ITS Advancing Human Service Transportation: Study of two rural communities

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Outline

- MSAA Initiative
- Interviews with Two Rural Demonstration Sites
- Summary of Findings
MSAA Initiative

- 2004 Presidential Executive Order
- A major USDOT ITS initiative
- Collaboration with UWR initiative
- UWR/MSAA Joint Demonstration of Scalable and Replicable Models
  - Phase 1: system planning and design (est. Fall 2008)
  - Phase 2: system deployment (est. Summer 2010)
8 Selected Project Sites

- Paducah, KY
- Louisville, KY
- Kent, OH
- Fitchburg, MA
- Cherry Hill, NJ
- Aiken, SC
- Atlanta, GA
- Orlando, FL
Process Evaluation: What and Why

• Assessment of the process used to achieve the system design
  – Who, what and how of design development
  – Tracking of the process as it unfolds over time.
• Objective: draw lessons from experience that will help others to develop TMCCs
Steps in the Process Evaluation

- Baseline interviews
- Facilitated group discussion among sites
- “Finish-line” interviews
- Incremental deployment interviews
Baseline Interviews

- Telephone interviews
- Interviews conducted in July / August 2007
- 4 interviewees per site
  - Project manager
  - Transportation representative
  - Human service representative
  - User group (Aiken), or ITS lead (Paducah)
- 30 – 45 minutes each interview
- A list of questions (tailored to specific functional roles) sent prior to telephone calls
Common Vision

• No. 1 – Customer oriented improvements
• No. 2 – Operational efficiency enhancements
• Leaner and faster moving
Coordination Issues

• Both focus on stakeholder involvement, beyond traditional “transportation stakeholders.”
• Both systems are customer needs driven
• Cross-agency and cross-program coordination challenges (e.g., common language)
• People/facilitation skills and technical/operational skills
• Human service program participants often have unique needs that require special accommodation or knowledge, such as medical needs
• Medicaid NEMT providers
Preliminary/Potential Technology

- Both sites have some ITS infrastructure in place
- Noted not solutions looking for problems
- Preliminary stakeholders priority needs:
  - Easy fare payment and collection method (e.g., smart card)
  - Easy to plan/manage trips (e.g., one phone number, web, etc)
  - Effective mix of live customer service vs. automation (e.g., IVR)
  - Automated notification for vehicle arrival
Technical Issues for Coordination

- Integration with legacy systems
- Lack of technical expertise on ITS
- Post-deployment trainings
- Different levels of technology usage across agencies
- Data sharing, maintenance and security
- Provider transition
- Scalability and replicability
- 511 vs. 211
Next Step

• Project sites’ effort to use any innovative approaches / strategies to address identified (as well as unexpected) issues

• How to participate and stay informed
  – Participate in public listening sessions
  – Subscribe to UWR newsletters
  – Periodically check UWR/MSAA websites
  – Communicate directly with UWR/MSAA staff
Thank You

Questions and Discussions

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