



## Champaign County Rural Transit Advisory Group (RTAG)

- Date:** Tuesday, February 26, 2019  
**Time:** 3:00 p.m.  
**Place:** John Dimit Conference Room  
Brookens Administrative Center  
1776 E. Washington St., Urbana  
**Chair:** Nancy Greenwalt  
**Members:** Nathan Montgomery, Aaron Esry, Mary Sleeth, Tawanna Nickens, Kyle Shartzter, Lori Larson

### AGENDA

- I. Call to Order
- II. Roll Call
- III. Audience Participation
- IV. Approval of Agenda
- V. Approval of Minutes from the RTAG meeting of November 28, 2018
- VI. New Business
  - A. Approval of C-CARTS FY19 2<sup>nd</sup> Quarter (October – December) Service & Fiscal Reports
  - B. Approval of C-CARTS Marketing Plan
  - C. Update on Rantoul Service & Outreach Efforts
  - D. Presentation of C-CARTS Survey Results
- VII. Announcements
- VIII. Adjournment

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## Champaign County Rural Transit Advisory Group (RTAG)

**Date:** Wednesday, November 28, 2018  
**Time:** 3:00 p.m.  
**Place:** John Dimit Conference Room  
Brookens Administrative Center  
1776 E. Washington St., Urbana  
**Members Present:** Nancy Greenwalt, Mary Sleeth, Aaron Esry, Tawanna Nickens  
**Members Absent:** Nathan Montgomery, Kyle Shartzter  
**Staff Present:** Kristen Gisondi, Debbie Peterik  
**Others Present:** Drew Bargmann

### MEETING MINUTES

Subject to Approval

- I. Call to Order – Ms. Greenwalt called the meeting to order at 3:05 p.m.
- II. Roll Call – the roll was taken by Ms. Peterik and a quorum was declared present.
- III. Audience Participation  
None
- IV. Approval of Agenda  
**Mr. Esry made a motion to approve the agenda. Ms. Sleeth seconded, and the motion carried unanimously.**
- V. Approval of Minutes  
**Ms. Sleeth made a motion to approve the RTAG Minutes from the August 8, 2018 meeting. Ms. Nickens seconded, and the motion carried unanimously.**
- VI. New Business
  - A. Approval of C-CARTS FY19 1<sup>st</sup> Quarter (July – October) Service & Fiscal Reports  
Ms. Gisondi provided the following highlights of the reports:
    - Employment was the main trip type this quarter.
    - Senior trips now represent 50 percent of the demand-response service.
    - The higher denial number was the result of one or two people.
    - There was a decrease in miles and hours which demonstrates a higher efficiency for trips per mile and trips per hour.
    - 305 denied trips were reported which is nine percent of the requested trips. Most of the denials were due to the time not being available, requested ride not in the service area and weekend requests.
    - There are new funding amounts because C-CARTS is in fiscal year 2019. Both federal and state grant agreements were just received. Ms. Gisondi presented the funding revenues which included a total revenue of \$37,823. Ms. Greenwalt asked where the revenue came from. Ms. Gisondi confirmed that the revenue came from the riders and the service in Rantoul.**Ms. Sleeth made a motion to approve the C-CARTS FY19 1<sup>st</sup> Quarter Service & Fiscal Reports. Ms. Nickens seconded, and the motion carried unanimously.**



B. Approval of C-CARTS FY18 Annual Report

Ms. Gisondi provided the following highlights of the report:

- The annual report shows a large increase in total trips.
- There is an increase in the average and trips per mile and hours.
- There was a 20 percent increase in ridership in FY18 as compared to FY17.
- The main trip type was Medical with Employment a close second.
- 11 percent of trips used lifts.
- 44 percent of demand-response trips are adults 60 and over.
- Demand-response trips make up 46 percent of all trips.
- There were 586 denials in FY18 versus 1,055 in FY17.
- Total registered riders in FY18 were 2,782 versus 2,558 in FY17.
- Ms. Gisondi presented the expended funds from State and Federal. The Federal grant is usually expended in two quarters, but the State grant (DOAP) funds are used throughout the whole year.
- There are currently 12 vehicles. Two medium-duty vans are expected to be delivered in the spring or summer of 2019. Due to high mileage and repair costs, one minivan will be disposed of.

