



Intelligent Transportation Systems
U.S. Department of Transportation



Mobility Services for All Americans

Lessons Learned from ITS Operational Tests

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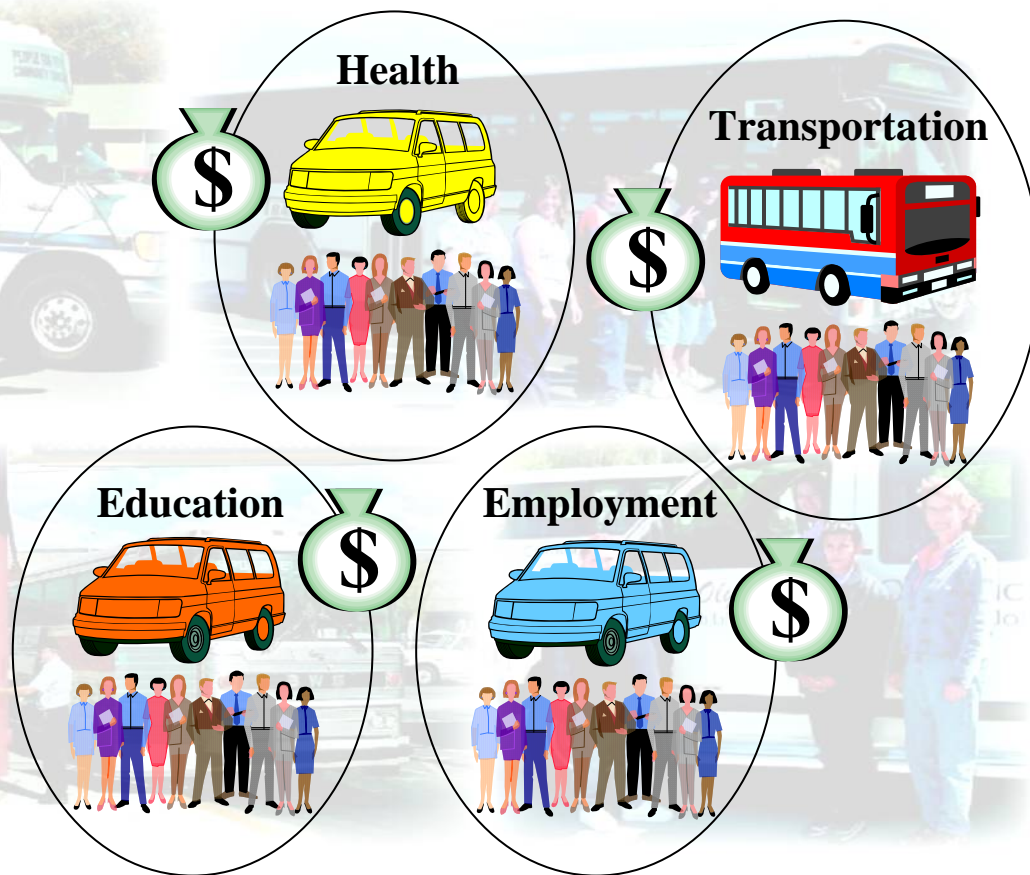
Presentation Outline

- **Human Service Transportation (HST):
Background, Issues, and Challenges**
- **Lessons Learned from the Field**
- **United We Ride / Mobility Services for All
Americans Joint Demonstration**
- **Q & A**



