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Technical Memorandum

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Project# 27269

To: Technical Advisory Committee (TAC)

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Project: Harney County Coordinated Human Services Public Transportation Plan

Subject: Final Tech Memo #4: Human Services Transportation Strategies and Implementation Plan

INTRODUCTION

This memorandum presents draft human services transportation strategies and an associated implementation plan to address the needs described in Tech Memo #3 (Human Services Transportation Needs). The proposed strategies and implementation plan would enhance Harney Hub Transit's services, vehicle fleet, facilities, information and technology, operations, and coordination with other transportation providers. They also include strategies carried forward from Harney County's 2016 Coordinated Human Services Public Transportation Plan (Coordinated Plan) that are still considered relevant today. The draft implementation plan presents generalized costs for each strategy and the recommended implementation timeline for each strategy.

HUMAN SERVICES TRANSPORTATION STRATEGIES

This section presents the draft human services transportation strategies and the previously identified needs that they address. The strategies are organized into the following categories:

- Services
- Vehicle Fleet
- Facilities
- Information & Technology
- Operations
- Coordination

The draft strategies will be refined based on Project Management Team (PMT) and Technical Advisory Committee (TAC) input and incorporated into the updated Coordinated Human Services Public Transportation Plan for Harney County.

Services

As presented in previous technical memos, Harney Hub Transit offers three types of public transportation services that focus on the Burns/Hines area, Harney County as a whole, and connections to the Bend/Redmond region. Through discussions with the PMT, TAC, and community members, several needs were identified for each service. Potential strategies to address those service needs are summarized in the following sections.

Demand Response

Table 1 presents draft strategies for the needs identified for Harney Hub Transit's demand-response service. These include reducing or eliminating certain fares, continuing existing free services, and extending service hours. Generalized costs associated with each strategy are presented in the draft implementation plan later in this memo.

Table 1: Demand Response Service Strategies

Possible Strategies	Addressed Needs
Maintain existing service	Reliable, safe, accessible public transportation
Offer free service for trip distances within 10 miles of Burns / Hines	Free service for senior residents past Airport Road
Reduce fare for long-distance trips	Affordable / accessible service for communities outside of Burns / Hines area (e.g., Princeton, Fields); some of the highest percentages of transportation disadvantaged populations live outside of Burns/Hines
Reduce fares for riders on fixed and/or very low income (consider providing eligibility application and keep record in Easy Rides)	Affordable / accessible service for riders on very low or fixed incomes and families with transit needs for children; highest percentage of populations younger than 18 live in southwest Burns / north Hines
Reduce fares for riders aged 6-12 (consider providing eligibility application and keep record in Easy Rides)	Affordable / accessible service for riders on very low or fixed incomes and families with transit needs for children; highest percentage of populations younger than 18 live in southwest Burns / north Hines
Continue providing free service for preschoolers	
Continue providing free service for riders aged 13-19	
Extend Sunday service hours	Later service hours on Sundays for activities / needs beyond 3 PM
Continue encouraging riders to acquire a subscription service	Maintained reservations requested by riders on a schedule

Burns/Hines Deviated Fixed-Route

Table 2 presents draft strategies for the needs identified for Harney Hub Transit's deviated fixed-route service within the Burns/Hines area. They include expanding service coverage, continuing existing free services, and expanding weekend service. Generalized costs associated with each strategy are presented in the draft implementation plan later in this memo.

