Louisville Region:
Travel Management Coordination Center

Mobility Services for All Americans – ITS Phase 1 Grant

Project Team Leads: TARC & KIPDA

Region IV Conference May 2008
Evolution of Coordination

Transportation Summit 2005 → Transportation Summit 2006 → Transportation Summit 2007

Steering Committee (12 summit volunteers) → Regional Mobility Council (20 community members)

Coordinated Human Service Transportation Plan → Travel Management Coordination Center grant
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
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
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, Outreach

Outreach: Information Gathering

TMCC Steering Committee:
- Consumers
- Future consumers
- Transportation Providers
- Human Service Providers
- Funding Agents
- Lead Agencies
- Public Officials

Phase 1 - DESIGN
- Define TMCC Policies & Functions
- Research and Develop Possible ITS Applications
- Refine Policies, Functions and ITS Applications

Submit for Phase 2 - IMPLEMENTATION
What We Heard:
sample of needs/issues

<table>
<thead>
<tr>
<th>Issue</th>
<th>Concern</th>
</tr>
</thead>
<tbody>
<tr>
<td>Same day scheduling</td>
<td>Driver /training/accountability/courtesy</td>
</tr>
<tr>
<td>Long wait times for rides</td>
<td>Rider ability to choose provider</td>
</tr>
<tr>
<td>Call center hours/days/wait time</td>
<td>Cumbersome eligibility processes</td>
</tr>
<tr>
<td>Capacity at peak periods</td>
<td>Rules &amp; regulations (federal, state, local)</td>
</tr>
<tr>
<td>Funding</td>
<td>Liability</td>
</tr>
<tr>
<td>Vehicle maintenance</td>
<td>Variable fares</td>
</tr>
<tr>
<td>Services beyond public transit routes</td>
<td>Lack of provider ITS infrastructure</td>
</tr>
<tr>
<td>Accessibility extended to rural areas</td>
<td>Standardize data for reporting req.</td>
</tr>
<tr>
<td>Improved employment transportation</td>
<td></td>
</tr>
</tbody>
</table>
Vision

Affordable, Universal, Diverse, Accessible
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.
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

<table>
<thead>
<tr>
<th>ADA Complementary/Paratransit (TARC3)</th>
<th>Office of Aging/Title 3 Older Americans Act</th>
</tr>
</thead>
<tbody>
<tr>
<td>$9 million</td>
<td>$45,000</td>
</tr>
<tr>
<td>No denial</td>
<td>Very limited / &quot;stealth&quot;</td>
</tr>
<tr>
<td>ADA eligibility</td>
<td>Over 60 years old</td>
</tr>
<tr>
<td>Can’t ask trip purpose</td>
<td>Medical trips only</td>
</tr>
<tr>
<td>Fare $2.50</td>
<td>No fare</td>
</tr>
<tr>
<td>Reporting of ridership numbers</td>
<td>Detailed reporting on customer profiles and ridership numbers</td>
</tr>
</tbody>
</table>
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
Transit Authority of River City (TARC)
Nancy Snow
Mobility Manager
(502) 561-5145
nsnow@ridetarc.org