

## Successful Deployments of ITS for Coordinated Community Transportation Services in Rural Areas

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Mobility Services for All Americans (MSAA) is a U.S. Department of Transportation (USDOT), Intelligent Transportation Systems (ITS) research initiative. This initiative aims to bring all users, service providers and funding institutions together in a coordinated effort, and to introduce technological solutions to improve community transportation. Since 2006, the MSAA initiative, in collaboration with the Federal Interagency United We Ride (UWR) initiative, has been leading the Federal effort to establish scalable and replicable models of ITS-enhanced Travel Management Coordination Centers (TMCC). These centers will provide efficient, accessible, and quality transportation services to all, including the transportation disadvantaged populations, as well as the general public.

The TMCC demonstration adopts a two-phased approach: system planning and design (Phase 1) and system deployment (Phase 2). During 2010, USDOT announced the kick-offs of two TMCCs in Paducah KY (March 2010) and Aiken SC (August 2010) respectively. Today, these two TMCCs have proven to infuse greater operational efficiency, lower costs and much better customer experience to their local community transportation services. The USDOT attributes these two success stories to local stakeholder dedications and proper ITS technology design and deployment.

With the third and final TMCC model (Camden County NJ) on its way, scheduled for full deployment in 2012, this presentation will focus on the key findings of the independent quantitative evaluation, including impacts on ridership and before and after comparison of system performance and operational cost, based on the Aiken SC and Paducah KY TMCC experience. The presentation will also highlight important lessons learned during the TMCC system development process that are particularly relevant to rural communities.