

5th Annual Statewide Transportation Coordination Summit Report



The Survivor Series Meeting the Challenges in a Changing Economy



Summit Theme: “The Survivor Series: Meeting the Challenges in a Changing Economy”**PREFACE**

Throughout Mississippi substantial progress continues to be made in coordinating public and human service transportation resources. As we prepare to meet the challenges of shifting demographics, changes in public policy and leaner revenue streams, *ensuring sustainability, employing more innovations, implementing policy changes and improving access* are among the top priorities.

Through the Public Transit Division, the Mississippi Department of Transportation (MDOT) continues to lead the comprehensive statewide efforts to coordinate transportation policies and resources. These efforts focus on a highly interactive collaborative planning process and the implementation of strategies that realistically address service gaps and unmet needs. This process relies heavily on stakeholder input. It involves periodically getting an updated statewide perspective with frequent local and regional input. To be truly inclusive, this process includes vertical and horizontal components.

The vertical components include:

- Developing broad working relationships with stakeholders (e.g. policy makers, elected officials, advocacy groups and transportation providers).
- Actively involving the primary and secondary stakeholders in public meetings, workshops and planning sessions (e.g. Statewide Coordination Summit).

The horizontal components include:

- Data collection and analysis (e.g. local and regional needs assessment and statewide condition assessments).
- Participation in other related initiatives (e.g. legislative task force and Mississippi Transportation Coalition).

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. The ultimate goal is increased mobility for all citizens. This report provides an overview of the 2011 Summit. In addition to recapping the various presentations, general and breakout session, it contains a progress report on coordination and presents suggestions on issues that still need to be addressed.

OVERVIEW

On July 12-13, 2011, the Mississippi Department of Transportation, Public Transit Division, hosted the 5th Annual Statewide Coordinated Transportation Summit. Key supporters and sponsors included: Community Transportation Association of America, Mississippi Public Transit Association, Mississippi Primary Healthcare Association, Mississippi Department of Human Services, Mississippi Association of Community Action Agencies, Coalition for Citizens with Disabilities, Mississippi Department of Rehabilitation, Jackson State University- Department of Urban & Regional Planning, Center for Technology Transfer T2, Institute for Multimodal Transportation (IMTrans), Mississippi Department of Mental Health, Mississippi

Development Authority, Wilbur Smith & Associates, and RouteMatch. With registered attendance of almost 280 stakeholders, this Summit offered opportunities to highlight the successes of coordinating human services and public transportation throughout the State and provided a venue for first-hand discussions of strategies for surviving the challenging economy through efficient coordination of transit resources. As the agenda clearly shows, this exciting event included a series of carefully planned workshops, general sessions and networking opportunities. (See Agenda included as Appendix A)

It has been clearly demonstrated that throughout Mississippi, significant strides have been made in implementing the coordination of public and human services transportation resources. So far, the Annual Statewide Transportation Coordination Summits have offered policy makers, human service agencies and transit agencies opportunities for in-depth dialogue with an array of stakeholders about improving mobility options and implementing sustainable strategies through coordination of transportation resources. As the central component of the MDOT's strategic planning process, the Summits have allowed stakeholders opportunities to remain actively involved in a planning, implementation and evaluation process that is customer driven. However, as we prepare to meet the challenges of shifting demographics, changes in public policy and leaner revenue streams more effective coordination of resources and improved access to services remain priorities as we strive to meet the goal of increased mobility for all citizens.

The purpose of this Summit was to provide participants opportunities to discuss options for not only surviving in these uncertain economic times but to also excel through effective partnership building, decision making, and strategic planning. Even though many benefits have been realized through the regional and statewide coordination planning and implementation processes, with the current economic downturn many transit agencies and stakeholders, including funding and supporting agencies, have had to make tougher decisions in order to respond to the challenges posed by current and projected the fiscal constraints. This Summit was therefore essential to redefine and implement effective coordination strategies of mutual benefit that promise economic sustainability.

The mission of the 2011 Annual Statewide Transportation Coordination Summit was to increase the awareness of the tangible benefits of coordinated transportation in Mississippi. The approach centered on taking a critical look at how to best develop plans that result in the implementation of effective strategies that successfully meet a range of economic, social, and physical challenges to mobility. The goal was to discuss and develop effective action plans for meeting these challenges by focusing on the following objectives:

- Develop effective decision-making tools needed to survive the current socio-economic challenges affecting agencies.
- Reshaping and rebuilding partnerships that are economically, socially, and mutually beneficial for all stakeholders.
- To plan, develop, and implement effective strategies that encourage future growth.
- To utilize these survival techniques in making transportation coordination work.

To accomplish these objectives, invited speakers and facilitators focused on developing effective strategies for meeting the economic, policy and operational challenges faced by sponsoring organizations, service providers, consumers and policy makers. Participants not only provided valuable input in the planning of future services, but also engaged in substantive discussions on survival techniques that are essential in making transportation coordination work.

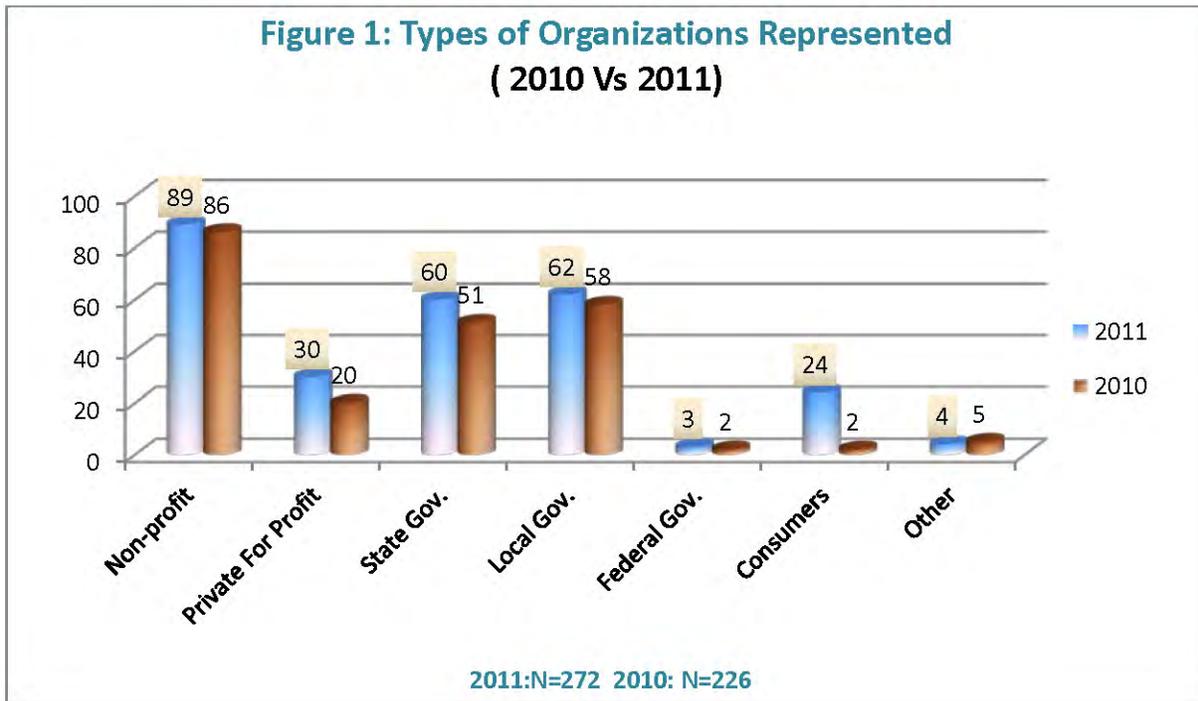
Overall, the 2011 Summit provided participants with practical analytical and informational tools needed to survive the current socio-economic challenges affecting their organizations. Participants left the Summit, motivated to utilize the information obtained to reshape and rebuild partnerships that are mutually beneficial for all stakeholders within the framework provided by coordinated transportation planning.

Moving forward, we hope to develop and implement more effective strategies that encourage future growth and sustainability of the transit industry in Mississippi. Thanks to the collaborative planning process, coordination is working. Reports from FTA, researchers, and peer analyses of other statewide coordination initiatives along with comments from stakeholders actively involved in the process, indicate that MDOT's leadership has promoted the collaboration that has resulted in climate of success. Future success requires additional support from the legislature, elected officials, funding agencies, policy makers and transportation stakeholders.

