Coordinated
Public Transit-Human Services
Transportation Plan
Madison County, New York
2022 Update

Coordination Transportation Work Plan

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Madison County, New York

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Madison County Planning Department

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Executive Summary

Madison County developed this Coordinated Public Transit-Human Services Transportation Plan in response to federal law. The Safe, Accountable, Flexible, Efficient Transportation Equity Act – A Legacy for Users (SAFETEA-LU) requires the establishment of a "locally developed, coordinated public transit-human services transportation plan" for all Federal Transit Authority programs for underserved populations.

In its simplest form, the purpose of this effort is to ensure the provision of adequate services to the target populations of persons with disabilities, elderly populations, and individuals with low incomes. Additionally, this coordinated planning effort will result in the elimination of service duplications, better use of local, State, and Federal transportation dollars, and a general improvement in transportation services provided within the County. A group of transportation providers, County departments, local human service agencies, municipalities, and other partners collaborated on these updates in the past.

The Coordinated Plan Steering Committee continues to move forward with a mobility program guided by a multi-agency system. Individual members will continue to operate our own programs, but agree to share rides, share buses where feasible, and enter into partnering agreements where practical. Though this plan does not lay out the specific details of the system, it does lay the foundation for our ongoing efforts to coordinate transportation. These efforts will result in improved transportation services in the County and a more effective use of all funds, improving quality of life for Madison County's residents.

Section 1.0 – Introduction

Madison County developed The Coordinated Public Transit-Human Services Transportation Plan in response to federal law. The Safe, Accountable, Flexible, Efficient Transportation Equity Act – A Legacy for Users (SAFETEA-LU) [1] requires the establishment of a "locally developed, coordinated public transit-human services transportation plan" for all Federal Transit Authority programs for underserved populations: the Elderly Individuals and Individuals with Disabilities program (Section 5310). Projects proposed for funding under these programs must be selected from the aforesaid coordinated plan. The plan identifies and seeks to address transportation needs of individuals with disabilities, older adults, and low-income residents.

The provisions of SAFETEA-LU aim to improve transportation services for persons with disabilities, older Americans, and low-income individuals. The provisions ensure that communities coordinate transportation resources provided through multiple Federal programs. A coordinated plan for human services transportation enhances transportation access, minimizes duplication of Federal services, and encourages the most cost-effective transportation possible. This is not an "all or nothing" process; however, many levels of coordination are possible. Sharing rides, vehicles, and funding are the first steps. However, other needs exist that could lend themselves to coordination as well: sharing maintenance, training, listing services, information technology, intelligent transportation systems, etc.

To this end, Madison County developed a Coordinated Transportation Plan Steering Committee and formed a Sub Committee made up of representatives from County government, municipal governments, local service agencies, hospitals, elder care facilities, institutions of higher education, private consultants, and transit operators. For drafting of the original 2010 Plan, the Committee met on a 4-6-week basis beginning the summer of 2009 to develop the plan and discuss transportation needs within the County. The following plan update represents the current state of transportation in Madison County and suggests goals for its improvement. If involved agencies and constituents continue to collectively work toward these goals for 2022 and beyond, the vision outlined here will be realized.

[1] http://www.fhwa.dot.gov/safetealu/

Funding Programs

Federal Section 5310 – Transportation for Elderly Persons and Persons with Disabilities

This program (49 U.S.C. 5310) provides formula-based funding to States for assisting private nonprofit groups in meeting the transportation needs of the elderly and persons with disabilities when the transportation service provided is unavailable, insufficient, or inappropriate to meeting these needs. Funds are determined based on each State's share of population for these groups of people. [2] Capital assistance is provided on an 80 percent Federal, 20 percent local matching basis. Those eligible to receive Section 5310 funding include private non-profit agencies, public bodies approved by the state to coordinate services for elderly persons or persons with disabilities, or public bodies which certify that no nonprofit corporations or associations are readily available to provide the service. Madison Cortland ARC, Inc. is the sole recipient of these funds in Madison County. Funds that are awarded are used to purchase buses to provide transportation services to the ARC's clients.

Federal Section 5311 – Rural and Small Urban Areas

The Federal Transit Administration (FTA) describes the 5311 programs as follows: "This program (49 U.S.C. 5311) provides formula funding to states for the purpose of supporting public transportation in areas of less than 50,000 populations. Eighty percent of the statutory formula is based on the non-urbanized population of the States. Twenty percent of the formula is based on land area. No State may receive more than 5 percent of the amount apportioned for land area. In addition, FTA adds amounts apportioned based on non-urbanized population according to the growing States formula factors of 49 U.S.C. 5340 to the amounts apportioned to the States under the Section 5311 program. Funds may be used for capital, operating, and administrative assistance to state agencies, local public bodies, Indian tribes, and nonprofit organizations, and operators of public transportation services.[3]

Madison County is a recipient of FTA Non-Urbanized Area Grant Program funding to support the Madison Transit System (MTS). Under this program, the Madison County receives operating assistance to support operations, as well as capital assistance funding to purchase

[2] http://www.fta.dot.gov/funding/grants/grants_financing_8348.html.
[3] http://www.fta.dot.gov/funding/grants/grants_financing_3555.html

buses used to provide MTS service. While the Section 5311 program is not subject to the requirement that candidate projects must be derived from a locally developed, coordinated public transit-human services transportation plan, "Executive Order 13330, "Human Service Transportation coordination," … directs Federal agencies funding human services transportation services to undertake efforts to reduce transportation service duplication, increase efficient transportation services delivery, and expand transportation access for seniors, persons with disabilities, children, low-income persons and others who cannot afford or readily use automobile transportation." The utilization of the MTS system to enhance mobility options for underserved population groups is consistent with the Executive Order. While Madison County is the recipient, Birnie Transit, Inc. has received the benefit of 5311 capital assistance funding to purchase buses used to deliver Madison Transit System bus services. Typically, Birnie Transit, Inc. provides the ten percent (10 %) local share to the County's application for 5311 capital funding for bus replacement.

Jobs Access Reverse Commute (5316):

Job Access Reverse Commute (JARC) is a FTA formula program for projects relating to the development and maintenance of transportation services designed to transport welfare recipients and eligible low-income individuals to and from jobs and activities related to their employment.[4] Additionally, it can assist public transportation projects designed to transport residents of urbanized areas and non- urbanized areas to suburban employment opportunities. Eligible recipients are governmental agencies and non-profit entities that offer job access and reverse commute services to transport welfare recipients and low-income individuals to and from jobs, training, and childcare; and to develop transportation services for residents rural and suburban areas to suburban employment opportunities. Job Access grants may finance capital projects and operating costs of equipment, facilities, and associated capital maintenance items related to providing access to jobs; promoting use of transit by workers with nontraditional work schedules; promoting use of employer-provided transportation including the employee transit pass benefit program; and mobility management or transportation brokerage expenditures. For Reverse Commute grants, operating costs, capital costs, and other costs associated with reverse

[4] http://www.fta.dot.gov/funding/grants/grants_financing_3550.html

commute by bus, carpool, vans, or other transit service are eligible. The Federal/local share is 80 percent/20 percent for capital projects, which include mobility operations, and 50/50 for operating projects. New York State Department of Transportation utilizes a competitive selection process to award grants under JARC.

New Freedom Program (Section 5317):

The New Freedom Program is a FTA formula grant program for new public transportation services and public transportation alternatives beyond those required by the Americans with Disabilities Act of 1990 (42 U.S.C. 12101 et seq.) that assist individuals with disabilities with transportation, including transportation to and from jobs and employment support services (49 U.S.C. 5317). [5]

Funds can be used for associated capital and operating costs to provide new services. Examples of projects and activities that might be funded under the program include: purchasing vehicles and supporting accessible taxi, ride-sharing, and vanpooling programs; providing paratransit services beyond minimum requirements (3/4 mile to either side of a fixed route), including runs that operate seasonally; making accessibility improvements to transit stations; supporting voucher programs for transportation services offered by human service providers; supporting volunteer driver and aide programs; supporting mobility management and coordination programs among public transportation providers and other human service agencies providing transportation. The Federal share of the net project capital cost may be up to 80 percent, and not more than 50 percent of the net operating cost of a project.

New York State Statewide Mass Transportation Operating Assistance (STOA)

In 1975-1976, the State Legislature of the State of New York enacted the Section 18-b Law, which created an ongoing and permanent STOA program. In upstate New York, the STOA program is funded solely by the Petroleum Business Tax (PBT), a tax on petroleum businesses based on the quantity of petroleum products sold or used. Statewide Mass Transportation Operating Assistance funds are used to pay out about $3 billion annually to approximately 130 transit operators.[6] Section 119-r of the General Municipal Law of NYS authorizes Counties to

[5] http://www.fta.dot.gov/funding/grants/grants_financing_3549.html
[6] https://www.nysdot.gov/divisions/policy-and-strategy/transit-bureau/public-transportation/state-transit-operating-assistance

enter into agreements with private bus companies for the performance of certain mass transportation operations. STOA funds, in addition to County tax dollars, are a prime component of the funding source for the Madison Transit System and other services within the County.

Medicaid

Medicaid is a Federally mandated health program for individuals or families of low incomes and resources. It is funded by the Federal Government and managed by the States. For those served by Medicaid, the program includes payment for transportation to and from medical appointments, which can include payment for the use of public transportation. In 2013, the State assumed the role that Counties were playing in Medicaid Transportation. A regional call center has been set up with Medical Answering Service (**855-852-3286)** that handles all aspects of Medicaid Transportation. Their website can be accessed here: https://www.medanswering.com/page.taf?ID=27 .

Flexible Fund for Family Services (FFFS)

Flexible Funds for Family Services is federal funding available to local social service districts to be used for Temporary Assistance for Needy Families (TANF) eligible clients. These funds can be used for a wide range of activities that include work related transportation expenses, non-assistance employment programs, EAF-FC JD-PINS costs, Domestic Violence Screening and Assessment, Drug and Alcohol Assessment and Monitoring, PINS Prevention Detention Diversion Services and other allowable TANF related expenditures. This large non-designated allocation of money is given to each county, annually. It replaced the Temporary Assistance to Needy Families (TANF) Services Fund. The big difference between the two programs is that TANF earmarked certain amounts for each program, while FFFS assigns block grants. The 100% federal funding can be used by counties as discretionary funds to develop programs that meet the specific needs of the individual county target population groups. Program needs that meet the original set of TANF criteria set forth in the federal Welfare Reform Act of 1996 continue to be eligible. They are:

1) Assist needy families so that children may be cared for in their home or in the homes of relatives

2) End the dependence of needy parents on governmental benefits by promoting job preparation, work, and marriage
3) Prevent and reduce the incidence of out-of-wedlock pregnancies
4) Encourage the formation and maintenance of two-parent families

Community Solutions for Transportation

Community Solutions for Transportation Funding has been available to local social service districts for approximately ten years and has been an integral part of local welfare-to-work efforts. The types of services offered through CST vary from county to county and reflect locally identified transportation needs. Local districts have collaborated with other human services and transportation providers in the public and private sectors to specifically address unmet transportation needs with the primary goal of enabling TANF-eligible individuals to obtain and/or retain employment. Funding is being allocated based on county population statistics showing how many families or individuals in that county fall below 200%-of-poverty (Approximately $44,000 for a family of four).

Section 2.0 – Plan Development Overview

SAFETEA-LU requires that projects selected for funding under some of the programs described above must be derived from a locally-developed human services transportation coordinated plan, and that the plan be developed through a process that includes representation of public, private, and non-profit transportation and human services providers, as well as public participation. In Madison County, the intended purpose was also to establish relationships and foster cooperation among planning agencies, public and private transportation providers, non-profit transportation providers, human service providers, governmental social services agencies, the public, and other stakeholders – on behalf of the target populations.

A true coordinated effort must examine the full range of transportation issues within a county, including: assessing services currently available, assessing the needs of the community, assessment of gaps in transportation services for target populations, minimizing the duplication of services, and a prioritization of goals and implementation steps. To meet these goals, Madison County's first step in developing the original plan was to hire a transportation consultant to guide the committee through the planning process. The consultant selected was VMC Group, Inc. who has experience in many aspects of transportation, including preschool age disabled child transport, vehicle routing and routing software, field inspections, and coordinated planning. With the help of VMC, the County Planning Department and the Madison County Board of Supervisors chairman John Becker, a kickoff plan development meeting was held in November 2008. Representatives from approximately 10 organizations attended the first meeting, which began participation in the planning process.

