



Transit



Louisville Region Demonstration of Travel Management Coordination Center: System Pre-Deployment Preparation, Final Report

Background

The Louisville region has a design for a Travel Management Coordination Center (TMCC) that seeks to increase and simplify travel and mobility options for people in the region by improving efficiency of existing service delivery, leveraging community resources more effectively, and enhancing community education and awareness about available transportation services. Fully implemented, the TMCC will provide a single point of access to customer-based travel information and trip planning services, especially for persons with disabilities, older adults, and individuals with lower incomes, through the use of intelligent transportation systems (ITS). The TMCC will use a “no wrong door” approach and integrate all travel planning functions, including getting information about travel services, determining eligibility, arranging travel, scheduling trips, dispatching, monitoring trips, and funding procedures/fare collections.

The TMCC was designed for development through a phased approach to implementation of software and hardware solutions, process change and the addition of new partners. Tasks for the system pre-deployment project were selected based on the presumed ability to positively impact customer satisfaction, improve efficiency of service provision, and enhance the ability to coordinate multiple agencies and funding sources.

Objectives

The purpose of the project was to further phased implementation of the region’s TMCC design by focusing on these two major components:

- Travel Management Information Integration to design and build integrations with phone systems to improve customer service. Tasks chosen were to improve and increase ways customers can interact with the TMCC and to improve service efficiency. Activities centered on testing an interactive voice response (IVR) system, including automated “day-before reminder” and “10-minute alert” calls to a volunteer group of paratransit customers and requesting their use of IVR “confirm” and “cancel” features.
- Coordination Model Enhancement to develop new procedures and/or streamline existing processes to improve efficiency and the ability of the TMCC to manage multiple transportation providers and funding sources within the capabilities of the TMCC’s existing software. Focus areas were reservations, scheduling, reporting, and dispatch for multiple agencies and funding sources. Activities include optimizing use of existing Trapeze PASS software by obtaining consulting services to identify issues and increase staff knowledge of the software programs’ functions and features.

Findings and Conclusions

Through a phased approach, implementation of software and hardware solutions, process change, and the addition of new partners can improve a TMCC's customer satisfaction, service efficiency, and the ability to coordinate services.

Evaluation tools included surveys, performance monitoring, and customer and staff feedback. Testers' overall satisfaction with the IVR and particularly with receipt of automated "day-before reminder" and "10-minute alert" calls remained consistently high throughout the pre-deployment grant period. Although use of the IVR "confirm" and "cancel" features was minimal, testers who used those features were highly satisfied. TMCC staff integrated procedural changes and demonstrated improved ability to generate reports, reduce manual reporting, and improve management of the varied requirements from multiple agencies and funding sources. These improvements enhanced the ability to coordinate resources, furthering the implementation of the region's TMCC design.

The Louisville Region's TMCC design was based on outreach throughout the entire design development process. The needs and issues of stakeholders continued to be the central tenet for the project team during the pre-deployment process and will continue to be a vital component for further implementation of the TMCC design in the Louisville Kentucky Region.

Benefits

Findings from this project demonstrate that taking a phased approach to TMCC implementation is a way to make strides in accomplishing the purposes of TMCC deployment. This project shows what worked well, what did not accomplish a desired result, and provides solutions to some of the barriers faced in deployment of this project. The specific findings continue to be used by the project team as it implements ITS solutions in ongoing efforts to improve customer satisfaction with services provided and to increase efficiency and capacity throughout the system. Other entities interested in pursuing similar projects will glean lessons learned from the approach and methodologies used during this project.

Project Information

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