

# MAT-SU COORDINATED HUMAN SERVICES TRANSPORTATION PLAN



Alaska Smart Communities Forum

April 30, 2019



MAT-SU HEALTH  
FOUNDATION



MATANUSKA-SUSITNA  
BOROUGH

# Overview

◇ Initiation

◇ Importance

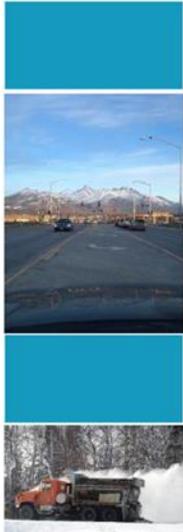
◇ Implementation

# Initiation: What Prompted the Plan?

- ◆ Funding Needs
  - ◆ FTA 5310
  - ◆ Alaska Mental Health Trust
- ◆ Transit & human service transportation providers rely on these funds.



# Initiation: Shared Goals



Matanuska-Susitna Borough  
Long Range Transportation Plan

**GOAL 1: Transportation.** All Mat-Su residents have transportation to work, healthcare appointments, school and community activities, and other opportunities that affect the quality of their lives.

**2016 Mat-Su Community Health Needs Assessment**

HEALTH IS WHERE WE

**Live, Learn, Work & Play**

2016 MAT-SU COMMUNITY HEALTH NEEDS ASSESSMENT

**GOAL 2: Provide Transportation Choices.**

*Strategy 2 – Long Range Transit Vision*

*Strategy 4 – Expand Vanpools*

*Strategy 5 – Consider Additional Demand Response Service*

*Strategy 6 – Encourage Ride Sharing Services*

*Strategy 10 – Improve Awareness of Transportation Choices*

**2035 Mat-Su Long Range Transportation Plan**

**Adopted December 2017**

# Importance: Transportation Needs

Population: **107,610** (2018 estimate)

Seniors: **10.5%**

Disabled Residents

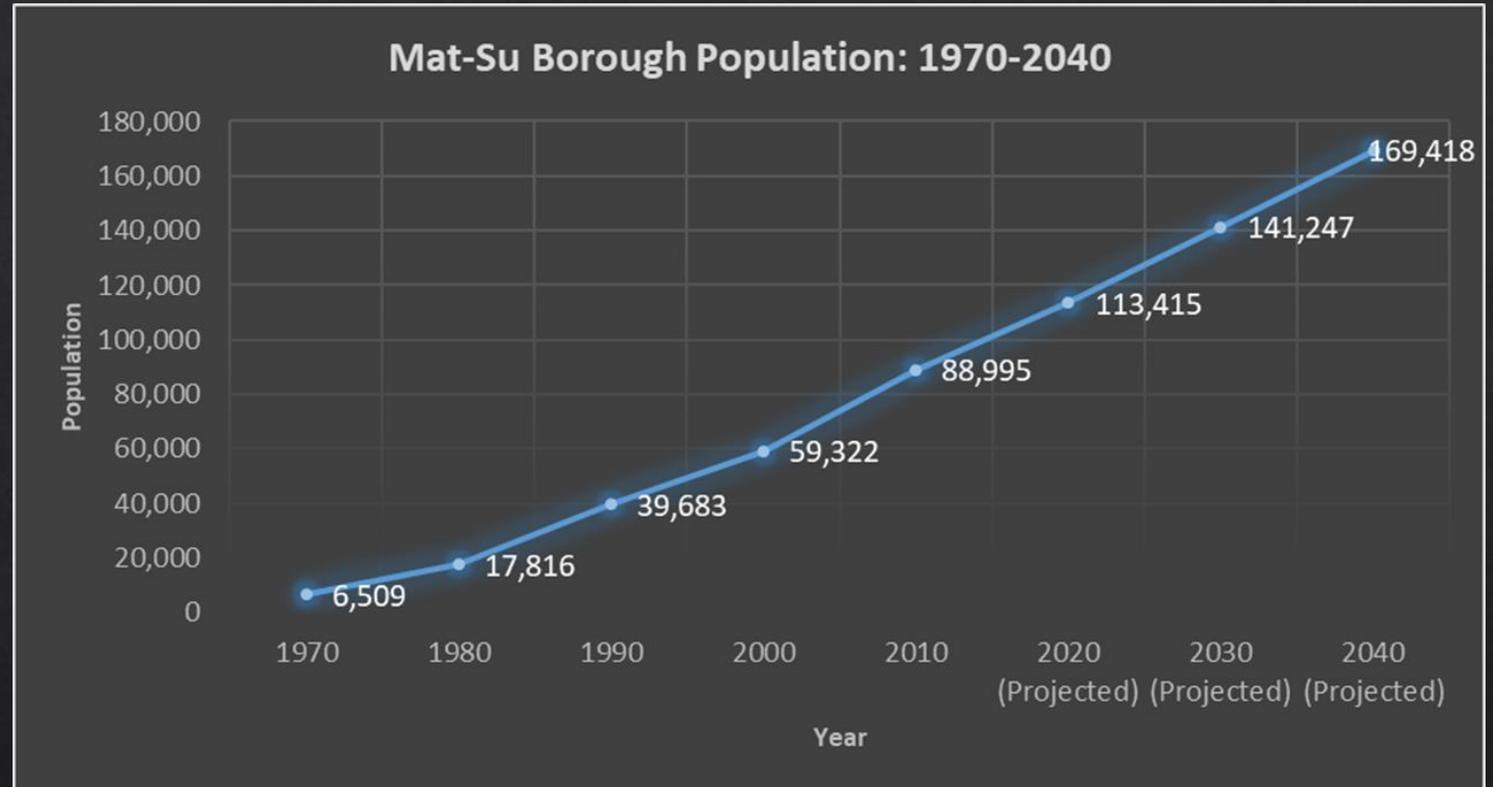
- **12.1% total**
- **39.3% age 65+**
- **23.3% veterans**

