

**THE SOUTHEAST TENNESSEE HUMAN RESOURCE AGENCY
BRADLEY COUNTY URBANIZED
COORDINATED HUMAN SERVICE TRANSPORTATION PLAN**

Public Participation

Public participation has been a key element in the development of the Southeast Human Resource Agency Coordinated Human Services Transportation Plan. Information gathered from surveys has determined the needs of each community in the Southeast Tennessee area. The participation from our counties has been finding new ways to meet the ever growing needs in our area. There have been several meetings with our county managers and the public in the last several months. The county managers along with the public have work together identifying the unmet transportation needs of our service area. Surveys have been given out in each of ten counties that Southeast Tennessee Humans Resources services.

Purpose of Plan

To identify gaps in the current services, develop a plan to meet these gaps and determine new ways services can be better coordinated. The following information was taking from The Long Range Transportation Plan of Cleveland Urbanized Area.

Transit Needs Assessment

In December 2004, TranSystems Corporation, a private transportation planning firm, on behalf of the TDOT, the City of Cleveland, and SETHRA completed the *City of Cleveland, TN Transit Service Plan Final Report*. The plan analyzed existing conditions inside the Cleveland, TN urbanized area relative to need and demand for transit service.

Transit need and demand are functions of certain demographic conditions and service availability. A review of certain demographic characteristics provides a generally strong indicator of the potential need for transit services. Transit relevant demographic characteristics for the Cleveland UA are provided below.

▪ Households with 0 autos available	1,480	6.4%
▪ Households with 1 or fewer autos available	9,266	40.0%
▪ Persons age 65 and over	7,204	12.4%
▪ Persons 18 and over in poverty	733	13.1%
▪ Non-Institutionalized population with disability	11,603	21.5%
▪ Population age 10-19	8,107	13.9%
▪ Employed persons age 16 and over	28,015	60.8%

▪ Employed females age 16 and over	13,102	53.1%
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The demographic characteristics for the Cleveland UA indicate a positive demand for transit services. Almost 6.5% of households do not own an auto. Over 60% of persons in the labor force are employed. Over 53% of females in the labor force are employed. Yet 40% of households have 1 or 0 autos available. Further, 21.5% of the non-institutionalized population is disabled, over 12% of the population is aged 65 or more and 13.1% of the population falls into the generally mobility dependant school age group.

The existing transit route system has been developed through a combination of planning data, transit expertise, and response to the results of implementation. Density of ridership, the presence of trip attractors, and congestion of the roadway facilities involved all coincide and that pattern would be expected to continue. But congestion-related issues, at least in the near term, would be secondary to serving that portion of the population with a high need for transit services. SETHRA is already considering the possible addition of one or two routes depending upon the assessment of transit demand, growth in ridership, and the availability of funds. **It is expected that the possible alteration and/or expansion of the transit route system will occur in the near-term, i.e. over the next 1 to 3 years, so an update to the Transit Plan needs to occur within that timeframe.** The planning of new routes and adjustment of existing routes should consider the needs for transit services among the population; the potential for attracting riders through service, convenience, and economy; the evaluation of land use planning issues that may promote alternative modes; and the potential benefit of increasing the trip share of alternative modes toward congestion management and other transportation system issues.

Service Area

The Southeast Tennessee Human Resource Agency services the urbanized area in Bradley County. The three routes are as following:

Gold Route which includes the following stops:

- Wal-Mart/South
- Bi-Lo Dalton Pike
- Rite-Aid Pharmacy
- Low Income Housing @ 15th & Wilson Ave.
- Low Income Neighborhood on Blythe Ave.
- Blythe Signal Center
- Wildwood Homeless Shelter
- Bradley County Health Department

Cleveland Summit (low income housing)
Cleveland Police Department
Cleveland Municipal Building
Walker Street Senior Center
Cleveland Public Library
Lee University
Multiple Dr.'s offices
Sky Ridge Hospital Main Campus
Colony Square Shopping Center
Church Of God General Offices
Tractor Supply
Cooke's Food Store
Northwood Center
Garden Plaza Retirement Center
Church Of God of Prophecy Headquarters
BI-LO's Ocoee Crossing
Wal-mart North
Bradley Square Mall
Staples
Tinsley Park

Orange Route which includes the following stops:

Wal-mart South
BI-LO's McGrady Drive
Forrest Grove Apartments (low income)
Spring Brook Apartments (low income)
Bradley County Justice Center
Blythe Ave SE (low income neighborhood)
S. Ocoee Street (low income neighborhood)
Village Green Center
Social Security Office
CVS Pharmacy
DHS Office
Goodwill Store Center
Grove Ave Plaza
Horizon Square Apartments (low income)
Green Drive Apartments (low income)
Mckenize Apartments (low income)
Keith Street Plaza
Willow Point
Shy Ridge Hospital Main Campus
Galen Building (Dr.'s Offices)
Bradley Healthcare and Rehabilitation Center
T. J. Maxx (strip mall)
Lowe's

Bradley Square Mall
Sky Ride Hospital East Campus

Red Route which includes the following stops:

Wal-mart South
BI-LO's McGrady Drive
Super Discount Pharmacy
Bradley County Juvenile Center
Heritage Oak Apartments (low income)
Johnson Ave. (low income neighborhood)
Lay Street Apartments (low income)
East Street (low income neighborhood)
4th Street Apartments (low income)
North Cleveland Towers (low income)
Willard J. Parks Apartments (low income)
Adult Basic Education Class
Sky Ridge Hospital Main Campus
Sky Ridge Hospital East Campus
Morning Point Assisted Living
Cleveland State Community College
TN Driver's License Center
Multiple Motels
T. J. Maxx (strip mall)
Bradley Square Mall

