

# COORDINATION 101: HOW TO MAKE IT WORK FOR YOU

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## Coordination 101: How to Make Coordination Work for You

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Community Forum on Coordinated Transportation  
Dayton, Ohio

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# KEY SOURCES

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➤ *Toolkit for Rural Community Coordinated Transportation Services*

★ **TCRP Report 101**; available online [www.trb.org](http://www.trb.org)

➤ *Economic Benefits of Coordinating Human Service Transportation and Transportation Services*

★ **TCRP Report 91**; available online [www.trb.org](http://www.trb.org)

Single copies available from [www.tcrponline.org](http://www.tcrponline.org)

# MORE KEY SOURCES

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- *Seniors Benefit from Transportation Coordination Partnerships*
- *How to Establish and Maintain Door-through-Door Transportation Services for Seniors*
- *Community Transportation Options Template*

All available on line at

[www.aoa.gov/transportation/transportation.asp](http://www.aoa.gov/transportation/transportation.asp)

# HIGH-PAYOFF MOBILITY IMPROVEMENT STRATEGIES

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- Adopt a customer orientation
- Re-configure agency responsibilities
- Offer consumer choice
- Apply new fare strategies
- Adopt advanced technologies
- **Coordinate transportation services**
  
- *Focus on UNIVERSAL DESIGN*

# UNDERSTANDING COORDINATION

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- It's a **resource management strategy**: doing more with what you have, getting more than what you've gotten
- Coordination is about **shared power**
  - ★ [ precursors: shared respect and shared objectives ]
  - ★ responsibility
  - ★ management
  - ★ funding
- An on-going **political process**
  - ★ power and control of resources
  - ★ problems, pressures, competition, change

# BASIC DEFINITION

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For our purposes . . .

**Coordination** means

*the **sharing** of transportation resources, responsibilities, and activities of various agencies with each other for the overall benefit of their **community**.*

