Project No. 20-65 Task 60

THE NATIONAL MOBILITY MANAGEMENT INITIATIVE: STATE DOTS CONNECTING SPECIALIZED TRANSPORTATION USERS AND RIDES
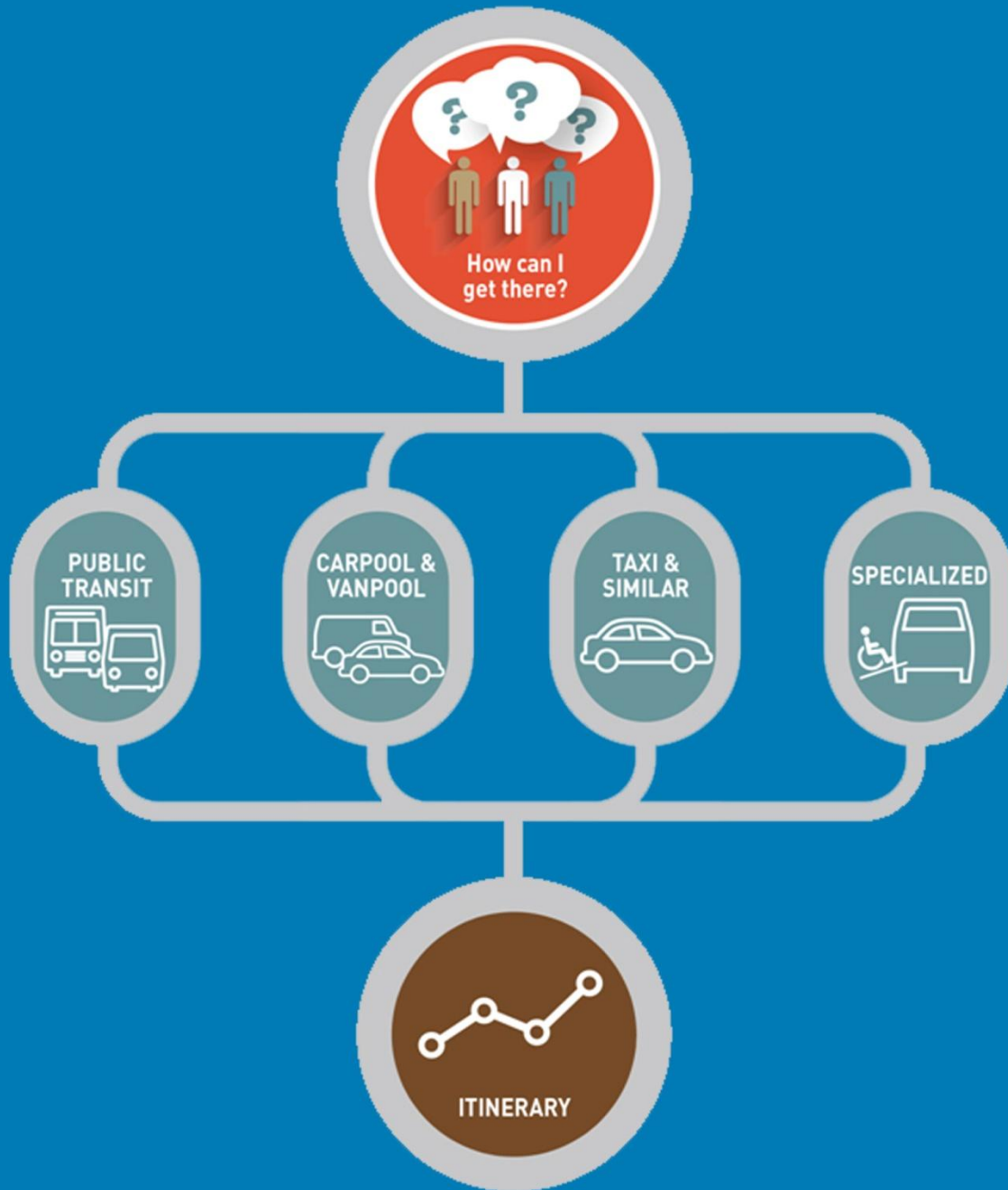
FINAL REPORT

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NCHRP 20-65 Task 60

The National Mobility Management Initiative: State DOTs Connecting Specialized Transportation Users and Rides

How can I get there?

PUBLIC TRANSIT

CARPOOL & VANPOOL

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SPECIALIZED

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Final Report | February 2016

NELSON NYGAARD

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ABSTRACT

This Task 60 report and toolkit are designed to assist State DOTs – and other state, regional and local entities from the planning, transit and human service agency communities – with the process of designing, developing, implementing, and evaluating linkages that connect customers of specialized transportation services and programs with rides. Target customers for most of these linkages have included people with disabilities, seniors, persons with low income, and veterans. The research unveiled though that most states, regions and local entities have more broadly included other types of customers and a broader range of transportation services and programs beyond "specialized" transportation services, including human services agency transportation and transportation services available to the general public. The research unveiled different levels of linkage functionality, including those linkages that provide service matching, trip planning, and even trip booking from customers' smart phones. Descriptions of each level of functionality along with case studies are provided. The stand-alone toolkit also directs lead agencies and partners through the decision process of what makes sense for their state, region or county and with budget limitations in mind. Design decisions and evaluation criteria tailored to each functionality level are also provided.

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1 INTRODUCTION

Finding travel information can be daunting for specialized transportation customers. In response, a number of states, regions, and counties have implemented services and systems that help these customers and others identify – and in some cases access – transportation services and programs that match a specific trip they wish to take or their general travel needs. For the purposes of this report, these services and systems will be referred to more simply as **linkages**. The purpose of Task 60 is to research and identify optimal linkages, with examples, and to prepare a companion Toolkit, available under separate cover, that is designed to help State DOTs – and other entities from the planning, transit and human service agency communities – with the process of designing, developing, implementing, and evaluating these linkages.

At a minimum, such linkages typically provide a centralized repository of specialized transportation services and programs, often including one or more of the following:

- ADA or coordinated paratransit services
- Senior transportation services
- Veterans transportation services
- Medicaid-sponsored non-emergency medical transportation
- Other human service agency transportation services and programs
- Mobility management programs and additional mobility options aimed at customers who use or can't access some of the above services; these programs might include volunteer driver programs, voucher/subsidy programs, vehicle sharing programs, and mileage reimbursement programs, to name a few

Some organizations have taken a broader view, developing linkages that also include information about public transit services (including general public dial-a-ride services), carpool ride-matching programs, taxis, livery and private chair car services, and even the relatively new real-time "ride-hailing app" services provided by transportation network companies (TNCs) such as Uber and Lyft.

Some lead organizations have made these centralized repositories of transportation service information into hard copy directories, while others have also or instead put these directories on a website. Many of these linkages are commonly called **One Call/One Click services** because they allow the customer – either interactively on the website or with the help of mobility specialists available by phone – to make only one call or one website visit to identify relevant information or services. One Call/One Click services allow customers to learn about local transportation services and programs and to find contact information for resources that match the specifics of their specific trip needs in terms of client and trip eligibility, as well as desired pick-up and drop-off times, and preferred locations.

The more advanced systems provide trip planning services and in some cases offer customers the option to book their reservation with a local transportation provider. Some systems are even

planning to offer actual payment of services, as can be done with a system similar to Orbitz, Travelocity, Kayak, etc.

Thus, there is a wide continuum of linkages that offer an ascending level of assistance to the customer. Whether these repositories are available in hard-copy directories, or interactively by telephone, computer, or mobile phone, the common concept and purpose underlying these linkages is to connect users with available resources and to improve access and mobility.

There are also differences in the platforms upon which these linkages are built. For example, simpler directories have been typically put together as Microsoft Word or Excel documents. For those services that allow customer searching, such directories are typically put together in a database format, such as Microsoft Access.

Some of the more advanced linkages have connected with 2-1-1 or 5-1-1 systems, or on proprietary paratransit scheduling software systems, while other advanced linkages have been built from scratch. Other entities have opted to build around or link with paratransit scheduling software as the focus because of their capability to book trips. Some of the feedback on this decision included an organization's desire to use trip booking data and unresolved requests to better understand how transportation needs are being met and <u>not</u> being met.

Many of these efforts to centralize and link users with repositories of transportation services and programs come under the definitional umbrella of mobility management, a strategy currently funded (at 80%) by the Federal Transit Administration (FTA) under its 5307, 5310 and 5311 programs. While the definition of mobility management is a work-in-progress, most practitioners include all the coordination strategies being pursued in a state, region, or community plus the introduction and expansion of mobility options enabled by that coordination <u>to improve mobility and access</u> for priority user groups as the basic criterion of mobility management. Certainly, the coordination of information and access to these services fall under the definition of mobility management, and is therefore eligible for this funding.

Another important funding source from the FTA and in conjunction with Veterans Affairs that has been used to develop these coordinated systems has been the **Veterans Transportation and Community Living Initiative (VTCLI)**. Originally conceived as a way to create linkages that connect veterans with transportation options, most of these projects have taken on a broader scope linking all kinds of customers, including those who rely on specialized transportation, with public transit, paratransit and ridesharing options, community transportation and human transportation services, and private carriers, such as taxis, livery services, and even ride-hailing TNCs.

In 2011 and 2012, 119 VTCLI grants were issued, totaling $64 million in awards. The grants jumpstarted the design and implementation of numerous statewide, regional, and county-based One Call/One Click systems. Figure 1-1 below indicates the location of the 119 VTCLI grant recipients. The green (lighter) pins locate the 55 grant recipients in 2011 who collectively received $29 million. The blue (darker) pins locate the 2012 grant recipients who received $35 million. Among these grants (see Appendix B), 15 were received and directly administered by state DOTs, including grants in Iowa, Idaho, Illinois, Kentucky, Maryland, Minnesota, North Carolina, New Mexico, Pennsylvania, and Vermont. A few state DOTs used VTCLI grants to fund statewide linkages, while most focused their efforts on regional efforts.[1]

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[1] "VTCLI Grantee Resources & Technical Assistance." *FTA*. Federal Transportation Authority, n.d. Web. 2 Oct. 2015.

Figure 1-1 | Location of VTCLI Projects

Despite all of these efforts, many state DOTs have initiated or funded only modest attempts to link users with specialized transportation services and programs. For those states that have sought to improve information and service linkages, however, some efforts – whether statewide or regional – have proven to be more effective than others.

This report examines the state of the practice of connecting specialized transportation users and rides, on a statewide, regional, and community-level basis, and provides a toolkit of best practices that state DOTs may use to initiate or improve such linkages.

Report Overview

This final report is a compilation of research and data collected for the NCHRP Project 20-65, Task 60. The goal of this report is to provide State DOTs with best practices for connecting specialized transportation users with the rides they need to access daily services. Within this report are the findings from a literature review, interviews with employees overseeing existing linkage programs, as well as research into the coordination, marketing, and evaluation of current programs. The report also contains an analysis of the strengths, weaknesses, and opportunities presented by each type of linkage program.

The final report is organized as follows:

- Chapter 2: Literature Review and Findings – a review of existing linkage services structures and relevant case studies
- Chapter 3: Coordination – a description of how linkage services can fit into the wide range of coordinated mobility management strategies
- Chapter 4: Marketing – a review of marketing strategies employed by existing linkage services and relevant case studies

- Chapter 5: Evaluation – a description of evaluation criteria currently used by linkage providers, as well as other potential criteria that could provide important insights into program effectiveness
- Chapter 6: Strengths, Weaknesses, and Opportunities – an analysis of the findings of the literature review and case studies

Companion Toolkit

As a companion to this final report, the **Toolkit for State DOTs…and Others** has been prepared as a standalone document to assist state, regional, and local entities in developing linkages that (at a minimum) connect customers with specialized transportation services and programs that address their travel needs. The toolkit, available as a separate document, provides a seven-step process for designing, developing, implementing, and evaluating such linkages.

2 LITERATURE REVIEW AND FINDINGS

The research included:

- A review of literature related to these linkages
- Follow-up telephone calls, e-mails and interviews with a variety of lead agencies, including state DOTs, regional transit agencies, metropolitan planning organizations, regional planning commissions, regional coordinating councils, area agencies on aging, 2-1-1 agencies, FTA officials, National Center for Mobility Management staff, and practitioners and linkage designers in the industry.
- Follow-up with several best-practice case examples to gather detailed information on the design of the linkage, the evaluation criteria set forth to self evaluate the success for the linkage, and the actual performance in view of the evaluation criteria.

The literature review and follow-up efforts unveiled the extent of the systems implemented, being implemented, and being planned, many resulting from the VTCLI grants described above. Unfortunately, while these VTCLI grants were awarded in 2011 and 2012, most of the One Call/One Click projects that were funded with these grants were still in development at the time this report was prepared, and so little hard data on their use exists.

The research shows that a number of state, regional, and municipal authorities created – or are in the process of creating – inventories of specialized transportation services and programs. Once the inventories have been prepared, there have been two major tasks to consider: (1) how to keep the inventories updated; and (2) how to make the inventories increasingly available to specialized transportation customers.

These two tasks are connected. If the inventory is for planning purposes only, a periodic update coinciding with planning studies would likely suffice. If the inventory is designed to provide information to users however, then frequent if not continuous updates of the information is needed.

This range of available service levels suggests the following scale of linkage types, sorted by functionality and presented below in Figure 2-1.

Figure 2-1 | Continuum of Services Linking Specialized Transportation Users and Rides

Level	Name	Functionality	Description
1	Central Repository	Creation of, or linkage with, existing centralized repository of transportation resources	Static, hard copy listing of services and programs distributed or accessed via phone or website
1A	Provider Portal	+ provider portal	Service providers can update their information at any time
2	Matching Assistance	+ ways to narrow down service and program options	Customers supply search criteria or answer "triage questions" asked by a mobility specialist (call-taker) or prompted by an online system to reduce providers to viable options
3	Trip Planning Assistance	+ trip planning assistance	Customers use online system or call a mobility specialist to get detailed ways to make a particular trip
4	Trip Booking Assistance	+ trip booking by mobility specialists	Mobility specialist call provider to book trip on behalf of customer
5	Direct Trip Booking	+ trip booking by customer	Trip booking via links to paratransit systems (one system allows provider schedule to schedule trip onto a partner's vehicle run)

Each of these levels is further discussed below. Examples of linkages, presented as short case studies, are identified for each level. An overview of the nine case studies is presented in Figure 2-7 at the end of this chapter, and includes:

- The level of functionality
- The lead agency type
- The geographic scope

Level 1: Central Repository

Currently and in previous years, specialized transportation services inventories are primarily distributed to human service agencies and senior centers as hard copy directories. In this format, inventories are typically created during planning studies and provided a snapshot of services available at the time of publication. However, hard copy directories quickly became out of date, as providers, available services, and pricing frequently change. Updating inventories is time-intensive for staff, and agencies lack the budget needed for reprinting and redistributing directories. Many inventories are simply not updated after initial publication, significantly reducing their usability over time.

With the advent of the internet, many agencies began to post inventories directly on their websites. These online directories either complemented or supplanted hard copy distribution. In many cases, online directories allow agency staff to quickly update inventory data without the cost of hard copy publication, but agencies often continue to lack the funding to dedicate staff time towards maintaining their directories.

Will County
Will County, Illinois
Community Transportation Services Directory

As part of a coordinated paratransit study in 2009, Nelson\Nygaard and Will County, part of the Chicago metropolitan area, created the *Community Transportation Services Directory* (see Appendix C). The hard-copy directory was based around an easy-to-follow matrix system, essentially mimicking the functionality of a web-based directory. The Will County directory included information about both publicly funded and client-only human services agency transportation services. All publically funded services were organized in a matrix based on trip origin and rider type (general public, older adults, and persons with disabilities). Human service agency transportation services were organized in a similar matrix, based on provider and eligible clients (older adults, persons with developmental disabilities, persons with low income, veterans). The matrices allow prospective specialized transportation customers to quickly identify a service that fits their needs, rather than having to analyze dozens of individual providers. Both matrices include page numbers for each service, directing the user to a provider page with program details and contact information.

Level 1A: Provider Portal

Placing directories online provided agencies with the opportunity to reevaluate how they create and maintain specialized transportation inventories. Some agencies have replaced static directories with editable online portals. The portals allow providers to update information about their services directly online, rather than relying on agency staff. This system increases information quality without adding new — or reducing existing — direct agency costs and staff requirements. However, agencies using online portals are reliant on operators to maintain updated information. If the portal is consistently updated with reliable information, customers will be more likely to rely on the inventory to find transportation services. But if operators do not consistently provide data, inventories will continue to be outdated and therefore less useful for customers.

Level 2: Matching Assistance

While hard copy and online directories can be an essential resource for specialized transportation users, many customers have difficulty navigating through the numerous restrictions and limitations of transportation providers. These limitations might include client eligibility, trip purpose eligibility, service area, operating days and hours, vehicle types, accommodation restrictions, and fares. To better assist riders, some agencies and organizations have created phone-based services that allow callers to speak directly with agency staff, known as "mobility management specialists," about their transportation options.

Mobility management specialists typically ask customers a series of triage questions designed to narrow down potential transportation options. The questions focus on customer demographics, required accommodations, social program eligibility, and trip time and location. After potential

services are identified, the specialist provides program and contact information to the caller. The caller can then use this information to contact a provider and schedule a trip.

Phone-based linkage services require significant budget allocations and are thus beyond the reach of many agencies and organizations. To provide a similar, but lower-cost, service, some agencies have developed online portals based around the triage question concept. Instead of a complete list of potential transportation options, customers are presented a series of questions similar to what would be asked by a mobility management specialist. Based on the responses, the portal then generates a cut-down list of providers that best fit the mobility needs of the customer.

In combination, online- and phone-based linkage services are known as One Call/One Click. Numerous One Call/One Click centers received funding through VTCLI and have recently or are in the process of being implemented. As mentioned above, some agencies and organizations have developed these services from scratch. Others have integrated their inventories with existing statewide, regional or local 2-1-1 services.

To connect 2-1-1 and One Call/One Click, sponsoring agencies are given full access to transportation inventories and trained on how to use hard copy or web-based portals and/or trip planners. This integration appears to be particularly effective, as 2-1-1 operators are trained and have extensive experience with connecting callers with a variety of services and information. Adding specialized transportation information enhances the utility of 2-1-1 services as operators can both provide information about a service, for example a medical clinic, and then provide information about potential ways to access that service. 2-1-1 operators are also trained to follow up with users, a function which can ensure that users are able to successfully complete a trip and allow providers to generate valuable feedback information.

211 LA County
Los Angeles County, California
211 LA County

211 LA County is the primary provider of social service information and referrals in Los Angeles County, California. The organization maintains a database of over 5,000 social service providers and programs, including several hundred transportation resources. Customers can access this database by either contacting a community resource advisor by phone or searching the database online. When customers contact 211 LA County by phone, community resource advisors ask a series of triage questions designed to narrow down a selection of potential keywords. These keywords are then entered into a taxonomy database, which generates a list of potential services and programs that match the search parameters. Advisors then validate the matches and provide applicable service and contact information to the customer. 211 LA County advisors follow up with a selection of customers in order to ensure that they were able to access a recommended service or program.[2]

Customers can also directly search the taxonomy database using the 211 LA County website. The database has two search functions: guided search and keyword search. The guided search function asks customers to provide their zip code and then presents a list of transportation sub-categories, such as "Senior Transportation" or "Non Emergency Medical Transportation." After the customer selects a sub-category, they are presented with a list of service providers that

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[2] Telephone interview with David Serby, 211 LA County, August 3, 2015.

operate within their identified location. Customers can also search the database using keywords and taxonomy codes in a way similar to how a community resource advisor would use the system.

211 LA County, through a partnership with the Antelope Valley Transit Authority, also operates a JARC-funded mobility management program for low-income individuals seeking employment. The program offers in-person mobility management services, including travel training and trip planning assistance. As of July 2014, 211 LA County is assisting AVTA in screening clients and scheduling around 400 dial-a-ride trips monthly.[3]

Denver Regional Mobility & Access Council
Denver, Colorado
Getting There Guide

In the mid-2000s, several community organizations and transportation providers in the Denver-area, led by the Colorado Health Foundation and Rose Community Foundation, formed a collaborative designed to provide information and access to transportation services for older adults. The collaborative, known as *Getting There*, created a specialized transportation services directory for the Denver metropolitan area with assistance from Nelson\Nygaard. In addition to a more traditional hard-copy directory, the collaborative uniquely developed laminated placemats with information about available transportation services (see Appendix A). The placemats were distributed to locations where seniors congregate for meals, including senior centers and independent living facilities.

In more recent years, the services provided by the *Getting There* collaborative have been assumed by a newly formed organization known as the Denver Regional Mobility & Access Council, which itself is a project of the Colorado Nonprofit Development Center. The council has continued to update and distribute the hard-copy directory on an annual basis, with irregular mid-year updates based on major service changes. The council has also worked to develop an online matching assistance portal known as Transit Options. The portal asks a series triage questions that help determine user and trip eligibility for various services. After completing the questions, the portal generates a list of recommended providers, as well as contact and fare information for each service.[4]

Level 3: Trip Planning Assistance

Initial One Call/One Click programs only provided riders with basic information about available transportation services. Several programs have begun to include more in-depth trip planning assistance to users. In addition to program and contact information, these programs collect schedule information from transit operators and connect with mapping services to provide walking and bicycle trip data. Customers using these more advanced One Call/One Click services are presented with specific directions for trips on various modes, rather than just provider contact information.

One Call/One Click programs with trip planning assistance provide customers with a clearer understanding of their mobility options. For example, a customer may discover that their local transit system can accommodate wheelchairs. Utilizing a nearby bus route could enhance trip

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[3] Telephone interview with David Serby, 211 LA County, August 3, 2015.

[4] "Transportation Coordination Systems Advisor – Technical Memo #4: Models for the Denver Region."Report. Nelson\Nygaard Consulting Associates, September 9, 2012.

flexibility, eliminating the need to schedule a paratransit trip several days in advance. Furthermore, these systems reduce the need to analyze numerous transit service schedules or service provider operating hours. Users simply input the origin/destination and time of their trip, and the online application or mobility specialist provides provider options with specific schedule information.

Many trip planning assistance programs offer customers the opportunity to become a registered user. On phone-based systems, registration is often connected to the customer's phone number, allowing staff to pull up rider information automatically. For web-based systems, customers can optionally choose to set up a user name and password, which is entered each time they visit the web portal. After registering, programs are able to maintain a list of trips that the customer has previously requested. Customer can simply identify a common trip from this list to populate required information. User registration ultimately reduces the time both a user and a mobility manager spends on accessing a transportation service.

An example of one-click software is provided by 1-Click|CS, an open source One Call/One Click application developed by Cambridge Systematics. The software allows customers to plan a trip based on their unique eligibilities and accommodation requirements. The software functions similarly to an online mapping service, such as Google Maps. Users input their origin/destination and trip time, answer a set of triage questions, and are presented with several options and modes for completing their trip. After selecting a trip option, the software presents the user with operator information and detailed step-by-step instructions (Figure 2-2).

One-click software is designed to be used both directly by customers as well as by mobility management specialists. When a customer contacts a linkage service by phone, a specialist can use the software as a guide for triage questions and as a source for information about potential services. Customers can directly access the application from desktop computers as well as phones and tablets. Agencies can also place software enabled kiosks in high traffic areas where customers may not otherwise have access to the internet, such as a VA Hospital or senior center.

