HUMAN SERVICES TRANSPORTATION: MAKING MOBILITY AS A SERVICE UNIVERSAL
A VIRTUAL WORKSHOP

SHARED-USE MOBILITY CENTER

sharedusemobilitycenter.org
Universal Mobility

as a service

- A single, integrated network of traditional and non-traditional services that together serve EVERYONE
- Universal Design
- With or without AVs
- One stop shopping
  - Easy Discovery
  - Easy Booking
  - Easy Mode Transfers
  - Easy Payment
Transactional Data Spec for DRT
A common data format that allows trip data to be shared electronically

Trip Cycle Supported by Data Specification

1. **Reserve Trip**
   - **Request Trip Telegram**
     - Pick-up/Drop-off Address
     - Appt. Time
     - Funding Type (Medicaid)
     - Customer info (memory impaired)
     - Service needs (door through door)
     - Mobility Aids (walker)
     - Trip Purpose (Medical)

2. **Schedule Trip**
   - **Schedule Trip Telegram**
     - Unique Trip #
     - Pick-up address
     - Drop-off address
     - Pick-up time
     - # passengers

3. **Perform Trip**
   - **Schedule Request**
   - **Trip Completion Confirmation**

4. **Report/Bill Trip**
   - **Report/Bill Trip Telegram**
     - Drop-off time
     - Odometer reading
     - Passenger miles
     - Vehicle Miles/Hours
     - Boarding/Alightings

**Notes:** All telegrams shared electronically among computer systems. The transactional specification specifies the format of telegrams and their order of operation.
An Open Platform Future

Example Open & Universal Mobility Platform Architecture

Regional Mobility Hub

Types of "Open"

- Open Data
- Open Data Formats & APIs
- Open Source Software
- Proprietary Software/System

TNCs
- lyft
- Uber

- Taxis
- New Mobility
- ADA Paratransit
- Human Services & Medical Transportation

Community-Based Mobility Platform

- Volunteer Driver Program
- Veterans Transportation Program
- Senior Center Shuttle
FlexDanmark

- “On-demand” transportation for all citizens
- 95% on-time performance defined as 15 min window
- 5.7 million annual trips
  - 15,000 trips/day on average
  - Peak day at +24,000 trips
  - 250,000+ returning customers every year
- Portal used by hospitals, medical offices, and human service agencies to connect clients to transportation
- High level of institutional coordination
  - 5 public transit authorities
  - 1 Nationwide system
  - 550+ providers (all private sector)
- Cost allocation built into the software
- Automated interface and common data specification

www.aarp.org/futureoftransportation
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Oh, the Places You Can Go....the Connection Across Data, Mobility Management, and MaaS

Riders Needing Access to:
- Employment
- Education
- Health Care
- Inclusive Community Services

Mode Types - Funding Source
Riders access varying services at differing rates

Mobility Management uses Data to:
- Understand rider needs;
- Inform about service options;
- Communicate service needs;
- Bring partners to the table;
- Suggest innovations;
- Continuous improvement

Universal MaaS Provides Opportunity to:
- Create an integrated technology solution to aggregating service;
- Framework for partnerships & alignment of incentives for sharing data and service information;
- Transactional nature facilitates and encompasses—desired transactions between service providers and trip makers;
- Integrates and automates organizational and funding flow elements.

Mobility management is an enabler and foundation of MaaS because:
- Culture and Practice
- Customer facing
- Customer engaging
- Inventory of services
- Catalogue of diverse rider needs
- Culture of sharing and exchange
- Diverse partners with interest in transportation
- Multisector approach

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Health Care Organization

Trip Orders

Travel Options

Trip Orders

Consumers

Human Services Agency

Trip Orders

Trip Status & Financial Data

Municipality with Publicly Available Services

Transaction Flow in MaaS-Based Local Transportation Services

Service Provider Allocation, Scheduling & Management Engine

Scheduled Trips to Deliver

Provider X, Trip 1

Provider Y, Trip 2

Provider Z, Trip 3

Universal MaaS Digital Platform

Financial & Trip Execution Data

API Layer

API Layer

API Layer

Trip Orders

Trip Orders

Trip Orders

Trip Orders

Trip Executions

Trip Executions

Trip Executions

Trip Executions

Trip Executions
People in rural and small communities have always been good at taking care of their own. ITNCountry provides the technology and know-how to connect vehicles, drivers, businesses, healthcare providers, and families into a do-it-yourself, community based transportation network solution.

**Local Control**
- Reciprocity with ITN programs across the country
- Volunteer or paid staff
- Portal for customers, families, volunteers and health care providers

**National Connection**
- One of the greatest mobility challenges facing the nation is transportation in rural communities. Rural America is 97% of the nation’s land area but 19.3% of the population.

**State of the Art Technology**
- Ride Matching Algorithms by ESRI
- Award Winning Salesforce Platform
- Online Learning Center provides 24/7 support
- Smartphone Enabled Ride Coordination

**Customized for Your Community**
CCAM Mission and Organization

Mission
The CCAM issues policy recommendations and implements activities that improve the availability, accessibility, and efficiency of transportation for the following targeted populations:

- Individuals with Disabilities
- Older Adults
- Individuals of Low Income

History
The CCAM is an interagency partnership established in 2004 by Executive Order 13330 to coordinate the efforts of the Federal agencies that fund transportation for CCAM targeted populations.

Organization

- DOT Secretary
- HHS Secretary
- ED Secretary
- DOL Secretary
- VA Secretary
- USDA Secretary
- HUD Secretary
- DOI Secretary
- Attorney General
- SSA Comm’r
- NCD Chair

Coordinating Council on Access and Mobility
THANK YOU!