Table 2: Burns/Hines Deviated Fixed-Route Service Strategies

Possible Strategies	Addressed Needs
Maintain existing services	Reliable, safe, accessible public transportation
Eliminate deviation fee for students	Affordable / accessible service for riders aged K-12; highest percentage of populations younger than 18 live in southwest Burns / north Hines
Expand service coverage to east Burns and West Hines	Underserved communities / very low-income riders (highest percentage of individuals with income below poverty live in northeast Burns)
Continue free service for all riders	Affordable / accessible service for all riders within Burns/Hines
Operate two buses on route on weekdays	Reduced weekday headways on existing route or expanded coverage area at existing headway / increased service during school hours
Add stops to route as needed	Increased bus stops/access
Extend weekday service hours (continue serving Burns Paiute Tribe bus stops)	Later hours of operations for evening travel needs
Extend weekend service hours (include Burns Paiute Tribe bus stops)	
Add Sunday service (include Burns Paiute Tribe bus stops)	Expanded weekend service for weekend travel needs

Bend/Redmond Deviated Fixed-Route

Table 3 presents draft strategies for the needs identified for Harney Hub Transit's deviated fixed-route service to the Bend/Redmond area and other regions. These include continuing existing free services and adding weekend service. Generalized costs associated with each strategy are presented in the draft implementation plan later in this memo.

Table 3: Bend/Redmond Deviated Fixed-Route Service Strategies

Possible Strategies	Addressed Needs
Maintain existing services	Reliable, safe, accessible public transportation
Continue free service to Bend / Redmond	Affordable / accessible service for commuters and riders with very low income
Provide Saturday service to Bend / Redmond (if Eastern POINT service doesn't return – see Coordination Strategies)	Significant gap in weekend service for riders needing to reach destinations in Central Oregon or beyond
Continue encouraging riders to acquire a subscription service (especially dialysis patients; see Coordination Strategies)	Coordinated scheduling between medical trips (specifically kidney dialysis patients) and other riders
Evaluate need for free deviated fixed-route service to southern county (weekly, bi-weekly, or monthly) with possible stops in Lawen, Crane, New Princeton / Princeton, and Fields (consider alternating service days with Bend / Redmond service)	Affordable / accessible service for communities outside of Burns / Hines area (e.g., Princeton, Fields)

Vehicle Fleet

As transit service grows, Harney Hub Transit will need to expand and right-size its vehicle fleet and enhance vehicle amenities. Further, Harney Hub Transit may want to consider being in the forefront of vehicle electrification as it occurs in the transportation industry across the country. Table 4 presents draft strategies for the needs identified for Harney Hub Transit's vehicle fleet.

Table 4: Strategies for Harney Hub Transit's Vehicle Fleet

Possible Strategies	Addressed Needs
Replace vehicles as needed	Expanded fleet of right-sized vehicles (i.e., some buses are only intended for winter weather conditions and should not be operated otherwise due to cost)
Procure additional vehicles / expand fleet	
Continue using Fleetio technology to track and keep up with bus maintenance	Bus maintenance
When purchasing new buses, consider alternative fuel sources/fuel efficient options, including electric	Fuel-efficient and/or alternative fuel source buses
Add bike racks to remaining fleet with no racks and to new buses that are purchased for fleet expansion	Bike racks on all vehicles

Facilities

As Harney Hub expands its transit services and vehicle fleet, its capital facilities will need to adapt to accommodate that growth. Table 5 presents draft strategies for the needs identified for Harney Hub Transit's bus barn and bus stops to support growing service needs.

Table 5: Strategies for Harney Hub Transit Facilities

Facility Type	Possible Strategies	Addressed Needs
Bus Barn	Expand facility to accommodate planned and longer-term vehicle fleet (consider electric charging capabilities)	Growing vehicle fleet to support service needs
Bus Stops (Burns/Hines Deviated Fixed- Route)	Provide benches at all stops	Rider comfort / riders having to wait at stops for longer periods of time
	Shelters at key bus stops (e.g., along highway, locations with higher boardings / alightings, areas with no protection from the elements, near medical offices, etc.)	Rider comfort / lack of bus stop amenities
Mobility Hub	Evaluate the need for an enhanced bus stop or mobility hub (consider where most public transportation service providers interconnect)	Coordination among other providers and increased marketing opportunity to advertise to riders about all available services

Information & Technology

An overall theme identified within the human services transportation needs is the disconnect between the various services that Harney Hub Transit offers and public knowledge. Table 6 presents various information and technology strategies with a primary goal of bolstering Harney Hub Transit's physical presence in the

community, as well as its online presence, so that the community knows what Harney Hub Transit is and about the services it offers. An accompanying goal of these strategies is to bolster coordination among transportation service providers and inform community members of all available transportation services within Harney County.

