MART AND MITS: MART’S INTEGRATED TRAVELER SERVICES

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UWR/MSAA Phased Implementation - Fitchburg Site
WHO IS MART?
(Montachusett Regional Transit Authority)
MART Transit/Paratransit Operations

Fitchburg

Gardner

Leominster

8/4/2010
MART currently operates:

- 19 Fixed Bus Routes including rural Link Service
- 165 Paratransit Vans covering 20 communities

which in FY10 provided:

- 581,553 Fixed Route trips
- 177,712 Demand Response trips
- 105,998 Human Service Transportation trips
- 100,493 Council on Aging trips
MART Transit/Paratransit Operations

MART’s ITS Technology:

- AVL/ MDT (190 vehicles) – Bus & Paratransit Vans
- Stop Annunciation / LED Display on Buses
- Automated Scheduling / Dispatching
- Web-based client and trip management software for affiliated agencies (COA’s)
- Vehicle Tracking, Incident Management and Data Uploading/Downloading
Dark Blue Hashed: MART Transit / Paratransit Service Area
Light Blue: Four Areas (3/4/5/9) of MART Brokered HST Transportation which includes MART Service Area
MART’s Coordinated Human Services Transportation Operations

- Managing $72+ million of Massachusetts HST brokerage services
- Managing $5+ Million in local Special Education brokerage services
- Brokering 3.9 million HST trips
- Brokering 275,000 Special Education trips
- Brokering approximately 73% of Massachusetts’ HST Brokered transportation services
MART Coordinated HST Operations

MART’s ITS & Other Technologies:

- IVR (Interactive Voice Response)
- Client and Trip Management Software
- Web-based Vendor Portal providing:
  - Low-cost auto-assignment of trips to vendors
  - Trip Posting and Attendance Reconciliation
  - Automated Invoice Preparation and Reconciliation
  - Complaint Management - Tracking and Resolution
  - Vendor Rates Management
  - Vendor Vehicle and Driver Management
  - Automated Scheduling and Dispatching
  - Shared Ride Groups Scheduling
  - Vendor Vehicle Tracking & Incident Program
WHAT HAS MART DONE?
(for the UWR/MSAA Project)
MITS Portal

Welcome to MART'S Integrated Traveler Services (BETA)

Not a member? Sign Up...

- Create and customize a profile....
- Join and plan events with other members
- Keep updated with your group or event's activity
- Message, broadcast and IM with other members
- Share photos with other members
- Get talking in the forums

Click here to Sign Up Now!

http://mits hbssweb.net
Projects

- Scheduling Project for Local Daycare
- Mobility Coordination for Easter Seals
- Trip Board & Vendor Portal for Kiessling Transit
- eFareCard Project for DDS
- New Project! – TextMyRide
Scheduling Project

- Participating Stakeholder
  - Guild of St. Agnes Daycare

- Project
  - Scheduling software will replace faxing daycare manifests to provider
  - Add new children, make changes to currently scheduled trips, and add special instructions, all through the MITS site
  - September rollout at Stakeholder request
Website Usability

- Participating Stakeholder
  - Easter Seals

- Project
  - Currently testing MITS website as an effective communication resource for mobility coordination
  - Easter Seals is collaborating with 5 other agencies through the MITS website to make a flex-route service

- Progress
  - Easter Seals will be meeting with a local planning commission to finalize implementation of the new flex route that they created through coordination on the MITS website
The use of the MITS site allowed all involved groups to communicate and create a route they can all use.

Newly created route will:
- Consolidate routes to save money
- Create new stops at hospitals and shopping centers
Vendor Portal/Trip Board

- Participating Stakeholder
  - Kiessling Transit

- Project
  - Analyzing from a Vendor/Provider Perspective
  - Using Trip Board and Vendor Portal programs

- Status
  - In testing phase
  - Have provided list of enhancements they believe will help to improve the site
FareCard Project

- Participating Stakeholder
  - Department of Developmental Services (DDS)
  - DDS is a partnering agency to C/W REST

- Project
  - 11 Clients of DDS have been chosen who will be given plastic fare cards in place of paper tickets to use as payment for transportation on MART vehicles
  - 4 DDS employees have been trained on the eFareCard system that has been built
TextMyRide

- Newest Project to be added to UWR
- Project
  - Any user can send a text message to a number with their current location and where they need to go
  - The number will text back options for the user, and can even schedule the ride
- Progress
  - Project is in the beginning stages
WHAT HAS MART LEARNED?
(during the UWR/MSAA Project)
Lessons Learned

Stakeholder Participation Influences Change
Easter Seals

- **Original Scope:**
  - Use Trip Booking software from a providers point of view

- **Change of Scope:**
  - Scope change due to loss of partnership/funding
  - Use the MITS Portal as a communication tool for Mobility Coordination

- **Outcome:**
  - Easter Seals has been coordinating with other transit agencies to create new services
Kiessling Transit

- Original Scope:
  - Kiosk Project

- Change of Scope:
  - Scope change due to decrease in project funding
  - Testing the usability of the MITS Portal from a Vendor/Providers Perspective

- Outcome:
  - Kiessling has provided many useful suggestions to improve the Trip Board and Vendor Portal pages
Original Scope:

- Use Trip Booking software from an advocate agency point of view

Change of Scope:

- Scope change due to lack of resources
- Wanted a way to utilize existing relationship

Outcome:

- Caused MART’s eFareCard Project to add greater integration with the UWR Project
- Created more funding for Phase II
Lessons Learned

What it takes to overcome the
Financial Obstacles
Decrease in Funding

- **Kiessling Transit**
  - Original scope was modified to fit into project budget
    - Kiosk project was supposed to fill unmet needs
  - How do we regain the funding to meet those needs?
    - Kiessling will apply for New Freedom funding so that Kiosk project can still be done
  - Still Need a Project Plan to justify new funding
    - Mobility Coordination
Overview

- Norfolk, Massachusetts currently has:
  - 4 Prisons
  - Senior Citizen Housing
  - Section 8 Housing

- Current Forms of Transportation:
  - 2 MBTA Commuter Rail stops and 1 bus stop that do not intersect with any of the above locations
  - Only 1 Taxi Service
Map of Planned Route
Sole Source Justification

- New Hampshire State Coordinating Council (SCC)
  - Currently implementing a state-wide Mobility Management Plan
  - Looking to leverage regional resources such as MITS project for ITS technology to enhance state wide coordination efforts
  - Challenges:
    - Must have sole source justification in order to engage the MITS project to leverage resources