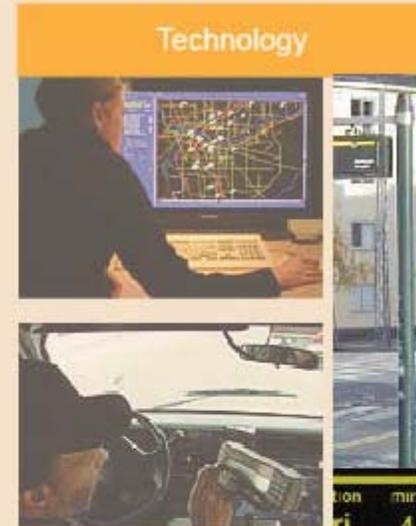
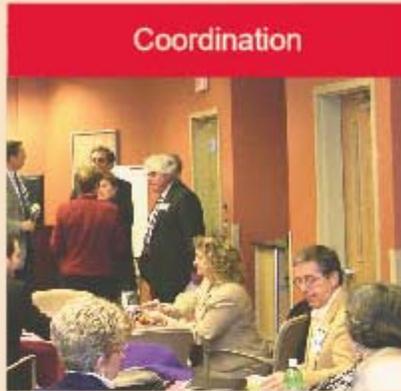


Louisville Region: Travel Management Coordination Center

Mobility Services for All Americans – ITS Phase 1 Grant



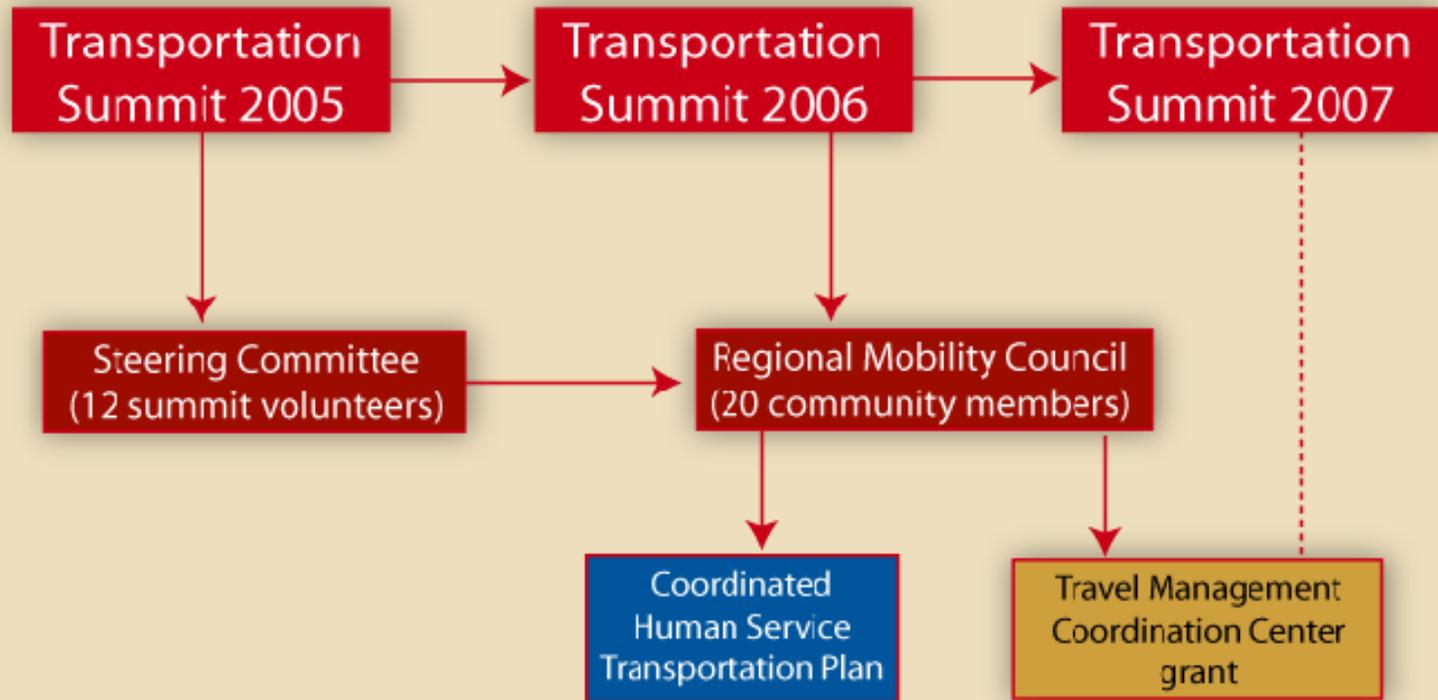
Project Team Leads: TARC & KIPDA



Coordination • "Centralization" • Sharing resources • Transportation hub services • Links to community design • Expanded