



**UNITED STATES
DEPARTMENT OF TRANSPORTATION**

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

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USDOT Federal Transit Administration

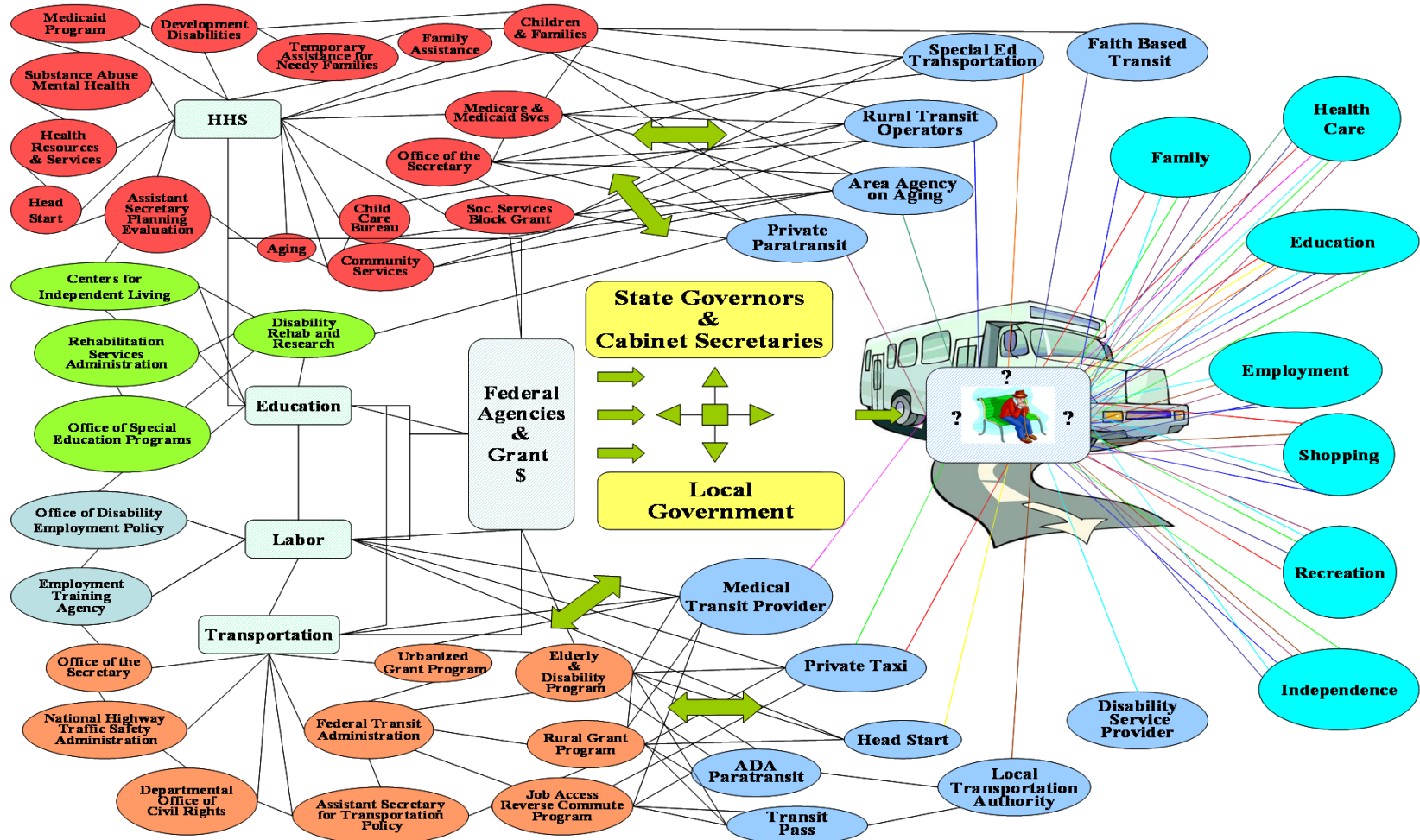
Yehuda Gross

USDOT ITS Joint Program Office

2011 National Rural ITS Conference

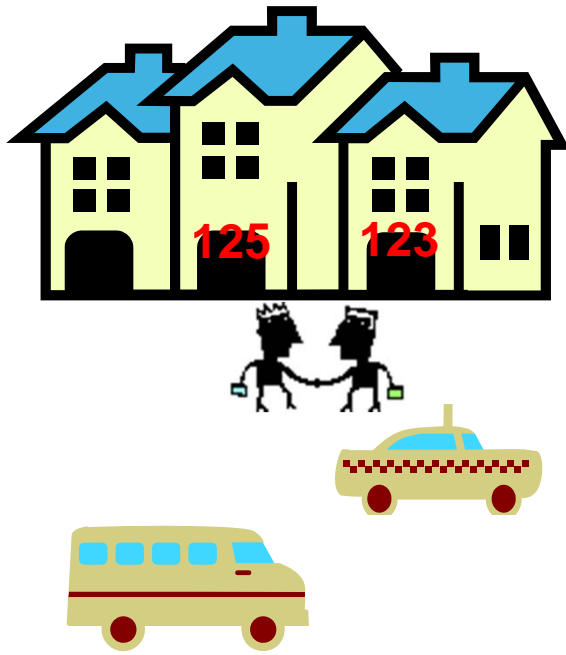
August 2011

Challenges



An Example of Mobility Mismatch

- John - Medicaid participant
- Time: 9:00AM
- From home (123 Main St.) to doctor's 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



