

Camden County, New Jersey

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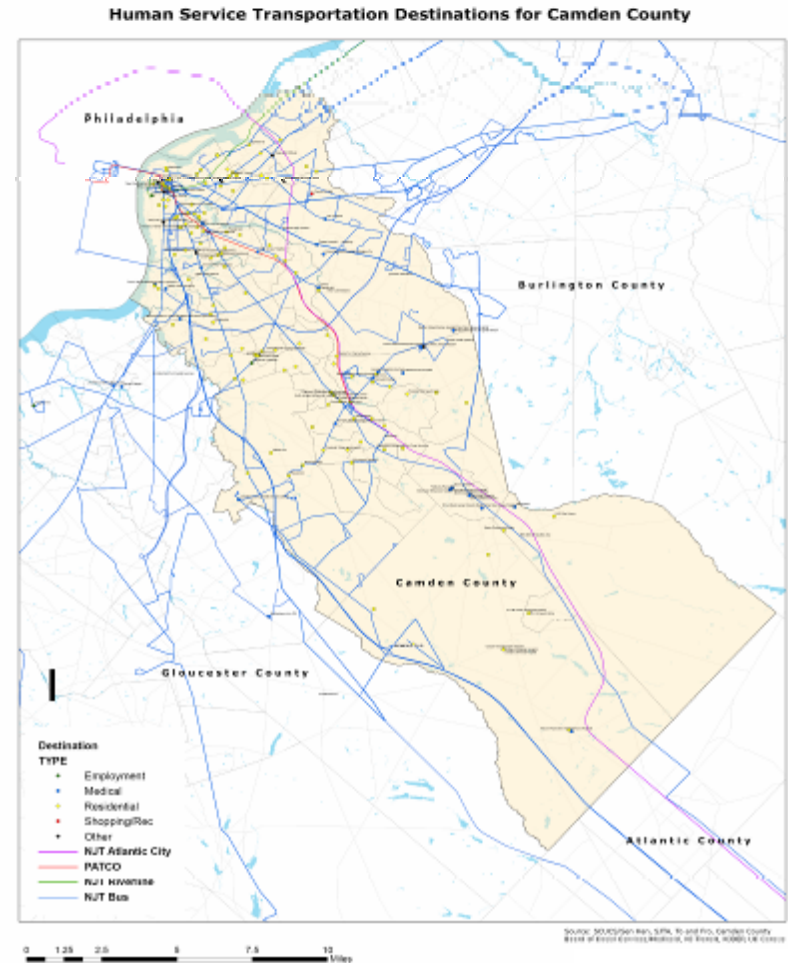
Camden County Workforce Investment Board



Camden County Demonstration Project

□ Goals:

1. Develop a Travel Management Coordination Center (**TMCC**) for Camden County that creates opportunities for *better and increased* transportation service throughout the County.
2. Increase access to existing public transportation for Camden County consumers.
3. Implement a comprehensive, inclusive, ongoing and responsive project planning process.



Stakeholder Participation Approach

To tell the Story --- go deep and wide

- Leverage Camden County WIB's extensive outreach and networks
 - Camden City Initiative and Leadership Group
 - Faith Based Organization Design Team
 - Community Contacts
- Leverage NJ's UWR Coordinated Planning Process
 - County Board of Freeholders Approved Plan June 2007
 - Technical Work Group – all human service and public transport providers
- State Agency Support – NJ Governor's Executive Order
 - NJ CAM
- Talk to Riders on the Street

TMCC Participation and Impacts

- Human service agencies participating in the project
 - Camden County Board of Social Services
 - State of NJ Department of Human Services
 - Camden County Senior & Disability Services
 - New Jersey Medicaid
- Transportation providers participated in the project
 - New Jersey Transit and Access Link
 - Delaware Valley Regional Planning Commission
 - PATCO
 - South Jersey Transportation Authority
 - Senior Citizens United Community Services of Camden County (SCUCS)
 - To 'n Fro Transportation
 - Camden County Board of Social Services Transportation
 - WIN Transportation
 - Cross County Connections (TMA)
- Faith Based Collaborative – 325 + houses of worship

