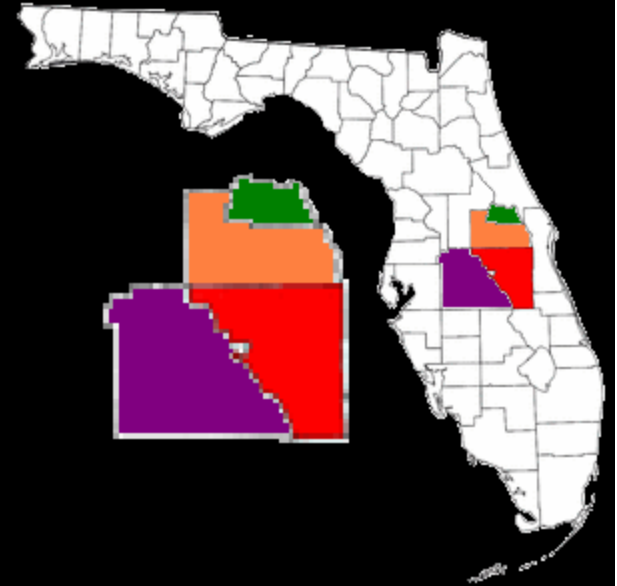


M.O.R.E.T.M.C.C.

Model Orlando Regionally Efficient Travel Management Coordination Center



Doug Jamison

Bill Hearndon

Central Florida Regional Transportation Authority

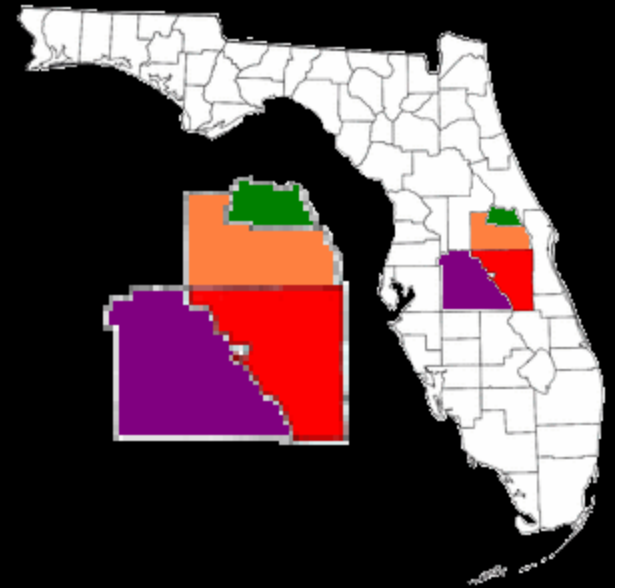
Gwen Johnson

Polk County Transit Services



Background

<i>Orange County</i>	<i>908 Square Miles</i>
<i>Osceola County</i>	<i>1,322 Square Miles</i>
<i>Seminole County</i>	<i>308 Square Miles</i>
<i>Polk County</i>	<i>1,875 Square Miles</i>
<i>Combined Service Area</i>	<i>4,413 Square Miles</i>



<i>Tri-County Service Area</i>	<i>686,616 Annual Consolidated Trips</i>	<i>9,878 Unduplicated Passengers</i>
<i>Polk County Service Area</i>	<i><u>166,827</u> Annual Consolidated Trips</i>	<i><u>8,494</u> Unduplicated Passengers</i>
<i>Combined Service Area</i>	<i>853,443 Annual Consolidated Trips</i>	<i>18,372 Unduplicated Passengers</i>



