



ARC Mobility on Demand Implementation For CPACS and Data Exchange for GCT:

February 2021

Project Team:



CPACS: Sub-Grant and Transit Operator where MOD will be implemented



Gwinnett County Transit: Partner Transit Operator For Data Exchange



Atlanta Regional Commission

ARC: Lead agency for project



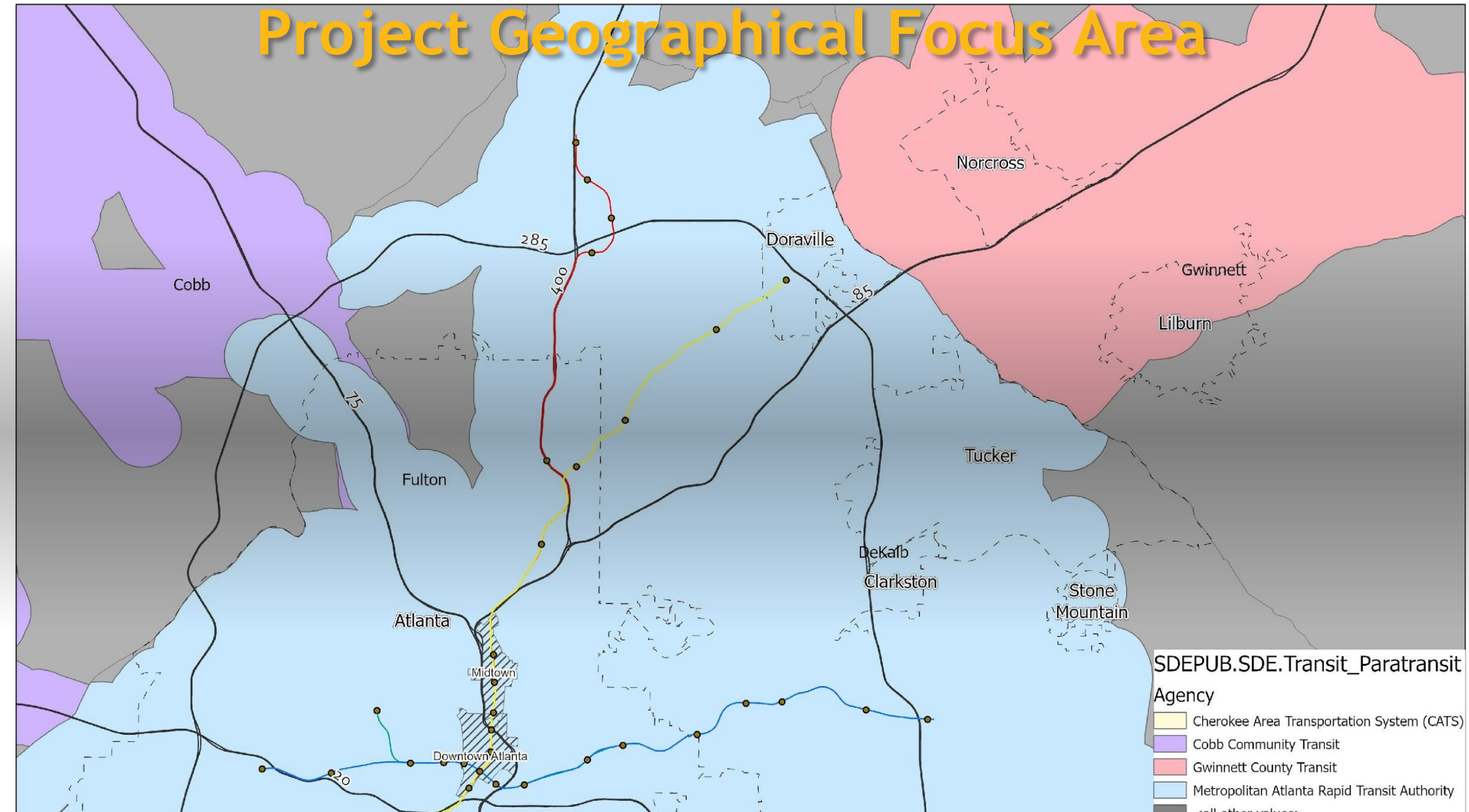
SUMC: Consultant for project



**Statewide
Independent Living
Council of Georgia**

SILCGA: Stakeholder advising on people with disabilities access transportation and technology.

