Human Service
Transportation Workshop

National Rural ITS Conference
Seaside, OR
August 26, 2009
Kim Adair, CCTM
Executive Director,
Paducah Transit Authority
Paducah Area Transit - since 1981

KRS 96-A Kentucky transit authority.

The Board of Directors are appointed by the Mayor and Commissioners of the City Of Paducah.

PATS operates and provides transportation in the City and McCracken County – providing over 500,000 trips annually (2007)

www.paducahtransit.com
Mobility Services for All Americans

MSAA is the research initiative created by the USDOT to increase mobility, accessibility and rider ship through integration of transportation service and resources through the use of technology (ITS).

www.its.dot.gov/msaa/
PATS awarded a $1.5M MSAA Grant

In April 2006, PATS began the federal MSAA grant application process.

In December 2006, PATS chosen as one of eight sites.

In December 2008, PATS was chosen as one of three final national sites to deploy a replicable and scaleable Travel Management Coordination Center - TMCC.
**PATS** created **PART** through an interlocal agreement approved through the Kentucky State Attorney General’s office, to enhance PATS current *call center* into a *regional* TMCC.

[www.ridePART.com](http://www.ridePART.com)
Our Regional Transportation Providers

- PATS, Paducah, KY
- Easter Seals WKY, Paducah, KY
- Fulton Co. Transit, Fulton, KY
- Murray-Calloway Co. Transit, Murray, KY
Purchase Area Regional Transit Providers
Service Area Region Overview

Purchase Area Region - 8 counties in Western KY, 2400 sq mi

Population - 193,495 (2000 Census)

Primary Employers - Agribusiness, railroad & river services, federal-state-local government, education, medical, technology, artisan, recreation/tourism, entertainment, and retail hubs.

Primary Highways in Region - Interstate 24, US-60, many other state highways

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Purchase Area Regional Transit Providers
Service Area Region Overview

Annual Total Provider Trips - 700,487

Transportation Provided - Fixed route, ADA Paratransit, Dial-A-Ride, taxi, coordinated human services, Medicaid brokerage, airport shuttle, package delivery, UPS/Fed Ex packages, contracts, downtown trolley, special events, van pools and out of region NEMT in KY, TN, IL and MO.

Human Service & Community Agency regional partners - Approximately 200 partners

www.ridePART.com
Purchase Area Regional Transit

Goal and mission statement

“to provide customers with a single point of access to receive regional transportation, human services and community information facilitating greater personal mobility for all individuals in the Purchase Area region.”

www.ridePART.com
TMCC CHALLENGES

Medicaid – provider & software coordination

“Territorial” boundaries – providers & stakeholders

Expand service coverage – to meet unmet needs

Changing perception of public transportation

Challenge to do more with existing resources

TMCC education & training – staff & riders

211 Application to United Way – submit 2010

Sustainability of TMCC
TMCC COMMON GOALS

Make transportation more assessable & affordable
Provide transportation to more people – “life line”
Reduce duplication & fragmentation of services
Reduce cost for transportation operations
Provide current community information
Available 24/7 – “one simplified point of access for all”

Helping more people - everyone’s goal!
TMCC COMPONENTS

Community Need & Support
Diverse Partners - Non Profit Agency Cooperation
Call Center location – Accessible
Information – I & R Directory
Technology & Telephony Infrastructure
Establish gaps – existing & needs
Training & Education – staff & users
Funding – federal, state, local & private
TMCC PARTNERS

Transportation providers
KY Commonwealth providers
Human Service agencies
Child Care Facilities
Nursing Homes & Assisted Living Centers
Doctors office & local Hospitals
911 Centers & Emergency Shelters
Elected officials – federal, state & local
Other Community Organizations
Private sector
TMCC MILESTONES

Interlocal agreement
Region wide Community Support - continues
Detailed System Development & Design
Secured MSAA Vendors - integration started
Logo, website, 800# & marketing plan
Telephony infrastructure - installed
Software implementation & training - started
Other grant opportunities - able to leverage
PROJECT COMMUNICATION!

- Community Input & Design Session
- Town Hall meetings & Public Forums
- Rider & Stakeholder Surveys
- Stakeholder & Community Updates
- Marketing & Presentations to community
- E-Newsletters
- Continued Community Support
TMCC FUNDING

Federal government – *appropriations & grants*

Local & State governments

Community Service Organizations – *United Way*

*Coordination & funding from multiple agencies can create and enhance a Call Center.*
TMCC TECHNOLOGY

- Integrated billing
- Electronic fare payment
- Automatic vehicle location (AVL)
- Mobile data terminals (MDT)

- Traveler information - 511
- Computer aided dispatch (CAD)
- Internet websites - 24/7
- Interactive Voice Recognition (IVR)
OUR VISION of TMCC

- **Telephone:**
  - Available 24/7
  - Live person or Automated attendant (IVR)
  - Multi-language services
  - TDD/TTY/KY Relay

- **Internet:**
  - Available 24/7
  - All information same as available by telephone
  - Kiosks at various community locations

- **Walk-in**
  - Available during normal business hours
  - All information as available by telephone and internet 24/7
  - In person services at all transportation provider locations
FUTURE TECHNOLOGY

Electronic fare cards - *Smart Cards*

Automatic Passenger Counters (*APC*)

Upgraded website - *additional resources & information*

Kiosks - *accessibility*

New ways to coordinate - *help more people*
Contact Information

Kim Adair, CCTM

PATS, Executive Director

270-444-8700            1-877-828-7287

kadair@paducahtransit.com

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