

# State of the State: Transportation Coordination Efforts in Missouri



**Federal Transit  
Administration**

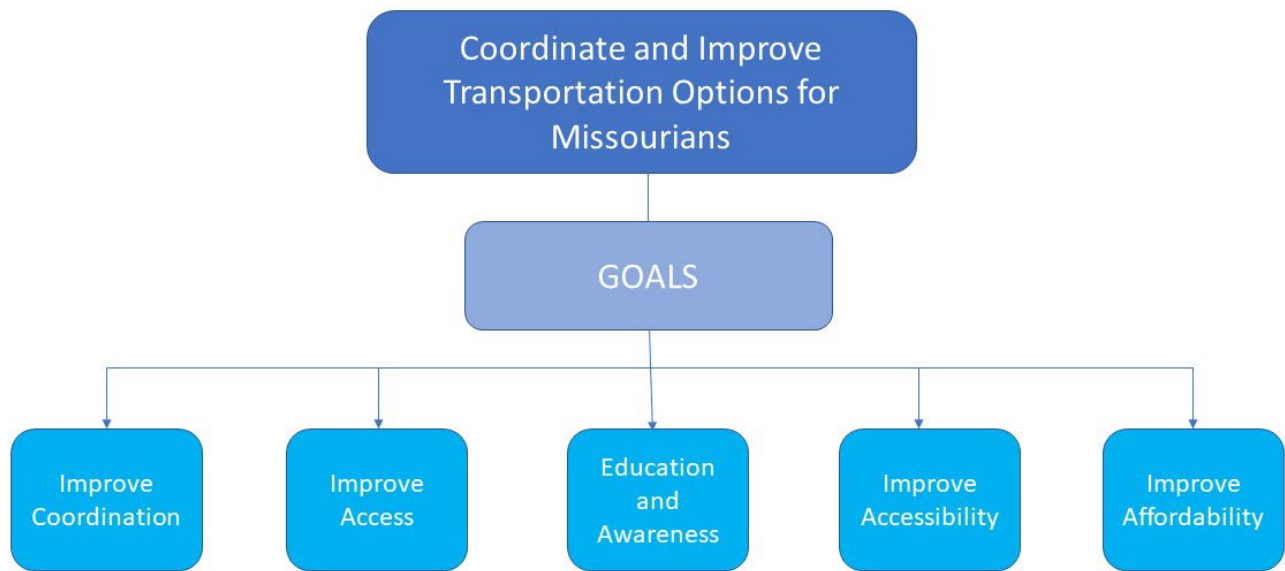
February 2022

## **About the National Center for Mobility Management (NCMM)**

The National Center for Mobility Management is a national technical assistance center funded through a cooperative agreement with the Federal Transit Administration, and operated through a consortium of three national organizations—the American Public Transportation Association, the Community Transportation Association of America, and Easterseals Inc. The mission of the Center is to promote customer-centered mobility strategies that advance good health, economic vitality, self-sufficiency, and community.

## Summary

The Missouri Transportation Taskforce with a broad range of partnering agencies, initiated the Statewide Mobility Management Project in October 2019 with the goal of improving travel options for residents and visitors of the state. In 2019, a summit was held with attendees from various industries and transportation agencies across the state of Missouri to address and provide potential solutions to solve mobility issues in communities across the state. The mission of the Missouri Transportation Task Force is “to provide leadership, promote collaboration, and gather best practices to improve transportation coordination in the state of Missouri in order to enhance the quality of life for all Missourians through improved transportation access, accessibility, and affordability.”



*Figure 1 - The Vision for Mobility Management in MO developed by NCMM per MO Transportation Task Force Mission Statement*

To better address the diversity of the state, there is a focus on seven regions along county boundaries – Northwest, Northeast, Kansas City, Central, St. Louis, Southwest, and Southeast. For the state, a task force was developed to help understand transit needs, overlaps and to establish mobility regions to form statewide coordination. This task force meets monthly for:

- Sharing information and experiences that are likely to help in mutual learning and seeking advice
- Creating opportunities for partnership and seeking coordination ideas that help in economically efficient public transportation in the region
- Discussing and addressing mobility needs in the region
- Developing a statewide Mobility Management Plan for the state of Missouri