**Mr. Esry made a motion to approve the C-CARTS FY18 Annual Report. Ms. Sleeth seconded, and the motion carried unanimously.**

C. Approval of Updated Rantoul Agreement

The agreement was updated because the old one had expired. The contract increase was one percent beginning in November. CCRPC, MTD and the Village of Rantoul have approved the contract, and it is required that the RTAG committee approved the updated agreement.

**Ms. Sleeth made a motion to approve the Updated Rantoul Agreement. Ms. Nickens seconded, and the motion carried unanimously.**

D. Update on State Capital Grant Procurement (Grant No. CAP-14-1060-ILL, Contract No. 4490)

Ms. Gisondi provided the following comments:

- Reimbursement was received on October 1.
- C-CARTS will be working on the fourth round of procurement getting quotes for lockers, workspaces, computers and monitors. The approximate requisition total will be under \$5,000.
- The remaining amount of capital funds is \$53,763.17. 63 percent of the capital funds have been expended.
- Mr. Bargmann commented on the ITS System that has been implemented with C-CARTS. The ITS System is a computer aided scheduling software program with a component for the dispatchers and schedulers, as well as the vehicles. There is a tablet on board the vehicles that the driver uses that shows the manifest for the day, provides turn-by-turn directions, records mileage, timestamps and transactions. Two benefits of the system is that it has a map that shows where the drivers are and the schedulers don't have to use the excel spreadsheets.

E. Update on Rantoul Service and Outreach Efforts

- Ridership continues to increase.
- The new routes began on November 19<sup>th</sup>. The service changed from a circular route to three different routes. Ridership for November has already surpassed the numbers from last year.



- Ms. Greenwalt asked how commuters are educated. Mr. Bargmann stated that letters and brochures were put on the vehicles to explain the new route service. In addition, the village promoted the new routes on their Facebook page.

F. Presentation on Google Transit

Mr. Bargmann discussed the concept of Google Transit for the fixed-route service in Rantoul. The program is similar to Google Maps where the consumer types in where they would like to begin travel and where their travel is ending. The consumer will have the option to choose the time they would like to leave and/or when they would like to arrive. The program also shows what transit systems are available in their area.

G. Approval of 2019 RTAG Meeting Schedule

Ms. Gisondi presented the 2019 RTAG Meeting Schedule.

**Ms. Nickens made a motion to approve the 2019 RTAG Meeting Schedule. Ms. Sleeth seconded, and the motion carried unanimously.**

VII. Announcements

None

VIII. Adjournment

**Ms. Greenwalt adjourned the meeting at 3:29 p.m.**

DRAFT

# Champaign County Rural Transit Advisory Group (RTAG) Second Quarter FY19 Service Report



**Grantee:** Champaign County

**Subcommittee & Oversight:** Rural Transit Advisory Group (RTAG) & CCRPC

**Operator:** Champaign County Area Rural Transit System (C-CARTS) is operated by CUMTD

This table reflects rural public transit service provided within Champaign County for FY19 second quarter:

**Trip Type** indicates the purpose of each trip. Note: Trips to return home are classified by the trip's purpose preceding it. For example, if a rider goes to a doctor, then to a grocery store before returning home, the first trip would be medical and the return trip would be shopping.

**Trips** are one-way rides, counted each time an individual rider enters and exits a vehicle.

**Days** are the number of business days (normally M-F, except on Federal holidays and closures due to inclement weather) operated during the month.

**Daily Average** is the total trips divided by total number of operating days.

**Denials** are counted when a rider requests a trip that cannot be accommodated.

\*These numbers do not include ridership of the fixed-route service, as trip type is not accounted for on that route.

