

What is Needed

Need	Function/Action (What)	Technology (How)
<p>1. Suppressed Demand</p> <p>Unmet demand in south</p> <ul style="list-style-type: none"> • Hard to access public transit <p>Trip purposes</p> <ul style="list-style-type: none"> • Employment, Medicaid 	<p>A. Customer access to many providers</p> <ul style="list-style-type: none"> • Customer Registration • Customer Reservation <p>B. Customer trip assignment to appropriate provider(s)</p> <p>C. Billing of customer to appropriate funding source(s)</p>	<p>Automated Routing/Scheduling</p> <ul style="list-style-type: none"> • Linked to multiple providers • Provider(s) Dispatch/Vehicles linked by voice communication (radio) • Provider(s) Dispatch/Vehicles linked by data communication (MDC) <p>Combined scheduling system</p> <ul style="list-style-type: none"> • Map based with transit layer
<p>2. Limited Service Areas and Hours</p> <p>Poor evening service</p> <p>Poor weekend service</p> <p>Underserved areas</p>	<p>D. Information about rides</p> <ul style="list-style-type: none"> • Potential Origins/Destinations • Range of Trip Purpose(s) • Range of Funding Sources • Range of Modes <p>E. Customer registration</p> <ul style="list-style-type: none"> • Provide personal data to determine levels of eligibility • Identify eligibility for destinations by trip purpose, geography and temporal characteristics • Obtain customer ID 	<p>Billing Module</p> <ul style="list-style-type: none"> • Charge back to funding code • Charge to provider <p>Information/Referral</p> <ul style="list-style-type: none"> • Phone Access • Web Access • Phone Request • Web-Based request • Phone based • Web-Based Assisted Registration
<p>3. Customer Communications</p> <p>Difficult to plan trips</p> <ul style="list-style-type: none"> • Customers • Referring agencies, case managers • Eligibilities 	<p>F. Customer Reservation</p> <ul style="list-style-type: none"> • Provide customer ID • Provide desired trip information • Receive trip confirmation <p>G. Schedule trip</p>	<p>Customer Intake</p> <ul style="list-style-type: none"> • Customer ID Recognition • Automated Scheduling • Web-Based Cancellation
<p>4. Limited Coordination among providers</p> <p>Reduce duplicative service</p>	<p>H. Customer Dispatch</p> <ul style="list-style-type: none"> • Confirm Ride • Trip Cancellation • Same day trip change • Will Call Return Trips <p>I. Facilitate communication between providers of transfer trip</p>	<p>Customer Dispatch</p> <ul style="list-style-type: none"> • Radio or MDC • Web based entry by customer • Auto Vehicle Locator <p>Mobile Data Computers</p> <p>Real Time Arrival Technology</p>
<p>5. Limited Integration of Human Services transportation with public transportation</p> <p>Limited use of transfer points especially in the southern region</p>	<p>J. Transit service planning (public and human services)</p> <p>K. Transit service routing (public and human services)</p> <ul style="list-style-type: none"> • Transfer locations <p>L. Fare</p> <ul style="list-style-type: none"> • Customer pay for trip <p>M. Funding for trips</p> <ul style="list-style-type: none"> • Fund source payment for trip 	<p>Automatic Vehicle Location (AVL)</p> <p>Universal fare media</p> <p>Automatic fare collection</p> <p>Combine funding sources</p>

Background:

Camden County - United We Ride (UWR) Human Transportation Coordination Plan

**Approved by Camden County Board of Freeholders,
June 21,2007**

- **Identified transportation service needs and gaps, along with transportation coordination needs, issues and opportunities --- building on this plan.....**

This project: Camden County's Travel Management Coordination Center (TMCC)

The purpose: To design a TMCC for Camden County that creates opportunities for better and increased transportation service throughout the county

- **Investigate ITS technologies as a tool to facilitate transportation coordination**
- **Work collaboratively with Camden County public, private, non-profit, and faith-based organizations as partners in the development of the TMCC design**
 - **Facilitate greater coordination within the Camden County provider network**
 - **Improve customer access to, and ease of use of, Camden County human services and transportation systems**
 - **Simplify operational procedures across various Camden County transportation providers**

