



RIPTA ONE-CALL/ONE-CLICK PLANNING PROJECT

Best Practices Review: Technical Memo

March 2021

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1 INTRODUCTION

Through this project, the Rhode Island Public Transit Authority (RIPTA) is exploring options for a one-call/one-click system to consolidate information about transportation systems offered by RIPTA and other transportation providers in Rhode Island. To identify models for RIPTA's consideration, this memo describes best practices among transit agencies and other organizations in the U.S. that have developed and implemented one-call/one-click systems within the past ten years.

The starting point for this task was National Cooperative Highway Research Program (NCHRP) Report 832, "State DOTs Connecting Users and Rides for Specialized Transportation," which presents information collected from a number of one-call/one-click systems through a literature review, follow-up interviews, and nine case studies.¹ The best practices research for this project sought to update and expand on that information through an online survey of systems included in the NCHRP study as case studies and others, followed by video conference interviews with four agencies. Survey responses and detailed information obtained through the interviews were used to identify best practices that are relevant to RIPTA's study of one-call/one-click options for Rhode Island.

Section 2 presents the results of the survey and summarizes information about other one-call/one-click systems. Section 3 describes the specifics for the four interviewed programs. Section 4 presents lessons learned from each agency's experiences that have the most relevance to Rhode Island.

¹ National Cooperative Highway Research Program (NCHRP) Report 832, *State DOTs Connecting Users and Rides for Specialized Transportation, Volume I: Research Report and Volume II, Toolkit for State DOTs and Others*, Nelson\Nygaard Consulting Associations and ICF International, Transportation Research Board, Washington, D.C., 2016.

2 CURRENT ONE-CALL/ONE-CLICK SYSTEMS

ONE-CALL/ONE-CLICK SYSTEM APPROACHES

There are several different approaches to providing transportation information from a centralized source, which vary in levels of technical complexity and cost. The simplest approach is through printed directories, a cost-effective option and valuable for potential customers who lack internet access or computer skills, but they are difficult to update in a timely way. Online directories are a common upgrade.

Increasingly, a central, single point of contact such as a website and/or call center is used to offer more than information about available services. One-call/one-click systems can vary considerably in the degree of trip planning and booking assistance they provide for customers, and their use of technology to support those functions. Consequently, development and implementation costs can vary quite a bit as well.

Moving from simple to complex, one-call/one-click systems may consist of:

- A centralized list of transportation services, printed or conveyed over the phone or on a website
- An online directory that transportation providers can update directly
- Opportunities for the user to narrow transportation options based on selected criteria
 - By speaking with a person, often known as a mobility specialist or information and referral (I&R) specialist
 - Through online prompts
- Trip planning assistance
 - With the help of a person or an online system
- Trip booking assistance
 - From a person or via a transferred call to the transportation provider
- Direct trip booking
 - Via web-based scheduling or portals to participating providers' reservations systems
 - With more or less integration of different providers' schedules

Connections with existing 211 or 511 systems or aging and disability resource centers (ADRCs), and mobile applications that enable users to access information or book trips from their smartphones or interactive kiosks are also possible.

One-call/one-click systems may include only specialized services, such as ADA paratransit and services available for older adults, people with disabilities, veterans, or other groups with particular mobility challenges, or also include information about general public fixed-route and

paratransit services, ride-matching programs, taxis and other private transportation services, volunteer driver programs, voucher/subsidy programs, vehicle sharing programs, and real-time services available through transportation network companies (TNCs) such as Uber and Lyft.

ONLINE SURVEY: NCHRP CASE STUDIES AND OTHER ONE-CALL/ONE-CLICK SYSTEMS

As part of its review of one-call/one-click systems NCHRP Report 832 identified the following levels of functionality:

- Levels 1 and 1A: Centralized directory or a directory that includes a transportation provider portal for updating information
- Level 2: Matching assistance
- Level 3: Trip planning assistance
- Level 4: Trip booking assistance
- Level 5: Direct trip booking

Typically, each level includes the functionality from the previous levels. For example, one-call/one-click systems at all levels incorporate a centralized directory of transportation options. A Level 5 system that enables users to book trips directly with transportation providers will also typically make general information about transportation options available to users (Level 2) and offer assistance with trip planning (Level 3) and trip booking (Level 4) for users who need it.

NCHRP case study systems included examples of the functionality for Levels 1 through 5. Research for this RIPTA project focused on case study systems (and others) at Level 2 and above. With input from RIPTA staff, the team invited the following existing one-call/one-click systems to update information previously compiled for the NCHRP study:

- 211 LA County
- Inland Empire United Way—211 VetLink
- Denver Regional Access and Mobility Council—Transit Options
- Area Agency on Aging 1-B (AAA-1B, MI)—MyRide2
- Jacksonville Transportation Authority (JTA)—TransPortal
- Pennsylvania Department of Transportation (PennDOT)—FindMyRidePA
- Utah Transit Authority (UTA)—1-Click|UTA

The team also identified the following one-call/one-click systems to either complete the survey or provide additional information:

- Greater Attleboro-Taunton Regional Transit Authority (GATRA; MA)—RideMatch
- Tompkins County (NY)—Way2Go
- New York State Department of Transportation (NYSDOT)—511 NY
- Atlanta Regional Commission—Simply Get There
- ARC Chemung-Schuyler (NY)—Link-Line
- Mobility by Design—Feonix Mobility Rising

SURVEY RESULTS

Key characteristics of the seven survey respondents are summarized in Figure 1. Similar information for those that did not respond to the survey, obtained from NCHRP Report 832 and other sources, can be found in Appendix A.

All seven systems were implemented within the last 10 years. Three exhibit Level 5 functionality, one is at Level 4, one is at Level 3, and two are at Level 2. All systems offer information about a wide range of public and private transportation providers. The geographic areas covered by all but one of the systems consist of a multi-county region or an entire state; the remaining system covers a single county. All systems provide access for users through both a website and a phone number; two systems also offer a mobile phone app. Most systems were unable to provide their estimated development and implementation costs. Two Level 5 systems that facilitate direct trip booking by users are built on the Cambridge Systematics open-source platform 1-Click|CS for database functions and either Ecolane or Trapeze paratransit scheduling software for trip bookings. The third Level 5 system utilizes Routematch scheduling software. Costs for the three systems that were able to report ranged from about \$150,000 to \$4 million.

A copy of the survey questionnaire can be found in Appendix B. A summary of the responses to each question is provided below.

Basic System Information

Date of Implementation

As mentioned above and shown in Figure 1, all seven systems were developed and went into operation within the past 10 years. Specific dates of implementation were estimated for GATRA's RideMatch and Tompkins County's Way2Go.

Lead Agency

All organizations that completed the survey took the lead or were key players in the development of the one-call/one-click systems. In terms of ongoing operations, transportation information in Tompkins County, part of the Way2Go family of mobility management services, is provided through the 211 Tompkins Cortland call center. The Central Pennsylvania Transportation Authority (also known as rabbittransit) conducted the procurement for and operates the first installation of FindMyRidePA, which is rolling out statewide in phases. For a time, Cambridge Systematics hosted JTA's TransPortal.

Key Partners

Five of the seven systems each identified a number of partner organizations that were important to development and/or ongoing operation of the one-call/one-clicks.

- GATRA: the 14 other regional transit authorities and the MBTA, MassDOT
- ARC of Chemung-Schuyler: Office for the Aging, Veteran Services, Schuyler County, Schuyler County Transit
- Cornell Cooperative Extension Tompkins County: Tompkins County Department of Social Services, Ithaca Transportation Coalition of Tompkins County and service partners Tompkins Consolidated Area Transit (TCAT), Gadabout, and Center for Community Transportation

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Figure 1: Summary Information About Survey Respondents' One-Call/One-Click Systems

System Name	Lead Agency and Location	Date Initiated	Functions	User Access	Geographic Area Covered	Transportation Services Included	Software Platform	Development/ Implementation Cost
RideMatch	GATRA, Attleboro-Taunton, MA	2011	Levels 1-3	Website Phone	Massachusetts	Bus Rail ADA paratransit General public dial-a-ride Human service Taxi Private ambulance and wheelchair van Rideshare Non-emergency medical transportation (NEMT)	SQL database	Unknown; about \$100K spent on enhancements in 2017; annual operating costs about \$22K
Transportation Link-Line	Schuyler County Transit (ARC Chemung-Schuyler) Schuyler County, NY	2010	Level 5	Website Phone	Schuyler County and contiguous counties	Bus ADA paratransit Human service General public dial-a-ride Volunteer rides Rideshare	Routematch paratransit scheduling system	Unknown
Way2Go	Cornell Cooperative Extension Tompkins County, NY	2016 or earlier	Levels 1-2	Website Phone	Tompkins County	Bus ADA paratransit Human service Taxi Volunteer rides	211 Tompkins/Cortland system	Unknown
FindMyRidePA	Pennsylvania Dept. of Transportation, Bureau of Public Transportation, Harrisburg, PA	2014	Levels 1-5	Website Phone	10-county service area in central Pennsylvania	Bus ADA paratransit General public dial-a-ride Human service Taxi Uber, Lyft NEMT	Cambridge Systematics' 1-Click CS and Ecolane paratransit scheduling system	\$4 million

