National Rural ITS Conference 2009

How to Build a Coordinated Human Service Transportation System

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Introductions

> RouteMatch Software
  – Thomas Coogan – Vice President Business Development

RouteMatch Software Inc.
Atlanta, GA
ITS Solutions Technology Company
Transportation Technology Focused
Coordination?

> Shared Goals & Objectives
  – Communication
    • Person to Person
    • Group to Group
  – Multiple Agencies
    • Multiple Agendas (Published & Hidden)
  – Information Exchange

Creating Linkage between Traditional Public & Human Service Transportation
Strategic Approach

> Creating the Vision & Mission

> Key Stakeholders

  – Public Sector
    • Transit, Public Safety
    • Local, State, Federal Government

  – Human Service
    • Medicaid
    • Work Force Development
Strategic Approach

> Creating the Vision & Mission
  – Non Profit
    • Faith based Organizations
    • Transportation Providers
    • Community Resource Organizations (211, Red Cross)
  – Private Industry
    • Technologies
    • Innovation
    • Scalable & Replicable
Tactical Approach

Concept of Operations

“What do you want to be when you grow up?”

Leverage what is out there!
Coordination Process

> Leadership
> Consensus / Negotiation
> System Phasing (Tasks / Activities)
  – Today / Tomorrow
  – Next Week / Month
  – Next Quarter / Year
> Human Resources
> Financial Resources
Mission Critical

> What is Working?
  – Policy
  – Technology
  – Business Process

> What is Not?
  – Be Honest / Objective
  – Defining the Un Met Needs
    • Access
    • Service / Time / Day
    • Eligibility
    • Alternatives
Mission Critical

Problem Statement #1
Lack of Available Transportation in the Region to meet consumer needs.

1. Lack of available providers
2. Limited hours of operation
3. Limited qualified work force (drivers)
4. Unused allocated transportation funds
5. Lack of funds to provide the transportation
6. Unmet need is unknown
Systems Integration

> Administrative
  – Policies / Procedures
  – Responsibility

> Technical
  – ITS is an Enabler
  – Performance Monitoring
  – Linking Systems
  – Informing the Stakeholders (Agency & Customer)

> Customer Focused
  – Meeting the needs of customer
  – The 10 o’clock factor for service
The Iowa Experience
State of Iowa Coordination Efforts

> Planning and Policy Initiatives
> Transit Consortium
> Rural ITS Technology Deployment
> Urban ITS Technology Deployment
Planning and Procurement Coordination

> Had history in Iowa using consortiums for vehicle purchases
> Leverage same model to encourage planning and procurement coordination
> All rural and small urban transit systems eligible
> Governance by ITS steering committee
> Administered by Iowa DOT
Initial Stages

> Advocacy started about 1999 within rural caucus of Iowa Public Transit Assn (IPTA)
> First Congressional earmark approved in 2001
> Decided on consortium as governance approach
> Decided on single-point vendor
Goals

> Develop a plan to Guide the Deployment of ITS and Coordination solutions State-Wide
> Based on a Needs Assessment
> No Technology for Technology’s Sake
  – Make sure that it is “appropriate”
Consensus Building and Needs Assessments

> On-site visits to all systems
> Review operations/admin/common/structure
> Review results with steering committee and individual systems
> Create final report assessing cost and needs
> Individual deployment plan for each system
> Agency plan presented to each board/discussed with all key personnel
Transit Operational Needs

> Improve Operational and Administrative Efficiencies
> Improve system performance
> Improve transit services & enhance mobility and coordination
> Reduce operational and administrative cost
Technology Tools

> Transit Operations Software for data management, reservations, scheduling, routing, dispatching, billing, and reporting
> Mobile Data Computers and Automated Vehicle Location
> Fixed Route Integration
> Accounting Integration
> Iowa DOT Statewide Reporting Packages
Consumer Facing ITS

> Web Portal
> Interactive Voice Response
> Passenger Information
Mobility Services for All Americans (MSAA)
Builds on USDOT’s United We Ride efforts through the use of Intelligent Transportation Systems (ITS)

**MSAA Objective:**

“Replicable/Scalable Traveler Management Coordination Center (TMCC) that provides one-stop, unified, customer-based travel information and trip planning services, and supports coordinated human service transportation operations.”

(2) http://www.its.dot.gov/initiatives/initiative4.htm
MSAA Process

> Project Plan
> Concept of Operations
> System Requirements
> ITS Gaps Report
> System Design
> Systems Execution
  – Policy & Technology
USDOT – MSAA Projects

Multi-Agency Public & Human Service Coordinated Transportation System

- Demand Response Systems
- Fixed Route CAD/AVL
- AVL/MDC
  - Intelligent Vehicles
- Automated Consumer Information System
  - Consumer Notification and Pre Alerts
  - Consumer Access to Order
- Web Based Consumer Access
  - Reservations – Consumers, Facilities, Providers
- Transit Trip Planning
USDOT - MSAA: One Integrated Vision

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

Consumer with Mobility Needs

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

One Call

Funding Agencies

Transportation Service Providers

- ADA Paratransit
- Medical Transit Provider
- Public Transit Authority
- Private Taxi
- Transit Pass
- Agency on Aging
- Head Start
- Faith Based Transit

Transportation

Education

Interior

Labor

Social Security

HHS

Agriculture

Veterans Affairs

Housing

RouteMatch Software
Putting it All Together

> Process
> People
> Technology
Thank You

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