## Demand-Response Ridership

Month	Medical	Personal	Shopping	Social	Employment	Education	Misc.	Total Trips	Days	Daily Avg.	Lift	60+	Denials
October	355	129	143	250	480	32	0	1,389	23	60	99	558	108
November	285	88	90	205	462	21	0	1,151	21	55	194	648	72
December	277	75	100	174	394	8	0	1,028	20	51	157	522	75
<b>Total</b>	<b>917</b>	<b>292</b>	<b>333</b>	<b>629</b>	<b>1,336</b>	<b>61</b>	<b>0</b>	<b>3,568</b>	<b>64</b>	<b>56</b>	<b>450</b>	<b>1,756</b>	<b>255</b>

## System Operations

Month	Vehicles Used		Operation	
	6-Passenger	14-Passenger	Miles Driven	Hours Driven
October	2	6	32,612	1,544
November	2	6	28,741	1,340
December	2	6	24,925	1,245.5
<b>Total</b>	<b>Average of 8 Vehicles Available</b>		<b>86,278</b>	<b>4,108.5</b>

\*\*Note service numbers contained within the report can be reconciled as needed, which is common in rural transit systems.

The table reflects new registered riders in this quarter:

Rural Demand Response Zone (DRZs): Eligible transit service areas of Champaign County divided into quadrants.

FY19 1<sup>st</sup> Quarter Champaign County Registered Riders

DRZs	2010 Census	Community	New Riders			Number Served 2011-FY19Q1	% Population Served (2010 Census)
			July	August	September		
DRZ1	22,171	Dewey				12	8.53%
		Fisher		2		26	
		Foosland*				2	
		Gifford				21	
		Ludlow				28	
		Penfield				14	
		Rantoul	11	16	5	1,752	
		Thomasboro		1		36	
DRZ2	17,317	Allerton*				2	0.62%
		Broadlands				1	
		Homer				21	
		Longview*				3	
		Ogden				4	
		Philo				9	
		Royal*				0	
		Saint Joseph				55	
		Sidney				12	
DRZ3	12,317	Ivesdale				1	0.55%
		Pesotum		1		8	
		Sadorus*				3	
		Tolono				56	
DRZ4	20,327	Mahomet		2		116	0.61%
		Seymour				6	
		Bondville				1	
CUMTD District	128,949*	Champaign	1	3	1	259	0.48%
		Savoy				9	
		Urbana		1	1	353	
Outside County Registered Riders		Outside County			1	43	N/A
					<b>New Riders = 46</b>	<b>Total = 2,828</b>	

\*Rural population is calculated by summing population figures for block groups outside of the CUMTD district. The CUMTD district is defined as any area within ¾ of a mile of any CUMTD route.

\*\*General note: Riders on the fixed-route service are not necessarily registered with C-CARTS, therefore actual number of individual riders is not limited to those counted above.

\*\*Note service numbers contained within the report can be reconciled as needed, which is common in rural transit systems.

## Second Quarter FY19 Fiscal Report

### FY19 2<sup>nd</sup> Quarter Project Revenue

Month	Project Income / Fares	Service Contract Revenue	Total Revenue
October	\$6,886	\$9,167	\$16,053
November	\$8,089.65	\$9,167	\$17,295.79
December	\$4,070.75	\$9,167	\$13,329.09
<b>Total</b>	<b>\$19,046.40</b>	<b>\$27,501</b>	<b>\$46,677.88</b>

**Fare Structure:** 5311 trips that begin or end in the rural general public service area are \$5 each way. Riders age 60+ are eligible for a \$2 one-way fare. Personal Care Assistants ride for free, and children age 12 and under ride for \$1 each way. Trips that begin and end in Rantoul are \$2 each way, regardless of passenger's age.

