general public, senior

center, medical, nutrition, adult day care, contract and other transportation. In FY 2017 Delmarva Community Transit provided 117,371 one-way passenger trips and 537,528 passenger miles.

While there are some seasonal modifications, the following services are operated by DCT. These routes operate Monday through Friday except for a Saturday Denton to Easton that runs from 8:30 a.m. until 3:00 p.m. and the Cambridge fixed routes that operate from 8:30 a.m. until 6:30 p.m. on Saturdays.

Deviated Fixed Routes

- **Route 4** provides service between Rock Hall, Chestertown, Centreville, and Easton.
- **Kent County Community Center Shuttle** provides service between Chestertown, Worton and Rock Hall. This route only operates June 15-August 31.
- **Route 5** provides service between Denton and Easton.
- **Route 6** provides service between Denton, Federalsburg, Preston, and Easton.
- **Route 7** provides service Greensboro, Denton, and Easton.
- **Route 8/8A** provides service between Cambridge, Hurlock, Secretary, East New Market, and Federalsburg. Route 8A is a morning route.
- **Route 9/9A** provides service between Cambridge, Trappe and Easton. Route 9A is a seasonal route that operates from August 20 to June 15.
- **Route 10** provides service between Cambridge, Vienna, Mardela Springs and Salisbury.
- **Route 11** provides service between Cambridge, Secretary, East New Market, Hurlock, Preston and Easton.
- **Route 12** serves as a Chesapeake College Shuttle.
- **A St. Michaels Shuttle.**
- **A Denton - Easton Morning Shuttle.**

Fixed Routes

- **Routes C and D** that serve Easton.
- Three routes in **Cambridge, the North, Central and South Routes.**

Other Services

- **Travel training** for seniors, individuals with disabilities, Spanish speaking persons and persons going to work. Travel trainers ride with individuals to teach the routes, stops and how to change buses if needed until the person is comfortable doing it themselves.
- **One Stops** are located throughout Dorchester, Kent and Caroline counties and provide one place for information and assistance about transportation solutions as well as information and assistance to access community agencies and people who may be able to help with other problems one might face.
- **The Delmarva United Way Veteran Transportation Program** through which veterans age 60 and older, living in Dorchester, Talbot, Kent and Caroline Counties and needing a

ride to medical appointments may ride at no cost to destinations in those counties and to locations on the western shore. This program uses public transit as a first option and then may provide door to door service if needed.

- **The One Call** – One Click Veterans Transportation Service provides service to the eight Eastern Shore Counties of Maryland and offers one toll free number connecting veterans and their families with transportation issues.

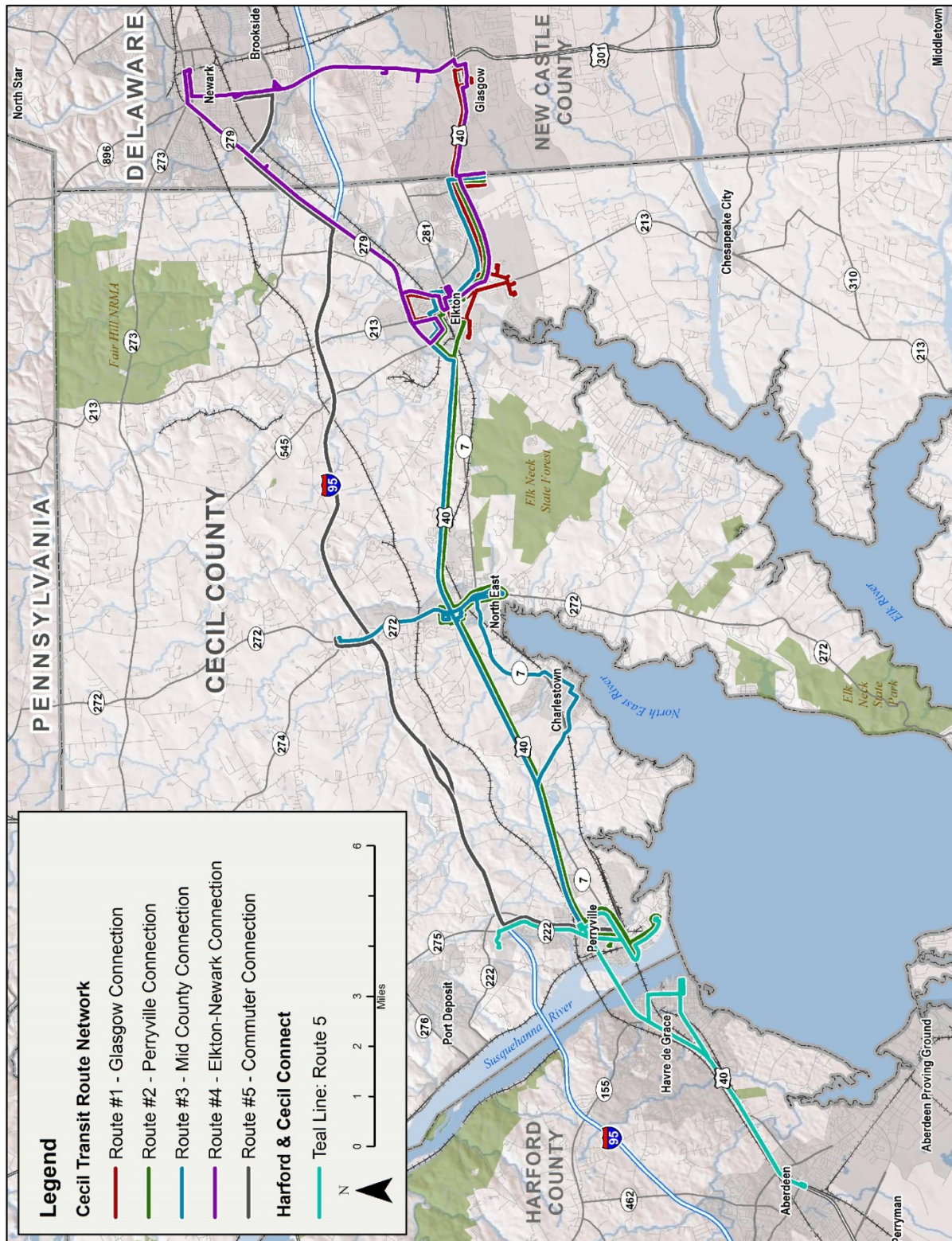
Cecil County

Cecil County provides public transportation throughout the county. Cecil Transit provides five deviated fixed routes that connect Elkton, North East, Charlestown and Perryville within the County and popular out-of-county destinations in Glasgow and Newark, Delaware and demand response transportation services for the general public, senior centers, medical, employment and educational purposes. Cecil Transit has also partnered with neighboring Harford County to provide the Harford & Cecil Connect (Harford LINK's Teal Line/Route 7). A map of Cecil Transit route network is shown in Figure 6-1. In FY2018, Cecil Transit provided 102,353 one-way passenger trips and 503,452 passenger miles while operating a fleet of 14 revenue vehicles and five non-revenue vehicles.

Cecil Transit operates five deviated fixed routes:

- **Glasgow Connection Route #1:** The Glasgow Connection is fixed route public transportation for all ages servicing the town of Elkton to People's Plaza in Glasgow, DE. The route operates from 5:30 a.m. to 6:15 p.m., Monday through Saturday.
- **Perryville Connection Route #2:** The Perryville Connection is fixed route public transportation for all ages servicing the towns of Elkton, North East, Perryville, The MARC Train and Perry Point V.A. The route operates from 6:00 a.m. to 6:49 p.m., Monday through Saturday.
- **Mid County Connection Route #3:** The Mid County Connection is fixed route public transportation for all ages servicing the towns of Elkton, Northeast, Charlestown, Perryville and Cecil College in North East and with Elkton Station. The route runs from 6:15 a.m. to 10:315 p.m., Monday through Friday.

Figure 6-1: Cecil Transit Route Network



- **Elkton, Newark Connection Route #4:** The Elkton - Newark Connection is fixed route transportation for all ages servicing the town of Elkton, Glasgow, DE, Newark Industrial Park, Four Seasons Plaza, Newark Park & Ride, Newark Train Station, Newark Transit Hub and the Rt. 279 corridor including the Elkton Library & Cecil College Elkton Station. This route operates Monday through Friday from 5:50 a.m. to 10:20 p.m.
- **Commuter Connection Route #5:** Launched in 2018, the commuter Connection provides express service between the Septa Rail Station in Newark and Marc Rail Station in Perryville Train Stations with an intermediate stop at Cecil College North East Campus. This route operates Monday through Friday from 5:25 a.m. to 9:07 p.m.

Cecil Transit provides travel training for groups or individuals of all ages who are unfamiliar with using public transportation. Cecil Transit has a Taxi Voucher Program that supplements the cost of taxi services for senior adults, individuals with disabilities and low income individuals.

Harford Transit LINK

Harford Transit Link provides public transportation service in Harford County. It operates six fixed routes primarily within the Harford County with the exception of Route 5 –Teal Line which serves Perryville, Cecil County. The Teal Line is a bi-directional route that connects Aberdeen Train Station and Havre de Grace with destinations in and around Perryville in Cecil County across the Susquehanna River. On select runs, the route makes stops in Havre de Grace. The route operates Monday through Friday from 6:00 a.m. to 8:51 p.m.

Queen Anne's County

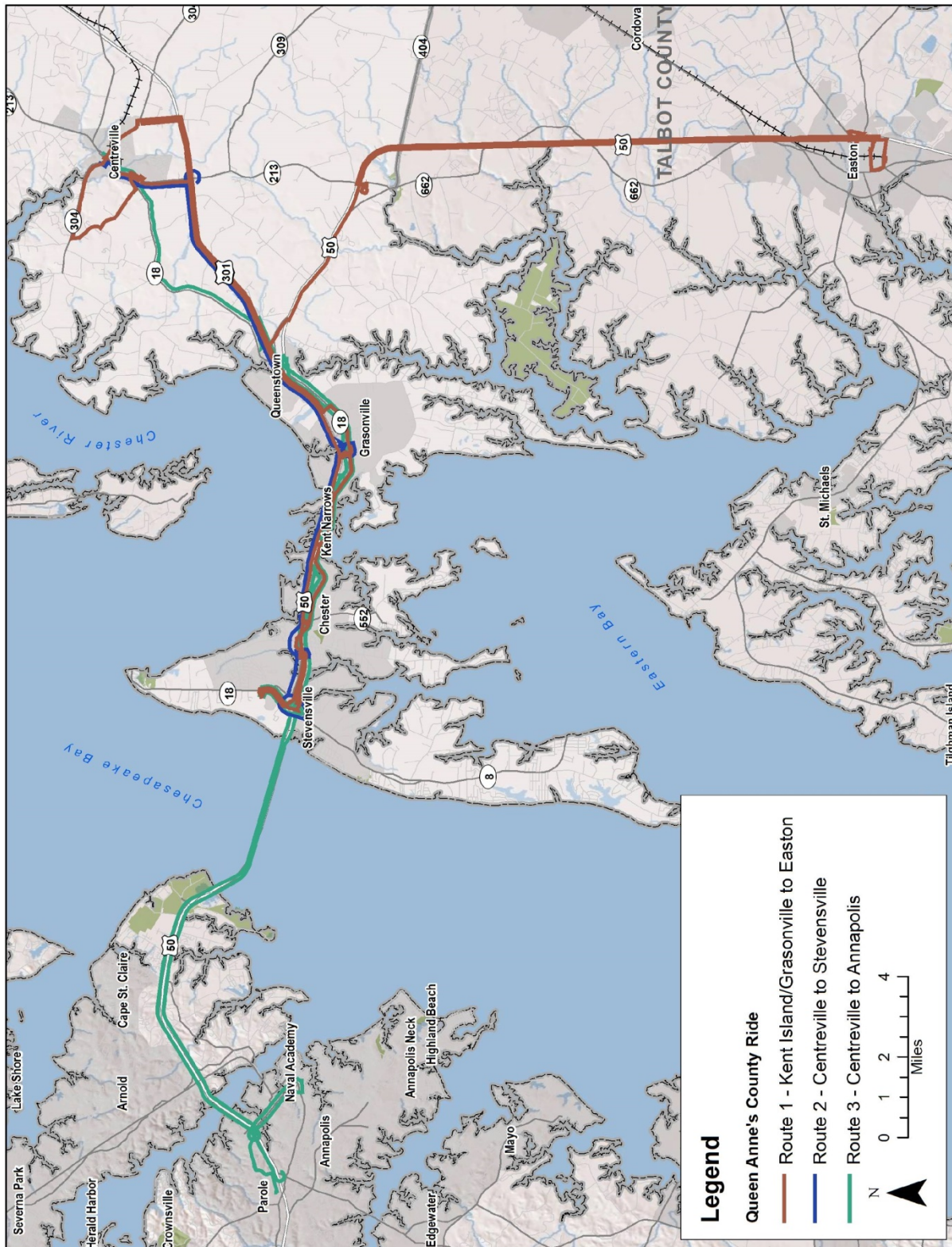
Queen Anne's County Department of Aging operates County Ride, which offers paratransit, medical transportation and public transit services in the county as well as to Kent, Talbot and Anne Arundel Counties. Transportation is provided to various destinations including shopping centers, general businesses, medical facilities, employment centers and government service centers. In FY2017, Queen Anne's County Ride provided 29,173 one-way passenger trips and 333,687 passenger miles while operating a fleet of 20 vehicles.

