

Southwest Area Regional Needs Assessment & Gap Analysis

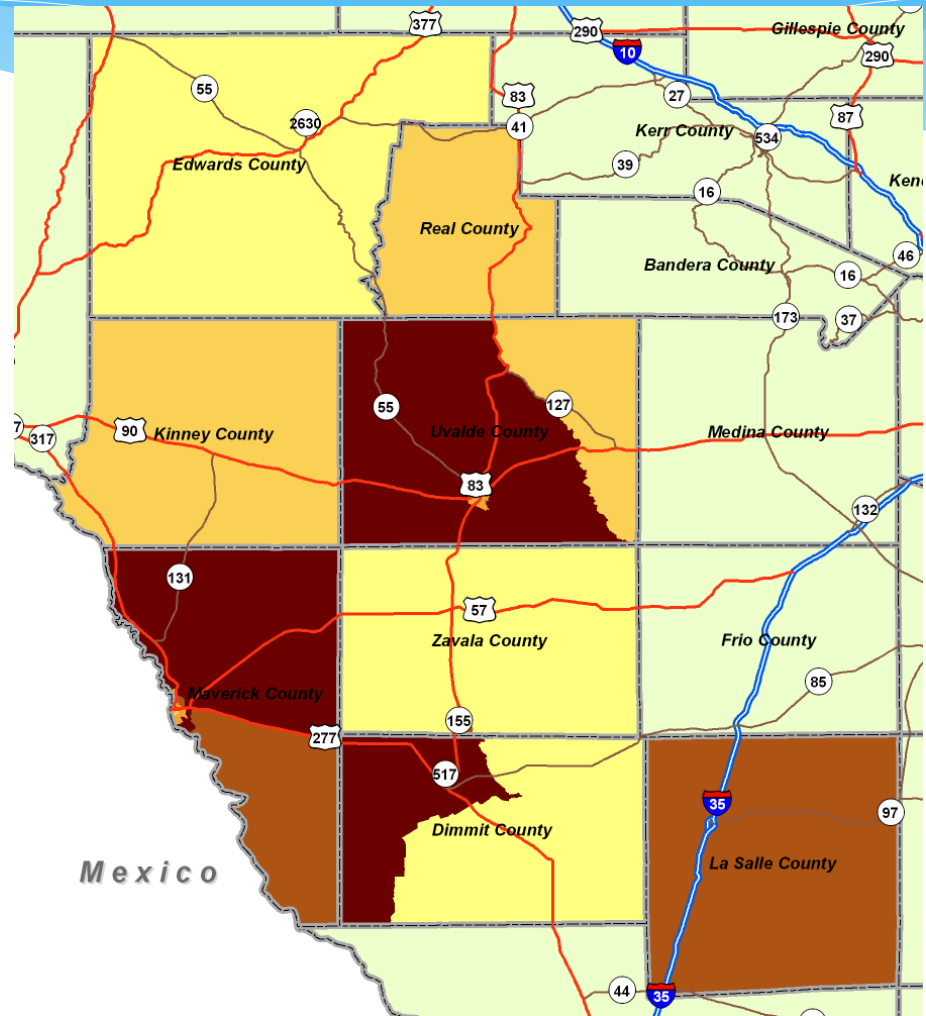
Regional Needs Assessment Performed by
Southwest Area Regional Transit District

Regional Needs Assessment

- * Conducted by KFH Group Inc. & SWART
- * 1st RFP had no responses
- * 2nd RFP had one response
- * Needs Assessment Timeline – 5 months
- * Cost: \$25,500

Service Area

**Population in
SWART Service
Area, 2010**



Basic Protocols

- * Determine your need (in-house vs. consultants)
- * Set a timeline
- * Develop a request for proposal
- * Be involved in every step
- * Connect goals, objectives, services, and outcomes
- * Collect data related to goals, services, and outcomes
- * Report results
- * Refine goals, services, and anticipated outcomes
- * Repeat

What Are The Goals & Objectives?

- * Perform a S.C.O.T. Analysis
- * Develop Goals, Objectives, Performance Measures, and Strategies, and a Time Line
<http://www.paseoswart.org/goals.html>
- * Use as a live and working tool daily
- * Visit and review weekly
- * Report to staff Monthly
- * Report to board of directors at board meetings (every other month)
- * Report to Stakeholders' Committee (every quarter)
- * List on website

S.C.O.T. Analysis

Strengths, Challenges, Opportunities, Threats

- * S.C.O.T. Analysis was performed:
 - * SWART Board of Directors
 - * Southwest Stakeholders' Advisory Committee
 - * SWART Staff

Results were gathered, listed by priority, and shared.

