

Technical Task Force, December 12, 2007

Table Top Workshop

The general and specific outreach to Camden County citizens (detailed in Appendix B of the Concept of Operations, Rev. January 18, 2008) informed and illustrated specific issues in a way that assisted the CCWIB Team in crafting a day-long ‘Table-Top’ Workshop with the entire Technical Work Group (33 members) held December 12, 2007. The purpose of the workshop was threefold:

- To confirm the current transportation needs in Camden County
- To identify key functions for a Camden County Travel Management Coordination Center (TMCC)
- To creatively and collaboratively design a TMCC for Camden County

Bringing together all of the data, individual meeting summaries and outreach response collected and analyzed to date, the CCWIB team generated several tools and exercises to work through with the Technical Group to generate a collective understanding of **‘what is needed’** to operate a TMCC for Camden County. Table 1 ‘What is Needed’ below, was critical in outlining the key concepts that underpin the project. Column 1, ‘Need’ reflects the challenges identified in the UWR Plan (Approved by the County Freeholders in June 2007). Column 2 ‘Function/Action’ outlines, in no specific order, grouping or priority, basic trip making functions/actions that a rider, operator or funding agency make. Column 3 offered early thoughts as to some of the technologies that can facilitate or accomplish the actions -- the “how” the actions listed in Column 2 might be accomplished. It should be noted that the focus of this Table Top Workshop was Column 2, and that the outcome of the Workshop was anticipated to be consensus on the higher level system requirements. Column 3 was there as much to avoid getting sidetracked into technology discussions with the sophisticated operators present in the Workshop. By listing some of the ultimate technology tools, we planned to maintain the Groups’ focus for the day.

What is Needed

Need	Function/Action (What)	Technology (How)
1. Suppressed Demand Unmet demand in south • Hard to access public transit Trip purposes • Employment, Medicaid	A. Customer access to many providers • Customer Registration • Customer Reservation	Automated Routing/Scheduling • Linked to multiple providers • Provider(s) Dispatch/Vehicles linked by voice communication (radio) • Provider(s) Dispatch/Vehicles linked by data communication (MDC)
	B. Customer trip assignment to appropriate provider(s)	Combined scheduling system • Map based with transit layer
	C. Billing of customer to appropriate funding source(s)	Billing Module • Charge back to funding code • Charge to provider
2. Limited Service Areas and Hours Poor evening service Poor weekend service Underserved areas	D. Information about rides • Potential Origins/Destinations • Range of Trip Purpose(s) • Range of Funding Sources • Range of Modes	Information/Referral • Phone Access • Web Access • Phone Request • Web-Based request • Phone based • Web-Based Assisted Registration
	E. Customer registration • Provide personal data to determine levels of eligibility • Identify eligibility for destinations by trip purpose, geography and temporal characteristics • Obtain customer ID	Customer Intake • Customer ID Recognition • Automated Scheduling • Web-Based Cancellation
3. Customer Communications Difficult to plan trips • Customers • Referring agencies, case managers • Eligibilities	F. Customer Reservation • Provide customer ID • Provide desired trip information • Receive trip confirmation	Customer Dispatch • Radio or MDC • Web based entry by customer • Auto Vehicle Locator
	G. Schedule trip	Mobile Data Computers
	H. Customer Dispatch • Confirm Ride • Trip Cancellation • Same day trip change • Will Call Return Trips	Real Time Arrival Technology
4. Limited Coordination among providers Reduce duplicative service	I. Facilitate communication between providers of transfer trip	Automatic Vehicle Location (AVL)
	J. Transit service planning (public and human services)	Universal fare media
	K. Transit service routing (public and human services) • Transfer locations	Automatic fare collection
5. Limited Integration of Human Services transportation with public transportation Limited use of transfer points especially in the southern region	L. Fare • Customer pay for trip	Combine funding sources
	M. Funding for trips • Fund source payment for trip	

Table 1: What is needed to build the Camden County TMCC was a useful tool in guiding the participants in the Table Top exercises.

