

Action/Research Plan

Action/Research Team's Sector: Transportation

Working Title for this Initiative or Business Opportunity: *Going Mobile*

<p>Overview of Initiative (a brief description): Adequate movement of goods into the region (good road grid mail parcel services). Retail, service, and employment opportunities extremely limited, geographically scattered. Little public transportation within and among communities. Solution: (1) Scheduled and (2) On Demand (point-to-point) human transportation between 5 principal communities in St. Lawrence Co. (Gouverneur, Ogdensburg, Canton, Potsdam, Massena).</p>
<p>Potential Market: Lack of access to individual transportation (e.g. children, elderly, disabled, low-income). Retail shopping, medical care, newly employed.</p>
<p>Groups/Organizations/People with whom to connect: School district / BOCES school bus systems, existing retailers, local taxi and bus services, State (transportation) agencies, Association of Retarded Children, Aged & veterans organizations, One-stop career organization, Colleges</p>
<p>Information needed to enhance this opportunity: (1) Where to place the nodes. (2) What is the actual demand (who, when, where). (3) How to organize. (4) How to manage sustainably. (5) How much are parties that benefit willing to pay. (6) How to coordinate with the regional public transportation system</p>
<p>Potential research projects to gather needed information: Market survey, Principal stakeholder surveys with housing authorities / colleges / retailers, Regulations / liabilities on public transportation system, Investigate existing systems to use as models & set benchmarks</p>
<p>Additional resources and support needed for this opportunity:</p>

Additional ideas for Initiatives and Businesses in this sector – prioritized, especially for 2003-2004

Local community initiatives for within community transportation	
Pedestrian enhancements within villages	
Passenger rail	

Team Convener(s) for 2003-2004: Gail Samuelson

Proposed Date/Time for next meeting to develop agenda: TBA