Broadening the Perspective: Community Transportation in Hunterdon County, NJ

An Update to the Coordinated County Human Services Transportation Plan
March 2015
FINAL
Prepared by:

HART Commuter Information Services

In coordination with:

Hunterdon County Department of Human Services
Executive Summary

INTRODUCTION AND BACKGROUND

This document serves as a Summary Update to the Hunterdon County Department of Human Services Coordinated County Human Services Transportation Plan, originally developed in 2007 and previously updated in 2009.

The goals of this Update are to:

1. **Update demographic information** as available to evaluate potential changes in needs of transit needs of targeted populations - older adults, persons with disabilities and low income individuals.

2. **Update information on available transportation services** to determine any changes in levels of available service.

3. **Review and evaluate the current operation of The LINK** and provision of transportation services in Hunterdon County relative to ridership trends and survey results.

4. **Identify recommendations** for improving upon the existing consolidated approach to human services transportation for Hunterdon County residents with a key focus on providing these services within an increasingly constrained funding environment.
Background

Hunterdon County provides transportation service through a consolidated “LINK Transportation System” to all residents of the county, including the “targeted” populations noted above. This transportation has been provided throughout Hunterdon County since the mid-1980’s based upon the recommendations of the “Hunterdon County Transit System Plan” (1984) prepared by the consulting firm, Carter-Goble Associates.

The Hunterdon County LINK is comprised of two main services:

1. Flemington Shuffle- deviated fixed route service, Monday- Saturday, in the Flemington/Raritan area.

2. Cross County Service- demand service, Monday-Friday, within Hunterdon County. Serving all Hunterdon municipalities.

All service is offered within Hunterdon County only.

Coordinated versus Consolidated Transportation

The United We Ride mandate seeks to increase coordination of human services transportation. Hunterdon County has been provided for more approximately 30 years using a “consolidated” transportation model. For the purposes of clarification and to inform this Plan Update, the following definitions* are used:

**Consolidated Transportation** – A fully integrated transportation system in which all individual units have been combined or consolidated into one integrated system, and individual agency identity for the purpose of transportation is no longer maintained.

**Coordinated Transportation**- A transportation system in which individual agencies are brought together, or act together in a concerted way, in order to provide for a smooth interaction of separate units of a program or system.

*From Hunterdon County Transit System Plan, Carter-Goble Associates, 1984
Coordinated Human Services Transportation Plan
Since Hunterdon County has operated a consolidated system for more than 20 years, the recommendations outlined in the previous 2007 Hunterdon County Plan and 2009 Plan Update focused primarily on enhancing the existing system, as well as identifying additional opportunities for increasing accessible transportation.

The initial Plan recommendations, found in Chapter 5 of the Plan, were organized into three main categories:

1. Education and Outreach
2. Out of County Travel
3. Capacity and Operation Issues

Steering Committee
The Steering Committee for the development of the Hunterdon County Coordinated County Human Services Plan is identified as the Hunterdon County Transportation Stakeholders Committee. The Committee is comprised of organizations or agencies that provide transportation, human and/or social service needs, or receives funding through NJ Transit. (see Appendix)

Plan Review Team
This Plan Update has been developed in coordination with staff of the Hunterdon County Planning Department, Hunterdon County Department of Human Services, Hunterdon County Transportation Advisory Committee, First Transit (operations vendor), HART Commuter Information Services (TMA) and members of the Hunterdon County Transportation Stakeholder Committee. (see Appendix)

Lead Person
The lead person for this Update of the Plan is Tara Shepherd, Executive Director, HART Commuter Information Services, the non-profit transportation management association (TMA) serving Hunterdon County. HART has a long standing working relationship with both the Hunterdon County Planning Department and the Hunterdon County Department of Human Services LINK Transportation System.
Plan Update Process

1. Demographic data collection
   Updated census data

2. Operational data collection and analysis
   Review of ridership data; billing data

3. Stakeholder Engagement
   Updating and Identification of all stakeholders
   Stakeholder Meetings
     February 27, 2014
   TAC Meetings
     March 12, 2014   May 21, 2014
     July 9, 2014    September 10, 2014
     November 12, 2014 January 14, 2015
     March 11, 2015   June 22, 2015
   Surveying
     Senior Citizen Survey
     Non Profit Agency/Advocate Phone Survey

   SWOT Analysis
     January 14, 2015

   February/March 2015
Census Data Trends

Total Population – Hunterdon

128,349 (2000 Census)

122,629 (2010 Census)
Targeted Population: Older Adults

Population over Age 65 years

16,952 (2010 Census)

14,459 (2007 Census)

12,228 (2000 Census)

