

Community Rides Grantee

*The **COLORE**Express*



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REAL, Inc.
301 Lucero Street
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361-668-3158



REAL Background

- Founded in 1972
- Principal Services include:
 - Rural Public Transportation Provider
(Political Sub-Division of the State of Texas)
 - Housing Facilities
 - Adult Day Care Activity Health Centers
 - Home Health & Provider Services
 - Our REAL South TX Community Clubhouse
(Serving Adults with Serious Mental Illness)

Overall Goals:

Dignified quality of life for rural communities in South Texas

Vision:

We honor the value, worth and dignity of ALL people through safe, caring, holistic and community-centered services.

Mission:

R.E.A.L. is the leading regional rural organization providing compassionate community-driven solutions by serving, so that EVERYONE has a fulfilling-independent quality of life.

Transportation by #'s



4

Hubs

Alice, Beeville, Falfurrias,
Sinton



82

Vehicles

ADA Accessible

144,102

Annual Trips
(2020)

71,345

Annual Trips
(2021)

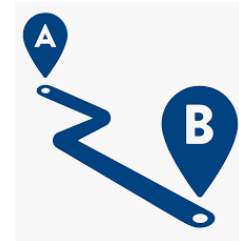
106,722

Annual Trips
(2022)



33

Drivers

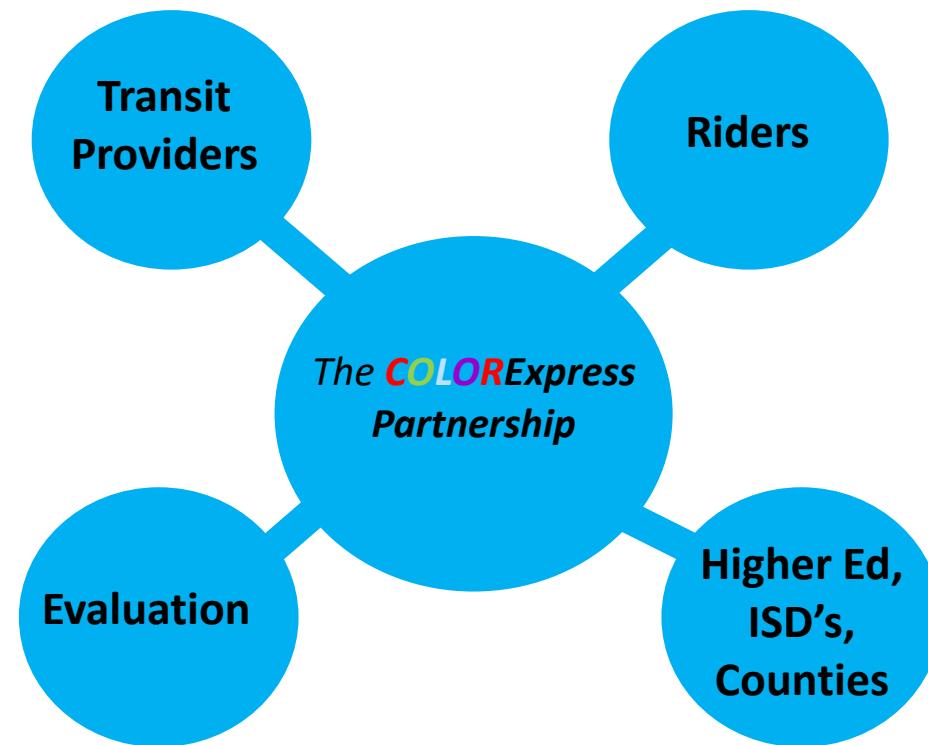


562

Daily Average
Passengers

*The **CO****LO****R**Express*

The Partnership



*The **CO****LO****R**Express*

Project Goals

1. Development and strengthening of a Transportation Partnership that will help reduce transportation as a barrier in accessing higher education by residents from rural counties of the Coastal Bend.
2. Increased awareness of public transportation services for residents in rural counties.
3. Establishment of flexible routing to educational institutions that will improve the availability, efficiency, and sustainability of transit services to and from higher education.
4. Integrate new technologies that will facilitate improved efficiencies of transit operations to increase/improve services.
5. Development of a sustainability plan for *The **CO****LO****R**Express*

