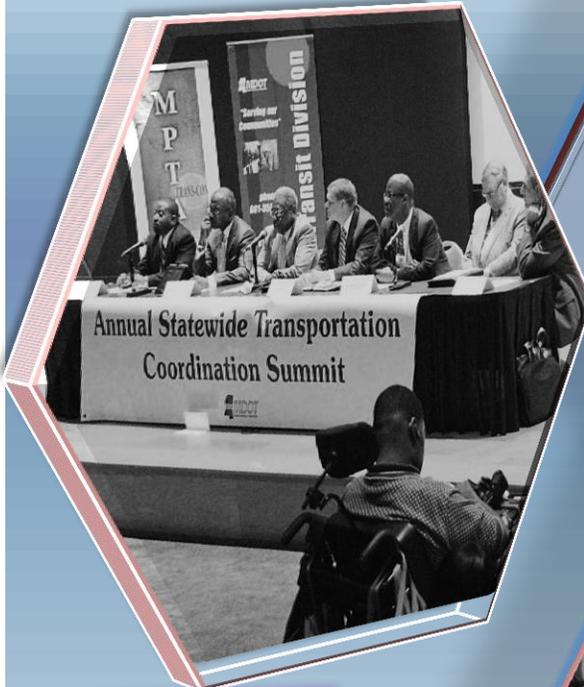


Report on the 6th Annual Statewide Transportation Coordination Summit



The Survivor Series II

Changing Minds in Challenging Times



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Summit Theme: The Survivor Series II: Changing Minds in Challenging Times**July 11-12, 2012****PREFACE**

The Mississippi Department of Transportation (MDOT) has been in the forefront of achieving efficient coordination of public and human service transportation resources since the implementation of the Safe, Accountable, Flexible, and Efficient Transportation Equity Act: A Legacy for Users, (SAFETEA-LU). Consistent with the national policy that focuses on improving the availability, quality and efficient delivery of services, MDOT's Public Transit Division has led several initiatives aimed at institutionalizing coordination. These initiatives include the formation of six major regional coordination groups backed by a comprehensive statewide coordination plan, a series of regional coordination plans and six highly successful consecutive annual Statewide Transportation Coordination Summits. These initiatives have been recognized by a range of stakeholders such as the Federal Transit Administration, the Community Transportation Association of America, members of the Legislature, state agencies and consumer advocacy groups.

The Annual Statewide Transportation Coordination Summits offer policy makers, human service agencies and transit agencies an opportunity for in-depth dialogue with stakeholders about improving mobility options that are sustainable and have immediate impacts. As a central component of the MDOT's strategic planning process, the Summit allows stakeholders at all levels a means of actively participating in a comprehensive customer driven planning, implementation and evaluation process. Largely because of this very well received annual event, several successful coordination strategies have been implemented which include: increasing operational efficiencies, providing more seamless access to services, expanding services, raising awareness, improving energy conservation, and enhancing economic development opportunities.

Through the Public Transit Division, MDOT hosted the 6th Annual Statewide Transportation Coordination Summit that was co-sponsored by an impressive assortment of national, regional and local organizations. With a central theme of "*Changing Minds in Challenging Times*", the Summit offered policy makers, state agencies, transit agencies and other stakeholders, an opportunity to discuss ways of dealing with the current economic challenges and embracing opportunities for strategic change. This report provides a summary of the Summit activities and recommendations by providing highlights of the various presentations and sessions, along with an analysis of coordination progress in Mississippi and policy recommendations for moving forward.

OVERVIEW

Building on the 2011 Summit which provided participants with some of the important tools necessary for dealing with the changing economy, the goal of the 2012 Summit was to identify policy issues and develop management and marketing strategies necessary to improve the delivery of transit services and enhance stakeholder relationships. It specifically allowed policy makers an opportunity to interact with transit providers and user-side stakeholders to discuss the benefits of providing efficient coordinated transportation services, and the importance of resource sharing to build sustainable transit friendly communities. The Summit discussions focused on the following objectives:

- Identify new management strategies that could be utilized by stakeholders to improve coordinated transportation.
- Develop effective and efficient marketing strategies to improve the delivery of services.
- Create and foster new relationships through coordination initiatives.
- Explore ways of increasing the involvement of state/local officials and policy makers in building sustainable community transportation.
- Apply marketing strategies and survival techniques in implementing sustainable transportation coordination and improving overall agency performance.

To accomplish the above objectives, invited speakers and facilitators focused on identifying strategies for surviving the changing economy; and techniques needed to improve the delivery of community transportation services through effective and sustainable resource and information sharing.

The 2012 Summit provided participants an opportunity to engage in thought provoking discussions with state and local elected officials, policymakers, state agency officials, stakeholders, and transit providers on ways to:

1. Educate the public and local elected officials on the services provided within their communities.
2. Change mindsets about community transit in Mississippi.
3. Increase positive collaborative relationships for a sustainable future.

Panelists and speakers spearheaded discussions on how resources can be better utilized during these challenging economic times; to improve transportation service options for the benefit of all stakeholders. The importance of changing mind sets in relation to effective management, marketing techniques, implementation of transit coordination strategies, and improving overall agency performance were emphasized.

As the transit industry continues to grow, obtaining local match funds to support federal grants continues to be a major challenge for the regional coordination groups and transit providers. Difficulties in obtaining local match funds have become particularly challenging in recent years. Escalating cost, inadequate infrastructure and dwindling traditional revenue streams are some of the challenges faced by the transit industry.

On the other hand, analysis of operational revenue streams for the past five years revealed some positive trends that may be attributed to coordination efforts. This increase may be attributed partially to the increased education of local officials about the benefits of local transit services and an overall awareness of service needs. Even though the overall local revenues increased by 31 percent during the 5 year period analyzed, there was very little variation in the source of these local revenues received by individual projects. The addition of new transit providers supported mainly by local municipalities (e.g. City of Oxford) had a significant impact on this increase. This implies that transit providers need to identify other alternative sources of revenues.

Consequently, the exploration of new partnerships with policy makers, elected officials, businesses, and other stakeholders have been identified as the best strategies to enhance local support. Speakers and facilitators at this Summit highlighted the need for transit industry to look for alternate sources of income through the formation of new partnerships, employing marketing strategies, and other planning efforts with a goal of long term sustainability. Legislators and policy makers in attendance acknowledged the importance of community transportation in creating sustainable communities and therefore provided insight on how the transit industry could become better players in the local and statewide policy making process.

Moving forward, we continue to develop and implement more effective strategies that encourage future growth and sustainability of the transit industry in Mississippi. During the six years of structured coordination efforts in Mississippi, we have seen productive results. MDOT's leadership in coordination efforts have been acknowledged at the local, regional, and national levels. To ensure future progress, we must:

1. Continue to energize regional coordination efforts to provide more efficient and effective transit services.
2. Seek alternative sources of revenue and expand the support that already exist with legislature, elected officials, funding agencies, policy makers and transportation stakeholders.
3. Create a formal framework that institutionalizes the existing highly effective regional and statewide coordinated planning process.

The remaining sections of this report provide descriptions of the various summit events including: participation analysis, coordination progress report, summary of presentations and session discussions, participants' feedback, suggestions/recommendations for the future, and concluding remarks.

SUMMIT PARTICIPATION ANALYSIS

The Mississippi Department of Transportation's Public Transit Division hosted the 6th Annual Statewide Coordinated Transportation Summit on July 11-12, 2012. Key supporters and sponsors included: **Mississippi Public Transit Association** and their partners (Grayco Systems & Consulting, Inc. Wilbur Smith & Associates (CDMSmith), LeFleur Transportation and RouteMatch Software), **Mississippi Department of Mental Health, Mississippi Council on Developmental Disabilities, Community Transportation Association of America, Mississippi Development Authority, Mississippi Department of Human Services, Mississippi Primary Healthcare Association, Mississippi Department of Rehabilitation Services, Mississippi Coalition for Citizens with Disabilities, Jackson State University - College of Public Service (Department of Urban & Regional Planning), Institute for Multimodal Transportation (IMTrans), and Mississippi Center for Technology Transfer (T2).**



With registered attendance of over 300 stakeholders, this Summit offered participants the opportunity to discuss ways of dealing with the current economic challenges and embracing opportunities. It also provided a venue for continuous discussions of strategies for surviving the changing economy through new management and marketing strategies for improving coordinated transportation. As the agenda clearly shows, this inspiring event included a series of carefully planned breakout sessions, round table discussions and networking opportunities. (See agenda included as Appendix A).

In response to the growing transportation coordination efforts within and across communities, this year's Summit included more diverse groups of participants including: state legislators, mayors, institutions of higher learning, business consultants, concerned citizens, seniors, disability advocates, county supervisors, state agency representatives and a cadre of transit providers. (See Stakeholder /Registration list included as Appendix B). This impressive aggregation of diverse stakeholders shared one common theme: they were all interested in enhancing sustainable community transportation. In general, the 2012

Summit recorded a 12 percent increase in participation. A chart showing the segments of population represented and the increase in participation is shown below.

