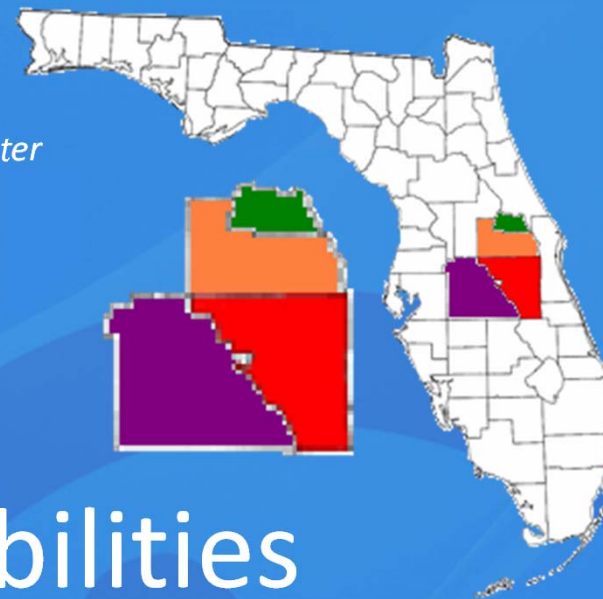# M.O.R.E.T.M.C.C.

Model Orlando Regionally Efficient Travel Management Coordination Center

Building ITS Capabilities
One Step at a Time

National Rural ITS Conference

Coeur d'Alene, ID

August 31, 2011

Doug Jamison
Bill Hearndon

LYNX

Alice: "Would you tell me, please, which way I ought to go from here?"

The Cat: "That depends a good deal on where you want to get to."

Alice: "I don't care much where."

The Cat: "Then it doesn't matter which way you go."

- Lewis Carroll

What Do You Want To Be When You Grow Up?

LYNX ITS Strategic Plan

Prepared for:

LYNX
Central Florida Regional Transportation Authority
445 West Amelia Street, Suite 800
Orlando, FL 32801

Prepared by:

Battelle Memorial Institute
505 King Avenue
Columbus, OH 43201

and

Multisystems
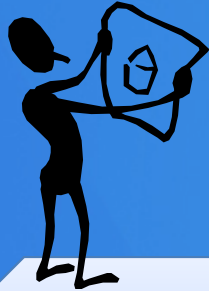10 Fawcett Street
Cambridge, MA 02138

June 12, 2003

Battelle
. . . Putting Technology To Work

MULTISYSTEMS

2003

One Stop Shop for traveling from point A to point B, even if you don't travel on LYNX

Regional Traveler Information Dissemination "such as a regional multi-modal traveler information Internet site or telephone information system"

"...a good regional 'neighbor' and partner with other transportation agencies"

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What Do You Want To Be When You Grow Up?