Up 18%

Population over Age 80 years

25% of those over age 65 are 80 YEARS or OLDER

4,224 (2010 Census)

*Older Adults are Dispersed Geographically
Targeted Population: Persons with Disability

Decrease in Disabled Population

13,541 (2000)

11,521 (2010)

*High Employment Rate Among Persons with Disability (57%; highest in NJ- NJDOL)
Targeted Population: Low Income Persons

- Low Income Population Dispersed Geographically
  1. Flemington
  2. Stockton
  3. Frenchtown
  4. Hampton
  5. Lambertville
## INVENTORY OF EXISTING TRANSPORTATION SERVICES

### Human Services Related Transportation

<table>
<thead>
<tr>
<th>Service Name</th>
<th>Mode</th>
<th>Number of Vehicles</th>
<th>Available Transportation</th>
<th>Operation Days</th>
<th>Service Hours</th>
<th>Use Limitations</th>
<th>Cost/Fare</th>
<th>Relationship to County</th>
<th>Funding Source</th>
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<tr>
<td>Hunterdon County LINK Transportation - Cross County Service</td>
<td>Bus</td>
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<td>Twice per month</td>
<td>Cost share $10</td>
<td>County operated</td>
<td>County</td>
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<td>In county travel</td>
<td>Weekdays</td>
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<td>No</td>
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<td>Donations, Diocese of Metuchen</td>
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<td>Service Name</td>
<td>Vehicle Type</td>
<td>Type of Service</td>
<td>Hours of Operation</td>
<td>Cost/Fare</td>
<td>Relationship to County</td>
<td>Funding Source</td>
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<td>TransBridge Lines-Doylestown/Frenchtown/NYC</td>
<td>Bus</td>
<td>Commuter service with stops in Hunterdon: (Lambertville, Frenchtown, Baptistown, Flemington, Three Bridges) to Port Authority Bus Terminal, NYC</td>
<td>Monday-Sunday</td>
<td>$39.55-43.70 round trip to NYC; $299.25/20 trip book</td>
<td>Independent</td>
<td>Fares</td>
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<td>Fares</td>
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<td>NJ TRANSIT Raritan Valley Rail Line</td>
<td>Train</td>
<td>Commuter Service from Hunterdon (Whitehouse, Annandale, Lebanon, High Bridge) to Newark/NY Penn Station</td>
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<td>Service Description</td>
<td>Days Available</td>
<td>Independent/Contracted</td>
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<td>Eagle Medical Transport</td>
<td>Medical Transport</td>
<td>Non emergency transportation for people who use stretchers or wheelchairs</td>
<td>Monday-Sunday</td>
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<td>To and Fro Transportation</td>
<td>Van</td>
<td>Medical, Non Medical Transportation</td>
<td>Monday-Sunday</td>
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<td>Anita’s Angels</td>
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<td>Monday-Sunday</td>
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<td>Right at Home</td>
<td>Van, Car</td>
<td>Non emergency , contracted service</td>
<td>Monday-Sunday</td>
<td>Independent</td>
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</table>
ASSESSMENT OF TRANSPORTATION NEEDS

Survey Results

Older Adults Survey Highlights (2014)

- 55% rely on others for some or all of their trips
- 33% rely on the LINK
- 58% private/paid services are not affordable to meet regular transportation needs
- 42% unable to make a necessary trip within the last month due to lack of access to transportation
- 74% missed 3 or more trips within the last month due to lack of access to transportation
- Majority need transportation to medical appointments and grocery shopping
- 85% indicate LINK is affordable to meet transportation needs
- Seniors do not use the LINK due to:
  1. Ride time too long
  2. Service not always available
  3. Not familiar
- 66% anticipate needing to take about the same or more trips within the next 5 years

*Full survey results available in the Appendix
Non Profit Agency Survey (2014)

Client Profile

- Majority of agencies serve Hunterdon residents exclusively
- 100% of clients have transportation needs
- Majority have Employment and Medical Transportation Needs
- 73% of agencies have clients with Out of County Travel Needs
- 27% - travel needs weekdays
- 27% - travel needs weekends
- 82% - clients do not have critical human services needs met due to lack of transportation
  - Housing opportunities and choice
  - Employment opportunities and choice
  - Healthcare access
- 50% - clients cannot afford alternative forms of transportation

Agency Transportation

- Majority of agencies do not provide transportation for clients
- Agencies provide transportation only to meet unmet needs (i.e. night, weekend, out of county travel)
- 86% - have received transportation requests that they could not meet
- Financial constraints and staff availability primary reasons agency cannot provide transportation

Use of LINK

- 100% of agencies rely on the LINK for client needs
- 73% agree that LINK meets client needs on weekdays
- 27% disagree that LINK meets client needs on weekdays
- 82% - travel time is a significant issue for clients
- Obstacles to client use of the LINK: availability of service; time on bus; routing; reliability; language barriers