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System Name	Lead Agency and Location	Date Initiated	Functions	User Access	Geographic Area Covered	Transportation Services Included	Software Platform	Development/ Implementation Cost
TransPortal	Jacksonville Transportation Authority, Jacksonville, FL	2014	Levels 1-5	Website Phone Mobile phone app	11-county area around Jacksonville	Bus Rail ADA paratransit General public dial-a-ride Taxi Private wheelchair van Volunteer rides Rideshare	Cambridge Systematics' 1-Click CS and Trapeze paratransit scheduling system	\$2.4 million
MyRide2	Area Agency on Aging 1-B, Southeast Michigan	2012	Levels 1-4	Website Phone	4-county area in southeast Michigan	Bus ADA paratransit General public dial-a-ride Human service Private ambulance and wheelchair van Uber, Lyft Volunteer rides Rideshare NEMT	Custom software	\$150,000
Transit Options	Denver Regional Mobility and Access Council, Denver, CO	2020	Levels 1-2	Website Phone Mobile phone app	Greater Denver area	Bus Rail ADA paratransit General public dial-a-ride Human service Taxi Private ambulance and wheelchair van Uber, Lyft Volunteer rides Rideshare	Laravel	Unknown

- JTA: The Northeast Florida Mobility Coalition, a regional cooperative partnership, was formed to enhance access to transportation. The coalition was made up of transportation providers, elected officials, policy makers, planning experts, funding agency reps and transit agencies in counties surrounding Jacksonville and Duval County (Clay, Nassau, St. Johns, Putnam, Baker, Flagler, Union, Bradford, Columbia, and Suwannee).
- AAA 1-B: Jewish Family Services, SMART (local public transit provider, The Regional Transportation Authority for South East Michigan (RTA), Disability Network Oakland Macomb (local CIL), other local Area Agencies on Aging.
- Two systems reported a smaller number of key partners:
- PennDOT: Cambridge Systematics (system developer) and rabbittransit. Other transit providers will play roles similar to rabbittransit as statewide rollout continues.
- Denver Regional Mobility and Access Council (DR-MAC) identified two key partners: the Colorado Department of Transportation (CDOT) and Next Fifty, a private foundation that funds initiatives designed to improve the lives of older adults and their caregivers.

Geographic Area Served

Survey recipients were asked to identify the geographic area covered by their one-call/one-clicks, or what areas are served by the transportation providers included in the systems' directories.

GATRA's RideMatch covers transportation services across Massachusetts. Link-Line in Schuyler County (NY), FindMyRidePA, TransPortal, MyRide2, and DR-MAC's Transit Options all cover multiple counties. Way2Go covers Tompkins County, NY.

Transportation Services Included

Figure 2 shows the types of transportation services that are included in these one-call/one-clicks. Survey respondents were asked to check all that apply.

All of the systems include information about fixed route bus, ADA complementary paratransit, and human service transportation. Over 85% also include general public dial-a-ride and taxi services. Over 70% include volunteer ride programs and rideshare or vanpool services. Forty to sixty percent include rail, private ambulance, private wheelchair van, Uber and Lyft, or Medicaid non-emergency medical transportation (NEMT).

Functionality and User Access

User Access

Figure 3 shows the methods by which users are able to access the information contained in the one-call/one-clicks. All six of the systems that responded to this question maintain a website for access to their systems. Four also offer a phone number that users can call to speak with a mobility or I&R specialist. Two systems include a mobile phone app.

No respondents indicated that users are able to access their systems through a stand-alone kiosk, although PennDOT noted in their interview that they spent time and money developing kiosks that proved impractical and were never fully implemented.

Figure 2: Types of Transportation Services Included

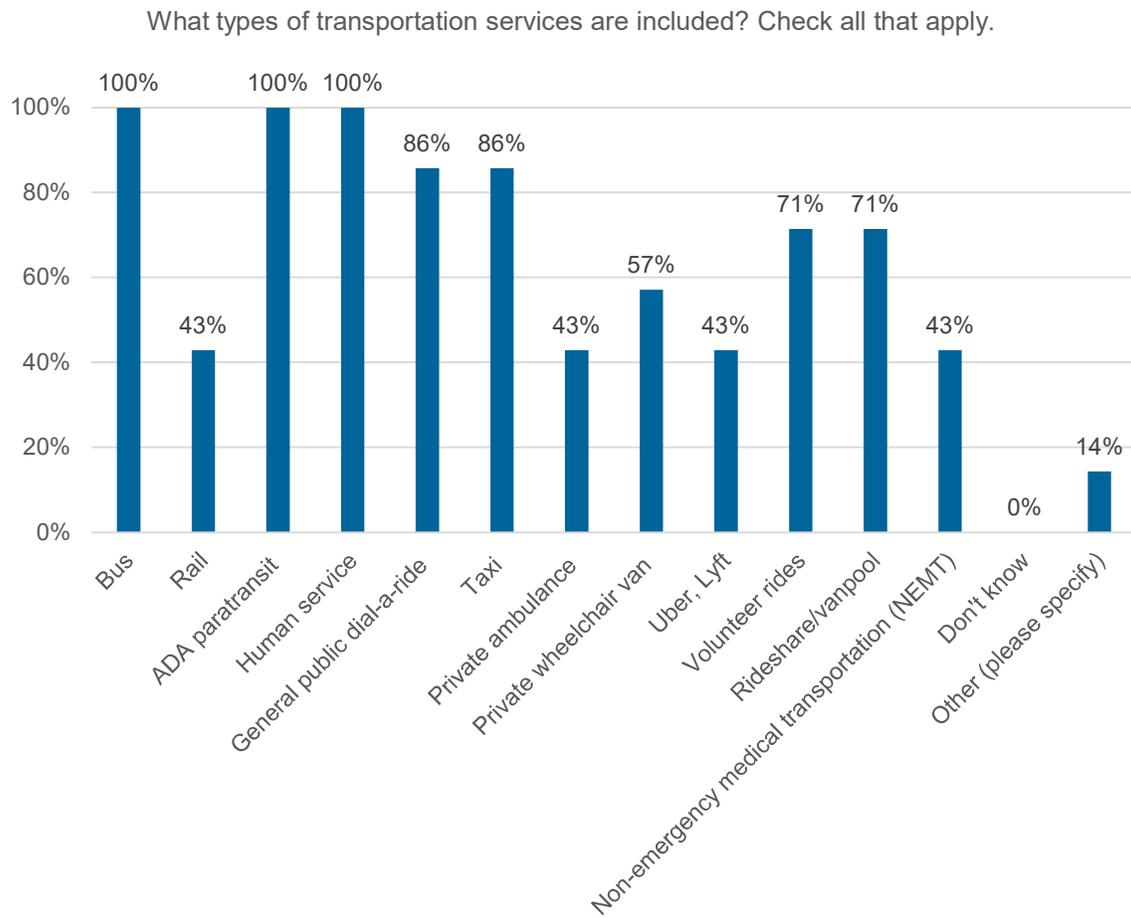
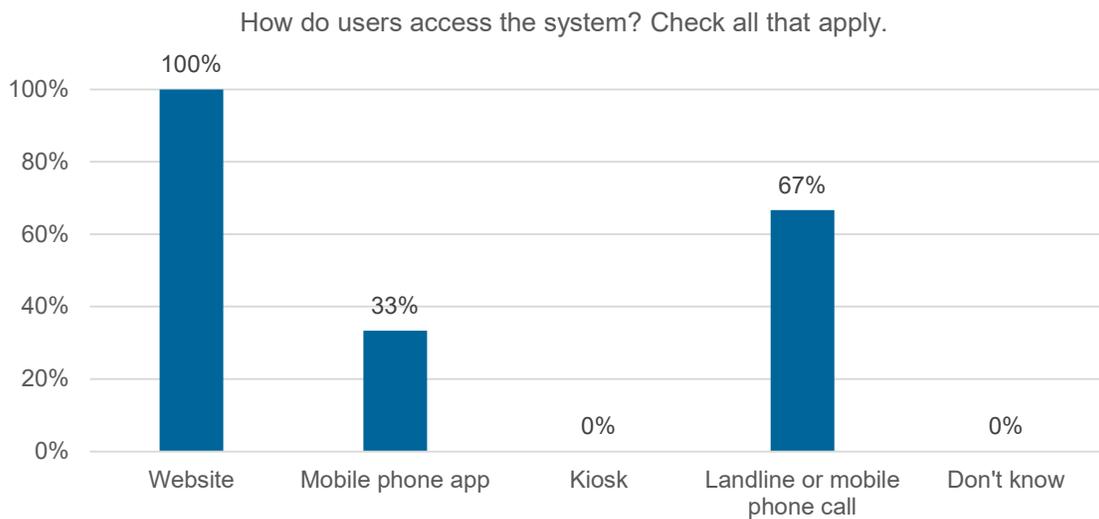


