

## Summary of Work Plan

The work plan for the Fresno County Gap Analysis and Coordination is divided into five distinct phases. A brief summary and overview is provided below.

### **Phase I: Develop Agency Intelligence on Barriers and Gaps of Transportation Disadvantaged Individuals**

Working from the list compiled in consultation with the SSTAC at the kick-off meeting, we will organize an intensive schedule of stakeholder interviews. We anticipate this will include in-depth individual or small group interviews with 40-50 individuals/organizations that work with or represent transportation disadvantaged populations – particularly the low income, seniors, persons with disabilities and non-English speaking groups. Interviews will be arranged using a combination of e-mail, mail and phone contacts to maximize participation. At these interviews, we will solicit cooperation for participation in an online survey of agency professionals.

A survey of human service, rural transportation, and other agencies is essential to the process of understanding the gaps in current services, and to developing the sample to be used for the survey of underserved, transportation disadvantaged populations.

The agencies include many types of organizations ranging from agencies for employment opportunity to public schools to agencies on aging, rural transportation providers and others. In addition, advocacy and service organizations and programs that have distinct missions and constituencies will be included in order to cover the full range of age, ethnic origins, and income that constitute the transportation disadvantaged population. The Rios Company will be responsible for outreach to the Fresno County agencies that would participate in the online survey.

The results of agency surveys inevitably consist of a combination of qualitative and quantitative materials. We expect that the survey will produce:

- A database of additional contacts in a "snowball" or referral chain model that will aid in identifying key constituencies among disadvantaged populations and that will further the development of a complete contact list that will represent these populations.
- A listing as comprehensive as possible of existing transportation services, including capacities, coordination arrangements and limitations.
- A typology of the types and extent of gaps in transportation services needed by currently disadvantaged populations and of barriers that could prevent utilization of services if provided. This will include the problems or barriers that agencies face in developing coordinated transportation arrangements or agreements.

These will be used in two ways. First, to reach tentative conclusions regarding the primary gaps to be closed by improved coordination and/or additional or realigned services. Second, to inform the construction of the survey instrument to be used in a general survey of the disadvantaged populations.

**Phase II: Outreach Plan and Transportation Disadvantaged Data Collection**

Phase II will be based on the results of the agency survey in Phase 1. Phase I 1 will provide the survey frame that will be the basis for developing a short and concise survey instrument in three languages that can be completed in writing by literate respondents or with the assistance of a surveyor for non-literate respondents where questions will be verbalized. The Rios Company will be responsible for outreach in the various subareas of Fresno County and administering the surveys at places where transportation disadvantaged populations typically gather.

As an illustrative example of how we plan to achieve the overall project goals of the Fresno County Gap Analysis and Coordination Plan, the next page shows sample outreach and data collection strategies that will be employed in Phases I and II of the project.

The Research Report will bring together and analyze the findings of all data collection efforts and will form the foundation of the Coordination Recommendations. It will detail the findings of:

- Stakeholder Interviews
- Agency Survey
- Qualitative Research – focus groups and personal interviews
- Quantitative Research – surveys of transportation disadvantaged populations and rural transit users (along with data already available about FAX riders)

Data will be presented in a manner that is clear, descriptive and understandable to the lay reader. For example, the findings of stakeholder interviews and focus groups will be summarized and illustrated with direct quotes that clearly capture the concerns of the participants. The findings of the quantitative surveys will be presented as easy to read charts and tables that clearly convey the similarities and differences among the various target groups, along with text that explains the meaning and implications of the numbers.

**Phase III: Strategies to Address Barriers and Gaps to Coordination**

Best practices of coordination strategies will be directly relevant to Fresno County experiences, needs and expressions of gaps in service related to mobility of targeted County residents and of the various stakeholders involved in promoting mobility. Towards that end, we anticipate to bring forward best practice examples with applicability at one or more of three levels:

- 1) At the regional and county/COG level
- 2) At the public transit agency level
- 3) At the human service transportation provider or specialized transportation provider level

The product will be a matrix with accompanying narrative that summarizes eight to ten strategies/ programs/ solutions that will inform next steps in addressing Fresno County's Public Transportation Gap Analysis and Service Coordination Plan.

## Example Outreach and Data Collection Strategies

Target ► Strategy ▼	Agencies	Seniors	Disabled	Low Income	Youth	Non-English Speaking
Stakeholder Interviews	In-depth personal interviews (2 rounds)	Area Agency on Aging, Nutrition Programs	Regional Center, Indep. Living Central Valley (RICV)	Employment & Training Programs, WIC Staff, 1-stop ctrs.	Head Start, School District, BHC-Youth Engagement	Housing Authorities, Faith Based Org, EOC, Proteus
Workshops at Agencies		Senior Centers, Area Agency on Aging		Workshop at WIC offices	Workshop at First Five Fresno County	
Small Groups (recruited & incentivized)		Small Groups at Senior Centers	Small Groups recruited by County Behav. Health, RICV	Small Groups at Centro La Familia, Stop Soup, CBDIO, CBOs	Small Groups with Headstart families, BHC Youth groups	Small Groups at Community Orgs – recruited w/ incentives
Intercept Surveys		Meal Program Interviews		Intercepts at Fresno EOC, Proteus, Housing Authorities, community ctrs.	Intercepts at Elementary & Secondary Schools, Park and Rec. sites	Intercept interviews at Health Clinics, Housing Authorities, Faith Based Orgs.
Written/ Electronic Surveys	Agency Survey regarding transportation services, clients	Survey of Riders on Rural Transit Routes and Dial-a-Ride Services				

This phase will identify and develop the specific alternatives suggested by a synthesis of all plan findings to date. It is anticipated that numerous such strategies and solutions will be relevant, much as with the 16 short-term and four long-range priorities identified in the 2008 Coordinated Human Services Plan.

The analysis will draw out of the compiled findings those specific institutional, regulatory or operating policies and procedures that may inhibit or limit coordination. Mixing ridership groups, fare policy or donation practices, service area limitations and eligibility practices may be among the issues discussed.

This phase will also conduct a policy analysis that examines those institutional, organizational and funding constraints identified in previous project phases that make difficult the implementation of coordinated service responses. This task seeks to identify those recommendations that would limit or loosen such constraints and enable greater service coordination.

Finally, this task will review the existing funding resources for traditional and nontraditional transit service and identify funding sources that are currently not being utilized or could be enhanced to address the mobility gaps quantified in this study.

#### **Phase IV: Develop Recommendations**

This phase will be an important synthesis that will utilize the quantitative and qualitative data from Phases I and II, and the best practices and policy analysis in Phase III to craft specific recommendations by subarea of Fresno County.

The recommendations will be a product of the extensive outreach and market research work to enable the consulting team to make tailored recommendations in different operating environments in Fresno County.

In addition, there will likely be recommendations that can be applied countywide. Again, these recommendations will be based on the extensive work conducted in previous tasks.

#### **Phase V: Reports and Presentations**

The overall project report format will be reviewed and decided based on the needs of the client and the SSTAC. The following are our initial thoughts on the products of the overall report:

- A high level summary of key findings and recommendations should be provided for key decision-makers. It would be designed to be read and comprehended by agency executive directors and interested elected officials. It would be 50 or fewer pages.
- The Market Research report described at the end of Phase II is often a stand alone piece and would be a separate volume of the report.
- The Phase III product “Alternative Transportation Coordination Strategies” will be a stand alone piece on research of best practices and results in public transportation and human services transportation. It could also be a separate volume of the report.
- The fourth stand alone volume would be an update of the Fresno COG Public Transportation Human Services Coordination Plan.