Regional "One Stop Shop" for traveler information

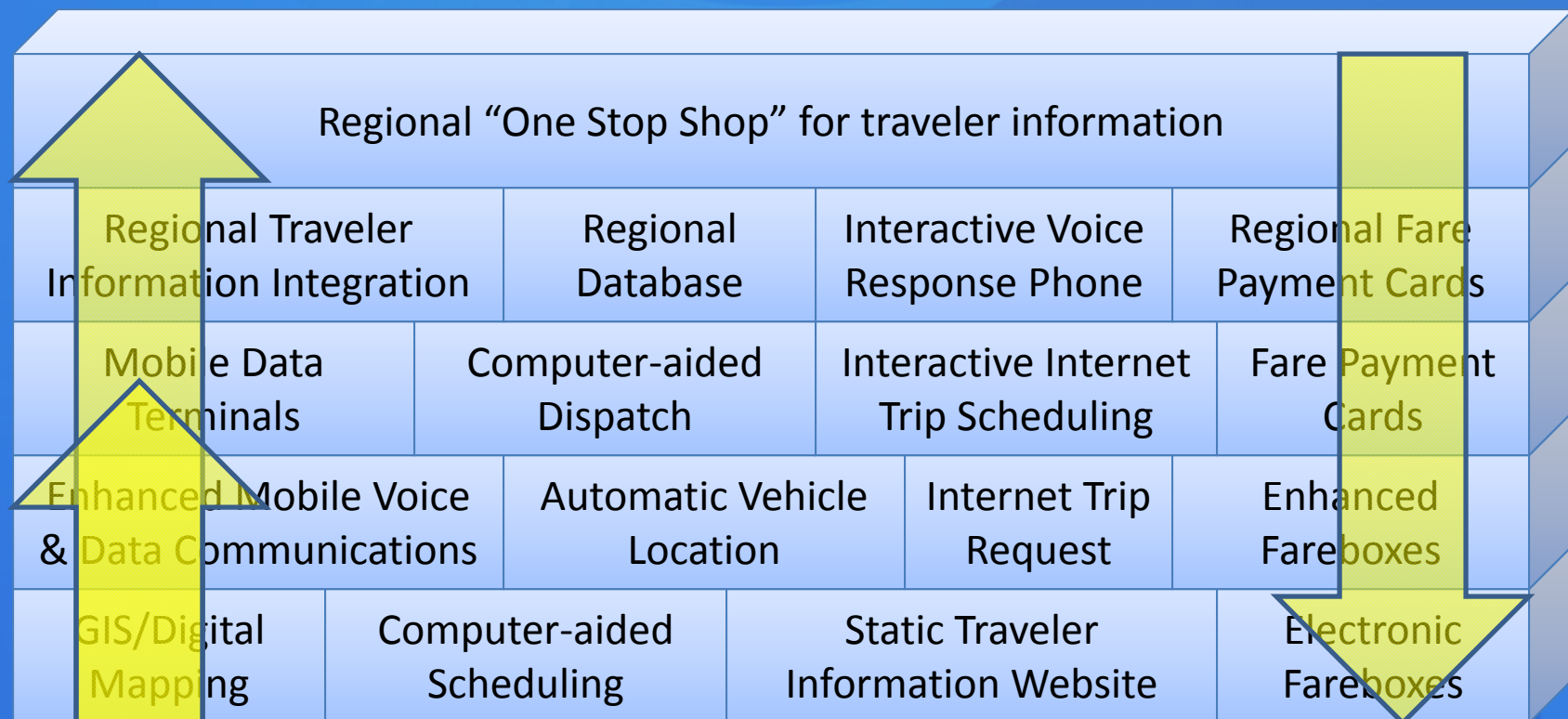|			
Regional Traveler Information Integration	Regional Database	Interactive Voice Response Phone	Regional Fare Payment Cards
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What Do You Want To Be When You Grow Up?

