Task Force Involvement

As noted earlier, there had been a great deal of community concern and involvement regarding transportation issues in the study area over the years. At the beginning of the study, a list of those main stakeholders was created, and invitations were sent out inviting them to be part of the study. A full list of those invited is shown in Figure 20.

Figure 20: Task Force invites

<table>
<thead>
<tr>
<th>Agency</th>
<th>Name</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poughkeepsie-Dutchess Transportation Council</td>
<td>Mark Debald</td>
<td>Senior Planner</td>
</tr>
<tr>
<td>Dutchess County Mass Transit</td>
<td>Cynthia Ruiz</td>
<td>Transit Administrator</td>
</tr>
<tr>
<td>Dutchess County Mass Transit</td>
<td>Michael Grattini</td>
<td>First Transit General Manager</td>
</tr>
<tr>
<td>Dutchess County Department of Aging</td>
<td>John Beale</td>
<td>Director</td>
</tr>
<tr>
<td>Eastern Dutchess Transportation Task Force</td>
<td>Katie Palmer House</td>
<td></td>
</tr>
<tr>
<td>Town of Amenia</td>
<td>Wayne Euvrad</td>
<td>Supervisor</td>
</tr>
<tr>
<td>Town of Stanford</td>
<td>Virginia Stern</td>
<td>Supervisor</td>
</tr>
<tr>
<td>Town of Dover</td>
<td>Ryan Courtien</td>
<td>Supervisor</td>
</tr>
<tr>
<td>Town of Pine Plains</td>
<td>Gregg Pulver</td>
<td>Supervisor</td>
</tr>
<tr>
<td>Village of Millerton/Northeast</td>
<td>David Sherman</td>
<td>Supervisor</td>
</tr>
<tr>
<td>Village of Millbrook/Washington</td>
<td>Florence Prisco</td>
<td>Supervisor</td>
</tr>
<tr>
<td>Department of Health</td>
<td>Lisa Cardinale</td>
<td>Sr. Public Health Coordinator</td>
</tr>
<tr>
<td>North East Community Center</td>
<td>Jenny Hansell</td>
<td>Executive Director</td>
</tr>
<tr>
<td>Hudson River Healthcare</td>
<td>Edward Frederick</td>
<td>Community Outreach</td>
</tr>
<tr>
<td>Friends of Seniors Dutchess County, Inc.</td>
<td>Susan Davidson</td>
<td>Director</td>
</tr>
<tr>
<td>Town of Stanford</td>
<td>Dave Tetor</td>
<td>former Supervisor</td>
</tr>
</tbody>
</table>

Nelson\Nygaard followed up with the invitees via phone after sending out the letter to gather peoples’ thoughts and opinions on transportation issues in the study area. The Task Force also met twice: once to hear about the focus group results, and the second time to decide upon a final service plan. Complete notes from each task force meeting can be found in Appendix D and E. Active participation by the Task Force was vital in creating this transportation plan, for the Task Force members are those who are most familiar with the needs of their constituents and clients.
Service Alternatives

Based on the focus group input and written surveys, three alternatives were developed both for how to best deploy Dutchess County-funded Flex service as well as an independent operator. Services provided by the county and an independent operator will complement each other. For example, if Flex ends up being a fixed-route service, the independent operator would need to be demand-response in order to serve those living in remote areas. The structure of the independent operator will be based upon the final design of Flex. Whatever need Flex serves, the independent operator would serve the unmet needs.

In addition, analysis of how to best use the fixed-route LOOP service that will serve a portion of the study area was undertaken. Each option is explained in detail below. These alternatives were presented to the Task Force at a meeting held April 6, 2010 for their review. A summary of the services presented:

- **Flex Options (Dutchess County Funded)**
  - **Fixed Route.** Bus runs on a set schedule and set route. The service is focused upon timed transfers to Poughkeepsie at Millbrook and Pawling and serving local trips along Route 22.
  - **Point-Deviated Route.** The bus will have time points but will not have a set route – instead, anyone who calls for a pick-up that can be scheduled within the time points will be served. The bus will serve passengers picked up at timed points as well as those who fit into the route deviation schedule. The service will focus upon local grocery trips and customers who need to get to Sharon Hospital.
  - **Demand-Response.** The bus will function like a taxi. This will serve the local and medical trips within the zones. The hour layover will be at Freshtown Market, and travelers will be encouraged to book grocery trips around the layover time.

