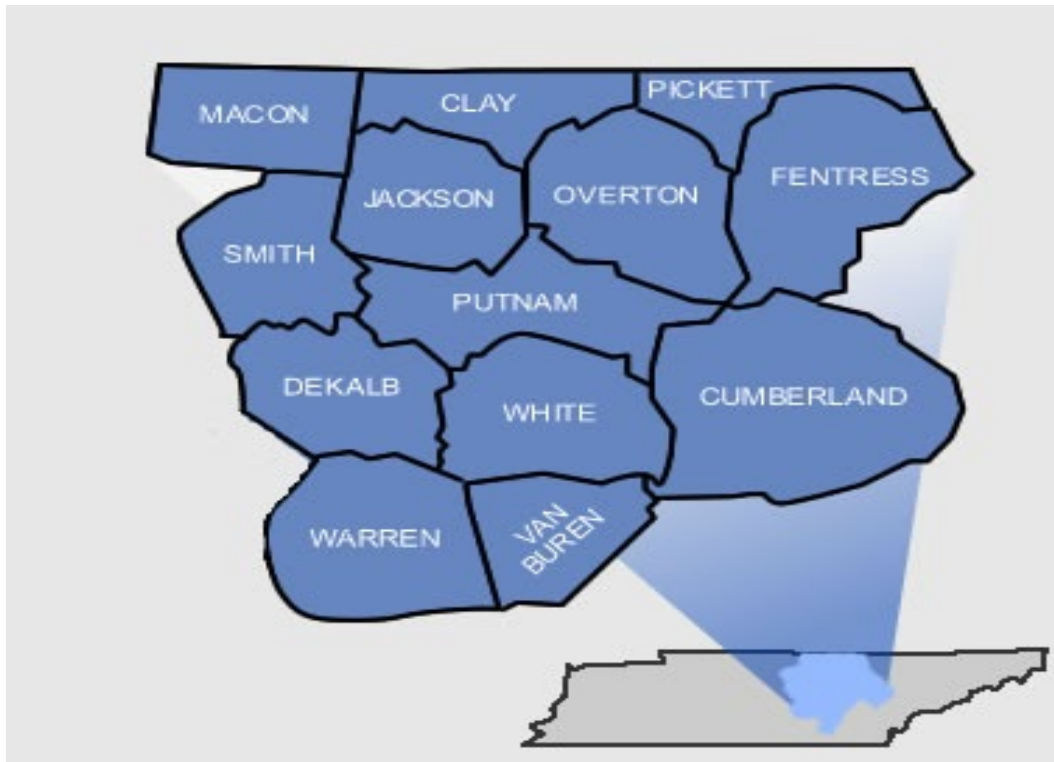




Upper Cumberland Human Resource Agency Community Rides Program

Our Agency

We provide a variety of social services throughout a fourteen county rural region known as the Upper Cumberland.



We've offered Transportation Services for 45 years in the Upper Cumberland.



FEDERAL FUNDING SOURCES

5311 FUNDING *RURAL FORMULA*- THE MAJORITY OF WHAT COVERS OUR OPERATIONS (FUEL, DRIVERS SALARIES, MAINTENANCE, ETC..) ROUGHLY **\$9.6 MILLION** ANNUALLY (STATE, LOCAL AND FEDERAL COMBINED)

5310 FUNDING *SENIORS AND DISABILITIES*- WE ARE ONE OF THE FEW RURAL TRANSPORTATION AGENCIES IN THE STATE OF TENNESSEE THAT OFFER A MOBILITY MANAGEMENT PROGRAM. THE STATE AND FTA ARE GENEROUS WITH THE 5310 FUNDING AND WE APPLY ANNUALLY THROUGH A COMPETITIVE GRANT PROCESS. **\$400,000** ANNUALLY (STATE, LOCAL AND FEDERAL COMBINED).

