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

Aletha Goodine
USDOT Federal Transit Administration

Yehuda Gross
USDOT ITS Joint Program Office

2011 National Rural ITS Conference
August 2011
An Example of Mobility Mismatch

- John - Medicaid participant
  - Time: 9:00AM
  - From home (123 Main St.) to doctor office (4008 Pine Dr.)

- Peter - Welfare to Work participant
  - Time: 9:05AM
  - From home (125 Main St.) to employment (4010 Pine Dr.)
**MSAA Initiative**

- A major USDOT ITS initiative
- Collaboration with UWR initiative
- **UWR/MSAA joint demonstration of** scalable and replicable **Travel Management Coordination Centers (TMCC)** that
  - Simplified point of access
  - Comprehensive set of services
  - Utilizing ITS
TMCC Demonstration Sites

- Fitchburg, MA
- Camden County, NJ
- Paducah, KY
- Louisville, KY
- Aiken, SC
- Orlando, FL

- TMCC Model Deployment Sites
- TMCC Phased Implementation Sites
TMCC Phase 2 Model Deployments

- **Aiken SC**
  - Led by LSCOG – Regional Council of Governments
  - Strong participation from local transit providers
  - TMCC integration with ADRC call center

- **Camden County NJ**
  - Led by CCWIB – workforce investment board
  - Participation from faith-based organizations
  - Integration between transportation and human service communities

- **Paducah KY**
  - Led by PATS – A traditional transit provider
  - Sound technological infrastructure/expertise in place
  - Take a lead role in assisting 3 smaller providers
TMCC Phased Implementation Projects

Fitchburg MA
- Led by MART – dominant transit service provider/broker
- Web-based tools for riders and providers
- Fare card feasibility study

Kent OH
- Led by PARTA – with a key transit partner from neighboring county
- Data dictionary (with human service agencies)
- Centralized relational database and interface
- Emergency evacuation in TMCC design

Louisville KY
- Led by TARC – dominant transit service provider
- IVR for traveler information
- Mobile phone usage for en-route (such as reverse trip) communications

Orlando FL
- Led by LYNX – built upon existing ITS and in-house expertise
- Customer payment/photo id card
- 24X7 internet and IVR trip management tool
ITS Enables……..

• Simplified access for services and information
• Relevant information based on user need, preference and profile
• Efficient and reliable services
• Spatial intelligence providing information ‘nearby’
• Ability to access relevant services on demand
• Smart mobility management solutions

The benefits are there for everyone
Paducah KY TMCC GO-LIVE

- Go-Live ceremony – March 12, 2010
- 4 partnering community transportation providers
- Serving 200,000 population across 2,500 square miles
- Integrate community transportation and human service information and referral functions
Aiken SC TMCC GO-LIVE

- Go-Live ceremony – August 17, 2010
- Include six Lower Savannah counties with mobility management services and regional transit coordination
- Leverage Systems Transformation Grant from the DHHS Centers for Medicare and Medicaid Services
- Integrate TMCC with the local Aging and Disability Resource Center
Camden County TMCC

- Delayed due to mostly institutional issues, such as local stakeholder commitment
- A key to the overall success of UWR/MSAA – coordination enabled by technology and embraced by both transportation and human service communities
- Estimated Go-Live: 2012
### A Glance of Paratransit Operations

**Allendale County, South Carolina**

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Trips*</th>
<th>Average Trip Dist. (miles)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Medicaid</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2007</td>
<td>9,803</td>
<td>23</td>
</tr>
<tr>
<td>2008</td>
<td>10,497</td>
<td>21</td>
</tr>
<tr>
<td>2009</td>
<td>10,802</td>
<td>17</td>
</tr>
<tr>
<td>2010</td>
<td>11,436</td>
<td>16</td>
</tr>
<tr>
<td><strong>Demand Response</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2008</td>
<td>6,549</td>
<td>12</td>
</tr>
<tr>
<td>2009</td>
<td>6,555</td>
<td>12</td>
</tr>
<tr>
<td>2010</td>
<td>6,747</td>
<td>11</td>
</tr>
</tbody>
</table>

*: # of trips for few months were “estimated” due to missing data
One Integrated Vision

U.S. Department of Transportation

One Call

Transportation Service Providers

Consumer with Mobility Needs

U.S. State & Local Government Funds, Policies, and Regulations

Funding Agencies

U.S. State & Local Government

Funds, Policies, and Regulations
Leverage MSAA Impacts and Resources

• The impact of TMCC is growing both in the field as well as in government practices
  ▪ Growing number of inquiries for information and support
  ▪ U.S. Department of Veterans Affairs initiatives
  ▪ U.S. Department of Labor initiatives
  ▪ Veterans Transportation and Community Living Initiative grants *(proposals due 9/16/2011)*

Join us at the Human Service Transportation Coordination Workshop on **Wednesday (8/31)**
For More Information.....

www.its.dot.gov