



## Public Outreach and Engagement Plan

To Develop a Coordinated Public Transit—Human-Services  
Transportation Plan for Delaware

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## Preface and Acknowledgements

As the director of the Institute for Public Administration (IPA) at the University of Delaware, I am pleased to present the *Public Outreach and Engagement Plan to Develop a Coordinated Public Transit—Human-Services Transportation Plan for Delaware*. The plan is a follow up to a Phase I, June 2017 report entitled *Evaluating the State of Mobility Management and Specialized Transportation Coordination in Delaware* (<https://goo.gl/Ca3DjC>).

A key recommendation of the Phase I report is to update the *Delaware Statewide Action Plan to Coordinate Human Service Transportation*, published in 2007. Coordinated Public Transit—Human-Services Transportation Plans (i.e., coordinated plans) are required by the Federal Transit Administration (FTA). They serve as a foundation for enhanced mobility and provide a framework to prioritize federal Section 5310 formula funding to address the transportation needs and priorities of all Delawareans—including mobility-challenged individuals.

This public outreach and engagement plan was developed to meet with FTA requirements that coordinated plans be developed and approved through a participatory planning process with input from diverse stakeholders. IPA appreciates the continued support from the Delaware Department of Transportation (DelDOT) and the Delaware Transit Corporation (DTC), an operation division of DelDOT. I would like to thank the DTC leadership team—including DTC’s Chief Executive Officer John Sisson, Mobility Manager Marcella Brainard, and Marketing & Public Affairs Officer Julie Theyerl—for their insights, assistance, and contributions to this plan.

I would like to acknowledge IPA Policy Scientists Julia O’Hanlon and Marcia Scott who developed the framework for the participatory planning process and authored the plan. Additional thanks go to Public Administration Fellow Elizabeth (Betsey) Suchanic, who prepared the graphics and branding concepts. Kudos also go to IPA Policy Specialist Sarah Pragg who edited the document.

Jerome R. Lewis, Ph.D.

Director, Institute for Public Administration

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## 1. Executive Summary

This outreach and engagement plan builds upon previous work conducted in partnership with the Delaware Transit Corporation (DTC) that identified the need for a comprehensive strategy to address the changing landscape of transportation coordination and mobility management in Delaware. In June 2017, the Institute for Public Administration (IPA) published a report entitled *Evaluating the State of Mobility Management and Specialized Transportation Coordination in Delaware* (<https://goo.gl/Ca3DjC>). The report advises DTC to develop a more contemporary and comprehensive state-level mobility management framework—one that better aligns with current and evolving federal mandates.

It has been over a decade since an assessment of Delaware’s human-services transportation system was conducted. Assessment efforts led by several statewide working group meetings in 2007 resulted in the publication of the *Delaware Statewide Action Plan to Coordinate Human Service Transportation* (i.e., Statewide Action Plan), and subsequent county-level plans. While it has been incrementally revised by DTC—an operating division of the Delaware Department of Transportation (DelDOT)—with input from the Elderly and Disabled Transit Advisory Committee (EDTAC), the Statewide Action Plan has not been comprehensively updated in a decade.

In accordance with federal transit law (FTA, 2006), this outreach plan lays the groundwork for a “locally developed, coordinated public transit-human services transportation plan,” that is driven by stakeholder “participation including seniors, individuals with disabilities, representatives of public, private, and nonprofit transportation and human services providers and other members of the public” utilizing transportation services.

The outreach plan, to update the 2007 *Delaware Statewide Action Plan to Coordinate Human Service Transportation*, has been designed to meet federal mandates for a participatory planning process. As shown in Figure 1, the framework proposes a comprehensive public engagement process that is inclusive, fosters meaningful dialogue, and uses both “high-touch” (in person) and “high-tech” (web-based/electronic) participatory methods to empower diverse stakeholders and facilitate two-way exchanges of information. Specific strategies outlined in the plan have been obtained through research of national best practices (i.e., how other states and regions have carried out similar plans), and in consultation with IPA’s agency and community-based partners.

**Figure 1: Framework for the Proposed Participatory Planning Process**

## FRAMEWORK FOR PARTICIPATORY PLANNING PROCESS



The proposed plan identifies essential stakeholders for a participatory planning process to update Delaware’s coordinated plan. It identifies targeted outreach opportunities that will be conducted in cooperation with and through partner organizations. An “Outreach Opportunities” spreadsheet has been prepared (<https://goo.gl/B8YSmP>), which details approaches to engage stakeholders through identified partners and assigns specific responsibilities to either IPA or the DTC/DART First State marketing and public affairs team.

IPA will work with the DTC/DART First State marketing and public affairs team to develop clear, concise, and engaging information to support public involvement efforts. To communicate goals of Delaware’s coordinated plan outreach effort, four brand concepts are proposed. The establishment of a project website, hosted and administered by DTC/DART First State is proposed to serve as the primary portal for all public information about the project. Additional “accessible” communications technology (e.g., e-mail, websites, multimedia formats) will be used to enhance interaction, present information, and garner public input.

A work plan has been developed, subject to review and approval by DTC. A Gantt chart visually displays major project components, tasks, time periods, and anticipated deliverables following the implementation of the Public Outreach and Engagement Plan implementation, in January 2018. Finally, a synopsis is provided of proposed assessment activities and evaluation criteria. A list of “next step” activities has been developed, as per a December 11, 2017 meeting between the DTC leadership team and IPA staff, which details tasks to move forward with implementation.



## 2. Introduction

### 2.1 Background

In June 2017, the Institute for Public Administration (IPA) published a Phase I report entitled *Evaluating the State of Mobility Management and Specialized Transportation Coordination in Delaware* (<https://goo.gl/Ca3DjC>). The report, which details outcomes of extensive research and outreach conducted as part of initial work on a multi-phased project, was produced in partnership with Delaware Transit Corporation (DTC)—an operating division of the Delaware Department of Transportation (DelDOT)—that operates as DART First State.

Outcomes of Phase I work identified several recurring themes and ongoing challenges with specialized transportation services in Delaware:

- Delaware’s ongoing mobility and specialized transportation challenges are exacerbated by the state’s demographic changes, including the increasing population, and demands on current public transit options.
- Primary “demand drivers,” beyond changing demographics, include disconnects between land-use and transportation/transit and requested paratransit trips for non-emergency medical transportation (NEMT).
- Mobility coordination challenges are aggravated by a lack of awareness of available services within each county, as well as inadequate veterans’ transportation services.
- Unmet mobility needs and service gaps extend beyond DTC’s reach and should include alternative, community-based services besides those provided at the state agency level.
- DTC is committed to addressing the state’s rising costs and demand for specialized transportation services, as evidenced by the agency’s implementation of its *Transit Redesign Implementation Plan*, which focuses on approaches for managing and delivering coordinated transportation services to all, particularly transportation-disadvantaged individuals.<sup>1</sup>
- New and innovative approaches to addressing the state’s specialized transportation and mobility coordination are possible and underway in Delaware.
- Recognition of current FTA policies and initiatives are imperative and should provide the basis for developing the state’s contemporary mobility management framework.
- Consideration of national and regional best practices, along with the expansion of new partnerships among the public, private, and nonprofit sectors, are key components of improving the state’s transportation services and mobility framework development.

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<sup>1</sup> While there is not a universal definition, transportation-disadvantaged populations include but are not limited to older adults, persons with disabilities, veterans, non-drivers, households lacking cars, and low-income individuals.

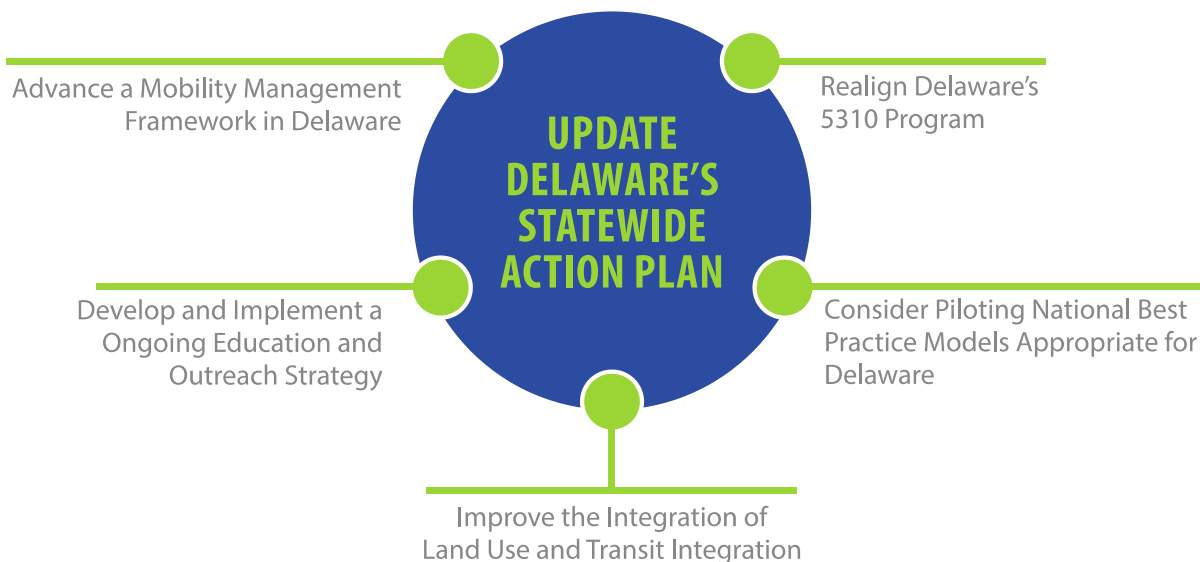
These themes and challenges suggest the need for a comprehensive strategy to address the changing landscape of transportation coordination and mobility management in Delaware.

Phase I report recommends supporting and advancing a mobility-management framework, piloting innovative programs, and expanding initiatives currently underway by the DTC to reduce cost pressures for all transit modes, address unrestricted use of paratransit services, and create alternative and affordable transportation options for all Delawareans and transportation-disadvantaged populations. As graphically represented in Figure 2, key recommendations of the Phase I report include the need to:

- Update Delaware’s Statewide Action Plan
- Realign Delaware’s Section 5310 Program
- Advance a Mobility Management Framework in Delaware
- Consider Piloting National Best Practice Models Appropriate for Delaware
- Develop and Implement Ongoing Education and Outreach Strategy
- Improve the Integration of Land-Use and Transit

**Figure 2: Updating Delaware’s Coordinated Plan Will Help Advance a Mobility-Management Framework and Other Strategies that Lead to a Responsive, Customer-Centered Transportation System**

## LONG-TERM GOALS



A key recommendation of the report is the need to update the *Delaware Statewide Action Plan to Coordinate Human Service Transportation* (i.e., Statewide Action Plan), published in 2007. The Statewide Action Plan summarizes outcomes of a United We Ride (UWR) self-assessment process

designed to help states build “fully coordinated transportation systems” that coordinate human-services transportation. The state’s plan has not been comprehensively updated to 1) adhere to federal policy and program changes, 2) address needs of all transportation-disadvantaged populations in Delaware, 3) consider impacts of emerging transportation technologies, changing demographics, and new opportunities in shared-use mobility and on-demand services.

In fact, barriers to mobility coordination identified in the 2007 Statewide Action Plan still exist. Several reports in the past decade detail issues concerning human-services transportation coordination, the need to advance mobility management, and issues related to rising costs and transportation-service inefficiencies. Moreover, projected demographic changes, “off-loading” of trips to paratransit by other transportation providers, high customer expectations for demand-response services, and paratransit services that exceed federal ADA mandates continue to burden and contribute to an unsustainable growth curve of paratransit services in Delaware.

An overview of the transportation planning and policy landscape, conducted as part of the 2017 Phase I report, underscores the urgency to develop a more contemporary and comprehensive state-level mobility management framework—one that better aligns with current and evolving federal mandates. It is critical to regularly update a Coordinated Public Transit–Human-Services Transportation Plan (i.e., coordinated plan) to align with federal policies and conform to the same plan update cycle as a metropolitan planning organization’s (MPO) transportation improvement program (TIP).

## **2.2 Purpose of Coordinated Public Transit–Human-Services Transportation Plans**

Coordinated plans serve as a foundation for enhanced mobility and provide a framework with which to distribute formula funding under the FTA’s Elderly and Persons with Disabilities Program (49 USC, §5310). Enacted in 1975, the formula-funding program serves two primary purposes. First, it is intended to support public transportation services planned, designed, and carried out to meet the special needs of older adults and individuals with disabilities by providing capital assistance grants. Second, it is designed to assist private nonprofit groups in meeting the transportation needs of older adults and people with disabilities when the transportation service provided is “unavailable, insufficient, or inappropriate to meeting these needs” (49 USC, §5310).

The need for coordinated plans was recognized following passage of the Intermodal Surface Transportation Efficiency Act of 1991 (ISTEA) and subsequent issuance of a 2004 federal Executive Order (EO) by former President George W. Bush. The EO established the interagency transportation Coordinating Council on Access and Mobility (CCAM) with a directive “to enhance access to transportation to improve mobility, employment opportunities, and access to community services for

persons who are transportation-disadvantaged” (Office of the President, 2004). In 2004, CCAM developed United We Ride (UWR) as a federal interagency initiative to improve the availability, quality, and efficient delivery of human-services transportation delivery systems for older adults, people with disabilities, and individuals with lower incomes.

UWR’s mission was strengthened through the 2005 passage of Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) federal surface transportation legislation. Beginning in 2007, SAFETEA-LU imposed new requirements for Section 5310 (and other transportation programs) in order to serve the special transportation needs of transit-dependent populations—above and beyond traditional public transportation services and Americans with Disabilities Act (ADA) complementary paratransit services. These requirements included the development of coordinated plans by Section 5310 program funding recipients. The plans are meant to establish goals, criteria, and strategies for delivering efficient, coordinated services to older adults, underemployed, financially disadvantaged persons, and persons with disabilities.

In 2006, FTA required that projects selected for funding under the Enhanced Mobility for Individuals and Individuals with Disabilities (Section 5310) Program be (1) “included in a locally developed, coordinated public transit—human-services transportation plan,” and that the plan (2) be “developed and approved through a process that included participation by seniors, individuals with disabilities, representatives of public, private, and nonprofit transportation and human services providers and other members of the public” utilizing transportation services. Coordinated plans identify the transportation needs of individuals with disabilities, older adults, and people with low incomes, provide strategies for meeting these needs, and prioritize transportation services for funding and implementation.

Updated requirements and guidance were subsequently issued in the 2012 Moving Ahead for Progress in the 21st Century (MAP-21) law and the 2015 Fixing America’s Surface Transportation (FAST) Act. Advanced under the FAST Act, a new strategic framework and subsequent policy directives, requires all states—including Delaware—to move beyond focusing primarily on human-services transportation coordination. In addition to traditional (capital) projects such as buses and vans to transport older adults and persons with disabilities, eligible Section 5310 projects now include non-traditional, mobility-management programs that benefit all transportation-disadvantaged populations (FTA, 2016).

The FAST Act also created discretionary pilot programs for innovative coordinated access and mobility—open to 5310 recipients—to support shared-mobility solutions achieved by enabling technologies and innovative partnerships. The limited, discretionary programs highlighted the need to advance partnerships for innovative projects that improve mobility on demand (MOD) and NEMT services for transportation-disadvantaged populations. FTA encourages transit agencies to embrace

partnerships with transportation network companies (TNCs)<sup>2</sup>; shared- and on-demand services that use technological innovation to expand and improve the provision of transit services; the deployment of coordination technology; and establishment of one-click/one-call centers to institute mobility management services.

In January 2017, CCAM set forth a new, broader vision to “enable equal access to coordinated transportation for all Americans” and “improve[ing] the availability, accessibility, and efficiency of transportation for targeted populations” (FTA, 2017). CCAM’s new strategic framework focuses on four overarching goals to: (1) improve access to the community through transportation, (2) enhance cost-effectiveness of coordinated transportation, (3) strengthen interagency partnerships, and (4) establish future models for coordinated transportation (e.g., improved technologies and unified policies and procedures) (FTA, 2017). Public transit agencies are now charged with leading efforts to coordinate specialized transportation services; advance mobility management protocols; and leverage resources, funding, and services under the Section 5310 program.

## **2.2.1 Coordinated Plan Requirements**

FTA provides specific guidelines to develop a coordinated plan. First, it requires that plan updates follow the same cycle as the preparation of transportation improvement programs (TIPs) by metropolitan planning organizations (MPOs). An MPO’s TIP may be described as the first four years of a region’s long-range transportation plan that lists all regionally significant and federally funded transportation projects and services in the planning area. MAP-21 required states to incorporate TIPs into a four-year statewide transportation improvement program (STIP). As such, most states/regions have either (1) synchronized the coordinated plan update schedule to match the TIP update cycle, or (2) integrated the planning processes to simultaneously update both the coordinated plan and TIP.