5339(B) FUNDING *BUS & BUS FACILITIES*- EVERY FEW YEARS, WE WORK WITH OUR STATE TRANSIT ASSOCIATION AND OTHER TRANSIT PROVIDERS IN TENNESSEE TO JOINTLY APPLY FOR 5339(B) FUNDING TO PURCHASE VEHICLES. IN THE LATEST ROUND, WE APPLIED AND COLLECTIVELY WON \$12 MILLION STATEWIDE, OF WHICH UCH-RA WILL RECEIVE **\$5.3 MILLION** WITH A 5% MATCH DUE TO THE STATE OF TN CONTRIBUTING ABOVE THEIR TYPICAL MATCH RATES.

STATE FUNDING SOURCES

IMPROVE ACT - IN 2016, THE STATE OF TENNESSEE PASSED THE IMPROVE ACT - FUEL/EXCISE TAX INCREASE. TENNESSEE HAD A BACKLOG OF INFRASTRUCTURE PROJECTS AND THE FUND BALANCE WAS IN NEED OF REVENUE. LEGISLATORS DEDICATED \$21 MILLION OF NEW REVENUE TO TRANSIT CAPITAL PROJECTS ON A RECURRING, ANNUAL BASIS. UCH-RA PROJECTS FUNDED INCLUDE (1) OUR BUS SHELTER PROJECT (2) NEW MICRO-TRANSIT SERVICE PICKUP COOKEVILLE (SOFTWARE, VEHICLES) (3) PLANNING PROJECT (4) EV PROJECT.



THE TRANSPORTATION SERVICES WE OFFER

DEMAND RESPONSE – WE REFER TO OUR DEMAND RESPONSE SERVICE AS RIDE UPPER CUMBERLAND. FAR AND AWAY, OUR DEMAND RESPONSE SERVICE ACCOUNTS FOR THE MAJORITY OF OUR TRIPS EACH YEAR. WE OPERATE DEMAND RESPONSE SERVICE IN ALL FOURTEEN COUNTIES WITHIN OUR SERVICE AREA.

DEMATED FIXED ROUTE – WE REFER TO OUR DEMATED FIXED ROUTE SERVICE AS OUR GO ROUTES. WE OPERATE A DEMATED FIXED ROUTE IN 3 OF OUR MOST POPULOUS COUNTIES WHICH ARE HOME TO COOKEVILLE, MC MINNILLE, AND CROSSVILLE. WE'VE RECENTLY PROCURED THE SERVICES OF PASSIO GO TECHNOLOGIES TO MODERNIZE OUR SERVICE AND INCREASE ITS VALUE TO OUR RIDERS. RIDERS CAN NOW DOWNLOAD A WHITE-LABEL APP AND SEE WHERE THEIR BUS IS IN REAL TIME. SERVICE IS CURRENTLY BEING TESTED WITH GOOGLE FOR GOOGLE MAPS AND SHOULD BE PUSHED OUT SOON.

INTERCITY FEEDER SERVICE – OUR INTERCITY FEEDER SERVICE IS REFERRED TO AS OUR CONNECT ROUTES. WE OPERATE A FEEDER CITY TO NASHVILLE AND MURFREESBORO FIVE DAYS A WEEK.

MICROTRANSIT SERVICE – WE REFER TO OUR MICROTRANSIT SERVICE AS PICKUP UPPER CUMBERLAND. WE CURRENTLY ONLY OFFER THIS SERVICE IN COOKEVILLE AND MOST RECENTLY, CROSSVILLE WITH PLANS TO EXPAND.

JOB ACCESS – WE OFFER JOB ACCESS TO ELIGIBLE CLIENTS IN ALL FOURTEEN COUNTIES.



