

Larimer County Senior Transportation Implementation Plan

11/21/19 LCMC Meeting



North Front Range
Metropolitan
Planning
Organization



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Agenda

- Background
- Mobility Management and One-Call/One-Click Center Host
- Technology
 - Trip Discovery Software
 - Demand Responsive Technology (Scheduling) Software
- Implementation
- Next Steps

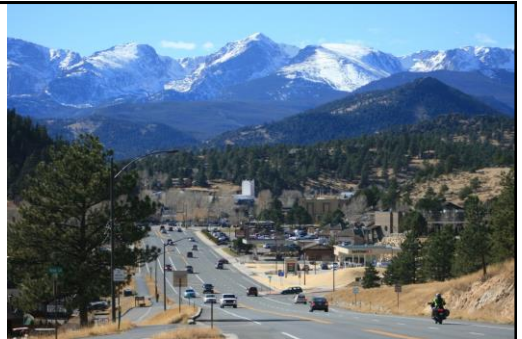
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Background

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Issues facing Larimer County:

- ▶ Increasing population
 - ▶ Increasing aging demographic
- ▶ Older adults want to age in place
 - ▶ To do so, they need services like transportation
- ▶ Transportation demand exceeds available resources
- ▶ Community not aware of the services available



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Participants

- ❖ Larimer County
- ❖ The Larimer County Mobility Committee (LCMC)
- ❖ The North Front Range Metropolitan Planning Organization (NFRMPO)
- ❖ The Larimer County Senior Transportation Workgroup

Efforts

- ❖ The 2013-2018 Larimer County Strategic Plan
- ❖ The 2017 Larimer County Senior Transportation Needs Assessment
- ❖ The 2017 Coordinated Public Transit/Human Services Transportation Plan
- ❖ 2019 Project MILES
- ❖ 2019 Proof-of-Concept coordination project

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Recommendation

- ▶ To develop a One-Call/One-Click Center for Larimer County.
 - ▶ One-call or one-click services allow customers to make one phone call or search a single website to get information about all transportation services available in the community and to identify the best options for their travel needs.
 - ▶ With more advanced services, clients can schedule, confirm, and pay for rides.

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Vision and Goals for Implementation Plan:

To develop a coordinated system that schedules rides across multiple providers with seamless and accessible options for users.

- ▶ Be simple for anyone to easily find information about available transportation options.
- ▶ Have robust financial capabilities related to trip costs, trip payment, invoicing, and eligibility.
- ▶ Provide accurate information to allow for data-driven decisions.
- ▶ Enable providers to share trips to make the best use of vehicles and provide more rides.

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Mobility Management and One-Call/One-Click Center

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Mobility Management

National Center for Mobility Management definition:

“Mobility management is an approach to designing and delivering transportation services that starts and ends with the customer. It begins with a community vision in which the entire transportation network—public transit, private operators, cycling and walking, volunteer drivers, and others—works together with customers, planners, and stakeholders to deliver the transportation options that best meet the community's needs.”

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Mobility Management

Mobility management has been an effective way to increase transportation services/efficiencies in rural and small urban areas through:

- ▶ Coordination between service providers
- ▶ Education
- ▶ Marketing
- ▶ Leveraging funding
- ▶ Case Management, planning, etc.



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Mobility Manager Role

- The Mobility Manager will:
 - Oversee the One-Call/One-Click Center and the call center staff,
 - Be the “face” and advocate of transit and coordination,
 - Build relationships with providers, human service agencies, elected officials, businesses and residents, and
 - Apply for and administer grant funding

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One-Call/One-Click Center Host Options



Council of
Governments
(COG's)



Metropolitan
Planning
Organizations
(MPO's)



Cities,
Counties, or
Towns



Non-profits



2-1-1 centers or
other
information and
Assistance call
centers



Aging and
disability
resource
centers
(ADRC)

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One-Call/One-Click Center Host Recommendation

The LCMC members and TransitPlus recommend that the NFRMPO host the Mobility Manager and the One-Call/One-Click Center.

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I think it makes sense to host the program at the agency that's done the planning, built support, etc.

-LCMC Stakeholder Comment

(The) MPO can bring other support like grants, IT, etc. Also has short-term funding ideas/solutions. Has ear of elected officials that could help advocate and fund. May not stay at the MPO long term but good place to start.

-LCMC Stakeholder Comment

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Technology

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Trip Discovery Software

Software oriented to helping customers find and explore the providers that meet their needs.

These options may include:

- Trip planners
- Mobile or web applications
- 1-Click Software | CS

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Trip Discovery Recommendation

The LCMC members and TransitPlus recommend 1-Click | CS trip discovery software.