Consumer Outreach

- Mobilizing for Action through Planning and Partnership (MAPP) Coalition
- Winslow Township
- Senior Club, Pine Hill
- Hopeworks 'N Camden, Camden City
- Faith Tabernacle Labor Day Care, Camden City
- Camden County College, GED Class
- Latin American Economic Development Association
- Camden Center for Youth Development
- Camden County Board of Social Services employees
- Mt. Calvary Baptist Church, breakfast for the homeless
- Street Surveys conducted at:
 - Camden County College
 - Camden County Board of Social Services
 - Fairview Neighborhood bus stops, Camden City
 - Genesis School of Business, Camden City
 - One-Stop Career Center
 - Rand Transportation Center, Camden City
 - Camden City transportation stops
 - Lindenwold Transportation Center
 - North Camden Community Plan Meeting

Camden County Demonstration Project

- Stakeholders are committed – from UWR to CCWIB project
 - All key stakeholders continue to participate, no drops
- Robust survey, focus group and customer intercepts are proving invaluable to confirm challenges, and provide support for TMCC functions and critical technology features
- Over 518,000 Camden County residents will directly benefit from this project

Current Conditions

- ❑ Suppressed demand
- ❑ Limited service area and hours
- ❑ Customer communications
- ❑ Limited coordination among area providers
- ❑ Limited integration of human service transportation with traditional public transportation

Suppressed demand

- ❑ 80 to 85% of Medicaid customers in Camden County do not receive transportation support
- ❑ Seniors have limited service for basic needs
- ❑ “Lindenwold is the cut off for transportation service; if you can get to Lindenwold you can access the rest of the County”
- ❑ Lots of retail and housing development on Cross Keys Road but no transportation
- ❑ Ditto on the Route 73 Corridor

Limited service area and hours

- ❑ “NJ Transit does a good job of getting you *almost* where you want to go”
- ❑ Anywhere outside of Camden City is difficult to get to
- ❑ Going east-west is harder than north-south
- ❑ Weekends there are no options
- ❑ Second and third shift workers have no options
- ❑ No links in industrial parks from the SJTA drop site to the work site
- ❑ Run times do not fit shift work schedules for Atlantic City casinos and local hospitals

Customer communications

What types of services and content would be most helpful/valuable to you if offered by a Camden specific website?

	Yes	Pct
Bus or Train stop locations	161	86%
Contact phone numbers for transit service providers	135	75%
General trip information (for example, how and where to purchase tickets)	137	74%
Trip Fee information	127	68%
Trip planning information	121	65%
Sign up for an e-list that will provide route specific information such as schedule changes, real time vehicle arrival?	94	51%
Sign up to have above information sent directly to your PDA	92	51%
Access to a trip counselor who could help you plan your trip	92	51%
<i>Other:</i>		
maps, itinerary plan, explanations of fare charges, Philly connection (1)		
no computer (1)		
Transportation allowance for drivers that don't own car (1)		
notification by mail (1)		

Limited coordination among area providers

Camden County Board of Social Services arranges curb-to-curb service for each Medicaid ride in Camden County

Annually, over 39,000 one-way dialysis passenger trips are provided by two carriers

Integration of trips could result in cost savings

	<i>Total Cost</i>	<i>Passenger Trips</i>	<i>Cost per Passenger Trip</i>
Daily (Integrated)	\$3368.70	251	\$13.42
Daily (Sen-Han Only)	2448.45	158	\$15.49
Daily (To and From Only)	\$1860.00	93	\$20.00
Annual (Integrated)	\$525,516.80	39,156	\$13.42
Annual (Sen-Han)	\$381,833.40	24,648	\$15.49
Annual (To and From)	\$290,160.00	14,508	\$20.00
Annual (Without Coordination)	\$671,993.40	39,156	\$17.16