Users of one-click portals are encouraged to sign up for a user profile. The profile allows customers to save their answers to trip eligibility and accommodation triage questions, access a list of previously planned trips, and save frequent origins and destinations. 1-Click|CS also allows customers to designate other individual, such as a family member or caretaker, as a "buddy." Buddies are able to access the software on behalf of a customer to access user information and plan a trip. This same functionality can also be extended to agency staff, such as a mobility manager at a phone-based one call hotline. Some agencies have also opted to connect paratransit qualification information directly with user profiles.

One-click software, including 1-Click|CS, often has features designed to improve the mobility management process. Participating providers can directly access transportation inventories to update information about their services. Agency staff can auto-generate a wide range of reports to help evaluate how customers use the software and available transportation resources. Customers can also provide feedback about the options presented to them, which can help agencies determine whether existing transportation services meet constituent needs.

Inland Empire United Way
San Bernardino and Riverside Counties, California
2-1-1 VetLink

In Riverside and San Bernardino counties, the Inland Empire United Way (IEUW) received a VTLCI grant to implement 2-1-1 VetLink, a one-click portal based on 1-Click|CS software. The IEUW linkage allows veterans to receive information about local public transit and demand response services by contacting a mobility specialist through 2-1-1 or using the online portal. The portal also enables both veterans and mobility specialists to generate directions and instructions for a specific trip.

Since implementing the linkage service, IEUW has played an active role in enhancing mobility options for veterans. Five out of eight local public transit agencies have agreed to provide fare free bus service for all veterans regardless of disability status. The organization is also working with the VA to establish a Veterans Transportation Service to improve mobility in rural Riverside and San Bernardino counties. The planned program would include rural feeder services to departure points for long haul services to VA medical centers. IEUW will integrate schedule information, and eventually trip booking, for these services directly into the 2-1-1 VetLink system.[5]

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[5] Telephone interview with Osvaldo Maysonet, 211 VetLink, August 5, 2015.

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Figure 2-2 | 1-Click - CS Trip Selection Process: Step 1

Step 1: Trip Details

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[6] "Login." 211VetLink. Riverside Transit Agency, n.d. Web., October 2, 2015.

Figure 2-3 | 1-Click - CS Trip Selection Process: Step 2

Step 2: Triage Questions

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7 "Login." 211VetLink. Riverside Transit Agency, n.d. Web., October 2, 2015.

Figure 2-4 | 1-Click - CS Trip Selection Process: Step 3

Step 3: Trip Options Review

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8 "Login." 211VetLink. Riverside Transit Agency, n.d. Web., October 2, 2015.

Figure 2-5 | 1-Click - CS Trip Selection Process: Step 4

<p align="center">Step 4: Provider/Trip Details</p>

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9 "Login." 211VetLink. Riverside Transit Agency, n.d. Web., October 2, 2015.

Level 4: Trip Booking Assistance

In recent years, some mobility management agencies have started to assist customers in booking trips on specialized transportation services. In these systems, customers select a provider using either an online application or by calling a mobility management specialist. The specialist then contacts the provider, schedules a ride, and provides trip information to the customer. If using the online trip planner, the user typically needs to call a specialist in order to initiate the booking process.

The trip booking function significantly reduces the learning curve for using specialized transportation services. Customers are assisted in all aspects of the process, from identifying a range of potential services to booking a specific trip.

Ann Arbor Area Transportation Authority
Washtenaw County, Michigan
MyRide

Ann Arbor Area Transportation Authority's (AAATA) MyRide mobility management service provides information and assistance to transit-dependent individuals in Ann Arbor and Washtenaw County and select areas in Jackson, Lenawee, Livingston, Monroe, Oakland, and Wayne counties.

AAATA has amassed a centralized repository of transportation resources, which includes information on public transportation services, nonprofit human service agency transportation providers, and private carriers. To date, nine private taxi and limousine licensed transportation providers are included in the MyRide system. Customers may call MyRide to find out information about how to access these services. MyRide's Information Specialists/Call Takers provide information and referral service, trip planning assistance, and scheduling assistance for advance requests and same day trips on one of the nine providers. In FY 2014, MyRide's staff scheduled close to 19,000 trips.

With JARC and New Freedom funding, the MyRide program also provides trip fare assistance and travel training services for individuals who are unable to access or use existing public transportation services. [10]

Area Agency on Aging 1b
Southeast Michigan
MyRide2

Launched in May 2012, Myride2 was developed and is managed by the Area Agency on Aging in AAA region 1b in the suburban Detroit area. Myride2 provides a linkage service for seniors and persons with disabilities in the six-county area of Southeast Michigan (Livingston, Macomb, Monroe, Oakland, St. Clair, and Washtenaw). The service was recently expanded to AAA region 1c (The Senior Alliance) serving the 34 communities of southern and western Wayne County. Myride2's services include information and referral, trip planning and booking services utilizing a centralized database of community, public, and private transportation services that may be accessed by seniors or adults with disabilities. AAA1b staff work closely with SMART, the regional suburban transit agency outside Detroit, and with all the community-based transportation

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[10] Interview with Chris White and Bill DeGroot, Ann Arbor Area Transportation Authority, June 17, 2015.

services (funded by SMART's Community Partnership program). The listings are researched and vetted by Myride2 staff and the database is updated on an ongoing basis. Myride2 can be accessed by telephone or over the internet. MyRide2 mobility specialists are available to assist users over the phone and help book a trip on their behalf, or customers can find services via the website and call that service to get a ride.

In FY 2014, almost 1,200 information and referral calls were handled, of which six involved an AAA1b mobility specialist scheduling the trip on the caller's behalf. Indeed, of all the calls that came to Myride2, 85% involve a caller seeking a ride.[11]

Partnering with SMART, AAA1b was also awarded a VTCLI grant in 2012, which will be used to purchase paratransit scheduling software in order to schedule rides for more callers, starting with one or two community transportation providers, and eventually growing to include public and private transportation providers in the area.

Level 5: Direct Trip Booking

The most recent innovation in linkage services is the ability for specialists to directly book a trip on services operated by partner providers. Trip scheduling services are typically built off of an existing software package, like Trapeze or RouteMatch. Integrating services into the system typically requires a significant expenditure, as well as buy-in from partner providers. Once implemented, this function allows riders to identify a service, book a trip, and sometimes directly pay the operator using a single online application.

Jacksonville Transportation Authority
Jacksonville, Florida
Transportal

The Jacksonville Transportation Authority (JTA) has developed a one-click application known as Transportal. The application allows users to identify transportation options, create step-by-step itineraries, and determine pricing based on a set of triage questions. As of July 2015, 28 transit agencies and service providers are included within Transportal. The software is connected with GTFS-based transit scheduling information, an open source taxi fare database, and Amtrak's dynamic faring system. These connections automatically update schedule and fare information, reducing the staff time needed to update service data.

JTA uniquely marketed the service as a tool to understand how mobility options would change after major changes to their local bus system in December 2014. The associated advertising campaign for this effort dramatically increased usage among traditional users of public transit services. As of July 2015, over 26,000 trip itineraries have been generated using Transportal, with around 83% of itineraries including only public transit services.

JTA integrate paratransit trip booking directly into the Transportal software package by August 2015. To facilitate trip booking, Transportal accesses trip information through Trapeze, a software program used by paratransit operators in the Jacksonville region. Paratransit customers are able to input trip information, identify a paratransit service, and book a trip without having to speak directly with the operator. To ensure that Transportal users qualify for paratransit services, JTA will send usernames and passwords to each rider that has successfully completed the eligibility

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[11] Interview with Tina Abbate Marzolf and Roberta Habowski, Area Agency on Aging 1-B. June 16, 2015.

application process. After implementation, paratransit customers will be required to initiate trip booking through Transportal.

JTA is also integrating scheduling for its flex-route transit services. Paratransit-eligible customers are not charged a fare on flex-routes in the Jacksonville area. With full integration of both paratransit and flex-route trip scheduling, eligible riders will be able to better understand when flex-route or fixed route service may provide a comparable alternative to paratransit. In some cases, riders may opt to use a free flex or fixed route service, rather than a paratransit service that is more heavily subsidized by JTA.[12]

Pennsylvania Department of Transportation
South Central Pennsylvania
FindMyRidePA

The Pennsylvania Department of Transportation (PennDOT) developed a one-click application known as FindMyRidePA. The software enables veterans and other transportation disadvantaged populations to obtain accurate and timely information about a wide range of available transportation services. PennDOT initially placed kiosks that could be used to access FindMyRidePA in locations with high transit usage, such as VA centers. More recently, based on data collected in the initial stages of the program, the agency has focused on enhancing access from mobile devices.

FindMyRidePA is also integrated with Ecolane paratransit scheduling software to enable direct trip booking on several paratransit operators in south central Pennsylvania. Paratransit customers are given a unique user ID that allows them to access trip booking services on the FindMyRidePA website and mobile application (see Figure 2-6). Phase 1 of the project has covered a six county region in south central Pennsylvania in conjunction with York Area Transit Authority (YATA). Phase 2 will expand the program to a larger geographic area and eventually statewide.[13]

Utah Transit Authority
Salt Lake City, Utah
1-Click|UTA

The Utah Transit Authority (UTA) developed a one-click portal in support of the Wasatch Regional Mobility One-Click Website initiative. Once implemented, the system will provide a unified multimodal trip planning tool designed to meet the transportation needs of human service transportation clients such as veterans, military families, elderly individuals, and disabled individuals.

A primary goal of the UTA one-click program is increasing awareness of transportation services operated by local human service providers. UTA is working to integrate RidePilot, an open-source scheduling software package, with the agency's one-click software. As part of this integration process, UTA will be supplying RidePilot software for a low-cost to human service providers that currently use paper or Excel-based scheduling. By increasing the number of providers using

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[12] Telephone interview with Liz Peak, Jacksonville Transportation Authority, August 5, 2015.

[13] Telephone interview with John Taylor, Pennsylvania Department of Transportation, August 5, 2015.

RidePilot, UTA hopes to enhance the range of direct booking options available on their portal and streamline the process of utilizing specialized transportation services.[14]

Figure 2-6 | FindMyRidePA Mobile Booking Process[15]

Figure 2-7 | Case Studies

Program	Level	Lead Agency	Type of Organization	Geographic Scope	Notes
Community Transportation Services Directory	1	Will County, Illinois	County Government	Will County, Illinois	▪ Innovative matrix-based static directory design that mimics the functionality of an online interface
Getting There Guide	1	Denver Regional Mobility & Access Council	Regional Coordinating Council	Denver, Colorado Metropolitan Area	▪ Developed new methods for distributing specialization transportation services information, including laminated placemat directories
2-1-1 LA County	2	2-1-1 LA County	Nonprofit Organization	Los Angeles County, California	▪ Uses triage questions to indentify search keywords. Keywords are then entered into a taxonomy database to develop a list of potentially applicable transportation programs and services.
2-1-1 VetLink	3	Inland Empire United Way	Nonprofit Organization	Riverside and San Bernardino Counties, California	▪ Project driven by veterans organizations ▪ Link with 2-1-1 I&R system (iCarol) to be implemented ▪ Focus on understanding unmet needs
MyRide	4	Ann Arbor Area Transportation Authority	Regional Transit Authority	Washtenaw County, Michigan	▪ MyRide mobility specialists booked 19,000 trips in FY2014
MyRide2	4	Area Agency on Aging 1B	Area Agency on Aging	Southeast Michigan (six counties)	▪ On behalf of AAA1b, the regional transit agency, SMART, has secured a VTCLI grant to allow AAA1b mobility specialist to directly book trips on over 70 providers
Transportal	5	Jacksonville Transportation Authority	Regional Transit Authority	Jacksonville, Florida (Duval County)	▪ All paratransit-qualified customers receive a unique login to access online paratransit booking after completing application process ▪ Working to integrate flex-route booking to enhance demand-response options available to customers
FindMyRidePA	5	Pennsylvania Department of Transportation	State Department of Transportation	South Central Pennsylvania (seven counties); to be expanded statewide	▪ Links with Ecolane paratransit scheduling software ▪ Demonstrated use from kiosks and mobile apps
1-Click|UTA	5	Utah Transit Authority	Regional Transit Authority	Wasatch Front of Utah (Seven Counties)	▪ Linked with multiple paratransit schedule software packages, including Ride Pilot open-source scheduling system

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3 COORDINATION

All levels of linkage functionality apply to any model of coordinated services, whether the coordination involves a consolidated, centralization of functions – eligibility, reservations and scheduling, dispatching, and operations – or not. In the former case, it must be acknowledged that even with a centralized, coordinated service, there will be trips that this coordinated service cannot service and that there are likely additional services in the community, region, or state that are not part of the coordinated system that could accommodate those trips. And in the latter case, even a loose confederation of coordinated services can greatly benefit from a central repository of information if not more advanced linkages.

However, what some coordination efforts, such as the one developed by the Atlanta Regional Commission (ARC), have realized is that these linkages can go beyond their primary function of connecting users with rides, whether directly from services or via programs such as voucher programs that help existing services become more affordable. Specifically, ARC found that the website where its one-call system (www.simplygetthere.org) resides can also serve as a platform that supports other mobility management strategies. The graphic in Figure 3-1 illustrates this concept.

A Resource for Mobility Managers

In the Atlanta region, mobility managers serve in local government and non-profit organizations as policy coordinators, operations service brokers, and customer travel navigators. They help communities develop transportation coordination plans, programs, and policies, and build local partnerships. They also organize and manage the various county-specific transportation voucher programs.

In order to effectively serve these functions and to ensure that the mobility managers are kept abreast of each other's efforts and successes as well as advancements in mobility management, ARC concluded that its local mobility managers require training and ongoing technical support. Accordingly, a network of sorts was needed to ensure that all mobility managers are effectively and efficiently communicating with each other, sharing information and best practices, and have access to the best and most cost-effective training and technical support available. ARC has planned to house through its one-click system an interactive website that allows its local mobility managers to log-in through an online portal to access and share information. The website is planned to include the following:

- A repository of miscellaneous coordination procedures, best practices, program manuals, technical design information, performance metrics forms, etc.
- Materials for all the priority mobility management strategies developed through the ARC One-Click and Mobility Management Implementation project
- Events calendar for training opportunities, network meetings (e.g., HST Advisory Committee meetings), and relevant events

- A blog for posting current news regarding transportation and coordination (local, state, and federal)
- GoToMeeting platform for conducting quarterly conference calls with the group

Figure 3-1 | ARC Regional Mobility Management Linkages
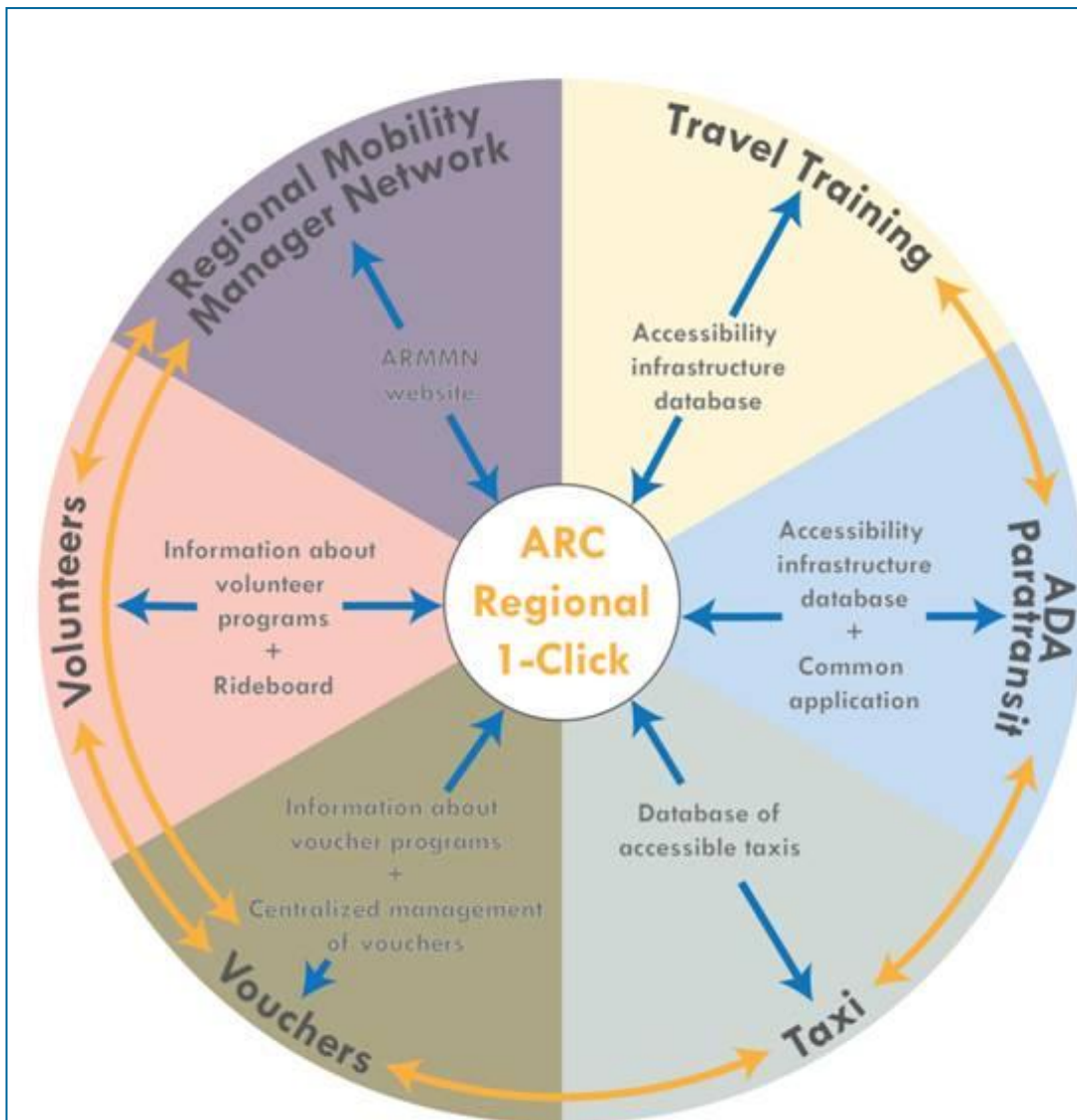
Source: Nelson\Nygaard Consulting Associates

Volunteer Driver Program Management

Moving counterclockwise around the graphic, the next example focuses the management of volunteer driver programs. Volunteer driver programs are programs that are established for the recruitment, retention, and management of volunteer drivers that can be called upon – or self-assign themselves – to serve certain trips and especially trips for which no other transportation resource is available. Some programs involve the provision of a vehicle by the managing

organization. Other programs are based on the volunteer driver providing his or her own vehicle. Some do both. Some programs use drivers who volunteer for a certain day or days, and provide a day's manifest of trips for the driver to serve. Some programs work by asking a volunteer driver to pick from a list of trips. Other programs seek out occasional volunteer drivers for as specific trip. Some volunteer driver programs reimburse drivers for some of the costs involved in performing the trip, often via a mileage reimbursement but also sometimes reimbursing direct expenses like tolls or parking. There are also volunteer driver program franchises, such as ITN America, that credit volunteer drivers for their services and where these drivers can "cash-in" these credits when they themselves are no longer able to driver and need a volunteer to help them get around. Most volunteer driver programs are associated with a specific type of trip (e.g., trips made to medical facilities for cancer treatment or trips to a senior center). Many volunteer driver programs are faith-based.

While there are certainly a variety of volunteer driver programs, most programs provide mileage reimbursement to individuals who operate their own vehicles when they drive individuals to medical appointments or other services. These programs are very cost effective because they provide quality transportation at a fraction of the cost of other options – due to the driver volunteering his/her time. Volunteer driver programs are a key strategy used by human service programs to provide much-needed trips in a cost-effective manner and aid in filling transportation gaps in the community, often providing services where no others exist.

ARC envisions that its one-click website, again as a resource, could include information and forms to assist a mobility manager – or other agency in the Atlanta region – with establishing a volunteer driver program and all the associated tasks of recruiting, retaining, providing insurance for, reimbursing, and otherwise a roster of volunteer drivers. The site could also serve as an additional way to link volunteer drivers to specific trips.

Travel Voucher/Subsidy Program Management.

Continuing the counterclockwise journey around the graphic in Figure 3-1, we see that the linkage website can also be used to support one of the most popular mobility management strategies, the use of travel voucher or subsidies to render existing transportation options more affordable.

Travel voucher programs provide a flexible travel option that can both provide cost saving benefits to transportation providers and expand and enhance transportation options for individuals, especially in rural areas – or at times – where transportation resources are scarce. Typically, travel vouchers are provided by a sponsoring organization to an eligible individual (eligibility determined by the sponsoring organization) for specific or general travel using a variety of transportation resources that are willing to participate in the program. Certainly the most common version of this has been the taxi voucher program, a staple throughout the US for years. But sponsoring organizations, such as county, municipalities, transit agencies or human service agencies, have realized that the broader use and acceptance of vouchers could also lead to their use on public transit or paratransit, other for private for-hire service providers, transportation network companies such as Uber and Lyft and/or volunteer drivers including a friend or family. Moreover, travel voucher programs do not necessarily have to include a hard copy voucher; indeed, some of these subsidy programs are voucher-less.

Travel vouchers can be issued or sold to eligible individuals and used by those individuals to either (a) subsidize the cost of a ride on any mode of public transportation that has a fare or requested donation (e.g., transit, paratransit, taxi, TNC, senior van); or (b) pay volunteer drivers,

friends, family members, or neighbors for rides. Typically, sponsoring organizations subsidize all or a part of the fare or cost of the trip, so that riders are able to receive service at a reduced cost. As determined by the sponsoring organization, eligibility can be based on age, disability, income criteria, or the need for a specific type of trip, such as employment transportation.

So, ARC has envisioned that the one-click system could be used to provide information about various voucher programs available to customers, but also to assist local mobility managers, senior center staff, and human service agencies to establish voucher programs. It was also envisioned that if the vouchers themselves had a common branding – the same look and feel regardless of the sponsoring organizations – more transportation providers may want to participate in the program as it connotes (1) established – and not a fledgling – program; and (2) a larger base of business. ARC also entertained the notion of centralizing the management of local voucher programs around the region, but in then end decided that regional branding and a common program elements would be more appropriate for the Atlanta region at this time. (DuPage County, Illinois represents one of the best examples where the management of many local and agency voucher programs was consolidated in the early 1990s.)

Accessible Taxi and Accessible Infrastructure Databases

Another function that the one-click website could provide is to be the repository for accessibility databases. For example, there are only a few accessible taxis in the Atlanta region, and such a database would allow consumers to identify how to access them, rather than searching on various websites. In Boston, a recent taxi study unveiled that of the 100 wheelchair accessible vehicle (WAV) taxis in service, only one met the City's own specifications (which mirrored ADA van specifications). Consequently, the City's Commissioner for Disability established her own program of rating the accessibility of these WAV taxis. And, so the one-click linkage could serve as a repository for this type of information as well.

Yet another accessibility database that provides a boon for customers and transportation professional alike would be an accessibility infrastructure. Such a database could provide useful information such as curb cuts, walk signalization assistance, the accessibility of bus stops, etc. Customers could use – and add to – this database as they consider and experience a particular path-of-travel. ADA paratransit eligibility professionals and travel trainers would certainly use – and add to – such a database in considering trip-by-trip conditional eligibility and paths of travel, respectively. Here too ARC was envisioning the possibility of housing a regional database of accessibility information on its one-click website.

Supporting a Regional Approach to ADA Paratransit Coordination

ARC was also interested in identifying how its one-click system could be used to support the coordination of the three ADA paratransit services within in the region (with an eye toward standardized, common policies and coordinated if not consolidated functions) and to offer more seamless continuity between these services for the convenience of ADA paratransit customers.

