Mobility Services for All Americans Initiative
Transportation Coordination
August 04, 2010
Doug Wagener
Portage Area Regional Transportation Authority
Presentation Outline

- Project Area Overview
  - Demographics
  - History
  - Existing Structure
- Coordination: The Old vs. The New
- Funding
- Getting the Ride
- Getting the Data
- Open Discussion/Questions
Project Overview

- Why Coordinate?

- Substance Abuse
- Mental Health
- Temporary Assistance for Needy Families
- Family Assistance
- Medicare & Medicaid Svcs
- Development Disabilities
- Medicaid Program
- Children & Families
- Health
- Resources & Services
- Head Start
- Assistant Secretary Planning Evaluation
- Aging
- Community Services
- Centers for Independent Living
- Rehabilitation Services Administration
- Office of Special Education Programs
- Office of Disability Employment Policy
- Employment Training Agency
- Transportation
- National Highway Traffic Safety Administration
- Departmental Office of Civil Rights
- Federal Transit Administration
- Urbanized Grant Program
- Elderly & Disability Program
- Office of the Secretary
- Family Care Bureau
- Soc. Services Block Grant
- Disability Rehab and Research
- Head Start
- ADAP
- Paratransit
- Job Access Reverse Commute Program
- Medicaid
- Private Paratransit
- Area Agency on Aging
- State Governors & Cabinet Secretaries
- Federal Agencies & Grant $s
- Local Government
- Rural Transit Operators
- Rural Grant Program
- Rural Transit
- Operators
- Private Taxi
- Local Transportation Authority
- Medical Transit Provider
- ADA Paratransit
- Transit Pass
- Employment
- Education
- Independence
- Health Care
- Shopping
- Recreation
Background

- Portage and Geauga Counties
  - Northeastern Ohio, central to Cleveland, Akron, Canton and Youngstown
  - Portions of two counties are suburbs for larger communities
  - Travel between counties on State highways
  - Significant local interest in coordinated service delivery
  - Currently no inter-county trips or shared resources between counties
Background (cont.)

- **PARTA** Service Area Statistics
  - 507 square miles, population of 152,061 (2000 census)
  - Sales tax levy generates 50% of the operating revenue
  - 5 cities (51% of population), 7 villages and 18 townships
  - 7.4% of all one person households include a resident that is 65 years or older
  - 9.3% of population below poverty line (5.7% over 65 years)
  - 14.4% of population has a disability
  - Classified urban… looks and feels rural

- **PARTA’s** Services
  - 8 human service transportation contracts
  - Countywide demand response
  - Fixed route (including service to Cleveland and Akron)
Geauga County Statistics
- 408 square miles, Population of 94,602 (2000 census)
- Funded through Geauga County Board of Commissioners
- 1 city (Population 5,000), 4 villages, 2 unincorporated, 16 townships
- 6.9% of all one person households include a resident that is 65 years or older
- 4.6% population below poverty line (5.1% over 65 years)
- Classified rural, and looks aren’t deceiving

Geauga County Transit
- 20 human service transportation contracts
- Countywide Demand Response
- Currently No Fixed Routes
Existing ITS Architecture

- Trapeze PASS for demand response automated scheduling and dispatching for ADA service (4 years) at both agencies
- **PARTA** has additional technology:
  - Fixed Route Scheduling & Blockbuster
  - Operations Management
  - AVL and GIS mapping for fleet
  - Mobile Data Computers
- **Geauga County** has or is acquiring:
  - Operations Management
  - AVL and GIS mapping for fleet
  - Mobile Data Computers
- **211** for Human Service Information in both counties
- State controls **511**—not currently running
Related concurrent initiatives/activities

Ohio Transportation Partnership – Goals Include:

- Increase awareness and access to information about transportation coordination and statewide transportation resources
- Increase the Partnership’s presence statewide
- Empower local leaders to achieve coordination
- Educate the state legislature and state leaders about transportation coordination
- Make existing rules and regulations coordination-friendly
- Identify and use technology resources to accomplish the action strategies needed to meet the goals
- Maximize the availability, use and flexibility of funding resources to support coordination
- Support local agencies in their efforts to increase consumer access to transportation services
Transportation Partnership of Ohio

Provide leadership that facilitates citizen mobility through the coordination of transportation resources and effect pro-coordination policy and communication at all levels.

