Demonstration of ITS-enhanced Human Service Transportation in Rural Communities

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Outline

• HST Challenges
• MSAA Initiative
• Two Rural ITS for HST Demonstration Sites
**MSAA Initiative**

- Presidential Executive Order – Feb. 2004
- MSAA – a major USDOT ITS initiative
- Collaboration with UWR initiative
- Goals:
  - Increase mobility and accessibility for the transportation disadvantaged and general public
  - Achieve more efficient use of community transportation resources
- UWR/MSAA Joint Demonstration of Replicable and Scalable Models
One Integrated Vision

- Employment
- Independence
- Health Care
- Recreation
- Family
- Education

Consumer with Mobility Needs

U.S. State & Local Government Funds, Policies, and Regulations

One Call

Funding Agencies

Transportation Service Providers

- Public Transit Authority
- ADA Para-transit
- Medical Transit Provider
- Private Taxi
- Disability Service Provider
- Transit Pass
- Agency on Aging
- Head Start
- Faith Based Transit

U.S. State & Local Government Funds, Policies, and Regulations

- HHS
- Agriculture
- Social Security
- Veterans Affairs
- Housing
- Labor
- Transportation
- Education
- Interior
8 Selected Project Sites
Aiken SC Project Area

- Led by Lower Savannah Council of Governments (MPO)
- Service area: about 4,000 sq. mi. and 300,000 people
- Persons with disabilities: about 22%
- Persons below poverty: about 14%
- Senior citizens: about 13%
Paducah KY Project Area

- Led by Paducah Area Transit System (public transportation providers)
- Service area: about 2,400 sq. mi. and 130,000 people
- Persons with disabilities: about 20%
- Persons below poverty: about 15%
- Senior citizens: about 15%
Project Sites Comparison

• Rural Operational Environments
• Strong Leadership Supports
• Existing ITS Infrastructure
• Strong Evidence of Stakeholders Involvement
  – Aiken: Regional Transportation Management Association (RTMA)
  – Paducah: Call Center Technical Advisory Committee (CCTAC)
Project Sites Comparison (cont.)

• Lead Agency Organizations
  – Different. Aiken (MPO); Paducah (transportation provider)

• Project Team Structure
  – Different. Aiken separates vendor/consultant; Paducah combines vendor/consultant

• Lead Agency Human Service Transportation Roles
  – Different. Aiken (provider/planning/coordination); Paducah (service provider and Medicaid broker)

• Partnership Types
  – Aiken: multiple autonomous transportation providers seeking coordination; Paducah: nearly single dominant public transportation provider
Project Focuses

• One common vision – simplified point of access for all
• Aiken SC – service coordination
  – Across many providers, mostly human service agencies
• Paducah KY – program coordination
  – Expanded call center and shared rides
Why Diversified Projects

- Replicability and Scalability
  - Rural communities find relevant settings and conditions that more resemble their own community characteristics
Project Status

• Concept of operations – November 2007
• System requirements – February 2008
• System designs – May 2008
• System deployment (Phase 2) – December 2008
Thank You

Questions and Discussions

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