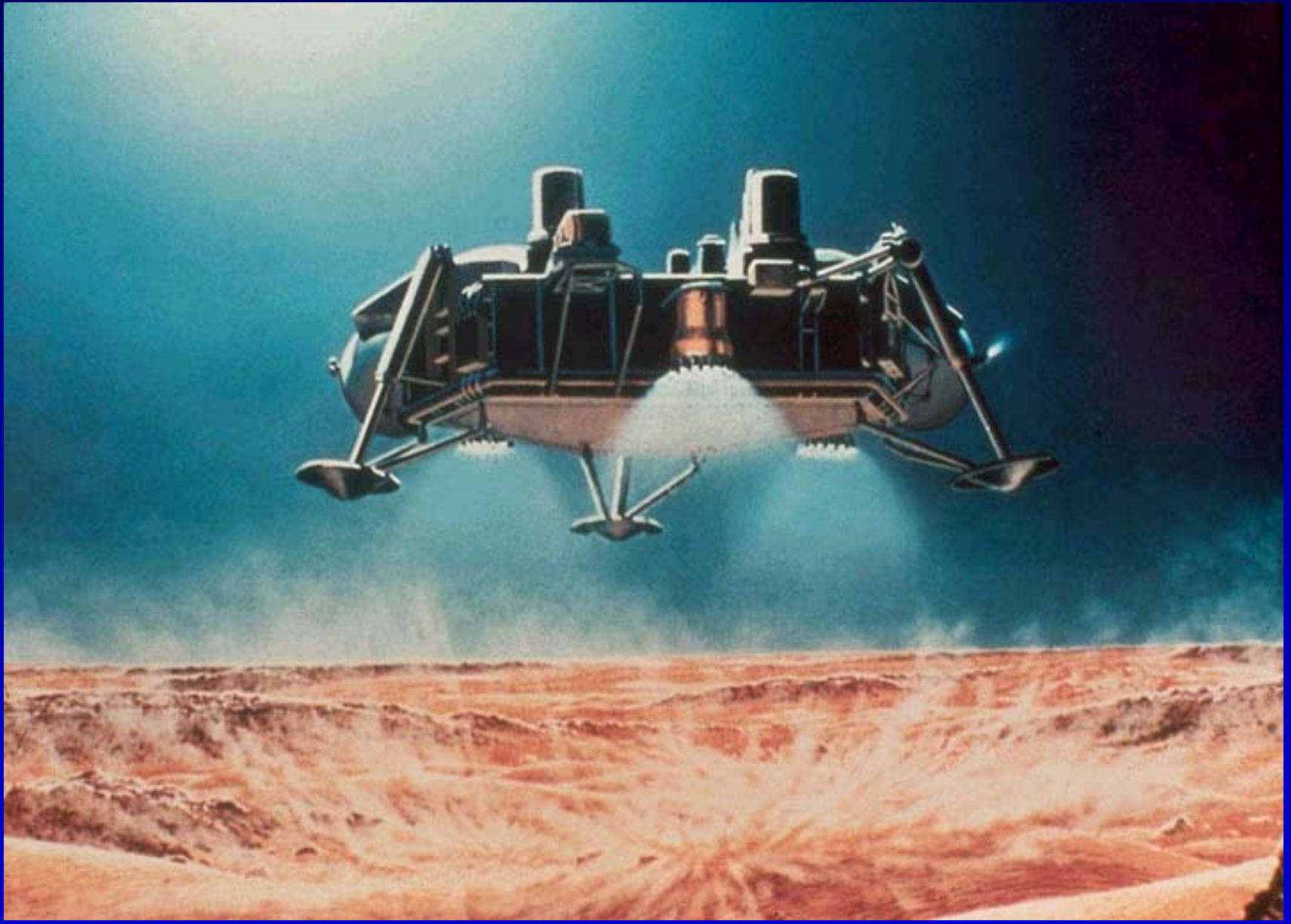


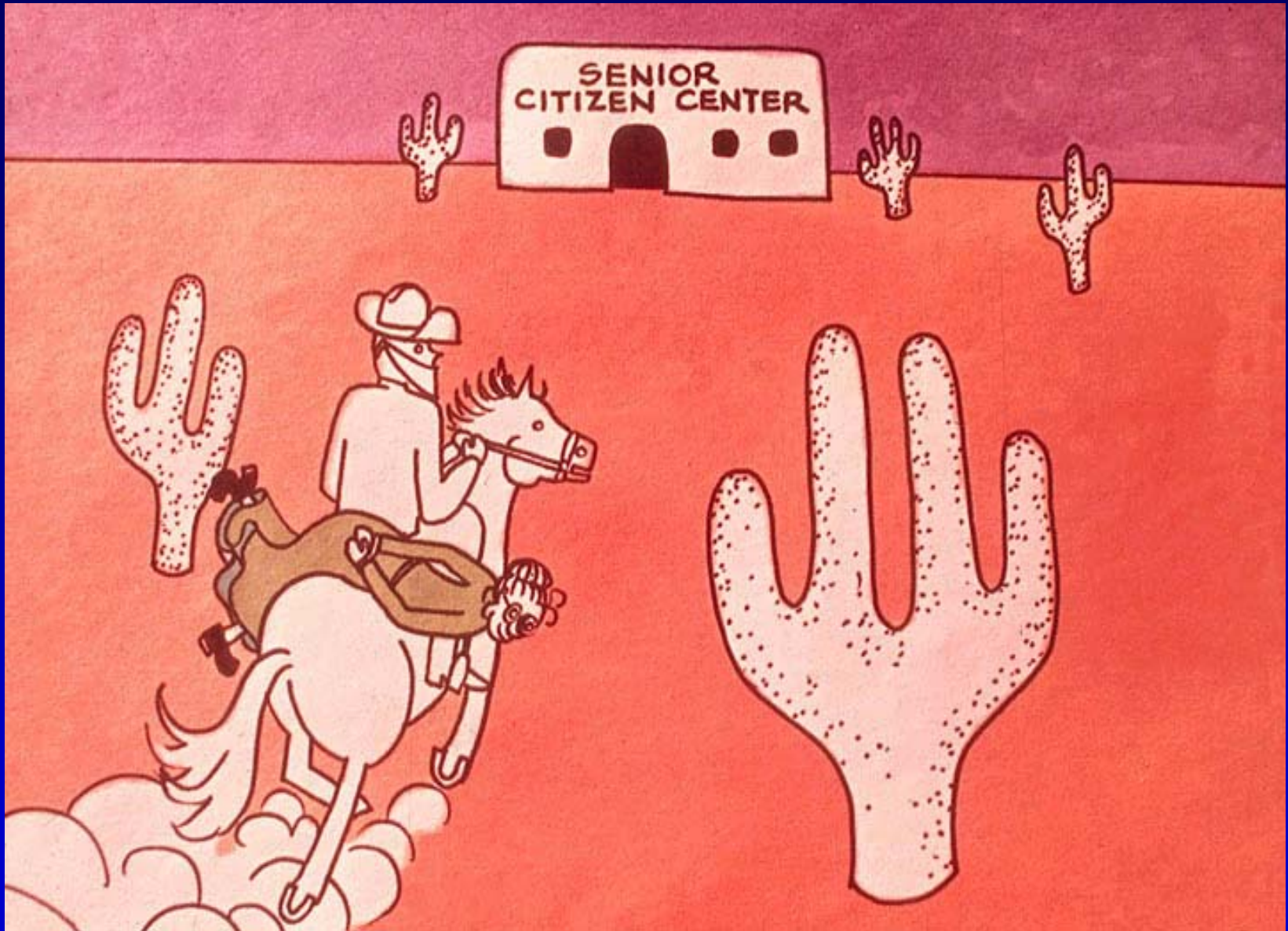














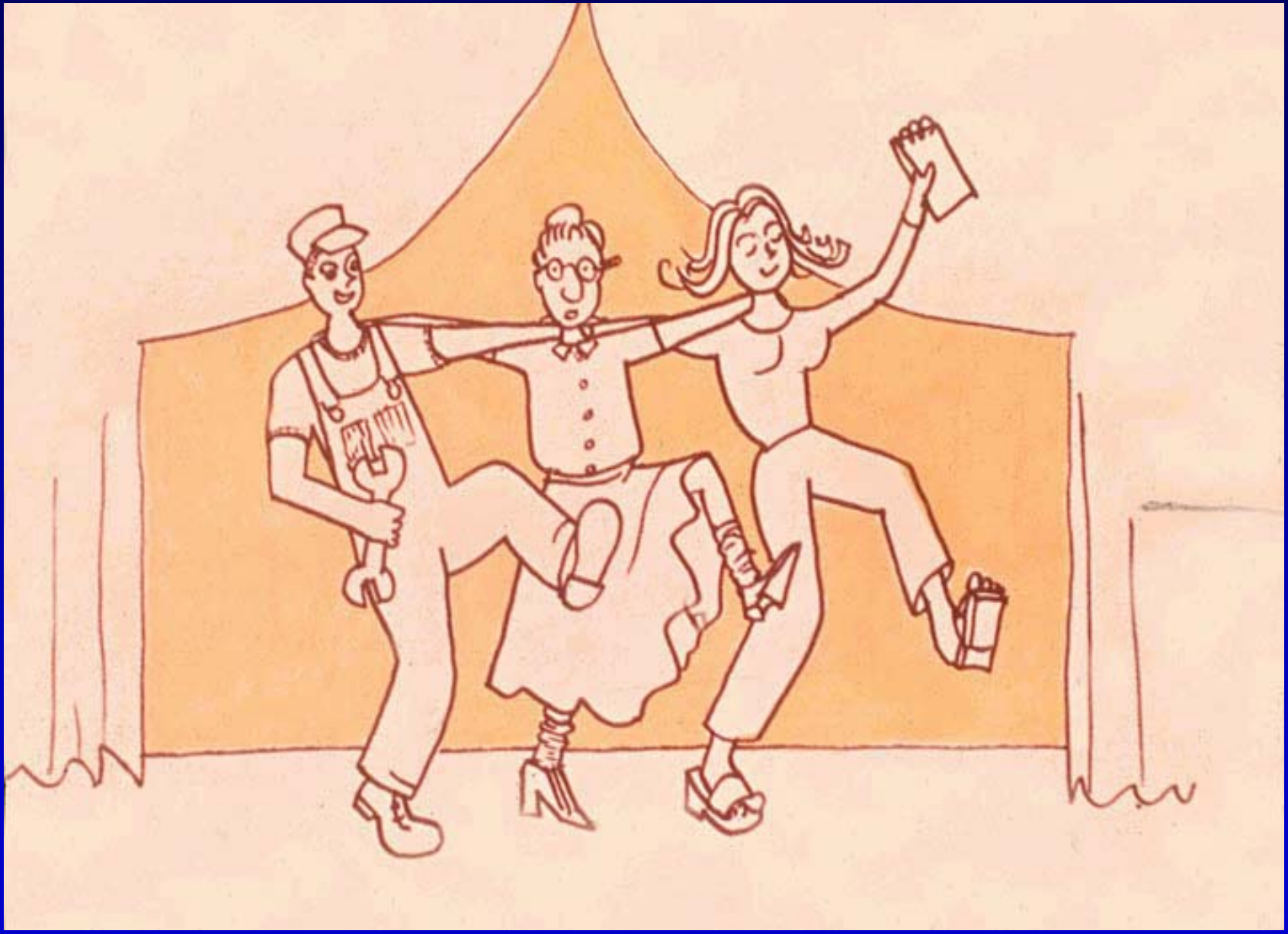
**HERMAN**<sup>®</sup>



**"I'm not stealing it. I'm moving  
it closer to my house."**

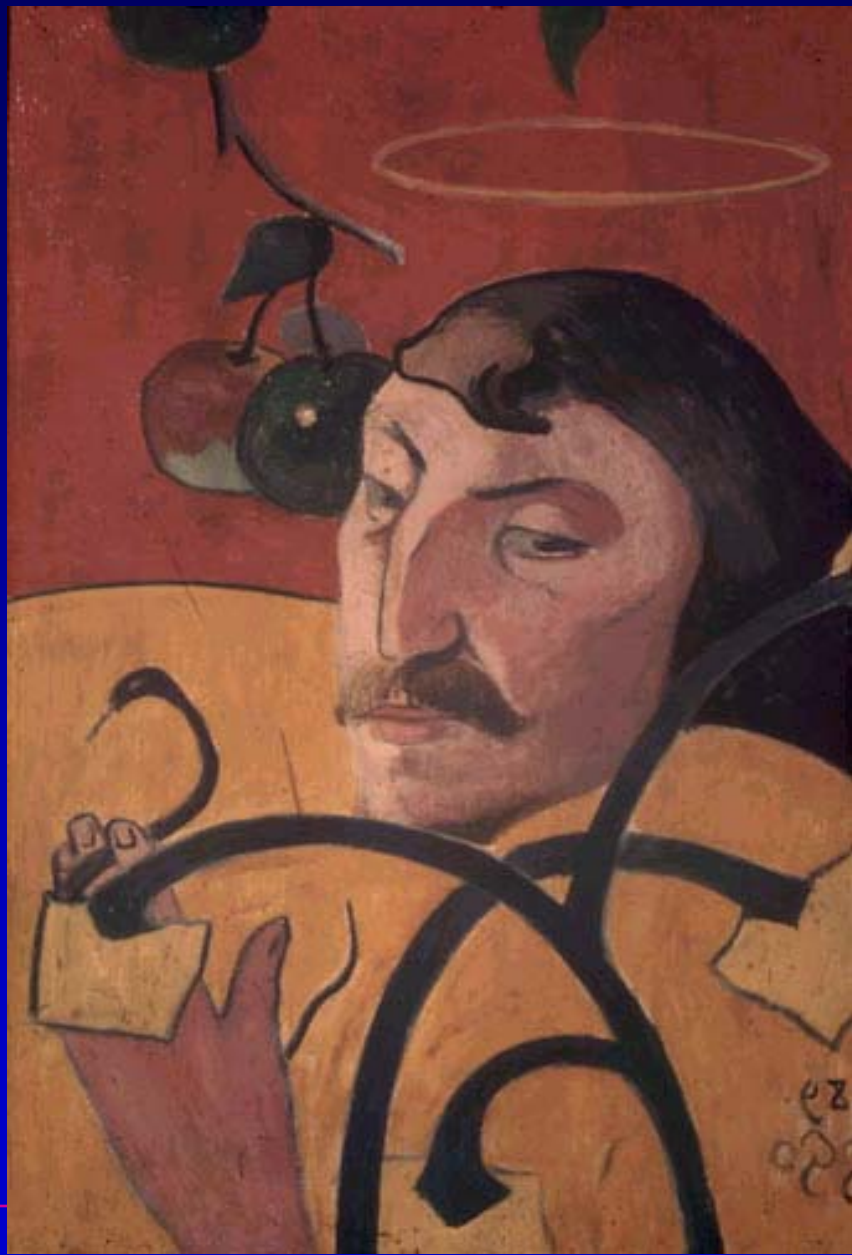
















YES  
NO  
YES  
+ NO

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YES!

YES  
NO  
YES  
+ NO

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NO!



# PROBLEMS THAT COORDINATION ADDRESSES

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- **Inefficient transportation services**
- **Many operators and funding sources**
- **No formal mechanism for cooperation or communication**
- **Service provided well below the total need**
- **Excess travel by underutilized vehicles**
- **Significant variations in service quality**
- **Lack of reliable information for all stakeholders**
- **No overall management or plan**

