



# 2025 Mobility Management Training Series

---

***6th National RTAP Conference, Wrangling Access and Mobility in  
Rural and Tribal Transit***

**Austin, Texas  
Dec 7-10, 2025**



U.S. Department of Transportation  
Federal Transit Administration



# Meet our team of experts!



**Cindy Frené**  
Principal-In-Charge  
Massachusetts



**Robin Philips**  
Executive Director  
Washington D.C.



**Karen Dumaine**  
Assistant Director  
Massachusetts



**Neil Rodriguez**  
Tribal Transit Program Manager  
Florida



**Cara Marcus**  
Knowledge and Resource Manager  
Massachusetts



**Scott Zadakis**  
eLearning Project Manager  
Massachusetts

**We are here to assist you  
with all of your rural transit  
and community needs!**



**Jeremy Bell**  
Tribal Transit Liaison  
Mississippi



**Enjoli Dixon**  
Rural Transit Project Manager  
Missouri



**Al Benedict**  
Technology Tools Lead  
Illinois



**Nancy Doherty**  
Analyst  
Massachusetts



**Resource Center**  
Resource Center Assistant  
Massachusetts

# Uber Connecting and Local Partners Solving the Rural First/Last Mile Challenge

Transforming rural mobility in Jefferson City through innovative partnerships and integrated transportation solutions.