ARC ultimately focused on two strategies to pursue that would better coordinate – but not consolidate – these ADA paratransit services. These included:

- Reciprocal acceptance of "visitor or guest" ADA paratransit customers
- Common ADA paratransit client and trip eligibility determination process

Reciprocal acceptance of "visitor or guest" ADA paratransit customers

This strategy is designed to create more seamless travel between and within ADA paratransit service areas for the region's ADA paratransit customers. The ADA permits customers who have been determined to be eligible for complementary paratransit services by their "home" transit agency to request and grant a guest or visitor status when traveling to another location.

According to the ADA, visitor status must be in place for a minimum 21-day period, and a transit agency is not required to provide service to a visitor for more than 21 days per year; that is, per 365-day period from the first day of use. For example, if the person above travels from Atlanta to Savannah for three weeks a year, she never needs to apply for local eligibility. The transit agency in Savannah may require, in order for the person to continue receiving paratransit service beyond 21 days within the same year, that she apply for eligibility in the same manner as would a resident. This is true whether the 21 days are consecutive or parceled out over several shorter visits.

The visitor or guest reciprocity principle is applicable to transit agencies within a region that supports multiple providers. Therefore, in the Atlanta region, this principle serves as the basis for facilitating regional visitor or guest ADA customer reciprocity among the transit agencies (with ADA paratransit obligations) within the region.

As it relates to the ARC's 1-Click System, such regional reciprocal acceptance would allow a significant improvement in expanding regional mobility for customers traveling across the region (i.e., from one transit service area to another which we believe is already happening within the region) but also, once a customer has been transported to another transit service agency's region, the reciprocal agreement would allow the customer to book a local trip. Logistically, this could be accomplished by sharing client databases, possibly with the 1-Click website serving as the repository for the centralized, consolidated database via daily uploads and downloads (much like the ACCESS system in Pittsburgh has done for decades).

Common ADA client and trip eligibility determination process

Lastly, many states and regions have considered or have implemented a regional approach to the process of ADA paratransit certification, if not a centralized database of registered customers. For a common approach, whether in-person functional assessments or a more paper-based review process, the one-click website could provide a "next-step" for customers who find that their trip could possibly be served by an ADA paratransit service but who have not yet registered for such. A link from the one click website could take the customer either to the transit agency website or to the website that has the common application. For the participating transit agencies in the state or region, the common approach could help provide them with the best and most up-to-date observations about how the eligibility application could be structured and what specific questions and their wording should be asked in support of the specific eligibility certification process it has adopted.

Developing a common regional approach to ADA paratransit client and trip eligibility is important because it would support the concept of ADA paratransit customers within the region being served by multiple providers, and it would ensure consistency throughout the region in terms of eligibility determination. With a common process and application form, applicants could access application information via existing mechanisms (by calling the local program agency or service provider) or via the ARC 1-Click System. In either case, the eligibility form and process should be the same.

The customer and the eligibility determination staff could use the web-based 1-Click System to populate the eligibility request and determination. Once the form is completed, the "home" service provider would receive electronic notification to access and review the customer information, and would still be responsible for eligibility determination, appeals, etc.

4 MARKETING

Users, service providers, and partners must be aware of available linkage services and understand how to use them in order for the services to be successful. Developing a full-scale marketing plan during the development phase of the linkage program allows the managing agency to account for all target audiences and identify and implement strategies to ensure that each target audience is reached.

Therefore, prior to – and after – launching the linkage program, there is a need to introduce prospective users to it and convey other information: when it will be available, how to access it, what it does, etc and to recruit for and establish an ongoing user group. Additionally, while the managing agency has likely made an effort to include a comprehensive set of transportation resources in the linkage's initial database, there is an ongoing need to ensure that providers already in the database periodically update their information and that new providers know about the service and know how to be added to the database. Another goal is to nurture and expand the current set of linkage partners to help fund the next phase(s) of its evolution.

Additionally, in some cases, there is also the need to communicate how the linkage provides a synergistic centerpiece to a range of mobility management strategies also initiated in the state, region, or county. Finally, a more peripheral goal for marketing the linkage resource is to help it gain national attention, which may ultimately help to draw additional funders and inspire other cities to adopt the linkage model.

Primary goals of a marketing plan:

- Inform and educate specialized transportation customers about the linkage program
- Inform and educate mobility managers and HST employees about the linkage program
- Build support and a user group among specialized transportation customers and the general public

Secondary goals of a marketing plan:

- Nurture and expand the current set of partners to fund the next phases
- Ensure that providers know about the resource and update their information
- Begin to build support for the other mobility management strategies

Target Audiences

An effective marketing plan will promote the resource to three different target audiences:

1. **Customers** who will be using the linkage to find transportation services including:
   - Specialized transportation customers
   - The general public

- The wide range of individuals who are already linking customers to rides (e.g., mobility specialists, human service agency staff, family, and friends)

2. **Transportation providers** who services will form the baseline information for the resource

3. **Potential funders** who could provide sustaining funding for the linkage

Each of these entities is explained further below:

Customers

Specialized Transportation Customers

The linkage service can help specialized transportation customers identify new services that better meet their needs, or allow them to plan their own trips without the assistance of a mobility manager or human service employee. Many of these customers are not tech-savvy, and will need assistance in figuring out how to use the linkage; therefore, training will be especially important for these individuals. Getting the word out that the linkage exists and would be useful to these individuals should be focused on word-of-mouth advertising, posted information at day centers and senior centers, and presentations at community gathering places on the benefits of using the service.

General Public

Members of the general public will use the linkage service to find new transportation options and plan their own trips. Having a large user base made up of members of the public is important for generating additional support among potential funders. Marketing the linkage to the general public will need to be done on a specially designed linkage-focused informational website and social media, provider websites and social media, and on municipal, county, and regional planning websites and social media. Members of the general public will also be invited to participate in informational meetings and training sessions.

Mobility Specialists/Human Resource Agency Staff

Mobility specialists and human resource agency staff are often the primary link between specialized transportation customers and services. These employees will be using the service as they assist customers in planning their daily, weekly, and monthly trips. In some cases, these employees will plan every trip for a customer who is not able to plan on their own. In other cases, these employees will serve as trainers themselves, providing training of the linkage to customers who are able to use it independently. These employees must be trained to use the service and must be willing to use it in place of their current transportation resources in order for the service to be successful. Getting these employees on-board with the new service will accelerate the usage of linkage services and can help identify missing links.

Transportation Providers

To fill the linkage service with a baseline of transportation options, transportation providers first need to be approached, agree to list their services on the linkage service, and provide a plan for maintaining this information, which is why it's important for transportation providers to understand how the linkage will benefit them and their customers. The marketing plan must specify the best way to approach transportation providers, ask them to list their services, set up a plan to update services on a timely and recurring basis, and market the service to their existing

customers. In cases where scheduling is a function of the linkage, the transportation providers must also change their scheduling software, which is a more difficult proposition, so the marketing plan should specify the benefits of embarking on this effort.

Moreover, in the simplest sense, transportation providers are essentially free sources of marketing because they have the ability to steer a significant portion of their customers to the linkage; however, it is important to effectively train provider staff on how to market the service and how often to provide marketing materials to their customers.

Potential Funders

It is essential that existing and potential funders are aware of the benefits of the linkage service because the initial funding for it is usually through one-time grants. To sustain the service and ensure that operation continues, linkage service providers must attract long-term funding partners. Funders will likely be more interested in results in the program than actually understanding how to use the program, which means that marketing to current and potential funders requires program evaluation and data stories to show how the service is providing lifeline support to users. Included in the potential funders category are also state, county, and municipal government officials who act as gatekeepers to funding. It is vital that these entities are aware of the linkage programs so they can advocate keeping the service funded and fully operational.

Marketing Strategies

The below list of marketing strategies is recommended as the core promotional, advertising, and training strategies for new linkage programs. Additional details about each strategy can be found in the companion document: **A Toolkit for State DOTs...and Others.**

- Informational Website: An informational website is a key tool for promoting linkage services before launch, and can serve as a gateway for new customers after implementation.
- Kickoff Event: Kickoff events can be used to generate excitement about new linkages, attract media attention to product launches, and introduce partners and stakeholders to new software and services.
- Partner Learning Sessions: At these sessions, managing agency staff provides step-by-step tutorials on how to use linkage services and allow customers to interact with new software.
- Information Packages: Information packages will contain basic information on the linkage service and will be tailored for two audiences: the general public and the specialized transportation community.
- Informational Meetings: Following the kickoff meeting and official launch, informational meetings will provide additional opportunities to inform people on the benefits of using the linkage service and to provide basic training on how to use it.
- Social Media: Promotion of the linkage service on social media is an essential element of notifying the general public of its availability and benefits; therefore, the marketing plan should include a detailed plan for ongoing promotion on Facebook, Twitter, and LinkedIn.

- ▪ <u>Email Blasts and Mailings</u>: Promoting the linkage service through a series of both emails and print mailings will ensure that both computer savvy and non-computer savvy individuals will be notified about its availability.

- ▪ <u>Press Releases</u>: A press release can be sent to local news sources (municipal, county, online, etc.) to announce the launch of the linkage and provide information about training sessions and informational meetings.

- ▪ <u>Partner Check-Ins/Audits</u>: Managing agency staff should ideally check in with partner providers approximately three months after the initial linkage service launch. During this first check-in, agency staff should determine whether customers are accessing partner services through the linkage and whether service information is up-to-date. Staff could also work to understand how often each partner agency modifies services, which will help determine how frequently audits are needed.

- ▪ <u>Potential Funder Meetings</u>: Marketing meetings with potential funders is one strategy to assist in the development of new funding sources. These meetings should provide information about available linkage services, while also highlighting their benefit to specialized transportation customers and the community at large.

As shown in Figure 4-1, the above marketing strategies apply to certain target audiences.

Figure 4-1   Marketing Strategy and Target Audience

Target Audiences	Strategies						
	Launch Party	Learning and Info Sessions	Info Packages	Informational Meetings/Funder Meetings	E-blasts and Mailings	Social Media	Press Releases
Specialized Transportation Clients		✔	✔		✔	✔	✔
Mobility Managers and HST Staff			✔		✔	✔	✔
General Public				✔	✔	✔	✔
Transportation Providers				✔	✔		
Current and Potential Funders	✔			✔	✔	✔	✔

Findings from Existing Programs

While developing a robust marketing plan is recommended to ensure a successful linkage program, research findings show that some programs do not have the capacity or knowledge to do so. Yet without effective promotion of the new tool, it is unlikely that awareness and understanding will reach as far as it would have with a full-scale marketing effort. Therefore, it is vital that programs set aside funds and employee resources to develop and implement a marketing plan that reaches as many people as possible.

In search of case studies that highlight successful marketing campaigns for existing linkage programs, we reached out to numerous programs that were granted VTCLI grants in 2011 and 2012. Unfortunately, while these VTCLI grants were granted several years ago, most of the One Call/One Click projects that were funded with these grants were still in development at the time this report was prepared. Because many of the programs are still in the initial development and implementation phase, most of them have not developed formal marketing plans, nor have they initiated any information promotional efforts.

However, the following information on marketing and promotional efforts was gleaned from various projects and interviews:

- The Atlanta Regional Commission (ARC) launched the Simply Get There 1-Click resource in the summer of 2015. During the planning and development of the resource, ARC hired a consultant to create a tailored marketing plan. The marketing plan provided detailed instructions on target audiences and strategies as well as a timeline for completing specific tasks related to each strategy.

- Jacksonville Transportation Authority (JTA) launched the Transportal 1-Click resource in the summer of 2015. JTA convened a regional mobility forum with all twelve counties in the region and relevant stakeholders as the official launch party for the resource. At the same time as the launch of the 1-click resource, JTA also launched a series of service changes. Information about these changes was added to the 1-click and users were encouraged to utilize the 1-click for information about service changes. This prompted a large amount of traffic to the 1-click within the first months of it being live. JTA secured a $50,000 VTCLI grant to market Transportal. JTA's detailed marketing plan with itemized budgets is found in Appendix D.

- Inland Empire United Way launched the 211 Vetlink resource in 2014, but did not utilize an official marketing plan. Instead the organization focused on point-of-sight marketing with veterans at the regional VA locations. Utilizing outreach coordinators to convey information to potential users, awareness of the new linkage program was spread primarily by word of mouth. Additionally, the Inland Empire mobility manager attended the Transportation Fair at the VA to educate veterans and staff on how to use the resource.

- AAA1b in Southeastern Michigan implemented a comprehensive marketing effort to advertise its MyRide 2 service. This included:
  - Posting the link on the AAA website and other partner websites
  - Issuing press releases – local newspaper, local media contacts, handled by the PR staff person at AAA1b
  - Advertising and public service announcements on local radio, handled by the PR staff at AAA

- Mailing postcards and other brochures to senior centers, physicians offices, and other agency partners
- Advertising in the quarterly in house newsletter
- Handing out brochures at health fairs

Staff from the AAA1b also noted that word of mouth, especially from AAA1b caregivers, is one of the best ways to make its customers aware of the linkage service. Staff also added that they did not use any social media.

5 EVALUATION

Few of the systems contacted in conjunction with this study had considered – or were required by the funding source to identify – how the systems, once implemented, would be deemed a success. Others included only rudimentary evaluations criteria such as website hits. The exceptions included a few systems that were designed with a detailed set of evaluation criteria in mind; that is, the designers of the systems used the evaluation criteria to "inform" the design of the linkage system. Some of these, also representing the few that have been implemented and are in use, have been included in this report as "best practice" case studies, noting that the evaluation criteria and processes among these few were quite different. For example, some providers utilize software tools that automatically tabulate a wide range of performance data, while others focus on a select number of criteria analyzed through manual collection, such as follow-up phone calls or customer surveys.

This section provides details regarding evaluation criteria currently used by linkage providers, as well as other potential criteria that could provide important insights into program effectiveness. As stated previously, linkage programs provide a wide range of services using numerous customer interaction techniques. The services and methods used by each provider affect the applicability of different evaluation criteria and collection methodologies. To distinguish between applicable criteria, this section is divided by the continuum of linkage levels introduced in Figure 2-1. An overview of evaluation criteria by linkage level is shown in Figure 5-1.

Figure 5-1 | Evaluation Criteria by Level of Linkage Functionality

Level	Name	Functionality	Evaluation Criteria
1	Central Repository	Centralized repository of data	- Number of hardcopies requested or distributed - Number of website hits/directory downloads - Google Analytics/web activity tracker
1A	Provider Portal	+ provider portal	- Add number of direct updates % of providers with updated information
2	Matching Assistance	+ ways to narrow down service and program options	- Number of registered clients - Number of general requests - Number of specific trip requests
3	Trip Planning Assistance	+ trip planning assistance	- Number of specific requests for trip planning - Selection of an option for further trip planning
4	Trip Booking Assistance	+ trip booking by mobility specialist	- Number of trips booked by mobility specialists - Number of booked trips made (needs follow-up)
5	Direct Trip Booking	+ trip booking by customers	- Number of trips booked directly by customers (Number of trips scheduled onto partners' vehicles) - Number of booked trips served

Level 1: Central Repository

Agencies relying primarily on hard copy or online directories have limited options for evaluating the successfulness of their program. Evaluation criteria primarily focus on the scale of directory distribution. Agencies using hard copies can track the number of directories distributed by staff and the locations or types of organizations that received directories. Staff can also track the number of individuals or organizations that request directories and the demographics of those making the requests. This data can be used to evaluate whether directory distribution has successfully reached specialized transportation riders within a jurisdiction.

Agencies with online inventories can use web tools to develop an overview of who views and downloads the specialized transportation directory. For example, Google Analytics uses a JavaScript-based tracking code to automatically generate information about users visiting a webpage. The software tracks the number of times of webpage is accessed, as well as how users initially found and accessed the page. Google Analytics can determine how a user interacts with site content, including the amount of time a user spends on each page. As the software learns

more about the user, Google can also develop basic demographic information. Webpage administrators can access automatically generated reports through an online application.

Google Analytics can be used by linkage providers to help understand who accesses online specialized transportation directories. If directories are distributed as a single static PDF, the software will enable providers to track the number and basic demographic information of users who download a directory. If directories include different pages for each service provider or type of service, Google Analytics can provide valuable information about which services or providers are most accessed by local customers. This information can be used to help determine whether existing services are meeting customer needs, as well as help prioritize pages that should be more frequently updated.

Level 1A: Provider Portal

The concept behind agencies with online provider portals is to improve the accuracy of information (without devoting significant staff time) by allowing service providers to directly update contact, fare, and regulations information. Evaluation criteria therefore focus on how frequently providers check and/or update information about their services on the portal. Agencies can track which providers frequently access and update their information, and which providers have either not submitted or fail to update information about their services, noting that providers with no changes may not need to update their information.

Many providers likely maintain similar services over long periods of time, while others frequently change service areas, fares, and other features. Due to this variation, agencies cannot expect all providers to update their portal information at a consistent rate. In order to understand the validity of the information on their portal, agencies should ideally conduct audits of provider pages. These audits would allow agencies to track the percentage of provider pages that contain accurate information.

Level 2: Program Options

The One Call/One Click process allows agencies to collect significantly more information about linkage customers and their trip requests. Agencies can therefore develop more advanced evaluations of how successful their programs are at linking riders with services.

When customers call a mobility management specialist or access an online portal, they are asked a series of triage questions as well as information about themselves and their trip. Questions typically focus on type of disability, needed accommodations, and eligibility for certain types of services, as well as the specifics of the trip needed. One Call/One Click allows agencies to track how users respond to these questions. Agencies can also track the number of riders who seek general information about services in their area versus those that request information about a specific trip. Using this information, agencies can better understand who utilizes linkage services and whether their needs are satisfied by provider services in the database.

Level 3: Trip Planning Assistance

By providing trip planning assistance, agencies can learn more about the ways customers use a linkage to find providers that serve their travel needs. Customers provide information about their trip origin and destination, the date and time of day they wish to travel, and trip purpose. Using this data, along with answers to triage questions, users are provided with specific transit trip

information or shown providers that operate applicable services. Agencies can track trip information to help identify common trips and analyze how preference different modes.

Agencies can also cross tabulate trip, triage, and itinerary data to see how different factors affect which services are applicable to customer requests. This analysis is particularly important for understanding which customers are unable to find an applicable trip, and how changes to service changes or new services may reduce the number of requests that cannot be completed.

Online one-click portals enhance the opportunities to evaluate the effectiveness of linkages. For example, the 1-Click|CS software includes a number of automatically generated evaluation reports that allow participating agencies to understand how customers are using the linkage service. Administrators can generate reports on the number of trips generated, as well as mode splits, trip information, and answers to triage information. The software also analyzes the platforms riders use to connect to the service. Most of these variables can be cross tabulated, allowing agencies to understand how different factors affect how riders use transportation services. 1-Click|CS also collects feedback from users on how closely generated trip information matched their needs. All evaluation reports can also be exported to CSV format. Cambridge Systematics works with clients to develop new reports, and regularly integrates new evaluation features accessible to all 1-Click|CS customers.

Level 4: Trip Booking Assistance

Linkage services that provide trip booking can obtain more precise information about the trips taken by their customers. At a basic level, agencies can track the number of trips booked, which services trips are booked on, and general trip information. Staff can also track how closely a booked trip matches the itinerary initially requested by the customer. This information can be used to identify services gaps within existing services, as well as identify potential new services that will more closely match rider requests.

Level 5: Direct Trip Booking

The trip booking process enables agencies to more easily track trip planning outcomes. Linkage providers are involved in almost all aspects of the trip planning process, from the initial triage screening to scheduling a pick-up and drop-off. In addition to tracking trip information and triage variables, agencies can track the number of successfully booked trips and the percentage of providers that allow direct trip booking. On systems that have multiple providers that can serve some similar trips, agencies can track factors that affect which service a customer chooses. This information can be valuable for agencies that are attempting to transition a portion of their ridership base to a different service.

Example Evaluation Criteria

The most advanced methods on evaluation criteria – and how that influenced the design of the system and collection of data – comes from a loosely-knit consortium of VTCLI grant recipients from Atlanta; Broward County and Jacksonville, Florida; Pennsylvania; and Riverside County, California, each of which developed a platform based on the 1-Click|CS software developed by Cambridge Systematics.

Figure 5-2 shows an example of evaluation data collected through the 1-Click|CS software from the inception of the systems through July 2015. Each of the four providers listed has used the

software in somewhat different ways and for different durations. For example, as discussed in Chapter 2, PennDOT has used FindMyRidePA as a portal for booking paratransit services and therefore can evaluate the total number of bookings made through the service. The Jacksonville Transit Authority, alternatively, used the software to allow customers to see how view how a major service change would affect their transit trip itineraries. This usage is reflected in a high rate of transit itinerary requests. Note that the PennDOT system, FindMyRidePA, is the only one of the four that allows customers to directly book trips (Level 5). JTA's Transportal system is about to implement Level 5 functionality.

Figure 5-2 | 1-Click-CS Sample Evaluation Criteria[16]

		ARC Simply Get There	IEUW 2-1-1 VetLink-to-Go	JTA TransPortal	PA FindMyRidePA
Agencies		8	6	15	3
Providers		37	45	27	6
Services		38	53	31	8
Total Users[17]		570	417	1675	799
Registered Users		65	42	110	187
Logins by Registered Users		361	472	643	770
Trips		988	1086	3444	1710
	Desktop	686	945	2304	1093
	Tablet	32	19	161	41
	Phone	24	46	785	117
	Kiosk	-	-	-	295
Itineraries		12577	7694	26125	10003
	Bike	79	201	146	-
	Carpool	1004	-	-	-
	Drive	81	323	142	-
	Paratransit	6080	1919	4231	3885
	Transit	5333	5251	21606	6148
Selected Itineraries		420	164	950	1321
	Bike	4	0	2	-
	Carpool	40	-	-	--
	Drive	2	0	6	-
	Paratransit	113	20	118	831
	Transit	261	144	824	490
Bookings		-	-	-	315

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[16] 1-Click-CS Sample Evaluation Criteria. 8 July 2015. Raw data. Cambridge Systematics, Boston.

[17] User has generated at least one trip

6 STRENGTHS, WEAKNESSES, AND OPPORTUNITIES

The literature review and case studies process revealed numerous strengths and weaknesses of existing transportation linkage services. Many of the weaknesses of linkage services with lesser functionality emerge as strengths of more developed programs. The different strategies and technologies utilized at each level of functionality also present unique opportunities to enhance linkage services and improve mobility for specialized transportation customers.

Similar to the previous sections of this report, this section is structured around the continuum of linkage services introduced in Figure 2-1. The strengths and weaknesses related to the functionality of each linkage level, as well as potential opportunities for linkage providers, are presented below. An overview of this analysis, which demonstrates how weaknesses of lower linkage levels are addressed by strengths of linkages with increased functionality, is presented in Figure 6-1 at the end of this chapter.

Level 1: Central Repository

Basic specialized transportation inventories consolidate and organize information about available services in a given area, but are often difficult for customers to access and use.

Specialized transportation customers often rely on multiple service providers to fulfill their travel needs. Service area, customer eligibility, fare costs, trip purpose limitations, advance booking requirements, accessibility, and scheduling information for these services vary widely among the different providers within a given region. Hard-copy and static online inventories provide an effective resource for customers to learn more about services in their area. Customers can use these inventories to understand what services they are eligible for, as well as whether the service will meet their current travel needs.

