COMPLETE TRIP
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Heart of Iowa Regional Transit Agency (HIRTA)
Phase 1 Concept of Operations Webinar

September 22, 2021

Brief Program Overview

Brooke Ramsey, HIRTA

Complete Trip - ITS4US Deployment Program

- A USDOT Multimodal Deployment effort, led by ITSJPO and supported by OST, FHWA and FTA

- Supports multiple large-scale replicable deployments to address the challenges of planning and executing all segments of a complete trip
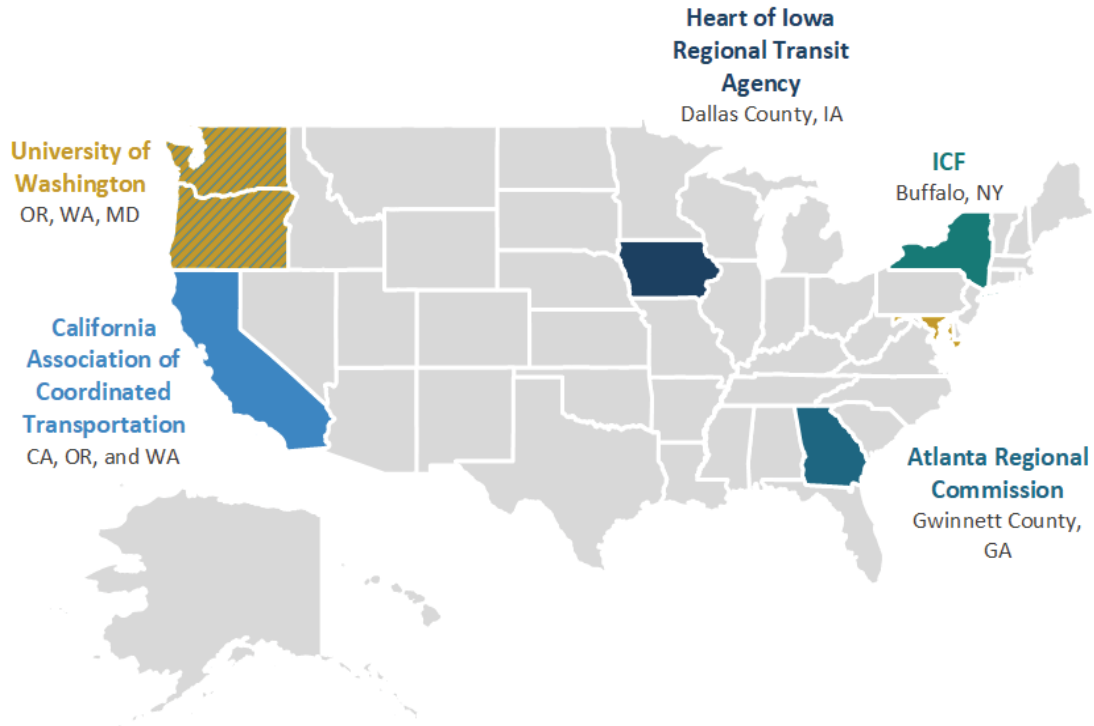