# Coordination of Organization

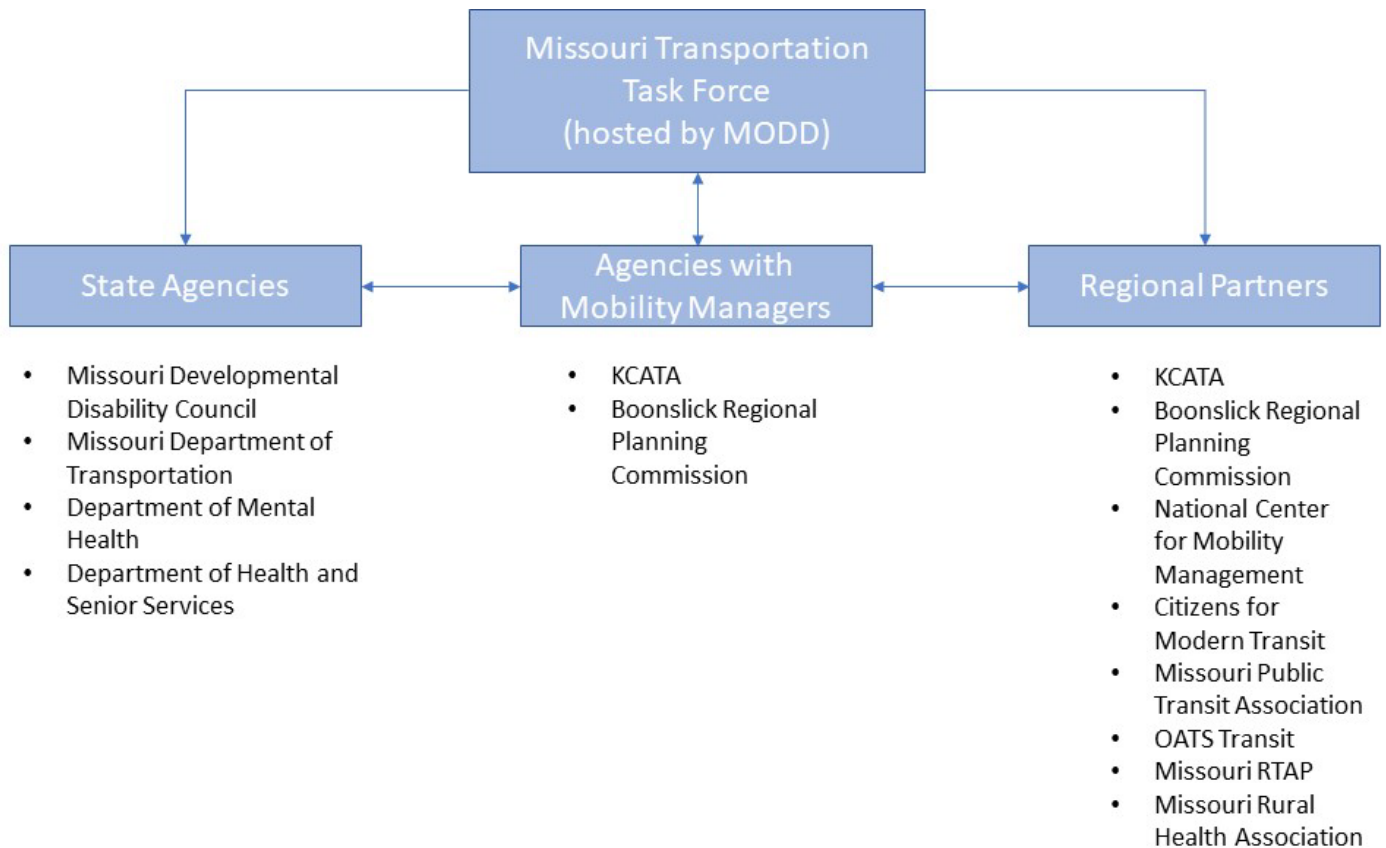


Figure 2 - Coordination Organization Structure for State of Missouri developed by NCMM

## Overview

Over the past three years, Missouri has made efforts to better coordinate transportation services across the state. Through this statewide task force the approach to addressing mobility needs, alternatives that fill in service gaps are being identified through a study in progress, with a goal to implement networks in each region of the state as part of a unified plan. This document will outline strategies for provisions of transit services throughout Missouri, especially rural areas, that make the most efficient use of additional transit funding made available. Implementation of the transit coordination efforts is being led by the task force. One of the main features of the Missouri Transportation Task Force in progress is the development of coordinated transit regions. Once established, these teams in the regions will then be able to meet local needs with specific strategies and elements. Identified at the Transportation Summit, the following broad strategies have been suggested as options for many transit regions:

- Establish regional routes – that allow multiple providers to coordinate, combine, and share trips, while preventing duplication
- Coordinated scheduling – utilizing apps, GPS, vehicle-based tablets, and scheduling software to inform providers with knowledge and details of other trips in their area

- Implement mobility management – gives transit providers a regional resource to provide driver to rider training, facilitate connections between transit providers, employers, medical centers, and human service agencies
- Advance a regional governance structure – provides a framework to make service and funding decisions related to regional transit including oversight, financial participation, legal context, and regional branding
- Focus on cost – providers: sharing and combining funding to maximize services/user: affordable fee structure

**Geographic Scale:** Statewide coverage, broken down into Mobility Management Regions (see below)

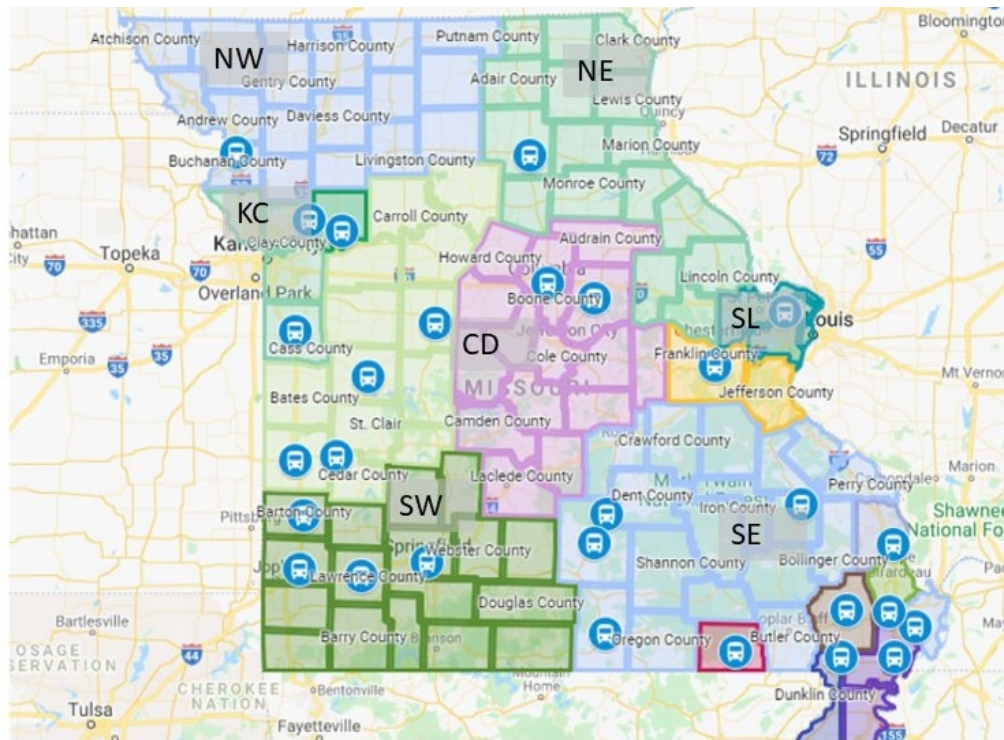


Figure 3 - Missouri Rural Transit Map per Missouri Department of Transportation website – Multi-modal page.

**Lead Group:** Missouri Transportation Task Force - Mobility Management Initiative

**Funding:** 5310/5311 can be used to fund mobility management activities and mobility managers, with 5310 most frequently used.

**Current Mobility Activities and Research in progress:**

KCATA/RideKC

The only regionalized area of the state of Missouri the Kansas City area. The Kansas City Area Transit Authority/RideKC has developed several transit initiatives to maintain a regional system that spans from North Kansas City across state lines into Overland Park, Kansas. These initiatives are conducted through a

collaboration with the following partners: Mid America Regional Council, RideKC Regional Partners, RideKC Regional Transit Providers, regional and county governments, KC Chamber of Commerce and representatives from Missouri and Kansas. The main initiative, One RideKC Initiative highlights transit as the key focus in communities based on the following core pillars: jobs, housing, healthcare and education.

Enterprise Partnership with Missouri Department of Transportation (MoDOT) – Vanpool Commute program

Missouri Department of Transportation acquired the FTA 5312 grant for innovative public transportation in partnership with Enterprise for a vanpool program, COMMUTE with Enterprise with the Missouri Public Transit Association as a third-party evaluator. The grant award in the amount of \$450,000.00 will be used to support work commute trips targeting rural communities (St. Louis, Kansas City and Columbia) to have access to employment. Enterprise works with employment centers and staffing agencies to provide the transportation for employees to get to work by allowing them to rent the vehicle a little or no price depending on the region. MoDOT subsidizes \$500.00 per each vehicle used in the vanpool program.

