

DANE COUNTY TRANSPORTATION INDEPENDENCE PROJECT (TIP)

Presentation to the Specialized Transportation Commission

Thursday, April 20 5:00 pm

Rm 321, City and County Building, Madison

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Background

- Dane County has a history of integrated community services, including employment, for adults with intellectual/developmental disabilities (I/DD).
- Currently, 565 adults with I/DD take 196,000 rides per year with Madison Metro para-transit. About 43% of these trips are designated as "LeaveAttended" and nearly all of the remainder are "Door to Door".
- Since 2003, rides have increased on average by more than 4% per year. Continued growth at this pace is unsustainable, especially in light of the planned expansion of Family Care to Dane County in 2018.

Mobility Needs of Adults with I/DD

- The mobility needs of adults with I/DD are particularly complex and often require individualized, customized solutions.
- While the Call Center (CC) , Travel Training Program, and Bus Buddy Program have successfully reduced reliance on para-transit and increased access to fixed-route transit for seniors and persons with other disabilities, focused attention is needed to address the particularly complex customer needs of those with I/DD.

A Proactive Response

- As a proactive response, Dane County Human Services wrote for a Section 5310 grant.
- The Transportation Independence Project (TIP) grant is funded in part by the Federal Transit Administration (FTA) as authorized under 49 U.S.C. Section 5310 Enhanced Mobility of Seniors and Individuals with Disabilities Program. Funds are made available by the Madison Area Transportation Planning Board (MPO), in cooperation with the Wisconsin Department of Transportation (WisDOT) and Metro Transit.
- The grant provides funding for a consultant (Dawn Wians) to coordinate grant activities in conjunction with the DCHS Transportation Manager and staff.
- Grant duration: December 1, 2017- December 31, 2017.
- Grant Total: \$35,950

Project Principles

The Transportation Independence Project (TIP) is consistent with coordinated plan principles, as follows:

- Independence: TIP furthers access to transportation information and travel training programs, and promotes the use of transportation options that foster independence and access to the community.
- Accessibility: TIP connects riders to transportation services that are integrated and open to the general public.
- Efficiency: TIP develops cost-effective solutions, partnerships and coordination to avoid duplication. For example, TIP will closely coordinate with the Madison Metropolitan School District (MMSD) to promote travel training in ways that complement their ongoing efforts.
- Resourcefulness: TIP uses a mix of resources and innovative thinking to address transportation needs.

Promoting Coordination and Capacity Building

- TIP will build on a long history of collaboration between Dane County disability service organizations and transportation providers.
- TIP will engage with Dane County providers of vocational and residential services, as well as case managers to enlist their support and participation in the effort to decrease reliance on para-transit and increase access to mainline and lower cost alternatives.
- In this way, the TIP contributes to the Call Center's capacity to identify and implement transportation solutions for hard to serve clients. This effort is just one example of the Madison Metro/Dane County partnership that benefits from close coordination between agencies.

TIP Approach: “Design Thinking”

- Use the Design Thinking Process highlighted by the **National Center for Mobility Management (NCMM)** to identify and analyze the complex customer needs of adults with I/DD that drive high para-transit use.
- Recommend and promote solutions to meet customer needs.
- Our TIP Challenge Statement:
Keeping in mind the complexities of individuals with intellectual/developmental disabilities (I/DD), how might we design transportation solutions that reduce reliance on paratransit.

TIP Team

The TIP Team is made up of a diverse set of stakeholders:

- Family members of our target customer group
- Representatives from the Transportation System, including Metro paratransit, Call Center, and Travel Training
- Representatives from the Human Services system, including Children's and Adult Case managers, Vocational agencies, Residential Agencies and a Vocational Consultant

Also, on the team are 3 staff including:

- Project Manager- Doug Hunt, DCHS
- DCHS Intern/Assistant- Dan Mifflin
- Project Coordinator- Dawn Wians, private contractor

Design Thinking for Mobility

- The Design Think* for Mobility phases are:
- What is?
- What if?
- What wows?
- What works?
- A series of facilitated activities will guide the TIP team through this very creative process.

