

# CAMDEN COUNTY WORKFORCE INVESTMENT BOARD

## *AGENDA FOR "FOCUS GROUP" workgroup*

Meeting on Wednesday, August 8, 2007  
Location: One-Stop Conference Room

### I. DISCUSSION ON GOALS & MISSION OF FOCUS GROUPS

#### Goals:

- Ensure that we receive input from a wide range of stakeholders on critical transportation issues.
- Ensure that we receive input from a wide range of stakeholders that will help inform on the design of the TMCC.
- More fully understand issues related to suppressed demand and customer communications in line with the US Department of Transportation's goals of quality customer service, increased access, cost efficiencies and a more integrated system for meeting human service transportation needs.

**Mission:** Conduct a series of focus groups, interviews and/or surveys with a wide range of stakeholders focused on the issues of suppressed demand and customer communications.

**Who:** 1) Wide array of city leaders; 2) Staff and individuals from community and grassroots organizations  
3) Organizations that typically refer individuals to transportation such as Case Managers, triage staff in hospitals, etc.

### II. DISCUSSION ON ISSUES

#### *A. Issues Related to Suppressed Demand*

The human service transportation providers indicated that their system is presently operating at capacity, with waiting lists for many of their routes. However, what is not yet understood is the level of demand that is presently not being met. There is also some conjecture that individuals may not be directed to the most appropriate, cost effective or efficient mode of transportation. Some of this suppressed demand is most likely occurring in Camden City, the southern, more rural areas of the county and for specific purposes such as Medicaid customers, the disabled community, senior citizens and individuals needing to get to work in more remote locations and/or to training and perhaps where affordability of public transportation is an issue. The human service transportation providers are on point for recommending that we be cautious on the process we use to explore the issues of suppressed demand so that we do not create an increased level of demand that the providers cannot presently support.

- What is your perspective on suppressed demand? How much more demand is there for the existing services? How can we learn more about that?
- For what transportation purposes do you see as most problematic for individuals in accessing the transportation services that they need?

- What are the barriers that you see for individuals in securing the transportation services?

### ***B. Issues Related to Customer Communications***

A wide range of customer communication issues are central to the development of the Travel Management Coordination Center. Quality customer communication also plays a significant role in meeting the US DOT goals of quality customer service and efficiencies. It is expected that focus groups/interviews will need to be convened with those individuals who facilitate transportation information and referrals including representatives from the state, city transit system as well as customer interviews. We may want to use this process to facilitate customer focus groups on specific technologies that can be used to interface with customers, such as online portals, etc.

- What do you see as the most prevalent issues related to inadequate communication?
- Where do you see the breakdown in communication most frequently occurring?
- What are some examples of where you see a breakdown in communication between the transportation systems and the customers?

## **III. DISCUSSION ON WHICH ORGANIZATIONS/INDIVIDUALS SHOULD BE INVOLVED IN THE FOCUS GROUPS**

*Examples: 1) Wide array of city leaders; 2) Staff and individuals from community and grassroots organizations 3) Organizations that typically refer individuals to transportation such as Case Managers, triage staff in hospitals, etc.*

- List organizations to be involved including key contact person.
- For each organization, assess the major focus i.e., suppressed demand/communications.

## **IV. DEVELOPMENT OF QUESTIONS**

### ***A. Examples of Questions Related to Suppressed Demand—as a starting point for discussion***

- For what purposes do individuals(s) use public transportation? For what services are individuals seeking human service transportation services? Are they registered to receive human service transportation assistance?
- How are individuals presently using public transportation and/or human service transportation? How often and at what frequencies? To what geographic locations do they need to go (List distance and neighborhood destinations)?
- To what destinations are individuals having difficulties getting (Purpose of trip, i.e., medical, shopping, work, etc.)? Why do they think they are having difficulties?
- If they do not have access to the transportation they need in the modality they require, what happens? What do they do?

### ***B. Examples of Questions Related to Communication – as a starting point for discussion***

- How do individuals get the information they need to make an informed decision on what mode(s) of transportation they need (i.e, word of mouth, case worker, computer, phone call)?
- What written information is provided?
- Do individuals know how to get alternate information on transportation services—for example, for an instance when the bus route they usually take is not available?
- Do you use 211 to secure transportation recommendations?
- How would individuals like information to be provided to them?
- How comfortable are transportation customers in using technology to get their information?
- Would it be useful and/or would customers like a web portal? What would be important about how the web portal is set up?

**C. *Specific Questions for Camden City***

- How knowledgeable do you feel you are about the transportation options for various customer groups?
- What are the primary needs for transportation as it relates to your constituency group?
- How accessible is the public and human service transportation systems? What do you see as the greatest needs not being met?
- What is your preferred mechanism for receiving information on transportation options?

**D. *Specific Questions for Case Managers/Intake Workers***

*Note: This group needs to be asked all questions related to suppressed demand and communications.*

- What types of customers are case managers referring and for what purposes?
- Who is being turned down (attempt to quantify or approximate numbers)?
- Where do case managers go for directives in determining what is appropriate for customers?
- Where does a case manager go for help when that case manager is not sure of what the most appropriate transportation modalities are or when further information is needed?