



# accessDC Study

## PAC Meeting #3 Initial Strategies Discussion

May 3, 2017

# Meeting Agenda

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- |                                   |                     |
|-----------------------------------|---------------------|
| ■ Introductions/Study Schedule    | 10:00 am – 10:15 am |
| ■ Initial Strategies Presentation | 10:15 am – 11:00 am |
| ■ PAC Members Discussion          | 11:00 am – 11:40 am |
| ■ Public Comments/Questions       | 11:40 am – 11:55 am |
| ■ Next Steps                      | 11:55 am – 12:00 pm |

# Study Schedule Update

# Study Schedule

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# Study Progress

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# Existing Conditions Review

# Transportation Services and Programs

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## Strengths

- There is a good mix of transportation options for older adults and people with disabilities
- All major District fixed-route public transportation services are ADA-compliant

## Weaknesses

- TransportDC trip eligibility is restricted in second half of each month
- About half of survey respondents who use MetroAccess said that service is unreliable
- No integrated fare payment options across services

## Opportunities

- ConnectorCard expands mobility options, but additional funding is needed to grow the program

# Transportation Linkages

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## Strengths

- Strong building blocks for creating a high level linkage service

## Weaknesses

- Reach A Ride has difficult-to-use website
- WMATA bus stop inventory is poorly integrated with trip planner
- DC Taxi app is not integrated with TransportDC

## Opportunities

- Nearly half of surveyed customers use their smartphone to look up information
- 35% of MetroAccess customers have internet access
- 15% of MetroAccess trips are booked via the internet portal



# Initial Strategies

# Functions

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## Service Providers

- How is information stored?
- How is information accessed?
- Do customers know how to access the information?
- Can customers get enough information to make a trip?
- How do we know whether the service is meeting customers' mobility needs?

## Customers

- How do I identify potential mobility options?
- How do I plan or book a trip?
- How do I pay for a trip?
- What do I do if a service does not meet my needs?

# Initial Strategies

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## Layered Improvement Strategies

- Independently implementable
- Provide compounding benefits

## Status Quo Plus

- Smaller scale improvements to existing programs
- Some are components of layered recommendations

# Layered Improvement Strategies

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- No Wrong Door Approach
- Accessible Trip Planning
- Advanced Trip Booking

# No Wrong Door Approach

Low Consolidation  
Small-Mid Scale

ride dc



211 Answers, Please!



reach a ride



DC .gov



## Which Door?

# No Wrong Door Approach

Low Consolidation  
Small-Mid Scale



# No Wrong Door Approach

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## Benefits

- Customers rely on the same providers/entry points
- Linkages have access to the same centralized repository
- Does not require a new call center or significant staffing
- Provides a publicized main door

