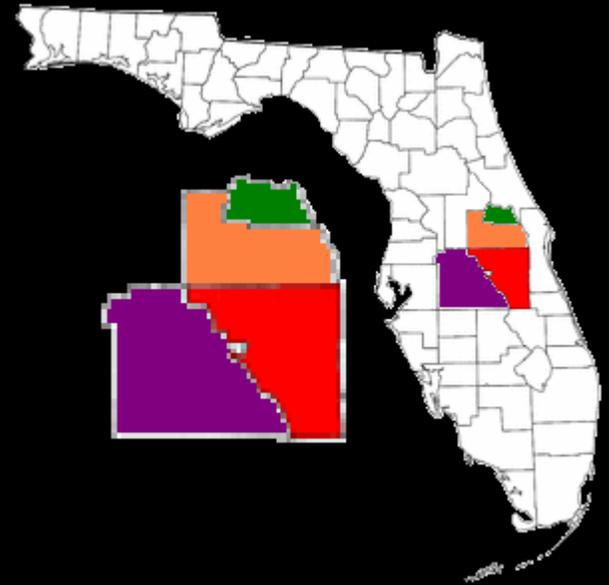


M.O.R.E.T.M.C.C.

Model Orlando Regionally Efficient Travel Management Coordination Center

FTA Region IV Grantee Conference 2008



Norman Whitaker

Lakeland Area Mass Transit District

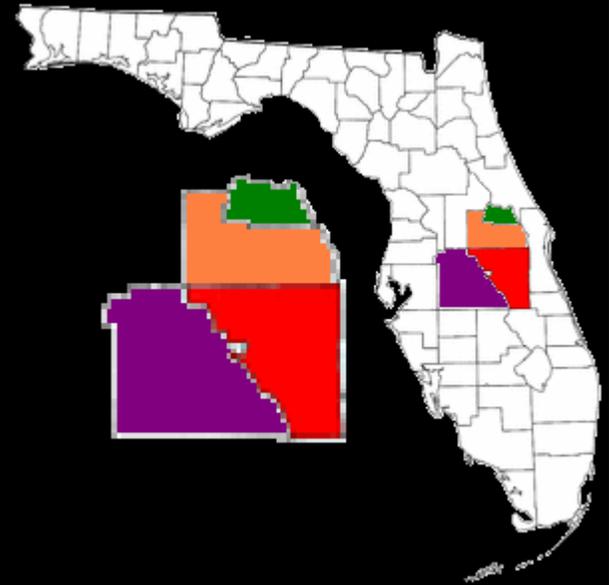
Doug Jamison

Central Florida Regional Transportation Authority



Background

<i>Orange County</i>	<i>908 Square Miles</i>
<i>Osceola County</i>	<i>1,322 Square Miles</i>
<i>Seminole County</i>	<i>308 Square Miles</i>
<i>Polk County</i>	<i>1,875 Square Miles</i>
<hr/>	
<i>Combined Service Area</i>	<i>4,413 Square Miles</i>



<i>Tri-County Service Area</i>	<i>686,616 Annual Consolidated Trips</i>	<i>9,878 Unduplicated Passengers</i>
<i>Polk County Service Area</i>	<i><u>166,827</u> Annual Consolidated Trips</i>	<i><u>8,494</u> Unduplicated Passengers</i>
<i>Combined Service Area</i>	<i>853,443 Annual Consolidated Trips</i>	<i>18,372 Unduplicated Passengers</i>



Stakeholders

Service Providers	Human Service Agencies	Social Service Organizations	Other Interest Groups
<p>Central Florida Regional Transportation Authority <i>(LYNX)</i></p> <p>Lakeland Area Mass Transit District <i>(Citrus Connection)</i></p> <p>Polk County Transit Service <i>(PCTS)</i></p>	<p>Agency for Health Care Administration</p> <p>Department of Elders Affairs <i>(DOEA)</i></p> <p>Agency for Persons with Disabilities <i>(APD)</i></p> <p>Area Agency on Aging <i>(Senior Resource Alliance)</i></p>	<p>Seniors First*</p> <p>Seminole Community Mental Health</p> <p>Terra Vista Rehab Center</p> <p>Lakeside Behavioral Healthcare*</p> <p>Laurel Hill Independence Center</p>	<p>MetroPlan Orlando (MPO)</p> <p>Polk County Transportation Planning Organization (MPO)</p> <p>MV Transportation, Inc.*</p> <p>Goodwill Industries of Central Florida</p> <p>Florida Commission for the Transportation Disadvantaged</p> <p>Florida Department of Transportation</p>

* Also provides customer transportation



Stakeholder Needs

User needs

- Provide a higher level of customer and mobility services
- Enhance customers' ease of use of access mobility services
- Provide a comprehensive range of mobility options

Human service agency needs

- Increase the population served and ability to provide services
- Bridge existing geographic gaps in service

Transportation provider needs

- Increase mobility service productivity and service efficiency
- Reduce redundancy through coordinated trip booking and service delivery
- Improve mobility service consistency through coordinated trip booking and service delivery



Needs Met

Need: Enhance customer's ease of use

- “No Wrong Door” entry points
- Consistent customer experience
- Multiple trip booking and information options – web, IVR, live operator
- Seamless customer eligibility
- Customer concerns process