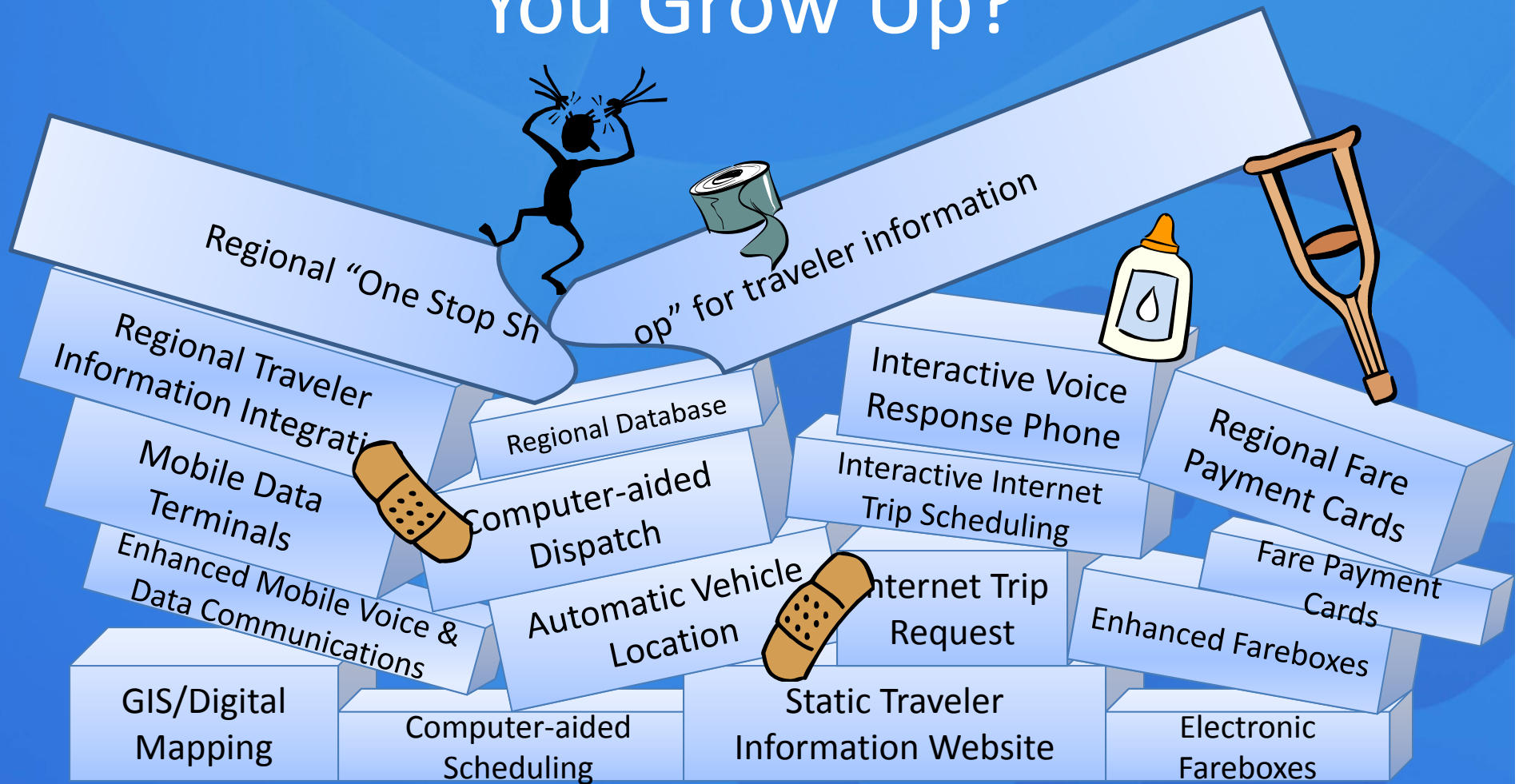| Regional "One Stop Shop" for traveler information			
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M.O.R.E.T.M.C.C.

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

Model Orlando Regionally Efficient Travel Management Coordination Center

Travel Management Coordination Center

Establish replicable and scalable models of traveler management coordination centers (TMCC), that provides one-stop, unified customer-based travel information and trip planning services, and supports coordinated human services transportation operations. *– USDOT RITA*

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Stakeholders

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

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Problem: What are you trying to solve?

Concept: How do you think you will solve the problem? Who are the stakeholders?

Concept of Operations

Needs: What do the stakeholders need the solution to do?

Needs Assessment

Systems Requirements

Requirements: How must the solution perform to meet the needs?

High Level Design

Design: Incorporate the problem statement, concept, needs, and requirements.

Systems Engineering Process
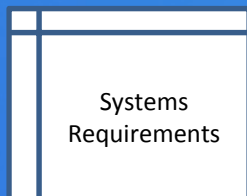
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Systems
Requirements

High Level
Design

In documents, vendor is responsible.

Not in documents, requires a change order.

Systems Engineering Process

LYNX®
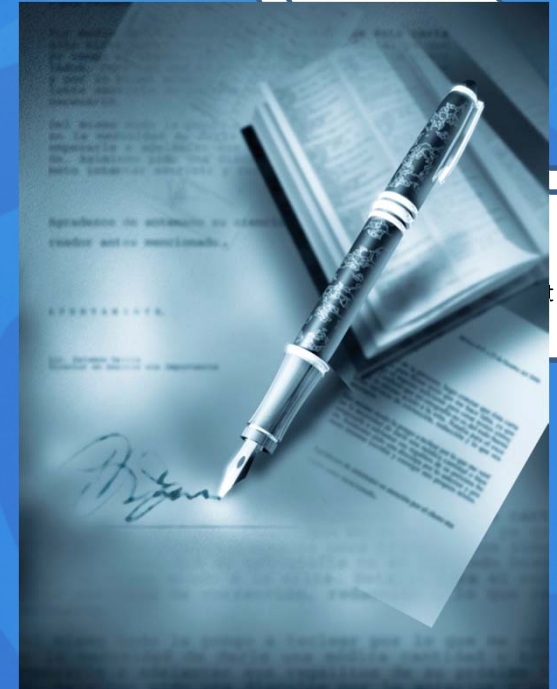
| Concept of Operations |
| Needs Assessment |
| Systems Requirements |
| High Level Design |