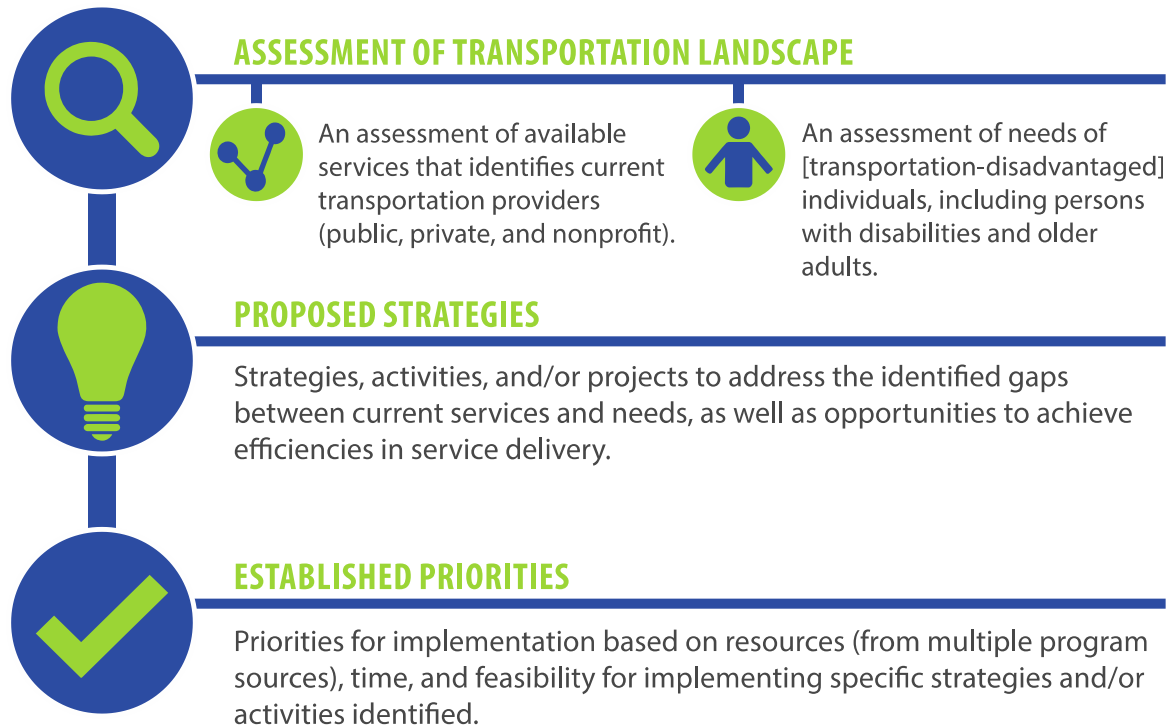
Second, FTA requires that coordinated plans be locally developed with diverse stakeholder representation and address the needs of all transportation-disadvantaged populations. Section 5310 recipients must certify that the coordinated plan was developed and approved through a participatory process that includes participation by seniors; individuals with disabilities; representatives of public, private, and nonprofit transportation and human services providers; representatives/advocates of transportation-disadvantaged populations; and other members of the public. Key elements of a coordinated plan are described in Figure 3 (FTA C 9070.1G, 2014).

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<sup>2</sup> A transportation network company (TNC) provides on-demand transportation services (via a mobile app or website) to connect paying passengers with drivers who provide the transportation on their own non-commercial vehicles. Examples of TNCs are Uber and Lyft (ACT, 2014).

**Figure 3: Key Elements of a Coordinated Public Transit–Human-Services Transportation Plan**

## KEY ELEMENTS OF A COORDINATED PLAN



A coordinated plan, as an outcome of a participatory planning process, should serve as a framework to (1) improve coordination among transportation service providers and human-service agencies, (2) enhance mobility and services for transportation-disadvantaged populations, and (3) guide Section 5310 program funding allocation decisions for traditional (capital) and non-traditional (mobility management) projects.

### 2.2.2 Mission and Goals of Delaware’s Coordinated Plan Update

In addition to meeting federal requirements, enhanced mobility options presented and prioritized through Delaware’s updated coordinated plan will be aligned with the DelDOT’s long-range transportation plan, *Innovation in Motion*. Goals outlined in the plan support the agency’s efforts to provide excellent customer service through a safe, accessible, reliable and innovative transportation network. In particular, goals of the long-range focused on accessibility, mobility, connectivity, resiliency, reliability, and quality of life will help guide DTC’s coordinated plan priorities, implementation, and maintenance.

As detailed on the *Innovation in Motion* plan website (<https://goo.gl/Lwe9m5>), “Delaware’s transportation network is continually evolving with changes in land use, demographics, travel

patterns, preferences, and technology. These changes require new and cost-effective solutions to meet the future needs of the state’s transportation and transit network.” Coordinated plan efforts must align with these changes and consider new and futuristic ideas to support statewide mobility efforts. Strategies that aim to support all Delawareans, including the state’s most vulnerable populations, will have the biggest impact. The FTA (2016), in unveiling opportunities for new mobility on demand public transportation projects, notes that, “the market for personal mobility is changing rapidly due to social and cultural trends, as well as technological advances such as smart phones, information processing, and widespread data connectivity.” Innovative concepts and priorities will shift current transit markets and models.

In keeping with state and national trends and focus areas, Delaware’s coordinated plan aims to embrace new ways of service delivery and cost containment. To align with *Innovation in Motion* goals, Delaware’s coordinated plan will strive to increase the accessibility and mobility of people and enhance connectivity (i.e., the integration and connectivity of the transportation system, across and between modes throughout the state). Therefore, the following principles and themes will be communicated throughout the outreach process and in developing the coordinated plan:

- Delaware’s current operating model for paratransit services is unsustainable.
- State population trends will continue to impact demand for transit services.
- Commuting times are increasing statewide.
- Changes in the state’s transportation landscape will impact the way people get from place to place.

The coordinated plan mission will support and promote DelDOT’s long-range plan by prioritizing mobility options that consider new and cost-effective solutions. It will complement DelDOT’s long-range transportation vision that guides the creation of policies, embraces new technology, and directs strategic investments in the transportation system to maintain the high quality of life in Delaware. Additionally, the plan will consider the specific needs of targeted populations and identify innovative solutions that will provide better mobility options for all Delawareans.

### **3. Public Outreach and Engagement Best Practices, Stakeholders, Goals, and Strategies**

#### **3.1 Public Engagement Best Practices**

While the terms public participation and public engagement are often used interchangeably, the concepts are actually different and distinct. Research suggests that public participation does not necessarily equate to citizen engagement (Lukensmeyer & Torres, 2006, p. 9). Not all methods of public participation engender a high level of engagement that democratizes decision making, enhances creative problem solving, fosters trust, and builds consensus (Svara & Denhart, 2010, p. 5).

Public engagement may best be described as a deliberative process through which practitioners and stakeholders come together to engage in thoughtful discussion, express their points of view, and discover common ground to influence government decision making (IPA, n.d.). The Transportation Research Board (TRB) Committee on Public Involvement further defines public involvement in the context of transportation planning. It states that public involvement is “the process of two-way communication between citizens and government by which transportation agencies and other officials give notice and information to the public, and use public input as a factor in decision making” (O’Connor et al., 2000). Yee (2010) describes public participation as the practice of stakeholder engagement. He defines stakeholder engagement as “a framework of policies, principles, and techniques which ensure that citizens and communities, individuals, groups, and organizations have the opportunity to be engaged in a meaningful way in the process of decision making that will affect them, or in which they have an interest” (Yee, 2010, p. 3).

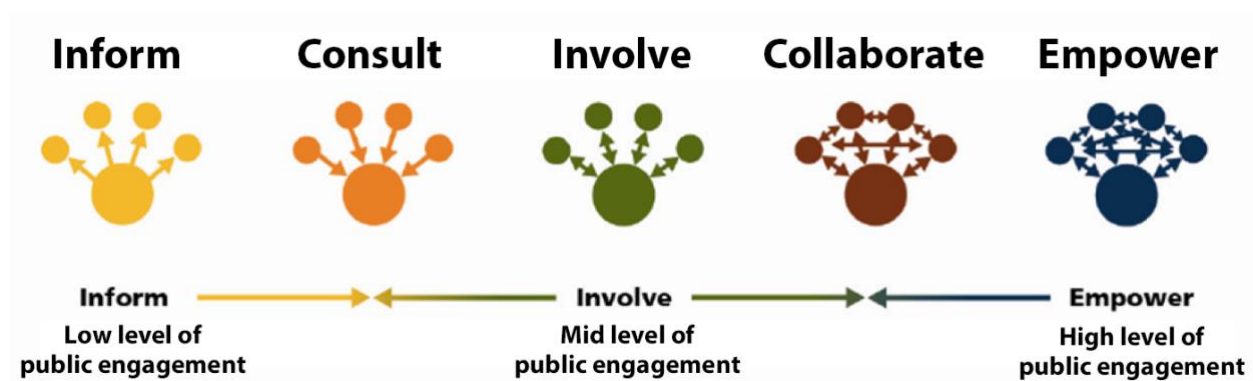
In recent years, public engagement and equity in transportation planning have come to the forefront within the U.S. DOT’s Transportation Planning Capacity Building (TPCB) program (US DOT, n.d.). The Federal Highway Administration (FHWA) states, “Early and continuous public involvement ensures that decisions reflect public needs and interests, consider diverse viewpoints and values, and are made in collaboration and consensus with all stakeholders. This process builds mutual understanding and trust between government entities and the people they serve” (US DOT FHWA, 2015).

While there is not a one-size-fits-all approach to public engagement, several best practices are recognized. Wagner (2013) condenses public engagement best practices into three principles. First, events should be accessible to facilitate involvement of diverse stakeholders. Second, a variety of tools, techniques, and strategies should be utilized to promote two-way communication and interactions. Third, outcome-oriented processes should facilitate continual involvement, encourage meaningful input, and achieve intended outcomes (Wagner, 2013, p. 39–41). Casello et al. (2015, p. 90) suggests a three-pronged framework for effective public engagement that includes customizing outreach messaging, stimulating public interest, and targeting community groups. Engagement



should include both “push” techniques—to spread information through various outreach approaches—and “pull” methods—to obtain stakeholder engagement and input through conventional high-touch (in-person) and high-tech (web-based/electronic) methods (Casello et al., 2015). Finally, in line with the International Association for Public Participation’s (IAP2) Spectrum of Public Participation (adapted in Figure 4), a public outreach and engagement plan should employ a broad set of strategies that not only “inform and consult,” but also “involve, collaborate, and empower” to generate higher levels of active stakeholder engagement.

**Figure 4: Adaptation of IAP2’s Spectrum of Public Participation (City of Burlington, Ontario, CA, 2013)**



Therefore, this *Public Outreach and Engagement Plan to Develop a Coordinated Public Transit—Human-Services Transportation Plan for Delaware* considers public engagement best practices and provides a flexible, interactive framework to update the state’s Coordinated Plan. The plan incorporates both best practice principles and value-added strategies that:

- Leverage existing relationships to stretch limited participatory resources through partnerships (e.g., DTC/DART First State marketing and public affairs team, transportation planning partners, human service partners, advocacy groups, Section 5310 organizations, and other stakeholder groups)
- Build upon existing outreach and engagement activities already being conducted by planning partners and organizations to obtain local knowledge and perspectives
- Incorporate a combination of traditional high-touch (in-person) and high-tech (web-based/electronic) public participation methods to generate higher levels of stakeholder engagement

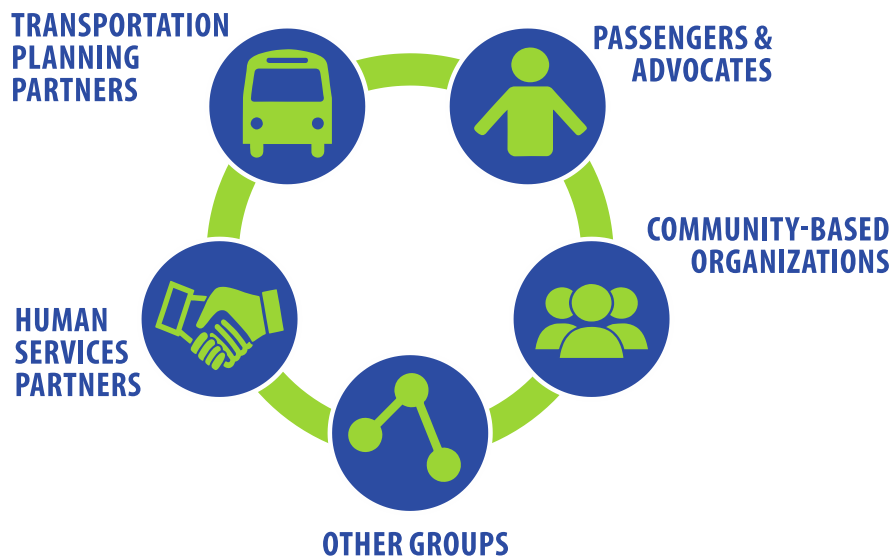
### 3.2 Stakeholder Categories

As previously stated, FTA requires Section 5310 recipients to fund traditional (capital) and non-traditional (mobility-management type) projects that are “included in a locally developed, coordinated public transit–human services transportation plan.” Recipients must certify that a

coordinated plan is “developed and approved through a process that included participation by seniors, individuals with disabilities, representatives of public, private, and nonprofit transportation and human services providers and other members of the public” utilizing transportation services (FTA, 2006). In order to meet the federal planning mandates, five broad stakeholder categories in Delaware have been identified, as depicted in Figure 5.

**Figure 5: Essential Stakeholders for a Coordinated Plan’s Participatory Planning Process**

## WHO ARE OUR STAKEHOLDERS?



### TRANSPORTATION PLANNING PARTNERS

- Transportation planning agencies, including MPOs, DTC as an operating division of DelDOT, and the Office of State Planning Coordination
- Past or current organizations funded under the Section 5310 Program (subrecipients)
- Private transportation providers (including on-demand TNCs)
- Nonprofit transportation cooperatives, including fee-based membership and volunteer programs not funded under Section 5310 Program (e.g., ITNSouthern Delaware, village models, and the Disabled American Veterans [DAV] volunteer transportation network)
- Human-services agencies and medicaid transportation brokers that fund, operate, and/or provide access to transportation services (e.g., LogistiCare and non-emergency medical transportation providers [NEMTs])



## PASSENGERS & ADVOCATES

- Existing and potential riders, including both general and targeted population passengers (i.e., individuals with disabilities and seniors)
- Protection and advocacy organizations



## HUMAN SERVICES PARTNERS

- Divisions within or contractors under the Department of Health and Social Services (DHSS) that administer health, employment, or other support programs for targeted populations
- Governor-appointed commissions and councils:
  - Elderly and Disabled Transit Advisory Committee
  - State Council for Persons with Disabilities
  - Governor’s Advisory Council for Exceptional Citizens
  - Advisory Council on Services for Aging and Adults with Physical Disabilities
  - Delaware Developmental Disabilities Council
  - Governor’s Commission on Community-Based Alternatives
  - Delaware Commission of Veterans Affairs (DCVA)
- Job training and placement agencies
- Delaware State Housing Authority
- Section 5310 recipients providing specialized transportation services
- Other state agencies funding, operating, and/or providing access to transportation services



## COMMUNITY-BASED ORGANIZATIONS

Nonprofit and other organizations that may serve transportation-disadvantaged populations:

- Faith-based groups and community organizations
- School districts
- Networks or consortiums established to advocate on behalf of service providers of targeted populations (e.g., Delaware Aging Network/senior centers)
- Local chapters/associations of national advocacy organizations (e.g., AARP)
- Advocacy organizations working on behalf of targeted populations
- Nonprofit organizations that administer health, employment, or other support programs for targeted populations

- Health care providers—including federally qualified health care providers (e.g., La Red Health Center, Westside Family Healthcare, and Henrietta Johnson Medical Center) as well as the Wilmington Veterans Administration (VA) Medical Center and Veterans Outpatient Clinics in Kent and Sussex Counties
- Delaware Veterans’ organizations
  - The American Legion, Department of Delaware
  - The American Legion posts
  - Delaware Center for Homeless Veterans, Inc.
  - Delaware Veterans Awareness Center, Georgetown, Del.
  - Home of The Brave Foundation
  - People’s Place Veterans Outreach