*Full survey results available in the Appendix
LINK Transportation System Ridership Analysis- 2011- 2013

Ridership by Grant

**Job Access/Reverse Commute (JARC)**

<table>
<thead>
<tr>
<th>Year</th>
<th>Ridership (000s)</th>
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<tbody>
<tr>
<td>2011</td>
<td>14,000</td>
</tr>
<tr>
<td>2012</td>
<td>14,500</td>
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<tr>
<td>2013</td>
<td>15,000</td>
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**Title III**

<table>
<thead>
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<th>Year</th>
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<td>2011</td>
<td>15,000</td>
</tr>
<tr>
<td>2012</td>
<td>17,000</td>
</tr>
<tr>
<td>2013</td>
<td>16,000</td>
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</table>

**JARC- Job Access/Reverse Commute**
Funding for transportation to employment

JARC funds are used to pay for the evening and Saturday shuffle. Ride variations are directly related to ridership on that route.

**FTA Title III**
Funding for Low Income Individuals transportation needs

Title 3 and Title 20 are used to complement each other and can be billed accordingly. The increase of Title III ridership in 2012 is directly correlated to the decline noted in the Title XX graph below.
FTA Title XX
Funding for Social Services transportation needs

Title 3 and Title 20 are used to complement each other and can be billed accordingly. The increase of Title III ridership in 2012 is directly correlated to the decline noted in the Title XX graph below.

SCADRTAP
Funding for transportation needs of senior citizens and disabled residents

“Increase” in 2013 reflects a more aggressive approach to get seniors and individuals with disabilities to fill out the paperwork to self-proclaim a disability. Riders previously identified as “public” riders were moved to (and now tracked) SCADRTAP. Other ridership data does not support steady addition of new riders to the system as graph would indicate.
Transportation funding for rural areas.

No major trends indicated that require explanation.

ARC of Hunterdon
Contracted transportation

ARC transportation had operated in 2012 at a significant expense to the county and now the numbers are reflective of the rides provided under the ARC contract. Less “center based” employment has resulted in a decrease of ridership charged to ARC. Individuals who travel to independent worksites are no longer charged under the ARC contract, but instead, SCADRTAP.
General Assistance

Transportation for income eligible adults

Decline directly related to the State strengthening eligibility criteria. State is only covering employment related transit expenses.

Food Stamp Employment and Training Program (FSTEP)

Decline directly related to the State strengthening eligibility criteria.
Temporary Aid to Needy Families (TANF)

Decline directly related to the State strengthening eligibility criteria.

Division of Vocational Rehabilitation (DVR)

DV has not utilized the LINK consistently for client transportation due to their budget issues.
Public Health Nursing (PHN)

Transportation is not in their budget consistently

Veterans Haven

No contract prior to 2012
Flemington Shuffle Ridership - 2011-2013

Route 19 - Weekdays

Route 20 - Weeknights

Route 21 - Saturdays

Image of a bus from Link Transportation
Cross County Ridership 2011-2013

Route 1

- Holland
- Milford
- Frenchtown
- Flemington

Route 2

- Cherryville
- Flemington
- Pittstown
- Clinton
Route 3

Ringoes
Three Bridges
Flemington

Route 4

Raritan Twp.
Delaware Twp
Ringoes
Flemington
Hampton
Glen Gardner
High Bridge
Clinton
Annandale
Stockton
Route 7

Lambertville
Stockton
Kingwood
Flemington
Whitehouse
Pattenburg
Clinton
Sergeantsville

Route 8

Ringoes
Sergeantsville
Frenchtown
Stockton
Delaware Twp
Lambertville
Frenchtown
Veteran's Haven (Glen Gardner) to Lyons Hospital

Route 9

Route 10

Hampton
Lebanon Twp
Glen Gardner
High Bridge
Annandale
Flemington
Route 11

No longer running as of 2013

Route 12

Califon
High Bridge
Annandale
Hampton
Glen Gardner
Clinton
Raritan Twp
Route 15

Lambertville
Roggoes
Flemington
Clinton
High Bridge
Glen Gardner
Hampton

Route 17

Milford
Frenchtown
Flemington
Whitehouse
Flemington
Lebanon
Clinton
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<th>Cross County Service Ridership</th>
<th>Route</th>
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<th>2013</th>
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### CROSS COUNTY SERVICE ROUTE DESCRIPTIONS