Needs:

1. Suppressed Demand

- **Unmet demand for human service transportation, particularly in south, and for employment and Medicaid trip purposes**
- **Southern sections of county have difficulty tapping into public transportation – get to Lindenwold, you can get anywhere...**

2. Limited Service Area and Hours

- **Evenings and weekends**

3. Customer Communication

- **No one-stop information source for trip planning purposes – for customers or referring agencies**

4. Limited Coordination among Area Providers

- **Reduce or eliminate duplicative services**
- **Extend geographic reach or extend service hours available**

5. Limited Integration of Human Service Transportation with Traditional Public Transportation

- **Underutilization of key transfer points between human services and traditional public transportation**
- **Other than limited use of bus pass by Medicaid, little coordination with other providers scheduling or dispatching to same destinations, limited ‘grouping’ of trips between providers**

Ranking of technology preferences by the residents of Fairview neighborhood:

	4	3	2	1	Avg
Electronic fare payment which allows you to pay for transit with a single "smart" card	11	0	0	1	3.8
Shelters at each bus stop	11	0	0	1	3.8
Safety cameras on all transit vehicles and other surveillance/security systems	9	1	1	0	3.6
Information stands/kiosks or LED signage that includes information on routes, transfers, real time vehicle arrival time	9	1	0	1	3.5
A single point of contact for all transportation information via phone	8	1	0	0	3.9
A single point of contact for all transportation information via internet/website	7	1	0	1	3.6
Trip planning counselor who could help you plan your trip	4	2	1	2	2.8
Annual trip planning workshops held at local libraries and other convenient locations	4	3	1	2	2.8

Other technologies or services *(please specify)*

- Eliminate fare pmt on bus & set up machines to purchase fare
- Seats, shelters
- Electronic device to make change like in the grocery store

(4=most preferred and 1=would not use)

Survey Results: (85 so far)

1 bus stop, Fairview neighborhood, Camden City (13)

1 GED class at Camden County College (15)

The One-Stop Career Center, Camden City (57)

Of the population surveyed:

- 50 (59%) do not own a car
- 56 are female; 26 are male; 3 blank
- 67 (79%) have cell phones; 17 do not; 1 blank
- 45 (67%) use the text messaging feature on their cell
- 21 (31%) use the internet access feature on their cell
- 48 (56%) have cable in their homes
- Age:

Age	Count
0-18	5
19-25	28
26-49	36
50-60	12
60+	2
(blank)	3

“Just to *have* transportation *options* is appreciated.” MAPP, 9/12/2007

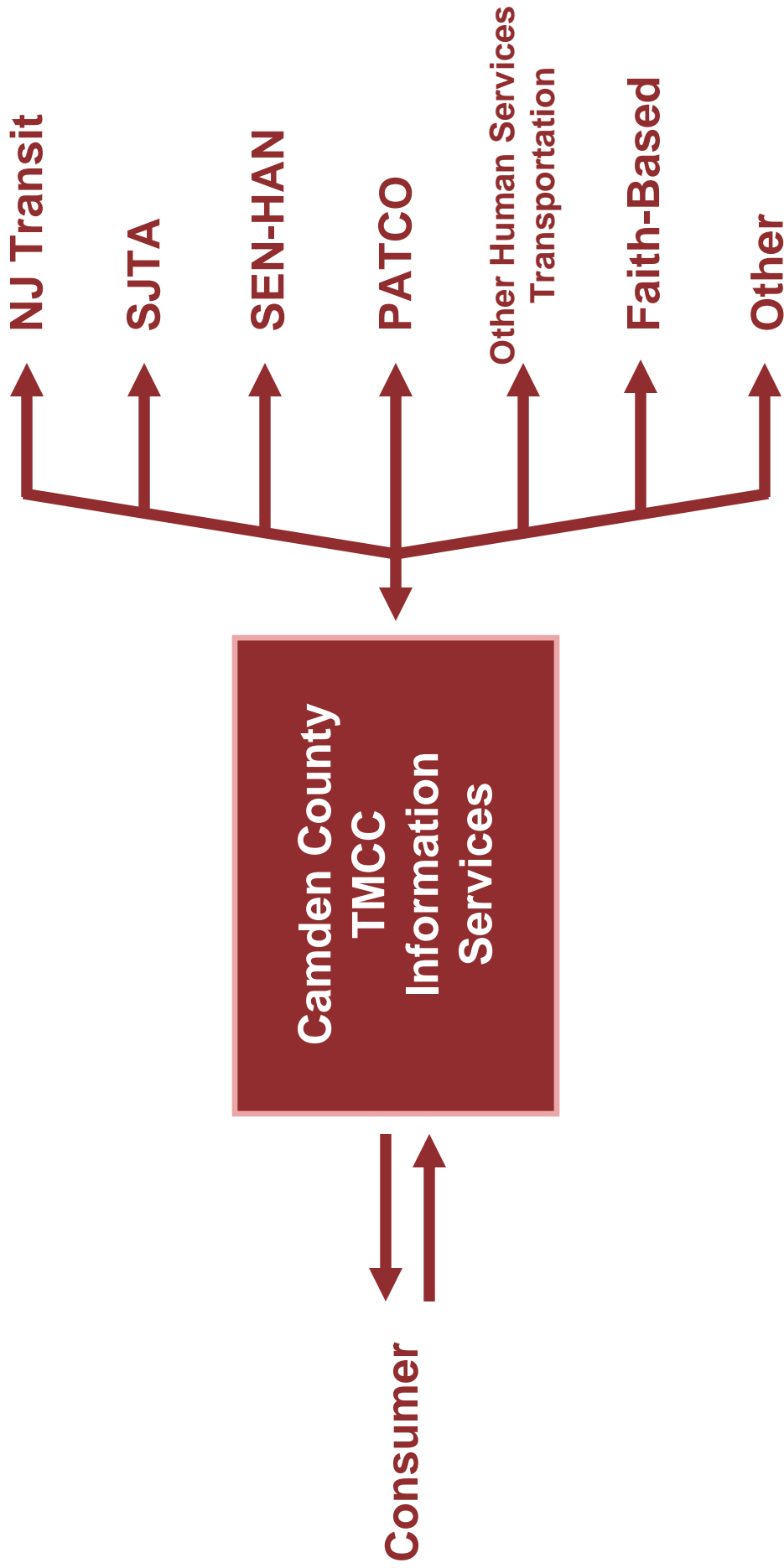
“Lindenwold is the cut off for transportation service... If you have a car you can connect to Lindenwold in 15 to 20 minutes; the only other way is by taxi, which is \$25 one-way.”

Sicklerville, Winslow Township, 10/22/2007

Summary of what residents of the Fairview neighborhood in Camden City want most from transportation:

- On time (8)
- Less crowded (2)
- More bus shelters & benches
- Maps
- Cheaper prices
- Cleaner bus
- Upgrade buses in Camden not just in suburbs
- The exact change requirement to be eliminated because some people don't have change

Transit Traveler Information:



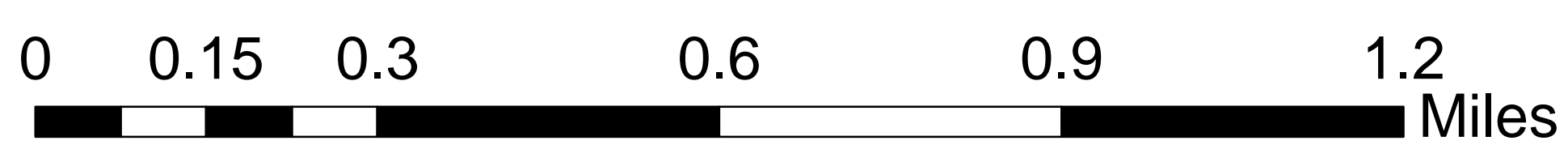
Note: This flowchart created for the Camden County MSAA Project

