



5: Plan Recommendations

PLANNING CONTEXT

While the Coordinated Plan centers on transportation for older adults and people with disabilities, several other major plans developed by MARC also address the needs of these populations. These include:

- Smart Moves Transit and Mobility Plan⁵
- Connected KC 2050⁶
- Natural Hazard Risk Assessment⁷
- Regional Pedestrian Policy Plan⁸

Each plan offers recommendations and strategies to improve transportation access for older adults and individuals with disabilities. Together, they help guide MARC, its planning partners, and member governments in shaping inclusive, accessible regional transportation systems.

These plans were reviewed during the development of the Coordinated Plan to ensure alignment. The three most commonly shared strategies across them include:

- Improving information and messaging, as well as centralizing that information
- Coordination between agencies regionally
- Understand and develop financial strategies

For more information on these plans, visit www.marc.org.

BEST PRACTICES

Common Themes Across Plans in Peer Regions

While reviewing peer and aspirational transit agencies coordinated plans, several clear and recurring guidelines emerged. These plans consistently emphasize similar approaches to outreach and engagement, with only minor variations in execution.

Multiple Engagement and Outreach Formats: All regions studied employed a combination of engagement tools, including public meetings, stakeholder and community surveys, focus groups and advisory committees. Agencies frequently collaborated with trusted community-based organizations, such as senior centers, disability advocates and faith groups, to reach residents who might not attend formal meetings or workshops.

5. [Smart Moves 3.0 Transit and Mobility Plan, 2017](#)

6. [MARC Connected KC 2050 Plan, 2025](#)

7. [MARC Natural Hazard Transportation Risk Assessment, 2025](#)

8. [MARC Regional Pedestrian Policy Plan, 2018](#)

Survey Insights: Surveys were crafted to maximize accessibility and reach. Distribution methods included email campaigns, social media posts, printed flyers with QR codes, newsletters and existing provider communication channels. Several agencies translated materials into languages such as Spanish to engage non-English-speaking communities.

Common survey topics included barriers to transportation, travel needs and destinations, service priorities and potential improvements, and awareness of existing options. Sample questions included:

- What are the biggest challenges you face in getting where you need to go?
- What types of trips are most difficult to make?
- Which improvements would make the biggest difference for you?
- Are you aware of the transportation services currently available in your area?

The review highlighted several practices that could be adapted locally to enhance engagement.

Use of Interviews for Targeted Input: In Memphis, the Metropolitan Planning Organization’s Coordinate Mid-South 2025 update supplemented surveys with structured interviews. These conversations with key stakeholders and riders provided deeper insights into the needs of groups such as dialysis patients, caregivers and service providers—perspectives often missed in standard surveys.

Youth Advisory Groups: Denver’s DRCOG 2050 Metro Vision Regional Transportation Plan established a Youth Advisory Board to better understand the experiences of younger riders with disabilities or limited transportation options. The board offered valuable input on transportation needs related to school, employment and healthcare—areas often overlooked when outreach focuses primarily on older adults and service providers.

Invest in Accessible and Inclusive Communication: Regions that prioritized clear, multilingual communication consistently reached broader audiences. Materials translated into Spanish and other languages, combined with outreach through digital platforms, in-person events and community networks, proved effective in engaging hard-to-reach populations.



GOALS AND STRATEGIES

The goals and strategies outlined in this plan build on information presented in earlier sections and are intended to guide projects and programs that address regional mobility needs. They also aim to inform the objectives of related plans across the region.

Each of the six goals includes a set of supporting strategies for implementation. The first four goals appeared in the previous version of the Coordinated Plan, though their strategies have been updated or revised. Goals five and six are new additions. Making revisions or retaining them as appropriate. Based on the group's feedback, two new goals were added.

The updated list was presented during a special MAC session and reviewed by the full committee. With no additional changes, the goals and strategies were formally adopted.

Maintain existing service levels for mobility service users in the region.

- a. Ensure that existing service levels are maintained by replacing vehicles past their useful life.
- b. Ensure that existing service levels are maintained by sustaining funding levels for subsidized fare programs.
- c. Secure sustainable funding partnerships.
Eligible project examples: Vehicle Replacement, subsidized program continuation.

Expand service levels for mobility service users in the region.

- a. Expand service hours into nights, early mornings, or increase service frequency and/or responsiveness, including weekends.
- b. Expand level of service from curb-to-curb to door-to-door, door-through-door, or beyond.
- c. Expand the types of trips that are eligible for service populations e.g. work-based trips, recreational trips, utilitarian trips such as grocery stores and pharmacies, etc.).
- d. Leverage partnerships to reduce duplication.
- e. Expand days of service, including weekends.
- f. Improve administrative efficiency through mobility management and coordination to improve cross-jurisdictional transportation.
Eligible Project Examples: Expanding hours, days, or geographic coverage; improving inter-regional travel; enhancing levels of service.

Improve the quality and accessibility of information to the public.

- a. Continue to improve the region's One-Call/One-Click capabilities.
- b. Ensure and regularly test ADA accessibility and intuitiveness of mobile apps and web information.
- c. Improve administrative efficiency through mobility management to reduce the complexity of information being conveyed to the public.
- d. Publicize and market changes to existing services, service expansions, and/or the introduction of new services.
- e. Engage transportation-disadvantaged populations directly to improve our knowledge of what they need.
- f. Utilize data to make informed decisions about enhanced mobility services.
- g. Establish regional service standards.
- h. Ensure that all service providers are equipped with data tracking capabilities.
- i. Ensure that service providers are coordinating with MARC staff to map, analyze, and publicize service areas, trends, and network gaps. Eligible project examples: Marketing materials, mobility management, one-call/one-click functionality, data resources.

Bridge gaps in the built environment to improve network accessibility.

- a. Construct ADA-accessible infrastructure to improve safety and accessibility of transit facilities.
- b. As on-demand services propagate, it will be important to consider how destinations beyond transit facilities are made accessible, including integrating universal design principles into local development policies across the region.
- c. Support the implementation of Smart Moves 3.0 recommendations, including mobility hubs and active transportation infrastructure eligible project examples: ADA sidewalks, curb cuts, crosswalk signals, other built environment improvements.

Integrate and coordinate related planning efforts, communications, initiatives and programs.

- a. Ensure accessibility needs of older adults and people with disabilities are considered through other transportation planning efforts and initiatives, such as the Smart Moves regional transit plan, local land use development regulations, ADA implementation programs, universal design principles in the development of application-based solutions, etc.
- b. Support efforts to secure new sources of funding to support investment in capital and operating costs of the transportation system, including fixed route services, ADA paratransit and non-ADA special transportation services.
- c. Leverage and strengthen partnerships to improve cross-jurisdictional cross-sector collaboration and coordination amongst public, private and non-profit sectors.

Support regional transportation goals.

- a. Support programs which allow for purchase of low and no-emission vehicles for public and private fleets.
- b. Encourage transportation providers to offer charging facilities for low and no-emissions vehicles.
- c. Provide educational programs on the benefits and convenience of fleet electrification.
- d. Support new and innovative transportation services, facilities and technologies to ensure safe and efficient travel for people and goods.
- e. Collaborate with local governments to create mobility hubs in key areas where transportation options come together. Make it easy to access and switch between bikes, buses, micro transit, rental cars, ride-hailing services and other modes and services.
- f. Support digital applications to enhance safety, accessibility and real-time information about the regional transportation system.