Stakeholders

Service Providers	Human Service Agencies	Social Service Organizations	Other Interest Groups
<p>Central Florida Regional Transportation Authority <i>(LYNX)</i></p>	<p>Agency for Health Care Administration</p>	<p>Seniors First*</p>	<p>MetroPlan Orlando <i>(MPO)</i></p>
<p>Lakeland Area Mass Transit District <i>(Citrus Connection)</i></p>	<p>Department of Elders Affairs <i>(DOEA)</i></p>	<p>Seminole Community Mental Health</p>	<p>Polk County Transportation Planning Organization <i>(MPO)</i></p>
<p>Polk County Transit Service <i>(PCTS)</i></p>	<p>Agency for Persons with Disabilities <i>(APD)</i></p>	<p>Terra Vista Rehab Center</p>	<p>MV Transportation, Inc.*</p>
	<p>Area Agency on Aging <i>(Senior Resource Alliance)</i></p>	<p>Lakeside Behavioral Healthcare*</p>	<p>Goodwill Industries of Central Florida</p>
		<p>Laurel Hill Independence Center</p>	<p>Florida Commission for the Transportation Disadvantaged</p>
			<p>Florida Department of Transportation</p>

* Also provides customer transportation





Stakeholders – User Groups

Transportation Disadvantaged Local Coordinating Board

Transportation Advisory Committee

Polk County Transportation Planning Organization (TPO)

Polk Transit Authority

Polk County Human Services Transportation Coordination Summit



Stakeholder Participation

User needs

- Provide a **higher level of customer and mobility services**
- Enhance customers' **ease of use** of access mobility services
- Provide a **comprehensive range of mobility options**

Human service agency needs

- **Increase the population served** and ability to provide services
- **Bridge existing geographic gaps** in service

Transportation provider needs

- **Increase mobility service productivity and service efficiency**
- **Reduce redundancy** through coordinated trip booking and service delivery
- **Improve mobility service consistency** through coordinated trip booking and service delivery

Stakeholder Participation

How stakeholder input was obtained

- Kick-off meeting
- One-on-one interviews
- Meetings to gain consensus

Lessons learned related to effective stakeholder participation

- Identify “**core**” stakeholder team with “**key**” representatives
- Schedule meetings at least four weeks in advance
- Send out materials to review and meeting agendas in advance
- Explain the systems engineering process
- Complete timely updates of all stakeholder inputs

Stakeholder Participation

How to obtain leadership support

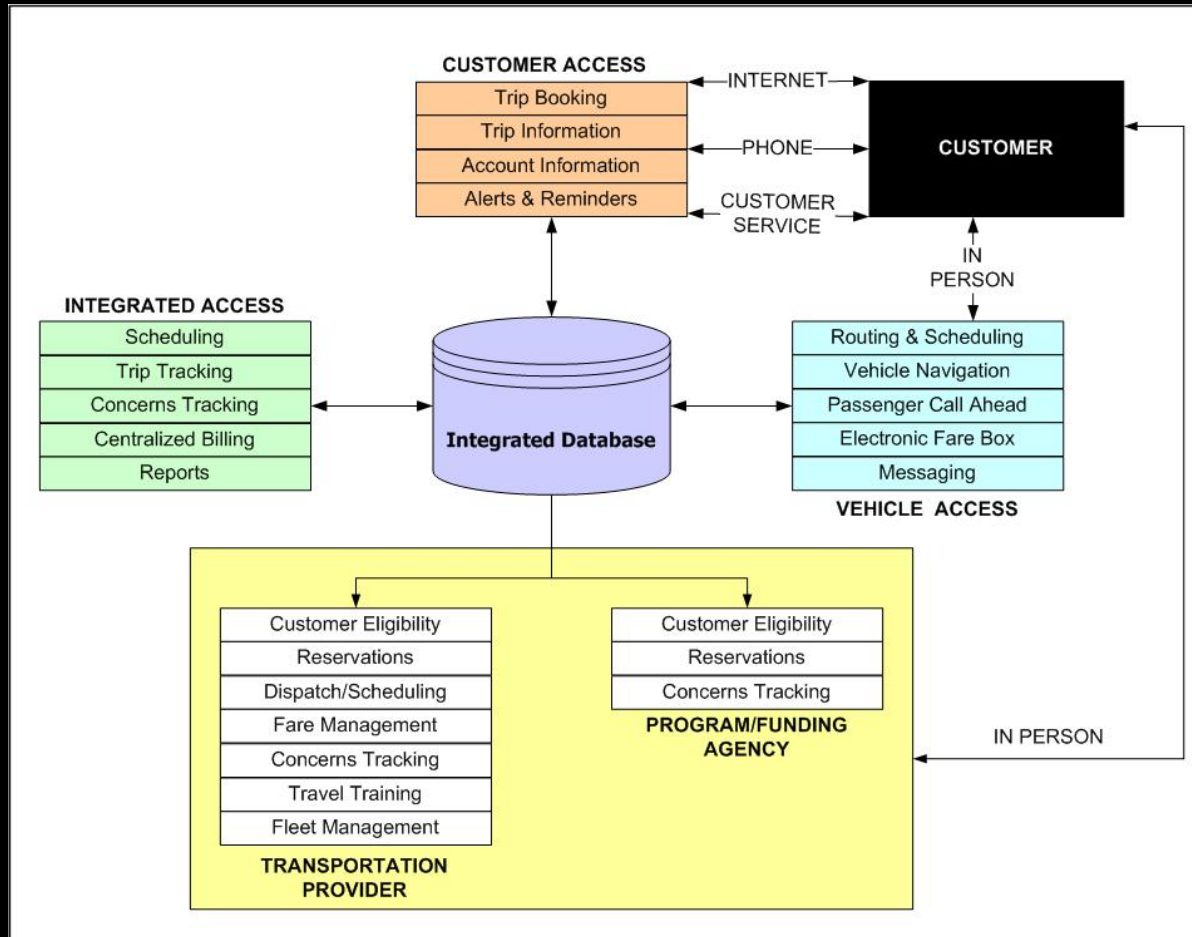
- Conduct outreach efforts with existing boards and coordination teams
- Creating a web-site to give management and leadership access to project activities, information and general MSA direction
- Iterate the benefits of the MORE-TMCC including expected outcomes and funding

