One-Click/One Call in Memphis

Rides to Wellness for Seniors and Persons with Disabilities
Who are we?

Innovate Memphis

2011  Launched as the Mayor’s Innovation Delivery Team with funding from Bloomberg Philanthropies

2014  Became an independent nonprofit, dba Innovate Memphis

2015  Hired a Transportation and Mobility Project Manager

2015  Launched Healthcare Navigator pilot in partnership with MFD EMS

2017  Transit Funding Advocacy – Memphis Deserves Great Transit
       Launched RADAR alt. EMS response w/ link to next day Dr. appt.

2017  MATA 5310 Grant Recipient for mobility management for seniors & those with disabilities
What is a One-Click/One Call System?

A single point of contact to learn about available transportation resources

Offers information about, assistance with, and access to available services

Providing web-based and phone supported information on transportation options.
Memphis MPO
Coordinated Public Transit – Human Services Transportation Plan

<table>
<thead>
<tr>
<th>Category</th>
<th>Service Gaps &amp; Unmet Needs</th>
<th>Priority</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information and Awareness</td>
<td>Lack of a centralized mobility coordinator</td>
<td>Moderate</td>
</tr>
<tr>
<td></td>
<td><strong>Lack of sufficient public information on services</strong></td>
<td>High</td>
</tr>
<tr>
<td></td>
<td>Lack of sufficient public information on services</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Private sector participation</td>
<td>Low</td>
</tr>
<tr>
<td></td>
<td>Lack of sufficient provider participation in coordination</td>
<td>Low</td>
</tr>
<tr>
<td>Client-Based</td>
<td>Lack of sufficient service for persons with disabilities</td>
<td>Low</td>
</tr>
<tr>
<td></td>
<td>Passengers do not want to transfer services</td>
<td>High</td>
</tr>
<tr>
<td></td>
<td>Dialysis transportation</td>
<td>Low</td>
</tr>
</tbody>
</table>
### Memphis MPO
Coordinated Public Transit – Human Services Transportation Plan

<table>
<thead>
<tr>
<th>Category</th>
<th>Recommended Strategies</th>
<th>Term</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information and Awareness</td>
<td>Explore Creating a Mobility Coordinator Position for Region</td>
<td>Short</td>
</tr>
<tr>
<td></td>
<td>Explore the Development of a One-stop Transportation Traveler Center to Coordinate Services</td>
<td>Long</td>
</tr>
<tr>
<td></td>
<td>Develop a Regional Committee of Public &amp; Private Stakeholders to Enhance Coordination, Improve Efficiency of Services, and to Conduct Workshops</td>
<td>Short</td>
</tr>
<tr>
<td>Client-Based</td>
<td>Increase Service to Dialysis Centers - Coordinate Scheduling</td>
<td>Long</td>
</tr>
</tbody>
</table>
Start with WHY:
High non-emergency 911 use

130,000 calls for fire or ambulance

- 25%: Non-emergencies
- 58%: Diverted from ER thru alt response
- 33%: Identify transportation challenges as barrier to care
Why do we need a One-Click/One Call System?

<table>
<thead>
<tr>
<th>Category</th>
<th>Shelby County Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Older Adults (65 and over)</td>
<td>95,224</td>
</tr>
<tr>
<td>Persons with Disabilities (ADA definition)</td>
<td>114,961</td>
</tr>
<tr>
<td>Low Income Individuals (At or below HHS poverty level)</td>
<td>191,503</td>
</tr>
</tbody>
</table>

Memphis MPO
Coordinated Public Transit – Human Services Transportation Plan
What is the role of Innovate Memphis?

Awarded a MATA 5310 Grant in Q1 2017

**Goal:** Launch **PATHways** - Promoting Access to **T**ransportation and **H**ealthcare Mid-South, a One-Call/One-Click Center (1C1C), under the direction of a Mobility Management Coordinator.
What is the role of Partners?

2-1-1 Call Center
MedHaul
MATA
MPO
[Your Name Here]
What is the Strategy?