TRIP PLANNING

INTERSECTION CROSSING

OUTDOOR NAVIGATION

BOARDING/USING VEHICLES

VEHICLES & MODE TRANSFERS/PAYMENT STOPS & STATIONS

INDOOR/OUTDOOR TRANSITION

INDOOR NAVIGATION

CONNECTING & COMPLETING TRIP SEGMENTS

Source: USDOT

> **Vision**
>
> *Innovative and integrated **complete trip deployments** to support seamless travel for all users across **all modes**, regardless of **location, income, or disability***
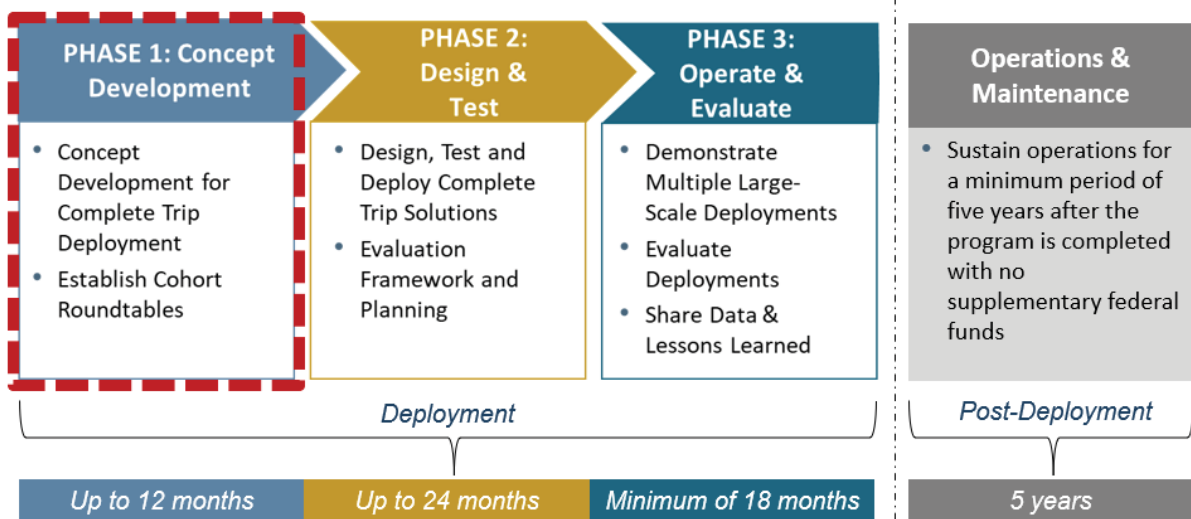
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Program Goals

Spur high-impact integrated Complete Trip deployments nationwide

Identify needs and challenges by populations

Develop and deploy mobility solutions that meet user needs

Measure impact of integrated deployments

Identify replicable solutions and disseminate lessons learned

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Complete Trip Phase 1 Awardees

Heart of Iowa Regional Transit Agency
Dallas County, IA

University of Washington
OR, WA, MD

ICF
Buffalo, NY

California Association of Coordinated Transportation
CA, OR, and WA

Atlanta Regional Commission
Gwinnett County, GA

Deployment Phases

PHASE 1: Concept Development	PHASE 2: Design & Test	PHASE 3: Operate & Evaluate	Operations & Maintenance
• Concept Development for Complete Trip Deployment • Establish Cohort Roundtables	• Design, Test and Deploy Complete Trip Solutions • Evaluation Framework and Planning	• Demonstrate Multiple Large-Scale Deployments • Evaluate Deployments • Share Data & Lessons Learned	• Sustain operations for a minimum period of five years after the program is completed with no supplementary federal funds

Deployment | *Post-Deployment*

| Up to 12 months	Up to 24 months	Minimum of 18 months	5 years

# Site Orientation & Key Challenges

Brooke Ramsey, Project Management Lead

HIRTA and Dallas County Overview

- HIRTA provides demand response services to population in 7 county areas, including Dallas County