Evidence of leadership support

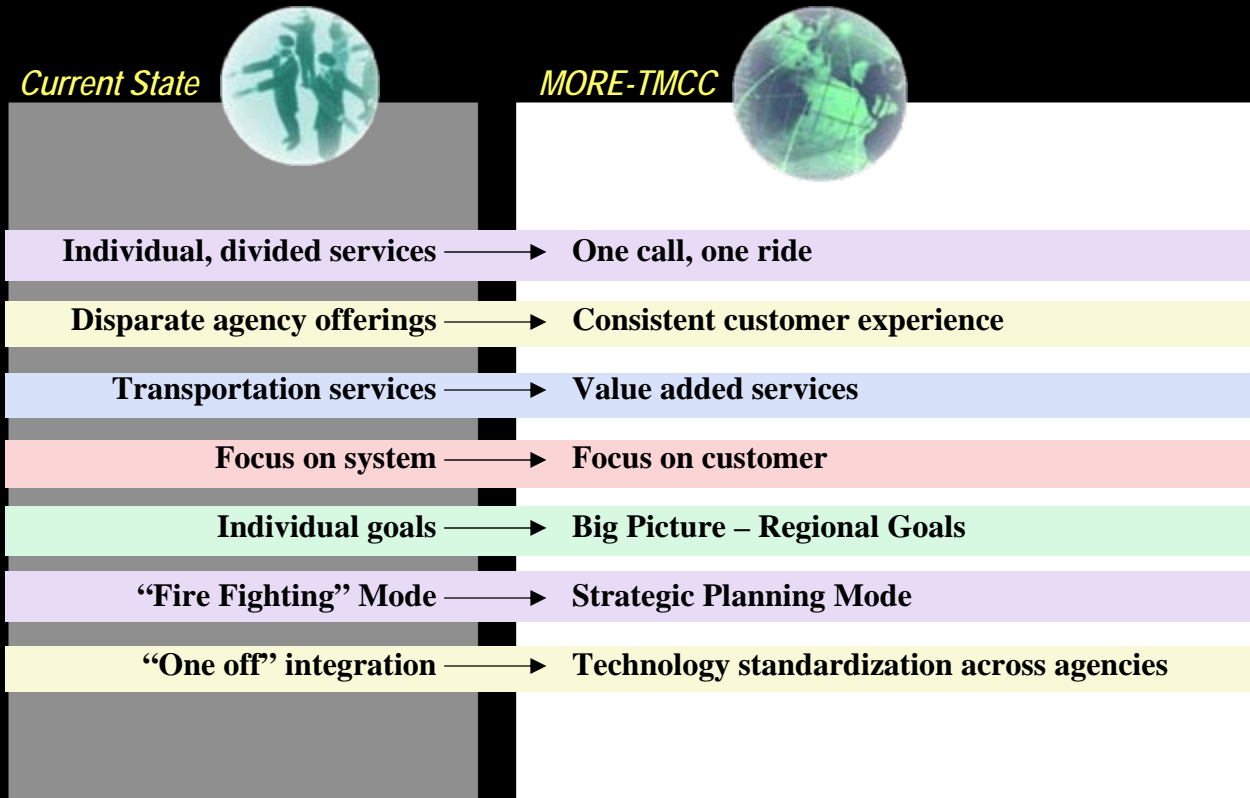
- The Executive Director of Citrus Connection has attended and provided input at most team meetings
- The Executive Director of LYNX has discussed the project with the Board of Directors and had staff present the information to the Board
- The Executive Directors of Polk County Transit Services and of Citrus Connection have had the project presented at the Human Services Coordination Summit
- Polk County Transit Services has assigned three staff members (out of five operations staff) to the project