## OTHER GROUPS

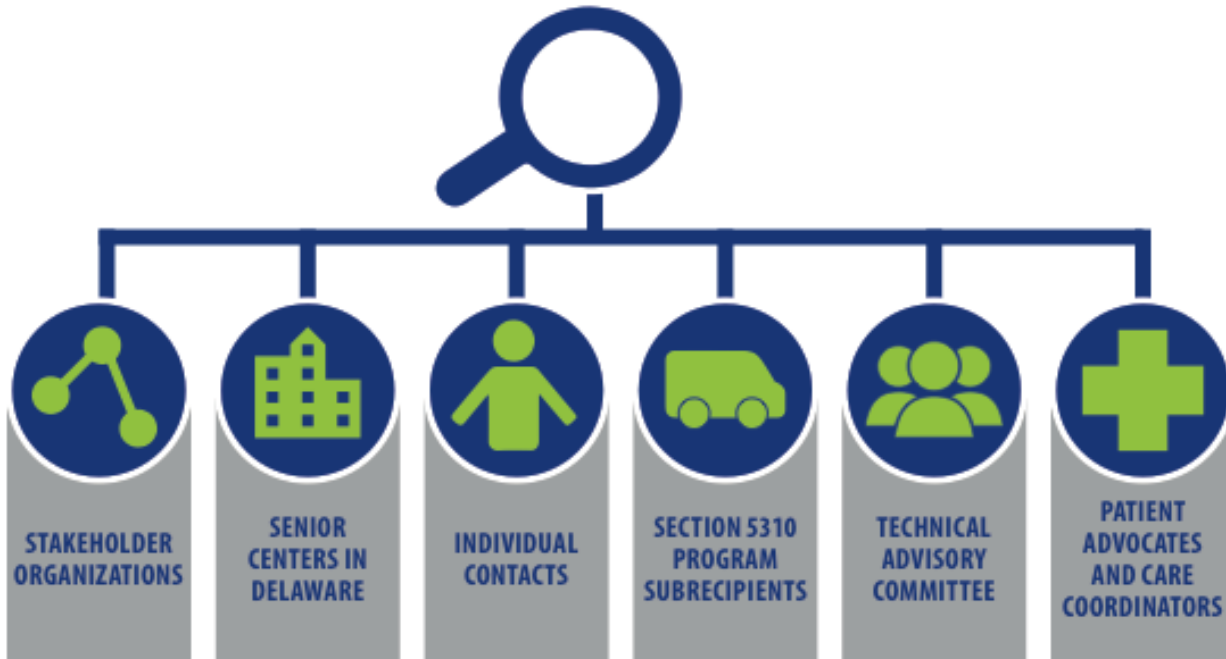
- Delaware Emergency Management Agency
- Economic development organizations
- Representatives of the business community (e.g., major employers offering transportation service—Kent-Sussex Industries, Inc.)
- State and local government leaders and elected officials

### 3.3 Targeted Outreach Opportunities

IPA, through partner organizations, will make significant outreach efforts to encourage the active participation of a broad range of stakeholder groups in the participatory planning process. A spreadsheet has been developed that identifies key stakeholder organizations that may partner to facilitate communications and engage transportation-disadvantaged populations and/or traditionally underrepresented groups in transportation planning processes. The downloadable spreadsheet is available as a Google document at <https://goo.gl/oYPujM>. Tabs within the spreadsheet detail outreach opportunities targeted to several partner stakeholder groups, as illustrated in Figure 6.

Figure 6: Targeted Outreach Via Partner Stakeholder Groups

## TARGETED STAKEHOLDER GROUPS



### STAKEHOLDER ORGANIZATIONS

**Stakeholder Organizations** – A tab within the spreadsheet identifies 64 organizations and provides information sortable by the organizations’ target population (i.e., general public, aging, disabilities, veterans, low-income), reach (by county or statewide), availability of event calendar, and type of organization (i.e., service provider, advocacy, or “aggregator” that may facilitate communications to clients).



### SENIOR CENTERS IN DELAWARE

**Senior Centers in Delaware** – The 31 senior centers are affiliated with the Delaware Aging Network (DAN) and many are Section 5310 program recipients that provide transportation services to older adults in Delaware. Three senior centers served as primary sites for workshops held during the Phase I study. In addition, members of senior centers are often comprised of several transportation-disadvantaged populations (e.g., seniors, persons with disabilities, veterans, and individuals on “fixed” incomes). Geographically dispersed throughout Delaware, senior centers offer a unique opportunity for both high-touch

engagement (via “snapshot surveys” and participatory polling) at social events and high-tech interaction (through online surveys via newsletters and websites).



## INDIVIDUAL CONTACTS

**Individual Contacts** – The list of individual contacts is comprised of stakeholders identified during Phase I outreach and participants who attended the spring 2016 county-based workshops and October 2016 statewide forum. The listed individual contacts represent veterans’ organizations, providers of public and/or specialized transportation services, community-based organizations, advocacy groups, planning practitioners, Section 5310 program fund subrecipients, health care providers, and other identified stakeholders.



## SECTION 5310 PROGRAM RECIPIENTS

**Section 5310 Program Subrecipients** – DCT maintains an up-to-date list of Section 5310 program subrecipients. A preliminary inventory of specialized transportation services in Delaware was conducted as part of the Phase I report. However, an updated list of Section 5310 subrecipient organizations is needed for DTC to conduct a comprehensive inventory and capture more robust Section 5310 annual performance metrics on ridership, trip destination, passenger characteristics (e.g., older adults, disabled, wheelchair users) to align with FTA’s Section 5310 program circular (C 9070.1G).



## TECHNICAL ADVISORY COMMITTEE

**Technical Advisory Committee** – FTA requires that coordinated plans follow the same plan update cycle as transportation improvement programs (TIPs) prepared by metropolitan planning organizations (MPOs). As such, most states/regions have either (1) synchronized the coordinated plan update schedule to match the TIP update cycle, or (2) integrated the planning processes to simultaneously update both the coordinated plan and TIP. To conform to this requirement, the establishment of a Technical Advisory Committee (TAC) in Delaware is recommended. The TAC may comprise representatives of state and local governments, special citizen interest groups, community-based organizations, the private sector, and experts in land use/transportation planning. The TAC may support the development of a framework to strategically allocate Section 5310 program funds. The TAC may also assist in aligning the funding award process with long-range transportation planning processes

undertaken by MPOs in Delaware (i.e., WILMAPCO, Dover/Kent County MPO, and Salisbury-Wicomico MPO).



## PATIENT ADVOCATES AND CARE COORDINATORS

**Delaware Hospital Patient Advocates and Care Coordinators** – Community health needs assessments (CHNA) and implementation strategies are newly required of tax-exempt hospitals as a result of the Patient Protection and Affordable Care Act. CHNAs can provide critical information on the mobility and transportation barriers associated with access to regional, state, and local healthcare services. A preliminary review of recent CHNAs conducted by Delaware’s primary nonprofit hospitals, reveals that transportation is a primary access issue among minority, vulnerable, and transportation-disadvantaged populations. Outreach will be targeted to Delaware hospital patient care coordinators and advocates in order to determine how more specific information can be obtained on transportation challenges experienced by patients in traveling to/from hospitals, healthcare appointments, and clinics in Delaware.

### 3.4 Public Outreach and Engagement Goals and Strategies

The primary goal of the public outreach and engagement plan is to engage a broad and diverse cross-section of Delawareans to inform the development of the state’s coordinated plan. Obtaining this input is critical to creating a plan that reflects the varied needs and interests of stakeholders, transportation-disadvantaged populations, and the general public. The following objectives, graphically displayed in Figure 7, seek to achieve the overall goal of the public outreach and engagement plan:

Figure 7: Plan Objectives

#### OBJECTIVES FOR OVERALL PLAN





## INFORM & EDUCATE STAKEHOLDERS

**Objective 1: Inform and Educate Stakeholders** – Raise awareness and understanding of the need to update the state’s coordinated plan in order to:

- Address the needs of all transportation-disadvantaged populations
- Realign Delaware’s Section 5310 program funding to meet new federal mandates for allocating funding and conducting coordination activities
- Better coordinated specialized transportation services
- Advance a mobility management framework in Delaware



## REACH OUT & BUILD CONNECTIONS

**Objective 2: Reach Out and Build Connections** – Connect with and leverage existing relationships with other agencies and organizations to engage and gain meaningful input from a broad range of individuals, organizations, agencies, and stakeholders.



## ENGAGE DIVERSITY & INCLUSION

**Objective 3: Engage Diversity and Inclusion** – Create an inclusive process and proactively involve transportation-disadvantaged individuals, members of the public, planning partners, and community-based organizations (CBOs) that serve transportation-disadvantaged populations (i.e., older adults, persons with disabilities, veterans, low-income populations, non-drivers, and/or no-car households).



## EVALUATE EFFECTIVENESS OF PLAN

**Objective 4: Evaluate Effectiveness of Plan** – Determine the most effective outreach and engagement methods, through ongoing collaboration and communication with partner organizations and stakeholders, in order to support statewide mobility and coordination efforts for specialized transportation services. Evaluate the plan at key milestones (i.e., following tabling events or survey outcomes) to assess effectiveness of key strategies and tactics.



### **3.4.1 Public Outreach and Engagement Plan Strategies**

The following strategies will be implemented to achieve the identified objectives:

- Provide timely and accessible public information to a broad range of stakeholders
- Make public information accessible in a variety of formats, use easy-to-understand language and concepts, and use a variety of media
- Provide a variety of opportunities for the public to be involved and use a combination of both high-touch (via in-person interactions) and high-tech engagement (via websites and social media platforms)
- Employ diverse tactics and promote opportunities to reach a broad and diverse audience and targeted populations
- Disseminate information to related agencies, identified stakeholders, community-based organizations, and planning partners

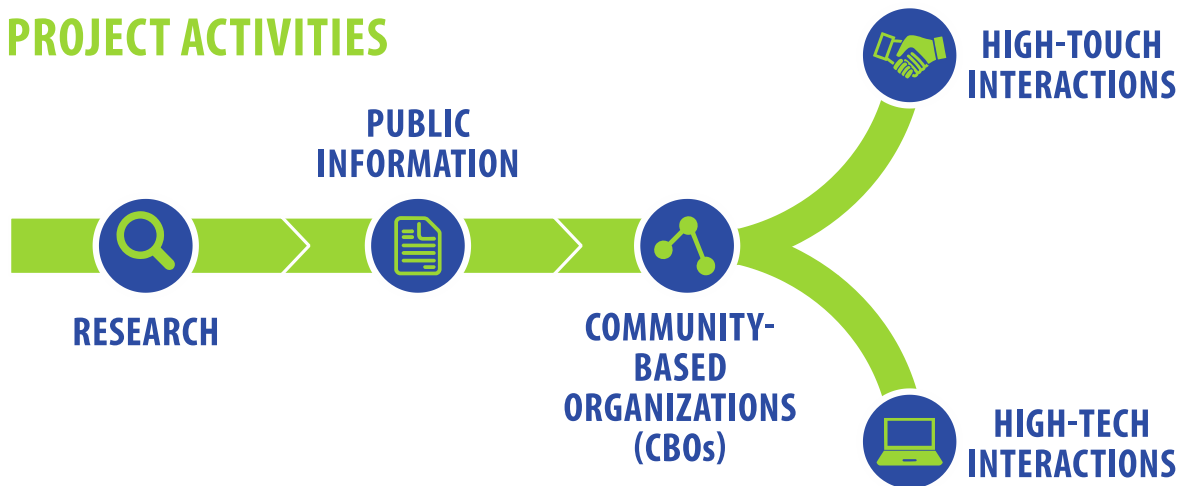
### **3.4.2 Outcomes**

Through the participatory planning process that meets federal guidelines/requirements a coordinated plan will be developed to (1) identify the transportation needs/gaps of transportation-disadvantaged populations, (2) provide strategies for meeting those needs, (3) strategically allocate resources—through a competitive process—to “high-priority” transportation services, projects, and programs under Delaware’s Section 5310 Program.

## 4. Public Outreach and Engagement Plan Techniques and Activities

An eighteen-month outreach time period is envisioned between September 2017 and March 2019. An “Outreach Opportunities” spreadsheet has been developed with 86 high-touch and/or high-tech approaches to engage stakeholders in updating Delaware’s coordinated plan through identified partners (<https://goo.gl/B8YSmP>). The spreadsheet assigns primary outreach responsibilities to either the Institute for Public Administration (IPA) or the Delaware Transit Corporation (DTC)/DART First State marketing and public affairs team. Opportunities listed in the spreadsheet may be sorted chronologically, by assigned responsibility, outreach type, targeted group, name of organizations/event, month or event date, and geographic location. Website and contact information is also provided.

**Figure 8: Five Main Public Outreach and Engagement Activities**



As illustrated in Figure 8, five main public outreach and engagement activities will be implemented to provide critical input in the development of Delaware’s coordinated plan:

1. **Research:** Stakeholder interviews, teleconference calls, focus groups/roundtable discussions, surveys
2. **Public Information:** Written materials, public notices, reports, presentations, summary documents, press releases
3. **Community-Based Organizations (CBOs):** Partnerships with regional CBOs to reach transportation-disadvantaged populations via established networks, channels of communication, and events

4. **High-touch (in-person) interactions:** Stakeholder interviews and outreach, regional public workshops, tabling by DTC/DART First State at community events, interactive “snapshot” surveys, and electronic polling at events
5. **High-tech (web-based/electronic) interactions:** Establishment of a project website by DTC/DART First State as a portal for communication on the development of the coordinated plan and outreach activities, web-based interactive communications, social media posts, outreach via e-newsletters of partners, “virtual” public workshops (e.g., website posting of workshop/meeting materials)

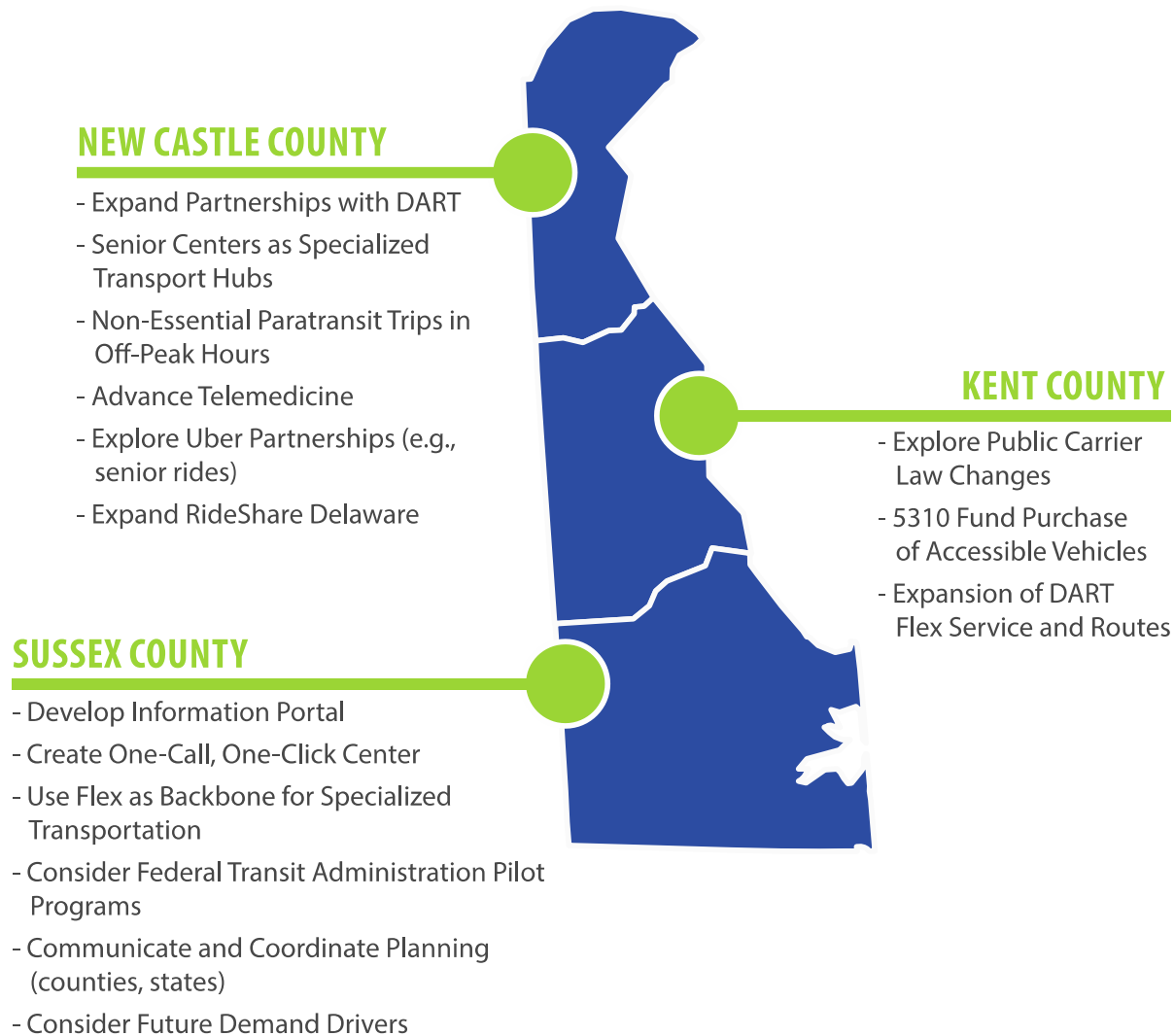


## RESEARCH

### 4.1 Research

Spring 2016, Phase I work involved preparing and administering surveys of Section 5310 program transportation providers and general specialized-transportation stakeholders in Delaware to better understand the nature of specialized transportation services in Delaware. The Phase I surveys targeted Section 5310 subrecipient organizations and general specialized transportation providers that provide services for seniors, individuals with disabilities, and transportation-disadvantaged populations. Surveys affirmed an interest in “coordinating specialized transportation services in Delaware to maximize mobility, address unmet transportation needs of clients, and improve service gaps.” Survey results were used to help generate discussions at a series of county-based working group meetings in spring 2016, including suggested solutions for improving specialized transportation in each county (O’Hanlon, Scott, Miller, & Stump, 2016). Figure 9 provides a list of suggested solutions for improving specialized transportation services in Delaware, derived from spring 2016 county-based workshops.