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<td></td>
<td>10:00 AM</td>
<td>Holland Twsp, Milford, Frenchtown, Flemington, HMC</td>
</tr>
<tr>
<td></td>
<td>1:00 PM</td>
<td>Flemington, Frenchtown, Milford, Holland Twsp</td>
</tr>
<tr>
<td></td>
<td>4:00 PM</td>
<td>Flemington, <strong>CEA</strong>, HMC, Frenchtown, Milford, Holland Twsp</td>
</tr>
<tr>
<td>2</td>
<td>6:30 AM</td>
<td>Family Promise Church (loc varies), Cherryville, Flemington, <strong>CEA</strong>, Transfer, Pt Breeze Arc</td>
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<td></td>
<td>10:00 AM</td>
<td>Pittstown, Clinton, Flemington</td>
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<tr>
<td></td>
<td>12:30 PM</td>
<td>Flemington, Clinton, Pittstown, Pt Breeze Arc</td>
</tr>
<tr>
<td></td>
<td>4:00 AM</td>
<td>Flemington <strong>CEA</strong>, Cherryville, Pittstown, Church T, W, TH</td>
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<td>3</td>
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<td>Hopewell, Ringoes, Wertsville, Three Bridges, Flemington, Jury Lot Transfer, <strong>Beaver Brook Arc</strong></td>
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<tr>
<td>9:00 AM</td>
<td>Flemington Weekend Shuffle</td>
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Ride Denial Analysis 2011-2012

- Not flexible with pick up
- Called too late in day to schedule
- Time of day requested not available
- Didn't want to early pick up or transfer
- Other
KEY UNMET TRANSPORTATION NEEDS AND GAPS

1. Out of county transportation particularly addressing destinations within adjoining counties (Somerset, Mercer, Warren)
2. Night and weekend service on the Cross County service.
3. Need for improved routing for in county travel to reduce travel times (not to exceed 45 minutes) on the Cross County service.
4. Need for improved routing to reduce travel time on Flemington Shuffle service.
5. Need for same day scheduling

SUMMARY CONCLUSIONS

- The LINK has operated based upon a consolidated model established in 1984- more than 30 years ago.
- Census data indicates that while overall population within Hunterdon County is predicted to remain stable; demand will increase among the targeted populations- particularly older adults, persons with disabilities, and low income persons.
- Hunterdon County remains only one of two counties in New Jersey without NJ TRANSIT bus service.
- The burden to provide “public transportation” within the county falls to the County of Hunterdon.
- The LINK is not able to meet current demand within the existing operational framework.
- General decline in ridership system wide.
- Ongoing dissatisfaction among agencies with levels of service and availability of service.
- Consolidated system no longer functioning in a way to meet current needs as evidenced by declining ridership and agency’s providing services directly to meet unmet needs.
- Coordination of existing services (within the county or with adjacent transportation systems) will not be productive without operational improvements to the LINK Transportation System.
- Funding will continue to be constrained into the future.
UPDATED RECOMMENDATIONS

- A full operational analysis of the LINK Transportation System is warranted including:
  - Analysis of existing route configuration and schedule on the Cross County Service to identify opportunities for operational efficiency and possible costs savings
  - Review of ridership tracking procedures to ensure appropriate data collection and data analysis is conducted on a regular basis to inform operational decisions.
  - Evaluation of transportation operations management to ensure adequate staffing
  - Evaluation of current and anticipated future funding to inform operational decisions.
APPENDIX
## Hunterdon County Transportation Advisory Committee

<table>
<thead>
<tr>
<th>NAME</th>
<th>AFFILIATION</th>
<th>TERM (1&lt;sup&gt;ST&lt;/sup&gt;/2&lt;sup&gt;ND&lt;/sup&gt;)</th>
<th>REPLACING</th>
<th>SENIOR/DISABLED/CONSUMER/ADVOCATE</th>
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<tr>
<td>David Shapoff</td>
<td>Flemington Resident</td>
<td>01/01-12/31/15 (6&lt;sup&gt;th&lt;/sup&gt;)</td>
<td>Disabled, Consumer, Advocate</td>
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<td>Regina Hlasney (Chairperson)</td>
<td>Meals on Wheels</td>
<td>01/01-12/31/15 (2&lt;sup&gt;nd&lt;/sup&gt;)</td>
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<td>Nicholas A. Meligakes II</td>
<td>Flemington Resident</td>
<td>01/01-12/30/16 (3&lt;sup&gt;rd&lt;/sup&gt;)</td>
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<td>Kimberley Hillman</td>
<td>High Bridge Resident</td>
<td>01/01-12/31/16 (2&lt;sup&gt;nd&lt;/sup&gt;)</td>
<td>Advocate</td>
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<td>Bill Millette</td>
<td>Hunterdon County Planning Board</td>
<td>01/01-12/31/15 (2&lt;sup&gt;nd&lt;/sup&gt;)</td>
<td>Advocate</td>
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<td>Thomas Antosiewicz</td>
<td>Raritan Township Resident</td>
<td>01/01-12/31/15 (1&lt;sup&gt;st&lt;/sup&gt;)</td>
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<td>Roberta Caulkins</td>
<td>Glen Gardner Resident</td>
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<td>David McDaid</td>
<td>Milford Resident</td>
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<td>Phyllis Ewing</td>
<td>PO Box 358</td>
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<td>Advocate</td>
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<td>Christine Hammerstone</td>
<td>Hunterdon County Division of Social Services (Mandated)</td>
<td>01/01-12/31/15 (2&lt;sup&gt;nd&lt;/sup&gt;)</td>
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<td>Non-Voting Member</td>
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Vacancies (5)

