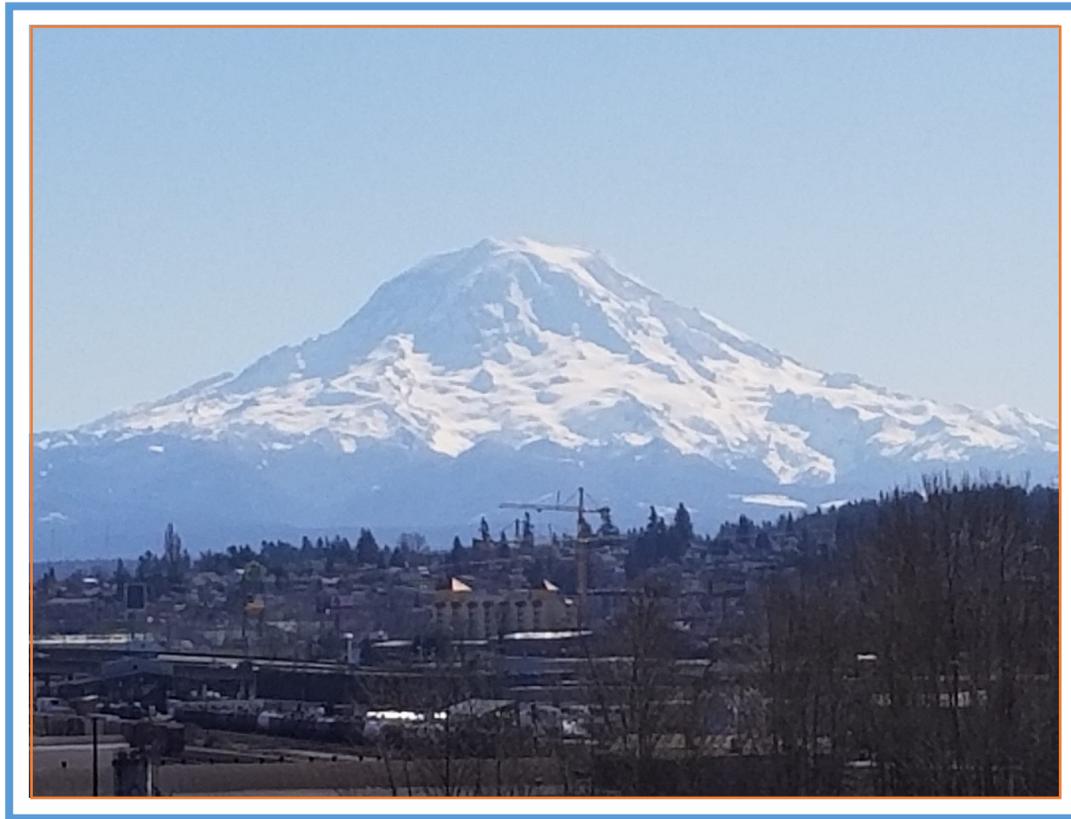


NEED A RIDE. GET A RIDE IN PIERCE COUNTY

**Strategic Plan Update
May 2019**



2015-2020 COORDINATED TRANSIT-HUMAN SERVICE TRANSPORTATION PLAN

Table of Contents

Contents.....	2
Introduction.....	3
Purpose.....	3
Mission.....	3
Strategy Update—Close Transportation Gaps.....	4-5
Strategy Update—Connect the System.....	6-7
Strategy Update— Close Awareness Gaps.....	8-9

Introduction

The Pierce County Coordinated Transportation Coalition (PCCTC) was established in 1999 as a means to bring together public transit, social service agencies, private transportation companies and community stakeholders to work together to break down the barriers to transportation resources in Pierce County. As the PCCTC approaches its 20th anniversary, significant progress has been made, but our work is not done. This Strategic Plan update includes achievements and accomplishments that have moved us closer to our purpose and mission and our plans and goals for the future.