High-Level System Diagram



Needs met



Needs Met

Need: Enhance customer's ease of use

- “No Wrong Door” entry points
- Consistent customer experience
- Multiple trip booking and information options – web, IVR, live operator
- Seamless customer eligibility
- Customer concerns process

Need: Bridge existing geographic gaps in service

- Shared resources will provide the ability to service remote areas that currently do not have service
- The cumulative service area will be more that any individual agency can serve

Need: Reduce redundancy through coordinated trip booking and service delivery

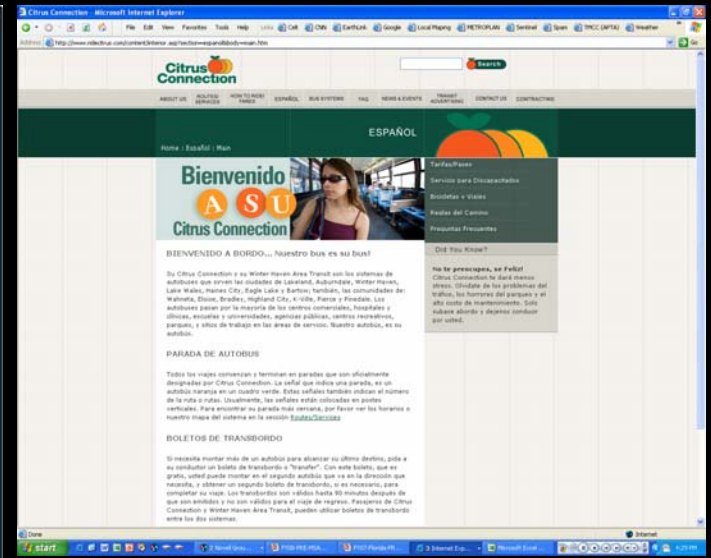
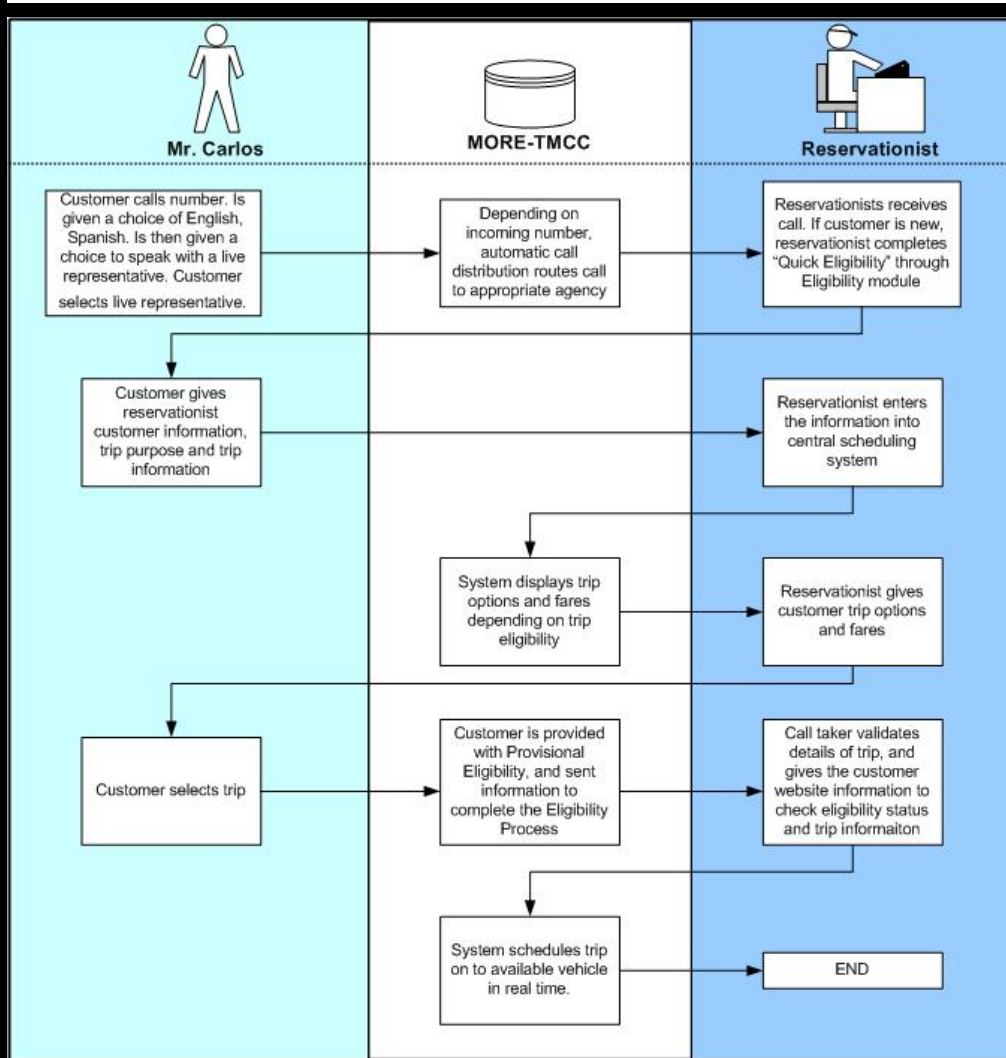
- “Common Resources” including vehicles, staff, hardware and software will be shared, providing a more efficient service
- Shared scheduling and billing to eliminate redundancy
- Technology standardization including trip booking and communications

