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

<table>
<thead>
<tr>
<th>County</th>
<th>Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Orange County</td>
<td>908 Square Miles</td>
</tr>
<tr>
<td>Osceola County</td>
<td>1,322 Square Miles</td>
</tr>
<tr>
<td>Seminole County</td>
<td>308 Square Miles</td>
</tr>
<tr>
<td>Polk County</td>
<td>1,875 Square Miles</td>
</tr>
<tr>
<td><strong>Combined Service Area</strong></td>
<td><strong>4,413 Square Miles</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Service Area</th>
<th>Annual Consolidated Trips</th>
<th>Unduplicated Passengers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tri-County Service Area</td>
<td>686,616</td>
<td>9,878</td>
</tr>
<tr>
<td>Polk County Service Area</td>
<td>166,827</td>
<td>8,494</td>
</tr>
<tr>
<td>Combined Service Area</td>
<td>853,443</td>
<td>18,372</td>
</tr>
</tbody>
</table>
# Stakeholders

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

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

Need: Bridge existing geographic gaps in service
  o Shared resources will provide the ability to service remote areas that currently do not have service
  o The cumulative service area will be more than any individual agency can serve

Need: Reduce redundancy through coordinated trip booking and service delivery
  o “Common Resources” including vehicles, staff, hardware and software will be shared, providing a more efficient service
  o Shared scheduling and billing to eliminate redundancy
  o Technology standardization including trip booking and communications
High-Level System Diagram
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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