

KYOVA Interstate  
Planning Commission

# Public Transit-Human Services Transportation Plan Update FY 2025-2028

KYOVA Transportation Management Area

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Prepared for KYOVA Interstate Planning Commission  
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## Table of Contents

Chapter 1 Introduction.....	1
Purpose .....	1
<i>Section 5310 Program: Enhanced Mobility for Seniors and Individuals with Disabilities</i> .....	1
Summary of Previous Relevant Studies .....	3
<i>Access Ohio 2045 Plan (AO45)</i> .....	3
<i>WVDOT 2050 Long-Range Transportation Plan (LRTP)</i> .....	3
<i>Kentucky Long Range Statewide Transportation Plan (2022-2045)</i> .....	4
<i>KYOVA Interstate Planning Commission 2050 Metropolitan Transportation Plan</i> ....	4
<i>KYOVA Interstate Planning Commission 2019 Coordinated Public Transit-Human         Services Transportation Plan for the Huntington, WV-KY-OH Urbanized Area</i> .....	5
<i>US 52/SR 7 Safety Corridor Management Plan – August 2022</i> .....	5
<i>City of Huntington Arlington Park Mobility Study – August 2019</i> .....	5
<i>City of Huntington Pavement Management Program – June 2019</i> .....	6
<i>City of Milton Traffic Mobility Study – June 2019</i> .....	6
<i>City of Ashland Downtown Ashland Transportation/Feasibility Study - 2023</i> .....	7
<i>Activate Ironton Bicycle and Pedestrian Master Plan - April 2018</i> .....	7
<i>Ironton CBD Sidewalk Inventory and Assessment – March 2018</i> .....	7
<i>Marshall University Bicycle Plan – August 2019</i> .....	7
Chapter 2 Existing Demographic Conditions .....	9
Overview .....	9
Trip Origins.....	9
Population Density.....	12
Population Projections .....	13
Household Income .....	14
Transportation + Housing Affordability Index.....	16
<i>Transportation Costs</i> .....	17
Work-Related Travel Flow .....	17
Trip Origins.....	19
Trip Destinations .....	19
<i>Major Trip Generators</i> .....	20
Trip Propensity.....	21
Conclusions.....	23
Chapter 3 Inventory of Transportation Services.....	24
Transportation Services .....	25
Public Transit.....	26

<i>Ashland Bus System (ABS)</i> .....	26
<i>Tri-River Transit</i> .....	32
<i>Summary</i> .....	33
Human Service Transportation.....	37
<i>West Virginia (Cabell and Wayne Counties) Transportation Providers</i> .....	37
<i>Ohio (Lawrence County) Transportation Providers</i> .....	39
<i>Kentucky (Boyd and Greenup Counties) Transportation Providers</i> .....	40
Intercity Transit Services .....	41
App-Based Transit Services and Taxis .....	41
Technology.....	41
Medicaid Transportation .....	41
Summary .....	42
Chapter 4 Needs Assessment.....	43
Public and Stakeholder Input Results .....	43
<i>Stakeholder Input</i> .....	43
<i>Survey Results</i> .....	45
Summary of Identified Needs .....	47
Needs Assessment Conclusions.....	49
Chapter 5 Coordinated Transportation Goals and Strategies.....	51
Overview .....	51
Goals .....	51
Strategies .....	52
<i>Goal #1: Sustain and grow the existing public transportation and Section 5310 Program services.</i> .....	52
<i>Goal #2: Enhance access to food and medical services in unserved or underserved areas in the TMA.</i> .....	56
<i>Goal #3: Expand regional connectivity and local transportation services in and around the TMA.</i> .....	60
<i>Goal #4: Improve transportation information and awareness.</i> .....	65
<i>Goal #5: Coordinate outreach, advertising and travel training.</i> .....	68
Summary and Priority Ratings.....	69

## Chapter 1 Introduction

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### Purpose

The purpose of this coordinated transportation plan for the Transportation Management Area (TMA) that includes Cabell and Wayne Counties, West Virginia; the urbanized area of Lawrence County, Ohio; and Boyd and Greenup Counties, Kentucky, is to evaluate community transportation characteristics, assess transportation services, document unmet transportation needs and gaps in services and establish strategies for addressing those needs between, 2024 through 2028. This planning effort is a foundation for a series of approaches to address current and projected unmet transportation needs for older adults, individuals with disabilities, people with low incomes, and the general public. This document intends to create a guide for local decision-makers as they consider advances in the coordination of transportation resources in the TMA.

Upon completion, this plan will meet the requirements for the Federal Transit Administration's (FTA) local coordinated Human Services-Public Transportation Plan (HSTP) as outlined in the Infrastructure Investments and Jobs Act (IIJA).

The HSTP for the KYOVA area documents the following:

- ◆ Existing demographic and socio-economic conditions
- ◆ Current transportation resources in the region
- ◆ Unmet transportation needs and barriers to mobility as documented by older adults, individuals with disabilities, people with low incomes, human service agency representatives, public transportation providers, and the general public
- ◆ Goals and strategies for improving the network of mobility options for individuals with disabilities, older adults, people with low incomes, and the general public

The HSTP (or Coordinated Plan) intends to develop a coordinated approach for improving transportation and access to community resources in a manner that maximizes the use of existing resources and introduces new programs that will be most appropriate for addressing the needs identified through the planning activities.

### ***Section 5310 Program: Enhanced Mobility for Seniors and Individuals with Disabilities***

The transportation funding resource most significantly impacted by the plan update is the Federal Transit Administration (FTA) *Section 5310 Program: Enhanced Mobility for Seniors and Individuals with Disabilities* because projects funded from Section 5310 must be derived from a locally developed coordinated plan.<sup>1</sup>

The Section 5310 Program provides formula funding to States and urbanized areas to assist public and private nonprofit groups in meeting the transportation needs of older adults and people with disabilities

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<sup>1</sup> Federal Transit Administration Circular 9070.1G, Chapter II.6.a.3.

when the existing transportation service provided is unavailable, insufficient, or inappropriate to meet those needs. The FTA apportions Section 5310 Program funds to direct recipients based on the population within the recipient service area. KYOVA and TTA oversee the Section 5310 Program in the Transportation Management Area (TMA). As the recipient, KYOVA with TTA solicits applications and selects Section 5310 Program recipient projects for funding.

Section 5310 Program projects are eligible to receive an 80 percent Federal share if the 20 percent match is secured. Match may be derived from any combination of State, local, or non-U.S. Department of Transportation Federal (within the Federal program's guidelines) resources. Passenger fare revenue is not eligible as a source of local match.

Eligible subrecipients of Section 5310 funding include local government authorities, providers of public transportation, and private non-profit organizations. Private for-profit entities may participate through a contract agreement with another eligible entity.

The Section 5310 Program functions with a different objective than the Federal Transit Administration (FTA) Section 5311 Rural Area and Section 5307 Urbanized Area Programs in that the funding for Section 5310 is not restricted by a geographic service area; rather, it is intended to serve a specific population. The Section 5307 and 5311 Programs make funds available to assist in public transportation systems in urbanized or rural areas, respectively; however, Section 5310 is intended to serve a segment of the population and the Federal guidelines do not dictate the service area boundary based on rural or urban classification. The objectives of Sections 5307 and 5311 are to provide transportation to the general public in urbanized and rural areas. Whereas, the objective of the Section 5310 program is to serve seniors and individuals with disabilities in both rural and urbanized areas.<sup>2</sup>

Organizations that are interested in applying for a Section 5310 grant from the KYOVA urbanized area, must submit an application for review by KYOVA and TTA. Applications must meet KYOVA's Section 5310 Program criteria to be considered for funding. Applications must, at minimum, be derived from the KYOVA regional coordinated plan.

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<sup>2</sup> FT Circular 9070\_1G, Section II.6.b.1.

## Summary of Previous Relevant Studies

Previous plans and studies about local transportation gaps, needs, and plans are incorporated as part of the needs assessment process for coordinated transportation planning. The following paragraphs provide a summary of relevant studies that have been incorporated into the analysis of existing conditions, gaps, and unmet transportation needs.

### ***Access Ohio 2045 Plan (AO45)***

Ohio's most recent long-term transportation plan, Access Ohio 2045 (AO45), shapes multimodal transportation investments and policy for the next 25 years. At the time of this plan, the AO45 was being updated to 2050. AO45 is referred to as a "Plan of Plans," since it provides a framework for aligning and guiding the development of various modal plans and studies. Ohio's transportation infrastructure is a valuable asset, supporting the movement of people and commodities across the state for a variety of reasons such as labor, education, healthcare, and retail. As such, AO45 intends to prepare Ohio for future demographic, development, economic, and technological growth, change and uncertainty. AO45 was created with the help of the Ohio Department of Transportation (ODOT) and public and private partners, and it incorporates feedback from individuals across the state. AO45 focuses on seven long-term transportation goals for Ohio. These goals expand on the objectives established in AO40, which were reaffirmed and refined to direct Ohio transportation over the following 25 years. The seven plan goals include: safety, preservation, efficiency and reliability, mobility and accessibility, economic competitiveness, quality of life, and environmental stewardship. The AO45 plan identifies 13 major strategies to enhance transportation in Ohio. The strategies are organized into five major themes that align with Ohio's transportation vision statement which is: "All Ohio will be connected by a safe, smart and collaborative transportation system that moves people and freight efficiently and reliably and supports community visions."<sup>3</sup>

### ***WV DOT 2050 Long-Range Transportation Plan (LRTP)***

The 2050 Long-Range Transportation Plan (LRTP) is a federally mandated plan that acts as a roadmap for West Virginia's future transportation policy and investment. Its goal is to evaluate the existing and future health of the state's multimodal transportation system, identify priorities, and investigate financing possibilities to meet emerging challenges and opportunities. The plan also serves as a framework for the state's transportation assets to be carefully preserved, modernized and managed for future generations. The

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<sup>3</sup> Source: [https://www.transportation.ohio.gov/wps/wcm/connect/gov/369f5c73-12f1-4d24-8b88-fc66717a268e/AO45\\_OhiosTransportationPlan\\_8.5x11\\_LowRes\\_12012020.pdf?MOD=AJPERES&CONVERT\\_TO=url&CACHEID=ROOTWORKSPACE.Z18\\_79GCH8013HMOA06A2E16IV2082-369f5c73-12f1-4d24-8b88-fc66717a268e-nsvU8Nn](https://www.transportation.ohio.gov/wps/wcm/connect/gov/369f5c73-12f1-4d24-8b88-fc66717a268e/AO45_OhiosTransportationPlan_8.5x11_LowRes_12012020.pdf?MOD=AJPERES&CONVERT_TO=url&CACHEID=ROOTWORKSPACE.Z18_79GCH8013HMOA06A2E16IV2082-369f5c73-12f1-4d24-8b88-fc66717a268e-nsvU8Nn)

LRTP connects many aspects within the West Virginia Department of Transportation (WVDOT), such as objectives, metrics, strategies, programs, and performance management. It was created in collaboration with WVDOT divisions such as Aeronautics, Highways, Motor Vehicles, Parkways, Transit, and Rail.<sup>4</sup>

### ***Kentucky Long Range Statewide Transportation Plan (2022-2045)***

The Long-Range Statewide Transportation Plan (LRSTP) of Kentucky provides a comprehensive blueprint for the state's transportation system over the 20-plus years. The LRSTP is a policy-oriented document that establishes goals and strategic actions to support the vision for the Commonwealth's multimodal transportation system. The Vision is for a viable, reliable, and resilient multimodal transportation system to provide access and mobility for all users for the safe movement of people and goods—a set of five goals was derived from the planning process: 1) Enhance Safety; 2) Deliver a high level of maintenance and resiliency; 3) Establish a reliable flow of people and freight; 4) Provide local, regional, and global connectivity for communities; and 5) Deliver and operate a system that protects or enhances the natural and human environment.<sup>5</sup>

### ***KYOVA Interstate Planning Commission 2050 Metropolitan Transportation Plan***

The KYOVA Metropolitan Transportation Plan (MTP) is a long-range transportation plan that guides efforts to improve the region's integrated multimodal transportation system. The MTP includes all transportation modes including roadways, transit, bikeways, and more. The KYOVA MTP includes all of Cabell and Wayne Counties in West Virginia, Boyd and Greenup Counties in Kentucky, and the urbanized area of Lawrence County, Ohio.

The plan states that 20 percent of the KYOVA population was under the age of 65, 20 percent of the households had no access to a private vehicle, and 20 percent of the population has incomes below the poverty line (2019 American Community Survey).

Transportation technology was advancing and stakeholders expressed a desire to incorporate emerging technologies into KYOVA's transportation network. Advancements including electric vehicles, intelligent transportation systems, connected and automated vehicles, and new modes such as shared micro-mobility were cited as opportunities to ensure the transportation network in the KYOVA area remains state-of-the-art. The KYOVA 2050 MTP projects were identified and include roadway projects, road and pedestrian safety improvements, trails and walkways, bridges, signal improvements, and active transportation programs.<sup>6</sup>

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<sup>4</sup> Source: <https://transportation.wv.gov/highways/programplanning/LRTP/Documents/Final-Plan-Signed.pdf>

<sup>5</sup> Source: <https://transportation.ky.gov/Planning/Pages/Long-Range-Statewide-Transportation-Plan.aspx>

<sup>6</sup> Source: [https://www.kyovaipc.org/kyova\\_2050\\_final\\_mtp.php](https://www.kyovaipc.org/kyova_2050_final_mtp.php)



## ***KYOVA Interstate Planning Commission 2019 Coordinated Public Transit-Human Services Transportation Plan for the Huntington, WV-KY-OH Urbanized Area***

This plan is an update to the Coordinated Public Transit-Human Services Transportation Plan for the Transportation Management Area (TMA) created by the KYOVA Interstate Planning Commission. The TMA encompasses a number of counties in Kentucky, Ohio, and West Virginia. The plan, which was first created in 2011 and revised in later years, takes into account modifications to federal surface transportation authorizations, such as the FAST Act and SAFETEA-LU. KYOVA and the West Virginia Department of Transportation provided funding for the plan update. Local human services organizations, transit providers, the general public, older residents, and people with disabilities all actively participated in the planning process.<sup>7</sup>

### ***US 52/SR 7 Safety Corridor Management Plan – August 2022***

The KYOVA Interstate Planning Commission sponsored the US 52/SR 7 Safety Study Corridor Management Plan for Lawrence County, Ohio, which is a thorough update of the 2006 US 52/SR 7 Safety Study. The study evaluates intersections, roadways, and infrastructure along the US 52 corridor, particularly addressing gaps in the transportation network caused by the opening of the Ironton-Russell Bridge and increased traffic from the Portsmouth Bypass. The major goal of the plan is to improve safety, mobility, and connectivity along the US 52/SR 7 corridor and between it and the Ohio River in Lawrence County. The primary plan goal is to convert US 52 and SR 7 into a limited-access freeway, with the goal of removing conflict areas and stopping locations. The plan offers an implementation strategy for correcting current issues, addressing high-crash locations, and creating a safer and more efficient transportation network for all users. Furthermore, the plan examines current and future corridor initiatives, providing strategies to align these projects to the proposed improvements identified in the plan.<sup>8</sup>

### ***City of Huntington Arlington Park Mobility Study – August 2019***

KYOVA Interstate Planning Commission, in partnership with the City of Huntington and the Arlington Park neighborhood, conducted the Arlington Park Mobility Study to address safety and mobility issues in the community. Strategic recommendations for future transportation initiatives attempt to improve access to downtown Huntington, I-64 connection, and the local road network for both vehicle and pedestrian traffic. The plan makes recommendations for improving the Arlington Park neighborhood in the City of Huntington. Plan recommendations are based on data gathering, public involvement, and consultant-led site surveys.

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<sup>7</sup> Source: [https://www.kyovaiipc.org/KYOVA\\_Coordinated\\_Plan\\_Update\\_Final\\_071519.pdf](https://www.kyovaiipc.org/KYOVA_Coordinated_Plan_Update_Final_071519.pdf)

<sup>8</sup> Source: [https://www.kyovaiipc.org/US\\_52\\_SR\\_7\\_Corridor\\_Safety\\_Plan\\_Report\\_Final\\_8\\_22\\_22.pdf](https://www.kyovaiipc.org/US_52_SR_7_Corridor_Safety_Plan_Report_Final_8_22_22.pdf)

The plan identified ten areas for development, each with strategic recommendations organized in a complete implementation matrix. Plan recommendations take into account factors such as cost, congestion impacts, and vehicular and pedestrian safety, among others. Proposed strategies are organized into short-, medium-, and long-term implementation schedules. The plan, sponsored by KYOVA, is consistent with the City's Comprehensive Plan 2025 and KYOVA's 2040 Metropolitan Transportation Plan, addressing multiple modes of transportation such as autos, bicycles, pedestrians, and transit.<sup>9</sup>

### ***City of Huntington Pavement Management Program – June 2019***

The program's principal objective was to evaluate the roughly 200 miles of city-maintained roads and 57 miles of sidewalk. With the exception of university and state-maintained roads, the program's objectives were to track pavement deterioration over time, suggest cost-effective upgrades, and strategically plan repairs. The program's goal was to develop a strategy for scheduling pavement repair projects on highways and sidewalks in order to improve the overall condition of the transportation network in a cost-effective manner. This program is a long-term strategic endeavor; using resources economically for conserving and improving infrastructure by monitoring pavement condition over time. KYOVA and the City of Huntington may use this tool to develop optimal pavement maintenance and repair methods, which will aid in determining yearly financial requirements for roadway care. The program will be administered utilizing Microsoft Excel and GIS software, allowing for the creation of reports for budgeting and presentations, as needed.<sup>10</sup>

### ***City of Milton Traffic Mobility Study – June 2019***

The study's goal was to evaluate traffic mobility and circulation in Milton, taking into account current conditions, proposed development and changes, and prior transportation studies. Field observations were carried out in order to detect and comprehend mobility challenges in the area. A traffic impact analysis from anticipated developments was undertaken at the planning level, and recommendations were made to improve the safety and efficiency of the roadway network. The study's robust data and analyses support both smart and safe growth and development in Milton.<sup>11</sup>

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<sup>9</sup>Source: [https://www.kyovaipec.org/APMS\\_Report\\_FINAL\\_08\\_05\\_2019.pdf](https://www.kyovaipec.org/APMS_Report_FINAL_08_05_2019.pdf)

<sup>10</sup> Source: [https://www.kyovaipec.org/City\\_of\\_Huntington.pdf](https://www.kyovaipec.org/City_of_Huntington.pdf)

<sup>11</sup> Source: [https://www.kyovaipec.org/190614\\_Milton\\_Traffic\\_Mobility\\_Study\\_Report.pdf](https://www.kyovaipec.org/190614_Milton_Traffic_Mobility_Study_Report.pdf)

### ***City of Ashland Downtown Ashland Transportation/Feasibility Study - 2023***

The Kentucky Transportation Cabinet (KYTC) and KYOVA initiated the Downtown Ashland Transportation Feasibility Study, which investigated the prospect of eliminating through lanes on Winchester Avenue in downtown Ashland. The goal was to convert parallel parking to angled parking, improve pedestrian safety, improve left-turn safety, and build multi-modal amenities to promote walkability throughout the project corridor. At the time of this report, construction was complete with the exception of signage and striping.<sup>12</sup>

### ***Activate Ironton Bicycle and Pedestrian Master Plan - April 2018***

In 2016-2017, the KYOVA Interstate Planning Commission, which is in charge of developing a complete multimodal transportation system, began a non-motorized study for Lawrence County. The study resulted in the Lawrence County Bicycle and Pedestrian Plan and the Activate Ironton Bicycle and Pedestrian Master Plan. This comprehensive plan evaluates Ironton's current bicycle and pedestrian needs, suggests infrastructure, policy, and program initiatives to increase active transportation, and corresponds with the wider Lawrence County plan for greater rural and urban links between the Ironton and Proctorville communities. Activate Ironton is the city of Ironton's and Lawrence County's first systematic attempt to analyze, assess, and suggest active transportation improvements.<sup>13</sup>

### ***Ironton CBD Sidewalk Inventory and Assessment – March 2018***

The Mannik & Smith Group (MSG) conducted an assessment and improvement prioritization study for sidewalks and curb ramps in Ironton, Ohio's central business district (CBD). The study, prompted by identified ADA standards non-compliance, deterioration, obstructions, and incomplete facilities, aimed to prioritize and plan phased improvements considering local budget constraints. Objectives included prioritizing sidewalk segments and curb ramps, estimating planning-level costs, and developing a phased implementation plan. The study covered the CBD area approximately bounded by Lawrence Street, Pleasant Street, 9th Avenue, and Bobby Bare Boulevard. The report focuses on classifying improvement needs, determining high-activity areas, estimating costs, and outlining phased implementation.<sup>14</sup>

### ***Marshall University Bicycle Plan – August 2019***

The goal of this planning effort was to provide a usable document that will guide particular initiatives, such as cycling routes and facilities, aimed at improving commuting safety and accessibility between Marshall

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<sup>12</sup> Source: [https://www.kyovaipc.org/3\\_23\\_2021\\_Ashland\\_Downtown\\_Feasibility\\_Study\\_Final.pdf](https://www.kyovaipc.org/3_23_2021_Ashland_Downtown_Feasibility_Study_Final.pdf)

<sup>13</sup> Source: <https://www.kyovaipc.org/IrontonBicycle&PedestrianMasterPlan.pdf>

<sup>14</sup> Source: [https://www.kyovaipc.org/KYOVA\\_IrontonCBD-SidewalkStudy\\_March2018.pdf](https://www.kyovaipc.org/KYOVA_IrontonCBD-SidewalkStudy_March2018.pdf)

University's main and satellite campuses, in addition to nearby service and retail businesses. The planning initiative was funded by the KYOVA Interstate Planning Commission suballocated Surface Transportation Block Grant monies in collaboration with the Federal Highway Administration (FHWA) and the West Virginia Department of Highways (WVDOH). The plan is focused on improving safety for the university's large population, which accounts for a considerable portion of Huntington's residents. The plan stresses the potential of cycling as a mode of transportation and tackles issues about safety, theft, and the lack of a linked bicycle network. The proposed design includes an east-west bike lane as well as educational initiatives aimed at improving overall cycling and pedestrian safety as well as addressing local street flooding concerns.<sup>15</sup>

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<sup>15</sup> Source: [https://www.kyovaiipc.org/20190830\\_MU\\_Bicycle\\_Plan\\_FINAL.pdf](https://www.kyovaiipc.org/20190830_MU_Bicycle_Plan_FINAL.pdf)

## Chapter 2 Existing Demographic Conditions

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### Overview

The demographic and socio-economic conditions of the region that are most relevant to the analysis of demand for public and human services agency transportation are outlined in the following paragraphs. It is important to note that transportation demand and transportation needs are two different measures: transportation demand can be measured with statistics, and transportation needs are subjective measures based on feedback received from stakeholders. This chapter focuses on the analysis of demand. Transportation needs will be analyzed in the following chapters. The demand and needs identified in this planning process are combined to create the assessment of needs and gaps in services.