Faith-Based Organizations and Partners in Camden County

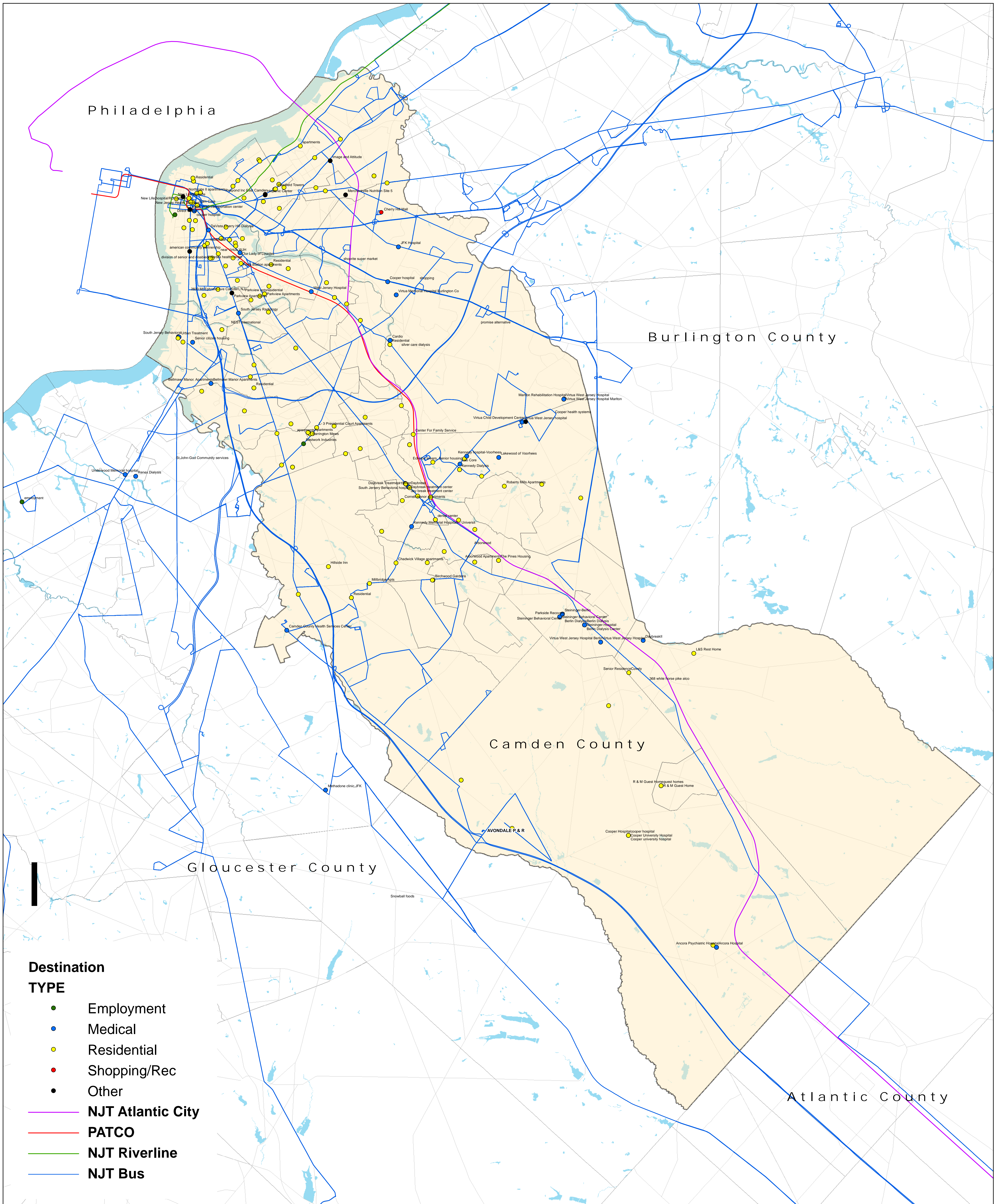


NAME	ADDRESS	CITY
Antioch Baptist Church	700 Ferry Avenue	Camden
Bethany Baptist Church	1115 Gibbsboro Road	Lindenwold
Bright Star Christian Center	434 Spruce Street	Camden
Calvary Bible Tabernacle	47 North 23rd Street	Camden
Camden Bible Tabernacle	823 Elm Street	Camden
Camden Community Connections	1000 Atlantic Ave 5th Fl.	Camden
Cathedral of the Immaculate Conception	642 Market Street	Camden
Catholic Charities	1845 Haddon Ave.	Camden
CCOP	2770 Federal Street	Camden
Commerce Banc Insurance Services	336 Route 70 East	Milford
Coopers Ferry Development Association	101 Haddonfield Rd	Cherry Hill
East Garden Community Fellowship	242 N. 37th Street	Camden
Fairview Village UMC	Chesapeake & Mermar Road	Camden
Faith Tabernacle, Labor Day Care, Inc.	553 Spruce Street	Camden
First Baptist Church	124 Kings Hwy. E.	Haddonfield
First Nazarene Baptist Church	1476 South 8th Street	Camden
Gallagher Ins Group/CCWIB	800 Kings Highway North	Cherry Hill
Gatekeepers Fellowship Church	3600 Earl Avenue	Pennsauken
Grace Episcopal Church	19 Kings Hwy. E.	Haddonfield