Table 6: Information and Technology Strategies for Harney Hub Transit

Type	Possible Strategies	Addressed Needs
Advertising / Coordination	<ul style="list-style-type: none"> - Provide schedules and route maps at bus stops, at businesses, and on website - Keep service information up to date (e.g., update brochures each time something changes) - Include information on brochures and website about all available services in the county (including Tribal Transit being available to public) - Enhance website's design / make user-friendly - Attend select community events with a booth and/or transit vehicle to help spread word of services. - Provide regular news releases to local media (radio and/or print if available) to inform public about changes (e.g., new vehicles, new service, etc.) - Advertise free fixed-route service in Burns / Hines to riders aged K-12 to capture those who live within walking distance of the route (consider coordinating with schools/providing flyers) - Post flyers about services at businesses (especially those adjacent to bus stops), churches, food banks, medical clinics, etc. 	<ul style="list-style-type: none"> - Increased advertisement / marketing and public education about all available services and connections between them - Increased information about all amenities (e.g., well-behaved pets are allowed to ride along) - Affordable / accessible service for riders aged K-12; highest percentage of populations younger than 18 live in southwest Burns / north Hines
Branding	Enhance Harney Hub Transit branding at bus stops and on buses	Increased and consistent presence to make community aware about Harney Hub Transit's services, even when not using them
Technology	Consider investigating smart phone applications for riders (consider compatibility with Easy Rides software) and other Easy Rides capabilities that can improve operations	Real-time travel information / rider trip planning / minimized last-minute reservations (especially during high call volume periods) / ongoing integration of existing technology

Operations

A critical element to maintaining existing services and adding new services is having enough support staff, drivers, and funding to deliver the service. Harney Hub Transit should continue seeking qualified drivers to fulfill growing service needs and hire support staff for dispatch, information and technology needs, and other internal operations (e.g., coordinated plan updates, STIF applications, grant writing, etc.). Due to the size of operation, support staff may need to cover multiple roles (e.g., both planning and administration). If hiring full-time or part-time staff is infeasible, Harney Hub Transit might consider contracting out some of these roles.

In addition to the federal and state grants from which Harney Hub Transit is funded (i.e., 5310, 5311, 5311(f), STIF formula, STIF discretionary fund, Rural Veterans Healthcare Transportation Program), Harney Hub Transit should seek other funding opportunities, including those associated with the recent Infrastructure

Investment and Jobs Act (IIJA) 2021. Oregon will receive an additional \$200 million in transit funding over the IIJA's five-year lifecycle, which is a 35 percent increase.

Other funding sources include:

■ **FTA Discretionary Buses and Bus Facilities Infrastructure Investment Program 5339(b)**

- This program helps fund buses and bus facilities (i.e., replacing, rehabilitating, purchasing, or leasing buses or related equipment, and rehabilitating, purchasing, constructing, or leasing bus-related facilities).
- The program requires a 15% match for vehicles and a 10% match for bus-related equipment and facilities (e.g., recharging or refueling facilities).
- Eligible applicants include designated recipients that allocate funds to fixed-route bus operators, state or local governmental entities that operate fixed-route bus service, and Indian tribes. Eligible subrecipients include all otherwise eligible applicants and private nonprofit organizations engaged in public transportation.

