



## **Travel Management Coordination Center Working Meeting of the Transportation Technical Task Force**

**October 2, 2007**

### ***Minutes***

#### **Attendees:**

Terri Hirschhorn, NJDHS  
Robert Koska, NJ Transit  
Donna Kovalevich, SCUCS  
Peter Bilton, VTC/Rutgers  
Brian Staples, VTC/Rutgers  
Andrea Lubin, VTC/Rutgers  
Angie Marrhews, CPAC  
Ronda R. Urkowitz, Cross County Connection  
Steve Fittante, VTC/Rutgers  
Robin Widing, Widing Group  
Eric Grugel, DVRPC  
Andrew Levecchia, CCIA  
Michael Randolph, NJ Transit – Access Link  
Ed Hess, Camden County Bd of Social Services  
Carol Miller, SJTA  
Rodney Rowland, To and Fro Transportation  
Melody Dickenson, Widing Group  
Leona Tanker, CC WIB  
Donna Johnston, CC WIB

#### **I. Welcome**

Donna Johnston, WIB Transportation Planning Manager, welcomed the Technical Task Force back for its second meeting, thanking everyone for their continued participation. The Task Force has been convened to provide an update on the research and development in support of the Travel Management Coordination Center's (TMCC) Concept of Operations.

Ms. Johnston then handed the floor over to Terri Hirshhorn, NJ Department of Human Services, and Bob Koska, NJ Transit, who provided perspective on the State's view of the importance of the project, beginning with an overview of how Camden County's United We Ride planning process fits with transit planning in New Jersey. Just as the TMCC's design aims to increase

coordination and reduce duplication of services, so do the efforts of state and federal government.

The plan for a Travel Management Coordination Center needs to take into account both issues in the present, as well as the future. With the County's robust economic development strategy, the landscape of transportation needs will be changing, as new employers relocate to Camden and facilities are built. In addition, it was noted that the project needs to plan for today's user, as well as future users, with demographic changes such as baby boomer aging on the horizon. For this reason, understanding the factors that affect a shift in trip needs is essential.

## II. Overview

Pippa Woods, Rutgers University's Voorhees Transportation Center and Lead of the project's technical team, presented the status of data gathering and development of the Concept of Operations for the TMCC. The update on research being conducted included the Medicaid origin/ destination analysis, current service profiles, current user profiles, and some of the potential technologies that can be employed.

The Concept of Operations (ConOps) is a foundational document that uses a systems engineering approach to identify what is the current transportation system in place, and works in a very systematic way to address what changes are to be considered that will result in a desired change. The Concept of Operations begins by offering a high-level view of the potential system, and then works through all the details to determine an appropriate design for the changed system. The ConOps addresses the who, what, where, when, why and how all for all stakeholders, including all the providers potentially involved (e.g. at least, but not limited to NJ Transit, Sen-Han, SJTA, Faith-Based) to customers to agencies. The first several sections of a draft Concept of Operations for Camden County's TMCC is due at the end of October. These sections provide a project overview and generally outline the current services and activities and provide a very high level picture of the nature of potential changes that are to be considered during this project.

The following four areas represent preliminary technology objectives for the TMCC model:

- ◆ **One-Stop for Information and Scheduling** (phone, website)
- ◆ **Universal/Seamless Fare System:** Emphasis was placed on the system being seamless for customer use, and there would likely be phases of implementation. It should not imply that there is only one fare system, since billing is frequently determined by funding source.
- ◆ **Remote Customer Trip Information Access Points** (kiosk, next vehicle arrival information)
- ◆ **Coordination of Provider Trip Functions:** This could be multi-nuclear; there does not have to be a single point of coordination.

### ***Important Issues for Consideration***

- ◆ Origin and destination trips outside of the County need to be incorporated. The TMCC needs to have the capacity to be expanded and replicated cross-county. Looking at this data will identify help key players for future expansion.
- ◆ Policy constraints need to be monitored, and policy decisions will need to be made around how funds are to be used. The concern was expressed that in some cases, in particular with Veterans trips, changes in the reimbursement system may provide a disincentive for service provision. Further, some funding streams that are not primarily used to provide transportation services, such as WIA, allow funds to be allocated toward transportation. How and the extent to which funding is used for transportation services is another issue.
- ◆ Consumer preference needs to be a deciding factor when selected which technologies will be used. Preferences influence how populations use certain technologies. For example, many seniors are averse to using an automate telephone system; they prefer talking to a person over the phone.
- ◆ Smart cards are increasingly being implemented. Food stamps and Medicaid now use a debit/swipe care system, and PATCO is currently implementing 'Freedom' a brand new contactless fare card and related technology at stations and on board the vehicles.
- ◆ JARC funding cuts of 40% have significantly impacted Camden County's providers' ability to provide services. The change from separate to formula funding for this program will impact all counties in the State.
- ◆ Look at including an update schedule in the implementation plan.

### III. Next Steps

The next meeting of the Technical Task Force has been scheduled for **Friday, November 9<sup>th</sup> at 10 am at the Camden County One-Stop**. The tentative agenda for the meeting will include a further discussion of the several sections of the Concept of Operations and also includes review and discussion on the specific service planning workshops, and DVRPC Regional ITS Architecture meeting to be held between Technical Task Force meetings.

Some additional next steps toward meeting the project deliverables are as follows:

- ◆ The Technical team will meet with DVRPC to review and discuss the regional ITS Architecture and those 'market packages' appropriate to this project.
- ◆ Complete analysis of Medicaid trip data and transit services inventory
- ◆ Conduct focus groups and meet with municipalities
- ◆ Complete the literature review