

# iii. BENEFITS

## Guide To Beginning ONE CALL–ONE CLICK Transportation Services

While a comprehensive listing of the benefits associated with one call–one click transportation services depends on the portfolio of offerings a community adopts, here are just a few of those benefits.

### FOR THE COMMUNITY

One call–one click services benefit the community in the following ways:

- Using community resources (e.g., funding, vehicles, technology) more effectively,
- Reducing duplication of transportation services,
- Removing transportation as a 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 THE CUSTOMER

For riders and caregivers, a one call–one click service can:

- Provide one location to obtain a ride for a variety of programs,
- Make it easier to obtain information on a wide range of transportation options,
- Streamline the eligibility process for multiple programs, and
- Be a place to receive counseling assistance, such as ombuds-person or advocacy services.

### FOR COMMUNITY-BASED AGENCIES

One call–one click services can help participating community-based agencies be more efficient. For example, an agency might dedicate one customer-contact person to provide information about many services. Agencies can then reallocate their resources and use them more effectively.

Working together on a one call–one click service allows communities to identify what customers need and where gaps in availability need to be filled. Supplying data about customer needs and requests for service is useful for planning and funding new or additional transportation services and allocating resources appropriately.

### FOR TRANSPORTATION AGENCIES

Agencies that provide transportation services, as well as state and local funding agencies, might benefit from cost efficiencies derived from a one call–one click transportation service. With coordination and technology, a service can:

- Increase ridership by filling empty seats in existing vehicles,
- Reduce duplication of services by combining riders in a single vehicle,
- Assist agencies in matching riders with the least expensive travel option that is appropriate for the rider and the trip being made, and
- Reduce “no shows” and improve rider readiness through automated calls to riders to remind them of their rides and let them know when the vehicle is a few minutes away.

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