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1-Click | CS trip discovery Software

- ▶ Includes One-Call/One-Click Center website development and hosting.
- ▶ Provides riders with interactive scheduling options that align with the Vision of this project.
- ▶ 1-Click | CS provides a solution that is scalable to expand to Weld and/or Boulder counties.
- ▶ Since 1-Click | CS already has application program interfaces (API's) for Trapeze and Ride Pilot.
 - ▶ Riders will be able to schedule rides with multiple providers currently serving Larimer County.

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(1-Click | CS software is the) best long-term sustainable option; less functional options will have greater long-term costs in time, fixes, less efficiency and delivery. And there would be less success in the initial years to build form and to secure longer-term funding.

-LCMC Stakeholder Comment

We have good momentum to move toward the more complex solutions.

-LCMC Stakeholder Comment

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Demand Responsive Technology Software (Scheduling Software)

Demand responsive transit scheduling software is software oriented to providers that assists in scheduling demand response trips.

These options may include:

- Proprietary Software (like Routematch or Trapeze)
- Open Source Software (like Ride Pilot)

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Demand Responsive Technology Software Recommendation

The LCMC members and TransitPlus recommend open source software for trip scheduling software (like Ride Pilot).

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Open Source Scheduling Software

- ▶ An open source solution enables small providers to utilize technology in a cost-effective manner.
 - ▶ Software will enhance their service and allow for easy coordination.
- ▶ Open source software provides the flexibility to expand the OCOCC efforts to include non-emergent medical transportation (NEMT) trips, other counties and other providers with ease.
 - ▶ These expansion efforts will also help spread the cost, increasing the cost-effectiveness through economies of scale.

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I think (open-source) will be most flexible and cost-effective long-term options for Larimer County and allows leadership for regional solutions.

-LCMC Stakeholder Comment

Opens the door for customization; fewer proprietary hiccups

-LCMC Stakeholder Comment

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Implementation

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Phased Development of One-Call/One-Click Center

Mobility Manager hired to build relationships, establish call center funding and protocols.

Phase One

One-Call/One-Click Center operational for early adopters. Staff added based on functions.

Phase Two

One-Call/One-Click Center operational for all of Larimer County, potential expansion to other counties. Staff added based on functions.

Phase Three

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Early adopters

▶ BATS



▶ heart&SOUL



▶ RAFT



▶ SAINT

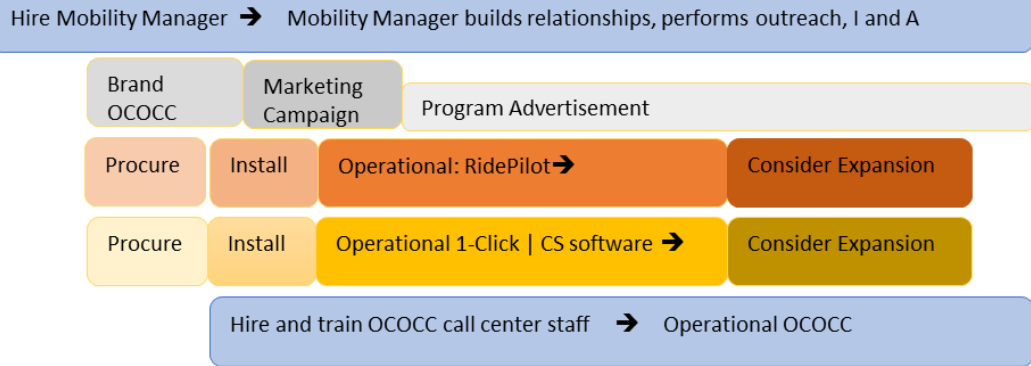


▶ Via Mobility Services



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Expedited Implementation Option 1



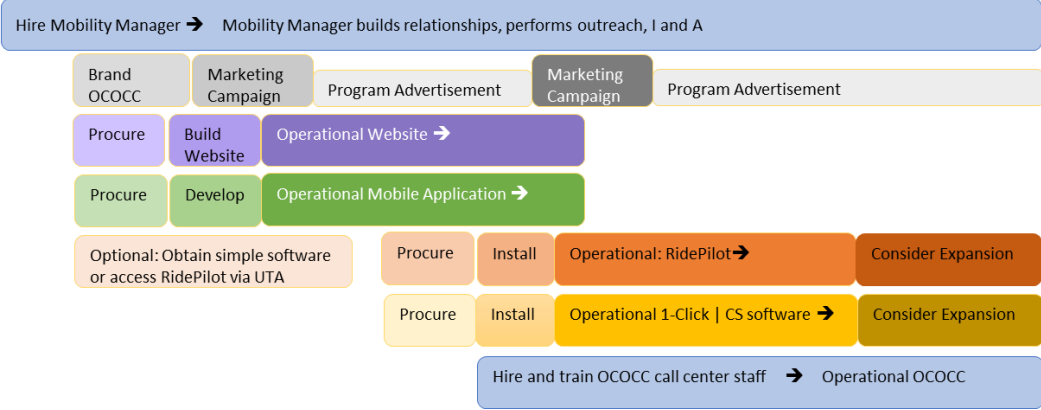
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Expedited Timeline Budget (Option 1)