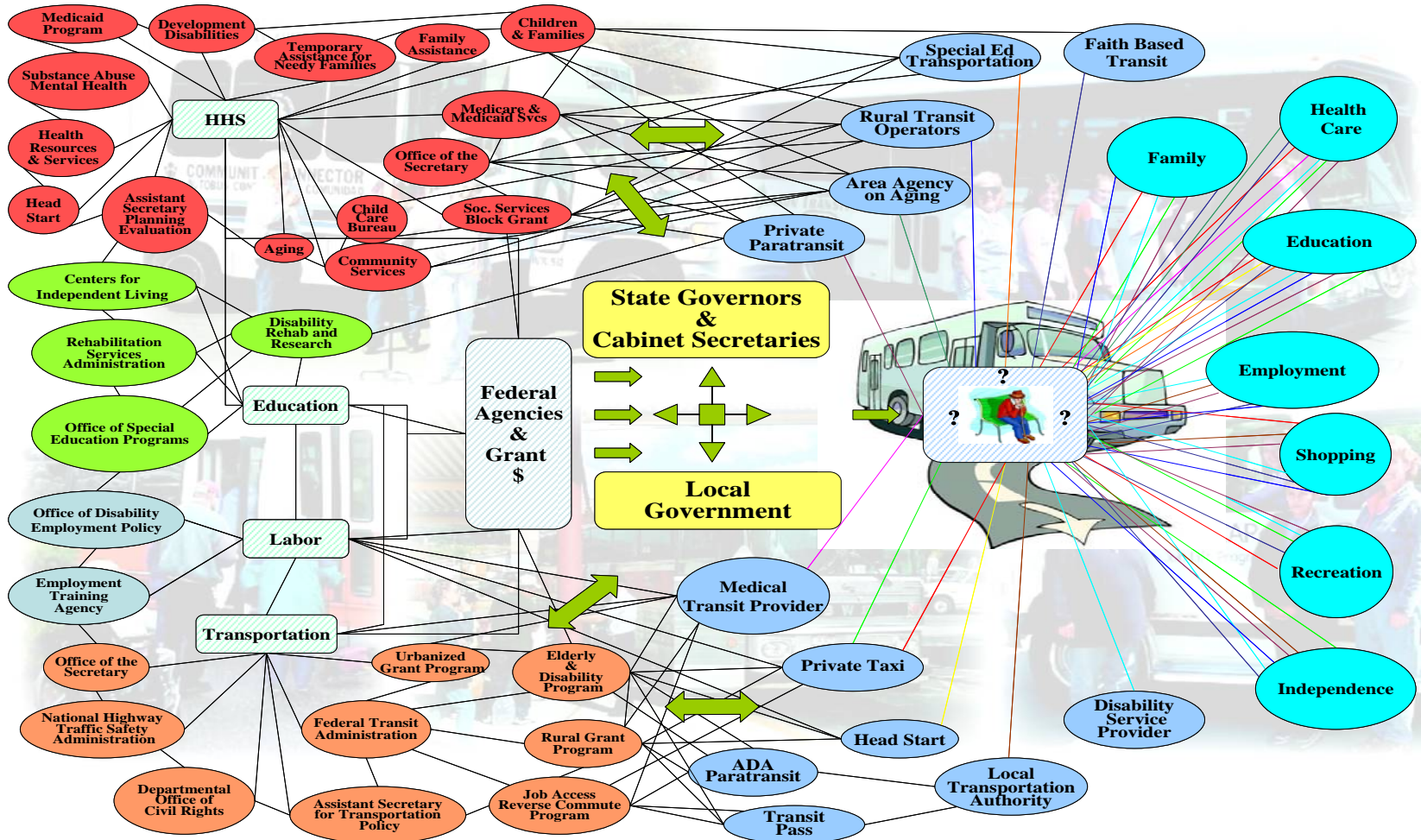
HST Background

- 62 federally funded programs across 8 federal departments
- “Silo” service delivery approach
- \$ billions spent each year





