Coordinated Regional Mobility

Through

TransPortal

Northeast Florida’s One-Call/One-Click Transportation Resource Center
Driving Need

- Rising cost of service delivery
- Decreased transportation funding
- Increased demand for specialized transportation services
- Underutilized paratransit vehicles caravan across large distances to same destinations
- Unproductive wait for medical passengers
Road Blocks

- Policies driven by funding formulas
- Staff time constraints
- Lack of automation and technology
  - Different scheduling software
  - Outdated computer hardware
  - Overload of conflicting product information
  - Varying sources for reporting information
  - Limited technological knowledge and dedicated technological staff
Northeast FL Mobility Coalition

Formed to:

- Create regional partnerships to improve the individual rider’s travel experience and achieve cost savings

- Develop strategies to minimize gaps and duplications of service

- Produce a public transit and human services transportation action plan
Coalition Conclusions

- Providers had a strong desire to coordinate, but viewed as unattainable and not sustainable.
- Agencies must work together to shift to a coordinated mobility model.
- Technological tools and policy changes must be implemented.
Primary Goal

Develop and sustain a customer centered mobility management system.

Coordinate a shift from decentralized transportation services to a centralized mobility management system of collaborating agencies focused on meeting the mobility needs of people.
Technological Innovations

- Shared scheduling software
- Mobile Data Terminals
- Web and phone based trip booking
- Regional Multi-Modal One-Call/One Click Transportation Resource Center TransPortal
Expedia of ground transportation
One Call Center Option

- One toll free number
- Interactive voice response
- Community Transportation Coordinators (CTC) in directory, each with same resources
- Default CTC assigned to client
- If 3 errors, call routed to JTA Call Center
- Client may still call original local provider phone number
One Regional System – Provider Perspective

Unified without compromising data

- Pool of licenses
- Secure internet connections
- Shared servers and databases
- Agency specific data separation
- Secure server environment
- Expert IT staff and procedures
- Grant funded long term support
One Regional System – Passenger Perspective

Unified and consistent information

- No change in contact points
- Multi-modal information from origin to destination – not stop to stop or county / agency specific
- 24 hours a day, 7 days a week internet access (telephone access coming soon)
Project Challenges

- Staffing limitations and turnover
- Coordinating multiple vendors
- Outdated computer equipment
- Collection and migration of data
- Terminology & naming conventions
- Time between training and implementation
- Incorrect assumptions made
Overcoming Challenges

Never Assume!

- Gain commitment from executives AND all project implementers
  - Communicate, communicate, communicate

- Perform technology survey
  - Upgrade before implementation
    - www.techsoup.org

- Complete Database cleanup
  - Archive
  - Delete old data – especially client data
TransPortal Innovations

- Paratransit Trip Booking
- Interactive Voice Response System
- Amtrak and motor coach dynamic pricing
- Transit routes from across the state
- Real-Time bus locations
- More transportation options!
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