Low-Income Residents

- **9.7% total**
- **5% age 65+**

Zero-Vehicle Households

- **3.3% total**

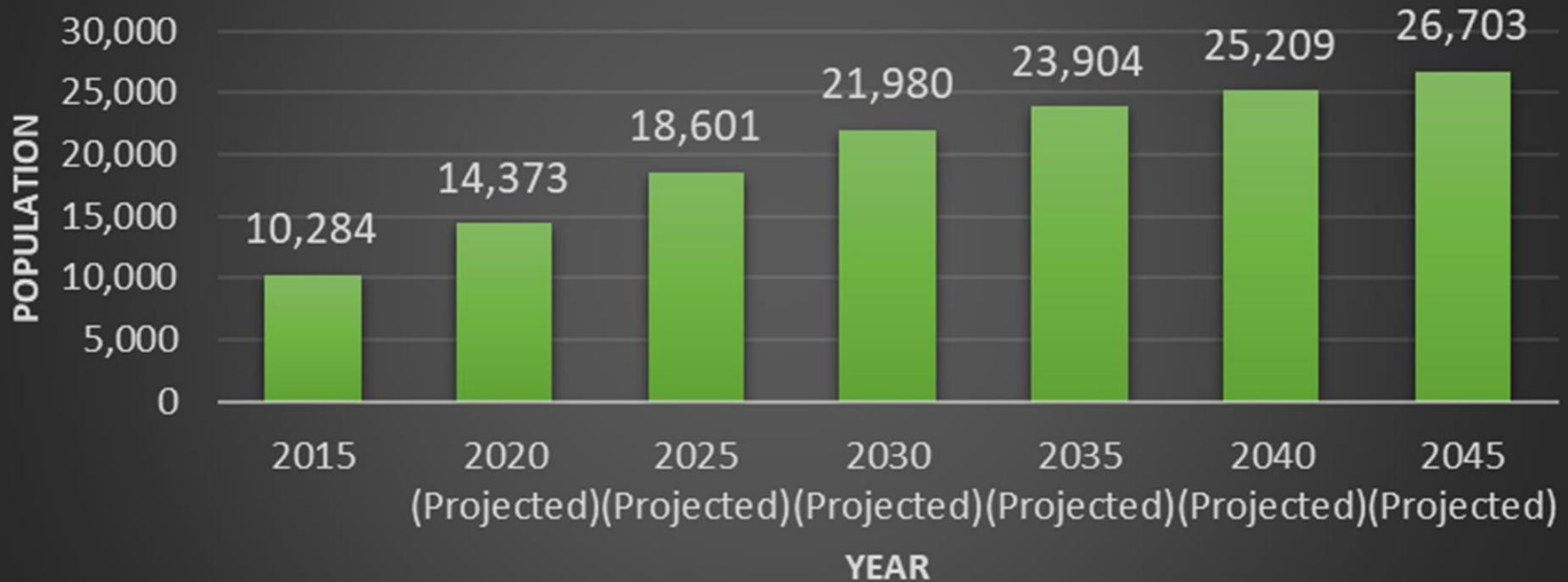


Source: US Census Bureau, American Community Survey

Matanuska-Susitna Borough