**Figure 9: Suggested Solutions for Improving Specialized Transportation in Delaware (Spring 2016 County-Based Workshops)**



Subsequent to the county-based workshops, electronic polling was conducted at an October 2016 statewide forum to gain feedback from forum participants about moving the state’s specialized transportation and mobility coordination agenda forward. Outcomes of the polling revealed interests in (O’Hanlon, Scott, Miller, & Stump, 2016):

- Updating the state’s coordinated plan
- Prioritizing the three top-ranked innovative mobility strategies (i.e., feeder services to fixed-route transit, followed by a one-stop call center, and intelligent transportation technologies) as part of an updated coordinated plan

- Instituting a competitive selection process to allocate fund within Delaware’s Section 5310 program
- Allocating Section 5310 funds based on priorities determined from an updated coordinated plan
- Identifying and expanding specialized transportation mobility options in Delaware, beyond paratransit and 5310-related services
- Replicating the village network transportation model and partnership to share non-emergency medical transportation (NEMT) to other areas in Delaware
- Exploring partnership opportunities

Research efforts will continue to build upon Phase I outcomes through a combination of high-touch and high-tech interactions. Stakeholder interviews, teleconference calls, and snapshot surveys may be conducted at the outset of the planning process in order to gain information and quantitative data to assess transportation needs and gaps in Delaware. Electronic (online) surveys will be targeted transportation-disadvantaged individuals (and/or their caregivers) to determine transportation choices, preferences, and public transit/mobility challenges. Another survey will be directed to Delaware patient care coordinators/advocates to gain information on transportation-related “access-to-medical-care” barriers to doctor’s appointments and non-emergency medical care in Delaware. Additional focus groups may be conducted as the planning process unfolds to inform supplementary outreach activities.



## **PUBLIC INFORMATION**

### **4.2 Public Information**

To support public outreach and engagement efforts, several types of public information material will be developed to provide information about the planning process and ways for stakeholders to provide input. IPA will work with the DTC/DART First State marketing and public affairs team to develop clear, concise, and engaging information to support public involvement efforts. These materials will have a consistent look and feel, reflecting branding developed for the plan. The presented brand concepts for the “Mobility in Motion” name and associated brands are intended to complement to the “Innovation in Motion” brand for DelDOT’s Long-Range Transportation Plan, as seen in Figure 10. As the updates to the DTC Coordinated Plan will be incorporated into DelDOT’s long-range plan, it is essential to coordinate outreach efforts and create similar visual cues that allow participants to make connections between these two significant planning initiatives.

**Figure 10: DelDOT Long-Range Transportation Plan Logo**

## **DELDOT LONG-RANGE PLAN BRANDING**



### **4.2.1 Branding**

In examining other outreach efforts to transportation stakeholders from other state and local governments, an overarching brand served as a tool to increase credibility and provide clarity to stakeholders participating in surveys or feedback mechanisms. An example of this is the “Go Boston 2030” vision and action plan to direct the City of Boston’s transportation agenda for the next decade and beyond. Initiated in fall 2015, the two-year participatory planning process developed a brand and website. The process used the latest technology and real grassroots activity to achieve an unprecedented level of community engagement. Citizens submitted over 5,000 questions through a campaign that framed the public conversation about transportation by soliciting thoughts, ideas, and concerns. Subsequently, over 600 people participated in a two-day Visioning Lab event (<http://www.boston.gov/departments/transportation/go-boston-2030>), which served as a venue for people to share their vision of Boston’s transportation future.

To communicate the goals of Delaware’s coordinated plan outreach effort, four brand concepts are presented for review by DTC to consider. Each option is intended to be consistent with the DART First State brand in colors and design and complement DelDOT’s “Innovation in Motion” brand. Once a brand concept is selected, materials will be developed to brand and market the coordinated plan update and participatory planning process.

Figure 11: Brand Concept A

## BRAND CONCEPT A



**Brand Concept A** – The Mobility in Motion brand concepts (shown in Figure 11) are intended to magnify the focus of the need to provide multimodal travel options to all Delawareans. The use of the condensed italic font selection for “In Motion” implies the relationship among mobility, accessibility, and connectivity to facilitate the efficient movement of people and goods, expand travel choices, and improve interconnectivity of all transportation modes. The primary logo is based on the shape of the Innovation in Motion visual elements, while integrating the DART colors and branding. The icons throughout the logo reference multimodal travel options (e.g., transit, walking, biking, and driving) and the destination icons represent travel to and from various destinations (e.g., home, shopping, work, and community activities). The secondary logo creates visual elements, through green circular shapes, that highlights linkages among transportation modes and centers of activity. This more complex branding element can be used on website headers and fliers to illustrate the need to comprehensively plan for statewide mobility coordination needs in Delaware.

Figure 12: Brand Concept B

## BRAND CONCEPT B



**Brand Concept B** – The Mobility in Motion brand concept (shown in Figure 12) is intended to closely mirror the Innovation in Motion brand for DelDOT’s Long-Range Transportation Plan and represent a broader definition of mobility. The broader definition of mobility includes icons to represent interconnectivity among multimodal transportation options (e.g., transit, walking, biking, and driving). Similar to Brand Concept A, visual cues imply the linkages among transportation modes to foster mobility, accessibility, and connectivity.



Figure 13: Brand Concept C

## BRAND CONCEPT C



**Brand Concept C** – The Mobility in Motion brand concept (shown in Figure 13) represents a more independent visual appearance from the Innovation in Motion brand, but rather focuses on the connections among transportation modes and destinations. This brand concept visually shows how this research is identifying needs and connections to shape the mobility future of Delaware. It also implies a forward-thinking planning process that considers the digitization of mobility, growing demand for seamless access to different modes, and trend toward the increased integration of public transit and shared-vehicle services. Similar to Brand Concepts A and B, visual cues are used to imply linkages among transportation modes to foster mobility, accessibility, and connectivity.

**Figure 14: Brand Concept D****BRAND CONCEPT D**

**Brand Concept D** – The Mobility in Motion brand concept (shown in Figure 14) represents a more independent visual appearance from the Innovation in Motion brand. It focuses on imagery associated with forward movement and arrows to tie into DART First State’s tagline of “Moving Forward.” The visuals are intended to emphasize the multimodal transportation options and imply a forward-thinking planning process that considers growing demand for seamless access among different transportation modes. As with the above Brand Concepts, visual cues are used to imply linkages among transportation modes to foster mobility, accessibility, and connectivity.

#### 4.2.2 Promotional Materials

Establishment of a project website by DTC/DART First State is strongly recommended. The website will serve as a portal for communication on the development of the coordinated plan and outreach activities, web-based interactive communications, social media posts, outreach via e-newsletters of partners, “virtual” public workshops, and method for dissemination of promotional materials.

The following menu of materials may be used to provide information about the plan and its components, development process, relevance to stakeholders, and opportunities for stakeholders to get involved. All materials will be written in easy-to-understand terms with limited jargon and may be provided in Spanish or other languages/formats (as needed or as resources permit). Materials will be distributed via a range of channels, including electronically (e.g., e-mail, e-news, websites); at presentations, meetings, and events; at community tabling events; and in the media (both social media and traditional media—including press releases and meeting notices). Materials will be updated as needed throughout the process.

**Project Fact Sheet** – A brief fact sheet may be available as a downloadable document to provide basic information about the process for updating/developing the coordinated plan including its components, purpose, timeline, and information on how to get involved.

**Project Flyer(s)** – Downloadable project flyer(s) will provide visually engaging messages with basic information about the planning process about opportunities for public involvement—including links to the website, surveys, and social media. Other flyer(s) may be developed to invite audience members at public workshops, open houses, conferences, and community events to participate in surveys or electronic polling activities. Figure 15 shows a flyer that was used in conjunction with a “snapshot” survey activity undertaken during a Sussex C.A.R.E.S. (Creating Awareness of Resources for Every Senior in Sussex County) Conference held on Wednesday, October 18, 2017, at the CHEER Community Center, Georgetown, Del.

Figure 15: Flyer to Invite “Snapshot” Survey Participants at 2017 Sussex C.A.R.E.S. Conference



The Institute for Public Administration is working with the Delaware Transit Corporation to update the Delaware Statewide Action Plan to Coordinate Human Services Transportation. The plan seeks to understand the transportation needs and priorities of all Delawareans — including mobility-challenged individuals.

Please share your insights by participating in a short “snapshot” survey! Information obtained today will be aggregated and used to inform updates to the plan.



Institute for  
Public Administration



For more information contact Institute for Public Administration staff:  
Julia O'Hanlon (jusmith@udel.edu) or Marcia Scott (msscott@udel.edu)

**Multimedia Presentation(s)** – An interactive PowerPoint presentation or YouTube video may be developed and viewed via the project website or social media. It can provide background information on federal requirements for the coordinate plan, the participatory planning process, and opportunities for involvement and input.

**Press Releases** – IPA will seek coverage from print, broadcast, and online media to communicate information to a broad audience and promote opportunities for the public to get involved. Website information—including online fact sheets, workshop/event schedules, press releases, and outreach material—will provide key background information for media coverage. A list of media outlets throughout Delaware will be developed. Press releases and notices for public workshops will be published via a variety media outlets.

**Frequently Asked Questions** – The project website and/or downloadable documents will address the most common questions about the coordinated plan and the participatory planning process.




## COMMUNITY-BASED ORGANIZATIONS

### 4.3 Partnerships with Community-Based Organizations (CBOs)

Many community-based organizations that provide essential services to transportation-disadvantaged communities already have established networks, channels of communication, and events that may provide optimal opportunities for outreach and engagement. IPA will connect with these CBOs to determine if there are opportunities for high-touch or high-tech outreach to both inform and engage stakeholders. For example, in October 2017, IPA e-mailed Delaware senior center directors a short form (Figure 16) to determine opportunities to conduct “snapshot” surveys at activities and events in fall 2017. Similar forms may be developed and used to determine opportunities for in-person engagement and/or outreach via websites and e-newsletters.

Figure 16: Form Sent to Delaware Senior Center Directors to Identify Outreach Opportunities



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## Connecting with Senior Centers

The Delaware Department of Transportation's Delaware Transit Corporation (DTC) has partnered with the Institute for Public Administration (IPA) at the University of Delaware to update the Delaware Statewide Action Plan to Coordinate Human Services Transportation.

Outreach to community members who use or plan to use transportation services in Delaware is important in developing this plan. Specifically, we'd like to hear from Delaware's older adults who utilize public and/or nonprofit transportation services to help identify ways to make our state's transportation services better.

IPA staff would appreciate the opportunity to visit to your senior center and survey participants on their overall transportation experiences in Delaware—including fixed route, paratransit, and 5310 vehicles services. At your earliest convenience, please provide us with potential visit dates when the center is expected to have a large number of members and community members in attendance. This might include special events, such as health fairs or screenings, and holiday luncheons, planned between October 2017 and March 2018.

Marcia Scott  
Project Manager  
Institute for Public Administration  
University of Delaware

<p><b>Name of your Senior Center</b></p> <p>Your answer</p>	<p>Is there an opportunity (between November 2017 – May 2018 for University of Delaware IPA to conduct in-person surveys of your clients?</p> <p><input type="radio"/> Yes</p> <p><input type="radio"/> No</p>
<p><b>Name</b></p> <p>Your answer</p>	<p>If you responded "Yes," can you list the title and date of upcoming events/activities (e.g., Arts &amp; Crafts show, blood pressure screening)?</p>
<p><b>Title</b></p> <p>Your answer</p>	<p>Your answer</p>
<div style="background-color: #0070C0; color: white; padding: 5px 20px; display: inline-block;"><b>Thank you</b></div>	
<p><b>Email</b></p> <p>Your answer</p>	<p>On behalf of the Institute for Public Administration, thank you for your participation in this survey.</p>
<p><b>Phone Number</b></p> <p>Your answer</p>	<div style="text-align: center;">  <div style="margin-left: 10px;"> <p>School of Public Policy &amp; Administration</p> <p>INSTITUTE FOR PUBLIC ADMINISTRATION</p> </div> </div>
<div style="background-color: #0070C0; color: white; padding: 5px 15px; display: inline-block;"><b>SUBMIT</b></div>	



## HIGH-TOUCH INTERACTIONS

### 4.4 High-Touch (In-Person) Interactions

Public outreach efforts and activities can be used to create opportunities to interact directly with stakeholders in a variety of formats. High-touch or in-person public engagement opportunities include stakeholder interviews and outreach, regional public workshops/open houses/conferences, tabling at community or “pop-up” events, targeted outreach to CBOs, and facilitated outreach to committees. High-touch interactions are time consuming, labor intensive, and can’t be accomplished without committed partnerships and resources. For this intensive outreach initiative, committed partnerships are needed with the DTC/DART First State marketing and public affairs team, CBOs, state agencies, human services organizations, and other key stakeholder groups.

#### 4.4.1 Stakeholder Interviews and Outreach

To build upon Phase I outreach initiatives, IPA will identify opportunities to conduct informal interviews with key stakeholders via in-person meetings and teleconference calls as part of the outreach and engagement effort. These interviews provide an opportunity to share information about the plan and its purpose, seek input about ways to engage stakeholder groups in the process, and identify public involvement opportunities and strategies. To date, IPA has conducted stakeholder interviews with representatives from the Cecil Transit; Wilmington Area Planning Council (WILMAPCO) that serves as the MPO for New Castle County, Del. (and Cecil County, Md.); care coordinators with Nemours DuPont Pediatrics; and the DTC/DART First State marketing and public affairs officer.

Additional stakeholder interviews will be conducted to gain insights into the best way to capture the perceptions, opinions, and experiences of a broad base of stakeholders. A secondary purpose of stakeholder interviews will be to gather more information or determine the need for focus groups regarding potential coordination strategies and/or opportunities for pilot programs to advance mobility management in Delaware.



#### 4.4.2 Public Workshops/Open Houses/Conferences

Public workshops/open houses/conferences in New Castle, Kent, and Sussex Counties may be publicized and held to provide optimal opportunities to directly reach members of the general public, including users or potential users of public transit. All public workshops/open houses/conferences will be held in facilities that are accessible to people with disabilities.

The format may include, but is not limited to, PowerPoint presentations, surveys, and other visual tools. Electronic polling, using an audience response system (ARS), may be used to gather instant audience feedback during outreach to stakeholder groups, as shown in Figure 17.