Needs Met

In what way do ALL Americans benefit from this TMCC

- The system will be a replicable model that can be utilized by any community across the country
- The system will be a scalable model that can expand as more agencies and service providers are added to the system allowing it to grow without much additional cost
- Transportation is the backbone of any economy and improved services to rural communities will provide better travel options, increasing job opportunities and access to services
- Sharing of resources will utilize funding dollars more effectively thus giving the entire traveling population access to better services – improved service for the dollar spent
- Improving information through the ability to provide better comprehensive traveler options, timely reminders and proactive travel information – improved access

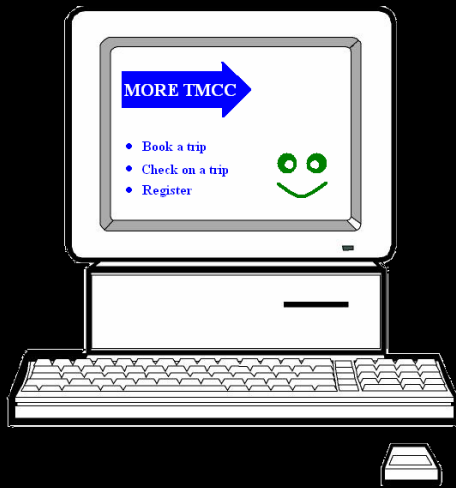
Scenariio #1



Hola,
¿Como le puedo
ayudar?