### Grant Funding

Total FY 2019 Federal Award: \$153,871

Total FY 2019 State Award: \$589,962

Combined Federal and State Grant Awards: \$743,833

Fiscal Year 2019	Total Eligible Expenses	Project Income	Service Contract Revenue	Total Revenue	Expended Federal	Remaining Federal	Expended State	Remaining State	Total Expended Grant Funds	Total Remaining Grant Funds
Quarter 1	\$162,302	\$10,321.91	\$27,501	\$37,823	\$80,850	\$73,021	\$71,130	\$518,562	\$124,479	\$619,084
Quarter 2	\$169,685	\$19,046.40	\$27,501	\$46,678	\$73,020.88	\$0	\$77,618	\$440,944	\$275,117	\$468,446
Quarter 3										
Quarter 4										

\*Note: Numbers in this table are rounded to the nearest dollar.

\*\*Note service numbers contained within the report can be reconciled as needed, which is common in rural transit systems.

# Champaign County Area Rural Transit System (C-CARTS) Marketing Plan

## **Introduction**

This marketing plan is designed to provide a blueprint for marketing public transit services in the rural Champaign County area.

The goals of this marketing plan are:

- Identifying marketing methods and materials that reach all residents, including persons with disabilities, low-income individuals, and seniors
- Utilizing identified marketing streams
- Creating a marketing budget that uses current grant funds
- Increasing ridership and fare revenue

## **Market Research and Analysis**

### *Situational Analysis*

Champaign County receives state and federal grant funds to operate a rural transit system in the county. The service began in 2011 with CRIS Rural Mass Transit (Danville, Il.) as the operator. Service hours were expanded in 2013 from Monday-Friday 7:00am to 4:00pm to 6:00am to 6:00pm. In 2014, Champaign-Urbana Mass Transit District (MTD) replaced CRIS as the new operator and C-CARTS started. C-CARTS established a service contract with the Village of Rantoul in November 2016 to increase ridership and provide fixed-route and demand-response services to the area. Fixed-route ridership increased from 382 trips in November 2016 to 1,165 trips in November 2018. Demand response trips increased from 176 to 840 during the same period.

C-CARTS competes with CRIS Rural Mass Transit District for non-emergency medical trips since CRIS accepts Medicaid. Other competitors include various taxi and rideshare companies; however, these companies operate with greater frequency in the Champaign-Urbana urbanized area as opposed to the rural areas in the county. Residents pay much higher prices traveling from the urbanized area into the rural area due to the distance when using taxi and rideshare services. C-CARTS fares are far lower due to the state and federal subsidies.

### *Product/Service Analysis*

C-CARTS provides trips to the general public for any reason. The greatest portion of riders take trips for medical or employment purposes. However, riders also use C-CARTS to grocery shop, socialize, or attend school.

MTD houses the vehicles in their newly renovated maintenance facility in Urbana. MTD staff provides regular maintenance to the vehicles in-house. Larger jobs are contracted to vehicle maintenance businesses such as Jasper Engines & Transmissions.

C-CARTS strengths are:

- Low prices
- Demand-response service
- ADA-accessibility
- Experienced staff



C-CARTS weaknesses are:

- Hours of operation
- Assistance to riders with mobility limitations beyond wheelchairs
- Awareness about the service

#### *Target Market Identification and Description*

C-CARTS' main target markets include the general public, seniors, individuals with low-income, zero-vehicle households, and persons with disabilities who require ADA-compliant vehicles.

Many industrial complex workers are either low-income individuals or do not own a vehicle or both. Village of Rantoul officials have observed employees walking along the highway to get to work instead of using C-CARTS services. Officials believe that these individuals do not know about C-CARTS services and would start using C-CARTS if they knew more about the system.

Several senior living facilities have requested service contracts or specific trip dates for their residents. Transportation is costly for businesses to provide, so senior living companies prefer to use readily available services such as C-CARTS instead. Seniors cited as a problem the inability to make a trip without C-CARTS' services in rider surveys.

Low-income individuals can afford to use C-CARTS since fares range from \$1 in-town trips to \$5 for trips to the Champaign-Urbana urbanized area. Comparable services with private companies cost much higher, especially when rural residents want to travel into the urbanized area and vice versa.