In documents, vendor is responsible.

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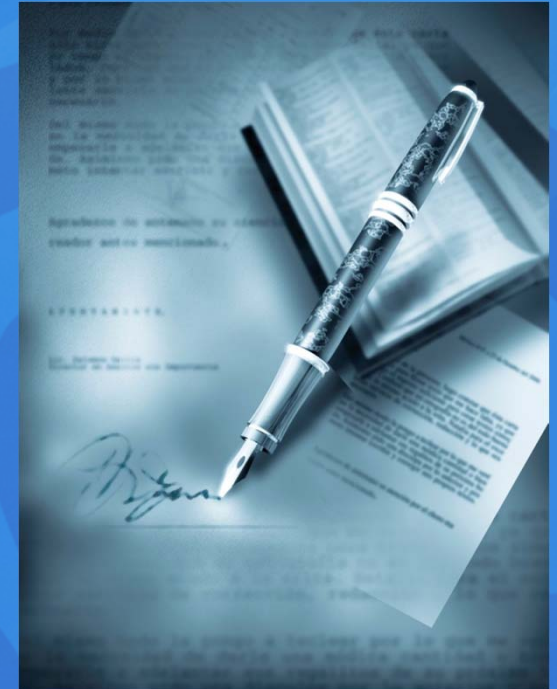
Systems Engineering Process
www.ntionline.com