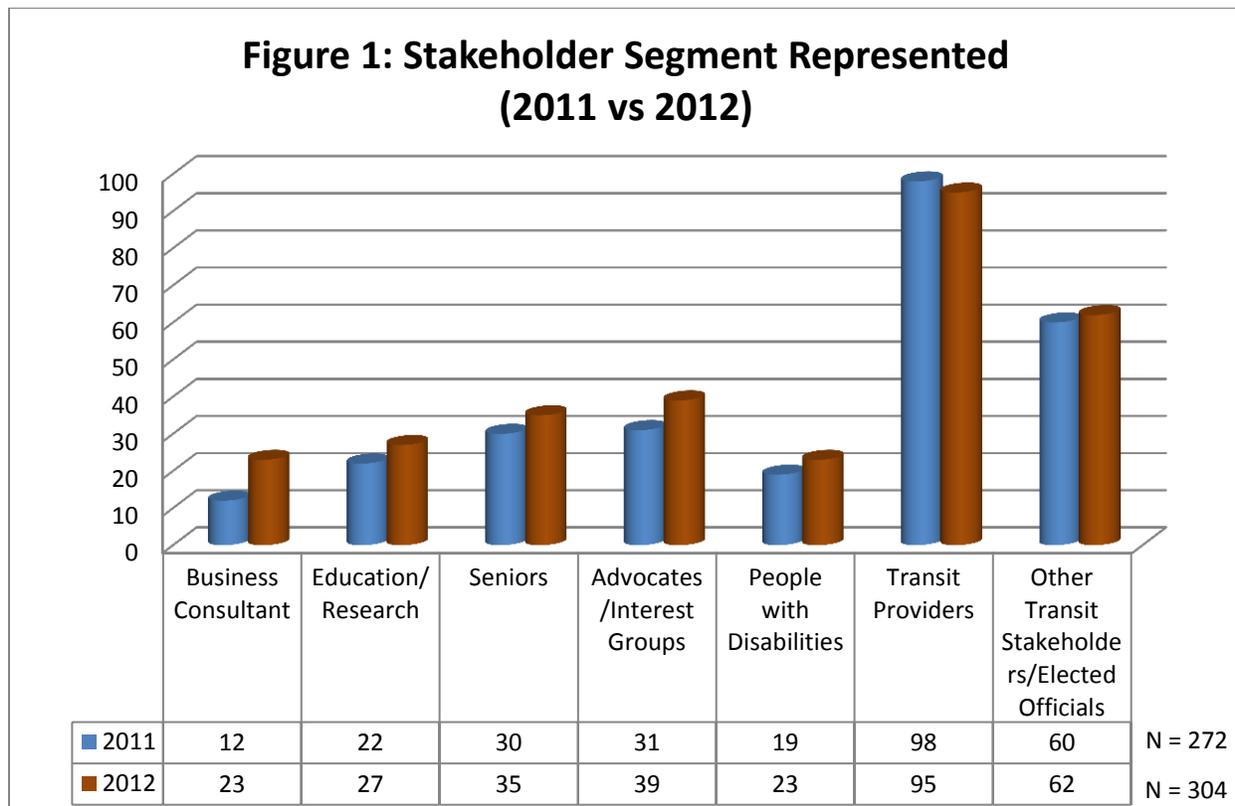
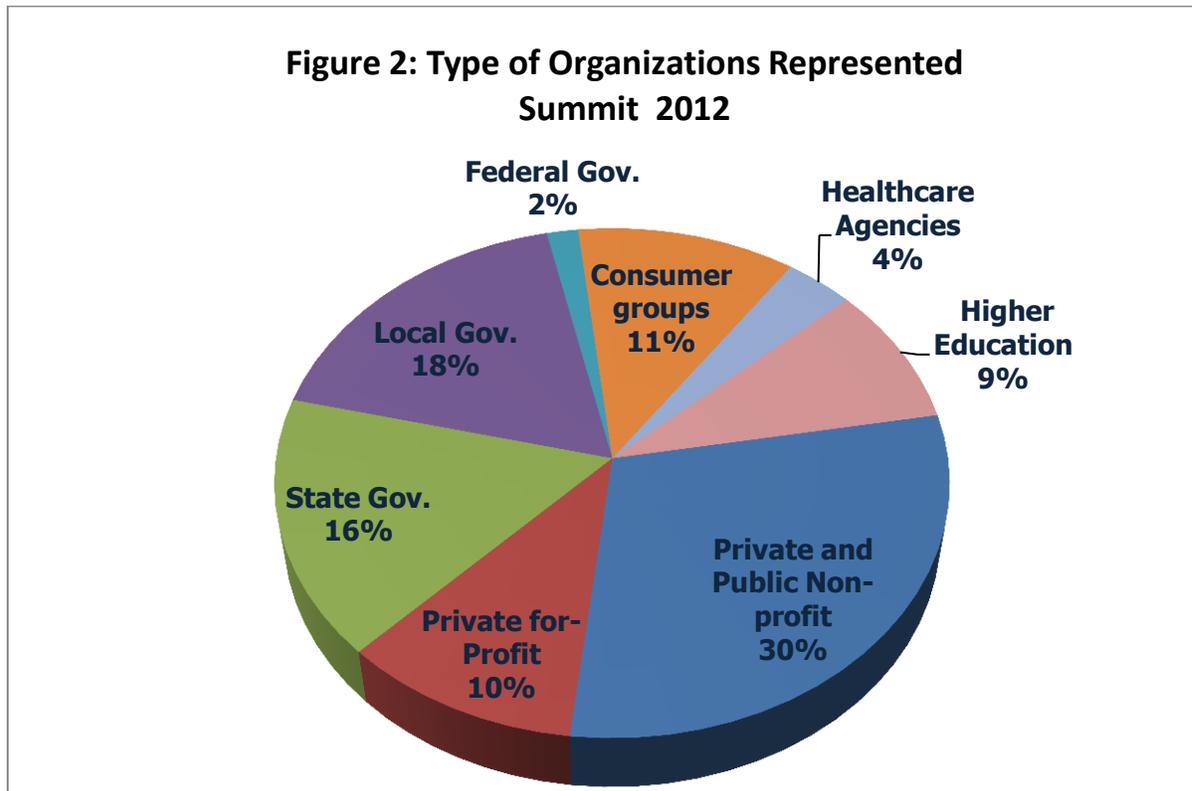


Figure 1 provides an overview of the stakeholder segments represented at the summit as compared to previous year’s summit. Even though private and non-profit transit providers constitute the largest segment of population of the summit, their representation went down by about 3 percent compared to the previous year. However, what is most impressive was a substantial increase in participation from many significant stakeholders other than transit providers. Representation of businesses and consultants increased by 92 percent while participants from education and research increased by 23 percent. This clearly confirms that transportation coordination is not just of interest to transit providers. It is very encouraging to see that many diverse groups are becoming more interested in transportation coordination, especially those in positions to benefit from transit services through shared use or contractual arrangements. Advocates and interest group representation went up by 26 percent while representation from people with disabilities increased by 21 percent. Participation from these typically transit dependent populations and their advocates are indicative of their consistent level of interest and concern.

Participation by *policy makers, local elected officials,* and transit stakeholders, continues to grow as indicated by a 3 percent increase. When viewed from the perspective of increased awareness and potential impacts on the decision making process necessary to make coordination a reality, this growth is considered particularly significant. These key decision makers are needed to support funding decisions and affect policy changes, especially at the local levels, and to further develop the regional coordination networks. Establishing these networks through coordination summits and a continuation of the collaborative planning process is the backbone of long term effective coordinated transportation in

Mississippi.

Overall the type and number of representation from the various sectors is primarily attributed to the two factors. Foremost is an increase in awareness of transit and specialized programs resulting from more outreach. Secondly, there is the increased involvement of more stakeholders in the regional planning process.



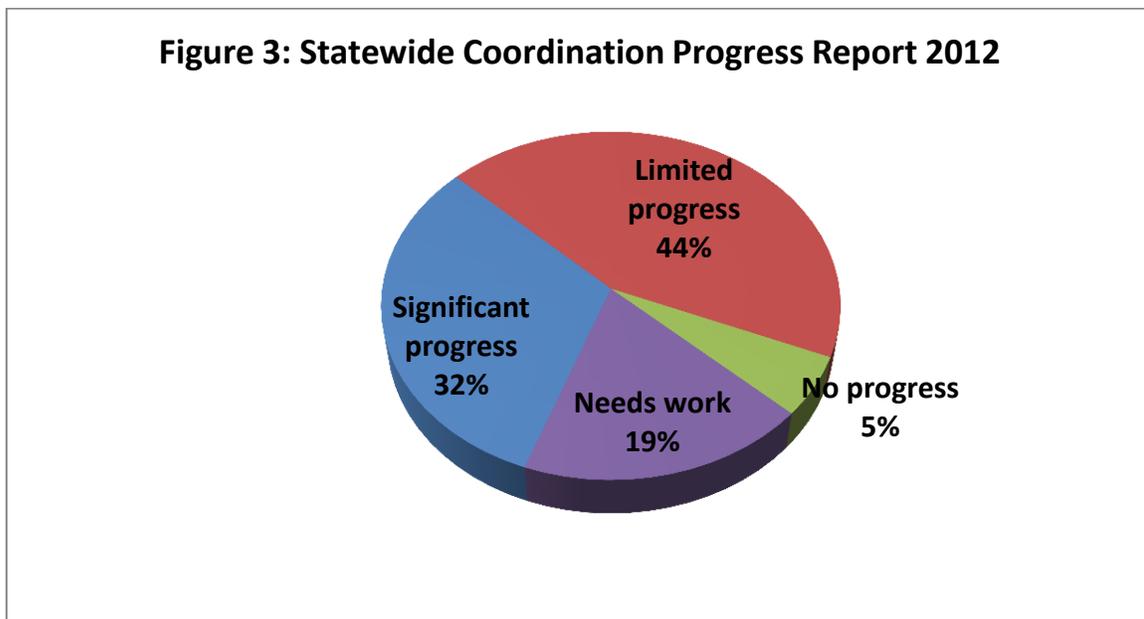
As illustrated in Figure 2, there was a good mix of representation from various organizations that are considered key to not only providing transportation, but more importantly effectively allocating resources and addressing policies that will sustain resource sharing. Organizations represented include federal, state, and local government agencies, private and public non-profit, private-for-profit, consumer groups, institutions of higher learning, and health care agencies. This diversity in representation provided insight on how all organizations could benefit from existing partnerships and the potential for public private partnerships which is gaining recognition. As an illustration, panelists from institutions of higher learning and healthcare agencies provided suggestion on how transit agencies can increase resource sharing and effective collaboration with stakeholders in order to achieve improved performance. This is considered quite important because the value of improved performance will continue to rise in operations, oversight, and funding arenas.

STATEWIDE COORDINATION PROGRESS REPORT

Over the past three years, an interactive progress report session has been held during summits to allow participants the opportunity to provide their perspective about the progress made in specific areas concerning the implementation of regional coordination planning. The purpose of this progress report was to obtain feedback about the level of performance achieved through the implementation of coordination strategies within five categories:

- Regional planning process
- Sustainability
- Formal coordination
- Operational changes
- Education and awareness

Such feedback allows the Public Transit Division and the regional groups to evaluate coordination progress within the state during the past year and assists with future planning of coordination strategies and activities. Each participant was given five uniformly color coded stickers and requested to affix these stickers to a “**Statewide Coordination Progress Report**” board to designate a respective progress rating of either: “*Significant Progress*”, “*Limited Progress*”, “*No Progress*”, or “*Needs Work*” for the five performance categories.



The overall analysis revealed 32 percent significant progress in all categories of regional coordination planning and 44 percent limited progress (figure 3). In general, 76 percent of participants acknowledged a measurable progress in coordination. Based on the results of this activity, participants concluded that even though more work still remains to be done, coordination appears to be having a significant impact.