# HOW COORDINATION WORKS

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- **Reducing costs**, duplication, and fragmentation
  - ★ reduced expenses on operating and admin salaries
  - ★ reduced capital expenses for vehicles and equipment
  - ★ reduced insurance, maintenance, and other costs
- **Increasing services and productivity**
  - ★ focus on vehicle utilization, coordinated dispatching
  - ★ increasing days and hours of service; service areas
  - ★ increasing kinds of persons and trips served
  - ★ increasing accessibility and affordability
  - ★ increasing kinds and amounts of public info on services
  - ★ increasing kinds and amounts of funding to pay for trips

# HOW COORDINATION WORKS: PART 2

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- The **structure of transportation systems** changes
  - ★ transportation service levels increase
  - ★ transportation service integration increases
- **Transportation performance measures** improve
  - ★ resource efficiency improves
  - ★ service effectiveness increases [trips / pass mile]
  - ★ cost effectiveness increases [cost / trip]
- Coordination creates **positive outcomes**
  - ★ customer satisfaction increases [acceptable, accessible, affordable, adaptable, available]
  - ★ community mobility increases [trips per person]
  - ★ quality of life increases: more independent living, less isolation

# KEY COMPONENTS OF EFFECTIVE LOCAL COORDINATION

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- **Community-wide** [or multi-community] focus & support
- **Partnership** approach: power, funding, responsibility
- **Resource management**; quality control
- Maximizing **productivity**: ride sharing
- **Business-like** approach; full cost recovery
- **Coordination with non-transportation providers**, and
- Consumer orientation, volunteers, broad service spectrum, documented benefits, targeted marketing, travel training

# COORDINATION PROVIDES SIGNIFICANT ECONOMIC BENEFITS

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- **Parties who benefit**
  - ★ **Coordinating agencies**
  - ★ **Riders of the services**
  - ★ **Local communities**
  
- **Measurable benefits**
  - ★ **Additional funding**
  - ★ **More cost-effective operations**
  - ★ **Increased mobility**
  - ★ **Increased service quality**

# TYPICAL BENEFITS FROM COORDINATING TRANSPORTATION

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- **Access to more funds from more sources**
- **Increased efficiency [ lower service production costs ]**
- **Increased productivity [ greater service consumption ]**
- **Enhanced mobility, for more consumers**
- **Economic development, employment benefits**
- Improved service quality
- More visible, less confusing transportation services for consumers