Heart of Camden	1742 Ferry Ave.	Camden
Highland Park Church of God	Market St./Baynes Ave.	Gloucester City
Holy Name	522 State Street	Camden
Hopeworks 'N Camden	543 State Street	Camden
Kaighn Avenue Baptist Church	631 Kaighn Ave.	Camden
Looking Forward Ministry	6th & Erie Streets	Camden
Mt. Calvary Baptist Church	1196 Penn Street	Camden
Mt. Olivet Church	Lincoln Avenue	Haddonfield
New Mickle Baptist	416 South 4th Street	Camden
Our Lady of Mt. Carmel Fatima	632 South 4th Street	Camden
Parkside United Methodist	1420 Kaighn Avenue	Camden
PNC Bank	110 Broadway	Camden
Sacred Heart Catholic Church	1739 Ferry Ave.	Camden
St. Andrew's Episcopal	Lois & River Avenue	Camden
St. Anthony of Padua Church	2816 River Avenue	Camden
St. Augustine's Episcopal Church	625 Royden Street	Camden
St. Joseph's Pro Cathedral	2970 Federal Street	Camden
St. Paul Episcopal Church	422 Market Street	Camden
Shalom Baptist Church	1036 Broadway	Camden
Sword of the Spirit Christian	1237 Kaighn Ave.	Camden
Urban Promise Ministry, Inc	3700 Rudderow Avenue	Camden
Without Walls Church	427 Walnut Street	Camden
Woodland Community Development Corporation	South 8th & Woodland Ave.	Camden