County Ride currently operates three public transit routes. These deviated fixed routes typically operate Monday through Friday from 6:45 a.m. to 4:30 p.m., though times vary slightly between routes. The three routes are:

- **Route 1 (Kent Island to Easton):** This route connects Kent Island and Centreville to the City of Easton in Talbot County.
- **Route 2 (Centreville to Stevensville):** Route 2 begins service at the Kramer Center Bus Stop in Centreville and provides service along Route 301 and Route 50 to Stevensville
- **Route 3 (Centreville to Annapolis):** Route 3 provides service to Annapolis from Centreville, Queenstown and Stevensville. It operates Monday through Friday. 6:30 a.m. to 4:45 p.m.

A map of all Queen Anne's County Ride routes is illustrated in Figure 6-2.

Figure 6-2: Queen Anne's County Ride route map



County Ride also operates specialized transportation services under a variety of programs for older adults and individuals with disabilities who are unable to access the general public services. County Ride Specialized Services provide door-to-door transportation to seniors and people with disabilities. They also have a program supporting military veterans, helping them get to medical appointments throughout the region at no charge.

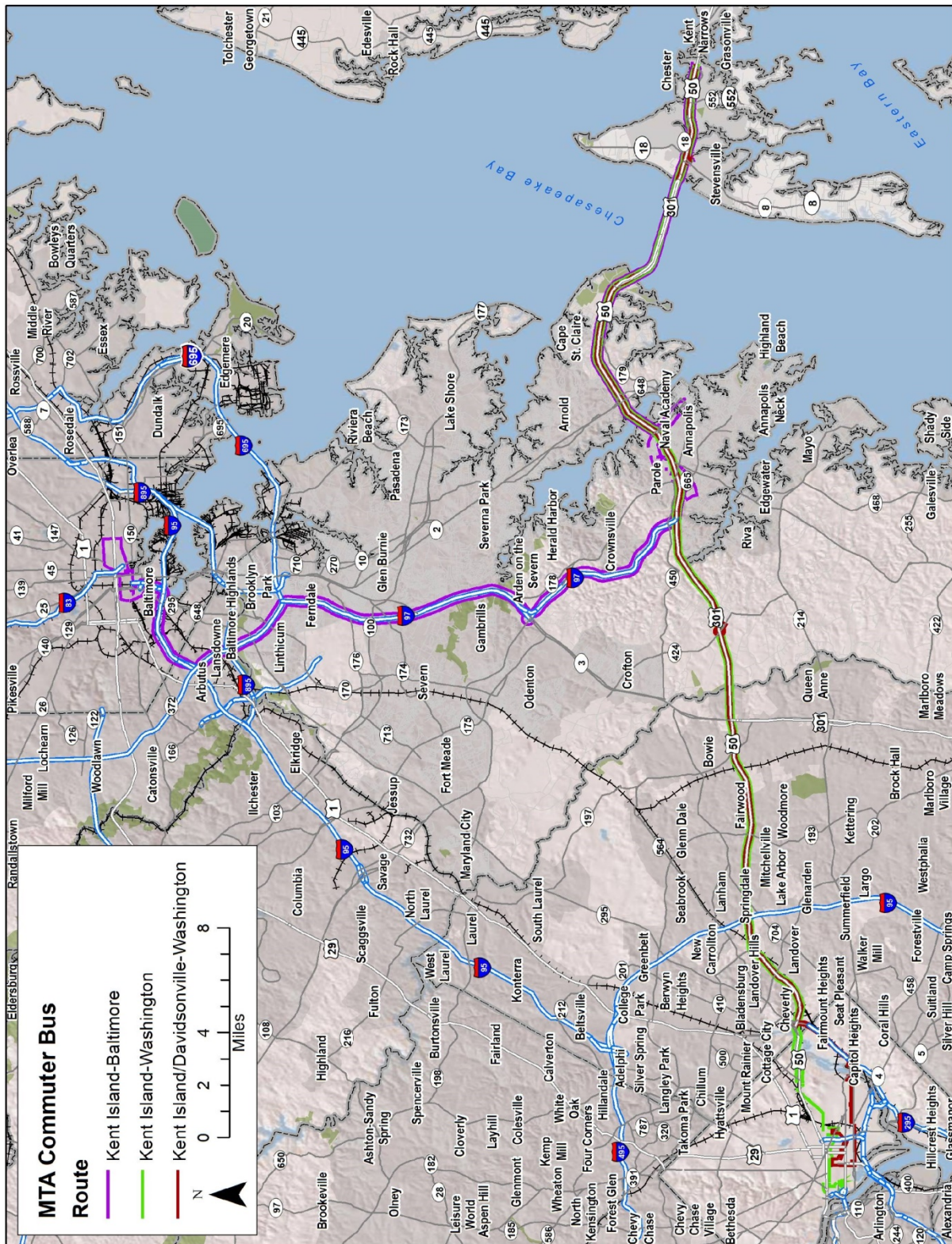
MDOT MTA

The Maryland Transit Administration (MDOT MTA) is a state operated mass transit administration in Maryland that operates multi-modal transit systems in the state. It operates commuter bus service in Queen Anne's county as listed below:

- **Commuter Bus 210** is an express bus route that connects Kent Island and Annapolis to Downtown Baltimore. The route operates Monday through Friday from 5:30 a.m. to 6:48 p.m.
- **Commuter Bus 240** provides express service from Kent Island to Washington DC. The route operates Monday through Friday from 5:00 a.m. to 7:28 p.m.
- **Commuter Bus 250** provides express service from Kent Island and Davidsonville to Washington DC. The route operates Monday through Friday from 4:45 a.m. to 7:08 p.m.

Figure 6-3 shows a map of all the three MDOT MTA routes.

Figure 6-3: MDOT MTA Commuter Bus



Non-Profit and Human Service Transportation Providers

Human service and non-profit agencies offer a range of critical services to residents of the region. Various specialized transportation programs are offered by these agencies. This transportation is typically provided only to agency clients and for specific trip purpose, generally either medical or to access agency locations and includes providing and/or purchasing transportation for clients. The following section provides an overview of services that provide or purchase transportation.

Section 5310 Recipients

- Bayside Community Network, Inc., Cecil County
- Chesapeake Care Resources, Inc., Cecil, Harford, Baltimore & New Castle, DE Counties
- Dorchester Co. Commission On Aging/ Pleasant Day Medical Adult Day Care, Dorchester County
- Getting There Ride Share - Wilson Ministry Center (The Vestry of Deer Creek Parish), Cecil County, Harford County
- Kent Center, Inc., Kent and Northern Queen Anne's Counties
- Lower Shore Enterprises, Inc., Wicomico, Worcester, Somerset & Dorchester Counties
- SHORE UP! Inc., Wicomico, Somerset, Worcester, Dorchester, Kent, Talbot and Queen Anne's Counties
- The Arc of Northern Chesapeake Region, Cecil & Harford Counties

Other Organizations

Caroline County

- Cambridge VA Outpatient Clinic
- Caroline Center, Inc.
- Caroline County Health Department- Rides to Wellness Program
- Delmarva Community Services, Inc.
- Partners In Care (PIC)
- Upper Shore Aging, Inc.

Cecil County

- Ashley Treatment Services
- CCHD Medical Transportation
- Disabled American Veterans (DAV) Transportation Program- DC Medical Center
- Pickton Transportation, LLC
- Union Hospital Medical Adult Day Care
- Upper Bay Counseling

Dorchester County

- American Cancer Society
- Cambridge VA Outpatient Clinic
- Delmarva Community Services, Inc.
- Dorchester County Health Department – Medical Assistance (MA) Transportation

Kent County

- Cambridge VA Outpatient Clinic
- Delmarva Community Services, Inc.
- HomePorts, Inc.
- Partners In Care (PIC)
- Upper Shore Aging Inc. (USTAR (Upper Shore Take-A-Ride)

Talbot County

- Cambridge VA Outpatient Clinic
- Delmarva Community Services, Inc.
- Easton Lions Club
- Home Instead Senior Care
- Maryland Community for LifeSM-Talbot
- Talbot County Health Department-Medical Assistance Transportation
- Upper Shore Aging Inc.

Queen Anne's County

- Area Agency on Aging
- Cambridge VA Outpatient Clinic
- Caroline Center, Inc.
- Chesterwye Center, Inc.
- Crossroads Community, Inc.
- Goodwill Volunteer Fire Department
- Grasonville Volunteer Ambulance Department
- Haven Ministries
- Kent Island Senior Center
- Partners In Care (PIC)
- Queen Anne's County Department of Community Services
- Sudlersville Senior Center

Private Transportation Providers

Intercity Bus Service

Greyhound

Greyhound Bus operates on the following routes:

- Norfolk-Eastern Shore-Baltimore route travels between Baltimore, MD and Norfolk, VA, stopping in Annapolis, Easton, Cambridge, Vienna, Mardela Springs, Salisbury, University of MD Eastern Shore in Maryland and Oak Hall and Exmore in Virginia. There is one trip in each direction daily except for Monday and Tuesday for Southbound trip and except for Tuesday and Wednesday for Northbound trip.
- Wilmington- Baltimore-Washington route travels between Washington, DC and Wilmington, DE, stopping in College Park, Laurel, Baltimore, White Marsh, Edgewood, Aberdeen, Havre De Grace, Perryville, North East and Elkton in Maryland. There is one trip in each direction daily.

Bay Runner Shuttle

Bay Runner Shuttle provides daily intercity bus service in the Eastern shore. It's pick up locations are Easton, Cambridge and Kent Island on the Upper Shore. BayRunner's eastern shore schedules are listed in Table 6-1. This service is arranged to allow passengers to make convenient connections with the rest of the intercity bus, rail, and airport network. More information can be obtained from www.bayrunnershuttle.com.