■ **FTA Discretionary Low or no Emission Program 5339(c)**

- The program's purpose is to support the transition of the nation's transit fleet to the lowest-polluting and most energy-efficient transit vehicles. The Low-No Program provides funding to state and local governmental authorities for the purchase or lease of zero-emission and low-emission transit buses. This program can also fund the acquisition, construction, and leasing of required supporting facilities.
- The program requires a 15% match for vehicles and 10% match for bus-related equipment and facilities (e.g., recharging or refueling facilities).
- An eligible applicant is a designated recipient of FTA 5307 grants as well as states, local governmental authorities, and Indian tribes. ODOT will be applying on behalf of subrecipients such as Harney Hub Transit who are not 5307 direct recipients.

■ **5339 Bus and Bus Facilities Discretionary Program**

- The program's purpose is to fund the replacement and purchase of buses, bus equipment, and bus-related facilities such as signs and shelters for transportation providers in small urban and rural areas with populations of 199,999 or less.
- The program requires a 15% match for vehicles and 20% match for bus-related equipment and facilities.
- Eligible recipients are general public service providers who operate fixed routes in small urban and rural communities.

■ **STBG Discretionary Bus Replacement Program**

- The program's purpose is to fund the replacement of transportation buses for transportation providers in all areas of Oregon.
- The program requires a 10.27% match.
- Eligible recipients are urban, small urban, and rural public transportation providers.

■ **Section 5304 Statewide Transportation Planning Grant Program**

- The program's purpose is to periodically provide grants for planning projects that lead to improved mobility and transit access for citizens, more livable and economically vibrant communities, and more efficient and well-coordinated public transportation systems.
- The program requires a 20% match.
- Funds are awarded through a competitive selection process. There is approximately one million dollars in funding available.

■ **National Center for Mobility Management Ready-to-Launch Grants**

- The goal of the NCMM's 2021 Ready-to-Launch Grants is to enable multi-sector community teams to pilot promising mobility solutions, the development of which was inspired and informed by the results of community research.
- No in-kind or local match is required.
- The applicant organization must be a non-profit organization or a government agency that is able to receive, or be a subrecipient of, federal funding. Lead organizations must be eligible recipients or subrecipients for Federal Transit Administration (FTA) funds under 49 U.S.C. Sections 5307, 5310, or 5311.

■ **Transportation Growth Management (TGM) Program**

- The mission of TGM is to support community efforts to expand transportation choices. By linking land use and transportation planning, TGM works with local governments to create vibrant, livable places in which people can walk, bike, take transit or drive where they want to go.
- The program requires a 12% match.
- Eligible applicants include cities, counties, councils of government on behalf of a city or county, and tribal governments (and other entities not listed). TGM grants are for planning work leading to local policy decisions. Projects should result in the development of an adoption-ready plan or land use regulation or amendments to an existing plan or land use regulation.

■ **Technical Assistance Program Scholarships**

- This federal fund provides assistance to employees and volunteers of grant recipients and others to attend transit-related trainings (e.g., annual Oregon Public Transportation Conference, grant-related trainings, transit manager topic trainings, grant management trainings, compliance trainings, training provided by other state agencies or other sources). Training is provided directly by ODOT Public Transit Section staff or at state, regional, and national workshops and conferences.
- Scholarships generally support 50 to 80 percent of registration and travel expenses for a training or conference.
- Employees and volunteers of grant recipients and transportation service providers are eligible.

Coordination

Harney Hub Transit currently conducts some coordination efforts with area transportation providers. Examples include incorporating Burns Paiute Tribal Transit stops into its Burns/Hines deviated fixed route and fulfilling GOBHI ride requests. Table 7 presents draft coordination strategies for Harney Hub Transit to bolster county-wide coordination with all transportation providers.