Figure 3: Methods of User Access

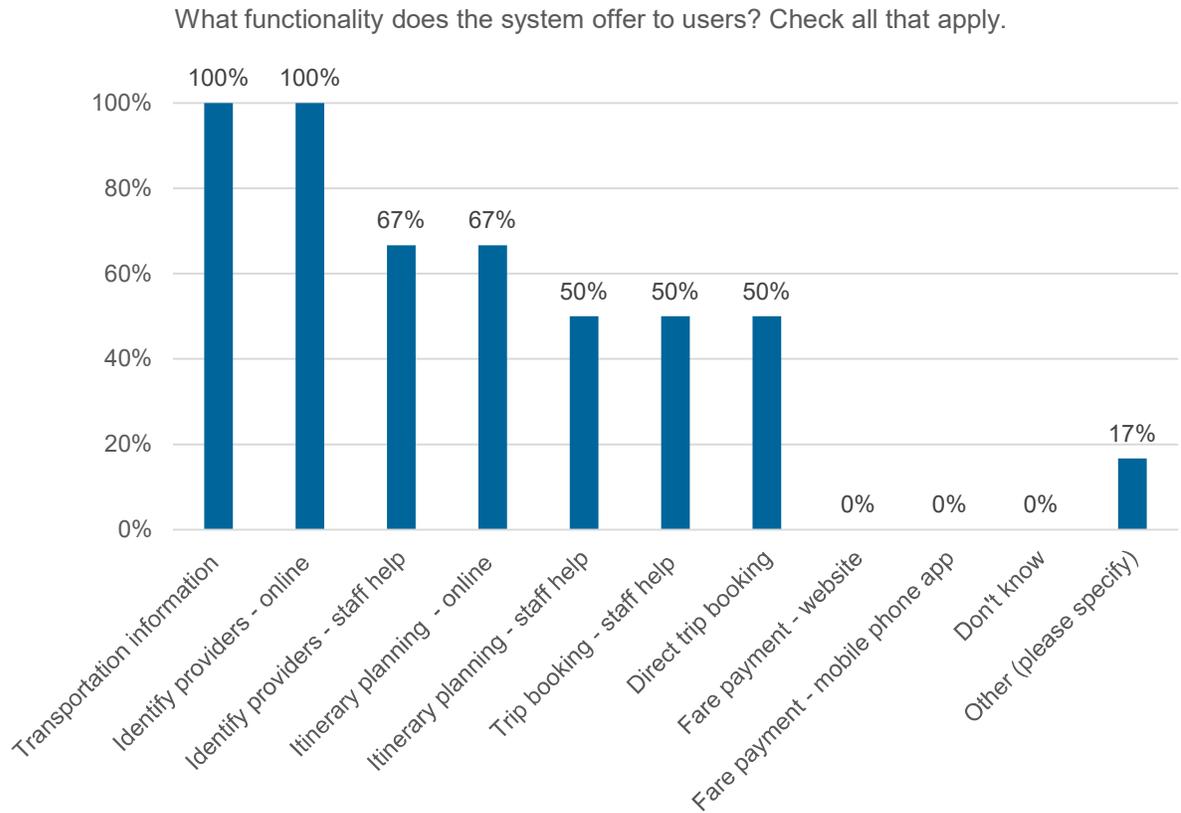


Functions Offered to Users

Figure 4 shows the array of functionality that six of these systems offer to users. Of course, all six provide centralized information about transportation providers’ services. All six also provide assistance with identifying transportation providers that could meet a trip need through online questions about the desired trip (such as origin and destination, day and time of travel, accessibility needs, etc.). Four systems offer the assistance of staff who help users identify potential providers over the phone. For the development of specific trip itineraries, four systems utilize an online trip planner and three offer staff assistance over the phone. Three systems offer help from staff with the booking of a trip with a selected transportation provider. Three enable users to book desired trips directly with the selected transportation provider.

None of the surveyed systems includes a fare payment feature through a website or mobile app. However, FindMyRidePA can track the balance of an individual’s account balance for use of the Shared Ride service and MyRide2 enables users to schedule and pay for a Lyft ride through Lyft Concierge service, accessed by a phone call with MyRide2 staff.

Figure 4: Functionality



Accessibility

Six of the systems noted that their websites and/or mobile phone apps are accessible to people with disabilities.

Languages

Four respondents indicated that the user interfaces of their systems are available in languages other than English. Two respondents (RideMatch and DR-MAC's Transit Options) use Google Translate to convert the website text into any one of about 100 languages. TransPortal's interface is available in Spanish. MyRide2's interface is provided in Arabic, Chinese, and Spanish.

Provider Portal

Of the six respondents that answered the question, three indicated that their systems include a portal by which transportation providers are able to add or update information about their own services (RideMatch, Link-Line, and FindMyRidePA). The other three systems do not include such a feature.

Software Platform

Six systems named the software platform(s) used by their one-call/one-click systems for their databases and functions such as trip booking.

- RideMatch: SQL database
- Transportation Link-Line: Routematch paratransit scheduling system
- FindMyRidePA: Cambridge Systematics' 1-Click|CS and Ecolane paratransit scheduling system
- TransPortal: Cambridge Systematics' 1-Click|CS and Trapeze paratransit scheduling system
- MyRide2: Custom software
- DR-MAC Transit Options: Laravel

System Utilization

The survey requested any recent measures of utilization of the systems. Three respondents provided information.

- FindMyRidePA reported monthly unique users ranging from over 300 to 1,000 and trips planned each month using FindMyRidePA ranging from about 4,000 to 17,500 in the first nine months of 2020
- MyRide2 reported 4,133 requests about transportation options in FY2020 and eight trips booked with the assistance of a mobility specialist.
- RideMatch receives approximately 234 online searches per month, or 2,808 per year.

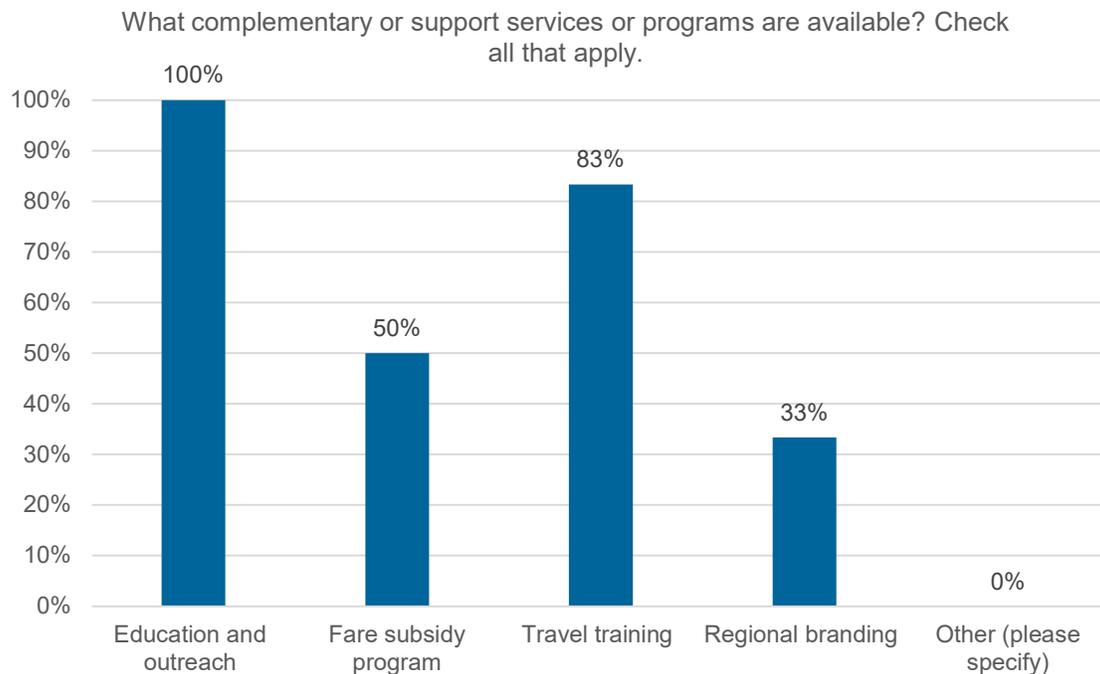
Support Services and System Enhancements

Complementary or Support Services

As shown in Figure 5, six respondents reported complementary or support services that work together with their one-call/one-click systems to promote awareness and encourage use of the one-call/one-click and/or increase mobility options for users.