Steering committee members were selected in July 2009. Consistent with coordinated plan development requirements, the Committee comprised of representatives from member agencies that provide, schedule, or use transportation: for-profit providers, non-profit providers, public providers, County human service agency providers, volunteers, and other transportation related agencies.

Since this plan was first completed in 2010 the Committee has met a few times a year to discuss ongoing coordination efforts, funding opportunities, mobility management, and to address the possibility of expanding or modifying the current County system (APPENDIX A reflects

pre-2010 meeting efforts). The long-term goal of this group is to provide a countywide system by coordinating the existing services available and utilizing new funding opportunities at both the state and federal level. Due to COVID-19 restrictions, the group has not met over the past two years, and in addition, efforts of the Mobility Manager have transitioned this group to serving new functions in the County. The group is now part of the Mobility Management Advisory Committee.

The initial meetings centered on developing a plan to gather information concerning a wide variety of topics. Each service agency completed a survey that included questions on transportation costs, fleet makeup, type of transportation, days of operation, and annual statistics. A copy of this survey is included in APPENDIX B.

The gathering of information was essential to both the completion of the Coordinated Transportation Plan and making more efficient the existing transportation options throughout the County. As part of the planning process, members of the County Planning Department met repeatedly with service agencies and transportation providers who openly shared their data and time.

The development of the plan provided the opportunity for public participation by soliciting comments through various avenues. The Transportation Coordinated Plan Steering Committee made the final draft plan available for public comment through Madison County's website. A hard copy of the plan was made available for public viewing in the Planning Department. The Steering Committee continues to meet to update the status of evolving needs and the implementation of the plan. These meetings will provide an opportunity for continuous public participation in the planning process.

Since the completion of the original plan in 2010, changes in funding and operations have solidified the need for a more versatile and collaborative mobility management program within Madison County. To serve all residents of the County, the public transit system alone cannot be the answer. A Mobility Manager is an effective option to coordinate the full network of partners required for a rural transportation system. In April 2013 a consortium of organizations representing the largest providers of health and social services in the county established the Madison County Rural Health Council, Inc. (MCRHC). Through the MCRHC local providers are

better able to coordinate the county-wide alignment of health care resources, expertise and services, and evidence-based practices to meet health needs in our communities. Access to healthcare and eliminating barriers to access is certainly a priority for the Council with our coordinated system.

Section 3.0 – Partnering Agencies

Though the plan development initially set out with guidance from a formally invited steering committee, we attempted to include as many interested people as we could in our meetings. The following lists represent the core participants in the transportation planning process.

Coordination Committee Participants:

Name	***Department***	***Phone***	***E-mail***
Sherry Allen	Stoneleigh Apartments	697-2847	saservicecord@yahoo.com
Julie Dale	MC Community Action	684-3144	jdale@capmadco.org
Julie Harney	MC Office of the Aging	697-5700	Executivedirector@ofamadco.org
Joanne Eddy	MC Youth Bureau	366-2574	Joanne.eddy@co.madison.ny.us
Eric Faisst	MC Dept. of Health	366-2501	Eric.faisst@co.madison.ny.us
Mike Fitzgerald	MC Dept of Social Services	366-2345	25a250@dfa.state.ny.us
Cassie Rose	Planner, City of Oneida	363-4800	crose@oneidacity.com
Rob Crossway	Madison-Cortland ARC	363-3389	Rob.Crossway@madisoncortlandarc.org
Gene Morreale	Oneida Healthcare Center	363-6000	gmorreale@oneidahealthcare.org
Scott Ingmire	MC Workforce Development	363-2400	scott.ingmire@madisoncounty.ny.gov
Mark Piersall	Heritage Farm, Inc.	893-1889	mark@heritagefarminc.org
Teisha Cook	MC Dept of Mental Health	366-2335	teisha.cook@madisoncounty.ny.gov

Section 4.0 – Demographic Analysis

Coordinated Planning requires an analysis of demographic data to determine the locations of target population groups. Using GIS software, locally collected data, and 2019 American Community Census data, we examined five important demographic categories for Madison County. These categories were population density, senior population, low income populations, mobility limited population, major employers, and medical facilities.

It is often difficult to identify trends at small geographic levels, especially for Madison County, which has a relatively small and rural population size. At the Census Tract level, data can be used to identify trends and potential underserved populations. Block and Block Group data was not accessible for some of the topics covered in this section, and so we relied on tract level data for the analysis.

Population Density

The highest population density is located in the City of Oneida, and more specifically, in its inner zoning district that contains downtown (Figure 1). Other high density locations include the Villages of Canastota, Cazenovia, Chittenango, and Hamilton, as well as the northern portion of the Town of Sullivan.

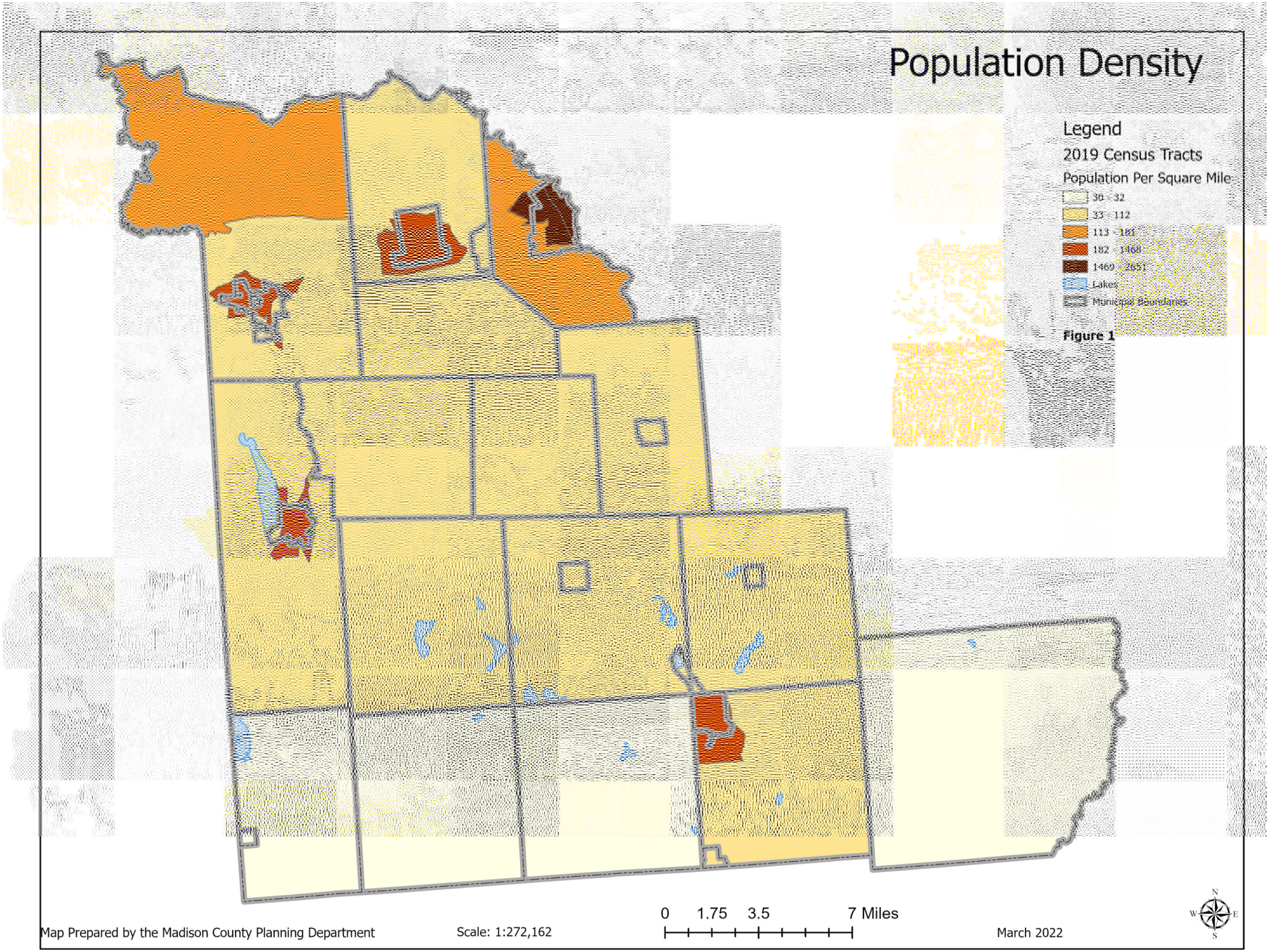

Population Density
Legend
2019 Census Tracts
Population Per Square Mile
36 - 32
33 - 112
113 - 181
182 - 1468
1469 - 2651
Lakes
Municipal Boundaries
Figure 1
0 1.75 3.5 7 Miles
Map Prepared by the Madison County Planning Department
Scale: 1:272,162
March 2022
N
W
E
S

Figure 1

Senior Population

Approximately eighteen percent of Madison County's population is 65 years old or over, a figure that has grown by one third since the 2000 Census. Many elderly individuals are representative of the transit-dependent population. While elderly people are located throughout the County, the highest concentrations of such residents are in in the Towns of Lincoln, Fenner, Smithfield, Stockbridge, Nelson, Eaton, Madison, Hamilton, and the northern portion of Sullivan. The Towns of Cazenovia and Lenox, the Village of Wampsville, and the entirety of the City of Oneida also exhibits a high density of the elderly population.(Figure 2).

Low Income Populations

The low income – or below poverty level – population typically depend on public transportation to a greater extent than individuals with a higher level of disposable income. In Madison County, approximately ten percent of the population reported that their income was below the poverty level. The highest densities of this low-income population are in the northern portion of the Town of Sullivan, and the inner zoning district of the City of Oneida. . Other areas with high densities include the Towns of Nelson, Eaton, Madison, DeRuyter, Georgetown, Lebanon, and Hamilton, and a small portion of the outer zoning district of the City of Oneida. (Figure 3). The committee acknowledges that because of the rural nature of our County, these population estimates may not be completely accurate for the total area in each census tract.

The Committee also examined data showing the number of households on public assistance, specifically food stamps and the Supplemental Nutrition Assistance Program (Figure 4). The results of the map indicate that the City of Oneida has the highest density of households on public assistance. Other areas of high density include the northern portion of the Town of Sullivan, and the Village of Canastota (Figure 3).