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

SUMMIT PARTICIPATION ANALYSIS

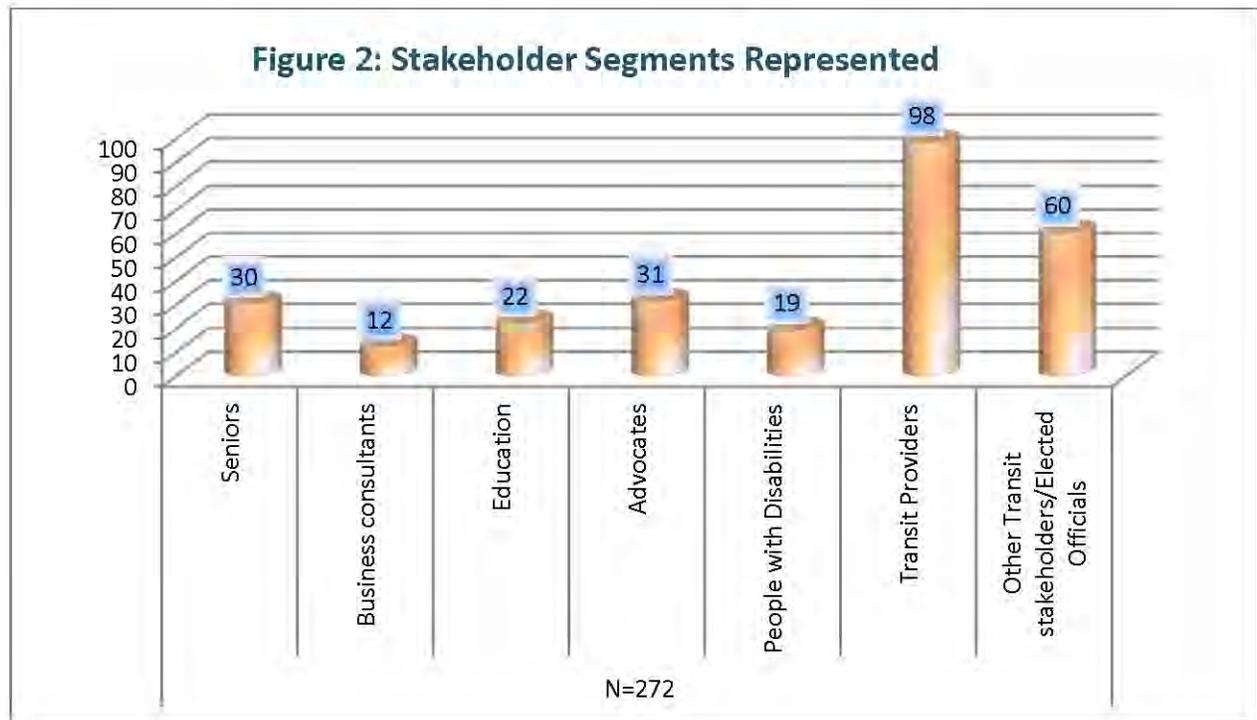
Recognition of the value of this intensive statewide working conference continues to grow as evidenced by the range of stakeholders, sponsors, supporters and participants. This year, the array of participants included: Mayors, concerned citizens, seniors, disability advocates, County Supervisors, State Legislators, business consultants, 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 improving community transportation. In general the 2011 Summit recorded a 20 percent increase in participation. A chart showing the types of organizations and the increase in participation is shown below.



As illustrated in Figure 1, there was a notable increase in participation from the private-for-profit sector. This welcomed increase can be viewed as an indication that the role of for-profit service providers and potential for public private partnerships is gaining recognition. There was also a significant increase in transit riders (consumers) which could be perceived as effective collaboration with stakeholders for improved performance.



Figure 2 provides an overview of the stakeholder segments represented at the summit. Thirty-six percent (36%) of participants were private for-profit and non-profit transit providers. The summit thus, registered a major representation (i.e. 64%) of other significant groups including, policy makers, stakeholders, and those in positions to benefit from transit services through shared use or contractual arrangements. This clearly affirms that coordination is not just of interest to transit providers.



Participation from policy makers and local elected officials continues to grow. 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 are the key decision maker's for the funding decisions and policy changes that are essential to further developing the regional coordination networks. These networks have been identified through the collaborative planning process as the backbone of effective coordinated transportation in Mississippi.

There was also a good representation of transportation advocates (11%), and seniors (11%) which were predominantly riders/clients. When considered collectively with the 7% representing persons with disabilities, participation from these typically transit dependent populations are indicative of their consistent level of interest and concern. Also of notable interest was the participation of business consultants and educational researchers, signifying the growing interest in transit by these sectors.

Overall the type and number of representation from the various sectors could primarily be attributed to the increase in awareness of transit and specialized programs and secondarily to the increased involvement of more stakeholders.



Figure 3 provides an overview of specific roles identified by participants in their respective organizations. The two hundred and seventy-two (272) participants represented a range of roles including elected officials and policy makers from state and local levels (7), managers, project directors, and coordinators (73), CEO or executive directors (44), administrative and support staff (45), consumers (31), planners and transit project officers (20), academics (17) and consultants (12). Based on their insightful discussions and comments it is clear that these participants really have the interest of coordinated transportation at heart and recognize the need for transit programs to succeed.

SUMMARY OF SUMMIT EVENTS AND PRESENTATIONS

The following sections of this report highlight the various presentations, general sessions, interactive breakouts and feedback from participants. Of particular importance are the *progress report on coordination* and *specific issues that need to be addressed further*. The report concludes with observations about the impact of the Summit, the coordinated planning process and the way forward.

Summit speakers included: Wayne Brown, Southern District Transportation Commissioner (MDOT), Melinda L. McGrath, Executive Director (MDOT), Chuck Espy, State Representative District 26, Mayor Harvey Johnson, City of Jackson, Dr. Yvette Taylor, Ph.D., Region IV Federal Transit Administrator (FTA), Charles Carr, Director of the Office of Intermodal Planning (MDOT), Shirley Wilson, Public Transit

Director (MDOT), Cathy Brown, Executive Director of St. Johns County Florida Council On Aging, Johnny B. Gilleylen, Sr., Ph.D., Jackson State University. **Session presenters and facilitators included:** Ron Briggs, and Tim Akers, Oxford University Transit, Don Brown, Warren Yazoo Mental Health, Sabrena Bartley, Natchez Transit System, Kevin Coggin Coast Transit Authority, Michael Townes, Wilbur Smith and Associates, David Schillings, Federal Transit Administration, Charlie Spearman, Timber Hills Mental Health, and Rose A. Joe, Jackson County Civic Action Committee.

Remarks Recapped



In her welcome address, **Mrs. Shirley Wilson, Public Transit Director**, highlighted the objectives of the Summit and the importance of focusing on the theme “*survivor series- meeting the challenges of a changing economy*”. She emphasized that the Summit’s aim was to provide resourceful service approaches necessary to survive the economy through effective partnerships, team

“The real measure of this Summit is how we implement the next steps that you identify.

We’re committed to continued progress to ensure that the progress represents tangible results. We need your active involvement”

building, decision making and strategic planning. She indicated that in keeping with the goal of the Summit, invited speakers were asked to focus on developing effective action plans for meeting the challenges in our changing economy.

Ms. Melinda McGrath, Executive Director/Chief Engineer, welcomed participants and expressed appreciation to all transportation stakeholders and MDOT employees for their cooperation in our long standing efforts to meet the mobility needs of communities across the State. She indicated that through interagency activities, MDOT has a long history of working toward coordinating transportation resources.

She emphasized that through a continuation of our comprehensive approach, more can be done to improve effectiveness and efficiency, expand capacity and contain costs. *“That is why we are committed to building on our collective successes through the regional planning and implementation strategy that: empowers local communities, based on public involvement...incorporate the needs of our state agency partners; and most importantly take full advantage of existing resources”*



“As an intermodal organization, “YOUR” Department of Transportation will continue to spearhead collaborative efforts to develop realistic short term and long term solutions to meet the mobility needs you have helped to identify”

“This will be done ...by leveraging other funding sources ...by developing partnerships that can provide sustainable support and identifying better ways of allocating resources... Melinda McGrath

Ms. McGrath also noted that rural states such as Mississippi have not always been fared the best in receiving federal funds for public transit and urged public transit workers to encourage their congressional officials to negotiate for increased funding. She assured the participants that MDOT, as Mississippi's lead agency for transportation issues, take the mobility of our citizens seriously. She acknowledged that much of what has been done is due to the hard work and dedication of all stakeholders, indicating that the Regional Planning Groups illustrate how local planning is making a difference. She encouraged Summit participants to identify areas of action and take the necessary steps needed for improvement more importantly discuss how we can turn challenges into opportunities.



Harvey Johnson, Mayor of the City of Jackson, welcomed participants to what he referred to as *Your Capital City*. He then commented on the importance of effective public transportation as a public service in cities and communities throughout the state.

When acknowledging how impressed he was with the dedication of the transit service providers, he also recognized the level of effort from the Mississippi Public Transit Association and

MDOT's Public Transit Division as key players in improving transit services.

He stressed the financial challenges facing the city of Jackson's public transit system and the tough decisions that are being made to continue to provide services effectively and efficiently.

"Increased public education and awareness efforts are needed to increase ridership. The notion that public transit is only a mode of last resort needs to be refuted. We have to change attitudes and culture in Mississippi."

... Mavor Johnson

Chuck Espy, MS House of Representative, District 26, was the keynote luncheon speaker. He stressed that historically, Mississippians have possessed extreme resilience amidst dire economic times. All participants were urged to keep that resilience in mind and embrace change from a positive *Can Do* perspective. He encouraged transit providers to utilize innovative practices as tools for carrying out their mission and conducting their day to day business. In a very thought provoking and interactive luncheon address, he posed five basic success questions to summit participants:

- *What are you trying to do?*
- *How are you trying to do it?*
- *How do you know that you are not succeeding?*



- *How will you change things?*
- *Who can help you be successful?*

Members of the audience were randomly selected and asked to answer one of the questions from the perspective of the agency or organization that they represented. This exchange proved to be highly engaging and thought provoking.

PLANNING FOR THE FUTURE

Cathy Brown, Executive Director St. Johns County Council on Aging, Florida, described how she and her team members were able to transform a failing transit company in 1999 into one which is now successful. She called specific attention to the motto; *“Nothing about us without us’ where a sustainable program should be invented and reinvented daily.”* She emphasized that a company’s mission or purpose should be well thought out, repeatedly acknowledged and extensively carried out.