Exercise 1 – Needs and Functions

Using Table _ above, the first Exercise engaged the whole group to confirm the NEEDS in Column 1 and focus on FUNCTIONS/ACTIONS in Column 2 to identify and discuss missing details and agree to add those details appropriately.

Exercise 2 – Functional Requirements Completion

Exercise 2, participants broke into 3 groups with each group taking the Functions from Exercise 1. Half the group took the perspective of a rider, and the other half took the perspective of the operator. On a flip chart, each group developed key requirement statements for each of the functions. The focus was on trying to get several statements for each of the functions. We allowed that these statements could cover either:

- Overall system requirements - answering the question “what?”
- Performance requirements – answering the question “how well?” or
- Other requirements – answering the question “under what conditions?”

To assist the group, we provided several examples, as follows:

Sample Key Requirements

Function A. Customer access to many providers
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- | |
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| <ul style="list-style-type: none">✓ <i>The system shall provide a single phone number for the customer to access all providers</i> |
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Function F. Customer Reservation

- | |
|---|
| <ul style="list-style-type: none">✓ <i>The system shall enable the customer’s reservation record to be brought up by a customer ID number</i>✓ <i>The system shall be capable of maintaining a customer trip record for a minimum of 90 days</i> |
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At the end of this Exercise, each group presented their list of key requirements to the whole, and commonalities, difficulties, clarifications were discussed. A preliminary list of high level requirements for the proposed Camden County TMCC System were generated through this Exercise and are captured at the end of this section, grouped within the key system requirements.

Exercise 3 – Scenario Building

The final exercise again engaged the full group in role-playing through a TMCC Scenario, which generated many good refinements and a better appreciation for the complexity of a ‘one call’ vision. A simple diagram was used to illustrate this scenario (diagram _), as well as a detailed description of the Scenario (outlined below). Each participant was asked to take a role, and play through several different call situations, focusing on capturing the following concepts:

- What information is useful to fulfill most of these information type calls?
- What information is needed to assist customers with trip planning?
- What might be the next most useful functions that this information based TMCC could supply for customers?