- Dallas County grew at 36% in the last decade

- Coordination of medical transportation services for underserved a major challenge
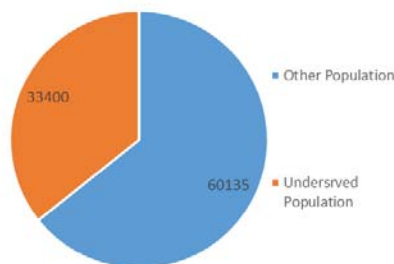
Population Breakdown in
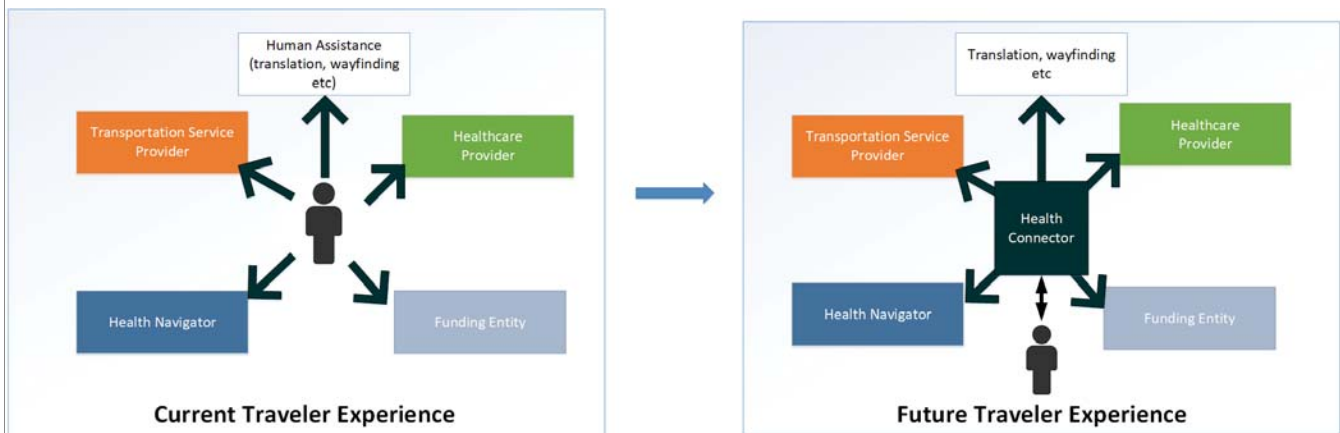Dallas County (Source: Census 2019)
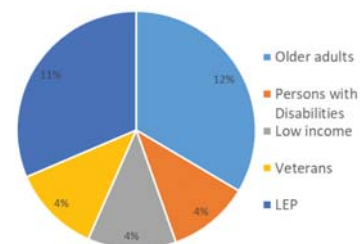
Underserved Population (Total: 33,500) Share in
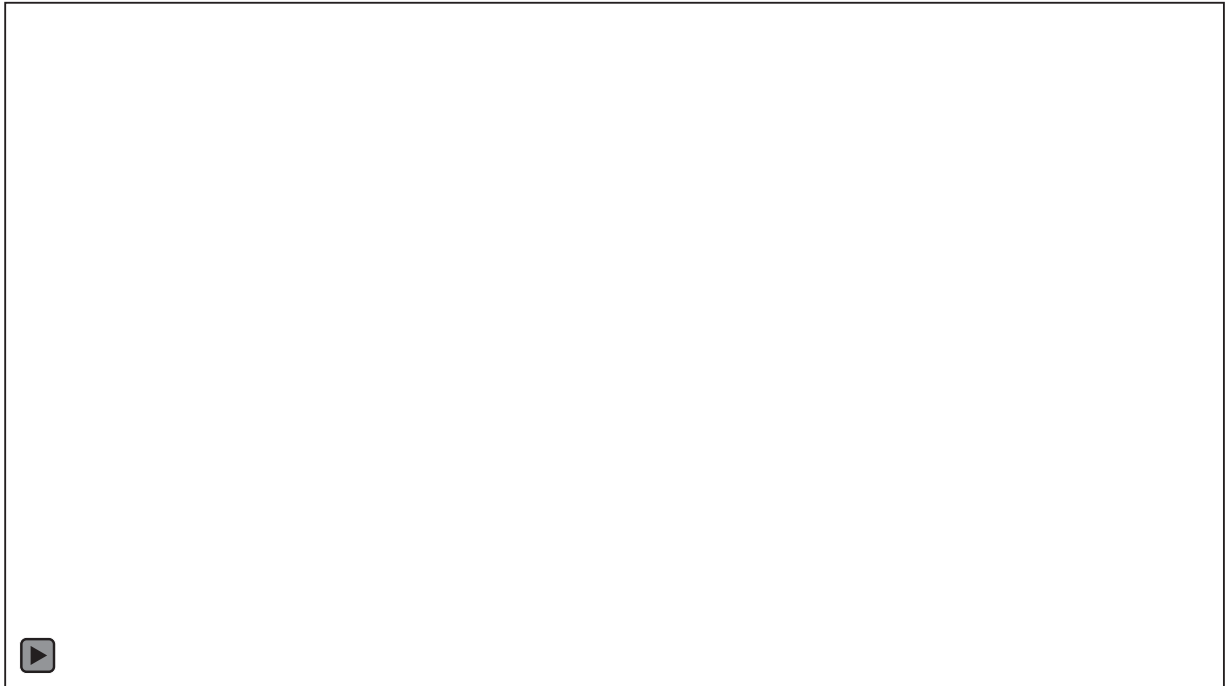Dallas County (Source: Census 2019)

