



PATH

Partnership for Accessible Transportation Help

2024 Update

PATH is a new Mobility Management program hosted by the TJPDC and funded by community partners, The Federal Transit Administration and the Virginia Department of Rail and Public Transportation.

The fiscal year for this grant is from October 1, 2023, to September 30, 2024.

This presentation will provide an update on the program and its success during its first year.

PATH aims to be a one stop entity for all the transportation providers in the Charlottesville Region.



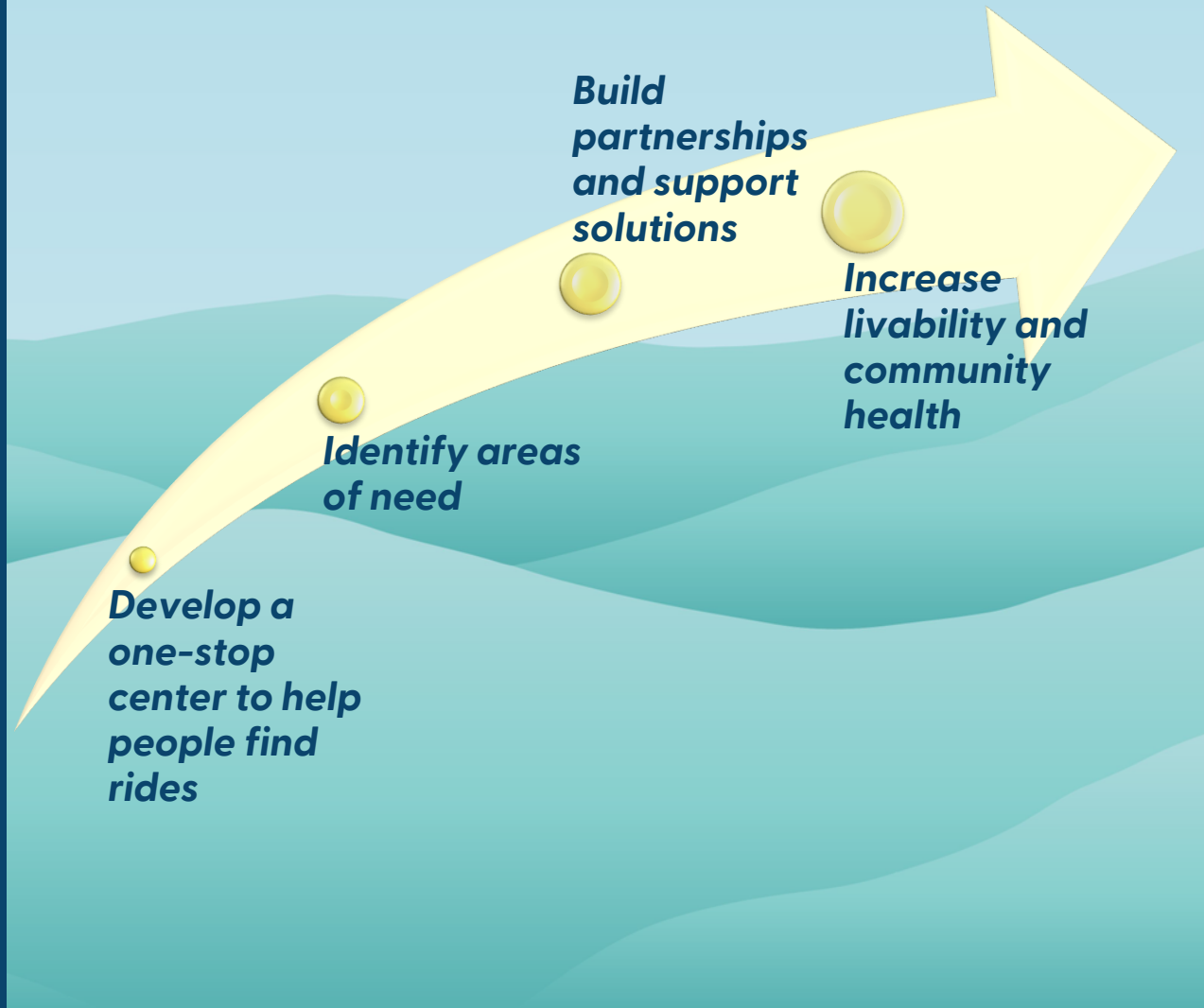
PATH's Goals



Build coordination among transportation providers and human service agencies



Expand and improve the availability of services for seniors and people with disabilities



Program Start Up

PATH's first fiscal year started on October 1st 2023 when DRPT's funds became available. TJPDC staff formed an agreement with JABA to staff and host a transportation help line.

