DRAFT One Call-One Click Review Committee Report

Tompkins County Coordinated Transportation Planning Committee

5/15/2013

**Introduction**

One Call-One Click Service within the transportation world refers to a range of telephone and website information services that enable consumers to easily access transportation in a single call or website visit. At one end of the spectrum, this service provides access to basic information regarding transportation options and contact information for providers, which consumers follow-up with. At other end of the spectrum are services organized as a single portal enabling consumers to directly connect to all transportation services, including the ability to immediately reserve trips. The Federal Transit Administration (FTA) identified One Call-One Click services as an essential component of effective transportation coordination and mobility management. As Tompkins County has a wide range of transportation options and mobility management services available, having an effective One Call-One Click Service strategy is important to provide seamless service to customers seeking assistance in identifying and using transportation services.

Since November 2012, the Coordinated Transportation Planning Committee conducted a Self-Assessment to review our current level of practice. During this process, discussion arose with regard to the potential role of a One Call-One Click Service for improving coordination of transportation options and services within the county. The group discussion revealed a lack of clarity, within the group regarding currently available services as well as what further improvements are needed for efficient transportation coordination. As a result a subcommittee of group members was formed in January 2013 to further explore One Call-One Click Service in Tompkins County. The goals of this committee were: 1) to review current services provided in the community by transit operators and transportation information providers; 2) identify areas of service for improvement and 3) develop a set of goals and objectives for improving One Call-One Click Service over the next 1-2 years.

**One Call-One Click Committee**

The One Call-One Click Committee was comprised of representatives from several transportation operators and information agencies including: Gadabout, Ithaca Carshare, TCAT, 2-1-1, Way2Go, FLIC and DSS. Due to staffing time constraints and limitations TCAT discontinued their participation in the group after the second meeting. However, to the degree possible the group incorporated knowledge regarding TCAT information available through available resources into its assessment. The group met on four occasions between January 2013 –April 2013.

**Assessment of Current One Call-One Click Service**

The One Call-One Click Committee conducted a comprehensive assessment of telephone services and website information currently available from transportation operators and information agencies. Transportation operators and information agencies responded to a number of questions regarding their available telephone services and web site information. The two tables below show a summary of the telephone services are provided by transportation operators and information and referral agencies.

***Telephone Services***

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| --- | --- | --- |
| **Transportation Operators** | **Hours** | **Services Available** |
| TCAT | M-F  4:00 - 8:00 AM  Dispatch answers only Rt. 41 demand response calls.  8:00 AM-5:00 PM  Front Desk answers calls.  5:00-9:00 PM  Dispatch answers calls. | General TCAT Information, Bus Route Information, Bus Route Planning and Problem Solving, Customer Service, Route 41 Demand Response Scheduling, Bus Pass Sales, ADA Paratransit & Half Fare programs, Lost & Found |
| Gadabout | M-F  8:00AM - 4:30PM | Trip Reservations and Program Information for Gadabout and ADA Paratransit services. New Freedom program. Referrals to other transportation providers |
| Ithaca Carshare | M-F, 9:00 AM-5:00 PM. | Car Reservations and General Program Information during regular Business hours, Referrals to other transportation providers, 2-1-1 and Way2Go |
| Full 24-7 Service | Urgent Reservations and assistance for members only; other inquires referred to another extension |
| Cornell Commuter Services and Parking | M-F, 7:30 AM-4:00 PM | Program Information; Referrals to other transportation providers |
| Cornell Campus2Campus Bus to NYC | M-F, 7:30 AM-4:00 PM | Program Information; Campus2Campus reservations and customer support |
| Cornell Guaranteed Ride | M-F, 7:30 AM-6:00 PM during academic year | Provide Guaranteed Ride Home |
| Ithaca College Hammond Health Center | M-F, 8AM-11PM, & Sat & Sun, 10 AM-6PM | Rides available to IC students for medical and dental appointments during health center hours |