### Trip Origins

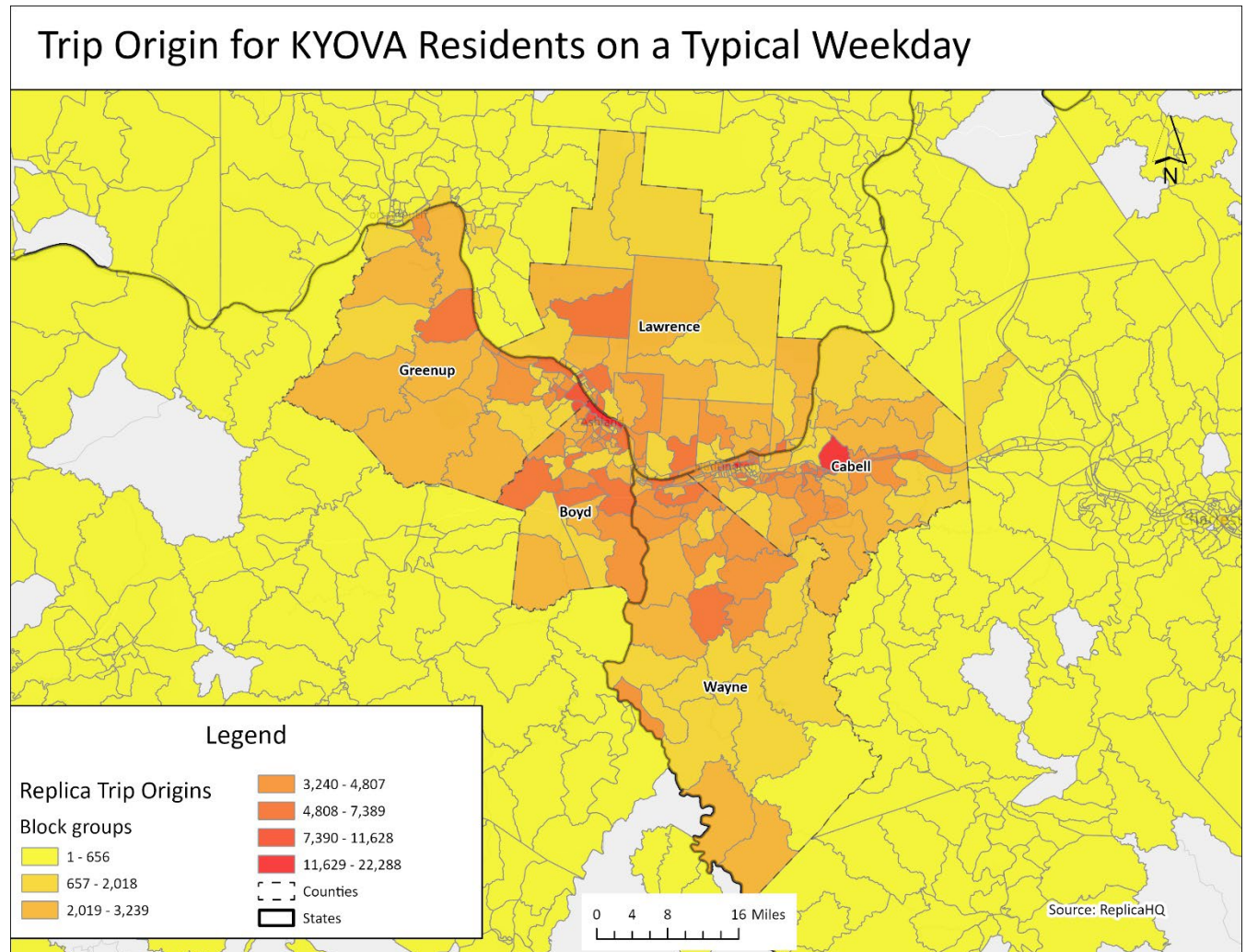
The map in Exhibit 2.1 shows the location of trip origins (all modes and types of trips) by block groups for Boyd, Greenup, Lawrence, Cabell, and Wayne Counties. These trips are calculated for a typical weekday by ReplicaHQ. The source information for this map is provided using multiple data sources, including the following:

*Replica builds its simulations using a diverse set of third-party data from public and private-sector sources. These sources include five categories of data:*

- 1. Mobile location data: To create a representative sample of daily movement patterns within a place, Replica uses multiple types of mobile location data as inputs to its model – location-based services (LBS) data collected from personal mobile devices; vehicle in-dash GPS data; and point-of-interest aggregates. Replica only acquires de-identified mobile location data.*
- 2. Consumer/resident data: Demographic data from public and private sources provides the basis for determining where people live and work, and the characteristics of the population, such as age, race, income, and employment status.*
- 3. Built environment data: Land use data (such as zoning regulations), building data (such as total square footage and use types), and transportation network data (such as road and transit networks) are used to determine where people live, work, and shop, and by what means it is possible to travel to each activity.*
- 4. Economic activity data: Includes all transactions, including credit card, debit card, and cash transactions, that take place at a point of sale. With this input, Replica depicts the level and types of spending that occurred at a particular time and place.*
- 5. Ground truth data: Ground truth data is used to calibrate and improve the overall accuracy of Replica outputs. The types of ground truth collected by Replica include auto and freight volumes, transit ridership, and bike and pedestrian counts. Ground truth is both acquired directly by Replica and provided by customers.*

Areas along the Ohio River, in downtown Huntington, around Marshall University, downtown Ashland, and Barboursville have the highest density of trip origins. This factor is consistent with areas of highest population density. The relative comparison of trip origin volume by block group is important for understanding where the highest potential demand for public transit is likely to occur. Trip origin data must be considered in combination with the other facts included in this chapter.

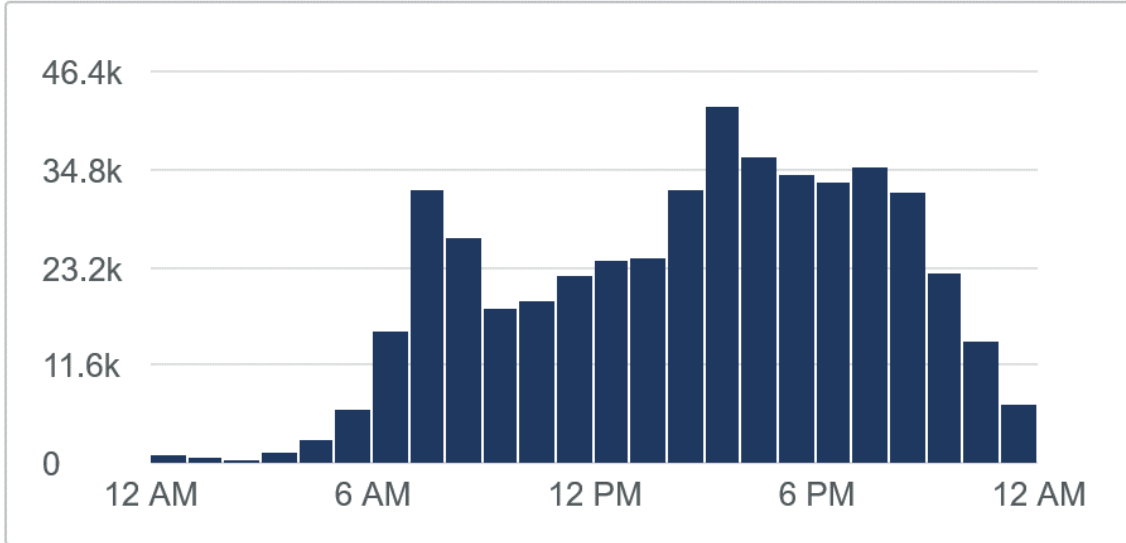
**Exhibit 2.1**



ReplicaHQ also shows the starting times of the trip origins illustrated in Exhibit 2.1. This information helps determine when transportation resources are in the highest demand. Exhibit 2.2 shows that the start times for a typical weekday of trips in Cabell and Wayne Counties in West Virginia occur in the 3:00 PM to 5:00 PM timeframe. Exhibit 2.3 illustrates the start time for a typical weekday of trips in Lawrence County, Ohio, Boyd County, Kentucky, and Greenup County, Kentucky which are very similar to those in West Virginia but there is slightly more activity earlier in the evening commute as compared to West Virginia.

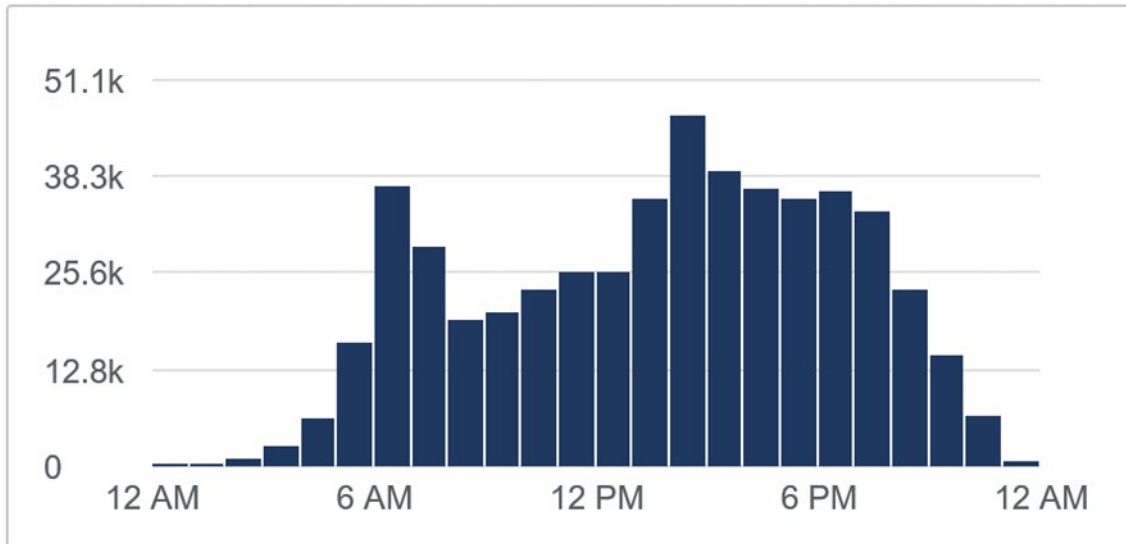
**Exhibit 2.2: West Virginia**

Starting Hour (In Local Time)



**Exhibit 2.3: Ohio and Kentucky**

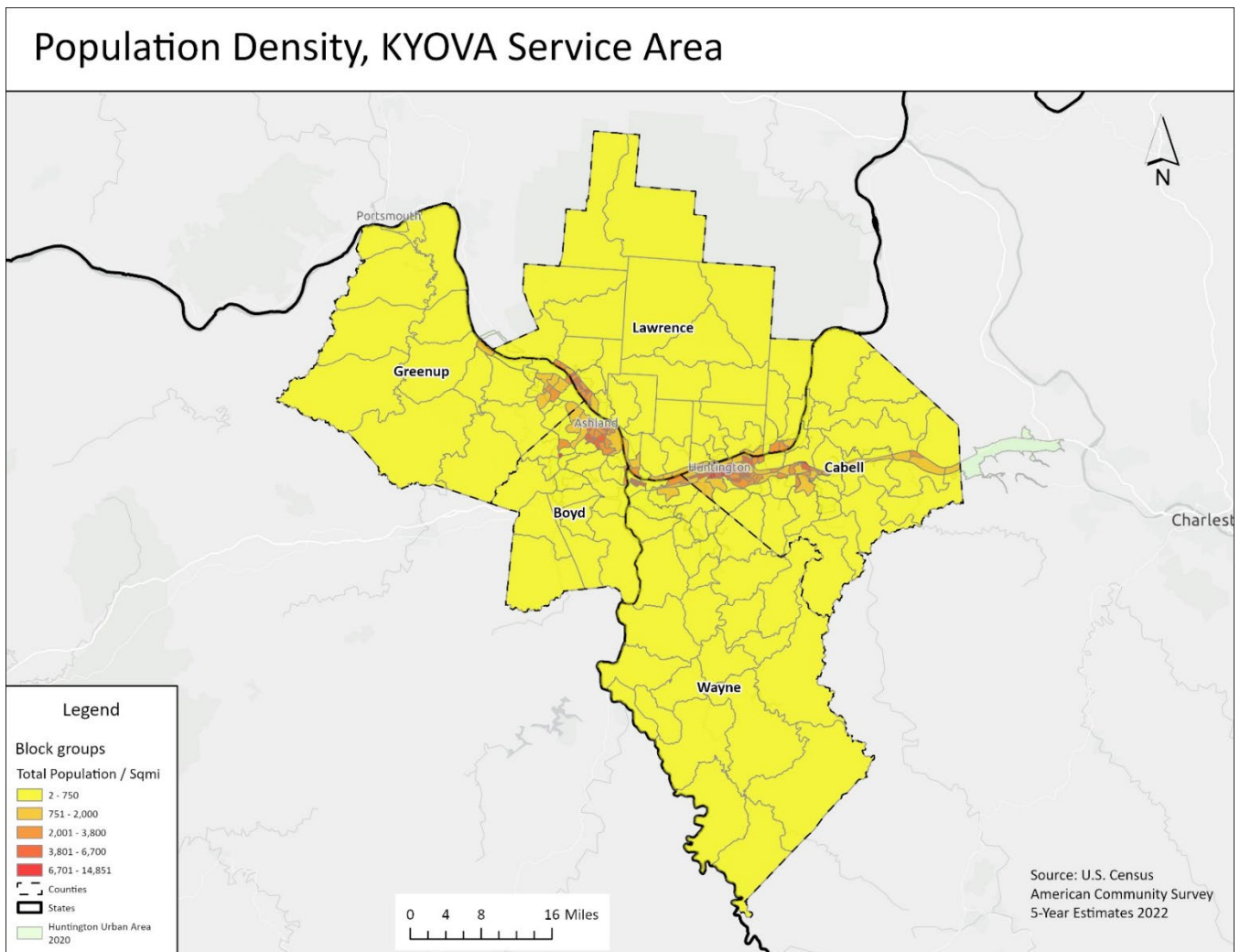
Starting Hour (In Local Time)



## Population Density

Population density is a factor in transportation planning because it helps transportation operators understand the most appropriate mode of service for an area. For example, in less densely populated areas with fewer clusters of trip generators, demand response mode of transportation is typically more effective than fixed route services. Exhibit 2.4 illustrates a comparison of population densities for Census block groups in the study area. The most densely populated areas are centered around Huntington, Ashland, and Ironton, and the communities of Pea Ridge and Flatwoods. The remaining areas have a lower population per square mile.

**Exhibit 2.4**

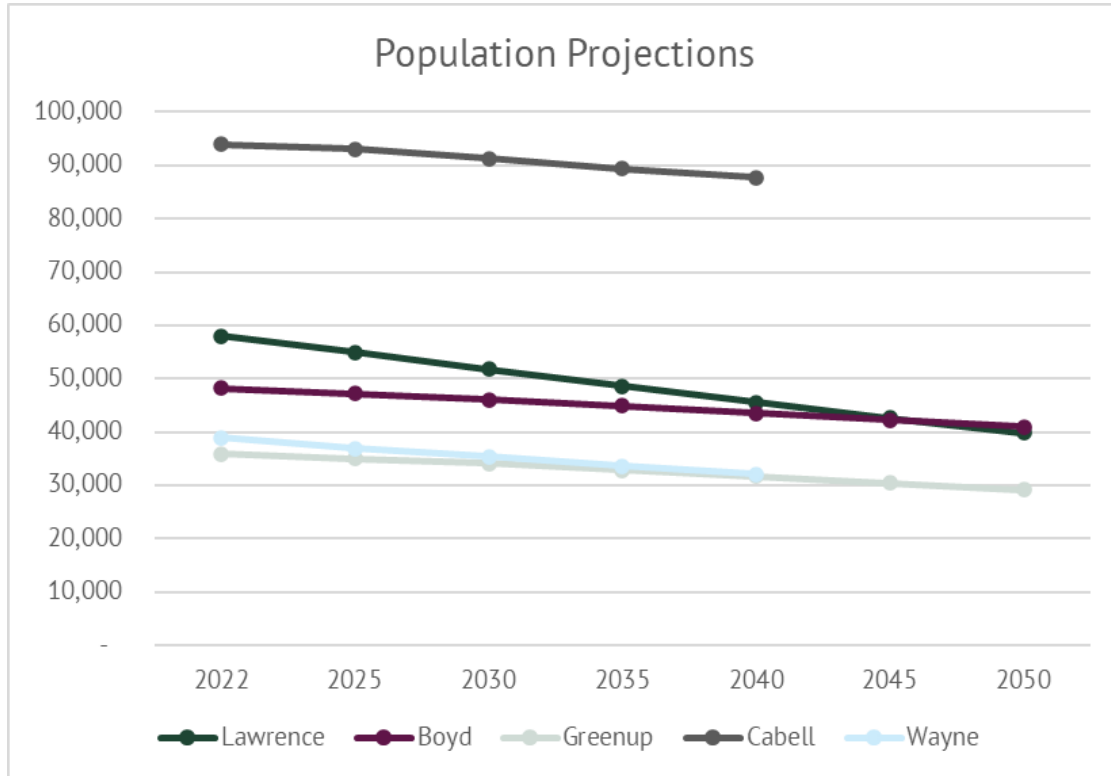




## Population Projections

The population of the study area (including all counties) is projected to decline to 240,564 by 2040, a 12.5 percent decrease from the 2022 population. The population in all five counties in the service area is projected to decline by 2040. The following graphic shows population projections between 2022-2040 for each county and through 2050 for Lawrence, Boyd, and Greenup Counties.

**Exhibit 2.5**



Sources: WV: Bureau of Business and Economic Research, College of Business and Economics, West Virginia University, October 2022. OH: Ohio Department of Development, Office of Research, March 2022. KY: Kentucky State Data Center, University of Louisville, Department of Urban and Public Affairs, August 2022.

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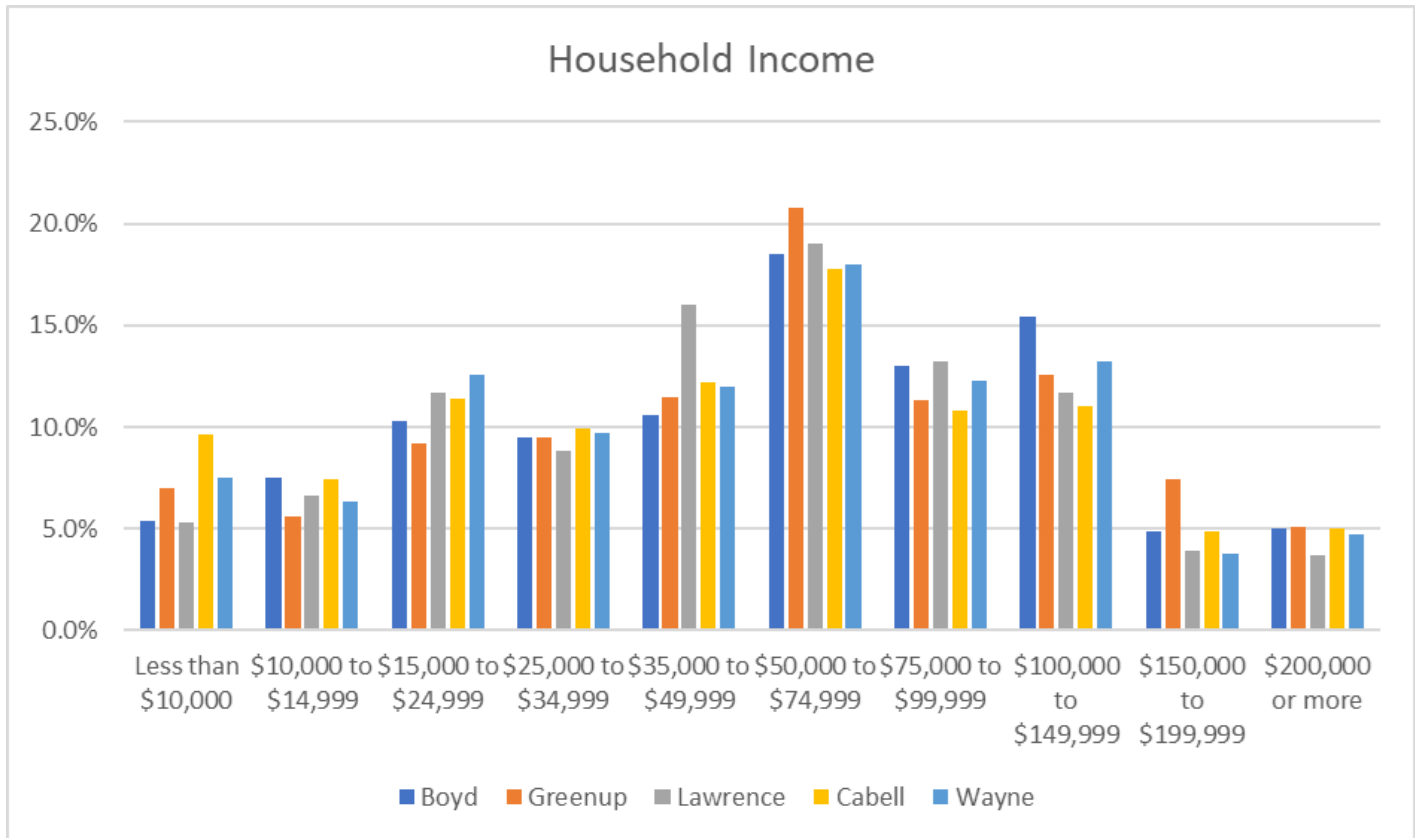
In addition to overall population decline, the older adult population is decreasing in each county. The Lawrence County, Ohio population age 65 and older is projected to decrease by 30 percent. The Boyd County and Greenup County, Kentucky populations age 65 and older are projected to decrease by 14.8 and 18.5 percent, respectively. Age group projections were not available in West Virginia.