Winter 2023

Secured funding and partnerships with multiple agencies.

Spring 2024

Designed and implemented data collection system.

Conducted marketing study.

Developed PATH brand.

Summer 2024

Hired and trained Transportation Counselor.

Marketed program and provided transportation counseling.

Fall 2024

Developing additional partnerships.

Developing bus field trip and transportation workshop for senior housing sites.

Marketing Activities



- **Developed PATH brand, conducted marketing study**
- **Published website, brochure, flyers, and magnets**
- **Participated in 32 marketing events and activities with partners**
 - **Tables at events handing out materials**
 - **Focus groups**
 - **Presentations to over 15 organizations that work with target populations**
 - **Distributed flyers and marketing materials (36 distribution points)**
 - **Social Media post on the BRHD network**
 - **Public service announcement on WNRN**



PATH Services

PATH is a free informational hub for all transportation options in the City of Charlottesville and Albemarle, Nelson, Greene, Louisa, and Fluvanna counties.

Reliable

Accessible

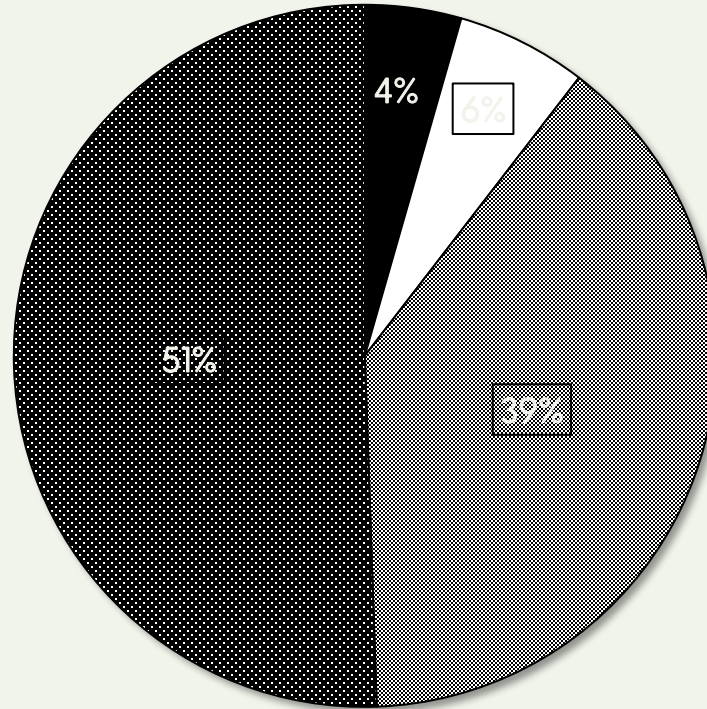
Flexible

By centralizing assistance through an accessible and user-friendly platform, PATH aims to ensure that every individual can navigate their journey with confidence and ease.

Anyone can call 888-879-7379 or visit www.pathva.org to find their ride.