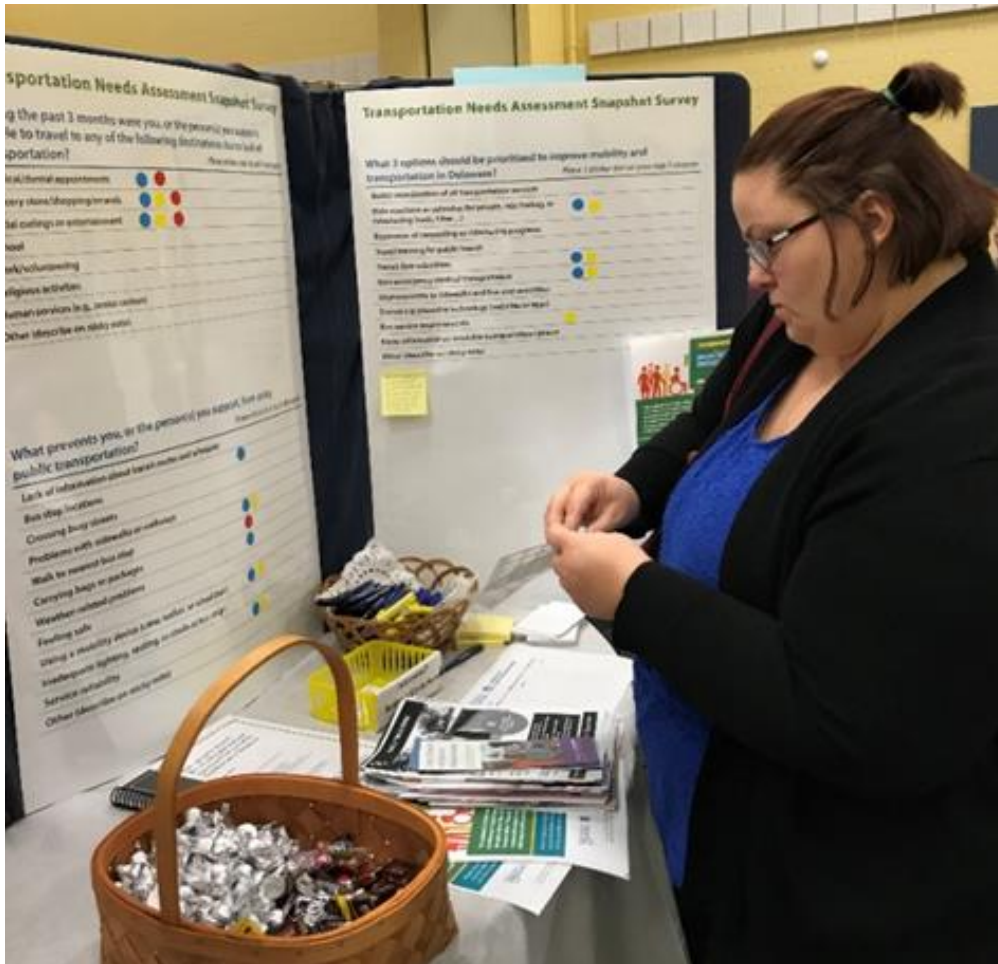
**Figure 17: Audience Member Participates in Polling Using an ARS**



Additionally, short “snapshot” surveys can provide an interactive way to gather information on transportation preferences, challenges, obstacles to using public transit, and priorities for improving mobility/transportation in Delaware. Figure 18 shows a participant taking a snapshot survey conducted at an October 2017 Sussex C.A.R.E.S. (Creating Awareness of Resources for Every Senior in Sussex County) conference. Figure 27 provides an infographic summarizing snapshot survey results at this event.



**Figure 18: A Participant Taking the Snapshot Survey at Sussex C.A.R.E.S. Conference**



#### **4.4.3 Tabling at Community or “Pop-Up” Events**

Tabling at community events will be conducted by DTC/DART First State’s marketing and public affairs staff. IPA will collaborate with DTC staff to identify events that both attract the general public and/or have significant reach in attracting transportation-disadvantaged individuals. Tabling activities may include visually impactful posters, infographics, and/or videos that provide project information. In addition, interactive activities will be developed to invite participation in surveys, electronic polling, games using computers, and/or sharing ideas via maps or writing prompts. In collaboration with DTC, “pop-up” events may be planned at geographically dispersed service centers such as the Delaware Division of Motor Vehicle facilities in New Castle, Dover, and Georgetown.

#### 4.4.4 Targeted Outreach to Community-Based Organizations

Targeted outreach is planned to CBOs that provide specialized transportation services and/or serve transportation-disadvantaged populations. Again, interactive electronic polling or short “snapshot” surveys can be targeted to specific stakeholder groups where audiences are already attending a special event (e.g., Delaware senior center health fairs or holiday luncheons). IPA will also reach out to other state agencies that administer health, employment, support programs, and/or coordinate access to specialized transportation services in Delaware (i.e., divisions within the Department of Health and Social Services (DHSS) that administer health, employment, or other support programs for targeted populations). IPA will also identify partner agencies to access their audiences in the cross-promotion of project objectives. This tactic allows both agencies to build a broader network and highlight the interplay between objectives to update Delaware’s coordinated plan and partner agency activities.

#### 4.4.5 Facilitated Outreach to Committees

There are several Delaware governor-appointed committees and councils that are tasked with providing advice to state agency directors on programs and projects that benefit targeted populations—including transportation-disadvantaged individuals. Various organizations may be contacted to participate in facilitated discussions regarding the development of the coordinated plan and draw out specific feedback. These sessions also would serve to (1) educate committee and council members about the coordinated plan and (2) create a large secondary group of knowledgeable people and organizations able to disseminate information and encourage further public involvement.



### HIGH-TECH INTERACTIONS

#### 4.5 High-Tech (Web-Based/Electronic) Interactions

Public engagement continues to be transformed by the explosion of new digital technologies, software platforms, social media networks, mobile devices, and mobile applications or so-called apps (Mihailidis & Thevenin, 2013). “High-tech” approaches use digital tools to provide online public engagement opportunities through websites, electronic networks, social media, open source computing and data, and mobile applications. While high-tech public engagement may lack personal interaction, it minimizes barriers to public participation as it is available to anyone with Internet access. The most effective strategies integrate both in-person and online interactions to capture “local knowledge, collective intelligence” and diverse perspectives (Griffith & Young, 2013 p. 13).

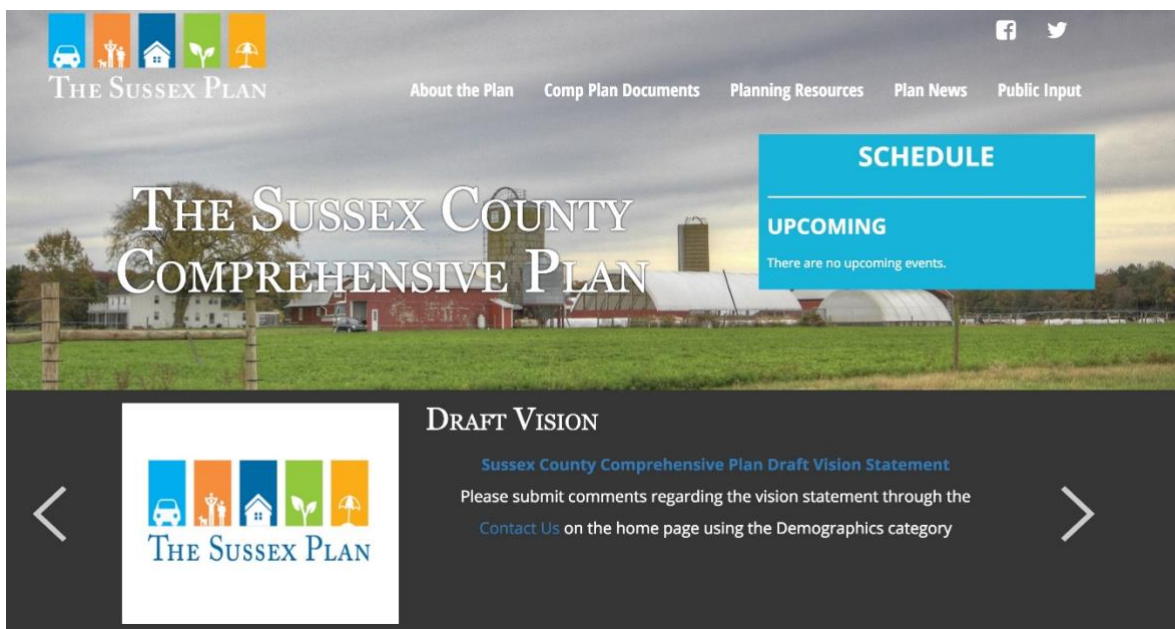
### 4.5.1 Accessible Communications Technology

“Accessible” communications technology (e.g., e-mail, websites, multimedia formats) will be used to enhance interaction, present information, and garner public input. IPA will take advantage of a variety of web-based opportunities to provide information and solicit public involvement during the development of the coordinated plan. The following web-based tools may be used as part of the outreach process:

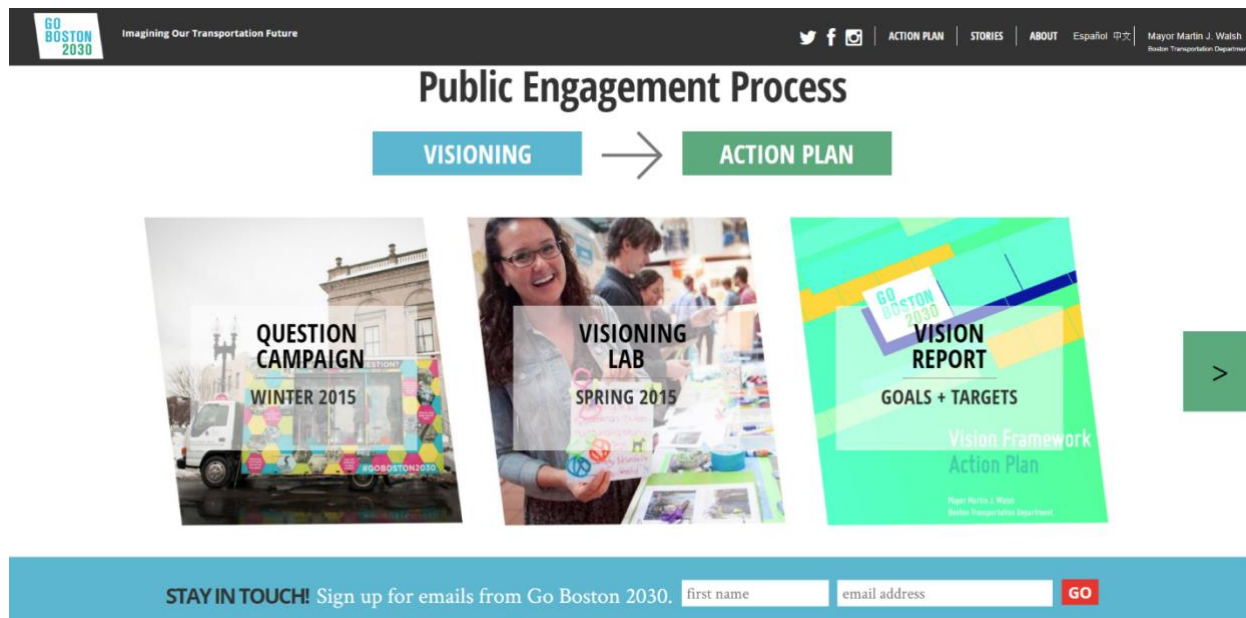
**Project Website** – To assist in outreach and planning efforts, a coordinated plan project website will be established and hosted by DTC/DART First State. This website will serve as the primary portal for all public information about the project. It will include background information, downloadable public information materials, and electronic versions of project documents.

The public will have the opportunity to submit comments through the website, take online surveys, and sign up for e-mail updates via MailChimp, an e-communications and e-mail marketing platform. Social media and interactive tools developed and employed as part of the outreach process will also be linked to and accessible via the website. Examples of “best practice” websites that have been developed and incorporate branding to engage stakeholders in participatory planning processes include (1) the Sussex Plan website (Figure 19) to update Sussex County’s (Del.) Comprehensive Plan (<https://sussexplan.com/>) and (2) the Go Boston 2030 website (<http://goboston2030.org/>) (Figure 20) to stimulate visioning for the City of Boston’s (Mass.) long-range transportation plan.

**Figure 19: The Sussex Plan Website**



**Figure 20: Go Boston 2030: Imagining Our Transportation Future Website**



**E-mail Updates** – MailChimp, an e-mail marketing platform, will be used to communicate with identified stakeholders. E-mail updates will inform stakeholders about the participatory planning process, notify stakeholders about workshops, events, and other opportunities to engage, and request input via links to electronic surveys.

**E-Newsletters** – Many CBOs, agencies, and stakeholder organizations publish e-newsletters to keep members, clients, and the general public informed of activities. E-newsletters are distributed to a list of subscribers with whom organizations maintain relationships and engage with on a regular basis. Posting content-rich and visually appealing notifications about engagement opportunities and links to electronic surveys can help disseminate information more broadly to targeted communities.

## 4.5.2 Social Media

The social media platforms of Facebook, Twitter, and YouTube will be used to “push” information to stakeholders and “pull” prospective stakeholders to the project website. The project website will provide portals to each social media platform and possible interactions, such as:

- Invitations to/notifications of public meetings and events.
- Project videos about the plan and public involvement process.
- Public comments and ideas that can be tracked through the use of hashtags. Facebook can be used for more content-rich posts and to promote events and opportunities for public involvement.
- Direct links to website information and electronic surveys.



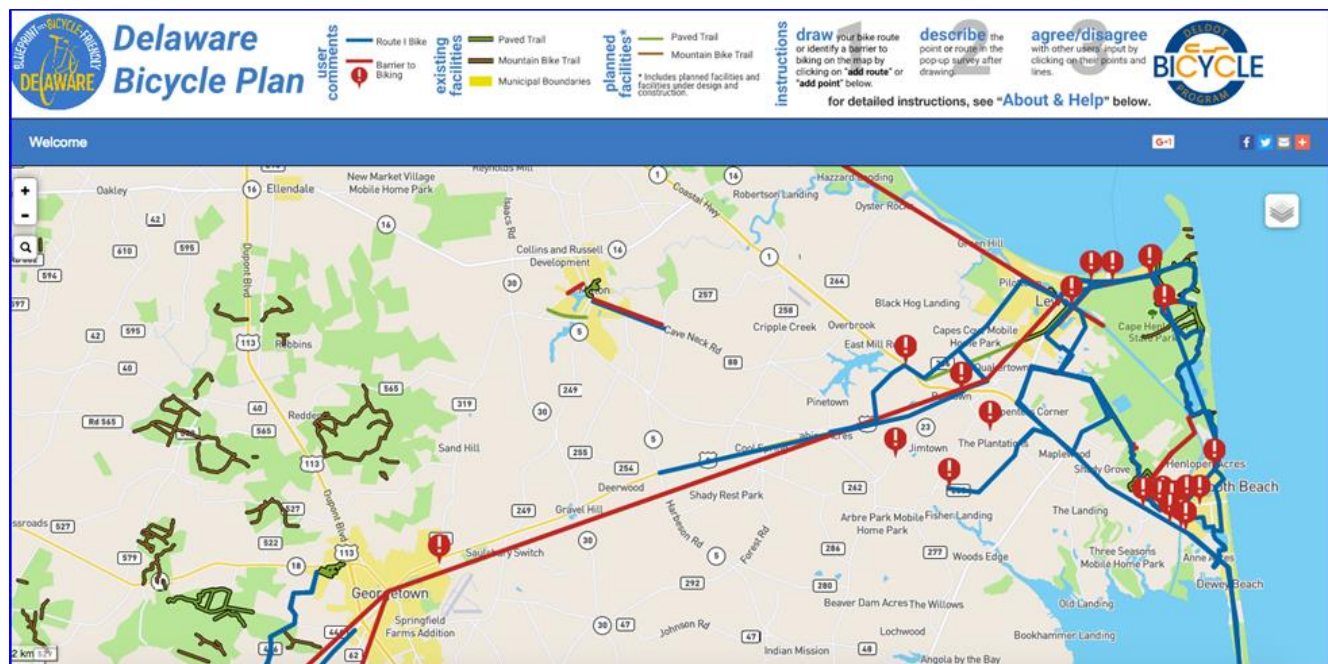
- Tracking of messages and social media conversation topics to more effectively engage with stakeholders by utilizing different methods (e.g., videos, infographics, and images).

### 4.5.3 Crowdsourcing Tools

Visual tools are a means of graphically representing ideas, concepts, and data. Visual tools can not only foster an understanding of information, but also promote communication and actively engage stakeholders in participatory planning processes. Crowdsourcing, or the process of obtaining information, insight, and knowledge from the public through web and mobile applications, can provide an opportunity for public engagement of tech-savvy audiences.

DelDOT has been conducting a participatory planning process to develop a Blueprint for a Bicycle-Friendly Delaware. The process involves traditional outreach methods (e.g., a series of workshops and an online survey) as well as digital public engagement via an online, interactive "WikiMap" ([tinyurl.com/BikeFriendlyDE-Wikimap](http://tinyurl.com/BikeFriendlyDE-Wikimap)), as shown in Figure 21. The crowdsourcing tool enables people to map their preferred bicycling routes as well as comment on challenges, barriers, and opportunities for improvement. With technical support from DelDOT, similar crowdsourcing tools could be used to identify locations of issues related to public transit in Delaware and help prioritize transit improvement projects and infrastructure investments.

