

## **Boonville Katy Flyer Timeline to Achieve Public, Accessible, Affordable Transportation**

June 26, 2007: A public meeting was held at Boonville City Hall to discuss the need for public, accessible, affordable transportation in the city. 18 community members attended.

September 24, 2007, Monday, 7 pm and Saturday, September 29, 2007: Public meetings were held to further discuss the need for transportation in Boonville. 9 people attended the Saturday morning meeting and 51 attended the Monday evening meeting. The transportation planning survey (attached) was distributed at the meeting.

October 23, 2007: A luncheon meeting was held for current transportation providers at a local restaurant. Those transportation providers were given a survey (attached) to determine the current status of transportation in Boonville. Attending were representatives of: OATS, Advantage Medical Transport, Boonville Cab and Central Mo Community Action, Cooper County Memorial Hospital, KWRT radio (**keep the media involved**)

Boonville Economic Director, Sarah Gallagher (now retired) and Vicki McCarrell, disability services provider, met on a regular basis with Boonville City Administrator Irl Tessorf and key members of the focus group.

85 transportation needs surveys were received from members of the community and the results were compiled. (see attached)

January 2, 2008: Meeting at City Hall with the Economic Director, City Administrator and Jack Heusted from OATS, who explained how OATS would operate the transportation in Boonville if we contract with them. He explained the difference between a fixed route and a deviated route. OATS could get a large accessible van through a 5309 MODOT grant.

January 10, 2008: Focus group meeting at City Hall to determine a route for the bus and to determine potential donors.

March 20, 2008: Second meeting with the 2 local cab companies and Advantage Medical Transport. (**Include current transportation providers in the process so they are supportive**)

Michelle Howell from AMT explained how Medicaid transportation works.

We made up a chart showing residents of Boonville current transportation options and the costs. (see attached)

March 24, 2008: City Administrator, Economic Developer and Disability Service Provider met with Shirley Tarwater from MODOT. Shirley explained MODOT funding options for rural transportation. (**involve MODOT in the process**) Shirley gave examples of public transportation programs in similar sized cities around Missouri, including scheduling, dispatching, fares vs donations, various vehicle configurations, coupons, days/times per week. She is a wealth of information on rural transportation.

May 22, 2008: Boonville City Administrator, Economic Developer and Disability Services Provider met with Shirley Tarwater from MODOT and Jack Heusted & Cindy Tandy from OATS to determine the logistics of the transportation program. After reviewing all the options, Boonville decided to contract with OATS to provide a 14 passenger accessible van, 3 days per week – Tuesday, Wednesday and Thursdays, 7:30 am to 5 pm, based on needs determined by information on the surveys received. It was determined that fares would be \$2 per person per trip, and would begin on October 1, 2008.

August 5, 2008: The focus group and city officials met with Jack Heusted from OATS. Per the contract, OATS will train the van driver & dispatchers at the Boonville Police Department, provide promotion and logos for the van. Boonville will provide as gifts in kind the dispatcher at the Police Department and a separate phone line for people to call to request rides at least 24 hours in advance (OATS does not want to compete with the local cab companies) as well as clerical/bookkeeping for the van. OATS will invoice the city based on the number of riders per month.

The focus group determined it would hold a contest to name the transportation service. A press release (attached) was sent to the local radio station and newspaper to let people know to submit suggestions which were due September 15, 2008.

4 nominations were received. The focus group voted to use the name “Katy Flyer” for the van, as the Katy Trail runs through Boonville.

Flyers were designed and distributed to: City Hall, Central Mo Community Action, Hospital, Unlimited Opportunities (disability service provider), Doctors Offices, Senior Center, Nursing Homes, Laundry Mats & Grocery Stores.

August 13, 2008: Focus Group met to discuss promotion of the ‘Katy Flyer’ We decided to have a booth at the ‘Festival of Lights’ and to send flyers to the schools for distribution to children.

October 1, 2008: Maiden voyage of the ‘Katy Flyer’; Focus Group and various city officials rode the van around town. The event was covered by the media including TV, newspapers and radio.

Ridership: trips = 1 person

	<u>Oct – Dec 2008 (3 mths)</u>	<u>Jan – Dec 2009 (12 mths)</u>	<u>Jan - June 2010 (6 mths)</u>
Employment	88	486	153
Nutrition	7	68	12
Recreation	32	195	159
Education	4	114	112
Medical	47	281	412
Shopping	31	515	387
Business	24	183	90
<b>Total Trips</b>	<b>233</b>	<b>1,842</b>	<b>1,325</b>
<b>Total Riders</b>		<b>138</b>	<b>70</b>

**October 1, 2010, the Katy Flyer began running 5 days per week, Monday through Friday.**

**Things we learned:**

- 1) Involve the community; host meetings to discuss the need for transportation various days & times so everyone interested can attend. Eg. Saturday, week days, week nights**
- 2) Ask people to serve on a focus group to help make decisions.**
- 3) Circulate a survey in the community.**
- 4) Involve the media! They will spread the word about meetings and give you coverage on progress toward developing your transportation program.**
- 5) Involve current transportation providers: taxi companies, OATS, Medicaid providers, churches, schools. Get everyone on board with the idea of affordable, accessible public transportation.**
- 6) Work with MODOT. They are very knowledgeable about funding options and transportation regulations.**
- 7) Contact businesses that will benefit from citizens' ability to get to their businesses (grocery stores, Wal-mart, physicians, hospital, nursing homes, etc.)**
- 8) Hold a contest to name the vehicle.**
- 9) Have the police department provide the dispatching, since they know all of the streets in the town.**
- 10) Publicize, publicize, publicize that you have public transportation!**