Model Orlando Regionally Efficient Travel Management Coordination Center (MORE TMCC)

Phase II Final Report

Background

The Model Orlando Regionally Efficient Travel Management Coordination Center (MORE TMCC) Phase II has been a joint effort on the part of the Central Florida Regional Transportation Authority (LYNX) and human service agencies, with the primary goal to use existing resources to expand customer transportation options. The MORE TMCC Phase II project was a partial implementation of the blueprint that was designed as part of MORE TMCC Phase I. Due to insufficient funding resources, the system designed as part of Phase I could not be implemented. Partial funding from the Federal Transit Administration (FTA) and the State of Florida were used to implement one of the modules of the initial design—multimedia trip booking.

Objectives

The purposes of the MORE TMCC project are to:

- increase accessibility for the transportation disadvantaged and the general public
- be driven by the local community
- provide a simplified point of access for traveler support
- support coordinated and comprehensive service operations and management
- streamline program management requirements and procedures

Findings and Conclusions

The multimedia trip booking system has expanded the functionality of existing technologies already implemented by stakeholders and, in the future, can easily support and integrate additional transportation providers, human service agencies, and funding sources on a larger scale.

The MORETMCC Phase II Partial System Deployment met each of the goals presented during the project kickoff. The Multimedia Trip Management module demonstrates that public transportation needs can be met in a manner that is both more efficient and more beneficial to the general public. A cohesive team was formed that understood the benefits of a TMCC and shared the common goal of providing more efficient transportation services to the public.

Developers were aware of existing technology and planned from the beginning how the new technologies being implemented could integrate with existing technologies to provide a seamless service to the customer.

Customers using the trip book feature webACCESS were surveyed following the deployment concerning their use of the system. A total of 76 percent of customers responded that the system gave them more flexibility in reserving their trips. Almost 45 percent used the on-line access for booking the majority of their trips. More than 58 percent found it easy to reserve their trips on-line, with most negative responses indicating a desire for more features rather than confusion with the system. A total of 64 percent used the system to cancel trips rather than calling a phone reservationist, thus reducing the phone queue time for all other customers. More than 58 percent of the customers surveyed stated that they like the ability to reserve trips at any time using the system, 45 percent like having direct access to manage their trips, and 40 percent stated that using the on-line system saved them time during the booking process.

Benefits

In developing the MORE TMCC multimedia trip booking system, repeatable processes and practices were created that can be used by others around the U.S. The webACCESS on-line trip management system is the first step in creating a system that increases accessibility for the transportation disadvantaged and general public. The partners from the Phase I and Phase II design will continue to pursue the expansion of the MORE TMCC through grant opportunities. This will continue to provide further benefit for users, including further integration of the sponsored public transportation services in the region.

Project Information
FTA Report No. 0061