Table 7: Harney Hub Transit Coordination Strategies

Providers/Parties	Possible Strategies	Addressed Needs
Burns Paiute Tribal Transit	Improve public awareness that service is available to all (not just Tribal members) – see Information & Technology strategies	Harney Hub Transit riders don't typically know that Tribal Transit service is available to the public and can be used if they miss the bus
Grant County People Mover	Coordinate with People Mover to identify possible service gaps and discuss how services might be better coordinated	No present coordination between Grant County People Mover and Harney Hub Transit
Veterans Clinic	Coordination on VA trips to Boise	Transportation services / medical services to VA clinics outside of Harney County
Eastern POINT	Coordinate on whether weekend service will return and, if not, whether the gap should be filled	No weekend service for riders needing to reach destinations outside of Harney County (significant service gap)
Greater Oregon Behavioral Health, Inc. (GOBHI)	Continue coordination for providing NEMT rides, including to Bend for riders with critical medical needs (e.g., dialysis patients), to offset operating costs	<ul style="list-style-type: none"> - Safe, affordable, reliable, and ADA-accessible transit services for medical appointments - Coordinated scheduling between medical trips (specifically kidney dialysis patients) and other riders
Central Oregon	Coordinate with transit and human services transportation providers that connect between Bend/Redmond and other regions of the state (Cascades East Transit, Eastern POINT, Central Oregon Breeze)	<ul style="list-style-type: none"> - Transportation services / medical services to VA clinics outside Harney County (e.g., White City, Portland) - Mobility needs outside of Central / Eastern Oregon
Local Businesses	Coordinate with businesses that have employees who use services (e.g., transit brochures posted on bulletin boards, included in Human Resources packages when new hires start, etc.)	Increased advertisement / marketing / community presence about Harney Hub Transit services

IMPLEMENTATION PLAN

This section presents the proposed implementation plan for the draft human services transportation strategies presented above. The proposed timeframes to implement strategies are broken out by Near-Term (0-1 years), Mid-Term (2-3 years), and Long-Term (4-5+ years) priorities based on initial costs, ongoing costs, ease of coordination and implementation, and level of need.

- Initial and ongoing costs do not reflect specific cost estimates, but rather order-of-magnitude costs based on input from Harney County.
- Ease of coordination and implementation was primarily determined based on whether the proposed strategy is expanding on or modifying existing services and/or capital or if it is a new service and/or new capital. These were further evaluated based on trip distance and if additional resources or coordination with other transportation providers are needed to support the strategy (e.g., additional vehicles, additional drivers, additional staff, etc.).
- Level of need was primarily determined based on the collective input received from the PMT, TAC, and public and considered factors such as the general population density a strategy might serve or if capital expansions are needed to support service expansions with their own level of need.

This implementation plan will be refined based on PMT and TAC input and incorporated into the updated Coordinated Human Services Public Transportation Plan for Harney County.

Services

This section summarizes the proposed implementation plan for the draft service strategies presented above.

Demand Response

Table 8 summarizes the proposed implementation plan for demand-response service strategies for Harney Hub Transit.

Table 8: Implementation Plan for Demand-Response Service Strategies

Strategies	Initial Cost	Ongoing Cost	Ease of Coordination / Implementation	Level of Need	Timeframe
Maintain existing services	N/A	\$\$\$	Easy	High	Ongoing
No fare for trips within 10 miles of Burns/Hines	N/A	\$	Easy	Medium	Short-Term (0-1 Years) / Ongoing
Reduced fare for long-distance trips	N/A	\$\$\$	Easy	Low	Long-Term (4-5+ Years) / Ongoing
Reduced fare for riders with fixed / very low income	N/A	\$\$	Difficult	Medium	Long-Term (4-5+ Years) / Ongoing
Reduced fare for preschoolers and for students who do not get school bus service (and may not be able to use deviated fixed-route service)	N/A	\$\$	Easy	Medium	Mid-Term (2-3 Years) / Ongoing
Extended Sunday service hours	N/A	\$\$	Moderate	Low	Long-Term (4-5+ Years) / Ongoing
Continued encouragement for riders to acquire subscription service	N/A	N/A	Easy	Medium	Ongoing
Reduced fare for medical patients with regular critical appointments (e.g., Dialysis) in Bend / Redmond (increased coordination with GOBHI to get fare covered)	N/A	\$\$\$	Moderate	Medium	Long-Term (4-5+ Years) / Ongoing

Local Deviated Fixed Route (Burns/Hines)

Table 9 summarizes the proposed implementation plan for deviated fixed-route service strategies in the Burns/Hines area for Harney Hub Transit.