She mentioned other key factors that assist in the success of a public transit agencies: mainly building a relationship with clientele. Ms. Brown indicated that organizations should promote adaptability and alliance building.



She emphasized that one of the major challenges for transit providers is in describing what we do as a community asset. *“This is developed through: enlisting, education, building linkages and relationships, through the integration of mutual needs and wants and the continuous display of gratitude.”* In closing she cited 4 rules for organizational success which are:

1. *Showing up.*
2. *Paying attention.*
3. *Telling the truth.*
4. *Not becoming attached to the outcome.*

“Customer service is pivotal for the success of any organization.”

"We in the transportation community face many of the same challenges as other industries. Cost is escalating, infrastructure is inadequate and traditional revenue streams are dwindling. Now more than ever we must build on the work that has been done to successfully coordinate resources."

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

Charles Carr, Director of Intermodal Planning, challenged transit providers and other transit stakeholders to promote sustainability by reiterating the financial challenges faced by the transit industry and the need to adopt sustainable strategies in order to survive the economy. He 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. Mr. Carr indicated that *"we must work together to help ensure more progress and sustainability. We must avoid duplication of efforts. We must make the necessary policy changes. And yes we must do more to educate policy makers and change the behavior of our consumer populations... ..join with the sponsors of this Summit to ensure we continue to lead the evolution of coordinated transportation that is realistic, practical and sustainable"*.

"Regional coordination is alive and well in Mississippi"

Mr. Wayne Brown, Southern District Transportation Commissioner, thanked participants for their continued service and sacrifices which they have made in the public transit sector. He identified three activities for which public transit providers should be praised:

- The ability to bring sick people to the doctor.
- Efforts to transport people to work which he indicated improves the overall economy of the state of Mississippi.
- Measures to promote 'Green' activities.



Commissioner Brown also noted that the other two transportation commissioners had voted each time for public transportation and that they are committed to the sector's overall well-being. He congratulated Public Transit Division and MDOT for a successful summit and encouraged participants to continue in their efforts to make transit available to those who depend on it.



Dr. Yvette Taylor, Regional Administrator FTA Region IV, acknowledged the hard work that has gone into implementing coordination in the State. She highlighted the success of the ARRA program in the southern region, as illustrated by how efficiently the funds were committed. She reported that the \$25 million that Mississippi received is contributing to improvements in transit. The latest performance data shows a 22% increase in passenger trips for 5311 transit providers and 13% increase in trips for 5310

transit providers.

The Administrator also commented on the Veteran Community Living Initiative, which is a \$30 million discretionary initiative for the creation of new one call centers, acquisition of mobility managers, and social media technologies. She encouraged the participants to stay informed and work with MDOT to access these funds to bolster future coordination efforts.

On proposals going forward, the Dr. Taylor noted the need for workforce development to be incorporated into discussions and ultimately into cooperative agreements for local transportation services.

....."Mississippi is to be congratulated for being at the forefront in organizing the six regional coordination regions and a comprehensive statewide coordination plan"

.....Dr. Yvette Taylor, FTA Administrator

GENERAL SESSIONS: FRAMEWORK AND SUMMARIES

The following sections provide summaries of the general sessions:

Celebrating Successes and Challenges of Coordinated Transportation

Context: Coordination of transportation services is an integral part of state policies and goals for administering transportation programs. Through the bottom up collaborative planning process, coordination has been identified as the best way to stretch scarce transportation resources and improve mobility for everyone. The overall goal is to improve the availability and accessibility of public and specialized transportation resources. Increased investments; better use of resources available through state agencies, more flexibility in program policies and partnerships with the private sector have been identified as essential strategic actions to meet this goal.

The local coordinated planning that is spearheaded via the six regional groups is a critical step of the broader collaborative progress. In communities throughout the state, groups of dedicated stakeholders are working to develop solutions to the mobility issues. *Regional coordination* has become the keystone concept for developing innovative services arrangements to meet the transportation needs of these communities.

As part of the events for this 5th Annual Summit, active participants in the coordination process were given the opportunity to celebrate and share their success stories with participants in a general forum. The following are examples of successful coordination activities implemented by agencies such as Oxford University Transit (City of Oxford), Warren Yazoo mental Health, Natchez Transit System, and Coast Transit Authority.

Ron Briggs, General Manger and Tim Akers, Urban Planner for Oxford University Transit, shared the successes of the City of Oxford and the University of Mississippi's inter- local agreement to coordinate funding and other resources. In August 2008, in partnership with the University of Mississippi, the City of Oxford started a fixed route transit system entitled Oxford University Transit (OUT) that carried 96 passengers on their first day of service. In two and one half years, daily passenger trips have increased to over 2,200. OUT's success was attributed in large part to the cooperation and support of the University of Mississippi, the City of Oxford, and the Mississippi Department of Transportation.

In 2010, ARRA funds were used for capital fund improvements including shelters, benches, trash receptacles, security system on buses, bike rails and a GPS system which is able to track exact bus location. As a result OU Transit transported up to 250,000 passengers from October 2010 to May 2011. Using the relationship that exists between the OUT's private management company and other transit providers in the Southeast, they were able to mitigate the challenge of not enough vehicle capacity by purchasing affordable buses from a North Carolina transit system.

Don Brown, Warren Yazoo Mental Health, described the success achieved with the Elderly Day Treatment Program/ also called "Some Place Special" for people 55 and older. This program provides clients with a bus pass which could be used to ride around the Vicksburg area. Warren Yazoo Mental Health continue working in coordination with N-Route Transportation Commission to provide rides for the program by purchasing 30-day unlimited bus passes for rural program participants. These passes can also be used by rural Warren and Yazoo county clients for any of their transportation needs.

"As a result of successful coordination between Warren Yazoo Mental Health and NRoute, mobility has been greatly enhanced for senior citizens in their communities. Transit dependent citizens now enjoy the freedom of using transit for shopping and other errands without depending on other people."

As an example: Ms. Freddie H. is 67 years old and was new to Vicksburg when she began attending "Some Place Special" a year ago. Since participating in the program, bus

Ms. Freddie says.... "I love the transportation program"

passes have given her more freedom and independence by allowing her to ride and explore her new city. She also stated that she is able to do her shopping and run her errands without depending on someone else to take her at their convenience.

Sabrena Bartley, Director of Natchez Transit System (NTS), highlighted the recent success of the Natchez Transit System with their partnership with Alcorn State University for commuter route transportation and other existing partnerships. The new venture will transport students and faculty members to Alcorn State University from neighboring counties. NTS is working to develop multimodal partnerships and linkages with private for profit carriers and other modes of transportation (e.g. AMTRAK and regional airports).

In addition, the agency has established two commuter employment routes:

1. Highway 61 North from Natchez to Warren County. Passenger includes students and staff of Alcorn State University. This route is in partnership with Alcorn State University. It offers options to the students and staff, reduces wear on infrastructure, mitigates rising fuel costs and promotes public transportation in southwest Mississippi.
2. Highway 61 South from Natchez to Wilkinson County. Passengers include employees of Wilkinson County Correctional Facility, students and employees of Copiah Lincoln Community College and Alcorn State University's Natchez campus.

Natchez Transit System has also received funding through ARRA to build a regional transportation hub and transit facility in Natchez, MS to serve several contiguous counties in southwest Mississippi.

Kevin Coggin, Coast Transit Authority (CTA), highlighted Coast Transit success stories. He attributed CTA's recent success to the after effects of Hurricane Katrina. He reported growth in ridership over the past three years as follows:

- 2009- 855,000 riders.
- 2010-956,000 riders.
- Estimated 1,000,000 anticipated riders in 2011.

CTA sub-contracts with a company that operates 51 vans that provides 16,000 trips per month. The Van Pool program runs along the I-10 Corridor to bring people to work daily. Mr. Coggin emphasized that being responsive to community needs is reflective in increased ridership which highlights the success of the service.

"One of our major successes is the Coast Commuter. It was first developed to help Huntington Ingalls Ship Yard (Largest employer in MS) after Hurricane Katrina. It comprises of 3 parts: Van Pools, Car pools and Fixed Route Bus Service."

Benefits of Coordinated Transportation

Context: Coordinated transportation services are designed to implement the most effective and efficient form of services. Frequently this is accomplished through strategies that include sharing operational resources (e.g. vehicles, dispatching) and coordinating schedules to provide a more accessible service to users. By focusing on local collaborations, the success of most of these strategies has resulted from

increased communication and flexible partnerships. This type of cooperation produces a coordinated network that multiplies the service provided by individual providers, thereby enhancing the availability and flexibility of local mobility options.

To date, efforts to coordinate transportation in Mississippi have resulted in *more access, increased flexibility and improved sharing of resources* in a number of areas. To ensure that these benefits are not only sustained, but also increased, measurable impacts must be clearly demonstrated to planners, policy makers, elected officials service providers and perhaps most importantly, stakeholders that represent agencies and organizations that can directly support coordination (e.g. purchasing and/or consolidating services). It is therefore, extremely important that benefits are quantified and evaluated through reliable methodologies. That is why MDOT has sought to include the input from researchers, consultants, and transit professionals. The following presenters shared their knowledge on the benefits of coordinated transportation: Dr. Johnny B. Gilleylen, Jackson State University, Michael Townes, Wilbur Smith and Associates, and David Schilling from Federal Transit Administration. Below are summaries of their individual presentations.