The challenge that local providers are faced with is continuing the momentum gained from this year's summit.

The following is an analysis of the attendee responses for each of these five designated coordination performance categories.

Regional Planning Process

This category was expanded this year to include a formal planning process, in addition to the existing regional planning process which includes regional plans, town hall meetings, and regional meetings. Collectively, 88 percent of respondents recognize that progress continues to be made in effectively responding to the mobility needs of local citizens, especially those that are part of the traditional transit dependent groups. This is illustrated by 59 percent of respondents reporting significant progress, while 29 percent suggested that a limited progress has been made, in the regional planning process. Regional planning has brought together policy makers, transit providers, consumers, human service agencies and disability advocacy groups to discuss how to provide more efficient transportation services to transit dependent segments of the population and make viable and sustainable mobility options available to the broader communities.

Sustainability

Progress in sustainability was examined based on the availability of additional funding or alternate funding streams and the ability to create more efficient transit systems. While 14 percent of respondents thought that significant progress has been made in this area, 60 percent indicated that limited progress has been made in securing additional funds and creating more efficient transit systems. 22 percent of the respondents thought that more work needs to be done in this area. Consequently, discussions continues at the state and local levels, regarding strategies for seeking alternate sources of funding and creating more efficient transit systems. This summit theme and the various sessions provided participants with tools needed to achieve this goal. What remains however, is for all stakeholders to take the necessary action towards achieving this goal.



Formal Coordination

Formal coordination recorded 23 percent significant progress in relation to the establishment of memorandum of understanding, third party contracts, and formal coordination structure. On the other hand 53 percent of respondents indicated limited progress in this area. Several comments have been made regarding the need to formalize the MDOT led coordinated planning framework, especially the regional coordination decision making and interagency planning processes. For example the need for formalized authority to approve and reject applications at the regional level through a formal coordination mechanism has not yet been accomplished and the coordinated planning component has yet to be

formalized as a part of the annual planning process for human service agencies. Moving forward, this should be part of MDOT's focus in identifying better ways of formalizing the coordination process.

Operational Changes

This performance category was assessed based on increased service areas, increased capacity, extended hours of service and the use of automation. 36 percent of respondents specified that significant progress has been made, while limited progress was indicated by 34 percent of the respondents. Thus 30 percent suggested that more work needs to be done in this area.

Education/Awareness

Educational awareness was assessed in relation to effective promotion, better information on routes and service areas, and education of decision makers. About 68 percent of respondents acknowledged that some progress has been made in this area, with 32 percent suggesting that more work needs to be done especially in educating decision makers. Summit participants have in the past, expressed the need to get decision makers, and especially elected officials and state agency heads involved in coordination efforts. This summit answered this call by having two round table discussions involving state agencies, legislatures and local elected officials. This is a necessary step towards getting elected officials and other stakeholders involved in the coordination process.

SUMMARY OF SUMMIT EVENTS AND PRESENTATIONS

The following sections of this report highlight the various presentations, general sessions, round table discussions with legislatures and stakeholders, and interactive breakout sessions. It also includes feedback from participants on issues that need to be addressed. The report concludes with observations about the impact of the Summit, recommendations for coordinated planning process, and strategies moving forward.

Summit speakers included: Melinda L. McGrath, Executive Director (MDOT), Mayor Harvey Johnson, City of Jackson, Dr. Yvette Taylor, Region IV Federal Transit Administrator (FTA), Charles Carr, Director of the Office of Intermodal Planning (MDOT), Shirley Wilson, Public Transit Director (MDOT), Tray Hairston, Associate Counsel & Policy Advisor to Mississippi Governor Phil Bryant, Primus Wheeler, Jr. Executive Director of the Jackson Medical Mall Foundation in Jackson, MS, Jennifer Biard, Pastor, Jackson Revival Center

Panelists: Senator Willie Simmons, Mississippi State Senate, District 13, Representative Robert L. Johnson III, Mississippi House of Representatives, District 94, Mayor Roderick T. Nicholson, Town of Terry, Kathy Gelston, Chief Financial Officer for the Mississippi Development Authority (MDA), Kevin Coggin, Executive Director Coast Transit Authority, Embra K. Jackson III, Voluntary Service Specialist, VA Medical Center, Sherri Davis-Garner State Director and Chief Lobbyist for AARP Mississippi, Cindy Goodin, MS Department of Rehabilitation Services, Dr. Samuel Jones, Dean of Student Affairs, Jones County Junior College in Ellisville, Mississippi, Wayne Miley, Chief of Workforce Programs, Mississippi Department of Employment Security, Office of the Governor, Chelsea Crittle, Director of Aging

Programs, Central Mississippi Planning and Development District., Tammy T. Aiken, CPM. - S/P Officer, Division of Medicaid.

Session presenters and facilitators included: Dr. Beverly G. Ward, Coordination/UWR Ambassador FTA Region I, Dr. Johnny B. Gilleylen Sr., Associate professor, Jackson State University and Transportation Consultant, Kevin Coggin Coast Transit Authority, Rose A. Joe, Jackson County Civic Action, Jerry Dean Redmond, Jr. Principal/Senior Design Director/Consultant; Nell K. Ingram Energy Consultant Florence, Mississippi, Mr. John Johnson, MPTA, Dr. Eunice V. Akoto, Educator & Public Management Consultant, EDVACO Consulting LLC, Ms. Antionette Gray-Brown, Project Director for Aaron E. Henry CHC/DARTS in Clarksdale, Mississippi,

Remarks Recapped



In her welcome address, **Ms. Shirley Wilson, Public Transit Director**, highlighted the objectives of the Summit and the importance of the theme “*Survivor Series II: Changing Minds in Challenging Times.*” Focusing on the objectives of the summit, Ms. Wilson emphasized the need for identifying effective management and marketing, strategies, and fostering new relationships that could be utilized by stakeholders to improve the delivery of coordinated transportation. She also stressed on the importance of exploring ways of increasing the involvement of state/local officials and policy makers in building sustainable community transportation.

She encouraged summit participants to adopt three essential concepts to achieve a successful summit: the “3Cs” Communicate, Collaborate and Coordinate. She indicated that in keeping with the goal of the Summit, invited speakers were asked to focus on developing effective action plans for surviving the changing economy with the focus on “*changing mindsets in challenging Times.*”

Ms. Melinda McGrath, Executive Director, welcomed participants and expressed appreciation to all transportation stakeholders and MDOT employees for making efforts to ensure affordable mobility options that are vital to the changing economic landscape in the state of Mississippi. In recognizing stakeholder commitment to addressing the day-to-day challenges, she impressed upon participants to continuously strive to implement sustainable regional mobility networks. She praised the efforts and dedications of interested stakeholders in enhancing the lives of citizens across Mississippi.



In reference to the Summit theme, Ms. McGrath stressed that the implementation of the new transportation bill, MAP-21 (Moving Ahead for Progress in the 21st Century), presents many new challenges that require all stakeholders to commit to changing minds set to ensure effective coordination of available Federal, State, and local resources. She mentioned that performance measures are a big part of MAP-21 and to achieve efficient performance, coordination is essential. Ms. McGrath encouraged participants to work with schools, healthcare agencies, and other interested parties to ensure effective coordination. The Director indicated that getting more people to use transit goes hand in hand with economic development. She thanked participants for increasing access and awareness of mobility options through stakeholder participation in the regional planning process.

“It is through the dedication of interested stakeholders like yourself that we enhance the lives of citizens across our beautiful State”

.....Melinda McGrath

Harvey Johnson, Mayor of the City of Jackson, applauded the organizers of the Summit and praised



participants for their commitment to providing services to improve the quality of life of those who are transit dependent citizens in the city of Jackson, especially for seniors. He indicated that none of this would have been possible without MDOT and the Federal assistance. He stressed the financial challenges facing the city of Jackson’s public transit system (JATLAN) and the tough decisions that are being made to continue to provide services effectively and efficiently. He commended the resilience of JATLAN, indicating that 90 percent of users have no other form of transportation.

The mayor welcomed participants to what he referred to as *Your Capital City*, and encouraged participants to continue with the good work in providing and enhancing mobility options in Mississippi.

Charles Carr, Director of Intermodal Planning, stressed the importance of promoting sustainability



through coordination of all available resources. In reference to the financial challenges faced by the transit industry and new challenges that MAP-21 may present, he challenged all transit stakeholders and providers to look for alternative method of funding to secure match funds.

He indicated that with escalating cost, inadequate infrastructure and dwindling traditional revenue streams, it is essential to build on successfully coordinating resources through strategies such as partnering, cost sharing and use of non-cash assets. He encouraged participants to continue working to increase access to mobility options through effective collaborative planning. This, he said, *“helps*

in developing a broader knowledge base in transportation partnerships as we move forward.” Mr. Carr thanked the participants for their commitment, support and hard work, by acknowledging that their involvement has helped to accomplish much in the way of improving access and containing costs.

“MAP21 brings its own benefits and challenges. In reality, escalating cost, inadequate infrastructure and dwindling traditional revenue streams remains the challenges faced by the transit industry. Continuous commitment to increasing access to mobility options through effective collaborative planning helps in developing a broader knowledge base in transportation partnerships as we move forward”

..... Charles Carr, Director of Intermodal Planning

Guest Speakers: Presentations and Summaries

Tray Hairston, Associate Counsel & Policy Advisor to Mississippi Governor Phil Bryant, reminded



participants that economic development and transportation are linked. Participants were encouraged to take a more holistic view of the transportation network in our State. He emphasized that transportation resources such as ports and rail infrastructure will be competing for support. The value of public transportation must be demonstrated.

As an example he offered how meeting the healthcare and medical transportation needs of employers and our work force are essential parts of the economic development planning process. Being involved in this process can position the transportation community to be at the table when decisions are made. He pointed out that Mississippi is

strategically located for major port and highway development and therefore could use that strength to move forward in transportation planning efforts.

Primus Wheeler, Jr. Executive Director of the Jackson Medical Mall Foundation, stressed on the importance of maintaining sustainability in changing times. He posed the following reflective questions:



Who are you working with to keep your businesses going?

If you are standing still, you are going out of business?

How do we sustain transportation services?

How will your business be without you?

How will you sustain your business as the political climate changes, the economy changes, and grant processes change?

He encouraged participants to think beyond grants and services and explore creative ways of sustaining their businesses. He was very passionate about sustaining businesses through partnerships. He emphasized the importance of partnering with people who share the same goals in order to succeed in a business environment.