All six respondents conduct education and outreach services to potential users, transportation providers, and/or partner organizations. Five offer travel training services to help individuals learn how to use existing transit services. Three systems are supported by fare subsidy programs for eligible individuals. Two systems incorporate regional branding of multiple transportation services.

Figure 5: Complementary or Support Services or Programs



Planned System Enhancements

Six respondents provided information about the enhancements planned for their one-call/one-clicks.

Five agencies are planning to add functionality and two described their plans:

- Transportation Link-Line: addition of a mobile phone app
- FindMyRidePA: Interactive Voice Response (IVR) capability to enable users to call and book or cancel trips, real time vehicle location for pending trips, enhanced travel patterns management to facilitate grouping of trips, and the ability of individuals to book trips on behalf of registered users; and a regional fare payment system following a fare study. Three agencies are planning to expand the geographic service areas covered by their systems.

Expansion of the geographic areas covered is planned for three systems: TransPortal, FindMyRidePA, and Transportation Link-Line.

System Costs and Funding Sources

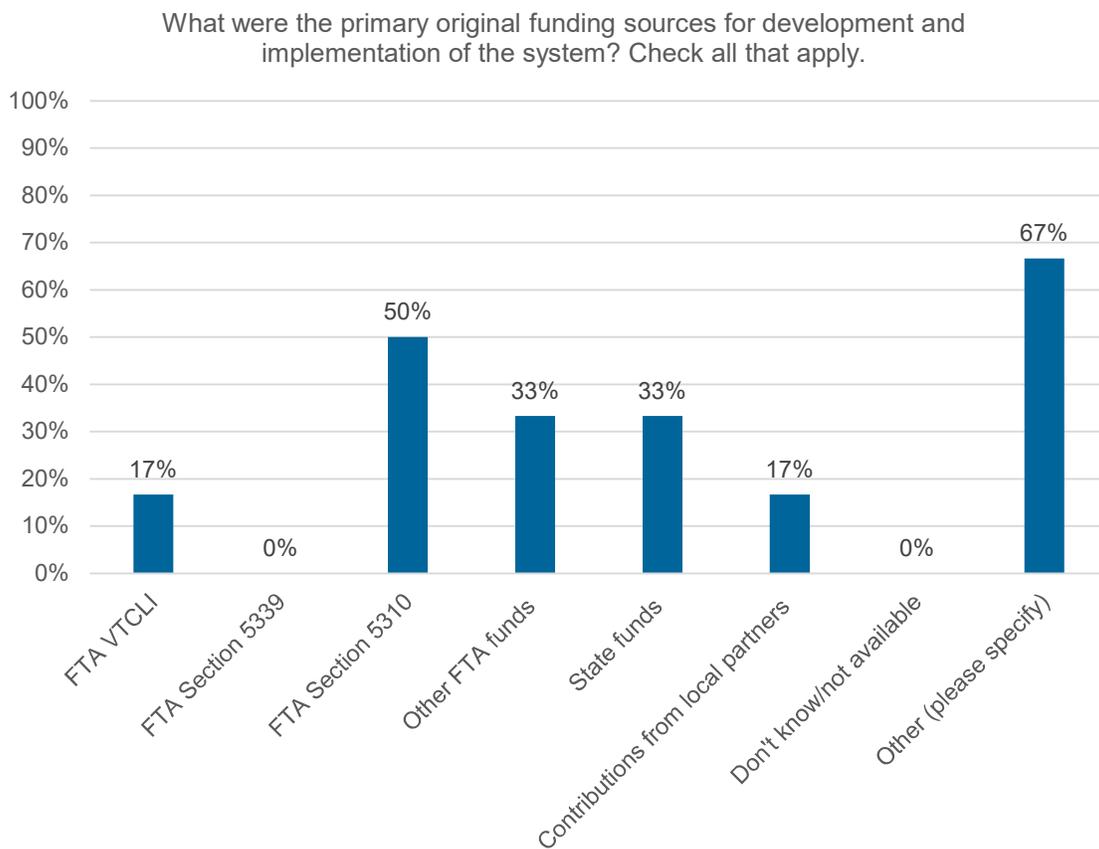
Development and Implementation

Three respondents provided the estimated cost of developing and implementing their one-call/one-clicks:

- FindMyRidePA: \$4 million
- TransPortal: \$2.4 million
- MyRide2: \$150,000

The primary sources of funding for development and implementation reported by six respondents are shown in Figure 6.

Figure 6: Funding Sources for Development and Implementation



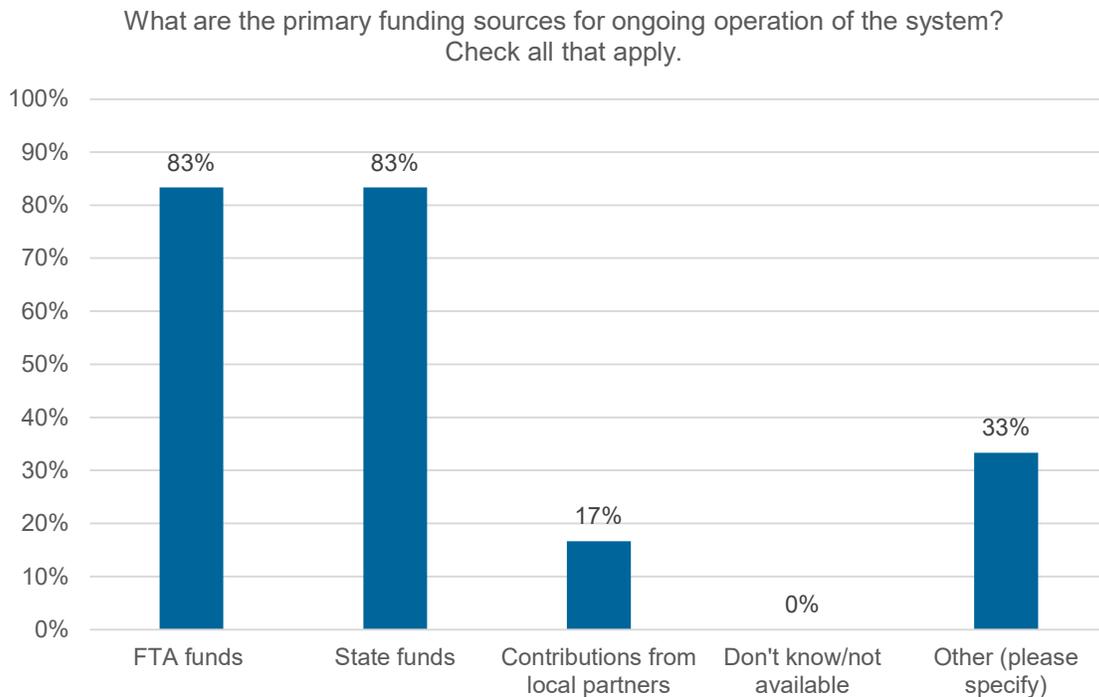
Four respondents indicated the use of “Other” funding: discretionary funds from an unidentified source, FTA Section 5311, state transit funds for programs of statewide significance from the state public transportation trust fund, FTA Section 5309, and FTA Veterans Transportation and Community Living Initiative (VTCLI).

Three systems reported that they utilized FTA Section 5310 funds. An additional system utilized a VTCLI grant. One system utilized unspecified state funds, and another used unspecified contributions from local partner organizations.

Ongoing Operations

As shown in Figure 7, FTA and state funds are used most often to support ongoing operation of the one-call/one-clicks of the six respondents to this question, noted by five respondents. FTA funds included Rides to Wellness funding matched with state funds for programs of statewide significance from the public transportation trust fund and Section 5310 funding. Five respondents also reported using state funds; one respondent uses contributions from local partner organizations.