Phase II Deployment - Concept

Customer

HS Agencies

Service Providers

Interactive Voice Response

MORE TMCC

LYNX

POLK COUNTY

Citrus Connection

Phone Server

MORE TMCC Database

Internet Server

Central Scheduling

Billing

Fare payment/ identification

Customer Service

LYNX
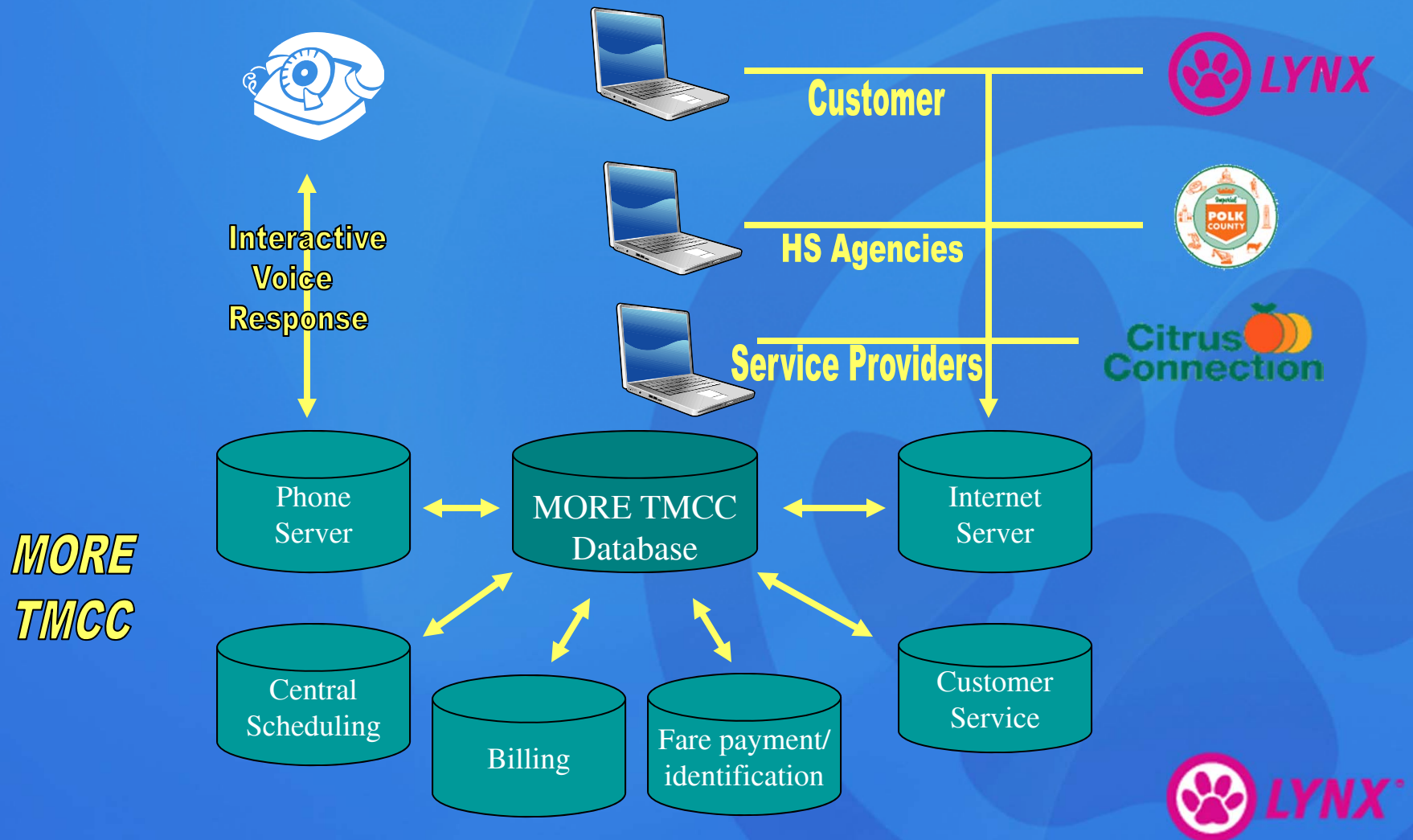
Phase II Deployment - Funding

	Federal TMCC	Federal 5307	State Grant
Consultant Support Project Management	$100,000		
Internet Access Email/SMS Notification			$165,000
Point of sale fare media Identification Cards Electronic Payment		$150,000	$35,000
Interactive Voice Response		$330,000	
	$100,000	$480,000	$200,000

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Phase II Deployment - Evaluation

Coordination - increased coordination among the various transportation, human service and funding agencies

- There will be less increase in coordination in the initial stages of the MORE TMCC deployment due to the reduced scope
- Agencies will be enabled to process identification cards for their customers
- Agencies will be able to directly book and service trips for their customers (one call, one ride)

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Phase II Deployment - Evaluation

Efficiency – sharing resources and utilizing technology will increase efficiency among and within agencies

- The number of calls taken (overall) will be reduced as more customers are served on-line and by IVR
  - Reduction in average hold queue time
  - Reduction in the number of abandoned calls
- Customers will use the on-line and IVR access to cancel trips
  - Reduction in "no shows"
- The arrival notification will reduce the number of calls to check on trip arrival and reduce the dwell time for pick-up

Phase II Deployment - Evaluation

Cost – decreased costs due to higher efficiency

- Reducing the "no shows" and "late cancels" will reduce costs
  - Service provider gets paid for hours of service
  - Removing non-revenue trips from the schedule will increase efficiency

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Phase II Deployment - Evaluation

Customer Satisfaction – the MORE TMCC should improve the customer experience

- Customers who believe that the transportation services are more accessible
  - Easier to book
  - Easier to pay fare
- Customer satisfaction with the trip reminder feature
- Customer satisfaction with the vehicle arrival notice feature

Internet Access - Scope

Customers / Social Workers

- Book a trip

- View/edit a trip

- Cancel a trip

10% registered (and growing)

Internet Access - Scope

SMS / E-mail

- Confirmations
  - Booked Trip
  - Canceled Trip
- Day before reminders
- Vehicle arrival notice

Internet Access - Scope

The primary goal is to enable customers and their representatives to manage their own trips while reducing call volume and phone queues.