Evaluation Framework: RE-AIM

- Reach
- Effectiveness
- Adoption
- Implementation
- Maintenance

The **COLORExpress**



Survey Results



Transportation Needs Survey

We would like to hear from you! Please help us identify the most important transportation needs of rural students in the Coastal Bend. Your responses will be anonymous and the survey should take less than 10 minutes to complete. If you choose to volunteer your email address at the end of the survey, you will be entered into a drawing for a chance to win a \$50 gift card! Thank you, in advance, for your participation

1. Do you need transportation to school?

- ☐ Yes
☐ No

2. Do you have transportation to higher education/training/trade school?

- ☐ Yes
☐ No

3. Will lack of transportation prevent you from enrolling in the school, training, or program of your choice?

- ☐ Yes
☐ No

- Sent to currently enrolled students by local college
- 592 Responses received
- All 9 counties served represented

Survey Results

Do you have transportation to higher education/training/trade school?

82% Yes

Will lack of transportation prevent you from enrolling or continuing to attend?

39% Yes

How far do you need to travel to campus?

27%	< 10 miles
22%	11 - 20 miles
22%	21 – 30 miles
11%	31 – 40 miles

What time of day do you attend (or plan to attend) classes?

39%	Online Only
34%	Morning Only
27%	Afternoon Only

Survey Results

What day of the week do you attend (or plan to attend) class?	45%	Every Day
	17%	MWF only
	16%	T TH only
Do you need transportation from one campus to another campus to attend classes?	71%	Yes
	24%	No
	5%	Unsure at this time
Would you need transportation for any of the following services on campus?	33%	Library
	33%	Labs
	32%	Student Activities
	19%	Advising
	17%	Tutoring
	17%	Study Groups

The **COLORExpress** Materials Developed

Coastal Bend Occupational & Learning Opportunity Routes

Points of Access

- REAL Transit Facility
- Coastal Bend College
- Dal Mar College
- Texas A&M Corpus Christi

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www.realinc.org

Reducing transportation as a barrier to accessing higher education

- Flexible routing to educational institutions
- Zero cost to residents in rural areas
- State of the art technology and WiFi access during commute

Easy Payment

- Innovative Software
- Convenient Online Access

Public transportation at work for you

CONNECTING YOUR LIFE TO THE TRANSPORTATION RESOURCES YOU NEED

You may be surprised to learn that what many consider "hustle culture" has just been your own gift and productivity to get by. The biggest set of priorities has only been exacerbated by the pandemic and REAL, is here to help. When realigning wages associated with ride and electricity, it usually means even heavier time to be taken. Low-income families face unique challenges including access to vehicles, maintaining previous vehicles and saving any time stress you may be facing so you can concentrate on your classes and future. Save money on gas, maintenance and parking permits while you catch a ride on the COLORExpress. Use your time to catch up on homework, FaceTime with family, or listen to music and take a nap to wash up refreshed and ready for the day's challenge. We created the COLORExpress with you in mind and now it's time for you to make YOU a priority and let us take care of your transportation needs this semester.

flexible routes for your educational needs

TRAINED AND FRIENDLY SERVICE

Our drivers are continuously trained to provide the best service to our clients including persons with disabilities and those who use a wheelchair. We stand by our motto, "Where helping people is our only goal." and "Considerence Comes So Family." Consider us like your family.

VEHICLE CLEANLINESS AND SANITATION

Federal law requires wearing a face mask on public transit. Drivers are also responsible for keeping their vehicles clean and safe. All of our vehicles are cleaned and sanitized daily. All vehicles are also inspected and maintained before each use because your health and safety is our priority.

Public transportation at work for you

Need a ride to school? GET ON BOARD and hop on the COLORExpress

Transportation to higher education

- Flexible routing to educational institutions
- Zero cost to students during pilot phase
- WiFi access during commute
- Mobile app for reservation convenience
- Technology for contactless payment

Points of Access

- REAL Transit Facility
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- Texas A&M Corpus Christi

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An introduction to our newest project aimed at serving students of the Coastal Bend

Need a ride to school? GET ON BOARD and hop on the COLORExpress



Routes targeted for rural colleges in the Coastal Bend



State of the art technology and WiFi access during commute



Clean and sanitized vehicles with safe and friendly drivers

College Routes



We want to establish responsive flexible routes for centers of higher education in the Coastal Bend.