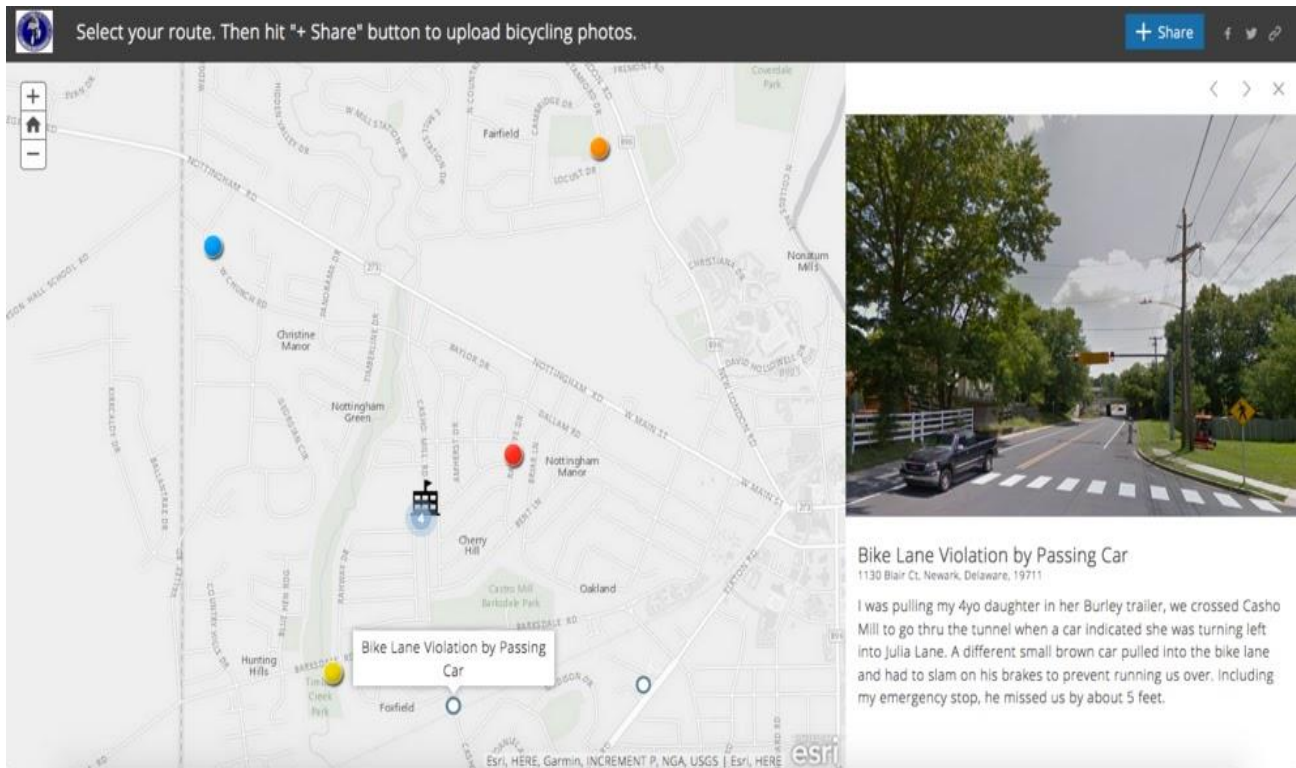
**Figure 21: WikiMap to Crowdsource Planning for a Bicycle-Friendly Delaware**



Another option may be to use Esri's GIS crowdsource story map (Figure 22) that enables people to contribute their photos and stories with captions. For example, it may be possible to capture community-driven data on first- and last-mile connections to a transit stop or hub. A crowdsource GIS

story map may invite transit users to take a picture of first- and last-mile barriers to public transit (e.g., ADA compliance, sidewalk maintenance, and shelter) and comment on the issue of concern. While use of the technology may be prohibitive to individuals without access to a smart phone (or internet-connected mobile device), this initiative may be undertaken by community-based organizations that have a strong focus on transportation issues.

**Figure 22: GIS Crowdsource Story Map**



#### 4.5.4 Visual Tools

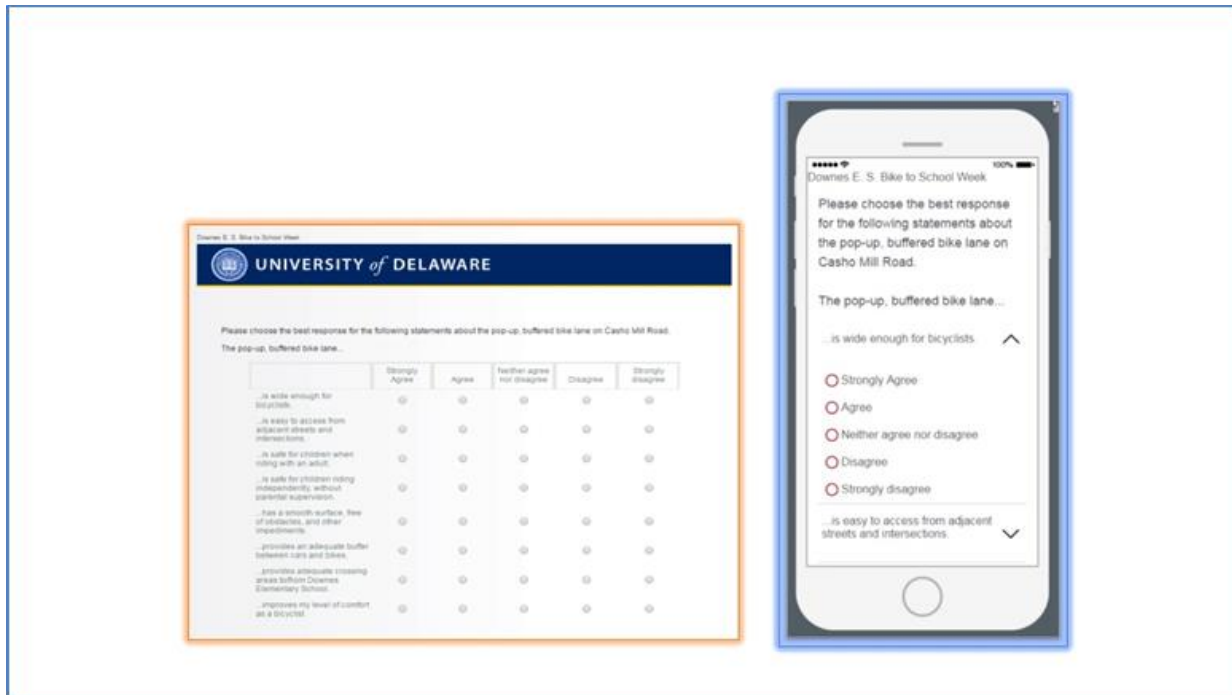
Visual tools may be developed to educate the public on the purpose of and promote an understanding of the coordinated plan. In Texas, the Houston-Galveston Area Council (H-GAC) has established a project webpage on the Regionally Coordinated Plan planning process (<https://goo.gl/Te1BHC>). It provides several visual tools to virtually engage the general public and stakeholders in the participatory planning process. To kick off H-GACs 2017 planning process, a YouTube video (Figure 23) was produced to explain how the coordinated plan provides strategies for meeting the public's transportation needs and prioritizes transportation services for funding and implementation (<https://youtu.be/1m2TYxSOoZA>).

**Figure 23: YouTube video on Regionally Coordinated Transportation Plan 2017, produced by Houston-Galveston Area Council**



#### 4.5.5 Electronic Surveys

Electronic (online) surveys will be developed and optimized for viewing on computers, tablets, and mobile devices, as shown in Figure 24. Links to electronic survey(s) will be posted on the project website throughout the plan development process. Social media platforms, e-mail, and MailChimp campaigns can be used to disseminate the survey(s). In addition, surveys can be disseminated via links within partner organizations' websites or newsletters, press releases, and distribution of flyers/written materials at meetings or community events.

**Figure 24: Example of Electronic Surveys Viewed on a Computer and Mobile Device**


#### 4.5.6 Virtual Public Workshops

While public workshops/open houses/conferences offer opportunities for high-touch engagement, not everyone who may wish to participate can attend. To the extent that the project website can support the technology, virtual workshops may be livestreamed or available for online viewing for a finite time. Both Google Hangout and Facebook Live can record and livestream an event in real time. Website visitors may also obtain access to project information via video, online versions of handouts and graphics, and/or online presentations. A user-friendly online system for submitting comments would be developed to make the process as simple as possible for stakeholders who wish to use this feature.

As an example, H-GAC hosted a symposium early in its planning process to update its coordinated plan. In addition to being livestreamed, presentations and meeting materials for the “The Power of Transit 2016—Advancing Regional Coordination, Focusing on Solutions” symposium were archived within the project webpage (<https://goo.gl/MPKn1b>). A screenshot of H-GAC’s webpage with archived symposium presentations is displayed in Figure 25.



Figure 25: Archived Symposium Presentations within HGA Council Webpage



Houston-Galveston Area Council

### The Power of Transit 2016- Advancing Regional Coordination Focusing on Solutions

Wednesday June 22, 2016  
Houston-Galveston Area Council 3555 Timmons Lane  
Houston, TX 77027  
10:00 am to 12:00 noon.

00:00 02:41

Welcome - Jack Steele, Executive Director, Houston-Galveston Area Council

**Welcome**  
Jack Steele, Executive Director, Houston-Galveston Area Council (H-GAC)

**Master of Ceremony** - Alan Clark, H-GAC Director of Transportation and the Metropolitan Planning Organization, Introduction of Moderator and Panelists  
Alan Clark, H-GAC Director of Transportation and the Metropolitan Planning Organization, Introduction of Moderator and Panelists

**Opening Remarks** - Steve Wright, Regionally Coordinated Transportation Plan (RCTP) Program Manager, Texas Department of Transportation-Public Transportation Division.  
Steve Wright, Regionally Coordinated Transportation Plan (RCTP) Program Manager, Texas Department of Transportation-Public Transportation Division.

**Presentations by Panelists** - Honorable Matt Sebesta, Brazoria County Judge, Chairman, H-GAC Transportation Policy Council; Lex Frieden, Professor of Biomedical Informatics and Rehabilitation, UT Health and Director of Independent Living Research Utilization;  
Honorable Matt Sebesta, Brazoria County Judge, Chairman, H-GAC Transportation Policy Council;  
Lex Frieden, Professor of Biomedical Informatics and Rehabilitation, UT Health and Director of Independent Living Research Utilization;  
Laila Sen, PhD, Professor Department of Urban Planning and Environmental Policy, Texas Southern University;  
Chuck Wemple, H-GAC Chief Operations Officer;  
Linda K. Charrington, Program Manager, Transit Mobility Program, Texas A&M Transportation Institute;  
Moderated Panel Discussion with questions from participants - Moderated Panel Discussion with questions from participants (30 minutes)

**Moderated Panel Discussion with questions from participants**  
Moderated Panel Discussion with questions from participants (30 minutes)

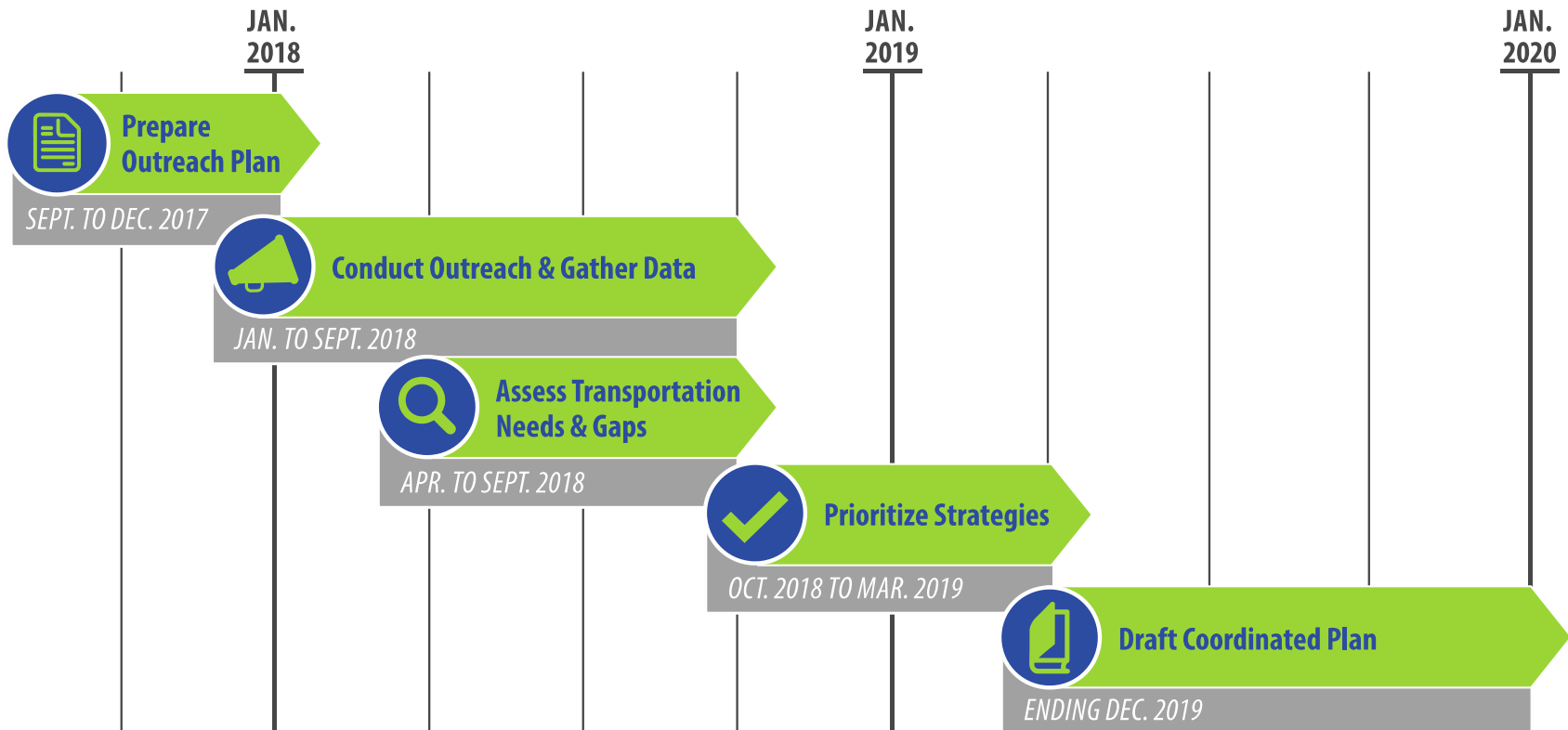
## **5. Work Plan Overview**

The Public Outreach and Engagement Plan was drafted in fall 2017 and slated for review and approval from the Delaware Transit Corporation (DTC) leadership team by December 31, 2017. A work plan overview (Figure 26) provides a Gantt chart to visually display major project components, tasks, time periods, and anticipated deliverables following the January 2018 plan implementation. Each major project component is represented by a bar; the position and length of the bar reflects the start and duration of each activity. A detailed timeline will also be prepared in consultation and with approval by DTC.

The work plan consists of four major components comprising an eighteen-month time period, from September 2017 through March 2019. The initial component focused on completing the Public Outreach and Engagement Plan in fall 2017. Simultaneously, targeted outreach and engagement began at the Sussex C.A.R.E.S. Conference, Delaware senior centers, and with Nemours Health and Preventions Services (NHPS) health care coordinators/advocates. Implementation of the plan will begin in January 2018 and span a fifteen-month period. A final work plan component, to draft the coordinated plan, will commence in March 2019 and comprise a ten-month time period through January 2020. Described below, work plan components and tasks will be undertaken both sequentially and consecutively to conduct outreach and gather data, assess transportation needs and gaps, and prioritize strategies to address identified unmet transportation needs and gaps in Delaware.