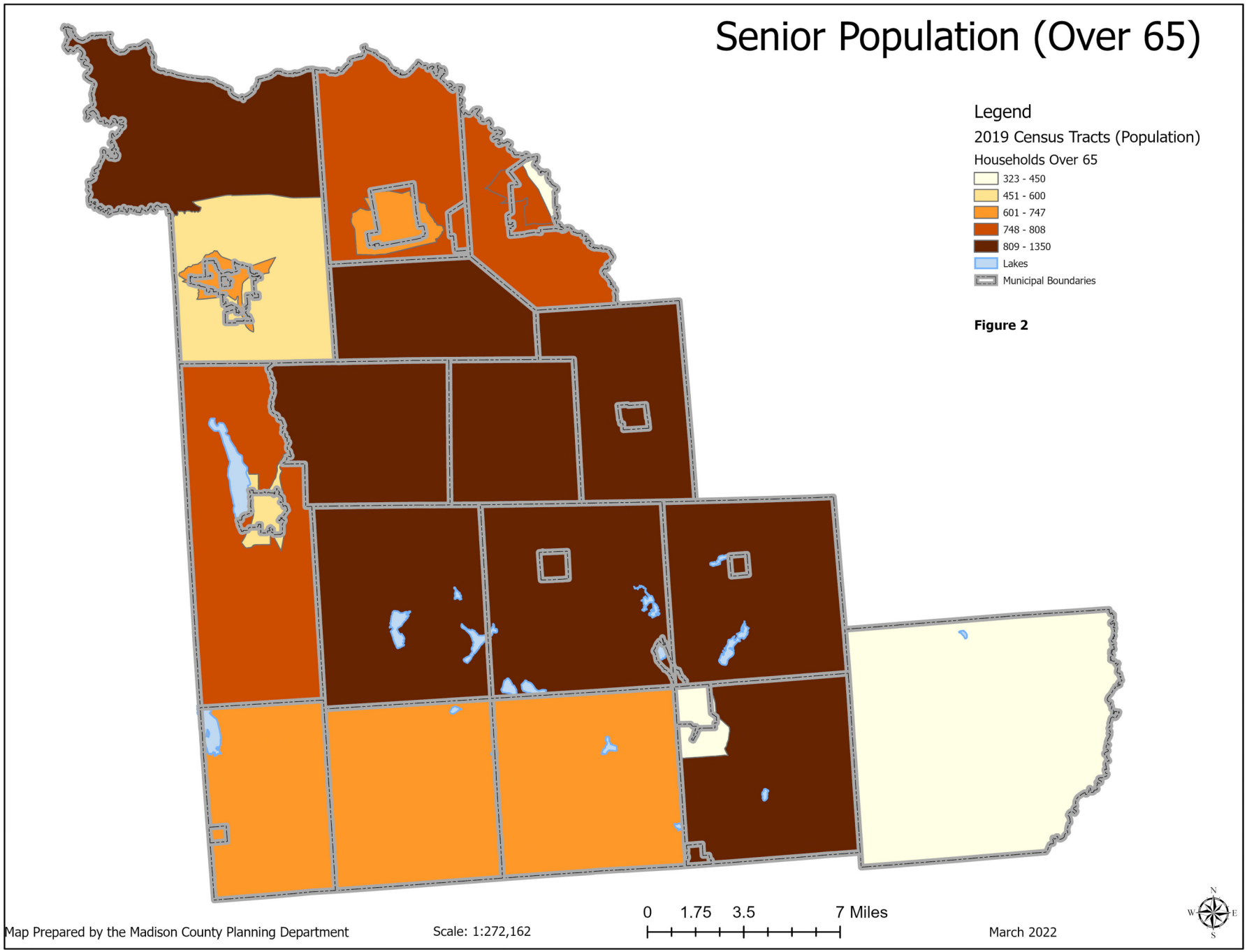

Senior Population (Over 65)
Legend
2019 Census Tracts (Population)
Households Over 65
323 - 450
451 - 600
601 - 747
748 - 808
809 - 1350
Lakes
Municipal Boundaries
Figure 2
0 1.75 3.5 7 Miles
Map Prepared by the Madison County Planning Department
Scale: 1:272,162
March 2022
N
W
E
S

Figure 2

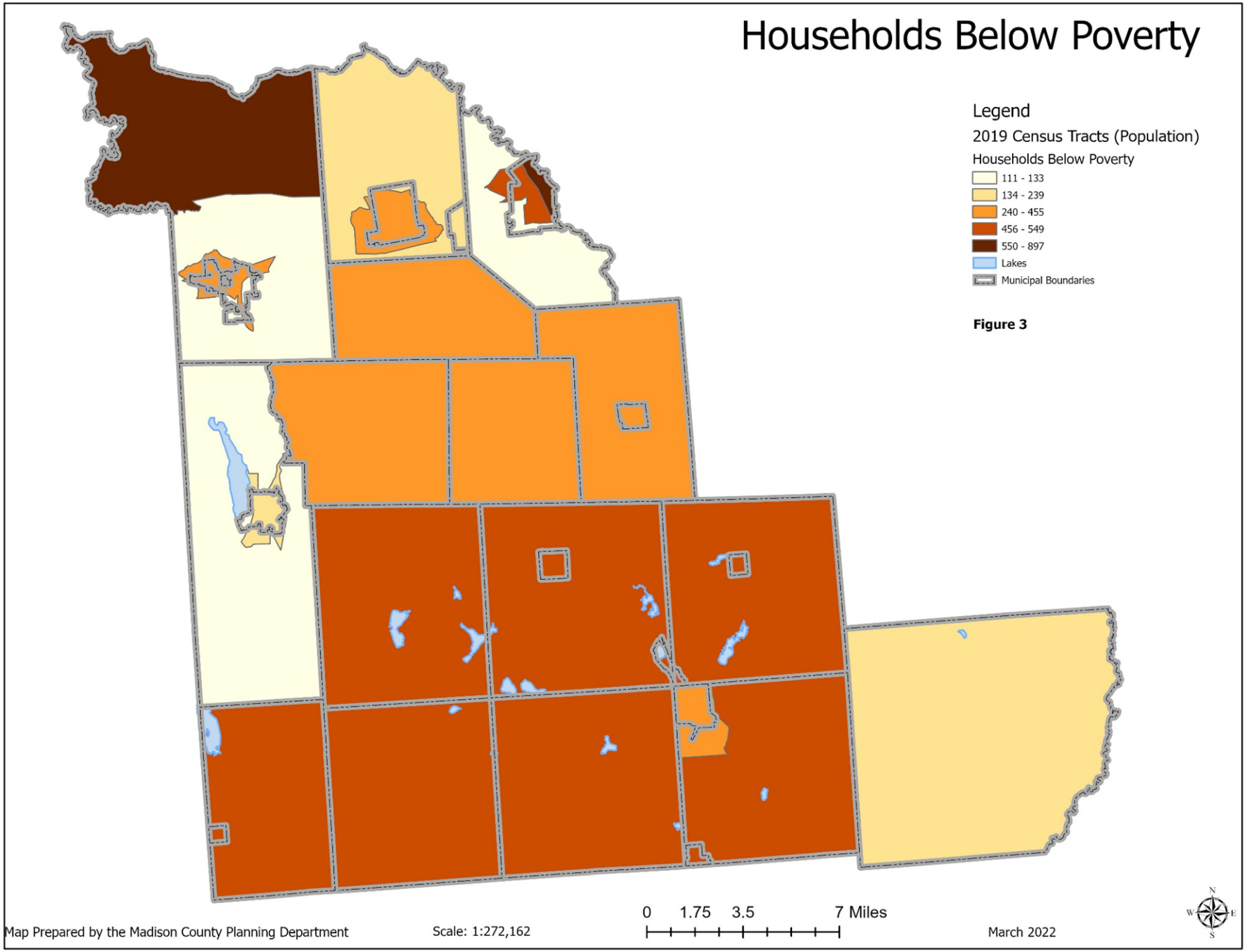

Households Below Poverty
Legend
2019 Census Tracts (Population)
Households Below Poverty
111 - 133
134 - 239
240 - 455
456 - 549
550 - 897
Lakes
Municipal Boundaries
Figure 3
0 1.75 3.5 7 Miles
Map Prepared by the Madison County Planning Department
Scale: 1:272,162
March 2022
N
W
E
S

Figure 3

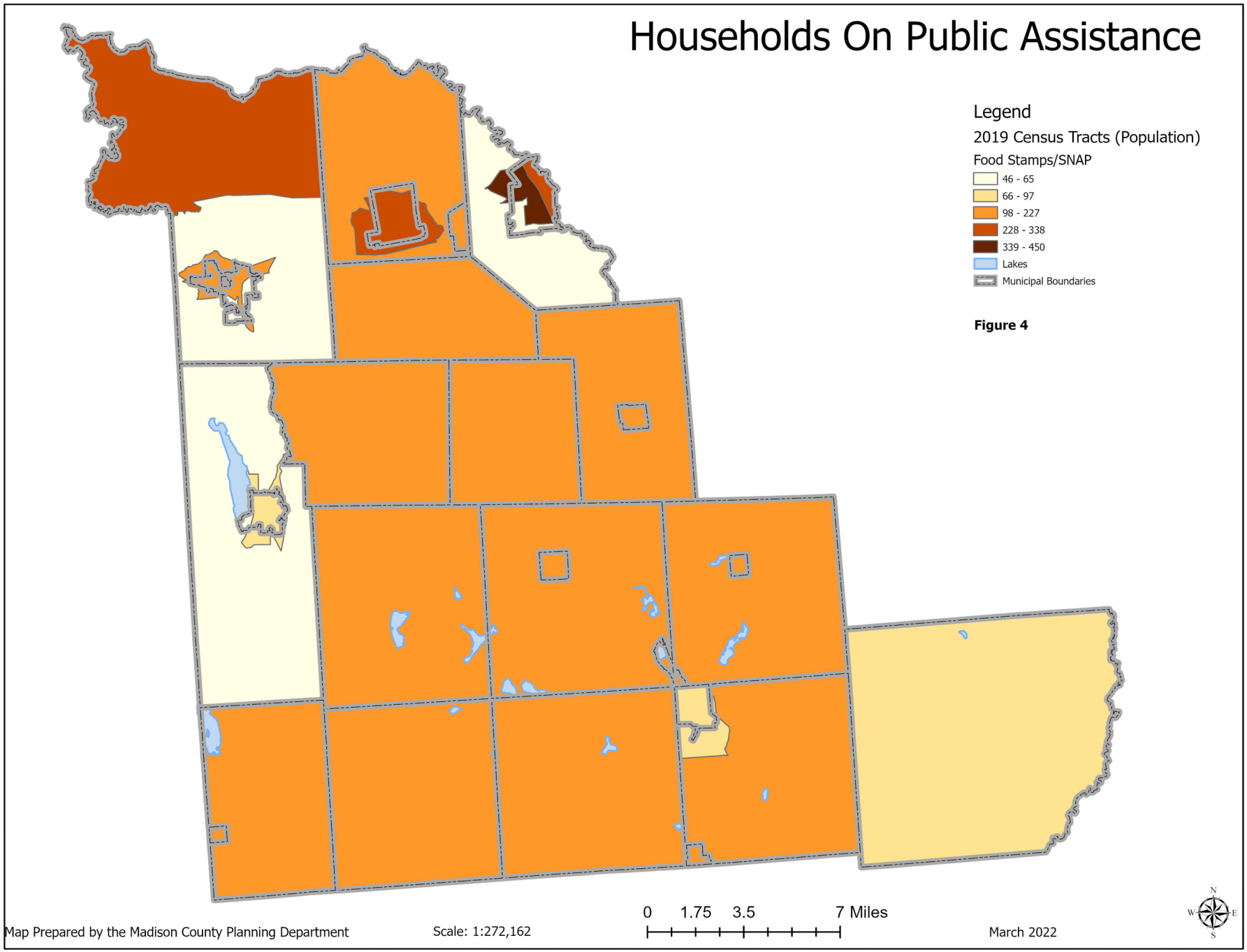

Households On Public Assistance
Legend
2019 Census Tracts (Population)
Food Stamps/SNAP
46 - 65
66 - 97
98 - 227
228 - 338
339 - 450
Lakes
Municipal Boundaries
Figure 4
0 1.75 3.5 7 Miles
Map Prepared by the Madison County Planning Department
Scale: 1:272,162
March 2022
N
W
E
S

Figure 4

Mobility Limited Population

The 2019 American Community Survey asked questions relating to disability status and mobility limitations within our population. Specifically, question 20 asks whether a person has a physical, mental, or emotional condition that creates difficulty in doing errands such as visiting the doctor's office or shopping. According to the US Census disability glossary, question 20 addresses the topic of independent living. Thus, independent living data of those 18 years and older was used to create our mobility limited map.

Approximately five percent of the population has independent living difficulties, and overall, eleven percent has a disability of some form in the County. The upper portion of the Town of Sullivan has the highest density of the mobility limited population (Figure 5). Other high density locations include the Towns of Lincoln, Fenner, Smithfield, Stockbridge, Nelson, and Eaton, and a portion of the inner and outer districts of the City of Oneida.

Major Employers

Working closely with the Madison County Industrial Development Agency, a list was developed of major (10 or more employees) employers within Madison County (Figure 6). The list contains a wide variety of businesses including manufacturing facilities, retail employers, healthcare facilities and hospitals, colleges and universities, hotels, motels, and restaurants, and many more. For the most part, many of the major employers are located within the villages and City of Oneida, which also tend to be the populations centers of the County. However, there are some businesses located in more rural areas, somewhat limiting our ability to potentially serve all of them through fixed route service.