Underserved Group Challenges

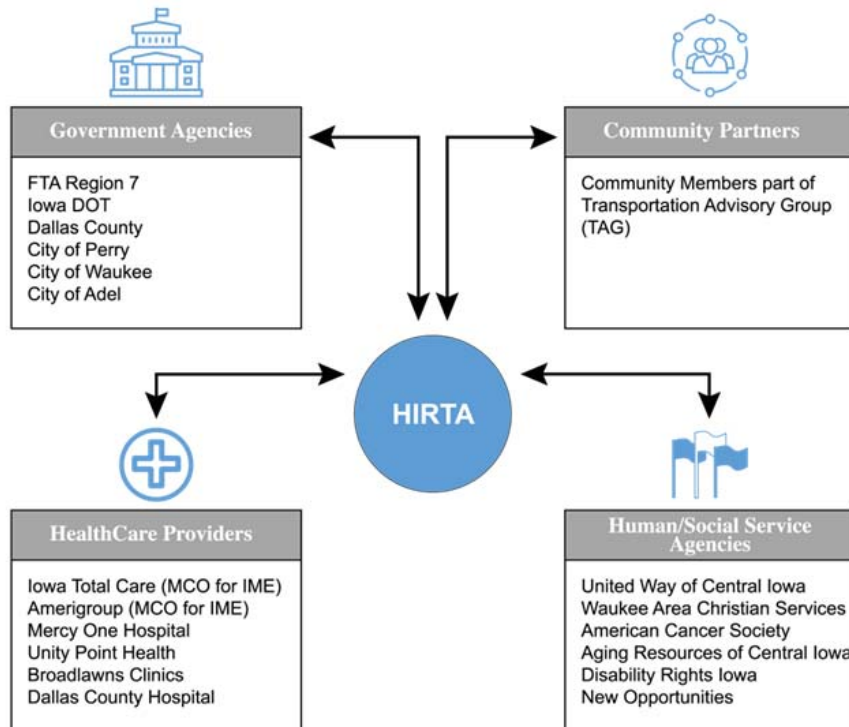| Population Group	Challenges
Persons with Disabilities	(1) Limited wayfinding services to the transit vehicle, into the healthcare facility, and to their specific appointment location; (2) Smart device accommodations for blind and deaf/hard of hearing persons; (3) Smart device – user-based settings for ease of use and services preferences;
Older Adults	(1) Smart device accessibility - larger screen setting; user-based settings for ease of use and services preferences; (2) Telephone number to call for services; (3) Maintaining independence; (4) Solution/service ease of use
Low Income	(1) Contactless payments: for unbanked/underbanked customers; (2) Reliance on HIRTA services due to limited number of personal vehicles per household.
Rural	(1) Limited access to healthcare appointments due to long distance travel; (2) Challenges in coordinating appointment times with availability of transportation; (3) Cost effective transportation solutions; (4) Maintaining independence; (5) Solution/service ease of use; (6) Long distance travel may present stamina challenges.
Veterans	(1) Access to veterans' hospitals and other veteran support services; (2) Same challenges as all above subgroups.
Persons with LEP	(1) Support for Spanish and other languages; (2) Support to understand all services and technology system developed (e.g., HIRTA travel trainers, DCHD, etc.).