#### **Marketing and Financial Objectives**

C-CARTS marketing objectives are as follows:

1. To increase overall ridership by 10% from January 2019 to December 2019
2. To increase fixed-route ridership by 5% from January 2019 to December 2019
3. To attend three public events a year to increase awareness about availability of public transportation service in Champaign County

C-CARTS financial objectives are as follows:

1. To maintain services under current grant funds
2. To increase amount of rider fares collected
3. To increase number of service contracts with other agencies

#### **Marketing Strategies**

##### *Market Penetration and Development*

To increase ridership, C-CARTS staff will focus on our target consumers. First, we will work to attract seniors. We can achieve this goal by placing informational brochures and flyers at senior living facilities in rural Champaign County.

We will also place brochures and flyers at social service agencies to attract persons with low-incomes. Placing yard signs around Rantoul will be another way to reach individuals with low-

income, since people with no or little disposable income are less likely to have access to the internet, phone or cable.

Finally, we will place brochures and flyers at human service agencies to reach individuals with disabilities who would be able to utilize the service. Personal assistants are allowed to ride CCARTS buses free of charge, which would be appealing to human service agencies whose clients may require assistance riding the bus.

Flyers and brochures will be placed at high traffic locations such as post offices, churches, restaurants, and community buildings in an effort to reach the general public. CCARTS staff will attend three community events annually to reach more residents and make them aware of C-CARTS services. Residents will be guided towards digital materials or physical, paper copies, depending on how the person prefers to receive information. Emphasis will be placed on the fact that anyone can use the transit system.

#### *Product Development*

CCARTS staff uses rider surveys and other feedback to update services and policies. These surveys will continue to be conducted biannually and/or annually.

### **Advertising, Promotion, and Publicity**

#### *Advertising*

To inform residents about services, the following sources will be used in the next year:

1. Facebook announcements
2. Yardsigns
3. Radio ads
4. Newspaper ads
5. Brochures/flyers

#### *Publicity*

Local newspapers and radio/tv hosts will be notified when CCARTS changes the service. For example, CCARTS informed local news sources when the fixed-routes in Rantoul changed in November 2018. The Village of Rantoul's Facebook will be used since most trips occur in the Eagle Express fixed-route and demand-response service. CCARTS does not have social media.

### **Marketing Budget**

The following budget will be used as a guideline for marketing expenditures over the next twelve months.

A portion of Champaign County's state and federal transportation grant budget is set aside for marketing. This marketing plan covers January 2019 to December 2019, but the overall marketing budget may change halfway through the year since the grant fiscal year ends in July.

<u>Marketing Activities</u>	<u>Cost</u>
Newspaper/Social Media Advertisements	\$400
Yard signs	\$550
Printing	\$250
Radio time	\$500
<b>Total expenditures</b>	<b>\$1,700</b>
<b>Total dollars allocated to marketing</b>	<b>\$5,000</b>

### **Monitoring and Evaluating Market Response**

Market response will be measured by ridership, since the top priority in public transit is serving a higher number of residents. Fare revenue will be measured as well since this metric is tied to ridership. Both metrics will be calculated by C-CARTS staff using CTS TripMaster software. The data collected from January 2019 and December 2019 will indicate whether the marketing plan has been successful. CCARTS staff will additionally use survey data to measure service quality.

### **Marketing Plan Timeline**

#### *Month one*

- Village of Rantoul posts about services on their Facebook page
- Rider surveys conducted

#### *Month two-five*

- Radio ads
- Yardsigns placed in Rantoul
- CCARTS staff attend community event
- Brochures/flyers placed in senior living, human service, social service and high-traffic buildings

#### *Month six-nine*

- Rider surveys conducted
- CCARTS staff attend community event
- Update materials (if needed)
  - Place new materials at locations

#### *Month ten-twelve*

- Radio ads
- CCARTS staff attend community event
- Review survey and ridership data

### **Champaign County Rural Transit Advisory Group (RTAG) approval**

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Name

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Signature

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Date