Our high level goal was to *“Improve transportation information and trip planning capacity to increase awareness of existing transit services and improve the ease-of-use for riders”* through the following:

- Planning
- Outreach
 - Focus Groups
 - Marketing
 - Working Groups
- Technology Investments
 - General Transit Feed Integration – Google/Apple Maps



The Problem

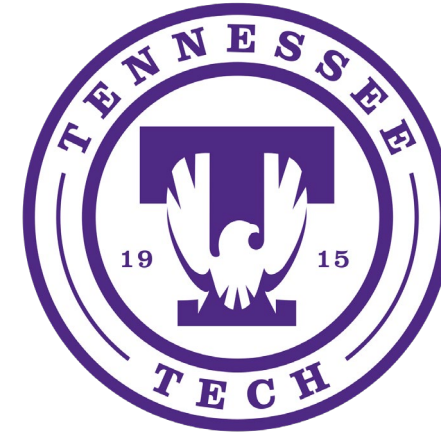
- Lack of awareness of the transportation services we offer in the broader community
- Uncertainty about who can ride
 - Common anecdotes include community members assuming our transportation services were solely for the elderly or for medical appointments
- Uncertainty about how to access transportation services



Project Partners

Tennessee Tech University

- Worked with students in the business school
- Assist with GTFS route conversion



Cookeville Regional Charitable Foundation

- Formalize a working relationship to serve clients
- Event Sponsor
- Collaborator



Information Technology Investments

- Real time computer aided dispatch
- Automatic Vehicle Location tracking
- Web based & mobile passenger applications to:
 - Track vehicles in real time
 - Subscribe to routes and bus information
- Google Maps integration

Follow Your Bus
With the GO UC app!

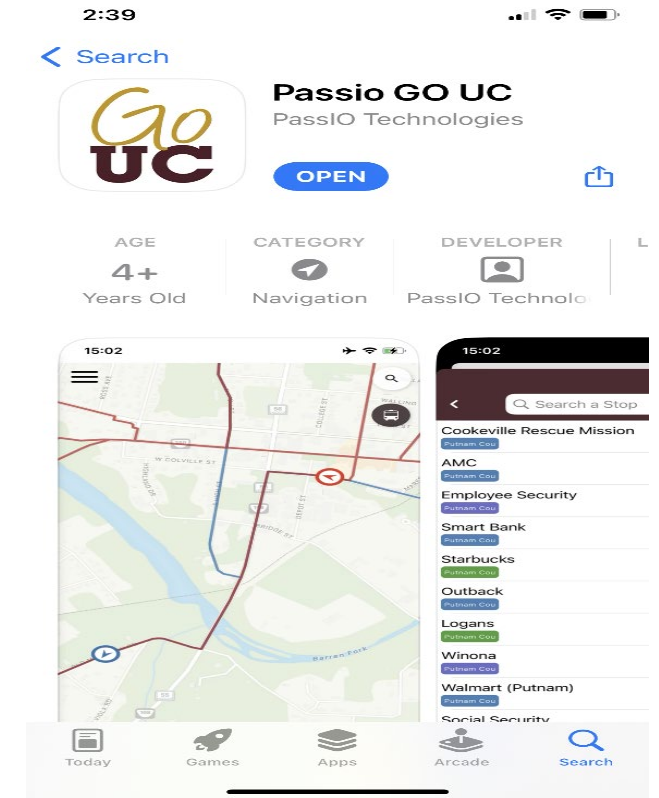
No more missing the Bus!
With real-time tracking and notifications, riding the bus has never been easier!

Download the GO UC app from the Google Play or Apple App Store today, take the in-app tour and enjoy!

