



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

May 23, 2008

### *Minutes*

#### **Attendees:**

Mary Hadley, NJ Transit	Cheryl Spicer, PATCO
Abe Caceres, To & Fro Transportation	Gregg DeBaere, Atlantic Coast Communications
Andrew Levecchia, CCIA	Terry Hirschhorn, NJDHS
Richard Knopf, Marketing Professional Services	Donna Kovalevich, SCUCS/Sen Han
Michael Randolph, Access Link	Robert Koska, NJT
Jeffrey S. Swartz, WIB	Ed Hess, CCBSS
Winifred Miller, CCBSS	Bernadette Mahoney, CPAC
Joy Merulla, CCDS & DS	Peter Bilton, VTC
Leona Tanker, WIB	Steve Fittante, VTC
Robin Widing, Widing Group	Pippa Woods, VTC
Melody Dickinson, Widing Group	Donna Johnston, WIB
Kathleen Imperatore, DRPA	

#### **I. Welcome**

Pippa Woods thanked those present for attending the meeting on the Memorial Day holiday. We will cover any outstanding questions, go into technology areas we haven't addressed yet, and key stakeholders. Hopefully we'll be done by noon.

#### **II. Outstanding Questions**

The floor was opened for any outstanding questions on the project.

- Q: Aside from technology and the call center, will the budget for implementation cover any operating/overhead costs?
  - A: No. However we are looking for other types of funding for operation. The proposal for the 12 month model deployment being submitted in July is primarily funding technology. In the next month we will be discussing the issues around operations dollars, as well as seeking other sources of potential funding and grants, i.e. I-95 Corridor Coalition.
- Q: In particular the Faith Based?

- A: Faith Based have capital in terms of vehicles, so are already doing some level of business. We will be seeking further capital funding for vehicles, and definitely will need to seek source(s) of operating funding specifically for Faith Based. The TMCC Model Deployment is primarily a technology project.
- Isn't sustainability a key part of what we're putting into the proposal?
  - A: 8 agencies, 62 funding sources involving federal transportation spending. All siloed; project is about coordination of human services and public transportation, and about increasing efficiency across all transportation providers. . However, these are funding sources that fund services now, and that will continue to be fund transportation. the point is to maximize the efficiencies of all these funds going to transportation through coordination.
- Q: To what extent have you addressed marketing to customers/clients?
  - A: Marketing will be needed closer to the time when the TMCC will be "opened" for business, which is probably about 6 to 10 months into Model Deployment phase before the TMCC opens.
  - Part of the eventual marketing strategy, especially marketing the call center to customers, will be integrated into materials that are already in use by the various agencies, updated to include appropriate information about the TMCC.
  - NJCAM: NJ Council on Access and Mobility is all of those agencies at the state level and 4 public representatives. The TMCC is one of items on their agenda.

### III. High Level Design – Continued Discussion

#### TMCC Function and System User Diagram

Handout: *Camden County TMCC Function and System User Diagram*. One side listed the initial phase, while the other detailed the final phase of the implementation plan. Two corrections to the list of agencies were noted: 1) NJ Department of Human Services will be added and 2) NJ Department of Labor edited to the NJ Department of Labor and Workforce Development.

- Should TMA be included in the list of agencies? As the TMA is neither a funder nor an operator in Camden County but a broker of information, it has been omitted from this diagram. Interface between them and the TMCC will be through a web portal. This, however, does not diminish the important role it has as a key stakeholder.
- Also of note, it is estimated that the 211 and NJ Find-a-Ride databases for all human services providers will be updated by February/March 2009. This includes all 7 counties in South Jersey.

- Clarity was requested on whether the coordinated billing and payment function would include reconciliation. Will be part of the discussion around the smart card for the model deployment.
- Handling of customer service, including complaints and tracking, will be another element of the call center. Though the TMCC will take complaints, the providers will continue to handle complaints in the initial stage. If customer service issues are covered by the TMCC, this function needs to be phased in as a federated approach.