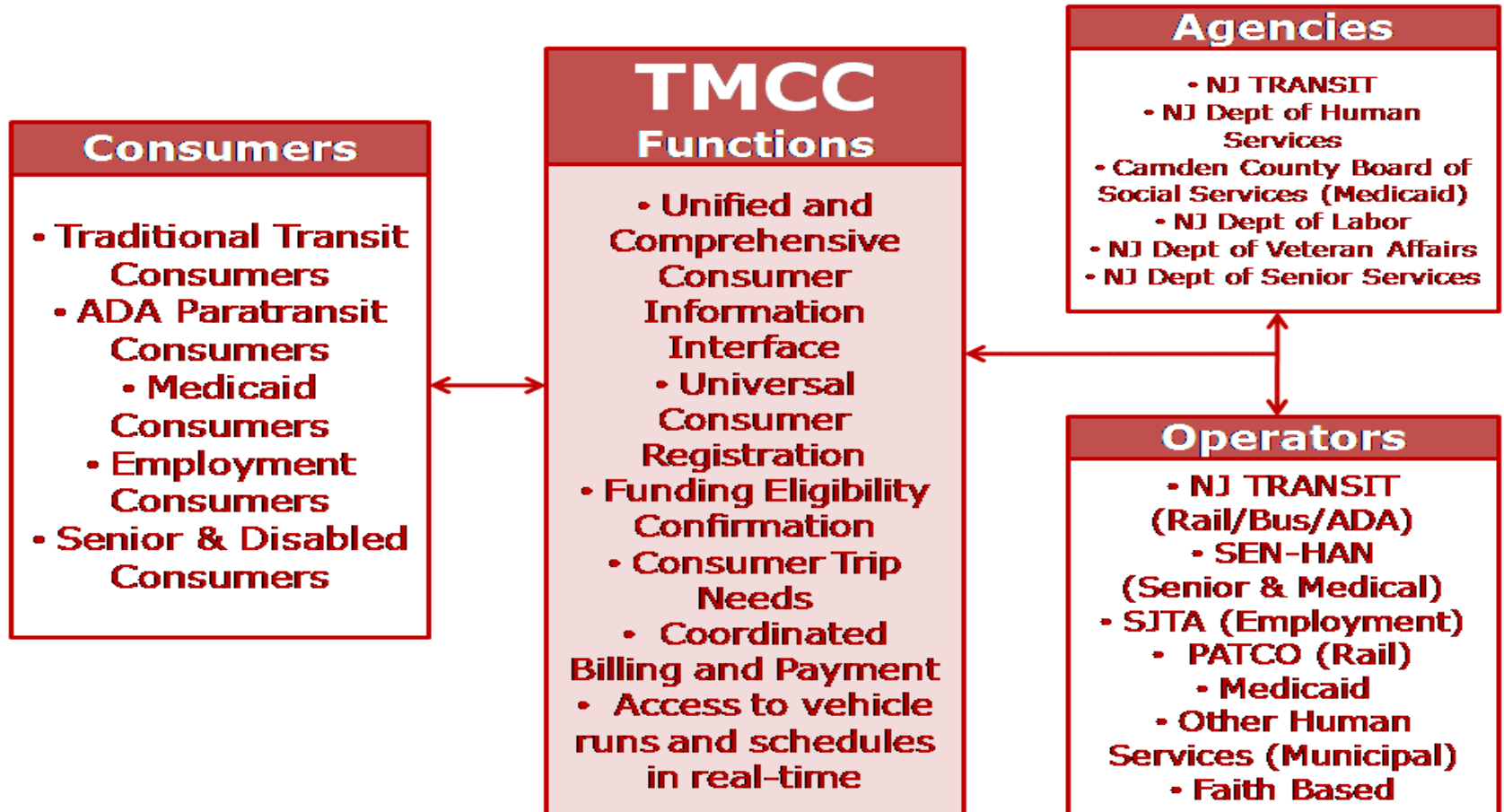
Limited integration of human service transportation with traditional public transportation

- ❑ Medicaid transportation provides curb-to-curb service
- ❑ SJTA provides service from one cluster point to another
- ❑ Human services provide bus passes to some clients

The Camden County TMCC will...