Identification - Scope

Identification
- Magnetic stripe
- Verification of service
- Eligibility

Fare payment
- Stored value
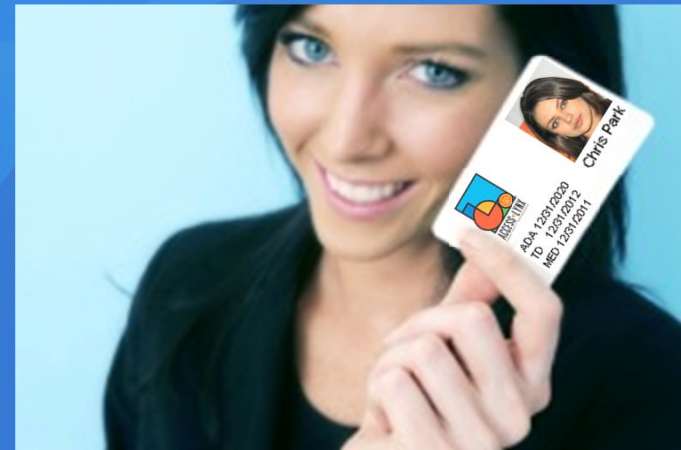
Identification - Scope

The primary goals are to reduce fraudulent trips to billing partners by incorrect passengers, while providing customers with proof of eligibility for use on fixed-route and out-of-area travel.
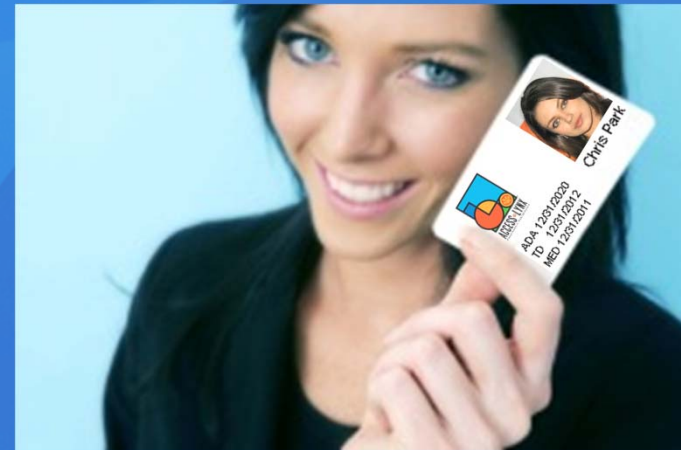
Interactive Voice Response - Scope

Customers / Social Workers

Book a trip

View/edit a trip

Cancel a trip

Vehicle arrival notification

"Welcome to LYNX Quick Stop information. For assistance in English…

Interactive Voice Response - Scope

The primary goal is to enable callers to obtain information and manage their trips without the need to reach a phone operator and to notify customers of vehicle arrivals. This is expected to reduce phone queues and "no show" trips.

"Welcome to LYNX Quick Stop information. For assistance in English…

Interactive Voice Response - Issues

Converting text to speech

"W Colonial Dr and Paul St" becomes "West Colonial Doctor and Paul Saint".

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Interactive Voice Response - Issues

Converting text to speech

How do you pronounce…

Alafaya	Debeaubien	Minnehaha	Punta Gorda
Altamonte	Econlockhatchee	Minneola	Sarmundham
Apopka	Eola	Montverde	Seigneury
Araphaho	Glockamora	Narcoossee	Tohopekaliga
Astatula	Gotha	Nipawin	Tuckaseegee
Bithlo	Hiawassee	Ocoee	Tuskawilla
Buena Ventura	Holopaw	Okaloosa	Wakulla
Caramobola	Homasasa	Oropesa	Waumpi
Chickasaw	Ingeborge	Oviedo	Wekiwa
Chuluota	Kewannee	Owasso	Weewahootee
Clarcona	Kissimmee	Poinciana	Zureiq

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Interactive Voice Response - Issues

Converting to Español

"Orange Avenue" is not "Calle de Naranja"

"LYNX" is not "lobo cerval"

Does the adjective refer to a masculine or feminine noun?

Español de Cuba, España, Mexico, Puerto Rico...

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