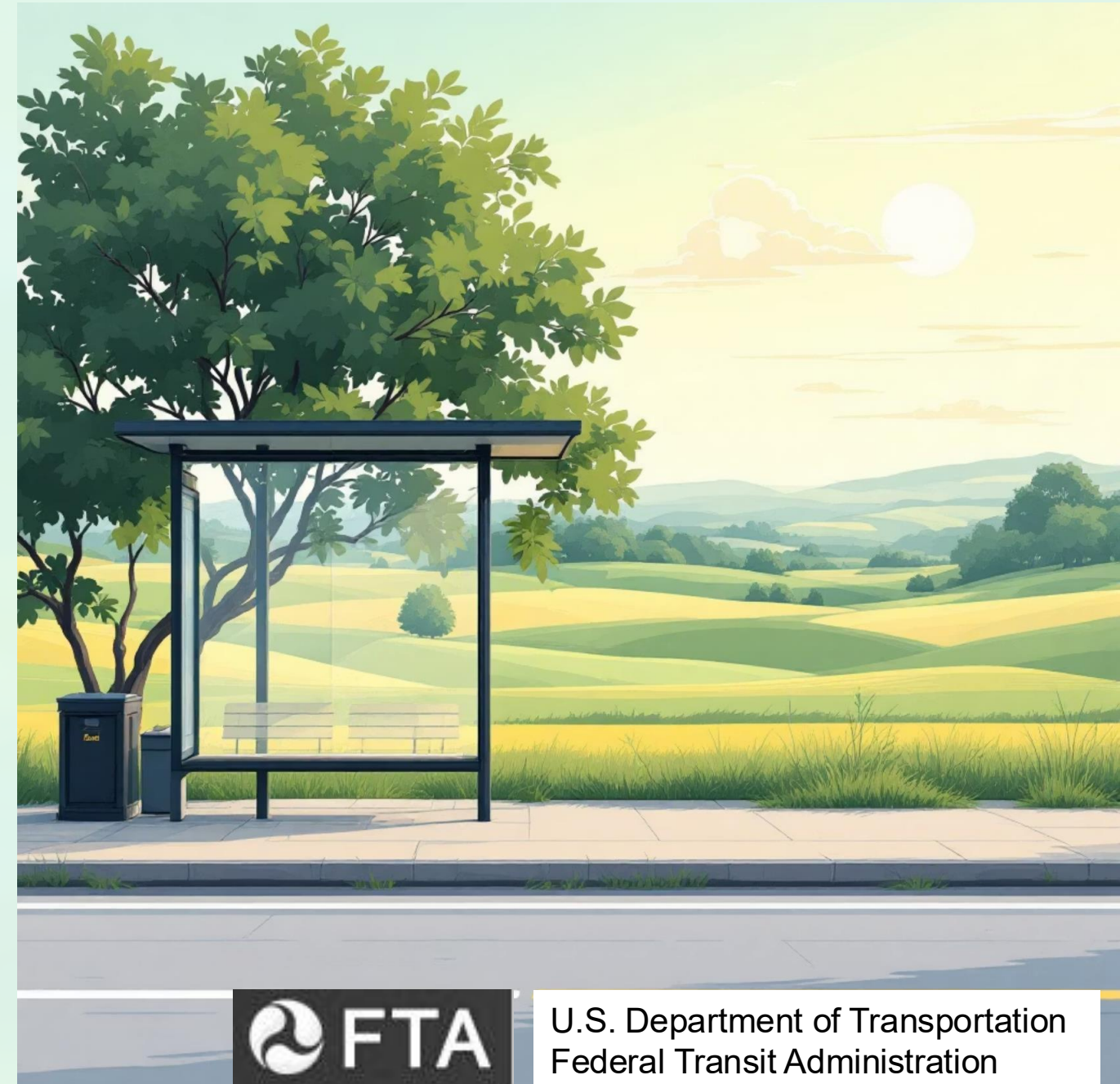


# The Rural Transit Challenge in Jefferson City, MO

JeffTran operates fixed-route and paratransit services serving Jefferson City residents, providing essential mobility for thousands of community members.

However, rural areas face significant challenges: limited transit coverage, low service frequency, and extended wait times that can exceed an hour.

These first/last mile gaps create barriers that prevent many residents from accessing jobs, healthcare facilities, and essential services—limiting economic opportunity and quality of life.



# JeffTran Today: Strengths and Limitations

## Current Strengths

- Fixed routes cover core city areas with reliable daily service
- Handi-Wheels paratransit supports riders with disabilities
- Established infrastructure and community trust

## Post-Pandemic Reality

Ridership has declined significantly post-pandemic, mirroring national trends across public transit systems nationwide.

## Service Gaps

Significant coverage limitations remain in less dense, rural zones where buses run infrequently or not at all, leaving residents stranded.



# Why First/Last Mile Matters

**60%**

## Lack Convenient Access

Of rural residents have no easy way to reach transit stops from their homes

**75%**

## Drop in Usage

Decline in public transit use when connections are unreliable or unavailable

**3x**

## Limited Opportunities

Residents without transportation face three times more employment barriers

Transportation barriers directly limit employment opportunities, access to healthcare, education, and essential services—creating cycles of economic disadvantage.



# Uber and Transit: A Proven Model for Integration

Uber's innovative "Uber and Transit" option seamlessly combines rideshare with public transit systems, creating integrated, door-to-door trip planning.

01

## Rural Stories

Cities like Jefferson City have the option to leverage Uber to compliment traditional fixed routes

03

## Scalable Model

Technology-enabled partnerships demonstrate clear pathways for rural implementation

02

## Status

Rideshare (specifically Uber) fills service gaps effectively, offering rides to transit hubs, early morning service, and overnight service for shift workers, medical rides and more.





# How Rideshare Extends JeffTran's Reach



## Seamless Connections

On-demand Uber rides efficiently connect rural residents directly to JeffTran bus stops, eliminating long walks or waits



## Flexible Scheduling

Dynamic routing reduces wait times dramatically and eliminates costly "dead miles" of empty bus runs in low-density areas



## Cost-Effective Solution

Significantly more affordable than expanding fixed-route infrastructure in areas with lower population density

# Local Partnerships and Community Impact



## Technology Meets Community

Strategic collaboration between Uber and local volunteer programs like EZ-MO creates a comprehensive mobility network



## Volunteer Driver Programs

Community-driven initiatives provide free or low-cost rides specifically for healthcare appointments and employment trips



## Maximizing Resources

Combining technology platforms with grassroots community resources maximizes both accessibility and affordability for all residents

# Addressing Challenges and Ensuring Equity



## Digital Access

Must ensure rideshare access for residents without smartphones or bank accounts through alternative booking methods and payment options

## Affordability

Implement targeted subsidies or seamless fare integration to keep rides affordable for low-income residents

## Accessibility

Critical importance of maintaining ADA-compliant vehicles and specialized services for riders with disabilities

# Next Steps for Jefferson City



## Comprehensive Study

JeffTran's upcoming public transit study will explore microtransit and rideshare integration opportunities, analyzing feasibility and community needs



## New/Pilot Programs

Launch targeted new/pilot programs to test Uber partnerships for first/last mile connections in underserved rural areas, gathering real-world data



## Data-Driven Optimization

Utilize comprehensive data evaluation to continuously optimize routes, control costs, and maximize rider satisfaction and system efficiency





## Conclusion: Bridging the Gap Together

### **Integrated Mobility**

Combining JeffTran's public transit with Uber's flexible on-demand rides can fundamentally transform rural mobility and quality of life

### **Connecting Communities**

Together, we can connect more residents to opportunity, healthcare, education, and vibrant community life

### **Innovation in Action**

Let's pioneer innovative rural transit solutions for a stronger, more connected, and equitable Jefferson City

"Transportation is the bridge between isolation and opportunity. Together, we're building that bridge for Jefferson City."