Boonslick Regional Planning Commission

MO Rides Program: MO Rides is a Mobility Management transportation coordination program serving all counties in Missouri. MO Rides includes a Mobility Manager who leads the program; a Mobility Coordinator who fields phone calls through the call center from individuals seeking transportation services as well as providers to connect with groups, organizations; and oversight from the Executive Director including partnerships through the statewide planning partners' network.

In 2021, the MO Rides call center received 1,222 calls from clients in 97 Missouri counties. Trips coordinated equal 897. The top five counties with calls: St. Louis, St. Charles, Jackson, Jefferson, Greene. There were also 41,260 visits to the website MoRides.org.

MO Rides staff assist with answering calls from individuals seeking transportation and mobility management, conversing with providers who want to list information and services provided, and networking with groups from all regions of the state. This mobility management includes a grass roots effort with presentations and panel discussions for individuals, groups, organizations, as well as developing partnerships with transportation providers and other health, disability, older adult associations. There is also work through the MORides.org website and social media platforms.

Other mobility projects in 2021 for MO Rides are outreach and geo-database work with JeffTran, coordination work with the statewide partners for the Transportation Task Force, and applications for new pilot studies on areas with high need and few if any transportation options or coordinated transportation networks.

Missouri Rural Healthcare Association (MRHA)

The Missouri Rural Healthcare Association in partnership with the National Center for Mobility Management and the University of Missouri has developed a Mobility Management Certificate Program to improve coordination and leadership in the healthcare transportation community in Missouri. The program is specifically designed to train workers in the healthcare community about mobility management and transit overall. Enrollment will open January 2022.

Mid Missouri Regional Planning Commission Partnership with Boonslick Regional Planning Commission

Mid Missouri RPC partnered with Boonslick RPC to utilize their Mobility Management staff and tools to complete their scope of Mobility Management work task. Their JeffTran (City of Jefferson Transit System) project tasks included updating database information for routes, stops and geospatial locations to satisfy Google

maps. Also, MO Rides completed community outreach with the local radio station for disseminating information on public transit and JeffTran for daily broadcasts and ads during the Cardinals baseball games and Chiefs football games to reach as many individuals as possible.

#### Missouri Public Transit Association Partnership with Lochmueller

The Missouri Public Transit Association has contracted Lochmueller to conduct a gap analysis study of public transportation in the State of Missouri. The study will provide the following information: demographic profile of transit riders, transit needs level index, identify current data and gaps, and provide recommendations to address transit needs identified across the state.

Mobility Management projects in progress are the following:

- [Statewide Transit Needs Assessment Study](#)
- [Missouri Transportation Task Force - Transportation Summit Report](#)
- [MO Rides](#)
- [COVID -19 Vaccination Transportation \(Free\)](#)
- [Mobility Management Certificate Program](#)
- [KCATA/RideKC Transit Initiatives](#)

#### **Current Recommendations to Overcome Challenges**

Missouri transportation system and community stakeholders offered some suggestions to facilitate transportation coordination and mobility management across the state.

- Enhance Mobility Management Education – Increase understanding statewide about mobility management, regional coordination, and sufficient local community transportation networks.
- Identify Diverse Funding – Missouri received a limited amount of funding in comparison to its peer states, making it hard to provide adequate transportation between urban and rural areas of the state. Consider evaluating potential funding sources from diverse sectors including those state agencies affiliated with the Coordinating Council on Access and Mobility.
- Encourage Cross-County Mobility –
  1. Local Autonomy – Local organizations can determine their own service level and coordination with others in their areas. Encourage providers to enhance the number of trips that cross county lines or support a greater scope of
  2. Costs – Trips that are out of the “normal” county boundary could be more expensive depending on the destination and require additional resources such as drivers and vehicles. Examine other funding sources to address the increased costs of these trips.
- Implement State DOT coordination – Enhance understanding about mobility management, regional coordination, and local community transportation networks. The Transportation Task Force can encourage the DOT to partner and collaborate with other state agencies to facilitate trainings, coordination, shared funding, and mutual support of transportation services.

**Additional Recommended Research/Training**

**Coordinating Council on Access and Mobility (CCAM)** - To assist in providing better coordination efforts within the state to support forming a statewide mobility network, the Federal interagency council, Coordinating Council on Access and Mobility contains a wealth of material. CCAM focuses on three main populations: the disabled, older adults and individuals of low income. The main goal of this council is to provide Mobility for All.