## Challenges

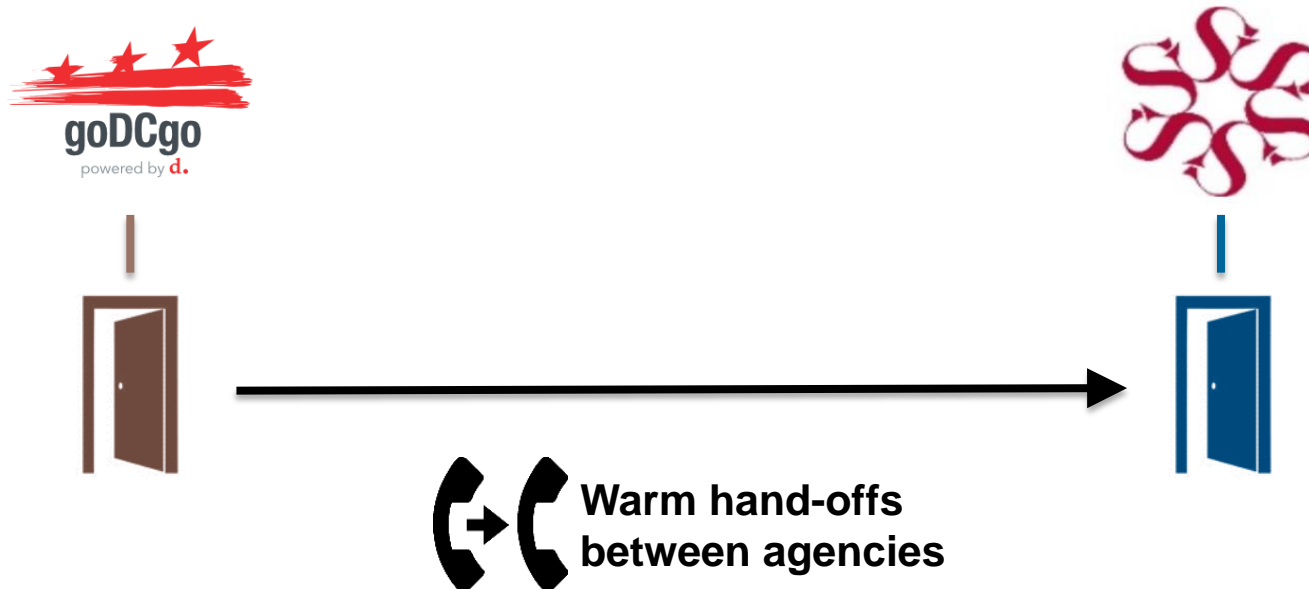
- Linkages/providers must opt-in to participating
- Requires training program for linkage/provider staff

# No Wrong Door Approach

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## Status Quo Plus Recommendations

- Establish Centralized Transportation Resource Repository
- Train Linkage Staff to Provide “Warm Hand-Offs”





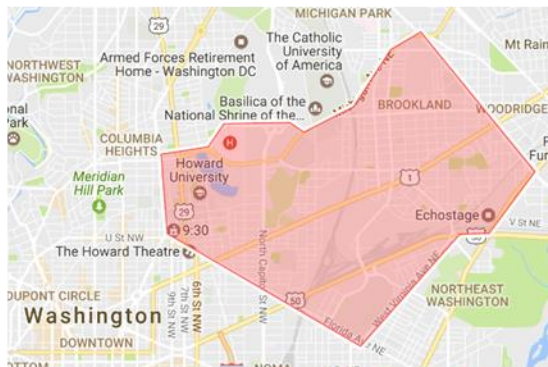
# Accessible Trip Planning

Low Consolidation  
Small-Large Scale

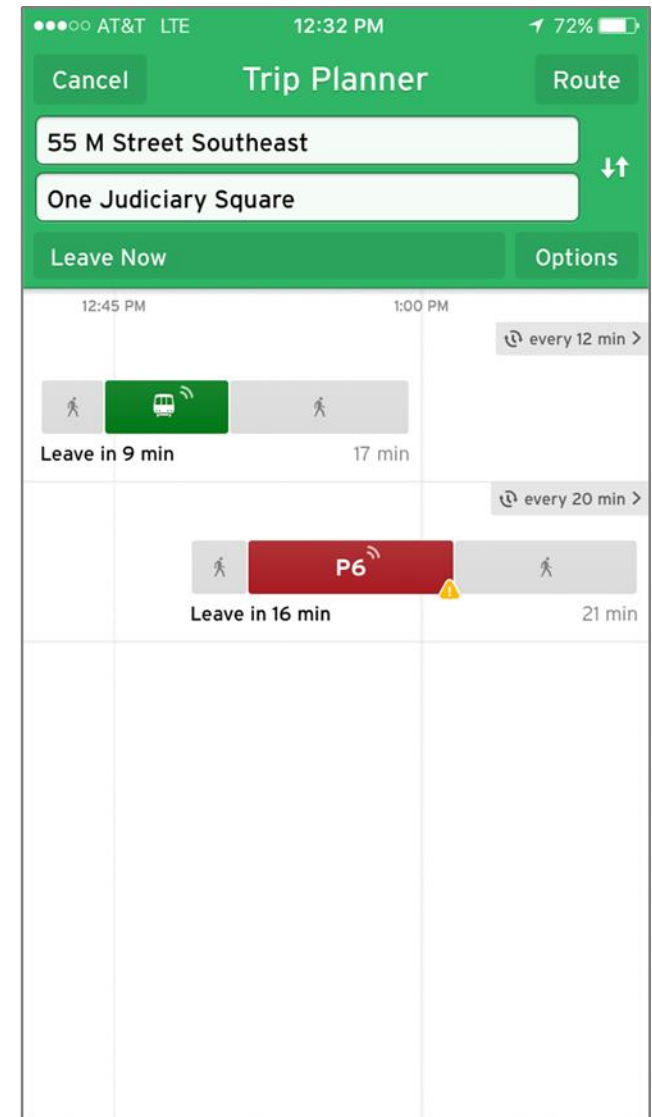
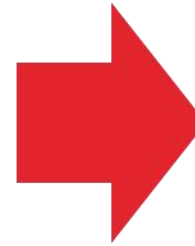
Sidewalk and  
Bus Stop  
Accessibility  
Data