- Build a one-stop call system for all users
 - Building upon and using existing networks such as 211 and NJ Find-A-Ride
- Integrate service (route, schedule, span) information
 - human service and public transportation
- Improve ability for agencies to plan their operations more efficiently and effectively
 - reducing and avoiding duplicative service
 - Faith Based Collaboration
- Begin by integrating improved level of service between Medicaid lower mode and current services for older persons and persons with disabilities as a pilot
 - Opportunities for improved traditional service, new park and rides and 'transfer hubs'

Proposed Camden County TMCC



Preliminary System Requirements

One Stop Call for Service

Camden County TMCC Shall. . .

- Have a single point of contact (phone number, website)
- Determine customer eligibility for all appropriate funding sources
- Provide all eligible provider options, while maintaining choice
- Enable customer to provide information on their travel limitations
- Identify customer trip purpose, O-D
- Be able to transfer customer request to appropriate provider
- Have a live operator
- Receive information updates from providers on a scheduled basis
- Assign a single customer ID code for all programs
- Accommodate changes in customer need and eligibility

Preliminary System Requirements

Coordination of Provider Trip Functions

Camden County TMCC Shall. . .

- Register the consumer with all providers
- Have access to all of the daily vehicle runs for all provider agencies
- Have access to the location of provider vehicles in order to assign trips in real time
- Enable the recording of passenger trip information for funding agency reporting

Preliminary System Requirements

Seamless Fare/Billing

Camden County TMCC Shall. . .

- Identify the level of unit cost for all provider agencies
- Have a mechanism for assigning shared costs between agencies funding riders on the same vehicle trip
- Enable the provider to be reimbursed from multiple funding sources