We would also like to work with rural high school students who may need travel assistance for dual credit or early college access.

We are open to discuss setting up routes for other schools and programs, including local academies in the area.

Our ultimate goal is to increase access for all students, regardless of their socioeconomic background.

Technology for Easy Access



New software, mobile app and contactless payment options will be available for users to create a more efficient process.

Upgrading our system was crucial for this project to keep up with lives of students. Make reservations and payments online at your convenience.

Enjoy complimentary WiFi to help finish homework and send emails while getting a ride to class or on the way home.

Health and Safety First



Your health and safety continue to be our priority at REAL. All vehicles are cleaned, sanitized and inspected daily to ensure you are transported in a safe environment.

Federal law requires wearing a face mask on public transit. We ask that all passengers keep their nose and mouth covered on buses and in stations.

COASTAL BEND OCCUPATIONAL & LEARNING OPPORTUNITY ROUTES

As we are in the early stages of rolling out the COLORExpress, we hope to meet with more leaders of the community to ensure it will service those who need it most.

We are especially looking forward to working with local educators to help our hard working students with opportunities to reach their goals.

If you or someone you know can benefit from transportation to higher education please let us know so we can reach out and start the process now.

Highlights

- Secure Partners – Colleges, Universities, School Districts
School principals and counselors
- Engage Contiguous Transit Partners
- Outreach, outreach, outreach
Community coalitions, ESC, community activities
- Travel Training for HS students including students with special needs transitioning out of high school, transfer students from community college to 4-year university

Highlights

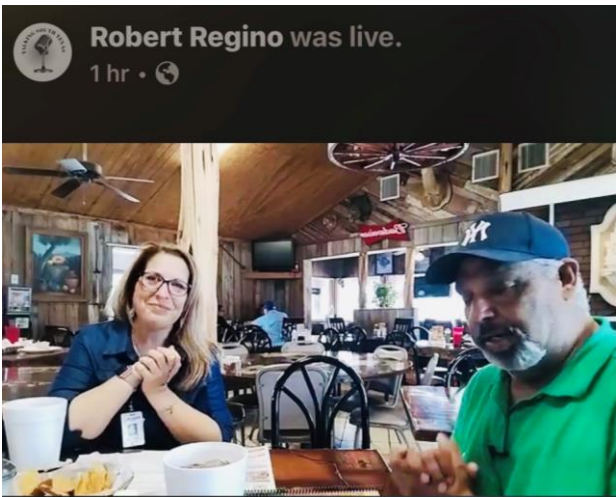
- Social Media & other venues
- Targeted HS students in dual enrollment programs (Rural Upward Bound/TRIO programs)
- Equipped fleet with On-Board Wi-Fi

Service Launch



- ▶ 3,435 Completed Trips
- ▶ 114,898 Completed Miles
- ▶ 28 Miles Average Trip length

Services



Local transit company providing free transportation for college students in rural communities to, from campus



FREE TRANSPORTATION FROM RURAL COMMUNITIES

6NEWS

Pam Garza, with R.E.A.L Inc., says she hopes no one ever counts themselves out of an opportunity over the concern of transportation, and to instead, call her office.