Demand  
Responsive  
Transit Data



Fixed-Route  
Transit Data



# Accessible Trip Planning

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## Benefits

- Allows customers to more easily identify public transit options
- Third-party partnerships and software integration
- Crowdsourced accessibility information opportunities

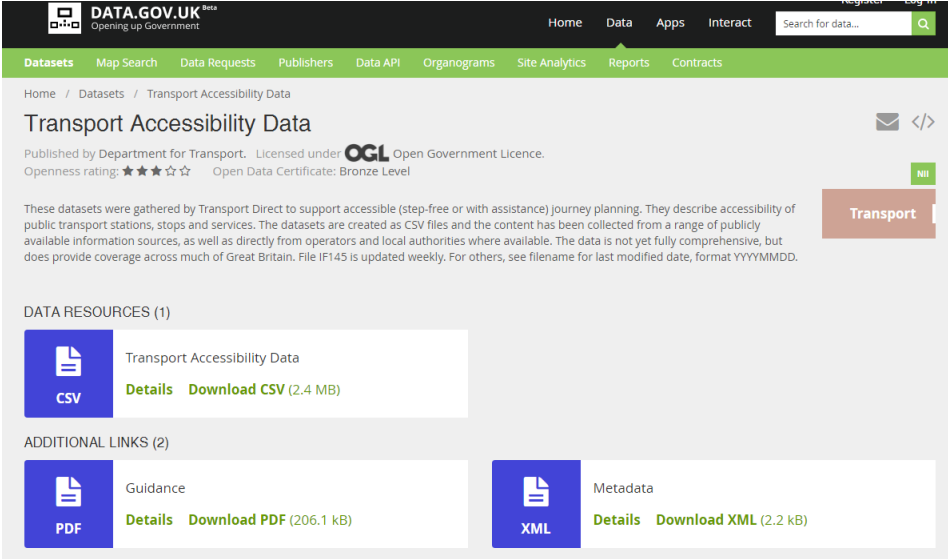
## Challenges

- Accessibility information becomes out of date quickly
- Third-party developers prefer national standardized data sources
- May require significant investment for software development

# Accessible Trip Planning

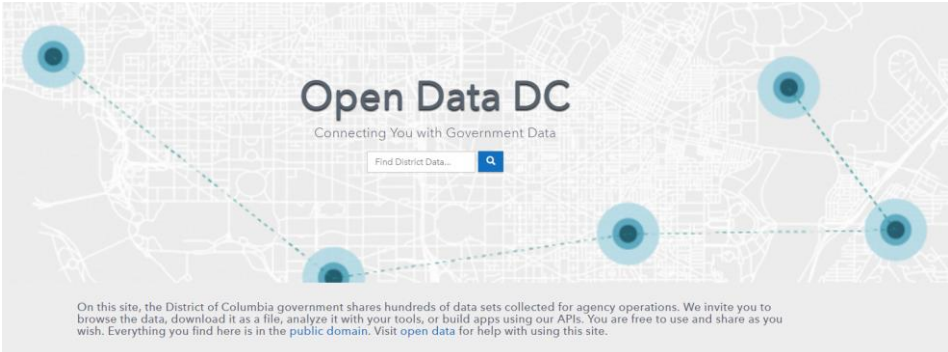
## Status Quo Plus Recommendations

- Create a single portal for all accessible mobility data currently published by District-area agencies