Represented in the Partnership:

• Ohio Department of Transportation - chair
• Ohio Department of Aging
• Ohio Department of Developmental Disabilities
• Ohio Department of Mental Health
• Ohio Developmental Disabilities Council
• Ohio Department of Job and Family Services
• Ohio Rehabilitation Services Commission
• Governor’s Council on People with Disabilities
Related concurrent initiatives/activities

- Related Projects:
  - Specialized Transportation Program
  - Ohio Coordination Grant Program
  - AMATS Area Coordinated Public Transit Human Service Transportation Plan
  - NOACA Coordinated Transportation Plan
  - Job Access and Reverse Commute Program (AMATS area)
  - New Freedom Program (AMATS Area)
  - Many, many others…
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Coordination: 2 Basic Approaches

- Shared Resources
  - The old paradigm
  - VS.
- Shared Access
  - The new paradigm
What the Stakeholders Told Us:

- **Vision**
  - To apply innovative transportation policies and technologies to enhance the provision of human service transportation & to reduce client's need for continuing human service support

- **Goals**
  - Provide regional access for employment, healthcare, education & training through the brokerage of transportation resources
  - Deliver services efficiently
  - Respond to special community needs
  - Use transportation & access as a tool to reduce an individual's future need for human service support
  - Remove arbitrary programmatic barriers
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Funding

- JARC
- New Freedom
- Ohio Coordination
- Vendor Match
- MSAA
- RTA commitment

Geauga County Transit
serving the public transit needs of Geauga County, Ohio
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Direct Service vs. Systemic

If Systemic, then;
  - Consolidation or Integrated Coordination?

Many organizations that own many vehicles purchased by many funding sources with varying requirements and service priorities

That scenario won’t change soon

There is a need: RTAs do say no to riders
OUR APPROACH, #1

- Real-time, distributable, desktop reservations system
- The “golden moment”
- “Travelocity” or “Expedia” for local trip planning across jurisdictional boundaries
OUR APPROACH, #2

- The Supply Side:
  - Voluntary participation from operators, ie. veterans, social services umbrellas or programs (Head Start), taxis, non-emergency medical providers, etc.
  - Incentive? Make money by selling empty seats
  - Supply them with audit ready ridership data
  - Facilitate capture of reimbursement from funding sources
TMCC

- **What?**
  - Real-Time interface that supports true coordinated transportation among transportation entities

- **Who?**
  - *PARTA*, Geauga County Transit, Trapeze, & Kotting

- **Where?**
  - Ohio
  - Rural & urban mix

- **When?**
  - Currently in the Design Specification Phase

- **Why?**
  - Provide an alternative to Coordinated Transportation (integration vs. consolidation)
We have clients with transportation needs.

<table>
<thead>
<tr>
<th>Ride needed</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th>Ride Provided!</th>
</tr>
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</table>

[Image: PARTA logo]
We have clients with transportation needs.

| Ride needed | | | | | | | Ride Provided! |
Client Registration
Example
Client Registration
Example
Client Registration
Example
Client Registration Example

TMCC
Centralized Client Registration Database

TMCC Partner Site (A)

TMCC Partner Site (B)

TMCC Partner Site (C)
Client Registration Example

TMCC
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TMCC Partner Site (A)

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TMCC Partner Site (C)
Client Registration Example

TMCC
Centralized Client Registration Database

TMCC Partner Site (C)

TMCC Partner Site (B)

TMCC Partner Site (A)
This process is complete in the amount of time it takes to make a telephone call.