services • Include volunteers, church vans, etc. • Identify obstacles to cooperation • Educate the public on choices and benefits to community for public transportation • Mapping needs • Inventory resources • Create a commuter corridor as an example

Region IV Conference May 2008

Evolution of Coordination





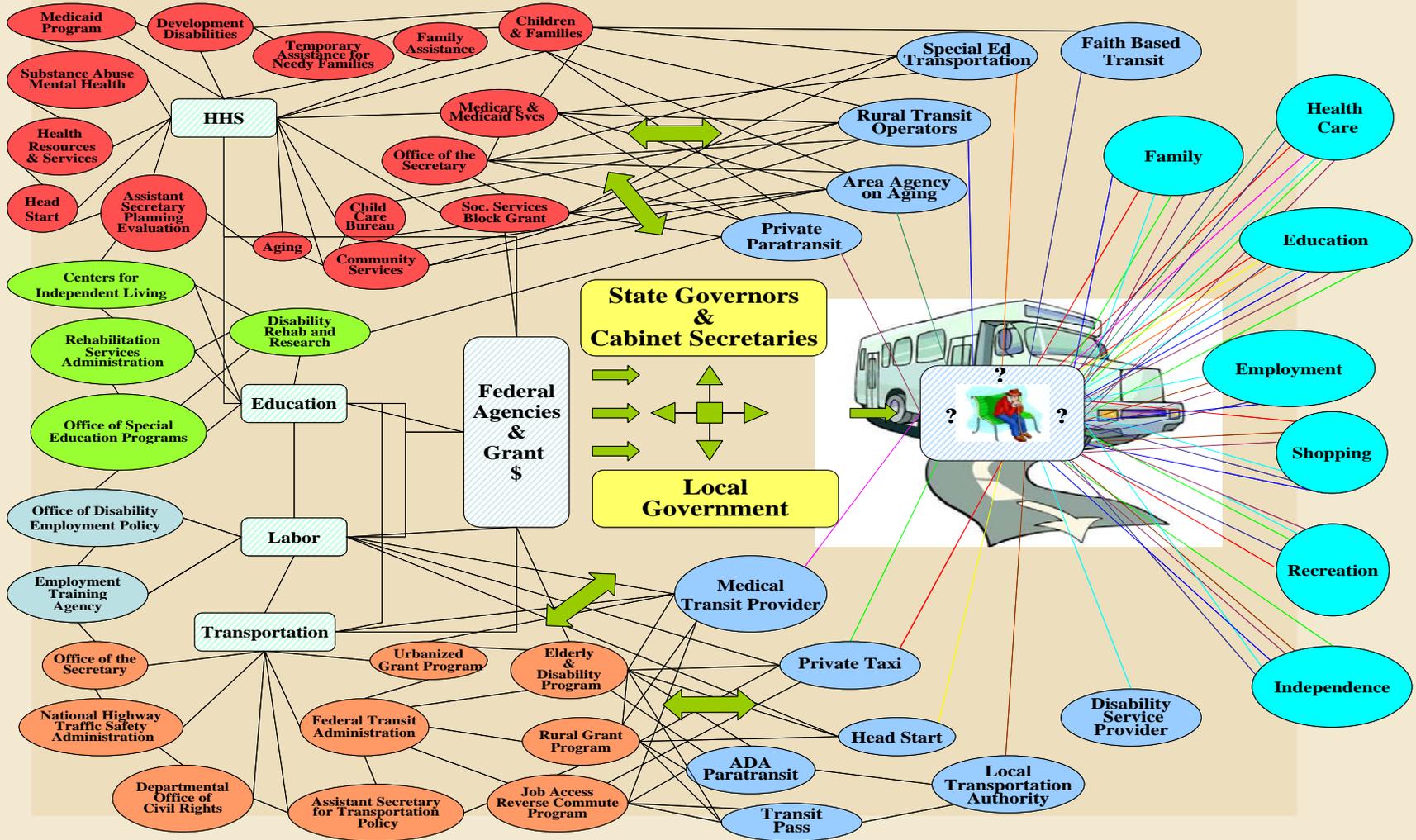
Travel Management Coordination Center (TMCC) Grant