CCAM was established due because of gaps in transportation found that leave those that are disabled, senior and low income at a disadvantage. The council works to develop partnership with other federal organizations to aid in improving transportation resources and to address challenges that may prevent coordination on a local or state level. Below outlines the CCAM structure of agencies that provide grant programs to fund human services transportation.

Funding challenges continue to occur for agencies and organizations which may prevent them from applying for federal or state funding to provide mobility management and diverse transportation modes in communities. A remedy for these challenges aside from cost sharing with another group would be to use other federal funding dollars as a match.

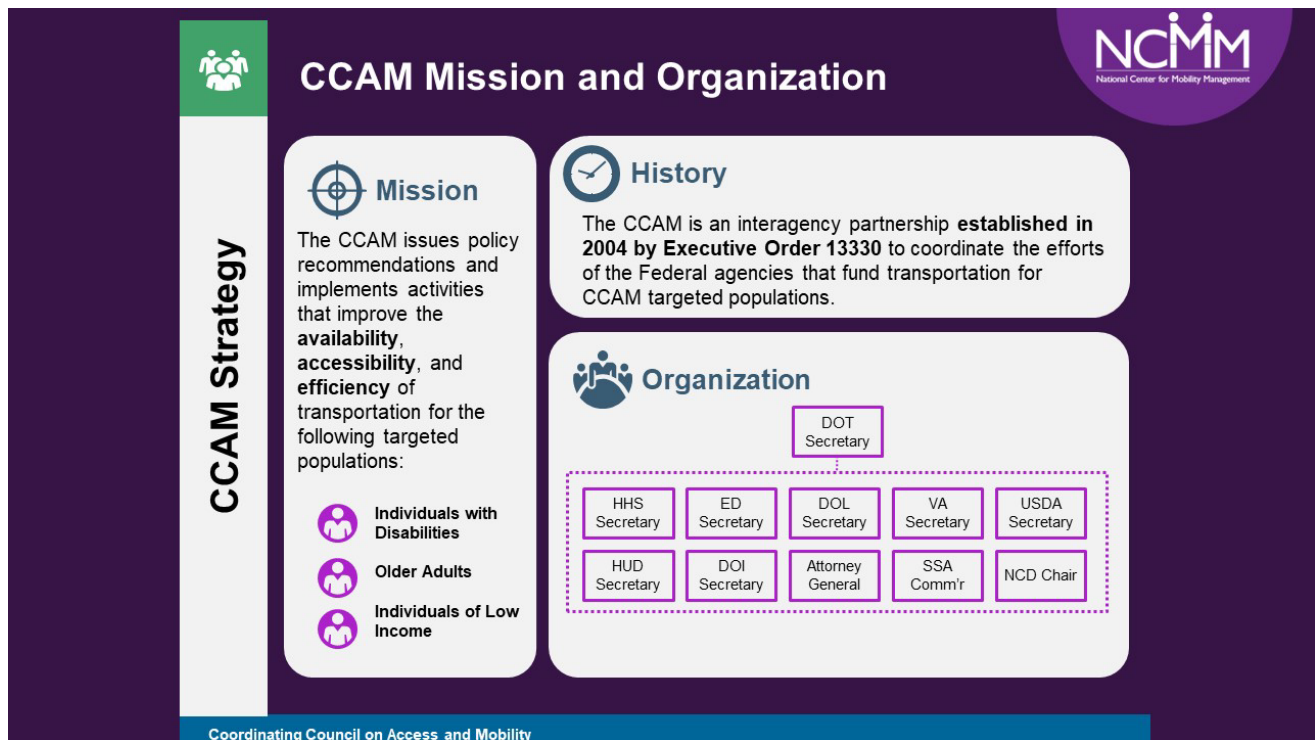


Figure 4 - Coordinating Council on Access and Mobility interagency partnership diagram.