Figure 26: Work Plan Overview

## WORK PLAN OVERVIEW





## PREPARE OUTREACH & ENGAGEMENT PLAN

### Action Items

- Identify stakeholders
- Establish participatory planning framework
- Develop public engagement and outreach strategies
- Develop “snapshot” survey, Audience Response System (ARS) electronic poll, and draft electronic surveys
- Identify outreach opportunities and conduct in-person outreach at Sussex C.A.R.E.S. Conference and senior centers
- Meet with DTC/DART First State marketing and public affairs officer
- Conduct teleconference with Nemours Health and Prevention Services’ patient care advocates
- Prepare brand concept options
- Prepare detailed timeline in consultation with DTC
- Draft Public Outreach and Engagement Plan\*

**\*Action/Approve Plan Dec. '17**

### Deliverables

- ✓ Public Outreach and Engagement Plan
- ✓ Hard-copy and tri-fold versions of snapshot survey
- ✓ ARS electronic poll
- ✓ Draft hard-copy versions of Snapshot Survey Results graphics for the Sussex C.A.R.E.S. conference and each senior center visit



## CONDUCT OUTREACH AND GATHER DATA

- Develop and launch website and accessible communications technology in collaboration with DTC/DART First State marketing and public affairs staff
- Form Technical Advisory Committee and develop meeting schedule
- Launch public engagement campaign and targeted outreach in concert with DTC/DART First State marketing and public affairs staff
- Develop public information and outreach materials
- Gather statewide demographic and socio-economic data; conduct analysis

- Develop electronic (online) surveys and disseminate via CBOs, social media platforms, website, MailChimp campaigns, and press releases
- Conduct targeted outreach in collaboration with DTC/DART First State marketing and public affairs staff
- Conduct general public/stakeholder meetings and focus groups
- Survey Section 5310 Program subrecipients via DTC/DART First State contract specialist
- Conduct literature review on “best practice” Section 5310 programs
- Evaluate public outreach and engagement plan at key milestones

#### **Anticipated Deliverables**

- Document of public outreach and engagement process
- Prepare synopsis of Section 5310 best practice programs and competitive selection framework
- Conduct demographic analysis and mapping
- Summarize outreach efforts and input
- Conduct qualitative and quantitative assessment of public involvement effort



## **ASSESS TRANSPORTATION NEEDS & GAPS**

#### **Action Items**

- Conduct transportation inventory
- Prepare assessment of available specialized transportation services
- Conduct assessment of transportation needs and gaps

#### **Anticipated Deliverables**

- Inventory of specialized transportation services/providers
- Summary of transportation needs and gaps by county
- Summary of unmet mobility needs by county



## PRIORITIZE STRATEGIES

### Action Items

- Develop prioritized strategies to address identified unmet transportation needs and gaps, by county:
  - Goals
  - Strategies for each goal
  - Action steps
  - Performance measures/targets
- Develop/propose competitive selection framework and project evaluation criteria for Section 5310 funding
- Develop process for plan adoption

### Anticipated Deliverables

- List of prioritized transportation needs by county
- Competitive selection framework



## DRAFT COORDINATED PLAN

### Action Items

Concurrent to conducting the final phase to implement the Public Outreach and Engagement Plan, the updated coordinated plan will be developed and drafted over a 12-month period in 2019. Primary tasks include:

- Synthesis of public outreach and engagement efforts
- Develop draft coordinated plan to meet federal requirements and include:
  - Assessment of changing landscape of transportation coordination and mobility management
  - Demographics analysis
  - Inventory of current services
  - Synopsis and outcomes of public outreach and engagement
  - Assessment of transportation needs and gaps for transportation-disadvantaged/challenged populations
  - Prioritized strategies to address identified gaps in services

- Disseminate draft coordinated plan for review
- Prepare for plan adoption

**Anticipated Deliverables**

- Final plan

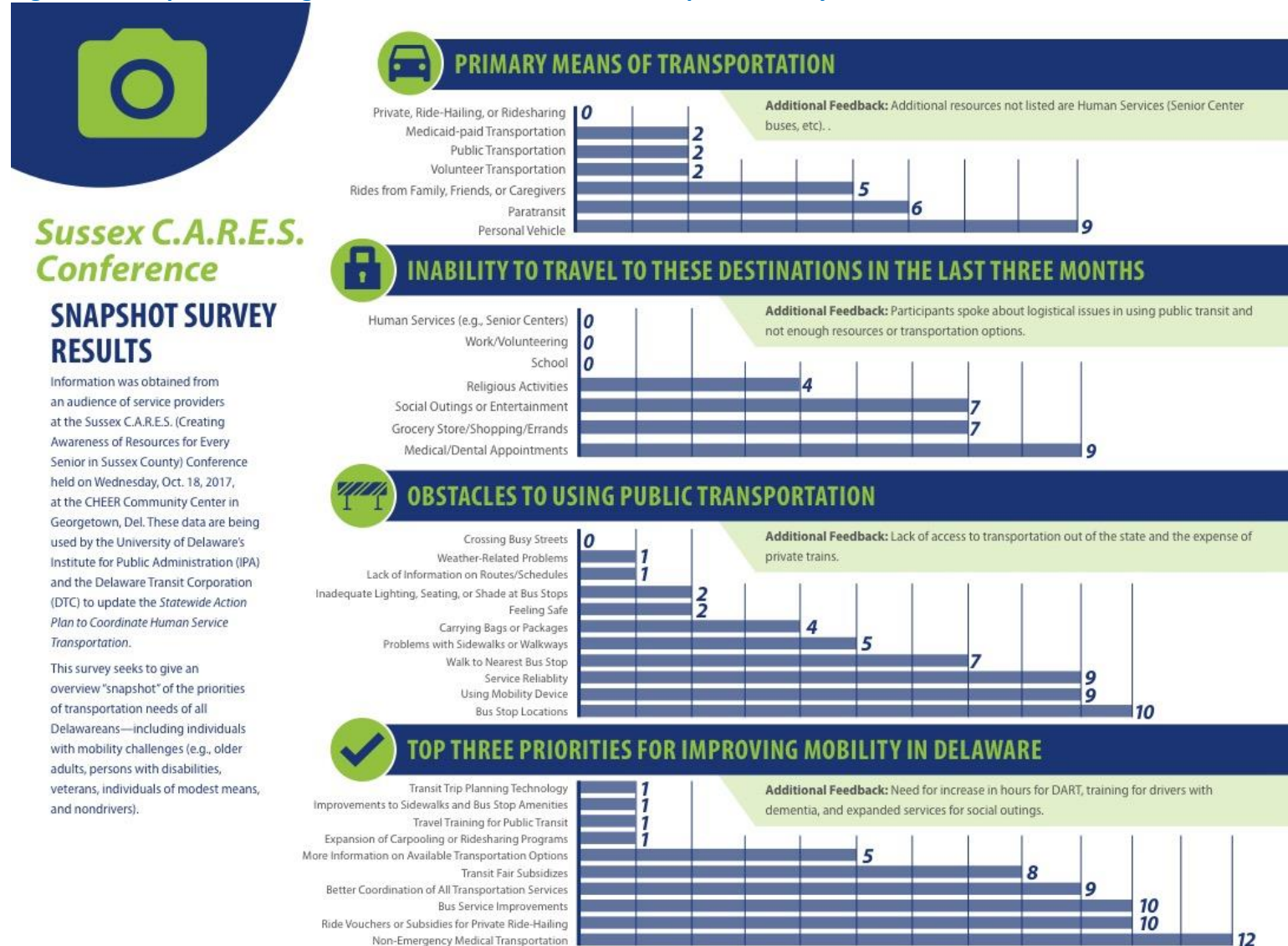
## **6. Assessment of Public Outreach and Engagement Efforts**

To assess the effectiveness of public outreach and engagement efforts, IPA will periodically analyze the results of outreach efforts. These reviews will help IPA evaluate outcomes of strategies and techniques and make adjustments as needed. Assessment activities will include:

- Preparing a summary of all outreach efforts and input received. Figure 27 provides a visually aesthetic summary of Snapshot Survey Results from the October 18, 2017, Sussex C.A.R.E.S. Conference
- Providing a qualitative assessment of how effective the efforts to obtain input were (i.e., audiences or stakeholders reached, the type of input provided by the stakeholders)
- Conducting a quantitative assessment of the public involvement effort, including the number of meetings/presentations/events participated in, attendance at outreach events, website hits, number of survey responses, approximate number of people reached, number of comments received, number of press releases issued, volume of media coverage



Figure 27: Graphic Showing Sussex C.A.R.E.S. Conference Snapshot Survey Results



The following evaluation criteria will be considered:

**Diversity** – Wide-reaching community outreach is critical to developing a coordinated plan. A particular focus of this effort is directed at understanding available transportation, gaps, and needs. As such, efforts will be made to ensure that outreach and engagement activities are targeted to and include representation by transportation-disadvantaged individuals.

**Reach** – Outreach and engagement activities will make every effort to include the greatest number of people possible. Targeting events in different geographic locations within the state, identifying events or venues that attract transportation-disadvantaged individuals, and providing a combination of high-touch and high-tech engagement methods will make it more inviting for people, with a range of involvement preferences to actively engage and provide input.

**Accessibility** – Every effort will be made to ensure that anyone who wants to participate can do so. This goal can be met by taking the participation activities to where people already are located, whenever possible. It can also be met by providing ways to participate—either by having access to public information/input opportunities virtually or in person. When outreach is conducted via public workshops/meetings/conferences, all locations will meet Americans with Disabilities Act (ADA) accessibility requirements.

**Impact** – The feedback received through outreach and engagement efforts will be documented, analyzed, and summarized. Overarching themes will be identified and further analyzed geographically (statewide vs. county basis), demographically, and socioeconomically.

**Education** – The outreach program will provide an opportunity to inform a wide range of individuals about the need to update Delaware’s coordinated plan and improve Delaware’s specialized transportation and mobility management framework to align with federal policies. In addition, the results of the outreach and participatory planning process will provide a “blueprint” for implementing a range of strategies to advance local coordination efforts and improve all transportation services in Delaware.

## 7. Next Steps

The *Public Outreach and Engagement Plan to Develop a Coordinated Public Transit—Human-Services Transportation Plan for Delaware* is designed to meet federal mandates for a participatory planning process. The proposed framework provides a comprehensive public engagement process that is inclusive, fosters meaningful dialogue, and uses both “high-touch” (in person) and “high-tech” (web-based/electronic) participatory methods to empower diverse stakeholders and facilitate two-way exchanges of information. Upon approval by the Delaware Transit Corporation (DTC), strategies can be implemented immediately to initiate public outreach and engagement. As per a December 11, 2017 meeting between the DTC leadership team and IPA staff, next steps are to:

- Proceed with high-tech and high-touch outreach; document feedback, conducting analyses, and establishing priorities by county
- Develop a detailed timeline that delineates outreach responsibilities, activities, and methods by DTC and IPA
- Identify and select members of the proposed technical advisory committee (TAC)
- Select a brand concept; Develop materials to brand and market the participatory planning process
- Establish and launch a project website
  - Jointly prepare an outline/map of website content
  - Determine website administration with IPA’s ability to access/update website directly or work with administrator
  - Design a website that is inclusive, accessible, and multi-lingual (English/Spanish)
- Have DTC’s Chief Executive Officer John Sisson brief Delaware Department of Transportation Secretary Jennifer Cohen on the outreach initiative, followed by a briefing to Delaware Health and Social Services Secretary Kara Odom Walker
- Arrange for a press event to kick-off the outreach initiative and launch of website
- Consider the need to plan a forum to elevate interagency partnerships and creatively leverage existing public and private transportation resources to better integrate transportation, mobility, land use, housing and social services to align with broader community health, economic development, government efficiency and accountability, and equity agendas

## **8. Appendices**

### **8.1 Citations**

### **8.2 Draft Ombea Poll**

### **8.3 Draft Section 5310 Transportation Provider Survey**

### **8.4 Draft Electronic Survey**

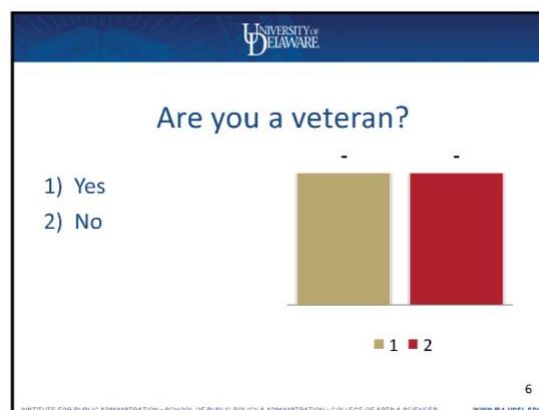
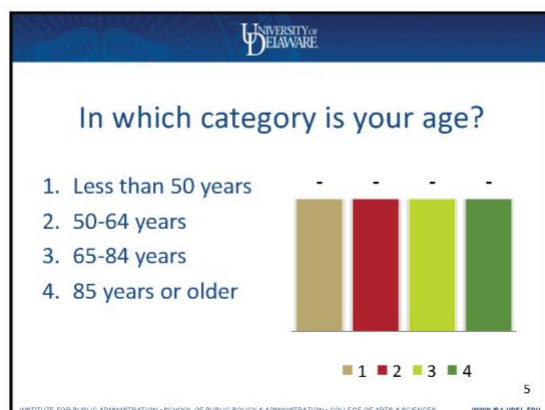
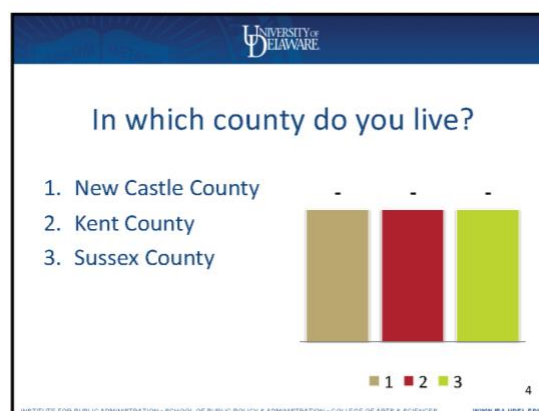
### **8.5 Snapshot Survey Template**

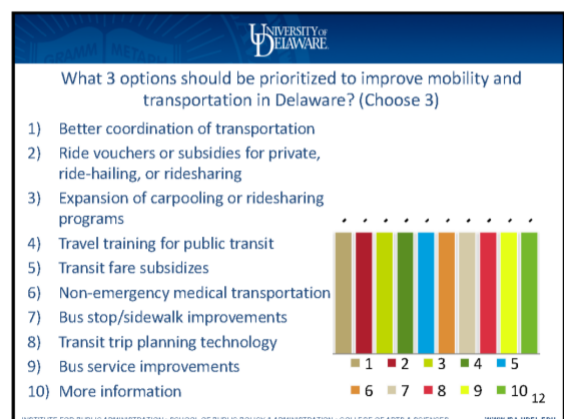
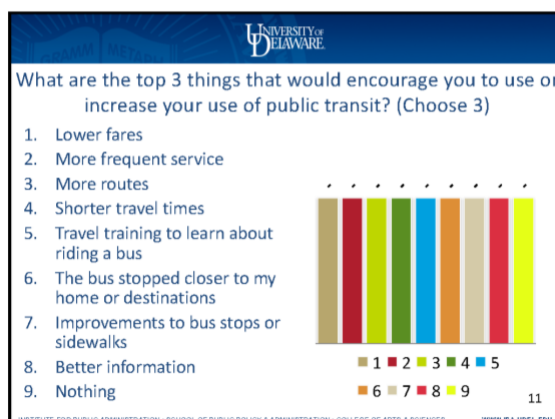
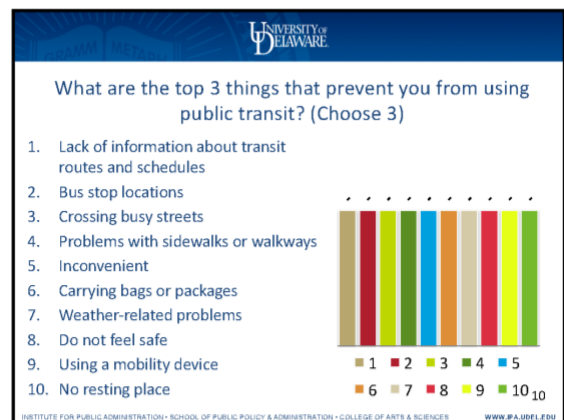
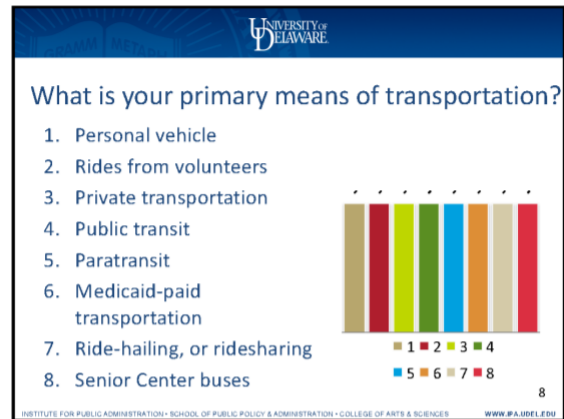
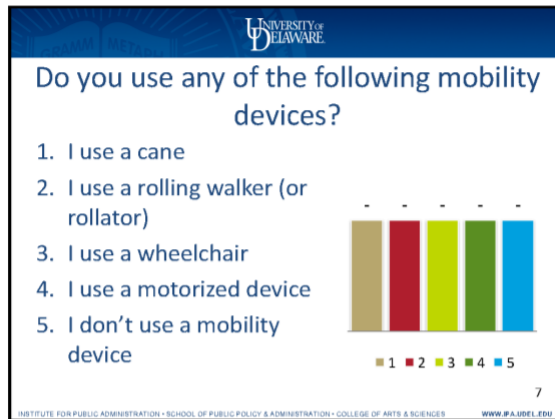
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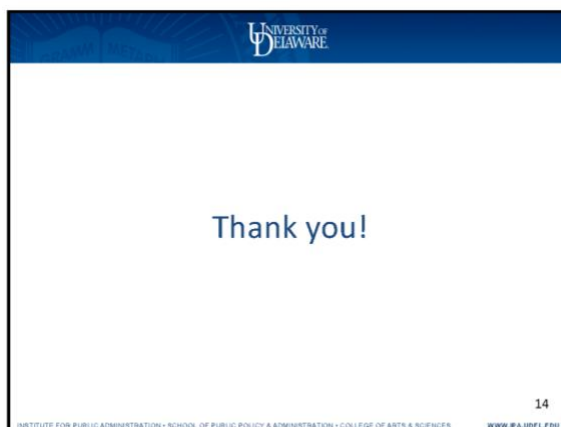
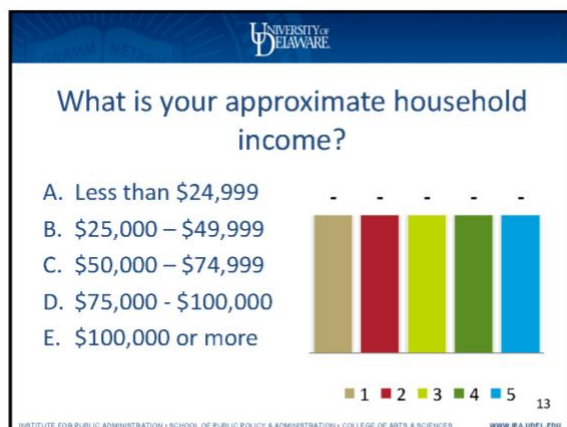
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## 8.2 Draft Ombea Poll









## 8.3 Draft Section 5310 Transportation Provider Survey

### Survey of Delaware Section 5310 Program Funding Recipients

#### Welcome to the Survey

The Delaware Transit Corporation (DCT) is updating the State of Delaware's Coordinated Public Transit—Human-Services Transportation Plan (i.e., Coordinated Plan). Coordinated Plans are required by federal law and serve as a foundation for enhanced mobility and provide a framework with which to distribute and strategically allocate formula funding under the Federal Transit Administration's (FTA's) Section 5310 Program to address needs of transportation-disadvantaged populations. DTC administers the Section 5310 Program in Delaware and is responsible for monitoring the use of awarded funding, as well as the overall operation of the Program.

