Establish replicable and scalable models of traveler management coordination centers (TMCC), that provides one-stop, unified customer-based travel information and trip planning services, and supports coordinated human services transportation operations. – USDOT RITA

LYNX, Lakeland Area Mass Transit District, and Polk County worked together to design a TMCC to serve the region. (Phase I)

LYNX is working to deploy portions of the Phase I design that can serve as base technology for the fully deployed system. (Phase II)

LYNX, Lakeland Area Mass Transit District, Polk County, and VOTRAN are working together to deploy public on-demand transit services.

LYNX is working with the Orange County Homeless Services, United Way, and Veterans Services to deploy a “one-stop” service for veterans across the overall TMCC service area.
Internet Access

Reserve a Trip
Review Scheduled Trips
Cancel Scheduled Trips
Update Profile Information

Customers
Caregivers and Guardians
Healthcare Workers
Social Workers
Internet Access

Queue

Web ACCESS
Online Reservations
Online Customer Service 407-423-TRIP (8747)

Client Information:

MICKEY MOUSE
Client ID: 96613
4201 W NEW NOLTE RD
ST CLOUD, FL 34772

Log out

Services:

Home
Review or Cancel Trips
Reserve a Trip
My Subscriptions
My Profile
General Info
Announcements
Feed Back
Help

Reserve a Trip

Please review your ride request information below and click "Reserve Trip" button to continue.

Date: 07-03-2012
Requested: 8:00a
Pickup Time:
Pickup Location: [CUSTOMER HOME] 4201 W NEW NOLTE RD
ST CLOUD, FL 34772
Pickup Comments: escalate health care
Drop-off Comments: CROSS ST DOWNS \& GBT EMPLOYEE ENT ONLY
Space Type: WHEELCHAIR
Mobility Aid:
Additional Passengers: 1. PERSONAL CARE ATTENDANT - AMBULATORY

Options:
Reserve Trip
Start Over
Edit Trip
View Map >>

LYNX
ACCESS LYNX
PARATRANSIT PARTNERSHIP
Before and After Data

Examined 8 months before and 8 months after deployment.

• Other circumstances may have influenced numbers (not all related to WebAccess).
• Change of service provider contracts affected October and December 2011
• Approximately 5% of users currently using the on-line system
• Usage “ramps up” during the after evaluation
• Trips increased 5.7%, but calls stayed relatively flat

• Able to handle increased trips with same resources
• On-hold time decreased even with the 5.7% average increase in trip volume
• Customers did not notice the increased volume
• Abandoned calls represent people giving up
• Percentage of abandoned calls dropped, even though number of calls increased
“No Shows” increased, rather than decrease. (These may decrease as call reminder function comes on-line.)
Customer Feedback

<table>
<thead>
<tr>
<th>How do you use the WebACCESS module?</th>
<th>Count Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am an employee of a facility and schedule trips for multiple ACCESS LYNX customers.</td>
<td>3.40%</td>
</tr>
<tr>
<td>I am a caregiver for an ACCESS LYNX customer and schedule trips for the customer.</td>
<td>13.60%</td>
</tr>
<tr>
<td>I am an ACCESS LYNX customer and schedule trips for myself.</td>
<td>83%</td>
</tr>
</tbody>
</table>

- Human Service workers can have a greater impact
- Caregivers can access the system outside of working hours
- Customers are able to navigate the system
Customer Feedback

Most customers responded to a postcard that they could see and touch (more lasting impression)

Customers already using e-mail were targeted for on-line services
Customer Feedback

- English and Spanish available from the log-in screen
- Postcards and e-mail were in English
- Need focus on marketing module to Hispanic users
Customer Feedback

- Calls average 4 minutes per call
- Over half of respondents can save over 40 minutes per month (assumes 1 trip booked per call)
Customer Feedback

• Almost 45% of respondents book over half of their trips on-line

• System design precludes most customers from booking 100% of trips on-line
Customer Feedback

- Over 64% of respondents can save 4 minutes phone time while canceling trips
- All callers save time when cancelations made on-line
Supports project hypothesis for customers:

- System reduces overall time booking trips
- Results in more efficient use of call center resources
- Customers will be satisfied with its performance

<table>
<thead>
<tr>
<th>What do you like about the WebACCESS module?</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other</td>
<td>19.50%</td>
</tr>
<tr>
<td>It saves me time on trip booking</td>
<td>40.20%</td>
</tr>
<tr>
<td>It is easier to cancel my trips</td>
<td>35.60%</td>
</tr>
<tr>
<td>The WebACCESS module is easy to use</td>
<td>29.90%</td>
</tr>
<tr>
<td>I have access to my trips and my trip...</td>
<td>44.80%</td>
</tr>
<tr>
<td>It gives me more options to reserve trips</td>
<td>24.10%</td>
</tr>
<tr>
<td>I can reserve my trips anytime</td>
<td>58.60%</td>
</tr>
</tbody>
</table>
Lesson Learned

“Before and After” comparisons are difficult
- Compare same months from different years
- System deployments don’t happen in isolation
- System acceptance “ramps up” causing a skew over time

Don’t forget the user’s point of view
- Survey users for their perspective
- Structure questions to see if your goals are achieved
- Ask what can be improved, what can we do better
- Provide an incentive to respond (random ten free rides)
Next Steps

Implement automated “day before” trip reminders

Implement automated trip imminent arrival notifications

Implement flexible (non-paratransit) demand response scheduling software

Work with Lakeland and Polk County on deployment of public demand response services

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