The Impact of Mississippi's Coordinated Transportation on Overall Transit Services: An Evaluation of SAFETEA-LU Implementation - Dr. Johnny B. Gilleylen, Sr. Associate Professor and Transportation Consultant, Jackson State University

Dr. Gilleylen discussed in some detail his comprehensive assessment of Mississippi's implementation of key policy provisions contained in the national transportation law: *Safe Accountable, Safe, Accountable, Flexible, Efficient Transportation Equity Act, a Legacy for Users (SAFETEA-LU)*. His study results clearly indicate that there have been measurable improvements in two key indicators of the effectiveness and efficiency of our coordination efforts. These are utilization of inventory and the number of consumers served. The study compared efficiency and effectiveness performance indicators applicable to rural, small urban and specialized transportation providers during the pre- and post SAFETEA-LU periods of 2003 through 2010.

He described Mississippi's efforts to implement the federal mandate to coordinate resources among transit providers and linked these efforts to improved transit services. He commended the participatory nature of the MDOT led planning process while describing the basis of Mississippi's coordinated transportation plan as bottom-up. His study revealed that because of stakeholders' collaborative involvement, access to some form of coordinated transportation services is in approximately 65% of the state's 82 counties. Among the most notable accomplishments of the statewide coordinated planning process cited were:

"All the State's transportation stakeholders have been involved by including input from FTA transit providers, non-FTA providers, consumers, state and local government officials".

- **Evolution of regional transit working groups.**
- **Development and execution of regionally coordinated plans.**
- **Increased stakeholder participation.**
- **Increased provider collaboration.**

- **Increased use of information technology.**
- **Addition of regional mobility managers.**

Projects that have been initiated via the efforts of regional coordination working groups include—regional call centers, electronic scheduling and routing. Many of these projects were listed as part of the coordinated plan strategies for responding to unmet needs and improving efficiency.

From an overall performance perspective, there were some positive trends that may be attributed in large part to coordination efforts. Included in these are a statewide increase of nearly 14% in the numbers trips provided statewide, (i.e. up from 2.7 million to 3.1 million). When examined further, the significance of this increase is illustrated by growth of services to the elderly population (i.e. from 34% to 41% of total annual ridership) and the upturn in services to the general population from 39% to 48% of the total passenger trips. Of even more significance is the fact that trips to medical destination increased 353% during the last 5 years that data was readily available. This coincides with the substantial investment of time and energy devoted to improving local coordination. This is viewed as an indicator of increased access and productivity.

Dr. Gilleylen closed his presentation by emphasizing the following observations:

1. Implementation of SAFETEA-LU in Mississippi has been effective in that coordination of services is taking place throughout the state.
2. More people are being provided transit services through increased infrastructure and coordination among providers and consumers which has permitted more routes and more rural coverage.

.....“However, greater efficiency and effectiveness are possible. Providers now have new tools and as they learn to maximize the potential of the tools, more efficient and effective transit services will result. Continuous improvement must be made in: overall mobility, expansion of service areas, and increased service to underserved populations, provider collaboration, purchase transit agreements, and stakeholder participation.”

Benefits of ITS Architecture - Michael Townes, Wilbur Smith and Associates

One of most frequently promoted strategies that have come out of the regional efforts is implementation of a series of regional call centers. MDOT is working with Wilbur Smith Associates (consultants) to implement the Delta Region Call Center, which is currently in Phase II. The initial phase of the project included initial meetings with Delta Region providers, MDOT staff, and a site visit to the Travel Management Coordination Center in Paducah, KY

Michael Townes presented an update on Phase II of the project, by highlighting the benefits of a call center to the Delta Region and regional partners who are willing to get the call center established. Among the Delta Rides Regional Partners for the call center are Bolivar County Council on Aging,

DARTS/Aaron E. Henry CHC, Delta Bus Lines, Inc., Delta Community Mental Health (DCMH), HEGA Rural Transportation, Holmes Professional Transit Service, FTA, Landfair Transit Service, Liberty Transit, Mallory Health Center, MDOT, MS Christian Family Services, MS Valley State University, NTC Transportation, Starlight Charter, Sunflower-Humphreys Counties Progress, Inc., Unique Charter, Inc., Union Cab, and WWISCAA. The following pending tasks were discussed:

- Task 1: Monitor Call Centers across the Nation for Best Practices
 - Paducah, KY – Travel Management Coordination Center (TMCC) – 8 counties
 - RIDES Mass Transit District – SE, IL – 14 counties
- Task 2: Develop Call Center alternative involving a complete site visits to determine baseline data, staff, technologies, and equipment, and to prepare functional assessment of call center alternatives to best fit the Delta providers
- Task 3: Develop Business and Implementation Plan including:
 - Management plan – agency responsibilities.
 - Financial plan – cost of program and revenue sources.
 - Customer connection and communication plan.
 - Technology plan.
 - System operations and maintenance plan.
- Task 4: Develop procurement Documents and Process: implementation of call center; procurement documents and evaluation; training and marketing

Mr. Townes also discussed other Delta Rides local accomplishments including:

- The 1-877-866-8272 toll free number currently in use by all providers in the region.
- Regional website and brochures.
- Web based trip calendar.
- GPS and AVL units installed at some locations.
- Facility renovation.
- Scheduling software acquisition.

As part of phase II of the project, site visits have been completed for most of Delta providers. WSA is conducting agency assessments and preparing call center alternatives which will be completed by July 2012.

Human Services Coordinated Transportation: The Benefits from SAFETEA-LU - David Schilling, Federal Transit Administration

Mr. Schilling started with an overview of the FTA coordinated human service transportation planning requirements. He reminded the audience that development of a locally developed, coordinated public transit-human services transportation plan is required by federal regulations for certain formula grant programs. This mandate requires the plan to be developed to include public, private and nonprofit transportation and human services providers and the public. He acknowledged the progressive work being done through collaboration in Mississippi. He specifically commended MDOT for going beyond the minimum requirements by including all formula programs administered through the state.

“SAFETEA-LU set forth policies and funding to implement coordinated planning activities and FTA has always been a strong advocate of coordinated planning.”

He emphasized that through efforts to coordinate federal funding, resources from other non-DOT programs is permitted to be used to meet matching funds requirements for FTA funded transportation programs.

Participants were encouraged to remain up to date on the work and resources available through, the ***United We Ride*** initiative and the ***National Resource Center on Human Service Transportation***. *“FTA just recently announced a new United We Ride/Federal Coordinating Council on Access and Mobility (CCAM) Veteran’s Community Living Initiative. Five different departments are involved including USDOT, USDOL, Veteran’s Administration, Department of Defense and the Department of Health and Human Services.”*

This is a \$30M discretionary program aimed at providing transportation access to our Veterans. The Initiative consists of several components:

- New or expanded one-call centers – the centers would primarily address the needs of military veterans and active duty military members and their families.
- Hire Mobility Managers - assist in arranging/negotiating transportation.
- Social Media Technologies – Purchase of licenses to social media technologies for communities so veterans can be more actively involved.
- Veteran’s Initiative is geared toward providing transportation access and options to military veterans and active duty military members, however all members of the public would benefit from these services.

“Please start working with your local Veterans” Administration contacts and to see if this funding opportunity may work for you”

Mr. Schilling also elaborated on mobility management as a concept and specific resource. Conceptually *Mobility Management* consists of short-range planning and management activities and projects for improving coordination among public transportation and other transportation service providers. Federal regulations allow specific mobility management resources as an eligible capital expense. Examples mobility management eligible expenses are:

- Development of Coordinated Plans.
- Employing a Mobility Manager.
- Travel Training.
- Development and operation of One-Stop Call Centers.
- Intelligent transportation technologies (ITS) to help plan and operate coordinated systems.
- Support of State and local coordination policy bodies and councils.

The following Region IV coordination related accomplishments were also discussed:

- Coordination Transportation Plans – over 700 areas have adopted or developing plans.
- One Call Centers – over 70% of states have already implemented or are developing one-call centers.
- Over 400 Mobility Managers nationwide.

The following list of possible resources was also shared:

- Toolkits, Best Practices and Resources (CTAA, ESPA, UWR, NRC)
 - Framework for Action; One-Call, One-Click, Medical Transportation, Transit Pass and Senior Transportation Toolkits, Transportation Solutions Course, CTAA Coordination Institute, National Dialogue, Economic Benefits, Cost Sharing, Federal Funding, Eligibility Chart.
- Coordination Legislation – 26 state coordination councils (NCSL).
- USDOT ITS MSAA National Demonstration.
- Quarterly UWR Region Conference Calls.
- United We Ride: Ambassadors.
- Policies on Coordinated Planning and Vehicle Sharing, Leadership Awards.

He acknowledged the Region IV states that have established Coordination Councils, legislation or executive orders on transportation coordination:

- Alabama UWR Commission – Executive Order.
- Florida - Coordinating Council (Florida Commission for the Transportation Disadvantaged).
- Georgia - Coordinating Council.
- Kentucky Coordinating Council.
- North Carolina- Executive Order.
- South Carolina - Executive Order.
- Tennessee – Coordinating Council.