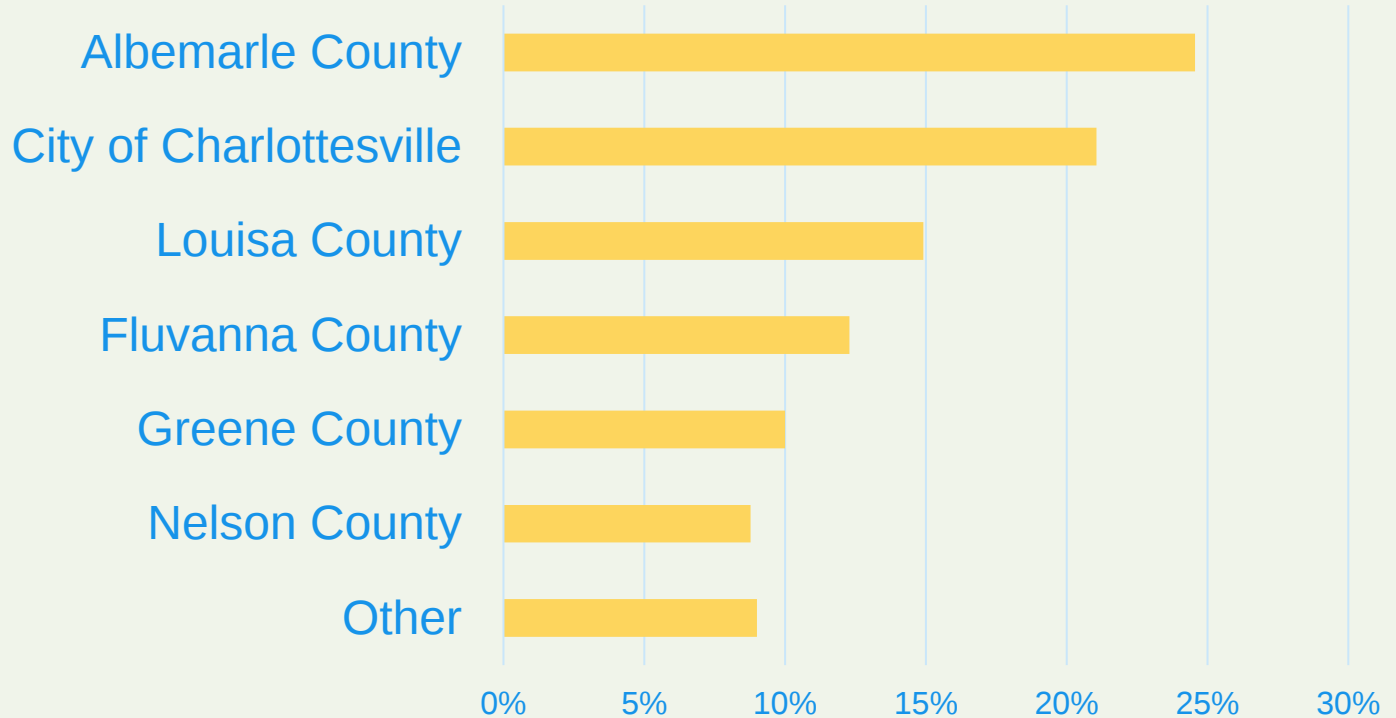


Reason for Call

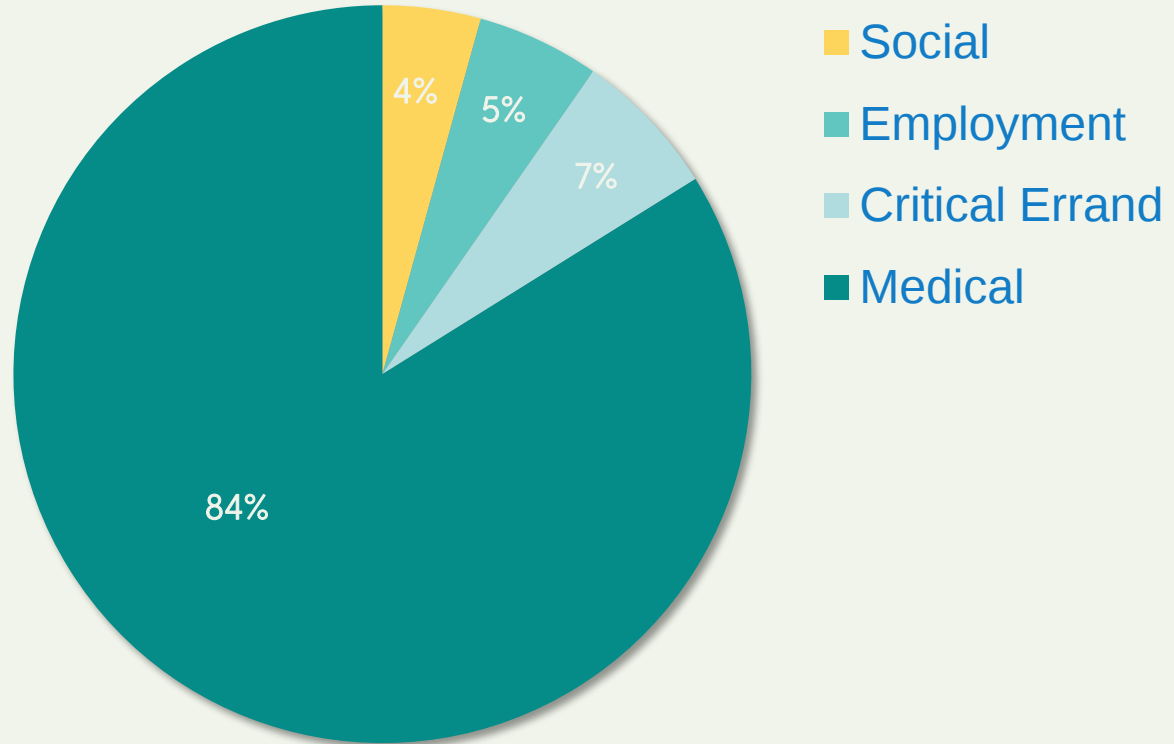


- Public Transit Info
- Question about service
- ▤ General Information
- Need a Ride

