

Coordinated Public Transit - Human Services Transportation Plan of Action

• Past Goals

Category	Recommendation	Time Frame	Implementing Party
EDUCATION	Marketing campaign, including guide, to increase awareness of current services offered	Short-Mid-Term	RCAMPO/Future Regional Coordination Committee (RCC)
	Specific marketing for populations that are marginalized, and do not use technology	Short-Term	All
	Creation of a Mobility Manager position for the region	Mid-Term	All
	Advertise one-on-one travel training program for seniors, and a “how-to ride” program for school-age students	Short-Term	All
FINANCE	Create funding matrix to bring awareness to available funds and upcoming deadlines for grant funding	Short-Term	RCAMPO
	Develop internal educational campaign for providers who would otherwise use grants, including 5310 funding on timelines and how funding works	Mid-Term	RCAMPO
	Create committee to decide on 5310 and other coordinated funding awards	Mid-Term	RCC or RCAMPO
SERVICE	Determine “hubs” or consistent destinations that are in need of service and add regular fixed routes	Mid-term	RCAMPO & RTS
	Conduct stop safety & accessibility analysis to determine potential improvements	Short-term	RTS
	Systematically add service early mornings and evenings	Short-Mid-Term	RTS
	Plan on adding service in areas of highest transit need on Sundays	Mid-Term	RTS
	Add demand-response/flexible service to underserved communities and neighborhoods	Mid-Term	RTS
	Work with the city and developers early to plan for transit in new communities	Short-Term	RCAMPO & RTS
	Examine the use of low-income reduced fares	Mid-Term	RCAMPO & RTS
COORDINATION	Develop regional coordination committee (RCC)	Short-Term	RCAMPO
	Coordination with major employers, local colleges, and tribal nations	Long-Term	RCC
	Establish a local champion(s) for coordinated transportation	Mid-Term	RCC
TECHNOLOGY	Explore the use of emerging mobility options, such as Transportation Network Companies (TNCs), to supplement paratransit services	Long-Term	RCC
	Consider the implementation of senior transportation services, and other app-based services, such as GoGo Grandparent for older adult populations	Long-Term	RCC
	Provide search engines, web developers, and the public domain with General Transit Feed Specification (GTFS) data to ensure fixed-route public transit schedules and stop locations are easily accessible to the public by multiple means	Mid-Term	RTC & RCAMPO

- Successes

Rapid Transit System has increased efforts to inform the community about the services RTS provides by doing things internally, like promoting Youth Ride Free to the Rapid City School District and putting out media notices to everyone. RTS has been working with organizations like The Monument Hospital to provide trainings and information on Dial-A-Ride services. This effort is continuous in our community and will never end.

Rapid Transit System is almost complete with the Route Re-fresh that was recommended in the Transit Development Plan. The refreshed routes are planned to be implemented by the end of the 2024.

A bus stop audit has been completed and the results of accessibility will become a project of potential improvements for 2025/2026 with the completion of the Route Re-fresh.

As a Federal requirement, RTS has been working on the GTFS web link for reporting. This is almost complete and will be implemented by end of 2024.

- Identify changes and coordination changes with other agencies

Rapid Transit has continuous coordination with Prairie Hills Transit of Spearfish, SD, Black Hills Works of Rapid City, and has potential coordination with River Cities Transit of Pierre, SD

- Newly set goals

Category	Recommendation	Prioritization
Organizational and Coordination Strategies	Expand transportation coordination efforts with local human service providers and medical facilities.	High
	Increase marketing efforts including outreach to students.	Low
	Build upon current meetings with communities to maintain forum for discussions on coordination opportunities and to identify and prioritize mobility needs in the area.	Medium
Operating Strategies	Identify the potential costs and funding sources for increasing weekend hours on public transit services.	High
	Assess current fare structures, and make modifications as needed to provide customers with more convenient payment methods.	Low
	Utilize veteran grant programs to provide free transportations services to veterans.	Low
Sustainability and Financial Strategies	Maintain services that are effectively meeting identified transportation needs in the region.	Medium
	Continue to support capital needs that help to maintain existing services and ensure vehicles are safe and appropriate for the need.	High
	Work with local elected officials to discuss opportunities to expand mobility options in the area.	High

- Rapid Transit additional goal

Conduct potential improvements to current stops to fix safety and accessibility.