# Importance: Community Changes

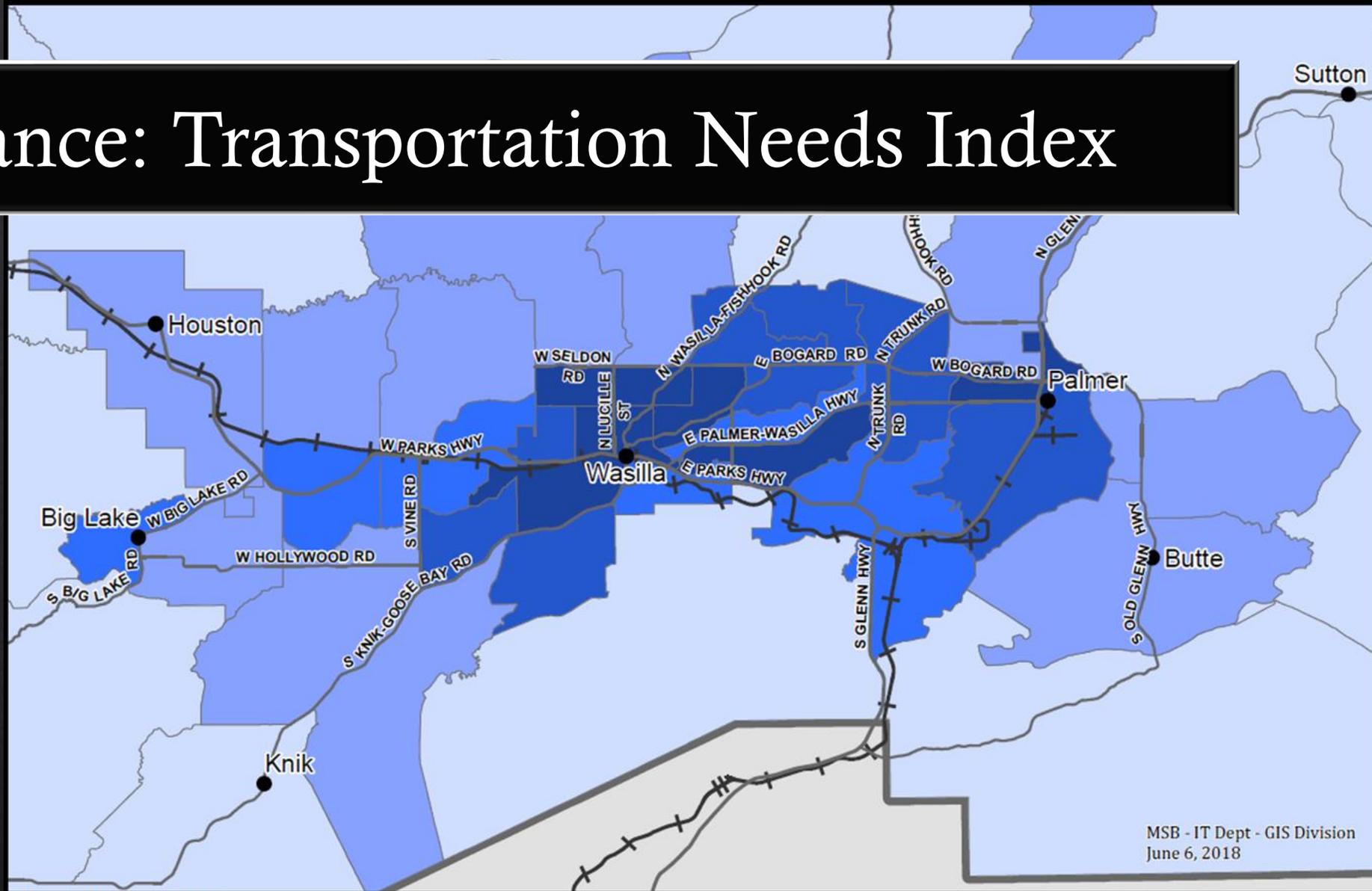
## Mat-Su Borough Population Age 65+



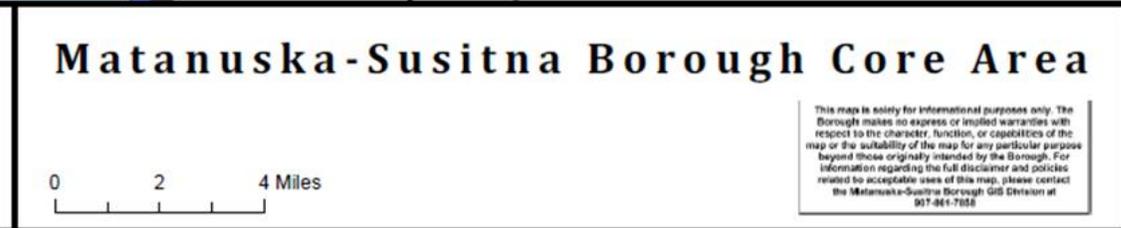
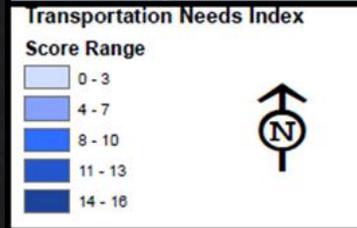
# Importance: Transportation Needs Index

