

ONE CALL-ONE CLICK Profiles

MANITOWOC COUNTY, WISCONSIN

BACKGROUND

Manitowoc County is an example of an area that started small, with its one-call service developing gradually as part of overall coordination and mobility-management activities. This is a joint activity of the County and the City of Manitowoc. The County hired the Mobility Manager, and the City's transit clerk serves as the one-call services clerk. It operates at relatively low volumes of between 6 and 20 calls per day.

The population of Manitowoc County is 84,000, and it covers approximately 600 square miles. It is located on Lake Michigan, 80 miles north of Milwaukee. The primary cities are Manitowoc (35,000 population) and Two Rivers (15,000 population).

BEFORE ONE-CALL SERVICES

The Aging and Disability Resource Center Director (ADRC) is a function of Manitowoc County, and the ADRC Director led efforts to coordinate transportation resources and develop a one-call service. The County, through the ADRC, applied for, and received, a grant to prepare a coordination plan. This plan followed a model process used throughout Wisconsin and included an assessment of resources, identification of needs, and recommended steps to coordinate.

EXISTING SERVICES

The City of Manitowoc operates Maritime Metro Transit, serving the municipalities of Manitowoc and Two Rivers. Service is operated on six routes, either hourly or half-hourly. Paratransit service is provided under a contract with Assist to Transport, a private firm.

In addition to the ADRC, Manitowoc County operates three transit programs: a rural curb-to-curb service for people with disabilities, a curb-to-curb service for seniors (through a contract with Assist to Transport), and a volunteer-driver program. This volunteer program is primarily geared to people needing transportation to out-of-county locations. It is currently limited and used as a last resort, but the County is obtaining two 5310 vans to be used in an expanded program. The hospitals also operate shuttle services for patients.

NEEDS

The primary motivation for the one-call service was improving customer service. There was a need to simplify the process of learning how to obtain transportation and to provide one source for information about it.

Other mobility strategies that were adopted were in response to needs for improved services. One example is a need for more long-distance trips for medical services.

ONE CALL-ONE CLICK Profiles

MANITOWOC COUNTY, WISCONSIN

DESIGNATING A LEADER

The ADRC Director took the lead in obtaining an FTA Section 5317 New Freedom grant for a Mobility Manager, as she had done for the initial coordination plan. In 2008, the New Freedom grant was received and a Mobility Manager hired.

The manager of Maritime Metro Transit and the ADRC Director worked out the arrangements for sharing the Mobility Manager, and the City and County agreed to the arrangement. Initial questions that needed to be answered included: Where will the service be housed? What phone number will be used? There were limited choices, and the parties identified options that worked.

A Mobility Advisory Committee involves the community in mobility-management activities. The Mobility Manager reports that the simple process of this group meeting and sharing information has resulted in more effective working relationships and has generated ideas to improve service coordination and delivery. The Mobility Advisory Committee includes a wide range of public and private representatives. Public agency representatives include the ADRC Director, the Mobility Manager, and the City engineer and transit director. Private sector representatives include the contractor for paratransit and specialized transportation services, and representatives from taxi and private-pay services, hospitals, and nursing homes.

In Manitowoc County, the ADRC is integral to the one-call service, while interface with the 2-1-1 system is limited to ensuring that information is current. The ADRC Director has championed development of the one-call service. The Mobility Manager has regular communication with the ADRC staff, as she provides updated information and helps them to learn about transportation options. If ADRC staff are unable to answer a call dealing with an unfamiliar area of transportation, they transfer the call to the one-call center clerk.

GOALS

The coordination plan provided a framework for moving forward, with the following actions identified:

- Communication, Training and Organizational Support
 - Hire Mobility Manager, dedicating personnel resources to manage local mobility issues. Individual may assume responsibility to manage and staff coordination efforts.
 - Provide technical training for coordination staff, obtaining training on background skills needed to implement coordination strategies.
 - Centralize information, creating a centralized listing of available resources.
 - Consolidate functions, merging various functions under a single entity, such as a call center and/or service delivery.
- Mobility Strategies

ONE CALL-ONE CLICK Profiles

MANITOWOC COUNTY, WISCONSIN

- Improve service convenience, expanding/improving service hours, geographic coverage, driver assistance, same-day service, etc.
- Establish/expand volunteer driver/escort program, developing and incorporating a volunteer-driver program into the delivery of services.