Table 6-1: Bay Runner Schedules to/from Eastern Shore

Daily Departures to Baltimore Area								
Leave Ocean City	Leave Ocean Pines	Leave Salisbury	Leave Cambridge	Leave Easton	Leave Kent Island	Arrive BWI Marshall Airport	Arrive BWI Rail Station	Arrive Baltimore Greyhound Bus Station
N/A	N/A	5:20 a.m.	6:00 a.m.	6:30 a.m.	6:55 a.m.	7:30 a.m.	7:35 a.m.	N/A
N/A	N/A	7:20 a.m.	8:00 a.m.	8:30 a.m.	8:55 a.m.	9:30 a.m.	9:35 AM	N/A
8:10 a.m.	8:30 a.m.	9:20 a.m.	10:00 a.m.	10:30 a.m.	10:55 a.m.	11:30 a.m.	11:35 a.m.	12:00 p.m.
10:10 a.m.	10:30 a.m.	11:20 a.m.	12:00 p.m.	12:30 p.m.	12:55 p.m.	1:30 P.M.	1:35 p.m.	2:00 p.m.
12:10 p.m.	12:30 p.m.	1:20 p.m.	2:00 p.m.	2:30 p.m.	2:55 p.m.	3:30 p.m.	3:35 p.m.	N/A
2:10 p.m.	2:30 p.m.	3:20 p.m.	4:00 p.m.	4:30 p.m.	4:55 p.m.	5:30 p.m.	5:35 p.m.	6:00 p.m.
4:10 p.m.	4:30 p.m.	5:20 p.m.	6:00 p.m.	6:30 p.m.	6:55 p.m.	7:30 p.m.	7:35 p.m.	8:00 p.m.

Daily Departures from Baltimore Area								
Leave Baltimore Greyhound Bus Station	Leave BWI Marshall Airport	Leave BWI Rail Station	Arrive Kent Island	Arrive Easton	Arrive Cambridge	Arrive Salisbury	Arrive Ocean Pines	Arrive Ocean City
N/A	8:30 a.m.	8:35 a.m.	9:15 a.m.	9:35 a.m.	10:05 a.m.	10:40 a.m.	11:30 a.m.	11:50 a.m.
N/A	10:30 a.m.	10:35 a.m.	11:15 a.m.	11:35 a.m.	12:05 p.m.	12:40 p.m.	1:30 p.m.	1:50 p.m.
12:10 p.m.	12:30 p.m.	12:35 p.m.	1:15 p.m.	1:35 p.m.	2:05 p.m.	2:40 p.m.	3:30 p.m.	3:50 p.m.
2:10 p.m.	2:30 p.m.	2:35 p.m.	3:15 p.m.	3:35 p.m.	4:05 p.m.	4:40 p.m.	5:30 p.m.	5:50 p.m.
N/A	4:30 p.m.	4:35 p.m.	5:15 p.m.	5:35 p.m.	6:05 p.m.	6:40 p.m.	7:30 p.m.	7:50 p.m.
6:10 p.m.	6:30 p.m.	6:35 p.m.	7:15 p.m.	7:35 p.m.	8:05 p.m.	8:40 p.m.	9:30 p.m.	9:50 p.m.
8:10 p.m.	8:30 p.m.	8:35 p.m.	9:15 p.m.	9:35 p.m.	10:05 p.m.	10:40 p.m.	11:30 p.m.	11:50 p.m.

Taxi Providers

Using the website, www.mdtrip.org, www.yellowpages.com, and information from the Upper Shore Coordinated Planning Committee members, a total of 25 taxi operators who either are based in or provide service to the various Upper Eastern Shore counties were identified.

- **All American Ambulance Transport** provides Medicaid transportation in six Maryland Counties including Queen Anne and Caroline County in the upper shore region.
- **Bay Country Taxi Services Co.** operates out of Easton, Maryland and provides taxi service for errands, Lincoln Town Cars for special occasions and business trips, and large vans for big groups. It provides 24-hour service to major airports, transport to major train stations and long distance service.
- **Associated Sedan & Courier Service** operates on Main St. in Chester between 6:00 a.m. and 11:00 p.m. Rates are \$1.50 per mile with a minimum \$8 charge or five miles. Kent Island Transportation is also located at this same address.
- **Errand Service by Sue** operates out of Chestertown, Maryland. No other information is available.
- **Dave's Driver Courier Service** operates out of Easton, Maryland. No further information is available.
- **J W Express Taxi** is located in Easton. No other information is available.

Elliott's Cab Service operates in Cambridge between 6:00 a.m. and 11:00 p.m. In town trips are \$5. A one-way trip to Easton is \$25.

- **Friendly Taxi** operates out of Elkton. No other information is available.

- **Key Lime Transportation**, based in Elkton, provides services in Cecil and Kent Counties. M&M Shuttle Service, LLC operates out of Chestertown, Maryland.
- **Prince Limo** is located on Mount Pleasant Plantation Lane in Chestertown, Maryland. It provides private shuttle and car service with a varied fleet to serve private events like weddings, group trips, airport and train station shuttle service, and school transportation needs.
- **Streeters Taxi Service** is located on Pine St. in Cambridge and operates between 5:30 a.m. and 12:30 a.m. The fare for in-town service is \$5 and increases in price based on distance out of town. For example, a trip that originates in town with a destination past the Walmart, to the Hyatt, costs \$6, and to the trailer parks \$7. After that, charges are per mile.
- **Ready to Roll, LLC.** is a private SUV and luxury sedan transportation service operated out of Kent County, Maryland. It also provides transportation to and from major transit hubs such as Airports and train stations on the Delmarva Peninsula. It operates on all days during day and evenings and is available late night reservation depending on the need.
- **Romeo Taxi Service** operates out of Colonial Avenue in Cambridge. No further information is available.
- **North East Taxi** is located on Rogers Rd. in North East. No other information is available.
- **Elk Cab Company** operates on East Main St. in Elkton between 6:30 a.m. and 5:00 p.m., Monday through Friday, and from 6:30 a.m. to 2:00 p.m. on Saturday. They charge a flat rate of \$2 per mile.
- **Richard Brockmyer's Driving Service** is operated out of Chestertown, Maryland that provides airport transportation and local and regional trips. No further information is available.
- **Maryland Cab Company** operates out of Port Deposit. No further information is available. Main Street Taxi provides transportation to and from the Denton and Caroline County areas that includes airport transportation and business trips for up to 8 passengers.
- **Jab Cab** operates on Calvert St. in Chestertown 7 days a week from 8:00 am-8:00 p.m.
- **Joe's Taxi** operates out of Elkton. No other information is available.
- **Scottie's Taxi** operates out of Talbot County. No other information is available.
- **Executive Taxi and Transportation Service** operates out of Easton and provides airport, train station transportation services and executive and corporate services. Executive Taxi and Transportation Services also provides general taxi service.

- **Anytime Taxi** offers taxi and sedan luxury services. This taxi service offers senior and military discounts.
- **Kent Island Sedan Services, Inc. (KISS)** is based in Stevensville, Maryland and has a vehicle fleet of three minivans and one 14 passenger vans. It provides transportation to major airports and for various occasions like wedding, prom, birthday celebration etc. It serves Chester, Maryland and the surrounding areas all seven days of the week with different serving hours.

Other Private Providers

- **Delaware Express Shuttle & Tours** is based in Newark, Delaware and travels to towns in Cecil County en route to the BWI airport. A roundtrip ticket between Elkton and BWI costs \$124 for one person or \$145 for up to three people in a town car. An ADA wheelchair van for one person costs \$105.
- **Bay Breeze Tours LLC** is based in Preston, MD in Caroline County and provides bus transportation to baseball and football games, trip to Ocean City, Busch Gardens, Hershey Park, Six Flags, and New York City.
- **Breeze Away Luxury Shuttle and Limo Service** operates out of Cambridge. A one-way trip to Salisbury from Cambridge is \$60. A one-way trip to BWI airport from Cambridge is \$150. They operate anytime and recommend making reservations as early as possible.
- **Bay Runner Shuttle** provides daily, scheduled transport services for airline passengers traveling from Eastern Shore to Baltimore-Washington International Airport (BWI) and AMTRAK Station and also provides intercity bus service in the Eastern shore. It's pick up locations are Easton, Cambridge and Kent Island on the Upper Shore.
- **Island Limousine Service** is based in Chester. Airport shuttles cost \$85 one way from Kent Island and \$109 from Centreville. Service to other locations is based on mileage and is higher on weekends. A summer weekend shuttle to Annapolis from Kent Island runs \$40 for a carful or \$15 for two people. A trip from Centreville to Easton costs approximately \$100, including gratuity on weekdays.
- **Kent Island Coach & Courier** is open 24 hours a day and requires a reservation, as they are not a taxi service. They operate out of Stevensville. A trip from Stevensville to Centreville costs \$20 for the first person and \$3 for each additional person.
- **Shore Shuttles LLC** provides commuter transportation to/ from the Eastern and Western shore of Maryland between Cambridge, Queen Anne, Easton, Kent Island & New Carrollton. It also offers historical tours, transportation for wedding and other events. Shore shuttles' fleet of vehicles consist of 25 passenger Limo Bus, 15 passenger van, Lincoln town car and GMC Yukon

- **Super Shuttle** provides airport transportation.

Ridehailing

Ridesharing or ridesourcing services are provided by Transportation Network Companies (TNCs) such as Uber & Lyft. These services use smartphone apps that connect passengers with drivers who typically use their personal, non-commercial vehicle. Uber and Lyft are now operating in the Upper Eastern Shore of Maryland but their services are limited and their availability could vary depending on the demand, technology infrastructure, and urban-rural nature of the place.

Ridesharing

Ridesharing services are also available in the Upper Eastern Shore of Maryland. Ridesharing includes carpooling, vanpooling and real-time ridesharing services such as Uber Pool and Lyft Pool for commuters. The availability of these services is limited in the region.

Other Transportation Services or Resources

- **Chesapeake HELPS** is a free and confidential service offering transportation solutions to Queen Anne's County residents. A transit coordinator can help assess your family's needs, navigate public transportation, find additional resources and screen you for our transportation financial assistance program.
- **Kent County Learning Center** provides transportation for the county residents as needed to support their tutoring programs and services.
- **IMBUE Foundation** provides care coordination, transportation services and rural health information to the residents of Caroline County and surrounding areas.
- **Rock Hall Trams** is a seasonal tram service operated by the town of Rock Hall in the Kent County to navigate and explore this historical Chesapeake Bay town. This service runs May through November with different schedules for weekdays and weekends.
- **Safe Ride, Washington College** is a free and fairly confidential service for students run by their fellow peers. Every night Safe Ride provides students with a safe alternative to get back to campus without having to walk or drive themselves. It operates Sunday through Wednesday from 8:00 p.m. to 11:00 p.m. and Thursday through Saturday from 8:00 p.m. to 2:00 am.
- **Veteran Affairs (VA) Maryland Health Care System Shuttle** is a free weekday shuttle service available to eligible Veteran patients to attend their scheduled clinic appointments throughout the VA Maryland Health Care System. Veteran patients are required to call at least 48 hours in advance of their scheduled clinic appointment to schedule a ride on this shuttle. In the upper shore, Maryland, this bus operates between

- Baltimore VA Medical Center and Cambridge VA Outpatient Clinic;
- Baltimore VA Medical Center and Perry Point VA Medical Center;
- Cambridge VA Outpatient Clinic and Perry Point VA Medical Center; and
- Cambridge VA Outpatient Clinic and Crisfield.

Additional information can be viewed at <https://www.maryland.va.gov/patients/shuttle.asp>

Chapter 7: Prioritized Strategies

Introduction

A key element required in the coordinated transportation plan involves strategies, activities, and/or projects that address the identified gaps between current services and needs, as well as opportunities to achieve efficiencies in service delivery. As noted in the FTA coordinated transportation planning guidance, priorities based on resources (from multiple program sources), time, and feasibility for implementing specific strategies and/or activities must be identified.

This section provides a prioritized list of strategies for the Upper Eastern Shore Region based on local stakeholder review and input. This list is built upon the ones included in the previous coordinated plan and were initially updated to reflect needs identified by the group at the regional workshop discussed in Chapter 2. The updated list of strategies was then discussed with regional stakeholders at a July 31st, 2019 meeting and subsequently updated and prioritized based on their input. Regional stakeholders agreed that this list would be grouped by strategies that were higher priorities, medium priorities and lower priorities.