# WHAT'S WORKING NOW -- SEVERAL EXAMPLES

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- **Coordinated transportation plans**                      **North Carolina, Ohio**
- **Multi-state, large rural region**                      **Washington, Idaho**
- **Regional coordination thru ITS**                      **Virginia, MN**
- **Expansion to county-wide trips**                      **Kearney, NB**
- **School / social service trips**                      **Ottumwa, IA**
- **Faith-based senior trips**                      **Austin, TX**
- **“Friends serving friends”**                      **Riverside Co, CA**
- **Re-establishing interurban routes**                      **Eastern Indiana**

# STRATEGIC APPROACHES TO SUCCESSFUL COORDINATION

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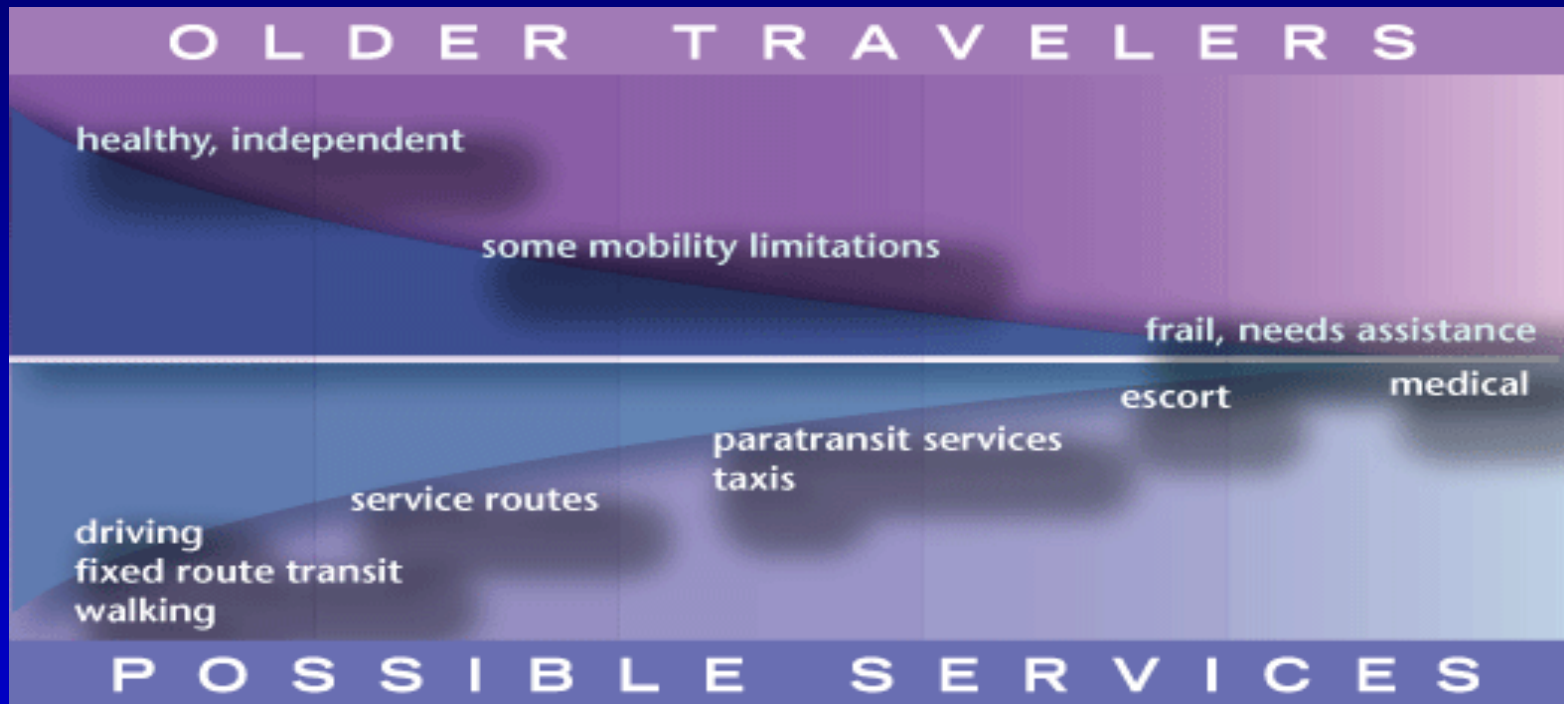
- **Generate new revenues**
- **Save costs:**
  - ★ non-transit agencies provide ADA paratransit
  - ★ shift paratransit riders to fixed routes
  - ★ human service agencies coordinate
  - ★ contract with school districts
- **Increase efficiency and productivity:** coordinated dispatching, vehicle sharing
- **Increase mobility:** expand transportation services