| **Information Providers** | **Hours** | **Services Available** |
| --- | --- | --- |
| Way2Go | M-F, 8:30 AM-4:30 PM | Transportation Education; Transportation options consultations for all trip types; travel training consultations; referrals to agencies for transportation provision by brokerage- Medicaid only; referrals to agencies to support funding of transportation; & referrals to transportation operators. |
| HSC 2-1-1  HSC 2-1-1 | M-F, 8:30 AM-5:00 PM | Referrals to other agencies for transportation provision by brokerage ( i.e. Medicaid Transportation); Trip reservations for FISH, referrals to agencies to support funding of transportation, referrals to agencies to provide transportation; refers to TCAT for travel training consultations & would do their best to support a walk-in person; & make suggestions for other transportation choices &/or related transportation supports. |
| Full 24-7 Service | Information and Referral, calls are taken by Goodwill of the Finger Lakes Life Line Service, in, Rochester |
| DSS Mobility Program | M-F, 8:30 AM-4:30 PM | Transportation options consultations for all trip types; travel training consultations; referrals to agencies for transportation provision by brokerage- Medicaid only; referrals to agencies to support funding of transportation; direct support of applicants for Working Families Program; referrals to transportation operators; & trip itinerary creation. |
| FLIC | M-F, 9:00 AM-5:00 PM | General Transportation Information; Travel Training Consultations; & Transportation Options Consultations. Transportation Advocate for Individuals with Disabilities & System Advocate to promote equal access to transportation. |

The two tables below show a summary of the information available on the websites of transportation operators and information and referral agencies as well as links to other transportation providers and information and referral agencies.

***Website Information***

| **Transportation Operators** | **Information** | **Links to Other Providers** |
| --- | --- | --- |
| TCAT | General Service Information, Bus Route Information, TCAT Pass Sales and Pass registration, System Map, Bus Trip Planner, News Updates and Alerts, Gadabout Information, ADA information, Contact Information | Under Transportation Resources: Ithaca Carshare, Vanpool, Working Adults-DSS Mobility Management, Gadabout |
| Gadabout | Gadabout does not have a stand-alone website, information about Gadabout can be found on TCAT website re: para-transit information |  |
| Ithaca Carshare | General Service Information, cars and location, rates, benefits, online application, online car reservation | Under Benefits: Way2Go |
| Ithaca College | Information about TCAT, Ithaca Carshare, Zimride, Way2Go , VPSI Van Pooling and Ithaca Airport | Links to all the services listed on website |
| Cornell Transportation Services | Information about commuter and parking services, campus-to-campus bus, Cornell fleet, Red Runner Courier Service | Under Commuting Option:  TCAT, Ithaca Carshare, Zimride, Chemung Co. C-TRAN, Tioga Co. RideTioga, Cortland Co. Public Transit, Guaranteed Ride |
| Zimride | Links to individual Zimride Communities: Cornell, IC, TC3 and Tompkins Co. which have information about Zimride, sign-up and rideshare requests | Links to: TCAT, Ithaca Carshare, Way2Go and 211 |

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| **Information Providers** | **Information** | **Links** |
| Way2Go | Comprehensive information regarding transportation education, transportation options, transportation services, out of county transportation resources, transport-folio and travel training | Links to all transportation services listed |
| HSC 211 | Comprehensive web-based directory of all transportation services available in Tompkins-Cortland Area, short description of service, contact information and hours of operation | Links to all transportation services listed in directory |
| DSS Mobility Program | Information about DSS Mobility Program and Information about transportation resources available in different townships, medical transportation information | TCAT, 2-1-1, Way2Go, Ithaca Carshare, Zimride, VPSI Vanpool, surrounding county public transit, taxis, limos |
| FLIC | Information about FLIC, no transportation specific information |  |

**Service Areas Identified for Improvement**

After compiling information regarding telephone services and website information, the One Call-One Click Committee reviewed current services. There was a general consensus that 2-1-1 and Way2Go serve as the core of our current One Call-One Click Service, with other agencies providing program specific customer support and information by telephone and websites.

The following service issues were identified, where changes could be made to improve access to customer information in the county and surrounding region:

* Access to information during off-hours
* Limited English Proficiency
* Customer Referrals by Telephone and Web Links
* Consistent Data Collection
* System-wide Customer Service
* Information for Out-of-County Transportation Services

*Access to information during off-hours:* Currently, full 24/7 phone service, is provided by 2-1-1 I/R and Ithaca Carshare. Outside of business hours, the 2-1-1 I/R service is provided through Goodwill of the Finger Lakes Life Line Service based in Rochester. In off-hours, Ithaca Carshare provides support for its members.

The committee discussed the potential for increasing capacity for providing off-hours transportation information through combining and/or cross training 2-1-1 and Ithaca Carshare Call Center staff. However, this solution poses technical challenges with regard to having a smooth interface for transferring call between agencies. As 2-1-1 currently provides the most comprehensive call center information, increasing its service was also identified as a possible step towards a second generation One-Call center.