Despite significantly increasing customer knowledge of available services, basic transportation inventories have numerous weaknesses. Directories must be printed and distributed to customers and the places they congregate. The printing and distribution process is expensive and often not comprehensive. Many agencies have tried to expand distribution by publishing PDF versions of their hard copy directories online. But these online directories require customers to have access to the internet and be computer literate, or receive assistance from someone who meets these qualifications, in order to access the information.

Hard-copy and static online directories become out of date almost immediately after publication, as providers and services frequently change. As directories become out of date, they are less useful to customers. Keeping inventories up-to-date and redistributing updated directories can take up significant amounts of staff time. Therefore, most agencies using hard-copy directories rarely

publish updates more frequently than once per year. Additionally, some smaller human service providers request that they are not included in hard-copy directories. These operators may provide the only service within a region that fulfills a specific type of travel need, but are concerned that inclusion within a directory would overburden limited resources. As agencies relying exclusively on static directory distribution do not provide phone-based mobility assistance services, it may not be possible for customers to discover an unlisted service that may be their only option for a specific type of trip.

If properly designed, static directories can significantly reduce the time and effort needed to find an applicable transportation service. As discussed in the case study above, Will County, with the help of Nelson\Nygaard, produced a hard-copy directory whose design mimics an online resource. Customers could use the services matrices to quickly identify an applicable service and find contact information. Such a resource design also allows agencies to easily identify holes within their region's specialized transportation matrix.

Online portals present the opportunity to more effectively leverage web analytics-based evaluation. But portals must be designed with this type of evaluation in mind. Separating entries into separate pages, rather than a single PDF file for all services, allows agencies to monitor views for each service. This information can then be used to determine which services are most utilized by users, and which trips customers are having difficulty finding an applicable service for.

Many agencies have had difficulty maintaining an organized and accessible database. Entries become out of date quickly and provider information becomes unorganized as new staff members are assigned to maintain the inventory. Without a specified process, many inventories become almost unusable over time.

Strengths

- Provides a centralized, source of information of specialized and other transportation providers

Weaknesses

- Often difficult for customers and mobility specialists to quickly identify applicable services, especially in larger directories

- Directories are out of date almost immediately after publication

- Updating directories requires significant staff time and distribution expenditures

- Hard-copy only: directories must be physically accessed, often not widely available

- Online directories only: customers must have internet and be computer literate, or receive assistance, in order to access

- Hard to maintain consistent organization, especially as services are added, removed, and/or modified over time (Levels 1-5)

Opportunities

- Directories can be placed online, allowing any customer with computer and internet access to find transportation services 24-hours a day, seven days a week

- Directories can be designed to mimic the usability of a web-based interface, providing users with a guide to identify applicable services and easily navigate to provider information

- Allows agencies to identify potential holes in available specialized transportation services in their area (Levels 1-5)

- Portals can be designed to more effectively leverage web analytics-based evaluation

Level 1A: Provider Portal

Online portals allow providers to directly update service information, increasing accuracy without additional agency staffing requirements, but agencies often have difficulty getting providers to update their entries.

In an effort to increase the accuracy of their transportation inventories, many agencies have developed online portals that allow service providers to directly update contact, eligibility, fare, and other information. These portals can facilitate the development and maintenance of specialized transportation inventories without the costs associated with an agency-maintained database. Effectively developing and deploying an online portal can be difficult however. Providers do not always follow entry templates, leading to inconsistencies between entries and service descriptions that are difficult for customers to comprehend.

Strengths

- Allows providers to directly update service information through an online portal

Weaknesses

- Often difficult to get providers to regularly update portal information after service changes (Levels 1A-5)

- Providers do not always follow entry template, leading to inconsistencies and/or descriptions that are difficult for customers to comprehend (Levels 1A-5)

Level 2: Matching Assistance

Matching assistance programs facilitate customer's finding transportation services that may meet their needs, but these systems still require customers to contact service providers in order to book a trip or get additional information.

Basic specialized transportation directories (Level 1) require users to manually sift through different program options. The best designed directories include features that reduce the challenges associated with this process, but many customers still have trouble identifying an ideal service for their needs. Matching assistance, both through online applications and by phone, use triage questions to narrow down potential service options. Instead of a directory with dozens of services, users of matching assistance may be presented with just two or three services that best fit their needs.

Matching assistance programs present only potential service options for customers based on eligibility and service area. Many providers have additional restrictions, such as operating hours, that are not assessed in the matching process. Customers must typically contact one or more providers to find a service that fits their specific trip. This process may be both time consuming and complicated for many users.

Strengths

- Uses search criteria or triage questions to identify services that meet a customer's needs and eligibility requirements

- Can harness existing 2-1-1 systems (reduces development time and cost)

- Provider update nudges and match follow-ups conducted by 2-1-1 staff

Weaknesses

- Not linked with schedule information; customers must typically contact one or more providers to find a service that fits a specific trip

Opportunities

- Phone-based matching assistance services could follow up a customer request by sending an email with contact information and links to matched services

Level 3: Trip Planning Assistance

Trip planning assistance services provide more precise information about a wider range of transportation options, but continue to require customers to contact service provider if trip booking is required.

Trip planning assistance services are typically based around a web application, which can be accessed by either the customer directly or by a mobility specialist contacted by phone. Most web applications work similarly to an online trip planner by providing applicable services based on a specific trip request, with the added enhancement of curated travel options based on answers to triage questions. Users are then presented with a list of services that fit their specific trip needs, rather than a generalized list of services they are eligible to use. Some services are integrated with or provide links to public transit schedules, bicycling and walking directions, carpool matching, and taxi databases, providing more options than a tradition specialized transportation inventory.

Customers relying on paratransit and many human services providers are still required to contact their provider after using trip planning assistance software to book their trip. This process is especially difficult for customers who discover that the trip that best meets their travel needs requires a transfer between services. Booking trips between multiple providers often requires individually contacting each provider and then negotiating trips that would allow for a logical transfer. If customers are unable to navigate through this process, they may not be able to complete their desired trip at all.

Trip planning assistance applications can be designed to be accessed using a mobile phone, either through a website scaled for mobile web browsers or a dedicated mobile application. Providing smart phone access allows customers to search for transportation services while they are traveling, and also ensures that customers who access the internet primarily through their mobile device can use assistance services.

Strengths

- Works similarly to an online trip planner by providing applicable services based on a specific trip request
- Can be integrated with public transit schedules (often through GTFS), bicycling and walking directions, carpool matching, taxi databases, etc.

Weaknesses

- Customers are required to contact a service provider directly if trip booking is required
- Difficult to coordinate trips that include transfers between services that require advanced booking

Opportunities

- Mobile applications

Level 4: Trip Booking Assistance

Linkage services that provide customers with trip booking assistance facilitate the entire trip planning process from service identification to booking, but customers must contact a mobility specialist by phone.

Many customers have difficulty booking a trip that meets their needs, especially those customers who rely on specialized transportation services. Linkage services that provide trip booking assistance eliminate many of the complications related to successfully planning a trip on such services, including assisting with customer registration when applicable. Mobility specialists help customers identify an applicable service and then contact the provider to actually book the trip. Customers can complete the initial steps on this process through an online portal when provided, but typically have to contact a specialist by phone to receive booking assistance. However, mobility specialists are at somewhat of a disadvantage because they may not know whether the provider has capacity to take the trip at the desired time. This can result in mobility specialists having to contact multiple providers or being unable to meet a specific trip request despite previous assurances.

Strengths

- Mobility specialists directly contact service providers to book trips on customer's behalf
- Some conduct three-way calls to facilitate transfer trips

Weaknesses

- Customers using online portals typically have to contact a mobility manager by phone for booking assistance
- Mobility specialists do not know if service provider has availability until call is made

Opportunities

- Allows agencies with lower staffing levels to leverage online application and focus staff assistance on trips that are more difficult to book, such as transfers

Level 5: Direct Trip Booking

Direct trip booking services eliminate the need to contact a provider, allowing customers to directly book, and sometimes schedule, a trip using only an online application.

A few linkage providers have begun integrating their online applications with trip scheduling software, such as Trapeze, RouteMatch, and Ecolane. These applications allow customers to identify potential services and book a trip request without contacting the provider. These services function similar to an online air ticket booking website, such as Travelocity or Expedia.

The major hurdle to developing direct trip booking programs is integration with scheduling software. Service providers within a given region often use different software packages. To integrate a range of services, agencies might have to pay for the development of APIs that allow these different software packages to communicate with the online application.

Direct trip booking programs offer numerous opportunities to enhance customer mobility and streamline the linkage process. Paratransit eligibility information can be associated with a user profile, eliminating the need to verify eligibility with each transaction. Web applications can also enhance customers' understanding of available services, allowing them to use new modes that both meet their accommodation needs and specific trip requirements. Applications can also be integrated with vehicle tracking software to provide estimated time of arrival information to customers.

Strengths

- Customers can directly book without contacting the provider – now from mobile phone
- Provider scheduler can schedule unscheduled trip onto partner's vehicle run
- Powerful reporting tool help to unveil planning opportunities

Weaknesses

- New customers must still pre-register for some systems (eligibility determination)

- Service providers within a given region often use different scheduling software/practices, requiring development of new APIs or acquisition of new software

Opportunities

- User profile data could pre-populate paratransit eligibility application

- Enhance awareness of alternative modes that can serve paratransit-eligible trips

- Integration with vehicle tracking software to provide estimate time of arrival information to customers (to reduce "where's my ride?" calls)

- Fare integration, allowing customers to pay for multi-provider trips

Figure 6-1 | Evolution of Strengths, Weaknesses, and Opportunities

1 CENTRAL REPOSITORY

STRENGTHS

PROVIDES A CENTRALIZED SOURCE OF INFORMATION OF SPECIALIZED AND OTHER TRANSPORTATION PROVIDERS

WEAKNESSES

① DIFFICULT FOR CUSTOMERS TO IDENTIFY APPLICABLE SERVICES

② DIRECTORIES ARE OUT OF DATE ALMOST IMMEDIATELY AFTER PUBLICATION

UPDATING DIRECTORIES REQUIRES SIGNIFICANT STAFF TIME AND DISTRIBUTION EXPENDITURES

HARD TO MAINTAIN CONSISTENT ORGANIZATION

HARD COPY ONLY - DIRECTORIES NOT WIDELY AVAILABLE VS ONLINE DIRECTORIES ONLY - CUSTOMERS MUST HAVE INTERNET

OPPORTUNITIES

DIRECTORIES CAN BE PLACED ONLINE, ALLOWING ANY CUSTOMER WITH COMPUTER AND INTERNET ACCESS TO FIND TRANSPORTATION SERVICES 24-HOURS A DAY, SEVEN DAYS A WEEK

DIRECTORIES CAN BE DESIGNED TO MIMIC THE USABILITY OF A WEB-BASED INTERFACE, PROVIDING USERS WITH A GUIDE TO IDENTIFY APPLICABLE SERVICES AND EASILY NAVIGATE TO PROVIDER INFORMATION

ALLOWS AGENCIES TO IDENTIFY POTENTIAL HOLES IN AVAILABLE SPECIALIZED TRANSPORTATION SERVICES IN THEIR AREA (LEVELS 1-5)

PORTALS CAN BE DESIGNED TO MORE EFFECTIVELY LEVERAGE WEB ANALYTICS-BASED EVALUATION

1a PROVIDER PORTAL

STRENGTHS

② ALLOWS PROVIDERS TO DIRECTLY UPDATE SERVICE INFORMATION THROUGH AN ONLINE PORTAL

WEAKNESSES

DIFFICULT TO GET PROVIDERS TO REGULARLY UPDATE PORTAL INFORMATION AFTER SERVICE CHANGES (LEVELS 1A-5)

PROVIDERS DO NOT ALWAYS FOLLOW ENTRY TEMPLATE, LEADING TO INCONSISTENCIES AND/OR DESCRIPTIONS THAT ARE DIFFICULT FOR CUSTOMERS TO COMPREHEND (LEVELS 1A-5)

2 MATCHING ASSISTANCE

STRENGTHS

① USES TRIAGE QUESTIONS TO IDENTIFY SERVICES THAT MEET A CUSTOMER'S NEEDS AND ELIGIBILITY REQUIREMENTS

WEAKNESSES

③ NOT LINKED WITH SCHEDULE INFORMATION; CUSTOMERS MUST TYPICALLY CONTACT PROVIDERS TO FIND A SERVICE THAT FITS A SPECIFIC TRIP

OPPORTUNITIES

PHONE-BASED MATCHING ASSISTANCE SERVICES COULD FOLLOW UP A CUSTOMER REQUEST BY SENDING AN EMAIL WITH CONTACT INFORMATION AND LINKS TO MATCHED SERVICES

3 TRIP PLANNING ASSISTANCE

STRENGTHS

③ WORKS SIMILARLY TO AN ONLINE TRIP PLANNER BY PROVIDING APPLICABLE SERVICES BASED ON A SPECIFIC TRIP REQUEST

③ CAN BE INTEGRATED WITH PUBLIC TRANSIT SCHEDULES (OFTEN THROUGH GTFS), BICYCLING AND WALKING DIRECTIONS, CARPOOL MATCHING, TAXI DATABASES, ETC.

WEAKNESSES

④ CUSTOMERS ARE REQUIRED TO CONTACT A SERVICE PROVIDER DIRECTLY IF TRIP BOOKING IS REQUIRED

⑤ DIFFICULT TO COORDINATE TRIPS THAT INCLUDE TRANSFERS BETWEEN SERVICES THAT REQUIRE ADVANCED BOOKING

OPPORTUNITIES

MOBILE APPLICATIONS

4 TRIP BOOKING ASSISTANCE

STRENGTHS

④ ⑤ MOBILITY SPECIALISTS DIRECTLY CONTACT SERVICE PROVIDERS TO BOOK TRIPS ON CUSTOMERS BEHALF, INCLUDING CONDUCTING THREE-WAY CALLS TO FACILITATE TRANSFER TRIPS

WEAKNESSES

⑥ CUSTOMERS USING ONLINE PORTALS TYPICALLY HAVE TO CONTACT A MOBILITY MANAGER BY PHONE FOR BOOKING ASSISTANCE

MOBILITY SPECIALISTS DO NOT KNOW IF A SERVICE HAS A DIRECTLY APPLICABLE TRIP BEFORE CONTACTING THE PROVIDER

OPPORTUNITIES

ALLOWS AGENCIES WITH LOWER STAFFING LEVELS TO LEVERAGE ONLINE APPLICATION AND FOCUS ASSISTANCE ON TRIPS THAT ARE MORE DIFFICULT TO BOOK, SUCH AS TRANSFERS.

5 DIRECT TRIP SCHEDULING

STRENGTHS

⑥ CUSTOMERS AND/OR MOBILITY SPECIALISTS CAN VIEW SCHEDULED RUNS AND DIRECTLY BOOK AND/OR SCHEDULE A TRIP WITHOUT CONTACT-ING THE PROVIDER

WEAKNESSES

SERVICE PROVIDERS WITHIN A GIVEN REGION OFTEN USE DIFFERENT SCHEDULING SOFTWARE/PRACTICES, REQUIRING DEVELOPMENT OF NEW APIS OR ACQUISI-TION OF NEW SOFTWARE

OPPORTUNITIES

PARATRANSIT ELIGIBILITY INFORMATION CAN BE ASSOCIATED WITH A USER PROFILE

ENHANCE AWARENESS OF/DIRECTLY SCHEDULE ON ALTERNATIVE MODES THAT CAN EFFECTIVELY SERVE PARATRANSIT-ELIGIBLE TRIPS

INTEGRATION WITH VEHICLE TRACKING SOFTWARE TO PROVIDE ESTIMATED TIME OF ARRIVAL INFORMATION TO CUSTOMERS

FARE INTEGRATION, ALLOWING CUSTOMERS TO PAY FOR MULTIPLE SERVICES DIRECTLY THROUGH PORTAL

Matching numbers negate each other

A. Getting There Collaborative Placemats

Figure A-1 | Getting There Guide: Front

getting there
bridging the transportation gap for older adults

A Resource Guide to Transit Services for Older Adults Living in the Metropolitan Denver Area
Printed courtesy of the Getting There Collaborative, a transportation initiative of HealthONE Alliance and Rose Community Foundation

Updated May 2005

Fixed Route Runs on regular schedule and route. Most frequent and least expensive service. Available to all riders.

Transit Provider	From/To	Service Available For	Cost	Wheelchair Accessible	Hours of Service	More Information
Art Shuttle	Englewood	General Public	Free	Yes	M-F 6:30am - 6:30pm	303-762-2300 www.englewoodgov.org
Clean Air Transit Company CATCO	Castle Rock	General Public	Free	Yes	M-Sat 7:40am - 5:45pm	303-814-6407 www.crgov.com
Front Range Express (FREX)	Fountain, Colorado Springs, Monument, Castle Rock, Denver Tech Center, Downtown Denver	General Public	$2-$6 one-way. Senior and disabled fare from 10 am - 3 pm; 50% of posted fare.	Yes, must call 48 hours in advance.	M-F 4:45am - 8:45pm	1-877-425-3739 www.FrontRangeExpress.com
HOP	Boulder	General Public	$1.25 $.60 for seniors	Yes	M-Sun 7am - 10pm Late night weekend service	303-447-8282 www.rtd-denver.com
Regional Transportation District (RTD)	Denver Metro Area	General Public	Varies	Yes	23 hours/day, 7 days/week	303-299-6000 www.rtd-denver.com
Shopping Cart - Littleton	Littleton	50+, Disabled	Donation	No	M-Sat 10am - 2pm, 3pm - 5pm	303-795-3700 www.littletongov.org Must reside in the City of Littleton.
The Link	Denver Tech Center/ Greenwood Village	General Public	Free	Yes	M-F 6am – 6:30pm	303-744-6806 www.thelinkbus.com

Demand Response Must schedule ride. Rider must often be pre-certified (for ADA certifications contact RTD). Restrictions may apply. Fares often subsidized.

Transit Provider	From/To	Service Available For	Cost	Wheelchair Accessible	Hours of Service	Advance Times to Schedule Rides	More Information
Broomfield Easy Ride	Broomfield	60+, Disabled	Varies, $1-5 round-trip.	Yes	M-F 8am - 1:30pm	1 day in Broomfield, 2 days outside of Broomfield.	303-464-5226 www.ci.broomfield.co.us
Lakewood Rides	Lakewood	50+, Disabled	Varies	Yes	M-F 7am - 4pm	2-3 days, 3 weeks for medical appointments.	303-987-4826. Lakewood residents only
LogistiCare	Arapahoe, Denver, and Douglas Counties	60+	Donation	Yes	Daily, all hours (24/7)	72-48 hour advance reservation; exceptions may be made for urgent trips.	Scheduling - 1-800-284-5150. Trips for mealsite, grocery, medical, dental, or eye appointments. 10 mile radius.
	All Metro Area Counties	Medicaid eligible	Free	Yes	Daily, all hours (24/7)		Scheduling - 1-800-284-5150. Trips are to nearest provider.
Omnibus/Littleton	Littleton	55+, Disabled	Donation	Yes	M-F 8am - 4pm	2 days	303-795-3700 www.littletongov.org Must reside in the City of Littleton.
RTD access-a-Cab	Metro Area	ADA certified only	Customer pays $2 up front, RTD pays next $7.	Yellow Cab only	24/7	Same day	Scheduling - 303-244-1388 www.rtd-denver.com Customer pays fare over $9.
RTD access-a-Ride	Metro Area	ADA certified only	2 x RTD's fixed-route fare.	Yes	Corresponds to fixed-route hours.	1 - 3 days	Scheduling - 303-299-6560. www.rtd-denver.com Must be ADA certified.
RTD call-n-Ride	11 Metro Area Locations	General Public	$1.25; $.60 for seniors.	Yes	Varies	Minimum of 1 hour in advance.	303-299-6000 www.rtd-denver.com
Seniors' Resource Center	Jefferson/Clear Creek Counties to Metro Area	60+, Disabled	Donations and fees	Yes	M-F 9am - 6pm; some Saturday service.	2 days – exceptions made if space available.	Scheduling - 303-235-6972 www.srcaging.com Weekend service for dialysis appointments only.
	Adams County: A-LIFT Serves the Metro Area		Donations		M-F 6am - 6pm; some Saturday service.		
Special Transit	Boulder County, Rural Adams County, Estes Valley	60+, Disabled, Low Income	$2 one-way local; $4 one-way inter-city.	Yes	M-F 7:30am - 5:00pm; limited weekend service.	1-7 days	Boulder & Adams County - 303-447-9636 Estes Park - 970-586-8767 www.specialtransit.org

Visit **www.gettingthereguide.com** for latest updates.

18

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[18] "Getting There Guide." Denver Regional Mobility and Access Council, 1 July 2015. Web. 4 Nov. 2015.

Figure A-2 | Getting There Guide: Back

Medical Service Providers Transportation generally provided to individual medical and other essential appointments only. Hours and location of service limited.

Transit Provider	From/To	Service Available For	Cost	Wheelchair Accessible	Hours of Service	Advance Times to Schedule Rides	More Information
American Cancer Society	Metro Area	Cancer treatment	No	No	M-F 8am - 4pm	7 days	303-758-2030 www.cancer.org
American Red Cross	Adams, Arapahoe, Denver, Douglas, Jefferson Counties	Medical trips	Varies by county	Yes, Wednesday only	M-F 9am - 3pm	3 business days	303-722-7474 Must register.

Other Providers Transportation provided to support individual agency program. Hours and location of service limited.

Transit Provider	From/To	Service Available For	Cost	Wheelchair Accessible	Hours of Service	Advance Time to Schedule Rides	More Information
Seniors! Inc.	Metro Area	60+	Donation	No	M-F 8am - 5pm	ASAP	303-300-6908 www.seniorsinc.org Income restricted.
Aurora Senior Center	Within Aurora	50+	Sliding Scale	Yes	M-F 8am - 3:30pm	1 day	303-739-7940 www.auroragov.org/leisure Center membership required.
Castle Rock Senior Center	Castle Rock, Central Douglas County	50+, Disabled	Donation	Yes	M-F 9am - 3pm	1 day	303-688-9498 www.castlerockseniorcenter.org Serves members and non-members.
Community Ride	Chaffee Park, Elyria, Globeville, Swansea	General Public	$1.00 round-trip	Yes	Mon. & Weds. mornings	Home pickup available for ages 65+ and the disabled. Must schedule 1 day in advance.	303-380-0060 www.rtd-denver.com
Douglas County Senior Services/Neighbor Network	Metro Area	General Public	Donation	No	Varies	7 days	303-660-7519 Douglas County Residents only, must pay annual membership fee of $35.
RTD - Saturday Shopper	Metro Area	General Public	65+ $1.25 round-trip; under 65 $2.50.	Yes	Saturdays	Monday prior to Saturday shopping day.	303-299-6503 www.rtd-denver.com Picks up at senior housing complexes and senior community centers.
RTD - Senior Ride	Entertainment events in the Metro Area	Primarily for seniors	RTD local and regional fares apply; 65+ half price.	Yes	Varies	Call RTD for details.	303-299-6503 www.rtd-denver.com RTD publishes a quarterly calendar of events, must register with groups of 10 or more.

For-Hire For-Hire transit services provided by passenger carriers. Fares and service schedules on file and subject to Public Utility Commission approval. Transportation open to the general public.