Our Purpose

The purpose of the PCCTC is to ensure that people with limited transportation options who live, learn, work, and socialize in and around Pierce County get a ride. That simple. Need a ride? Get a ride.

Our Mission

We achieve our purpose by developing and coordinating transportation services for people with limited transportation options.



Strategic Goal #1: Close Transportation Gaps

Strategic Objective 1:

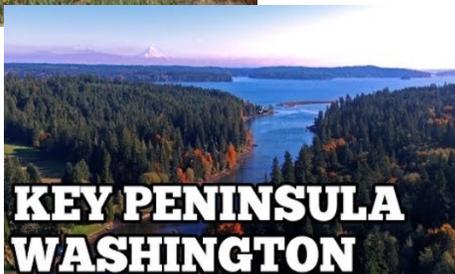
- Work with communities in two geographic areas and one demographic area to identify baseline data of current transportation and transportation gaps by the end of 2018

Two geographic areas chosen:

- Sumner/Bonney Lake
- Key Peninsula

Results:

- Two community summits were held in Sumner/Bonney Lake and one community summit was held in Key Peninsula in 2016.
- More than 40 community leaders, businesses, human services agencies and general public attended each event.
- As a result, new partnerships were formed and transportation options were improved, expanded or identified by coordinating existing resources and leveraging new projects with the connections that were made at the events.



Strategic Goal #1: Close Transportation Gaps

Strategic Objective 2:

- Create one or more new transportation options, expand current transportation options, or build awareness of existing transportation options.

One demographic area chosen:

- Dialysis Transportation

Results:

- Goal Statement adopted: Create transportation solutions to improve access to dialysis care for better health outcomes.
- Group convened in May 2018 and has met monthly since.
- Data was gathered about the number of dialysis centers and patients in Pierce County and the challenges that impact their health outcomes.
- Dialysis staff from both Davita and Fresenius joined the team in August and gave compelling testimony about transportation being at the top of the list of challenges for patients.
- A field trip to a dialysis center in October allowed for greater understanding of the dialysis process and why it's critical for a patient's health.
- Conversations were held with dialysis patients about their transportation needs for getting to treatment.



Next Steps:

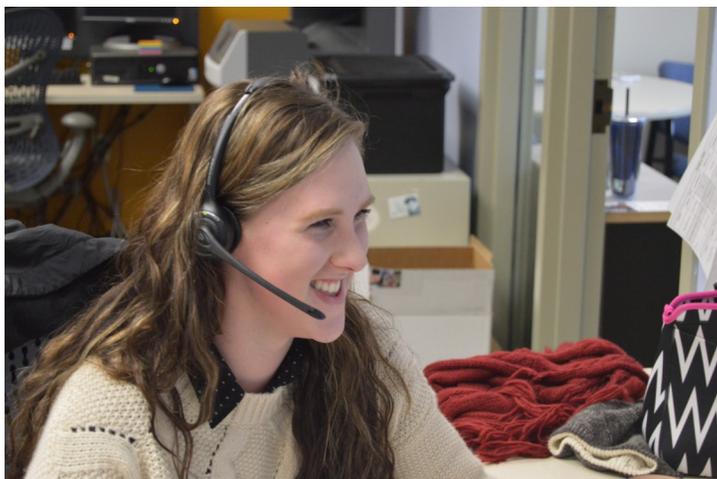
- Disseminate what we've learned to develop and design transportation models that benefit patients, transportation providers and dialysis centers.
- Obtain partners and funding to use one of the models to implement a transportation pilot program in 2019.