- **Independent Operator Options (Potentially New Funded Services) –** This service would complement the final Flex design and serve trips that cannot be accommodated by Flex.
  - **Demand-Response.** The bus functions like a taxi, with people calling ahead to schedule trips. This will serve all trips going outside of the zone and trips from homes far from the fixed route.
    - **Flex Complement:** Fixed-Route, Point-Deviated Route
  - **Town Day Service.** Each day, the bus will serve only the residents of one or two towns in the study area. The service will function like a taxi. In order to maximize effectiveness, trips would be grouped together with eastbound trips in the morning and westbound in the afternoon.
    - **Flex Complement:** Point-Deviated Route, Demand-Response
  - **Regional Shopping Shuttle.** On each day of the week, the bus will take residents to the major shopping destinations that are far from home. The shuttle will follow the same destination schedule each week to help familiarize people with the service. To maximize efficiency, locations with many destinations grouped together will be prioritized over locations where there may be only one main destination. For example, in Kingston there are two malls – Kingston Mall and Hudson Valley Mall – as well as a WallMart, Sam’s Club, Lowe’s, and Target.
• **Flex Complement**: Point-Deviated Route, Demand-Response

Below is a detailed description and map of each option.

**Flex Options**

Three options were developed for Dutchess County funded Flex service. Each has its own distinct trade-offs. Two of the options time the route to the transfer point at Millbrook and Pawling for travel to Poughkeepsie. Although Route D does go to Wassaic, the timing is meant for commute trips rather than doctors’ appointments and errands. For example, the first bus route out of Wassaic is at 6:50 AM, arriving in downtown Poughkeepsie at 8 AM. The first possible return would leave downtown at 2 PM. This six-hour window in Poughkeepsie is likely too long to serve shopping and medical trips. In addition, most medical offices do not open until 9 or 10 AM so people would need to wait for offices to open.

At the same time, surveys show that a significant number of people would like to get to Poughkeepsie for shopping and services, thus getting people to/from Poughkeepsie is a clear priority. Therefore, rather than meeting the Wassic routes, Flex has been timed to meet Route D’s arrival and departure at the Eastern Dutchess Government Center. Focus group participants said that while many still drive locally, they are not comfortable making longer trips out to Poughkeepsie. Given that the government center is a county facility, a park and ride should be created and marketed for those who do not wish to drive into downtown. A comfortable waiting area with seating and protection from the weather ideally will be provided.

A second route, Route E, will serve Pawling, which is just south of our study area. Since Dover is part of the southeast Flex zone, it will have its own day of service with one vehicle available for 6 hours per day. Since Dover respondents also showed a large number of trips heading for Poughkeepsie, Flex routes under options 1 and 2 in the southeast zone should also maintain timed transfers with Route E.

**Service Option #1**

In this option, Flex would be structured as a fixed route. The bus will run on a set schedule. The service will serve the local trips occurring along Route 22, but will also be specifically targeted at getting people to the Millbrook transfer point to board either Route D or Route E to Poughkeepsie. Two opportunities per day would be scheduled for trips to Poughkeepsie.

Given the amount of travel between Dover and Amenia, and the number of people throughout the study area heading to Poughkeepsie, running both zones’ Flex service on the same day allows for more trip options and greater travel opportunities. This way riders could board a bus in the northeast zone and travel to Dover or Pawling without paying a second fare or transferring at Millbrook.