Transit Provider	From/To	Service Available For	Cost	Wheelchair Accessible	Hours of Service	Advance Time to Schedule Rides	More Information
Dialed-In Sedan	Metro Area	General Public	Minimum of $12.20	Yes	7 days/week 6am - 9pm	Varies	303-745-2114
Midtown Express	Metro Area	General Public	Varies	Yes	M-Sat 5am - 6pm	On-Call, prefer 2 days	303-282-8085 midtownexpress@aol.com
Mobil Access	Metro Area	55+, Disabled	$25-$60	Yes	M-F 5am - 5pm; limited weekends.	On-Call	303-274-9895 Also take standing appointments.
Mobility Transportation Services	Statewide	General Public	By mile	Yes	24/7	On-Call	303-295-3900
New Day Transportation Program	Metro Area	General Public	$.31 per mile, plus $15 per hour (2 hour minimum).	Yes	M-F 8am - 7pm; limited weekends.	2 days	303-841-1399 www.newdayservices.com Subsidies available.
Taxicabs							
Freedom Cab	Metro Area	General Public	Meter	No	24/7	On-Call	303-444-4444 www.denverbytaxi.com
Metro Taxi	Metro Area	General Public	Meter	No	24/7	On-Call	303-333-3333 www.denverbytaxi.com
Town & Country Taxi	Longmont Area	General Public	Meter	No	24/7	On-Call	303-776-0496
Yellow Cab	Metro Area	General Public	Meter	Yes	24/7	On-Call	303-777-7777 www.denverbytaxi.com Call 1 hour in advance for wheelchair accessible vehicle.
Zone Cab	Metro Area	General Public	Meter	No	24/7	On-Call	303-444-8888

ADA Certification: To determine your eligibility for services provided under the Americans with Disabilities Act, contact RTD. The certification process includes an evaluation interview and may require a physician's verification. There is no application fee. Call RTD at (303) 299-2960 to schedule a certification appointment.

Visit **www.gettingthereguide.com** for latest updates.

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[19] "Getting There Guide." Denver Regional Mobility and Access Council, 1 July 2015. Web. 4 Nov. 2015.

B. List of Veterans Transportation and Community Living Initiative (VTCLI) Grant Recipients

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State	Grant Recipient	Recipient Type	Lead Agency	Lead Agency Type	Allocation	Year	Project Description
AK	Municipality of Anchorage	Municipal	Municipality of Anchorage	Municipal	$120,000	2011	Creation of mobile smartphone applications to extend the reach of the existing one-call center.
CA	Los Angeles County Metropolitan Transportation Authority	Public Transit Agency	Los Angeles County Metropolitan Transportation Authority	Public Transit Agency	$2,000,000	2011	Technology upgrades to Southern California 5-1-1 system to improve the information accessibility of the area's transportation services.
CA	Omnitrans	Public Transit Agency	Inland Empire United Way	Non-Profit	$227,240	2011	Hardware and software purchase to expand the capacity of the 2-1-1 system. Real-time arrival displays at VA hospital and mobile application.
CA	San Diego Association of Governments (SANDAG)	MPO	San Diego Association of Governments (SANDAG)	MPO	$2,050,000	2012	The San Diego Association of Governments is partnering with a local transit provider (FACT) and information resource (2-1-1 San Diego) to improve the accessibility of information for San Diego County's transportation services through an enhanced directory of resources, a one-click transportation web site, 24/7 live telephone service, a free mobile transportation application for smart phones and at least 20 interactive transportation kiosks at military facilities, workforce one-stops and other veterans sites.
CA	Santa Clara Valley Transportation Authority (VTA)	Public Transit Agency	Santa Clara Valley Transportation Authority (VTA)	Public Transit Agency	$2,050,000	2012	The Santa Clara Valley Transportation Authority will expand and update an existing One Call/One Click center to improve access to a wide array of transportation resources that are available for veterans, military personnel and their families in Santa Clara County and Silicon Valley, which is home to about 20 percent of veterans in California.

State	Grant Recipient	Recipient Type	Lead Agency	Lead Agency Type	Allocation	Year	Project Description
CO	Colorado Department of Transportation	State DOT	Denver Regional Access and Mobility Council	Non-Profit	$613,580	2011	DRMAC will create a One Call/One Click center with an information and assistance function and pilot coordinated reservations and scheduling system.
CO	Colorado Department of Transportation	State DOT	Accessible Coordinated Transportation of the Pikes Peak Region	Non-Profit	$362,500	2011	Accessible Coordinated Transportation will upgrade software capabilities for the existing Joint Dispatch and Call Center.
CO	Colorado Department of Transportation	State DOT	Northwest Colorado Council of Governments	COG	$321,600	2011	NW Colorado COG will create a One Call/One Click center and a regional billing center to enhance veterans travel training program.
CO	Colorado Department of Transportation	State DOT	All Points Transit	Non-Profit	$29,052	2011	All Points Transit will purchase software upgrades for the existing one-call center to enable scheduling rides for military and veterans service providers.
CO	Colorado Department of Transportation	State DOT	Northwest Colorado Council of Governments	COG	$50,000	2012	The Northwest Colorado Council of Governments will collaborate with veterans, military, medical and service organizations in Northwest Colorado to develop a One Call/One Click center that includes transportation resources for nearly 50,000 veterans and active duty military personnel who live in the large, multi-county, rural area.
CO	Colorado Department of Transportation	State DOT	Denver Regional Access and Mobility Council	Non-Profit	$50,000	2012	The Denver Regional Mobility & Access Council will expand marketing and outreach activities to promote its One Call/One Click center, provide technical assistance to other VTCLI projects statewide, and enhance partnerships between veterans, military, medical and service organizations statewide to improve access to transportation and health care services for more than 200,000 veterans who live in Colorado.

State	Grant Recipient	Recipient Type	Lead Agency	Lead Agency Type	Allocation	Year	Project Description
CO	Colorado Department of Transportation	State DOT	Accessible Coordinated Transportation of the Pikes Peak Region	Non-Profit	$50,000	2012	Accessible Coordinated Transportation of the Pikes Peak Region will enhance its existing One Call/One Click center, coordinate local and statewide resources to improve information about available transportation options for veterans, and significantly expand outreach and marketing activities to six military installations, four military medical treatment facilities and more than 100,000 veterans and active duty military personnel who live in the community.
CO	Colorado Department of Transportation	State DOT	All Points Transit	Non-Profit	$14,500	2012	All Points Transit, a transportation provider in rural Western Colorado, will enhance its current One-Call Transportation Program, identify unmet transportation needs for more than 40,000 veterans and active duty military personnel in the region, and promote available resources with enhanced marketing and outreach activities.
FL	Jacksonville Transportation Authority	Public Transit Agency	Jacksonville Transportation Authority	Public Transit Agency	$1,925,200	2011	Build a One Call/One Click transportation resource center to expand access to the regional scheduling system via the internet and telephone.
FL	Polk County Board of County Commissioners	County	Polk County Board of County Commissioners	County	$1,542,267	2011	Consolidation of three call centers into single one-call center with centralized website and phone number for coordinated delivery of transportation.
FL	City of Tallahassee	Municipal	City of Tallahassee	Municipal	$1,200,000	2011	Expand existing transit call center to provide information, transportation and scheduling for veterans, add customer scheduling website.
FL	Pinellas County Metropolitan Planning Organization	MPO	Pinellas County Metropolitan Planning Organization	MPO	$1,098,339	2011	Create a one-stop center with online tool, toll-free phone number, interactive voicemail system, mobile applications for real-time information.

State	Grant Recipient	Recipient Type	Lead Agency	Lead Agency Type	Allocation	Year	Project Description
FL	Central Florida Regional Transportation Authority (LYNX)	Public Transit Agency	Central Florida Regional Transportation Authority (LYNX)	Public Transit Agency	$1,056,800	2011	New customer information system including one-call service integrated with transit website and transportation information kiosks throughout project area.
FL	Broward Metropolitan Planning Organization	MPO	Broward Metropolitan Planning Organization	MPO	$539,937	2011	Upgrade 2-1-1 system to serve as One Call/One Click center, bringing transportation into the employment, housing, food and counseling information system.
FL	Lee County Government	County	Lee County Government	County	$1,359,200	2012	Lee County will use funds for the initial deployment of informational kiosks at key transit locations, including the new VA Health Care Center, for planning assistance for regional coordination on transportation access, and for implementation of vehicle arrival notification system for the transit system's 65 buses. Together, these three projects represent an opportunity to significantly improve access to transportation options for veterans and their families, while also serving the public at large.
FL	St. Lucie County Board of County Commissioners	County	St. Lucie County Board of County Commissioners	County	$454,000	2012	St. Lucie County will set up the infrastructure necessary to create a One Call/One Click center. The goal is to connect St. Lucie and Martin County veterans, their military family members, and other transportation-disadvantaged populations to various destinations throughout the region for employment, medical and recreational purposes.

State	Grant Recipient	Recipient Type	Lead Agency	Lead Agency Type	Allocation	Year	Project Description
FL	Santa Rosa Board of County Commission	County	Santa Rosa Board of County Commission	County	$222,387	2012	The Pensacola Bay Area Community Transportation Coordinator will upgrade vehicle technology as well as scheduling and dispatching software for the Santa Rosa County Veterans Memorial Foundation-funded to the Veterans' Affairs Clinic in Escambia County. These technology upgrades will allow the trips to be provided without the need to purchase additional vehicles. More efficient use of existing resources will help make trips available for the veterans of Santa Rosa County who otherwise would not be able to travel to the VA Clinic in Escambia County.
FL	City of Tallahassee	Municipal	City of Tallahassee	Municipal	$50,000	2012	The City of Tallahassee and StarMetro will conduct outreach and promotion of the Capital Region One Call/One Click Center to provide veterans, their families and the agencies that support them with improved access to information about transportation services in and around the Capital Region to popular destinations such as employment, education and health care facilities like the Tallahassee VA Outpatient Clinic.
FL	Pinellas County Metropolitan Planning Organization	MPO	Tampa Bay Area Regional Transportation Authority	Public Transit Agency	$50,000	2012	The Tampa Bay Area Regional Transportation Authority will expand its existing role as a transportation resource by creating a One Call/One Click Transportation Information Center that will serve as a single point of contact for consumers to learn about available transportation resources in the seven-county Tampa Bay region.

State	Grant Recipient	Recipient Type	Lead Agency	Lead Agency Type	Allocation	Year	Project Description
FL	Jacksonville Transportation Authority	Public Transit Agency	Jacksonville Transportation Authority	Public Transit Agency	$50,000	2012	The Jacksonville Transit Authority will develop the Northeast Florida One-Call/One Click Transportation Resource Center that will allow veterans to obtain immediate information to connect to transit services through a single call or a single visit to a web page. Services include support organizations, social service agencies, car and van pools, volunteer driver programs, bicycles, walking, and taxis.
GA	Atlanta Regional Commission	MPO	Atlanta Regional Commission	MPO	$419,855	2011	Link multiple call centers to centralized database through multi-functional website to improve mobility planning by tracking requests and gaps in service.
GA	Georgia Department of Transportation	State DOT	Coastal Regional Commission of Georgia	Area Agency on Aging	$210,000	2012	The Coastal Regional Commission of Georgia will expand the One-Call Center into a One Call/One Click Center by building a website and implementing software that will permit veterans and their families, along with all others who request the service, to schedule and cancel trips via the internet.
GA	Atlanta Regional Commission	MPO	Atlanta Regional Commission	MPO	$50,000	2012	Atlanta Regional Commission will use funds for the "One Click to Get There" project to raise awareness of the one-click mobility management software, increase the number of users, and establish a trained corps of volunteers to host training sessions throughout the 18-county metro area. The software, which includes an easy to use web-based public interface, links veterans, older adults, persons with disabilities and others to more mobility options in the region.
GU	Guam Regional Transit Authority	Public Transit Agency	Guam Regional Transit Authority	Public Transit Agency	$1,305,000	2011	Create a One Call/One Click transportation center for military, veterans and community transportation providers in multi-discipline Disabilities Center.

State	Grant Recipient	Recipient Type	Lead Agency	Lead Agency Type	Allocation	Year	Project Description
HI	County of Maui Department of Transportation	County	County of Maui Department of Transportation	County	$233,129	2011	Create one-call center integrated with Aging & Disability Resource Center; allow multiple providers to streamline eligibility, application and scheduling.
IA	Iowa Department of Transportation	State DOT	Iowa Department of Transportation	State DOT	$1,511,800	2012	The Iowa Department of Transportation will create a One Call/One Click resource allowing veterans, persons with disabilities, persons over 60, and the general public to access information about transportation and other human service resources. Also included with this project is the purchase of rideshare matching software to connect people who are willing to drive with people who need a ride to a common location.
ID	Idaho Transportation Department	State DOT	Idaho Transportation Department	State DOT	$284,058	2011	Implement a one-call center, incorporate volunteer drivers into coordinated scheduling system; establish reservation system to share trip requests.
ID	Idaho Transportation Department	State DOT	Idaho Transportation Department	State DOT	$220,000	2011	Purchase base software and hardware for a one-call resource center in Kootenai County.
ID	Idaho Transportation Department	State DOT	Idaho Transportation Department	State DOT	$39,600	2011	Create searchable resource directory, as well as an automated provider information update system for the state, link to 5-1-1 system and build mobile app.
ID	Idaho Transportation Department	State DOT	Community Transportation Association of Idaho	Non-Profit	$50,000	2012	The Community Transportation Association of Idaho will develop and implement an education and outreach program to promote Idaho's One-Call/ One-Click resource and help inform veterans, their families and human service agencies about available transportation options throughout the state, which is home to more than 140,000 veterans and active duty military personnel.

State	Grant Recipient	Recipient Type	Lead Agency	Lead Agency Type	Allocation	Year	Project Description
IL	Illinois Department of Transportation	State DOT	Illinois Department of Transportation	State DOT	$362,000	2011	Implement a statewide one-click website using transportation provider inventory, including local, intercity, rideshare options.
IL	Lee County	County	Lee County	County	$131,325	2011	Implement One Call/One Click center with single information source and scheduling point for five existing human service transportation providers.
IL	Illinois Department of Transportation	State DOT	Lee County Council on Aging	Area Agency on Aging	$81,778	2012	Lee County, with assistance from the Lee Ogle Transportation System (LOTS), will expand the One Call/One Click (iVET) call center and website to provide nearly 40,000 veterans and their families living in northwest Illinois with a single, coordinated source of information for accessing transportation options in a six-county area.
IN	Central Indiana Regional Transportation Authority	Public Transit Agency	Central Indiana Regional Transportation Authority	Public Transit Agency	$40,000	2011	Combine existing database with regional commuter hotline, website. Incorporate demand-response, senior services, VA medical transportation, and three transit services.
IN	Central Indiana Regional Transportation Authority	Public Transit Agency	Central Indiana Regional Transportation Authority	Public Transit Agency	$20,000	2012	The Central Indiana Regional Transportation Authority will develop a One-Call One-Click Transportation Resource Center, which includes a new web site and interactive online database with information about transportation resources available in the 10-county Central Indiana region, which includes the City of Indianapolis and surrounding suburban and rural areas. Funding also will support outreach efforts to promote the new resource to more than 135,000 veterans and military families who live in the region.
KY	Kentucky Transportation Cabinet	State DOT	Kentucky Transportation Cabinet	State DOT	$797,506	2011	Purchase one-call technology for regional community and Medicaid transportation providers. Expand statewide call center with state Dept of Vets Affairs.

State	Grant Recipient	Recipient Type	Lead Agency	Lead Agency Type	Allocation	Year	Project Description
KY	Kentucky Transportation Cabinet	State DOT	Kentucky Transportation Cabinet	State DOT	$858,421	2012	The Kentucky Transportation Cabinet will expand its statewide call center and "Vet" Transportation Connection to include five public transit providers, enhance partnerships between veterans, military, medical and service organizations statewide to identify and address transportation needs, and promote the resource to more than 335,000 veterans who live in the state.
LA	The City of Shreveport	Municipal	The City of Shreveport	Municipal	$490,000	2012	The City of Shreveport will expand the call center for SporTran's paratransit service (LiftLine) to a One Call/One Click Information Center and Network that will provide transportation resources to the growing number of veterans who live in Shreveport and Bossier City, home of Barksdale Air Force Base and the Overton Brooks VA Medical Center. Funding also will be used to promote the resource and create a network of transit providers, military organizations, and human service agencies working to improve transportation options for veterans and people with disabilities in the community.
MA	Montachusett Regional Transit Authority (MART)	Public Transit Agency	Montachusett Regional Transit Authority (MART)	Public Transit Agency	$2,000,000	2011	Expand one-call center to include veterans' agencies. Upgrade in-vehicle technology to enable Vets Charlie Cards (electronic fare card).
MA	Berkshire Regional Transit Authority	Public Transit Agency	Berkshire Regional Transit Authority	Public Transit Agency	$2,000,000	2012	The Berkshire Regional Transit Authority will establish a One Call/One Click transportation resource center within its Intermodal Transportation Center to raise awareness of transportation resources for veterans and their families, as well as other transit dependent members of the community.

State	Grant Recipient	Recipient Type	Lead Agency	Lead Agency Type	Allocation	Year	Project Description
MA	Metrowest Regional Transit Authority	Public Transit Agency	Metrowest Regional Transit Authority	Public Transit Agency	$1,024,000	2012	The Metrowest Regional Transit Authority is in the process of developing a paratransit operation center to meet the needs of its growing paratransit/demand response operations, which has been increasing by an average of 11% annually. MWRTA anticipates continued significant growth in paratransit ridership, including veterans.
MA	Cape Ann Transportation Authority	Public Transit Agency	Cape Ann Transportation Authority	Public Transit Agency	$289,080	2012	The Cape Ann Transportation Authority will coordinate its services with those of paratransit providers in the greater Boston area and other urban centers by sharing route information and integrating technology, giving Veterans 24/7 One Call/One Click access to available transportation options for medical, education, healthcare, employment and more in the region.
MD	Maryland Department of Transportation	State DOT	Maryland Department of Transportation	State DOT	$1,572,116	2011	Connect web info system with 2-1-1 system, human service and workforce programs. Install transportation info kiosks at military installations, VA facilities.
MD	Maryland Department of Transportation	State DOT	Maryland Department of Transportation	State DOT	$400,000	2011	Implement a One Call/One Click center for veterans and their transit needs in rural Eastern Maryland. Purchase of technology and space.
MI	Suburban Mobility Authority for Regional Transportation (SMART)	Public Transit Agency	Suburban Mobility Authority for Regional Transportation (SMART)	Public Transit Agency	$101,776	2011	Purchase technology for same-day scheduling, improve access to web portal and upgrade the phone systems for elderly users and persons with disabilities.

State	Grant Recipient	Recipient Type	Lead Agency	Lead Agency Type	Allocation	Year	Project Description
MI	Michigan Department of Transportation	State DOT	Michigan Association of United Ways	Non-Profit	$1,470,100	2012	The Michigan Association of United Ways will bring together eight regional 2-1-1 call centers and create a statewide One Call/One Click Center that will include transportation options for every county in Michigan, allowing veterans and other users to tap the entire state's resources and connect with locally available transportation and other vital services. Information will be accessible 24/7 by calling 2-1-1 or clicking on a website.
MI	City of Livonia	Municipal	City of Livonia	Municipal	$238,594	2012	The City of Livonia will expand the Livonia Community Transit call center into a full service One Call/One Click transportation information center to provide veterans, military family and other members of the community with simplified access to transportation mobility options in the Detroit Metro area.
MI	Suburban Mobility Authority for Regional Transportation	Public Transit Agency	Suburban Mobility Authority for Regional Transportation	Public Transit Agency	$220,000	2012	The Suburban Mobility Authority for Regional Transportation (SMART) and the Area Agency on Aging will expand a One Call/One Click mobility management service called MyRide2 that will provide veterans in the Detroit Metro area with improved access to transportation resources via a multilingual toll-free phone line and interactive web site. Funds will be used to promote the service to more than 265,000 veterans living in the area and coordinate outreach efforts with the John D. Dingell VA Medical Center and other health and human service organizations.
MN	Minnesota Department of Transportation	State DOT	Minnesota Department of Transportation	State DOT	$1,188,000	2011	Upgrade existing statewide One Call/One Click center, add info about transportation options, and integrate with state's LinkVet program.

State	Grant Recipient	Recipient Type	Lead Agency	Lead Agency Type	Allocation	Year	Project Description
MN	Minnesota Department of Transportation	State DOT	Minnesota Department of Transportation	State DOT	$586,206	2012	The Minnesota Department of Transportation will expand an existing one-call, one-click center to include statewide transportation service information to allow more than 68,000 veterans who live in the state, military families and others to easily access information about public and private transportation options.
MO	Mid-America Regional Council	MPO	Mid-America Regional Council	MPO	$160,855	2011	Implement an integrated and shared transportation database with public user interface, focusing on information and referral.
MO	Mid-America Regional Council	MPO	Mid-America Regional Council	MPO	$49,990	2012	The Mid-America Regional Council will coordinate with transportation providers in the Kansas City Region to pull service information into a one-click, online database and conduct marketing and outreach efforts to promote the web site to more than 149,000 veterans who live in the area, military organizations, medical and educational institutions and other stakeholders.
MP	Commonwealth Office of Transit Authority	Public Transit Agency	Commonwealth Office of Transit Authority	Public Transit Agency	$1,079,600	2012	The Commonwealth Office of Transit Authority for the Northern Mariana Islands, a U.S. territory in the Pacific Ocean, will build and equip a One Call/One Click Center to coordinate current specialized transit and future public transportation services for hundreds of veterans and military personnel who live on the islands.

State	Grant Recipient	Recipient Type	Lead Agency	Lead Agency Type	Allocation	Year	Project Description
MT	Great Falls Transit	Public Transit Agency	Montana Transit Association	Other	$380,500	2012	The Montana Transit Association will develop a web-based program to allow transportation agencies and human service organizations across the state to share ride schedules, coordinate services and make it easier for the more than 110,000 veterans who live in Montana to access information that will help them get to employment, medical appointments and other destinations.
NC	Wake County	County	Wake County	County	$601,661	2011	Upgrade one-call center system to offer 24-hr availability, create a one-click website that will allow individuals and agencies to schedule trips online.
NC	North Carolina Department of Transportation	State DOT	North Carolina Department of Transportation	State DOT	$459,873	2012	Multiple rural transit providers in Southwest North Carolina will create a One Call/One Click Travel Management Coordination Center that will enable more than 20,000 veterans and their families who live in the area to better understand and coordinate transportation options to improve access to jobs, education, health care and other services.
NC	North Carolina Department of Transportation	State DOT	Onslow United Transit System	Non-Profit	$57,136	2012	Onslow United Transit System (OUTS) will purchase software to upgrade its one-call center and transit vehicles with automated vehicle location technology to improve coordination of transit service among multiple providers in the Jacksonville area, which is home to more than 147,000 veterans and active duty military personnel who live and work at Marine Corps Base Camp Lejeune and Marine Corps Air Station New River.

State	Grant Recipient	Recipient Type	Lead Agency	Lead Agency Type	Allocation	Year	Project Description
NC	City of Fayetteville	Municipal	City of Fayetteville	Municipal	$46,680	2012	The City of Fayetteville, in coordination with Fort Bragg, the VA Medical Center and surrounding counties, will create and host a joint agency website and call center with information about transportation options and other resources available for the more than 150,000 veterans, active duty military and families living in the area.
ND	City of Grand Forks	Municipal	City of Grand Forks	Municipal	$1,776,120	2012	The City of Grand Forks, its regional partners and the North Dakota Department of Transportation will expand an existing call center and online resource into a full service One Call/One Click Center to provide more than 62,000 veterans and active-duty military personnel who live in the state with statewide transportation options and information on other health and social services.
NE	Omaha-Council Bluffs Metropolitan Area Planning Agency	MPO	Omaha-Council Bluffs Metropolitan Area Planning Agency	MPO	$933,750	2011	Expand and upgrade the existing computer aided scheduling and dispatching system to a region-wide system, adding automated customer phone scheduling.
NE	Transit Authority of the City of Omaha	Public Transit Agency	Transit Authority of the City of Omaha	Public Transit Agency	$2,000,000	2012	Metro will upgrade fare equipment technology for its paratransit service and other transit providers in the Omaha region to better coordinate reservations, fare payment, identification of customers and other information that will be incorporated into the Midlands One-Call Transportation Center that is being developed by the Omaha-Council Bluffs Metropolitan Area Planning Agency.