The one-call service has a short-term goal of referring customers to the service that meets their needs. The long-term goal is to track unmet needs and use this information to implement programs to meet those needs.

ONE-CALL SERVICES TODAY

The partners in the one-call service are the County (and its ADRC) and the City. The City's transit clerk was already responding to many community questions about transportation and serves as the primary contact for transportation requests. While the taxi company participated in initial discussions, it chose not to partner but to participate on an advisory committee.

The Mobility Manager began implementing the recommendations of the coordination plan, and good progress has been made on achieving the initial objectives.

TRAINING

When the Mobility Manager started work, she trained one day with the ADRC Director and one day with the Transit Manager. She also received training in Mobility Management from the Wisconsin DOT, giving her a base of job skills and common skills shared by other mobility managers in the State. The mobility managers have a Google group that provides for regular communication and allows them to continue learning from each other. The State's support has been very important in making this program successful.

EARLY ACTIVITIES

Early activities included hiring a Mobility Manager, creating a resource guide, and establishing a one-call center with a single telephone number.

1) *Resource Guide*

The Resource Directory has been a very useful tool. It includes information on taxi, limousine, ferry, car rentals, airport, in-home services, and the Bus Buddy program. The Resource Directory, in booklet format, includes questions at the front to help people determine if fixed-route transit is an option and to explore resources such as church volunteers.

Communication has been the key to creating and maintaining information. The Mobility Manager is in frequent contact with providers and the transit one-call clerk and regularly updates the Resource Directory to reflect service changes. She then distributes the updated information to agencies with clients that might need the information – from the ADRC to the center for victims of domestic violence. The Mobility Man-

ONE CALL-ONE CLICK Profiles

MANITOWOC COUNTY, WISCONSIN

ager is in the process of putting this information on its website.

2) Eligibility

An improved eligibility process is another outcome of the coordination activities. The one-call clerk at the Maritime Metro station now determines eligibility for several programs. The Mobility Manager and transit clerk combined four separate application forms into a single application. The clerk will also work with Medical Assistance (through the County Department of Human Services) to obtain bus passes for a riders if riders have the option of using the fixed-route system for their eligible trips.

3) Technology and Scheduling

All the scheduling for specialized transportation is done through Assist to Transport, except for the volunteer-driver program, which is very low-volume and considered a last resort. The provider maintains a scheduling system.

4) Marketing

Much of the marketing has been through personal contacts with agencies or businesses serving people who may have transportation needs (such as nursing homes). The one-call service has been well-received, as evidenced by positive feedback.

5) Reporting

Information is much more accessible for the public, and reports are more accessible to community agencies. At this point, the regular reporting is based around what is needed each quarter for the New Freedom grant.

LOOKING FORWARD

The one-call service in Manitowoc has made steady progress over the last two years, and there is a clear sense of next steps. The staff are putting their resource directory on the website so updated information will be more readily available, and also are pursuing plans to expand a volunteer-driver program. Vehicles have been requested for this program.

For both the public and private sectors, the one-call service has resulted in more of a “customer” focus than a “provider” focus. As the groups work together, they have gained a better understanding of the resources available and how to use them effectively. This also has led to a better understanding of the gaps in services.

For more information about the Manitowoc one-call service, contact Judy Rank, Director, Manitowoc County Aging & Disability Resource Center, 920-683-4180, judyrank@co.manitowoc.wi.us.

The Community Transportation Association of America is a national non-profit, membership organization working to ensure that our nation’s residents have reliable, accessible, affordable, convenient and safe transportation services. The Association is involved in several projects to provide information and technical assistance to communities, transportation providers, human services agencies and other groups to increase mobility through effective public and community transportation.

1341 G Street, NW, 10th Floor | Washington, DC 20005 | 202.628.1480 or 800.891.0590 | www.ctaa.org



The “One-Call One-Click Transportation Services Toolkit” was created with United We Ride funding from the Office of Disability Employment Policy, U.S. Department of Labor, through a cooperative agreement between the Community Transportation Association of America and the Federal Transit Administration. The opinions and conclusions expressed herein are solely those of the authors and should not be construed as representing the opinions or policy of any agency of the federal government. Dec 2010.

one call - one click
TRANSPORTATION SERVICES TOOLKIT