Matt Holt, Freeholder Liaison  
Janelle Rivera, NJ TRANSIT Regional Representative  
Tara Shepherd, HART, UWR Lead  
Laine Nauman, H.C Division of Senior Services  
Bonnie Duncan, Chairperson, Human Services Advisory Council  
Linda Empson, First Transit  
John Reiff, Commission for Blind & Visually Impaired  

Voting Members allowed: 15
Steering Committee Members
TAC Members:
  David Shapoff
  Regina Hlasney
  Nick Meligakes
  Kimberly Hillman
  Tom Antosiewicz
  David McDaid
  Phyllis Ewing
  Christine Hammerstone
Jen Shore, Hunterdon County Human Services
Tara Shepherd, HART
Cathy Taglienti, HART
Susan Lax, Hunterdon Helpline

Plan Review Team

Sue Dzimara, Hunterdon County Planning Department
Jen Shore, Hunterdon County Department of Human Services
Hunterdon County Transportation Advisory Committee
Linda Empson, First Transit (operations vendor)
Tara Shepherd, HART Commuter Information Services
Cathy Taglienti, HART Commuter Information Services
SWOT Analysis - January 2014

Strengths
- What are HART’s current or past strengths- organizationally, board, staffing, funding?
- What does HART do particularly well?
- How do you think other organizations view HART?
- What is HART’s external reputation?

Weaknesses
- What are HART’s current or past weaknesses- organizationally, board, staffing, funding?
- What limits HART’s success?
- What are organizational obstacles to progress?

Opportunities
- What are the interesting trends in our existing work?
- What new funding opportunities or work efforts available to us?
- What new partnerships may be available to us?
- What are we not doing that we may want to expand into?

Threats
- What is on the horizon that needs to be carefully considered over the next 5 years to support continued success of HART?
- Are there specific threats or barriers to success??

Internal Vision
- How do we work as an organization?
- How do we work as a staff, co-workers?
- Do we each understand our role in the organization?
- Do we understand each others role in the organization and our interaction with one another?
- Are we united in the pursuit of common goals?

External Vision
- How are we viewed as an organization?
- How do we want to be viewed externally?
- Do we inspire? Challenge? Garner enthusiasm?
- Do we unite with other organizations in the pursuit of common goals?
Coordinated Service- LINK S-W-O-T Analysis Findings

STRENGTHS
Organizational & Level of Service

- Regular meetings and communication between the vendor, Human Services and Public Works departments
- Active TAC in place/ regular meetings
- Vendor contact allows cost savings/ keeps administrative costs low.
- Process in place for rider feedback/complaints
- System is safe; dependable
- Service is flexible/ Demand Response & Deviated Fixed Route
- Level of Service during weekdays is good
- Volunteer Driver Program supplements LINK service
- Quality and Longevity of Drivers; Driver Training is good
- Monopoly- no other real transportation choices (also a weakness)
- Collaboration with Other County Services

Funding

- Fare Structure in place

Public Awareness

- Printed Schedules/ Marketing of service via HART TMA
- Up to Date Website
- Bus Stop Signs/Schedules Presentations to community groups
- Driver Familiarity (due to driver longevity/quality of drivers)
- Advertising
- Seasoned Years Senior Newsletter
WEAKNESSES

Organizational & Level of Service
- Vendor model can also be a weakness- bad vendor=bad service; uncertainty can occur with a bad vendor; contract can limit corrective actions in a timely manner vs county employees;
- Insufficient meaningful and understandable data (ridership, trends)
- Reservation process is too long, information required too onerous
- “Add ons” delay rides; long ride times
- Lack of weekend service on the Cross County Service
- Lack of Sunday Service on Flemington Shuffle
- Dispatcher knowledge of the county; riders
- Driver and Dispatcher retention
- Radio communication between dispatch and vehicles due to “dead zones”
- Insufficient out of county travel available

