San Luis Obispo County, CA
Travel Management Coordination Center (TMCC)

Federal Transit Administration
Mobility Services for All Americans (MSAA) Initiative

The TMCC System

April 5, 2018
Overview

• **FTA MSAA Grant Award:** 2015

• **Purpose:** Provide customers with real-time demand response information and services through the coordination of public, private, and human service transportation.

• **Leverage:** Intelligent Transportation Systems (ITS) – Systems Engineering process to design a scalable and replicable Travel Management Coordination Center (TMCC).

• **Expected Outcomes:**
  1. Identify opportunities to coordinate public, private, and non-profit agency demand response trips through ITS.
  2. Provide customers with real-time information and services.
  3. Create system engineering documents to build, fund, and sustain the TMCC.
  4. Explore potential local institutional barriers.
Overview - Stakeholders

- United Cerebral Palsy of San Luis Obispo County/ Ride-On Transportation
- San Luis Obispo Regional Transit Authority (RTA)
- San Luis Obispo Council of Governments
- Routematch
- Community Health Centers
- San Luis Obispo Regional Rideshare
- San Luis Obispo Safe Ride
- Yellow Cab
- Smart Shuttle
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Overview - Stakeholders, continued

• San Luis Obispo County community
• United States Department of Transportation (USDOT), Federal Transit Administration (FTA)
• California Department of Transportation
• City of San Luis Obispo (SLO Transit)
• CenCal Health (Medi-Cal)
• City of Morro Bay, City of Atascadero
• USDOT/Federal Highway Administration (FHWA)
• Other Human Service and Community Organizations
• Technology Partners – Bishop Peak, others
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Overview - Designed by the Community

• Community Outreach Conducted:
  2016 – 2017
  
  o Received customer input for TMCC design
  o Met with multiple persons, organizations, groups across the county
  o Conducted surveys: English/Spanish language
  o TMCC Advisory Committee – regular feedback
    ▪ Subcommittees (3):
      ✓ Provider, Technology, User/Rider

Photo Courtesy: RTA
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TMCC Overview - Designed by the Community, continued

• Customer Needs Analysis
  o Ensured the TMCC design is focused on meeting customer needs elicited.

• TMCC System - Planning/Design Process:
  o Customer feedback --> Created TMCC access methods and services (“product”).
  o Evaluated recommended TMCC customer services by function, step-by-step.
  o Created TMCC Technology Tool (TTT) to provide services electronically by website and mobile APP.
  o Alternatives Development: Conducted extensive market and literary research.
  o Considered alternatives and costs to provide TMCC access methods and services via TTT.
  o Selected recommended alternatives and TTT delivery.
  o Prepared implementation plan by phases to ensure project sustainability.
What is the TMCC System?

• TMCC High-Level System Architecture
  o Illustrates how the TMCC works.
  o Customer Access Method from top; DRT Provider connections shown at bottom.
  o Incorporates elements from the TMCC’s approved System Requirements and High-Level System Design documents.

Illustration Courtesy: Ride-On Transportation/Routematch
What is the TMCC System?

TMCC Access Methods & Customer Services

• **Access Methods:** (how to access?) In-Person, Telephone, Website, and Mobile Application (APP).

• **Customer Services:** (1) **Transportation Information** – via TTT (examples)
  - DRT and Fixed Route (FR) transit provider information (routes, schedules, contact information, physical location).
  - Links to 511, 211, Regional Rideshare, and other project stakeholder websites.
  - Trip itinerary journey planning (i.e. going from point A to B and illustrating all available options).
  - Access to live staff with direct call transfer capability to other stakeholders.

• **Customer Services:** (2) **Demand Response Transportation (DRT) Services** - via TTT (examples)
  - Search trip options & fares across multiple DRT and FR Providers – based on time of day, availability.
  - Secure customer login to manage customer profile.
  - Trip scheduling confirmation and verification.
  - Fare management account capabilities.
  - Day-of-trip management services, such as real-time vehicle arrival information, sponsor notification.
  - Access to confirmed and completed trip history.
TMCC System - Access Methods

• In-Person
  o Stakeholder Locations: DRT and transit providers, SLOCOG, 211, human service agencies, community organizations, others.

• Telephone:
  o Stakeholder locations: DRT Providers, SLOCOG, human service agencies.

• Website:
  o Access via Rideshare’s 511 website.