State	Grant Recipient	Recipient Type	Lead Agency	Lead Agency Type	Allocation	Year	Project Description
NE	Omaha-Council Bluffs Metropolitan Area Planning Agency	MPO	Omaha-Council Bluffs Metropolitan Area Planning Agency	MPO	$50,000	2012	The Omaha-Council Bluffs Metropolitan Planning Agency will conduct outreach and marketing activities to promote the Midlands One-Call Transportation Center that is being developed for the five-county region in Iowa and Nebraska, which is home to more than 77,000 veterans and active duty military personnel, Offutt Air Force Base and the VA Nebraska-Western Iowa Health Care System.
NH	Cooperative Alliance for Seacoast Transportation	Public Transit Agency	Cooperative Alliance for Seacoast Transportation	Public Transit Agency	$324,000	2011	Purchase enhanced web-based coordination software, call-taking hardware and mobile data terminals for vehicles in the coordinated transportation effort.
NJ	New Jersey Transit Corporation	Public Transit Agency	New Jersey Transit Corporation	Public Transit Agency	$1,463,646	2011	Implement a final phase of construction which will expand its existing facility. Purchase in-vehicle technology and increase capacity for veterans needs.
NJ	Morris County	County	Morris County	County	$543,000	2012	Morris County will develop a One-Click/One-Call Transportation Resource Center to coordinate local transportation services for more than 25,000 veterans who live in the county and improve access to the Lyons Veterans Administration Healthcare Center in Basking Ridge, the East Orange Veterans Administration Healthcare Center and the Morris Township Veterans Administration Outpatient Clinic.
NM	New Mexico Department of Transportation	State DOT	New Mexico Department of Transportation	State DOT	$414,000	2012	The New Mexico Department of Transportation will upgrade a Regional Call Center to include scheduling software, in-vehicle technology and routing to improve access to transit services for more than 75,000 veterans who live in the northern counties of Santa Fe, Bernalillo, Los Alamos, Rio Arriba and Taos.

State	Grant Recipient	Recipient Type	Lead Agency	Lead Agency Type	Allocation	Year	Project Description
NM	Mid-Region Council of Governments	COG	Mid-Region Council of Governments	COG	$332,500	2012	The Mid-Region Council of Governments will implement the first phase of a comprehensive One Call/One Click center, including the development and implementation of a one click web site, to provide the more than 78,000 veterans who live in the greater Albuquerque region with improved access and integrated referrals to participating transportation providers.
NV	Regional Transportation Commission of Southern Nevada	Public Transit Agency	Regional Transportation Commission of Southern Nevada	Public Transit Agency	$1,016,864	2011	Establish a communication network between current human service transportation providers.
NV	Regional Transportation Commission of Southern Nevada	Public Transit Agency	Regional Transportation Commission of Southern Nevada	Public Transit Agency	$50,000	2012	The Regional Transportation Commission of Southern Nevada will conduct research to support the development of a Veterans Medical Transportation Network that will transport veterans to and from medical facilities within the Las Vegas Valley, which is home to more than 280,000 veterans and active duty military personnel.
NY	County of Schuyler	County	County of Schuyler	County	$93,750	2011	Implement a One Call/One Click system to process reservations, integrated with scheduling, routing, and billing and reporting.
NY	County of Schuyler	County	Arc of Schuyler County	Non-Profit	$36,000	2012	The Arc of Schuyler County will conduct planning, outreach and marketing of its One Call/One Click center in coordination with veterans service organizations to improve access to transportation information for veterans, service members and their families.
OH	Western Reserve Transit Authority	Public Transit Agency	Western Reserve Transit Authority	Public Transit Agency	$732,000	2011	Expand existing customer service center into a One Call/One Click center, integrated with a 2-1-1 Help Hotline to facilitate inter-agency trip sharing.

State	Grant Recipient	Recipient Type	Lead Agency	Lead Agency Type	Allocation	Year	Project Description
OH	Stark Area Regional Transit Authority	Public Transit Agency	Stark Area Regional Transit Authority	Public Transit Agency	$336,011	2011	Improve demand-response system and offer services to veterans; create brokerage to share dispatching between paratransit service and private providers.
OH	Greater Dayton Regional Transit Authority	Public Transit Agency	Greater Dayton Regional Transit Authority	Public Transit Agency	$450,000	2012	The Greater Dayton Regional Transit Authority will upgrade scheduling and dispatch software for its paratransit service to allow veterans and other users to schedule trips, access trip information and make trip changes via the web and smart phones, and to provide phone call reminders before scheduled trips. More than 80,000 veterans live in the area, which is home to the Wright-Patterson Air Force Base and Medical Center, and the Dayton VA Medical Center.
OH	Portage Area Regional Transportation Authority	Public Transit Agency	Portage Area Regional Transportation Authority	Public Transit Agency	$274,400	2012	The Portage Area Regional Transportation Authority will develop a One Call/One Click center called NEORide to give area veterans and other residents in northeastern Ohio an all-in-one trip planning tool that incorporates multiple transportation service providers in Portage and Geauga counties, which are home to more than 20,000 veterans and active duty military personnel.
OH	Stark Area Regional Transit Authority	Public Transit Agency	Stark Area Regional Transit Authority	Public Transit Agency	$50,000	2012	The Stark Area Regional Transit Authority will conduct marketing and outreach efforts to promote its One Call/One Click center, which will coordinate information and trip planning for Proline paratransit service and two private transportation providers, making it easier for the more than 30,000 veterans who live in Stark County to schedule trips to employment, medical and other services.

State	Grant Recipient	Recipient Type	Lead Agency	Lead Agency Type	Allocation	Year	Project Description
OH	Western Reserve Transit Authority	Public Transit Agency	Western Reserve Transit Authority	Public Transit Agency	$50,000	2012	The Western Reserve Transit Authority will implement an outreach and education plan to work with county veteran service organizations, the VA Outpatient Clinic, Youngstown State University's Office of Veterans Affairs, and other partners to promote a One Call/One Click Center that is being developed to improve access to transportation options in Mahoning County, which is home to nearly 20,000 veterans and military families.
OK	Indian Nations Council of Governments (INCOG)	COG	Indian Nations Council of Governments (INCOG)	COG	$607,752	2011	Create 26-county one-call center coordinating transportation in/around Tulsa and Muskogee VAMC, incorporating urban, rural, tribal, DAV/VA transportation.
OK	Indian Nations Council of Governments (INCOG)	COG	Indian Nations Council of Governments (INCOG)	COG	$510,896	2012	The Oklahoma Veterans Access Transit Project, a collaborative effort between five rural transit agencies, will be augmented by adding in-vehicle technology that will allow better coordination and customer ride notifications. Funds will also be used to complete a veterans' one-call center at the Veterans Transportation Service (VTS) site in Muskogee. Also, a marketing and outreach project will aim to make veteran's aware of their transportation options while soliciting their ideas for resolving transportation challenges.
OR	Lane Transit District	Public Transit Agency	Lane Transit District	Public Transit Agency	$1,088,000	2011	Upgrade existing one-call center with new scheduling/dispatching software, new telephone systems with interactive voice response and mobile data computers.

State	Grant Recipient	Recipient Type	Lead Agency	Lead Agency Type	Allocation	Year	Project Description
OR	Tri-County Metropolitan Transportation District of Oregon	Public Transit Agency	Tri-County Metropolitan Transportation District of Oregon	Public Transit Agency	$330,728	2011	Expand one-call center to connect additional transportation resources. Update IT infrastructure to enable coordination with VA transportation.
OR	Rogue Valley Transportation District	Public Transit Agency	Rogue Valley Transportation District	Public Transit Agency	$1,082,200	2012	Rogue Valley Transportation District (RVTD) will purchase a building to house its One Call/One Click center. RVTD works with all four of the Jackson County special transportation providers by receiving client calls and brokering client trips to providers. In this capacity RVTD is able to find the most cost-effective and client focused option.
OR	Tri-County Metropolitan Transportation District of Oregon	Public Transit Agency	RideConnection	Non-Profit	$49,643	2012	RideConnection, a nonprofit organization that coordinates transportation, will implement an outreach plan to the military community promoting its one-call center. The outreach plan will identify transportation related assets and needs, and propose coordination activities within the Rid Connection network. RideConnection will also use the information gathered to standardize how trip information is shared, and develop strategies for ongoing involvement of customers and volunteers.
PA	Pennsylvania Dept of Transportation	State DOT	Pennsylvania Dept of Transportation	State DOT	$2,000,000	2011	Create a network of four regional one-call centers with websites to bring together individual transportation providers into regional coordinated system.
PA	County of Cambria	County	County of Cambria	County	$190,500	2011	Implement county One Call/One Click center in Rural Transit Center, helping coordinate transit, paratransit, and senior transportation.

State	Grant Recipient	Recipient Type	Lead Agency	Lead Agency Type	Allocation	Year	Project Description
PA	County of Cambria	County	County of Cambria	County	$50,000	2012	Cambria County will increase outreach and marketing of its developing One Call/One Click center to new local partners, as well as additional planning to coordinate with PennDOT's statewide project. The funding will be used for final planning efforts, training, marketing efforts, and public outreach.
SC	Lowcountry Council of Governments	COG	Lowcountry Council of Governments	COG	$124,480	2011	Install mobile data terminals in regional transit vehicles to implement automatic vehicle location and create customer portal website.
SC	South Carolina Department of Transportation	State DOT	Lowcountry Council of Governments	COG	$49,714	2012	Lowcountry Council of Governments will conduct an outreach project that includes analyzing veterans' needs and an updating coordination plan to address those needs. Marketing, via a variety of community outreach approaches, will ensure that our military community is informed about and encouraged to utilize existing and new services.
SD	South Dakota Department of Transportation	State DOT	River Cities Public Transit	Non-Profit	$319,200	2011	River Cities Transit will upgrade scheduling and dispatching system, add mobile data terminals to vehicles, as well as create online ride scheduling.
SD	South Dakota Department of Transportation	State DOT	Prarie Hills Transit	Non-Profit	$183,680	2011	Prairie Hills Transit will create interactive webpage and database for scheduling trips located in existing regional call center.
SD	South Dakota Department of Transportation	State DOT	River Cities Public Transit/Prarie Hills Transit	Non-Profit	$50,000	2012	Prairie Hills and River Cities will use funds for a joint education and outreach campaign to promote One Call/One Click Center projects. Outreach will include a uniform marketing campaign with a single logo and vehicle wraps that will be a moving billboard for the centers.

State	Grant Recipient	Recipient Type	Lead Agency	Lead Agency Type	Allocation	Year	Project Description
SD	South Dakota Department of Transportation	State DOT	River Cities Public Transit/Prarie Hills Transit	Non-Profit	$50,000	2012	Prairie Hills and River Cities will use funds for a joint education and outreach campaign to promote One Call/One Click Center projects. Outreach will include a uniform marketing campaign with a single logo and vehicle wraps that will be a moving billboard for the centers.
TX	City of El Paso	Municipal	City of El Paso	Municipal	$1,216,318	2011	Create One Call/One Click system by purchasing technology upgrades to better access common transportation resource database; assign and schedule trips.
TX	Corpus Christi Regional Transportation Authority	Public Transit Agency	Corpus Christi Regional Transportation Authority	Public Transit Agency	$848,480	2011	Expand the capacity of the Customer Service Center to house regional call center for transportation, human services and community information.
TX	VIA Metropolitan Transit	Public Transit Agency	VIA Metropolitan Transit	Public Transit Agency	$148,000	2011	Create an information database on transportation program eligibility and availability from all local transportation providers.
TX	Dallas Area Rapid Transit	Public Transit Agency	Dallas Area Rapid Transit	Public Transit Agency	$1,239,800	2012	DART will create an open source software system called North Texas Rides. The project will create one click websites, mobile and social applications as well as kiosks located throughout the region that will provide information on the full range of transportation services in the region.
TX	Alamo Area Council of Governments	COG	Alamo Area Council of Governments	COG	$841,120	2012	AlamoRides will be the Regional One Call/One Click Center, using a variety of technologies for both multi-agency coordination and individual consumer communication. The ADA-compliant AlamoRides system will be built on a sophisticated IVR telephone system; a highly searchable, interactive website; and a comprehensive database of a transportation options in the San Antonio Area, home to 215,000 veterans and 168,000 active duty service

State	Grant Recipient	Recipient Type	Lead Agency	Lead Agency Type	Allocation	Year	Project Description
TX	Texas Department of Transportation	State DOT	East Texas Council of Governments	COG	$230,992	2012	East Texas COG will create the One-Stop Regional Transportation Call Center that will offer all residents of the region, particularly veterans and those with mobility challenges, a streamlined service to assist them in meeting their mobility needs. Advanced systems such automated vehicle locators and GPS technologies will be utilized in the call center to improve accessibility and contribute to broader traveler mobility.
TX	City of El Paso Sun Metro	Public Transit Agency	City of El Paso Sun Metro	Public Transit Agency	$31,000	2012	The City of El Paso and Sun Metro will design and develop a solid marketing and public outreach program that will help inform the citizens, in particular, the veteran community, of a service that will contribute towards veteran community's transportation needs throughout the El Paso region.
UT	Tooele County	County	Tooele County	County	$177,230	2011	Create one-call center to coordinate trips between participating providers. Purchase scheduling/dispatching system and in-vehicle hardware for providers.
UT	Utah Transit Authority	Public Transit Agency	Utah Transit Authority	Public Transit Agency	$450,000	2012	UTA will build a data exchange framework which will allow trips, customers, and other information to be shared across many regional transportation providers, including the Disabled American Veterans volunteer transportation network.

State	Grant Recipient	Recipient Type	Lead Agency	Lead Agency Type	Allocation	Year	Project Description
UT	Tooele County	County	Tooele County	County	$50,000	2012	Tooele County will use funds to identify and assist in the development of a marketing plan and outreach program for its One Call/One Click Center to veterans, military family members, and other transportation disadvantaged populations. Funds will also be used to assist in increasing communication between the center and other computer aided scheduling and dispatch systems in the area, and to develop a program evaluation system to monitor the successes/failures of the services and to help improve service.
VA	Culpeper County	County	Culpeper County	County	$172,303	2012	Culpeper County will renovate a section of a building and purchase technology to expand and upgrade existing Senior Center to become veteran/transportation One Call/One Click center.
VT	Vermont Agency of Transportation	State DOT	Vermont Agency of Transportation	State DOT	$352,900	2011	Implement new scheduling/dispatching system to include DAV/VA transportation services. Create website connections for one-click service.
WA	Washington State Department of Transportation	State DOT	Paratransit Services	Non-Profit	$438,776	2011	Paratransit Services will upgrade scheduling software for compatibility with systems at VAMCs and existing non-emergency medical transportation broker.
WA	County of Pierce	County	County of Pierce	County	$211,921	2011	Expand local 2-1-1 transportation center to a One Call/One Click center with technology upgrades for center and providers, allowing efficient brokerage.
WA	Washington State Department of Transportation	State DOT	Hopelink	Non-Profit	$168,000	2011	Hopelink will build mobile smart phone application and a one-click website that will connect veterans to community transportation providers.

State	Grant Recipient	Recipient Type	Lead Agency	Lead Agency Type	Allocation	Year	Project Description
WA	Washington State Department of Transportation	State DOT	Human Service Council	Non-Profit	$130,315	2011	Human Service Council will implement One Call/One Click center to improve compatibility of transportation programs in the region.
WA	Washington State Department of Transportation	State DOT	Human Services Council	Non-Profit	$222,688	2012	Human Services Council will use funds to provide a more robust web-based scheduling, dispatching, billing and reporting software system with the capacity to support multiple transportation providers. The enhanced software will allow multiple agencies to provide timely and efficient coordination and scheduling of trips, resulting in more flexibility and new opportunities to share trips, reduce costs, and save time for riders.
WA	Washington State Department of Transportation	State DOT	Pierce County	County	$77,400	2012	Pierce County will buy a web server and build new website to create true One Call/One Click center on the United Way/South Sound 211 system. They will also use funds for in-depth outreach to veterans and military families to engage them in updating the two county-coordinated transportation plans, and for marketing of the OneCall/One Click center.
WA	Washington State Department of Transportation	State DOT	Hopelink	Non-Profit	$50,000	2012	Hopelink will use funds to market and promotion of its new One-Stop Access project, which includes a website, a smartphone application, and transportation kiosks. This promotion will improve the success of the project by ensuring that veterans are aware of and understand how to use these new tools. The King County Mobility Coalition (KCMC) will also implement a needs assessment to better understand the transportation challenges facing veterans in our county, including their awareness of existing transportation options.

State	Grant Recipient	Recipient Type	Lead Agency	Lead Agency Type	Allocation	Year	Project Description
WA	Washington State Department of Transportation	State DOT	Paratransit Services	Non-Profit	$50,000	2012	Paratransit Services will hire an outreach coordinator, who will work to identify new ride resources to include on new kiosks and make informational presentations to veterans groups about various transportation resources available in their community. In addition, the outreach coordinator will attend health fairs and other events to talk about how to utilize the One Call/One Click Transportation Resource Center.
WI	Aging & Disability Resource Center of Eau Claire County	County	Aging & Disability Resource Center of Eau Claire County	County	$292,812	2011	Create two call centers in Western Wisconsin, integrated with ADRC, with a particular focus on the mobility needs of veterans in the area.
WI	Center for Independent Living for Western Wisconsin, Inc.	Non-Profit	Center for Independent Living for Western Wisconsin, Inc.	Non-Profit	$50,000	2012	The Center for Independent Living of Western Wisconsin will conduct outreach, marketing for a One Call/One Click centers in Western Wisconsin, covering 18 counties, and complete a performance measurement study on the effectiveness of the centers in meeting the needs of veterans.[2021]

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[20] "2011 VTCLI Awards." FTA. Federal Transportation Authority, 1 Jan. 2012. Web. 5 Nov. 2015.

[21] "2012 VTCLI Awards." FTA. Federal Transportation Authority, 1 Jan. 2013. Web. 5 Nov. 2015.

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C. Will County Community Transportation Services Directory

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Will County
Community Transportation Services Directory

DRAFT

October 2009

Will County Directory of Community Transportation Services

This directory is a comprehensive listing of all community transportation services in Will County. Services included in this directory are:

- All publicly-funded Dial-A-Ride services
- ADA paratransit service
- Medical transportation services
- Client transportation programs of agencies which serve persons with developmental disabilities

- Client transportation programs of other human service agencies
- Transportation operated by nursing homes for their residents
- Taxis
- Other Private, For-Hire Car Services

How to Use this Directory

Matrix of Publicly-Funded Transportation Services ....Page 1

This matrix enables you to find publicly-funded community transportation services (Dial-A-Ride services and ADA Paratransit services) that are right for you by looking at what's available in your township or village. More details about hours, fares, and eligibility can be found on the Summary Table on page 4, as well as in the detailed listing for each service in the last section of this directory.

Matrix of Client-Only Transportation Services .... Page 3

This matrix lists non-profit or government agencies that operate transportation programs or provide subsidies or bus passes for their clients. Depending on your circumstances, you may qualify for their services or programs. All of these programs are available throughout Will County.

Summary of All Transportation Services .... Page 4

This table displays basic information about all of the available transportation services in Will County that are listed in the first two sections. It includes service area, service hours, eligibility requirements, and contact information for learning more about each service.

Detailed Listings of Services .... Page 15

This last section describes each service in more detail. Here, you can find more information about who qualifies for the service, fare information, and more specifics on what type of trip you can take on the service (i.e., medical appointments or grocery shopping trips).

Matrix of Publicly-Funded Transportation Services

Trip Origin	General Public*	Older Adults	Persons With Disabilities
Channahon Township	Southwest Will DAR *(see page 27)*		
Crete Township		Southland Senior Services DAR *(see page 26)*	
DuPage Township		DuPage Township DAR *(see page 20)*	
			Will County ADA Paratransit *(see page 30)*
Frankfort Township	Frankfort Township DAR *(see page 20)*		
Green Garden Township		Southland Senior Services DAR *(see page 26)*	
Homer Township		Central Will DAR *(see page 19)*	
			Will County ADA Paratransit *(see page 30)*
Jackson Township		Central Will DAR *(see page 19)*	
Joliet, City of	Southwest Will DAR *(see page 27)*	Central Will DAR *(see page 19)*	
			Will County ADA Paratransit *(see page 30)*
Joliet Township		Central Will DAR *(see page 19)*	
Lockport Township		Central Will DAR *(see page 19)*	
		Lockport Township Senior Shuttle *(see page 22)*	Will County ADA Paratransit *(see page 30)*
Manhattan Township	Southwest Will DAR *(see page 27)*		
Monee Township		Southland Senior Services DAR *(see page 26)*	
New Lenox Township	New Lenox Township DAR *(see page 23)*		Will County ADA Paratransit *(see page 30)*

Matrix of Publicly-Funded Transportation Services

Trip Origin	General Public*	Older Adults	Persons With Disabilities
Peotone Township		Southland Senior Services DAR *(see page 26)*	
Plainfield Township		Central Will DAR *(see page 19)*	
		Plainfield Township Senior Shuttle *(see page 25)*	Will County ADA Paratransit *(see page 30)*
Troy Township		Central Will DAR *(see page 19)*	
Park Forest, Village of	Park Forest DAR *(see page 24)*		
University Park, Village of		University Park DAR *(see page 28)*	
Washington Township	Washington Township DAR *(see page 29)*	Southland Senior Services DAR *(see page 26)*	
Will Township		Southland Senior Services DAR *(see page 26)*	
Wilmington Township	Southwest Will DAR *(see page 27)*		

Client-only Human Service Agency Transportation

Provider	See Page No.	Client Eligibility			
		Older Adults	Persons with Developmental Disabilities	Persons with Low Income	Veterans
Beecher Manor Nursing and Rehabilitation Center	47	✳			
Catholic Charities, Diocese of Joliet	40	✳		✳	
Cornerstone Services	36		✳		
Guardian Angel Community Services	41			✳	
Helping Hand Rehabilitation Center	42		✳		
Illinois Department of Healthcare and Family Services	31			✳	
Illinois Department of Human Services	43			✳	
Individual Advocacy Group	37		✳		
Medicaid Non-Emergency Medical Transportation	32			✳	
Provena Saint Joseph Medical Center	33			✳	
Silver Cross Hospital	34			✳	
South Suburban Recreation Association	44		✳		
SouthSTAR Services	38		✳		
Sunny Hill Nursing Home of Will County	48	✳			
Trinity Services	39		✳		
United Cerebral Palsy of Will County	45		✳		
Veterans Assistance Commission of Will County	35				✳
Workforce Investment Board of Will County	46			✳	