GET IT ON
Google Play

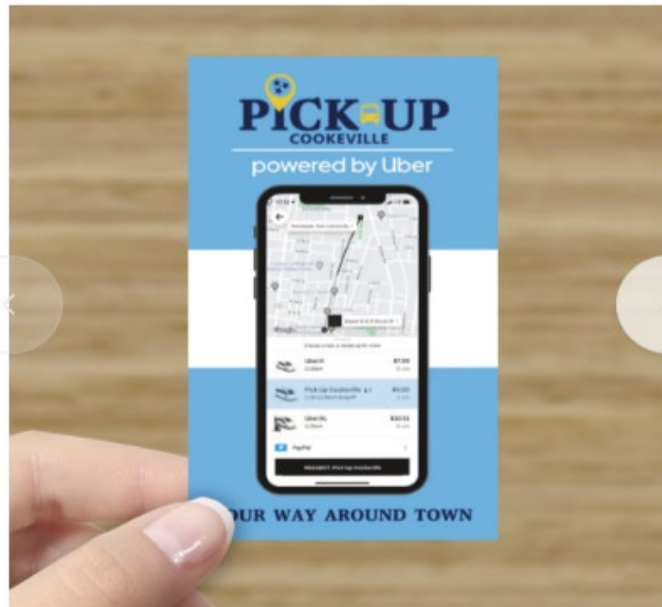
Download on the
App Store

Go UC



Revamped Marketing Materials and Expanded Marketing Presence

- Our outreach initiatives were meant to inform our planning process and incorporate the priorities of the public into our process. Outreach also informed our marketing approach.



PICK-UP | Uber
UPPER CUMBERLAND

**NEED A RIDE IN CROSSVILLE?
FIND US ON THE UBER APP**

SCAN AND FIND US ON THE UBER APP!

UC*HRA WE GET YOU WHERE YOU NEED TO GO!
Public Transportation 833 UC-TRIPS | ucpublictransit.com

**Follow Your Bus
with the Go UC app!**

No more missing the bus! With real-time tracking and notifications, riding the bus has never been easier!

Download the GO UC app from the Google Play or Apple App Store today, take the in-app tour and enjoy!
www.uchra.passiogo.com/



Revamped Marketing Materials and Expanded Marketing Presence

- We developed our One Message campaign that used the slogan “We get you to where you need to go”. Through our outreach, we realized it wasn’t important to educate the public on what demand response or micro-transit services we offer, but simply that “We’ll get you to where you need to go”.



Revamped Marketing Materials and Expanded Marketing Presence

- Billboards, radio ads, social media, restaurants and other mediums



Uber

HOW TO RIDE WITH PICK UP UPPER CUMBERLAND



Travel within the Cookeville and Crossville areas with Pick Up and enjoy a personalized riding experience. Our fleet is equipped with everything to make your ride comfortable including phone chargers and waters.

HOW IT WORKS

- Scan the QR code below with your smartphone camera
- Create your Uber Account
- Ready to schedule a trip? Simply enter your pick up and drop off address at the top of the screen.
- Select Pick Up UC on the ride-option screen.
- Request your ride.






GET THE APP

This service is provided by UCHRA Public Transportation.
Project funded under an agreement with the Tennessee Department of Transportation.

FOLLOW YOUR BUS WITH THE *Go*UC APP

Get real-time tracking & notifications

GET IT NOW:



UC*HRA
Public Transportation

This project funded under an agreement with the Tennessee Department of Transportation.



HOW ARE THINGS GOING

AS YOU CAN SEE ON THE RIGHT, OUR TRIP NUMBERS FOR THE FISCAL YEAR ENDING JUNE 22' ARE RIGHT BACK TO WHERE THEY WERE PRE-PANDEMIC.