Current Stakeholder Coordination

The Southeast Tennessee Human Resource Agency currently coordinates transportation to fill unmet needs in the Southeast. This level of coordination has been quite successful. Through coordination we have been able to provide transportation, which includes vans that are wheelchair equipped, providing the public with transportation back and forth to doctor appointments, and providing the lower income with transportation, back and forth to work, and so many needed human services. The following list is stakeholder we work with daily to bring coordinated human services together:

- . AMERICHOICE
- . PREMIER
- . TENNESSEE BEHAVIOR HEALTH
- . VOCATIONAL REHABILITATION
- . CARITON
- . KIDNEY FOUNDATION OF BRADLEY

- . PREFERRED HEALTH PARTNERS
- . BLUE CARE
- . FAMILY FIRST
- . COMMUNITY KITCHEN OF CHATTANOOGA
- . CAREER CENTERS IN ALL TEN COUNTIES: BLEDSOE, BRADLEY, GRUNDY, MARION, MCMINN, POLK, RHEA, SEQUATCHIE, AND HAMILTON
- . TENNESSEE DEPARTMENT OF HUMAN SERVICES
- . BRADLEY HEALTH CARE
- . LIFECARE CENTER OF CLEVELAND
- . CLEVELAND CHAMBER OF COMMERCE
- . BLYTHE CENTER

STAKEHOLDERS

Stakeholders have proven to be vital part in the development of the Southeast Tennessee Human Resource Agency Coordinated Human Service Transportation Plan and are key members of our community. They work with individuals, groups, and agency's that have unmet transportation needs or are currently using public transportation. Stakeholders for the Southeast Tennessee Human Resource Agency Coordinated Human Service Transportation Plan include representatives of public, private, nonprofit organizations and human services providers that can identify transportation needs in the Southeast Tennessee area.

- . BACHMAN MEMORIAL HOME
- . BOYS/GIRLS CLUE OF CLEVELAND
- . HABIT FOR HUMANITY OF CLEVELAND INC
- . KIDS ON THE BLOCK
- . OPERATION COMPASSION
- . Y CAP
- . YMCA OF CLEVELAND
- . CLEVELAND EMERGENCY SHELTER
- . CLEVELAND HOUSING AUTHORITY
- . CLEVELAND COMMUNITY CENTER
- . BRADLEY COUNTY HEALTH DEPARTMENT
- . BRADLEY/CLEVELAND COMMUNITY SERVICES
- . BRADLEY/CLEVELAND DEVELOPMENTAL
- . NAACP-BRADLEY COUNTY BRANCH
- . DEPT. OF CHILDREN'S SERVICES
- . FAMILY RESOURCE AGENCY
- . HORIZON SQUARE APARTMENTS
- . WORKFORCE DEVELOPMENT AGENCY

- . NANCY'S HOUSE
- . OCOEE OUTREACH
- . RIVER COUNTY ASSOC. OF REALTORS
- . 100 BLACK MEN of CLEVELAND
- . BRADLEY INITIATIVE FOR CHURCH AND COMMUNITY
- . CLEVELAND BRADLEY CHRISTMAS
- . NORTHEAST RECREATION CENTER
- . CITY RECREATION DEPARTMENT
- . DOUGLAS-CHEROKEE ECONOMIC AUTHORITY
- . FAMILIES FIRST
- . ANTHONY CASTEEL, PLANNER
- . GREG THOMAS CD DIRECTOR
- . PAUL CORDER, PLANNER
- . JOHN KIMBALL, ATTORNEY
- . KEVIN BROOKS
- . LARRY PRESSWOOD
- . MARYL ELLIOTT
- . DEE BURRIS
- . ROY GUTHERIE
- . YVONNE CANNON
- . TIM HENDERSON, CHAIRMAN
- . NOTICIAS HOY

LIST OF IDENTIFIED NEEDS FOR THE AGENCY

With these following unmet needs for the agency, we could provide a safer environment and a secure transportation for the citizens of Cleveland.

- . A Vehicle for the Road Supervisor
- . Office Equipment for the Road Supervisor: computer, printer, ECT.
- . Bus Crash Investigation Equipment
- . Route Match Software
- . Public Relations Staff

LIST OF IDENTIFIED NEEDS

- . Week-End Transportation Service: ex. Shopping, Special Events in the area, and Extra Activities

- . Expand night service hours to 9:00 p.m.
- . Holiday Transportation Service
- . Senior Citizen Special Transportation Needs
- . Schedule Work Routes for the Disabled
- . New Equipment/Wheelchair Accessible
- . Travel Trainer (Educate people about public transportation)
- . To Provide a Broader Transportation services to the Urbanized Area
- . Coordinated trips between the rural and urbanized systems

MEETIN UNMET NEEDS

A total of 300 surveys, which includes all unmet needs, were provided to the citizens of Bradley County. We receive around one hundred of those surveys back from the citizens of Bradley County. With the information from the surveys we determined that there were several unmet needs in the Urbanized area of Cleveland. However, we did come the conclusion that the reason for the citizens using the Urbanized Bus System of Cleveland is because it's cheaper than using their own personal vehicle.

The following was determined to be the priority ranking:
See attached Survey.

High Priority:

- . Expand county Route Service on specified day, time, and area
- . New equipment-wheelchair accessible
- . Travel Trainer (Educate public about public transportation)
- . Week-end, night, and holiday transportation services
- . Route Match Software
- . PR Person
- . Announcer for the Routes
- . Destination Sign
- . Bus Shelters and Benches
- . Digital Cameras on the buses for security
- . Lights for the Bus Shelters
- . Additional Routes