INTERACTIVE BREAKOUT SESSIONS

At the core of this year's Summit were the facilitated interactive breakout sessions. These sessions were designed to encourage input from a variety of perspectives. They focused on developing effective strategies and solutions for meeting the challenges in a changing economy. Each concurrent session had pre-assigned facilitators dealing with specific discussion topics including:

1. Making the hard decisions.
2. Reshaping and rebuilding partnerships.
3. Counting Your Chickens Before They Are Hatched: (Effective Strategic Planning).

These discussions were geared towards developing effective decision-making tools needed to survive the current socio-economic challenges affecting agencies; reshaping and rebuilding partnerships that are economically, socially, and mutually beneficial for all stakeholders; and implementation of effective strategies that encourage future growth and discuss how to utilize these survival techniques in making transportation coordination work. All stakeholders were encouraged to actively participate in the sessions. What follows, is a summary of each session:

Making the Hard Decisions

Facilitator: Sabrena Bartley, Natchez Transit System

Context: Making the Hard Decisions in a Challenging Economy. This session was designed to provide useful and practical guidance for making efficient and effective decisions in these economic times. Participants were introduced to ways of utilizing their abilities within a focused and structured decision process to pro-actively make decisions.

In her presentation titled "**Decisions: the good, the bad and the ugly**", Mrs Bartley presented participants with tips for success in decision making as follows:

1. Select and define the problem; understand the distinction between a serious problem and an urgent problem; understand the difference between a symptom and a cause.
2. Seek advice from trusted individual(s) if you cannot handle the situation alone.
3. Use a weighted pro and con technique if you must make the decision alone.
4. First, ask yourself "why?" you have entered this complicated scenario.
5. Don't hire someone you can't fire; give appropriate position and authority.
6. Name the ELEPHANT (big problem) in the room (situation/ work/home).
7. Set clear expectations; have a plan for conflict.
8. Determine your exit strategy; restrain your nurturing/ fathering impulse.



9. Weigh carefully a spouse's/ significant other's advice. (this can help or hinder).
10. Don't let unbalanced times and life become a pattern.
11. Manage the manager; effectively deal with a difficult boss.
12. Do the hard things first; celebrate your successes even in tough decision making situations

Mrs. Bartley concluded by reminding participants that life will have challenges and there is need to make the hard decisions from time to time. She encouraged them to find strength and direction for themselves; be fair, honest and consistent.

.....“follow the rules but remember you are where you are because you have a responsibility to yourself, others and your employer. They trust you to do what you have to do. Do it well and rest in the assurance that you have done the right thing, for the right reasons, with the right intentions”

Reshaping and Rebuilding Relationships

Facilitator: Charlie Spearman, Executive Director, Timber Hills Mental Health

Context: How to build collaborative relationships for mutual benefit in this changing economy.

This session was designed to present thought-provoking ideas to reshape the way people work and rebuild relationships between and among people and the organizations that support their work. The intent of this session was to convert knowledge into constructive action that mutually benefits the populations served, the organization and the individual.

Mr. Spearman led the discussion by sharing with participants how effective relationship building has benefited his agency. He explained that by partnering with United Community Action Agency's Section 5311 transit project and the Department of Mental Health, mobility options for his agency increased. Through purchase of service arrangement, use of vouchers, and negotiating rates, many services have been provided for the elderly and people with disabilities. He then led the group in a discussion of some of the strategies that could be adopted in building partnerships when starting a transit service. Discussions covered ideas for new business opportunities and tips for people who wanted to start providing transportation services.



Discussion points for this session included the following:

- Identify current transportation providers: this could be achieved through attending regional coordination group meetings.

- Establish contact with local government and city officials and non-profits that have interest in transportation for the elderly, people with disabilities and low income groups.
- Encourage consumer involvement.
- Research the needs of housing authorities, employers and agencies such as hospitals/factories/ state agencies / faith based organizations / law enforcement.
- Research and monitor existing conditions of locations where service is currently provided based on demographics:
 - Percentage with no auto insurance.
 - Percentage with low income housing.
 - Percentage of elderly.
 - Percentage of disabled.
 - Household income.
 - Population projections.
- Plan to share local resources by working with local providers in identifying consumer needs, examine barriers, and identify how to improve existing services.
- Even though providers may be willing to partner with each other for efficient resource utilization, several participants pointed out that there are barriers to effective partnership /coordination, including: policies of board members, rules & regulations, insurance, lack of connectivity and communication. Adding that problems of lack of communication and region geographic barriers can limit the benefits of effective partnerships.

.... "Partnerships help to identify what funding sources are available, enhance connectivity and breaks geographic barriers".

The group also discussed how to overcome such challenges by getting the word out through public announcements with radio or other media houses, being visible, and by word of mouth.

Through questions and answers, participants also shared some successes with building effective partnerships. These include partnerships for new sources of revenues from, city officials, legislators, and working with Chambers of Commerce and apartment complexes (transporting residents to and from school).

Several participants expressed hope that future discussions will focus more on strategies for effective resource sharing, developing more customer-based services, and identifying how to use partnerships to lighten the load without losing their agency's identity.

"With effective partnerships, our agency has increased the mobility options, not only for our clients but also for other transit dependent groups"

Counting Your Chickens Before They Are Hatched: (Effective Strategic Planning)

Facilitator/Presenter: Rose A. Joe, Director, Jackson County Civic Action Committee

Context: Using effective strategic planning to increase productivity/ outcomes. This session was designed to emphasize the importance of a sound planning process to successfully meet the challenges faced by organizations in both the public and private sectors.

“Strategic planning is necessary to: establish priorities on what you will accomplish in the future; forces you to make choices on what you will do and what you will not do; and pulls an entire organization together around a single game plan for execution.

While you want to remain optimistic about the future, the establishment of both short and long-term goals, and corresponding organizational performance standards, must be initiated in a realistic manner. Remember, “Without a set destination, any road will get you there”

Ms. Rose A. Joe used an analogy from President Obama’s State of the Union Message, which referenced proposed funding cuts to Community Action Programs. She explained that since the massive cuts to government programs was related to many services there was a possibility that they could impact programs such as Medicaid, Medicare, Children Services, Housing, Community Services Block Grants, and other human services programs. She stated that this poses two critical questions that we must face: “WHAT IF?” AND “WHAT’S NEXT”?

Relating this scenario to her agency actions she explained that when her agency was informed of the exact amount of cuts in funding, she had to mitigate the impact since the situation could not be prevented and the future is unpredictable. *“This led to our facing the question: “NOW WHAT AND WHERE DO YOU GO FROM HERE”?* She stressed the importance of a plan action as opposed to just reaction. *“At this point there was the need to take action by convening our team to:*



- *review current financial status and funding balance.*
- *identify line item reductions.*
- *identify the internal and external impacts this might have on the agency in general.*
- *then put a strategic plan in place.”*

Ms. Joe stressed the importance of assessing the agency’s **strengths, weaknesses, opportunities and threats** (SWOT) in any strategic planning. She explained that when performing a damage assessment, it is essential

to evaluate the initial impact of any strategy, assess short and long term recovery, and identify resources to maintain/improve services. She also cautioned that there is always the need to re-visit the strategic plan. She highlighted the important features of a strategic plan to include a *specific focus, strategic timelines, a plan to utilize opportunities, non-traditional partnerships, organizational status, community services, and profitable/positive results.*

Topics for group discussion included the following:

- Organization Objectives.
- Short and long range goals.
- Evaluation process.
- Internal and external assessment.
- Partnerships/Coalitions.
- Staff training/re-training.
- Maximum use of available resources.
- Operational cost: re-evaluate.

... "You cannot predict the future or prevent things from happening, but you can mitigate the impact"

This session placed emphasis on the importance of developing a sound strategic plan. It generated in-depth discussions of a process to successfully meet the challenges that confront agencies in these dire fiscal and economic times.

Interactive Session for Seniors, Johnny B. Gilleylen, Sr. Ph.D. Jackson State University and Janice Lorenz, Director of Special Projects, Community Transportation Association of America

An interactive session for seniors was held to allow elderly participants who utilize transits - services to discuss their needs and concerns. Most of these participants were from the immediate Jackson area. 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.



Among the concerns expressed by seniors were the availability of information about transportation agencies, education on bus routes and services, as well as easy to understand information about transportation options for senior citizen. What follows below are some of the issues that were identified to better assist with meeting the needs of elderly riders:

- Weekend services.
- Travel training.
- Transportation to and from Church.
- Other non-emergency transportation.
- Too long of wait a period- services should be provided on a more regular basis.
- Transportation available for shopping purposes.
- Better vehicle design (e.g. specifically equipped for elderly passengers such as Step-Up buses).
- More accessible vehicles.

Committing to the Challenge; Making Coordination Work: Facilitated by Mr. Charles Carr Director of Intermodal Planning, MDOT

Mr. Carr led the two concluding general sessions for the Summit. The first focused on the value of information gained from the concurrent and general sessions from the participants' perspectives. The session was designed to transition into the subsequent Statewide Coordination Progress Report session, as a means of evaluating the impact of the range of Summit information that has been presented.

The context of this session was an interactive evaluation session through discussions of how the various stakeholders view the substantive portion of the Summit.

Participants discussed the value of information gained from the concurrent and general sessions. Emphasis was placed on recognizing and reaffirming the "hard work" that has been and is still ongoing and also identifying what the participants see as the next logical steps, to prepare coordination stakeholders to survive these challenging economic circumstances. This includes:

- sustaining the progress made.
- organizing to strengthen their ability to affect change.
- strategically positioning resources to take advantage of opportunities.