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## Household Income

Exhibit 2.6 compares household incomes by county. There are approximately 109,279 households in the study area. Approximately 35 percent of households earn less than \$35,000 annually. Of the households earning less than \$35,000, 21 percent earned less than \$10,000.

**Exhibit 2.6**

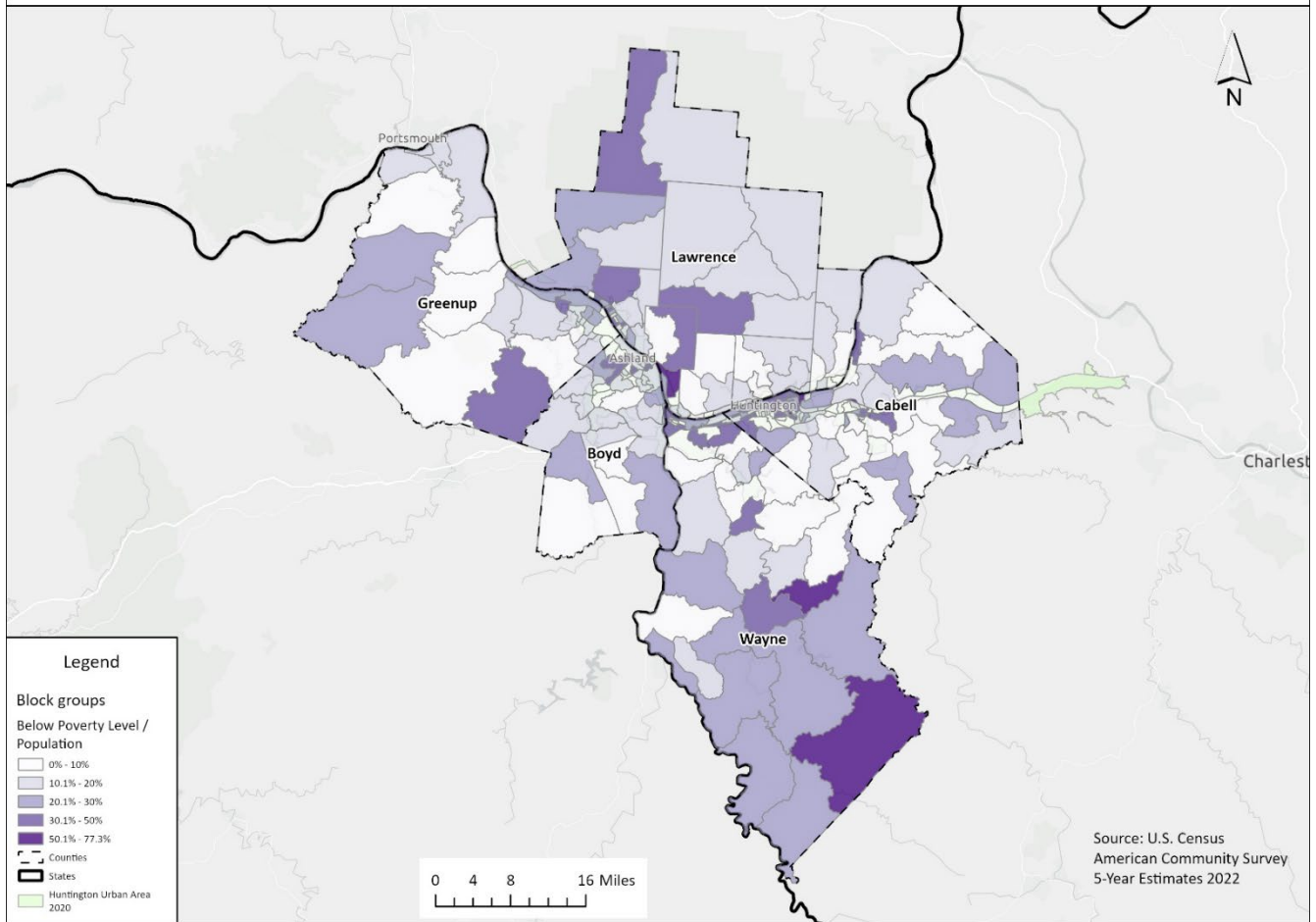


Source: U.S. Census American Community Survey 5-Year Estimates, 2022

Exhibit 2.7 compares the location of individuals living below the poverty level by Census block groups. The areas with the highest percentages of individuals below poverty are located in central and southern Wayne County, Huntington and Pea Ridge in Cabell County, Ashland in Boyd County, and Sheridan in Lawrence County. Areas with moderately high percentages of individuals below poverty are in similar locations as the highest but also include central and northern Lawrence County and southeast Greenup County.

**Exhibit 2.7**

### Percent of Population Below Poverty Level, KYOVA Service Area

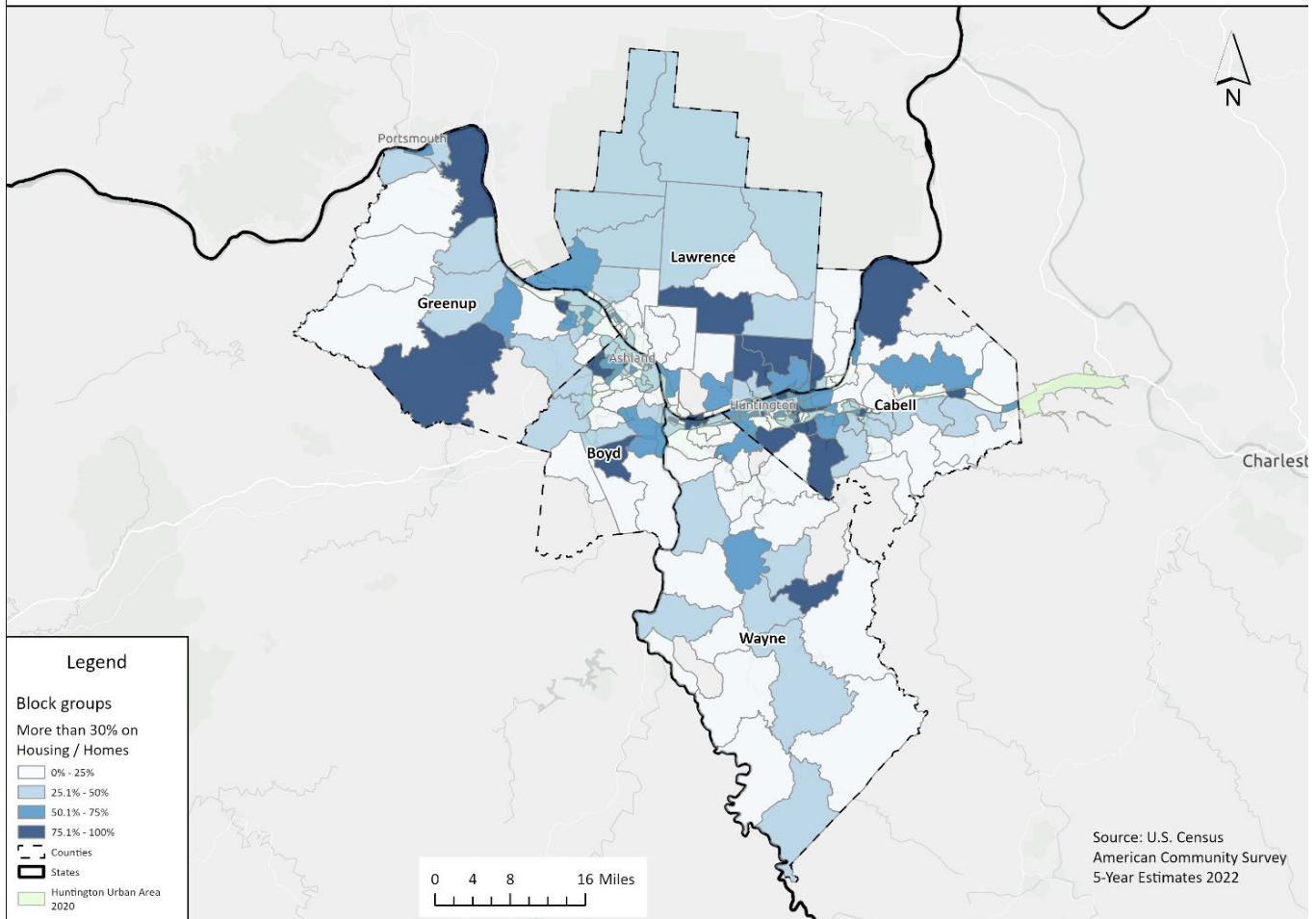


## Transportation + Housing Affordability Index

The Center for Neighborhood Technology (CNT) calculated the cost of transportation for individuals, which includes gas, insurance, and other costs associated with owning and maintaining cars. Generally speaking, housing costs in the study area are affordable when using the standard rule of thumb that housing should cost no more than 30 percent of one's income. Exhibit 2.8 compares the geographic areas where household spending on housing is highest and lowest. Areas in the darkest blue have more than 75 percent of the population spending more than 30 percent of their income on housing expenses. Areas with the highest spending are found in every county.

### Exhibit 2.8

Percent of Homes Spending More than 30% of their Income on Housing, KYOVA Service Area



## Transportation Costs

Transportation costs are high. In general, transportation costs are considered affordable if they are 15 percent or less of household income for the regional typical household. In the study area, residents are spending 27 percent to 31 percent of their annual income on transportation.

Exhibit 2.9 shows the percentage of individual income that is used on housing and transportation. Greenup, Wayne, and Lawrence County residents spend the highest percentage of their income on transportation. Because of the rural nature of those counties, the reliance on a

personal vehicle, and the likelihood of needing more than one vehicle is higher when compared to urbanized areas. More vehicles and more miles driven leads to higher amounts spent on transportation.

Neighborhoods with walkable streets and access to jobs and transit are more efficient, affordable, and sustainable.

*On a typical weekday, work-related trips in Cabell and Wayne Counties on average take 33.3 minutes. That is three minutes longer than trips for work in Boyd, Greenup, and Lawrence Counties.*

**Exhibit 2.9: Percent of Annual Income Spent on Housing and Transportation by County**

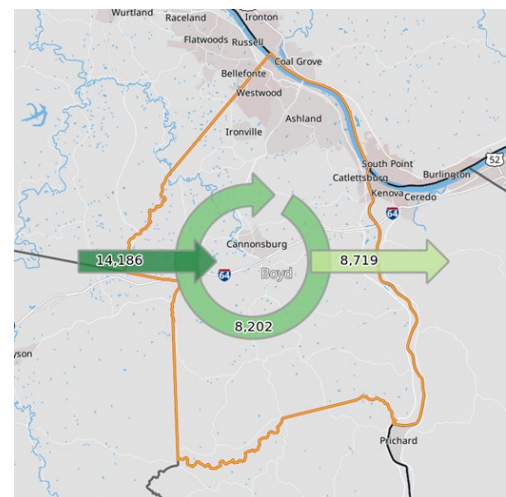
County	Percent Spent on Housing	Percent Spent on Transportation
Greenup	28%	31%
Boyd	25%	28%
Cabell	24%	27%
Wayne	22%	30%
Lawrence	24%	30%

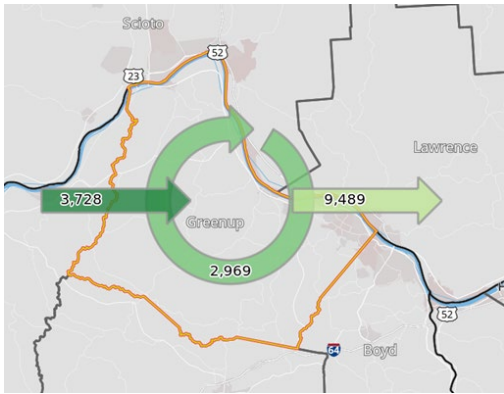
Source: The Housing and Transportation Affordability Index, The Center for Neighborhood Technology

## Work-Related Travel Flow

According to the Longitudinal Employer-Household Dynamics (LEHD) program for the U.S. Census Bureau, more employees travel across county (or State) lines to work than work within their county of residence in every county in the study area.

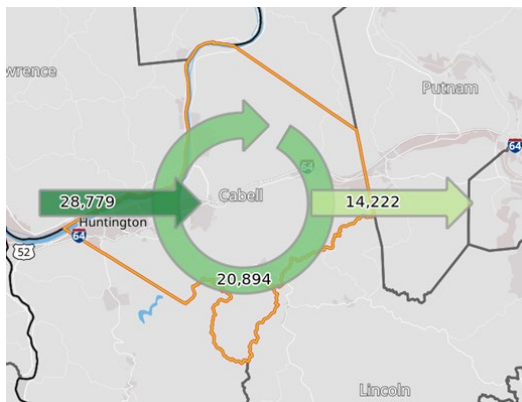
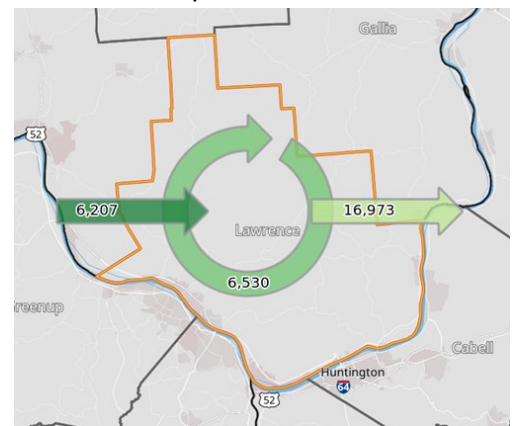
In Boyd County 14,186 people travel into the county for work, 8,719 travel out of the county, and 8,202 live and work in the county. The illustration provided here depicts inflow and outflow but the arrows are not associated with any particular direction.





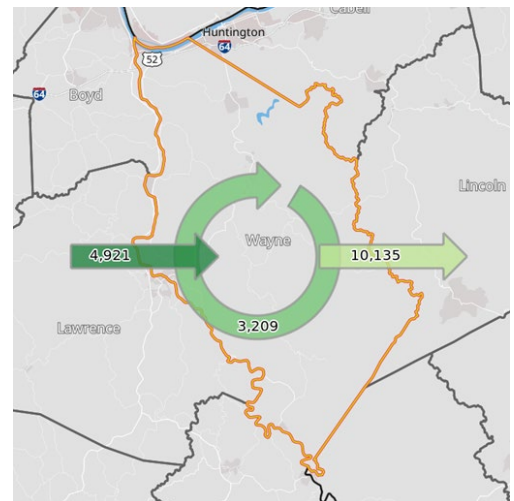
In Greenup County, the work-related traffic flow is heaviest going out of the county and smaller numbers of workers are commuting into or within the county.

In Lawrence County, a significant number of commuters are going out of the county for work while the number of commuters coming into the county or traveling within the county are similar.



Cabell County attracts a lot of workers from other counties as well as within the county and has fewer people traveling to other counties for work.

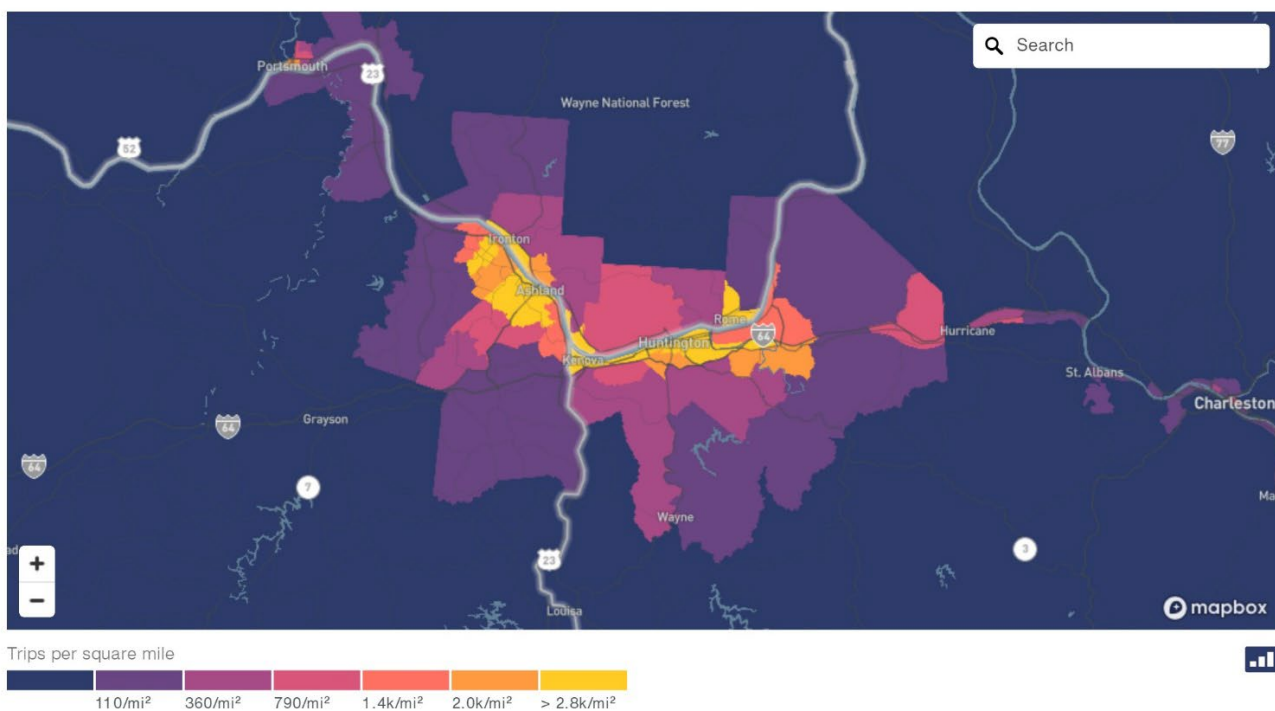
Wayne County residents tend to travel out of the county for work and fewer people come into the county or live and work there



## Trip Origins

Exhibit 2.10 illustrates the origins of all trips (all modes including automobile, transit, and freight) ending per square mile in the study area on a typical weekday. The image illustrates that there are significant numbers of trips (790 per square mile or more) that originate outside of the area including from Charleston and Hurricane, West Virginia, and Portsmouth, Ohio. These travel patterns represent a snapshot of potential regional demand for transportation into the area for any trip purpose including work, shopping, medical, and social.

**Exhibit 2.10: Trip Origins for All Trips**



Source: ReplicaHQ, February 3, 2024 through February 9, 2024

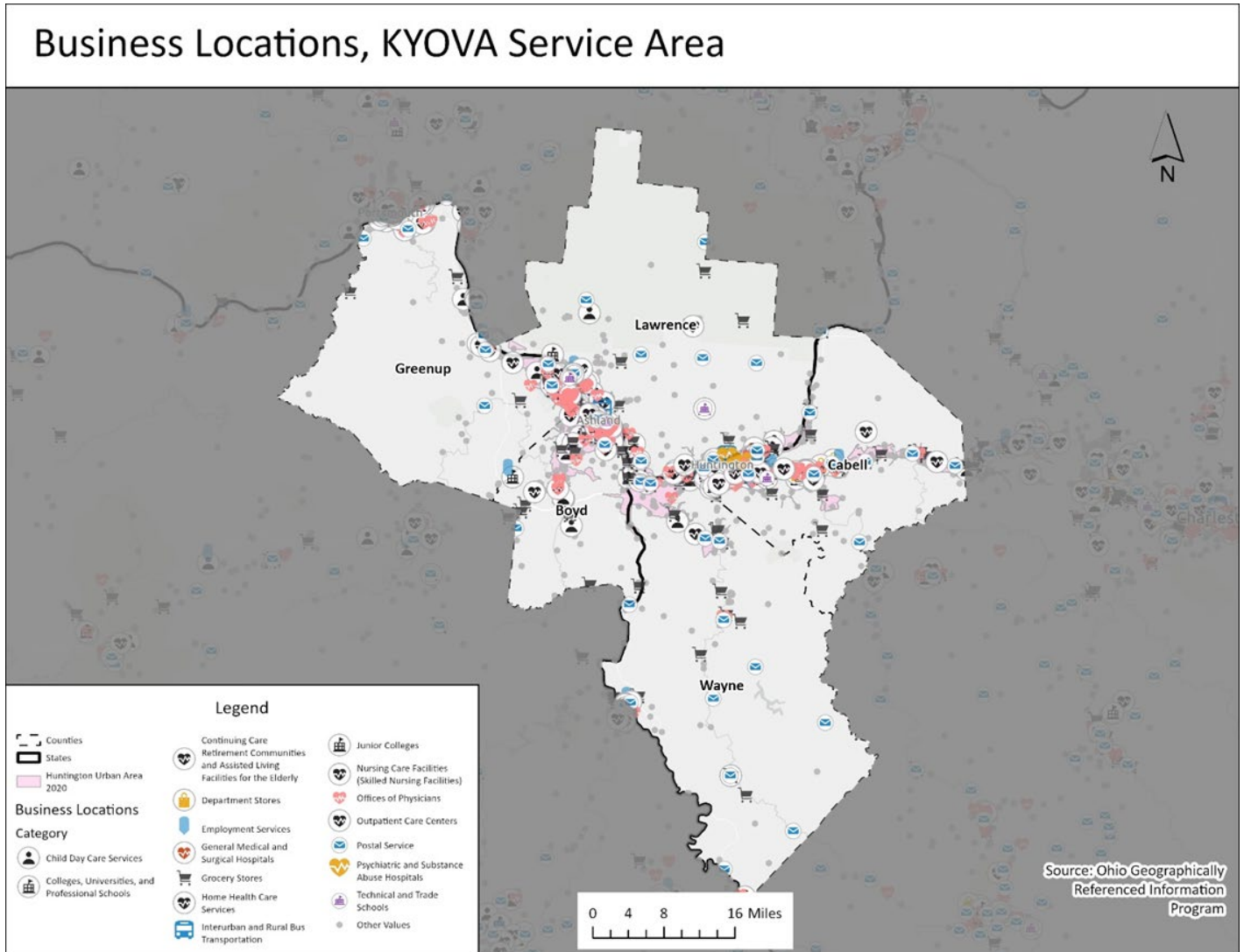
## Trip Destinations

Numerous factors determine where a passenger wants or needs to travel. This section considers the locations of jobs and other major trip generators, including grocery stores, medical facilities, human service agencies, nutrition sites, and senior centers.