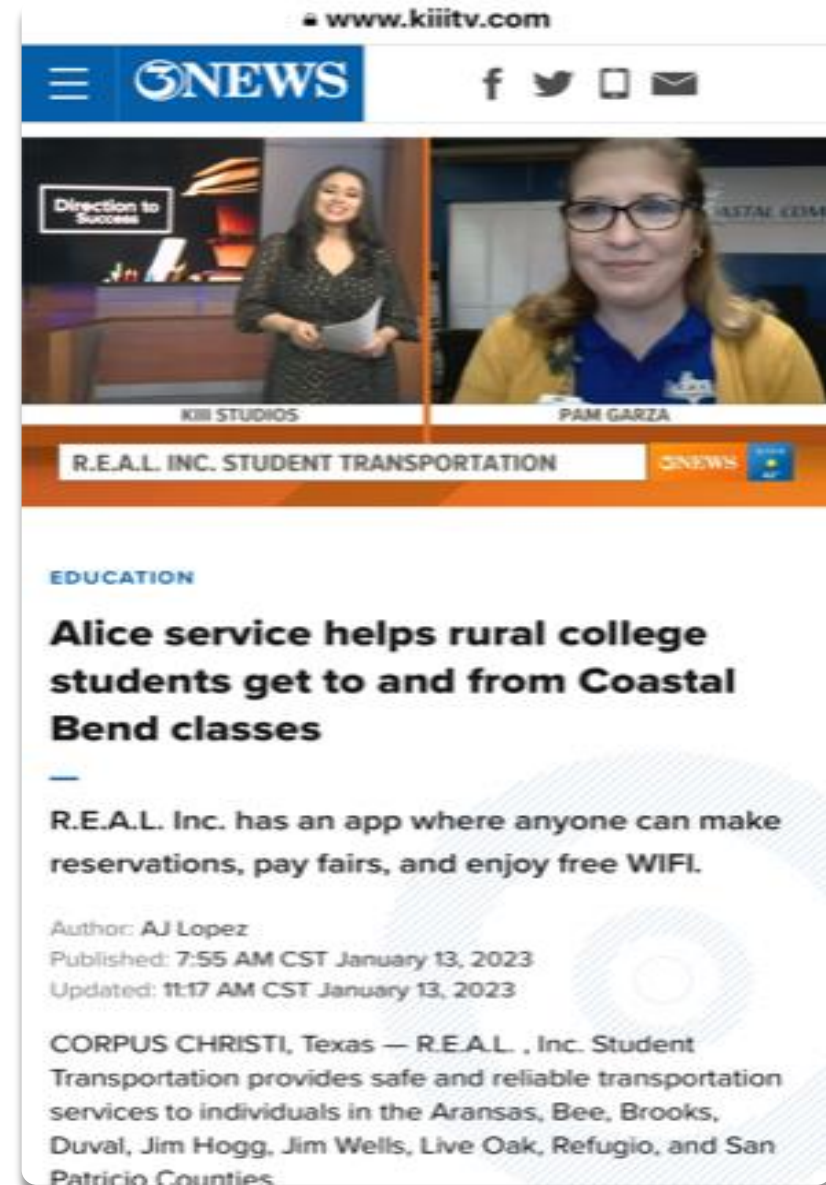


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Local transit company providing free transportation for college students in rural communities to, from campus | kiiitv.com

Connecting With The Community

- ❖ Extensive outreach at community events, high schools, college campuses, television morning shows, radio and billboard ads.
- ❖ College's website advertisements for students participating on online registration.
- ❖ College social media pages informing the public of the Color Express transportation resource for students.



- “The Color Express program gave me the opportunity to complete my last semester of college. When my family only had one car at home that my parents used for work and we lived an hour away from the college, I did not think I would be able to finish my last semester. Color Express was a blessing for me, I see the finish line!” – Fernando (Rider)



Wi-Fi Services For Riders



Connecting Students Across South Texas To A Higher Education



Forming Partnerships

Project Sustainability:

- ❖ Discussions with project partners for transitioning into a compensated phase.
- ❖ Agreement made for the continuance of service with one partnered school.



Cougars CROSSING

REAL Transit **FREE TRANSPORTATION FOR STUDENTS**

COLOR EXPRESS

CBC

SUCCESS

Free transportation for students in rural areas
Flexible routing to educational institutions
Wifi available on select buses

For more information or to schedule a ride,
call R.E.A.L. Inc. at (361)668-3158

R.E.A.L. Inc.
RURAL ECONOMIC ASSISTANCE LEAGUE

Coastal Bend COLLEGE



**THANK YOU FOR HELPING US BREAK BARRIERS
FOR RURAL STUDENTS ACROSS SOUTH TEXAS!**