The screenshot shows the DATA.GOV.UK website. The header includes the logo and navigation links: Home, Data, Apps, Interact, and a search bar. Below the header is a green navigation bar with links: Datasets, Map Search, Data Requests, Publishers, Data API, Organograms, Site Analytics, Reports, and Contracts. The main content area is titled 'Transport Accessibility Data' and includes the following information:

- Published by Department for Transport. Licensed under: **OGL** Open Government Licence.
- Openness rating: ★★★★★ Open Data Certificate: Bronze Level
- A paragraph describing the datasets: 'These datasets were gathered by Transport Direct to support accessible (step-free or with assistance) journey planning. They describe accessibility of public transport stations, stops and services. The datasets are created as CSV files and the content has been collected from a range of publicly available information sources, as well as directly from operators and local authorities where available. The data is not yet fully comprehensive, but does provide coverage across much of Great Britain. File IF145 is updated weekly. For others, see filename for last modified date, format YYYYMMDD.'
- A section titled 'DATA RESOURCES (1)' with a link to 'Transport Accessibility Data' (CSV) with options for 'Details' and 'Download CSV (2.4 MB)'.
- A section titled 'ADDITIONAL LINKS (2)' with two links: 'Guidance' (PDF) with options for 'Details' and 'Download PDF (206.1 kB)', and 'Metadata' (XML) with options for 'Details' and 'Download XML (2.2 kB)'.





The screenshot shows the Open Data DC website. The header includes the logo and the tagline 'Connecting You with Government Data'. Below the header is a search bar with the text 'Find District Data...'. The main content area features a map of the District of Columbia with several blue circular markers indicating data points. Below the map is a paragraph of text:

On this site, the District of Columbia government shares hundreds of data sets collected for agency operations. We invite you to browse the data, download it as a file, analyze it with your tools, or build apps using our APIs. You are free to use and share as you wish. Everything you find here is in the public domain. Visit [open data](#) for help with using this site.

# Advanced Trip Booking

High Consolidation  
Large Scale

 **FINDMyRide**<sub>PA</sub>




## Book a ride

with just 3 things:

### Your Shared Ride ID

[Forgot your ID?](#)