"Transit Agencies should strive to not only survive, but to thrive. Community transit/human services organizations have key roles to play in the public sector and in local economic development. 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."

Participants were given the opportunity to share comments about how the Summit benefited them individually. As they shared their responses with the audience, an obvious theme of increased empowerment began to emerge. Many of them indicated that the Summit provided more effective ways of collaborating with key providers. Others said it was educational, very informative, equipped them with the necessary tools amidst tough economic times, empowered them to make greater efforts to do more, and made them aware of the fact that in some areas of our coordination journey, Mississippi is ahead of some other states in the region.



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

“I now feel that coordinated transportation is working and that Mississippi has made substantial progress in coordination as a state. This makes me want to double my efforts to achieve more”.

“This conference has provided me with really useful information regarding transportation options for people with disabilities.”

“I am convinced that success demands that we must find a way to sustain our business by any means necessary”.

“The Summit provided insight on the importance of collaboration, coordination and commitment. 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 should be communicated more clearly that the coordinated planning efforts are supported by an impressive array of local state and national organizations.”

Participants raised concerns and challenges with regards to budget cuts and the need to use statistical data to inform policy makers about agency operations, challenges and opportunities. For example, an agency representative indicated that the Community Services Block Grant Program (CSBG) has experienced budget

cuts. In response management selected a pool of people and provided them with documents with some statistical data and accomplishments, in an effort to keep policy makers informed.

It was acknowledged that through the discussions and feedback from this session, there is a better understanding of the importance strategic planning.

Comments from representatives of the private sector acknowledged the importance of the strategic planning, and reshaping relationship sessions. *“There is a clear need to focus on strategic management and brand strategies to increase ridership”*. It was suggested that effective marketing is needed beyond the traditional marketing services such as the development of a web presence and the effective use of social media.

“In these dire financial and economic times, this conference has assisted us in identifying new funding streams, resources from non-traditional partnerships and other means to maintain or improve our organizations communities and sustain them”

LOOKING AHEAD: STATEWIDE COORDINATION PROGRESS REPORT

Context: An interactive progress report session that allowed 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 following is an analysis of the attendee responses for each of these five designated coordination performance categories.

Regional Planning Process:

Regional Planning progress was assessed based on regional plans, town hall meetings and regional meetings. This performance category received the highest overall progress ratings from participants with about 97% of respondents indicating that significant progress has been made in the regional planning process. As result of focusing on this highly interactive ground-up regional planning process, statewide transportation coordination efforts are making a difference. Significant 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. Regional planning has brought together policy makers, transit providers, consumers, human service agencies and disability advocacy groups to discuss how to not only provide more efficient transportation services to population segments that depend on it, but to also make viable and sustainable mobility options available to the broader communities.

Sustainability:

Progress in sustainability was examined based on the availability of additional funding, and the ability to create more efficient transit systems. A considerable majority of participants (73%) indicated that limited progress has been made in these areas. However about 23% of respondents thought that significant progress has been made in securing additional funds and creating more efficient transit systems. The remaining 4% the respondents thought that more work need to be done in this area.

Formal Coordination:

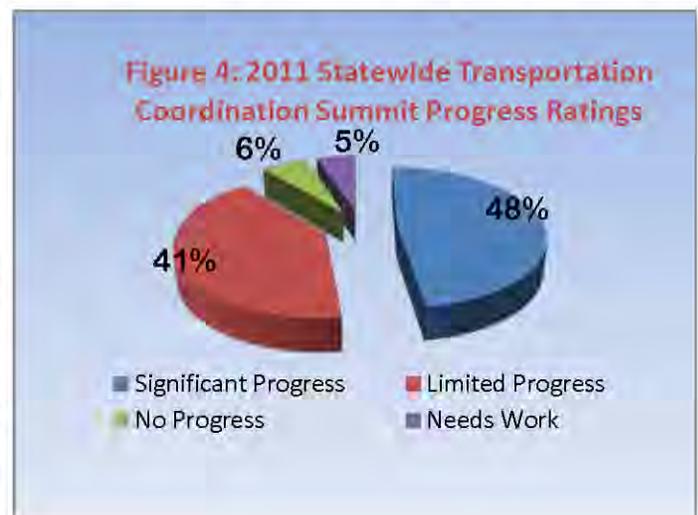
Formal coordination recorded 37% significant progress in relation to the establishment of memorandum of understanding, third party contracts and formal coordination structure. On the other hand 63% of respondents recorded limited progress. Several comments were made about the need to formalize the MDOT led process.

Operational Changes:

This performance category was assessed based on increased service areas, increased capacity, extended hours of service and the use of automation. 35% of respondents specified that significant progress has been made, while limited progress was indicated by 50% of the respondents.

Education/Awareness:

Educational awareness was assessed in relation to effective promotion; better information on routes and service areas; and education of decision makers. Although 29% of respondents indicated that a significant progress has been made in this area, 32% of the respondents also recognized that limited progress has been made with 39% recording that more work



needs to be done especially in educating decision makers. It was stressed that decision makers, especially elected officials and state agency heads need to be better informed about all the successful work that has been done.

The overall analysis revealed 48% significant progress in all categories of regional coordination planning and 41% limited progress. In general, 89% of participants acknowledged 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.

Specific issues that must be addressed

During the open discussion of the progress report session, participants representing various regional groups identified the following as urgent issues that needed to be addressed to help ensure continued positive movement:

- SMART- committed to updating coordination plan, development of a marketing plan to increase ridership. MDOT/PTD established their commitment to increase funding in order to facilitate coordination plan updates.
- MILES Inc. - Representatives from MILES needed MDOT to provide funds for the purpose of training and workforce development. MDOT indicated their committed to providing assistance in training bus drivers in relation to coordination planning.
- Delta Rides- Needs the Public Transit division to purchase technology recommended by consultants to enable Delta Rides partners to have the same software and hardware.
- Seniors require accessible information about transportation agencies. Facilitators and participants of the senior interactive session requested Public Transit Division to allow individuals to visit site and inform senior citizens of transportation options.
- The PTD Director, Shirley Wilson indicated that the division is committed to having mobility managers visit areas to inform seniors of transportation options.
- Commitment of the Public Transit division and other partners in assisting with educating providers of coordination services through collaboration and communication for purchase of service.
- Bolivar County Council on Aging Inc.- Delta and Yazoo indicate that in an effort to increase transit sustainability in Mississippi; additional services are required and it is essential to provide training for drivers.
- A more formal coordination structure should be established. MDOT's leadership and a more structured role and responsibilities of the Regional Groups should be formalized to establish governance, oversight, technical assistance, evaluation and reporting mechanisms.
- Update the Statewide Coordination Plan and share it with other stakeholders, especially the Department of Human Services, Department of Mental Health, Mississippi Primary Health Care

Association, Job Development and Training agencies, Metropolitan Planning Organizations, Planning and Development Districts, Human Resource Agencies, Advocacy groups and elected officials..

- Work with stakeholders to have an executive order or some legislation passed to formalize the statewide coordinated planning process with MDOT taking the lead.

POST- SUMMIT SURVEY RESPONSES

Feedback from participants through post-summit survey indicated that the 2011 Summit was very educative. Participants provided comment on conference information, registration process, summit location, session rooms, overall quality of presenters, and informational content of the conference, food and refreshments. Overall, quality of presenters and informational content of the Summit received the highest rating. Survey respondents commented that the summit was very informative and interactive roundtable sessions were very useful.

Overall highlights of the Summit from Survey Respondents:

- *“The summit extremely informative and presenters and speakers were great. The topics were well chosen, well thought through and presented. Being a survivor in this day and time is what it will take”*
- *“We have to get out and get involved in the community and get the community and officials involved in what we do in order to be and to have sustainable communities”*
- *“Not only was my spirit enlightened my attitude and my desire to move forward has been uplifted” The presentation by Dr. Gilleylen proved that coordination, although flawed, does work and is working in spite of challenges”*
- *“The opportunity to meet fellow transportation advocates, stakeholders and vendors and learn from them was great”*
- *“Rose Joe made a statement that helped and I believe will continue to help me both professionally and personally, “You cannot predict the future or prevent things from happening, but you can mitigate the impact.”*
- *“We need to search out all possible avenues of transportation opportunities and share those avenues with others that can help us reach those goals.”*

Suggestions for future Summit:

- Presentations on healthier alternatives to transportation. (i.e. active transportation, walking and bicycling).
- For those interested in trying to start some kind of service, outline steps and give examples of how to address the grant writing and what has to be considered.
- Discussions on Medicaid Transportation.

- Mobility management technologies.
- Challenge participants to utilize community transportation more. If our neighbors see us using the services more it can encourage them to want to take a ride. Providers can share ideas with other participants.
- Allow enough time for presentation. Too much information for time allocated. This may be frustrating for presenters: Shorten the summit to one afternoon and one morning and utilize the evening of day 2 for technical assistance and specific issues if necessary.
- There is need for more involvement of the legislators and elected officials: they need to come on board and attend.
- There is need for education for 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.

Concluding Observations

It is evident from the extent of positive interactions that took place at this Summit that stakeholders now recognize that they all have a stake in the success of efforts to realistically coordinate transportation services. The desire for improved mobility has become a universal objective. As a result of focusing on this highly interactive ground-up regional planning process, statewide transportation coordination efforts are making a difference. Significant 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. Regional planning has brought together policy makers, transit providers, consumers, human service agencies and disability advocacy groups to discuss how to not only provide more efficient transportation services to population segments that depend on it, but to also make viable and sustainable mobility options available to the broader communities.