## Major Trip Generators

The map in Exhibit 2.11 uses a geographic dataset provided by the Ohio Geographically Referenced Information Program (OGRIP). OGRIP provides business level data for multiple states surrounding Ohio. Most of the trip generators in the study area area are located within the Transportation Management Area.

Exhibit 2.11





## Trip Propensity

To estimate which locations where the likelihood that a person will use transportation is highest and lowest, a calculation to estimate transit propensity can be used. Transit propensity modeling for the study area takes into account demographic characteristics that are most common to transit riders including, age, income, and access to a vehicle. The model was derived through national research completed on transit trip generation. The end result is an estimate of the relative propensity for transit per census block group.

To calculate transit propensity for the study area, U.S. Bureau of the Census American Community Survey 2022 5-Year Estimates data was gathered at the block group level for the entire service area. The data included: the total population, total population for which poverty is determined, persons with incomes below the poverty level, the number of persons age 65 and older, the total number of housing units, and the number of housing units with zero vehicles available.

The first step in calculating propensity involved creating a threshold value equal to the total number of each variable characteristic divided by the total for the entire service area. The service area is equal to the sum of the populations, poverty population, and households of the study area. Calculations for the threshold values are outlined in the following bullet points.

- ◆ Number of housing units with zero vehicles divided by the total number of housing units within the service area equals 8.34% (threshold value).
- ◆ Population within the service area living below poverty divided by the total population for which poverty is determined equals 19.51% (threshold value).
- ◆ Population within the service area that is age 65 and over divided by the total population of the service area equals 20.9% (threshold value).

The threshold values were entered into the transit propensity model to determine each block group's transit propensity.

Exhibit 2.12 summarizes the propensity ratings for the study area.

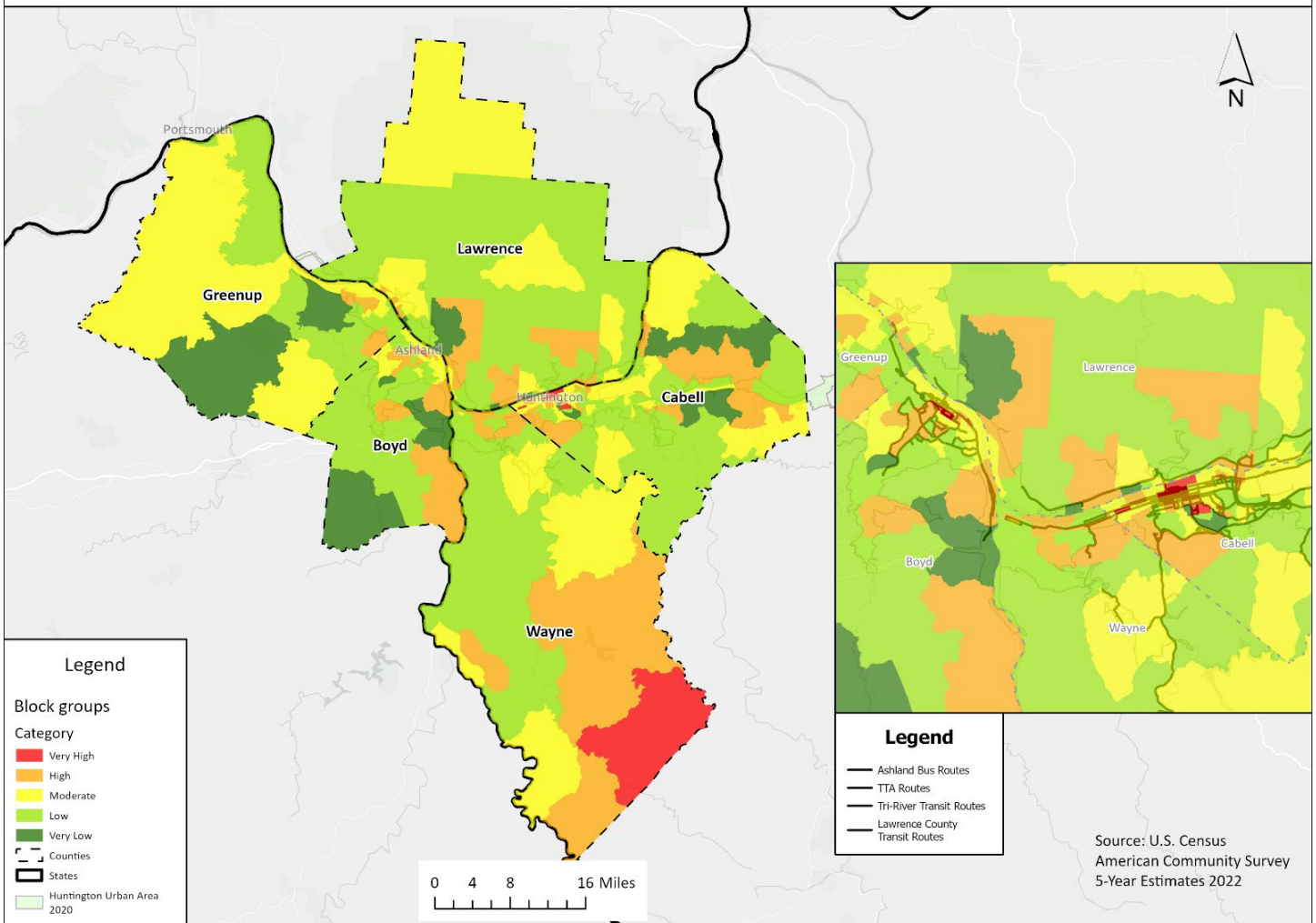
### Exhibit 2.12:

Transit Propensity					
Variable	Very Low	Low	Moderate	High	Very High
Zero Vehicles	All of the variables fell below the lower limit	2 of 3 of the variables fell below the lower limit	2.83% - 13.86%	2 of 3 of the variables exceeded the upper limit	All of the variables exceeded the upper limit
Below Poverty			11.77% - 27.25%		
65+ Population			15.91% - 25.9%		

Exhibit 2.13 illustrates the areas of highest to lowest likelihood to use transit in the study area. Areas of highest projected transit demand had a combination of the greatest population densities, the largest elderly populations, the highest numbers of housing units without an available vehicle, and the most population below the poverty level. The block groups in this category are located in Huntington, Ashland, and southern Wayne County.

**Exhibit 2.13**

## Transit Propensity, KYOVA Service Area



## Conclusions

The Transportation Management Area is a popular regional destination for purposes ranging from employment and healthcare to social activities. People living in and near the area travel throughout the region with many trips that cross into and out of the individual counties, cities, and between the urbanized and rural areas. Geographically, there are areas with high densities of zero-vehicle households, older adults, and households below the poverty level both in the central core of the region and in the outlying rural communities. These areas present different challenges in terms of providing transportation and access to resources. While fixed route public transit services like Tri-State Transit Authority, Lawrence County Transit, and Ashland Bus Service effectively serve residents and businesses located on or near a bus route, the more rural, outlying, and less densely populated communities also have transportation needs. Those outlying areas are often better served with demand response transportation that operates based on customer reservations rather than on a fixed schedule. The population in the outlying communities includes older adults, people with low incomes, and individuals with disabilities.

Furthermore, as the region strives to provide an affordable cost of living, it is important to consider transit as an option for reducing personal out-of-pocket costs for transportation. National experts recommend that a personal budget does not exceed 30 percent for housing expenses and 15 percent for transportation expenses. In the study area, households are spending 27 to 31 percent of their annual income on gas and other expenses associated with owning and operating a personal vehicle. In rural areas, it is not uncommon for the percentage of household income spent on transportation to be higher because of the need for multiple vehicles per household and the higher mileage per vehicle. However, increasing access to public and human service agency transportation will provide an affordable alternative to personal vehicle use.

Areas of highest transit propensity have relatively high densities of people with low incomes, older adults and households with no available vehicles. Areas with these characteristics are an indication that fixed route transportation will be a suitable option because people are likely to live near a bus route/bus stop. Areas with moderate or low density also need transportation, but the demand response or on-demand modes of service may be more suitable because of the lower density. The estimated demand for transportation is highest in Huntington, Ashland, and Ironton. However, high levels of demand also exist in the rural areas of each county, including southern Wayne and Boyd Counties, eastern Greenup County, southern Lawrence County, and around the city of Huntington and central Cabell County. A large portion of eastern Greenup County also has moderate demand for transportation.

## Chapter 3 Inventory of Transportation Services

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This chapter provides an inventory of transportation providers operating in the TMA and immediately surrounding areas. The inventory includes public, non-profit, human service agency, and private transportation services. The inventory changes and evolves with available funding, demand for services, and as businesses/organizations enter and exit the industry. This chapter represents the inventory of services during 2024.

- ◆ **Public transportation** in the TMA includes a variety of modes from fixed bus routes and demand response services. There are no eligibility requirements for public transportation services, and passengers typically pay a fare for each trip. Public transportation in the study area is typically funded through a combination of Federal Transit Administration (FTA) grants, local government funds, contracts for service, and/or passenger fares. Examples of public transportation in the region include: Tri State Transit Authority, Ashland Bus Service, Lawrence County Transit, and Tri-River Transit.
- ◆ **Human service transportation programs** provide rides to specific segments of the population, such as older adults, individuals with disabilities, people with low incomes, or veterans. They are public or private non-profit organizations that provide transportation as an ancillary service to their clients or members. Some human service transportation programs are regional, offering service in multiple counties and to individuals who meet certain eligibility requirements but may or may not be registered clients of the agency for any purpose other than transportation. Most agencies, however, serve consumers within a single county. Examples of human service agencies in the area include, but are not limited to: Cabell County Community Services, Lawrence County Board of Developmental Disabilities, Mountain State Centers for Independent Living and UK/KD Medical Center.
- ◆ **Private transportation services** are operated by privately owned businesses and operate for a profit. Modes of service can include intercity bus routes, shared-ride, and on-demand. Private transportation services are typically funded by private payments from passengers or service contracts with businesses. Examples of private transportation services in the study area include, but are not limited to: Lyft, Uber, Taxis, and private medical transport companies.

Age, mobility limitations, and income are the primary factors that determine a person's available transportation options. A person also may not drive a personal vehicle and therefore rely on friends and family or transportation services. Several types of transportation services are available to older adults, individuals with disabilities, and people with low incomes in the study area, including public transit, human service agencies, Taxis, Uber/Lyft, and private medical transportation companies. Transportation options in the region include but are not necessarily limited to the following:

Affordability is the key factor in transportation availability for people with low incomes. In many cases, public transportation is the most affordable option, where it is available.

- ◆ Fixed route public transit
- ◆ Demand response public transit

- ◆ Human service agency routes and demand response services (specialized services)
- ◆ Non-emergency medical transportation (NEMT)
- ◆ Veterans transportation
- ◆ Park-and-ride lots for informal carpooling
- ◆ Volunteer transportation
- ◆ Transportation Network Companies
- ◆ Taxis
- ◆ Cycling
- ◆ Scooters
- ◆ Inter-city Bus and Rail (i.e., Greyhound and Amtrack)

Together, this network of transportation options supports mobility in the region for trips that are not completed with a personal vehicle or provided by a friend or family member.

Information about transportation services in the region was collected through interviews with transportation program staff. The interview process intended to document existing characteristics and levels of transportation services for each organization and to discuss plans for service changes. The interview process also sought to identify existing sources of revenue that support the transportation services provided by the agency. The following sections outline the results of the inventory.

## Transportation Services

Several public, human service agency, non-profit, and private transportation providers serve each county during 2024, including:

- ◆ Amtrack
- ◆ Ashland Bus Service
- ◆ Cabell County Community Services, Inc.
- ◆ Cabell-Wayne Association of the Blind, Inc. (CWAB)
- ◆ Greyhound Bus
- ◆ Golden Girl Group Home
- ◆ Hospice of Huntington
- ◆ Lawrence County Board of Developmental Disabilities
- ◆ Lawrence County Transit
- ◆ Mountain State Centers for Independent Living
- ◆ Prestera Center
- ◆ Southwestern Community Action Council
- ◆ Tri-River Transit
- ◆ Tri-State Transit Authority
- ◆ UK King's Daughters Medical Center (Van Ministry)

In addition to the listed services, there are numerous for-profit non-emergency medical transportation (NEMT) services operating throughout the region. MotivCare is the transportation broker for Medicaid-eligible NEMT under contract to the West Virginia Department of Health and Human Resources ([DHHR](https://dhhr.wv.gov/Pages/default.aspx)), Bureau for Medical Services. Information related to NEMT services is available at: <https://dhhr.wv.gov/Pages/default.aspx>

## Public Transit

Public transit, by definition, is open to the general public for any trip purpose. Fixed route services operate on a fixed schedule with stops and/or stations in fixed locations. Demand-response transportation is operated based on a reservation and typically involves a curb-to-curb trip. Deviated routes are a combination of fixed route and demand response. A deviated route includes fixed schedules and stops, but the vehicle will deviate off the path to pick up/drop off passengers between scheduled stops based on a rider reservation.

Under the Americans with Disabilities Act (ADA), complementary paratransit service is required for passengers who are unable to navigate the fixed route public bus system, unable to get to a point from which they could access the public bus system, or have a temporary need for these services because of injury or some type of limited duration cause of disability. All fixed route transit providers in the TMA offer ADA complementary paratransit service.

Transit agencies that operate public fixed route transit service must provide “complementary” demand response service that transports people from curb to curb or door to door.<sup>16</sup> The service descriptions, including ADA complementary paratransit service operated by the fixed route providers, is included in the following summaries.

### ***Ashland Bus System (ABS)***

The **City of Ashland’s Bus System (Kentucky)** provides hourly bus service through a network of five fixed routes that serve Ashland and neighboring areas, including Summit and Catlettsburg. Service is available Monday through Saturday from 8:30 a.m. to 5:00 p.m. Service is \$0.75 per trip and \$0.35 per trip for reduced fare card holders.

**ABS** provides paratransit service within three-quarters of a mile of any bus route, Monday through Friday from 7:00 a.m. to 6:30 p.m. A paratransit identification card can be obtained by individuals with a qualifying disability through a formal application process. Customers are required to present a paratransit identification card to the driver upon boarding for use of service. Advanced reservation for paratransit service is required. Passengers must contact the central office between the hours of 8:30 a.m. to 4:30 p.m. the day prior to schedule an appointment. Transportation services can be reserved up to two weeks in advance. The cost for paratransit services is \$1.50 per trip. A summary is provided in Exhibit 3.1 and illustrated in the map.



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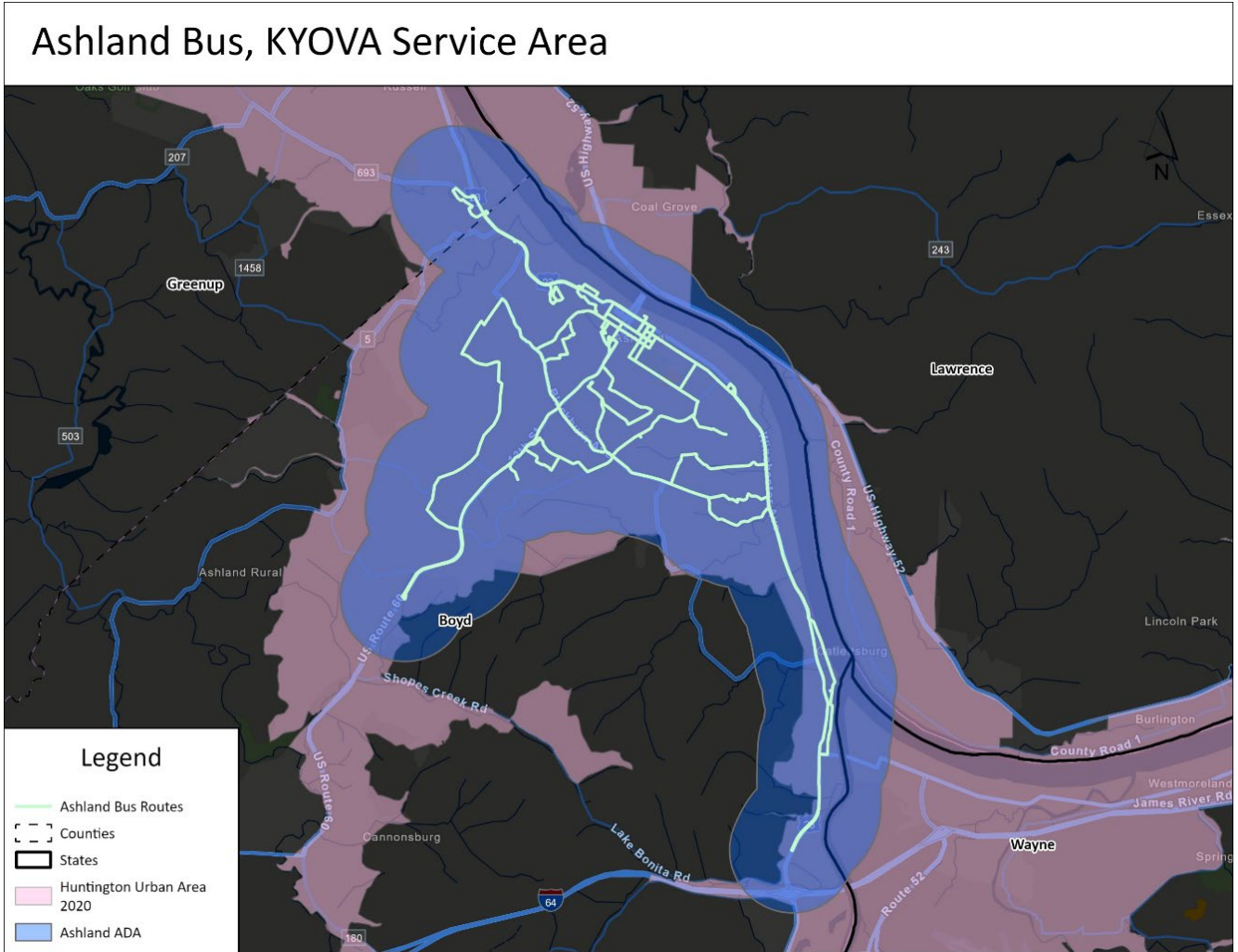
<sup>16</sup> Part 37 Transportation services for individuals with disabilities

Exhibit 3.1: Ashland Bus System Operating Summary

<b>Ashland Bus System</b>	
Transportation Service Type	Fixed Route
Other Services Provided	ADA Complementary Paratransit Greyhound Ticket Agent
Contact Information	Phone: (606) 385-3287 E-mail: <a href="mailto:ashlandbus@ashlandky.gov">ashlandbus@ashlandky.gov</a>
Service Hours	Monday through Saturday 7:00 a.m. – 6:30 p.m.
Service Area	Ashland, Catlettsburg, and Summitt (Kentucky)
Eligibility Requirements	General Public ADA-eligibility for Complementary Paratransit
Website	<a href="https://www.ashlandky.gov/residents/ashland_bus_system/index.php">https://www.ashlandky.gov/residents/ashland_bus_system/index.php</a>

The following map depicts the bus routes operated by Ashland Bus System.

Exhibit 3.1: Ashland Bus System Routes and Paratransit Service Area





## Lawrence County Transit (LCT)

**Lawrence County Public Transit (Ohio)** offers weekday service to residents and visitors traveling within Lawrence County, through a network of five deviated fixed shuttle routes. Service operates from 5:00 a.m. to 6:00 p.m., Monday through Friday. Regular passenger fare is \$1.00 per one-way trip and a reduced fare option of \$0.50 is afforded to qualifying individuals.



**LCT** provides a deviated shuttle service for all persons living within three-quarters of a mile of a fixed route. Route deviations require a 24-hour notice through the central office.