Project Geographical Focus Area



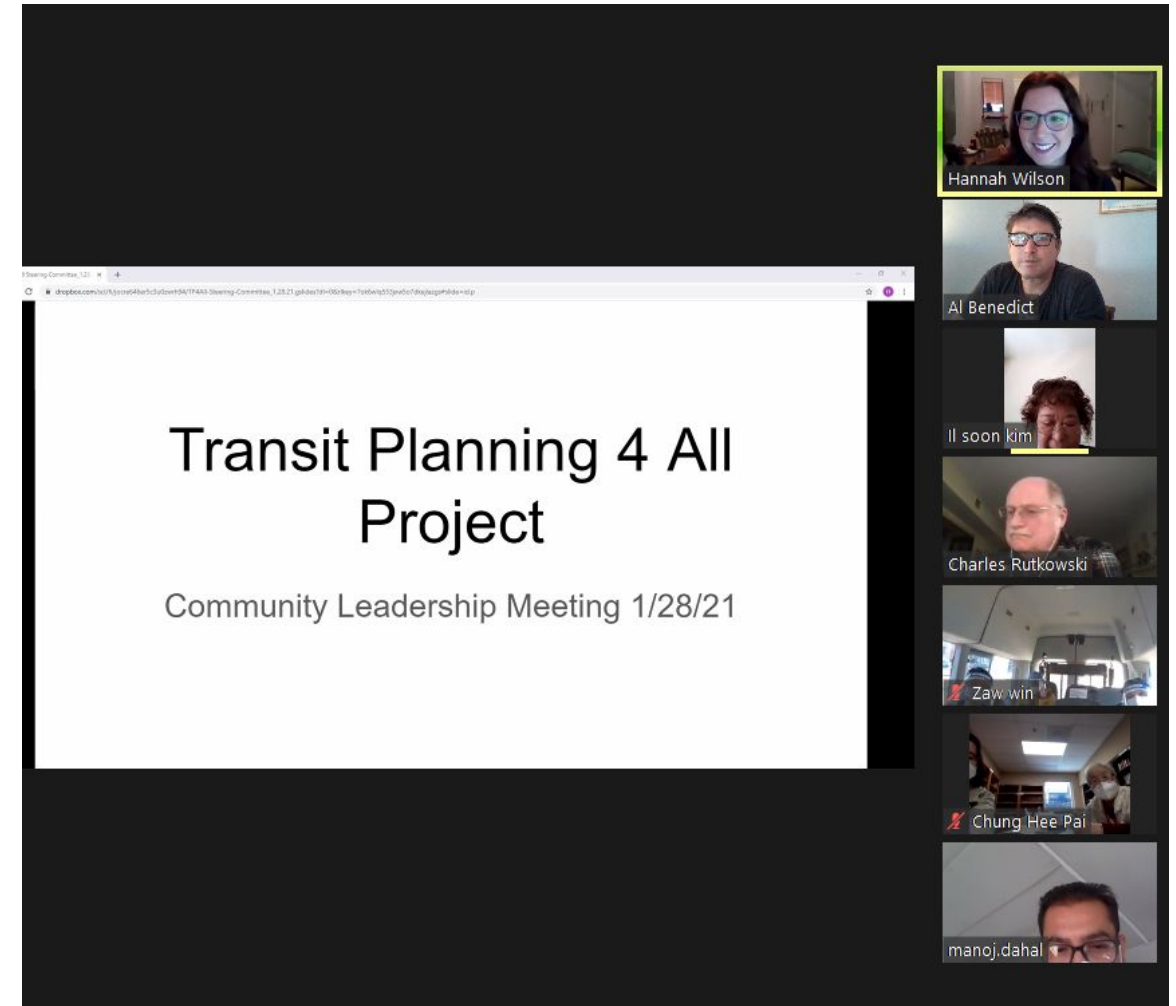
Anticipated Outcomes of Project:

- Improve operational efficiency of CPACS transit for persons with disabilities and seniors.
- Improve accessibility and social equity
- Establish a sustainable framework for equitable community engagement for future projects.
- Improve trip coordination/efficiency with neighboring agencies to improve user experience and reduce travel stress for CPACS riders.
- Implement Mobility On Demand for CPACS Fleet
- Implement a data exchange that allows trips to be shared with neighboring Gwinnett County for better coordination.



Plans for Inclusion:

- Engage CPACS riders and form a Steering Committee who will be representative of the diverse demographics that CPACS serves.
- Ensure that translators are available at each meeting to accommodate language barriers.
- Keep presentation and survey's language friendly by incorporating lots of graphics.



What We Have Accomplished:

- We have successfully gathered Steering Committee Members
 - We have had a corporate meeting with multiple translators on a Zoom Call
 - We have conducted individual interviews with stakeholder members to get feedback on CPACS current operations.
 - We have received feedback from riders on their comfort levels using applications to schedule transportation options (i.e. Uber).
- We have developed a draft of the RFP
 - The language in the RFP includes:
 - Meeting demand of Limited English Proficiency populations.
 - The need for the software vendor to be involved in the Inclusive Planning Process
 - Transactional Data Specifications (TDS) is also specifically called out and references TCRP G-16 Report.



Challenges:

- Language Barriers:
 - CPACS provides translators
 - But communicating through multiple translators leaves little room for dialogue and limits our abilities to truly understand the challenges that CPACS riders are facing.
 - Technology Translation is another form of translation. The project team must communicate technical ideas to the language translators who do not have a technical background.
- Cultural Barriers:
 - How we do Outreach and be sensitive to the multiple cultures that are involved.
 - Naming our Steering Committee something culturally relevant.
 - Keeping things like time in mind during meetings
- Technology Barriers:
 - Many of CPACS riders face technology literacy challenges, making it difficult to participate in outreach events over Zoom, and difficult to adopt MOD technologies.
 - CPACS also has an antiquated technology that has limited data collection capabilities, making it difficult for the project team to establish baselines to measure against for KPIs throughout the project.

Next Steps:

- Hold our March Steering Committee meeting
- Release RFP at the beginning of March
- Select Vendor and enter into contract so that technology vendor can engage in outreach and inclusive planning as quickly as possible