### Your county

Select your county 

### Your birthdate

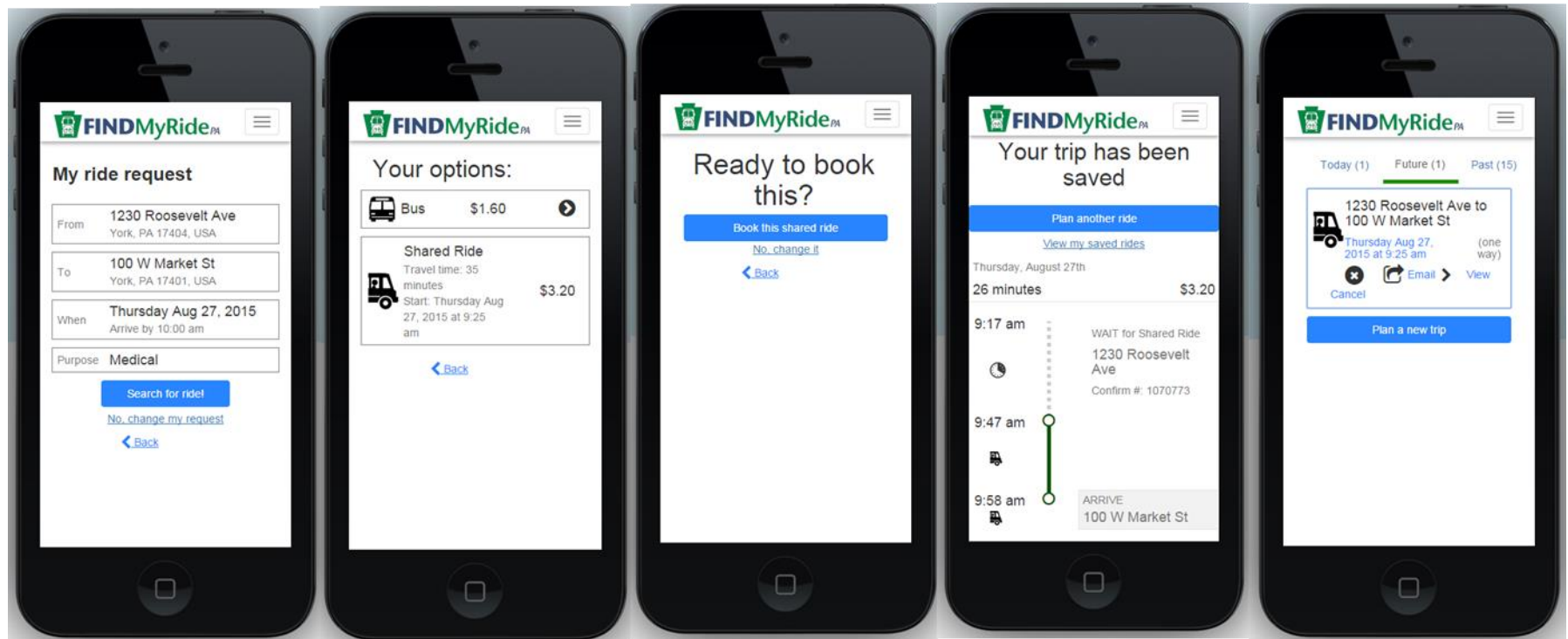
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[Or, continue as a guest](#)

Next



# Advanced Trip Booking



# Advanced Trip Booking

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## Benefits

- “One-stop shopping” for identifying, booking, and potentially paying for transit services
- Streamlines service identification process
- Allows more providers to offer trip booking assistance

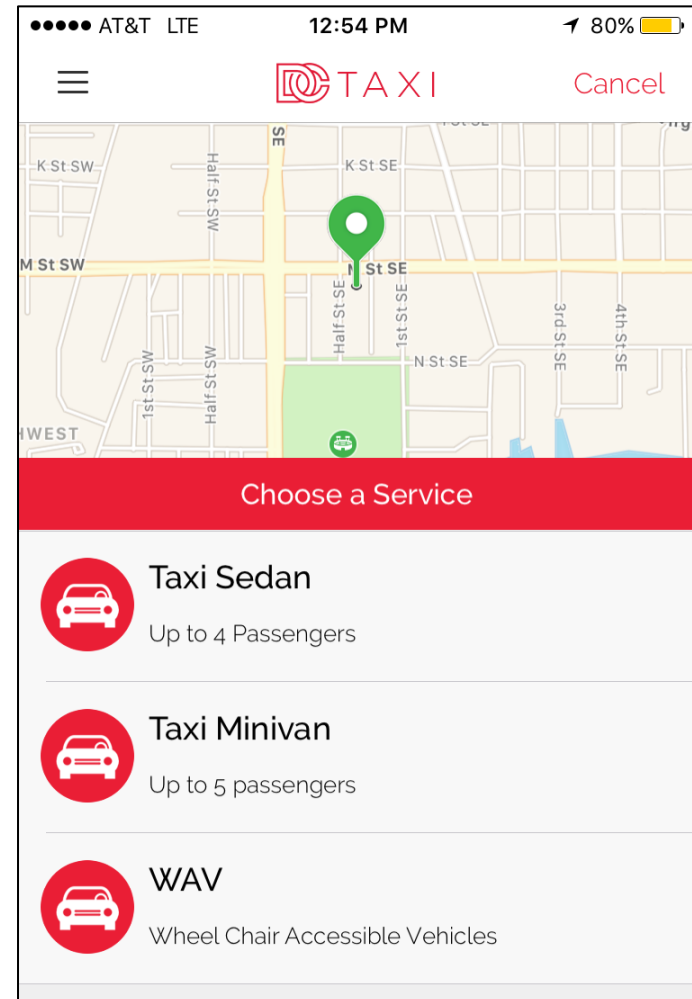
## Challenges

- Significant initial development costs
- Requires software vendors to provide APIs (Application Program Interface)
- Lesser benefits with fewer providers and limited service areas