Expense	Year 1	Year 2	Year 3
Mobility Manager	\$163,592	\$168,500	\$173,555
1-Click CS trip discovery software	\$35,000	\$35,000	\$35,000
Ride Pilot open source scheduling software	\$25,000	\$40,000	\$40,000
Call center employees	\$76,620 (two employees, half the year)	\$157,837 (two employees)	\$162,571 (two employees)
Marketing and outreach budget	\$8,710	\$3,510	\$3,510
Total	\$308,922	\$404,8147	\$414,636

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Phased Implementation Option 2

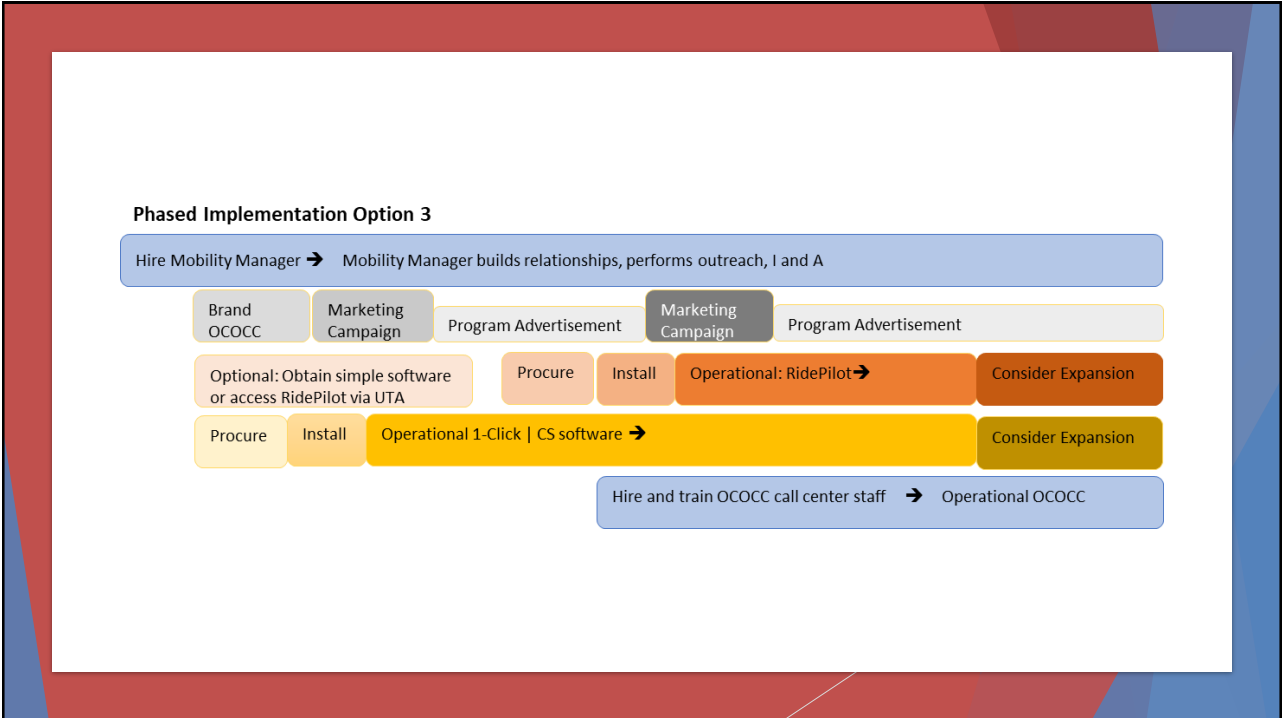


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Phased Approach Timeline Budget (Option 2)

Expense	Year 1	Year 2	Year 3
Mobility Manager	\$163,592	\$168,500	\$173,555
Website development and annual maintenance	\$5,000	\$1,000	
Mobile App development and annual maintenance	\$5,000	\$1,000	
1-Click CS trip discovery software			\$35,000
Ride Pilot open source scheduling software			\$25,000
Call center employees			\$162,571 (two employees)
Marketing and outreach budget	\$6,000 (Branding and printing)	\$2,000 (Printing)	\$4,710 (Magnets, "how to" video and printing)
Total	\$179,592	\$172,500	\$400,836

