



Paducah Area Transit System, Paducah, KY

**Mobility Services for All Americans
Project Meeting, Alexandria, VA,
January 23-24, 2008**

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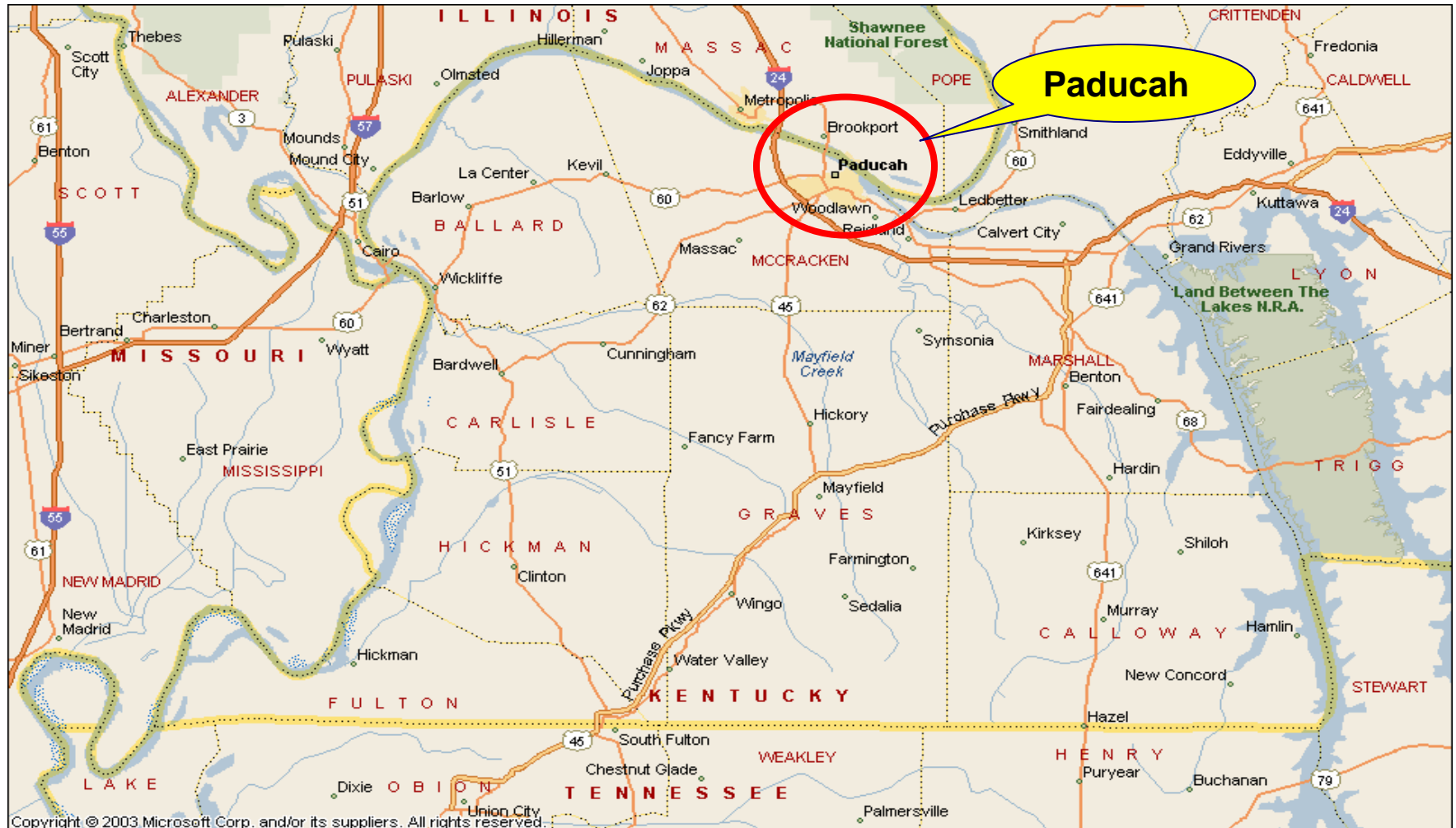
PATS TMCC Project Scope

