

# Regional Transportation Call Center Study

Regional Coordinated Council | November 17, 2021



# Today's Discussion

- Technical Memorandum #2: Considerations for Improving Regional Call Center Effectiveness
- Your initial Input on considerations and proposed options
- Next steps

# Report Contents

- Guiding Principles
- While interrelated, considerations categorized by:
  - Organizational Structure
  - Staffing
  - Center Location
  - Functions
  - Technology
  - Marketing/Branding
  - Monitoring/Evaluation
  - Timeline and Phasing
  - Funding and Financing

OMEGA Regional Transportation Call Center  
Model Feasibility Study



Technical Memorandum #2:  
Considerations for Improving Regional  
Call Center Effectiveness  
Preliminary Draft - November 2021

**KFH**  
GROUP  
Bethesda, MD | Austin, TX | Seattle, WA

# Proposed Guiding Principles

- Full transparency in the operation of the call center, and a structure in place that allows for ongoing involvement from regional stakeholders
- Call center builds upon the mobility management positions already in place and supports local mobility managers
- Call center roles and responsibilities should be clear, and all stakeholders should be able to easily understand the center's roles and responsibilities
- Individual stakeholders have their own issues related to transportation that should be taken into account

# Organizational Structure

- Variety of organizations can lead a call center:
  - Existing or new nonprofit agencies
  - Public transit systems
  - Local government agencies
  - Planning agencies
  
- Lead agency should have:
  - Availability
  - Willingness
  - Structure
  - Capacity
  - Support

# Lead Agency Role

## ➤ Administration – responsibilities include:

- Staffing (or contracting oversight)
- Budgeting
- Evaluation
- Coordination

## ■ Operations – responsibilities include:

- Trip planning
- Eligibility determination for services
- As appropriate schedule trips
- Use of regional resource guide and appropriate forms in consultation with other partners

# Support Agency Roles

- Regional agencies and organizations that are not the lead for the call center still have critical support roles in the success of a regional call center:
  - Collaborating on outreach and the marketing of the call center services
  - Sharing information that will help call center staff in the administration and operations
  - Serving in an overall advisory capacity

# Formal Agreement

- Should be in place to document how partners will work together and to detail their roles of responsibilities, and include:
  - Description of each partner agency
  - Purpose of the MOU or agreement
  - Description of the agreed upon roles and responsibilities each organization and what each agency will be providing to ensure project success
  - Agreed upon policies and procedures
  - Information on the resources each partner would contribute to the project (i.e., time commitment, in-kind contributions, or grant funds)



# Organizational Structure Consideration

- Access Tuscarawas (Access Tusc)
  - Expressed strong willingness to take on lead agency role
  - Formed to serve as a collaborative effort between numerous organizations
  - Multi-purpose agency with administrative capacity
  - Familiar with overseeing variety of services and working with a variety of stakeholders
  - Financial and technology capacities

# Staffing

- Administration – Duties to include:
  - Working with regional stakeholders to finalize agreements
  - Establishing call center advisory committee and facilitating meetings
  - Developing budgets and applying for grants
  - Monitoring services and preparing reports
- Operations
  - Anticipated that only one part-time staff person will be needed initially to staff the call center
  - With a renewed marketing and outreach efforts it is then expected that call volumes will increase, and additional staffing will be needed

# Functions

- Full integration of call center functions with current mobility management positions is a key consideration moving forward:
  - Need to ensure efficient use of resources, to reduce any possible duplication in staffing roles, and to avoid any confusion over roles
  - Next steps in the planning process will involve a specific discussion with regional mobility managers
  - Draft final report will include additional details

# Next Steps

- Additional discussion with mobility managers
- Implementation Plan:
  - Additional details on the potential organizational structure based on RCC input
  - Additional details on the call center functions
  - Timeline and phasing for next five years
  - Conceptual financing plan
  - Additional templates

# Thoughts?

- Guiding Principles
- Various Considerations?

# Our Contact Information

- Dan Dalton, Senior Transportation Planner
  - ▷ [ddalton@kfhgroup.com](mailto:ddalton@kfhgroup.com)
- Beth Hamby, Senior Associate
  - ▷ [bhamby@kfhgroup.com](mailto:bhamby@kfhgroup.com)
- Sarah Lasky, Transportation Planner
  - ▷ [slasky@kfhgroup.com](mailto:slasky@kfhgroup.com)