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Justification for Change

Current Traveler Experience → Future Traveler Experience

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Introduction to Proposed Solution

Stakeholders

Government Agencies	Community Partners
FTA Region 7 Iowa DOT Dallas County City of Perry City of Waukee City of Adel	Community Members part of Transportation Advisory Group (TAG)

HIRTA

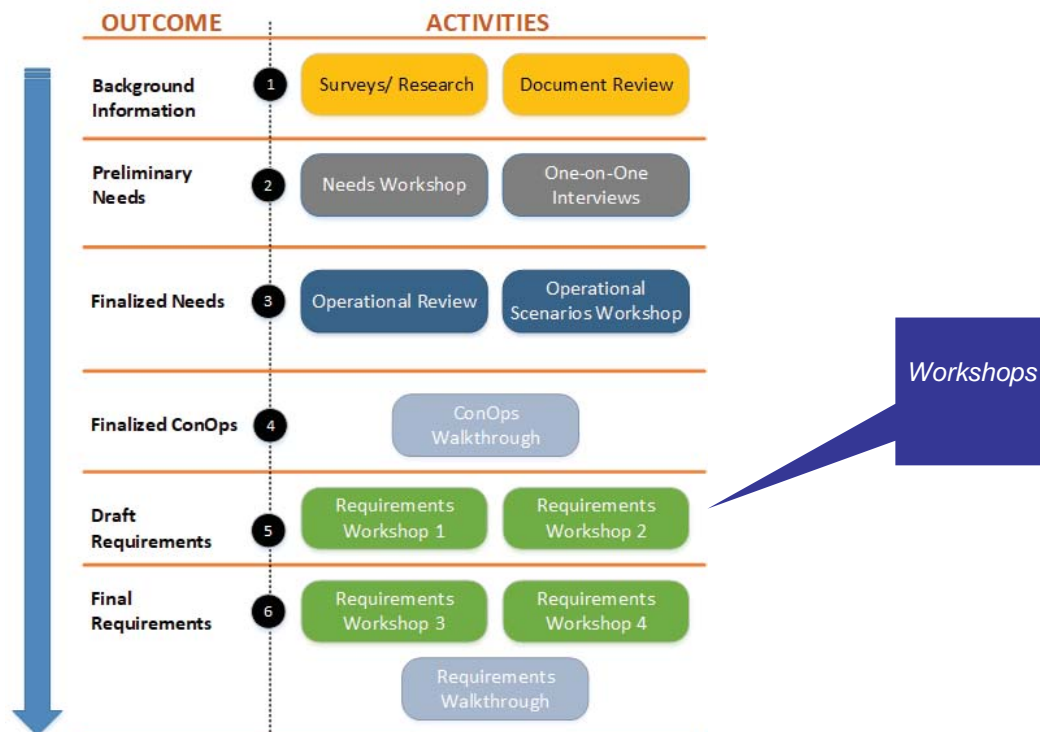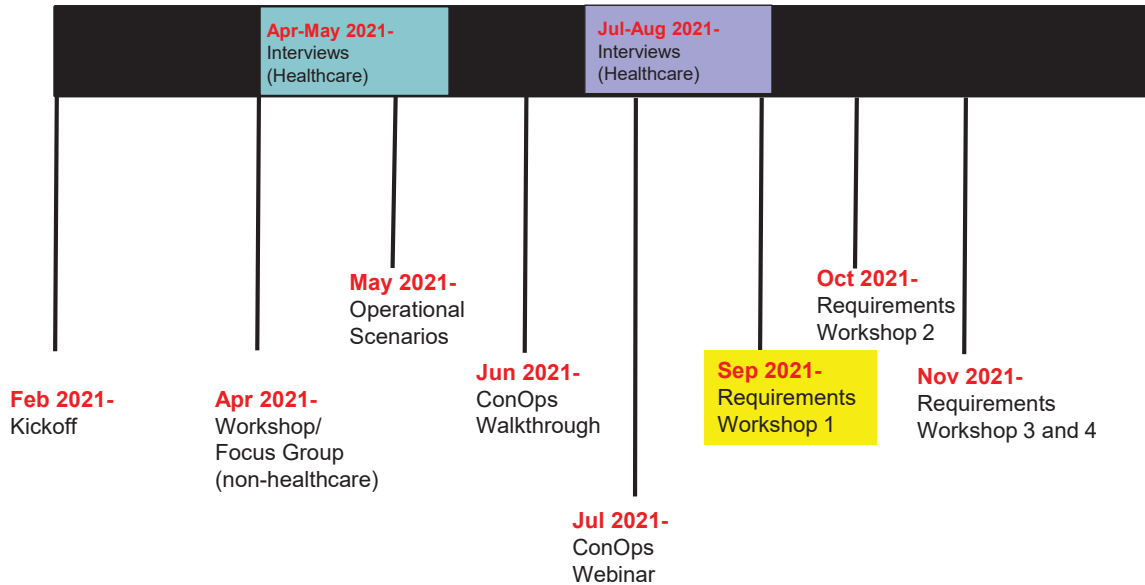| HealthCare Providers	Human/Social Service Agencies
Iowa Total Care (MCO for IME) Amerigroup (MCO for IME) Mercy One Hospital Unity Point Health Broadlawns Clinics Dallas County Hospital	United Way of Central Iowa Waukee Area Christian Services American Cancer Society Aging Resources of Central Iowa Disability Rights Iowa New Opportunities