Summary of All Community Transportation Services

Name	Pg #	Eligibility	Service Area	Service Hours	Contact Information
DIAL-A-RIDE					
Central Will DAR	See page 19	Persons with Disabilities &Older Adults; Must be a resident of sponsoring jurisdictions	City of Joliet, Homer, Jackson, Joliet, Lockport, Plainfield, and Troy townships	M-F 6:00 AM to 5:00 PM	(800) 244-4410, TTY: (800) 393-4232 Website: www.pacebus.com/sub/paratransit/sd_dial_a_ride.asp#Will
DuPage Township DAR	See page 20	Persons with Disabilities &Older Adults; Must be a resident of DuPage Township	DuPage Township	M-F 8:00AM to 5:00 PM	(800) 952-7511, TTY: (800) 393-4232 Website: www.pacebus.com/sub/paratransit/sd_dial_a_ride.asp#Will
Frankfort Township DAR	See page 20	General Public; Must be a resident of Frankfort Township	Frankfort Township, up to 5 miles outside Township borders to destinations in New Lenox Township	M-F 8:00 AM to 3:30 PM	(815) 469-4907 Website: www.pacebus.com/sub/paratransit/sd_dial_a_ride.asp#Will
Lockport Township Senior Shuttle	See page 22	Older Adults; Must be a resident of Lockport Township	Lockport Township	M-F 7:30 AM to 4:00 PM	(800) 409-9032 Website: www.lockporttownship.com/html/senior_transportation.html
New Lenox Township DAR	See page 23	General Public	New Lenox Township	M-F 7:30 AM to 4:00 PM	(815) 485-6431 http://www.newlenox.org/township.php?township=pages/paratransit

Summary of All Community Transportation Services

Name	Pg #	Eligibility	Service Area	Service Hours	Contact Information
DIAL-A-RIDE *(CONTINUED)*					
Park Forest DAR	See page 24	General Public; Must be a resident of the Village of Park Forest	Village of Park Forest	M-F 9:00 AM to 3:30 PM Saturday May-Oct. only	(708) 748-4433 Website: www.pacebus.com/sub/paratransit/sd_dial_a_ride.asp#Cook
Plainfield Township Senior Shuttle	See page 25	Older Adults; Must be a resident of Plainfield Township	Plainfield Township	M-F 9:00 AM to 3:00 PM	(815) 436-1112 Website: www.villageprofile.com/illinois/plainfield/09/topic.html
Southland Senior Services DAR	See page 26	Persons with Disabilities & Older Adults 60+	Crete, Green Garden, Monee, Peotone, Washington, and Will townships and select destinations in Cook County	M-F 8:00 AM to 4:30 PM	(708) 534-2323 www.pacebus.com/sub/paratransit/sd_dial_a_ride.asp#Will
Southwest Will DAR	See page 27	General Public; Must be a resident of the sponsoring jurisdictions	Channahon, Manhattan, and Wilmington townships and select destinations in Joliet	Tu &F 9:00 AM to 3:00 PM	(800) 244-4410, TTY: (800) 393-4232 Website: www.pacebus.com/sub/paratransit/sd_dial_a_ride.asp#Will

Summary of All Community Transportation Services

Name	Pg #	Eligibility	Service Area	Service Hours	Contact Information
DIAL-A-RIDE *(CONTINUED)*					
University Park DAR	See page 28	Persons with Disabilities &Older Adults; Must be a resident of University Park	Village of University Park	M-F 7:45 AM to 4:00 PM	(708) 748-6727
Washington Township DAR	See page 29	General Public with priority given to persons with disabilities and older adults	Washington Township and Village of Beecher	M-F 9:00 AM to 3:00 PM	(708) 946-2026 Website: www.washingtontownshipil.com/ SeniorTransportation.htm

Summary of All Community Transportation Services

Name	Pg #	Eligibility	Service Area	Service Hours	Contact Information
ADA PARATRANSIT					
Will County ADA Paratransit	See page 30	Persons with Disabilities; Must be ADA Paratransit-eligible	Portions of DuPage, Homer, Joliet, Lockport, New Lenox, and Plainfield	M-F 5:00 AM to 8:00 PM Sat 7:15 AM to 7:30 PM	(800) 244-4410 Website: www.pacebus.com/sub/paratransit/ sd_ada_paratransit.asp#Will

Summary of All Community Transportation Services

Name	Pg #	Eligibility	Service Area	Service Hours	Contact Information
MEDICAL TRANSPORTATION					
Illinois Department of Healthcare and Family Services	See page 31	Persons with Low Income	Will County and beyond	24/7	(217) 782-1200 Website: www.hfs.illinois.gov
Medicaid Non-Emergency Medical Transportation	See page 32	Medicaid recipients; Service to covered medical appointments.	Will County and beyond	24/7	(217) 782-1200
Provena Saint Joseph Medical Center	See page 33	Persons with Low Income	Will County and beyond	24/7	(815) 725-7133 Website: www.provena.org/stjoes
Silver Cross Hospital	See page 34	Persons with Low Income	Will County and beyond	24/7	(815) 740-1100 Website: www.silvercross.org
Veterans Assistance Commission of Will County	See page 35	Veterans; Must be residents of Will County	Will County and to the Hines VA Medical Center	M-F 8:00 AM to 3:30 PM	(815) 740-8389 Website: www.willcountyillinois.com/DepartmentDirectory/VeteransAssistance/tabid/193/Default.aspx

Summary of All Community Transportation Services

Name	Pg #	Eligibility	Service Area	Service Hours	Contact Information
TRANSPORTATION SERVICES FOR PERSONS WITH DEVELOPMENTAL DISABILITIES					
Cornerstone Services	See page 36	Clients of Cornerstone Services, Inc. to program, work, and training sites	Will County	24/7	(815) 741-6743 Website: www.cornerstoneservices.org/
Individual Advocacy Group	See page 37	Persons with Disabilities Resident transportation and client transportation to day programs	N/A	Residential program: 24/7 Other programs: M-F 8:00 AM to 3:00 PM	(630) 759-0201 Website: www.individualadvocacygroup.com/main.htm
SouthSTAR Services	See page 38	Clients of SouthSTAR Services	South Suburban Cook County and Eastern Will County	M-F 7:00 AM to 5:00 PM	(708) 755-8030 Website: www.southstarservices.org
Trinity Services	See page 39	Clients of Trinity Services	Will County	M-F 9:00AM to 5:00PM	(815) 485-6197 Website: www.trinity-services.org/

Summary of All Community Transportation Services

Name	Pg #	Eligibility	Service Area	Service Hours	Contact Information
OTHER HUMAN SERVICE AGENCY CLIENT TRANSPORTATION PROGRAMS					
Catholic Charities, Diocese of Joliet	See page 40	Older Adults Persons with Low Income	Will County	N/A	(815) 723-3405 Website: www.cc-doj.org/
Guardian Angel Community Services	See page 41	Persons with Low Income	Will County		(815) 729-0930 Website: www.guardianangelhome.org/
Helping Hand Rehabilitation Center	See page 42	Persons with Disabilities	Will County		(708) 352-3580 Website: www.hhrehab.org/default.php
Illinois Department of Human Services	See page 43	Persons with Low Income	Will County	N/A	
South Suburban Recreation Association	See page 44	Persons with Disabilities that are enrolled in the program	Country Club Hills Park District, Frankfort Square Park District, Hazel Crest Park District, Homewood-Flossmoor Park District, Lan-Oak Park District, Matteson Parks and Recreation Department, Oak Forest Park District, *continued*	As needed; Office Hours: M-F 9:00 AM to 5:00 PM	(815) 806-0384 Website: www.sssra.org

Summary of All Community Transportation Services

Name	Pg #	Eligibility	Service Area	Service Hours	Contact Information
OTHER HUMAN SERVICE AGENCY CLIENT TRANSPORTATION PROGRAMS *(CONTINUED)*					
South Suburban Recreation Association (continued)	See page 44	Persons with Disabilities that are enrolled in the program	Olympia Fields Park District, Park Forest Recreation and Parks Department, Richton Park Parks and Recreation Department, and Tinley Park - Park District	As needed; Office Hours: M-F 9:00 AM to 5:00 PM	(815) 806-0384 Website: www.sssra.org
United Cerebral Palsy of Will County	See page 45	Persons with Disabilities			(815) 744-3500 Website: www.ucp.org/ucp_local.cfm/74
Workforce Investment Board of Will County	See page 46	Persons with Low Income	Will County	N/A	(815) 727-5670 Website: www.willcountyworkforceboard.com/default.asp?contentID=1

Summary of All Community Transportation Services

Name	Pg #	Eligibility	Service Area	Service Hours	Contact Information
NURSING HOMES					
Beecher Manor Nursing and Rehabilitation Center	See page 47	Persons with Disabilities Older Adults; Must be Beecher Manor residents	Will County	As needed	(708) 946-2600 Website: www.beechermanornursingandrehab.com/
Sunny Hill Nursing Home of Will County	See page 48	Older Adults; Must be Sunny Hill residents	Will County	As needed	(815) 727-8710 Website: www.willcountyillinois.com/DepartmentDirectory/SunnyHillNursingHome/AboutSunnyHillNursingHome/tabid/173/Default.aspx

Summary of All Community Transportation Services

Taxis		
Firm	**Location**	**Phone**
A & L Express	Joliet	(815) 740-1730
A Donde Taxi	Joliet	(815) 727-5601
AAA Americab	Park Forest	(708) 283-0222
AAA Plainfield Naper Taxi	Plainfield	(815) 609-7533
AAA Suburban Taxi	Lemont	(630) 427-1407
Ace Suburban Taxi and Limo	Bolingbrook	(630) 783-9577
Air Born Taxi	Bolingbrook	(630) 378-4389
All Chicago Cars and Limousine Service	Frankfort	(815) 806-0594
Bolingbrook Taxi	Bolingbrook	(630) 771-1010
Bolingbrook Taxi and Limo	Bolingbrook	(630) 771-1010
Braidwood Cab Service	Joliet	(815) 726-7964
Joliet Area Taxi	Romeoville	(815) 886-7007
Luxury Taxi	Plainfield	(630) 853-1163
Napier Express Taxi & Livery Service	Plainfield	
Plainfield Taxi	Plainfield	(815) 254-1992
Small World Transportation	Joliet	(815) 423-5605
Southern Star Cab Co. Inc.	Monee	(708) 534-1440
Stable Livery	University Park	(708) 534-1133
Telecab Inc.	Joliet	(815) 726-8294

Taxi Rate Category	Amount
First one-tenth mile or fraction thereof "FLAG DROP"	**$3.00**
Per mile	**$2.00**
Per hour for waiting time	**$25.00**
Flat fee for the first additional passenger	**$1.00**
Flat fee for each additional passenger after the first initial passenger	**$0.50**

Summary of All Community Transportation Services

Other Private For-Hire Car Services		
Firm	**Location**	**Phone**
All Chicago Cars and Limousine Service	Frankfort	(815) 806-0594
Orland Hills Limousine	New Lenox	(708) 534-1440
Southwest Limousine Inc.	Mokena	(708) 479-9666
Road America Livery Service	Joliet	(815) 823-5757
A Carriage Awaits, Ltd.	Joliet	(815) 254-2350
Joliet Limo Service, Ltd.	Joliet	
Joliet Limousine, Inc.	Joliet	(815) 846-0387
Cox Livery Service	Joliet	(815) 741-0583

CENTRAL WILL DIAL-A-RIDE SERVICE

Service Sponsor	City of Joliet, Homer, Jackson, Joliet, Lockport, Plainfield, and Troy townships, and Pace	**Service Days and Hours**	M–F 6:00 AM to 5:00 PM
Service Operator	Pace/First Transit	**Schedule in Advance**	Next day
Service Area	City of Joliet; Homer, Jackson, Joliet, Lockport, Plainfield, and Troy townships	**Fare Structure**	$1.25 in Township $2.00 out of Township
Service Type	Dial-A-Ride	**Contact Information**	(800) 244-4410 TTY: (800) 393-4232 www.pacebus.com/sub/paratransit/sd_dial_a_ride.asp#Will
Eligible Riders	Older Adults, Persons with Disabilities who are residents of the sponsoring jurisdictions	**Eligible Trip Purposes**	All

DUPAGE TOWNSHIP DIAL-A-RIDE SERVICE

Service Sponsor	DuPage Township and Pace	**Service Days and Hours**	M–F 8:00 AM to 5:00 PM
Service Operator	Pace/ First Transit	**Schedule in Advance**	Next day
Service Area	DuPage Township	**Fare Structure**	$1.00
Service Type	Dial-A-Ride	**Contact Information**	(800) 952-7511 TTY: (800) 393-4232 www.pacebus.com/sub/paratransit/sd_dial_a_ride.asp#Will
Eligible Riders	Older Adults, Persons with Disabilities who are residents of DuPage Township	**Eligible Trip Purposes**	All

FRANKFORT TOWNSHIP DIAL-A-RIDE SERVICE

Service Sponsor	Frankfort Township and Pace	**Service Days and Hours**	M–F 8:00 AM to 3:30 PM
Service Operator	Frankfort Township	**Schedule in Advance**	Next day

FRANKFORT TOWNSHIP DIAL-A-RIDE SERVICE

Service Area	Frankfort Township, up to five miles outside Township borders to destinations in New Lenox Township	**Fare Structure**	Older Adults, Persons with Disabilities, Students $2.00; Others $4.00; Fare doubles for rides outside Township
Service Type	Dial-A-Ride	**Contact Information**	(815) 469-4907 www.pacebus.com/sub/paratransit/sd_dial_a_ride.asp#Will
Eligible Riders	General public residents of Frankfort Township	**Eligible Trip Purposes**	All

Frankfort's DAR service also takes residents to medical appointments up to 35-minute drive away.

LOCKPORT SENIOR SHUTTLE

Service Sponsor	Lockport Township	Service Days and Hours	M–F 7:30 AM to 4:00 PM
Service Operator	Lockport Township	Schedule in Advance	Next day
Service Area	Lockport Township	Fare Structure	
Service Type	Senior Shuttle	Contact Information	(800) 409-9032 www.lockporttownship.com/html/senior_transportation.html
Eligible Riders	Older Adults who are residents of Lockport Township	Eligible Trip Purposes	All

Lockport's Senior Transit System operates two shuttles for older adults who are residents of Lockport Township. All shuttles are wheelchair-accessible. Shuttles provide service anywhere in Lockport Township as well as to area healthcare centers. Advance notice of 24 hours is preferred.

NEW LENOX TOWNSHIP DIAL-A-RIDE SERVICE

Service Sponsor	New Lenox Township	**Service Days and Hours**	M–F 7:30 AM to 4:00 PM
Service Operator	New Lenox Township	**Schedule in Advance**	24 hours advance scheduling for guaranteed ride
Service Area	New Lenox Township (all trips), Mokena, Joliet, and Frankfort townships (medical trips only)	**Fare Structure**	Children (6 and under) Free, Children (7-13) $1.25, Adults (14-64) $2.50, Seniors (65 and up) $1.25, outside of New Lenox Township double fare.
Service Type	Dial-A-Ride	**Contact Information**	(815) 485-6431 http://www.newlenox.org/township.php?township=pages/paratransit
Eligible Riders	General Public Elderly receive a reduced fare	**Eligible Trip Purposes**	All (in New Lenox) Medical only in Mokena, Joliet, and Frankfort

New Lenox Township is located in the South Chicago suburbs east of Joliet, in Will County. The New Lenox Township Dial-A-Ride serves roughly 35 to 45 passengers per day or about 8,928 passengers per year. The majority of the service is within the township for all members of the general public. However, the Dial-A-Ride will travel into Mokena, Joliet, and Frankfort townships for medical trips only.

New Lenox Township operates two minivans and two thirteen passenger vans, one with a wheel chair lift. They are in the process of securing a new minivan with a wheelchair ramp.

VILLAGE OF PARK FOREST DIAL-A-RIDE SERVICES

Service Sponsor	Village of Park Forest and Pace	**Service Days and Hours**	M–F 9:00 AM to 3:30 PM
Service Operator	Rich Township	**Schedule in Advance**	Same day call-in
Service Area	Village of Park Forest	**Fare Structure**	Adults $3.00 Older Adults, Persons with Disabilities, and Students $1.50
Service Type	Dial-A-Ride	**Contact Information**	(708) 748-4433 www.pacebus.com/sub/paratransit/sd_dial_a_ride.asp#Cook
Eligible Riders	General public residents of the Village of Park Forest	**Eligible Trip Purposes**	All

Service is available to select destinations outside the Village boundaries. Saturday service provided between the months of May and October when the Farmers Market is operating.

PLAINFIELD TOWNSHIP SENIOR SHUTTLE

Service Sponsor	Plainfield Township	**Service Days and Hours**	M–F 9:00 AM to 3:00 PM
Service Operator		**Schedule in Advance**	Next day
Service Area	Plainfield Township	**Fare Structure**	$2.00 per one-way trip
Service Type	Senior Shuttle	**Contact Information**	(815)436-1112 www.villageprofile.com/illinois/plainfield/09/topic.html
Eligible Riders	Older Adults who are residents of Plainfield Township	**Eligible Trip Purposes**	All
Plainfield operates one shuttle for its older adult residents.			

SOUTHLAND SENIOR SERVICES (PEOTONE) DIAL-A-RIDE

Service Sponsor	Southland Senior Services, Pace, United Way, Northeastern Illinois Area Agency on Aging, the Village of Peotone, Crete, Monee, and Will townships	**Service Days and Hours**	M–F 8:00 AM to 4:30 PM
Service Operator	Southland Senior Services	**Schedule in Advance**	Next day
Service Area	Eastern Will County and selected destinations in Cook County	**Fare Structure**	$2.00 in Will, $4.00 outside
Service Type	Dial-A-Ride	**Contact Information**	(708) 534-2323 www.pacebus.com/sub/paratransit/sd_dial_a_ride.asp#Will
Eligible Riders	Older Adults 60+, Persons with Disabilities	**Eligible Trip Purposes**	All

The Village of Peotone provides eight to ten vehicles for the Dial-A-Ride service. Some are supplied through the 5310 program from the Illinois Department of Transportation and the rest are supplied through Pace's vanpool program.

SOUTHWEST WILL DIAL-A-RIDE SERVICES

Service Sponsor	Channahon, Manhattan, and Wilmington townships and Pace	Service Days and Hours	Pickup Tu & F 9:00 AM, Drop off 3:00 PM
Service Operator	Pace/ First Transit	Schedule in Advance	Next day
Service Area	Channahon, Manhattan, Wilmington townships to and from select destinations in Joliet	Fare Structure	Adults (Within Twp.) $1.30 Adults (To Joliet) $1.50 Adults (Mall Trips) $2.00 Older Adults, Persons with Disabilities *(Within Twp.)* $0.65 Older Adults, Persons with Disabilities *(To Joliet)* $0.75 Children 7 &Under *(Accompanied by fare paying adult)* Free
Service Type	Dial-A-Ride	Contact Information	(800) 244-4410 TTY: (800) 393-4232 www.pacebus.com/sub/paratransit/sd_dial_a_ride.asp#Will
Eligible Riders	General public residents of sponsoring jurisdictions	Eligible Trip Purposes	All

Service to and from Channahon, Manhattan, and Wilmington is provided to Joliet on Tuesdays and Fridays. Pick-ups from the communities are scheduled at approximately 9:00 to 9:30 AM. Return trips are scheduled to be picked-up at approximately 2:00 PM. Transportation is also provided to and from either the Fox Valley Mall in Aurora or the Orland Square Mall in Orland Park on the first and third Wednesday of each month. Mall destinations will be determined by the first trip request.

VILLAGE OF UNIVERSITY PARK DIAL-A-RIDE SERVICE

Service Sponsor	Village of University Park	**Service Days and Hours**	M–F 7:45 AM to 4:00 PM
Service Operator	Southland Senior Services/Rich Township	**Schedule in Advance**	Next day
Service Area	Village of University Park	**Fare Structure**	Requested donation of $6.00 in County, $12.00 out of County
Service Type	Dial-A-Ride	**Contact Information**	(708) 748-6727
Eligible Riders	Older Adults, Persons with Disabilities who are residents of University Park	**Eligible Trip Purposes**	All

Southland Senior Services operates this Dial-A-Ride in the Will County portion of University Park, and Rich Township operates it in the Cook County portion.

WASHINGTON TOWNSHIP DIAL-A-RIDE

Service Sponsor	Washington Township and Village of Beecher	**Service Days and Hours**	M–F 9:00 AM to 3:00 PM
Service Operator	Washington Township	**Schedule in Advance**	Next day
Service Area	Washington Township and to select destinations beyond Township boundary	**Fare Structure**	$1.00 in Township, $2.00 beyond Township boundary
Service Type	Dial-A-Ride	**Contact Information**	(708) 946-2026 www.washingtontownshipil.com/SeniorTransportation.htm
Eligible Riders	Available to general public residents of Washington Township; Older adults and persons with disabilities receive priority	**Eligible Trip Purposes**	All

Washington Township operates two vehicles through the Township and to select destinations in the area. It also owns a van which it uses to transport its older adults to special events in the region.

In addition to DAR service, Washington Township serves trips to after-hours appointment with their volunteer drivers.

WILL COUNTY ADA PARATRANSIT OPERATION

Service Sponsor	Pace	**Service Days and Hours**	M–F 5:00 AM to 8:00 PM Sat 7:15 AM to 7:30 PM
Service Operator	First Transit	**Schedule in Advance**	Next day
Service Area	Portions of DuPage, Homer, Joliet, Lockport, New Lenox, Plainfield townships	**Fare Structure**	$2.50 per one way trip
Service Type	ADA paratransit	**Contact Information**	(800) 244-4410 TTY: (800) 393-4232 www.pacebus.com/sub/paratransit/sd_ada_paratransit.asp#Will
Eligible Riders	ADA paratransit-eligible customers	**Eligible Trip Purposes**	All

To qualify for ADA Paratransit Services, customers must apply for a determination of eligibility with the Regional Transportation Authority (RTA). The RTA determines eligibility based upon functional considerations. This application process helps determine which individuals can most benefit from ADA Paratransit Service and which individuals can be best served by accessible fixed-route bus and rail systems when combined with support services, such as online trip planning (visit www.PaceBus.com) and Travel Training.

For information about the categories of eligibility or to apply for ADA Paratransit Services, please call the RTA:

Voice: 312-663-HELP (4357)   TTY: 312-913-3122

Please note that some individuals may be found to be "conditionally eligible," depending on the circumstances of the particular trip.

ILLINOIS DEPARTMENT HEALTHCARE AND FAMILY SERVICES

Service Sponsor	Illinois Department of Healthcare and Family Services	**Service Days and Hours**	Approved medical trips
Service Operator	TeleCab	**Schedule in Advance**	N/A
Service Area	Will County	**Fare Structure**	Voucher
Service Type	Medical transportation	**Contact Information**	(217) 782-1200 TTY: (800) 526-5812 www.hfs.illinois.gov
Eligible Riders	Persons with Low Income	**Eligible Trip Purposes**	Approved medical trips

The Department of Healthcare and Family Services (HFS) provides vouchers to cover the cost of transportation with TeleCab to medical appointments for those who are unable to pay their own way. The Department negotiated a discount rate with TeleCab, which is $1.80 per flag drop (instead of $3.00) and $1.60 per mile (instead of $2.00).

MEDICAID NON-EMERGENCY MEDICAL TRANSPORTATION

Service Sponsor	Illinois Department of Healthcare and Family Services	**Service Days and Hours**	24/7
Service Operator	Medical transportation providers	**Schedule in Advance**	None
Service Area	Will County and beyond	**Fare Structure**	None
Service Type	Medicaid-sponsored non-emergency medical transportation	**Contact Information**	(217) 782-1200
Eligible Riders	Medicaid recipients	**Eligible Trip Purposes**	Approved medical trips

The Department of Healthcare and Family Services (HFS) is responsible for providing Medicaid-sponsored non-emergency medical transportation (NEMT) services. Requests for transportation are arranged through the NETSPAP contractor, First Transit, which manages the state-wide call center. Once approved, Medicaid recipients are free to choose their own "approved" transportation provider.

