

FOUR STEPS TO BEGINNING A ONE CALL–ONE CLICK TRANSPORTATION SERVICE

A one call–one click service can be as basic as providing information and referral services, or as complex as making eligibility determinations, providing dispatching, and doing real-time locating of vehicles.

Despite differences in the scope and complexity of the range of one call–one click transportation services, the key steps in moving forward are the same.

STEP 1: ASSESS RESOURCES AND NEEDS

- The assessment will provide critical information on:
 - What services are available and where there are gaps,
 - How the various service providers conduct their business,
 - The community connections between various services,
 - The needs of customers, and
 - The needs of the potential partners.
- Completing this step requires partners, and the broader the foundation of stakeholders, the better the outcome will be.

STEP 2: DEFINE THE GAPS

- As a group, review the data collected on needs and resources, and identify the challenges you face, along with the top-priority issues.
- How would your group answer the following questions:
 - Could a one call–one click transportation service assist in solving the priority issues?
 - Is there broad agreement that this type of service should be pursued?
 - Is there a consensus about what a one call–one click transportation service should achieve for the community and customers?

STEP 3: DETERMINE THE RIGHT FIT

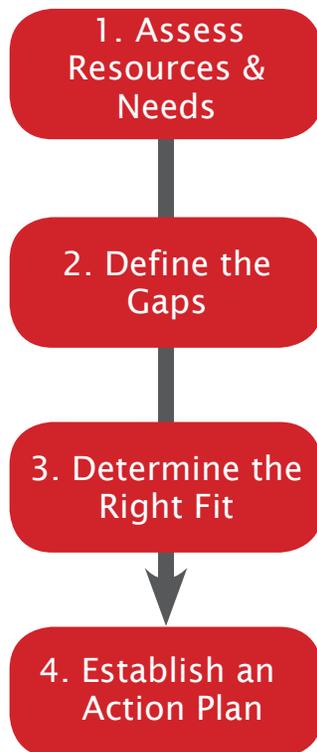
- If your working group decides a one call–one click service is a strategy it wishes to pursue, the next steps are to:
 - Choose the best approach to develop a one-call or one-click service,
 - Decide which functions to include, and
 - Select a lead agency and organizational “home” for the new service.
- As your group works through this step, you and your partners should be able to clarify what you want to achieve, what is reasonable to accomplish, and which agencies offer the greatest potential to move the one call–one click concept forward—to champion it and provide it a home.

STEP 4: ESTABLISH AN ACTION PLAN

- This step enables you to refine the functionalities of the service, develop partnerships and build support, and draft an action plan to take your service to the next level.
- Don’t be surprised if your concept of a one-call or one-click service evolves as you go through this step.

- The approach you decide to take to develop the service—simple, integrated coordination, or structured—will determine the specifics of what you will need to do to move forward.
- The objective is to end up with a plan that has support among a wide range of stakeholders, clearly defines what you plan to do, and identifies a budget and timeline for moving forward.

FOUR STEPS



FOR MORE IN-DEPTH INFORMATION ON EACH STEP, SEE THE CTA **GUIDE TO BEGINNING ONE CALL—ONE CLICK TRANSPORTATION SERVICES.**

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