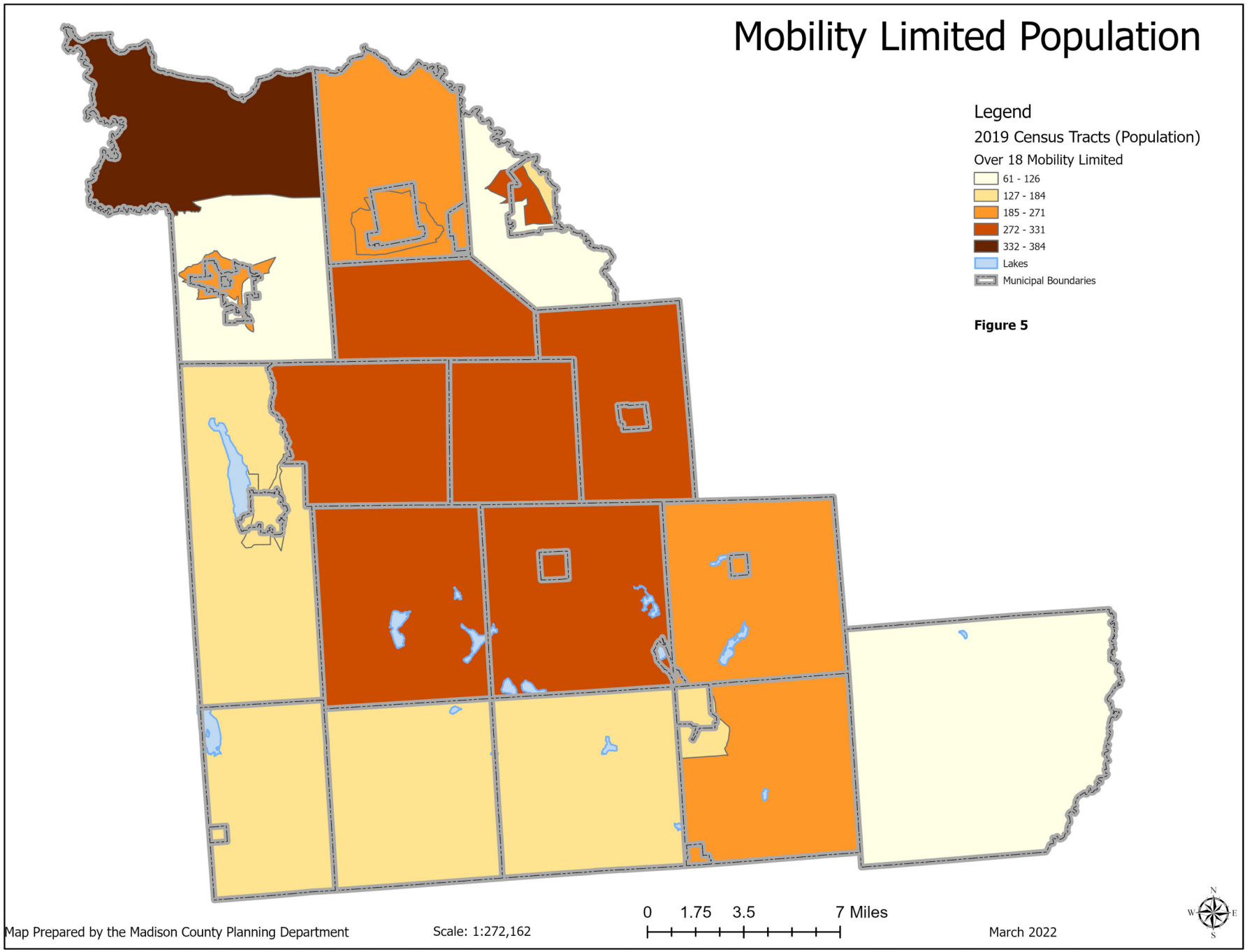

Mobility Limited Population
Legend
2019 Census Tracts (Population)
Over 18 Mobility Limited
61 - 126
127 - 184
185 - 271
272 - 331
332 - 384
Lakes
Municipal Boundaries
Figure 5
0 1.75 3.5 7 Miles
Map Prepared by the Madison County Planning Department
Scale: 1:272,162
March 2022
N
W
E
S

Figure 5

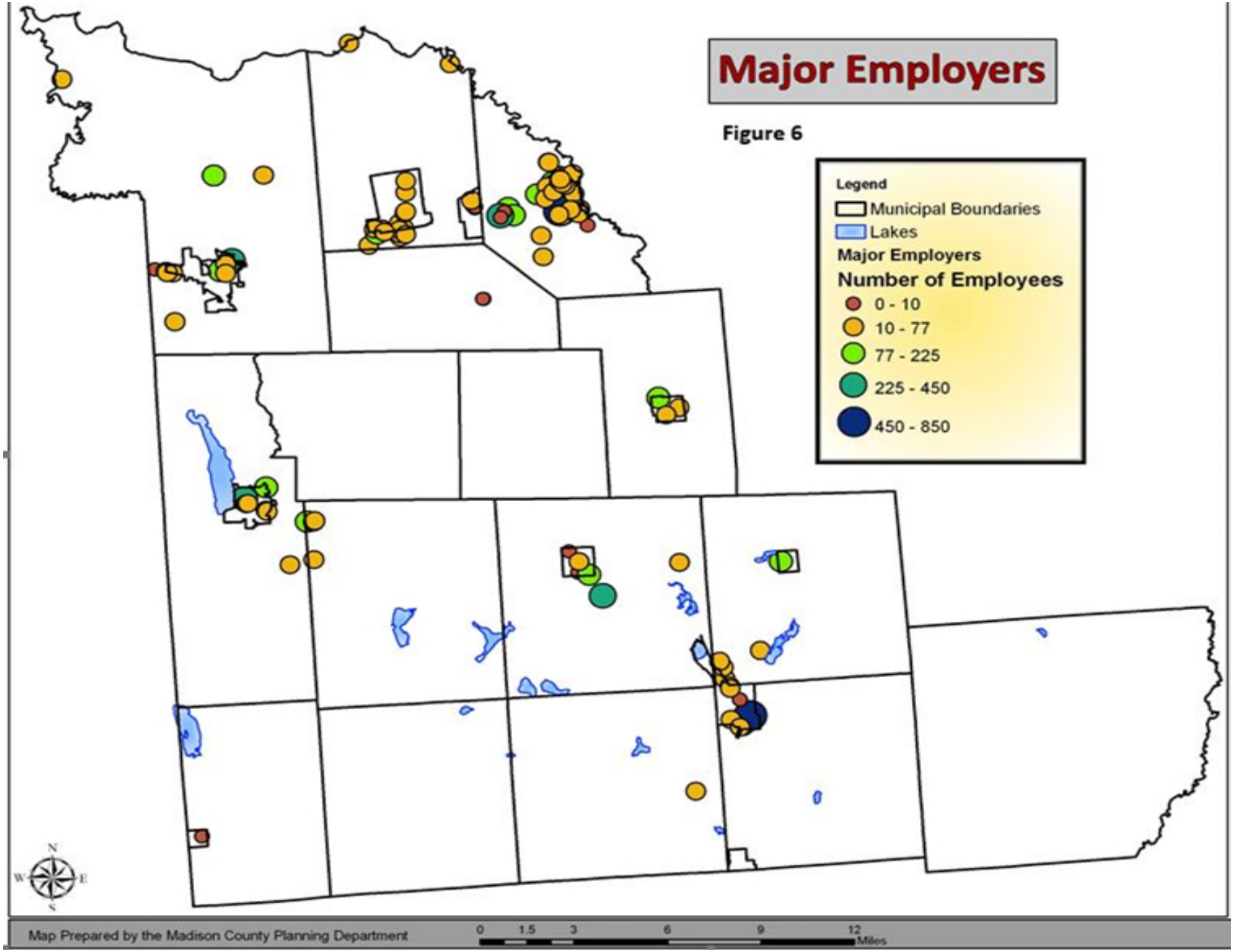

Major Employers
Figure 6
Legend
Municipal Boundaries
Lakes
Major Employers
Number of Employees
0 - 10
10 - 77
77 - 225
225 - 450
450 - 850
N
W
E
S
Map Prepared by the Madison County Planning Department
0
1.5
3
6
9
12
Miles

Figure 6

Medical Facilities

Committee members developed a comprehensive list of the larger medical facilities within Madison County. In large part, the committee drew from a compilation of community health resources that was part of the Health Improvement Planning Report for Madison County (Figure 7). This was a product of the MAPP (Madison County Mobilizing for Action through Planning and Partnerships) Committee and was adopted by the County in December 2009. The County's internal GIS data contributed valuable information as well existing service providers.

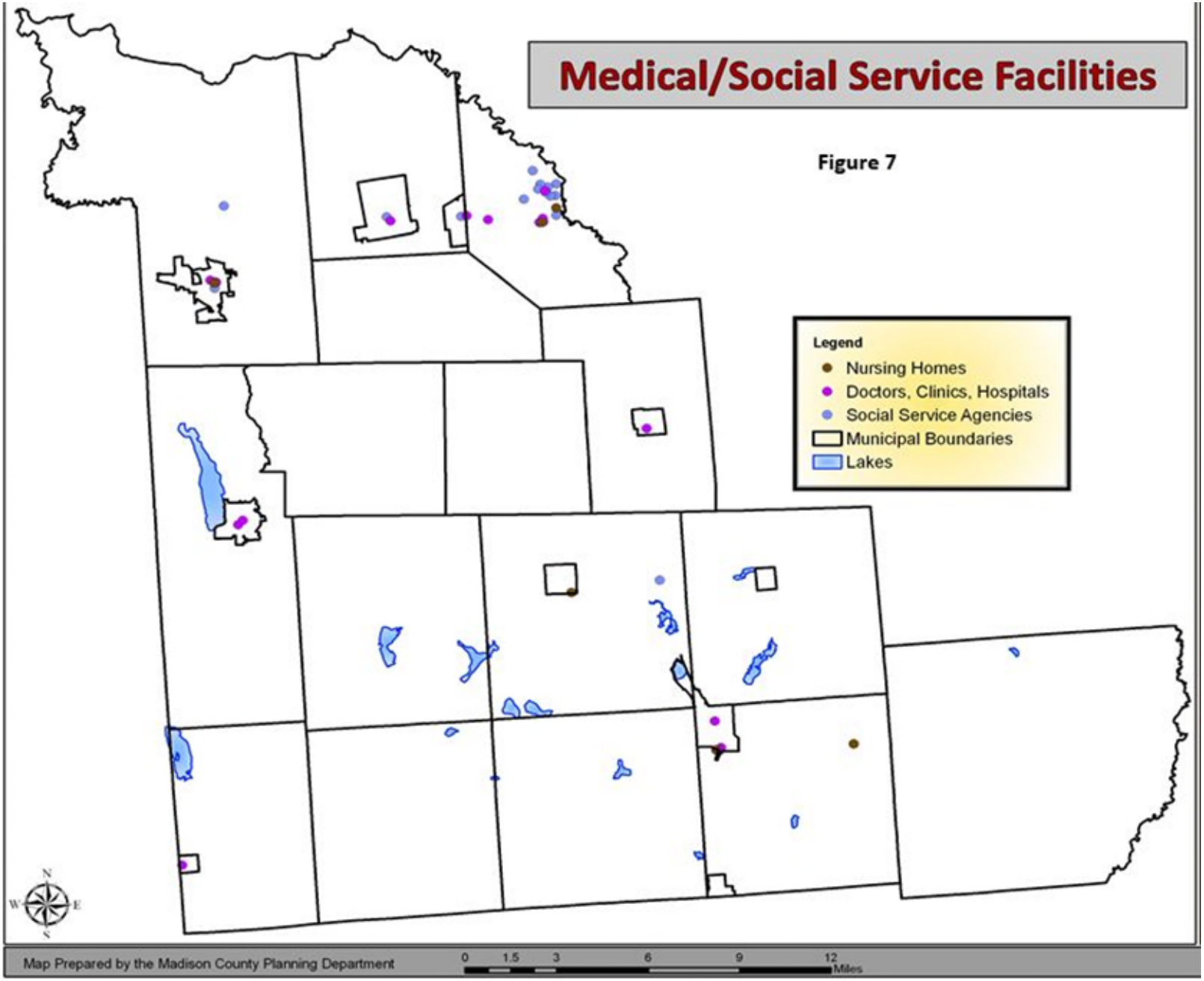

Medical/Social Service Facilities
Figure 7
Legend
Nursing Homes
Doctors, Clinics, Hospitals
Social Service Agencies
Municipal Boundaries
Lakes
N
W
E
S
Map Prepared by the Madison County Planning Department
0
1.5
3
6
9
12
Miles

Figure 7

Section 5.0 – Inventory of Resources and Services

A consolidated list of transportation services are listed below based off the local providers that submit agency/organization contact information.