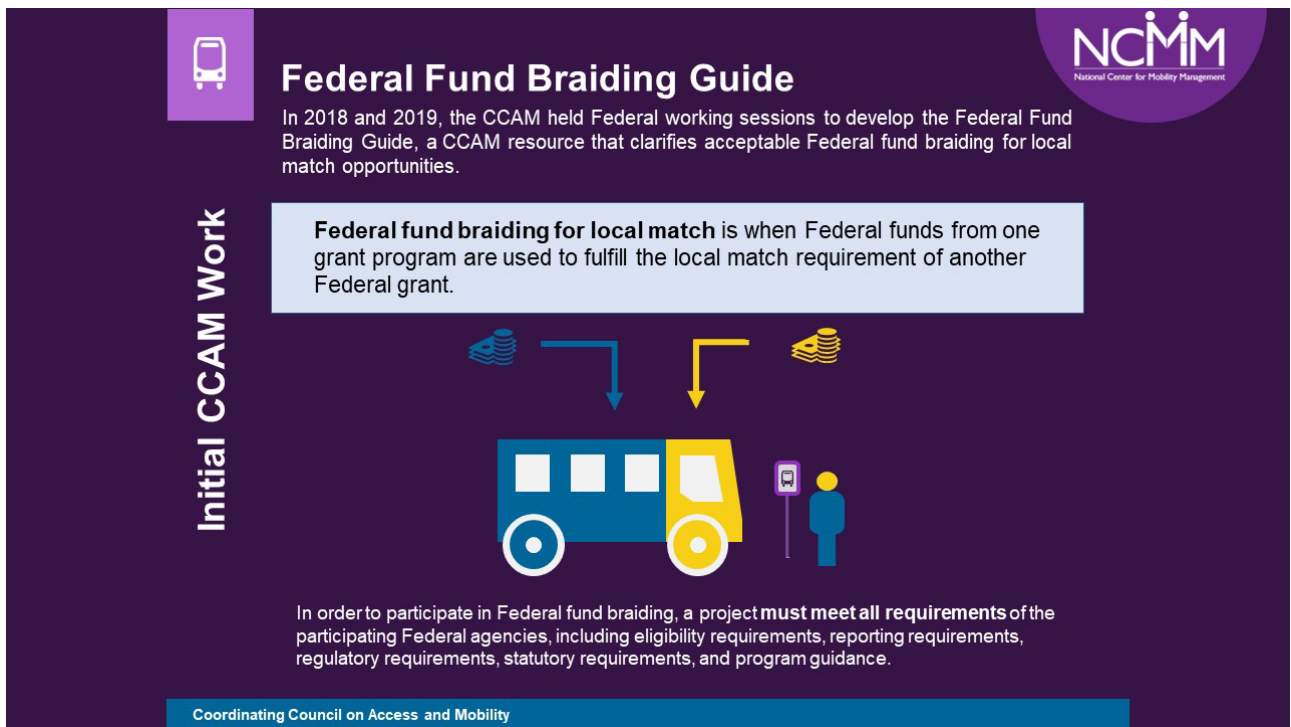


Figure 5 - Federal Funding Braiding Guide Diagram.

### Resources

For this information, NCMC collaborated with the following stakeholders in Missouri:

- Missouri Transportation Task Force
- Missouri Rural Health Association
- Missouri Development Disability Council
- East West Gateway Council
- Boonslick Regional Planning Commission
- Kansas City Area Transit Authority
- Citizens for Modern Transit
- Missouri Public Transit Association
- Lochmeuller – Consultant
- Enterprise-Commute

### Mobility Management Programming

- Boonslick Regional Planning Council – Mobility Management Staff/ Statewide data collection/ Public Outreach/MO Rides program
- Missouri Rural Health Association – Mobility Management Certification Program
- City of St. Joseph, Missouri Transit – Mobility Management Programming – Travel Ambassador Services: Travel Training Program

## Web links

- 1) [Missouri Developmental Disability Council](#)
- 2) [Missouri Transportation Task Force](#)
- 3) [Missouri Rural Health Association - HealthTran](#)
- 4) [Boonslick Regional Planning Commission](#)
- 5) [MO Rides](#)
- 6) [KCATA/RideKC](#)
- 7) [East-West Gateway Council of Governments](#)
- 8) [Citizens for Modern Transit](#)
- 9) [Missouri Public Transit Association](#)
- 10) [MoDOT Transit](#)

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The National Center for Mobility Management (NCMM; [www.nationalcenterformobilitymanagement.org](http://www.nationalcenterformobilitymanagement.org)) is a national technical assistance center created to facilitate communities in adopting mobility management strategies. The NCMM is funded through a cooperative agreement with the Federal Transit Administration, and is operated through a consortium of three national organizations – the American Public Transportation Association, the Community Transportation Association of America, and Easterseals. Content in this document is disseminated by NCMM in the interest of information exchange. Neither the NCMM nor the U.S. DOT, FTA assumes liability for its contents or use.