Overview

- **Location:** Paducah, KY
- **Population:** 26,307 (city);
(TMCC Service area = 127,981)
- **Community Transportation services provided:**
 - ✓ Public, human service, contract, other
- **Hours of Operation:** 24/7/365
- **Annual Trips:** 556,298



PATS TMCC Project Scope



The Jackson Purchase Region of Western Kentucky (8 counties)



PATs TMCC Project Scope

Participation and Impacts – Stakeholder Needs Overview

- **Vision:** “To facilitate greater personal mobility” for all individuals in the Purchase Area region.
- **TMCC Goals & Objectives – Stakeholder need based**
 - ✓ **Need/Goal: Facilitate greater personal mobility**
 - Objective: Increased service hours.
 - Objective: Inform and educate the public
 - Objective: Facilitate seamless regional transportation
 - Objective: Single point of transportation access
 - Objective: Enhanced safety and security
 - ✓ **Need/Goal: Provide Human Service Information & Referral (I&R) Services**
 - Objective: Single point of I&R access (211)
 - Objective: Inform and educate the public
 - Objective: Provide human services & community information
 - Objective: Coordinate with 911 to reduce non-emergency calls
 - Objective: Expand service coverage to meet unmet need



PATS TMCC Project Scope



Participation and Impacts

- **Stakeholder Involvement:**
 - ✓ Community input & design sessions
 - ✓ TMCC Advisory Committee meetings
 - ✓ Transportation partners
 - ✓ KY Commonwealth partnering agencies
 - ✓ Partnering Human Service agencies:
 - ✓ Contracting agencies

PATS TMCC Project Scope



TMCC Participation & Impacts

- **New Key stakeholders in the project:**
 - ✓ United Way of Paducah/McCracken County: why involved?
 - 211 initiative
 - TMCC vision and benefit to community & customers;
 - Partnership with consistent vision;
 - The community has a "Can Do" attitude regarding this project
- **Expected # of customers to use the TMCC?**
 - ✓ Total annual regional passenger trips: 700,487
 - ✓ Estimated total annual regional passengers served: 350,000



PATS TMCC Stakeholder Needs



Specific TMCC Stakeholder Needs

- *Marketing*

- ✓ Rider Training
- ✓ Consumer Access - Routes / Times / Locations
- ✓ Target Markets (Population Demographics, Special Programs and Incentives)
- ✓ Resource Guides (Multi-lingual, Image - secure, safe, reliable)
- ✓ Dependable services
- ✓ Use of Technology



PATS TMCC Stakeholder Needs

Specific TMCC Stakeholder Needs



- ***Regional Transportation***
 - ✓ Public transportation services throughout region
 - ✓ Employment Transportation - Hours of Operation
 - Specific Need: “Night Rides in Marshall County”
 - ✓ More Routes / More Stops
 - ✓ Capital Improvements
 - ✓ Resident Advisory Programs



PATS TMCC Stakeholder Needs



Specific TMCC Stakeholder Needs

- ***Communications***

- ✓ ***Telephony***

- Live Agent - Human Touch
- Auto Reminders & Pre-Arrival Updates
- Universal Simple Access
- Multi-Lingual
- Reliable / Dependable

- ✓ ***Internet Access***

- Regional Trip Information
- Scheduling / Reservations
- Vehicle Arrival Status / System Delays
- Purchase Fares (via web / telephone)
- Kiosk's and major locations
- Cellular / PDA Updates

PATS TMCC Stakeholder Needs



Stakeholder Participation Approach

- **Stakeholder input process:**
 - ✓ Public meetings, presentations, focus groups (i.e. riders, human service agencies), advisory committee meetings, and other “grass roots” information efforts.
- **Lessons learned related to effective stakeholder participation:**
 - ✓ Value all stakeholder participation and input received.
 - ✓ Encourage “grass roots” stakeholder participation.
 - ✓ Maintain communication with all stakeholders.
 - ✓ We genuinely care about our customers!