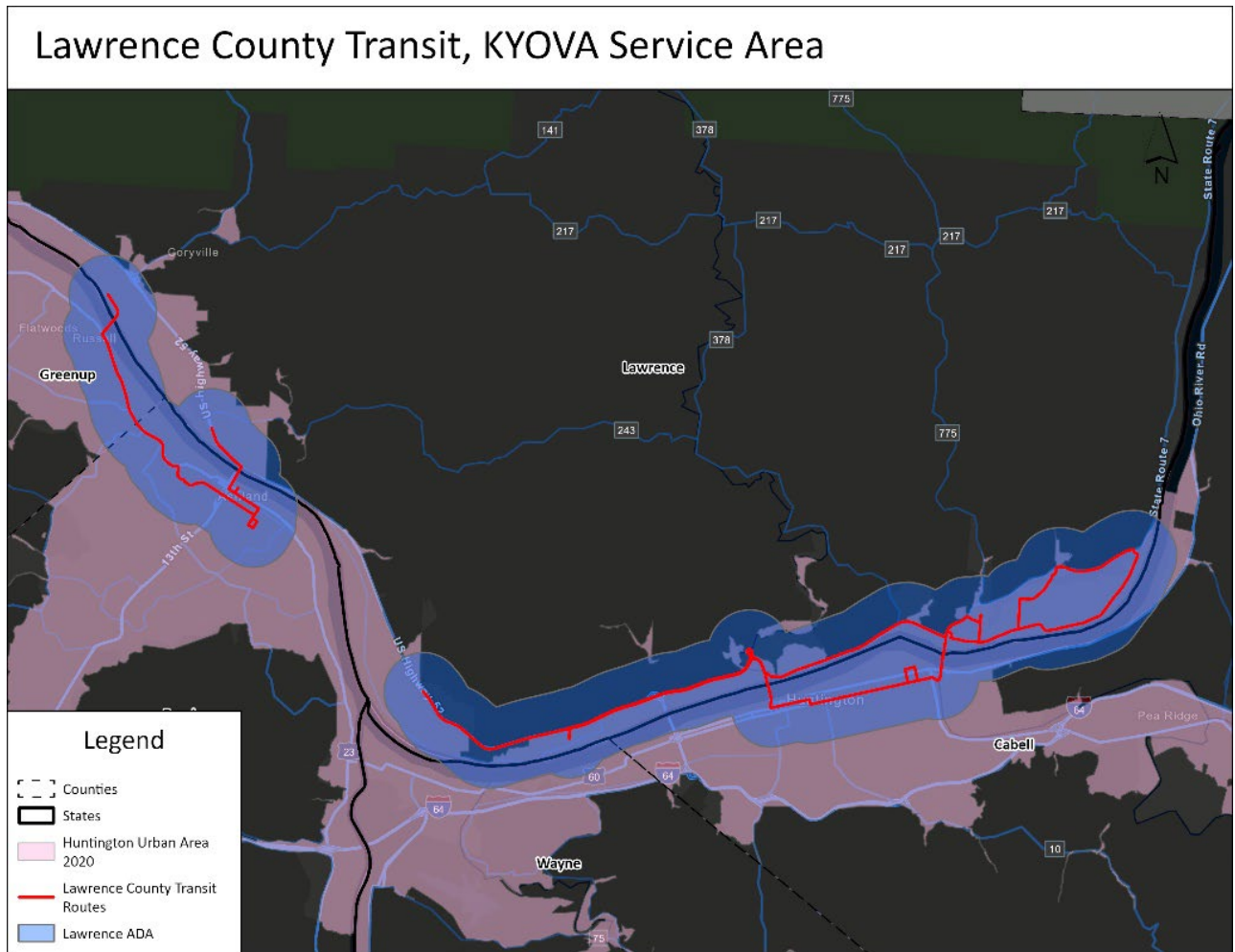
In addition to deviated fixed routes, the agency offers demand response service to members of the public regardless of disability, Monday through Friday from 6:30 a.m. to 5:30 p.m. Saturday and Sunday service is provided upon driver availability. Customers must contact the central office 24 hours in advance to secure demand response service, and trips can be reserved 14 days in advance. The cost for service is \$2.00 per mile for most local trips; fares for long-distance trips (outside of the service area) will be negotiated. Exhibit 3.2 summarizes LCT operating characteristics and the following map illustrates the service area.

Exhibit 3.2: Lawrence County Transit Operating Summary

Lawrence County Transit (Lawrence County Community Action Organization)	
Transportation Service Type	Deviated Fixed Route
Other Services Provided	Demand Response
Contact Information	(740) 532-2269 / <a href="mailto:mpayne@ilcao.org">mpayne@ilcao.org</a>
Service Hours	Monday through Friday, 5:00 a.m. to 8:00 p.m.
Service Area	Lawrence County (Ohio)
Eligibility Requirements	General Public
Website	<a href="http://lawrencecountytransit.com/">http://lawrencecountytransit.com/</a>

The following map depicts the bus routes operated by LCT.

Exhibit 3.2: Lawrence County Transit Routes



### Tri-State Transit Authority (TTA)

**Tri-State Transit Authority (West Virginia)** delivers 13 bus routes in the urban areas of Huntington, West Virginia, with connections to Lawrence County Transit and Ashland Bus System. Operating schedules vary by route but daytime service is traditionally available Monday through Saturday from 6:15 a.m. to 6:15 p.m. Modified routes operate from 6:15 p.m. to 11:15 p.m. and serve the majority of the locations accessible through daytime service. Bus fares are \$1.00 per trip for adults and \$0.50 for individuals qualified for a reduced fare. A \$0.25 zone fare is applied for individuals traveling between zones.



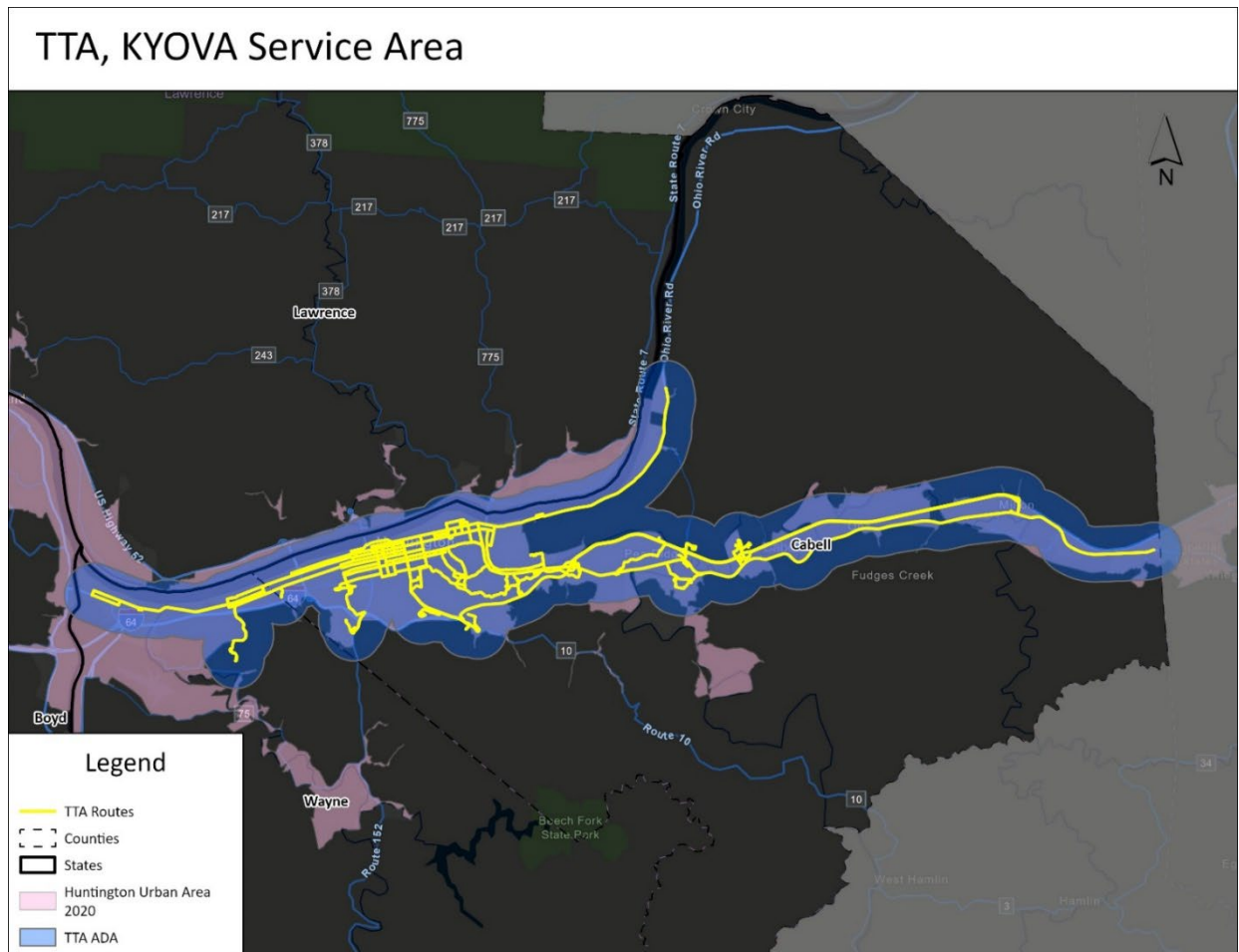
**TTA** provides Dial-A-Ride service for ADA-eligible individuals unable to utilize the fixed route bus system on a temporary or permanent basis. Service operates within three-quarters of a mile from any fixed bus route and is available Monday through Saturday from 5:30 a.m. to 11:00 p.m. An application process is required to secure Dial-A-Ride transportation services. Advanced reservation is required with trip requests scheduled through the central office by 5:00 p.m. the day prior. Trips may be reserved up to a maximum of 14 days in advance. Dial-A-Ride fares are based on zones. The base fare amount is \$2.00 per trip. An additional charge of \$0.50 is applied to each additional zone in which a customer travels. The maximum amount per trip in which a customer would pay is \$3.00. Exhibit 3.3 provides an operating summary of Tri-State Transit Authority. The following map depicts the routes.

#### Exhibit 3.3: Tri-State Transit Authority Operating Summary

Tri-State Transit Authority	
Transportation Service Type	Fixed Route
Other Services Provided	ADA Complementary Paratransit (Dial-A-Ride)
Contact Information	(304) 894-7433 / <a href="mailto:tta@www.tta-wv.com">tta@www.tta-wv.com</a>
Service Hours	Monday through Saturday, 5:45 a.m. to 11:30 p.m.
Service Area	Huntington urban area (West Virginia) and Ironton (Ohio)
Eligibility Requirements	General Public & ADA eligibility for Dial-A-Ride Service
Website	<a href="https://www.tta-wv.com/">https://www.tta-wv.com/</a>

The following map depicts the bus routes operated by TTA.

**Exhibit 3.4: Tri-State Transit Authority Bus Routes and Paratransit Service Area**



### ***Tri-River Transit***

**Tri-River Transit (West Virginia)** provides service outside of the TMA, including portions of Wayne County and the surrounding counties of Boone, Lincoln, Logan, and Mason through a network of seven deviated routes. Schedules vary by route but service traditionally operates Monday through Saturday from 5:50 a.m. to 6:00 p.m. Sunday service is not available. The passenger fare is \$1.00 per trip and an additional \$1.00 per trip is applied for customers traveling past a zone line. Medicaid-eligible individuals ride free. The fee for service for individuals who are not Medicaid-eligible is income-based. The fee schedule is based upon mileage and is published on the agency's [website](#).

**Tri-River Transit** operates a fleet that is comprised of ADA-accessible vehicles to accommodate customers with disabilities. Passengers with disabilities may request modifications to current service procedures to access the service with notification to the central office. One-way curb-to-curb service, or trip deviation, is \$2.00 per trip with an additional \$1.00 applied if traveling beyond a zone line. Exhibit 3.4 provides a summary of the Tri-River Transit operating characteristics.

### Exhibit 3.4: Tri-River Transit Operating Summary

Tri-River Transit	
Transportation Service Type	Deviated Fixed Route
Other Services Provided	Not applicable
Contact Information	(304) 824-2944 / <a href="mailto:trtpaula@tririver.org">trtpaula@tririver.org</a>
Service Hours	Monday through Saturday, 5:50 a.m. to 6:00 p.m.
Service Area	Boone, Lincoln, Logan, Mason and Wayne Counties (West Virginia)
Eligibility Requirements	General Public
Website	<a href="https://tririver.org/">https://tririver.org/</a>

### Summary

The public transit providers operate an “open door” service as transportation is open to the public without the requirement that the individual meet eligibility requirements or be registered as an agency client. The operational statistics, fleet information, and budget characteristics for participating public transportation providers are presented herein. Table 3.5 provides data that describes the basic fleet, staffing, and financial characteristics of each fixed route provider. Each provider maintains ADA-accessible vehicles within its current fleet. Table 3.6 summarizes eligibility, passenger fares, scheduling processes, and current staffing levels.

**Table 3.5 Fleet, Staffing Levels, and Budget Characteristics for Fixed Route Service Providers**

Agency	Vehicles in Daily Use	Fleet Size	Personnel Levels by Status				Annual Operating Expenses
			Management	Dispatchers	Drivers	Maintenance	
Ashland Bus System	8	11	2 full-time	1 full-time	17 full-time; 2 part-time	8 full-time	\$2,864,309 for agency fiscal year 2022 (July 1 <sup>st</sup> through June 30 <sup>th</sup> )
Lawrence County Transit	20	22	2 full-time	1 full-time	10 to 15 part-time	Not applicable	\$183,600 for federal fiscal year 2022 (October 1 <sup>st</sup> through September 30 <sup>th</sup> )
Tri-River Transit	29	Not available	Not available	Not available	Not available	Not available	\$2,328,610 for federal fiscal year 2022 (October 1 <sup>st</sup> through September 30 <sup>th</sup> )
Tri-State Transit Authority	33	47 used for directly operated service; 5 leased to area providers	14 full-time; 2 part-time	3 full-time; 1 part-time	35 full-time	2 full-time supervisors; 5 full-time mechanics; 6 full-time cleaners	\$7,593,486 for agency fiscal year 2023 (July 1 <sup>st</sup> through June 30 <sup>th</sup> )

**Table 3.6 Trip Scheduling, Fares, and Productivity Information**

Provider	Trip Purposes Allowed	Fare Structure	Process for Securing ADA Complementary Paratransit Transportation and Route Deviations	Annual One-Way Passenger Trips	Annual Revenue Service Hours	Service Productivity (Trips per Revenue Service Hour)
Ashland Bus System	General Public	<p><u>Fixed Route:</u> \$1.00 per one-way trip for adults, and \$0.50 for seniors and individuals with disabilities.</p> <p><u>Paratransit:</u> \$2.00 base fare + \$0.50 for each additional zone.</p>	Customers are required to contact the central office by 5:00 p.m. to reserve transportation for the following day.	<p>Fixed Route: 65,132</p> <p>Paratransit: 8,211 (approximate)</p> <p>(Agency Fiscal Year 2023, July 1<sup>st</sup> through June 30<sup>th</sup>)</p>	<p>Fixed Route: 12,852</p> <p>Paratransit: 6,348</p> <p>(Federal Fiscal Year 2022, Oct. 1<sup>st</sup> through Sept. 30<sup>th</sup>)</p>	<p>Fixed Route: 4.1</p> <p>Paratransit: 1.1</p> <p>(Federal Fiscal Year 2022, October 1<sup>st</sup> through Sept 30<sup>th</sup>)</p>
Lawrence County Transit	General Public	<p>Deviated Fixed Route: \$1.00 / one-way trip for adults. A reduced fare option of \$0.50 is afforded to qualifying individuals.</p> <p>Demand Response: \$2.00/ mile for most local trips; fares for long-distance trips (outside of the service area) are negotiated.</p>	24-hour notice to the central office required for route deviations and demand response service.	<p>Deviated Fixed Route: 6,286</p> <p>Demand Response: 7,491</p> <p>(Federal Fiscal Year 2022, Oct. 1<sup>st</sup> through Sept. 30<sup>th</sup>)</p>	<p>Deviated Fixed Route: 5,244</p> <p>Demand Response: 7,783</p> <p>(Federal Fiscal Year 2022, Oct. 1<sup>st</sup> through Sept. 30<sup>th</sup>)</p>	<p>Deviated Fixed Route: 1.2</p> <p>Demand Response: 1.0</p> <p>(Federal Fiscal Year 2022, October 1<sup>st</sup> through Sept. 30<sup>th</sup>)</p>
Tri-River Transit	General Public	Non-deviated Trips: \$1.00/trip and an additional \$1.00/ trip applied to	24-hour notice to the central office	Deviated Fixed Route: 109,041	Demand Response: 26,124	Demand Response: 0.8

Provider	Trip Purposes Allowed	Fare Structure	Process for Securing ADA Complementary Paratransit Transportation and Route Deviations	Annual One-Way Passenger Trips	Annual Revenue Service Hours	Service Productivity (Trips per Revenue Service Hour)
Tri-River Transit	General Public	customers traveling past a zone line. Medicaid-eligible individuals ride free.  Deviated Trips: \$2.00/ trip with an additional \$1.00 applied if traveling beyond a zone line.	required for route deviations.	(Agency Fiscal Year 2023, January 1 <sup>st</sup> through December 31 <sup>st</sup> )	Bus: 16,230  (2022 National Transit Database Profile)	Bus: 3.4  (2022 National Transit Database Profile)
Tri-State Transit Authority	General Public	Fixed Route: \$1.00 per trip for adults and \$0.50 for individuals qualified for a reduced fare. A \$0.25 zone fare is applied for individuals traveling between zones.  Paratransit: Fare is based on zone. The base fare amount is \$2.00 per trip and \$0.50 is applied to each additional zone in which a customer travels.	Trip requests must be scheduled through the central office by 5:00 p.m. for following-day service.	Fixed Route: 679,536  Dial-A-Ride: 47,462  (Agency Fiscal Year 2023, July 1 <sup>st</sup> through June 30 <sup>th</sup> )	Fixed Route: 54,161  Dial-A-Ride: 16,123  (Agency Fiscal Year 2023, July 1 <sup>st</sup> through June 30 <sup>th</sup> )	Fixed Route: 12.5  Dial-A-Ride: 2.9  (Agency Fiscal Year 2023, July 1 <sup>st</sup> through June 30 <sup>th</sup> )



## Human Service Transportation

The following agencies provide or purchase transportation for their consumers or an eligible portion of the population (e.g., individuals age 65 and older, people with disabilities). Information was obtained through one-on-one interviews and research. The following services are not open to the general public.

### ***West Virginia (Cabell and Wayne Counties) Transportation Providers***

<b>Cabell County Community Services Organization, Inc.</b>	
Transportation Service Type	Demand Response
Other Services Provided/Agency Mission	Assisted Transportation, Congregate and Home-Delivered Meals, Homemaker/Chore Services, Health Care, Nutrition, Education, Senior Centers
Contact Information	Charles Holley Phone: (304) 529-4952 E-mail: <a href="mailto:cholley@cccso.com">cholley@cccso.com</a>
Service Hours	Various Hours Depending on Location <a href="https://cccso.com/our-centers/">https://cccso.com/our-centers/</a>
Service Area	Cabell County, WV
Eligibility Requirements	Senior Citizens 60 and older (primarily)
Website	<a href="http://www.cccso.com/">http://www.cccso.com/</a>
<b>Cabell-Wayne Association of the Blind, Inc. (CWAB)</b>	
Transportation Service Type	Demand Response
Other Services Provided/Agency Mission	Help persons that are visually impaired and blind achieve maximum independence, Transportation, Training, In-Home Assistance, Recreation, Adaptive Technology, Vision Rehab
Contact Information	Toni Walls Phone: 304-522-6991 Email: <a href="mailto:toniwalls@cabellwayne.org">toniwalls@cabellwayne.org</a>
Service Hours	7:00 AM to 5:00 PM, Monday-Friday
Service Area	Cabell and Wayne Counties, WV
Eligibility Requirements	Individuals visually impaired or blind
Website	<a href="https://www.cwab.org/">https://www.cwab.org/</a>
<b>Hospice of Huntington</b>	
Transportation Service Type	Transportation for participants attending daycare programs and other agency services.
Contact Information	Melanie Hall Phone: 304-529-4217
Service Hours	8:30 to 4:30, Monday-Friday or as needed
Service Area	Huntington Area
Eligibility Requirements	Agency participant

Contact Information	<a href="https://hospiceofhuntington.org">https://hospiceofhuntington.org</a>
<b>Mountain State Centers for Independent Living</b>	
Transportation Service Type	Demand Response
Other Services Provided/Agency Mission	Advocacy, Peer Support, Information and Referral, Skills Training, Employment Services, Transportation, Community Living Services Program and Housing
Contact Information	Angela Adams Phone: 304-525-3324 Email: <a href="mailto:aadams@mtstcil.org">aadams@mtstcil.org</a>
Service Hours	7:00 AM to 5:00 PM, Monday-Friday
Service Area	Cabell and Wayne Counties, WV; Various Services Statewide
Eligibility Requirements	Individuals with Disabilities
Website	<a href="http://mtstcil.org/">http://mtstcil.org/</a>
<b>Pretera Center</b>	
Transportation Service Type	Demand Response
Other Services Provided/Agency Mission	Addiction recovery, Adult Services, Children and Adolescents, Crisis Support, Intellectual Disabilities, Primary Healthcare
Contact Information	Kim Spaulding Phone: 304-525-7851 Email:
Service Hours	8:00 AM to 5:00 PM, Monday-Friday
Service Area	Cabell and Wayne Counties, WV; Various Services Statewide
Eligibility Requirements	Individuals in need of behavioral health care and addiction treatment programs
Website	<a href="https://www.pretera.org/">https://www.pretera.org/</a>
<b>Southwestern Community Action Council</b>	
Transportation Service Type	Demand Response
Other Services Provided/Agency Mission	Transportation, Household Emergency Repair & Replace, Head Start, In-Home Services for elderly and/or disabled, Homeless Services (Mason County), Mature Worker Program, Support Services for Veterans, Weatherization, Utility Assistance, Income Tax Assistance
Contact Information	Dwight Coburn Phone: 304-525-5151 Email: <a href="mailto:dwright.coburn@scacwv.org">dwright.coburn@scacwv.org</a>
Service Hours	8:00 AM to 5:00 PM, Monday-Friday
Service Area	Cabell, Wayne, Lincoln and Mason Counties, WV
Eligibility Requirements	Income-eligible Individuals
Website	<a href="https://scacwv.org/our-services">https://scacwv.org/our-services</a>

