

ii. ONE CALL-ONE CLICK SERVICES DEFINED

Guide To Beginning ONE CALL-ONE CLICK Transportation Services

THIS SECTION PROVIDES

- An introduction to the types of one call-one click services currently available in many communities.
- A brief explanation of how one call-one click services can contribute to larger community goals and initiatives, such as mobility management, transportation coordination, and livability.

COMMON ONE CALL-ONE CLICK SERVICES

There is a wide variety of one-call and one-click services available to residents. With all of these programs, a single call or a single visit to a web page provides information about specific services, and often immediate connection to those services. The complexities of the various programs, their standards for eligibility, and numerous service providers remain behind the scenes, out of the eye of the customer.

One call—one click services you may be familiar with are the three-digit numbers the Federal Communications Commission has established for citizens to instantly obtain information or services such as:

- o 2-1-1 for community social services,
- o 3-1-1 for services provided by cities or counties,
- o 4-1-1 for directory assistance,
- o 5-1-1 for traveler information (often oriented to roads),
- o 7-1-1 for telecom relay services,
- o 8-1-1 “Call Before You Dig” for underground utility locations, and
- o 9-1-1 for emergency services.

Each of these information lines functions differently. For example, if you call 9-1-1, you will reach a person capable of obtaining the

service needed and remaining on the line until help arrives. At the other end of the spectrum are 5-1-1 services, which provide mostly automated access to information rather than relying on a live operator to answer questions. The 2-1-1 services fall in between the two. A person answering these calls can identify which services will meet the caller’s needs and is able to tell the caller what information is needed to access the services.

Aging and Disability Resource Centers (ADRC) serve as single points of entry into the long-term support and service systems for older adults and people with disabilities. Sometimes referred to as “one-stop shops” or “no-wrong-door” systems, ADRCs address many of the frustrations customers and their families experience when trying to find needed information, services, and support.

TRANSPORTATION ONE CALL-ONE CLICK SERVICES

The objective of a transportation one-call or one-click service is to help customers obtain rides they need for daily activity or for occasional appointments.

A one call-one click transportation information center may provide:

- **Program Information:** Service characteristics, eligibility criteria, and referral to an appropriate service provider;
- **Counseling Assistance:** Itinerary planning, determination of eligibility for services, and ombudsperson or advocacy services; and
- **Access to Transportation Services:** Carpools, vanpools, or commuter services; car-sharing or carloan programs; bus schedules

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and ticket information; and specialized transportation and scheduling.

One call–one click services will look different from community to community, depending on the needs, resources, and stated purpose of that community as reflected in the following list.

- Public transit call centers or web-based centers provide information on routes and schedules for bus, paratransit, or rail services. Humboldt County, a rural county north of San Francisco, uses Google Transit to deliver transit schedules and routes—even using different transit providers—to riders.
- Rideshare services help people register for carpool and vanpool services (many are now offered through the web).
 - o At the Massachusetts Department of Transportation’s MassRIDES website (www.commute.com), travelers can learn about carpooling, vanpooling, and transit options; sign up to join a carpool; get directions to travel via transit; create a personal bicycling route map; and more.
 - o The Missoula Ravalli Transportation Management Association website (www.mrtma.org) enables Western Montana commuters to register for vanpools and carpools.
- One-call centers support human service and other specialized transportation services, and are sometimes handled through a brokerage that matches riders with transportation providers. ACCESS Transportation Systems, one of the largest paratransit brokerages in the country, offers eligible riders one number to

call to access door-to-door transportation throughout Allegheny County, Pa.

- 5-1-1 services typically make announcements about roadway conditions, with an emphasis on delays caused by traffic volumes, weather, or construction.
- In addition, transportation management associations (TMAs), transit agencies, ADA paratransit call-centers and brokerages, Google Transit, and related services offer information about vanpooling, carpooling, and public transit options and often function to connect riders with their trip through scheduling that trip and providing directions. Various models that provide uniform information are described below.

The more transportation options available in a community, the more likely the one call–one click concept will be a good solution. In addition, people needing services often have a wide range of needs and abilities. A one-call or one-click service can simplify access for customers and match their varied needs with appropriate options. It can also help communities build a team approach to using their resources, resulting in more mobility.

The one call–one click concept can be beneficial if services are primarily available through human service transportation programs and there are limited public transit options. The solution, in this case, will simplify access for customers and help agencies provide the most trips with their available resources.

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COORDINATION, LIVABILITY, AND ONE-CALL TRANSPORTATION SERVICES

Implementing a one-call or one-click transportation service should be considered part of a larger coordination process or livability conversation; it can be an important component to both of these larger community goals, and can develop concurrently with coordination or livability initiatives.

It is often the coordination activities that help communities use their resources more effectively. For example, coordinating reservations and scheduling functions more directly can increase the number of rides that are available to passengers by reducing duplication of services. Similarly, cost savings may be achieved by coordinating functions such as purchasing, vehicle maintenance, insurance pooling, or vehicle sharing.

One-call services focus primarily on improving the customer experience, but when a community coordinates transportation provider services, reservations, and scheduling, and improves service delivery or access to services, the more benefits and offerings the one-call customers will experience. Participants in most of the Local Profiles identified their one-call service as one step in their overall coordination efforts.

Coordination of transportation services and one call-one click transportation services are important to a livability strategy. For instance, an accessible, reliable, affordable, user-friendly, and safe transportation system is essential to enabling rural seniors to age in place by providing connections to regional health care, employment, shopping, and social networks. Your community's approach may take coordination activities into consideration with its overall goal of

improving quality of life.

In this document we primarily use the term "coordination," which refers to a process of partnership.

MOBILITY MANAGEMENT AND ONE-CALL TRANSPORTATION SERVICES

Mobility management has come to represent a customer-focused process for building a transportation network in communities. An essential indicator of any mobility management program is how easy it is for community residents to learn about and take advantage of community and regional transportation services. One call-one click services help communities meet their mobility management goals.

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