

Making Connections



Civic PACE-Setter

- PACE (the Institute for Public Affairs and Civic Engagement) initiated the John Hargreaves Distinguished Legislative Fellow Program. Maryland Senate President Mike Miller (pictured above) was the first recipient.
- PACE's new CATI (Computer Assisted Telephone Interviewing) system offered to on- and off-campus groups is the latest, state-of-the-art instrument in survey research.
- PACE placed 11 interns throughout the Lower Shore; sponsored three faculty-student research projects in local municipalities; and sponsored a Salisbury election debate.
- Through PACE auspices, the sister of Hubert Humphrey and friend of Eleanor Roosevelt, Florence Humphrey Howard, came to campus; so did elected officials Talmadge Branch and Lowell Stolfus (both SU alums).

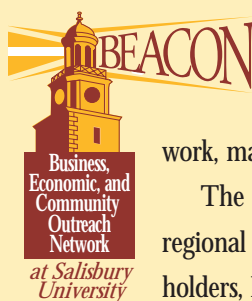
BEACON Group Puts Shore Transit On the Map

The Business, Economic and Community Outreach Network (BEACON), the Franklin P. Perdue School of Business' main outreach group, continues to play a leadership role in the development of Shore Transit, the Lower Eastern Shore's first regional public transportation system.

Now in its third year, the project has connected the major areas of Somerset, Wicomico and Worcester counties (combined population 156,000). It also runs feeder routes into the region's more remote areas and reaches across state lines to connect with public transit services in Virginia and, soon, Delaware.

Recognized a Need

The Shore Transit initiative started with transportation studies conducted by BEACON in 1998 for Somerset and Wicomico counties. Through this research, BEACON documented the Lower Shore's public transportation services were very limited. For residents without regular access to a car, it was extremely difficult to get to work, make medical appointments or reach other vital destinations.



The BEACON team knew transportation challenges were a regional issue that needed a regional solution. Working with area stakeholders, BEACON initiated the creation of a tri-county transportation coalition. In 1999, this group obtained funds from the state and federal governments to carry out a regional transportation master planning process.

Collaborating with Community

During the planning year, BEACON teamed with SU's Mapping Science Group (Department of Geography and Geosciences) to conduct an extensive study of transportation goals, needs and resources. BEACON also sponsored three large public forums and 12 working group meetings. For these efforts, BEACON's Director Memo Diriker and Managing Director Ruth Baker each received a Governor's Citation Award.

In 2000, the coalition received funds to begin implementing the regional connections that were recommended by the master plan. Shore Transit has succeeded in dramatically increasing mobility for Lower Shore residents, particularly the low-income, elderly and disabled. The number of passengers using the



Maryland Governor Glendening joins Shore Transit administrators at the opening of the Ocean City Park & Ride.



regional network continues to increase, from 150,000 in FY 2001 to 350,000 by the end of FY 2002. Departments of social services and other human services agencies report that this network has helped remove transportation barriers for their clients.

BEACON helps the Perdue School and SU fulfill its regional service mission by providing business, economic and community development consulting services to private businesses, government agencies, non-profit and community organizations. BEACON also supports the Perdue School's academic mission by providing students and faculty with applied business learning experience opportunities.

An Award for Excellence

The Shore Transit effort continues to attract recognition. Shore Transit received the Outstanding Rural Community Development Award from the FORVM for rural Maryland. In addition, BEACON was awarded the Evie Cutler Public Service Award from the Governor's Committee on Employment of People with Disabilities for its leadership of the Shore Transit initiative.

With BEACON's support, the original transportation coalition has grown into a 30-member Shore Transit Association, a private non-profit. This group meets monthly to guide the continued development of the regional network. BEACON remains a critical player in the coalition. SU's Baker serves as secretary of the Shore Transit Association, and both BEACON and the Mapping Science Group provide technical assistance to the regional transportation network.

Civic-Minded Services

SU strives to be an asset to the Lower Shore community by supporting several civic organizations that provide enlightenment and assistance to the region. Among those programs are:

- Business Economic and Community Outreach Network (BEACON) (Project Management Group, Mid-Atlantic Sales and Marketing Institute, European American Business Institute, Eastern Shore Export Assistance Center, Regional Public Transportation Program, Bienvenidos Delmarva Program, Electronic Business Program, Enterprise Development Group)
- Center for Professional Development
- Small Business Development Center
- Bilingual Education Career Ladder Program (BECLP)
- Center for Conflict Resolution, Inc.
- Eastern Shore Writing Project
- Eastern Shore Regional Safe Communities Center
- Habitat on Maryland's Lower Shore
- Institute for Service Learning/ShoreCAN Volunteer Center
- Institute for Public Affairs and Civic Engagement (PACE)
- Lower Shore Child Care Resource Center
- May Literacy Lab
- ShoreCorps/PALS, an AmeriCorps program
- Training for All Teachers (TAT) Project

Neighbor-to-Neighbor

SU has been working diligently with city and county officials on quality of life issues in neighborhoods where SU students reside.

- The Neighborhood Compact includes representatives from SU, the Salisbury Area Property Owners Association (SAPOA), neighborhood residents and city department heads.
- The SGA's Safe Ride provides transportation from parties to a student's residence. Additionally, the SGA has initiated a party registration program with the Salisbury City Police.
- In the Safe Choices program, SU students build relationships and address neighborhood problems.
- Salisbury Police meet with all freshmen in orientation classes to clarify the city's policies for students living and/or socializing in area neighborhoods.