Since each zone gets one day of service, scheduling adjacent services on the same day doubles the service and increases travel options and service flexibility. The proposed fixed route consists of two loops -- a clockwise and a counterclockwise service. The bus would travel from Millbrook north on Route 82, to Stanford and Pine Plains, east on 199 to Millerton, over to Sharon Hospital, south on Route 22 to Pawling, and then turn around and head back north on Route 22 and back to Millbrook on Route 343. A draft schedule for the proposed routes is shown in Figure 21 and Figure 22.
The counterclockwise route begins in Stanford and brings those residents to the 9:30 AM Route D departure. Stanford has a high number of people traveling to Poughkeepsie. The bus then
picks up people in the southeast zone who need to get to Poughkeepsie and drops them off at
the transfer point in Pawling to catch the 10:30 AM Route E. Unfortunately in order for the bus to
make its round trip and get back to Millbrook with riders for the 11:45 Route D, passengers earlier
in the day face a long transfer time. After lunch, the driver picks up people returning from
Poughkeepsie at 2:30 and 2:40 on Routes D and E, ending his shift at Millbrook at 5 PM. Of
great importance, given the sometimes long transfer times, is creating a comfortable and safe
waiting environment at the Eastern Dutchess Government Center in Millbrook and at the transfer
in Pawling.

The clockwise route begins at Millerton and runs down Route 22, bringing people to local
shopping and medical trips. The bus meets the 1 PM Route E departure at Pawling, then takes a
one-hour break before meeting the 2:30 Route D arrival. Thus people arriving on the 2:30 bus at
Millbrook may catch either the clockwise or counterclockwise bus. The bus picks up passengers
returning on Route E at 5:55 then on Route D at 6:30 before ending the run in Millerton at 7:15
PM.

The round trip length is long – nearly 3 hours – thus having buses run clockwise and
clockwise is a way of minimizing peoples’ travel times.

A sample trip might occur as follows for someone traveling from Dover to Sharon Hospital:

1. Leave the Dover area on Blue Route (counterclockwise bus), 10 AM
2. Arrive at Sharon Hospital 10:35
3. Leave Sharon Hospital at Noon on the Orange Route (clockwise bus)
4. Arrive home around 12:30 PM

A sample trip for someone heading to Poughkeepsie from Wingdale:

1. Leave Wingdale around 12:40 PM on Orange Route (clockwise bus)
2. Arrive in Pawling at 12:55 PM
3. Take LOOP Route E at 1:05, arrive in Poughkeepsie at 1:45
4. Take LOOP Route E home at 5:15, arrive in Pawling at 5:55
5. Take Orange Route (clockwise bus) at 5:55 PM
6. Arrive home around 6:10 PM

**Strengths:** Fixed-route service is straightforward and easy to understand. Passengers have
several options to board the route (hail and ride, door-to-door pick up ¾ mile from route) and the
service will be fairly direct, offer reliable travel times, and thus will likely be more productive in
terms of passengers carried per hour of service provided.

**Weaknesses:** Lower level of service, especially for older adults and people with disabilities. It
may be challenging to attract ridership given the rural nature of the area.
Figure 23: Option 1 – Fixed Route
Service Option #2

Under this option, Flex would become a point-deviated fixed route, with separate service areas in order to maximize uses of the service. It would have some set time points, but no set route for travelling between them. This means that someone living a few miles off the route could call and be picked up at their home. In order to accommodate deviations, given that the area is rural and many people live far from the main roads, a time factor of 50 percent has been added to trip times in creating a bus schedule. For example, if it takes 30 minutes for someone to drive from Point A to Point B, factoring in deviations means the trip takes 30 minutes + 15 minutes = 45 minutes. If the time required to pick people up exceeds the travel time between the established time points, however, those trips would be denied. The purpose of the route would be to get people to Sharon Hospital, Poughkeepsie, and grocery shopping in the one day of service. Unlike option 1, option 2 provides just one opportunity per day to travel to Poughkeepsie, but allows much more time for deviations.

Although the surveys show a fair amount of travel between Dover and Amenia, which are in two separate Flex zones, the trips are primarily people living in one town and going to the Freshtown in the other town. Most people who live in Dover, for example, go to the Freshtown in Dover Plains; however, some people go to the Freshtown in Amenia, and vice versa. Since the two stores are of the same chain, having a Flex service within each zone would still allow people in each town to make their necessary grocery trips.

