Defining and Deploying ITS Solutions
for Coordinated Rural Transportation:
Modoc Mobility Management and
CALnections.com

Pam Couch
Modoc County Transportation Commission
Alturas, California

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Purpose

To Help Folks Get Where They Need to Go
Goal

To Establish Mobility Management Center with Useful ITS Tools
Objectives

• Provide information about travel options,
• Schedule trips and deliver transport services,
• Improve operating efficiencies, and
• Facilitate coordination within a remote rural region in California
Functional Web-based System

Customers . . . . . . . . . . . . . . Plan Trips
Region/Broker . . Coordinate Resources
Providers . . . . . . Manage Operations
and Deliver Services
Grant Recipients . . Gather/Report Data
Gov’t Entities . . . Monitor Performance
and Compliance
Rural Transportation Landscape

<table>
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<th>Demand</th>
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Three Levels of Restricted Access: Broker, Affiliate Agency and Individual

- Use same website to access specific modules or ITS tools

CALnnections Log In

Personal Membership or Agency Membership Benefits:
- View your travel itineraries (or travel itineraries for groups).
- Make quick reservations based on saved travel preferences.
- View your account activity.
- Verify or change your account information.

Log-In

To log-in:
Select your county from the drop-down list.

Click on the Go Button.

You will be prompted to enter your username and password.
DEMAND

Web-based Trip Planner

• Addresses specific passenger needs
• Considers trip request – O/D, date & time
• In terms of personal mobility requirements
• Shows trip origin, destination and transfer point(s) on Google map
  OR
• Records request as an un-met travel need
DEMAND

Point-to-Point Itinerary

- Confirms request: O/D, time & date
- Suggests reasonable option/best available
- Provides and ranks “alternatives” by fit
- Addresses personal mobility needs
- Defaults to “own arrangement” or specifies access-trip option with auto-connect to scheduler
- Shows full “journey” on Google map
Challenges

- Absence of data exchange standards, format or definition
- Frontier-rural realities
  - few staff persons, who must multi-task
  - staff has limited technical knowledge and ITS experience
  - long travel distances; remoteness; settlement patterns
- Scarce resources – tiny budget & limited competitiveness
- Few or no ‘off-the-shelf’ tools
- Scant communications infrastructure
Accomplishments

- Established “one-stop” center – physical & virtual
- Developed multi-provider trip planner with Internet reservation system
- Served more folks
- Provided more trips
Lessons Learned

• Everything takes more time
• Requires consistent, committed project management
• Focus on solutions that solve real problems
• Maintain regular communication and dialogue – sharing both good and bad – partners & stakeholders
• Keep good working relationships
• Prepare and train front-line staff earlier
• Remember the purpose –
  to help folks get where they need to go