# Advanced Trip Booking

## Status Quo Plus Recommendations

- Allow TransportDC customers to request trips using the DC Taxi Mobile App



# Other Status Quo Plus Strategies

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## Service and Program Improvements

- Expand ConnectorCard or Similar Subsidy Programs
- Expand Travel Training Options (including Bus Buddies)
- Expand Outreach about Existing Services
- Explore Additional Options for Spontaneous Non-Employment/Non-Medical Trips



# Expand ConnectorCard or Similar Subsidy Programs

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## Concept

- Explore additional funding sources
- Streamline ConnectorCard application process
  - Online application
  - Online payment for re-fills
  - Give customers the option to receive funds on a SmarTrip card
  - One-time subsidy for emergency trips during sign up period

## Benefits

- Reduces the financial burden of using more flexible transportation options

## Challenges

- Application process includes residency verification
- Online payment system has initial and ongoing costs
- May generate demand beyond available funding sources

# Expand Travel Training Options

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## Concept

- Create new travel training and support options for older adults and people with disabilities
  - Training mobility managers at community centers
  - Bus buddies program
  - Group travel training at community centers and senior villages

## Benefits

- Helps customers become more comfortable using the mobility options they want to use
- Bus buddies is typically a volunteer program

## Challenges

- Need to identify lead agency
- May require additional trainer staff
- Costs to identify volunteers and encourage participation

# Expand Outreach about Existing Services

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## Concept

- Develop and implement new outreach strategies to increase awareness of existing District transportation options
  - Distribute service information materials: placemats, posters, pharmacy bags
  - Community center or senior village-based mobility manager
  - Conduct outreach and distribute service information materials at libraries

## Benefits

- Increases awareness of existing transportation options that serve unfulfilled travel needs

## Challenges

- Implementation cost and participation

# Expand Outreach about Existing Services



## *A Resource Guide to Transit Services for Older Adults Living in the Metropolitan Denver Area*

Printed courtesy of the Getting There Collaborative, a transportation initiative of HealthONE Alliance and Rose Community Foundation

Updated May 2005

**Fixed Route** Runs on regular schedule and route. Most frequent and least expensive service. Available to all riders.

Transit Provider	From/To	Service Available For	Cost	Wheelchair Accessible	Hours of Service	More Information
Art Shuttle	Englewood	General Public	Free	Yes	M-F 6:30am - 6:30pm	303-762-2300 <a href="http://www.Englewoodgov.org">www.Englewoodgov.org</a>
Clean Air Transit Company CATCO	Castle Rock	General Public	Free	Yes	M-Sat 7:40am - 5:45pm	303-814-6407 <a href="http://www.crgov.com">www.crgov.com</a>
Front Range Express (FREX)	Fountain, Colorado Springs, Monument, Castle Rock, Denver Tech Center, Downtown Denver	General Public	\$2-\$6 one-way. Senior and disabled fare from 10 am - 3 pm; 50% of posted fare.	Yes, must call 48 hours in advance.	M-F 4:45am - 8:45pm	1-877-425-3739 <a href="http://www.FrontRangeExpress.com">www.FrontRangeExpress.com</a>
HOP	Boulder	General Public	\$1.25 \$.60 for seniors	Yes	M-Sun 7am - 10pm Late night weekend service	303-447-8282 <a href="http://www.rtd-denver.com">www.rtd-denver.com</a>
Regional Transportation District (RTD)	Denver Metro Area	General Public	Varies	Yes	23 hours/day, 7 days/week	303-299-6000 <a href="http://www.rtd-denver.com">www.rtd-denver.com</a>
Shopping Cart - Littleton	Littleton	50+, Disabled	Donation	No	M-Sat 10am - 2pm, 3pm - 5pm	303-795-3700 <a href="http://www.littletongov.org">www.littletongov.org</a> Must reside in the City of Littleton.
The Link	Denver Tech Center/ Greenwood Village	General Public	Free	Yes	M-F 6am - 6:30pm	303-744-6806 <a href="http://www.thelinkbus.com">www.thelinkbus.com</a>