Figure 7: Funding Sources for Ongoing Operations



3 DESCRIPTION OF INTERVIEWED SYSTEMS

Following a review of the survey results, the consultant team used the levels of one-call/one-click system functionality developed in NCHRP Report 832 was used to help identify respondents to interview. A sixth level of functionality, fare payment via a website or app, was added to reflect an area of interest for RIPTA. The team selected systems that not only provided examples of all five levels of functionality but also exhibited characteristics with relevance to a potential one-call/one-click for Rhode Island:

- Statewide or multi-regional service area
- Inclusion of a variety of transportation services—multiple modes and services operated by private and nonprofit providers as well as the transit agency
- Key partnership with the local 211 system

Four lead agencies were selected for interviews about their one-call/one-click systems:

- GATRA—RideMatch
- PennDOT Bureau of Public Transportation—FindMyRidePA
- Cornell Cooperative Extension Tompkins County—Way2Go
- Jacksonville Transportation Authority--TransPortal

A description of each system follows and key features, particularly those that are applicable to RIPTA, are highlighted.

RIDEMATCH

[Massachusetts RideMatch \(massridematch.org\)](http://massridematch.org)

RideMatch is a web-based one-click system developed by the Greater Attleboro-Taunton Regional Transit Authority (GATRA) to consolidate information about transportation services in its southeastern Massachusetts service area of 28 communities. Originally implemented in 2011, MassDOT approached GATRA at some point prior to 2017 about expanding the system to include services across the state, including the MBTA in greater Boston and the 14 other regional transit authorities (RTAs), and has provided funding to support that expansion.

Services that are included in the RideMatch database vary by region but include public bus and rail, ADA paratransit, public dial-a-ride, human service transportation, taxi, private ambulance and wheelchair van, rideshare and vanpool, and non-emergency medical transportation (NEMT). GATRA is one of six RTAs that broker NEMT service in Massachusetts. GATRA noted that a drawback to RideMatch is its inability to plan linked trips that involve services offered by transportation providers in different regions.

Access to RideMatch is primarily through its website, although Massachusetts 211 provides basic transportation information by phone. Users may also call GATRA, the MBTA, or other RTAs for information about their public transit services and trip planning/booking assistance.

Fixed route itineraries can be generated through a link between RideMatch and Google Transit. No demand-response trip planning or booking functions are included in the system. Users may browse transportation providers by city or town or enter a specific origin and destination, day and time of travel, trip purpose, and eligibility characteristics (age, disability, use of a wheelchair, trip purpose, etc.) to obtain a list of transportation providers that may be able to meet a trip need. Eligibility characteristics are used to screen options and identify the most appropriate transportation provider(s) for each user.

The RideMatch database currently includes 1,387 transportation providers, although some operate multiple services and appear more than once in the database. GATRA vets potential providers and their service information before they are entered into the database initially. The MBTA and the RTAs are responsible for keeping that information up to date, although GATRA updates information on behalf of smaller agencies such as Councils on Aging to lessen the burden on the other RTAs.

The system utilizes a SQL database to store transportation provider information and WordPress Content Management System (CMS) for the website and user interface. GATRA is currently responsible for hosting the system, although alternate arrangements have been discussed. Administration of the system has been handled by a contracted mobility manager and technology specialists; GATRA has recently taken some administrative functions in house.

The system receives approximately 234 online searches per month. Google Analytics, standard reports from WordPress, and custom reports as needed are used to track utilization by region and other factors. GATRA staff indicated that RideMatch is used not only by older adults, people with disabilities, and human service agency clients but also by members of the general public, especially in the Boston area.

GATRA reports that the more actively the transit agency promotes RideMatch and maintains its data, the higher the utilization of the system in a region. It is very well used in GATRA's service area. Outreach activities include efforts to make staff of organizations such as Councils on Aging, hospitals, and other human service agencies aware of the system so they can inform clients and/or use the system to identify transportation options on behalf of clients. GATRA staff has made presentations about RideMatch for the state Registry of Motor Vehicles and at events such as job fairs and senior services fairs. A link to RideMatch is featured prominently on the homepage of GATRA's website.

KEY FEATURES

- Statewide coverage
- Inclusion of a wide variety of transportation providers and services
- Financial support from MassDOT for ongoing operation and system expansion and enhancements
- Outreach to Councils on Aging, hospitals, and human service agencies to make staff aware of RideMatch
- Management and administrative role played by GATRA on behalf of transit agencies statewide

The initial vision for RideMatch was a full-fledged one-call/one-click system including a trip booking feature. MassDOT has expressed interest recently in restructuring the system and moving that vision forward.

FINDMYRIDEPA

www.findmyridePA.org

FindMyRidePA is a service from the Commonwealth of Pennsylvania that offers trip planning and matching for customers looking for a ride and is designed to help anyone identify and evaluate transportation options to meet their travel needs. FindMyRidePA was implemented initially in central PA and is now available in ten counties; plans are to expand the system statewide in phases. FindMyRidePA grew out of an initiative to make transportation options more readily available to veterans and military families, but now serves anyone who needs transportation in the counties served.

Development and initial implementation of the system was spearheaded by the Pennsylvania Department of Transportation Bureau of Public Transportation (PennDOT) and the Central Pennsylvania Transportation Authority (CPTA), the transit authority serving central Pennsylvania and operating as rabbitransit. PennDOT provided funding to match an FTA VTCLI grant while CPTA conducted the procurement for development and implementation of the system, contracts with Cambridge Systematics, the system developer, and operates the system in its service area. As statewide rollout proceeds, other transit agencies will take on the role played by CPTA in central PA in their regions.

Users can access FindMyRidePA via its website or a phone call to CPTA's mobility management call center. A link is also provided on CPTA's website. To check eligibility and facilitate trip booking, CPTA customers are required to register and use login credentials to access FindMyRide; however, guests may use the system and retrieve transportation information.

FindMyRidePA offers some of the highest functionality of a one-call /one-click system, including trip planning assistance and direct booking of a trip that will be provided by CPTA. While the system includes information about human service transportation, taxi services, and Uber and Lyft in addition to CPTA's bus, ADA paratransit, general public dial-a-ride, and NEMT services, users are able to book trips with CPTA only.

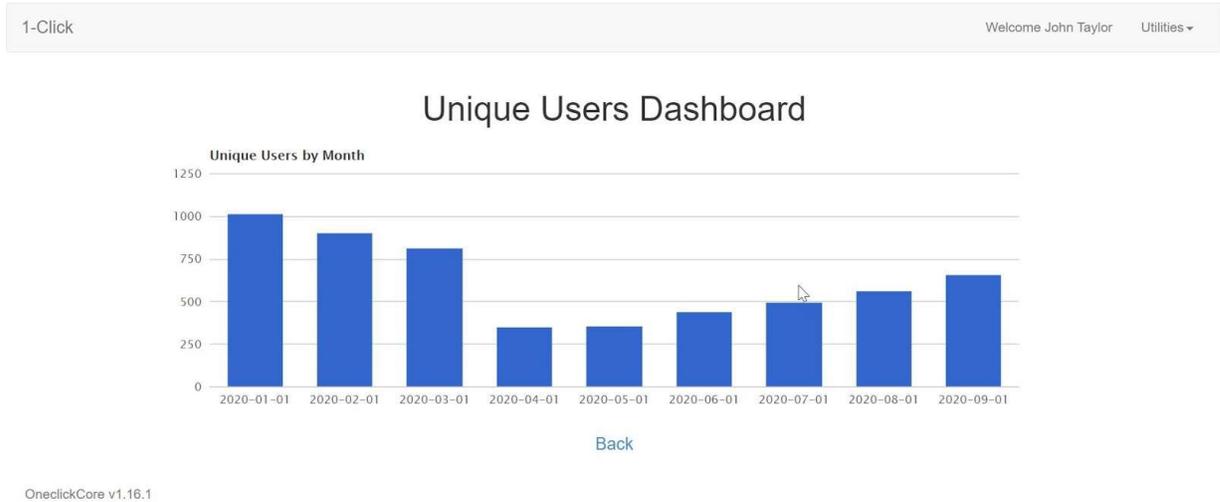
FindMyRidePA was built on a software platform (1-Click|CS, developed by Cambridge Systematics) that has also been used for several other large one-call/one-click systems. Ecolane paratransit scheduling software is used for trip booking. CPTA is the first transit agency to implement Ecolane, but the system is being rolled out statewide as part of a project led by PennDOT.

KEY FEATURES

- Highest level of one-call/one-click functionality, including direct trip booking
- Significant financial support from implementation of statewide paratransit scheduling system by PennDOT
- Highly utilized, especially for trip planning
- Robust system enhancements are planned—IVR interface for customer self-service functions, real time vehicle location, better grouping of trips, surrogate user management, addition of educational material on the FindMyRidePA website, and development of a complementary online paratransit eligibility application

The 1-Click\CS software enables tracking of usage statistics to assist with project evaluation. As shown in Figure 8, unique system users ranged from over 300 to 1,000 per month between January and September 2020.