PATS TMCC Stakeholder Needs

Stakeholder Participation Approach

- **Project support:**

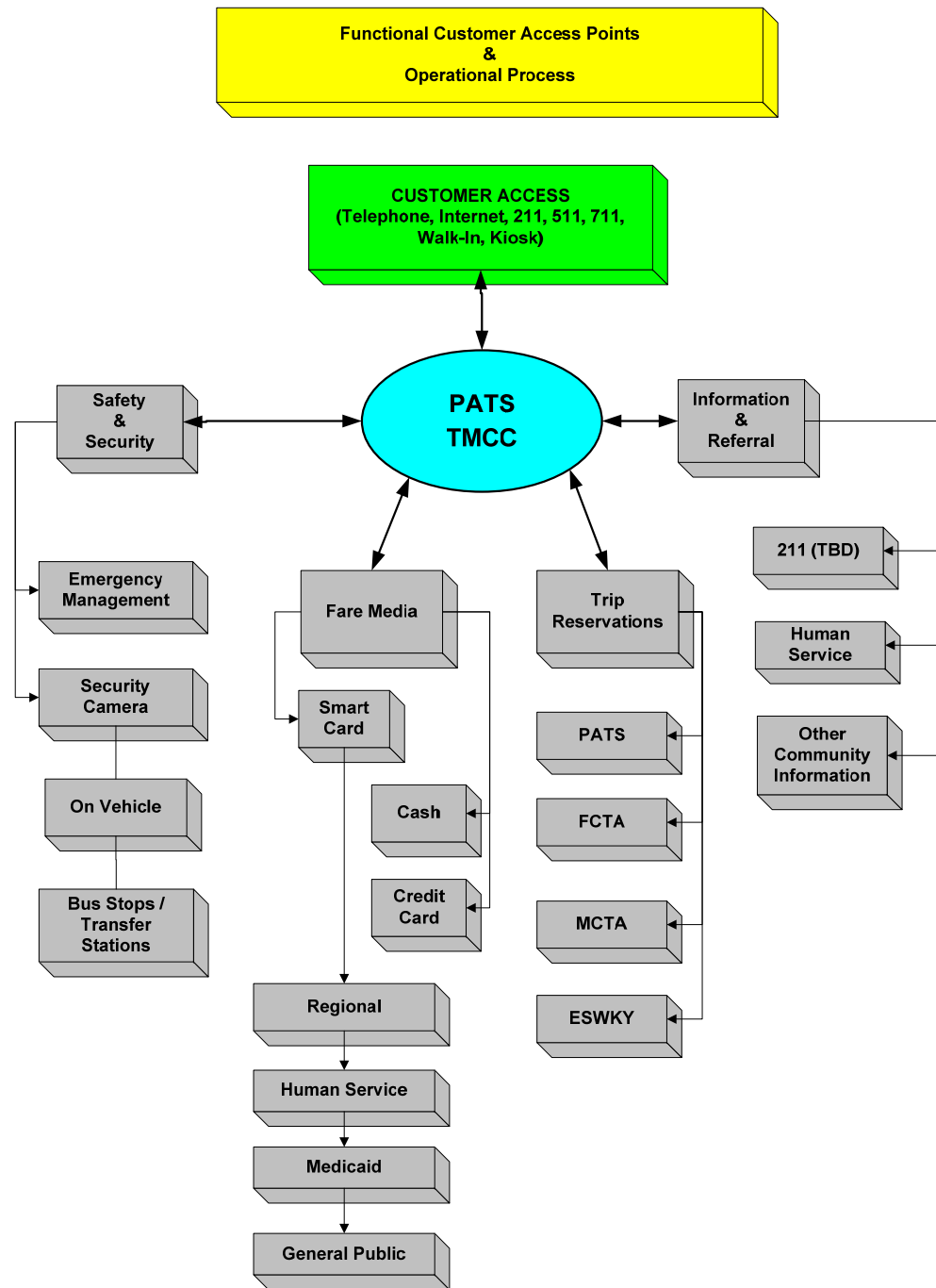
- ✓ Obtained all stakeholder “buy-in” to the project early in the process
- ✓ Continue to provide project updates and feedback opportunities
- ✓ Provider teamwork is exceptional in our region (our “secret sauce”)
- ✓ Reminder: “It’s the regional community’s TMCC”
- ✓ Current local and regional partnerships
- ✓ Level of attendance at stakeholder meetings
- ✓ A stakeholder or customer focused TMCC project