Goals / Strategies

Strategies were created in response to the needs discussed at the regional workshop and the demographic analysis detailed in Chapter 5. To better organize these strategies, each strategy has been grouped under an overarching transportation goal. These more general goals are listed below:

- Maintain existing services
- Expand outreach and marketing efforts
- Expand access to public transit services
- Expand access to other transportation services and options
- Improve coordination and connectivity between various transportation providers in the region
- Explore opportunities to obtain additional funding and resources to support public transit and human services transportation

The following section outlines the strategies that fall under each goal; these strategies are prioritized and expanded upon in the subsequent section.

Maintain Existing Services

- Acquire vehicles more suitable for region, including consideration of smaller, accessible vehicles
- Continue steps to receive federal, state, and local operating and capital funding to provide services
- Develop policies to periodically reassess the needs of transit dependent populations, especially for older adults and individuals with disabilities
- Perform periodic customer surveys to assure that customer needs are being met

Expand Outreach and Marketing Efforts

- Expand use of MUST information kiosks at community centers, medical facilities, and government offices
- Expand visibility of the DCT travel trainer program
- Offer transportation “classes” or information sessions throughout the region
- Create and/or expand trip planning technology to help guide riders on which services to take
- Begin to advertise services to the general public with the mission of attracting choice riders to regional transit services

Expand Access to Public Transit Services

- Utilize transit development plan recommendations to guide expansion of public transportation services
- Explore mobile technologies to create application for real-time transit information and mobile payments
- Explore public-private partnerships to determine the feasibility of creating a micro-transit or ride-sharing service

Expand Access to Other Transportation Services or Options

- Consider entering a public-private partnership with technology companies (i.e. Uber, Lyft, Via) to provide on-demand transportation services.
- Use volunteers to provide more specialized and one-to-one transportation services

- Explore additional opportunities to expand access to taxi and other private transportation operators.
- Consider implementing vehicle repair programs to support people with lower incomes in maintaining car ownership and operation.

Improve coordination and connectivity between various transportation providers in the region

- Explore opportunities to consolidate human service, public transportation, and volunteer services to provide additional trips, especially for older adults and individuals with disabilities.
- Schedule annual or semi-annual transportation meetings, including representatives from public transportation providers, human service providers, volunteer organizations, and other stakeholders.
- Increase use of General Transit Feed Specification (GTFS) data to include all regional services on the Google Maps interface.

Explore opportunities to obtain additional funding and resources to support public transit and human services transportation

- Educate elected officials and policy makers in the region on the importance of the existing community transportation network and on the transportation needs that are unmet through current services.
- Develop additional partnerships and identify new funding sources to support public transit and human service transportation.
- Seek funding for flexible services that can accommodate seasonal businesses and peak tourism seasons.
- Improve coordination between public transportation and human service transportation providers with local employers and businesses

High Priorities

Continue Process for Receiving Federal, State, and Local Operating and Capital Funding to Provide Services

While maintaining the current capital infrastructure is vital to meeting community transportation needs, financial resources are needed to operate vehicles and continue services at the current level. This strategy involves continuing the application and advocacy process to receive funding to maintain and expand existing transportation services in the region.

This strategy focuses on maintaining grant-writing processes for different providers in the region while also including room for activities that could grant greater access to other funding opportunities to support analysis and operation of potential new transportation services and/or technologies.

The MTA has established performance standards for the Locally Operated Transit Systems (LOTS) as a tool to monitor effectiveness and efficiency. These performance standards are derived from a compilation of sources that include industry research, industry experience and peer reviews. The performance standards include:

- Operating Cost Per Hour
- Operating Cost Per Mile
- Operating Cost Per Passenger Trip
- Farebox Recovery
- Passenger Trips Per Mile
- Passenger Trips Per Hour

Through this strategy there would be support for public transit services operated by the LOTS that are meeting these standards. It also allows for opportunities to identify existing services that are important to the community, and that could be improved through modifications or technical assistance. This strategy would enable the LOTS and regional stakeholders to establish public transit service baselines to help determine if additional funding is warranted.

Transportation provided through human service agencies is more specialized and therefore not monitored through these performance measures. Still, there are tools available that agencies can use to evaluate their transportation programs and ensure that financial resources are being acquired and used effectively. An example would be for human service agencies to utilize Easter Seals Project ACTION's *Transportation by the Numbers* tool which provides human service organizations with ways to more easily identify expenses, revenues and performance outcomes. Agencies can then make informed decisions about their future in the transportation business.

Explore Public-Private Partnerships to Determine the Feasibility of Creating a Micro-Transit or Ride-Sharing Service

The Upper Shore is a mostly rural region, and several stakeholders believed that the creation of a micro-transit or ride-sharing service through a public-private partnership could provide an expedited

service that would allow for on-demand transportation for people who have difficulties accessing the public transit network. These services can help alleviate the regional need for providing spontaneous trips by not requiring the customer to schedule to ride at least 24 hours in advance.

Though these services could help satisfy an important need in the region, there are accessibility and equity issues associated with these kinds of services. Accessibility-wise, this depends on the vehicles being used for the service. Some public-private partnerships do not necessarily require vehicles to be equipped with ADA accessible ramps and lifts. Equity-wise, most of these services require an internet-enabled smart phone to schedule a ride. This requirement is difficult for low-income individuals and individuals in areas with limited broadband access.

Most existing micro-transit is in the preliminary stages, with most existing as pilot programs. Montgomery County, in association with Via, is operating the Ride On Flex Service, which provides on-demand mobility options in specific “geo-fenced” zones. While Montgomery County is highly urbanized in comparison to the Upper Shore, best practices from Ride On Flex and other similar services could be incorporated into a service within the Upper Shore.

Improve Coordination between Public Transportation and Human Service Transportation Providers with Local Employers and Businesses

One of the greatest needs in the Upper Shore is the provision of transit services for workers who work night, early morning, and evening shifts. One possible way to provide these services is to collaborate with local employers and businesses to help provide services for those workers. Improving coordination does not necessarily mean that businesses must become funding sources or transit providers, improved coordination could be as simple as providing transportation marketing materials to local businesses. This could help these businesses direct their employees to services that could help them get to work if their normal mode of transportation is somehow compromised.

Develop Additional Partnerships and Identify New Funding Sources to Support Public Transit and Human Service Transportation

During the regional workshop local stakeholders noted that there is currently a lack of overall funding to support the variety of transportation services that are needed in the region. The demand for public transit, human services transportation and specialized transportation services continues to grow daily. One of the key obstacles the transportation industry faces is how to pay for additional services.

This strategy would involve identifying partnership opportunities to leverage additional funding to support public transit and human services transportation in the region. This would include meeting multiple unmet needs and issues by tackling non-traditional sources of funding. Hospitals, supermarkets and retailers who want the business of the region’s riders may be willing to pay for part of the cost of transporting those riders to their sites. This approach is applicable to both medical and retail establishments already served, as well as new businesses. While this plan helps to document the need for these additional services, some may need to be further quantified to document unmet needs and gaps in service as part of educating elected officials and potential funders.

Create and/or Expand Trip Planning Technology to Help Guide Riders on which Services to Take

During the regional workshop local stakeholders noted that outside of Cecil County there is limited technology that riders can utilize to view real-time transit information and utilize the proper transportation program. A regional online trip planner that aggregates the services offered by all regional providers could help individuals understand the options they have to access intra and inter-regional destinations. Some workshop participants voiced that there should be an option that takes into account a riders eligibility status for different human service transportation, formulating a trip that utilizes these service for some or all of a trip. Similar to a micro-transit service, the online nature of these services can create an equity issue for individuals with limited internet access. A potential work-around is the establishment of a centralized call-line where riders can call in and receive a trip plan from the call center employee who answers the phone.

Expand Use of MUST Information Kiosks at Community Centers, Medical Facilities, and Government Offices

During the workshop, some participants emphasized the existence of kiosks provided by MUST which provide information about the variety of transportation services available within the region. It was noted that this newly implemented marketing and outreach resource could be expanded. These kiosks could be strategically placed at important regional offices to educate potential customers about what transportation options exist for them in the region.

Acquire Vehicles More Suitable for the Region, Including Consideration of Smaller, Accessible Vehicles

The rural nature of the Upper Shore makes the operation of large-scale difficult, even impossible in some of the less dense areas of the region. During the workshop, participants identified the need for smaller, ADA accessible vehicles to more effectively provide service in the least densely populated parts of the region. This strategy was created in tandem with those related to funding. It provides a more specific use of new capital funds and directs them toward a need identified during the regional workshop.

While funding for these vehicles is not typically available through the MTA/FTA programs, this strategy involves pursuit of other financial resources to support the acquisition of smaller or four-wheel drive vehicles. This could include applying for funding through foundations and other non-traditional programs.

Medium Priorities

Consider Entering a Public-Private Partnership with Technology Companies (i.e. Uber, Lyft, Via) to Provide On-Demand Transportation Services

Similar to the strategy regarding the creation of a micro-transit program, this strategy addresses the need for a wider variety of transportation services, especially for spontaneous or unplanned trips. This strategy applies is more applicable to human service providers, who may enter a partnership with these companies in order to provide subsidized, spontaneous trips. LifeBridge Health in Carroll County ran a pilot program in collaboration with Uber that provided subsidized rides for medical discharges. Similar programs could be evaluated and implemented at the preliminary stages in the Upper Shore to determine their feasibility.

Increase Use of General Transit Feed Specification (GTFS) Data to Include All Regional Services on the Google Maps Interface

The Google Maps transit planner is one of the most widely available tools for riders and transit providers, automatically using schedules and routes uploaded by different transit providers and aggregating them to create a trip. Google Maps is a widely used interface, and up-to-date GTFS data allows potential riders the ability to plan their own trip. This strategy would include all fixed route service providers to consistently update any system or schedule changes to Google maps so that their customers have as much information as possible.

This strategy is closely linked to the creation of an online trip-planner tool, but does not include human service transportation providers due to their lack of fixed routes.

Educate Elected Officials and Policy Makers in the Region on the Importance of the Existing Community Transportation Network and on the Transportation Needs that are Unmet through Current Services

Coupled with the need to develop additional partnerships is the need to educate key decision makers on the impact that public transportation and human services transportation has on residents of the region, and how it is a vital component of the community transportation infrastructure. Regional stakeholders expressed the importance of educating locally elected officials on the impact of transportation services and the need for additional funding. Specific talking points are needed to ensure a consistent message.

Perform Periodic Customer Surveys to Assure that Customer Needs are Being Met

Upper Shore workshop participants thought there was a need to better assess the needs of transportation customers within the region, specifically for older adults and individuals with disabilities. A strategy to address this need would be the creation of a regional transportation survey that would provide a platform for public input and help drive the regional transportation decision-making process. Community surveys are already performed during the TDP process, but those are

only useful at a jurisdictional level. A regional transit needs survey, performed periodically, creates a clearer picture of the entire region's needs.

Explore Mobile Technologies to Create Application for Real-Time Transit Information and Mobile Payments

Cecil County recently launched a mobile application, in conjunction their transit software provider RouteMatch that provides real-time transit information and mobile payment capability to Cecil Transit Riders. Several workshop participants expressed interest in implementing a similar application for their own services. This strategy could help increase choice riders by providing them with more reliable estimates and schedules. Equity problems associated with cashless payment systems would require the continued acceptance of cash payments.

Some participants expressed interest in a regional mobile technology, which could require further coordination on fare systems and revenue sharing, complicating the installation of these apps at a regional level. However, these apps are still a useful resource for riders at the jurisdictional level.

Expand Visibility of the DCT Travel Trainer Program

Many workshop participants expressed concern about the general public's familiarity with the transportation resources available in the Upper Shore. DCT operates a travel trainer program that teaches people on how to use available transportation resources. While this program is useful, many people within the region are unaware of its existence. This strategy would help increase community awareness of this program, and work to help increase ridership and use of the different transportation resources within the region.

Schedule Annual or Semi-Annual Transportation Meetings, Including Representatives from Public Transportation Providers, Human Service Providers, Volunteer Organizations, and Other Stakeholders

The creation of semi-regular regional transportation meetings provides an important platform for coordination. Many workshop participants expressed interest in the creation of regional transportation stakeholder meetings. These meetings require a specific entity to take the lead with logistics for these meetings. Currently coordinated planning workshops only happen once every five years. An annual or semi-annual meeting could allow for more effective communication and ensure more coordinated transportation activity throughout the region.