<b>Golden Girl Group Home</b>	
Transportation Service Type	Demand Response for Golden Girl Residents (Closed door service provider)
Other Services Provided/Agency Mission	Transportation, Everyday Needs, Education, Social Skills, Therapy, Transitional Living House, Education/After-School Activities, Life Skills, Fitness Recreation
Contact Information	Nikki Thomas Phone: 304-453-1401 Email: <a href="mailto:nikkiforgirls@yahoo.com">nikkiforgirls@yahoo.com</a>
Service Hours	8:00 AM to 5:00 PM, Monday-Friday
Service Area	Wayne County and Statewide
Eligibility Requirements	Residents of Golden Girl Group Home
Website	<a href="https://www.gggh.org/">https://www.gggh.org/</a>
<b>Cabell County Schools Transportation Department</b>	
Transportation Service Type	School Bus
Other Services Provided/Agency Mission	Transportation
Contact Information	Dan Gleason, Director Phone: 304-733-3015 Email: <a href="mailto:dgleason@k12.wv.us">dgleason@k12.wv.us</a>
Service Hours	6:00 AM to 4:00 PM, Monday-Friday
Service Area	Cabell County
Eligibility Requirements	School-Age Children
Website	<a href="https://www.cabellschools.com/site/Default.aspx?PageID=272">https://www.cabellschools.com/site/Default.aspx?PageID=272</a>

### **Ohio (Lawrence County) Transportation Providers**

<b>Lawrence County Board of Development Disabilities</b>	
Transportation Service Type	Purchased Demand Response
Other Services Provided/Agency Mission	A wide array of services including early intervention, school age, adult case management, advocacy
Contact Information	Dakota Clark, SSA Manager Phone: 740-532-0406 ext. 224 Email: <a href="mailto:dclark@lawrencedd.org">dclark@lawrencedd.org</a>
Service Hours	8:00 AM to 4:00 PM, Monday-Friday
Service Area	Lawrence County
Eligibility Requirements	Children and adults with developmental delays or developmental disability
Website	<a href="https://www.lawrencedd.org/Default.aspx">https://www.lawrencedd.org/Default.aspx</a>

<b>Area Agency on Aging District 7, Inc. (AAA7)</b>	
Transportation Service Type	No direct service; information and referrals
Other Services Provided/Agency Mission	Direct and indirect services to maintain independence: adult day services, aging and disability resources, caregiver support, congregate meals, home-delivered meals, home repair, nursing home transition, personal care, transportation, wellness
Contact Information	Teresa Reed-Powell, Director of Community Services Phone: 1-800-582-7277 (TTY: 711) Email: <a href="mailto:reed-powell@aaa7.org">reed-powell@aaa7.org</a>
Service Hours	8:00 AM to 4:00 PM, Monday-Friday
Service Area	Adams, Brown, Gallia, Highland, Jackson, Lawrence, Pike, Ross, Scioto, and Vinton Counties
Eligibility Requirements	Older adults and at-risk populations
Website	<a href="https://www.lawrencedd.org/Default.aspx">https://www.lawrencedd.org/Default.aspx</a>

### ***Kentucky (Boyd and Greenup Counties) Transportation Providers***

<b>UK King's Daughters Medical Center (Van Ministry)</b>	
Transportation Service Type	Demand Response for King's Daughters Patients (Closed door service provider)
Other Services Provided/Agency Mission	Hospital and various medical offices
Contact Information	Diva Justice RDN, LD, Director of Community Health Phone: 606-408-9308 Van Ministry Phone: 606-408-2900 Medical Transport Email: <a href="mailto:Diva.Justice@kdmc.kdhs.us">Diva.Justice@kdmc.kdhs.us</a>
Service Hours	Start time dependent on first appointment slot; 8:00 AM to 5:00 PM, Monday-Friday
Service Area	50 miles radius in all directions of Ashland, KY
Eligibility Requirements	Required to have an appointment with a KDMC provider or service
Website	<a href="https://www.kingsdaughtershealth.com/services/medical-transport/">https://www.kingsdaughtershealth.com/services/medical-transport/</a>

## Intercity Transit Services

Amtrak and Greyhound have stations located in Huntington, WV, and Ashland, Kentucky. In Huntington, the Greyhound waiting area is a shared space with TTA. In Ashland, the Greyhound station is adjacent to the Ashland Bus System and there is a ticketing agent to assist Greyhound patrons.



The Amtrak station is collocated with Ashland City Bus and Greyhound in Ashland. Amtrak is not collocated with the bus service in Huntington, and TTA and Amtrak do not have any kind of formal relationship.



All Amtrak and Greyhound business from Huntington must be conducted from the respective websites, and there is no passenger assistance or ticket agent in Huntington. The waiting areas have accessible platforms, restrooms, and a water fountain.

## App-Based Transit Services and Taxis

Limited app-based transportation service options are available in the TMA. Trips within Huntington on Lyft or Uber are available. More limited options exist in Ironton and Ashland. Taxi service is available throughout the TMA on a limited basis. App-based and private taxi fares are based on individual company pricing and trip distance.

## Technology

TTA has adopted and implemented Shadow Tracker. When using the app, riders can select routes and see where the bus is located. The app does not provide the anticipated time or a list of bus stops, but passengers who know the stop locations can estimate the bus's arrival time through the app based on the bus location and its approximate speed. Marshall students and other routine passengers are using the app. Ashland Bus System, Tri-River Transit, and Lawrence County Transit each use transit technology for trip scheduling but the technology is not customer-facing.

## Medicaid Transportation

ModivCare is the Medicaid transportation broker for West Virginia. ModivCare contracts with public and private transportation services to meet the requested trip needs of Medicaid-eligible riders throughout the state. Kentucky's Medicaid trips are coordinated through a regional brokerage. Ashland Bus System is not a Medicaid transportation provider. Ohio Medicaid is coordinated through Job and Family Services. Lawrence County Transit was not a Medicaid transportation provider at the time of this report but was preparing an application to become a provider for Lawrence County.

## Summary

Public transit is open to the general public with no eligibility restrictions. Most human service or non-profit agencies transport or purchase transportation on behalf of a qualifying population such as agency clients or patients. These programs receive agency funding including federal grants to support transportation based on eligibility requirements or specific trip purposes (i.e., to medical appointments). Purchasing access via passes, and trips to public transit was most identified by the human service or non-profit agencies as a way to assist their clients or patients.

Generally, weekday transportation is available between 8:00 a.m. and 5:00 p.m. Ashland Bus System, Tri-State Transit Authority, and Tri-River Transit operate service on Saturdays. No public or agency transportation is available on Sundays in the TMA other than private transportation services.

Regional and inter-city bus and rail service is available from multiple locations in the TMA and provided by Greyhound and Amtrack. Greyhound bus stations are shared with public transit in Huntington and Ashland.

## Chapter 4 Needs Assessment

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An assessment of unmet transportation needs was conducted through a public input survey and stakeholder interviews. The survey, which focused on the transportation needs of older adults, was available online and announced through all major local print media and social media outlets, including Facebook. The survey was also administered at one outreach event at the TTA Transit Center.

During the interviews, the researchers spoke with older adult participants and human service agencies about their current access to transportation and any challenges or limitations they experience related to mobility on a day-to-day basis.

The public and stakeholder meeting was facilitated on January 21, 2024. A total of 23 individuals attended the meeting and discussed transportation needs, challenges, and goals for the region.

A total of 35 surveys were completed by the general public, and 33 public and non-profit organizations were invited to participate in a one-on-one interview regarding transportation needs and challenges.

### Public and Stakeholder Input Results

#### *Stakeholder Input*

During the local meeting and one-on-one interviews, participants indicated the following unmet transportation needs:

- Lawrence County needs additional capacity to provide non-emergency medical transportation. The county includes both rural and urbanized areas and all areas need more service.
- Lawrence County needs more capacity in the rural areas to serve individuals who are not Medicaid eligible or for trips that do not qualify for Medicaid benefits. When possible, Lawrence County Transit tries to connect with Ashland and Huntington for medical services.
- Union Ridge and rural areas of West Virginia that are within the service area may not be fully covered by public transportation.
- Boyd and Greenup Counties, Kentucky, are served by Ashland Bus System which does not service the rural portions of the counties.
- A regional coordinator would help close the gap on trips being missed and also help educate all parties about the limitations and possibilities of funding that could be used for transportation solutions
- Transportation on Lyft and Uber is available but typically only if the ride starts in Huntington.
- The Medicaid reimbursement rate is not sufficient to cover the cost of operating a public transit trip.
- Local match funding is difficult to access and local public transit systems need more local match in order to fully leverage available Federal dollars.
- Transportation to adult day care centers for participants is needed. The need for transportation repeatedly arises for adult day care center providers. The centers recommend the use of public transit, but there are often no options available for people who live outside of the public bus system service areas. The centers also need to transport several attendees at one time to/from the center

and public transit is not an option because the attendees live outside of the public transit service area or have medical conditions that require special driver training. (Input from Hospice of Huntington, Inc./ Tri-State LifeCare)

- Fresenius serves the Ohio River Valley area and has eight clinics within 60 miles. Most clinics are in Ashland, Greenup County (south), Ironton, Portsmouth, Grayson, Painesville, and Prestonsburg. The clinic patients frequently report that they struggle to get from home to an Ashland Bus System (BBS) bus stop because of health or mobility limitations. Those who live near a bus route or who are eligible for ABS paratransit service are able to get a ride. However, there are limited transportation options for people who live outside of the ABS service area. Northeast Kentucky Community Action Agency is the rural transit provider and will transport people outside of the ABS service area, but do not cross into the urban area. So, a person who lives in the rural area and needs to go to a clinic in Ashland, is not served by Community Action. The space between the ABS paratransit service area and the urbanized area boundary around Ashland is not served by any public transit agency. There are some private taxi operators, but they may not have accessible vehicles and the cost of the trip is sometimes unaffordable for the passenger. This gap in service around the urbanized area was reported to be an issue in Greenup and Boyd Counties, Kentucky. Fresenius reported that they receive about 30 trip requests per month that they are unable to solve due to the urbanized area boundary.



## Survey Results

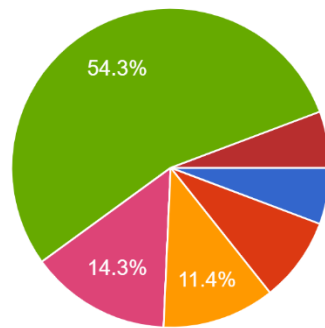
The survey results provide a snapshot of potential needs and demands for transportation to access community resources.

### County of Residence

Slightly over half of the survey respondents (54.3 percent) live in Cabell County, West Virginia. Approximately 14 percent of respondents live in Wayne County, West Virginia, and 11 percent live in Lawrence County, Ohio. Approximately 14 percent of respondents were from Greenup and Boyd Counties, Kentucky. The respondents that selected “other” live in Franklin County, Kentucky.

What county do you live in?

35 responses



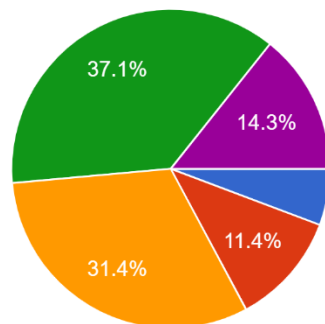
- Greenup County, KY
- Boyd County, KY
- Lawrence County, OH
- Lincoln County, WV
- Mason County, WV
- Mingo County, WV
- Wayne County, WV
- Cabell County, WV
- Other, please specify below

### Age of Respondents

Approximately 14 percent of the survey respondents were age 65 or older. Another 37 percent were between the ages of 50 and 64. All others were age 49 or younger.

Please tell us your age.

35 responses



- 20 years old and under
- 21 - 34 years old
- 35 - 49 years old
- 50 - 64 years old
- 65 - 80 years old
- 81 years old and older

## Disability

Approximately 23 percent of the survey respondents indicated that they or someone in their household has a disability that limits their mobility or ability to drive.

## Transportation Limitations

In Cabell County, approximately 32 percent of respondents indicated that they have difficulty getting to work because they do not have reliable transportation. Only two respondents said that they do not go to medical appointments or have missed medical appointments in the past due to lack of transportation. Another 15 percent of respondents cannot attend Sunday religious services due to lack of transportation. All other respondents said that they have no transportation limitations.

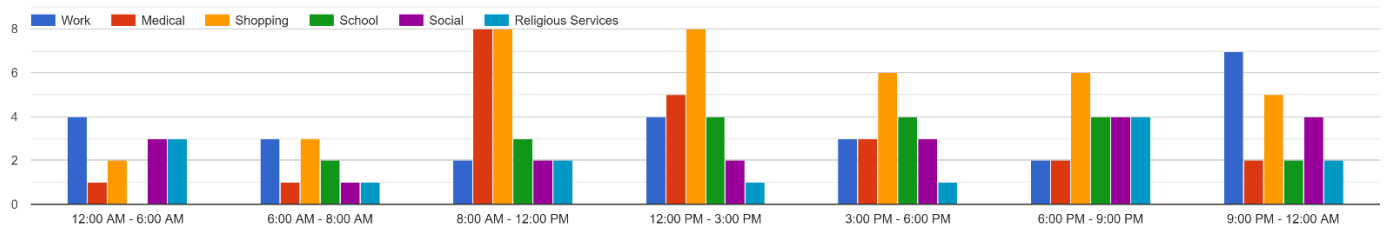
In Wayne County, the transportation barriers were related to education, medical appointments, work, and grocery shopping.

One out of four respondents from Lawrence County had difficulty getting to work due to transportation. Other respondents had no transportation limitations because they drive a vehicle.

In Boyd and Greenup Counties, the transportation challenges include difficulty getting to medical appointments, work and school. Half of the respondents from Boyd and Greenup Counties did not have transportation limitations because they drive their vehicle or ride a bike.

The following chart illustrates the time of day when transportation challenges are most commonly experienced.

When do you need transportation but sometimes do not have it for each of the following purposes? (Select all that apply.)



Individual responses to the survey indicated the following specific challenges they experience with transportation:

- My car is 16 years old and before that, I did not have a car for six months. I spent a fortune on taxis and paying friends to drive me places. I need transportation to medical appointments, banking and events in the Ashland area.
- Transit has very long wait times.
- I need transportation to Huntington for work, school, shopping, and medical.

- I need to get to church for Sunday school and back home from Bible study. I also need to run errands on Sundays.
- I need to go to Hurricane to work and Huntington for medical appointments and errands. I also need to visit family in Milton.
- My primary care physician moved to Barboursville and it is hard to get there.
- I need to go to Marshall University.
- I need to stop at stores on the way to work in Huntington. If I get off the bus, it is too long to wait for the next one to arrive. I also need a bus to get to work on Sundays.
- It is difficult to get to the South Point area from the West End/Ceredo/Kenova. I cannot get to Aldi any longer now that it relocated.
- I struggle to find a job that will work around my transportation limitations or will allow me to have every Sunday off.

## Summary of Identified Needs

### Area of Need: Access to employment

#### What Options Are Working Well?

- ◆ Public transit is a solution when shift changes are during public transit operating hours.
- ◆ People with access to a reliable vehicle are more likely to have access to work.

#### What Transportation Needs, Challenges, or Barriers Exist?

- ◆ No public transportation options on Sundays create some limits on potential employment opportunities for people who do not have reliable transportation.
- ◆ Taxi service or paying a friend for rides to work is not cost-effective when done regularly.
- ◆ Public transit hours of operation may not match second and third-shift start/end times, especially for individuals traveling from the surrounding rural areas or within the TMA but in Greenup, Lawrence, and Wayne Counties, and the unserved portion of Boyd County. These counties often attract workers from neighboring areas.
- ◆ Local employers and public transit operators are not engaged in negotiations to find solutions to the transportation gaps.
- ◆ Transit providers have limited funding and expanding hours of operation to support employment must be subsidized with sustainable local revenue.

### Area of Need: Transportation across county lines

#### What Options Are Working Well?

- ◆ TTA, ABS, and LCT all coordinate their routes and schedules to facilitate transportation to and from Huntington.
- ◆ There are app-based on-demand transportation options from private operators (i.e., Uber or Lyft) available in some situations, but the options are more common when going from Huntington to other locations (i.e., Ironton or Ashland). On-demand transportation options through Uber or Lyft from Ashland or Ironton to Huntington are more limited.

#### What Transportation Needs, Challenges or Barriers Exist?

- ◆ The level of transportation demand for trips from Ironton or Ashland to Huntington may not be sufficient to sustain a dedicated transportation provider or transportation program.
- ◆ Private transportation providers(i.e., Taxis, Uber, or Lyft) have limited or no availability for wheelchair-accessible vehicles which limits the extent their service would benefit people with disabilities.
- ◆ Public transit may be an option for cross-country travel for shopping and errands but some passengers report that they have to wait too long between buses and, therefore, do not have enough time to stop and go shopping if they are also going to work or an appointment.

**Area of Need: Gaps in access to service between the surrounding rural areas and communities served by the fixed route transit operators TTA, ABS, and LCT.**

#### What Options Are Working Well?

- ◆ Rural transportation providers are providing demand response service across the urban area boundary in some cases to connect people to fixed route bus stops or their destinations.
- ◆ Human service agencies are providing trips that cross county and urbanized area boundaries for eligible consumers and/or trip purposes.

#### What Transportation Needs, Challenges or Barriers Exist?

- ◆ Public transit providers and human service agencies that are serving the rural and urban portions of the area need clarity about what the Federal Transit Administration (FTA) rules and regulations will and will not allow for service across rural and urban areas.
- ◆ Public transit providers and human service agencies serving rural and urban areas need to work together to find solutions to the spatial gap that is created by jurisdictional service area boundaries. Local officials may also need to be informed and engaged.

**Area of Need: Access to medical appointments**

#### What Options Are Working Well?

- ◆ TTA is a Medicaid transportation provider covering the TMA except for Union Ridge and rural areas that are outside the TMA but within the county lines.
- ◆ Medicaid providers organized through the brokerage are serving Medicaid transportation needs in West Virginia.
- ◆ Medicaid transportation reimbursement rates, primarily outside of West Virginia, are not enough to cover operating costs for public transit providers.

#### What Transportation Needs, Challenges or Barriers Exist?

- ◆ At the time of this report, there was no local Medicaid transportation provider in Lawrence County, Ohio, that could transport people to eligible medical appointments. LCT was in the process of applying to become a provider.
- ◆ People who are not eligible for Medicaid and may not be aware of transportation options provided by human service agencies and are, therefore, missing important medical care appointments.

- ◆ Patients who are not-Medicaid-eligible are unable to find transportation within the portion of the urbanized area in Kentucky that is outside of the ABS service area but within the urbanized area boundary.
- ◆ People who are not-Medicaid-eligible struggle to find transportation options for trips that cross the urban/rural boundary in Kentucky because the rural public transportation provider does not have an agreement to travel into the urbanized area.

**Area of Need: To understand what transportation services are available and how to use them**

**What Options Are Working Well?**

- ◆ Public transit operators are updating their route maps and service information through GTFS feeds. Passengers will be able to access route maps and identify the location of bus stops through an online search (i.e., Google Maps).
- ◆ The public transit agencies in the TMA are working to update their bus stop inventory data to help ensure passengers have access to current and accurate information.
- ◆ Gohio.com is an online resource for information about available transportation options for Lawrence County.

**What Transportation Needs, Challenges or Barriers Exist?**

- ◆ Limited information and assistance are available for passengers using Greyhound or Amtrack out of the Huntington station. A passenger must have a credit card to purchase tickets using the Greyhound or Amtrack app or at the kiosk. Many passengers passing through the station are unbanked or do not have access to the app.
- ◆ With multiple transit systems serving the area, it is a challenge to inform the public about their transit options for regional trips.
- ◆ The TTA bus stop inventory (underway in 2024) discovered that some bus stops are not wheelchair accessible and other stops are not marked by a sign. Curb cuts and sidewalks are necessary for bus stop access. And, bus stop signs are an important way for passengers who are new to the service to learn to ride.
- ◆ The dialysis community needs an advocacy group that is informed about transportation options and can educate new patients. The group could also work with the local transportation providers to find a solution to challenges.

**Needs Assessment Conclusions**

Public and stakeholder input reinforced the transportation demand indicated by the demographic analysis and illustrated the unmet needs and gaps in transportation services in the region. The primary areas of unmet transportation needs and gaps in services are generally within five topic areas:

1. Access to employment.
2. Transportation across county lines.
3. Gaps in access to service between the surrounding rural areas and communities served by the fixed route transit operators TTA, ABS, and LCT.
4. Access to medical appointments.

5. To understand what transportation services are available and how to use them.

Based on the demographic analysis and feedback generated during the input process, the consultant team created a list of potential transportation strategies to address the identified unmet transportation needs in the region. The strategies are described in the next chapter and organized within five primary goals.

## Chapter 5 Coordinated Transportation Goals and Strategies

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### Overview

The general concept of improving access to information and resources about the existing transportation network has widespread support from throughout the region. Bringing new levels of coordinated transportation and communication between the transportation providers into reality will require supporters to take action. Human service agencies, public and private transportation providers, and non-profit organizations throughout the region are aware of the impact that gaps in access to transportation resources have on the local community, particularly older adults, individuals with disabilities, and people with low incomes. Today, transportation providers are each working within their limited resources to benefit the most people possible. Sharing resources and information between agencies is limited except through partnerships and participation in KYOVA's committees.

Hesitation to become fully involved in the concept of sharing resources and coordinating services may come from the fear of losing the ability to preserve the necessary services for consumers while sharing resources. Some agencies may also be concerned about unintentionally violating Federal funding rules and regulations. With three different states, come three different ways of communicating the regulatory limitations of coordinated transportation services.

Opportunities for improving transportation services in the TMA and immediately surrounding areas must, therefore, nurture a trusting relationship between participating organizations by clarifying perceived and real funding restrictions, ultimately guiding the participants toward a more coordinated approach to transportation and mobility— an approach that efficiently addresses gaps in services within the capacity of the existing transportation providers.

### Goals

Six primary goals are described in this chapter. Each goal is supported by the input provided by participants, including the general public, private and public entities, and participating organizations through local meetings, interviews and surveys.

Table 5.1 is a summary of the goals and implementation strategies or action steps that are necessary to achieve each goal. The strategies were assigned three “levels.”

**Level 1 Strategies** are those that could be implemented in incremental steps or with as few as two organizations. Some of the Level 1 strategies are a continuation of existing activities.

**Level 2 Strategies** have moderately significant challenges, and require more partnerships than Level 1, but are not as comprehensive as Level 3.