Stakeholder Engagement Summary

Steve Wilks, Concept Development Lead

Stakeholder Engagement for Requirements

Phase 1 -Engagement Timeline

Apr-May 2021- Interviews (Healthcare)

Jul-Aug 2021- Interviews (Healthcare)

May 2021- Operational Scenarios

Oct 2021- Requirements Workshop 2

Feb 2021- Kickoff

Apr 2021- Workshop/ Focus Group (non-healthcare)

Jun 2021- ConOps Walkthrough

Sep 2021- Requirements Workshop 1

Nov 2021- Requirements Workshop 3 and 4

Jul 2021- ConOps Webinar

High-Level Findings from Stakeholders

- Lack of awareness on transportation options

- Lack of integrated booking and trip management experience

- Limited capabilities in current modes to meet the needs of underserved

- Limited wayfinding capabilities

- Service management challenges with return trips

- Same day and after hour service issues

- Limited data sharing and reporting to measure the performance of healthcare transportation

Stakeholder Input and ConOps

- User group definition

- User needs identification

- Prioritization of needs

- Operational scenarios/use cases

- Concept development- *system features, interfaces and data needs*

- Impacts on current operations/systems

- Performance management criteria


Deployment Concept Overview

Santosh Mishra, System Development Lead

# Health Connector Complete Trip Overview

Source: HIRTA Team
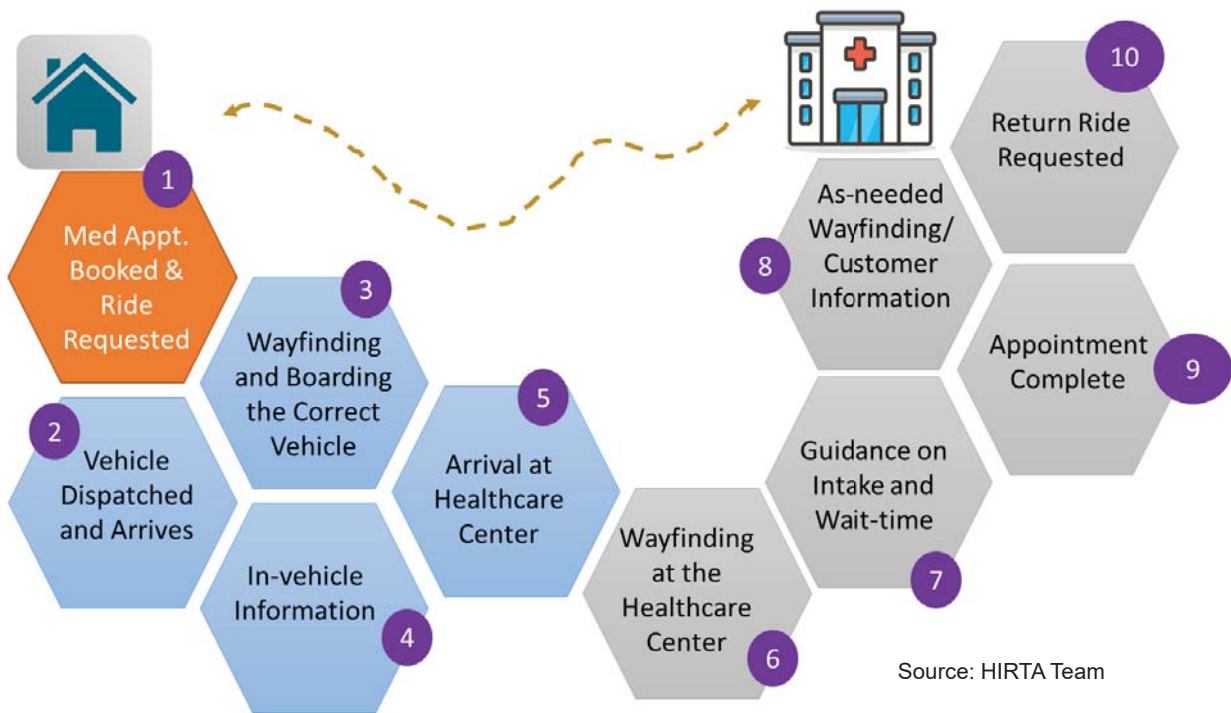
System Context Diagram