2-1-1 Mid-York

This is a resource and referral source for all over the United States, specifically for Madison County, you can inquire either by phone (listed below) or by website at www.211midyork.org. For community, social, or government services, dial 211. Hearing impaired dial relay 711, ask for 1-844-342-5211

A & D Taxi

This is an Oneonta, NY based company specializing in on-demand medical transport through Medicaid and Private Pay options. Wheelchair van and ambulette available upon request. Madison County Residents call (607) 386 - 4774

The ARC

Madison / Cortland The ARC works with people with developmental disabilities, providing vocational services, work center rehabilitation, clinical services, senior program services, and much more. The ARC runs a transportation program designed to get their clientele, heralding from all areas of Madison County, to and from these programs. They have a small fleet of shuttles and each affiliated residence has a vehicle designated for medical and non-medical transportation. Contact (315) 363 - 9281 ext 4200

American Cancer Society of Central New York

Transportation is provided for cancer patients only who are in active treatment. Transportation is provided by volunteers on a "first come first served" basis. Requesting transportation must be made three days in advance. Contact (800) 227-2345

Birnie Bus Service, Inc.

Founded in 1946, Birnie Bus employs over 1200 people and transports over 2 million riders annually, making it the 18th largest bus company in the United States. Birnie provides a wide array of transportation services including the transport of school aged children, public transportation, handicapped services, tour groups, and corporate travel. In Madison County, they are the contractor that runs the Madison Transit System (MTS).

Also, within Madison County, Birnie operates a Route 5 **city-to-city service** (from Little Falls to Syracuse), daily runs for Heritage Farms clients, daily runs for Oneida-Lewis ARC, daily runs for Madison County Pre-K, campus transportation for SUNY Morrisville.

Contact (315) 231-5592

Cancer Care Funds through Oneida Health Foundation

The funds are available through a grant application for applicants who need transportation for cancer care appointments. Contact (315) 361-2169 or foundation@oneidahealth.org

CASA-Cazenovia Area Senior Association

Cazenovia Area Senior Association, Aka CASA, activities are available to all individuals age 55 and over residing in the towns of Nelson, Fenner, and Cazenovia. These townships and the Village of Cazenovia fund the activities which include educational programs, trips, and monthly luncheon get together with speakers or musical groups. Contact # Bob Conway at (315) 662-7479 or the site at (315) 655-0350

Cazenovia College

Cazenovia College offers a few options for coordinating transportation through Student Life, which provides trips for shopping and recreation. Address: 22 Sullivan Street, Cazenovia, NY 13035. Contact (800) 654-3210

City Centre Apartments

City Centre Apartments does not provide transportation for residents, but there is a scheduled shopping trip with Madison Transit coordinated by the Madison County Mobility Manager. Contact # Madison Transit (315) 824-1260 for details.

Coach USA

Coach offers, through its Shortline service, select service to NYC from Hamilton and Morrisville, primarily catering to college students from Colgate University and Morrisville State College. Contact (866) 912-6224 or email at questions@coachusa.com

Colgate First Transit

Colgate University maintains a contract with First Transit, to provide transportation for students, faculty, staff and Hamilton residents to local shopping, restaurants, local businesses and to campus. On-Campus Office Phone: (315) 228-4287

CRIS-CAT

CRIS-CAT partners with Birnie Bus for chartering shopping trips for senior apartments from Cazenovia residents. Contact (315) 655- 0612 to request a ride.

Heritage Farm

Heritage Farm provides a wide variety of services to individuals with developmental disabilities and their families. Day Habilitation, Supported Employment, Harmony House Respite, Service Coordination, In-Home Residential Habilitation, Youth Services and Family Support Services are offered in the setting of a working farm in Madison County. Heritage contracts with Birnie Bus and Madison Transit to transport about 250 passengers per week to and from their programs. Contact (315) 893-1889

Liberty Resources - Maxwell House

Our Community Residences – Depalmer House, Venture House, Maxwell House and TBI Housing provide a supportive living setting to meet our clients' immediate and ongoing needs. Every client is provided opportunities to practice or regain independent-living skills under staff instruction and supervision. Staff take a person-centered approach that engages clients in the development of their own service plan. Residents are linked to appropriate healthcare, treatment, and natural supports, along with a variety of other services to address the full range of their needs and concerns, while reflecting values and strengths. Transportation is needed to move residents around within the community for recreational purposes. Contact (315) 363-8345

Madison County Office for the Aging

Office for the Aging's (OFA) mission is to "advocate, assist, and provide services that enrich the quality of life and promote the independence and dignity of older individuals and their families". OFA has a group of volunteers available for transporting seniors 60 and up to medical appointments. Contact (315) 697-5743

Madison County Community Action Partnership

The Madison County Community Action Partnership (CAP) provides service to approximately 1 out of 17 people in Madison County. In the area of transportation, they sometimes provide low-income clientele rides to work, and they provide additional transportation to consumers for non-job-related needs. In addition, they have a "Keys to Work" program that has provided 16 Madison County families per year a vehicle to get to and from work. Contact the CAP Coordinator at Morrisville (315) 684-3144 or Canastota (315) 697-3588

Madison Transit System (MTS)]

The Madison Transit System (MTS), currently operated by Birnie Transit Inc., is a public transportation service aimed at meeting the needs of Madison County residents. The service is completely open to the public and offers route deviation service. The route deviation service operates year-round, Monday through Friday. Due to budget cuts at the County level and changes in the Medicaid system, the Madison Transit system has undergone significant changes since 2013. A dial-a-ride service is no longer an option, and we have a more limited route system that targets the densely populated Route 5 and corridor in Canastota and Oneida. Additional options are provided throughout the County in correlation with our coordinated service options with Heritage Farms. As budgets and funding allow, we are working to expand service in areas of greatest need. Contact (800) 662-1220 or (315) 824-1260

Madison County Department of Health

The Madison County Department of Health (DOH) provides transportation to handicapped youth through their early intervention and pre-k education programs. This program is managed through a contract with Vehicle Management Consultants, Inc. (VMC). This service operates 5 days per week with an annual average of approximately 18,000 trips. Auburn Transport and Paine Bus Services and Lampher Bus Services. Contact (315) 366-2361 for more details.

Madison County Department of Mental Health

The Mental Health Department primarily provides transportation for their clients to and from partner agencies and facilities that offer required services. Contact (315) 366-2361

Madison County Department of Social Services

The Department of Social Services (DSS) is involved with limited transportation for its clients, mostly with the foster child program. The foster child program makes about 1,400 trips per year and requires the use of three County vehicles and the equivalent of two full time staff members from the Department. The County Department of Social Services is no longer responsible for coordination and contracting for Medicaid Transportation in Madison. Contact (315) 366-2211

Medical Answering Services (MAS)

MAS provides medical transportation to and from appointments for Medicaid enrolled clients. Contact 1-855-852-3286 OR www.medanswering.com

Medicare Transportation

Medicare provides non-emergency ambulance transportation to healthcare providers for Medicare A/B enrolled clients. Contact 1-800-MEDICARE or 1-800-633-4227

Mobile Life Transport

Mobile Life Transport provides on-demand medical transportation for Medicaid and Private Pay Clients. Contact (607) 674-9600

Morrisville Area Xpress (MAX)

Morrisville Area Xpress (MAX) provides daily, after hours and weekend shuttles. Shop n Ride, Rides for Residents Program, Field Trips, Nursing Clinicals. Contact (315) 684 -6097

The Oneida Health Rehabilitation & Extended Care Center

The Oneida Healthcare Center is one of the major destinations for much of the medical related transportation in the County. Also, through its Extended Care Facility (ECF), OHC provides transportation to its residents. Currently the ECF has 1 van that they use to transport residents, primarily to and from medical appointments. Please contact (315) 361-2016**Oneida Taxi Service**

The Oneida Taxi Service operates out of Oneida offering service both locally and over long distances. They currently have a fleet of 8 vehicles and 9 drivers. Current Contact Numbers 315-762-8119 or 315-363-3060

Oneida Towers Apartments

Oneida Towers does not offer transportation for residents, but there is a shopping trip available with Madison Transit as part of the Oneida City Loop. The trip is Monday – Friday for two hours to Walmart. Contact the Madison Transit System for details (315) 824-1260

Seneca Fields Apartments

Seneca Fields offers a few transportation options for residents. The first option is with the Healthy Seniors Program, based off a qualifying health diagnosis, residents can access scheduled trips with the Seneca Fields operated van for shopping and recreation. The second option is a scheduled trip with Madison Transit System bus coordinated by the Madison County Mobility Manager. Contact Seneca Field Apartments for more details (315) 280- 0444

Seniors Helping Seniors

Provides a variety of non-medical in-home services for seniors by seniors designed to help seniors who have difficulties with activities of daily living remain independent. Services include companionship, housekeeping, transportation, overnight care, mobility assistance, home maintenance, and small repairs. Contact (315) 280-0739

Speedy Medical Transport

Speedy is an East Syracuse company specializing in a full range of local medical transportation needs. They too have provided services through Madison County DSS. Services offered are medical and non-medical. Contact (315) 463-5154

24 Nelson Street Apartments

24 Nelson Street Apartments do not provide transportation to residents, however CRIS-CAT coordinates/funds a once-a-month shopping trip to Walmart with Madison Transit System. Contact CRIS-CAT for more details (315) 655-0612

UBER/LYFT

Provides on-demand transportation options to surrounding Central NY area. Limited availability in rural areas have been the biggest barrier in those utilizing the app thus far. Download the app for contact info/coordination, if you do not have a smartphone have someone coordinate for you that can or contact Go-Go Grandparent to access Uber/Lyft services.

US Coachways

US Coachways offers a bus chartering rental service for recreational trips to Albany, Buffalo, Syracuse, and New York City. Contact # 1-855-BUS-CHARTER

Volunteer Transportation Center

The Volunteer Transportation Center, Inc. is a non-profit organization. VTC provides essential rides to health, social, and other destinations for residents of Central New York who have no other transportation alternatives. The mission is to provide transportation to health, wellness and critical needs destinations utilizing volunteers and mobility management for anyone who has barriers to transportation. Contact (315) 628-8372 or info@volunteertransportation.org.

Madison Transit System Token Donation Program

Sponsored by Madison County Rural Health Council Mobility Management. The MTS Token Donation Program aims to connect residents to resources such as bus tokens, schedules, and information about transit options in Madison County. Your contributions will be picked up by the Madison County Mobility Manager and taken to Birnie Bus – Madison Transit System to purchase tokens to distribute out to the community.

How your Contribution helps Madison County Residents:

- Your token contributions are given to Madison County residents who are unable to purchase tokens because of limited income or other barriers.
- Some token contributions are given to those who may be utilizing the bus system for the first time.

Your donations help support those in Madison County who use the public transportation services for their grocery shopping, medical appointments, employment, and socialization.

GOMadisonNY

GOMadisonNY.com is the new Madison County Rural Health Council Mobility Management website aimed at providing current information on the following:

- The **About** section will define the role of mobility management.

- The **Announcements** section will provide current information regarding press releases for new transportation programs, COVID-19 transit updates and much more.
- The **Resources** section will provide a consolidated listing of all of the public/private and volunteer-based transportation providers around Madison County.
- The **Documents** section will provide an inventory of public transit schedules, chartered bus routes and program specific press releases.
- The **Video** section will contain all public/private transit videos ranging from commercials for the public bus system to training videos for vehicle safety, etc.
- The **Travel Training** section will provide an overview of the 2021 Madison County Mobility Manager Travel Training Program, with the scheduling feature for those interested in either signing up to be "travel trained" or for those interested in enrolling in the "travel training" course, sponsored by GetthereSCNY.org.
- The **Contact** section will be focused on Mobility Manager contact information and will feature the ability to request presentations, buddy system reservations, travel training, bus tokens and so much more.