- Phase 1 design grant
 - 15 Months
 - 8 Sites
 - Replicable and scalable model
 - Use Intelligent Transportation Systems (ITS)
 - Simplified Access
- 

TMCC Project System Concepts

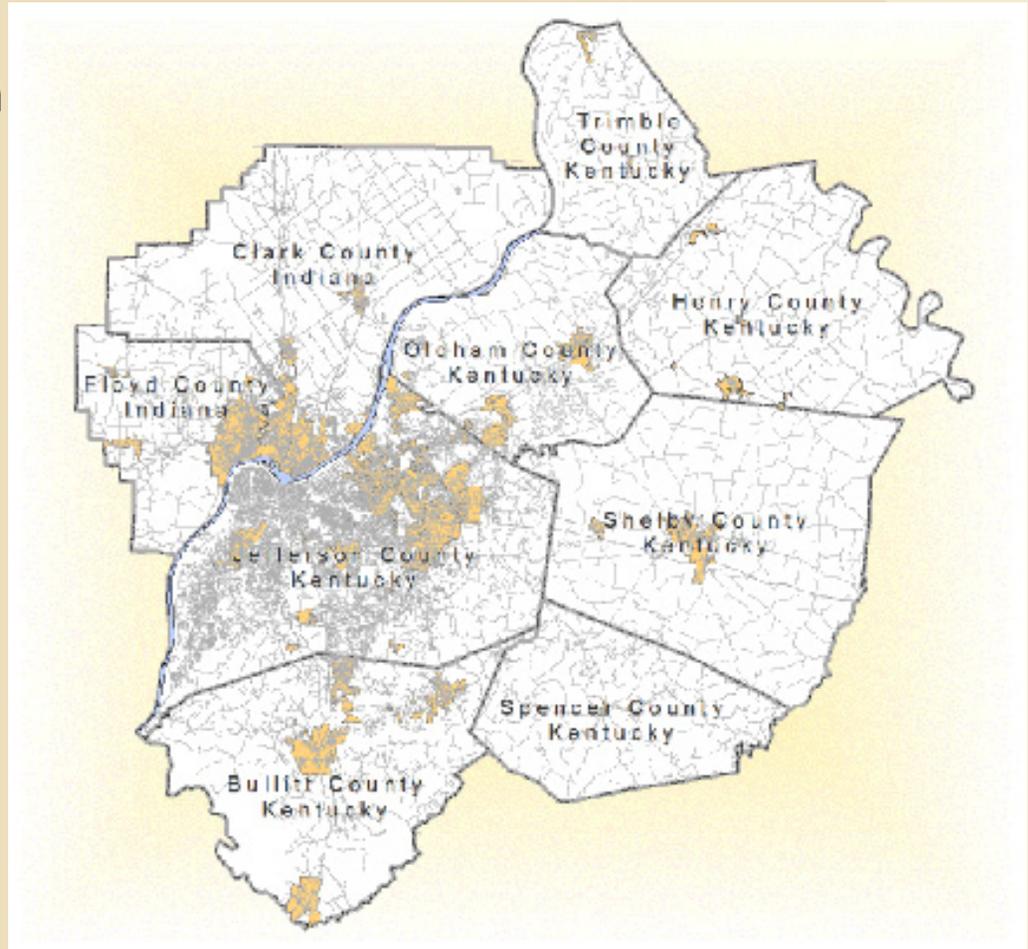
- ALL Americans can benefit from this replicable and scalable TMCC model that will show communities how to do the following and more:
 - Simplify access to more comprehensive and updated information about transportation services through a one-call system
 - Provide one-call, or one website access regardless of trip purpose for eligibility, scheduling of trips, and “where’s my ride?”
 - Enhance service quality through standardized driver training and vehicle maintenance programs.