Although the level of awareness has increased, there is a collective realization that more local commitment is still needed. The opportunity to broaden the transportation goals of every regional group through sustainable strategies is the basis for increasing participation and building stronger partnerships. This achievement would allow more potential for public transportation investment within the state, thus enhancing greater benefits to the communities and the people that visit, live, and work throughout Mississippi.

The challenges faced during these times of economic uncertainty economic demand that more innovations must be employed to improve service efficiencies and effectiveness. Technology must be incorporated to the fullest extent possible. This will have significant impacts on education, productivity, performance measurement and the flexibility to access resources that are becoming increasingly competitive.

A more robust approach to strategic planning is perhaps the single most important change in the coordinated planning process. The practice of primarily reacting to change must be replaced with a flexible and

deliberate process of preparing for meeting changes head on. This type of approach allows stakeholders to assess challenges and embrace opportunities.

The evidence is clear, coordinated transportation initiatives are making measurable impacts on the availability, effectiveness and efficiency of mobility options in communities throughout our state. The future success of coordination involves more emphasis on realistic policy change that removes obstacles and perceived barriers. This will requires consumers input, practical research and continued leadership along with support from legislators, local elected officials, funding agencies, advocates, transit professional. Formalizing the coordination process, building on the best of what we have developed remains the essential step as we move forward in our coordinated journey.

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Appendix A
Summit 2011 Agenda

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5th Annual Statewide Transportation Coordination Summit
“The Survivor Series”
Meeting the Challenges in a Changing Economy

Agenda
Day 1: July 12, 2011

11:00 – 12:00.....Registration

12:00 – 1:00..... Welcome and Opening Luncheon
Shirley Wilson, Director
Public Transit Division

Melinda L. McGrath, P.E.
Interim Executive Director/Chief Engineer

Commissioners:
Dick Hall
Wayne Brown
Mike Tagert

Charles Carr, Director
Office of Intermodal Planning

Senator Tom King
Mississippi State Senate, District 44

Mayor Harvey Johnson
City of Jackson

Introduction of Luncheon Speaker: John Johnson, MPTA
President

Luncheon Speaker: Representative
Chuck Espy
Mississippi House of Representatives, District 26

1:15 - 2:00.....Charles Husband (Facilitator)
Celebrating Successes and Challenges

Sabrina Bartley
Natchez Transit System

Ron Biggs and Tim Akers
City of Oxford

Kevin Coggin
Coast Transit Authority

Don Brown
Warren/Yazoo Mental Health

“The MS Primary Health Care Association (MPHCA) is pleased to partner with the MDOT in support of the 5th Annual Statewide Transportation Coordination Summit. MPHCA joins other community service and advocacy groups across the state in collaborative efforts to overcome the increasing challenges faced by coordinated transportation service providers, including many of MPHCA’s member Community Health Centers, MPHCA will continue to work with MDOT, its members, and other partners following the summit to ensure that vital transportation services are preserved for those in need of health care and other vital community services.”

2:00 – 2:15.....	Break
2:15 – 3:00.....	Zenotha Robinson (Facilitator) The Benefits of Coordinated Transportation Johnny Gilleylen, Sr. Ph.D. Jackson State University Michael Townes Wilbur Smith & Associates David Schilling Federal Transit Administration
3:00 – 3:30.....	Planning for the Future Introduction of Speaker – Charles Carr, Director Office of Intermodal Planning Speaker :Cathy Brown Executive Director St. John County Council On Aging, Florida
3:30 – 4:15.....	Ice Breaker Activities Coordination: It’s More Than Just Talk Patricia Flowers (Facilitator)
4:15 – 4:45.....	Question & Answer Session/Recap MDOT Staff
5:00 – 7:00.....	Reception MS Mobility Managers on the Move
5:30 – 7:15.....	Shuttle Service

“The MS Primary Health Care Association (MPHCA) is pleased to partner with the MDOT in support of the 5th Annual Statewide Transportation Coordination Summit. MPHCA joins other community service and advocacy groups across the state in collaborative efforts to overcome the increasing challenges faced by coordinated transportation service providers, including many of MPHCA’s member Community Health Centers, MPHCA will continue to work with MDOT, its members, and other partners following the summit to ensure that vital transportation services are preserved for those in need of health care and other vital community services.”

5th Annual Statewide Transportation Coordination Summit
“The Survivor Series”
Meeting the Challenges in a Changing Economy

Agenda
Day 2: July 13, 2011

7:30 – 8:30.....	Continental Breakfast
8:30 – 9:00.....	Setting Today’s Agenda Shirley Wilson, Director Public Transit Division
9:00 – 9:45.....	Concurrent Sessions <i>Making the Hard Decisions</i> <i>Reshaping, Rebuilding Relationships</i> <i>Counting Your Chickens Before They Are Hatched</i>
10:00 – 10:45.....	Concurrent Sessions <i>Making the Hard Decisions</i> <i>Reshaping, Rebuilding Relationships</i> <i>Counting Your Chickens Before They Are Hatched</i>
11:00 – 11:45.....	Concurrent Sessions <i>Making the Hard Decisions</i> <i>Reshaping, Rebuilding Relationships</i> <i>Counting Your Chickens Before They Are Hatched</i>
10:30 – 11:45.....	Interactive Session for Seniors Johnny Gilleylen, Sr. Ph.D. Jackson State University Janice Lorenz , Director of Special Projects CTAA
12:00 – 1:30.....	Lunch Introduction of Lunch Speaker: Charles Carr, Director Office of Intermodal Planning Speaker: Yvette Taylor, Ph.D. Regional Administrator FTA Region IV
1:45 –2:30.....	General Session <i>Committing to the Challenge: Making Coordination Work</i> Charles Carr, Director Office of Intermodal Planning Wrap-up of summit discussions Question and Answer Session, MDOT Staff

Participants will discuss ways in which we will commit to making the hard decisions, rebuilding and reshaping relationships, and effective planning, in making coordination work. How do we use these tools in an effort to survive this challenging economy?

“The MS Primary Health Care Association (MPHCA) is a pleased to partner with the MDOT in support of the 5th Annual Statewide Transportation Coordination Summit. MPHCA joins other community service and advocacy groups across the state in collaborative efforts to overcome the increasing challenges faced by coordinated transportation service providers, including many of MPHCA’s member Community Health Centers, MPHCA will continue to work with MDOT, its members, and other partners following the summit to ensure that vital transportation services are preserved for those in need of health care and other vital community services.”

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Appendix B

Attendees by Category and Registration List

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

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Summit participants included an impressive assortment of stakeholders.

Attendees by Category:

- **Consumers**
- **Transit associations:** Community Transportation Association of America; Mississippi Public Transit Association
- **State agencies:** Mississippi Department of Human Services; Mississippi Department of Rehabilitation; Mississippi Development Authority; Mississippi Department of Mental Health
- **Healthcare Associations:** Mississippi Primary Healthcare Association
- **Social Service and Advocacy;** MS Association of Community Action Agencies; local Community Action and Human Resource Agencies; 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
- **Planning :** Regional Planning and Development Districts; Metropolitan Planning Organizations;
- **Providers:** including public and private sector providers
- **Public Private Partnerships:** Southern Bancorp

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Transportation Coordination Summit 2011 Registration List					
Name	Organization	Name	Organization		
1	Albert Butler	Claiborne Co. Senator		34	Bobbie G. Gray MCCSA
2	Alberta Jackson	National Federation of the Blind		35	Bonnie Gustavus Copiah County Human Resource Agency
3	Alfred Tatum Jr	MDOIT		36	Boris Cousin City of Jackson
4	Alicia McRaney	Climb-Up, Inc./Region III Northeast MH-MR		37	Brenda Christian Smith Mississippi Department of Transportation
5	Alma Ellis	Institute for Disability Studies		38	Cameron Stubbs MS Dept. of Rehab Services
6	Angela D Warner	Div. of Early Childhood Care and Development, DHS.		39	Candance Washington Natchez Transit System
7	Angelica Rawls	Mississippi Development Authority		40	Carol Girrod MDHS
8	Annie Conner	Claiborne Co. HRA		41	Carolyn Morrow Singing River Health System
9	Annie Horton	City of Tchula		42	Carrie Goodman Southwest Trans Service
10	Annie Ranson	MCCSA		43	Cassandra G Bennett Dept. of Human & Cultural Services/City of Jackson
11	Anthony Parker	City of Crystal Springs		44	Cassandra Liddell City of Grenada
12	Antonnette Gray-Brown	Arron Henry		45	Catherine Champion MCCSA
13	April D. Lewis	Madison County Citizens Services Agency		46	Cecelia M. Lusk MILES Corporation
14	Arlatha Andrews	MCCSA		47	Chandra Jenkins MS Center for Technology Transfer
15	Ashley Redmond	Redman Design		48	Charles Cool MILES Corporation
16	Audrey Jackson	Nroute Transit Commission		49	Charles E. Evans Nation Federation for the Blind
17	Audrey Mays	National Federation of the Blind		50	Charles Husband MDOT
18	Ausha Parker-Ammus	United Health Care		51	Charles R. Carr MDOT
19	Babatunde Fahm	MS State Department of Health		52	Charlie Spearman, Sr. Timber Hills
20	Barbara Ann Hadnott	MDRS/Addie McBryde Center for the Blind		53	Charlotte Wash ECPDD
21	Beatrice A Ezem	Emmanuel Ridge Community Service Organization		54	Cheryl Madison Mack National Federation of the Blind
25	Bennie E. Wansley	Paralyzed Veterans Of America, Mid-South Chapter		55	Chetonya Perkins United Health Care
26	Bennie Green	MCCSA		56	Chris Campbell RouteMatch
27	Bessie Adams	City of Jackson		57	Christie Davis Mallory Community Health Center/Mallory Transit System
28	Betty Garrett	MS Department of Human Services		58	Christy Ashley MS Council on Developmental Disabilities
29	Betty Gary	City of Jackson		59	Christy G Dunaway LIFE of Mississippi
30	Betty Smith	MS Christian Families		60	Chuck Espy State Representative
31	Beulah Greek	Community Student Learning Center		61	Chuck Patrick Jackson State University
32	Billie Brown	Simpson County HRA		62	Cindy Goodin MS Dept. of Rehabilitation Services
33	Bob Mabry	MDOIT		63	Cindy S Nugent BPPLS /MS Library Commission