<table>
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<tr>
<th>Ride needed</th>
<th>Contact</th>
<th>Input</th>
<th>Search</th>
<th>Display</th>
<th>Picked</th>
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This process is complete in the amount of time it takes to make a telephone call.

A single point of access allows the caller to get their ride without having to reach multiple providers.
TMCC Integrated Trip Booking & Scheduling
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Driver confirms service using on-board computer

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</table>

37
Driver confirms service using on-board computer

<table>
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<tr>
<th>Time</th>
<th>Service Type</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>17:05</td>
<td>PULL OUT</td>
<td>Main Depot</td>
</tr>
<tr>
<td>17:15</td>
<td>Ride Provided</td>
<td>SEA GULL RESTAURANT: 535 IRVING ST,</td>
</tr>
<tr>
<td>17:39</td>
<td>Ride Provided</td>
<td>GRANADA CAFE: 4753 MISSION ST,</td>
</tr>
<tr>
<td>17:57</td>
<td>Ride Provided</td>
<td>3006 INGALLS ST, SAN FRANCISCO 94124</td>
</tr>
<tr>
<td>18:05</td>
<td>Ride Provided</td>
<td></td>
</tr>
</tbody>
</table>

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[PARTA logo]...Going Your Way
Ride provided & ride accounted and paid for quickly

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<tr>
<th>Ride Provided</th>
<th>Data</th>
<th>Write</th>
<th>Query</th>
<th>Approve</th>
<th>Auditable</th>
<th>Ride Provider Paid</th>
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Ride provided & ride accounted and paid for quickly

This automated process reduces the wait time from duplicate data entry. Straight from the vehicle to the desk of the approving entity.
Ohio’s Transportation Technology Opportunity

OTTO Family of Services

• Information (Real time, accurate, and useful)
• Reporting
• Automatic Billing
• Cooperative Purchasing (potentially)
• Supplier of IT infrastructure (On-board computers)
• Standard Setting Body (cooperatively determined)
• Travel Training

Cafeteria-style selection—pick what works for you…
EMA and OTTO can work together to protect those most in danger.
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Staged Implementation Approach
Staged Implementation Approach

Stage One

- Partner Work Sessions and Data Collection
- TMCC Software Development
- Software and Hardware Install
- Partners Pilot TMCC
- Refine TMCC Design
- Go Live with TMCC
Staged Implementation Approach

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- Phases and Partners added as funds allow
Staged Implementation Approach

Stage Two
- Automated Phone Response
- Electronic Fare Cards
- Phases and Partners added as funds allow

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Stage Two
- Electronic Fare Cards
- Automated Phone Response
- Mobile Data Terminals

Stage Three
- Customer Web Booking
- Partner Work Sessions and Data Collection
- Staged Implementation Approach
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...Going Your Way
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...Going Your Way
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Stage One
- Refine TMCC Design
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Stage Two
- Mobile Data Terminals
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Stage Three
- Customer Web Booking
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Staged Implementation Approach

**Stage One**
- Partner Work Sessions and Data Collection
- Refine TMCC Design
- Phases and Partners added as funds allow
- High Level Systems Engineering Design Document
- Mobile Data Terminals
- Automated Phone Response
- Electronic Fare Cards
- TMCC Software Development
- Software and Hardware Install
- Partners Pilot TMCC
- Go Live with TMCC
- Customer Web Booking

**Stage Two**
- Partner Work Sessions and Data Collection

**Stage Three**
- Partner Work Sessions and Data Collection

**Partners Pilot TMCC**

**Refine TMCC Design**

**High Level Systems Engineering Design Document**

**Mobile Data Terminals**

**Automated Phone Response**

**Electronic Fare Cards**

**TMCC Software Development**

**Software and Hardware Install**

**Partners Pilot TMCC**

**Go Live with TMCC**

**Customer Web Booking**
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