Mr. Wheeler stressed the importance of implementing change amidst challenging times. Drawing upon his own experiences at the Medical Mall, he shared the benefits of having information about existing agencies and establishing contact through MDOT to provide similar services to clients through partnerships.

He further challenged participants to plan for the future of their businesses by training others to replace them. He encouraged participants to make new acquaintances and go back home and have a meeting about getting together to grow the organization.

*“If you have someone who has the same goals, find a way to partner with them.”....When I found Bolivar County Transit Services to partner with, I was so relieved from doing the transportation business! You can grow your business outside grant!
....Primus Wheeler*

Jennifer Biard, Pastor, Jackson Revival Center, gave an inspirational speech on the subject *“Making the Most of Every Situation”*



She used the example of the four seasons to illustrate the routine nature of change. Spring, a season of excitement, is followed by summer during which people settle in, and begin to get into the routine of life. While trying to maintain the status quo, change comes with the arrival of the Fall season which can be shocking and surprising to people because change sweeps through unexpectedly. This makes it difficult to make the necessary adjustments. With winter, people tend to accept change or either chooses to quit or go to the next level.

She encouraged participants to manage their response to change by transforming their way of thinking.

She presented the following techniques for dealing with challenging times:

1. Stop focusing on what you don't have and focus on what you do have.
2. Stop focusing on office gossip, being underpaid and issues with a supervisor.
3. Realize that God said that you can be the change that is needed.
4. Know who you are apart from what you do.
5. Don't allow thoughts and attitude to condemn you to a life of mediocrity. Garbage in- Garbage Out concept.
6. Make your time at work count. Once your time is spent you can't get it back. Each breath you take is one less that you have.
7. Make the atmosphere at work conducive for a positive environment for everyone to work in.

*“Allow your mind to be transformed in order to adjust to the change. This can only be done if you change your way of doing things that will change your living”
.....Pastor Jennifer Biard*

Dr. Yvette Taylor, Regional Administrator FTA Region IV, applauded Mississippi for the consistent commitment to coordination efforts in Region IV. She praised the continuous effort and the hard work of the coordination partners in Mississippi that has gone into developing coordination plans and implementing successful strategies. She specifically acknowledged the importance of the Summit process as an indicator of how incremental progress is being made in Mississippi.



From a national perspective, Dr. Taylor highlighted the successes of SAFETEA-LU and the importance of taking careful precautions to meet the challenges presented by new policies in MAP-21. These changes include but not limited to: expanded roles on safety; possibility of consolidating some transit programs such 5310, 5316 and 5317; and the emphasis on state of good repair. She stressed the fact that because the bill was fairly new, the Federal Transit Administration's role is still evolving. "Currently, we are focusing on forming dissection teams, compiling communication tools, program summaries, fact sheets and webinars to make it easier for public consumption."

On proposals going forward, Dr. Taylor noted the need for workforce development to be incorporated into discussions and ultimately into cooperative agreements for local transportation services. She also encouraged participants to take a critical look at the Title VI updated plans for compliance.



Round Table Discussions: Framework and Summaries

“The value added impact of transportation programs and projects must be made clearer, especially in the increasingly competitive world of prioritizing funding”
 Chairman Johnson

Pooling Resources for a Sustainable Future: Panelists were made up of state/local elected officials, policymakers, state agency officials, and transit providers. It is noteworthy that this panel was anchored by two “heavy hitters” from the legislature, i.e. Senator Willie Simmons, Chairman of the Senate Transportation Committee and Representative Robert Johnson, Chairman of the House Transportation Committee. Both of which have expressed their recognition of the vital role that mobility options play in improving the lives of our citizens.



“More awareness and understanding are critical to growing support for community transportation as an integral part of the State’s transportation network”
Chairman Simmons

They led discussions on the importance of coordinating and sharing transportation resources and services to ensure sustainability. Panelists were asked to highlight their individual and collective roles in supporting transportation initiatives. The following are summary of comments from the panelists:

State legislators Simons and Johnson acknowledged efforts being made by MDOT to enhance transit accessibility in the state in spite of the existing challenges. They noted however that continued efforts need to be made to increase awareness and understanding of transit as an economic tool at all levels of government; the lack of which presents challenges for continuous support for the programs that provide the service. Chairman Simmons stressed that more awareness and understanding are critical to growing support for community transportation as an integral part of the State’s transportation network. He reminded the audience that they will continue to face difficult decisions on how limited State and local resources are allocated. Chairman Johnson advised that the “value added” impact of transportation programs and projects must be made clearer, especially in the increasingly competitive world of prioritizing funding. They both repeatedly stressed the need for more outreach and education at all levels of government, emphasizing the tangible benefits in monetary terms. Chairman Johnson used an illustration: “for every \$1 invested in rural transportation, I read that there is

“For every \$1 invested in rural transportation, there is a \$3 return”

a \$3 return. Transit providers need to show the politicians the economic benefits of transit backed by performance data.”

In responding to questions concerning the need for new funding streams, both legislators challenged participants to continue working with leadership from MDOT to focus on economic development projects. They encouraged participants to take advantage of opportunities such as the healthcare reform and economic development projects that offer sustainability. They reaffirmed their commitment to help find ways of providing needed support for state match through the Multi-modal Program administered by MDOT.



There was a consensus among the panelists that exploring areas of interest within *local* communities, such as jobs and factories that require transit services is an essential step in getting local “buy in”. -Investing in transportation

that will allow people to get to work, and doctors’ appointments was cited as an important part of the message that leads to expanding services and increasing revenues.

Representatives from other state agencies such as the Mississippi Development Authority (MDA), admitted that transportation is usually on the back end of most development issues even though in many instances it should be helping to drive development. They expressed the need to work more collectively to enhance transportation access and mobility in the state. *“We need to tear down territorial barriers and collaborate more effectively; we need all participants to strive to foster collaborative partnerships in the future”*

“We welcome the possibility of discussing how the MDA could include transit in various development projects”

MDA representatives also expressed that there is an apparent disconnect between preliminary reports given to development and site selection personnel and what exists within local communities. A more accurate picture is needed as part of the discussion materials. They welcomed the possibility of discussing how the MDA can include transit in various development projects.

This session also highlighted the challenges faced by volunteer drivers in most agencies that offer transportation services to their clients. It was revealing to know that most volunteer drivers are 65 years or older. Scheduling for veterans due to travel time constraints has become a problem. There is therefore need to educating people on the programs available, for possible partnerships.

The mayor of Town of Terry also noted that there is a limited amount of transportation services available to residents of the Town of Terry and would welcome further collaboration with MDOT to increase services.



Each Endeavoring, All Achieving: Panelists for this discussion were made up of stakeholders with diverse backgrounds in management, leadership, and community development, from different agencies across the state who are interested in transportation coordination and some who have partnerships with existing agencies. The panelists spearheaded discussions on how resources can be better utilized during these challenging economic times to improve transportation service options for the benefit of all transportation stakeholders.



Panelists took turns to discuss the transportation need in their areas and how they have successfully coordinated with existing agencies successfully. These involved working contract agreements that ensures reimbursements at fair

rates. Data is collected regularly to ensure efficiency.

Panelists also answered questions from participants on how providers could collaborate with other state agencies to provide efficient services. The following are some of the strategies highlighted:

- Effective marketing and branding.
- Working with employment agencies, WIN Centers to transport people to jobs or to identify those requiring transportation.
- Providing information to the Employment Security, Work Force Development unit.
- Collaborating by linking transit agencies websites to work force development and job websites.
- Providing information to schools and state agencies to create awareness of existing providers for potential partnerships.

“Making schools and state agencies aware of services provided in the area is key to partnerships”

The panelist established that creating sustainable communities through community transit services, requires multiple and targeted strategies, including coordination within and across government agencies and the private sector. Those who have existing partnerships with transit providers praised their excellent work and affirmed their commitment to continue working with their partners. The representative from Jones Community College indicated that the summit offered real education about how community transit is working in Mississippi and encouraged providers and the coordination groups to market their agencies to ensure expansion options for future partnership.



Interactive Breakout Sessions

At the core of this year's Summit were the facilitated interactive breakout sessions. These sessions were designed to educate and encourage input from a variety of perspectives. A variety of sessions were designed to meet the need of both seasoned participants and those who are new to transportation coordination. Led by dynamic facilitators, the sessions focused on helping new participants in gaining a better understanding of transportation coordination while ensuring that all participants acquire the needed tools for coping with the changing times. Topics covered include:

1. Let's talk coordination.
2. Begin with the end in mind.
3. Who, what and why of public transit.

4. Preparing for change.
5. Keep the main thing, the main thing.
6. Leaving it better than you found it.

All stakeholders were encouraged to actively participate in the sessions. What follows is a summary of each session.

Let's Talk Coordination

Facilitators: Lovie Martin & Gwendolyn Johnson

Mobility managers and regional group leaders provided insight into the activities of the six regional transportation coordination groups.

Ms. Martin and Ms. Johnson led discussions on transportation coordination as a mandate under SAFETEA-LU. It was implemented to reduce duplication of services and to promote coordination of resources. The role of mobility managers is to reach out to foster connections. Participants interacted with representatives from the regional groups and discussed the regional plans for their service area, updates, and accomplishments.

The following are some of the regional group highlights and updates:

Southwest Mississippi Accessible Regional Transportation (SMART): development of a new regional



transportation center and maintenance facility being constructed at the Natchez Transit System as a result of regional coordination efforts. Claiborne County hires new mobility manager.

Southern Mississippi Transit (SMT): working to create new regional group logo and fostering new relationships.

Transportation stakeholders of the Central Region (TRANS-CON): implemented GPS tracking system on buses

The East Central Transit Action Group (EZTAG): Jeremy Bell, the new regional

mobility manager, highlighted the progress in the construction of a regional maintenance facility for Choctaw Transit. Case study analysis was performed to identify how pooling resources may minimize operational costs while achieving agency and regional goals and objectives.

Comments from participants in this session revealed that time is one of the greatest constraints that hinder the transportation coordination process and the effectiveness of transportation scheduling for clientele, especially those seeking medical treatment.

They discussed how best the regional groups could work together to reap greater rewards. Pooling resources among regional groups is important in meeting the demands of the regional service area.

*Begin with the End in Mind***Facilitator: Dr. Beverly G. Ward Coordination/UWR Ambassador, FTA Region I**

The purpose of this session was to educate potential providers/stakeholders on the laws, regulations and procedures associated with the coordination of transportation services. In highlighting the history of coordination and its benefits, Dr. Ward indicated that coordination has always been a part of federal laws beginning with the 1962 Federal Highway Act and subsequent federal legislation. However, the law was fully mandated under SAFETEA-LU. Mobility Management is part of the coordination toolkit which improves access to mobility.