	Name	Organization		Name	Organization
64	Clara Scott	City of Jackson	97	Elaine Watson	Hinds County Sheriff's Office
65	Connie Brown	Simpson County HIRA	98	Emory Strange	MDOT
66	Connie Taylor	City of Jackson	99	Eric Jefferson	ABMB
67	Corinne Donahue	Wilbur Smith Associates	100	Eric Weimer	Bus Group Inc.
68	Dannie Lee Graise	Greenville Police Department	101	Eunice Hudson	MCCSA
69	Dave Keiser	MultiModal Research, LLC	102	Eunice V Akoto	MDOT
70	David Rule	Mallory Community Health Center/Mallory Transit System	103	Evelyn Bumpers	Nroute Transit Commission
71	David Schilling	FTA Region 4	104	Evelyn Hutchins	Natchez Transit Sytem
72	David Williams	City of Ridgeland	105	Evelyn Pittman	City of Jackson
73	Debra Williams	BCCOA/Delta Rides	106	Feng Wang	Institute for Multimodal Transportation
74	Deloris Blackmon	MCCSA	107	Forrest M. Gordon	Mississippi Department of Transportation
75	Deloris Lee	MDOT	108	Franklyn Tate	City of Hattiesburg
76	Denise Whitney	Addie McBride Center	109	Fritz Engelmann	Bus Group Inc.
77	Deonna Blalock	EMBDC	110	Gaylin V Matthews	MS Dept. of Rehabilitation Services
78	DeQuita Evans	Public Transit	111	George Green	MCCSA
79	Deshella Butler	DJ Transit, Inc.	112	Georgia Russell	MS Christian Families
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81	Di Miao	Mississippi State University	114	Glenn Scott	Aaron Henry
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83	Dianne Horton	City of Grenada	116	Gwen Faye Cannon	Cannon Transportation/Grapevine Transportation
84	Dianne W. Semien	WCARC: MIDDWEST Industries	115	Gwen Johnson	Delta Regional Group
85	Dick Hall	MDOT	116	Gwen Renay Smith	MS Dept. of Transportation
86	Don Brown	Warren Yazoo Mental Health Service	117	Harold K Cannon	Cannon Transportation/Grapevine Transportation
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89	Dora Cooley Mosley	Liberty Connection LLC	120	Hattie Floyd	Copiah County Human Resource Agency
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91	Dr. J. Y. Trice	Bolivar County Council on Aging, Inc.	122	Henry J Alexander	Shaw School District
92	Earnestine Jefferson	MCCSA	123	Hollia Thompson	The Arc of Mississippi
93	Eddie B. Mosley	Liberty Connection LLC	124	Horace Davis	Pine Belt Mental Health
94	Edith Hayles	MS Council on Developmental Disabilities	125	Ida Thomas	City of Jackson
95	Edward Kemp	City of Starkville	126	Imelda Simeon	JSU, Institute for Multimodal Transportation
96	Eileen Schwartz	MS Center for Technology Transfer	127	Izola Johnson	MCCSA

	Name	Organization		Name	Organization
128	Jackie L Netterville Jr.	NTC, Inc.	158	Johnny McGinn	Mississippi Client Assistance Program/MS School for the Deaf
129	Jackie L Netterville Sr	NTC, Inc.	159	Johnny Young	Trapeze Group
130	Jacqueline B Washington	MS F2F HIC	160	Johnny Young	Trapeze Group
131	Jacquelyn Redmond	S. Delta Planning & Dev./Area Agency on Aging	161	Joseph Archie	City of Jackson
132	James Anderson	Champion Center	162	Joseph Howard	Delta Bus Lines, Inc.
133	James Young	Holmes County Board of Supervisors	163	Joy Humes	Mallory Community Health Center
134	Jan Larsen	Mississippi Transportation Coalition	164	Joyce Strickland	Five County Transportation
135	Janice Benson	MDHS	165	Justin M Fritscher	USDA's Natural Resources Conservation Service
136	Janice M. Green	Harrison County Senior Resources Agency	166	Karen Wallace	Addie McBryde Center
137	Janice Ross Lorenz	CTAA	167	Kay Hardage	Disability Rights Mississippi
138	Jay Thompson	Mississippi State Department of Health	168	Kemba Ware	MS Center for Technology Transfer
139	Jeanette Bailey	MS State Univ.	169	Kenneth Yarrow	GRPC
140	Jeff Kelso	LogistiCare	170	Kevin Coggin	Coast Transit Authority
141	Jennifer J Fulcher	Division of Medicaid	171	Klaus Tate	Mount Calvary Baptist Church
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144	Jerry Taylor	MCCSA	174	Lance Lomax	LeFleur Transportation
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150	Joanne T Garrett	MCCSA	180	Laurette Thuisseu	Institute for Multimodal Transportation
151	Jody H Holland	Mississippi State University	181	Lee Cole	National Federation of the Blind
152	John Flowers	Rise Above Poverty	182	Lee Strahan	City of Jackson
153	John Gray	Grayco Systems	183	Leroy Kelly	AJFC Community Action Agency
154	John H. Johnson	Mass Transit Mississippi Valley State University	184	Lester R. Adams	MVSU Mass Transit
155	John Williams	DJ Shuttle & Tour Service, Inc.	185	Linda Lankston	National Federation of the Blind
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157	Johnny Gilleyen, Sr.	JSU, Public Policy & Administration	187	Lisa Lucas	City of Canton

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189	Lois Erwin	Southern Bancorp	220	Minnie Spicer	MCCSA
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191	Loretta Evetts	Timber Hills	222	Moseil Burks	MCCSA
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195	Lucy McInnis	DJ Shuttle & Tour Service, Inc.	226	Nathan Nmi Johnson	Operation Manhood, Inc.
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200	Margaret Dirrages	National Federation of the Blind	231	Nonie Davis	Delta Community Mental Health
201	Margaret Rankins Williams	WWISCAA	232	Ora Candidate	MCCSA
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205	Mary Ann Robinson	The Arc of Mississippi	236	Patricia Hollins	City of Jackson
206	Mary Davis	MCCSA	237	Patricia L Flowers	Meridian Transportation Commission
207	Mary Ellis	City of Jackson	238	Patrina D Pendarvis	Nation Federation for the Blind
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211	Mary L Lewis	MCCSA	242	Precious Barnette	Mallory Transit
212	Mary S. Johnson	MCCSA	243	Priscilla W Singleton	Dept. of Urban and Regional Planning/Jackson State University
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215	Melinda McGrath	MDOF	246	Randy Addison Mauldin	AbilityWorks, Inc. of MS Rehab.
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218	Mike McCollum	City of Ridgeland	249	Robby Burt	Mississippi Department of Transportation

Name	Organization		Name	Organization
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251 Robert LeFlore	City of Pace	283	Sylvia Vaughan	Southwest Trans Service
252 Robert Lyles	Addie McBryde Rehab Center	284	T. J. Jackson	Redmond Design Service
253 Robert Moore	Southern MS Planning & Development District	285	Tabatha Lyons	My Voice My Choice of Mississippi
254 Roderick Bailey	MDOT	286	Tammie Barr Sanford	LogistiCare
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256 Ronald Biggs	Oxford University Transit(OUT)	288	Tammy Covan	Jackson County Civic Action
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264 Sarah Vaughn	City of Jackson	296	Todd Allen	RouteMatch Software
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272 Sherry Nelson	Northeast MS Community Services, Inc.	304	Treneka Robinson	Natchez Transit Sytem
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274 Shirley Wilson	MDOT	306	Velma J Thomas	Yazoo County Human Resource
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277 Stephanie Stout	Timber Hills	309	Warren Hudson	
278 Steve Criswell	MILES Corporation	310	Wayne Brown	MDOT
279 Steve Gaines	Northeast MS Community Services, Inc.	311	William LeRon Jackson	My Voice My Choice of Mississippi
280 Sunders Rucker	City of Jackson	312	William Rush	City of Jackson
281 Sylvia Bailey	MS Christian Families	313	Willie M. Love	City of Jackson

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315	Willie Ruth Daugherty	United Action Agency	320	Yolanda P. Lewis	Harrison County Senior Resources Agency
316	Willie Spencer	MCCSA	321	Yvette Taylor	FTA Region 4
317	Willie Townsend	Holmes County Board of Supervisors	322	Zenotha Robinson	MS Department of Transportation
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