PROVENA SAINT JOSEPH MEDICAL CENTER

Service Sponsor	Provena Saint Joseph Medical Center	**Service Days and Hours**	24/7
Service Operator	TeleCab	**Schedule in Advance**	N/A
Service Area	Will County and beyond	**Fare Structure**	Voucher
Service Type	Medical transportation	**Contact Information**	(815) 725-7133 www.provena.org/stjoes
Eligible Riders	Persons with Low Income	**Eligible Trip Purposes**	Transportation home for patients after treatment

Provena Saint Joseph Medical Center in Joliet provides vouchers to patients for transportation by TeleCab home after treatment. The hospital pays the full meter rate for the cost of the ride.

SILVER CROSS HOSPITAL

Service Sponsor	Silver Cross Hospital	**Service Days and Hours**	24/7
Service Operator	TeleCab	**Schedule in Advance**	N/A
Service Area	Will County and beyond	**Fare Structure**	Voucher
Service Type	Medical transportation	**Contact Information**	(815) 740-1100 www.silvercross.org
Eligible Riders	Persons with Low Income	**Eligible Trip Purposes**	Transportation home for patients after treatment

Silver Cross Hospital in Joliet provides a voucher to patients for transportation with TeleCab to go home after treatment for those people who do not have any other means of travel. The Hospital pays the regular meter rate for the ride.

VETERANS ASSISTANCE COMMISSION OF WILL COUNTY

Service Sponsor	Veterans Assistance Commission of Will County	**Service Days and Hours**	M–F 8:00 AM to 3:30 PM
Service Operator	Veterans Assistance Commission of Will County	**Schedule in Advance**	Next Day for Dial-A-Ride
Service Area	Will County to the VA Hospital only	**Fare Structure**	Free
Service Type	Client transportation	**Contact Information**	(815) 740-8389 www.willcountyillinois.com/DepartmentDirectory/VeteransAssistance/tabid/193/Default.aspx
Eligible Riders	Veterans	**Eligible Trip Purposes**	Medical

CORNERSTONE SERVICES

Service Sponsor	Cornerstone Services, Inc.	Service Days and Hours	24/7
Service Operator	Illinois Central Bus and Cornerstone	Schedule in Advance	N/A
Service Area	Will County	Fare Structure	None
Service Type	Client transportation	Contact Information	(815) 741-6743 www.cornerstoneservices.org/
Eligible Riders	Clients of Cornerstone Services, Inc.	Eligible Trip Purposes	Agency programs; work, and training sites

Cornerstone Services is a large multi-service provider that operates a 24-hour county-wide service with a 50-vehicle fleet for its clients only. Cornerstone also provides travel training to its clients, for Pace bus services and local taxis.

Mobility education programs are available for clients and their families – sponsored through Cornerstone on a case-by-case basis.

INDIVIDUAL ADVOCACY GROUP

Service Sponsor	Individual Advocacy Group	**Service Days and Hours**	For residential program: 24/7. Other programs: M-F 8:00 AM to 3:00 PM
Service Operator	Individual Advocacy Group	**Schedule in Advance**	N/A
Service Area	Will County	**Fare Structure**	None
Service Type	Resident transportation; client transportation to day programs	**Contact Information**	(630) 759-0201 www.individualadvocacygroup.com/main.htm
Eligible Riders	Residents of the Community Integrated Living Arrangement and participants in day programs	**Eligible Trip Purposes**	Agency activities and all resident trip purposes

Based in Romeoville, this organization operates four vans, leased from Pace through its Advantage Vanpool Program. Its services are available for clients that participate in its day programs as well as residents of its integrated living arrangements.

SOUTHSTAR SERVICES

Service Sponsor	SouthSTAR Services	**Service Days and Hours**	M–F 7:00 AM to 5:00 PM
Service Operator	SouthSTAR Services	**Schedule in Advance**	Next day
Service Area	South Suburban Cook County and Eastern Will County	**Fare Structure**	None
Service Type	Client Transportation	**Contact Information**	(708) 755-8030 www.southstarservices.org
Eligible Riders	Persons with Developmental Disabilities	**Eligible Trip Purposes**	Agency activities

SouthSTAR Services is a 501(c)(3) nonprofit located in Chicago Heights, Illinois. They provide developmental training; senior services, supported employment, community employment, community living services including community integrated living arrangement (CILA) and intermittent CILA services, home-based support services and advocacy to individuals with developmental disabilities

TRINITY SERVICES

Service Sponsor	Trinity Services	**Service Days and Hours**	M–F 9:00 AM to 5:00 PM
Service Operator	Trinity Services	**Schedule in Advance**	N/A
Service Area	Will County	**Fare Structure**	Free to Program Members
Service Type	Client Transportation	**Contact Information**	(815) 485-6197 www.trinity-services.org/
Eligible Riders	Persons with Disabilities who are Enrolled in the Program	**Eligible Trip Purposes**	All

Trinity Services Inc. is a non-profit, non-sectarian organization committed to providing a wide range of programs and services for individuals with developmental disabilities and behavioral health needs. Trinity services provides community living programs, adult learning programs, a variety of vocational programs including supported employment, an autism center, respite services, in-home services, in home support, a drop in center, varied therapeutic rehabilitation programs, programs for the dually diagnosed, employment services, individual and group therapies, and offers services throughout Family Counseling Centers in Joliet.

Trinity's Community Living programs are community homes and apartments for 1-8 individuals who have developmental disabilities. These homes, or community-integrated living arrangements (CILA) are located in residential neighborhoods in Homewood, Park Forest, Frankfort, Matteson, Mokena, New Lenox, Peoria, Lockport, Elwood, Naperville, Crete, Crest Hill, Wilmington, Braidwood, Marion, and Joliet. These programs serve more than 400 people with disabilities.

CATHOLIC CHARITIES, DIOCESE OF JOLIET

Service Sponsor	Catholic Charities, Diocese of Joliet	**Service Days and Hours**	N/A
Service Operator	American School Bus Company First Transit TeleCab	**Schedule in Advance**	Brokered through American School Bus Company, Laidlaw Transit, and Tele-Cab
Service Area	Will County	**Fare Structure**	None
Service Type	Client Transportation	**Contact Information**	(815) 723-3405 www.cc-doj.org/
Eligible Riders	Older Adults Persons with Low Income	**Eligible Trip Purposes**	Agency activities

Catholic Charities offers services throughout Chicago and in Will, Grundy, DuPage, Kendall, Kankakee, Ford, and Iroquois counties. Services include counseling, senior programs, children's services, and transitional housing.

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GUARDIAN ANGEL COMMUNITY SERVICES

Service Sponsor	Guardian Angel Community Services	**Service Days and Hours**	
Service Operator	Guardian Angel Community Services	**Schedule in Advance**	When a worker is available
Service Area	Will County	**Fare Structure**	Free for individuals who qualify for the program
Service Type	Client Transportation	**Contact Information**	(815) 729-0930 www.guardianangelhome.org/
Eligible Riders	Persons with Low Income	**Eligible Trip Purposes**	Agency activities

Guardian Angel was founded by the Congregation of the Third Order of Saint Francis of Mary Immaculate of Joliet in 1897. Originally established as an orphanage, Guardian Angel currently serves over 4,000 children, individuals and families per year through a variety of different programs.

HELPING HAND REHABILITATION CENTER

Service Sponsor	Helping Hand Rehabilitation Center	**Service Days and Hours**	
Service Operator		**Schedule in Advance**	
Service Area	Will County	**Fare Structure**	
Service Type	Client Transportation	**Contact Information**	(708) 352-3580 www.hhrehab.org/default.php
Eligible Riders	Persons with Disabilities	**Eligible Trip Purposes**	Agency activities

Helping Hand Rehabilitation Center is a not-for-profit community-based agency that serves approximately 400 children and adults with mild to severe disabilities. Programs include adult day services, housing, sheltered workshops, and educational services.

ILLINOIS DEPARTMENT OF HUMAN SERVICES

Service Sponsor	Illinois Department of Human Services	**Service Days and Hours**	Bus and taxi hours
Service Operator	None	**Schedule in Advance**	N/A
Service Area	Will County	**Fare Structure**	
Service Type	Pace Bus or taxi stipend	**Contact Information**	
Eligible Riders	Persons with Low Income	**Eligible Trip Purposes**	All

The Illinois Department of Human Services (DHS) does not provide transportation services directly to consumers. A stipend is provided to qualified recipients for use in the purchase of Pace bus passes or taxi service.

DHS administers the Temporary Assistance for Needy Families (TANF) program. TANF provides temporary financial assistance for pregnant women and families with one or more dependent children. The program also provides financial assistance to help pay for food, shelter, utilities, transportation, and expenses other than medical.

SOUTH SUBURBAN RECREATION ASSOCIATION

Service Sponsor	South Suburban Recreation Association	**Service Days and Hours**	Office hours: M–F 9:00 AM to 5:00 PM Transportation operates whenever a client needs to go somewhere
Service Operator	South Suburban Recreation Association	**Schedule in Advance**	N/A
Service Area	Districts of: Country Club Hills Park, Frankfort Square Park, Hazel Crest Park, Homewood-Flossmoor Park, Lan-Oak Park, Matteson Parks and Recreation Department, Oak Forest Park, Olympia Fields Park, Park Forest Recreation and Parks Department, Richton Park Parks and Recreation Department, and Tinley Park	**Fare Structure**	Rolled into program fees
Service Type	Client Transportation	**Contact Information**	(815) 806-0384 http://www.sssra.org
Eligible Riders	Persons with Disabilities that are enrolled in the program	**Eligible Trip Purposes**	Agency activities

SSSRA is a therapeutic recreation program that is an extension of eight park districts and three recreation and parks departments. It is organized to provide individuals with disabilities or special needs, the opportunity to be involved in year-round recreation. SSSRA programs are for individuals from birth through adult who are in special education classes, sheltered workshops, or who have recreational needs not met by traditional park district programs. This could include individuals who have varying degrees of physical disabilities, mental handicaps, learning disabilities, emotional difficulties, hearing or visual impairments, and developmental delays.

UNITED CEREBRAL PALSY OF WILL COUNTY

Service Sponsor	United Cerebral Palsy of Will County	**Service Days and Hours**	
Service Operator	United Cerebral Palsy of Will County	**Schedule in Advance**	
Service Area		**Fare Structure**	
Service Type	Client Transportation	**Contact Information**	(815) 744-3500 www.ucp.org/ucp_local.cfm/74
Eligible Riders	Persons with Disabilities	**Eligible Trip Purposes**	Agency activities

UCP of Will County provides developmental training, a sheltered workshop, and residential services to persons with severe cognitive and physical disabilities.

WORKFORCE INVESTMENT BOARD OF WILL COUNTY

Service Sponsor	Workforce Investment Board of Will County	**Service Days and Hours**	N/A
Service Operator	None	**Schedule in Advance**	N/A
Service Area	Will County	**Fare Structure**	
Service Type		**Contact Information**	(815) 727-5670 www.willcountyworkforceboard.com/default.asp?contentID=1
Eligible Riders	Persons with Low Income	**Eligible Trip Purposes**	All

The Workforce Investment Board does not provide transportation services directly to consumers. A stipend is provided to qualified customers for use in the purchase of Pace bus passes. The Workforce Investment Board of Will County provides employment, training, and educational services that support the development of a Will County's workforce. The Board builds the workforce system to develop quality employees for employers and to develop quality opportunities for employees.

BEECHER MANOR NURSING AND REHABILITATION CENTER

Service Sponsor	Beecher Manor Nursing and Rehabilitation Center	**Service Days and Hours**	As needed
Service Operator	Various private ambulance and medical car companies	**Schedule in Advance**	Brokered through private ambulance and medical car companies
Service Area	Will and adjacent counties	**Fare Structure**	
Service Type	Client transportation	**Contact Information**	(708) 946-2600 www.beechermanornursingandrehab.com/
Eligible Riders	Persons with Disabilities Older Adults	**Eligible Trip Purposes**	Medical

Beecher Manor participates in the Medicare and Medicaid programs and provides resident and family counseling services.

SUNNY HILL NURSING HOME OF WILL COUNTY

Service Sponsor	Sunny Hill Nursing Home of Will County	**Service Days and Hours**	As needed
Service Operator	Various private ambulance and medical car companies	**Schedule in Advance**	Brokered through private Medicare or ambulance service
Service Area	Will, Grundy, DuPage, and Cook counties	**Fare Structure**	
Service Type	Client transportation	**Contact Information**	(815) 727-8710 www.willcountyillinois.com/DepartmentDirectory/SunnyHillNursingHome/AboutSunnyHillNursingHome/tabid/173/Default.aspx
Eligible Riders	Older Adults	**Eligible Trip Purposes**	Medical

Sunny Hill Nursing Home is a skilled care facility, owned and operated by the government of Will County.

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D. TransPortal Marketing Plan

TransPortal Trip Booking Launch and Marketing Plan

A One Click Transportation Resource Center offering a single point of access to plan and book travel across multiple modes in the thirteen county region.

August 2015

Project Team Leaders: Carl Weckenmann, Helen Perez, Vanessa Brooks, Mark Wood, Mitch Gregory, Chris Macklin, Ann Harrell, Wendy Morrow, Jessica Perez and Liz Peak.

PROJECT OVERVIEW

Project Goal

The overall goal of this launch and marketing effort is to introduce current paratransit passengers to alternative transportation modes available and assist them in using new methods of booking, cancelling and verifying their paratransit trips. This project will improve customer satisfaction by offering immediate access 24 hours a day to their transportation information through the internet or interactive voice response (IVR) systems. It will also reduce JTA's cost of providing paratransit trips by encouraging paratransit passengers to try alternative modes of transportation and reducing the number of calls into the paratransit call center.

Project Description

JTA has developed an ambitious and far-reaching program for coordinating regional mobility in 13 counties in Northeast Florida. The vision for the regional mobility management program is clear, simple, and achievable. The vision is to: 1) partner with exiting organizations to improve access to diverse transportation services, improve the rider's travel experience, and achieve cost savings through regional coordination; 2) shift the focus from individual agencies to the customer; and 3) emphasize the entire travel experience, not just the time on the vehicle.

The JTA has assembled $3.7 million through federal, state, local, and private sources for the development and implementation of this unique regional mobility management program. The key features to date, have not been combined and implemented anywhere else in the U.S., they include: a web-based regional trip-booking and scheduling system; the TransPortal, a web-based one call/one click information and referral system; and a mobility focused regional travel training program. In addition, the program includes coordinated outreach and marketing and efforts to support and facilitate transition to regionally coordinated service delivery.

The combination of these three key elements of the regional mobility management program, and the focus on integrating TransPortal and regional trip-booking and scheduling are what makes this program unique and a model for the rest of the country. Deployment of a web-based regional scheduling system is the most technically and politically challenging aspect of the JTA program and its accomplishment is groundbreaking.

The web-based regional scheduling system allows staff in agencies across the region to book and schedule trips for their clients with the scheduling algorithms identifying and combining regional trips more cost-effectively reducing duplication of services. Linking TransPortal to regional scheduling is a tremendous advance whereby the customer or a case manager can find the most appropriate service and then immediately, with one click, book the service.

Project Timeline

TransPortal was launched in September 2014 providing multi-modal trip planning features across the 13 county region. The next version of TransPortal will include paratransit and flex route trip

booking via the website and telephone system. It will be rolled out in a phased approach to develop a network of Community TransPortal Champions and to mitigate any strain on agency resources. Details on each phase are detailed later in this document.

TransPortal Version II phased rollout timeline:

VII.1 September 2015 - Paratransit Trip Booking is available via TransPortal.net and telephone system and pilot testing begins.

VII.2 September through October 2015 - Presentations to key stakeholders.

VII.3 November - December 2015 - TransPortal Support Agency Training for staff of agencies supporting paratransit passengers (Senior Assistive Living Centers, Dialysis Centers, Veterans Support Organizations, etc) and Transit Agencies and to all clients coming through the eligibility center.

VII.4 January 2016 - Staged marketing campaign to all paratransit passengers begins.

Phased Implementation and Marketing Plan

The second version of TransPortal is anticipated to be tested and operational by mid-September. This new version launches the capability of paratransit and flex route passengers to book, verify or cancel their trips through the website and through a telephone system. This trip booking feature will be available for all registered passengers in Baker, Clay, Columbia, Duval, Hamilton, Nassau, Putnam, St Johns and Suwannee Counties.

These new features will be rolled out in a phased approach to develop a network of Community TransPortal Champions and to mitigate any strain on agency resources. The marketing collateral will be developed during the months of September and October.

vII.1 Paratransit Trip Booking available and pilot project begins
September – October 2015

The implementation of the paratransit trip booking, verification and cancellation features on www.TransPortal.net and telephone is anticipated to be completed by the mid-September. This implementation includes testing of the features by JTA staff in the paratransit and systems planning departments.

Following the successful testing by JTA staff, a pilot group of paratransit clients will begin using the technology. This group will test and provide continuous feedback on the functionality and convenience of the tools.

Marketing collateral: A quick reference guide for clients and gifts of appreciation ordered for pilot testers due by September 18, 2015.

Action items:
1. Develop Testing Plan
2. Create TransPortal launch folder and grant Jessica access (Ann Harrell)
3. Select TransPortal thank you items (Jessica Perez)
4. Identify pilot group testers – 20 TransPortal & 10 IVR (Chris Macklin)
5. Schedule pilot group training sessions (Ann Harrell and Liz Peak)
6. Train all Connexion staff (Liz Peak)
7. Establish success measurements and tracking tools (Mark Wood)

vII.2 Presentations to key Stakeholders.
September – October 2015

The paratransit trip booking, verification and cancellation features will be presented to various key stakeholders. The goal of the presentations are to provide information to enable key stakeholders to be able to respond to questions from their clients and champion the program.

Marketing collateral: A one page fact sheet for Stakeholders due by September 24, 2015.

Action item:
1. Create a calendar and place it on the shared drive
2. Add the TransPortal link to the JTA website
3. Identify and schedule or participate in meetings with key stakeholders.

Stakeholders:

Stakeholders for this project include transit agencies from across the region, passengers and agencies that support paratransit passengers. They include:

Transit Agency Stakeholders:
- JTA Paratransit Office
- JTA Community Shuttle Office
- Baker County Council on Aging
- Clay County Council on Aging
- Nassau County Council on Aging
- Ride Solution (Putnam County)
- St Johns County Council on Aging
- Suwannee Valley Transit Authority

State and Public Stakeholders:
- Agency for Persons with Disabilities
- Dept of Housing and Urban Dev
- Dept of Veteran Affairs
- Elected Officials in each county
- FL Agency for Health Care Administration
- FL Commission for the Transportation Disad
- FL Dept of Education (Vocational Rehab)
- FL Dept of Elder Affairs
- FL Dept of Transportation
- JTA Board of Directors
- Local Coordinating Boards in each county
- Mayor's Disability Council
- North Central FL Regional Planning Council
- Northeast FL Regional Council
- NE FL Regional Transportation Commission
- North FL TPO

Community Stakeholders:
- AARP
- American Cancer Society
- Brooks Health
- Career Source of Northeast FL
- Centers for Independent Living
- Challenge Enterprises
- COJ Military Affairs and Disabled Services
- Community Hospice of Northeast FL

- Council for the Blind
- Disabled American Veterans
- Dialysis Centers
- Edwards Waters College
- ElderSource
- FL State College at Jacksonville
- Greater Jacksonville Area USO
- Jacksonville Housing Authority
- Jacksonville Military Veterans Coalition
- Jacksonville Transportation Advisory Council
- Jax Legal Aid
- JAXUSA/Chamber of Commerce
- National Disability Institute
- Naval Air Station Jacksonville
- Naval Station Mayport
- Nonprofit Center of Northeast FL
- North FL/South GA Veteran Health System
- Northeast FL Veterans Council
- Orange Park Medical Center
- Sulzbacher Center
- The ARC Jacksonville
- The Community Foundation
- UF Health (Shands)
- United Way 211
- University of North FL
- Veterans Reintegration Center of Jacksonville

vII.3 Support Agency Training
November – December 2015

Training session will be held across the region with transit providers and agencies that support paratransit passengers including Senior Assistive Living Centers, Dialysis Centers, Veterans support organizations and etc. during the months of November and December. These training sessions will be held at the individual agencies and in classroom setting such as the FSCJ Computer Training Lab. During this time, any clients renewing or applying for paratransit eligibly will also be given access and trained on booking their trips through TransPortal.

Marketing collateral due by October 16, 2015:
- Updated Quick Reference Guide for Clients
- Quick Reference Guide for Agencies
- TransPortal portfolios (on hand)
- TransPortal stylus/pen (on hand)
- TransPortal flash drives with additional training materials (on hand)

Action items:
1. Identify partnering agencies and staff
2. Schedule training sessions
3. Modify Travel Training program to including TransPortal Trip Booking
4. Modify Eligibility procedures to include TransPortal signup and training
5. Train call center staff to respond to TransPortal questions
6. Establish success measurements and tracking tools

vII.4 Staged marketing campaign to all paratransit passengers
January 2016 and ongoing

After the holidays and in conjunction with other Connexion initiatives, the mass marketing campaign to all paratransit riders will begin. The campaign will start with Duval County riders and then expand to all participating counties by:

- Contacting each paratransit rider via:
  - Direct Mail
  - Posters and rack cards at destinations frequented by paratransit clients
- Publishing multi-media announcements
  - Press releases
  - Call hold announcements
  - Making Moves magazine
  - Making Moves television show
- Social media promotion on agency and partner (MDC & other) sites
  - Facebook
  - Twitter

Marketing collateral due by December 18, 2015:
- Letters addressed to each eligible client
- Posters and rack cards
- Media release plan
- Social media plan

Action items:
1. Identify eligible clients
2. Update all eligible clients with TransPortal password
3. Update hold messages
4. Develop mailing list
5. Print and stuff envelopes
6. Draft list of collateral distribution sites
7. Schedule multi-media releases/production
8. Establish success measurements and tracking tools

Summarized Project Marketing Items

TransPortal marketing items purchased previously through a Section 5317 grant include:
- Black TransPortal portfolios – approximately 72 units remain
- Blue TransPortal pen/stylus – approximately 240 units remain
- Blue TransPortal flash drive – approximately 190 units remain

Additional marketing items required include:

Due by September 18, 2015:
- TransPortal link added to JTA website
- Quick reference guide for Client Testers
- One page fact sheet for stakeholders
- Gifts of appreciation for pilot testers and other stakeholders ordered

Due by October 16, 2015:
- Updated Quick Reference Guide for Clients
- Quick Reference Guide for Agencies

Due by December 18, 2015:
- Letters addressed to each eligible client
- Posters and rack cards
- Media release plan
- Social media plan

Due by January 22, 2015:
- Client letters stuffed into corresponding envelopes with program information
- Postage applied to each envelop and mailed
- Posters and rack cards distributed
- Media (social and multi-media) campaign started

TransPortal Version II Budget

The JTA has been awarded a second Veterans Transportation and Community Living Initiative (VTCLI II) program grant of $50,000 from the Federal Transit Administration for the marketing of the TransPortal Project.

VTCLI II budget line items as submitted to the FTA in the grant application include:
- $1,600 – Introduction to One-Call/One-Click educational materials for program partners
- $5,000 – Additional instructional materials for program partners
- $300 – Print advertising posters to be displayed at partner locations
- $43,100 – Develop and produce informational rack cards to be distributed at activity centers and sent via direct mail to clients

Action items:
1. Any changes to the dollar value assigned to each budget line item must be submitted to the Grants Department by September 11, 2015.