Results By Category

- * 1. Fiscal Responsibility
- * 2. Staff Development
- * 3. Community and Regional Partnerships
- * 4. Service
- * 5. Customer Experience
- * 6. Marketing
- * 7. Investment

Public Involvement

- * Public involvement aids in decision-making
- * Gives the public a “voice” and makes them feel invested in agency (take ownership)
- * Aids in developing “customer-driven” transportation services
- * Public Involvement—board gets involved
- * Helps with strategic planning
- * BIG decisions need to be made:
- * What if no Medicaid contract?
- * Future funding/local match
- * Funding for capital

2014 Needs Assessment

- * SWART conducted an updated regional needs assessment in the summer of 2014 to assist the region in future planning for funding requests, capitol needs, gaps in services, and projected travel patterns changes.
- * This survey was available electronically and in hard copy on buses. It was the responsibility of the SWART project team to collect hard copy surveys.
- * The survey focused on unmet needs and gaps in transportation services. Surveys were available in both English and Spanish.

Scope Included...

- * (1.) Identifying the variety of potential destinations through narrative descriptions and graphic representation of the various land uses in the study region. Typically, this includes:
 - * (a.) All major trip generator so travel corridors and commuting patterns that affect the need for transportation options.
 - * (b.) Zoning and land use regulations that may impact services.
 - * (c.) Inter county and out-of-region travel needs, including major destinations.
 - * (d.) Development a population profile that identifies areas of the region that have either high absolute numbers of persons in need of public transportation services, or high percentages of the population with such needs.

Scope... cont.

- * (2.) Identifying the transit dependent population by Census block group. The transit dependent population includes:
 - * (a.) Persons 60 years of age and older,
 - * (b.) Persons with disabilities,
 - * (c.) Zero car households,
 - * (d). Youths; and
 - * (e.) Persons living below the poverty level.

Scope... cont.

- * (3.) Identifying population densities that could support different types of transit.
 - * This analysis also looks at the change in census designation for rural and small urban areas and how changes will affect public transportation funding in the future.

Scope... cont.

- * In addition to collecting demographic data, which show numbers, facts, and figures, the consultant team also collected qualitative data concerning transportation needs in the region.
- * Public and human service transportation providers were asked about needs as part of the interviews and surveys.
 - * Human service agencies in the area were all sent a survey for client transportation needs.
 - * Initial response rates were low and follow up phone calls and emails proved relatively unsuccessful.
 - * Human service agency client needs fell into two primary categories.
 - * First, non-emergency medical transportation is the biggest transportation need for agencies that responded. Most of the trips needed are to the San Antonio area. For clients that are Medicaid eligible, transportation with SWART has proven very successful. However many of the human service clients, particularly senior citizens, who are not eligible for Medicaid have a hard time with transportation.
 - * The second major issue for the human service agency respondents is that most of their clients are unfamiliar with the transportation services available to them and lack the confidence to use the services on their own.
 - * Agencies expressed a need for better marketing and education regarding public transit services and responded very positively to the idea of transportation training and/or ambassador programs to help their clients.

Regional Gaps

- * With the economic impact of the Eagle Ford Shale, the 2011 objectives of the regional plan no longer mirror that of the current state of the region.
- * Travel patterns changed due to newly immersed regional medical facilities and cancer treatment clinics, nocturnal medical facilities and urgent care clinics, higher educational opportunities, Veterans Community Based Outreach Clinics, and the new expansion Kickapoo Nation's Lucky Eagle Casino and Hotel which has increased job by 350.
- * The loss of intercity transit services in the Region.
- * Based on the 2011 regional needs assessment, only 39% of the transportation needs are met by rural transit districts and private carriers such as taxis and private providers.
- * With a growing elderly population due to the "baby boomers", the region expects the gaps in service to increase by 8% over the next five years.
- * The population increase due to the shale would impact the region by 10%-15%.

Best Practices

- * Never be satisfied with reaching your goals... keep adding to the list.
- * Keep performing SCOT analysis
- * SWART performs each January involving all staff
- * Keep reviewing your goals and objectives weekly
- * Evaluate and gauge where you are at and be realistic
- * Revise as you go if needed
- * Share with the public, focus groups, advisory groups, etc...

Questions & Answers

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