### **Additions to the High Level Design**

Steve Fittante walked attendees through just the additions to the High Level Design. As the US DOT requires this deliverable to incorporate preferred, as well as alternate technologies, options are being developed for each of the subsystems.

- **3.4 Vehicle Arrival Information Display at Key Route Locations**
  - “Next Bus” is being considered for at-shelter notifications of estimated vehicle arrival, primarily for fixed-routes such as NJ Transit and SJTA subscription runs. AVL is the base for this system.
  - An alternative is “Bus Finder”, a battery operated touch screen. Units are battery operated, weatherproof and low maintenance. Users can view where a bus is on its route, and run stops are viewable in both table and map format through use of a touch screen. This technology also provides a non-static estimated time of arrival and a built-in wireless access point for PDA users. “Bus Finder” is lower cost than “Next Bus”.
  - Software and hardware engineer(s) integrators are needed to integrate the combinations of software, hardware, databases, display, web, phone and so on.
- **3.5 One Stop Call Center/Telephone System**
  - Access Link is using the Avaya/Lucent system; the number of ports can easily be expanded. This is not the case with Voice Over Internet Protocol - VOIP, and additional detail on VOIP will be added.
- **3.6 Seamless Fare and Billing System/Electronic Fare Payment**
  - The Lone Star card system in Houston is an alternative only and was added after looking at the case study, which resembles Camden County’s project in that it had an initial focus on Medicaid. The Lone Star card is a contact card; whereas, the Freedom card is contactless. A card reader will be added to the Mobile Data Reader. Card will have a gatekeeper function, limiting customer’s number of monthly trips.
  - Implementation of a smart card system can take as many as 5 to 6 years – such as was the case for the PATCO Freedom Card. Eligibility and verification done at time of initial contact and scheduling; card use and driver are a secondary check.

- As functions are developed, the following factors will be taken into consideration: fraud minimization, eligibility determination and use by persons with disabilities.
- **5.7 One-Call Center Web Portal**
  - Idea that customer can tie into system and gain current information concerning their trip.
  - The portal will be accessible to persons with disabilities, non-English accessible and will have trip request functionality.
- Speaking with Trapeze concerning their NOVIS system
  - Web based login and password system rather than a sequel server system

#### **IV. Key Stakeholder Roles & Responsibilities (Handout)**

The roles and responsibilities for each of the key stakeholders is a working draft . Also, it begins to define what each agency will include in the individual MOUs and/or letters of intent to participate.. As this is developed further, it will be broken into two versions—one for the TMCC system and the other for overall project management for the Model Deployment phase of work.. TMCC system: roles and responsibilities related to each of the phases of development and demonstration, such as the smart card system; whereas, project management is related to the business end of the TMCC, such as a commitment to sharing data.

At this point, the Camden TMCC is a strong contender for next phase of funding (which will be submitted in our proposal due July 31, 2008), as there are elements that we believe our federal partners are looking for, for example

- DVRPC is working with the team to ensure that the Camden TMCC project is consistent with the Regional ITS Architecture
- New Freedom funds have been identified to fund certain projects which support the TMCC project, such as the funds to complete the data base of human services transportation providers in South Jersey in the NJFindaride web portal.
- 211 is funded with private and public sector funds and will interface with the TMCC – they already confirm customers eligibilities
- Plus other available funds for specific TMCC elements

#### **V. Next Steps**

Yehuda Gross will visit on June 12, 2008, and the Technical Task Force is invited with the Camden City Initiatives Committee and key members of the Faith-Based Community to a luncheon from 12:00 – 2:30 at the Camden County Boathouse on N. Park Drive, Pennsauken. This is a very important meeting to demonstrate key stakeholder support.

The High Level Design is due by the end of June. Because the Task Force will not meet before its submission, an updated draft will be emailed to each member with feedback/discussion via email before June 12<sup>th</sup>.

Note: The model deployment proposal is due by July 31<sup>st</sup>.

*New Business:* With gas prices increasing, the people at this table who have influence with the County Board of Freeholders needs to encourage them to look at tax breaks on gas prices for nonprofit transportation providers.