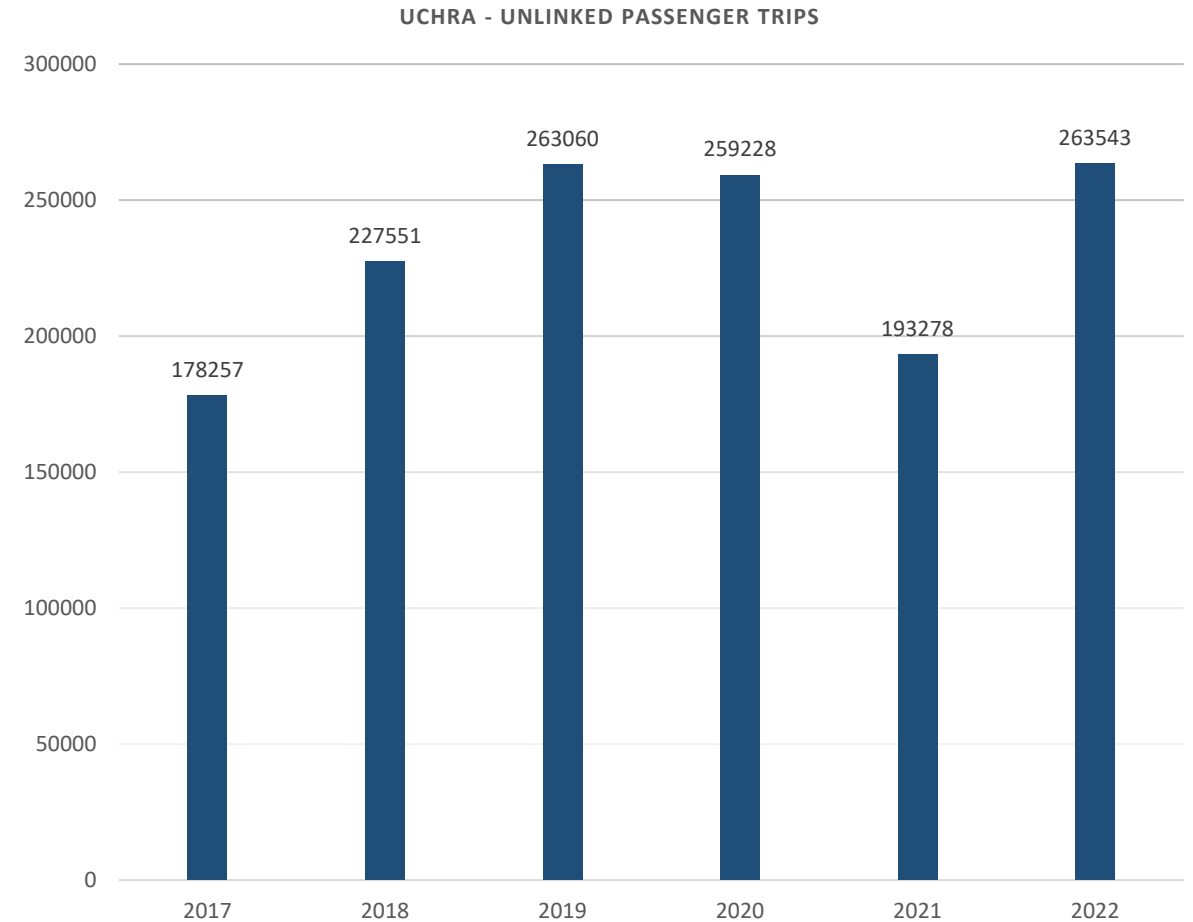
HOWEVER, OUR TRIP NUMBERS ARE UP **20%** WHEN YOU COMPARE 1H OF FFY22 WITH 1H OF FY23.