Seek Funding for Flexible Services that can Accommodate Seasonal Businesses and Peak Tourism Seasons

Regional stakeholders noted the need for flexible transportation services that can accommodate the seasonal nature of the Upper Eastern Shore. For employment purposes these services must be tailored to concentrated job opportunities that are only in place for parts of the year. For visitors to the region transportation services are typically needed from major hotel facilities to a variety of tourist locations, but again not year round. The seasonal nature of these needs can be challenging for implementing public transit services that would only operate part of the year, therefore more flexible

services may need to be considered. For funding and operation of these services, workshop participants suggested collaborating with local communities and municipalities that have large amounts of tourist traffic. Partnering with these communities could provide financial and operational relief to county and regional transit providers.

This strategy supports the implementation of flexible shuttle services to serve these needs and provides the mechanism for a variety of possible public-private partnerships with major employers and with large hotel and resort facilities. It offers opportunities for private transportation operators who may have greater organizational flexibility and fewer constraints, and therefore can respond more quickly to the ever-changing needs of seasonal transportation services.

Develop Policies to Periodically Reassess the Transportation Needs of the Region, Especially for Older Adults and Individuals with Disabilities

As population dynamics in the Upper Shore change, so will its transportation needs. This strategy addresses the need to routinely update and reassess transportation needs within the region. This strategy could include the scheduling stakeholder meetings, distributing surveys, and advocating for transportation related legislation throughout the region. Having policies that guide needs assessment can help evaluate the feasibility and necessity of new services, the performance of existing services, and coordination of regional transportation providers.

Offer Transportation “Classes” or Information Sessions throughout the Region

During the regional workshop, participants believed that transportation “classes” could be helpful marketing, outreach, and education tool, especially for healthcare and social service providers. People who consistently utilize health and social services are likely to rely on public or human service transportation. If providers of these services are not well-educated on the variety of options in the region, it can be difficult to see their clients. Hosting “classes” or information session for these individuals, as well as the general public, could increase the community awareness of these services.

Begin to Advertise Services to the General Public with the Mission of Attracting Choice Riders to Regional Transit Services

Most services in the Upper Shore are used by riders who do not have a choice to ride their own personal vehicle. Workshop participants expressed interest in attracting more choice riders, or those people who could take a personal vehicle but would rather use the bus. This could include marketing efforts that emphasize the environmental and traffic benefits that transit can have by reducing greenhouse gas emissions and keeping cars off the road.

Some stakeholders expressed concern about over-advertising available services, which could cause capacity issues with local services. These marketing efforts should increase in lockstep with service improvements and expansions that are recommended through the Transit Development Plan process.

Utilize Transit Development Plan Recommendations to Guide Expansion of Public Transportation Services

Stakeholders expressed the need for expanded and more frequent public transit services in the region. The opportunity to meet these needs is through a Transit Development Plan (TDP), a short-range transit planning process that is conducted by transit systems on a periodic basis. The TDP planning process builds on or formulates the county's or region's goals and objectives for transit and reviews and assesses current transit services, identifies unmet transit needs, and develops an appropriate course of action to address the objectives in the short-range future, typically a five-year horizon. This TDP then serves as a guide for public transportation, providing a roadmap for implementing service, organizational changes, improvements, and/or potential expansions. A Transit Advisory Committee (TAC), comprised of local stakeholders, guides the development of the TDP.

The MTA requires the LOTS in Maryland to conduct a TDP on an ongoing basis. The LOTS use their TDP as a basis for preparing their Annual Transportation Plans (ATPs) that serve as their Annual Grant Applications for transit funding. This strategy calls for support of service recommendations included in previous and future TDPs. Detailed in each plan, these recommendations respond to a variety of the transportation needs expressed by regional stakeholders such as improving access to work locations and employment opportunities. The individual TDPs also include projected costs and a proposed timeline for implementing service improvements that involve:

- Increased frequency of existing services
- Extended evening hours
- Weekend service expansions
- System-wide efficiency improvements

Consider Implementing Vehicle Repair Programs to Support People with Lower Incomes in Maintaining Car Ownership and Operation

Some people with lower incomes may have a car available for their use, but it may be inoperable. With the long trip distances and dispersed population, sometimes a repaired automobile is the most cost-effective way to provide a person with access to employment opportunities and to community services.

While the FTA funding programs do not allow funds to be used for vehicle repairs, this strategy calls for the consideration and implementation of programs that are funded through donations and other resources and enable car ownership. A possible model or partnership is with Vehicles for Change Inc. (VFC) that empowers families with financial challenges to achieve economic and personal independence through car ownership and technical training programs.

Lower Priorities

Explore Opportunities to Consolidate Human Service, Public Transportation, and Volunteer Services to Provide Additional Trips, Especially for Older Adults and Individuals with Disabilities

Many workshop participants believed that it was difficult to know where to find information about the existing transportation programs within the region. This strategy addresses the need to have resources that help organize and consolidate these services in one place. This strategy could involve the creation of a centralized call center for residents seeking a ride, wherein the call center employee could determine which services the caller is eligible for and direct them to the proper service. This strategy is closely related to the need for an online trip planner and mobile payment methods, but is less specific to provide for greater innovation.

Use Volunteers to Provide More Specialized and One-to-One Transportation Services

A variety of transportation services are needed to meet the mobility needs of older adults and people with disabilities. Some of the needs identified by regional stakeholders are better handled through more specialized services beyond those typically provided through general public transit services. The rural nature and geographic makeup of the region are not always conducive for shared ride services. Therefore, the implementation of a volunteer driver program would offer transportation options that are difficult to meet through public transit and human service agency transportation, and provide a more personal and one-to-one transportation service for customers who may require additional assistance. Fortunately, there are numerous examples of successful volunteer driver programs in Maryland and throughout the country that can be used as models to design and implement a volunteer driver program for the region.

Explore Additional Opportunities to Expand Access to Taxi and Other Private Transportation Operators

Stakeholders expressed the need to increase the use of the taxi voucher program through the use of accessible vehicles. Throughout the region there is a need for additional transportation services to accommodate unplanned and spontaneous trips. On evenings and weekends, and for same-day transportation needs, private transportation services may be the best options for area residents.

This strategy encourages greater access to taxi and other private transportation services through expanded voucher programs that help offset user costs while helping to ensure the profitability for the private operators. It promotes community partnerships, especially between the disability community and taxi operators, that are especially essential in the effort to increase the availability of accessible vehicles. These partnerships can help to assess anticipated demand and business potential, to confirm marketing and outreach efforts, and most importantly to identify potential funding and subsidy opportunities.

Chapter 8: Ongoing Arrangements

INTRODUCTION

A required step in the local application process for Section 5310 Program funds is to submit part of the application to the appropriate Regional Coordinating Body for endorsement. These Regional Coordinating Bodies are responsible for reviewing local applications before they are submitted to MDOT MTA, and endorsing only those applications that are derived from or included in the current regional coordinated transportation plan.

On the Upper Eastern Shore, Mid-Shore Regional Council (MSRC)/Maryland Upper Shore Transit (MUST) organizes a Section 5310 Program Selection Committee that serves in this role. The committee includes appropriate representatives from stakeholder organizations in the region, and also participates in the application process for the Maryland Jobs Access Revere Commute Program (MD-JARC) that is also administered by MDOT MTA.

Other coordination efforts conducted by MUST include:

- Facilitating periodic meetings of the transportation providers, MDOT MTA, MSRC, and outreach and media providers. These meetings have a standard agenda designed to address continuing and new coordination issues.
- Taking part in DCT's Community Transportation Advisory Committee (CTAC) meetings.
- Providing bilingual (English and Spanish) schedules and a bilingual, mobile friendly website for the coordinated routes.
- Hosting a bi-lingual toll free information line in partnership with the DCT's mobility management office.
- Conducting outreach to present and promote the availability of transportation services, including providing MDOT MTA approved bus stop signs and kiosks to help promote awareness of public transit services.
- Coordinating a single policy on inclement weather procedures, fares, and transfers.
- Participating in updates of the Upper Eastern Shore Coordinated Public Transit-Human Services Transportation Plan.
- Participating on the statewide Maryland Coordinating Committee for Human Services Transportation.
- Facilitating periodic customer surveys of public transportation services.

Chapter 9: Adoption Process

INTRODUCTION

Stakeholders from the Upper Eastern Shore region who participated in the coordinated transportation planning process had the opportunity to review a preliminary version of this plan. Their input was incorporated into a final draft plan that was provided to the Mid-Shore Regional Council and the Upper Shore Regional Council for their review, and subsequent approval at their December 4, 2019 meetings. Minutes from these meetings that confirm this approval are included in Appendix A.

Chapter 10: Resources

This section provides various resources referenced throughout the plan or helpful with efforts to improve mobility in the Upper Eastern Shore Region. It includes:

- Section 5310 Program information
- FTA guidance for the development of a coordinated public transit-human services transportation plan
- A list of website links to a variety of national technical assistance centers and other organizations that can help with implementation the strategies and projects identified in this plan

SECTION 5310 PROGRAM INFORMATION

The purpose of the Section 5310 Program is to enhance mobility for seniors and persons with disabilities by providing funds for programs to serve the special needs of transit-dependent populations beyond traditional public transportation services and Americans with Disabilities Act (ADA) complementary paratransit services.

Funding

Funds through the Section 5310 Program are apportioned for urbanized and rural areas based on the number of seniors and individuals with disabilities, with sixty percent of the funds apportioned to designated recipients in urbanized areas of 200,000 persons or more, twenty percent to states for use in urbanized areas of fewer than 200,000 persons, and twenty percent to states for use in rural areas. The federal share is eighty percent for capital projects and fifty percent for operating grants.

All of the local share must come from sources other than Federal Department of Transportation (DOT) funds. Some examples of non-DOT federal funds are the Community Development Block Grant and the Appalachian Regional Commission funds. Examples of other sources for local match monies that may be used for any or all of the local share include local appropriations, dedicated tax revenues, private donations, revenue from human service contracts, and net income generated from advertising and concessions.

Eligible Subrecipients

Eligible applicants for Section 5310 funds in Maryland are private non-profit corporations that submit either:

- A copy of the Articles of Incorporation filed with the Maryland Department of Assessments and Taxation, or
- A copy of the determination from the U.S. Internal Revenue Service documenting their organization's private, non-profit status.

Although the Federal Section 5310 Program provides that a recipient may allocate funds to a state or local government authority under certain circumstances, the State of Maryland has determined that these public bodies will not be eligible to apply for Section 5310 funds for the following reasons:

- The limited funding available through the Section 5310 program is not adequate to meet the equipment needs of the non-profit organizations now eligible for funding. Approximately fifty percent of those applying each year actually receive funding.
- Non-profit organizations have extremely limited financial resources and few grant programs. Public bodies have access to expanded resources and broader access to grant programs.

Eligible Project Expenses

All awarded Section 5310 projects are required to be derived from a regional Coordinated Public Transit-Human Services Transportation Plan. In addition to being within a project derived from or included in the applicable regional plan, Section 5310 project funding eligibility is limited to the following types of project expenses.