Scenario #2



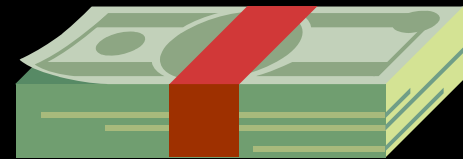
MORE TMCC
How may I help
you?



MORE TMCC



Sponsoring
Agency



Citrus
Connection





Scenario #2

STRENGTHS

“Plug and Play”

Seamless Customer Experience

Unique Branding

WEAKNESSES

?



Scenario #3

Dave lives in Winter Haven (PCTS) and needs to visit a hospital in Orlando (LYNX) for his appointment at noon. Nora lives in Edgewood (LYNX) and has a non-medical appointment in Lakeland (PCTS) and would like to arrive at 10:00 AM.

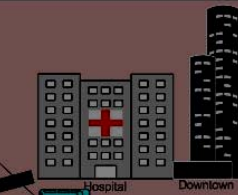
Nora will finish her errand at noon and needs to return to her home in Edgewood (LYNX). Dave's appointment is to be completed by 2:30 PM, so he has scheduled a return trip to Winter Haven (PCTS).

Dave lives in Winter Haven, FL, and needs to visit a specialist at the Orlando Regional Hospital. His appointment is at noon.

Nora lives in Edgewood, FL and has a non medical errand to run in Lakewood, and would like to arrive at 10 am.

The TMCC system has scheduled the outbound trips for Dave and Nora such that the LYNX vehicle taking Nora to her appointment will also take Dave to the hospital. The LYNX vehicle avoids deadheading back to Orlando, and PCTS may direct its resources elsewhere.

4. The LYNX van drops Dave off at the Hospital.



1. A LYNX van with a common TMCC logo picks Nora up at 8:30 am.

LYNX SERVICE AREA

PCTS SERVICE AREA

2. The LYNX van drops Nora off at her appointment at 9:45am



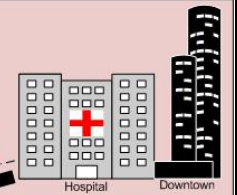
3. The LYNX van picks Dave up at his home.

Nora will finish her errand at noon, while Dave's appointment should not be over until 2:30 pm.

The TMCC system schedules a PCTS van to pick Nora up in Lakewood, and take her home before going to pick Dave up at Orlando Regional.

When a vehicle passes into another agency's primary jurisdiction, they have the option of connecting to the Host agency's dispatch center. In this case, LYNX dispatch was able to aid the PCTS vehicle by providing road conditions and information that PCTS dispatch would not know.

4. The PCTS vehicle picks Dave up from the Hospital.



3. The PCTS vehicle hears a traffic incident update from LYNX dispatch, and uses the vehicle GPS to find a better route.

2. The PCTS vehicle drops Nora off at her Condo, then heads for the Hospital.

LYNX SERVICE AREA

PCTS SERVICE AREA

1. A PCTS vehicle with the common TMCC logo picks Nora up from her appointment



5. The PCTS van drops Dave off at his home.



Moment of Sharing

The most pleasant surprise

Discovering that other transportation providers experience similar challenges

The most satisfactory moment

FTA telling us that we did such a good job on our ConOps, that we'll never be able to implement the project

The most difficult challenge you have encountered

Having all partners understand the overall process

Moment of Sharing

You are granted ONE wish (other than more money) that most likely will promote the success of the project. What would it be?
Provision of access to centralized communications systems (telephone, software, MDTs)

Any experiences and lessons learned that you think may be useful to your peers?

- *Start small but comprehensively.*
- *Add one entity at a time but take a systems approach to operations. Don't add additional entities until the current are running smoothly.*
- *Document issue resolution by updating operating procedures as issues develop.*