• Mobile Application (APP)
  o New 511 APP created while leveraging Commercial-Off-The-Shelf (COTS) technology solution.
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TMCC System - Customer Services

• TMCC Technology Tool (TTT)
  o Available through website and mobile APP
  o Services/Features:
    o Customer & Staff Portals
      ✓ Customer Entrance (user access/profile)
      ✓ Trip Planning
      ✓ Trip Reservations/Scheduling
      ✓ Trip Management
      ✓ Fare Management
    o Provider Portal (agency-2-agency)
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TMCC System - Customer Services, continued

• TMCC Technology Tool (TTT): *Customer & Staff Portals*
  
  o **Customer Entrance (user access/profile)**
    - Secure login/password
    - Name, contact information
    - Favorite destinations
    - Senior, veterans status
    - Fare payment information
    - Other
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Sample Mobile APP and Website - TTT Illustrations: Customer Entrance

Welcome to San Luis Obispo

Customer ID: 1234

Easy Journey
enjoy the journey
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Sample Website - TTT Illustration: Customer Entrance

Customer Profile:

Barry Allen

Favorite Address:
1. 123 East Main Street, San Luis Obispo, CA
2. San Luis Obispo Library, 995 Palm Street, San Luis Obispo, CA

Stored Payment Methods:
1. Visa: xxx-xxx-1230, exp. 9/20

ACCOUNT DETAILS

Illustrations Courtesy: Ride-On Transportation/Routematch
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TMCC System - Customer Services, continued

• TMCC Technology Tool (TTT): Customer & Staff Portals
  
  ○ Trip Reservations/Scheduling
    ✓ Multi-modal trip planner
    ✓ Insert trip request: date, time
    ✓ Provides customer with trip choices:
      ✓ provider, date, time, fare, service needs, etc.
    ✓ Human service DRT Providers included in process
    ✓ DRT Provider parameters: availability?
    ✓ DRT trip: Schedule request response/confirmation
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Sample Mobile APP - TTT Illustration: Trip Reservations/ Scheduling

Illustrations Courtesy: Ride-On Transportation/Routematch
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Sample Website - TTT Illustration: Trip Reservations/ Scheduling

BOOK A TRIP

SELECT TRIP INFORMATION:

DAY OF DEPARTURE
SELECT DATE

TIME IS CHOSEN FOR
PICK UP TIME

SELECT TIME
8:00 PM

DEPARTING FROM
Select From Your Locations

GOING TO
Select From Your Locations

Check All that Apply:

☑ Veteran
☐ Senior Citizen
☐ ADA (Runabout Eligible)

Next Step
Cancel

Illustration Courtesy: Ride-On Transportation/Routematch
TMCC System - Customer Services, continued

• TMCC Technology Tool (TTT): *Customer & Staff Portals*
  o **Trip Management**
    ✓ Manage scheduled trips
    ✓ Receive day-of-service, real-time information
    ✓ Trip Status, arrival notification, etc.
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Sample Mobile APP and Website - TTT Illustrations: Trip Management

- Sample Mobile APP and Website - TTT Illustrations: Trip Management

- Ride-On Confirmed

- SLO Library: 995 Palm Street, San Luis Obispo

- 8/31/2017 1:00 pm $3.40 Ride-On Confirmed

Illustrations Courtesy: Ride-On Transportation/Routematch
TMCC System - Customer Services, continued

• TMCC Technology Tool (TTT): *Customer & Staff Portals*

  o **Fare Management**
    ✓ Manage multiple fare payment options
    ✓ Pay for chosen trip options
    ✓ Utilize credit cards, PayPal, other payment forms
Sample Mobile APP and Website - TTT Illustrations: Fare Management

Illustrations Courtesy: Ride-On Transportation/Routematch
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TMCC System - Customer Services, continued

• TMCC Technology Tool (TTT): Provider Portal
  o Agency-2-Agency focus
    ✓ For DRT Providers
    ✓ Communication “chat” options
    ✓ Trip Coordination opportunities
    ✓ Driver, Scheduler, Manager access
    ✓ Emergency management capabilities
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Sample Mobile APP and Website - TTT Illustrations: Provider Portal

Illustrations Courtesy: Ride-On Transportation/Routematch
Next Steps...The Vision

- Continue to move technology further – implement the TMCC!
- **Customer Benefits:** Provide mobility options for all persons, including seniors, veterans, persons with disabilities
- **DRT Benefits:** Potential for improved resource coordination, utilization, cost savings, customer service, and operational support.
- Monitor changes in technology and cost.
- Continue local TMCC Advisory Committee meetings.
- Enable Peer Knowledge Transfer - Share the Experience
  - New! Creation of “Road to Coordination” document as a knowledge transfer resource.
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Conclusion

• Questions? Comments?

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  o For more information, visit the SLO County MSAA project website at: http://ride-on.org/msaa.php