**Demand Response** Must schedule ride. Rider must often be pre-certified (for ADA certifications contact RTD). Restrictions may apply. Fares often subsidized.

Transit Provider	From/To	Service Available For	Cost	Wheelchair Accessible	Hours of Service	Advance Times to Schedule Rides	More Information
Broomfield Easy Ride	Broomfield	60+, Disabled	Varies, \$1-5 round-trip.	Yes	M-F 8am - 1:30pm	1 day in Broomfield, 2 days outside of Broomfield.	303-464-5226 <a href="http://www.ci.broomfield.co.us">www.ci.broomfield.co.us</a>
Lakewood Rides	Lakewood	50+, Disabled	Varies	Yes	M-F 7am - 4pm	2-3 days, 3 weeks for medical appointments.	303-987-4826. Lakewood residents only
LogistiCare	Arapahoe, Denver, and Douglas Counties	60+	Donation	Yes	Daily, all hours (24/7)	72-48 hour advance reservation; exceptions may be made for urgent trips.	Scheduling - 1-800-284-5150. Trips for mealsite, grocery, medical, dental, or eye appointments. 10 mile radius.
	All Metro Area Counties	Medicaid eligible	Free	Yes	Daily, all hours (24/7)		Scheduling - 1-800-284-5150. Trips are to nearest provider.
Omnibus/Littleton	Littleton	55+, Disabled	Donation	Yes	M-F 8am - 4pm	2 days	303-795-3700 <a href="http://www.littletongov.org">www.littletongov.org</a> Must reside in the City of Littleton.
RTD access-a-Cab	Metro Area	ADA certified only	Customer pays \$2 up front, RTD pays next \$7.	Yellow Cab only	24/7	Same day	Scheduling - 303-244-1388 <a href="http://www.rtd-denver.com">www.rtd-denver.com</a> Customer pays fare over \$9.
RTD access-a-Ride	Metro Area	ADA certified only	2 x RTD's fixed-route fare.	Yes	Corresponds to fixed-route hours.	1 - 3 days	Scheduling - 303-299-6560. <a href="http://www.rtd-denver.com">www.rtd-denver.com</a> Must be ADA certified.
RTD call-n-Ride	11 Metro Area Locations	General Public	\$1.25; \$.60 for seniors.	Yes	Varies	Minimum of 1 hour in advance.	303-299-6000 <a href="http://www.rtd-denver.com">www.rtd-denver.com</a>
Seniors' Resource Center	Jefferson/Clear Creek Counties to Metro Area	60+, Disabled	Donations and fees	Yes	M-F 9am - 6pm; some Saturday service.	2 days - exceptions made if space available.	Scheduling - 303-235-6972 <a href="http://www.srcaging.com">www.srcaging.com</a> Weekend service for dialysis appointments only.
	Adams County: A-LIFT Serves the Metro Area		Donations		M-F 6am - 6pm; some Saturday service.		
Special Transit	Boulder County, Rural Adams County, Estes Valley	60+, Disabled, Low Income	\$2 one-way local; \$4 one-way inter-city.	Yes	M-F 7:30am - 5:00pm; limited weekend service.	1-7 days	Boulder & Adams County - 303-447-9636 Estes Park - 970-586-8767 <a href="http://www.specialtransit.org">www.specialtransit.org</a>

Visit [www.gettingthereguide.com](http://www.gettingthereguide.com) for latest updates.