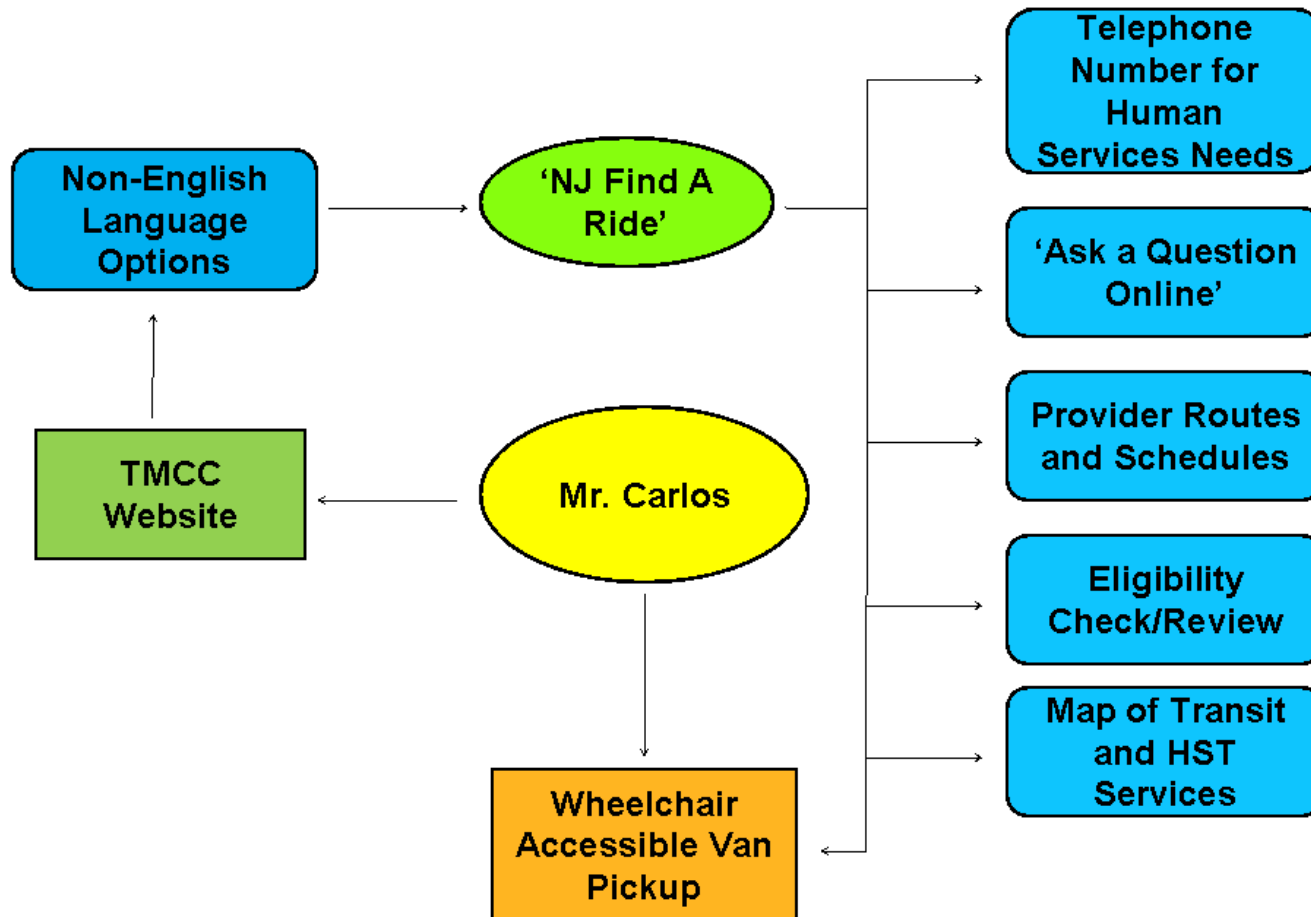
Preliminary System Requirements

Customer Trip Information

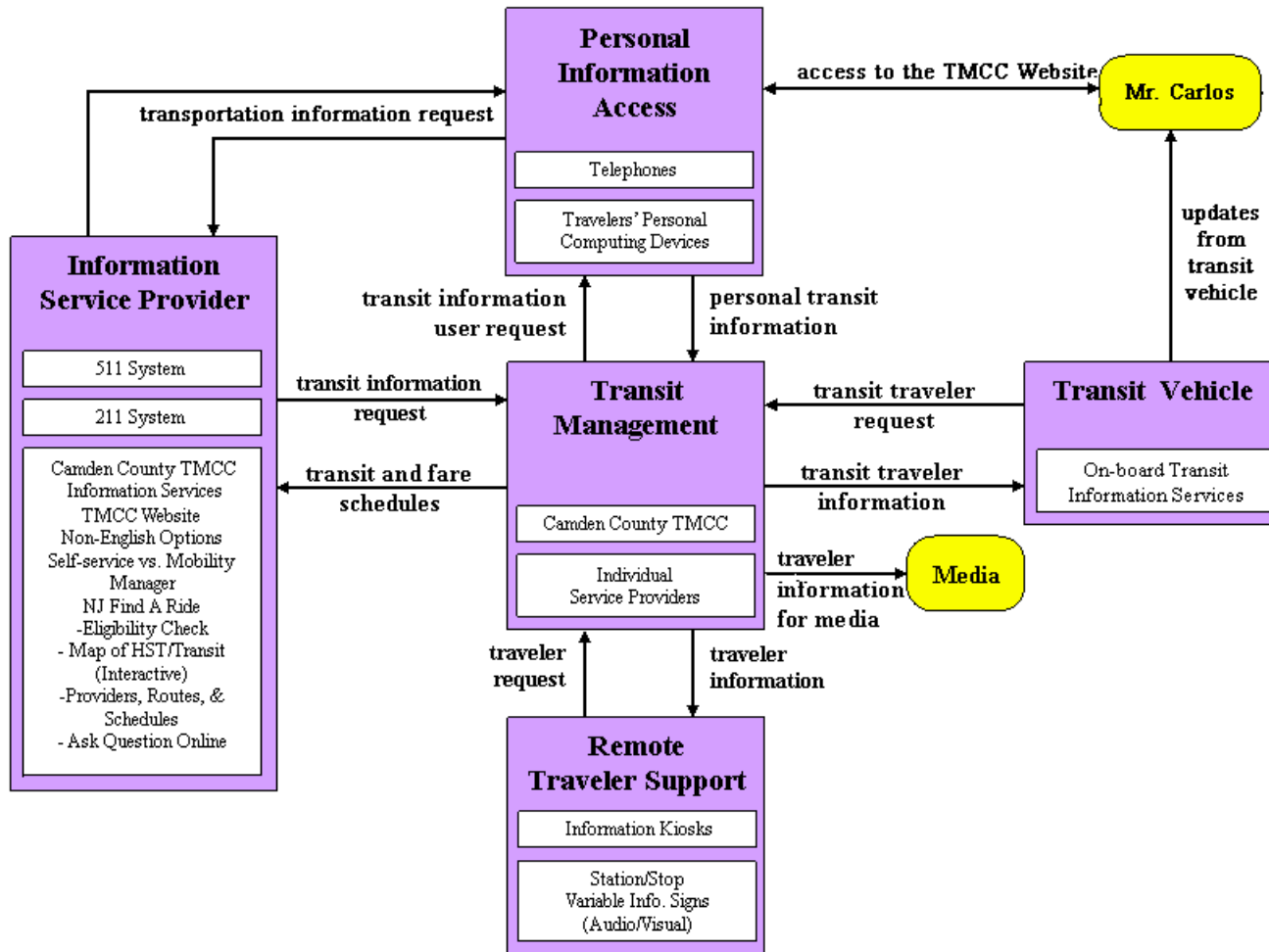
Camden County TMCC Shall. . .