Eligible Capital Expenses

In accordance with FTA guidance, at least fifty-five percent of Section 5310 funds must be utilized for public transportation capital projects that are planned, designed, and carried out to meet the specific needs of seniors and individuals with disabilities. Eligible capital expenses that meet this fifty-five percent requirement involve the following:

Rolling stock and related activities for Section 5310-funded vehicles:

- Acquisition of expansion or replacement buses or vans, and related procurement, testing, inspection, and acceptance costs
- Vehicle rehabilitation or overhaul
- Preventative maintenance
- Radios and communication equipment
- Vehicle wheelchair lifts, ramps, and securement devices

Support equipment for Section 5310 Program:

- Computer hardware and software
- Transit-related Intelligent Transportation Systems (ITS)
- Dispatch systems

Support for mobility management and coordination programs among public transportation providers and other human service agencies providing transportation. Mobility management activities may include:

- Promotion, enhancement, and facilitation of access to transportation services, including the integration and coordination of services for individuals with disabilities, seniors, and low-income individuals
- Support for short-term management activities to plan and implement coordinated services
- Support of state and local coordination policy bodies and councils
- Operation of transportation brokerages to coordinate providers, funding agencies, and passengers

- Provision of coordination services, including employer-oriented transportation management organizations' and human service organizations' customer-oriented travel navigator systems and neighborhood travel coordination activities such as coordinating individualized travel training and trip planning activities for customers
- Development and operation of one-stop transportation traveler call centers to coordinate transportation information on all travel modes and to manage eligibility requirements and arrangements for customers among supporting programs
- Operational planning for the acquisition of intelligent transportation technologies to help plan and operate coordinated systems inclusive of geographic information systems (GIS) mapping, global positioning system technology, coordinated vehicle scheduling, dispatching and monitoring technologies, as well as technologies to track costs and billing in a coordinated system, and single smart customer payment systems. (Acquisition of technology is also eligible as a standalone capital expense)

Other Eligible Capital and Operating Expenses

Up to forty-five percent of a rural, small urbanized area or large urbanized area's annual apportionment may be utilized for the following:

- Public transportation projects (capital only) planned, designed, and carried out to meet the special needs of seniors and individuals with disabilities when public transportation is insufficient, inappropriate, or unavailable
- Public transportation projects (capital and operating) that exceed the requirements of ADA
- Public transportation projects (capital and operating) that improve access to fixed-route service and decrease reliance by individuals with disabilities on ADA-complementary paratransit service
- Alternatives to public transportation (capital and operating) that assist seniors and individuals with disabilities with transportation

Section 5310 Program Application Process

More information on the Section 5310 program application process, as well as information on other programs administered by MDOT MTA, can be found at:
<http://www.taminc.org/Office-of-Local-Transit-Support>

COORDINATED PLANNING GUIDANCE

1. The Coordinated Public Transit – Human Services Transportation Plan

Federal transit law, as amended by MAP-21, requires that projects selected for funding under the Section 5310 program be “included in a locally developed, coordinated public transit-human services transportation plan” and that the plan be “developed and approved through a process that included participation by seniors, individuals with disabilities, representatives of public, private, and nonprofit transportation and human services providers and other members of the public.” The experiences gained from the efforts of the Federal Interagency Coordinating Council on Access and Mobility (CCAM), and specifically the United We Ride (UWR) initiative, provide a useful starting point for the development and implementation of the local public transit-human services transportation plan required under the Section 5310 program.

Many states have established UWR plans that may form a foundation for a coordinated plan that includes the required elements outlined in this chapter and meets the requirements of 49 U.S.C. 5310. In addition, many states and designated recipients may have coordinated plans established under SAFETEA-LU, and those plans may be updated to account for new stakeholders, eligibility, and MAP-21 requirements. FTA maintains flexibility in how projects appear in the coordination plan. Projects may be identified as strategies, activities, and/or specific projects addressing an identified service gap or transportation coordination objective articulated and prioritized within the plan.

2. Development of the Coordinated Public Transit - Human Services Transportation Plan

Overview

A locally developed, coordinated public transit-human services transportation plan (“coordinated plan”) identifies the transportation needs of individuals with disabilities, seniors, and people with low incomes; provides strategies for meeting those local needs; and prioritizes transportation services and projects for funding and implementation. Local plans may be developed on a local, regional, or statewide level. The decision as to the boundaries of the local planning areas should be made in consultation with the state, designated recipient, and the MPO, where applicable. The agency leading the planning process is decided locally and does not have to be the state or designated recipient.

In UZAs where there are multiple designated recipients, there may be multiple plans and each designated recipient will be responsible for the selection of projects in the designated recipient’s area. A coordinated plan should maximize the programs’ collective coverage by minimizing duplication of services. Further, a coordinated plan must be developed through a process that includes participation by seniors, individuals with disabilities, representatives of public, private and nonprofit transportation and human service transportation providers, and other members of the public. While the plan is only required in communities seeking funding under the Section 5310

program, a coordinated plan should incorporate activities offered under other programs sponsored by federal, state, and local agencies to greatly strengthen its impact.

Required Elements

Projects selected for funding shall be included in a coordinated plan that minimally includes the following elements at a level consistent with available resources and the complexity of the local institutional environment:

- An assessment of available services that identifies current transportation providers (public, private, and nonprofit)
- An assessment of transportation needs for individuals with disabilities and seniors. This assessment can be based on the experiences and perceptions of the planning partners or on more sophisticated data collection efforts, and gaps in service
- Strategies, activities, and/or projects to address the identified gaps between current services and needs, as well as opportunities to achieve efficiencies in service delivery
- Priorities for implementation based on resources (from multiple program sources), time, and feasibility for implementing specific strategies and/or activities identified

Local Flexibility in the Development of a Local Coordinated Public Transit-Human Services Transportation Plan

The decision for determining which agency has the lead for the development and coordination of the planning process should be made at the state, regional, and local levels. FTA recognizes the importance of local flexibility in developing plans for human service transportation. Therefore, the lead agency for the coordinated planning process may be different from the state or the agency that will serve as the designated recipient for the Section 5310 program. Further, FTA recognizes that many communities have conducted assessments of transportation needs and resources regarding individuals with disabilities and seniors. FTA also recognizes that some communities have taken steps to develop a comprehensive, coordinated human service transportation plan either independently or through United We Ride efforts. FTA supports communities building on existing assessments, plans, and action items. As new federal requirements must be met, communities may need to modify their plans or processes as necessary to meet these requirements. FTA encourages communities to consider inclusion of new partners, new outreach strategies, and new activities related to the targeted programs and populations.

Plans will vary based on the availability of resources and the existence of populations served under these programs. A rural community may develop its plans based on perceived needs emerging from the collaboration of the planning partners, whereas a large urbanized community may use existing data sources to conduct a more formal analysis to define service gaps and identify strategies for addressing the gaps.

This type of planning is also an eligible activity under four other FTA programs—the Metropolitan Planning (Section 5303), Statewide Planning (Section 5304), Formula Grants for Rural Areas

(Section 5311), and Urbanized Area Formula (Section 5307) programs—all of which may be used to supplement the limited (10 percent) planning and administration funding under this program. Other resources may also be available from other entities to fund coordinated planning activities. All “planning” activities undertaken in urbanized areas, regardless of the funding source, must be included in the Unified Planning Work Program of the applicable MPO.

Tools and Strategies for Developing a Coordinated Plan

States and communities may approach the development of a coordinated plan in different ways. The amount of available time, staff, funding, and other resources should be considered when deciding on specific approaches. Regardless of the method chosen, seniors; individuals with disabilities; representatives of public, private, and nonprofit transportation and human service providers; and other members of the public must be involved in the development and approval of the coordinated plan. The following is a list of potential strategies for consideration:

- Community planning session.** A community may choose to conduct a local planning session with a diverse group of stakeholders in the community. This session would be intended to identify needs based on personal and professional experiences, identify strategies to address the needs, and set priorities based on time, resources, and feasibility for implementation. This process can be done in one meeting or over several sessions with the same group. It is often helpful to identify a facilitator to lead this process. Also, as a means to leverage limited resources and to ensure broad exposure, this could be conducted in cooperation, or coordination, with the applicable metropolitan or statewide planning process.
- Self-assessment tool.** *The Framework for Action: Building the Fully Coordinated Transportation System*, developed by FTA and available at www.unitedweride.gov, helps stakeholders realize a shared perspective and build a roadmap for moving forward together. The self-assessment tool focuses on a series of core elements that are represented in categories of simple diagnostic questions to help groups in states and communities assess their progress toward transportation coordination based on standards of excellence. There is also a *Facilitator's Guide* that offers detailed advice on how to choose an existing group or construct an ad hoc group. In addition, it describes how to develop elements of a plan, such as identifying the needs of targeted populations, assessing gaps and duplication in services, and developing strategies to meet needs and coordinate services.
- Focus groups.** A community could choose to conduct a series of focus groups within communities that provides opportunity for greater input from a greater number of representatives, including transportation agencies, human service providers, and passengers. This information can be used to inform the needs analysis in the community. Focus groups also create an opportunity to begin an ongoing dialogue with community representatives on key issues, strategies, and plans for implementation.
- Survey.** The community may choose to conduct a survey to evaluate the unmet transportation needs within a community and/or available resources. Surveys can be conducted through mail, e-mail, or in-person interviews. Survey design should consider sampling, data collection strategies, analysis, and projected return rates. Surveys should be

designed taking accessibility considerations into account, including alternative formats, access to the Internet, literacy levels, and limited English proficiency.

- **Detailed study and analysis.** A community may decide to conduct a complex analysis using inventories, interviews, Geographic Information Systems (GIS) mapping, and other types of research strategies. A decision to conduct this type of analysis should take into account the amount of time and funding resources available, and communities should consider leveraging state and MPO resources for these undertakings.

3. Participation in the Coordinated Public Transit – Human Services Transportation Planning Process

Recipients shall certify that the coordinated plan was developed and approved through a process that included participation by seniors; individuals with disabilities; representatives of public, private, and nonprofit transportation and human services providers; and other members of the public. Note that the required participants include not only transportation providers but also providers of human services, and members of the public who can provide insights into local transportation needs. It is important that stakeholders be included in the development, approval, and implementation of the local coordinated public transit-human service transportation plan. A planning process in which stakeholders provide their opinions but have no assurance that those opinions will be considered in the outcome does not meet the requirement of “participation.” Explicit consideration and response should be provided to public input received during the development of the coordinated plan. Stakeholders should have reasonable opportunities to be actively involved in the decision-making process at key decision points, including, but not limited to, development and approval of the proposed coordinated plan document. The following possible strategies facilitate appropriate inclusion:

Adequate Outreach to Allow for Participation

- Outreach strategies and potential participants will vary from area to area. Potential outreach strategies could include notices or flyers in centers of community activity, newspaper or radio announcements, e-mail lists, website postings, and invitation letters to other government agencies, transportation providers, human services providers, and advocacy groups. Conveners should note that not all potential participants have access to the Internet and they should not rely exclusively on electronic communications. It is useful to allow many ways to participate, including in-person testimony, mail, e-mail, and teleconference. Any public meetings regarding the plan should be held in a location and time where accessible transportation services can be made available and adequately advertised to the general public using techniques such as those listed above. Additionally, interpreters for individuals with hearing impairments and English as a second language and accessible formats (e.g., large print, Braille, electronic versions) should be provided as required by law.

Participants in the Planning Process

Metropolitan and statewide planning under 49 U.S.C. 5303 and 5304 require consultation with an expansive list of stakeholders. There is significant overlap between the lists of stakeholders identified under those provisions (e.g., private providers of transportation, representatives of transit users, and representatives of individuals with disabilities) and the organizations that should be involved in preparation of the coordinated plan.

The projects selected for funding under the Section 5310 program must be “included in a locally developed, coordinated public transit-human services transportation plan” that was “developed and approved through a process that included participation by seniors, individuals with disabilities, representatives of public, private, and non-profit transportation and human services providers and participation by other members of the public.” The requirement for developing the local public transit-human services transportation plan is intended to improve services for people with disabilities and seniors. Therefore, individuals, groups, and organizations representing these target populations should be invited to participate in the coordinated planning process. Consideration should be given to including groups and organizations in the coordinated planning process if present in the community. Examples of these types of groups are listed below.