Table 9: Implementation Plan for Burns/Hine Deviated Fixed-Route Service Strategies

Strategies	Initial Cost	Ongoing Cost	Ease of Coordination / Implementation	Level of Need	Timeframe
Maintain existing services	N/A	\$\$	Easy	High	Ongoing
No deviation fee for students	N/A	\$\$	Easy	Low	Short-Term (0-1 Years) / Ongoing
Expanded service coverage to east Burns / west Hines	N/A	\$\$	Moderate	Medium	Mid-Term (2-3 Years) / Ongoing
Free service for all riders (continued)	N/A	\$\$	Easy	High	Ongoing
Reduced weekday headways with two buses operating route	N/A	\$\$\$	Moderate	Medium	Long-Term (4-5+ Years) / Ongoing
New stops; evaluate regularly	N/A	\$\$	Moderate	Medium	Mid-Term (2-3 Years) / Ongoing
Extended weekday service hours (continued service to Burns Paiute Tribe bus stops)	N/A	\$\$	Moderate	Low	Long-Term (4-5+ Years) / Ongoing
Extend weekend service hours (include Burns Paiute Tribe bus stops)	N/A	\$\$	Moderate	Low	Long-Term (4-5+ Years) / Ongoing
Add Sunday service (include Burns Paiute Tribe bus stops)	N/A	\$\$	Moderate	Low	Long-Term (4-5+ Years) / Ongoing

Regional Deviated Fixed Route (Bend/Redmond + Other Areas)

Table 10 summarizes the proposed implementation plan for regional deviated fixed-route service strategies for Bend/Redmond and other areas for Harney Hub Transit.

Table 10: Implementation Plan for regional Deviated Fixed-Route Service Strategies

Strategies	Initial Cost	Ongoing Cost	Ease of Coordination / Implementation	Level of Need	Timeframe
Maintain existing services	N/A	\$	Easy	High	Ongoing
Free service to Bend / Redmond (continued)	N/A	\$\$	Easy	High	Ongoing
Weekly Saturday service to Bend / Redmond (if Eastern POINT service doesn't return – see Coordination Strategies)	N/A	\$\$	Difficult	Medium	Long-Term (4-5+ Years)
Continued encouragement for riders to acquire subscription service	N/A	N/A	Easy	Medium	Ongoing
Evaluate the need for free deviated fixed-route service to southern county to offset demand response operating cost (consider alternating service days with Bend / Redmond service)	N/A	\$\$\$	Difficult	Low	Long-Term (4-5+ Years)

Vehicle Fleet

This section summarizes the proposed implementation plan for the draft vehicle fleet strategies presented above. Table 11 summarizes the proposed implementation plan to support Harney Hub Transit service expansion.

Table 11: Transit Vehicle Fleet Strategies Implementation Plan

Strategies	Initial Cost	Ongoing Cost	Ease of Coordination / Implementation	Level of Need	Timeframe
Replace vehicles as needed (consider alternative fuel sources/fuel efficient options, including electric)	\$\$\$	\$	Moderate	High	Short-Term (0-1 Years) / Ongoing
Purchase additional vehicles / expand fleet (consider alternative fuel sources/fuel efficient options, including electric)	\$\$	\$	Moderate	High	Mid-Term (2-3 Years) / Ongoing
Continue using Fleetio technology to track and keep up with bus maintenance	N/A	\$	Easy	High	Ongoing
Add bike racks to remaining fleet with no racks and to new buses that are purchased for fleet expansion	\$	\$	Easy	High	Short-Term (0-1 Years) / Ongoing

Facilities

This section summarizes the proposed implementation plan for the draft facility strategies presented above. Table 12 summarizes the proposed implementation plan to support Harney Hub Transit service and vehicle fleet expansion.