Section 6.0 – Needs Gap Analysis

The goal of this portion of the plan was to determine the met and unmet needs of the various populations in Madison County through a gap analysis effort. This analysis not only looked at the needs of the populations targeted by this plan, but the needs of all County residents. This process involved surveying Committee members and human service agencies through a written survey form. Additionally, and perhaps more importantly, agencies and service providers were relied on to submit various forms of data, such as client pickups, client destinations, existing transit routes, and more, which were mapped in our GIS database. This resulted in a robust dataset of point clusters and line routes that allowed visual analysis of these gaps in all areas of the County. More specifically, and as required by DOT, the following five steps were followed:

1. Identification of the populations currently being served
2. Where those populations are
3. The number of annual trips provided
4. Assessing the currently uncoordinated providers performing these services
5. Identifying the populations whose needs remain unmet.

There are two maps, with the compilation of many layers of data, which were used to make the Gap analysis recommendations. First, the point cluster map (Figure 8) shows the location of hundreds of collected data points. Point data shown on the map includes client pickup and destination data from the Oneida Senior Van, the Department of Social Services Medicaid trips, Madison Cortland ARC clients, hospitals and medical clinics, social service agencies, major employers, and the Madison Transit system. Route (line) data shown in Figure 9 depicts the approximate routes traveled for the Colgate Cruiser, Heritage Farms, and the Madison Transit system. For both the point and line representation of this data, the intent was to determine heavily traveled transportation corridors and clusters of existing transportation demand. These were then used in the determination of opportunities for improved service and coordination.

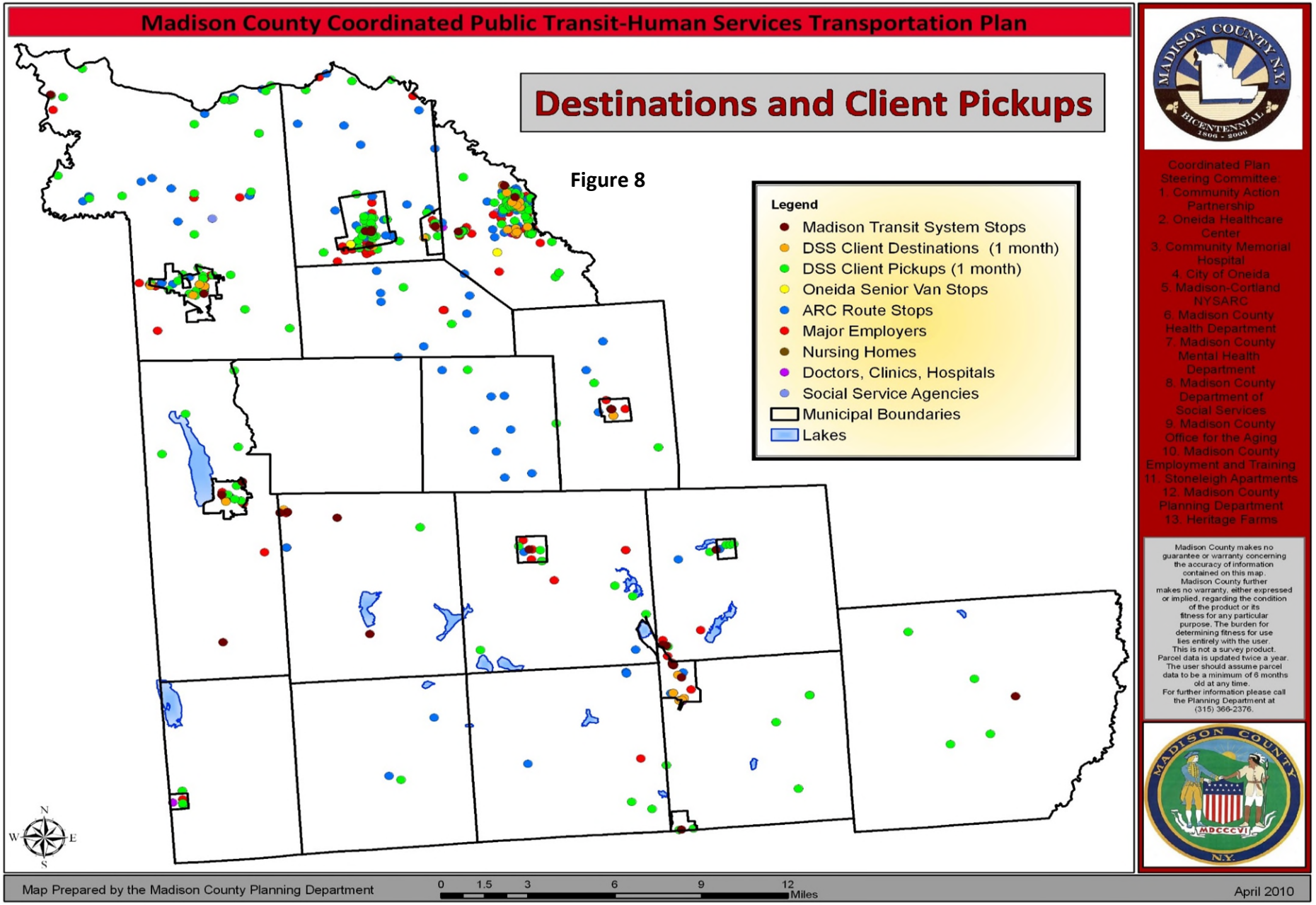
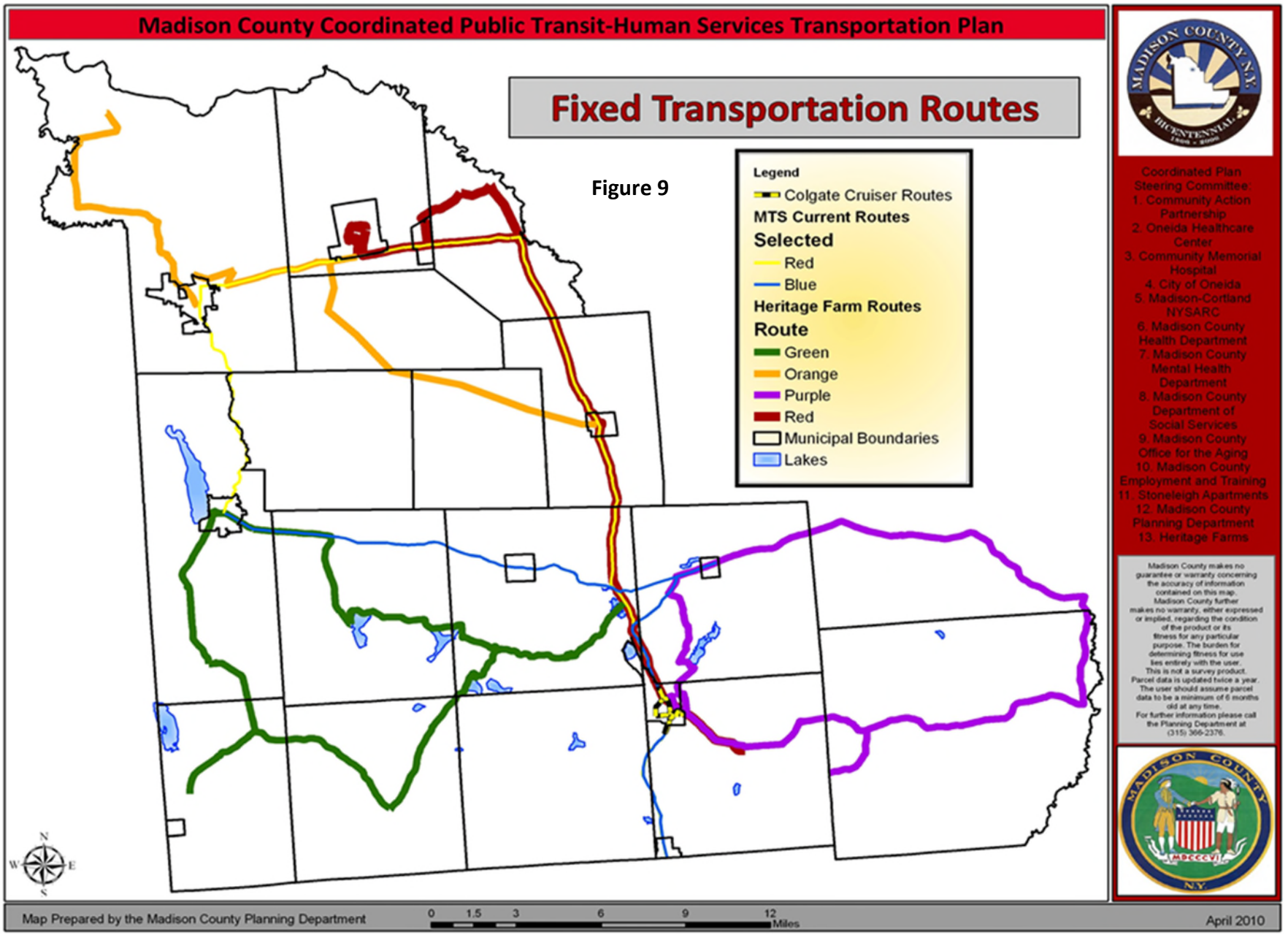

Madison County Coordinated Public Transit-Human Services Transportation Plan
Destinations and Client Pickups
Figure 8
Legend
Madison Transit System Stops
DSS Client Destinations (1 month)
DSS Client Pickups (1 month)
Oneida Senior Van Stops
ARC Route Stops
Major Employers
Nursing Homes
Doctors, Clinics, Hospitals
Social Service Agencies
Municipal Boundaries
Lakes
Coordinated Plan Steering Committee:
1. Community Action Partnership
2. Oneida Healthcare Center
3. Community Memorial Hospital
4. City of Oneida
5. Madison-Cortland NYSARC
6. Madison County Health Department
7. Madison County Mental Health Department
8. Madison County Department of Social Services
9. Madison County Office for the Aging
10. Madison County Employment and Training
11. Stoneleigh Apartments
12. Madison County Planning Department
13. Heritage Farms
Madison County makes no guarantee or warranty concerning the accuracy of information contained on this map. Madison County further makes no warranty, either expressed or implied, regarding the condition of the product or its fitness for any particular purpose. The burden for determining fitness for use lies entirely with the user. This is not a survey product. Parcel data is updated twice a year. The user should assume parcel data to be a minimum of 6 months old at any time. For further information please call the Planning Department at (315) 366-2376.
Map Prepared by the Madison County Planning Department
0 1.5 3 6 9 12 Miles
April 2010

Figure 8


Madison County Coordinated Public Transit-Human Services Transportation Plan
Fixed Transportation Routes
Figure 9
Legend
Colgate Cruiser Routes
MTS Current Routes
Selected
Red
Blue
Heritage Farm Routes
Route
Green
Orange
Purple
Red
Municipal Boundaries
Lakes
Coordinated Plan Steering Committee:
1. Community Action Partnership
2. Oneida Healthcare Center
3. Community Memorial Hospital
4. City of Oneida
5. Madison-Cortland NYSARC
6. Madison County Health Department
7. Madison County Mental Health Department
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Map Prepared by the Madison County Planning Department
0 1.5 3 6 9 12 Miles
April 2010