Northeast Zone Point-Deviated Route

The northeast zone route would start at Stanford and circulate around Pine Plains, Millerton, and Amenia to gather up people needing to get to Sharon Hospital. Along the way, people would board who need to get to Poughkeepsie. After the hospital, the bus would go to Millbrook for passengers needing Route D at 11:45 to Poughkeepsie. Passengers needing to go grocery shopping would have their trips scheduled around the driver’s lunch break at 12:20. From 11:40 to 12:20, the driver will pick up people around Amenia and take them to Freshtown for an hour. After lunch, the driver would head back to the hospital to pick up the morning’s drop-offs and take both shoppers and patients alike back to Millerton and Amenia. The driver would pick up 2:30 arrivals at Millbrook coming from Poughkeepsie, and take residents back to Stanford, Pine Plains, Millerton, and Amenia.

This would provide residents with local grocery and medical trips, as well as the chance to get to Poughkeepsie. Service in the Northeast zone should be provided on Tuesday. The Pine Plains Veterans clinic requested service on a day that the clinic is held – either Tuesday or Thursday. No other organization specifically requested a certain day for travel. Surveys show that most people require travel on any given day during the week and are not tied down to a certain day.

The schedule for the Northeast zone is shown in Figure 24 and a map is in Figure 26.
A sample trip might occur as follows for someone traveling from Millerton to Sharon Hospital:

- Picked up around 10 AM
- Arrive at Sharon at 11 AM
- Leave Hospital at 1:30 PM
- Arrive home at 1:55 PM.

**Southeast Zone Point-Deviated Route**

In the Southeast zone, service would be concentrated on Route 22. Two important medical destinations for southeast residents are outside of their zone – Hudson River Health Care in Amenia and Sharon Hospital. Although Dover Plains does have a Hudson River Health Care office, it is very small in comparison to the clinic in Amenia. Another main destination outside the southeast zone is the A&P in Patterson. It is close enough to the border of Pawling that the Flex route can serve it.

The Southeast zone schedule begins in Pawling at 8 AM and picks up people throughout Pawling and Dover heading to medical destinations at Hudson River Health Care and Sharon Hospital. On the southbound leg, the bus picks up passengers wishing to go to Poughkeepsie, shop at Hannaford, or shop at the A&P. The bus meets Route E’s 10:30 departure, then drops people at Hannaford and A&P, where the driver takes his lunch. After lunch, the bus picks up shoppers and takes them back home, heads back up to the hospital to pick up patients, and gets back to Pawling by 2:10. The driver takes a 30 minute unpaid break, then picks up passengers arriving on the 2:40 Route E from Poughkeepsie and takes passengers back home. Residents needing
to access Freshtown have a couple different trip pairs they could make: 8:50 -9:45 AM or 12:30-1:15 PM. The drawback of the route is that medical trips end up taking four hours.

The Southeast zone would operate every Thursday. This is to accommodate the large number of seniors who attend the Wingdale senior group. During the focus groups, many of the seniors said they have friends who wish they could attend the group, but lack transportation. The schedule and map for the Southeast zone is shown in Figure 25 and Figure 26.

**Figure 25: Southeast Flex zone**

<table>
<thead>
<tr>
<th>Stop#</th>
<th>Time</th>
<th>Destination</th>
<th>LOOP Connections</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>8:00</td>
<td>Pawling</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>8:50</td>
<td>Dover Plains</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>9:05</td>
<td>Hudson River Health Care</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>9:20</td>
<td>Sharon Hospital</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>9:45</td>
<td>Dover Plains</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>10:20</td>
<td>Route 55 &amp; 69</td>
<td>Route E - 10:30</td>
</tr>
<tr>
<td>7</td>
<td>10:35</td>
<td>Harnaford</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>10:45</td>
<td>A&amp;P - Patterson</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Driver Lunch</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>11:45</td>
<td>Start Route</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>11:55</td>
<td>Pawling</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>12:30</td>
<td>Dover Plains</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>12:55</td>
<td>Sharon Hospital</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>1:05</td>
<td>Hudson River Health Care</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>1:15</td>
<td>Dover Plains</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>2:10</td>
<td>Pawling</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td></td>
<td>Driver Break</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>2:40</td>
<td>Route 55 &amp; 69</td>
<td>Route E - 2:40</td>
</tr>
<tr>
<td>10</td>
<td>3:15</td>
<td>Dover Plains</td>
<td></td>
</tr>
</tbody>
</table>