Strategic Goal #2: Connect the System

Strategic Objective 1:

- Collaborate with **PCCTC Special Needs** transportation partners to develop agreements to establish a simple process for users that makes getting rides in Pierce County easier



Results:

- Representatives from four PCCTC Special Needs transportation providers formed a work group to learn more about the process a client has to go through to get a ride from each of the providers.
- It was discovered that a significant amount of time was being spent on the initial intake of client information, which then had to be repeated for each subsequent program the client contacted.
- In 2016, a pilot was launched where United Way 2-1-1 would serve as the primary contact utilizing a jointly created common intake form that met each of the programs' information needs. Once complete, the form is forwarded to the individual program to contact the client and arrange a ride.
- The pilot was successful, and the program was put into regular, full time service in 2017 and is known as the Common Intake Point Program.
- 2-1-1 follows up with each customer to track the outcome, and to date, 80% of clients who enter the system successfully received the trip they needed.

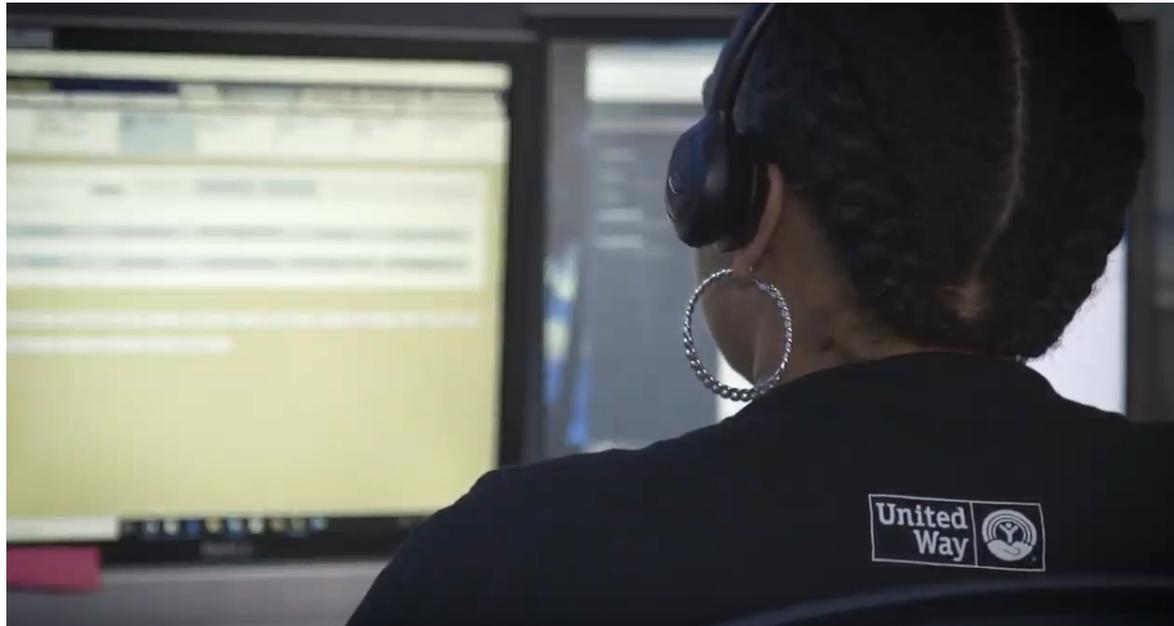
Strategic Goal #2: Connect the System

Strategic Objective 2:

- Develop a diverse, collaborative team to identify and implement other opportunities to improve the customer experience by 2020.
- Expand on collaboration efforts by recruiting and adding new partners to the Common Intake Point Program by 2020.

Next Steps:

- Continue to track and measure the success of the Common Intake Point Program and to demonstrate the advantages having clients utilize a central intake portal.
- Bring a group of interested parties together to research and brainstorm about improving the customer experience for getting rides.