Coordination should start with community transit impact assessment focusing on target populations, availability of services, redundancies, service gaps, and strategies to address the identified gaps. These processes help to identify providers and transit stakeholders within the region and enhance effective mapping of services in coordination efforts.

“Design your tool kit to include how to measure success of coordination” Dr. Ward

*The Who, What & Why of Public Transit***Facilitators: Antoinette Gray-Brown & Gwendolyn Smith**

This session provided new participants with a general overview of public transportation and all the grant programs administered through the Mississippi Department of Transportation’s Public Transit Division. New attendees had the opportunity to discuss the role of MDOT in promoting coordination of public transportation within Mississippi. Grant Programs (5310, 5311, 5316, and 5317), eligible requirements, and program goals were thoroughly explained:

- I. Section 5310: Specialized Transit Program
 - Designed to improve mobility for the elderly and disabled (especially those that are served by a specific program or an agency such as Medicaid). Also serves to enhance the coordination of existing federal assisted programs.
 - Can purchase; vans, buses, computers/software as well transportation services from existing providers.
- II. 5311: Rural Transit Program:
 - Designed to enhance access to health care, shopping, education, employment, public services and recreation.

- Assist in maintenance, development, improvement and use of public transportation programs.
- To encourage more efficient use of all federal funds used to provide passenger transportation through coordination of services and programs.

III. 5316: Job Access Reverse Commuter Program(JARC)

- Provides resources for transportation for employment and employment related activities. (e.g. vouchers for low income workers, shuttles, capital planning, and operating costs).



IV. 5317: New Freedom Program

- For capital and operating expenses that support new public transportation services or services beyond those required by the American with Disabilities Act (ADA).

Who can apply: Private non-profit organizations, government agencies, and other authorized agencies certified or approved by state to coordinate transportation using existing providers.

This session was instrumental in introducing beginners to public transportation, as well as providing information that could assist in the securing of funds to provide services to targeted population groups. Participants were encouraged to coordinate with existing programs and priorities before seeking new, individual grants to address transportation needs.

Preparing for Change

Facilitator: John Johnson, President, MPTA

The main purpose of the session was to provide participants with management tools to assist them in embracing change in the work environment. Discussions focused on preparing participants to evaluate their current status and take the necessary actions to deal with changing economic situations.

Mr. Johnson led the discussions on the importance embracing change to accomplish agency’s goals and objectives. He used the analogy from “who moved my cheese” by Spencer Johnson, to discuss the adjustments that must be made in order to embrace change.

“There are too many that continue to remain in their comfort zone.... We must learn to adapt to change quickly”.

..... Mr. Johnson

The following include highlights of the session discussions:

- Change is inevitable and we need to change with the times.
- Change involves learning to adapt; be ready to change not only quickly, but often.
- Change equals possibilities to better yourself or business.
- When we come together as a group and coordinate, we can change the way we do business.
- Attitude and perception toward change must be transformed.
- Listen to what's happening in the world; anticipate and prepare for change.
- Fear hinders change.



Participants discussed the importance of getting elected officials involved in receiving additional funding besides regular FTA/MDOT funding, as part of the change process. Mr. Johnson urged transit providers to constantly review their regional goals and objectives as a performance measure and opportunity for change.

Keep the Main Thing, “The Main Thing”

Facilitator: Jerry Redmond, Redmond Design, Principal/Senior Design Director/Consultant

Effective marketing tools and strategies are essential for a successful business. This session provided opportunities for participants to learn marketing strategies needed to increase public awareness of services they provide.

The following are some of the marketing strategies discussed:

- Focus on outreach.
- Branding and marketing are cousins to advertising.
- Each transit provider must build their brand.
- A brand is not based on what an individual sees but rather how it is seen by others.



Build Brand:

- Public Relation; Press Release to all media; Sponsorship.
- Use events and activities.
- Customer Appreciation Day.
- Community Awards.
- Communication and Marketing Strategies.
- Create a corporate ID (logo).
- Keep the public aware.
- Marketing options such as free rides, use of promotional items, text messaging, outreach tool, website, flyers, brochures, social networking tools (social media) were explored during this session.

“Without “PROVEN” leadership YOU Fail” A good leader is able to create an environment that will allow staff to learn from them.

Staff-----It would be a tragedy to work 5 years only to emerge with 1 year Experience”

This provided participants with tools for improving overall system ridership, raising revenue, acquiring public official interest and educating the general public on the benefits of coordinating program services. The session built on the strong points from the round table discussions that emphasized the need to market and let agencies and services be known in all areas including job centers, health centers and shopping malls.

Leaving It Better Than You Found It**Facilitator: Ms. Rose A. Joe, Director, Jackson County Civic Action Committee**

This session focused on how to use effective leadership skills to improve overall agency performance while adapting to the changing economic times. Ms. Joe focused her discussions on three major areas:

- Leaders/leadership.
- Agency/organization planning.
- Leadership transition/career exit.

Using the adage: “Iron Sharpens Iron,” Ms. Joe led the discussion on how effective leaders should impart skills and experience unto their followers to prepare them for success and future leadership: Leaders mentor followers for their exit/transition, share their wisdom, experience, ideas, provoke and promote staff growth, stimulate thought process, and share knowledge.



An effective leader is: admirable, inspires, fair, assertive, approachable, serious, understanding, empathetic, respected, confident, analytical, has integrity, dedication, leads by example, purposeful, “walk the talk”, passionate about improvements, confident in times of uncertainty and unfamiliarity- remains calm; composed, a critical thinker; committed to excellence – mediocrity is not an option, productive – get the job done.

What else identifies a leader? A visionary leader is able to plan strategically- succession planning, personal planning, exit /transition planning. With a good plan the agency experiences increased efficiencies, enhanced processes, improved performance; this ensures accountability and overall organizational sustainability.

A good plan should be focused, has established timelines, explore opportunities, and maintain current and future organizational status: profitable/positive results. It makes profitable mistakes, take intelligent risk, and connect a series of well thought out moves. A good leader must perform a self-analysis. The following questions must be asked in a Leadership self-analysis:

Have I: Implemented policy and processes for improvement; trained future leaders; ushered in the use of technology; introduced quality management; created an atmosphere to address inefficiencies; established methods of data collection and evaluation; promoted data/evidenced based decision making; used quality review management; measured outcomes/productivity; prepared organization for the future events?

Leaving it better than you found it - leaders should prepare companies for the future; leaders should prepare/train leaders (successor):

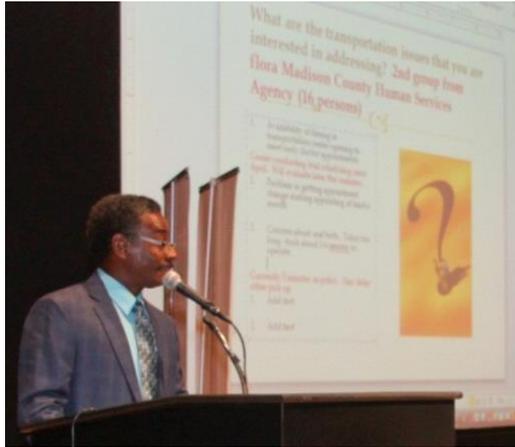
- Hire and retain experienced staff: promote continued education and training.
- Fiscal policy: leave company fiscally sound – Reserve funds: Do – Have an ethical departure; leave your organization fiscally sound.
- Share success and failures – (potholes and pitfalls).
- Brand your agency/organization.
- Developed employee benefit package (present and future): Funded bonuses and incentives.
- Don't - close off the next leader's options.
- Don't - leave the next leader a mess.
- Don't - ignore existing issues.
- Do - give the next leader the ability to "Lead".
- Do - address the difficult challenges.
- Do - protect employees, customers, community.
- Be missed; consulted.
- Do - share your goal for the organization.
- Leave qualified Staff.
- Documented – Policies and Procedures.

*"Which one are you? a leader, a good leader, or a great leader
Leave It Better Than You Found It".
..... Rose Joe*

Through an interactive forum participants learned the benefits and elements associated with accountability, strategic and contingency planning, sustainable development, cut-back management, as well as efficient leadership skills. This session also provided management strategies that participants can immediately use to make improvements in their agency's operational activities.

Interactive Session for Seniors

Johnny B. Gilleylen, Sr. Ph.D., Jackson State University and Nell Ingram, Energy Consultant, Florence, Mississippi



An interactive session for seniors was held to allow elderly participants to discuss their needs and concerns. Most of these participants were from the immediate Jackson area and Madison. Consequently their issues and concerns are indicative of experiences with either the City's urban transit system (i.e. JATRAM) or the Department of Human and Cultural Services transportation services.

Availability, accessibility, acceptability, adaptability and affordability of transit services for older adult passengers are vital for overall wellbeing of seniors. Interaction among seniors revealed the need for more improvement in senior transportation programs in Mississippi. Such programs should be acceptable by creating operator sensitivity training programs, accessible by organizing door-to-door and attendant services; adaptable by modifying routes or vehicles, and affordable by offering reduced fares or senior discounts.

Specialized transit is of tremendous importance to seniors; almost all elderly participants indicated that they used transit for medical, social, and shopping trips. Among the concerns expressed by seniors was the limited information about transportation agencies, education on bus routes and services, as well as easy to understand information about transportation options for senior citizen. Issues of particular importance to seniors were the following:

- Regular education on how to better utilize available service options.
- Services such as: weekend services, travel training, transportation to and from church and other non-emergency transportation, and modifying routes to suit their needs.
- Accessible vehicle: more accessible vehicles and driver training pertaining to aftermarket modifications to vehicles to better accommodate seniors.
- Flexible screening process.
- Flexible pick-up schedules to accommodate varying needs.

Committing to Coordination: Less talk and more action

This general session provided a recap of discussions and recommendations from the various summit presentations. Participants discussed ways to apply the management, marketing strategies, and survival techniques acquired during the various sessions in implementing sustainable transportation coordination and improving overall agency performance. Participants provided feedback on all sessions attended and shared the value of information gained from the concurrent and general sessions. Emphasis was placed on recognizing the various strategies discussed at the sessions including what stakeholders perceived as the best strategies for effective leadership, management, and marketing, which will help in these changing economic times. These include:

- Changing mind sets to adjust to changing times.
- Adopting effective methods of marketing provider services.
- Strategically sharing resources through partnerships.

