

# i. INTRODUCTION

## Guide To Beginning ONE CALL–ONE CLICK Transportation Services

### ABOUT THIS GUIDE

Interest in one call–one click services for transportation is growing throughout the country in response to communities seeking better and more consumer-friendly mobility management solutions. These services can help customers quickly learn about available transportation resources—and how to navigate through what they may view as complicated programs—by providing information about, assistance with, and access to available services. A one-call center or other service provides customers with a single point of contact for transportation. By developing this customer-friendly resource, communities give travelers a tool for individual empowerment.

This Guide is part of the Community Transportation Association of America’s “One Call–One Click Transportation Services Toolkit.” The information presented in the Guide draws on extensive research, including interviews with practitioners and advocates in the field, as well as a survey of existing one call–one click services.

### HOW TO USE THIS GUIDE

The Guide is arranged in three sections:

- The Basics of One Call–One Click Services (**Chapters ii and iii**)
- Community Self-Assessment (**Chapters iv and v**)
- Action Planning (**Chapters vi and vii**)

Some communities may be at a point where a new one call–one click service is an appropriate next step for them and some may not be. How do you know which decision is right for your community?

The “Basics of One Call–One Click Services” section will help you first understand the components of these services, and the “Community Self-Assessment” section will guide you through an analysis of your needs to determine if a one-call or one-click service is the right option. Once a community has decided it would like to pursue this type of centralized service, it can then proceed to the “Action Planning” section to implement the service.

Other resources you will find in the **One Call–One Click Transportation Services Toolkit** provide additional information to help you explore these services.

These resources are:

- The Benefit of Experience: Advice from the One Call–One Click Services Field
- Survey Findings
- One Call–One Click Local Profiles
- A set of supplemental resources, such as factsheets, a glossary, and links to more information

### OBJECTIVES OF THIS GUIDE

- Provide basic information about one call–one click services,
- Identify a range of functions and services that can be provided by one call–one click services,
- Guide you through steps to assess the role a service might have in your community,
- Identify models for structuring one-call service programs,
- Provide information about technology that can improve services

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- to customers and operations for providers, and
- Identify resources that are useful in exploring this topic further.

### **BENEFITS OF USING THIS GUIDE**

A community that works through the Community Self-Assessment and Action Planning sections will be able to:

- Decide if a one-call or one-click transportation service is appropriate,
- Determine its suitable functions, and
- Identify next steps.

The community's consensus and the information developed while using the self-assessment will prepare the community to undertake the next important step: the action plan. The results from the work using this Guide can also be presented to partner agencies or used to develop funding applications.

### **INTENDED AUDIENCE FOR THIS GUIDE**

This guide can be used by transportation planners, service providers, transit agencies, human service agencies, and others who are considering, or are at the beginning stages of, developing a one call—one click transportation service. The guide may also be useful for those interested in transportation coordination arrangements, mobility management, or livability issues.

**One Call or One Click:** In this day of web-based technology, many communities offer one-stop information through computers, cell phones and kiosks, in addition to through telephone. This is the case, for instance, for 2-1-1 which added a web-search function to join its telephone-based services. While this guide often uses the term One Call, we are speaking broadly about building a service that may be accessed via phone, the web or a combination of both.

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