**Level 3 Strategies** require comprehensive coordination or even consolidation of resources or responsibilities from multiple organizations into a single entity.

The levels are intended to be viewed as contingency plans. Because, in some cases, there are significant challenges involved in coordinating transportation resources; and, because the most significant challenges can be associated with funding restrictions and organizational policy limitations, some of the strategies may take longer to implement – or may require significant changes in local policies and regulations that are beyond the control of the local stakeholders. Nonetheless, making progress toward additional levels of coordination is important to overcoming the unmet needs and gaps in services for older adults, individuals with disabilities, people with low incomes, and the general public.



**Table 5.1: Summary of Goals and Strategies**

Goals	Level 1: Strategies that could be implemented in incremental steps or with as few as two organizations.	Level 2: Strategies have moderately significant challenges and require more partnerships than Level 1.	Level 3: Strategies that require comprehensive coordination of resources or responsibilities.	Lead Agency for Implementation
<p><b>Goal 1: Sustain and grow the existing public transportation and Section 5310 programs.</b></p>	<p>1.3 Offer a workshop about the allowable use of Federal Transit Administration (FTA) dollars in rural and urban service areas. Also, discuss the strategy for using other Federal funds to support coordinated transportation. Invite agencies that are eligible for Section 5310 but have not yet applied. And, invite private providers.</p>	<p>1.2 Establish a Regional Coordinating Council (RCC) for public and human services transportation.</p>	<p>1.1 Use the Mobility Management functions to lead the local agencies and maximize the use of Section 5310 funds.</p>	<p>KYOVA leads RCC and local transit providers and Section 5310 recipients.</p>
<p><b>Goal 2: Enhance Access to Food and Medical Services in Unserved or Underserved areas in the TMA and surrounding counties.</b></p>	<p>2.1 LCT will be approved as a Medicaid transportation provider.</p>	<p>2.2 Public transit operators in the urban and rural areas will cross the urbanized area boundary to give rural residents access to medical appointments in the urbanized area.</p>	<p>2.3 Coordinate medical appointment times with transportation availability.</p>	<p>Recipients or subrecipients of FTA funding in coordination with healthcare providers.</p>

<b>Goal 3: Expand Regional Connectivity and Local Transportation Services in and around the TMA.</b>	3.1 Initiate a feasibility study to evaluate the effectiveness and costs of a Microtransit system to operate within the urbanized area.	None.	3.3 Expand public or human service agency transportation services into rural areas of surrounding counties for unmet demand for medical, employment, or other needs.	Transit operators will lead implementation of a Microtransit service to the unserved and underserved portions of the urban area. ABS will coordinate connections with neighboring rural area providers.
	3.2 Implement a Microtransit service to operate within the urbanized area (based on results of the feasibility study).			Tri-River Transit and other transportation providers will work with human service agencies and nonprofits in surrounding rural counties to explore a route to connect those areas to Huntington.
<b>Goal 4: Improve Public and Human Service Agency Transportation Information and awareness</b>	4.1 Make GTFS data available online for the public to search. Use Vehicle Locator Systems so that people can track the location of their bus.	4.2 Use a shared app or other platform so that people can go to one place for information about all public transit services in the urbanized area.	4.3 Improve information sharing about intercity bus and rail services and local transit through printed materials.	KYOVA and TTA will lead with support from LCT, ABS, and intercity bus and rail services.
<b>Goal 5: Coordinate Outreach, Advertising and Travel Training</b>	5.1 Enhance the travel training program in the urbanized area and coordinate it with similar programs in surrounding rural areas.	5.2 Establish a local travel training program for older adults and individuals with disabilities.	None.	KYOVA and Mobility Manager will develop the program and host trainings.

A description of each goal and strategy is provided in the paragraphs that follow. Table 5.4 at the end of this chapter provides a matrix relating each goal to the identified unmet transportation needs and gaps in services.

## **Strategies**

The following paragraphs explain the goals suggested above and detailed implementation strategies. Each strategy is an action item intended to help KYOVA and local stakeholders achieve coordinated transportation goals and address needs.

### ***Goal #1: Sustain and grow the existing public transportation and Section 5310 Program services.***

KYOVA and TTA jointly administer grant funding and oversight for the Federal Transit Administration Section 5310 Enhanced Mobility for Seniors and Individuals with Disabilities Program for the Transportation Management Area. The needs assessment activities in this study indicate that the existing transportation services funded by the program, as well as the transportation services that are funded by other State and Federal grant programs, are vital to the communities and people that they serve. Goal #1 focuses on preserving and sustaining the current transportation programs and resources that are addressing transportation needs throughout the region. This goal is an underlying goal that will be pursued along with all other goals and strategies.

Under the Section 5310 Program, KYOVA accepts grant applications and distributes the funding according to the applications received and the funding guidelines. KYOVA with TTA oversees the execution of the Section 5310 program and addresses questions or issues that arise from the subrecipients. The majority of Section 5310 grants are awarded to support vehicle purchases. KYOVA continues to successfully improve awareness and access to transportation resources through ongoing communication with transportation providers, hospitals, and human services programs to identify needs and develop the available resources.

Goal #1 focuses on sustaining the existing transportation resources and strengthening the established mobility management structure by providing more direction/structure and a broader scope of services.

#### **1.1 Use the Mobility Management functions to lead the local agencies and maximize the impact of Section 5310 funds**

The Section 5310 Enhanced Mobility for Seniors and Individuals with Disabilities Program (Section 5310) will continue to be a priority. KYOVA will continue to manage and provide guidance to Section 5310 recipients to consider grant applications that align with the public and coordinated transportation goals and unmet needs identified in this plan or any future plan amendments.

**Counties Included:** All counties and communities in the region.

**Priority Rating:** Medium

**Responsible Parties:** KYOVA will continue to provide program management for the Section 5310 Programs. Subrecipients will work closely with KYOVA to develop programs and services that meet the coordinated

transportation goals of the region and provide effective public and human service agency transportation services as they plan to enhance services to meet identified unmet needs and gaps.

**Performance Measures:**

- ◆ Cost Effectiveness:
  - Total program administrative costs/Total passengers
- ◆ Market Penetration:
  - Total Passengers/Population of service area that could be eligible for the services provided
  - Number of new customers served
  - Percentage of trips provided as subscription trips or repeat customers served
- ◆ Service Availability:
  - Days and hours of service

**Implementation Timeframe:** Ongoing.

**Implementation Budget:** No additional funding is required for this strategy beyond current grant levels. The Federal Transit Administration determines the amount of funding allocated to the region for Section 5310 program grants and administration.

**Potential Grant Funding Sources:** Section 5310 funding provides up to 80% funding for eligible capital costs, including mobility management. A 20% local match for capital funding is required. Local matching funds may be derived from local, state, or most federal non-Department of Transportation funding programs that include transportation as an eligible expense.

## **1.2 Establish a Regional Coordinating Council for Public and Human Services Transportation**

Having a forum in which to discuss mobility issues, whether they are barriers, improvements, or observations, is vital to the continued development of a coordinated network of transportation services. A Regional Coordinating Council (RCC) must be organized to carry out tasks as outlined in this document. Once in place, the group can assign tasks to members, and work toward implementing the strategies and tasks described herein.

The RCC should establish annual goals and objectives that are monitored during the calendar year. If any goal appears to be faltering, the RCC can review the situation and work to get it back on track. There are times when goals must be adjusted to meet circumstances that arise. This should be done when necessary.

The RCC will provide data necessary for the performance measures in Strategy 1.1 and will work together to achieve coordinated goals and strategies to address the needs of the region. At a minimum, the Council will be inclusive of representatives from agencies that provide public transportation in each county included within the KYOVA region and all recipients of Section 5310 funding. Membership should also include KYOVA, Mobility Managers from rural portions of the counties included in the TMA, and representatives from the Departments of Transportation for West Virginia, Ohio, and Kentucky.

**Counties Included:** All counties in the region.

**Priority Rating:** High

**Responsible Parties:** KYOVA will establish the RCC. Active membership should include, at minimum:

- ◆ ABS
- ◆ LCT
- ◆ TTA
- ◆ Tri-River Transit
- ◆ City of Ashland, KY
- ◆ Representatives from senior service agencies
- ◆ Representatives from intercity bus and rail providers
- ◆ Representatives from agencies serving individuals with disabilities
- ◆ Representatives from the faith community
- ◆ Representatives from workforce development
- ◆ Mobility Managers and/or representatives from transportation agencies in the surrounding rural counties

**Performance Measures:**

- ◆ Purpose of the RCC is established and members are identified.
- ◆ Participating members agree to Memorandum of Understanding and set goals for improving coordination of resources.
- ◆ Council works to identify funding opportunities for grants to support coordinated transportation, and those additional funds are applied to expand or enhance services for older adults, individuals with disabilities, and people with low incomes.
- ◆ Council works to develop informational materials and a public outreach campaign.

**Implementation Timeframe:** Implement within one year and continue on an ongoing basis.

**Implementation Budget:** Minimal expense for labor to actively participate in the RCC. Ultimately, participation in the RCC could result in additional funding for agencies and/or the region as participants work to improve awareness and eligibility for new funding programs and/or greater efficiencies of service through coordination and information sharing.

**Potential Grant Funding Sources:** Applicable expenses are a function of administering the Section 5310 programs and public transportation services at respective agencies. Funding for labor costs associated with active participation in the RCC would be derived from existing transportation program administration funds. Active participation in the RCC is an eligible mobility management expense under the Section 5310 program. Mobility Management is eligible for an 80 percent Federal share (and 20 percent local match).

### **1.3 Offer a workshop about the allowable use of Federal Transit Administration (FTA) dollars in rural and urban areas**

During the study, several organizations had questions or concerns about providing transportation across the jurisdictional boundary of the TMA urbanized area. Agencies also expressed concern about identifying sustainable local funding to meet the transportation demands. In particular, the rural transportation operators often receive requests to bring passengers into the urbanized area for medical appointments, work, or other needs. Many of those regional trip requests are from older adults, individuals with disabilities, or people with low incomes who would be eligible for transportation provided by a Section 5310-funded

program if the subrecipient of those funds had a policy that would allow such a trip. Other rural-urban trip requests would be eligible for public transportation if a service were available.

A workshop will be facilitated with participation from the Section 5310 program subrecipients, recipients of FTA public transit funding, and State Departments of Transportation to unpack the limitations and possibilities of providing transportation across the urban and rural area boundaries. Such urban-rural coordination will help providers maximize the funding they receive today and coordinate with neighboring systems to find solutions that are within their individual operating structures to ensure that passengers are not limited in their access to services because of a jurisdictional service area boundary.

**Counties Included:** All counties in the region and surrounding rural areas.

**Priority Rating:** High

**Responsible Parties:** KYOVA will facilitate the meeting and the appropriate representative from the transportation provider organizations are encouraged to participate.

**Performance Measures:**

- ◆ At least one workshop is facilitated per year with strong participation from transportation providers.
- ◆ Transportation providers identify strategies to travel across the rural-urban boundaries within their funding limitations. Some policies may be amended to allow for such services.
- ◆ The number of trips provided across the rural-urban boundary per year by participating providers increases.
- ◆ Where appropriate, cost-sharing agreements are established between providers that are frequently traveling to and from the urban-rural areas. Cost-sharing agreements would be considered if agencies are transporting passengers from another agency or operating service within another agency's jurisdiction.

**Implementation Timeframe:** Implement within one year and continue annually.

**Implementation Budget:** Minimal expense for labor to actively participate. Ultimately, an improved understanding of current and potential funding sources and how to use them in a coordinated situation could result in additional funding for agencies and/or the region as participants work to implement services that have greater efficiencies for multi-jurisdictional trips.

**Potential Grant Funding Sources:** Applicable expenses are a function of administering the Section 5310 programs and public transportation services at respective agencies. Funding for labor costs associated with active participation in the workshop would be derived from existing transportation program administration funds. Active participation in the workshop and development of new partnerships and service agreements with other agencies are eligible mobility management expenses under the Section 5310 program. Mobility Management is eligible for an 80 percent Federal share (and 20 percent local match).

***Goal #2: Enhance access to food and medical services in unserved or underserved areas in the TMA.***

Social determinants of health are nonmedical factors that influence health outcomes.<sup>17</sup> Access to transportation, safe housing and nutritious foods are examples of factors that the Centers for Disease Control (CDC) identify as being important to public health.

The 2022 Community Health Needs Assessment conducted by Cabell Huntington Hospital included a survey of 506 Mountain Health Network patients. Approximately 67 percent of the survey respondents were age 55 or older. The survey included questions about local challenges related to staying healthy. Approximately 30 percent of respondents indicated that transportation is a top barrier to receiving care. In addition to needing transportation to medical appointments, approximately half of the respondents stated that to improve health, they needed access to job opportunities and healthier food.

During the planning process for this HSTP, local representatives from human service agencies and transit operators also indicated that they constantly strive to design their transportation services to meet the challenges related to access to medical appointments, grocery stores with fresh food options, and work. Lawrence County, Ohio, in particular is working to expand the amount of Medicaid transportation available.

**2.1 Lawrence County Transit will become a Medicaid non-emergency medical transportation provider**

Lawrence County Transit (LCT) and Job and Family Services will work toward establishing LCT as a provider for Medicaid non-emergency medical transportation (NEMT). The NEMT service would not interfere with general public transit service availability and would be provided at a negotiated fully-allocated cost contracted rate.

**Counties Included:** Lawrence County – with destinations in surrounding counties

**Priority Rating:** High

**Responsible Parties:** LCT and Job and Family Services (Lawrence County)

**Performance Measures:**

- ◆ LCT provides NEMT trips under agreement with Job and Family Services and, as a result, JFS is able to better meet Medicaid-eligible trip demands from Lawrence County.
- ◆ LCT ridership increases because it is able to accommodate transportation needs for access to medical appointments.
- ◆ Rate of attendance at scheduled Medicaid-eligible medical appointments improves.

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<sup>17</sup> <https://www.cdc.gov/about/priorities/why-is-addressing-sdoh-important.html>

**Implementation Timeframe:** Implement within one year and continue on an ongoing basis.

**Implementation Budget:** LCT may need to expand its total vehicle hours and miles to accommodate additional demand from Medicaid NEMT services.

**Potential Grant Funding Sources:** A contractual agreement between LCT and Job and Family Services will be negotiated prior to beginning services. Through that agreement, Medicaid transportation funding will be used to cover the fully allocated cost of operating NEMT trips. Contract revenue may be used as local match for Federal Transit Administration (FTA) public transit dollars.

**2.2 Public transit operators in the urban and rural areas will negotiate an agreement to cross the urbanized area boundaries to give rural residents access to medical appointments in the urban area (i.e., Huntington, Ashland, Ironton).**

Public transit operators are often restricted to providing service within a limited geographic area such as within city limits or within the urbanized area. In some cases, these jurisdictional boundary restrictions create spatial gaps for people who live outside of the service area but need to travel into that area. For eligible individuals, the Section 5310 program can help reduce the gap by crossing the jurisdictions.

The region and its neighbors in surrounding rural areas will seek opportunities to design services that will cross jurisdictional boundaries for older adults, individuals with disabilities and people with low incomes. Such services meet the intent of Section 5310 funding which is to provide service beyond the Americans with Disabilities Act (ADA) service options.

In addition to Section 5310 program services, the ABS and rural public transit providers will discuss opportunities to cross the urban-rural boundaries without jeopardizing local funding. Operating expenses for service directly by the FTA Section 5311 recipient are eligible for a 50 percent Federal Share (50 percent local match). However, all or a portion of the contracted services is eligible for up to 80 percent Federal Share – reducing the local match requirement from 50 percent to 20 percent. The percent of the contract that is eligible for 80 percent Federal share varies depending on the nature of the contracted services. The following table is provided for reference. Additional information is available in FTA Circular 9040.1G, Appendix F.



<b>Bus and Paratransit-Related Contract Services</b>	<b>Percent of Contract Eligible for 80 Percent Federal Share</b>
<b>Type of Contract</b>	
1. Service Contract (contractor provides maintenance and transit service; recipient provides vehicles)	40 percent
2. Service Contract (contractor provides transit service only; recipient provides vehicles and maintenance)	0 percent
3. Vehicle Maintenance Contract (contractor provides maintenance; recipient provides vehicles and transit service)	100 percent
4. Vehicle Lease Contract (contractor provides vehicles; recipient provides maintenance and transit service)	100 percent
5. Maintenance/Lease Contract (contractor provides vehicles and maintenance; recipient provides transit service)	100 percent
6. Turnkey Contract (contractor provides vehicles, maintenance, and transit service)	50 percent
7. Vehicle/Service Contract (contractor provides vehicles and transit service; recipient provides maintenance)	10 percent

Source: FTA Circular 9040.1G, Appendix F.

**Counties Included:** All counties. The need was particularly relevant for Boyd and Greenup Counties.

**Priority Rating:** Medium

**Responsible Parties:** Ashland Bus System, KYOVA, and Section 5310 subrecipients in the rural and urban areas around Ashland. Public transit operators may consider working with a private third-party operator to provide the urban-rural services.

**Performance Measures:**

- ◆ The responsible parties meet to discuss the challenges.
- ◆ A service design option is developed and piloted through a partnership with existing public and Section 5310 service providers.
- ◆ People living outside of the ABS service area report fewer barriers to accessing destinations within the ABS service area.

**Implementation Timeframe:** Implement within one year and continue on an ongoing basis.

**Implementation Budget:** LCT may need to expand its total vehicle hours and miles to accommodate additional demand from Medicaid NEMT services.

**Potential Grant Funding Sources:** A contractual agreement between LCT and Job and Family Services will be negotiated prior to beginning services. Through that agreement, Medicaid transportation funding will be

used to cover the fully allocated cost of operating NEMT trips. Contract revenue may be used as local match for Federal Transit Administration (FTA) public transit dollars.

### **2.3 Coordinate medical appointment times with transportation availability**

Health care providers have an important role to play in the coordination of long-distance transportation to their facilities. Appointments should be scheduled in a manner that allows for transportation providers to coordinate patient/passenger trips efficiently. For example, a physician's office or hospitals in Huntington serving clients who use transportation to ride to the facility from surrounding counties should coordinate appointment times so that one vehicle can be deployed to provide the ride. For this purpose. The Regional Coordinating Council (see Goal #1)—with support from transportation providers—would lead the development of new channels for cooperation between healthcare facilities and transportation providers.

**Counties Included:** All counties.

**Priority Rating:** Low

**Responsible Parties:** KYOVA, Regional Coordinating Council, Mobility Manager, local medical care providers.

#### **Performance Measures:**

- ◆ RCC will designate a subcommittee to conduct pre- and post-implementation surveys of health care providers regarding their understanding of patient transportation options.
- ◆ Based on survey results, the RCC subcommittee will facilitate meetings with transportation providers and a representative from the healthcare facility to discuss opportunities to improve access to healthcare.
- ◆ The number of trips to medical facilities during off-peak hours of transit service increases each year.
- ◆ The number of video-health appointments that are completed in the local area in place of the trip to/from the medical facilities when the person would otherwise have not had access to the appointment increases.
- ◆ The number of people or the frequency of repeat customers using coordinated transportation resources for medical appointment access increases each year.
- ◆ The number of trip requests for medical appointments that go unserved by the transportation provider (and/or the number of appointments that are canceled or no-show) decreases each year.

**Implementation Timeframe:** Two years and ongoing.

**Implementation Budget:** Minimal funding would be necessary due to this function being added to the duties of the RCC. Implementation of trip coordination between multiple providers would require additional labor and could be part of the regional Mobility Management program, including additional funding to support expanded job duties of existing transit agency staff or to create a new part-time position.

**Potential Grant Funding Sources:** If additional service needs are identified, a combination of Federal Transit Administration (FTA) Sections 5310, 5307, and 5311; Department of Health and Human Resources; Department of Aging and Disability Services; Department of Veterans Assistance; and medical facilities could potentially fund expanded hours or capacity of transportation resources. Potential funding sources will vary based on the type of services implemented.

**Goal #3: Expand regional connectivity and local transportation services in and around the TMA.**

ABS, LCT, and TTA provide the core network of regional transportation in the TMA. ABS services operate primarily in Ashland. TTA services operate primarily in Huntington with some services extending to make connections with LCT. In Lawrence County, LCT operates countywide service and connects with TTA and ABS at specific scheduled times and locations.

Human service agency transportation services outside of the TMA, or within the TMA but outside of the public transit service area boundaries, are not designed to meet the regional transportation needs of commuters and individuals with low incomes. Rural transportation providers serving areas around the TMA also may not have the capacity or offer the appropriate mode of service to provide regional connectivity to the employment, educational, medical, shopping, and recreational resources available in the TMA.

Some local transportation providers within the urbanized area and just outside of the area need more resources to meet their communities' daily transportation needs. They need the ability to provide feeder service – in the form of fixed routes, shuttles, or demand-response/on-demand services – to meet with ABS, TTA, or LCT routes – or to travel directly into Huntington and Ashland.

KYOVA will initiate a study to evaluate microtransit feasibility for inclusion within the transit systems. Transit operators will investigate microtransit options that will provide service to the unserved and underserved portions of the urban areas.<sup>18</sup>

**3.1 Initiate a feasibility study for Microtransit service**

Microtransit service is a technology-enabled service that uses multi-passenger vehicles to provide on-demand services with dynamically generated routing. Microtransit services are traditionally provided in designated service areas. Service models include first/last mile connections to fixed route services; hub to hub zone-based services; the commingling of ADA complementary paratransit services with general transit service; and point-to-point service within a specific zone or geography.

**Counties Included:** All counties.

**Priority Rating:** Medium

**Responsible Parties:** KYOVA and transit providers.

**Performance Measures:**

- ◆ The scope of work for a feasibility study is created and finalized.

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<sup>18</sup> Federal Transit Administration [www.transit.dot.gov/regulations-and-guidance/shared-mobility-definitions](http://www.transit.dot.gov/regulations-and-guidance/shared-mobility-definitions)

- ◆ The study is conducted with findings determining the feasibility of a microtransit service.
- ◆ A plan for implementing microtransit service is finalized and adopted.

