Coordinated Planning Meeting Notes 1/16/2013

**Putting Customers First (continued)**

Q4: Are customer ideas and concerns gathered at each step of the coordination process? Is customer satisfaction data collected regularly?

Agencies that collect feedback:

* Way2Go documents all calls
* 211 tracks calls
* TCAT keeps a log of feedback
* DSS
* FLIC

Suggestions for using the feedback

* Need to come up with a method for compiling and culling through all the information
* Possibly have a meeting specifically for bringing together information
* Need to think systemically rather than about individual services
* Feedback can help to prioritize projects, especially when there are common comments across agencies
* Develop a standard feedback form that all agencies use
* Develop a web-based tool that people can use for giving feedback; Coordinated Plan website could be used for this purpose
* Recruit consumer representative to attend Coordinated Planning meetings

Q5: Are marketing and communications programs used to build awareness and encourage greater use of services?

Successful ways agencies have done marketing

* Ithaca CarShare event on the commons
* Way2Go and TCAT presence at festivals
* Faster and Farther collaborative marketing
* Streets Alive Event

Ideas for additional marketing

* Target specific audiences more
* Develop goals for Faster and Farther collaborative marketing
* Connect with Greenback
* Agency newsletters

Question to the group: Would there be any benefit for developing marketing by a professional consultant?

Responses:

* Not necessarily, unless there is a specific challenge we need help with, e.g. taking RideShare to the next level
* Conceptually what is need is more coordination, e.g. one person
* Suggest moving this discussion to Faster and Farther
* Ways a professional can help
* Identify who we are missing
* Marketing survey
* Market awareness and knowledge

**Adapting Funding for Greater Mobility**

Q1: Is there a strategy for systematic tracking of financial data across programs?

* Currently, no strategy
* What’s the underlying issue?
* How do we improve coordination
* Think about this in terms of resources, what is the untapped capacity e.g. coordination with special needs housing staff time
* State Mobility Management Conference presented online tools to help agencies figure out spending
* Coordinated Planning did an initial survey of agencies who provide transportation
* ITNE survey results: agencies could better coordinate transportation; primary barriers are liability and regulatory issues
* Additional barrier may be agencies’ willingness to share financial information with other agencies
* Need to develop clearer goals as to what the purpose of sharing financial information related to transportation. In particular need to help agencies track spending and develop an incentive for sharing information

Q2: Is there an automated billing system in place that supports the seamless payment system?

* Have this discussion during Faster and Farther meetings
* Need more information re: Medicaid Regional Broker