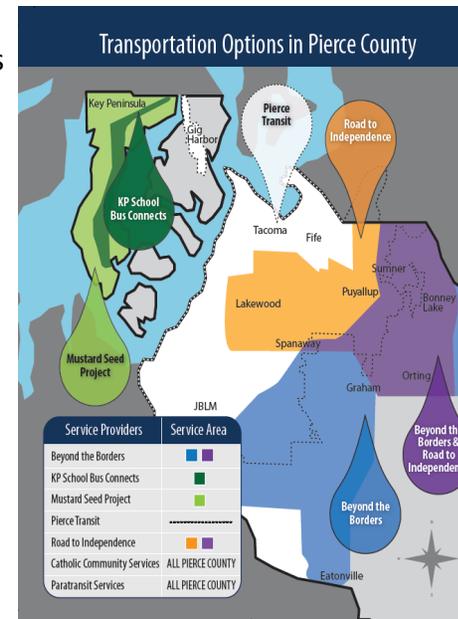
Strategic Goal #3: Close Awareness Gaps

Strategic Objective 1:

- Increase awareness and utilization of existing transportation options

Objectives:

- Provide PCCTC information at 300 outreach events.
- Tabulate and report the number of individual outreach contacts by all PCCTC members at multiple events with a goal of 6,000 contacts.
- Handout a total of 7,000 PCCTC brochures.
- Hold 2 PCCTC transportation/take a ride events.
- Create a social media site.
- Create a promotional video.



Beyond the Borders: Free transportation for seniors, youth, persons with disabilities, and people with low income traveling in East or South Pierce County, outside Pierce Transit's service area. (253) 476-4657

KP School Bus Connects: Free transportation on the Key Peninsula on Tuesdays, Wednesdays and Thursdays in off-duty school buses. (253) 884-2877

Mustard Seed Project: Individual door-through-door services and accessible mini-bus transportation for seniors and adults with disabilities. (253) 884-2216

Pierce Transit: Local bus routes and ADA paratransit service within the defined service area. (253) 581-8000

Road to Independence: Free rides to and from work for low income and special needs clients traveling in Northeast Pierce County and South King County. (253) 778-7958

Catholic Community Services: Volunteer transportation services for seniors with low income and adults with disabilities. (844) 851-9380

Paratransit Services: Non-emergency medical transportation for eligible Medicaid clients. (800) 925-5438



Call 2-1-1
to learn about transportation options that meet YOUR NEEDS.

If you're traveling in Pierce County and need assistance with transportation:

- Plan ahead. You'll need time to identify the best service for you and to arrange a ride.
- Call 2-1-1 to find out which service meets your needs.
- Arrange a ride using the referral from the 2-1-1 representative.



Results to date:

- Creation of the Need a Ride? Get a Ride. brochure which shows transportation services overlaid on a map of Pierce County. First printing of 5,000 copies June 2017. Second printing of 5,000 copies was ordered in June 2018 as the first printing was depleted.
- Page highlighting the PCCTC created on Facebook. <http://www.facebook.com/PCCTransportationCoalition/>
- The first in a series of videos have been published at www.piercecountywa.gov/beyondtheborders
- Nearly 80 outreach events have been attended by PCCTC staff, with nearly 5,000 customer contacts to date.

Strategic Goal #3: Close Awareness Gaps

Strategic Objective 2:

- Develop and deliver a message to educate and advocate for resources to eliminate transportation gaps.

Objectives:

- Develop a position white paper with compelling stats and defined talking points to highlight the need for increased transportation funding.
- Work with Pierce County and Pierce Transit legislative liaisons to identify key strategies for initiating support.
- Participate in grant program management planning and review activities and advocate to assure regional equity.
- Identify 2 legislative champions from each party by the end of 2020.

Results to date:

- Legislator Jake Fey attended a PCCTC meeting to learn more about specialized transportation needs in Pierce County.
- Government Liaison for Pierce Transit presented at a strategy team meeting.
- Staff is participating in the Grant Process Advisory Committee to ensure continual improvement in the grant award process to fund as many special needs projects as possible in our region.
- Consolidated Grant awards for the 2019-2021 and 2021-2023 biennia have been announced, and the majority of transportation projects received their full ask amount, which included an increase to cover rising costs for the first time in several biennia.

