

ONE-CALL and ONE-CLICK SERVICES

Defining the Essential Elements

In 2014, the National Center for Mobility Management surveyed transit and human service agencies, consultants, and other stakeholders to identify the essential elements of these services. One-call and one-click services, like other mobility management strategies, have a customer-centric, and not system-centric, focus. The contribution of these one-stop transportation information and scheduling services is that they facilitate a customer's being matched with exactly the type of service that best responds to his or her needs, whether that be a public transit service or a volunteer, nonprofit, private, or shared ride service, or another transportation mode.

Below is a summary of the components that define a one-call or one-click service.

Essential Elements of a One-Call (telephone-based) Service

Breadth of information

- Provides information on *multiple types* of transportation services (public, private, nonprofit)
- Provides information on *multiple providers* in the region, not just one jurisdiction
- Provides information on demand-response services funded through *multiple agencies* (e.g., transit agency, Medicaid, Department of Social Services)

Type of information

- Identifies service providers by *type* (e.g., air, bus, van, volunteer), *geographic location*, and *population served*
- Gives information on provider's days/hours of operation and costs
- Gives information on other provider characteristics (e.g., eligibility, vehicle type)
- Identifies methods of payment accepted by providers (e.g., Medicaid, vouchers)

Rider eligibility process

- Call-center operator gathers enough information to determine ride-eligibility for multiple agencies and identify the most appropriate provider for caller

Scheduling (rider's perspective)

- Call-center operator makes referrals to other providers when current providers cannot fulfill the trip request
- Rider receives a call-back confirming a ride has been scheduled

Essential Elements of a One-Click (web-based) Service

Breadth of information

- Provides information on *multiple types* of transportation services (public, private, nonprofit)

- Provides information on *multiple providers* in the region, not just one jurisdiction
- Provides information on demand-response services funded through *multiple agencies* (e.g., transit agency, Medicaid, Department of Social Services)

Type of information provided by one-click service

- Identifies service providers by *type* (e.g., air, bus, van, volunteer), *geographic location*, and *population served* and provides *links* to their websites
- Gives information on provider's days/hours of operation and costs
- Gives information on other provider characteristics (e.g., eligibility, vehicle type)
- Identifies methods of payment accepted by providers (e.g., Medicaid, vouchers)

Rider eligibility process

- Has an on-line questionnaire customers can use to determine their ride-eligibility for multiple agencies

Scheduling (rider's perspective)

- Has a trip-planning feature that allows rider to find relevant transportation services based on their origin/destination
- Allows riders to request a ride on choice among multiple agencies via website
- Allows riders to request an e-mail, phone call, or text to confirm ride was scheduled

Scheduling (agency's perspective)

- Brokerage can use information gathered through website to schedule rides

Essential Elements Common to both One-Click and One-Call Services

Stakeholder Involvement

- Services reflects a regional commitment, beyond one local jurisdiction
- Multiple stakeholders were involved in creating service
- MOUs are in place for agency partners to share rides and other functions, as determined by partnership

Quality Control

- Service collects quantitative and qualitative data that show its effectiveness in connecting community members with transportation
- Service has established performance measures and has procedures in place to monitor its performance