As participants shared comments about how the Summit benefited them individually, an obvious theme of increased education and awareness emerged. Many of them indicated that the Summit provided more effective ways of marketing their services and collaborating with key stakeholders and providers to enhance performance. Many first-time participants stated that the summit gave them a better understanding of the role of MDOT in the transportation, coordination efforts and all the grant programs available. Others highlighted the tremendous tools they have been equipped with to start changing their mindset and explore other funding streams. Some of the highlights of the summit as expressed by participants included the round table discussions with state stakeholders and elected officials, and the motivational speeches, and interactive session with seniors.

Some of the more insightful and profound remarks made by participants include the following:

“The Summit provided insight on the importance of communicating, collaborating and coordinating. We got an understanding of the need for more effective ways of collaborating with key partners, who should be key partners and the importance of sustainability”.

“It is clear that the coordinated planning efforts are supported by legislatures and an impressive array of local state and national organizations. What is remains finding new funding streams and effectively marketing our services in order to be seen”

“You don’t have to be in a leading role to be a leader, Become a better leader because there is always room for improvement regardless of the title. If you change the way you look at things, things will change “

“To meet the increasing needs within our communities in the midst of a changing economy we must: ensure management commitment; engage agencies/ organizations across the public/private sector; respond locally, connect regionally; attract funding to continue and build service levels that have been implemented.”

*“I feel that I need to change the way I look at situations. Positive thoughts, equals positive results”
Always have room for changes – take time to plan, dream, and prepare; determine where you are going now, how you are going to get where you are going”*

“Without proven leadership, you fail”

“Branding your business is key to your success!”

“I will share information I received from this summit with the town of Belzoni---they will soon be getting ready to get public transit by adoption a positive change”

“Changing mindset is difficult but an important process for success- That is the only way we can leave our agencies better than we found it”

“If we are going to survive, we must embrace change- change our way of thinking, doing work, and interacting with our environment”

“It is clear that the coordinated planning efforts are supported by legislatures and an impressive array of local state and national organizations. What remains is the financial support and effectively marketing our services in order to be seen”

“In response to changing time, changing needs and changing economies, we are going to take coordination and the community transportation to another level; More MOU! More contracts!”

“Because every area has different needs, we must know the demographics”

“We have to communicate with agencies such as AARP and the Division of Medicaid, MDA and Workforce Development to collaborate and coordinate transportation”

“We should market and publicize our business by telling everyone including our funders and elected official the

economic benefits of transit: Every dollar returns 3 dollars or even higher in urban sectors”

“The panelist helped us understand the value of coordinating with other agencies to better achieve our goals of improving mobility options for our communities”

Participants noted that coordination efforts have yielded good results based on the leadership it has built over the last six years. They acknowledged that MDOT has been responsive to the previous years’ comments from participants and has focused on issues that are important to stakeholders. They praised the two round table discussions, which enabled a successful dialogue between legislators, stakeholders and participants. Providers also suggested that in the future, a round table discussion should be formed for providers to discuss what they have to offer to stakeholders. Overall, participants were very satisfied with all the sessions; especially, the sessions on leadership, coordination, change, and effective marketing strategies beyond traditional marketing services.

Suggestions for Future Summit

Participants suggested the following for future summit:

- Even though legislatures formed part of this year's summit, there is need for more education for our legislators, local district supervisors and those who can help to develop strategies to utilize underutilized resources to serve more clients in need of after hour transportation and transportation cross county lines.
- A round table discussion, made up of transit providers will be helpful to discuss transit needs from practical experiences and best practices.
- Sessions that compare Mississippi to national standards (outside our own state).
- More networking and understanding what others around the state are doing.
- Networking and gaining new information on reporting and procurement.
- More frequent regional summits.
- More state and national speakers on federal and state issues.
- Increase length of senior interactive sessions.
- Provide specific items of measurement when determining the effectiveness of current regional transportation.

CONCLUDING RECOMMENDATIONS

MDOT's Public Transit Division has been commended nationally and regionally for organizing six consecutive annual Statewide Transportation Coordination Summits in Mississippi. It is evident from the positive interactions that have taken place during these Summits that many successes have been realized through coordination of transportation services and resources. As a result of focusing on our highly interactive ground-up regional planning process, statewide transportation coordination efforts are making a difference.

Regional planning has brought together policy makers, transit providers, consumers, human service agencies, and disability advocacy groups. These stakeholders discussed how to provide more efficient transportation services to transit dependent population segments and make viable and sustainable mobility options available to the broader communities. This summit equipped participants with the needed tools to collaborate, coordinate, and communicate effectively to ensure sustainability. Although some significant progress continues to be made in effectively responding to the mobility needs of local transit dependent citizens, and increased awareness of coordination processes, there is a collective realization that more commitment at all levels is still needed.

The challenges faced during these times of economic uncertainty demands more innovations than ever before. MAP-21, the current transportation legislation, brings its own benefits and challenges. In reality, escalating cost, inadequate infrastructure and dwindling traditional revenue streams remains the challenges faced by the transit industry. Continuous commitment to increasing access to mobility options through effective collaborative planning helps in developing a broader knowledge base in transportation

partnerships as we move forward. But more importantly, all stakeholders must renew their commitment toward exploring alternative funding streams to ensure sustainability in the transit industry.

Policy Recommendations

Transportation coordination is one of the legacies of the former transportation legislation, SAFETEA-LU, and it remained unchanged in the new MAP-21. As the implementation of the new legislation begins, it provides an opportunity to re-assess coordination efforts and the way forward. Coming out of this summit, there are three inter-connected policy issues that must be addressed as we move forward with transportation coordination planning:

First, improvement in the existing regional coordination planning efforts will help focus investments, cost management, and asset utilization to ensure efficient and effective systems in Mississippi. Coordination is needed to foster more sustainable transit performance and enhance community economic development. Consequently, a continuous development of cost-effective and responsive services as suggested by coordination planning efforts will require public transit and human services agencies, as well as other interested parties to be active partners in larger capacity-building efforts. Such a strategy will assist transit agencies and all stakeholders in promoting a “culture of coordination” to stretch scarce resources and meet mobility needs of the target populations.

Even though partnering with other agencies appears to be complicated by the differing missions and regulatory requirements of the different organizations involved, continuing such efforts to coordinate can yield several benefits. Coordination will help to accrue cross-sector benefits and build the capacity to address identified needs, growing the quantity and quality of trips provided by leveraging a range of funding resources that is much needed in these changing times. At this summit, there was a good mix of representation from various organizations, signifying the kind of interest that already exists in terms of building new partnerships to effectively allocate resources and address policies that will sustain resource sharing. What is needed now is to take action and make it work.

The second policy recommendation which is directly related to the first is the need for creating a more formalized coordination framework that institutionalizes the existing regional and statewide coordinated planning process. The results of the coordination planning progress survey indicated that limited progress has been made in establishing key elements such as memorandum of understanding, third party contracts and formal coordination structure. The need to formalize the MDOT led coordinated planning framework, especially the regional coordination decision making and interagency planning processes has been widely expressed by stakeholders.

As an example, there is need for formalized authority to provide formal (written) recommendation to approve or reject applications at the regional level through a formal coordination mechanism. This has not yet been accomplished and the coordinated planning component has yet to be formalized as a part of the annual planning process for human service agencies. Many suggest that a more structured and formalized coordination process that includes more regional input along with greater interagency cooperative planning is needed. This process will ensure that projects seeking funding can be approved and

incorporated into the Program of Projects (POP), the tool by which Federal funding is assured. Moving forward MDOT should focus on identifying better ways of formalizing the coordination process by sharing such goals with interested parties and increasing efforts to improve interagency planning efforts. This would help to ensure that existing resources and coordinated mobility options are given significant consideration in the planning process of primary stakeholders responsible for employment, health care, and human services.

Third, there is a need to look at sustainability from a broader perspective: First we must take a look at policy changes that leverage more sustainable funding sources, such as requiring that agencies contract with existing public and community transportation providers as the first option for meeting client mobility needs. Secondly, agencies must seek alternative sources of income and not rely solely on state and federal funding. The availability of additional funding or alternate funding streams is essential for achieving sustainable transit systems. Again the results of the 2012 survey on coordination planning progress revealed that more work must be done in securing additional funds and creating more sustainable transit systems. Discussions continue at the state and local levels, regarding strategies for seeking alternate sources of funding and creating more efficient transit systems.

What remains however, is for all stakeholders to take the necessary action towards developing goals and strategies to achieve these policy recommendations. Improving and formalizing the coordination planning process is one step toward leveraging a range of funding resources. This could be achieved by expanding the support that already exist with legislature, elected officials, funding agencies, policy makers and transportation stakeholders. The continuous growth in participation of this group shows that key stakeholders needed to support funding decisions and affect policy changes at the local levels are developing interest in the regional coordination process.

In order to achieve the above policy recommendations, we need to take the following actions steps:

1. Continue to energize regional coordination efforts to include more partners and provide more efficient and effective transit services. For example re-visit Veterans transportation and develop strategies to partner with VA centers to provide services.
2. Perform needs assessment to quantify the demand for unmet transportation needs, including human service agency client group, employee/commuters, and persons with special needs. Such an assessment could form the framework for improving coordination with human service agencies, WIN centers, and organizations.
3. Focus on creating a formal framework that institutionalizes the existing regional and statewide coordinated planning process. Emphasis must be placed on incorporating the goals, needs, and resources of other stakeholders into a comprehensive interagency planning process, preferably led by MDOT.
4. Focus on strategies to improve connectivity by overcoming service barriers across various jurisdictions. This will create more seamless access to transportation services with and among communities.
5. Seek alternative sources of income and expand the support that already exist with the legislature, elected officials, funding agencies, policy makers and transportation stakeholders.

6. Update the regional and Statewide Coordinated Human Service Public Transportation Plans to: identify policy changes, review administrative strategies to reflect and better align with primary stakeholder mobility goals, and incorporate updated program guidance.