Transportation Partners

- Area transportation planning agencies, including MPOs, councils of government (COGs), rural planning organizations (RPOs), regional councils, associations of governments, state departments of transportation, and local governments
- Public transportation providers, including ADA paratransit providers and agencies administering the projects funded under FTA urbanized and rural programs
- Private transportation providers, including private transportation brokers, taxi operators, vanpool providers, school transportation operators, and intercity bus operators
- Nonprofit transportation providers, including volunteer programs
- Past or current organizations funded under the Section 5310, JARC, and/or the New Freedom programs
- Human service agencies funding, operating, and/or providing access to transportation services

Passengers and Advocates

- Existing and potential riders, including both general and targeted population passengers (individuals with disabilities and seniors)
- Protection and advocacy organizations
- Representatives from independent living centers
- Advocacy organizations working on behalf of targeted populations

Human Service Partners

- Agencies that administer health, employment, or other support programs for targeted populations. Examples of such agencies include but are not limited to departments of social/human services, employment one-stop services, vocational rehabilitation, workforce investment boards, Medicaid, community action programs (CAP), Agency on Aging (AoA), Developmental Disability Council, community services board
- Nonprofit human service provider organizations that serve the targeted populations
- Job training and placement agencies
- Housing agencies
- Healthcare facilities
- Mental health agencies

Other

- Security and emergency management agencies
- Tribes and tribal representatives
- Economic development organizations
- Faith-based and community-based organizations
- Representatives of the business community (e.g., employers)
- Appropriate local or state officials and elected officials
- School districts
- Policy analysts or experts

Note: Participation in the planning process will not bar providers (public or private) from bidding to provide services identified in the coordinated planning process. This planning process differs from the project selection process, and it differs from the development and issuance of a request for proposal (RFP) as described in the common grant rule (49 CFR part 18 and part 19).

Levels of Participation

The suggested list of participants above does not limit participation by other groups, nor require participation by every group listed. Communities will have different types of participants depending on population and size of community, geographic location, and services provided at the local level. FTA expects that planning participants will have an active role in the development, approval, adoption, and implementation of the plan. Participation may remain low even though a good faith effort is made by the lead agency to involve passengers; representatives of public, private, and nonprofit transportation and human services providers; and others. The lead agency convening the coordinated planning process should document the efforts it utilized, such as those suggested above, to solicit involvement.

In addition, federal, state, regional, and local policy makers, providers, and advocates should consistently engage in outreach efforts that enhance the coordinated process because it is important that all stakeholders identify the opportunities that are available in building a coordinated system. To increase participation at the local levels from human service partners, state department of

transportation offices are encouraged to work with their partner agencies at the state level to provide information to their constituencies about the importance of partnering with human service transportation programs and the opportunities that are available through building a coordinated system.

Adoption of a Plan

As a part of the local coordinated planning process, the lead agency in consultation with participants should identify the process for approving and adopting the plan, and this process must include participation by stakeholders identified in the law: seniors; individuals with disabilities; representatives of public, private, and nonprofit transportation and human service providers; and other members of the public. A strategy for adopting the plan could also be included in the state's SMP and the designated recipient's PMP, further described in Chapter VII.

FTA will not formally review and approve coordinated plans. The recipient's grant application (see Appendix A) will document the plan from which each project listed is included, including the lead agency, the date of adoption of the plan, or other appropriate identifying information. This may be done by citing the section of the plan or page references from which the project is included.

4. Relationship to Other Transportation Planning Processes

Relationship between the Coordinated Planning Process and the Metropolitan and Statewide Transportation Planning Processes

The coordinated plan may either be developed separately from the metropolitan and statewide transportation planning processes and then incorporated into the broader plans, or be developed as a part of the metropolitan and statewide transportation planning processes. If the coordinated plan is not prepared within the broader process, the lead agency for the coordinated plan should ensure coordination and consistency between the coordinated planning process and metropolitan or statewide planning processes. For example, planning assumptions should not be inconsistent.

Projects identified in the coordinated planning process and selected for FTA funding must be incorporated into both the TIP and STIP in UZAs with populations of 50,000 or more; and incorporated into the STIP for rural areas under 50,000 in population. Depending on the projects resulting from the coordinated planning and selection process, a single line item on the TIP/STIP for capital or operating projects may be sufficient. However, given the expanded project and subrecipient eligibility under MAP-21, a designated recipient and state may need to consider more detailed programming, such as categorizing the projects based on the types of projects (capital or operating) and/or types of subrecipients, e.g., nonprofit, public entity, etc.

In some areas, where the coordinated plan or project selection is not completed in a time frame that coincides with the development of the TIP/STIP, the TIP/STIP amendment processes will need to be utilized to include selected projects in the TIP/STIP before FTA grant award.

The lead agency developing the coordinated plan should communicate with the relevant MPOs, state departments of transportation or regional planning agencies at an early stage in plan

development. States with coordination programs may wish to incorporate the needs and strategies identified in local coordinated plans into statewide coordination plans.

Depending upon the structure established by local decision makers, the coordinated planning process may or may not become an integral part of the metropolitan or statewide transportation planning processes. State and local officials should consider the fundamental differences in scope, time horizon, and level of detail between the coordinated planning process and the metropolitan and statewide transportation planning processes. However, there are important areas of overlap between the planning processes, as well. Areas of overlap represent opportunities for sharing and leveraging resources between the planning processes for such activities as: (1) needs assessments based on the distribution of targeted populations and locations of employment centers, employment-related activities, community services and activities, medical centers, housing, and other destinations; (2) inventories of transportation providers/resources, levels of utilization, duplication of service, and unused capacity; (3) gap analysis; (4) any eligibility restrictions; and (5) opportunities for increased coordination of transportation services. Local communities may choose the method for developing plans that best fits their needs and circumstances.

Relationship between the Requirement for Public Participation in the Coordinated Plan and the Requirement for Public Participation in Metropolitan and Statewide Transportation Planning

Title 49 U.S.C. 5303(i)(6) and 5304(f)(3), as amended by MAP-21, require MPOs and states to engage interested parties in preparing transportation plans, TIPs, and STIPs. “Interested parties” include, among others, affected public agencies, private providers of transportation, representatives of users of public transportation, and representatives of individuals with disabilities.

MPOs and/or states may work with the lead agency developing the coordinated plan to coordinate schedules, agendas, and strategies of the coordinated planning process with metropolitan and statewide planning in order to minimize additional costs and avoid duplication of efforts. MPOs and states must still provide opportunities for participation when planning for transportation related activities beyond the coordinated public transit-human services transportation plan.

Cycle and Duration of the Coordinated Plan

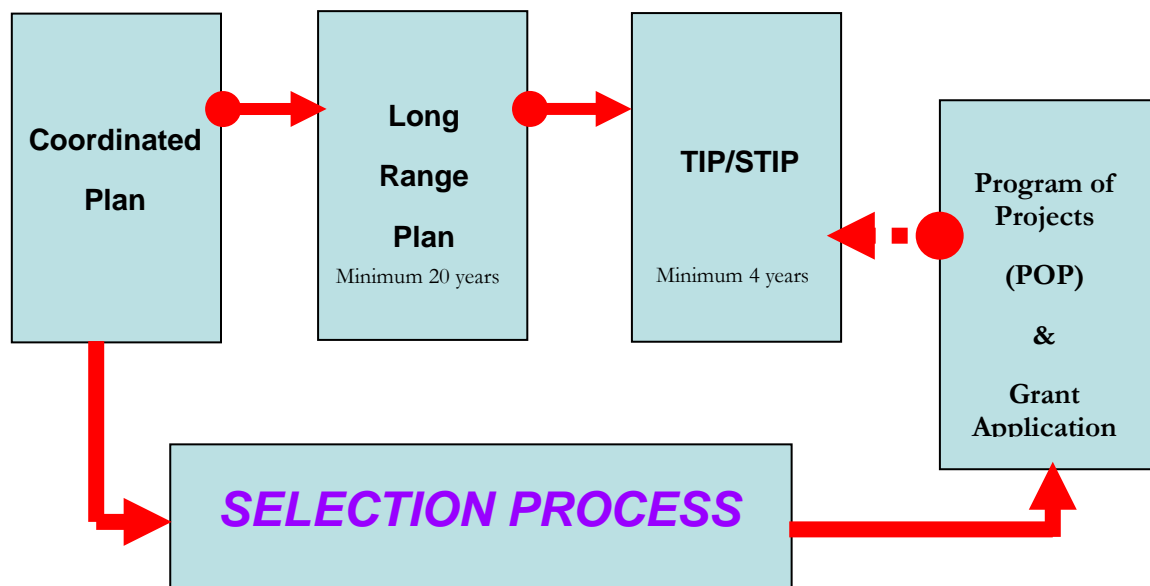
At a minimum, the coordinated plan should follow the update cycles for metropolitan transportation plans (MTPs) (i.e., four years in air quality nonattainment and maintenance areas and five years in air quality attainment areas). States, MPOs, designated recipients, and public agencies that administer or operate major modes of transportation should set up a cycle that is conducive to and coordinated with the metropolitan and statewide planning processes to ensure that selected projects are included in the TIP and STIP and to receive funds in a timely manner.

Role of Transportation Providers that Receive FTA Funding Under the Urbanized and Rural Area Formula Grant Programs in the Coordinated Planning Process.

Recipients of Section 5307 and Section 5311 assistance are the “public transit” in the public transit-human services transportation plan and their participation is assumed and expected. Further, 49 U.S.C. 5307(b)(5), as amended by MAP-21, requires that, “Each recipient of a grant shall ensure that

the proposed program of projects (POP) provides for the coordination of public transportation services ... with transportation services assisted from other United States Government sources.” In addition, 49 U.S.C. 5311(b)(2)(C)(ii) requires the Secretary of DOT to determine that a state’s Section 5311 projects “provide the maximum feasible coordination of public transportation service ... with transportation service assisted by other federal sources.” Finally, under the Section 5311 program, states are required to expend 15 percent of the amount available to support intercity bus service. FTA expects the coordinated planning process in rural areas to take into account human service needs that require intercity transportation.

The schematic below illustrates the relationship between the coordinated plan and the metropolitan and statewide planning processes.



HELPFUL WEBSITES

- American Public Transportation Association (APTA):
 - www.apta.com
- Community Transportation Association of America (CTAA):
 - www.ctaa.org
- Easterseals:
 - <http://www.easterseals.com>
- Federal Transit Administration (FTA):
 - <http://www.fta.dot.gov>
- National Aging and Disability Transportation Center (NADTC):
 - www.natdc.org
- National Cooperative Highway Research Program (NCHRP):
 - <http://www.trb.org/NCHRP/NCHRP.aspx>
- National Rural Transit Assistance Program (RTAP):
 - <http://www.nationalrtap.org>
- National Volunteer Transportation Center:
 - <http://web1.ctaa.org/webmodules/webarticles/anmviewer.asp?a=3767&z=132>
- Shared-Use Mobility Center:
 - <https://sharedusemobilitycenter.org>
- Taxicab, Limousine & Paratransit Association (TLPA):
 - <http://www.tlpa.org>
- Transit Cooperative Research Program (TCRP):
 - <http://www.apta.com/resources/tcrp/Pages/default.aspx>
- Transit Planning For All:
 - <http://web1.ctaa.org/webmodules/webarticles/anmviewer.asp?a=326>

Appendix A

Mid-Shore Regional Council Meeting Minutes December 4, 2019

Upper Shore Regional Council Annual Meeting Minutes December 4, 2019

The Mid-Shore Regional Council (MSRC) held a scheduled meeting on December 4, 2019. It was held in Dorchester County at the Hyatt in Cambridge immediately following the Eastern Shore Regional Councils Luncheon meeting.

MSRC members in attendance included: Walter Chase, Burton Wilson, Anthony Casey, Maria D'Arcy, Chuck Callahan, Lenny Pfeffer, Senator Addie Eckardt, Delegate Chris Adams, James Redman, Jerome Stanley, Frank Divilio, Kurt Fuchs, Ricky Travers, Bill Christopher, Delegate Johnny Mautz, and Dorchester County Manager Keith Atkins.