# UNDERSTANDINGS NEEDED FOR COORDINATED MOBILITY SOLUTIONS

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- There are **many specific submarkets** of travelers
- We need a **family of services** (tiers of services and prices); multiple modes are required
- There's **no single solution** to the mobility needs of an entire population
- **Comprehensive, coordinated management** is needed

# TRAVEL NEEDS AND TRAVEL OPTIONS



# HOW TO BUILD COORDINATED TRANSPORTATION SERVICES

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- 1. Initiate start-up activities
- 2. Analyze existing conditions
- 3. Establish focus, priorities, consensus
- 4. Design alternative courses of action
- 5. Assess alternative options
- 6. Implement the preferred choice
- 7. Evaluate and improve what has been implemented

# FTA'S COORDINATED PLANNING REQUIREMENTS [in process]

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- Federal Register 9/6/06; [www.fta.dot.gov](http://www.fta.dot.gov); comments due 11/6/06
- New Elderly & Disabled [5310], JARC [5316], New Freedom [5317] coordinated planning requirements
- Projects selected for funding “must be derived from a coordinated public transit – human services transportation plan” by FY 2007
- Required local matching funds may be other Federal \$\$\$
- JARC and New Freedom \$\$\$ based on number of recipients
- “One coordinated plan . . . that identifies transportation needs, provides strategies, and prioritizes improvements”

# FTA'S COORDINATED PLANNING REQUIREMENTS [continued]

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## ELEMENTS OF THE REQUIRED PLAN

- **Assessment of currently available services**
- **Assessment of travel needs of transportation disadvantaged**
- **Strategies to fill gaps and create efficiencies**
- **Priorities for implementation: resources, time, feasibility**
- **Projects need to be included in TIPs/STIPs for funding**
- **MPOs or States are responsible for integrating these plans with others**
- **Plan updates can align with State/local schedules**

# A COMPREHENSIVE, CONSUMER-FRIENDLY TRANSPORTATION “PROGRAM”

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- Auto driver safety efforts
- Improved public transit services
- Integrated taxi / paratransit services
- Enhanced pedestrian facilities
- Volunteer services
- Escort (“hand-to-hand”) services
- Emergency transportation services

# CHALLENGES AND OPPORTUNITIES FOR LOCAL SYSTEMS

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- **Funding**
  - ★ sufficiency
  - ★ level of effort required
  - ★ timeliness
- **Interpersonal relationships**
- **Political support and power sharing**
  - ★ cost allocation
  - ★ involvement and acknowledgement
  - ★ lack of knowledge about public transportation
- **What coordination is, and what it requires**

# WHO'S THE MOST COORDINATED ???

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- **Most local providers and purchasers participate**
- **Multiple funding sources are used**
- **Multiple jurisdictions (towns and states) participate**
- **Most human service and public needs are addressed**
- **One-stop customer access for most riders**
- **Multiple modes and service types are offered**
- **Covers a wide geographic area**

# SUMMARY: Coordination . . .

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- Offers a great way to get **more results from limited resources: improves transportation efficiency**
- **Lowers costs** of individual trips
- Can **provide more trips to more persons**
- Provides **significant economic benefits**
- Offers benefits to **travelers, operators, funders, gov't**
- Is **successfully implemented now** in many communities
- Takes **real work** to implement and sustain

## *Contact Information*

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