Figure 8: Monthly Unique FindMyRidePA Users, January–September 2020



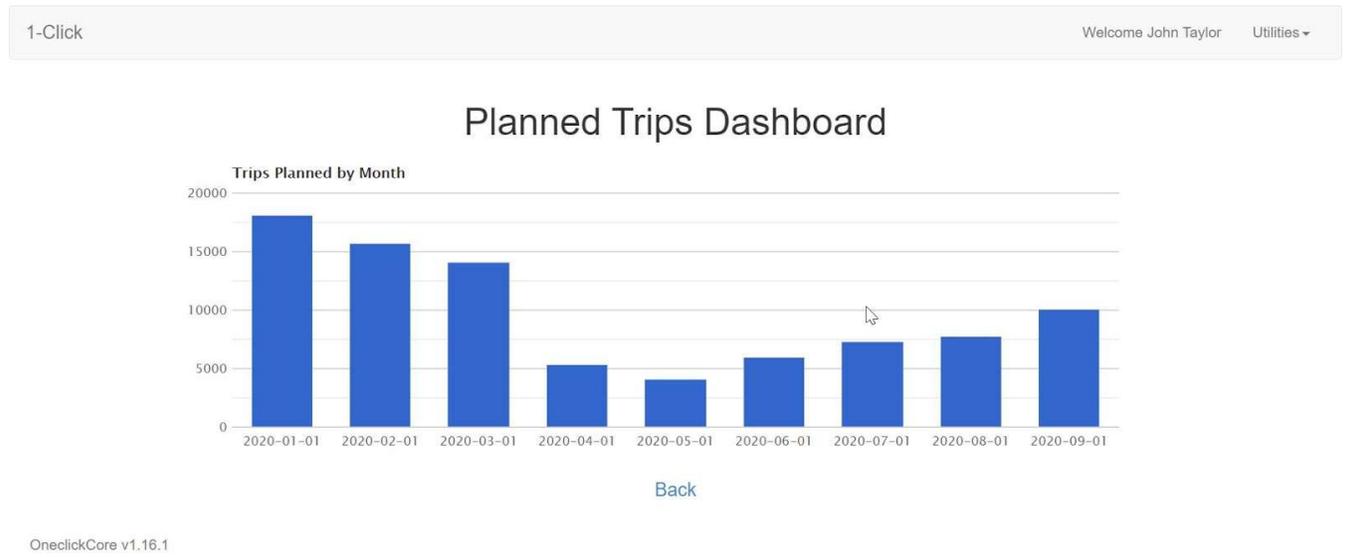
PennDOT noted that most users are CPTA riders and younger NEMT customers are the predominant group of users at present. Internet access seems to be a barrier to increased use of the system; about 50% of respondents to a recent CPTA survey do not have internet access.

In general, site visitors do more trip planning than trip booking. As shown in Figure 9, trips planned each month using FindMyRidePA between January and September 2020 ranged from about 4,000 to 17,500.

Support services that are used to complement FindMyRidePA include education and outreach to potential users, transportation providers, and partner organizations by CPTA, a state-level fare subsidy program for shared-ride service for seniors and people with disabilities who live outside of fixed route service areas, and regional branding of transportation services.

FindMyRidePA was developed with funds from PennDOT and the Pennsylvania Department of Military and Veterans Affairs and a \$2 million VTCLI grant from the FTA, for a total development and implementation cost of \$4 million. Sources of operating funds include FTA Rides to Wellness funds matched with state funds for programs of statewide significance from the public transportation trust fund.

Figure 9: Trips Planned Using FindMyRidePA by Month, January–September 2020



Planned enhancements to FindMyRidePA include:

- Continued expansion of the geographic service area covered by the system. Rollout is progressing slowly and will likely continue into 2022.
- Interactive voice response (IVR) capability to enable users to call and book or cancel trips
- Real time vehicle location for pending trips
- Enhanced travel patterns management to facilitate grouping of trips
- Ability of individuals to book trips on behalf of registered users without using their unique login credentials
- Addition of educational material to the FindMyRidePA website
- Development of a complementary online paratransit eligibility application that will be part of the system

PennDOT offered the following advice to RIPTA based on their experience to date with FindMyRidePA:

- A significant portion of initial funding was spent on the design of stand-alone kiosks that would provide access to the system. Six units were built and deployed but not used; resources are likely to be more effectively devoted to building online resources.
- PennDOT has been considering the tradeoffs between continuing to build out the FindMyRidePA system's capabilities and switching to an Ecolane mobile app. Developing the latter would require significant resources. PennDOT has decided against that approach for the time being.
- Having a plan for encouraging individuals to use a one-call/one-click system is important. Current efforts to increase awareness of and encourage use of FindMyRidePA could probably be improved.

WAY2GO

[Cornell Cooperative Extension | Way2Go \(cctompkins.org\)](#)

Tompkins County, with an estimated 2016 population of 104,871 and an area of 492 square miles, is located in New York's Finger Lakes region and includes the City of Ithaca. Mobility Management is coordinated and by the Tompkins County Department of Social Services (DSS). Cornell University's Cooperative Extension Tompkins County is a key partner, with responsibility for managing many components of Way2Go.

DSS administers many of its mobility management programs and services under the Way2Go umbrella. Activities that make up Way2Go include:

- A one-call transportation information system operated by 211 Tompkins and Cortland counties under contract to Way2Go and a one-click website that includes an extensive transportation database covering Tompkins County and five-six contiguous counties
- A volunteer driver outreach program to educate and recruit volunteers
- Educational mobility videos that demonstrate skills such as using transit apps, riding the TCAT fixed route system, and traveling by bus with a bike
- Support for staff of human service and medical organizations regarding transportation options and resources
- Driver safety workshops
- Travel training for people with disabilities
- Problem-solving and filling trip gaps in the Way2Go area
- Community outreach
- Involvement in several regional efforts to fill transportation gaps

A chief transportation planner in the county DSS acts as the mobility manager. Key partners in addition to Cornell include the Ithaca Transportation Coalition of Tompkins County; Tompkins Consolidated Area Transit (TCAT), the county's public transit system; Gadabout, a volunteer rides program for older adults and people with disabilities; and Center for Community Transportation, an organization that supports programs and services such as [Ithaca Carshare](#), [Bike Walk Tompkins](#) (and its signature program [Streets Alive! Ithaca](#)), and [Backup Ride Home](#).

The 211 call center is in operation 24/7. Users may access the system via email, text, live chat, and the 211 website as well as by phone. 211 I&R specialists rely on their own database rather than consulting the Way2Go directory. Way2Go regularly updates its own database of transportation provider information and works to share its information with 211, but the databases are not perfectly synced. As part of its contract with Way2Go, 211 collects and reports data on

KEY FEATURES

- Active local coalition of transportation stakeholders that meets weekly to discuss and address transportation issues across sectors
- Active participation in Way2Go by 211 Tompkins Cortland, which is operated by the Human Services Coalition of Tompkins County
- Problem solving by both 211 and Cornell to find options and fill trip gaps
- Plans to move toward Mobility as a Service (MaaS) with a robust centralized call center for trip planning and booking

utilization monthly. Statistics that are tracked include trip origin and destination, characteristics of the caller, and whether or not the need inquired about was met. The Way2Go program manager estimates that about 20% of all call to 211 are about transportation. In 2019, 211 handled 1,301 transportation calls—81% concerning paratransit rides and volunteer rides through FISH, 10% regarding financial aid programs, 5% about local transportation services and 4% on other transportation topics.

In 2019, there were 3,130 visits to the Way2Go website. Visitors viewed the six mobility videos 6,299 times. Consultations on transportation options and resources were provided to 38 staff coordinators at human service and medical organizations. Informational media and event displays provided information to a total of 29,980 community members. A nine-community volunteer driver education and recruitment program resulted in recruitment of 13 new volunteer drivers to provide rides to older adults, veterans with disabilities, individuals needed transportation to medical appointments, and others.

The Way2Go program manager facilitates a weekly call with a group of transportation stakeholders in the community, which includes transportation providers, City of Ithaca's transportation and health departments, county commissioners, economic development organizations, and representatives of the medical and housing communities. The group discusses transportation gaps and other issues and works together to identify solutions. A recent example of a solution the group developed and initiated was the provision of rides to COVID testing centers.

Enhancements planned for Way2Go include development of a process for syncing the 211 and Way2Go transportation provider databases and moving toward mobility as a service (MaaS) featuring a robust centralized system including a call center with trip planning and booking capabilities.

