Atlanta Regional Travel Management Coordination Center (TMCC)

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Atlanta Regional TMCC Vision

“To create a regional coordinated HST system that maximizes existing and future resources and allows for accessible and seamless service delivery to customers through technology integration.”
Stakeholder Participation Approach

**TMCC Concept reflects consensus of stakeholders**

**Techniques included**
- Advisory Committee meetings
- Discussion roundtables with User Groups
- Stakeholder interviews
Stakeholder Needs

- **User needs**
  - Improve operations
  - Provide access to information

- **Human service agency needs**
  - Reduce funding and programmatic constraints
  - Improve communication

- **Transportation provider needs**
  - Reduce funding strain
  - Minimize operational requirements
  - Improve communication
Five Primary Goals

1. Increase access to information
2. Streamline customer referral to providers
3. Enhance quality of customer’s experience
4. Improve cost-effectiveness and increase efficiency
5. Increase capacity and geographic coverage to meet future needs

Objectives in place to support each goal.
Atlanta Regional TMCC Concept of Operations - 2030

Existing Users
- MARTA
- CCT
- GCT

Future Transit Agencies
- MARTA
- CCT
- GCT
- C-TRAN
- GRTA

Existing ADA Paratransit Providers
- MARTA
- CCT
- GCT

Future Paratransit Providers

Future Users

Core Functions
- Communication System
- Multi-modal Traveler Information System
- Telephone Call Center
- Internet/E-mail
- Centralized Scheduling/Dispatch
- Booking
- Eligibility
- Tracking System
- Fare Payment and Management
- Accounting/Program Management
- Centralized Database

TMCC and Stakeholder Advisory Committee

Funding Agencies
- Existing Private Providers
  - Taxis
  - Vanpool/carpool

Future Private Providers

Existing HST Agencies/Providers
- DCH/Southeastrans
- DHR
- United Way
- AAA
- ARC–TDM Division

Future HST Agencies
Atlanta Regional TMCC Concept of Operations Information Subsystem - 2010

Future Paratransit Providers
- Existing ADA Paratransit Providers
  - MARTA
  - CCT
  - GCT
- Individual Systems Operations
  - Vehicles
  - AVL
  - CAD
  - MDTs

Existing Transit Agencies
- MARTA
- CCT
- GCT
- C-TRAN
- GRTA

Future Transit Agencies

Existing Users
- Core Functions
  - Communication System
  - Multi-modal Traveler Information System
  - Telephone Call Center/Internet
  - Trip Planning (pre- and en-route)
  - Eligibility Screening for ADA Paratransit
  - Available Service Information
  - Origin/Destination
  - Information Processing
  - Tracking System

Future Users

Funding Agencies
- Individual Systems Operations
  - Vehicles
  - AVL
  - CAD
  - MDTs

Future Private Providers
- Individual Systems Operations
  - Taxis
  - Vanpool/carpool

Existing Private Providers
- Existing HST Agencies/Providers
  - DCH/Southeastrans
  - DHR
  - United Way
  - AAA

Future HST Agencies

Others: 511, 211
Atlanta Regional TMCC Concept of ADA Paratransit Service Coordination Subsystem - 2010

- **Existing ADA Paratransit Providers**
  - MARTA
  - CCT
  - GCT

- **Future Paratransit Providers**

- **Existing Transit Agencies**
  - MARTA
  - CCT
  - GCT
  - C-TRAN
  - GRTA

- **Core Functions**
  - Communication System
  - Fare Collection and Payment
  - Fare Management
  - Cost allocation

- **TMCC and Stakeholder Advisory Committee**

- **Future Transit Agencies**

- **Existing Users**

- **Funding Agencies**
  - Existing Private Providers
    - Taxis
    - Vanpool/carpool

- **Future Private Providers**

- **Existing HST Agencies/Providers**
  - DCH/Southeastrans
  - DHR
  - United Way
  - AAA

- **Future Users**

- **Future HST Agencies**
Atlanta Regional TMCC Concept of Operations Fare Payment and Management Subsystem - 2010

Core Functions:
- Communication System
- Fare Collection and Payment
- Fare Management
- Cost allocation

TMCC and Stakeholder Advisory Committee

TMCC and Stakeholder Advisory Committee

Existing Users
- Funding Agencies

Existing ADA Paratransit Providers
- MARTA
- CCT
- GCT

Existing Transit Agencies
- MARTA
- CCT
- GCT
- C-TRAN
- GRTA

Existing Private Providers
- Taxis
- Vanpool/carpool

Future Transit Agencies

Future Paratransit Providers

Future Private Providers

Future Users

Future HST Agencies

Existing HST Agencies/Providers
- DCH/Southeasttrans
- DHR
- United Way
- AAA
Mr. Carlos’ Experience using Atlanta TMCC

- English
- Espanol

ADA Paratransit
Fixed Route
Aging
Medicaid

Hablo Espanol

Gracias!