TMCC System Concepts

Customer Access & Operational Process



PATS TMCC System Concepts: Today vs. TMCC

Element	Today	TMCC
Customer communication	Customer contacts each provider (except Medicaid)	Customer contacts TMCC
Customer trip reservations	Customer calls each provider to schedule	Customer contacts TMCC
Trip scheduling	Scheduled by each provider (excluding Medicaid)	Centralized scheduling (provider with TMCC)
Provider level of ITS	One provider w/ advanced ITS technologies	All providers will use consistent ITS
No regional public transit services	Providers work together in meeting human service needs (mostly Medicaid).	Providers to commence regional public DR services with TMCC initiation.



TMCC System Concepts: Today vs. TMCC



Element	Today	TMCC
Customer ride status: "Where's MY Ride?"	Customer calls provider	Telephone and Internet information available to customer
Non-English speaking customer calls provider	Customer is assisted as best as possible – human service agencies provide support	In-house or contracted support staff via commercial telephone services availability
Emergency event	Providers support EOC's as necessary.	TMCC will provide travel and referral information
Scaleable provider services	Scales services based on business availability.	TMCC will be scaleable to accommodate any new/changed services.



PATS TMCC System Concepts

- **TMCC - Meeting stakeholder needs**

- ✓ Stakeholder Need: Communicate via telephone and Internet with TMCC. > TMCC Task: Provide access to TMCC in-person, by telephone/fax/KY Relay, Internet, and US Mail.
- ✓ Stakeholder Need: Regional public transportation. > TMCC Objective: facilitate seamless regional travel, including new public transportation services, centralized reservations, new fare system, and other means utilizing ITS.

Examples

- **TMCC benefits for ALL Americans**

- ✓ Greater mobility for all persons living in & visiting western Kentucky (i.e. similar to the Interstate highway system).
- ✓ Illustrates how a rural community can work together in a cooperative, local & regional manner to “help people.”
- ✓ Opportunity for others to learn of our experiences.



Operational Scenario # 1

TMCC: Meeting Mr. Carlos' Mobility Needs

- **TMCC Information - Website**
 - ✓ Views Spanish language website for more information.
 - ✓ Receives service information and availability
 - ✓ Learns how to schedule transportation – calls TMCC
- **TMCC Access and Services**
 - ✓ Telephone call to TMCC
 - ✓ IVR – Spanish menu
 - ✓ Spanish speaking CSR
 - ✓ Communication between TMCC (English speaking) and language service: all information translated to the customer
 - ✓ New customer information and trip reservations accepted
 - ✓ Trip confirmation provided by CSR
 - ✓ System information, new customer education, final questions, customer satisfaction by CSR



Operational Scenarios # 2

TMCC Scalability: Change in Medicaid Providers

- **TMCC Key Strengths:**

- ✓ Customer information and referral services
- ✓ Provider change information to customers

- **TMCC Challenges:**

- ✓ Broker: Partner w/ TMCC?
- ✓ Subcontractors: Partner w/ TMCC?
- ✓ Communicate with TMCC?



Operational Scenarios # 3

Coordinating a customer trip - Nashville, TN

- Customer: Centralized contact point - TMCC
- Customer: Centralized trip reservations – TMCC
- TMCC – Provider: Coordination of regional trip scheduling using ITS (today – telephone)
- Providers: Minimizes resources in use
- Saves \$\$
- Customer receives shared ride to/from Nashville
- High level of customer service



Moment of Sharing

- **The most pleasant surprise:** The level of community support.
- **The most satisfactory moment:** When we realized our community believed in the project.
- **The most difficult challenge you have encountered:** Communication between various levels of government.
- **Project Success Wish:**
 - ✓ All persons in our region will be able to have their mobility and transportation information needs met through the TMCC.



Moment of Sharing

- Information to share with our peers:
 - ✓ Stakeholder involvement and communication
 - ✓ **Teamwork!** The power of a team toward a common goal!"