- Provide vehicle arrival/departure information at customer pick-up/drop-off locations
- Provide enhanced security for consumers on the vehicle and at key pick-up/drop-off locations
- Provide transportation system information at key locations about routes, schedules and provider contact information
- Provide automated alerts and reminders to customers

Mr. Carlos and Camden County's TMCC



APTS08 - Transit Traveler Information





Transitional Services and Camden County TMCC

- TMCC Design plans
 - Implementation design will address agency responsibilities
- Contingency plans
 - Transitions between contracts and operators will be included in agency specific agreements
- Transparency
 - Contract terms of providers will be included in system information
- Proactive
 - TMCC Mobility Manager is front door to customers

Camden County TMCC – Operational Scenario

- Mr. Carlos sample outlines Camden County's TMCC
- ONE-STOP customer information on public and human services transportation services -- *'suppressed demand'* and *'difficulties in planning trips'*, and *'limited coordination among providers'*
- TRANSIT COORDINATION - *'limited service areas and hours'* – (feedback information through TMCC will also enhance transit planning generally)
 - Focused intermodal transit service planning to establish key intermodal transfer points/community 'hubs' to expand the public transit reach and connections with human services transportation
- Faith Based Transportation Collaboration Links and Gaps



Moment of Sharing

Pleasant surprises/satisfactory moments

- How ready everyone is, not just Camden County but also at the state level, to talk about transportation coordination
 - NJ Transit bus service planning coordination
 - Governor Corzine's Executive Order establishing NJ Council on Access and Mobility (NJCAM) to focus/mirror federal efforts
 - Technical Task force commitment and work (Table Top Exercises)
 - Faith Based and Camden City Collaboration

Challenges

- Providers concerns about autonomy
- Expand our collective view – to get beyond the limitations of funding source, and work for the customer

Moment of Sharing

Wishes

- That we are in the right place, at the right time, doing the right thing – with support!

Lessons and experiences

- Street surveys provide insight into technology use and potential in your neighborhoods

Contact us

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