Need: Bridge existing geographic gaps in service

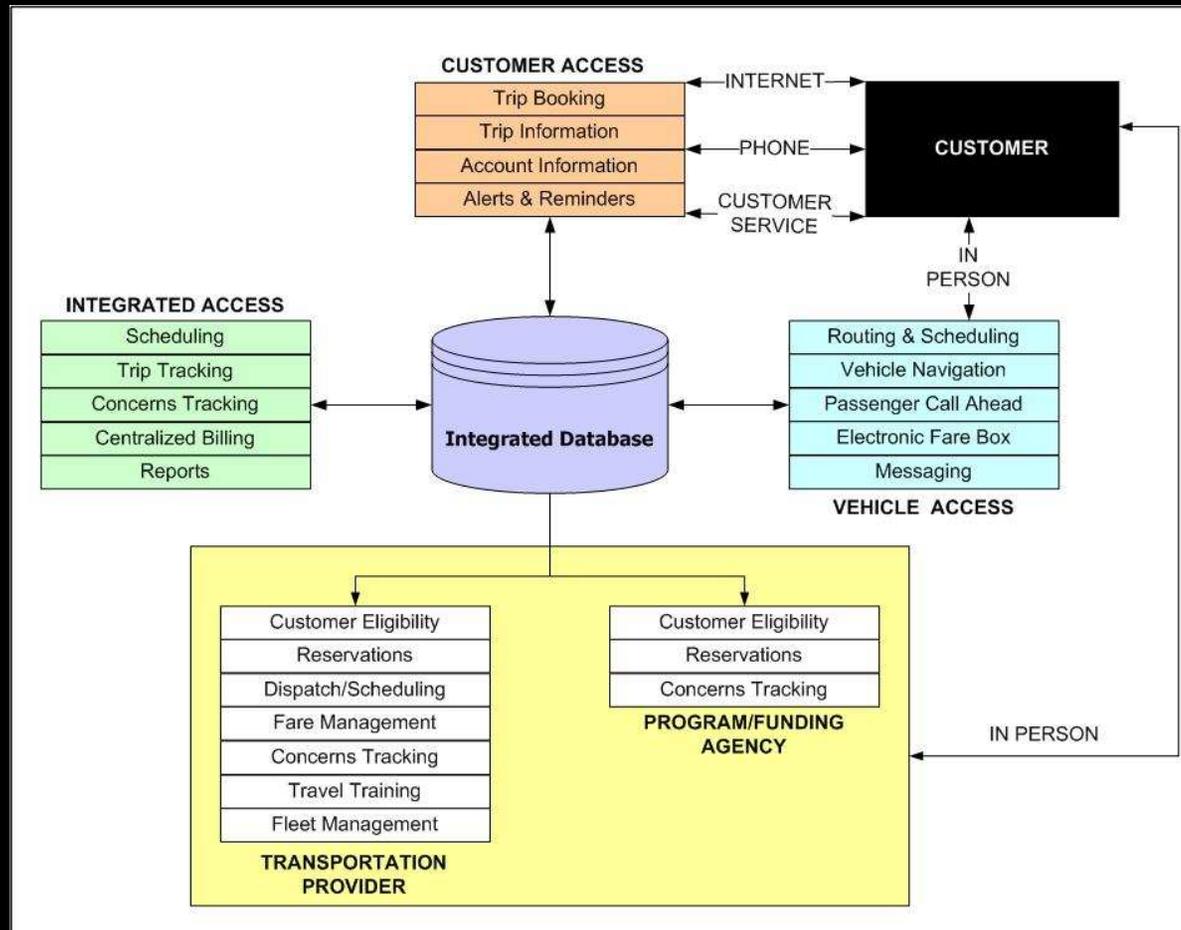
- Shared resources will provide the ability to service remote areas that currently do not have service
- The cumulative service area will be more than any individual agency can serve

Need: Reduce redundancy through coordinated trip booking and service delivery

- “Common Resources” including vehicles, staff, hardware and software will be shared, providing a more efficient service
- Shared scheduling and billing to eliminate redundancy
- Technology standardization including trip booking and communications



High-Level System Diagram





Internet



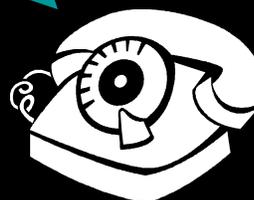
*(407) 423-TRIP
AccessLYNX*



*(863) 534-5500
Polk County
Transit Services*



*(863) 688-RIDE
Citrus Connection*



*Interactive
Voice Response*

Orange • Osceola • Seminole
2-1-1
Get Connected. Get Answers.





Internet



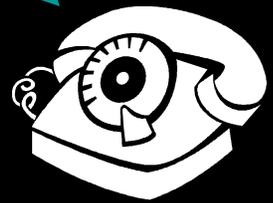
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MORE TMCC
Database





*Pre-arrival
Notice*



**Citrus
Connection**





Medicaid



*Commission
for the
Transportation
Disadvantaged*



*Social Service
Agencies*



*Local ADA
Funding*



**MORE TMCC
Database**





Internet



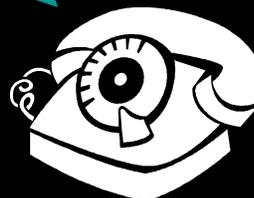
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511
Travel Info

MORE TMCC
Database



Citrus
Connection



Next Step

- Finalize the design for the MORETMCC
- Enter a Memorandum of Understanding with each partner based upon the design
- Bring each partner up to the same level (and versions) of technology
- Integrate agency databases and allow common access for scheduling and dispatching
- Start small and expand carefully



Questions?

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