COMPLETE TRIP

ITS4US

Heart of Iowa Regional Transit Agency (HIRTA)
Phase 1 Concept of Operations Webinar

July 21, 2021
Agenda

- **Purpose of this Webinar**
  - To share the Concept Development Activities from *(HIRTA)* with the stakeholders of the project.

- **Webinar Content**
  - Complete Trip – ITS4US Deployment Program Overview *(Fred Bowers)*
  - Site Orientation & Key Challenges *(Brooke Ramsey)*
  - Stakeholder Engagement Efforts *(Steve Wilks)*
  - Deployment Concept Overview *(Santosh Mishra)*
  - Stakeholder Q&A
  - How to Stay Connected *(Fred Bowers)*

- **Webinar Protocol**
  - Please mute your phone during the entire webinar
  - You are welcome to ask questions via chatbox at the Q&A Section
  - The webinar recording and the presentation material will be posted on the ITS4US website
Brief Program Overview

Fred Bowers, FHWA
Complete Trip - ITS4US Deployment Program

- A USDOT Multimodal Deployment effort, led by ITSJPO and supported by OST, FHWA and FTA
- Supports multiple large-scale replicable deployments to address the challenges of planning and executing all segments of a complete trip

Vision

Innovative and integrated complete trip deployments to support seamless travel for all users across all modes, regardless of location, income, or disability
Program Goals

- Spur high-impact integrated Complete Trip deployments nationwide
- Identify needs and challenges by populations
- Develop and deploy mobility solutions that meet user needs
- Measure impact of integrated deployments
- Identify replicable solutions and disseminate lessons learned
Complete Trip Phase 1 Awardees

- University of Washington
  OR, WA, MD

- California Association of Coordinated Transportation
  CA, OR, and WA

- Heart of Iowa Regional Transit Agency
  Dallas County, IA

- ICF
  Buffalo, NY

- Atlanta Regional Commission
  Gwinnett County, GA
Deployment Phases

**PHASE 1: Concept Development**
- Concept Development for Complete Trip Deployment
- Establish Cohort Roundtables

**PHASE 2: Design & Test**
- Design, Test and Deploy Complete Trip Solutions
- Evaluation Framework and Planning

**PHASE 3: Operate & Evaluate**
- Demonstrate Multiple Large-Scale Deployments
- Evaluate Deployments
- Share Data & Lessons Learned

**Operations & Maintenance**
- Sustain operations for a minimum period of five years after the program is completed with no supplementary federal funds

**Deployment**
- Up to 12 months
- Up to 24 months
- Minimum of 18 months

**Post-Deployment**
- 5 years
Site Orientation & Key Challenges
Brooke Ramsey, Project Management Lead
HIRTA and Dallas County Overview

- HIRTA provides demand response services to population in 7 county areas, including Dallas County
- Dallas County grew at 36% in the last decade
- Coordination of medical transportation services for underserved a major challenge

**Population Breakdown in Dallas County (Source: Census 2019)**

- Other Population: 33,400
- Underserved Population: 6,013

**Underserved Population (Total: 33,500) Share in Dallas County (Source: Census 2019)**

- Older adults: 13%
- Persons with Disabilities: 12%
- Low income: 4%
- Veterans: 4%
- LEP: 4%
# Underserved Group Challenges

<table>
<thead>
<tr>
<th>Population Group</th>
<th>Challenges</th>
</tr>
</thead>
<tbody>
<tr>
<td>Persons with Disabilities</td>
<td>(1) Limited wayfinding services to the transit vehicle, into the healthcare facility, and to their specific appointment location; (2) Smart device accommodations for blind and deaf/hard of hearing persons; (3) Smart device – user-based settings for ease of use and services preferences;</td>
</tr>
<tr>
<td>Older Adults</td>
<td>(1) Smart device accessibility - larger screen setting; user-based settings for ease of use and services preferences; (2) Telephone number to call for services; (3) Maintaining independence; (4) Solution/service ease of use</td>
</tr>
<tr>
<td>Low Income</td>
<td>(1) Contactless payments: for unbanked/underbanked customers; (2) Alternate mobility services only option given limited number of personal vehicles per household.</td>
</tr>
<tr>
<td>Rural</td>
<td>(1) Limited access to healthcare appointments due to long distance travel; (2) Challenges in coordinating appointment times with availability of transportation; (3) Cost effective transportation solutions; (4) Maintaining independence; (5) Solution/service ease of use; (6) Long distance travel may present stamina challenges.</td>
</tr>
<tr>
<td>Veterans</td>
<td>(1) Access to veterans’ hospitals and other veteran support services; (2) Same challenges as all above subgroups.</td>
</tr>
<tr>
<td>Persons with LEP</td>
<td>(1) Support for Spanish and other languages; (2) Support to understand all services and technology system developed (e.g., HIRTA travel trainers, DCHD, etc.).</td>
</tr>
</tbody>
</table>
Justification for Change

