At this point, your working group is aware of the transportation service and information challenges and opportunities that exist and can begin to prioritize them.

One difficulty that your partnership may experience is that the challenges seem too big or complex to overcome, and the opportunities, not quite clear enough. Systems that have developed successful one-call services have been able to break down their challenges into manageable pieces that can be tackled one at a time. This chapter will help you understand the gaps a one-call service can address.

When your working group has completed this chapter, you will have identified whether developing a one-call service, undertaking other coordination activities, or combining both, will best serve the community. As you work through the next chapters you may find other resources in the Toolkit, such as the **Local Profiles** and **Survey Findings** useful in providing illustrations of how other areas have addressed issues similar to those in your community.

DEFINE PRIORITY GAPS

As a group, review the data collected on needs and resources, and identify the challenges you face, along with the top-priority issues. It may be helpful to look at Table V-1 in this chapter that includes examples of common community issues and the role that one call–one click services can play in addressing those issues. This table identifies both low- and high-technology strategies, as well as other strategies that can address each issue.

Is there a consensus on what the critical challenges are?
____Yes   _____ No

Our priority challenges are:
_____
_____
_____

Could a one-call service assist in solving the priority issues?
____Yes, all   ____Yes, some   ____No

Is there broad agreement that a one-call service should be pursued? ____Yes   _____No

Is there a consensus about what a one-call service should achieve for the community and customers?
____Yes   _____No

If so, describe:
_____
_____
_____
_____

Once you have reviewed Table V-1, it is recommended that you also review other sections of this guide to become familiar with what is involved in creating a one-call service.

TABLE V-1: ONE CALL - ONE CLICK SOLUTIONS TO COMMON ISSUES

ELIGIBILITY			
Issue	Low-Tech One-Call Strategies	High-Tech One-Call Strategies	Other Strategies
- An individual needs to obtain certification for several programs.	- Establish a common application / certification / appeals process.	- Maintain a common database.	- Cross-train agency staff to complete eligibility assessments.
- Difficult to get to places to obtain certification.	- Provide a convenient site for eligibility – such as at a transfer center for bus routes.	- Offer web-based eligibility forms and instruction.	- Cross-train agency staff, especially those who make assessments for other services and who see clients in their homes.
APPROPRIATE SERVICE			
Issue	Low-Tech One-Call Strategies	High-Tech One-Call Strategies	Other Strategies
- Individuals may use the service they know is easiest, but this is not necessarily the most appropriate one considering their abilities, trip purpose and costs of the different services. For example: If paratransit is chosen, it is also the most expensive.	- Accessing several services through one-call improves chances that the rider is placed on the most appropriate service.		- Travel training - Bus buddies - Travel hosts - Cross-training agency staff
	- Provide information on various services and the benefits of choosing other options. - Provide eligibility and access information for all available options. - Encourage people to use fixed-route service.	- Joint scheduling across several travel options.	
SCHEDULING / OPERATIONS			
Issue	Low-Tech One-Call Strategies	High-Tech One-Call Strategies	Other Strategies
- Individuals need to call different providers for different types of trips.	- Calls can be transferred to appropriate provider.	- Software giving access to providers' schedules can show available capacity, increasing flexibility. - Joint scheduling. - Web-based scheduling services.	

SCHEDULING / OPERATIONS (cont.)			
Issue	Low-Tech One-Call Strategies	High-Tech One-Call Strategies	Other Strategies
- Trips cannot be confirmed until day before; schedule changes difficult to accommodate.			- Agreements to share riders can enable providers to shift riders to vehicles operating later if return is delayed.
- Riders are not ready when driver arrives, causing delays.	- Inform and encourage riders to be ready before the vehicle arrives.	- Automatic calls to riders reminding them of ride and providing 10-minute notice of vehicle arrival.	
- Information for trips, client data, and billing difficult to enter and update.		- Common database can eliminate redundancies. - Provide information electronically instead of through faxed trip sheets to eliminate redundancies.	
AFFORDABILITY			
Issue	Low-Tech One-Call Strategies	High-Tech One-Call Strategies	Other Strategies
- Individual cannot afford the cost of a trip.	- Provide information on various established reduced fare programs. - Refer inquirer to the appropriate program contact.	- Maintain a common funding database. - Offer web-based eligibility forms and instructions	- Vouchers or other subsidies. - Identify less-expensive travel options if appropriate and available (ridesharing, fixed-route transit).
- Agencies cannot afford to pay for adequate services for clients.	Does not address problem.	Does not address problem.	- Joint scheduling and agreements to combine riders can improve use of resources. - Strategies to train and shift riders to fixed-route services.

NEXT STEPS

If your working group decides a one-call service is a strategy it wishes to pursue, the next steps are to determine the one-call model that is the best fit for your community. The next chapter will guide you through this process.

If your working group decides a one-call strategy is not appropriate at this time, please consider the benefits of a one-call service and how your community can achieve some of these benefits by using other strategies. Review the "other strategies" in Table V-1, for example. Some of these may help address the current issues in your community.

Remember that an important benefit of one-call services is that by working together to meet mobility needs, communities start breaking down funding silos and figuring out how to build a network of effective services and information provision. Providers can work toward building a network of effective services through general coordination efforts. There are also many things that can be done to make the transportation network easier for customers to learn about and use. For example, agencies can prepare a resource guide, align their eligibility processes, or cross-train staff in other agencies to be familiar with available services.

one call - one click
TRANSPORTATION SERVICES TOOLKIT