

# Regional Transportation Call Center Study

Regional Coordinated Council | September 24, 2021



# Today's Discussion

- Technical Memorandum #1:  
Assessment of Existing Regional Call Center
- Your Initial Input on Findings and on Next Steps with Study

## OMEGA Regional Transportation Call Center Model Feasibility Study



*Technical Memorandum #1:*  
Assessment of Existing Regional Call Center

*Draft – August 23, 2021*

**KFH**  
GROUP

Bethesda, MD | Austin, TX | Seattle, WA

# Study Process

- Conducting Individual Interviews:
  - ▶ Key Stakeholders in the Region
  - ▶ ODOT Office of Transit
  - ▶ Region 8 Mobility Solution Center Mobility Manager
- Obtaining Input Through Group Meetings:
  - ▶ RCC June Meeting
  - ▶ Regional Council of Mobility Managers
  - ▶ Steering Committee July Meeting
- Collection and Assessment of Documents

# Report Overview

- Provides a snapshot at a point in time – conditions changing during and since production
- Background:
  - ▾ Original application to ODOT / Transition to SEAT - MOMS
  - ▾ Call Center Positions
  - ▾ Call Center Name
  - ▾ Call Volume
- NCMM Technical Assistance / Proposed Model Structure
- Summary – Strengths, Weaknesses, Opportunities, and Threats

# Strengths

- Genuine and overriding interest from key stakeholders and organizations in meeting mobility challenges in the region
- Multiple forums to meet and discuss opportunities
- Connectivity between mobility managers in the region, providing a foundation for ongoing discussion
- Stakeholders noted that call center staff work very hard to find a solution and to meet needs

# Weaknesses

- Lack of transparency in the day-to-day operations
- Current structure is seen as complicated, and challenging to understand the center's roles and responsibilities
- No overall consensus on the actual functions for the call center, and how the intake, referral, and trip scheduling process should be handled
- Lack of clarity on the call center duties as compared to mobility managers

# Weaknesses

- Perception from stakeholders outside MOMS that the call center was focused primarily on the SEAT service area
- Call center staff may not be fully aware of local expressions for landmarks in areas outside the SEAT service area
- The MOMS name (“Mid-Ohio”) is not inclusive of the counties in eastern Ohio originally planned
- Call center has never developed a regional focus as originally planned

# Opportunities

- Modify organization structure to ensure a regional forum and focus
- Revisit model – location, organizational structure, staffing, functions
- Ensure full use of available technology
- Use of Regional Resource Guide
- Improve regional marketing
- Update and ensure consistent policies and procedures
- Greater education on county-specific issues



# Threats

- Lack of CY2022 Funding
- Call Center staffing changes
- Uncertainty on short-term or long-term vision for call center
- Source for local funding in the future?
- Lack of communication between key stakeholders
- Potential turf issues

# Discussion

- Initial Thoughts on Technical Memorandum?
- CY2022 Funding Implications
- Next Step: Develop Possible Alternatives

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