Source: Faith-Based Working Group, NJDEP, US Census

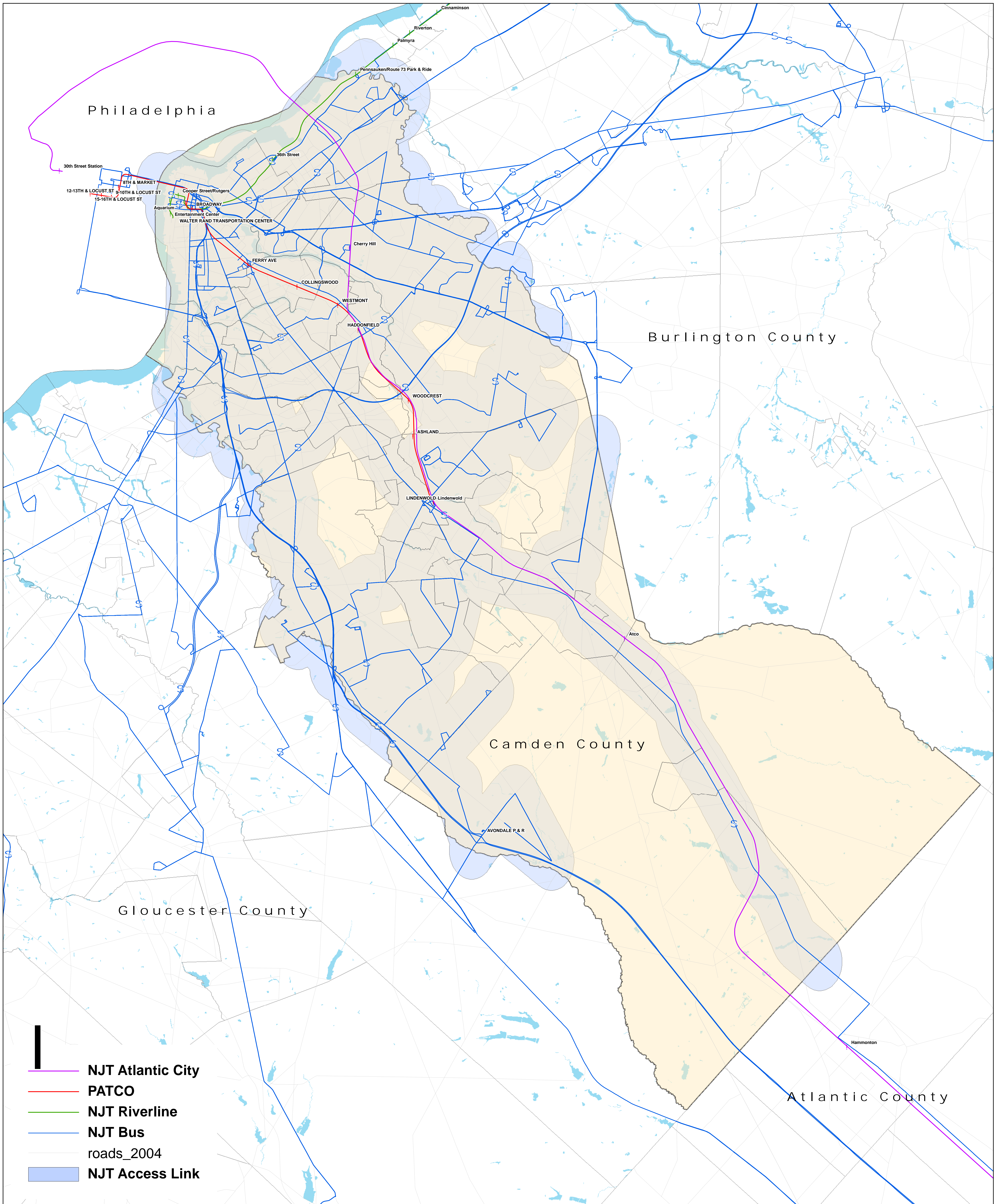


Human Service Transportation Destinations for Camden County

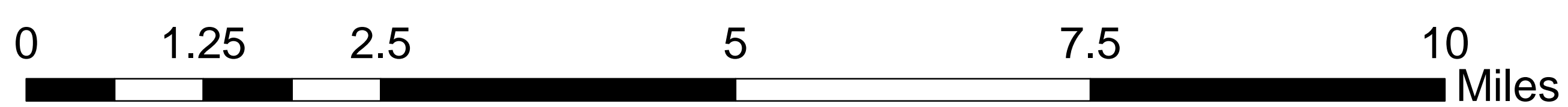


Source: SCUCS/Sen Han, SJTA, To and Fro, Camden County Board of Social Services/Medicaid, NJ Transit, NJDEP, US Census