A sample trip might occur as follows for someone traveling from Dover Plains to the A&P:

- Picked up around 9:45 AM
- Arrive at A&P at 10:45 AM
- Leave A&P at 11:45 AM
- Arrive home at 12:30 PM

**Strengths:** Balances advantages of fixed-route and demand-response services. Allows driver to reach people living a few miles off the main road, but also creates time points to ensure service is reliable and predictable. Increases geographic service coverage as compared with fixed route and will likely be more productive as compared with demand-response service.

**Weakness:** Potential for some people to have a very long trip. Using service requires boarding at set time point or calling in advance. There is no reliable way to hail and ride.
Figure 26: Option 2 – Point-Deviated Route
Service Option #3

Under Option #3, the Flex service would be a demand-response service. In order to maximize resources available, the two zones would be combined into one day of service on Thursdays. This day of the week accommodates both the Pine Plains Veterans clinic as well as the Wingdale seniors. Since the vehicles will look the same, customers will be able to use one bus on a northbound trip, for example, and a different one for the return trip without confusion.

To make the best use of the driver’s lunch hour, passengers requesting trips to Freshtowns will be asked to schedule their trip around the lunch hour.

Passengers would call a central dispatch number to request a pick-up at least 24 hours in advance. Destinations, aside from Sharon Hospital, would have to be within the Northeast or Southeast zone. Passengers would be picked up at their door, taken to the destination, and taken home again.

Service should take place midday; we suggest 9 AM-12 PM and 1 – 4 PM.

Strength – Highest level of service for people with mobility challenges (door-to-door service). Highest level of geographic service coverage. Allows services to start flexibly and gain momentum.

Weaknesses – Given the size of the service area, service productivity will likely be low in terms of trips provided per hour. May be difficult for individuals to predict arrival and departure times – most demand-response services typically provide a window (usually 15 minutes before or after the requested time) for pick up. Depending on demand, may be difficult to accommodate all requests with a single vehicle.

Task Force Reaction

People felt that option three was generally a waste of resources due to low potential ridership. People generally liked option 1 because it offered the most service as a combined zone system with two vehicles available. Yet option 2 was also still viable as it allows for more deviation time. One interesting point was that the old LOOP route running on Route 22 ran empty – while most would blame this on the fact that LOOP had little to no marketing, at the same time it brings about the question of whether a bus on Route 22 reaches very many people. For full minutes from the meeting, see Appendix E.
Figure 27: Option 3 – Demand-Response
Potential New Service (Independent Operator)

Given the limited amount of transit service the county is able to devote to the study area, new services may be required to meet local needs. This service would likely be run by an existing non-profit who provides transportation, and will be implemented after Flex has had a chance to establish itself in the community. The role of the independent operator would be to complement Flex and serve trips that Flex cannot. Service will be provided with a lift-equipped vehicle that may be purchased through federal grant funding. Operating costs would be paid for through a combination of municipal contributions and potentially, by federal funds.

The county provided a total figure for operating a new service, including vehicle maintenance, operating, the driver salary, and administrative costs at $82.50 (or $660 for eight hours of service). The Task Force agreed that creating an actual service plan for the independent operator is premature at this point; instead, the focus will be on creating a successful Flex service in the near term and setting up an organization to become an operator in the future. Below are the service options that were presented at the April 6 Task Force meeting.

Independent Operator Option #1: Demand-Response

Provide a demand-response service similar to the current Care Car and Friends of Seniors, but on a shared vehicle basis. That is, there may be more than one person served by the vehicle at a time. Unlike Flex service, the new operator’s demand-response service would not be limited to the Northeast or Southeast zone; instead, people may go to any destination that can be fit into the schedule. The service would begin small – one vehicle, perhaps two days per week, available for eight-hour days. Passengers would call to schedule a trip at least 48 hours in advance. Passengers may book travel for any reason – medical, shopping, or social. Spots will be filled on a first-come, first-serve basis. The fare would be similar to Flex service, around $1.75 to $2. Since people do travel long distances, the operator may wish to establish a zone system, whereby trips longer than 15 or 20 miles are charged an additional fee.