Current Traveler Experience

Future Traveler Experience

Source: HIRTA Team
HIRTA Team

Source: HIRTA Team

Note:
HIRTA: Heart of Iowa Regional Transit Agency
DCHD: Dallas County Health Department
IBI: IBI Group
CTAA: Community Transportation Association of America
Routematch: Routematch by Uber
Stakeholders

Government Agencies
- FTA Region 7
- Iowa DOT
- Dallas County
- City of Perry
- City of Waukee
- City of Adel

Community Partners
- Community Members part of Transportation Advisory Group (TAG)

HealthCare Providers
- Iowa Total Care (MCO for IME)
- Amerigroup (MCO for IME)
- Mercy One Hospital
- Unity Point Health
- Broadlawns Clinics
- Dallas County Hospital

Human/Social Service Agencies
- United Way of Central Iowa
- Waukee Area Christian Services
- American Cancer Society
- Aging Resources of Central Iowa
- Disability Rights Iowa
- New Opportunities

Source: HIRTA Team
Introduction to Proposed Solution

Concept Video
Stakeholder Engagement Summary

Steve Wilks, Concept Development Lead
Phase 1 - Stakeholder Engagement

OUTCOME | ACTIVITIES
---|---
Background Information | 1. Surveys/Research | 2. Document Review
Preliminary Needs | 2. Needs Workshop | 3. One-on-One Interviews
Finalized ConOps | 4. ConOps Walkthrough
Draft Requirements | 5. Requirements Workshop 1 | 6. Requirements Workshop 2
Final Requirements | 6. Requirements Workshop 3 | 7. Requirements Workshop 4

Source: HIRTA Team
Phase 1 - Engagement Timeline

Feb 2021 - Kickoff

Apr 2021 - Workshop/ Focus Group (non-healthcare)

May 2021 - Operational Scenarios

Jun 2021 - ConOps Walkthrough

Jul 2021 - ConOps Webinar

Aug 2021 - Requirements Workshop 1

Sep 2021 - Requirements Workshop 2

Oct 2021 - Requirements Workshop 3 and 4

Jan 2021 - Phase 1 Complete

Jul-Aug 2021 - Interviews (Healthcare)

Apr-May 2021 - Interviews (Healthcare)
High-Level Findings from Stakeholders

- Lack of awareness on transportation options
- Lack of integrated booking and trip management experience
- Limited capabilities in current modes to meet the needs of underserved
- Limited wayfinding capabilities
- Service management challenges with return trips
- Same day and after hour service issues
- Limited data sharing and reporting to measure the performance of healthcare transportation
Stakeholder Input and ConOps

- User group definition
- User needs identification
- Prioritization of needs
- Operational scenarios/use cases
- Concept development- system features, interfaces and data needs
- Impacts on current operations/systems
- System performance management and measuring outcomes of the project
Deployment Concept Overview

Santosh Mishra, System Development Lead
Health Connector Complete Trip Overview

2. Vehicle Dispatched and Arrives
3. Wayfinding and Boarding the Correct Vehicle
4. In-vehicle Information
5. Arrival at Healthcare Center
6. Wayfinding at the Healthcare Center
7. Guidance on Intake and Wait-time
8. As-needed Wayfinding/Customer Information
9. Appointment Complete
10. Return Ride Requested

Source: HIRTA Team
System Context Diagram

- Customer-facing tools (web/mobile, phone)
- Central transportation management software, on-board system
- Wayfinding subsystem
- Interfaces
  - Third-party service provider system
  - Hospital Electronic Health Record (EHR)
  - Access2Care Medicaid System
  - Access to authorized DCHD and information & referral personnel

Source: HIRTA Team (see next slide for larger image)
Sample Use Cases

- **Scenario 1**: Person with disability looking for transportation for a recurring appointment.

- **Scenario 2**: Person with LEP looking for a prenatal appointment and will need transportation. It is recurring but not on a fixed schedule.

- **Scenario 3**: Traveler, a veteran, looking for preventative care appointment.

- **Scenario 4**: An older adult is approved to take Medicaid eligible trip but they would like family to accompany them so can be helped.

- **Scenario 5**: A Traveler in rural area is looking for after hours appointment and third party service to be used.
Use Case: Fixed Recurring Appointment

Source: HIRTA Team
Use Case: Irregular Recurring Appointment

Source: HIRTA Team
Use Case: Preventive Care

Source: HIRTA Team
Use Case: Medicaid Trip

Source: HIRTA Team
Use Case: After Hours Trips (HIRTA| NDSP)

Source: HIRTA Team
Stakeholder Q&A

- Please keep your phone muted
- Please use chatbox to ask questions
- Questions will be answered in the order in which they were received
Stay Connected

For more information please contact:

Elina Zlotchenko, ITS JPO
ITS4US Program Manager
Elina.Zlotchenko@dot.gov

Fred Bowers, ITS JPO
Site COR
Frederick.Bowers@dot.gov

Brooke Ramsey, HIRTA
Project Management Lead
BRamsey@ridehirta.com

Visit the Complete Trip - ITS4US Deployment Program Website and FAQs:
https://its.dot.gov/its4us/
https://www.its.dot.gov/its4us/its4us_faq.htm