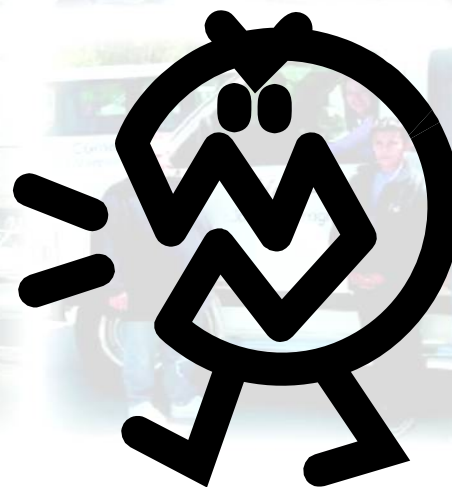
Current HST Challenges





The Results

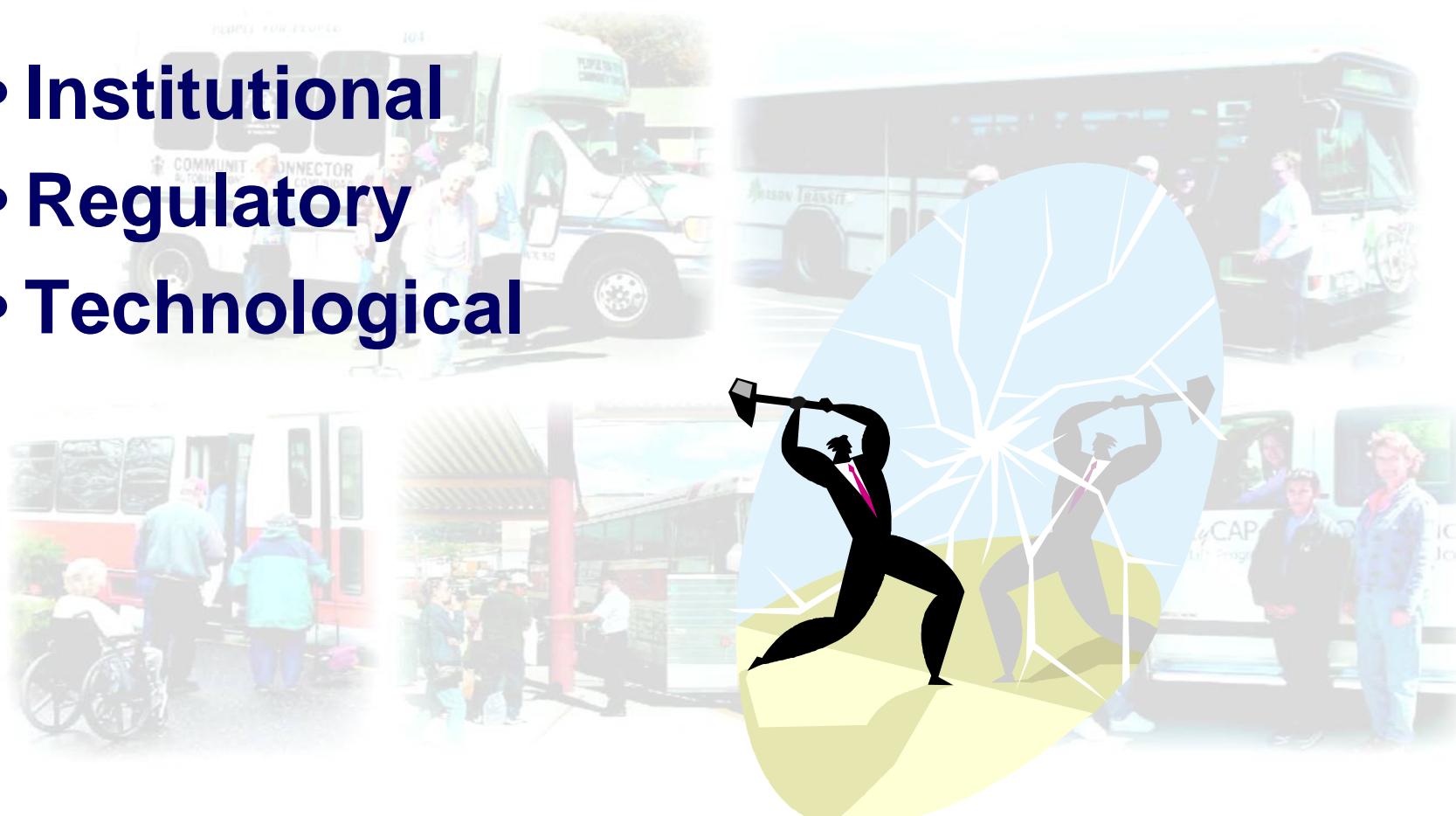
- **Poor quality of transportation service**
- **Confused customers and providers**
- **High cost and underutilized capacity**