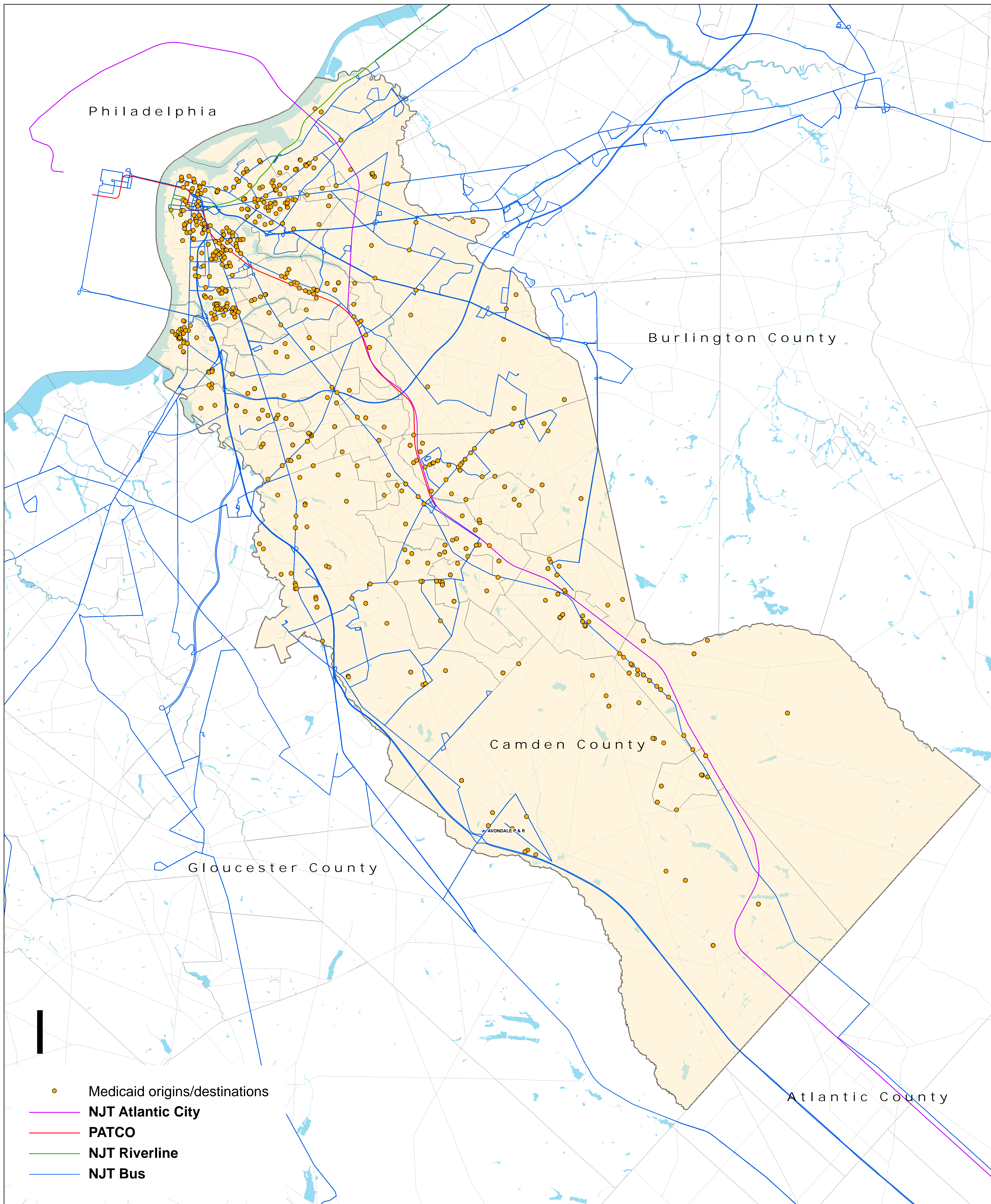
Transit Inventory for Camden County



Source: NJ Transit, NJDEP, US Census



Medicaid Origins/Destinations in Camden County, Oct-Nov 2005



Source: Camden County Board of Social Services/Medicaid, NJ Transit, NJDEP, US Census. Map represents approximately 50% of Medicaid trip ends.

0 1.25 2.5 5 7.5 10 Miles