System Challenges



TMCC Project Scope

- KIPDA (MPO & Area Agency on Aging) region
- Population just over 1 million
- Adjacent counties' population up 10%; Louisville's down 4.8%
- Full build-out could accommodate
~3500 trips and 1700 customers each month



TMCC Project Stakeholders



Regional Mobility Council –

Representatives of human service agencies, transportation providers, public officials and consumers

Human Services Agencies and Advocacy Groups

- groups that provide human services needs, advocate for individuals, or provide, or assist their clients with, transportation services.

Customers - *users of public and/or human services transportation*

Transportation Providers - *public transit agencies, private providers of public transportation and human service agencies that provide a substantial amount of human services transportation*

New Since Kick-off : *A number of new stakeholders participated in the TMCC project, through the project team's ongoing outreach efforts.*

Stakeholder Participation Approach

Methodology

- survey, focus groups, transportation summits, key leader interviews, Regional Mobility Council meetings

Obtain leadership support

- communication, one-on-one meetings, feedback (both ways), listen, build ownership

Evidence of support

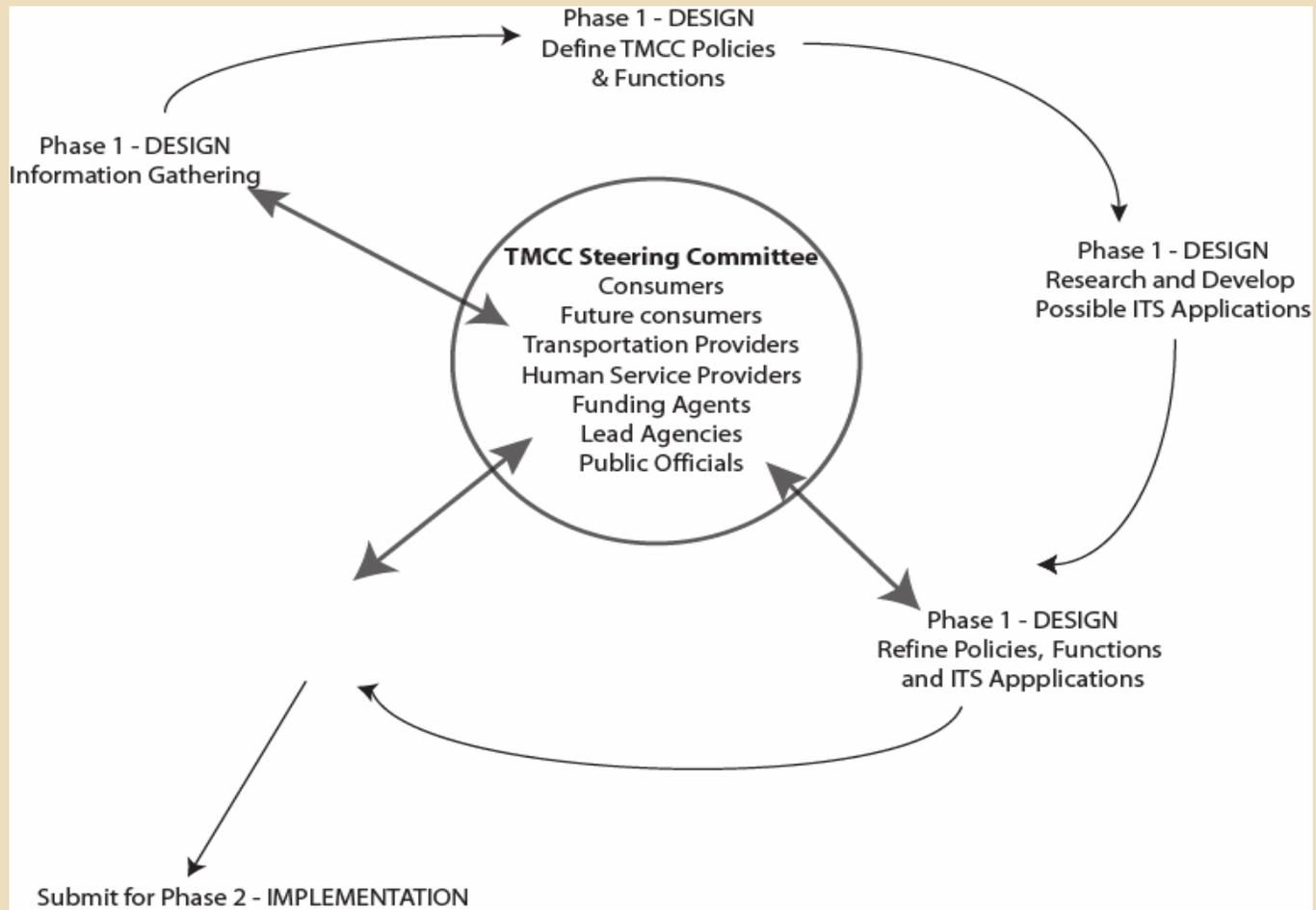
- ongoing participation, summit evaluations, acceptance of goals and objectives from Concept of Operations