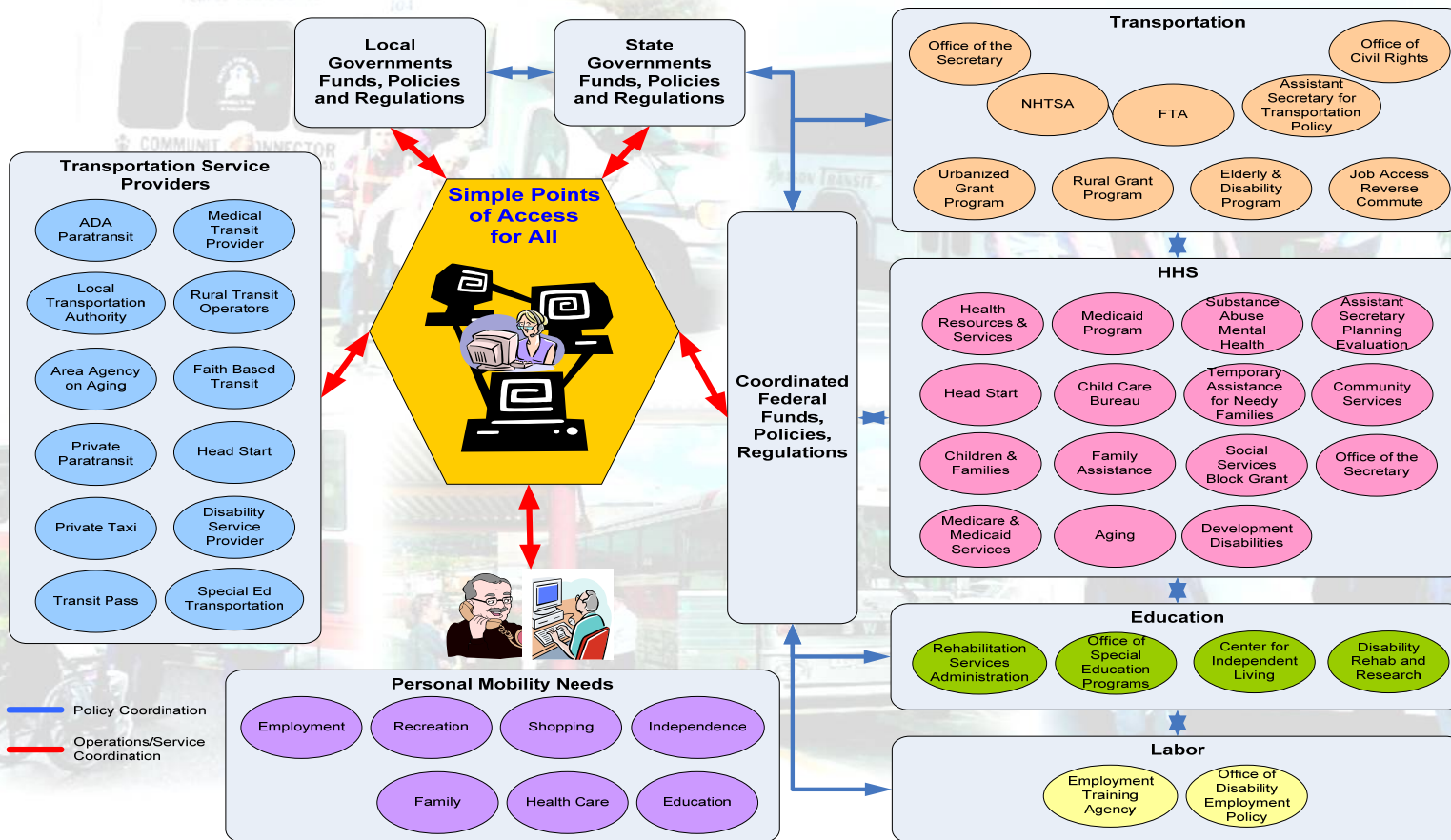
Major Barriers

- Institutional
- Regulatory
- Technological





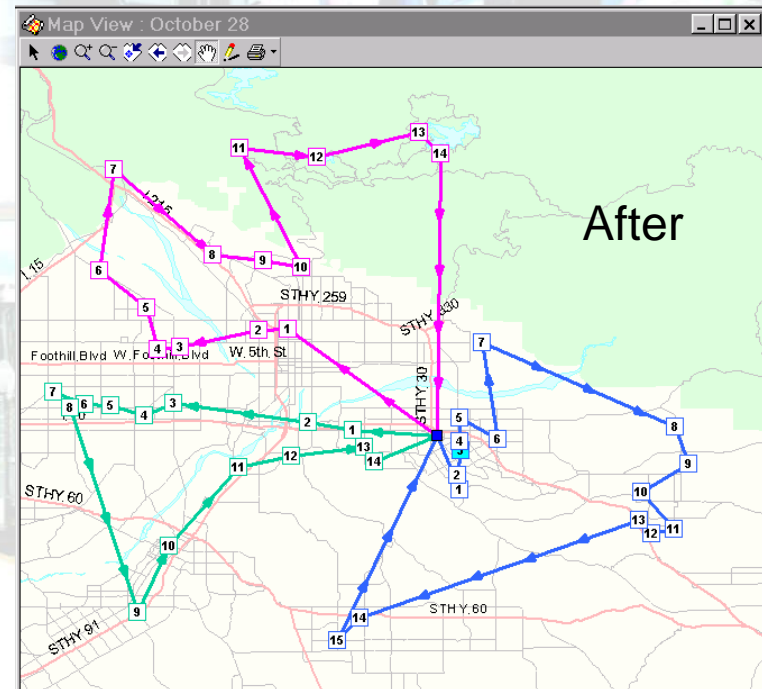
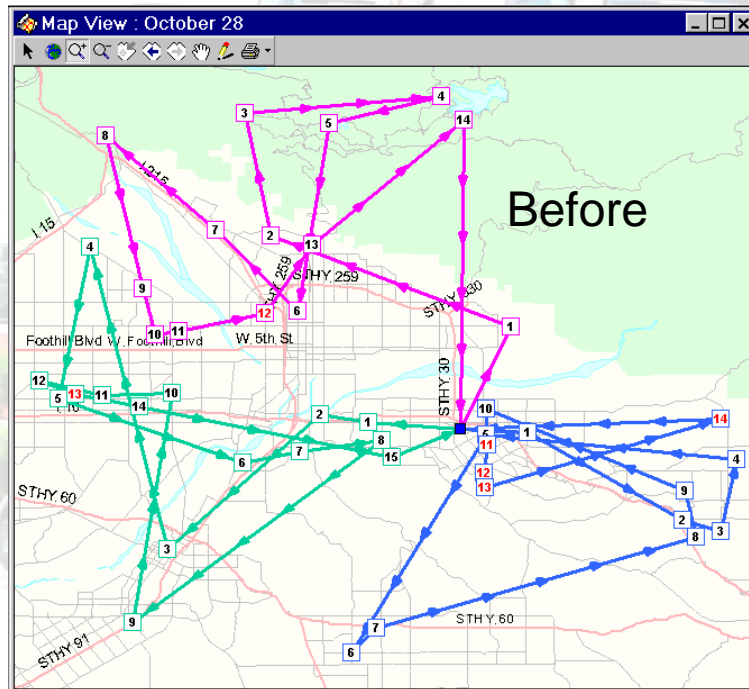
One Vision for the Future.....





ITS Role

- ITS is an enabler to facilitate coordination and enhance accessibility





ITS Role (cont.)

- **ITS supports**

1. Integrated point of access for traveler support
2. Improved fleet scheduling, dispatching, routing
3. Streamlined reporting, billing and financial transaction
4. Simplified fare payment, collection and processing
5. Enhanced traveler information and travel management capability with accessibility features
6. Coordinated operations with existing fixed (flex) route public transportation services



Field Operational Tests using ITS

- Focus on paratransit and human service transportation operations
 - A phased program started 2001
 - Allocated over \$3 million to 13 communities
 - Current status
 - Completed: 2
 - Almost there: 6 (2006 completion)
 - Ongoing: 5
 - Lessons learned providing valuable information and knowledge
- 



Lessons Learned

- **Logical sequencing of ITS deployment**
 - Different levels of ITS needs and proficiency across partners present challenges
 - System interface and integration are critical
 - Lower user acceptance and discounted benefits as a result of missing system interfaces.



Lessons Learned – cont.