APPENDICES

Appendix A
Summit 2012 Agenda

6th Annual Statewide Transportation Coordination Summit
“The Survivor Series II”
Changing Minds in Challenging Times

Agenda
Day 1: July 10, 2012

10:00-12:00.....Registration

12:00-1:00.....Welcome and Opening Luncheon
“Scavenger Hunt Begins”

Shirley Wilson, Director
Public Transit Division

Commissioners:
Dick Hall (Invited)
Tom King (Invited)
Mike Target (Invited)

Melinda L. McGrath, P.E.
Executive Director

Charles Carr, Director
Office of Intermodal Planning

Mayor Harvey Johnson
City of Jackson

Introduction of Luncheon Speaker: John Johnson, President
Mississippi Public Transit Association

Luncheon Speaker: Tray Hairston
Associate Counsel and Policy Advisor
Office of Governor Phil Bryant

1:15-2:15.....Pooling Resources for a Sustainable Future
“Round Table Discussion”

Facilitators: Eileen Schwartz &
Charles Husband, DOT Manager

Senator Willie Simmons
MS State Senate, District 13

Representative Robert L. Johnson III
MS House of Representative, District 94

Mayor Roderick T. Nicholson
Town of Terry

Supervisor Bobby Ray Bolton
Perry County, Board of Supervisors

Kathy Gelston, CFO
MS Development Authority

Kevin Coggin, Executive Director
Coast Transit Authority

Embra K. Jackson III, Voluntary Service Specialist
VA Medical Center

2:15-2:45.....Rolling with the Tides
“Speaker”

Introduction of Speaker: Pam West, Transit Specialist Principal
Public Transit Division

Speaker: Primus Wheeler, Jr. Executive Director
Jackson Medical Mall Foundation

2:45-3:00..... Coordination Report Card
Charles Carr, Director
Office of Intermodal Planning

3:00-3:15.....Break

3:15-4:15.....Concurrent Sessions

NP- The who, what & why of Public Transit

NP-Let’s Talk Coordination

NP-Begin with the End in Mind

SA-Preparing for Change

SA-Leaving it better than you found it

SA- Keep the Main Thing, The Main Thing

4:30-5:00.....Question & Answer/Recap
MDOT Staff

5:15-7:30.....Reception

5:30-7:30.....Shuttle Service

NP - New Participants – These sessions are designed for first time attendees or those who have limited knowledge about transit programs, funding opportunities and regional coordination efforts.

SA - Seasoned Attendees – These sessions are designed for regular summit participants or those who have more knowledge about transit programs, funding opportunities and regional coordination efforts

6th Annual Statewide Transportation Coordination Summit

“The Survivor Series II”

Changing Minds in Challenging Times

Agenda

Day 2: July 11, 2012

7:30-8:30.....Continental Breakfast

8:30-8:45.....Setting Today’s Agenda
Shirley Wilson, Director
Public Transit Division

8:45-9:15.....Making the Most of Every Situation
“Guest Speaker”

Introduction of Speaker: Zenotha Robinson, Administrator
Public Transit Division

Speaker: Jennifer Biard
Pastor, Jackson Revival Center

9:15-10:15.....Each Endeavoring, All Achieving
“Round Table Discussion”

Facilitator: Eunice V. Akoto, Ph.D.
EDVACO, Consulting, LLC

Sherri Davis-Garner
American Association of Retired Persons (AARP)

Cindy Goodin
MS Department of Rehabilitation Services

Samuel Jones, Ph.D.
Jones Community College

Wayne Miley
MS Department of Employment Security

Chelsea Crittle
Central Mississippi Planning and Development District

Tammy T. Aiken, CPM
Division of Medicaid

10:15-10:30.....Break

10:30- 11:15.....Concurrent Sessions

NP- The who, what & why of Public Transit
NP-Let's Talk Coordination
NP-Begin with the End in Mind

SA-Preparing for Change
SA-Leaving it better than you found it
SA- Keep the Main Thing The Main Thing

11:00-11:30.....Interactive Session for Seniors

Johnny Gilleylen, Sr. Ph.D.
Jackson State University

Nell Ingram, Board Member
Mississippi Public Transit Association

11:15-12:00.....Concurrent Sessions

NP- The who, what & why of Public Transit
NP-Let's Talk Coordination
NP-Begin with the End in Mind

SA-Preparing for Change
SA-Leaving it better than you found it
SA- Keep the Main Thing The Main Thing

12:00-1:30..... Lunch

Introduction of Luncheon Speaker: Charles Carr, Director
Office of Intermodal Planning

Speaker: Yvette Taylor, Ph.D.
Regional Administrator
FTA Region IV

1:45:2:30.....Committing to Coordination: Less Talk and More Action

Charles Carr, Director
Office of Intermodal Planning

Eunice V. Akoto, Ph.D.
EDVACO, Consulting, LLC

2:30-3:30.....Wrap-up of summit discussions

Question & Answer Session/Closing Remarks
MDOT Staff

Appendix B

Attendees by Category and Registration List

Note: Registration list include registered attendees and those who registered but could not attend.

Attendees by Category:

- **Consumers:** including seniors
- **Transit associations:** Community Transportation Association of America; Mississippi Public Transit Association
- **State agencies:** Mississippi Department of Human Services; Mississippi Development Authority Mississippi Department of Rehabilitation Services;; Mississippi Department of Mental Health; Mississippi Council on Developmental Disabilities;
- **Healthcare Associations:** Mississippi Primary Healthcare Association
- **Healthcare Agencies:** University of Mississippi Medical Center-MIGMH
- **Social Service and Advocacy;** AARP, local Community Action and Human Resource Agencies; Mississippi Coalition for Citizens with Disabilities, Mississippi Transportation Coalition
- **Faith Based Organizations:**
- **Education and Research:** Jackson State University- Department of Urban & Regional Planning, Center for Technology Transfer T2, Institute for Multimodal Transportation, Margaret Walker National Research Center; Mississippi State- T.K. Martin Center
- **Development:** Mississippi Development Authority
- **Planning :** Regional Planning and Development Districts; Metropolitan Planning Organizations;
- **Providers:** including public and private sector providers
- **Private agencies:** Southern Bancorp; Grayco Systems & Consulting, Inc. Wilbur Smith & Associates (CDMSmith), LeFleur Transportation and RouteMatch Software

Statewide Transportation Coordination Summit 2012 Registered Attendee List

	Name	Organization		Name	Organization
1	Albert Lee Brown	City of Jackson	31	Brett N Howell	Mobile One Non-Emergency Transportation
2	Alfred Tatum Jr	MDOT	32	Bridgette Stasher-Booker	University of Mississippi Medical Center-MIGMH
3	Alicia McRaney	Climb-Up, Inc./Region III Northeast MH-MR	33	Bruce Beal	UMC
4	Alisa Williams	MDSH	34	Bul Garang Mabil	Mississippi Department of Transportation
5	Alma Lewis	Madison County Citizens Services Agency	35	Bwnnie Edwards Wansley	Midsouth Paralyze Veterans of America
6	Alton Wayne Miley	MS Dept of Employment Security	36	Cameron Stubbs	MS Department of Rehabilitation Services
7	Angelica Rawls	Mississippi Development Authority	37	Candance Washington	Natchez Transit System
8	Anita Dianne Williams	Harrison County Senior Resources	38	Carol Hicks	NRoute Transit Commission
9	Anna Johnson	Madison County Citizens Services Agency	39	Carolyn Johnson	Five County Community Transportation
10	Annie Conner	Claiborne County Human Resource Agency	40	Carolyn Johnson	Five County Community Transportation
11	Annie Horton	The City of Tchula	41	Carroll Davis	G.V. (Sonny) Montgomery VA Medical Center
12	Annie Ranson	Madison County Citizens Services Agency	42	Cassandra G. Bennett	City of Jackson/Dept. Human & Cultural Services
13	Antionette Gray-Brown	Aaron E. Henry Community Health Center	43	Catherine Arnold	City of Jackson
14	Ashley Redmond	Redmond Design Service, LLC	44	Cecil W Vick	ABMB Engineers, Inc.
15	Audrey Jackson	NRoute Transit Commission	45	Charlene Simpson	City of Jackson
16	Augusta Smith	Life of Ms	46	Charles Carr	MDOT
17	Barbara Hadnott	Addie McBryde Rehab center F/T Blind	47	Charles Husband	MDOT
18	Bennie Green	Madison County Citizens Services Agency	48	Charles Rayford	Claiborne County Human Resource Agency
19	Betty J Pollard	GAP Ministries	49	Charles V Weathers	City of Grenada
20	Betty Jean Garrett	Mississippi Department of Human Services	50	Charlotte Wash	East Central PDD
21	Betty Lee	City of Jackson	51	Chaz Michael Collins	Mississippi Department of Vocational Rehabilitation
22	Beverly G Ward	Natl Resource Center for Human Svc Transport Coord	52	Chelsea Crittle	CMPDD
23	Beverly Saulter	WWISCAA	53	Cheryl Jennings Collins	Mississippi Department of Vocational Rehabilitation
24	Bob Ford	Boyles Moak Insurance	54	Chris Campbell	RouteMatch Software
25	Bobbie G Gray	Madison County Citizens Services Agency	55	Christie Davis	Mallory CHC / Mallory Transit System
26	Bobby Ray Bolton	Supervisor, Perry County	56	Christin Matthews	Pritchett Engineering & Planning, LLC
27	Bonnie Gustavis	Copiah County Human Resource Agency	57	Christine McLennan	GAP Ministries
28	Bora Bratton	Madison County Citizens Services Agency	58	Christine Potts	Madison County Citizens Services Agency
29	Boris Cousin	City of Jackson	59	Christine Potts	Madison County Citizens Services Agency
30	Brent Ritchie	Mentor Engineering Inc.	60	Christy Dunaway	Life of Ms