Funding sources for the current Way2Go activities and future projects include:

- FTA Section 5311
- FTA Integrated Mobility Innovation grant for development of multi-modal trip planning mobile app and web platform
- FTA and Share-Use Mobility Center Mobility on Demand (MOD) On-Ramp program grant, for a MaaS pilot project
- Grant from the Ithaca-Tompkins Transportation Council (the area's metropolitan planning organization)
- New York State Energy Research and Development Authority (NYSERDA) grant for electric vehicles and technology for on-demand service

In addition to the value of a collaboration of partners such as the transportation group that confers weekly, the Way2Go program manager stressed the importance of involving users in the creation of any mobility management program or system.

TRANSPORTAL

[1 Click \(transportal.net\)](https://transportal.net)

TransPortal was implemented by the Jacksonville Transportation Authority (JTA) and the Northeast Florida Mobility Coalition in 2014. The coalition, a regional cooperative partnership, includes representatives of a variety of organizations in 13 counties, six of which were especially active as TransPortal was being developed. Coalition members include transportation providers, elected officials, policy makers, planning experts, funding agency representatives and transit

agencies in Duval County and surrounding counties (Clay, Nassau, St. Johns, Putnam, Baker, Flagler, Union, Bradford, Columbia, and Suwannee).

TransPortal covers all 13 counties and currently includes information about 19 transportation providers. The types of services for which information is available include bus, rail, ADA paratransit, general public dial-a-ride, human service transportation, taxi, private wheelchair van, volunteer rides, and rideshare/vanpool services.

Users may access the system via JTA's website or phone 24/7. Users register and create profiles that contain their travel preferences. Transportation options that are presented include relevant transit, paratransit, rail, intercity bus, volunteer rides, carpool and vanpool, and walking and biking alternatives. Itineraries can be saved, modified, and searched. JTA customer service staff provides trip planning assistance in addition to what is available online through TransPortal.

The system offers Level 5 functionality, including direct trip booking, but only of paratransit trips that will be provided by JTA or one of the nine counties that also use the same paratransit scheduling software that JTA does (Trapeze). JTA's IT department performs administrative functions and provides training related to Trapeze for these counties, and JTA schedules. Registered paratransit users are presented with three trip options and pick their preferred alternative and get a confirmation of the booking. Direct booking of trips with transportation providers that do not use paratransit Trapeze is possible but would require development of an Application Programming Interface (API).

Users who are not registered paratransit riders are able to obtain information and utilize all system functions short of direct trip booking.

JTA operates three flex routes, and most regional partners operate both paratransit and flex route services. Users are able to see flex route timepoints in TransPortal, but they are not able to book deviations.

In addition to Trapeze, TransPortal utilizes Cambridge Systematics' 1-Click|CS open source one-call/one-click platform (as does FindMyRidePA). Cambridge Systematics originally hosted the system, but JTA took that function over two years ago. JTA is also responsible for obtaining updated transportation information from providers, which usually requires repeated efforts.

Initial system funding included a VTCLI grant from FTA, so outreach and marketing efforts have focused on veterans. JTA staff have made presentations to veterans groups and consulted them regarding features that would be useful. Initial materials developed to explain TransPortal were made available to the general public, but were designed with veterans in mind. Access to smartphones and computers are often a barrier for veterans, increasing the importance of outreach and training for JTA's customer service staff so they are able to provide assistance for this user group.

KEY FEATURES

- Involvement of stakeholder group, the Northeast Florida Mobility Coalition
- Lead role played by JTA in coalition and Regional Transit Working Group
- JTA administration of single paratransit scheduling system (Trapeze) for partner counties
- Marketing to veterans
- Substantial planned enhancements, including IVR capability,

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There are currently 1,200 regular TransPortal users. Approximately 2,700 trips are booked per month.

JTA has planned a number of enhancements to TransPortal:

- Expansion of the geographic area covered
- Addition of IVR capability
- A Rides to Wellness projects has been initiated in partnership with United Way of Northeast Florida (211) and Cambridge Systematics. The 211 database will be linked to TransPortal to facilitate the identification of transportation options once sources of other needed services have been identified for individuals calling 211. The new link is envisioned to be particularly helpful during events such as hurricanes or a pandemic, when special services and related transportation access may be needed.
- Booking of trips across providers
- A regional fare study for Northeast Florida is underway; Phase 2 will begin this year. Following the fare study, a regional fare payment system will be developed.

The estimated cost to develop and implement TransPortal was \$2.4 million. Sources of funding included FTA Section 5309 and VTCLI. State funds and FTA Section 5310 funds are used to support ongoing operation of the system.

JTA staff offered advice to RIPTA:

- Transportation information must be kept up to date. Regular communication with transportation providers can help.
- Involve partner organizations at the outset and involve them in the design and construction of the system.

4 LESSONS FOR RIPTA

Through this one-call/one-click planning study, RIPTA hopes to develop a system that will consolidate disparate sources of transportation information into a centralized location, making the process of updating information easier and more consistent, improving the access that potential riders have to accurate information about transportation options, and eventually, increasing mobility for Rhode Islanders.

A number of resources that could contribute to a one-call/one-click system for Rhode Island are already in place. They include:

- RIPTA's provision of information, assistance, and/or booking through its online fixed route trip planner, customer service center, Ride program, and Flex program
- The current development of a mobile app that will enable Ride customers to book and manage trips and obtain vehicle location information
- Information and referral services, including responses to inquiries about transportation options, that are provided by United Way's 211 Rhode Island
- Identification of needed services that is provided to older adults, people with disabilities, and caregivers through Rhode Island's Aging and Disability Resource Center (ADRC), The Point
- RIPTA's Accessible Transportation Advisory Committee (ATAC), which meets regularly to discuss matters of concern to people with disabilities
- RIPTA's role as the facilitator of the Rhode Island Human Services Transportation Coordination Council, which brings together many transportation stakeholders for whom development of a one-call/one-click is an important goal

In this context, the four interviewed systems offer several lessons or best practices that are applicable to RIPTA's one-call/one-click planning effort:

- The involvement of partner organizations is critical and should be sought at the outset of the development effort. In the systems reviewed here, partners play several roles:
 - Active involvement in the operation of transportation information systems—211 Tompkins Cortland and Way2Go
 - Provision of significant amounts of funding for system development and operation—MassDOT and Ride Match, PennDOT and FindMyRidePA, Tompkins County DSS and Way2Go
 - Transportation providers whose services are included in the one-call/one-click systems and can offer useful input and perhaps support service systems—RideMatch, Way2Go, TransPortal
 - Stakeholders that contribute to and support the one-call/one-click and work together to solve transportation problems—Way2Go and local transportation committee, Northeast Florida Mobility Coalition, TransPortal

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- Transit providers makes good lead agencies—RideMatch, FindMyRidePA, TransPortal
- Education and outreach efforts are needed to increase awareness of the system and encourage utilization and support. Development of a one-call-one-click system should include a plan for encouraging its use. Presentations to staff of human service organizations and health care facilities and specific user groups are effective. RideMatch, Way2Go, TransPortal. Systems with more casual outreach efforts may see limited utilization of the system or use by narrow user groups or for certain types of trips.
- System development and operating costs vary greatly with a direct trip booking function most costly—FindMyRidePA, TransPortal. The benefits of easy access to centralized transportation information can be obtained without the significant investment needed for the highest level of functionality—Way2Go.
- Support/complementary services and programs are needed to provide the additional assistance that some individuals may need and to fill service gaps. Services and programs might include more intense efforts to identify workable transportation options, travel training, volunteer rides, and fare subsidy programs—Way2Go
- Phone access to the system and support provided by staff will be needed for those who do not have access to or are not comfortable using smartphones or computers—FindMyRidePA, TransPortal, Way2Go.
- Direct trip booking may be most practical for RIPTA's own trips and possibly NEMT trips unless an effort to supply scheduling software for smaller providers is undertaken—FindMyRidePA, TransPortal
- Keeping provider information updated is critical but requires resources, even if a portal is available for them to update their own information—RideMatch, Way2Go
- The ability to plan trips that involve transfers between different transportation providers' services is helpful to users, but current systems may not include that feature—RideMatch, TransPortal
- A one-call/one-click system will not fill all current unmet trip needs; some gaps will continue to exist. However, a system can be used to track and report gaps so that they may be addressed by transportation providers and other partners—Way2Go, RideMatch, TransPortal
- Not all of the surveyed systems collect data on one-call/one-click utilization, but such information is useful for improving marketing efforts, planning system enhancements, and identifying/tracking service gaps. The four interviewed systems all collect data, to different degrees.
- One-call/one-click systems are likely to be continuously evolving as new technology developments make system enhancements possible—RideMatch, FindMyRidePA, Way2GO, TransPortal