Table 12: Implementation Plan for regional Deviated Fixed-Route Service Strategies

Strategies	Initial Cost	Ongoing Cost	Ease of Coordination / Implementation	Level of Need	Timeframe
Expanded bus barn facility (consider electric charging capabilities)	\$\$\$	\$	Difficult	Medium	Long-Term (4-5+ Years) / Ongoing
Benches at all Burns / Hines Deviated Fixed-Route bus stops	\$	\$	Moderate	High	Short-Term (0-1 Years) / Ongoing
Shelters at key bus stops along Burns / Hines Deviated Fixed Route	\$\$	\$	Difficult	Medium	Mid-Term (2-3 Years) / Ongoing
Enhanced bus stop or mobility hub	\$\$\$\$	\$	Difficult	Low	Long-Term (4-5+ Years) / Ongoing

Information & Technology

This section summarizes the proposed implementation plan for the draft information and technology strategies presented above. Table 13 summarizes the proposed implementation plan to support Harney Hub Transit service and vehicle fleet expansion and enhance transit operations.

Table 13: Implementation Plan for regional Deviated Fixed-Route Service Strategies

Strategies	Initial Cost	Ongoing Cost	Ease of Coordination / Implementation	Level of Need	Timeframe
Provide schedules / route maps at bus stops and businesses and on website	\$	\$	Moderate	High	Short-Term (0-1 Years) / Ongoing
Keep information on services up to date (e.g., update brochures each time something changes)	N/A	\$	Easy	High	Ongoing
Advertise on brochures / website about all available services in county	\$	\$	Moderate	Medium	Short-Term (0-1 Years) / Ongoing
Enhance web design of website / make user-friendly	\$\$	\$	Moderate	Low	Long-Term (4-5+ Years) / Ongoing
Attend select community events with a booth and/or transit vehicle to help spread word of services	N/A	\$	Moderate	Low	Ongoing
Provide regular news releases to local media (radio and/or print if available) to inform public about changes (e.g., new vehicles, new services, etc.)	N/A	\$\$	Easy	Medium	Ongoing
Advertise free fixed-route service in Burns/Hines to riders aged K-12 to capture those who live within walking distance of the route (consider coordinating with schools/providing flyers)	N/A	\$	Moderate	Medium	Ongoing
Post flyers about services at businesses (especially those adjacent to bus stops), churches, food banks, medical clinics, etc.	N/A	\$	Moderate	Medium	Ongoing
Enhance Harney Hub Transit branding at bus stops and on buses	\$\$	\$	Moderate	Medium	Mid-Term (2-3 Years) / Ongoing
Consider investigating smart phone applications for riders (consider compatibility with Easy Rides software)	N/A	\$	Difficult	Low	Long-Term (4-5+ Years) / Ongoing
Consider investigating other Easy Rides capabilities that can improve operations	N/A	\$	Moderate	Low	Long-Term (4-5+ Years) / Ongoing

Operations

The draft operations strategies presented previously in this memo are ongoing efforts that should not bring additional notable costs to the County outside of everyday operations. Regarding seeking additional funding opportunities, the County and Harney Hub Transit should review eligible grant programs at least annually in order to identify priority grant funds, complete strong applications, and meet deadlines.

Coordination

The draft coordination strategies presented previously in this memo are ongoing efforts that should not bring additional notable costs to the County outside of everyday operations. The County should consider scheduling regular coordination meetings with each public transportation provider throughout the year and/or consider an annual coordination meeting for all providers to attend, to identify transit service gaps and solutions for consideration in future Coordinated Plan updates.

NEXT STEPS

The human services strategies and implementation plan summarized in this memo will be refined based on PMT and Technical Advisory Committee (TAC) input and will be incorporated into and guide development of the Harney County Coordinated Human Services Public Transportation Plan Update.