DCT is conducting a survey of Delaware Section 5310 funding recipients to inform the update of the Coordinated Plan. Your prompt response to the survey is appreciated. Please complete the survey by <DATE>. If special assistance is needed, contact <NAME, Title> by phone at <#> or by email <email address>.

## Survey of Delaware Section 5310 Program Funding Recipients

### Section 1: Organizational Characteristics

#### 1. Identity of Organization (all fields mandatory)

Agency Name

Contact Person

Title

Mailing Address

City

State

Zip

Telephone

Fax

Email

#### 2. Briefly describe your organization's mission and specialized transportation services to members

3. Which of these target population(s) does your agency/organization provide services to? (Check all that apply)

- ☐ Older adults
- ☐ Persons with disabilities
- ☐ Persons with low incomes
- ☐ Veterans
- ☐ Other (please specify): \_\_\_\_\_

4. The organization you represent is a:

- ☐ Senior center
- ☐ Faith-based organization
- ☐ Medical or home-care provider
- ☐ Employer
- ☐ Residential community (e.g., retirement, assisted living, nursing/rehabilitation, continuing-care community)
- ☐ Community center
- ☐ Veterans' coalition or organization
- ☐ Social service agency
- ☐ Membership-based transportation service
- ☐ Other (please specify): \_\_\_\_\_

5. Select the county(ies) served by your organization (select all that apply).

- ☐ New Castle County
- ☐ Kent County
- ☐ Sussex County

6. Please rank from 1-8 the most frequent purposes of trips provided by your organization (1=Most Frequent 8= Least Frequent)

- ☐ Social outings or entertainment
- ☐ Essential shopping (groceries, drug stores)
- ☐ Non-emergency medical trips (e.g., doctor's appointments, pharmacy, physical therapy, outpatient care/clinics, kidney dialysis/renal care)
- ☐ Travel to/from your facility
- ☐ Work/volunteer activity
- ☐ Religious
- ☐ School
- ☐ Other (please specify): \_\_\_\_\_

7. How many vehicles are in your transportation fleet?

8. Enter the number of vehicles funded under the Section 5310 Program in your organization.

9. How many one-way passenger trips did your organization provide in 2017?

10. How many vehicles funded under the Section 5310 are equipped to transport individuals in wheelchairs?

11. In addition to transportation services you provide or coordinate, do members utilize other transportation services on a routine basis?

- ☐ No (if no, go to #10)
- ☐ Not sure
- ☐ Yes (if yes, go to #9)

12. Please check other transportation services utilized by your members (check all that apply).

- ☐ Drive their own vehicles
- ☐ Fixed-route buses
- ☐ Paratransit
- ☐ Private transportation provider
- ☐ Membership-based transportation service (e.g., ITN Southern DE)
- ☐ Vehicles driven by volunteers (family, friends, caregivers)
- ☐ Uber/Lyft
- ☐ Not sure
- ☐ Other \_\_\_\_\_

## Survey of Delaware Section 5310 Program Funding Recipients

### Section 2: Your Members' Transportation Needs

13. How often do your members communicate difficulty traveling to the following destinations?  
(Select all that apply)

	Often	Sometimes	Rarely	Not at All
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Work/Volunteer Activity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Non-emergency medical trips	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Essential Shopping (Groceries, Drug Store)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social outings or entertainment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Religious services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
School	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other <input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Survey of Delaware Section 5310 Program Funding Recipients

### Section 3: Coordination Efforts

14. Do you currently share or coordinate any aspects of your transportation services with other agencies, providers, or nearby 5310 program funding recipients?

☐ No

If no, please describe barriers or obstacles that may prevent sharing or coordinating transportation services \_\_\_\_\_

☐ Not sure

☐ Yes

If yes, please describe the arrangement \_\_\_\_\_

15. Please identify the types of coordinated transportation services that your organization provides, or is interested in:

Now Providing

Interested In

Sharing vehicles

☐
☐

Cooperative travel training

☐
☐

Joint purchasing of vehicles

☐
☐

Joint insurance purchasing

☐
☐

Joint staff training

☐
☐

Cooperative public  
marketing and public  
information

☐
☐

Other (please specify)



16. What are the biggest constraints your organization encounters in providing and coordinating transportation services? (Check all that apply)

- ☐ Lack of funding to serve current needs.
- ☐ Lack of funding for service coordination.
- ☐ Insurance (e.g. our insurance policy does not allow us to carry non-agency passengers, etc.)
- ☐ Inadequate existing fixed-route service
- ☐ State or other regulations are too restrictive regarding criteria for who is eligible for our transportation services.
- ☐ Peak travel times for our clients are the same as nearby agencies limiting vehicle sharing.
- ☐ Unaware of other transportation services in the area.
- ☐ Unable to mix and coordinate grants from different agencies.
- ☐ Other (please specify)

17. In your opinion, what strategies are needed to improve the coordination of public transit and human service transportation in your service area?

Thank you for taking the time to complete the survey

## 8.4 Draft Electronic Survey

### DELAWARE TRANSPORTATION NEEDS ASSESSMENT SURVEY (General Population + Transportation-Disadvantaged)

Institute for Public Administration (IPA) at the University of Delaware is working on behalf of the Delaware Transit Corporation (DTC) to assess transportation needs in Delaware. This survey has been developed to collect quantitative data from adults over the age of 18. The survey is voluntary and should take about 15 minutes to complete. The information you share will remain anonymous.

For more information about this survey or project, please contact IPA Policy Scientist Marcia Scott at [msscott@udel.edu](mailto:msscott@udel.edu) or 302-831-0581.

Please select “yes” (below) if you have read and understand this informed-consent statement and agree to take the survey. If you elect not to participate in the survey, select “no.”

- ☐ Yes (survey will continue)
- ☐ **No (survey will end)**
- 

#### Tell Us How About You Get Around and Your Transportation Needs

1. What is your primary means of transportation?
- ☐ Personal vehicle (goes to #2, all other options go to #3)
  - ☐ Rides from family, friends, or caregivers
  - ☐ Volunteer transportation
  - ☐ Public transit (DART First State, UNICITY, or Cecil Transit buses)
  - ☐ Paratransit
  - ☐ Medicaid-paid transportation (Logisticare)
  - ☐ Private, ride-hailing or ridesharing (taxis, Uber, RideShare Delaware)
  - ☐ Non-profit organization (e.g., senior center, faith-based organization)
  - ☐ Other \_\_\_\_\_

2. If you were to travel by another transportation option, other than driving yourself, to what extent would the following present barriers?

	Not a Barrier	Partial Barrier	Significant Barrier
Walking or bike riding between home and bus stop/transit hub	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Walking or bike riding between bus stop/transit hub and your destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having to plan around the bus schedule	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parking at a park-and-ride location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Understanding the transit system	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Working irregular hours	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Anticipating non-commute travel needs (e.g., childcare, work-related trips, errands)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Arranging carpooling or ridesharing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Feeling safe and comfortable riding with strangers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other _____			

3. In the last month were you unable to travel due to lack of transportation?

- ☐ Yes (goes to #4)
- ☐ No (skip to #6)

4. How many times have you stayed home in the last month because you DID NOT have access to convenient transportation?

- ☐ I never stayed home due to lack of transportation
- ☐ Only a few times
- ☐ About once a week
- ☐ Many times a week
- ☐ Almost daily
- ☐ Not sure/don't know

5. Which of the following destinations were you unable to travel to in the last month due to lack of transportation? (select all that apply)

- ☐ Shops and other businesses (e.g., grocery store, bank)
- ☐ Medical/dental appointments
- ☐ Social outings or entertainment (friend or relative's home, restaurant, golf, senior center, etc.)
- ☐ Religious services
- ☐ School
- ☐ Work/volunteer activity
- ☐ Other \_\_\_\_\_

6. Do you use DART First State paratransit services?

- ☐ Yes (go to # 7)
- ☐ No (skip to # 8)

7. In the past month, how many times have you traveled by paratransit?

- ☐ None
- ☐ 1 or 2 times
- ☐ 2 – 10 times
- ☐ Nearly everyday

8. Do you use public transit (DART First State, UNICITY, Cecil Transit buses)?

- ☐ Yes (go to # 9)
- ☐ No (skip to # 10)

9. In the past month, how many times have you traveled by bus?

- ☐ None
- ☐ 1 or 2 times
- ☐ 2 – 10 times
- ☐ Nearly everyday

10. From the list below, select the top three reasons why you do not use public transit

- ☐ Car is always available
- ☐ Inconvenient (e.g., bus routes and bus stop locations)
- ☐ Hours of service are not appropriate
- ☐ Do not like buses
- ☐ Want privacy (do not like crowds)
- ☐ Unaware of routes or schedules
- ☐ Health problems
- ☐ No public transportation in area
- ☐ Crossing busy streets
- ☐ Problems with sidewalks or walkways
- ☐ Problems carrying bags or packages
- ☐ Weather-related problems
- ☐ Do not feel safe
- ☐ Use a mobility device (e.g., cane, walker, wheelchair)
- ☐ No resting place
- ☐ Other: \_\_\_\_\_

11. What (if anything) would encourage you to use or increase your use of public transit?  
(select all that apply)

- ☐ Lower fares
- ☐ More frequent service
- ☐ More routes
- ☐ Shorter travel times
- ☐ Travel training to learn about riding a bus
- ☐ Improvements to bus stops or sidewalks
- ☐ Better schedules/route information
- ☐ Nothing
- ☐ Other \_\_\_\_\_

12. From the list below, select the top 3 options that you believe should be prioritized to improve mobility and transportation in Delaware.

- ☐ Better coordination of all transportation services
- ☐ Ride vouchers or subsidies for private, ride-hailing, ridesharing (taxis, Uber) to get to bus stops or transit hubs
- ☐ Expansion of carpooling or ridesharing programs
- ☐ Travel training for public transit
- ☐ Transit fare subsidies
- ☐ Non-emergency medical transportation
- ☐ Improvements to bus stop amenities or sidewalks
- ☐ Transit trip-planning technology (websites or apps)
- ☐ Bus service improvements
- ☐ More information on available transportation options
- ☐ Other \_\_\_\_\_

**Looking Ahead**

13. Over the next 1 - 3 years, which of these destinations do you anticipate needing transportation if you will be unable to drive there?

- ☐ I don't anticipate being unable to drive
- ☐ Shops, restaurants, and other businesses (e.g., grocery store, bank)
- ☐ Medical/dental appointments
- ☐ Social outings or entertainment (friend or relative's home, restaurant, golf, Senior Center, etc.)
- ☐ Religious services
- ☐ School
- ☐ Work/volunteer activity
- ☐ Other \_\_\_\_\_

**Please Tell Us About Yourself**

The below demographics will allow us to examine responses by different groups. Your individual data will not be released.

14. Are you:

- ☐ Male
- ☐ Female

15. In which category is your age?

- ☐ Less than 24 years
- ☐ 25 - 34 years
- ☐ 35 - 44 years
- ☐ 45 - 64 years
- ☐ 65 - 74 years
- ☐ 75 – 85 years
- ☐ 85 years or older

16. Are you a veteran?



- ☐ No
- ☐ Yes

17. Do you drive?

- ☐ Yes
- ☐ No

18. How many vehicles are available in your household?

- ☐ 0 vehicles
- ☐ 1 vehicle
- ☐ 2 vehicles
- ☐ 3 or more vehicles

19. Do you use a smart phone (i.e., mobile phone with internet access)?

- ☐ Yes
- ☐ No

20. Please specify your ethnicity:

- ☐ White, non-Hispanic
- ☐ Hispanic or Latino
- ☐ Black or African American, non-Hispanic
- ☐ Native American or American Indian
- ☐ Asian / Pacific Islander
- ☐ Other \_\_\_\_\_

21. What category best describes your annual household income?

- ☐ Less than \$24,999
- ☐ \$25,000 to \$49,999
- ☐ \$50,000 to 99,999
- ☐ \$100,000 or more
- ☐ Prefer not to say

22. What is the primary language spoken in your household?

- ☐ English
- ☐ Spanish
- ☐ Other \_\_\_\_\_

23. Do you have a disability that requires the use of a mobility device?

- ☐ I use a cane
- ☐ I use a rolling walker (or rollator)
- ☐ I use a wheelchair
- ☐ I use a motorized device
- ☐ I do not use a mobility device
- ☐ I do not have any mobility issues

24. I live in this county in Delaware:

- ☐ New Castle
- ☐ Kent
- ☐ Sussex

25. What is your home zip code? \_\_\_\_\_

Thank you for taking the time to complete the survey.

## 8.5 Snapshot Survey Template

**Senior Center:**

**Address:**

**Van #/ Travel Time**

**Executive Director:**

**Date of Visit:**

**Event:**

**Number of Participants:** \_\_\_\_\_

<b>What is the primary means for transportation for you, or the person(s) you support?</b>	<b>Place 1 DOT by your top response</b>
Personal vehicle	
Rides from family, friends, or caregivers	
Volunteer transportation	
Public transportation	
Paratransit	
Medicaid-paid transportation (Logisticare)	
Private, ride-hailing, or ridesharing (taxi, Uber...)	
Other (describe on Post-it note)	

<b>During the past 3 months were you, or the person(s) you support, unable to travel to any of the following destinations due to lack of transportation?</b>	<b>Place DOTs by all that apply</b>
Medical/dental appointments	
Grocery store/shopping/errands	
Social outings or entertainment	
School	
Work/volunteering	
Religious activities	
Human services (e.g., Senior Centers)	
Other (describe on Post-it note)	

<b>What prevents you, or the person(s) you support, from using public transportation?</b>	<b>Place DOTs by all that apply</b>
Lack of information about transit routes and schedules	
Bus stop locations	
Crossing busy streets	
Problems with sidewalks or walkways	
Walk to nearest bus stop	
Carrying bags or packages	
Weather-related problems	
Feeling safe	
Using a mobility device (cane, walker, or wheelchair	
Inadequate lighting, seating, or shade at bus stops	
Service reliability	
Other (describe on Post-it note)	

<b>What 3 options should be prioritized to improve mobility and transportation in Delaware?</b>	<b>Place 1 DOT your top 3 choices</b>
Better coordination of all transportation services	
Ride vouchers or subsidies for private, ride-hailing, or ridesharing (taxis, Uber...)	
Expansion of carpooling or ridesharing programs	
Travel training for public transit	
Transit fare subsidizes	
Non-emergency medical transportation	
Improvements to sidewalks and bus stop amenities	
Transit trip planning technology (websites or apps)	
Bus service improvements	
More information on available transportation options	
Other (describe on Post-it note)	





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