**See the National Center for Mobility Management (NCMM) website at:
<http://www.designthinkingformobilitymanagement.org/understand-advocate/>
and the Design Thinking for Mobility website at: www.designthinkingformobility.org

Phase One: “What is?”

OBJECTIVE: Engage with customers and stakeholders to identify current practices that contribute to high paratransit use and reliance on “leave attended” and “door to door” service designation by adults with I/DD.

May 4

Team Meeting- *MAKING SENSE OF COMPLEXITY: Understanding Our Target Customer*

- Overview of Dane County transportation services
- Build Empathy: Study the ‘travel journeys’ of specific personas within our target customer group.
- Generate Common Themes: These themes will inspire brainstorming ideas.

Phase Two: “What if?”

OBJECTIVE: Prepare a method to test possible solutions.

May 11

Team Meeting- *DESIGN CRITERIA: Attributes of an Ideal Solution*

- Building on existing innovation- overview of the Dane County Call Center and Travel Training programs
- Establish the elements and principles of customized transit solutions
- Develop design criteria to evaluate the perceptions, attributes, and constraints of a concept
- Explore Orthodoxies- review surveys of Dane County human service agencies, MCOs in other counties, and concerns of disabilities advocates.

Phase Two: “What if?” (continued)

OBJECTIVE: Engage all stakeholders actively in order to brainstorm alternatives to paratransit that are person-centered, maximize independence, and are cost-effective.

June 1

Team Meeting- *INNOVATION: From Themes to Solutions*

- TIP Team invites stakeholders, community partners, and representatives from our target customer group to join a brainstorming session
- Small groups will develop concepts, write value propositions and a ‘pitch’
- Large group builds consensus for top concepts to move on to prototyping phase

Phase Three: “What wows?”

OBJECTIVE: Identify and test the core assumptions of each of the top concept ideas through rapid prototyping formats.

June 8

Team Meetings- *PROTOTYPING WORKSHOP: Think to Build, Build to Think*

- Bring top concepts to life with rapid prototyping to learn what works, and doesn't work
- Quickly build out concepts to learn more about what works and what doesn't
- There may be multiple smaller prototypes within a solution

Phase Four: “What works?”

OBJECTIVE: Implement the best prototypes with the target customer group to learn what works, and what does not.

August 24

Event- *LEARNING LAUNCH: Are we there yet?*

- Promote new strategies to customers with I/DD and their teams, transit providers, and organizations that serve this population to encourage adoption of the new transportation practices.
- Collect data from the participants that will inform the pilot design

Next steps

OBJECTIVE: Promote new strategies to customers with I/DD and their teams, transit providers, and organizations that serve this population to encourage adoption of the new transportation practices.

Fall 2017

- After the *LEARNING LAUNCH* event we will have new data about what our target customer feels works and what needs improvement. The pilot will be built on our best solutions.
- TIP Team will help recruit potential candidates for the pilot.
- The pilot will roll out in the Fall.

Grant Project Calendar

- November 2016 Grant awarded to Dane County Human Services
- December 1, 2017 Consultant hired - staff planning meetings begin
- January 1 Staff Research Quest begins
- March 30 TIP Team Meeting- *Welcome Lunch*
- May 4 TIP Team Meeting- *Making Sense of Complexity: Understanding Our Target Customer*
- May 11 TIP Team Meeting- *Design Criteria: Attributes of an Ideal Solution*
- June 1 TIP Team Meeting with Stakeholders- *Innovation: From Themes to Solutions*
- June 8 TIP Team Meeting- *Prototyping: Think to Build, Build to Think*
- August 24 TIP Event- *Learning Launch: Are we there yet?* (test prototypes with all stakeholder groups)
- Fall 2017 Pilot best prototype