Funding
- Drop in casino revenue
- Insufficient funding for expansion of service
- Inconsistent funding; funding criteria, levels of funding formulas
- As only public transportation service, creates added financial burden to the system
- At the same time, competition from taxis reducing ridership and impacting fare recovery

Public Awareness
- Poor public perception due to uncertainty of service (pick up/arrival times); length of rides
- Rider dependence impacts honest feedback; Diversity of riders (special needs) impacts the perception
- Public not always clear as to what the LINK is, who it is for, misunderstand what it is for, etc.
- Possibly insufficient outreach to the general public
- Peak hour congestion; lack of space on buses
- Lack of signage on buses to help riders identify buses
- Lack of bus shelters may make system less appealing in inclement weather
- Inadequate identification of pick up points
- Insufficient ongoing collaboration with non profits, service groups
OPPORTUNITIES

- Funding-
  - Advertising program (interior, exterior)
  - New Veteran’s grant
  - Logisticare contract
  - Online gaming revenue (Casino revenue)
- Awareness- 300th Tri-Centennial may use LINK for events, increase exposure of the system to the general public
- New Social Service Programs- Veteran's Haven
- New Partners-
  - Partnership for Health
  - Latino Access Committee
  - Aging Action Committee
  - Veteran’s Haven
  - Employers
    - Should set up focus groups with employers to find out the VALUE of the LINK to their business to get employees and/or customers to their location
  - Religious institutions
    - Focus group- what would be the VALUE of LINK to their congregants if Sunday service were available.
- Raritan Valley Community College
  - Remote /Satellite courses now being offered in Hunterdon
  - RVCC currently surveying students on needs
  - Potential to reach out to high schools to seek input on the role of transportation access to RVCC/could make LINK more compelling to RVCC
- Downtown/Merchant Associations
- Workforce Investment Board (WIB)
- Municipalities
- HMC
- Should take a new view of the LINK- approach should be “who can benefit from the LINK? What is the VALUE of the LINK to businesses, schools, organizations, municipalities, downtowns? LINK as a commodity.
- Sit down with all available transportation providers (taxi, medical, home health care, TransBridge) to see how to better coordinate services.
- Possibility of contracting with taxi services, other services to extend the breadth of service, shorten ride times, etc. LINK transportation provided by other vehicles/services, but all coordinated through LINK Dispatch
- Take a strategic approach to delivery of service, how LINK is “discussed” within the community.

- CEDS (County Comprehensive Economic Development Strategy)
  - May provide insight into demographic trends (younger people not driving, needs of employees in business sectors identified)
  - Outcome of strategies may require more transportation; may provide interest and funding

- Free Ride Coupon? Encourage more ridership to provide an opportunity for the public to experience the LINK

**THREATS**
- Funding levels
- Possible decrease in ridership – seniors driving longer/converse-younger people not getting drivers licence
- Increasing operating costs
- Agency programs could be eliminated; eliminate need for transportation or modifications that make provision of service more difficult
- Lack of awareness and support for the LINK among elected officials, county leadership, general public
- Negative image; lack of actual experience with the system
- Expectation levels are high among potential riders
- Sustainability- how to keep system running efficiently, cost effectively, meet changing demands
- Freeholder “buy in” of any changes
Meeting Goals:
1. Identify and inventory all stakeholders with interest in community transportation in Hunterdon (including organizations that provide transportation and/or their clients utilize the LINK, other transit services)
2. Identify gaps in transportation services and possible solutions
3. Identify potential new partnerships to address transportation needs in Hunterdon County

AGENDA
1. Current Stakeholders
   a. Inventory
   b. Who is not at the table?
   c. Changes in stakeholder involvement?

2. Current community transportation landscape
   a. Existing clients
   b. Existing services (county centric)
   c. Existing needs, gaps

3. Upcoming External Factors
   a. Demographic changes
   b. Economic changes

4. Planning Ahead
   a. SWOT results
   b. Who needs transportation? Why? (what role does location play? Residence, worksite location) Disconnection creates transportation need (need to get from point A to point B)
      What are the connections? What’s missing?
## Stakeholder Participation

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COMMUNITY TRANSPORTATION IN HUNTERDON COUNTY 2014-2015

COUNTY GOVERNMENT-
THE LINK
Board of Chosen Freeholders
Transportation Committee

NON PROFIT
TRANSPORTATION
Agency Transportation

“FOR PROFIT”
TRANSPORTATION
Taxi Services
Driving Services
Medical Transport
TransBridge Bus

PUBLIC
TRANSPORTATION
NJ TRANSIT Rail

Hunterdon County
Department of Human Services
LINK Transportation System
Flemington Shuffle
Cross County Service
Volunteer Driver Program
Sedan Service
Senior Citizen Transportation Survey

HUNTERDON COUNTY
SENIOR CITIZEN TRANSPORTATION SURVEY 2014

Please take a moment to respond to the following questions. The information that you provide will help Hunterdon County plan for the future transportation needs of our senior citizens.