Lessons learned

- utilize many methods, many places, many points of contact



Outreach, Outreach, Outreach





What We Heard : sample of needs/issues

Same day scheduling

Driver /training/accountability/courtesy

Long wait times for rides

Rider ability to choose provider

Call center hours/days/wait time

Cumbersome eligibility processes

Capacity at peak periods

Rules & regulations (federal,state,local)

Funding

Liability

Vehicle maintenance

Variable fares

Services beyond public transit routes

Lack of provider ITS infrastructure

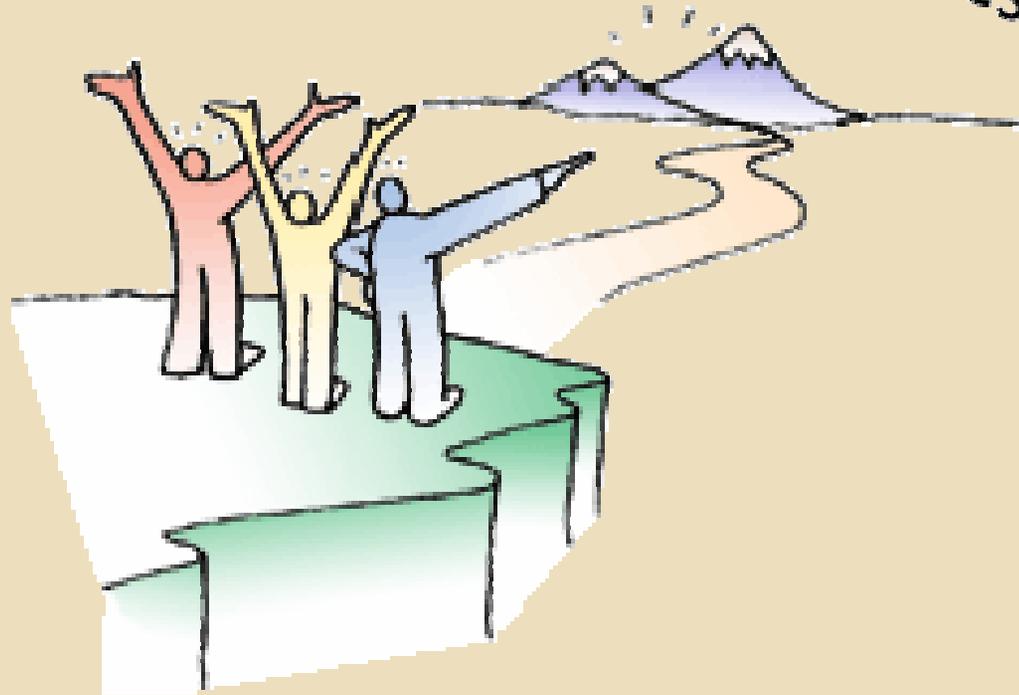
Accessibility extended to rural areas

Standardize data for reporting req.

Improved employment transportation

Vision

Affordable, Universal, Diverse, Accessible



Mission

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).



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.

Goals and Objectives

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.