Figure 9

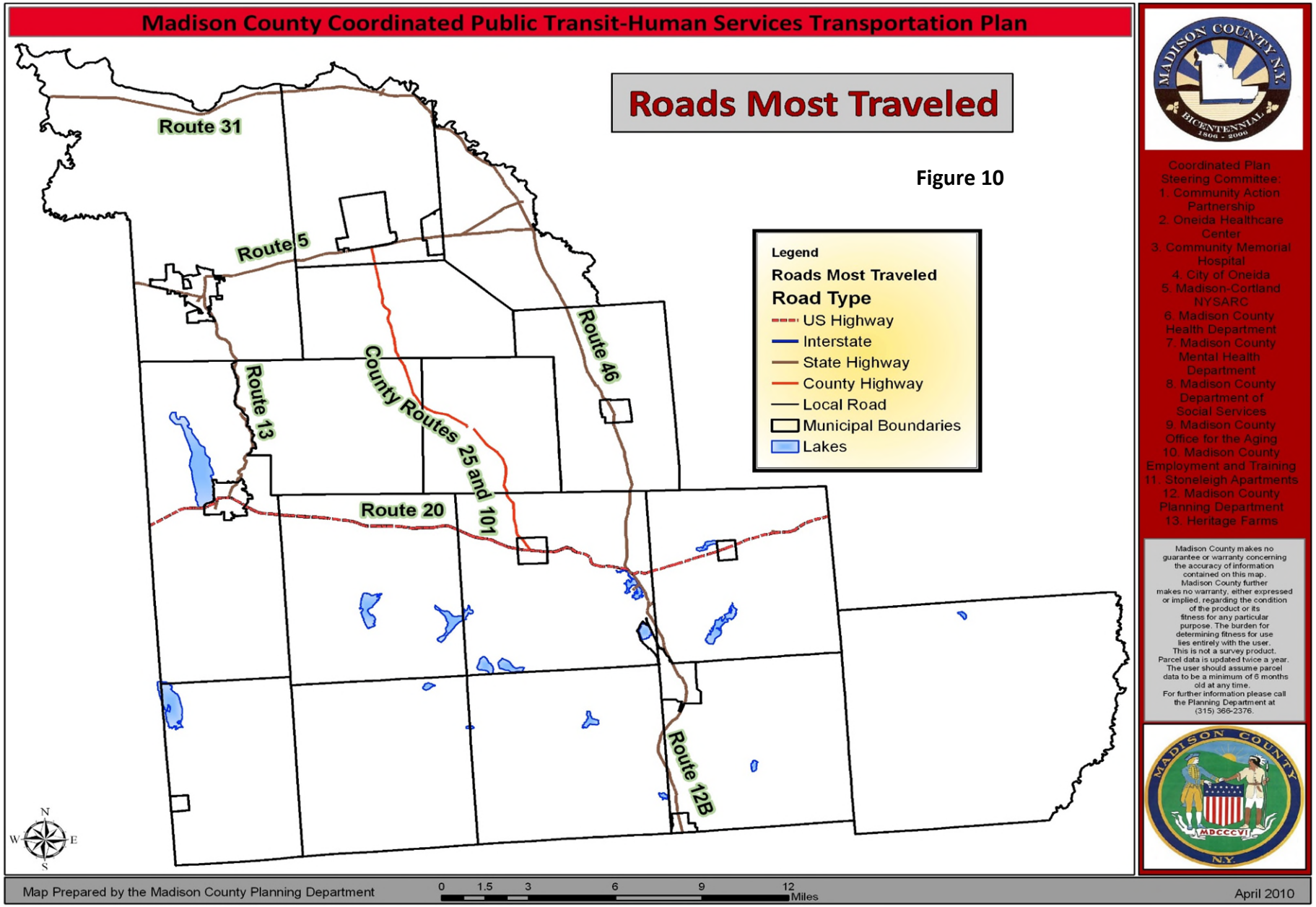
Gap Analysis Results

As expected, many of the destination and client pickup data points cluster in areas of high population, which in this case corresponds with some of the villages in the County and the Inner District of the City of Oneida (Figure 8). The likely routes of transporting most residents tend to fall along similar roads (Figure 10). In general, these points tended to densely cluster in the more northern areas of the county which again corresponds with the highest population density. Topography, historical settlement patterns (the Old Erie Canal), proximity to larger urban areas (Syracuse and Utica), and the NYS Thruway contribute to greater populations in northern Madison County. However, there are dense areas scattered elsewhere in the county. In order to ensure that adequate options are available for all areas of the County and in understanding the widespread rural nature of the area, options were developed for fixed route and demand responsive service that would meet the needs of everyone. In general, the fixed route service options follow the most traveled service routes and densely traveled areas (Chittenango, Canastota, Oneida, and Hamilton to name a few) while the demand responsive zones capture the rest of the County, where fixed routes are not practical.

Fixed Routes

Our data suggests that fixed routes should focus on the following roads within Madison County (Figure 11):

1. State Route 31 between Bridgeport and northern Lenox
2. State Route 5 between Chittenango and Oneida
3. Route 13 between Chittenango and Cazenovia
4. County Route 25/101 Between Canastota and Morrisville
5. U.S. Route 20 between Cazenovia and Pine Woods
6. State Routes 46/12B from Oneida to Earlville


Madison County Coordinated Public Transit-Human Services Transportation Plan
Roads Most Traveled
Figure 10
Route 31
Route 5
Route 13
County Routes 25 and 101
Route 46
Route 20
Route 12B
Legend
Roads Most Traveled
Road Type
US Highway
Interstate
State Highway
County Highway
Local Road
Municipal Boundaries
Lakes
Coordinated Plan Steering Committee:
1. Community Action Partnership
2. Oneida Healthcare Center
3. Community Memorial Hospital
4. City of Oneida
5. Madison-Cortland NYSARC
6. Madison County Health Department
7. Madison County Mental Health Department
8. Madison County Department of Social Services
9. Madison County Office for the Aging
10. Madison County Employment and Training
11. Stoneleigh Apartments
12. Madison County Planning Department
13. Heritage Farms
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N
W
E
S
Map Prepared by the Madison County Planning Department
0 1.5 3 6 9 12 Miles
April 2010

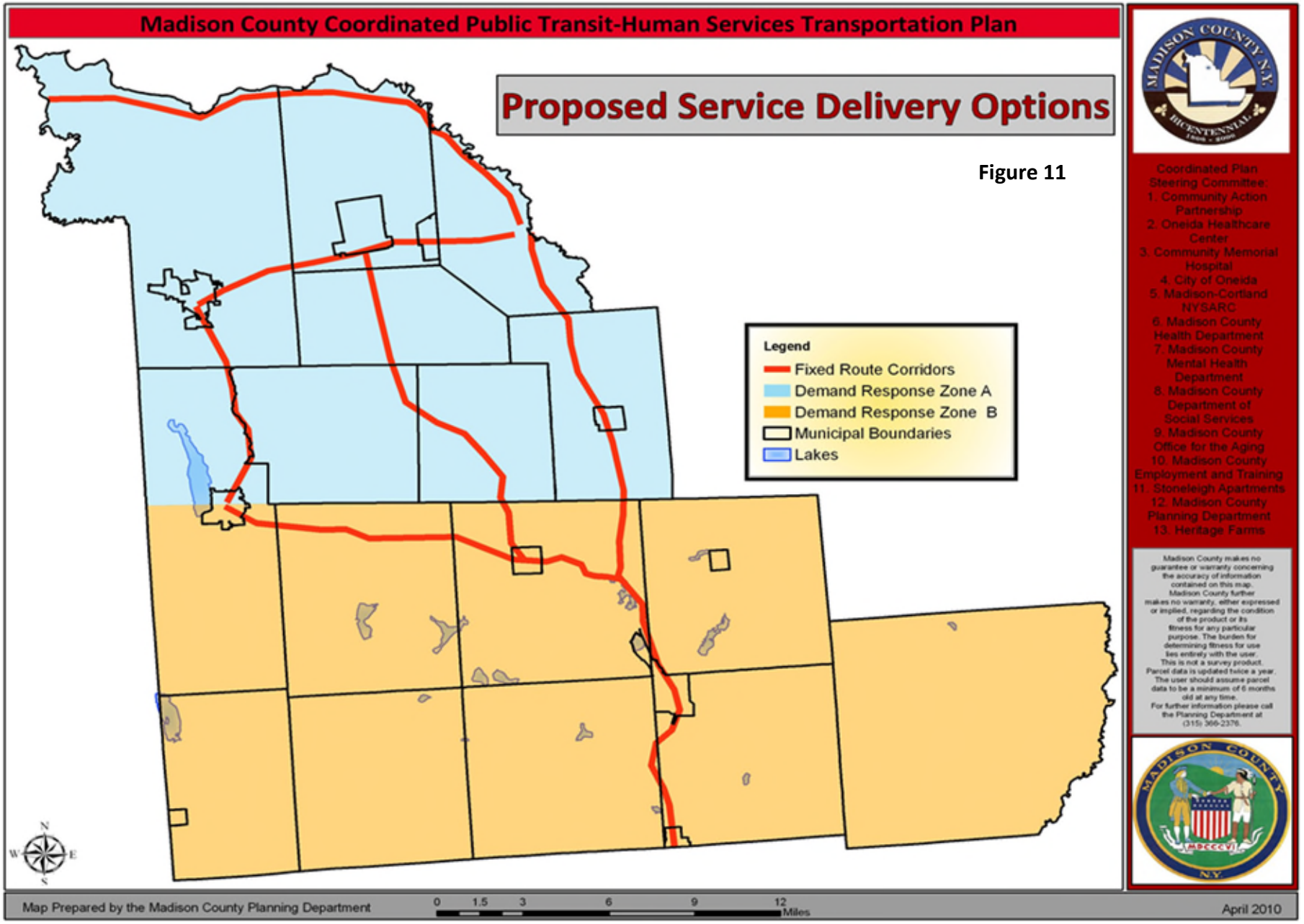
Figure 10

Though it is not within the scope of this document to determine the timing, frequency, and location of the fixed route stops, the advisory committee will work with members of the public, system operators, local businesses, and other involved parties to determine the details of the new fixed route system. This data was used to determine where the most need is for fixed route service.

Demand Response

Figure 11 also shows two demand responsive zones that developed from the data points. The committee divided the County into two "zones", with Zone A covering the City of Oneida, and the Towns of Sullivan, Lenox, Stockbridge, Lincoln, Fenner, and the northern half of Cazenovia. Zone B covers the Towns of Madison, Eaton, Nelson, southern Cazenovia, DeRuyter, Georgetown, Lebanon, Hamilton, and Brookfield. Due to funding cuts, the Demand Response portion of the Public Transit System in no longer operational. However, as explored below in the Mobility Management section (7), a network of partners (volunteers, private operators, etc.) may be able to address some of the identified needs in the less densely populated areas of the County.

It is clear that agencies have overlapping routes and clientele, and where feasible, the committee sees many opportunities for coordination. Though it is beyond the scope of this document to spell out specifically how, it can be safely assumed that the major transportation providers (ARC, MTS, Heritage Farms, and Colgate University) in the County will endeavor to share rides and implement partnerships within these fixed route and demand responsive zones.


Madison County Coordinated Public Transit-Human Services Transportation Plan
Proposed Service Delivery Options
Figure 11
Legend
Fixed Route Corridors
Demand Response Zone A
Demand Response Zone B
Municipal Boundaries
Lakes
Coordinated Plan Steering Committee:
1. Community Action Partnership
2. Oneida Healthcare Center
3. Community Memorial Hospital
4. City of Oneida
5. Madison-Cortland NYSARC
6. Madison County Health Department
7. Madison County Mental Health Department
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Map Prepared by the Madison County Planning Department
0 1.5 3 6 9 12 Miles
April 2010

Figure 11

Section 7.0 – Proposed New Mobility Program

The identification of service corridors and opportunities for collaboration leads to the examination of what type of structure-coordinated transportation should look like in Madison County. It was through consensus of the Steering Committee that we decided that Madison County should coordinate its transportation through a ***multi-agency system with public and private partnerships***.

Though this is somewhat like how the providers in the county are operating now, services can be better coordinated. This system will allow the ability to maintain the existing programs but will implement ride sharing and eliminate service duplications through partnering agreements. This will not only lead to better overall efficiency but will maximize the leveraging of State and Federal transit dollars thereby keeping costs lower.

The following excerpt from a book by William Eggers and Stephen Goldsmith, examines the benefits and advantages of public and private partnerships and is undoubtedly applicable to Madison County's goals for transportation. "The traditional, hierarchical model of government does not meet the demands of this complex and fast-changing age. Rigid bureaucratic systems – with their command-and-control procedures, narrow work restrictions, and siloed cultures and operational models – are particularly ill-suited to responding to problems that increasingly know no organizational boundaries. Although the traditional model is not dead yet, it's steadily giving way to a very different approach in which government executives redefine their core responsibilities from managing people and programs to coordinating resources for producing public value. Government agencies, bureaus, divisions, units, and offices are becoming less important as direct service providers, but more important as levers of public value inside the web of multi-organizational, multi-governmental, and multi-sectoral relationships that increasingly constitute modern governance" (Eggers and Goldsmith, 2004)[7]. Today, due to tighter budgets

[7] William D. Eggers and Stephen Goldsmith. *Governing by Network: The New Shape of Government* (Brookings Institution Press, Fall 2004).

and increasing demands on time and resources, this type of partnership will be a benefit to each participant and is intended to lead to better service for Madison County's constituents.