**Implementation Timeframe:** One year.

**Implementation Budget:** A microtransit feasibility study may range in cost from \$20,000 and up depending on the scope of work.

**Potential Grant Funding Sources:** Planning funds available within the TMA as determined appropriate by KYOVA.

### **3.2 Implement a pilot Microtransit service (based on the outcome of Strategy 3.1).**

Based on the results of the feasibility study (Strategy 3.1), it is recommended that Tri-State Transit Authority (TTA) and Ashland Bus System consider a more flexible transit service as an effective and cost-efficient means of transportation to low-density areas located within or just outside of the urbanized area. The service may address gaps in service such as the unserved portion of the urbanized area in Kentucky, to expand hours of operation for public transit on weekends, and as a replacement for underperforming fixed bus routes. The recommendations for on-demand services under a formal Microtransit pilot program (for each provider) are presented herein. The feasibility study (Strategy 3.1), program goals, and available resources will directly inform the service delivery model adopted by each agency.

#### **Ashland Bus System**

##### On-Demand Service Zone 1: Northwest

The Northwest On-Demand Zone would serve medical facilities including the Appalachian Recover Center Recovery Center and Kings Daughter Pavilion as well as senior living facilities including Morning Pointe of Russel Senior Living. The on-demand zone would introduce public transportation services to the Northern portion of Boyd County not served by the Ashland Bus System. The zone would connect to the Ashland Bus System's fixed route network via the Downtown Route.

##### On-Demand Service Zone 2: South

The South On-Demand Zone would extend the service area south of the 13<sup>th</sup> Street Route. The service would allow individuals to be picked up and dropped off at locations south of the McDonald's bus stop located on Highway 60 providing access to primary destinations along the Highway 60 corridor including the Camp Landing Entertainment District Shopping Mall and Walmart located in the southern portion of Boyd County. The on-demand zone would introduce public transportation services to the Southern portion of Boyd County not served by the Ashland Bus System. The zone would connect to the Ashland Bus System's fixed route network via the 13<sup>th</sup> Street Route.

There is a potential to transition the route segment located along Highway 60 from Blackburn Ave. to McDonald's, the last stop on the 13<sup>th</sup> Street Route, to an on-demand service. This would allow Ashland Bus System to reallocate resources to fixed routes within the core service area and increase the service area along Highway 60 to the southern portion of Boyd County as referenced above. A transition in service model along the segment of Highway 60 would facilitate (support) a redesign of both the 13<sup>th</sup> Street and Crosstown Routes, reducing the duplication in service and increasing the frequency to 60 minutes, at minimum. These

two fixed routes are interlined and service is offered every other hour (120-minute frequency). The transition in service models would result in increased service frequency and decreased wait times for customers as well as shorter distances and travel time to designated stops. Furthermore, a redesign of the 13<sup>th</sup> Street and Crosstown Routes provides an opportunity to increase productivity and the effectiveness of services provided within Ashland Bus System’s core fixed route network.

On-Demand Service in the Suburban Area(s): Offers service to rural areas of Boyd County not currently serviced by public transportation. Areas/zones will be defined through meetings with the 5311 providers.

It is important to review the characteristics and intent of each on-demand service recommendation. The service characteristics for the recommended Microtransit services for ABS are presented below:

**Table 5.2 Characteristics of On-Demand Services**

Service/Zone	Service Spans	Service Vehicles	Wait Time	Service Intent	Primary/Popular Destinations
<b>Weekday On-Demand Service Zone 1: Northwest</b>	7:00 a.m. to 6:30 p.m.	1	30 minutes	Increase Access to Medical Services	Appalachian Recovery Center and Kings Daughter Pavilion
<b>Weekday On-Demand Service Zone 2: South</b>	9:00 a.m. to 6:30 p.m.	1	30 minutes	Workforce Transportation and Shopping	Camp Landing Entertainment District Shopping Mall and Walmart
<b>Weekday On-Demand Service in the Suburban Areas</b>	To be determined	1	To be determined	Shopping and workforce transportation	Walmart, Mall, Grocery, Entertainment

An analysis of travel data for on-demand service using the Replica software platform was performed to understand the current travel patterns and behavior of Boyd County residents and visitors within the proposed on-demand service areas.

**Tri-State Transit Authority**

The recommendations include the transition of the agency’s “After Hours” or “Late” fixed route service to an on-demand service model. For these zones, service hours would be congruent with current schedules and could be scalable, based on service demand and available funding. These services could be offered as short-term pilots (for a minimum of 12 months), then continued or expanded depending on whether performance targets were achieved. The Microtransit pilot program would exist as a more effective and cost-efficient solution to “After Hours” transportation service.

### Weekday After Hours On-Demand Service

The “late” or night on-demand service would operate after 7:00 p.m. and would expand the service areas for Route 10 - Marshall; Route 20 - PM South; Route 30 - PM North; and Route 40 - PM West. Service under the Microtransit pilot program would operate from approximately 7:00 p.m. to 10:00 p.m. or 11:00 p.m., congruent with the existing service schedules for the above-referenced fixed routes. The service would allow individuals to be picked up and dropped off at high-priority destinations and secondary locations not accommodated under the current flag stop model. The transition in service models would result in increased service frequency and decreased wait times for customers as well as shorter distances and travel time to designated stops. A more convenient transportation option enhances the existence of current customers while attracting new passengers. The late service would be organized under three on-demand zones.

### Saturday After Hours On-Demand Service

On-demand service would be introduced on Saturday revising the service mode from fixed route to Microtransit on Route 20 - PM South; Route 30 - PM North; and Route 40 - PM West. Service areas and operating schedules would remain congruent with the existing fixed routes. Saturday service under the Microtransit pilot program would operate from 7:00 p.m. to 11:00 p.m., congruent with the existing service schedules and the weekday “after-hours” on-demand service. The service would allow individuals to be picked up and dropped off at high-priority destinations and secondary locations not accommodated under the current flag-stop model. The transition in service models would result in increased service frequency and decreased wait times for customers as well as shorter distances and travel time to designated stops. A more convenient transportation option enhances the existence for current customers while attracting new passengers. The late service would be organized under two on-demand zones.

It is important to review the characteristics and intent of each on-demand service recommendation. The service characteristics for the recommended Microtransit services for TTA are presented below:

**Table 5.3 Overview of Service Characteristics for the Recommended Microtransit Services**

Service/Zone	Service Spans	Service Vehicles	Wait Time	Service Intent
Weekday After Hours On-Demand Service Zone 1: North and West	7:00 p.m. to 11:00 p.m.	2	20 to 30 minutes	Workforce Transportation
Weekday After Hours On-Demand Service Zone 2: South	7:00 p.m. to 11:00 p.m.	1	20 to 30 minutes	Workforce Transportation
Weekday After Hours On-Demand Service Zone 3: Marshall University	7:00 p.m. to 10:00 p.m.	1	10 to 15 minutes	Student Transportation
Saturday After Hours On-Demand Service Zone 1: North and West	7:00 p.m. to 11:00 p.m.	1	20 to 30 minutes	Workforce Transportation
Saturday After Hours On-Demand Service Zone 1: South	7:00 p.m. to 11:00 p.m.	1	20 to 30 minutes	Workforce Transportation

**Counties Included:** Boyd, Greenup, Cabell and Wayne.

**Priority Rating:** Medium

**Responsible Parties:** TTA and ABS

**Performance Measures:**

- ◆ New pilot services provide between 8.6 and 12.4 trips per hour.
- ◆ Net operating costs are less than operating fixed routes in the same areas.
- ◆ Passenger satisfaction with access to services improves.
- ◆ Traffic congestion is mitigated through ridesharing.

**Implementation Timeframe:** Implement within two to three years.

**Implementation Budget:** TTA may expect an annual cost of approximately \$137,000 to \$206,000 for each on-demand service area. Costs for ABS were not determined during this study.

**Potential Grant Funding Sources:** Additional public transit funding from the Federal Transit Administration (FTA) and local matching funds will be necessary to implement service expansions.

### **3.3 Coordinate feeder services to connect ABS, TTA, and LCT with transportation providers from outlying communities**

Stakeholder input collected during coordinated transportation plan updates for all surrounding counties suggested that growth in employment opportunities in the Huntington area and the need for access to the regional medical facilities in TMA counties are increasing but transportation from outlying communities to those jobs and facilities is not available. Tri-River Transit addresses this need for trips from within its service area, but demand exists in the rural areas surrounding Ashland and potentially from West Virginia counties not served by Tri-River Transit.

Feeder services are typically provided with smaller vehicles that will meet the main bus line at a designated stop to connect passengers with the bus line. Feeder services in rural counties could provide a combination of deviated fixed route or demand response services that are appropriate for less densely populated areas and connect to the TTA, ABS, or LCT fixed route/shuttle at designated stops and times.

**Counties Included:** All counties.

**Priority Rating:** Medium

**Responsible Parties:** Feeder services could be provided directly by public transportation operators or through coordinated agreements with another eligible public, private, or non-profit transportation operator. Feeder services could be developed for specific businesses or industrial parks, or for communities, medical facilities, or other groups.

**Performance Measures:**

- ◆ Specific needs for feeder services are identified and discussed with KYOVA, public transit operators, West Virginia DOT, Ohio DOT, Kentucky Transportation Cabinet, and local employers or regional medical facilities.
- ◆ Operating and capital funding for feeder services is identified and secured.
- ◆ Number of people utilizing feeder services.
- ◆ Cost per trip/mile/hour for the operator of services.

- ◆ Customer satisfaction pertaining to regional mobility improves, as identified through public and passenger surveys.

**Implementation Timeframe:** Three years and ongoing.

**Implementation Budget:** Estimated operating costs are \$110 per vehicle hour. Actual operating costs would depend upon the operator of the feeder services and the mode of operation.

**Potential Grant Funding Sources:** Feeder services that are open to the public are eligible for FTA sections 5311 (Rural) and 5307 (Urban) Program funding. If the services are primarily implemented to support older adults and individuals with disabilities, they may also be eligible for Section 5310 Program funding. If FTA funding is utilized, local matching funds should be provided by a combination of resources including the businesses, communities, or organizations that are directly benefiting from the service. Alternatively, feeder services could be funded entirely with private funding and provided exclusively for employees or consumers of the organization funding the service with non-FTA funded vehicles or operators.

#### ***Goal #4: Improve transportation information and awareness.***

Communicating to current and potential riders about when, where, and how to use available transportation resources is an ongoing challenge for public transportation providers. It is not uncommon, for example, during the coordinated plan public outreach meetings for people to learn for the first time about transportation options that have been in operation for months or even years. Strategies 4.1 and 4.2 outline the first two phases in a concentrated effort to improve access to information about available transportation resources and to ultimately use that information to assist passengers with building trips that may involve multiple transportation providers.

##### **4.1 Make GTFS data available online for the public to search. Use Vehicle Locator Systems so that people can track the location of their bus**

The use of General Transit Feed Specification (GTFS) in public transportation is intended to improve end-user customer experience in public transportation apps. GTFS is an automated version of a transit operator's timetable. It communicates schedules to online mapping programs and smartphone/tablet applications so that travelers can plan their trips. Some agencies make their GTFS data freely available to all users online. Others make the data available only on the agency's app or upon request to the agency.

The local transit systems in the TMA have updated their GTFS data and it could not be made available to the end-user for trip planning and service information. It is recommended that the providers make GTFS data available to the public online as well as through system apps.

**Counties Included:** All counties.

**Priority Rating:** High



**Responsible Parties:** ABS, LCT and TTA will make data available to users. KYOVA in cooperation with the public transit systems may also incorporate GTFS data into a regional service application.

**Performance Measures:**

- ◆ Transit systems make GTFS data available to the public and/or on user apps.
- ◆ KYOVA will consider plans to develop a regional bus stop inventory for transit users to access accessibility information at each stop.
- ◆ Transit systems continue to update GTFS data.

**Implementation Timeframe:** Six months to two years.

**Implementation Budget:** Expenses to maintain data and create user apps will depend upon the functionality of the apps and the extent of updates that need to be made to inventory information.

**Potential Grant Funding Sources:** Existing transit operating funds will be eligible for supporting GTFS data updates and the development of an app or other online resource.

#### **4.2 Use a shared app or other platform so that people can go to one place for information about all transit services in the urbanized area**

Transit systems will consider a shared app so that passengers have a single resource for information about all public transit services in the TMA. Additional service providers, such as public transit services in the surrounding rural areas may also provide information in the app. Consider including the option to purchase fares and schedule trips on demand response services.

**Counties Included:** All counties.

**Priority Rating:** Medium

**Responsible Parties:** ABS, LCT and TTA.

**Performance Measures:**

- ◆ Transit systems coordinate and share challenges and benefits of using a common app for all transit services available in the urban area.
- ◆ The app is advertised to the public.
- ◆ Number of users who access information from the app and/or schedule trips or pay fares.
- ◆ Customer satisfaction with the app (as measured through customer surveys)

**Implementation Timeframe:** Three to four years.

**Implementation Budget:** Expenses will depend upon the functionality of the apps and the platform.

**Potential Grant Funding Sources:** Existing transit operating funds will be eligible to support the purchase and design of the app. Additional revenue must be identified for the purchase of new technology.

#### **4.3 Improve information sharing about Greyhound and Amtrack services and local transit through printed materials available at transit centers, homeless shelters, churches, and other destinations.**

Create and maintain a Ride Guide with basic information about all public, private, and non-profit transportation resources in the region. The Ride Guide will include eligibility requirements, service area, modes of service, accessibility, hours/days of operation, and contact information for scheduling a trip.

Transportation providers are responsible for providing updated information whenever service aspects change.

The Rider Guide can be a printed resource and available at the Greyhound, Amtrack, and all public transit hubs, but should also be available online. The guide should also include contact information for local homeless shelters and other resources for people who may be passing through Huntington and spending a night due to intercity bus/rail schedules. The online information will be hosted by a lead agency such as 211. Links to the online Ride Guide will be included on partner organization websites in each county.

**Counties Included:** All counties.

**Priority Rating:** Low

**Responsible Parties:** KYOVA, ABS and TTA will work with Greyhound and Amtrack to collect and maintain up-to-date information about schedules, fares, and how to purchase fares for unbanked customers or people with no smartphones.

**Performance Measures:**

- ◆ The RCC will designate a lead to create the regional Rider Guide.
- ◆ Rider Guides are printed and made available at transit hubs.
- ◆ Transit providers experience an increase in first-time riders.

**Implementation Timeframe:** One year with ongoing updates

**Implementation Budget:** Expenses for creating the guide and printing it will depend upon the number of copies to be printed.

**Potential Grant Funding Sources:** Rider Guides are an eligible expense under the Section 5310 program. Additional funding, if needed, will be the responsibility of the transit providers.

### ***Goal #5: Coordinate outreach, advertising and travel training.***

The following strategies are suggested approaches to overcome fear or lack of information available about public and senior transportation services

#### **5.1 Enhance the travel training program in the urbanized area and coordinate it with similar programs in surrounding rural areas.**

The travel training program is designed specifically for using public services offered throughout all counties. Training may range from instructions to complete applications for paratransit service and scheduling trips with demand response operators to training on how to ride fixed routes or private taxis.

**Counties Included:** All counties.

**Priority Rating:** Medium

**Responsible Parties:** The RCC will lead the effort with support from the public transit operators. Local transportation operators will provide information for the Travel Trainers as they learn the details of each program and train new passengers.

#### **Performance Measures:**

- ◆ Number of people receiving travel training in each county.
- ◆ Increase in ridership on public or other transportation services following travel training.
- ◆ Increase in customers reporting satisfaction with knowing how to use transportation.

**Implementation Timeframe:** Two years and ongoing.

**Implementation Budget:** Industry experience indicates that the most successful travel trainers have something in common with the customer such as age, race, or gender. Travel training will include printed materials, how-to videos, and labor costs for the trainer(s). Travel training budgets can range from \$500 per year to \$10,000 per year, depending on the scope.

**Potential Grant Funding Sources:** FTA Section 5310 funding provides up to 80% of the cost for a Mobility Manager to provide travel training. The remaining 20% matching funds can be derived from a combination of non-FTA Federal dollars (e.g. Department of Health and Human Services, Aging, Title III-B of the Older Americans Act) and local funds or grants.

#### **5.2 Establish a local travel training program for older adults and individuals with disabilities.**

The travel training program is designed specifically for using public services or human service agency transportation programs offered throughout all counties. Training may range from instructions to complete applications for paratransit service and scheduling trips with demand response operators to training on how to ride fixed routes or private taxis.

**Counties Included:** All counties.

**Priority Rating:** High

**Responsible Parties:** The RCC will lead the effort with support from the public transit operators and human service agencies. Local transportation operators will provide information for the Travel Trainers as they learn the details of each program and train new passengers.

**Performance Measures:**

- ◆ Number of people receiving travel training in each county.
- ◆ Increase in ridership on public or other transportation services following travel training.
- ◆ Increase in customers reporting satisfaction with knowing how to use transportation.

**Implementation Timeframe:** Two years and ongoing.

**Implementation Budget:** Industry experience indicates that the most successful travel trainers have something in common with the customer such as age, race, or gender. Travel training will include printed materials, how-to videos, and labor costs for the trainer(s). Travel training budgets can range from \$500 per year to \$10,000 per year, depending on the scope.

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### **Summary and Priority Ratings**

The following table provides a matrix matching each of the goals and strategies to the unmet needs and gaps in services identified during the outreach process. The matrix also provides a priority rating level and recommended implementation timeframe. Priority level ratings were categorized based on the following criteria:

1. Leverage existing resources
2. Improve access to resources
3. Address identified needs

A “High” rating addresses all three criteria, a “Medium” rating partially addresses the criteria, and a “Low” rating minimally addresses the three criteria.

The implementation timeframe is based on potential challenges and barriers such as available funding or the need to develop a leadership structure before implementation.

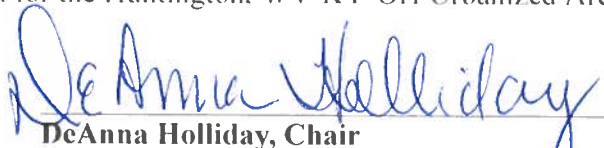
**Table 5.4: Matrix Summary of Unmet Needs or Gaps in Transportation Services and Goals**

Goal Identified to Address the Identified Unmet Needs or Gaps in Service	Area of Identified Unmet Needs or Gaps in Mobility Services	Priority Level
<p>Goal #1: Sustain the existing public transportation and Section 5310 programs.</p> <p>Goal #3: Expand regional connectivity and local transportation services in and around the TMA.</p> <p>Goal #4: Improve transportation information and awareness.</p>	Access to Employment	High
<p>Goal #1: Sustain the existing public transportation and Section 5310 programs.</p> <p>Goal #2: Enhance access to food and medical services.</p> <p>Goal #3: Expand regional connectivity and local transportation services in and around the TMA.</p>	Transportation Across County Lines	Medium
<p>Goal #1: Sustain the existing public transportation and Section 5310 programs.</p> <p>Goal #2: Enhance access to food and medical services.</p> <p>Goal #3: Expand regional connectivity and local transportation services in and around the TMA.</p>	Service in the urban area but outside of public transit service area and trips across the Urban-Rural boundaries	High
<p>Goal #1: Sustain the existing public transportation and Section 5310 programs.</p> <p>Goal #2: Enhance access to food and medical services.</p> <p>Goal #3: Expand regional connectivity and local transportation services in and around the TMA.</p> <p>Goal #4: Improve transportation information and awareness.</p>	Access to Medical Appointments	Medium
<p>Goal #1: Sustain the existing public transportation and Section 5310 programs.</p> <p>Goal #4: Improve transportation information and awareness.</p> <p>Goal #5: Coordinate outreach, advertising and travel training.</p>	Understand what Transportation Options are Available	High

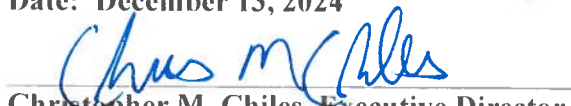
**RESOLUTION ADOPTING THE 2025 KYOVA COORDINATED PUBLIC  
TRANSIT-HUMAN SERVICES TRANSPORTATION PLAN FOR THE  
HUNTINGTON, WV-KY-OH URBANIZED AREA**

- WHEREAS,** KYOVA Interstate Planning Commission has been designated as the Metropolitan Planning Organization (MPO) and designated recipient for Section 5310 federal funds allocated to the Huntington, WV-KY-OH Urbanized Area by the Governors of West Virginia, Kentucky, and Ohio for the Huntington, WV-KY-OH Urbanized Area acting through the West Virginia Division of Highways (WVDOH), the Kentucky Transportation Cabinet (KYTC), the Ohio Department of Transportation (ODOT), and locally elected officials in the KYOVA region; and
- WHEREAS,** the Coordinated Public Transit Human Services Transportation Plan is expected to address Section 5310 (Enhanced Mobility of Seniors and Individuals with Disabilities) of Title 49 of the U.S. Code; and
- WHEREAS,** the designated recipient is responsible for developing and maintaining a Coordinated Public Transit Human Services Transportation Plan as a basis for awarding Section 5310 federal funds; and
- WHEREAS,** KYOVA adopted updates to the Coordinated Public Transit Human Services Transportation Plan in FY 2013 and FY 2019; and
- WHEREAS,** KYOVA gathered public input during FY 2024 while updating the FY 2025 Coordinated Public Transit Human Services Transportation Plan through public interest committee meetings of social/human service organizations in the region; and
- WHEREAS,** KYOVA has or will provide all annual certifications and assurances to FTA as required for the 5310 program along with this update.

**NOW, THEREFORE BE IT RESOLVED,** that the KYOVA Interstate Planning Commission, at its regular public meeting of Friday, December 13, 2024, hereby adopts the updated Coordinated Public Transit Human Services Transportation Plan for the Huntington, WV-KY-OH Urbanized Area.

  
DeAnna Holliday, Chair

Date: December 13, 2024

  
Christopher M. Chiles, Executive Director

Date: December 13, 2024