Louisville Region: Travel Management Coordination Center

NRITS Conference – August 2010

Mobility Services for All Americans – Phase 2: Pre-Deployment
Evolution of Regional Coordination

- Transportation Summit 2005
  - Steering Committee (12 summit volunteers)
    - Coordinated Human Service Transportation Plan

- Transportation Summit 2006
  - Regional Mobility Council (20 community members)
    - Travel Management Coordination Center grant
Louisville Region

- MPO (KIPDA) & AAA
- Population just over 1 million
- 9 counties, 2 states, urban and rural areas
- Dispersed jobs, homes, medical
Louisville’s Travel Management Coordination Center (TMCC) seeks to increase and simplify travel and mobility options for people in the Louisville region by enhancing community education and awareness about available transportation services, improving efficiency of existing service delivery and leveraging community resources more effectively.

The TMCC will provide a single point of access to customer-based travel information and trip planning services, especially for persons with disabilities, older adults and individuals with lower incomes through the use of intelligent transportation systems (ITS).
Provide a single, one-call source for trip planning, trip reservations, and transportation program eligibility.

Serve as a coordinated call center that can combine managerial and logistical functions of participating transportation providers.

Develop with idea of implementing services and functions in stages allowing inclusion of transportation providers with varying degrees of resource availability and/or technology.
TMCC Guiding Principles

1. Improve customer experience for arranging & tracking travel.
2. Balance cost and resource demands.
3. Improve customer travel experience.
4. Expand travel options and geographic coverage.
5. Improve eligibility and screening process.
6. Remove regulatory barriers.
7. Ensure and protect autonomy of agencies and providers.
8. Incorporate fixed route services.
9. Improve routing and scheduling of trips.
10. Coordinate technologies and share information among coordinated providers.
Move toward a full TMCC deployment by focusing on tasks and activities that enhance technology and processes to improve communication with customers and increase ability to manage multiple funding sources in a coordinated environment.
TMCC Phase 2 - Pre-Deployment: Stakeholder Participation Approach

Project Team Meetings

Outreach to E & D Council and Regional Mobility Council

Meetings with E & D Council Pre-Test Group

Phone Outreach and Support for Customer Testers

feedback

feedback

feedback

feedback
TMCC Phase 2 - Pre-Deployment: Tasks

I. Plan and begin implementation of automated call system to communicate with TMCC customers.

II. Consultation and training on existing Trapeze software related to scheduling and routing and integration of multiple providers/funding sources.

III. Project management and administrative functions
TMCC Phase 2 - Pre-Deployment: Tasks

I. Plan and begin implementation of automated call system to communicate with TMCC customers.

   A. Procure phone system components necessary for implementation of automated calls and IVR.
      • Install licenses for IVR
      • Add phone line capacity

   B. Update and maintain database for accuracy of customer phone numbers

   C. Procure and distribute mobile phones for testing IVR automated calls; train testers
D. Design, test, install IVR to include automated call functionality.
   • Design/review functionality, call flow, scripts, reports
   • Pre-test automated calls (“reminder” and “alert”) 
   • Develop sampling method and recruit testers
   • Initiate testing of confirm/cancel features and auto calls
   • Design/implement survey process to gauge use of IVR features and satisfaction
   • Monitor effect on service delivery
## TMCC Phase 2 - Pre-Deployment: Tasks

### II. Consultation and training on existing Trapeze software related to scheduling and routing and integration of multiple providers/funding sources.

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<thead>
<tr>
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</tr>
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<tbody>
<tr>
<td>A.</td>
<td>Site visit: assess current practices</td>
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<tr>
<td>B.</td>
<td>Develop report/work plan</td>
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<tr>
<td>C.</td>
<td>Phone conferences weekly</td>
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### III. Project Management and Administrative Functions

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<tbody>
<tr>
<td>A.</td>
<td>Project management weekly meetings</td>
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<tr>
<td>B.</td>
<td>Updates: E &amp; D and Regional Mobility Councils</td>
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<tr>
<td>C.</td>
<td>Quarterly status reports</td>
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<td>D.</td>
<td>Evaluation Plan</td>
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TMCC Phase 2 – Pre-Deployment: Report Summary

Completed:

- Increased phone capacity
- Designed IVR with automated call functionality
- Recruited customer volunteers to test system (3 groups)
- Procured and distributed cell phones
- Trained cell phone recipients
- Designed surveys (2) and developed schedule
- Conducted pre-test attitudinal surveys re. potential of automated calls
- Conducted interim satisfaction and usage surveys
In-Process or Ongoing:

- Update and maintain customer phone numbers in database
- System testing of IVR functions and automated calls (3 months)
- Survey of testers (every 2 weeks)
- Monitor testers’ late cancels, no shows, dwell time
- Weekly phone conferences with consultant re. recommendations/implementation
- Updating E & D and Regional Mobility Councils
- Project evaluation
Initial Survey Results:

- Auto call functionality improving as identified problems corrected
- 12% of testers report automated calls have reminded them of forgotten trips
- Satisfaction rising with confirm/cancel features and “reminder” calls
- Satisfaction dropping with “alert” calls
- Early survey results indicated 50% had not used IVR to confirm or cancel a trip
- Early survey results indicated many testers had not changed initial IVR password
- Difficulty reaching 10-15% of testers for surveys
Other Preliminary Findings:

• Recruiting and communicating with testers more time consuming than anticipated
• More customers have cell phones than expected
• Recruiting new cell phone users was difficult
• Customers receiving cell phone may struggle to use it effectively
• Very limited availability of standard reports from IVR system
• Timing of “reminder” calls can affect system operations, prioritizing was needed
Coming Up:

- Consultant site visit and exit report – September 2010
- Full deployment for TMCC customers of IVR with automated calls
TMCC Phase 2 - Pre-Deployment: Contact Information

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