



Innovative Paradigms Consolidated Transportation Services Agency (CTSA) for Stanislaus County



Contributing Factors for CTSA Designation in Stanislaus County:

- **Stanislaus County commissioned a “Transit Needs Assessment” to determine overall transportation needs of the community**
 - **Assessment recommended a multi-streamed approach culminating in a Mobility Management Center**
- **The Stanislaus Council of Governments (StanCOG) Social Services Transportation Advisory Council (SSTAC) in collaboration with Senior advocates demonstrated an “unmet transit need that was reasonable to meet” for specialized transportation services to senior and the disabled communities**
- **StanCOG Policy Board of Directors designated Innovative Paradigms as the 1st CTSA for the Stanislaus region**



CTSA Objectives in Stanislaus County:

- **Increase senior and disabled ridership on fixed route and dial-a-ride services**
 - Education
 - Marketing
 - Consumer Orientation
- **Travel Training**
- **Specialized transportation services**
 - Volunteer driver program
 - Door-through-door service
- **Mobility Management Center**
- **Work with CTSA partners for additional coordination opportunities**



Accomplishments Since August 2010

- Applied for and awarded Job Access Reverse Commute and New Freedom Funds
- Trip to Paratransit, Inc. to educate stakeholders on potential CTSA activities
- Prepared marketing materials for CTSA outreach activities
- “Interviewed “ agency partners and stakeholders to identify service needs and barriers
- Attend committee meetings to remain current on needs of the community and educate stakeholders on CTSA functions
- Presentations and outreach to local committees and stakeholder groups



Goals November 2010-March 2011

- Ongoing outreach and education campaign on transportation options in the County
- Begin Travel Training Program
- Begin Tiered Approach to Door-through-Door service
- Establish Volunteer Driver Program
- Work with CTSA partners for additional coordination opportunities



QUESTIONS?