BETWEEN 1H/FY22 AND 1H/FY23

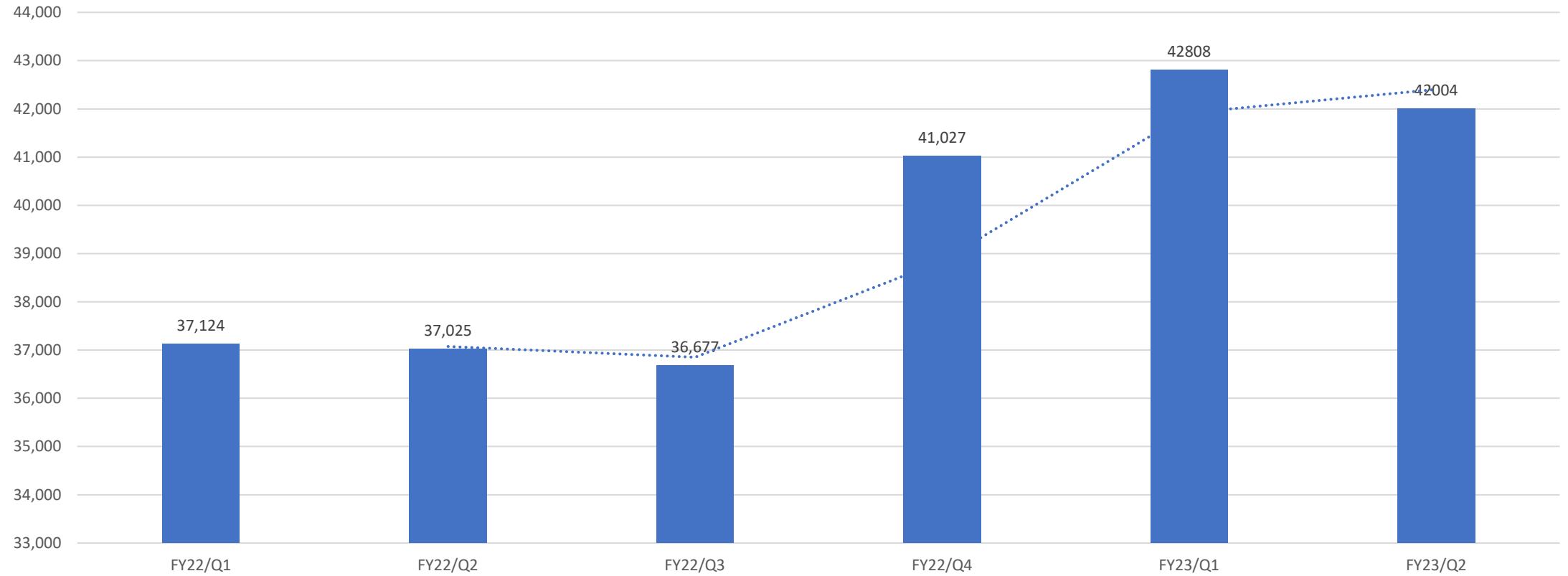
DEMAND RESPONSE TRIPS UP **14%**

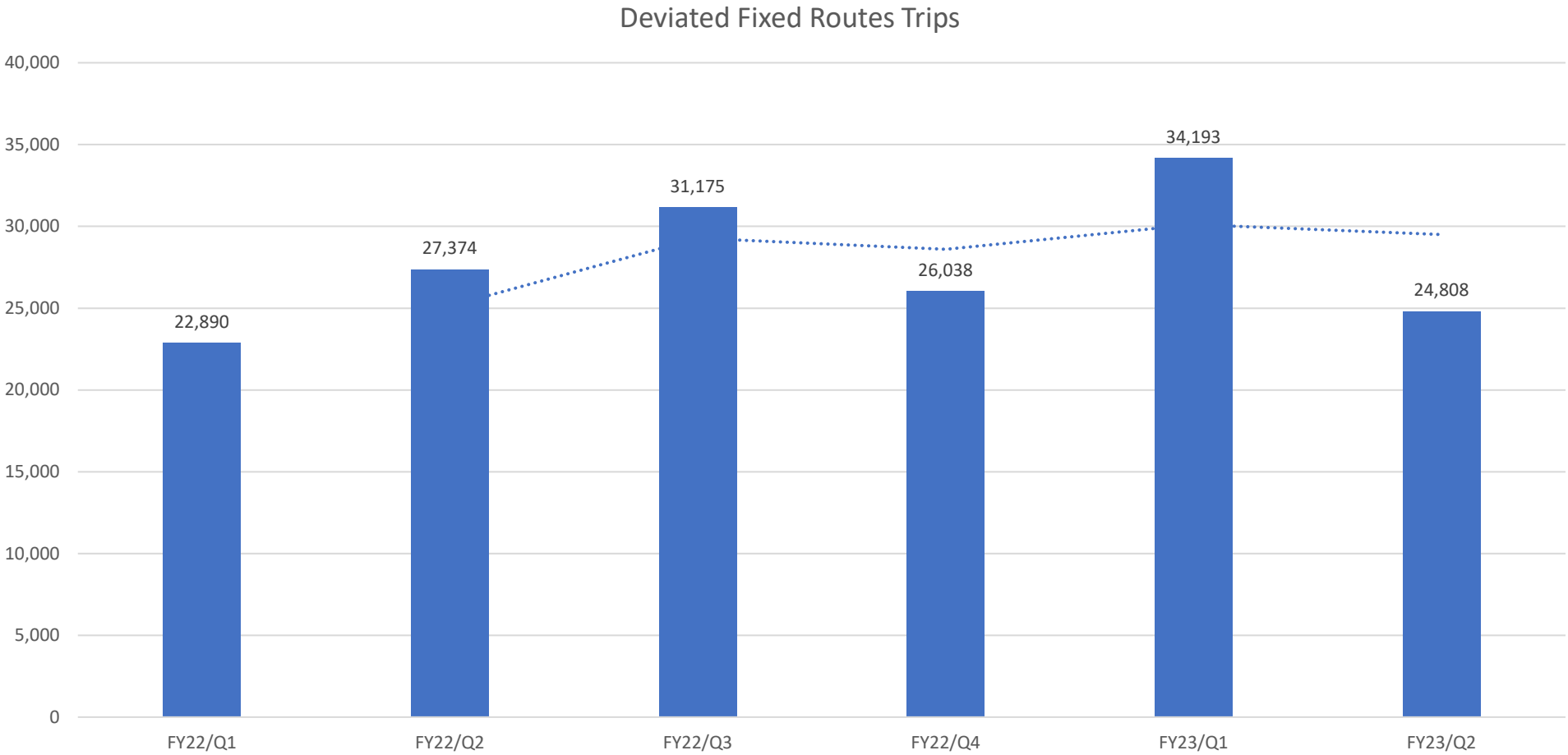
DEVIATED FIXED ROUTE TRIPS UP **17%**

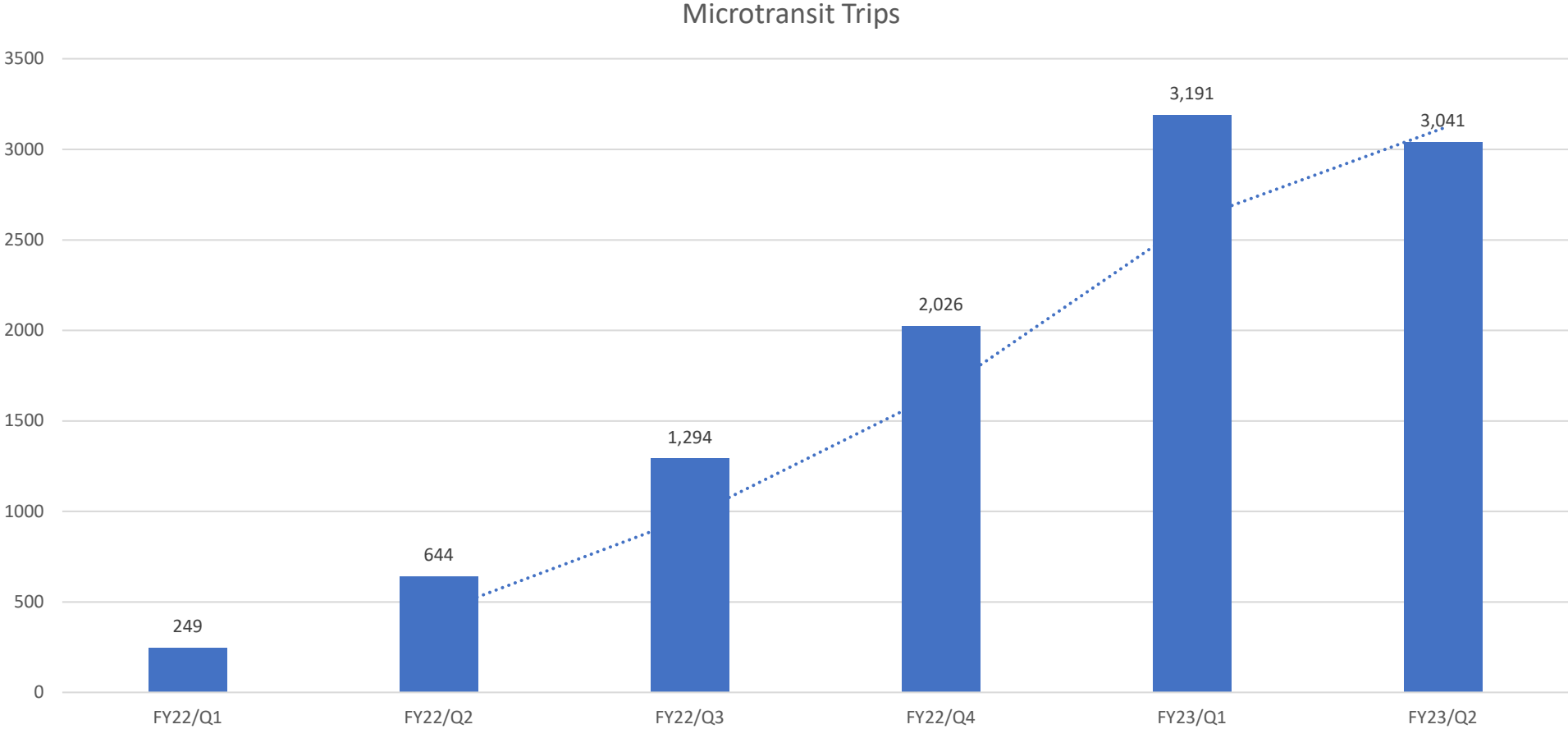
MICROTRANSIT TRIPS UP **598%**



Demand Response Trips







Community Engagement

- Veteran's Roundtable
- Workforce Development Roundtable
- Hispanic Outreach Events
- Chamber of Commerce events
- Many other community engagement events and activities



Testimonials

- UCHRA Public Transit has worked directly with individuals at a local coffee shop, *The Exceptional Bean*
- The Exceptional Bean solely employs individuals with disabilities.
- Our transit department connected these individuals with our Job Access program and all the transportation services we offer.
- Identified the need for travel training, job access, rental assistance, low-income heating and energy assistance program and the low-income household water assistance program



The Impact

Transportation access is an important contributor to the social determinants of health. Through the Community Rides grant and our other federal and state grants, we have made and will continue to make strategic investments to better serve our riders.

We're most proud of the impact that these investments have had in the lives of our riders. The impact is easy to see when you ride around in one of our vehicles on any given day and see the young adult being picked up by one of our micro transit vehicles to go to work, or the struggling single mother who gets free transportation to and from work under our Job Access program, or the elderly individual who just needs a ride to the senior center or grocery store.



Moving Forward

From the outset, we did not want to ramp up service or marketing spend without a plan to ensure the new service or marketing would be able to continue once the Community Rides grant concluded. It was for this reason that we elected to not pursue service expansion as part of our original grant proposal.



Moving Forward

Moving forward, we plan on continuing many of the activities that took place within Community Rides such as:

- Annual \$50,000 marketing spend
- Incorporating transportation questions in our annual Community Needs Assessments
- Continuing to work with our current partners to identify ways we can work together to increase access to transportation
- Continuing to invest in technology to provide easier access for our current and future riders



Thank you!