- Customer-facing tools (web/mobile, phone)

- Central transportation management software, on-board system

- Wayfinding subsystem

- Interfaces

  - Third-party service provider system

  - Hospital Electronic Health Record (EHR)

  - Access2Care Medicaid System

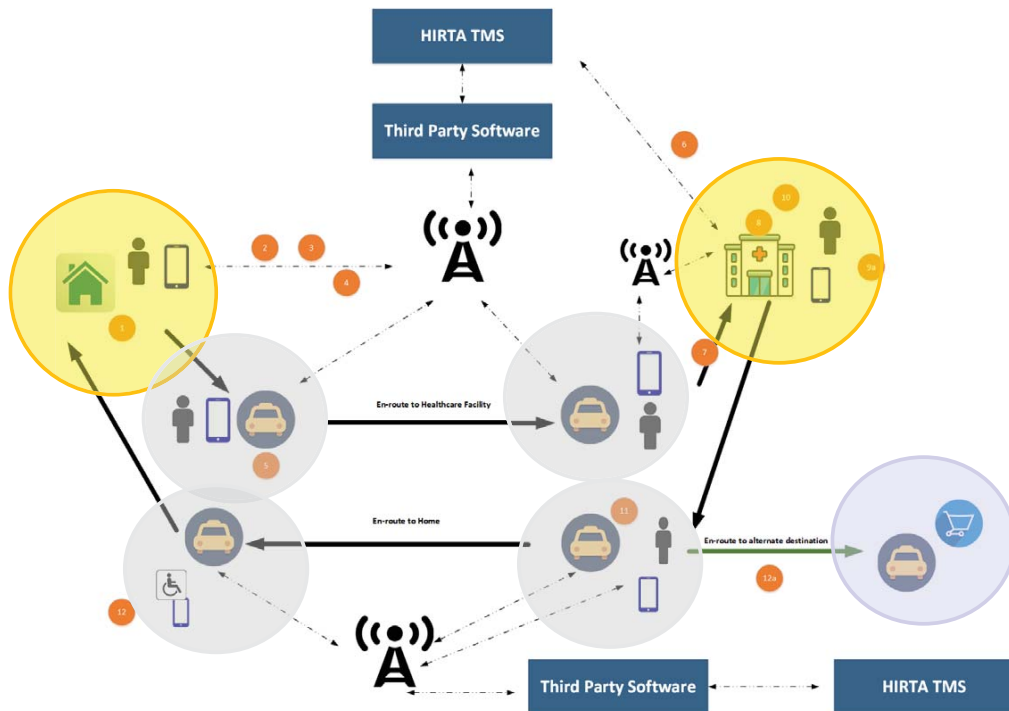 - Access to authorized DCHD and information & referral personnel
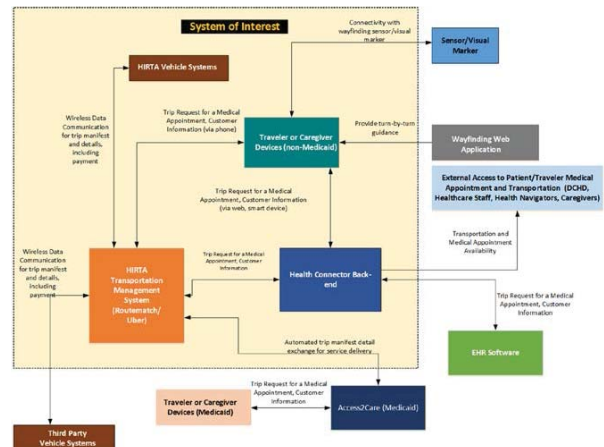
Source: HIRTA Team (see next slide for larger image)