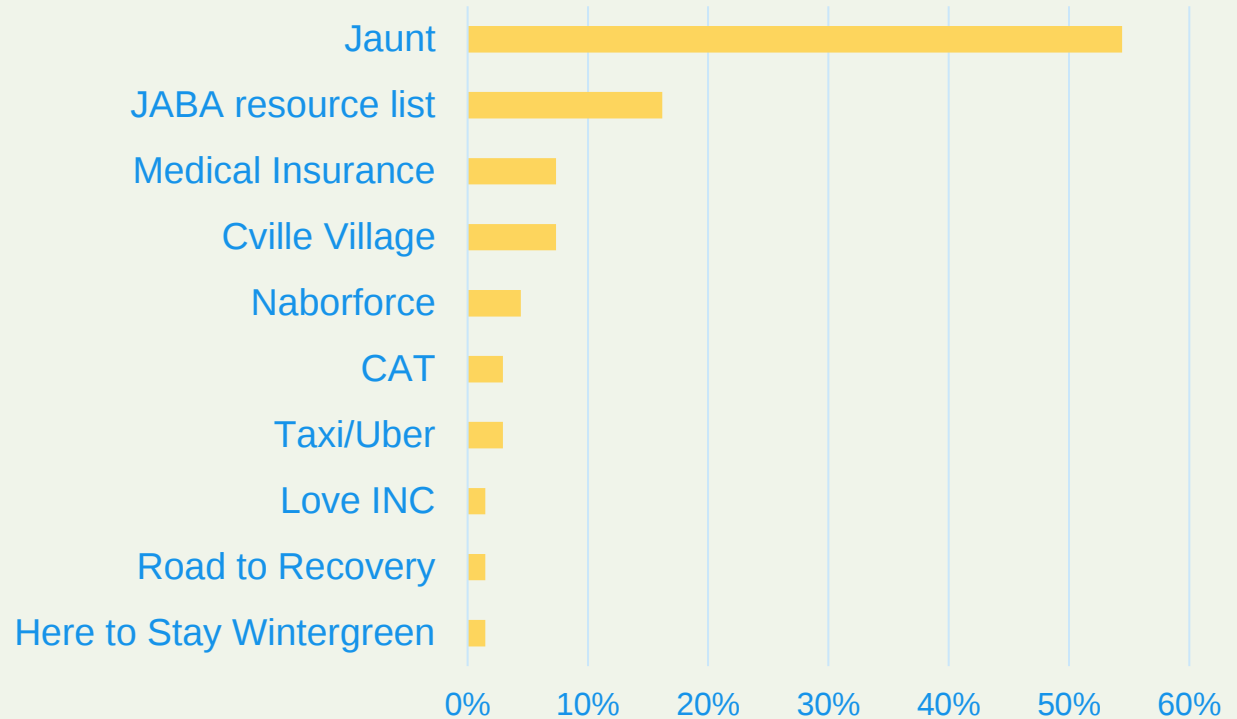
Jurisdiction Calling From



Top Reasons For Travel



Provider Referred To



Community Partners

Instead of creating new services, PATH aims to assist existing transportation providers and human service organizations with improving and increasing transportation options for older adults and people with disabilities.

PATH will act as a public transit information hub. People will have one place to call for information on all the transportation options available to them. PATH can act as a liason to transit providers and the public.

Active Partners & Supporters

JABA, BRHD, DRPT, CAT, Charlottesville Area Alliance, Jaunt, InnoVage, UVA Parking and Transportation, Charlottesville Area Community Foundation

Partner Projects

Assisting CAA's AARP's Livable Community Grant projects

- Walk Audit
- Bus field trip
- Transportation workshops for senior groups

Future Partners

Charlottesville Redevelopment & Housing Authority, HSW, Cville Village, The Center at Belvidere

Future Projects

Continue current activities and add

- Support volunteer driver programs
- Work with partners to improve the transportation network
- Survey & additional data analysis
- Voucher program for low-income people with a critical transportation need

Community Benefits



- a single centralized phone number and website to connect community members with all available transportation options in the region
- Support for and connection to local non-profits and human service programs
- Increasing livability and support for living at home longer
- Complex data collection to frame informed decisions, expansions, and changes in transportation services
- Infrastructure and funding foundation for an 'expandable model' that serves multiple stakeholders and programs in the future





Find *Your* Path



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Partnership for Accessible Transportation Help **888-879-7379**