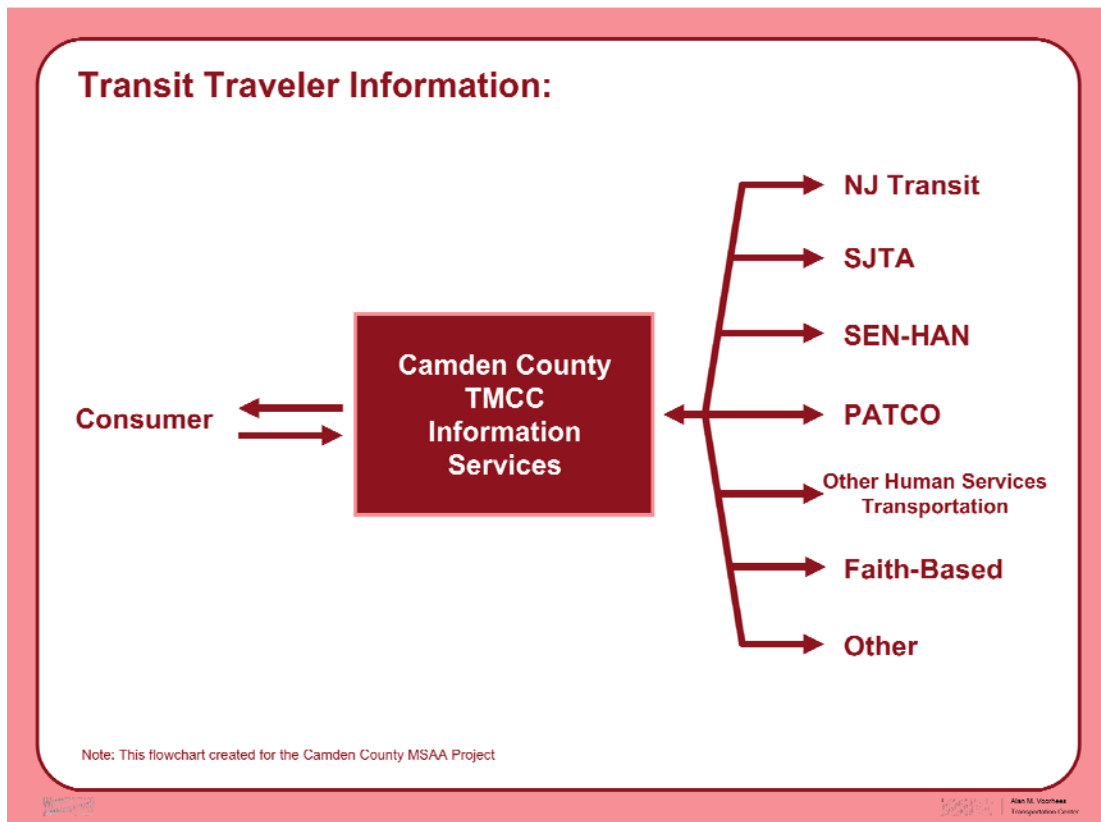


Figure 4: Delivery of transit travel information as envisioned for the Camden County TMCC.

Scenario

- The Camden County TMCC has been funded and is open for business
- The Camden County TMCC is the ‘one-stop’ call center for Camden County
- Customers access the TMCC by calling 211, or on-line at ‘NJFindaride’
- The TMCC is staffed by a Mobility Manager, funded by FTA 5310 funds
- The TMCC is housed at Cross County Connection (TMA)
- The TMCC serves primarily as information resource center and referral agent
- The TMCC has GIS based tools to display most up-to-date human services transportation and transit routing information and schedule
- The TMCC/has/uses the web-based ‘NJFindaride’ trip planner which has been customized for Camden County Region to assist customers in trip planning
- The TMCC has a database of all current Service providers (and their customer lists)
- The TMCC has the current Medicaid eligible client list
- The TMCC has the Faith Based Foundation/Collaboration’s trip purpose and availability outline (e.g. specializing in senior group trips mid-day, weekdays, youth after school)

The following details were confirmed before starting the role-play.

- ✓ Marketing and information has been disseminated throughout the county so that whenever you need information about getting a ride, call 211 or visit NJ findaride.org.
- ✓ TMCC mobility manager/staff will take series of calls from customers and take appropriate actions.
- ✓ While customers and transit riders continue to call the services and providers that they have been used to calling, new calls now come to the new TMCC. Many of the calls are seeking information, not necessarily trips.

For each of the roles below, a definition and a check list of functions and actions that the proposed TMCC scenario would include (building from the previous exercises), as well as a list of potential Customer's trips from Medicaid, JARC, general public, veterans affairs, senior, person with disability were provided. Those taking the Customer roles were specifically asked to add their personal experience to expand upon the possibilities included in the sample trips listed.

- Customers (5 – rider, caseworker)
- TMCC (3)
- Operators (5 -1 transit agency, 1 faith-based, 1 liver/Medicaid, 1 Sen-Han, 1 AccessLink)
- Funders (2)

Several sample calls were provided.

Sample Call 1:

Call comes in from new resident of Cherry Hill

Asks about best way to make a work trip to Trenton

TMCC asks customer for home location

TMCC notes if home location is on, close to a bus route, consults bus routing map on-line, provides bus trip number etc, and suggests RiverLine Light Rail, and provides schedules and fares.

Sample Call 2:

Another call comes from someone looking after an elderly person

Client is usually taken by Sen-Han, but the caretaker doesn't know what 'sen-han' is

TMCC asks for customer's name, when she is looking for the trip – checks and confirms that her name is on Sen-Han Customer list – gives the caretaker Sen-Han's number for future reference, while

TMCC calls Sen-Han on another line to facilitate trip request for caller

SenHan confirms trip with customer