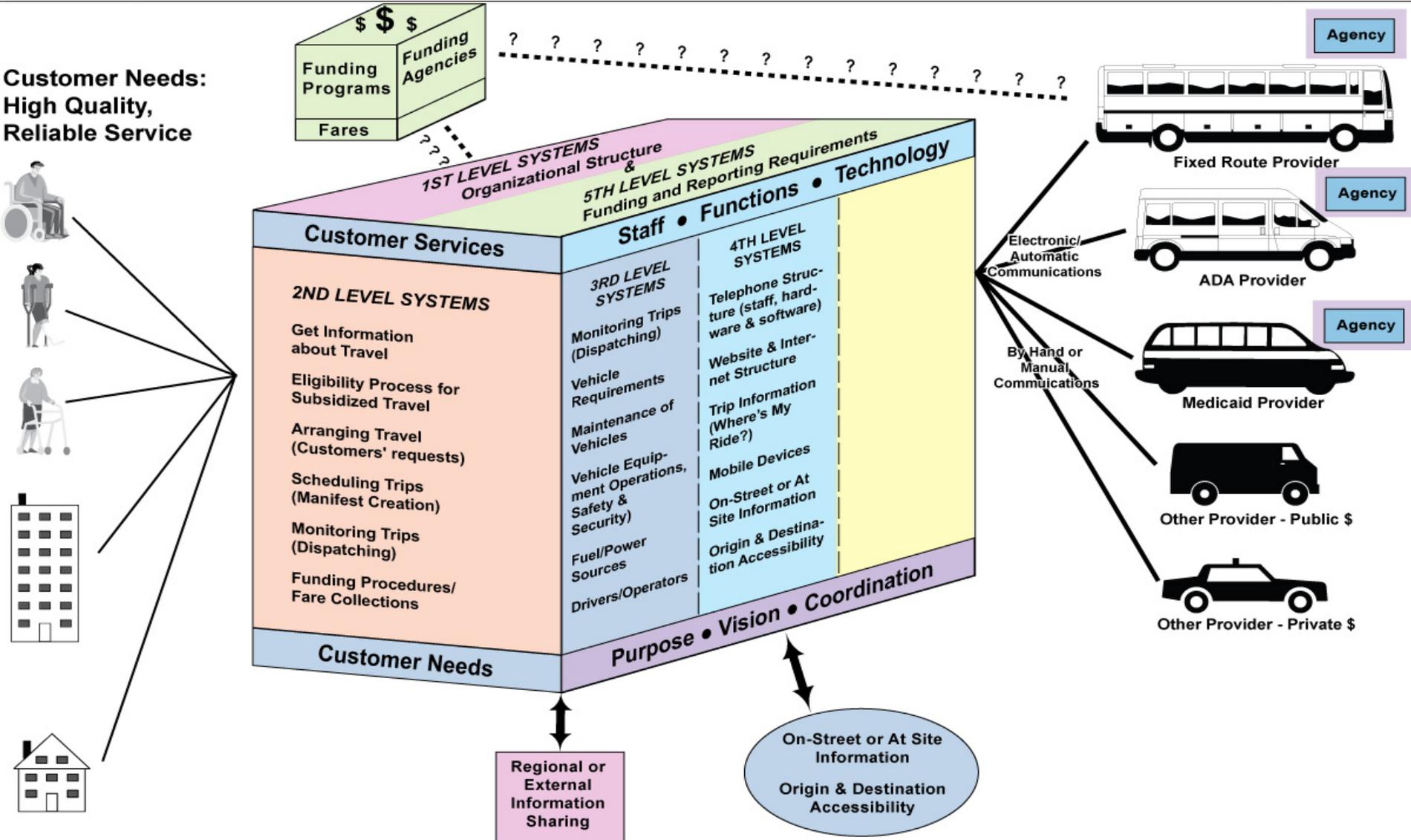
Goals and Objectives

Develop network of transportation services that are accessible, diverse, affordable and universal for the purpose of pooling and coordinating resources to maximize the number and quality of trips.

Strive for a better coordinated system that results in: Fewer empty seats and idle vehicles, less duplication of services, additional capacity, and improved efficiency to lower cost per trip.

Have consistent quality controls and standards for safety, training, maintenance and performance.

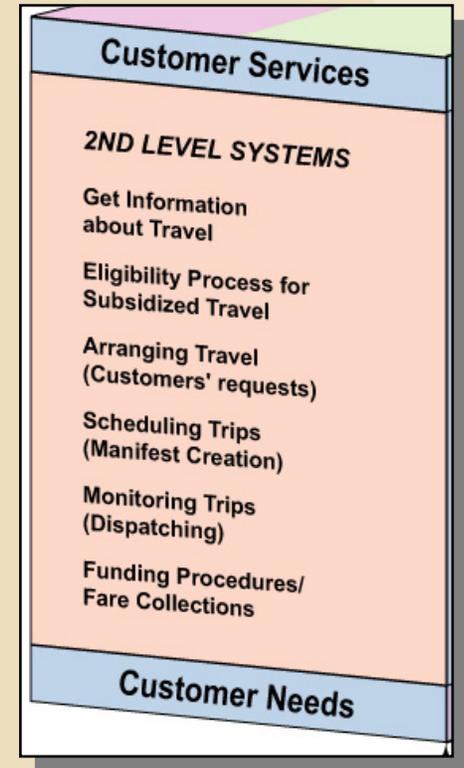
TMCC System Concepts



TMCC System Concepts

New elements of coordination:

- Centralized eligibility = simplified process = less stress and confusion for consumer
- Joint scheduling = efficiencies = increased capacity, shorter trips and reduced wait time on demand response travel
- Standardized driver training = improved driver knowledge and performance = meeting consumer expectation for consistent quality service



Demonstration Model

- KIPDA received Title III Older Americans Act funding to provide non-emergency medical transportation for people aged 60+
- TARC hired as contractor for service, for last three quarters of FY08
- Added third TARC3 contractor to provide additional capacity (Red Cross WHEELS)
- Service began October 1, 2007
- Significant opportunity to demonstrate coordination abilities



Demonstration Model

ADA Complementary/ Paratransit (TARC3)	Office of Aging/Title 3 Older Americans Act
\$9 million	\$45,000
No denial	Very limited / "stealth"
ADA eligibility	Over 60 years old
Can't ask trip purpose	Medical trips only
Fare \$2.50	No fare
Reporting of ridership numbers	Detailed reporting on customer profiles and ridership numbers

Additional Thoughts

- **Surprise**...Stakeholder enthusiasm for and participation in the project and the process
- **Satisfactory moments**...each time a deliverable is completed and the positive reception it receives from stakeholders
- **Lessons learned**...
 - Outreach and stakeholder participation are crucial and should not be underestimated or rushed
 - Communication and transparency are key elements
 - Client confidentiality can be somewhat of a challenge for outreach



Louisville Region TMCC Project: Next Steps

System Design

System Phasing Implementation Plan

Phase II (Model Deployment) Proposal

Phase II Implementation



Contact Information

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