- Public Transit
- Non-emergency Medical Transport
- Specialized/Human Services Transportation
- Private Providers
- Ridesharing/Vanpools

One-Click/One Call System
Search based on address & destination and enter other information that helps the system find best fit services. Eligibility criteria and other information will be collected also.

Compare the options presented based on availability, cost, and satisfaction rating.

Select one of the public, private, or human service options presented as an option for your ride.

Connect to the transportation option of chose using the information on display via website or through a call center agent.
Who will use it?

PROFESSIONALS
(e.g. Social workers, I & R specialists)

PUBLIC
(Home, Internet access points, library)

All Transportation Modes
Coordinated Transportation Options
Services for Transportation Challenged
Consolidated Information
What is the Project Timeline?
Often, customers must:

Overcome difficulties locating information on transit alternatives and availability.

Contact multiple case workers among multiple programs.

Make trip requests well in advance.

Contend with inconvenient scheduled trip times.

Deal with long & difficult to estimate pick-up wait times.

Endure long trip travel times.

Contend with limited accessibility to transit, especially senior or persons with disabilities.
How will this improve the system?

Currently:

Using public transportation to complete an entire trip is difficult/impossible for many older adults & the disabled.

Paratransit trips may have long wait times and other barriers, if you can qualify.

Travel training, proven to be affective to convert riders to fixed route modes, is not given at scale.

We are advocates for effective public transit.
• encourage use of fixed route and para-transit services, where possible,
• advocate for alternative options in the market, and
What will the system do?
What will the system do?
What will the system do?
<table>
<thead>
<tr>
<th>Service</th>
<th>Price</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Uber</td>
<td>$17.00</td>
<td>2:47 PM To 3:04 PM</td>
</tr>
<tr>
<td>Ute Cab Company</td>
<td>$36.00</td>
<td>2:48 PM To 3:04 PM</td>
</tr>
<tr>
<td>Canyon Transportation</td>
<td>$36.00</td>
<td>2:48 PM To 3:04 PM</td>
</tr>
<tr>
<td>Medical Transport Company of Utah</td>
<td>$58.16</td>
<td>2:19 PM To 3:04 PM</td>
</tr>
</tbody>
</table>

What will the system do?
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What will the system do?

### Transportation

If you feel that you have special transportation needs not satisfied by the resources shown on this page, feel free to call 2-1-1 to speak with someone about your situation.

<table>
<thead>
<tr>
<th>Expense Assistance</th>
<th>Transit</th>
<th>Commuter Transportation</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Non-Emergency Transportation</td>
<td>• Local Transit</td>
<td>• Ride Share</td>
</tr>
<tr>
<td>• Dial-A-Ride</td>
<td>• Bus Passes</td>
<td>• Express Bus Services</td>
</tr>
<tr>
<td>• Bus Passes</td>
<td></td>
<td>• Rail Transportation</td>
</tr>
</tbody>
</table>

**Trip Planning**

- Trip Planner
What will the system do?

Preferred Features

- Voice prompted website navigation
- TTY enabled call center
- Routes and rides meet for ADA requirements
- Embedded video tutorials for all audiences, with captions
- Other? ________________
What will the system do?

One-Call/One Click
Benefits of a One-Click/One Call System

For the Community

- Using community resources (e.g., funding, vehicles, technology) more effectively,
- Removing transportation barrier to accessing key community services,
- Demonstrating consumer-friendly delivery of community services,
- Enabling broader community values to thrive, such as community livability and aging in place, and
- Establishing a united voice for future transportation initiatives.

For Riders and Caregivers

- Providing one location to obtain information on rides for a variety of programs,
- Streamlining the eligibility process for multiple programs, and
- Being a place to receive counseling assistance and navigation support,
- Making it easier to obtain information on range of transportation options.
Questions & Feedback?

- What’s great about this approach?
- Where does the approach fall short?
- Where should we focus attention for easy wins?
- What are we missing?
- Where are our greatest opportunities?
- What should we be on the look out for?
- What could prevent this from working well?
- What should we replicate and avoid?