APPENDIX A

Information About Other One-Call/One-Click Systems

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System Name	Lead Agency and Location	Date Initiated	Functions	User Access	Geographic Area Covered	Transportation Services Included	Software Platform	Development/ Implementation Cost
211 LA County	211 LA County, Los Angeles, CA	Prior to 2015	Levels 1-2	Website Phone	Los Angeles County	Air Bus ADA paratransit General public dial-a-ride Human service Non-emergency medical transportation (NEMT) Local water transportation	Unknown	Unknown
211 VetLink	Inland Empire United Way, CA	Prior to 2015	Levels 1-3	Website Phone	Riverside and San Bernardino Counties	Bus ADA paratransit General public dial-a-ride Human service	Cambridge Systematics' 1-Click CS	At least \$227, 240 (VTCLI grant to Omnitrans)
Utah Ride Link	Utah Transit Authority, Salt Lake City, UT	After 2015	Levels 1-5	Website Phone	Eight Wasatch Front counties	Bus Rail ADA paratransit General public dial-a-ride Human service Taxi Uber Charter	Cambridge Systematics' 1-Click CS	At least \$450,000 (VTCLI grant to UTA)
511 NY	New York State Department of Transportation, Albany, NY	2009	Levels 1-3 (trip planning assistance is online only)	Website Phone Mobile app	New York State	Air Bus Rail ADA paratransit General public dial-a-ride Human service Intercity bus and rail Rideshare	Unknown	Unknown

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System Name	Lead Agency and Location	Date Initiated	Functions	User Access	Geographic Area Covered	Transportation Services Included	Software Platform	Development/ Implementation Cost
						Park and ride Also includes traffic conditions		
Simplygetthere	Atlanta Regional Commission, Atlanta, GA	2015	Levels 1-4	Website Phone	Atlanta metro area	Bus Rail ADA paratransit General public dial-a-ride Human service Taxi Private ambulance and wheelchair van Volunteer rides Rideshare NEMT	Cambridge Systematics' 1-Click CS	At least \$419,850 (VTCLI grant to ARC)
AARP Ride@50+	Ann Arbor Area Transportation Agency w/Feonix Mobility Rising	Planned for 2021	Levels 1-5	Website Phone Mobile phone app	Washtenaw County, MI	Bus ADA paratransit Dial-a-ride Rideshare Private (taxis, TNCs)	QRyde, Masabi, Kyyti	\$1.05M (includes other trip coordination tools)

APPENDIX B

Online Survey Questionnaire



RIPTA One-Call/One-Click

Introduction

The Rhode Island Public Transit Authority (RIPTA) is exploring options for a one-call/one-click system to consolidate information about transportation options offered by RIPTA and other transportation providers in Rhode Island. As part of our study, we hope to learn from the experiences that other transit agencies have had as they developed and implemented one-call/one-click systems. We would greatly appreciate your responses to the questions below, by Friday, October 16, 2020. If you have questions as you work through the survey, please contact Patti Monahan at patti.monahan@monahanmobility.com or 617-291-8431.

If you are not the best contact for information about your organization's one-call/one-click system, please forward the survey link to the appropriate person.

Thank you very much for your assistance.



RIPTA One-Call/One-Click

Agency Information

1. Contact Information for Survey Respondent

Name and Title	<input type="text"/>
Organization	<input type="text"/>
Address	<input type="text"/>
Address 2	<input type="text"/>
City/Town	<input type="text"/>
State/Province	<input type="text"/>
ZIP/Postal Code	<input type="text"/>
Email Address	<input type="text"/>
Phone Number	<input type="text"/>



RIPTA One-Call/One-Click

Basic System Information

2. What is the name of the one-call/one-click system?

3. In what year was the system first implemented?

4. What organization has the lead role in operating the system?

Agency or organization name

Don't know/not available

5. What other organizations are key partners?

6. What geographic area is covered (what area do the transportation providers that are included in the system's directory serve)?

7. What types of transportation services are included?

- Fixed route bus
- Rail
- ADA complementary paratransit service
- Human service transportation
- General public dial-a-ride services
- Taxi service
- Private ambulance service
- Private wheelchair van service
- Transportation Network Company (TNC) services (e.g., Uber, Lyft)
- Volunteer driver programs
- Rideshare or vanpool services
- Medicaid non-emergency medical transportation (NEMT)
- Don't know
- Other (please specify)

RIPTA One-Call/One-Click

Functionality and User Access

8. How do users access the system? Check all that apply.

- Website
- Mobile phone app
- Kiosk
- Landline or mobile phone call to a mobility specialist or Information and Referral (I&R) specialist
- Don't know

9. What functionality does the system offer to users? Check all that apply.

- Centralized information about transportation providers' services
- Assistance with identifying transportation providers that could meet a trip need, via online questions about the desired trip
- Assistance with identifying transportation providers that could meet a trip need, via help from staff such as a mobility specialist or I&R specialist, over the phone
- Assistance with planning an itinerary, via online trip planning function
- Assistance with planning an itinerary, via help from staff, over the phone
- Assistance with booking a trip with the selected transportation provider from staff, over the phone
- Booking of a trip directly with the selected transportation provider
- Fare payment for trip through the one-call/one-click website
- Fare payment for trip through a mobile phone app
- Don't know
- Other (please specify)

10. Are the website, kiosk, and mobile phone app accessible to people with disabilities?

- Yes
- No
- Don't know



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RIPTA One-Call/One-Click

11. If modes of user access are accessible to people with disabilities, please describe accessibility features.

12. Is the user interface available in languages other than English?

- Yes
- No
- Don't know



RIPTA One-Call/One-Click

13. If languages other than English are available, please describe.

14. If fare payment is one of the system's functions, are alternative arrangements made for users without bank accounts or credit/debit cards?

- Yes
- No
- Don't know



RIPTA One-Call/One-Click

15. If alternate fare payment arrangements are made, please describe.

16. Does the system offer a portal for transportation providers to use to add or update information about their services?

- Yes
- No
- Don't know

17. What software platform(s) does the system use for its database and functions such as trip planning, trip booking, and fare payment (as applicable)?



RIPTA One-Call/One-Click

System Utilization

18. Please provide any recent measures of utilization of the system, including the relevant time period (month, year, etc.). More detailed data may be emailed to: patti.monahan@monahanmobility.com.

Time period for data below
(month, year, or other)

Number of registered
clients/users

Number of active
clients/users

Number of requests about
transportation options
based on unique factors
such as service area, client
and/or trip eligibility, days
and hours of service, fare,
etc.

Number of requests for trip
planning (e.g., detailed
information about how to
make a specific trip)

Number of itineraries
generated by an
automated option for trip
planning

Number of trips booked
with transportation
providers by mobility
specialists

Number of trips booked
with transportation
providers by users

Other (please specify)

Don't know/not available

19. Please provide any additional comments regarding the tracking of utilization of the one-call/one-click system.



RIPTA One-Call/One-Click

Support Services and System Enhancements

20. What complementary or support services or programs are available? Check all that apply.

- Education and outreach to potential users, transportation providers, or partner organizations
- Fare subsidy program
- Travel training services
- Regional branding of multiple transportation services
- Other (please specify)

21. What enhancements, if any, are planned for the system? Check all that apply.

- Expansion of geographic coverage
- Additional functionality (please describe below)
- Transition to a different lead agency
- No enhancements are planned
- Other (please specify)



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RIPTA One-Call/One-Click

System Costs and Funding Sources

22. What was the approximate cost to develop and implement the system?

System cost [input box]

Don't know/not available [input box]

23. What were the primary original funding sources for development and implementation of the system?

Check all that apply.

- checkbox Federal Transit Administration (FTA) Veterans Transportation and Community Living Initiative (VTCLI)
checkbox FTA Section 5339
checkbox FTA Section 5310
checkbox Other FTA funds (please specify below)
checkbox State funds (please specify below)
checkbox Contributions from local partner organizations (please specify below)
checkbox Don't know/not available
checkbox Other (please specify)

[input box]

24. What are the primary funding sources for ongoing operation of the system? Check all that apply.

- checkbox FTA funds (please specify below)
checkbox State funds (please specify below)
checkbox Contributions from local partner organizations (please specify below)
checkbox Don't know/not available
checkbox Other (please specify)

[input box]



RHODE ISLAND PUBLIC TRANSIT AUTHORITY

RIPTA One-Call/One-Click

Conclusion

Thank you very much for providing RIPTA with information about your one-call/one-click system. We know your time is valuable and appreciate your efforts to assist us. If you have questions or additional materials to provide, please contact Patti Monahan at patti.monahan@monahanmobility.com or 617-291-8431.