*Limited English Proficiency*: For telephone service, TCAT, 2-1-1 and DSS Mobility Program use Language Line Services to provide language interpreter services (languageline.com). The service is accessed via an 800 number as a conference call. Federal Civil Rights Law requires all providers that receive federal funds to translate critical forms used by the public into accessible formats. Google Translate can be used on websites to translate content.

*Customer referrals by Telephone and Web Links:* In general, transportation operators and information agencies are unable to transfer customer telephone calls to each other. Currently, customers are given phone number(s) of provider(s), and they make follow-up calls. Therefore, we do not have a seamless system for connecting customers to services and resources. One potential improvement is 2-1-1 I/R currently has the ability to forward a call to another agency (also known as a warm transfer) and set-up a phone conference with client and agency to connect with the caller.

While there are web links to services and resources on many websites, they are not necessarily coordinated. Way2Go’s website, which provides a comprehensive listing of resources, is currently being redesigned. 2-1-1 I/R also expressed the need to redesign their website.

*Consistent data collection:* Transportation operators and information agencies collect varying amounts and types of data regarding telephone services and website use. In addition, this data is stored in different types of formats by different agencies The development of consistent data collection methods and performance measure tracking would enable the ability to assess system performance better and hence, identify ways for improving access, communication and coordination.

*System-wide customer service:* Currently, most agencies have staff available to answer telephone inquiries, to provide customer information and to address problems. Telephone customer service is not consistently available throughout the service network. With several exceptions (2-1-1, Ithaca Carshare and TCAT), telephone customer service is largely limited to regular business hours. Due to limited staffing, agencies are not able to always to provide telephone support. Hence, there is a need for examine how to increase the availability of telephone customer service across the entire system of agencies.

*Information for out-of-county transportation services:* Having current information available regarding transportation resources in surrounding counties remains a challenge for both transportation operators and information agencies. Similarly, mobility managers in other counties have limited information regarding transportation resources available in Tompkins County.

GOALS AND OBJECTIVES

Based on the areas identified for important, the One Call-One Click committee developed a set of short-term and mid-term goals for moving the current system forward. All Goals were voted on and approved with unanimous support by One Call, One Click committee members. The goals listed before are organized somewhat differently from what was originally articulated by the committee. These changes were made to express the goals and objectives in a more clear and concise manner while still representing the essence of the original intent.

***Short Term Goal (8-12 months):***

**Goal #1: Increase access to and referrals made by the current One Call-One Click Service**

Objectives:

1. Provide outreach to regional mobility managers regarding information about Tompkins One Call-One Click Service
2. Develop reciprocal information exchange (telephone service and web links) for making appropriate referrals to and from transportation and information providers in surrounding counties
3. Increase co-marketing of 211 and Way2Go by transportation and information providers.
4. Provide information in other accessible formats such as Low-English Proficiency and Low Vision

**Goal #2: Improve methods for tracking the use of and referrals made by One Call-One Click Service (performance measurement)**

1. Further evaluate the current system for tracking use of and referrals made by One Call-One Click Service
2. Identify performance measures to assess the use of and referrals made by the One Call-One Click Service
3. Develop a common database to regularly measure the performance of the One Call-One Click Service

***Mid Term Goals (12-24 months):***

**Goal #1: Improve transportation information access and referrals available to customers by telephone**

Objectives:

* + 1. Enable "warm transfer" of calls from 2-1-1 to transportation providers.
    2. Encourage transportation providers to expand hours of providing telephone information.

**Goal #2: Increase one-stop customer services available through One Call-One Click Service**

Objectives:

* + 1. Develop one-stop transportation problem solving, e.g. individual trip plans
    2. Develop trip reservation portal for use by multiple-operators
    3. Develop customized digital information to individuals via social media

***Additional Possible Steps for Improvement***

In addition the goals and objectives listed above, the committee identified several additional possible steps for improvement that could serve to improve One Call-One Click Services

* Increase strategic outreach tor rural residents and groups; in particular new outreach to congregation groups and veterans groups.
* Increase education on ADA Paratransit rides and New Freedom program.
* Increase transportation service marketing at Tompkins County library through the following: 1) install kiosk with 4-5 digital transportation slides and 2) inform library security staff of 2-1-1 for general & transportation specific resources.
* Explore the potential use of 2-1-1 in collaboration with Ithaca Carshare for increased Ithaca Carshare staffing hours & technology supports.