Transportation Oversight

Many agencies within the County have an interest in transportation and the intent behind the makeup of our Steering Committee was to get as many of those folks involved in our efforts as possible. Many of the Steering Committee members serve as representatives for their agencies, and ultimately answer to their appropriate board or committee for guidance and oversight. In order for coordination to continue into the future, the committee must legitimize and formalize its structure so that their recommendations and guidance can move toward implementation. After careful planning and consideration, Mobility Management became integral in identifying the transportation barriers and needs throughout Madison County.

Mobility Management

Mobility Management is about bringing together the people who need transportation, with the people who provide transportation and the providers who can assist with funding for transportation, to address community transportation needs. It is making the most of existing resources, creating new services when needed and looking at the issues through the eyes of the rider. The National Center for Mobility Management (NCMM) notes that mobility management is an approach to designing and delivering transportation services that starts and ends with the customer. It begins with a community vision in which the entire transportation network—public transit, human service agencies, private operators, volunteer drivers, and others—works together with local residents, county planners, and other mobility managers to deliver the transportation options that best meet the community's needs.

How it benefits a community:

Mobility management can be the connector service for transportation solutions within a community by allowing the human service organizations to focus delivering their services and not spend time and resources deciphering how people will access those services. Mobility management keeps track of the needs and barriers to transportation within the community and how various programs can collaborate to provide better access to the available programs

community. Connect with Madison County Mobility Management today at www.GOMadisonNY.com

Mobility management is multi-faceted and can work for Madison County in some of these ways:

- Community members can utilize the Bus Buddy Program, a program for people needing assistance with planning their trips through the public bus system.
- Present ongoing updates on Madison County public transit, while collecting feedback to assess for perspective mobility management projects to local agencies and stakeholders.
- Can work on assisting organizations with collaborative funding opportunities and how to coordinate the applications.
- Madison County residents can apply for an allotment of public bus tokens through the MTS Bus Token Program.
- Community providers can sign up for the Madison County Travel Training Program to strengthen the Mobility Management Network Referral System.

The Mobility Management Advisory Committee of Madison County, representing at least fifteen service organizations, has agreed that contributing to the ongoing development of Mobility Management within the County could improve efficiency, coordination and capacity of the providers in enhancing transportation access for Madison County residents. This is a new concept to providers in this county. The Madison County Rural Health Council, Inc., whose mission, and strategic plan include working to improve access to care, has effectively been managing the Mobility Management program for Madison County since 2018.

The Mobility Management Advisory Committee has been meeting three times a year (April, August, and December) to review the current transportation options, to look at adding new resources, to gather feedback about what's working/what's not and to strengthen communication.

The two initial projects are:

1. Fund a Full-time Mobility Manager
2. Complete the Coordinated Transportation Plan.

PROJECT 1: The Mobility Manager will continue to: organize meetings, maintain committee contact information and communications, learn components of successful Mobility Management programs through education, maintain current information on all transportation providers within Madison County, update transportation information for 2-1-1 Mid-York system, maintain project goals and timelines identified in the Mobility Management Planning process, and expand volunteer driver networks.

PROJECT 2: Engage the services of a Professional Mobility Management Advisory Committee to bring all stakeholders together to outline options, identify clear goals and objectives, build consensus on the preferred options for the Mobility Management Program and develop a plan with specific actions, timeline and responsible parties to meet identified needs and goals. The committee would be dedicated to providing transportation within a fixed route framework. Knowledgeable and neutral guidance on how to develop a plan that all can agree upon to improve services, has not been available, nor attempted. A proposal from KFH Group, Inc., meets those needs, especially because of their knowledge regarding successful components of all Mobility Management programs in New York State.

These mobility management project goals were included in the County's most recent 5311 Operating and Capital Assistance application in 2019 and 2020.

Future Transportation Planning

The Coordinated Public Transit-Human Services Transportation Plan for Madison County represents the first step towards the development of a more comprehensive Community Transportation Plan that would identify the infrastructure, policies, and programs necessary to ensure efficient and effective transportation options for residents of and visitors to Madison County. Though the bulk of this plan has focused on the public and private transit side of transportation, the committee acknowledges that transportation is a much more diverse topic and one that it believes can positively change in the future. The committee has not touched upon other transportation topics such as hiking, biking, snowmobiling, equine transportation (both recreational and for our growing Amish population), State, County, and local roadway improvements.

The Community Transportation Plan would establish a safe and efficient multimodal system that promotes the health and mobility of Madison County citizens and visitors. The Plan should include environmental, health, social, economic assessment components to maximize their positive impacts and guide transportation strategy development and implementation activities.

The Community Transportation Plan should be shaped by the attempts to find the answers to the following questions about the future of transportation in Madison County:

1. How does Madison County build an environment that supports healthy living, preserve its natural beauty and resources, promote rural lifestyle, and foster economic prosperity?
2. How does Madison County increase opportunities for people, especially those vulnerable populations (e.g., elderly, disabled, low-income) to travel to, from, and around the county using alternative methods of transportation?

The proposed Madison County Community Transportation Plan should encompass three general themes: safety; accessibility and mobility; and healthy and active living. These themes reflect the nature of the County as a small one that promotes active living (walking, cycling etc.) even as it accommodates traditional traffic activities.

Implementation of First Mile, Last Mile (FMLM)

1. Expand the First Mile Last Mile (FMLM) Program to promote the use of existing routes. Obtain input and feedback from human service agencies to identify potential locations for riders who are not within walking distance of a public bus stop.
2. Identify FMLM locations to increase access to bus services so that disadvantaged populations (low income, minorities, and persons with disabilities) can have increased access to job centers, education and training facilities, and human service agencies.
3. Increase senior transportation options for cultural, social, education activities and non-emergency medical appointments.
4. Increase the pool of volunteer drivers through improved coordination efforts between human service agencies and transportation providers.
5. Pursue and administer grant funding to support expansion of the First Mile Last Mile Program to increase the number of trips provided through the service.

Identify Gaps in Transportation Services

1. Low-income persons, and persons with disabilities have difficulty seeking and maintaining employment due to limited transportation options to get to and from work.
2. The Madison County Public Bus System does not offer weekend service.
3. There is a lack of connectivity between institutions of higher education and neighboring communities to give students the opportunity to participate in community activities and events.
4. The installation of enhanced technology, and advanced scheduling and dispatch software, would greatly improve transportation efficiency and coordination.
5. The installation of bus stop features (i.e., benches, lighting, heat, solar powered bus shelters) would increase the safety and comfort of riders.
6. Increase ridership by improving multi-modal access to bus stops (e.g. sidewalks, crosswalk, and bike lanes)
7. The current $1.50 for bus fare is a financial barrier for riders with low/no income.
8. Improve connectivity to Oneida, Onondaga, Chenango, and Cortland County.
9. There are limited transportation options to connect residents to institutions of higher learning for education and employment opportunities.

Increase Ridership through Outreach and Education

- Present to civic and community-based organizations, social services agencies, hospital facilities/healthcare providers, etc. to provide information about public transportation services around Madison County.
- Conduct Mobility Management meetings to collaborate with multiple human service providers and organizations to promote increased access to public transportation services and to develop collaborations for continuity of care.
- Distribute pamphlets, posters, and flyers throughout Madison County, regarding public/private transit options.
- Remove barriers to utilizing public transit by providing travel training (Bus-Buddy Program) to individuals and agencies on an as-needed basis about ride scheduling and trip planning to identify suitable transportation services.

- Pursue funding opportunities to alleviate costs for low-income to no-income individuals, to cover fare for public transit.
- Conduct biannual reviews with public service providers and patrons, by participating in bus route rides and seeking feedback about services.
- Provide COVID-19 safe traveler guidelines that reflect current CDC recommendations.

Section 8.0 – Implementation Timeline

The following represents the original timeline of the planning process from 2008 – 2010. Figure 13 outlines the timetable.

1. Initial Stakeholders Meeting	November 6, 2008
2. Selection of Steering Committee Members	August 5, 2009
3. Coordinated Transportation Plan Meeting 1	September 10, 2009
4. Coordinated Transportation Plan Meeting 2	October 15, 2009
5. Coordinated Transportation Plan Meeting 3	November 23, 2009
6. Coordinated Transportation Plan Meeting 4	January 14, 2010
7. Plan Meeting 5 and Data Analysis Presentation – Delivery Options	March 16, 2010
8. Service Delivery Options Follow-up Meeting and Vote	March 29, 2010
9. Draft Coordinated Plan Distribution to Sub-Committee	April 15, 2010
10. Meeting to Discuss the Draft Plan	April 22, 2010
11. Presentation to the Madison County Planning Committee	April 27, 2010
12. Anticipated Plan Adoption by the Madison County BOS	May 11, 2010
13. Committee organization and by-law development	June - Sept. 2010
14. Partnering Agreement Development, New Routes, and Coordination Implementation	June 2010-May 2011
15. Social Marketing Campaign	July 2010-Dec. 2010
16. Ongoing Implementation of Coordination	May 2011 - Dec 2011 Present
17. Development of Mobility Management Program	May 2015-Dec. 2016
18. Part-time Mobility Manager Hired	December 2018
19. Full-time Mobility Manager Hired	November 2019/20.
20. Update Coordinated Transportation Plan	2021 - 2022

Figure 13 - Implementation Timeline Gantt Chart

Task	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Year 2009												
2. Selection of Steering Committee Members												
3. Coordinated Transportation Plan Meeting 1												
4. Coordinated Transportation Plan Meeting 2												
5. Coordinated Transportation Plan Meeting 3												

Task	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Year 2010												
6. Coordinated Transportation Plan Meeting 4												
7. Plan Meeting 5 and Data Analysis Presentation – Delivery Options												
8. Service Delivery Options Follow-up Meeting and Vote												
9. Draft Coordinated Plan Distribution to Sub-Committee												
10. Meeting to Discuss the Draft Plan												
11. Presentation to the Madison County Planning Committee												
12. Anticipated Plan Adoption by the Madison County BOS												
13. Committee organization and by-law development												
14. Partnering Agreement Development, New Routes, and Coordination Implementation												
15. Social Marketing Campaign												

Task	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Year 2011												
14. Partnering Agreement Development, New Routes, and Coordination Implementation												
16. Ongoing Implementation of Coordination												

Section 9.0 – Expected Benefits

Numerous benefits can be expected from this comprehensive Coordinated Transportation Plan. The meetings held over the initial 10 months have already improved communication between transportation-adjacent agencies. The cooperation will continue and as the group formalizes itself into an advisory committee. Those participating will see improved service and cost savings for their respective programs. The Madison Transit System for example has operated with a network of old routes and the service has not been marketed effectively. This has resulted in low ridership, a general lack of knowledge that service even exists, and the perception that the service is not effective. To remedy these issues a new website and schedule have been developed, efforts were undertaken to promote MTS including: Ride Free Week, marketing materials (t-shirts, brochures, etc.), hands on demonstrations, presentations and outreach, media campaigns including a first ever MTS commercial, and more.

On the side of public health and community well being, Madison County has completed a Health Improvement Planning Report (MAPP), spearheaded by the Public Health Department. One of the priority areas of initial strategy development was Public Health Access. Though only a portion of that discussion centers on transportation, the report clearly identifies transportation as a barrier to accessing healthcare in rural Madison County. The Health Department and healthcare providers have been included in the advisory committee and included were many, if not all, of the major health destinations in the gap analysis effort. This will result in heightened public transportation services being offered at those locations. The implementation of improved transportation will clearly have positive benefits to the health of the County's citizens by eliminating or at least minimizing the Public Health Access barrier identified in the MAPP process. In addition, the creation of the Rural Health Council and its role in the future of transportation in the County will yield significant opportunities.

Through ride sharing and coordination, the County will reduce the costs to participating agencies and reduce the fleet of vehicles operating on our roadways. This will reduce the consumption of fossil fuels. Additionally, the committee plans to explore the use of alternative fuel options for our collective bus fleet. This may result in lower emissions and lower fuel costs.

Leveraging of additional revenue sources should be a result of coordinated planning and the open dialogue created by these efforts. Better understanding of services, resources, and

funding associated with all transportation services will make the countywide funding picture clearer. The ability to continue to leverage all current funding, and possibly identify un-leveraged resources, along with the possibility of community buy-in from local employers could further inflate the revenue picture. Also, while revenues are held constant or even in a growth mode, expenses should reduce agency-wide based on the benefits that the elimination of duplication brings to the table.

Overall, the committee's goal is to supply county residents with transportation services that are comprehensive and easily accessible and affordable as possible.