	Name	Organization		Name	Organization
61	Chuck Patrick	Jackson State University	95	Dwayne Sewell	Climb-Up, Inc./Region III Northeast MH-MR
62	Cindy Dittus	The Arc of Mississippi	96	Earl Knight	City of Jackson
63	Connie Taylor	City of Jackson	97	Earnestine Jefferson	Madison County Citizens Services Agency
64	Cora Green	Madison County Citizens Services Agency	98	Eddie Rhodes	City of Jackson
65	Corinne Donahue	CDM Smith	99	Eduardo Martinez	TC-NTSCO
66	Dale Holdiness	MS Dept of Health, EMS	100	Edwin Jackson	DJ Transit, Inc.
67	Dan Allison	T.K. Martin Center @ MS. State	101	Eileen Kella Schwartz	Mississippi Department of Transportation-Public Transit
68	D'Angelos C. Svenkeson	Margaret Walker National Research Center	102	Ellen Crawford	Department of Mental Health
69	Danielle Seale	Mississippi State Department of Health	103	Embra K. Jackson	G.V. (Sonny) Montgomery VA Medical Center
70	Daphine G Foster	Calling Panther Heritage Foundation	104	Eric Jefferson	ABMB
71	Darlana Allen	North Central Planning& Development District	105	Eric Weimer	Alliance Bus Group
72	David Rule	Mallory CHC / Mallory Transit System	106	Erica Johnson	Jackson Medical Mall Foundation
73	David Williams	City of Ridgeland	107	Eunice Hudson	Madison County Citizens Services Agency
74	Dawanna Reynolds	Five County Community Transportation	108	Eunice McGee	City of Jackson
75	Debbra R. Williams	Bolivar County Council on Aging, Inc.	109	Evelyn Bumpers	NRoute Transit Commission
76	Deborah Guynes	MS Department of Human Services, Div. of Aging and Adult Services	110	Evelyn Chaffin	MDOT - Public Transit
77	Deborah Thomas	VA Medical Center	111	Evelyn Hutchins	Natchez Transit System
78	Delores Brown	Belzoni Humphreys Transit	112	Evelyn Stickland	Five County Child Development Program Inc.
79	Deloris Blackmon	Madison County Citizens Services Agency	113	F. R. Lenoir	Greater Mount Calvary Baptist Church
80	Dennis Thompson	Madison County Citizens Services Agency	114	Feng Wang	Jackson State University
81	DeQuita Evans	Public Transit	115	Francis Annette Lee	MS Department of Rehabilitation Services
82	Deshella Butler	DJ Transit, Inc.	116	Francis Annette Lee	MS Department of Rehabilitation
83	Dewayne L. Cheatham	JATRAM	117	Franklyn Tate	City of Hattiesburg
84	Dick Hall	MDOT	118	Frenchie Crowley	City of Jackson
85	Dolly Taylor	City of Jackson	119	Glen Scott	Aaron E. Henry Community Health Center
86	Don Brown	Warren-Yazoo Mental Health Service	120	Grant Myrick	MDOT
87	Don Eicher	Mississippi State Department of Health	121	Gwen Byrd	National Federation Of The Blind
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94	Dr. Scott M Crawford	Mississippi Coalition for Citizens with Disabilities	128	Hollia J Thompson	The Arc of Mississippi

	Name	Organization		Name	Organization
129	Horace Davis, III	Pine Belt Mental Healthcare Resources	163	Johnnie W. Battle	Madison County Citizens Services Agency
130	Ida Cooper	City of Jackson	164	Johnnie Young	City of Jackson
131	Imelda Simeon	Institute for Multimodal Transportation - Jackson State University	166	Joseph Britton	City of Jackson
132	Irene Mccraw	University of Mississippi Medical Center-MIGMH	167	Joseph Howard, Sr	DeltaBus Lines, Inc
134	Ivory L. Craig	AARP	168	Juanita Wilson	MDOT
135	Izola Johnson	Madison County Citizens Services Agency	169	Julia Craze	Central Mississippi Residential Center
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138	Jackie L Netterville Jr	NTC, Inc.	172	Kay Hardage	Disability Rights Mississippi
139	Jackie L Netterville Sr	NTC, Inc.	173	Kay Hardage	Disability Rights Mississippi
140	Jacqueline B Washington	F2F HIC	174	Kelley Tarver	Addie McBryde Rehab center F/T Blind
141	Jacqueline Skinner	Bolivar County Head Start	175	Kevin Coggin	Coast Transit Authority
142	James O. Bowman Sr.	GAP Ministries	176	Kevin J Hollingsworth	Community Development Inc
143	Jana Greene	Computer Access Consultants, LLC	177	Kimberly Deshannon Fuller	Region 9
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145	Janis Boersma		179	Klaus Tate	Greater Mount Calvary Baptist Church
146	Jeanette M Bailey	Mississippi State University Transit	180	Krystal O'Neal	Redmond Design Service, LLC
147	Jeff Kelso	LogistiCare	181	Krystal O'Neal	Redmond Design
148	Jennifer Biard	Jackson Revival Center	182	Lance Lomax	LeFleur Transportation
149	Jennifer Turner	Cogel	183	LaQuitta Green	Aaron Henry Community Health Center
150	Jeremy Bell	Choctaw Transit	184	Larry M. Hall	Marshall County
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159	John Clayborn	student	193	Leanna Thompson	Bolivar County Head Start
160	John P Chaplain	Quadman Ministries	194	Lee Cole	National Federation Of The Blind
161	John Williams	DJ Shuttle & Tour Service, Inc.	195	Leslie Presley	Northeast MS Community Services, Inc.
162	Johnnie Reed	Covenant House Outreach Ministries	196	Lewis Johnson	City of Grenada

	Name	Organization		Name	Organization
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198	Lisa Johnson	Department of Urban and Regional Planning Jackson State University	232	Nettie Allen	City of Jackson
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200	Loretta Faye Johnson	Jackson State University	234	Nikki Johnson	MS State Department of Health
201	Lottie Nelson	Madison County Citizens Services Agency	235	Nikki Johnson	Mississippi State Department of Health/ Office of Preventive Health
202	Lovie Martin	Natchez Transit System	236	Nina Lankston	National Federation of Blind
203	Lucy McInnis	DJ Transit, Inc.	237	Nora Bratton	Madison County Citizens Services Agency
204	Lugene Randolph	Aaron E. Henry Community Health Center	238	Ollie Lester	National Federation Of The Blind
205	Mable Jean Odom	MS Action for Progress, Inc	239	Oma Hibbler	Community Development, Inc.
206	Mae Henry	South MS Abstinence Education Program	240	Ora Candidate	Madison County Citizens Services Agency
207	Margaret Williams	WWISCAA	241	Pam M West	MS Department of Transportation
208	Margarett BIRRAGES	National Federation of Blind	242	Pamela Stapleton	MDOT
209	Marie Williams	Madison County Citizens Services Agency	243	Patricia A Slaughter	South Central Community Action Agency
210	Marjorie Caldwell	City of Jackson	244	Patricia Ann Bailey	MS State Department of Health
211	Marlene Franklin	Mississippi Division of Medicaid	245	Patricia Terry	MS State Department of Health
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214	Mary Ann Lofton	MS. Action for Progress, Inc	248	Phalange Calvin	Redmond Design
215	Mary Ann Robinson	The Arc of MS	249	Phalange Williams	Redmond Design Service, LLC
216	Mary Bates	M.I.L.E.S./ New Freedom	250	Primus Wheeler	Jackson Medical Mall Foundation
217	Mary Carolyn Tucker	United Community Action Committee Inc	251	R Curry	Jackson State University
218	Mary Davis	Madison County Citizens Services Agency	252	Ramona Havard	SRHS
219	Mary L Davis	MDOT-Public Transit	253	Randy Jansen	FHWA
220	Mary L Lewis	Madison County Citizens Services Agency	254	Raphael Sample	Rankin County Human Resource Agency
221	Mary S. Johnson	MCCSA	255	Rick Hope	Seon Systems Sales Inc
222	Mattie McCalister	GAP Ministries	256	Rickey Bouldin	Madison County Citizens Services Agency
223	Melinda Bertucci	MS Department of Human Services, Div. of Aging and Adult Services	257	Rickey Bouldin	Madison County Citizens Services Agency
224	Melinda McGrath	MDOT	258	Robert Jackson	NRoute Transit Commission
225	Michell D Singleton	Southwest MS Planning and Development District, Inc.	259	Robert Johnson	MS House of Representatives, District 94
226	Mike McCollum	City of Ridgeland	260	Robert Joseph	City of Jackson
227	Mike Tagert	MDOT	261	Robert Lyles	Addie McBryde Rehab center F/T Blind
228	Mozell Burks	Madison County Citizens Services Agency	262	Roderick Bailey	MDOT
229	Nancy Beal	Mississippi Department of Rehabilitation Services	263	Roderick T. Nicholson	Town of Terry, MS
230	Natalie Wagner	MS Department of Rehabilitation Services	264	Ronald Biggs	Oxford University Transit

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266	Ruth Davis	City of Jackson	298	Theo Letman	JATRAN
267	Ruth Haynes	City of Jackson	299	Thomas Edward Hill	Golden Age, Inc.
268	Ruth Kelly	City of Jackson	300	Tifany Reed	Covenant House Outreach Ministries
269	Ruthie Green	Madison County Citizens Services Agency	301	Tim Davis	M.I.L.E.S./ New Freedom
270	Sam Gleese	City of Jackson	302	Todd Allen	RouteMatch Software
271	Samuel Jones, PhD	Jones Community College	304	Tom King	MDOT
272	Samuel Lwehabura	JSU Urban & Regional Planning	305	Tony Middleton	Five County Community Transportation
273	Scott M Crawford	MSCCD	306	Tony Middleton	Five County Community Transportation
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275	Shamekia Lowe	Oxford University Transit	308	Tray Hairston	Office of Governor-State of MS
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278	Sharon Richardson	Claiborne County Human Resource Agency	311	Valerie A Purry	Jackson State University
279	Shelia Staples	Climb-Up, Inc./Region III Northeast MH-MR	312	Wardell Walton	Belzoni Humphreys Transit
280	Sherkita Collins	MDOT	313	Wayne Foster	Power Source International
281	Sherry Davis-Garner	AARP	314	Wayne Miley	MS Department of Employment Security
282	Shirley Ann McLaurin	North Central Planning&Development District	315	William Le'Ron Jackson	Disability Rights/MS
283	Shirley S Rainey	MDHS-DAAS	316	Willie Cook	National Federation of Blind
284	Shirley Wilson	MDOT-Public Transit Division	317	Willie Hicks	Hinds County Human Resource
285	Sonji Foster	MVSU Mass Transit	318	Willie M Spencer	Madison County Citizens Services Agency
286	Spencer Blalock	Central Mississippi Residential Center	319	Willie Simmons	MS State Senate, District 13
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288	Steve Gaines	Northeast Mississippi Community Services, Inc.	321	Yolanda P. Lewis	Harrison County Senior Resources
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290	Tamika Forkner	MS Department of Human Services, Division of Aging & Adult Services	323	Zenotha Robinson	MS DOT Public Transit Division
291	Tammie Dawkins	Bolivar County Council on Aging, Inc.			
292	Tammy Aiken	Mississippi Division of Medicaid			
293	Tammy Covan	Jackson County Civic Action Committee, Inc			
294	Tammy W Ainsworth	Community Development Inc			
295	Tarrish Rivers	M.I.L.E.S./ New Freedom			
296	Teresa Thomas	Yazoo County School District			

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