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

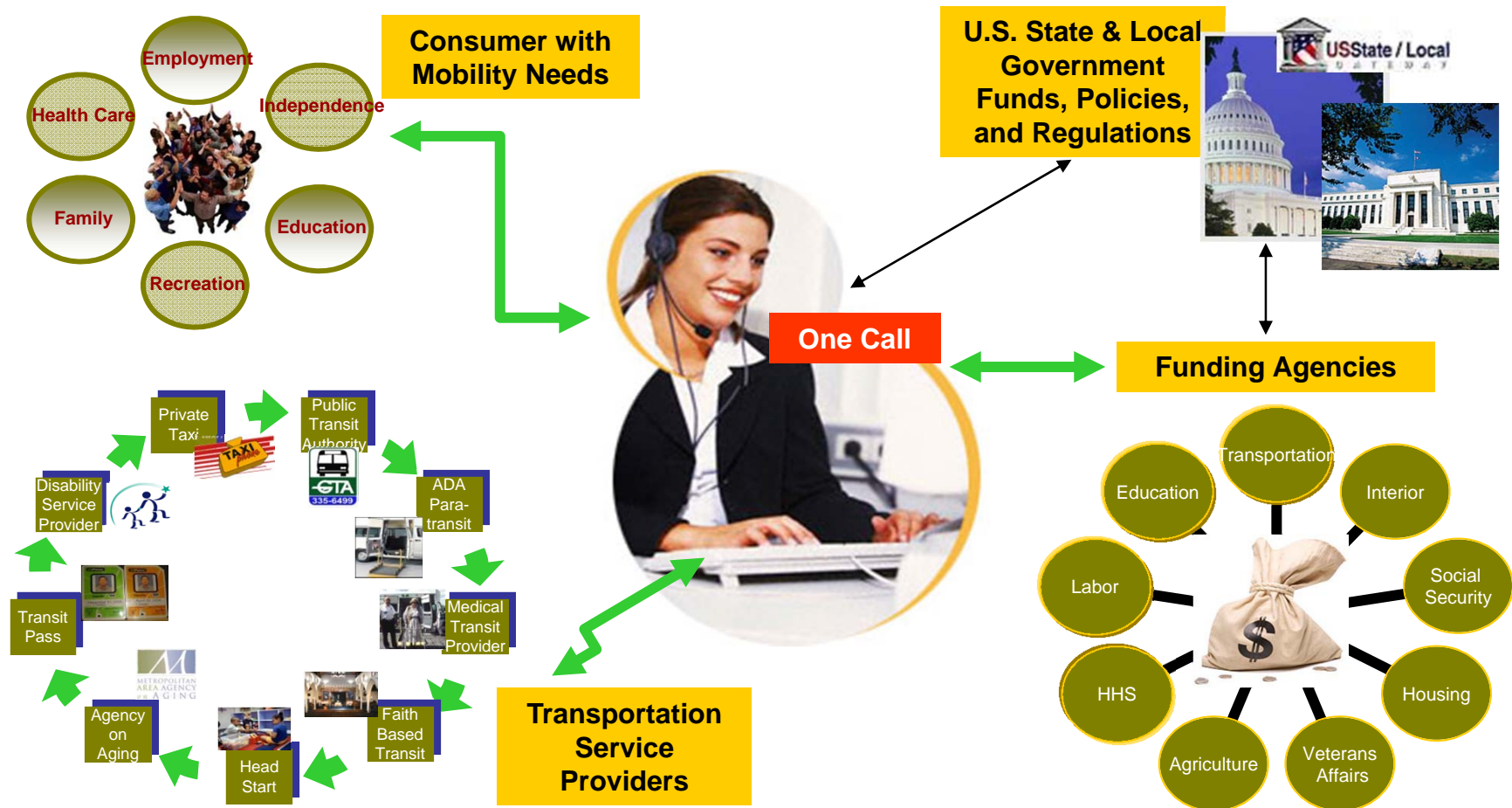
Allendale County, South Carolina

	Year	Number of Trips*	Average Trip Dist. (miles)
Medicaid	2007	9,803	23
	2008	10,497	21
	2009	10,802	17
	2010	11,436	16