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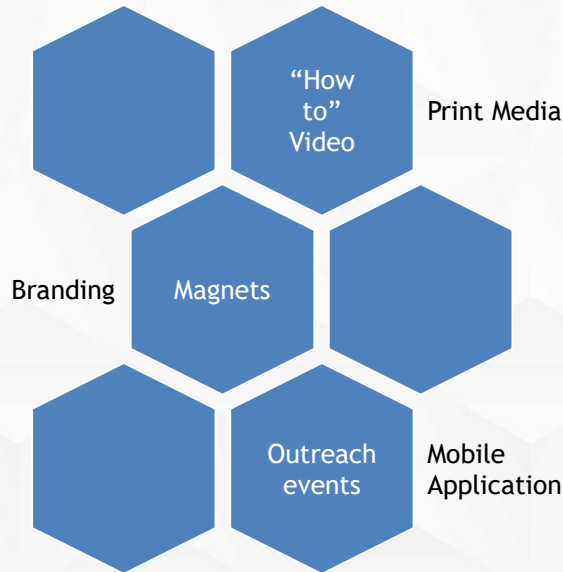
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Phased Approach Timeline Budget (Option 3)

Expense	Year 1	Year 2	Year 3
Mobility Manager	\$163,592	\$168,500	\$173,555
1-Click CS trip discovery software	\$35,000	\$35,000	\$35,000
Ride Pilot open source scheduling software			\$25,000
Call center employees			\$162,571 (two employees)
Marketing and outreach budget	\$6,000 (Branding and printing)	\$2,000 (Printing)	\$4,710 (Magnets, "how to" video and printing)
Total	\$204,592	\$205,500	\$400,836

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Marketing



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Governance

- ▶ Intergovernmental Agreements (IGA's) needed between:
 - ▶ NFRMPO and Larimer County
 - ▶ NFRMPO the Upper Front Range Transportation Planning Region (TPR)
- ▶ Memorandums of Understanding (MOU's) needed between:
 - ▶ NFRMPO and participating transportation providers
- ▶ The MOU should include information about financial responsibilities, service area boundaries, business rule and protocols, customer service standards, and marketing information.

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One-Call/One-Click Center Data Standards and Operating Protocols

The LCMC members will need to develop shared data standards, data collection measures and operating protocols.

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One-Call/One-Click Center Vision and Goals

- ▶ The LCMC members will need to develop a vision and goals for the One-Call/One-Click Center.
 - ▶ The goals should be measurable, and should show project success and areas for improvement.

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Proposed Vision

Vision: Establish a well-functioning and sustainable One-Call/One-Click Center service that:

- ▶ Makes it easier for people to find and schedule transportation, and
- ▶ Allows providers to share rides and other resources.

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Proposed Goals

- ▶ Goal 1: Make it easier for people to find out what services are available.
- ▶ Goal 2: Market the mobility management program and the importance of transportation options.
- ▶ Goal 3: Support the ability of existing providers to provide efficient and coordinated services.
- ▶ Goal 4: Develop a mobility management program that brings value to the County and is sustainable.
- ▶ Goal 5: Implement a One-Call/One-Click Center for Larimer County.

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Proposed Goals

Goal 1: Make it easier for people to find out what services are available.

Task	Measurement
<p>Establish a website as a foundational resource for finding rides. The website will be accessible and:</p> <ul style="list-style-type: none"> • Include all public transportation services in Larimer County (publicly and privately operated, demand response, fixed-route, and van-pool) with information on when and where services are available, what they cost, and how to ride and/or schedule a trip. 	<ul style="list-style-type: none"> • Number of webpage views • Survey riders on website: <ul style="list-style-type: none"> ○ Ease of navigation ○ Usefulness of information ○ Accessibility
<p>Develop a mobile application with information similar to the website, if the website is not mobile friendly. *Note: if 1-Click CS Software is utilized, this goal will likely be removed as their website is mobile friendly and they do not have a separate mobile app.</p>	<ul style="list-style-type: none"> • Number of app downloads • Number of app views • Survey riders on mobile app: <ul style="list-style-type: none"> ○ Include items such as ease of navigation, usefulness of information, accessibility <ul style="list-style-type: none"> • Number of brochures distributed
<p>Provide and distribute written material illustrating the county-wide services available.</p>	
<p>Establish protocols to assure there is “no wrong door”, training transportation providers and human service agency staff in how to respond to key questions and provide a “warm transfer” when needed.</p>	<ul style="list-style-type: none"> • Develop training manual for providers and call center employees. • Provide training to providers and agency staff <ul style="list-style-type: none"> ○ Number of people trained ○ Number of trainings provided
<p>Provide a One-Call/One-Click Center for Larimer County residents to learn about service options.</p>	<ul style="list-style-type: none"> • Number of calls taken

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Next Steps

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1-Click | CS trip discovery software

- ▶ Provides information on all available transportation options, from public to private, and from fixed-route to demand response.
- ▶ Includes Open Trip Planner.
 - ▶ Requires a General Transit Feed Specifications (GTFS) data stream.
- ▶ Includes a variety of filters to help users determine services that would meet their needs.
- ▶ Includes program eligibility information for human service providers.