- **Service provider/broker transitions**

- Typical 3-5 year contractual cycle for human service transportation
- Technology continuity is an immediate issue
- Information transfer is challenging
- Plan for staff trainings
- Is the process transparent to riders???



FOT Lessons Learned – cont.

- **Automated trip management tool (e.g., interactive voice response (IVR)) has its limits**
 - Require strong/active user involvement
 - Targeted population may have less access and be less comfortable with technology
 - Require targeted marketing
 - Require continuous outreach/training: both users and professional social workers



Learn More through Stakeholders Input

- Need strong and sustaining leadership and vision (federal, state and local)
- Need a single source to obtain information and technical assistance on ITS
- Small providers have no knowledge nor resources for ITS
- Need to explore technology that benefits both operators and users
- Need to see more quantitative evidence of ITS impacts



HST: An Emerging Priority

- **Presidential Executive Order (#13330)**
 - On human service transportation coordination
 - Issued on February 24, 2004
 - Establish federal interagency Coordinating Council on Access and Mobility (CCAM)
 - USDOT Secretary chairs CCAM
- **SAFETEA-LU**
 - Require a public transit/human services coordinated plan for existing human service transportation programs



MSAA and UWR Initiatives

- **Mobility Services for All Americans (MSAA) Initiatives**

- A major USDOT ITS initiative since 2004
- Aims to enhance quality of human service transportation using ITS to benefit all

- **United We Ride (UWR) initiative**

- A federal interagency program, managed by FTA
- Addresses all issues related to human service transportation coordination
- high visibility



UWR Interim Recommendations

- Coordinated transportation planning
- Vehicle sharing
- Cost allocation (sharing)
- Reporting and evaluation
- Consolidated access transportation demonstration program





Key MSAA Foundation Research Findings

- Most applicable ITS technologies are proven, but lack human service transportation applications
- Different urban/suburban and rural/remote challenges and priorities
- Non-technological barriers are keys to success
- ITS plays enabling roles in enhancing human service transportation
- Existing business practices present challenges to technology usage



MSAA and UWR Partnership

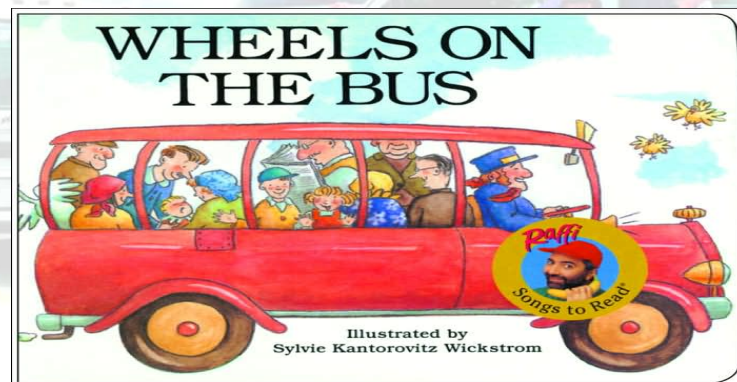
- Allows thorough overhaul of issues, both in breadth and depth
- Provides comprehensive suites of solutions
- Broadens participation from federal partners
- Enables leverage of MSAA/UWR program progress and resources
- **UWR/MSAA Joint Demonstration**





UWR/MSAA Joint Demonstration

- Two-phase approach
 - Phase 1: Model planning/design (up to 10 sites)
 - Phase 2: Model deployment/evaluation (2+ sites selected from Phase 1)
- Encourage stakeholders participation and public/private partnership





Demonstration Targeted Outcomes

- **Scalable and Replicable** models of T r a v e l M a n a g e m e n t C o o r d i n a t i o n C e n t e r s (TMCC)
 - Local community driven (including system design and deployment)
 - Urban/suburban and rural/remote models
 - Provide simple point of access for traveler support
 - Support coordinated service operations and management
 - Streamline program management requirements and procedures



Status Update

- Open competition RFP for Phase 1: TMCC Planning and Design (release April 14, 2006)
- RFP closed, more than 30 proposals received
- Federal interagency proposal evaluation panel
- Estimated announcement: September/October 2006
- Only Phase 1 sites qualify to submit Phase 2 (deployment) applications



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