Guests in attendance included: Governor Larry Hogan's Eastern Shore Outreach Coordinator Ryan Snow, Maryland Department of Commerce Senior Business Development Representative Nancy LaJoice, USDA Rural Development State Director Denise Lovelady, Delegate Sheree Sample-Hughes' Chief of Staff Trap Jervey, Chesapeake Culinary Center/Shore Gourmet representative Julie Thomas, Eastern Shore Regional GIS Cooperative (ESRGC) Project Manager Erin Silva, Chesapeake College President Clifford Coppersmith, U.S. Senator Chris Van Hollen's Eastern Shore Regional Director Melissa Kelly, U.S. Senator Ben Cardin's Field Representative Kim Kratovil, Caroline County Economic Development Director Deb Bowden, Caroline Chamber of Commerce Executive Director Tracey Snyder, Dorchester County Economic Development Director Susan Banks, Delmarva Community Services President and CEO Santo Grande, Talbot County Department of Economic Development and Tourism Director Cassandra Vanhooser and Coordinator Sam Shoge, and KFH Group Transportation Analyst Joey Celtnieks. MSRC staff present was Scott Warner and Terry Deighan.

Action Items

Chairman Chase called the meeting to order at 1:11 p.m. Mr. Warner was in possession of electronic votes from Allen Nelson and Dan Franklin who could not attend in person due to other obligations.

Approval of September 12, 2019 Minutes

The first order of business was to obtain approval of the September 12, 2019 minutes. Mr. Travers made a motion to approve the minutes. Senator Eckardt seconded the motion. Chairman Chase stated we have a motion and a second, any further discussion; all opposed have the same rights. Ayes have it. Motion carried unanimously.

Ratification of Executive Board May 8, 2019 Minutes

The next order of business was to ratify the Executive Board May 8, 2019 meeting minutes. Mr. Stanley made a motion to ratify the minutes. Mr. Fuchs seconded the motion. Chairman Chase stated we have a motion and a second, any further discussion; all opposed have the same rights. Ayes have it. Motion carried unanimously.

Treasurer's Report

MSRC Treasurer Kurt Fuchs presented the Treasurer's Report. He stated that everything is on track and would entertain any questions. Being none Mr. Travers made a motion to accept the report. Senator Eckardt seconded the motion. Chairman Chase stated we have a motion and a second, any further discussion; all opposed have the same rights. Ayes have it. Motion carried unanimously.

Ratification of the updated Upper Eastern Shore Coordinated Public Transit-Human Services Transportation Plan

Mr. Warner stated that everyone had just received an overview of the regional coordinated plans by Mr. Dan Dalton's presentation during the Eastern Shore Regional Councils Luncheon meeting. Mr. Warner added that the original Upper Eastern Shore plan was completed September 2007. The plan was updated in 2010 and 2016 and MTA directed the update of the plan for this year. KFH Group's Senior Transportation Planners Dan Dalton and Joel Eisenfeld conducted the revision, as well as, KFH Group's Transportation Analyst Joey Celtnieks. The document was e-mailed to you on November 19, 2019. Additionally, KFH Group website has the regional plan. The link can be provided if needed (<https://kfhgroup.egnyte.com/dl/qwXDQ8l1qY>). This document is very important to the transportation providers. It is used by them to apply for grant funds, especially program 5310. 5310 is FTA/MTA grants for transportation are for Elderly Persons and Persons with Disabilities (capital grants for buses and other equipment). If anyone has additional questions, Mr. Celtnieks is in the room.

Mr. Travers made a motion to ratify the plan. Mr. Wilson seconded the motion. Chairman Chase stated we have a motion and a second, any further discussion; all opposed have the same rights. Ayes have it. Motion carried unanimously.

Vote to Amend the MSRC Bylaws

Mr. Warner stated that he had a conversation with MSRC attorney Curt Booth to discuss some wording in the MSRC Bylaws. Mr. Booth suggested that it would be a good idea to make the updates. The Executive Board reviewed the suggested updates during their November 18, 2019 meeting and voted to recommend the changes to the MSRC Bylaws. The updates are not substantive, they are stylistic changes. The updates are:

- Article I
 - Deleting language that is not necessary in this paragraph. It is stated in Article II, Section 1.
 - Sighting Title 13 Sections 13-901 through 13-910 of the Economic Development Article, Annotated Code of Maryland.
- Article II
 - Section 1 – making the language mirror the Title 13 update from 2008
 - Section 2 – Sighting Title 13, Sections 13-901 through 13-910 of the Economic Development Article, Annotated Code of Maryland.

- Article III
 - Section 1 – Sighting Title 13, Sections 13-901 through 13-910 of the Economic Development Article, Annotated Code of Maryland.

Delegate Adams made a motion to approve. Mr. Travers seconded the motion. Chairman Chase stated we have a motion and a second, any further discussion; all opposed have the same rights. Ayes have it. Motion carried unanimously.

Officer Selection

Mr. Warner stated that at their last meeting held on November 18, 2019 the MSRC Executive Board members discussed and are unanimously recommending the proposed slate for the 2020 officers of the MSRC.

- 2020 Proposed Executive Board Members
 - Chairman: Walter Chase
 - First Vice-Chairman: Chuck Callahan (Talbot)
 - Second Vice-Chairman: Dan Franklin (Caroline)
 - Third Vice-Chairman: Ricky Travers (Dorchester)
 - Secretary: James Redman
 - Treasurer: Kurt Fuchs
 - General Assembly: Christopher Adams
 - Member-at-large: Jeannie Haddaway-Riccio
 - Member-at-large: Allen Nelson

Chairman Chase asked if anyone had any suggestions or changes.

Mr. Travers made a motion to approve the slate as presented. Senator Eckardt seconded the motion. Chairman Chase stated we have a motion and a second, any further discussion; all opposed have the same rights. Ayes have it. Motion carried unanimously.

Upcoming Events

Mr. Warner announced the following upcoming meetings.

He stated the 2020 MSRC tentative meeting dates are in everyone's meeting packets. The dates are:

- Thursday, March 5, 2020 – Talbot County
- Thursday, June 11, 2020 – Caroline County
 - Avoided the first week in June to avoid conflicts with all three counties' high school graduation dates
- Thursday, September 10, 2020 – MSRC Meeting & Tour
- Wednesday, December 9, 2020 – Dorchester County
 - During Winter MACo

The next Mid Shore Comprehensive Economic Development Strategy (CEDS) Committee meeting will be held on Friday, January 3, 2020 at 12:00pm at the Talbot County Free Library in Easton.

The "Taste of the Eastern Shore" legislative reception will be held on Thursday, February 13, 2020 at 5:30pm at Hotel Annapolis.

Member comments/requests

Ms. Deighan thanked everyone on behalf of herself and Mr. Warner and invited them to take a gift on their way out as a small token of their appreciation.

Adjourn

The meeting was adjourned at 1:26 p.m. by unanimous consent.



UPPER SHORE Regional Council

ANNUAL MEETING MINUTES

December 4, 2019

MACo Winter Conference, Cambridge Maryland

Council Members in Attendance: Jackie Gregory, Cecil County Councilwoman
Bob Meffley, Cecil County Councilman
Bob Jacobs, Kent County Commissioner
Tom Mason, Kent County Commissioner
Chris Corchiarino, Queen Anne's County Commissioner
Jack Wilson, Queen Anne's County Commissioner
Ron Fithian, Kent County Commissioner
Al Miller, Cecil County Councilman
Bill Coutz, Cecil County Councilman
Jim Moran, Queen Anne's County Commissioner
Steve Arentz, Delegate, District 36

Guests:

Charlotte Davis, Rural Maryland Council Executive Director
Ryan Snow, Eastern Shore Outreach Coordinator, Governor's Office
Shelley Heller, Kent County Administrator
Dan Dalton, KFH Group, Sr. Transportation Planner
Brigitte Peters, Business Development Representative, Dept. of Commerce
John Hartline, Executive Director, Tri County Council for Southern MD

Staff:

Susan O'Neill, USRC Executive Director
Janice Palmer, USRC Executive Assistant

WELCOME AND CALL TO ORDER

Chairman Meffley called the meeting to order at 1:16. He welcomed everyone and asked for self-introductions. There were 17 in attendance, 11 of which were voting members. A quorum was declared.

APPROVAL OF MINUTES

The Board reviewed the minutes of the August 16, 2019 Full Council Meeting. Delegate Steve Arentz made a motion to approve the minutes as presented. The motion was seconded by Councilman Bill Coutz. Motion passed unanimously. Chair Meffley also asked for a motion to ratify the Executive Board meeting minutes of September 18, 2019. Motion was made by Commissioner Corchiarino and seconded by Commissioner Jack Wilson. Motion passed unanimously.

ELECTION OF OFFICERS

Chair Meffley presented a slate of officers, he asked if an individual vote was preferred. All agreed that a vote for the full slate was acceptable. Chair Meffley asked for a motion to vote on the following slate of officers:

Chair: Bob Meffley

First Vice Chair: Chris Corchiarino

2nd Vice Chair: Tom Mason

3rd Vice Chair: Jackie Gregory

Secretary: Jack Wilson

Treasurer: Ron Fithian

Commissioner Jack Wilson motioned to accept the slate of officers. The motion was seconded by Bill Coutz. All in favor, the slate for 2020 Executive Board members was voted in unanimously.

FINANCES

Susan explained the new categorizations in the finance report. These categories align with reporting for Commerce and RMPIF reports, as well as our QuickBooks accounting system.

NEW BUSINESS

Review of Coordinated Public Transit Plan: Council members were provided a link to the final draft of the MD Coordinated Public Transportation Human Services Transportation plan for the Upper Eastern Shore prior to our Annual Meeting. Dan Dalton, KFH Group's Sr. Transportation Planner presented an update of the plan at the Joint Regional Council Luncheon held directly prior to the USRC Annual Meeting. Council members were asked to approve the plan. Dan Dalton was available for any questions. Hearing none, a motion to approve the plan was made by Jack Wilson and seconded by Bill Coutz. Director O'Neill will provide a letter to KFH notifying them of the approval of the plan for its submission for federal grant money.

OLD BUSINESS

Kent County Transportation Task Force:

Shelley Heller reviewed the needs assessment for adequate and affordable transportation, noting the committee was made up of public and private citizens. Susan reported that she met with representatives of Chesapeake Charities and United Way to discuss financial support. Commissioner Fithian asked that Shelley please invite committee members and Santo Grande to a Commissioner meeting to discuss survey results.

Farm Museum:

Chair Meffley and Commissioner Mason updated the Council members on a recent meeting held with Cecil and Kent Farm Museum representatives. The meeting clarified that there will be no merger of the two Farm Museum's however each hoped to work with the other to bring about student education through a shared speaker series. Shelley Heller suggested our next Full Council meeting be held at the Cecil School of Technology, where the Farm Museum can be toured.

DISCUSSION:

Rt. 301 Update:

Cecil County recently accepted \$1.2 million from DELDOT for the repair of Edgar Price Rd. The road had been damaged due to heavy traffic from trucks avoiding the toll on Rt. 301 toll. Chair Meffley reported that there has been a 5 time increase of traffic since the new 301 Route opened. Queen Anne's reports that 2500 cars per day travel through the QA Rout 301 corridor. Delegate Arentz has met with Congressman Harris asking for Federal assistance on toll relief for local Maryland citizens.

New Bridge Crossing

Commissioner Moran reports that the first NEPA study will be completed next Fall. He expects that once the second study is done the bridge will be built. He is requesting that local elected officials be part of the planning process. Commissioner Moran also spoke of new legislation being written for the closure of off ramps for non-local citizens to improve traffic flow.

STAFF REPORT

A copy of the August – November Staff report could be found in each Council notebook. Janice asked that everyone be mindful of the next ethics filing date, April 30, 2020. Each council member also received a packet of frequently asked questions and a copy of the new legislation regarding the ethics filing forms. Each board member is required to file a form.

ADJOURNMENT

With no further discussion, a motion was requested for adjournment. Chris Corchiarino made the motion. Jack Wilson seconded. The meeting was adjourned at 2:08pm.

Respectfully submitted,

Janice Palmer

USRC Executive Assistant