

# Statewide Mobility Management Project

*Pilot - Southeast Regional Coordination Committee*

*Meeting #3 Summary*

Nebraska Department of Transportation



January 31, 2018

SRF No. 9076

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## Meeting Purpose

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This meeting served as a discussion session for the Southeast Regional Coordination Committee (RCC) of the Statewide Mobility Management Project sponsored by the Nebraska Department of Transportation (NDOT). The RCC is composed of executive level officials and representatives of agencies tasked with aiding and providing feedback in implementing the coordination strategies developed as part of the project. The meeting's purpose was to hold a general RCC meeting to test how the meeting outline works. During the meeting, the mobility manager provided updates on her work since the last RCC meeting and facilitated provide a platform for communicating ideas, to gather input from NDOT and to provide an update on Mobility Manager's work.

The meeting was held at Lincoln and included a presentation by Smita Sharma of SRF (serving as the Mobility Manager for Southeast region) with intermittent questions answered by the SRF staff and Kari Ruse of the NDOT.

# Sign-In Sheets

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**NEBRASKA STATEWIDE MOBILITY MANAGEMENT PROJECT**

MEETING PURPOSE: REGIONAL COORDINATION COMMITTEE MEETING #3 Date: 01/31/2018  
 (SE)

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Cliff Lindell	Blue Rivers AAA Transit	402-223-1376	cliff.lindell@nebraska.gov
Lauren Dale	NSC	402-450-1947	dalele@unl.edu
Morgan Vogel	UNO CPAR	440-759-7832	mdvogel@unomaha.edu
ROBERT BLAIR	UNO CPAR	402-554-3865	rblair@unomaha.edu
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NEBRASKA STATEWIDE MOBILITY MANAGEMENT PROJECT  
MEETING PURPOSE: SE RCC MEETING #3

Date: 01/31/2018

Name	Representing	Phone	Email
<i>Nancy Walker</i>	<i>MAPA</i>		
<i>George Gallardo</i>	<i>NDOT</i>		
<i>Bill Burr</i>	<i>Nebraska Safety Center</i>	<i>402-570-0491</i>	<i>bburr@unl.edu</i>



# Meeting Notes

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## Attendance

24 [12 (in-person) + 12(online)]

### In Person

- Kari Ruse, NDOT
- George Gallardo, NDOT
- Lauren Dale, NSC
- Bill Bivin, NSC
- Scott Bartels, SCAT
- Morgan Vogel, UNO
- Bob Blair, UNO
- Lori Byers, York County Public Transit
- Megan Walker, MAPA
- Cliff Lindell, BRAAA
- Smita Sharma, SRF
- Menno Schukking, SRF

### Online

- Jeff Baker, Seward County
- Lori J Meyers, United Way
- Lois McClintock/Lisa from Tecumseh Transit
- Pan Armknecht & Vicky McNealy, SENCA
- Nicole Fritz, Burlington Trailways
- Janice Johnson, Express Arrow
- Sarah Gilbert & Carolina Padilla, Intercultural Senior Center, Omaha
- Dave Young, Colonial Acres, Humboldt
- Heather Tomczak, United Way of Midlands

## Mobility Manager Updates

### United Way 211 System

- Smita explained benefits of adding transit information to United Way 211 System
  - Will need fare information to be included in the database (if it is missing or not current).
  - Could serve as a clearinghouse.
    - Currently 10-20 percent of calls transportation related.
    - Opportunity and high reported need.
  - Smita will provide a consolidated list of transit services in SE using information on Nebraska Transit website to Lindsay Paulsen at United Way of Midlands. The transit

agencies will then get a call to confirm the information before it is added to the database.

### **Blue Rivers AAA and Peru State College**

- Peru State College Student Senate approached BRAAA for service to Auburn and Nebraska City. There is a pressing need for transit for college students especially for the international students who do not have access to a car or have a family to drive them to shopping. For example the closest clothing store is in Auburn.
- BRAAA will be expanding their service to address the transit needs by starting routes to Nebraska City and Auburn from Peru. The student government is interested in having an agreement with BRAAA to make the rides for student fare-free while student government contributes to the local match for BRAAA. Currently, BRAAA is in talks with the College's Dean Office (specifically Educational Support and Disability Services) and Student Government in regards to this.
- Proposed service will be offered one evening a week, with alternating service to Auburn and Nebraska City. The primary purpose for trips is likely to be shopping, however, BRAAA may expand the trip times to accommodate to show times for movies. One BRAAA employee lives in Peru and is willing to cover the expanded service. An end of semester airport trip to Eppley airport might also be added.
- Smita will work with BRAAA to provide travel training to students.
- Smita will inquire about adding BRAAA's contact information to the ground transport directory at Eppley Airport's phone booth.

### **Ride Reservation Using Texting**

- Seward County is on-board with using ride reservation using texting for dispatch. Seward County Transit intends to cater to the transportation needs of young adults/students, however, it is likely that paying cash for fare might be something that would deter ridership among younger generation. Hence, the plans are to add more payment options like Google Pay, Apple Pay, Paypal, etc. for transit rides. Such payment processing needs to be acceptable to the accountant and county treasurer and hence, Seward County is going through approvals to make the change. The proposal is to add alternate payment options like credit card payment on the bus using PayPal, Apple Pay, Google Pay, etc. (Buses now have WiFi).
- Ride Reservation using text sends the text message to an email address. This email can be then automatically forwarded to multiple users (like dispatcher, driver, and director, etc.) so that it is read and addressed as soon as possible.
- Travel training will be important, to make sure students reserve well ahead of time, before dispatch closes for the day at 6 pm. Smita will coordinate with Seward Transit to provide travel training to Concordia students. Marketing material will also have a QR code with a reservation link.
- Jeff Baker: If the bus is picking up one person from Concordia (reserved ride) and if extra people hop on the bus, that will work. However, reservations need to be made by 3 PM on the day of the trip.
- Trip details: College is on the edge of town, Walmart is 5 miles away, also to coffee and movies are destinations. Trying to set up a college student movie night on Tuesdays at 6.

### **Future Coordination Opportunities**

- Consider ways to enhance coordination. Coordination often happens organically when service is expanded or improved to address need, such as at Peru State College. Coordination is about increasing utility of existing service and finding potential for expansion fo services.
- York may be interested in the online app for reservation for the Christian College.
- Getting colleges involved through marketing
  - Track increase in student ridership.
  - Also look into High School students as target demographic.
- Coordination may also expand to hospitals, as they are similar to colleges with a captive clientele.

### **Suggestions**

- Work with employment centers to provide travel training.
  - Many employers have employees without cars, especially in Sarpy County.
- Marketing flyers and posters in Spanish (based on need).
- RCC members from UNO are willing to help Smita with the handbook.
- Intercultural senior center in Omaha would like to continue to be involved.
- Jeff Baker: Veterans Services Officers meeting for the SE district March 30 in Lincoln. Jeff would try to get Mobility Management and SE RCC on the meeting agenda.

### **NDOT Update/Input by Kari Ruse**

- Kari provided an update on the Scottsbluff Roadrunner, deviated fixed route system. Provide service up to  $\frac{3}{4}$  mile from the route. Started service January 10 with over 130 bus stops along two routes. Kansas City FTA officials attended the start of the new service. A YouTube video of the new service is available. May be a start for conversations in Grand island and Norfolk.

**RCC Meeting # 4** SAVE THE DATE: Week of March 12<sup>th</sup> at 10 AM. Venue: Lincoln. Smita will send out a Doodle Poll.