# Explore Additional Options for Spontaneous Non-Employment/Non-Medical Trips

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## Concept

- Create new options for people with disabilities to make spontaneous non-employment/non-medical trips
  - Remove TransportDC trip purpose eligibility
  - Expand ConnectorCard eligibility to people with disabilities under age 60

## Benefits

- Provides a mobility alternative when TransportDC is restricted to work commuting or medical trips
- Could reduce demand for services that require a higher District subsidy

## Challenges

- Additional funding needed
- Programs with same-day trip requests can induce demand, potentially increasing costs
- Potential to subsidize trips that customers are already making

# Next Steps

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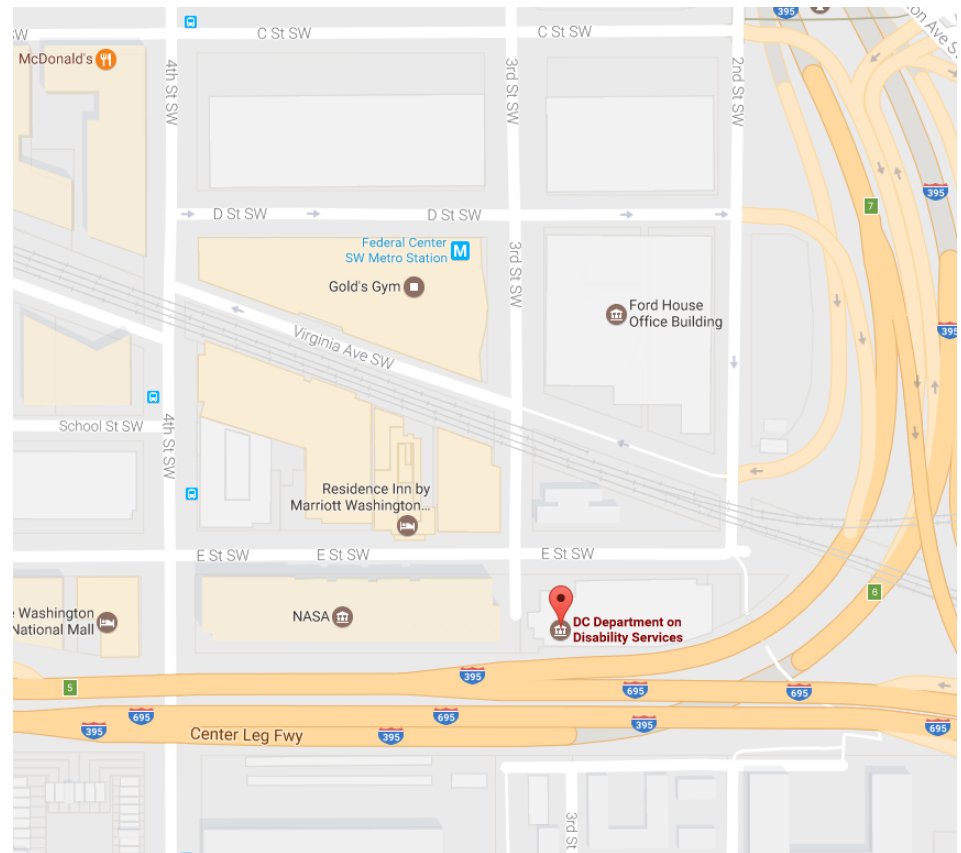


- Finalize recommendations
- Draft Final Report
  - Identify responsible agencies and partners for each recommendation
  - Implementation plans:
    - Financial plan
    - Project timelines
    - Evaluation and monitoring plans

# Next Steps

## PAC Meeting #4 Review Draft Final Report

- **Date and Time**
  - Thursday, June 8
  - 10 am to 12 pm
- **Location**
  - Department on Disability Services
  - Room TBD
- **Public Transit Options**
  - Federal Center SW Metrorail (Blue/Orange/Silver)
  - 4<sup>th</sup> St. SW/E St. SW (P6 Metrobus)



# Thank You!

## Questions/Comments, Contact:

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