Strengths: Highest level of service, door-to-door to any destination in the defined service area.

Weaknesses: Service will be less productive as compared with other options; service reliability will be less as compared with structured services due to potential long trip length in many directions.
Figure 28: Independent Operator Option 1 – Demand-Response
Independent Operator Option #2: Town Day of Service

Under this option, the independent contractor would function like the former Dial-a-Ride program. On each day, the vehicle would be available for use by residents of each town, to one or two locations decided upon by the towns. In this way passengers always know what destinations are being served. The towns could come up with a monthly schedule or destinations and publicize it.

- Monday: North East
- Tuesday: Pine Plains/Stanford
- Wednesday: Amenia
- Thursday: Dover
- Friday: Washington

Trips would be scheduled to minimize peoples’ time on the bus; pick-up time would be limited to one hour. Passengers would be picked up at their curb. The bus would have the capability to serve local trips; however, the intention is to supplement local Flex service with transportation to regional destinations.

**Strength** – Structure limits service liability in terms of pick-up needs but also offers a high level of service. Potential to carry more passengers per hour as compared with demand-response service. Easy to understand.

**Weakness** – Service defined by town may be too geographically restrictive; will be difficult deciding which destinations to serve.
Figure 29: Independent Operator Option 2 – Town Day of Service
Independent Operator Option #3: Shopping Shuttle

The independent contractor would provide service to various regional shopping destinations each day. These destinations would be farther-off places that many respondents said they have trouble accessing. To minimize time on the bus, the driver would pick up passengers for a maximum of one hour before heading to the destination. Passengers would be scheduled on a first-come, first-serve basis with scheduling software. Destinations might include:

- Monday: Fishkill – WalMart, Shop Rite
- Tuesday: Danbury Mall
- Wednesday: Poughkeepsie Galleria
- Thursday: Potentially provide overflow help on Flex
- Friday: Kingston – Hudson Valley Mall, Kings Mall, WalMart, Sam’s Club, Target, Lowe’s

The focus groups and surveys showed a strong need for people to occasionally make long trips that they no longer feel comfortable driving. For those people who have no transportation today, they also identified these regional destinations as places they wish they could go. A few respondents said they used to take LOOP to the Poughkeepsie Galleria weekly, so there are people willing to take bus trips to these major destinations. If Flex should be used for local trips within the zones, this bus to shopping malls would fill an important need in peoples’ lives.

Since this type of service will require a vehicle for primarily the late morning to the early afternoon, the vehicle could be used in the early morning and evening to fill in the need for commuting trips. From 6-8 AM and 4-6 PM, the vehicle could be reserved for commute trips only. The Spanish-speaking community has the most need for commute trips. Also, some focus group participants noted that while they can currently drive to work, sometimes there is a need for a public transportation option to work, if the car breaks or another family member needs it.

**Strengths:** Fills in need for weekly shopping trips and commute trips.

**Weaknesses:** Potentially long pick-up time depending on interest
Figure 30: Independent Operator Option 3 – Regional Destinations

[Map showing regional destinations with arrows indicating days of the week.]

- Study Area Towns
- Pick-Up Zone

**Destination Type**
- Education
- Hospital
- Medical
- Services; Social
- Shopping
Task Force Reaction

Similar to the Flex options, people did not think a demand-response service alone would be the best use of a vehicle. People generally thought option 2 narrowed the service too much, and would divide the constituents rather than uniting them. While serving regional shopping destinations is certainly something people want, the priority is medical trips. With one day a week of county service, it’s doubtful that all trip types can be served in that time. The regional destinations are important but having a weekly schedule may be too much service. People do not need to go to the WalMart every week. A new operator should probably be a mix of regional destinations and demand-response. The key is to serve the different needs – local medical, regional medical, and local shopping/social and regional shopping/social.