Provider

TMCC

404-HST-RIDE
Best Case **Operational Scenario for New User of Atlanta TMCC**

1. **User contacts TMCC**
2. **User eligibility screen**
3. **TMCC determines eligibility**
4. **User enters trip request**
5. **TMCC enters user info to database**
6. **User selects best trip option**
7. **TMCC enters selected trip in database**
8. **TMCC makes trip reservation**
9. **User receives confirmation**
10. **User requests Breeze card**
11. **TMCC mails User Breeze card**
12. **Provider picks up User for requested trip**
13. **User pays with Breeze card**
14. **Fare payment system tracks trip and fare**
15. **TMCC staff analyzes trip/fare data for planning**
Operational Scenario Summary

**TMCC Facilitates Smooth Transition**

**2010 Concept**

- Information available for all existing and future users
- Trip requests forwarded directly to providers
- ADA Paratransit has regionalized operations
- ADA Paratransit has regional fare payment system
- DHR services coordinated and have electronic fare payment
- DCH (Medicaid) has one provider for the region
- Ongoing Stakeholder Advisory Committee
- TMCC collects data for future system planning
TMCC System Concept of Operations
Summary

- **One-Stop** internet and phone access
- New **Centralized** Information and referral system
- **Seamless** regional paratransit operations and service delivery
- **Integrated** fare payment and management
Key functions of the Feasible TMCC:

- Provide a single point of access to all public transit and HST services through a variety of interfaces
- Allow HST and ADA Complementary paratransit providers to share information
- Support coordination of activities between HST and ADA Complementary paratransit providers
- Support fare collections and revenue distribution between HST and ADA paratransit providers
- Produce information showing performance of the TMCC system and each provider
Components of Information Subsystem

TMCC Systems Requirements

- TMCC
- Communications System
- GIS Platform
- TMCC Database

Customers Access

- Telephone
- Live Operator
- Internet

Agency/Providers Access

- Telephone
- Internet

TMCC Information Subsystem

- TMCC
- Database

IVR
Components of TMCC Parantransit Coordination Subsystem

TMCC Communications System
- Telephone
- Internet
- Agency/Providers Access

GIS Platform

TMCC Database
- Eligibility Module
- Scheduling Module
- Tracking Module

TMCC ADA Paratransit Coordination Subsystem

MARTA Paratransit Database
- Scheduling Module
- Eligibility Module
- Tracking Module

CCT Paratransit Database
- Scheduling Module
- Eligibility Module
- Tracking Module

Gwinnett Paratransit Database
- Scheduling Module
- Eligibility Module
- Tracking Module

TMCC Systems Requirements
Components of TMCC Fare Payment and Management Subsystem

**TMCC Systems Requirements**

- **Communications System**
  - Telephone
  - Internet
  - IVR
  - Live Operator

- **Customers Access**

- **GIS Platform**

- **TMCC Database**
  - Eligibility Module
  - Payment Allocation Module
  - Tracking Module

- **TMCC ADA Paratransit Coordination Subsystem**

- **MARTA Breeze Card Database**
  - Eligibility Module
  - Payment Allocation Module
  - On-Board Systems
  - Fare Collection/Management
  - Tracking Module
Atlanta TMCC Project Target Outcome

- Scalable and Replicable TMCC Model
- Provide Simplified Point of Access for Traveler Support
- Provide Coordinated and Comprehensive Service Operations and Management
- Use ITS Technology to Enhance Coordination and Accessibility
Next Steps

- Develop TMCC Systems Design
- Develop TMCC Implementation Plan
- Submit Final Report June 30, 2008
- Phase II Deployment Proposals due July 2008
Thank You

Questions!