Your completed form may be returned to the:

Hunterdon County Senior Center
4 Gauntt Place - Building #1
PO Box 2900
Flemington, New Jersey 08822-2900

How You Get Around Now

For what portion of your local trips do you depend on others for your transportation?

☐ All my trips
☐ None, I drive myself
☐ Almost none
☐ ⅓ of my trips
☐ Some trips
☐ Don't know

Which of the following People or Organizations do you depend upon for transportation?

☐ Children/Grandchildren/Other Relatives
☐ Friends/Neighbors
☐ Spouse
☐ LINK Transportation
☐ Volunteers/Religious Institution
☐ Private/Paid Service
☐ Other
Who Responded?

Approximately 60 surveys received to date
Age Group:

- 60-64: 5
- 65-69: 4
- 70-74: 9
- 75-79: 12
- 80-85: 14
- 85 or older: 7

Gender:

- Male: 13
- Female: 38
Living Arrangement:

- Live alone: 29
- Live with spouse: 16
- Live with children: 4
- Live with roommate: 1
- Live in an assisted living...: 2

Driving:

- Yes: 28
- No: 18
- Only during the day: 10
- Only locally: 9
Mobility & Impairments

Bar chart showing the distribution of mobility and impairments:
- Cane: 10
- Walker: 8
- Manual Wheelchair: 1
- Power Wheelchair: 0
- Scooter: 0
- Personal Aide: 1
- Other: 2

Bar chart showing the distribution of visual impairments:
- Visual impairment/Blind: 8

Bar chart showing the distribution of hearing impairments:
- Deaf/Hard of hearing: 7
Current Transportation Needs
Portion of local trips dependent on others:

- All my trips: 20
- None, I drive myself: 18
- Almost none: 6
- 1/2 of my trips: 3
- Some trips: 7
- Don’t know: 0
Depend upon:

- Children/Grandchildren/Others: 16
- Friends/Neighbours: 12
- Spouse: 8
- LINK Transportation: 22
- Volunteers/Religious Institutions: 2
- Private/Public Service: 3
- Other: 5
Reliability of Others/Services:

- Always Reliable: 17
- Usually Reliable: 14
- Somewhat Reliable: 6
- Seldom Reliable: 2
- Never Reliable: 2
- Don't know: 4
Private or paid transportation affordable enough to meet ongoing needs:

Yes: 15
No: 21
In the past month~

UNABLE to make a necessary trip because you could not drive or did not have access to transportation:

42% were unable to make trip
In the past month~

Number of times/trips missed due to lack of transportation:
Necessary/Desired Destinations:

- Retail Shopping: 24
- Grocery Shopping: 37
- Banks: 25
- Relative or friends home: 9
- Work/Volunteer activity: 13
- Restaurant: 16
- Church/Religious Service: 18
- Medical/Dental Appointments: 40
- Entertainment (movie, play, etc.): 10
- Senior Center: 17
- School/Other Activity: 4
If transportation not an issue~

Would like to get to these destinations more frequently:
Desired days/times of travel:
Desired WEEKEND pick up time:
Desired OUT OF COUNTY travel locations:

- Retail shopping: 20
- Grocery shopping: 8
- Medical/Dental Appointments: 24
- Banks: 1
- Work/Volunteer Activity: 4
- Church/Religious Service: 8
- Legal/Government Agency Appointments: 10
LINK is AFFORDABLE enough to meet ongoing transportation needs:
LINK USERS~

Reasons Continuing to Ride:

- The service times meet ALL ... 7
- The service times meet a SU... 11
- The service area (travel wi... 7
- I am familiar with the LINK... 14
- I like the driver. 11
Reasons Do Not Use the LINK:

- Not familiar with the service: 9
- It takes too long to get to: 14
- Health reasons: 4
- Service is not always available: 10
- Service would not take me where I need to go: 8
- Do not feel safe: 2
- Buses are uncomfortable: 3
- Drivers are not courteous: 2
- Schedules are too confusing: 5
- Service is not reliable: 4
- Don't know: 6
- Nothing, I just don't want to: 6
Would recommend the LINK to friends or family:
Transportation Need Changes Over Next 5 Years:

- make the SAME AMOUNT of trips: 17
- make MORE trips: 16
- FEWER trips: 5
- I don't know: 12
If no longer able to drive, MOST LIKELY to use:

- Car driven by a friend/family: 20
- Taxi: 2
- Private paid driver: 1
- LINK: 26
- Other: 0
Non Profit Agency Survey