Demand Response	2008	6,549	12
	2009	6,555	12
	2010	6,747	11

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



One Integrated Vision



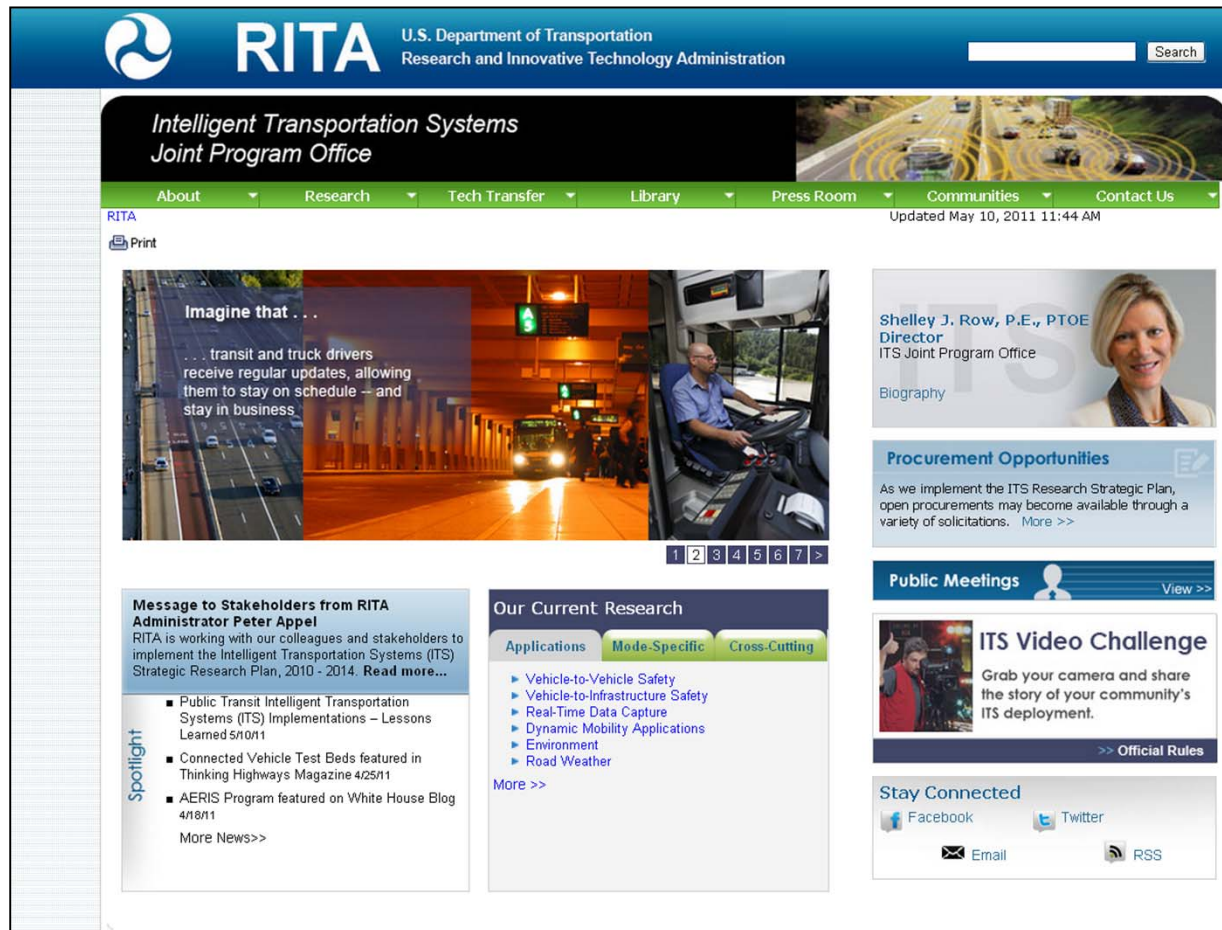
Leverage MSAA Impacts and Resources

- 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