Use Case: Fixed Recurring Appointment
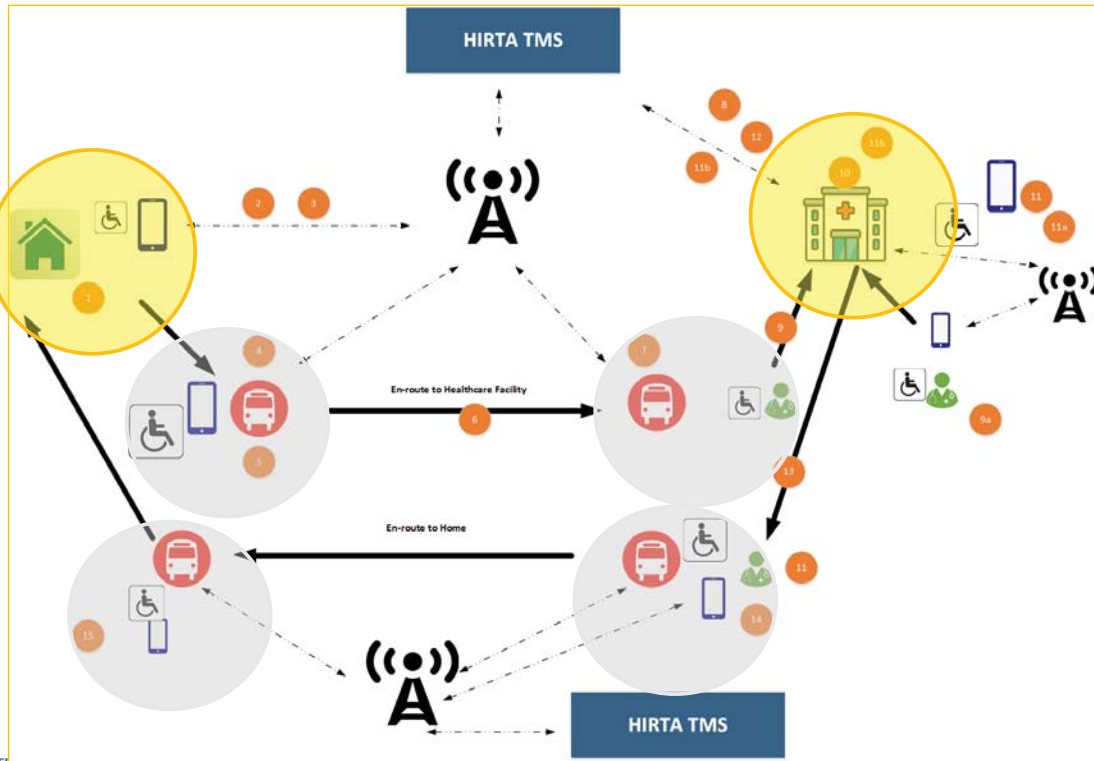
Use Case: After Hours Trips (HIRTA| NDSP)

Stay Connected

For more information please contact:

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Visit the Complete Trip - ITS4US Deployment Program Website and FAQs:
https://its.dot.gov/its4us/
https://www.its.dot.gov/its4us/its4us_faq.htm