- ARC of Hunterdon
- Catholic Charities
- Educational Services Commission (ESC)
- Family Promise
- Family Success Center
- Fisherman's Mark
- Hunterdon County Division of Social Services
- Hunterdon Healthcare Cancer Center
- Hunterdon Helpline
- Progressive Center for Independent Living
- United Way of Hunterdon County
Client Travel Profiles
Clients living in Hunterdon County:
Clients need transportation:

- Yes: 11
- No: 0

Destinations:

- Socialization: 2
- Employment: 7
- Day centers: 3
- Medical appointments: 6
- Shopping: 4
- Housing opportunities: 3
- Education: 3
Clients have need for services outside of Hunterdon County:
When Travel is Needed:

- During regular employment hours: 4
- Weekdays: 3
- Weekends: 3
- Don't know: 1
Clients have unmet transportation needs critical to human services and other daily activities:
Being transit dependent impacts housing opportunities & choices for our clients:
Being transit dependent impacts employment opportunities & choices for our clients:
Being transit dependent impacts access to **basic healthcare services** for our clients:
Being transit dependent impacts our client's ability to meet their daily quality of life needs (groceries, clothing):
Our clients can afford alternative forms of transportation (i.e. taxis) to meet their transportation needs:
Agency Transportation
Does your agency provide transportation for clients?
Type of vehicles you operate?
What is the purpose of the transportation services that you provide?
When are your transportation services available?
Where will you transport clients?

In county only: 2
In county & Out of county: 3
Have you received transportation requests that your agency was unable to accommodate?

Requests that could not be met:
What are some of the reasons that your agency cannot accommodate transportation requests?
About the LINK
Do your clients rely on the LINK?
The LINK meets the needs of our clients on **weekdays**: 

- Strongly agree: 1
- Agree: 7
- Disagree: 3
The LINK meets the travel needs of our clients in the evening:
The LINK meets the travel needs of our clients on Saturday:
The LINK meets the travel needs of our clients on Sundays:
What are the transportation obstacles your clients face relative to the use of the LINK?
Travel time (time of the bus) is a significant issue for our clients:
Coordination & Collaboration
Are your transportation services coordinated in any other way with the transportation services of other agencies?
Would your organization be interested in providing transportation services, or more transportation services, under the contract of another agency or agencies?
Would your organization consider purchasing transportation services from another agency, assuming that the price and quality of your service met your needs?
SUMMARY FINDINGS

Senior Needs

- Older, Females
- Living Alone/Still driving
- Using a Cane; visual impairments
- Depending on others for transportation
- 67% will need or plan to use LINK within 5 yrs
Currently **missing trips** due to lack of transportation:

- Medical & Grocery
- Medical Out of County
Use the LINK because:

- Affordable
- Familiar
- Like the driver
- Meets a sufficient amount of travel needs

Don’t Use LINK because:

- Takes to long on bus
- Service not available
- Not familiar
Non Profit Needs

• Clients are County residents; need transportation
  1. Employment
  2. Medical Appointments
• Transit Dependence negatively impacts:
  • Housing choices
  • Employment opportunities
  • Access to basic healthcare
  • Meeting daily needs

• Clients can’t afford alternative forms of transportation
• Most agencies do **not** provide transportation for clients
• Those that do provide via vans for out of county travel- weekdays, Saturday and Sunday
• Can’t meet all transport needs; particularly out of county medical
• Financial constraints; staff availability
Use of The LINK

- Majority of agencies rely on LINK for client transport
- Generally meets weekday travel needs
- Does not meet evening or weekend travel needs
- Service schedule biggest obstacle
- Time on bus
Collaboration

- Agencies are not coordinating transportation
- Not interested in coordinating
- Do not want to purchase transport services from other agencies
Which of the following best describes how your organization provides transportation for clients?

Clients Rely on LINK Transportation Services: 3
Agency provides some clients with transportation services: 1
Agency provides all clients with transportation services: 0
Agency contracts client transportation services: 0
Clients do not require transportation services: 0
Does Not Apply to our Organization: 7
Other: 2

Which of the following best describes how your organization funds transportation for clients?

Receive direct funding from the State: 0
Receive funding from NJ TRA: 0
Receive direct funding through the public transit agency: 0
Receive direct funding through the HCD: 0
Private donations/fundraising: 0
Fee for Service: 0
Does not apply to our organization: 10
Other: 3

To your knowledge, do clients of your agency use any of the following as their PRIMARY mode of transportation? Please check all that apply.

Taxi: 2
Medical Transportation: 0
Walk: 3
Bicycle: 2
Carpool: 0
Not sure: 1
Does not apply to my organization: 6
Other: 4