Combination of Factors:

- Low-Income Households
- Seniors 65+
- Zero-vehicle households



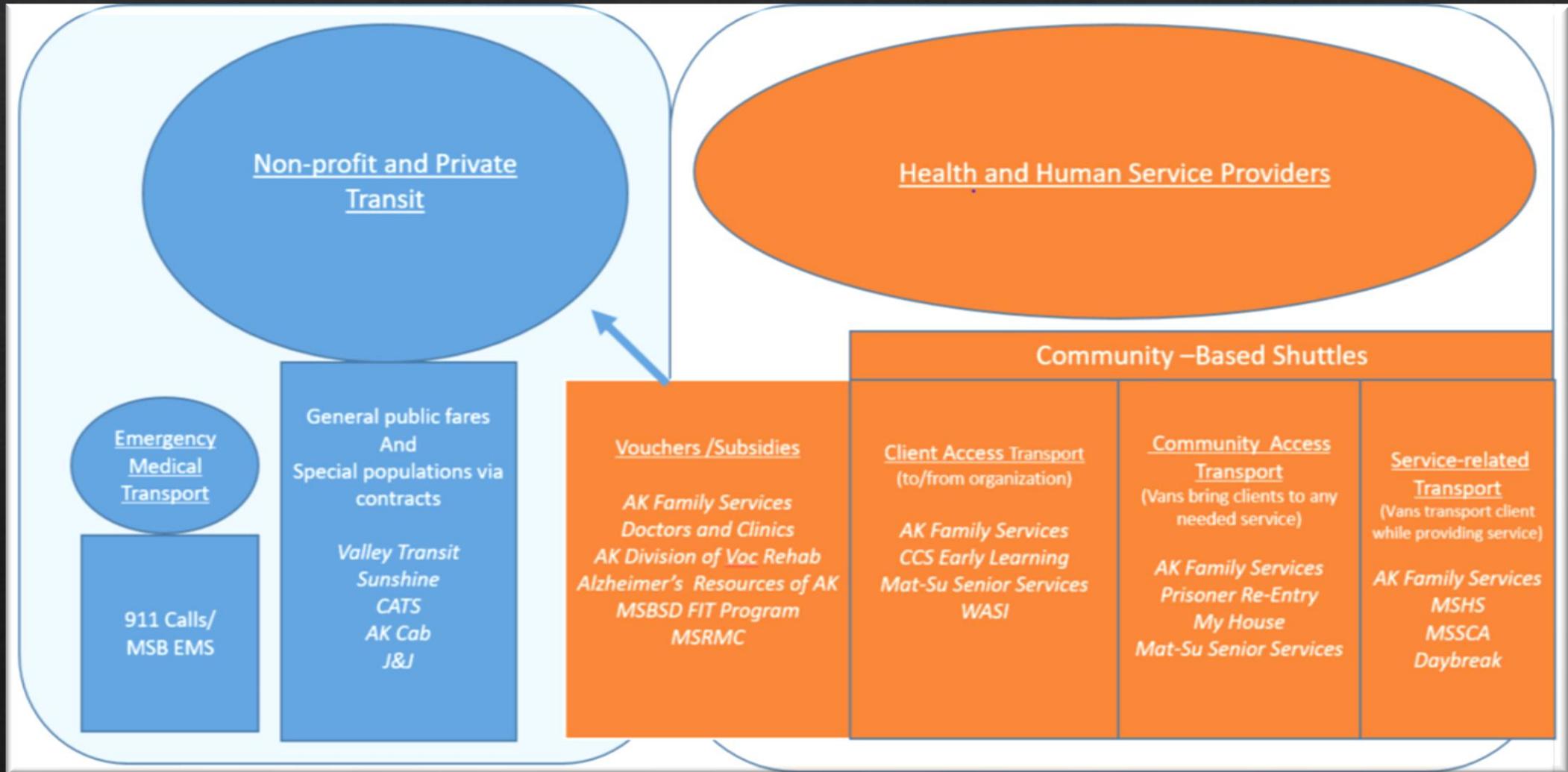
MSB - IT Dept - GIS Division  
June 6, 2018



# Implementation

- ◇ Core Issues
  - ◇ Riders: “Not enough transportation services, and too expensive”
  - ◇ Providers: Lack of coordination → High average cost per trip
  - ◇ Lack of stable funding source(s)
  - ◇ Provider restrictions (e.g. funding, client eligibility)
  - ◇ Land use (long term)
  
- ◇ Response: Coordination Strategies vs. Service Strategies

# Implementation: Providers



# Implementation: Big Idea

- ◇ Centralize
  - ◇ Dispatch
  - ◇ Fleet Management
  - ◇ Call-Taking
- ◇ One online platform
  - ◇ Providers stay in place

# Implementation: Big Idea

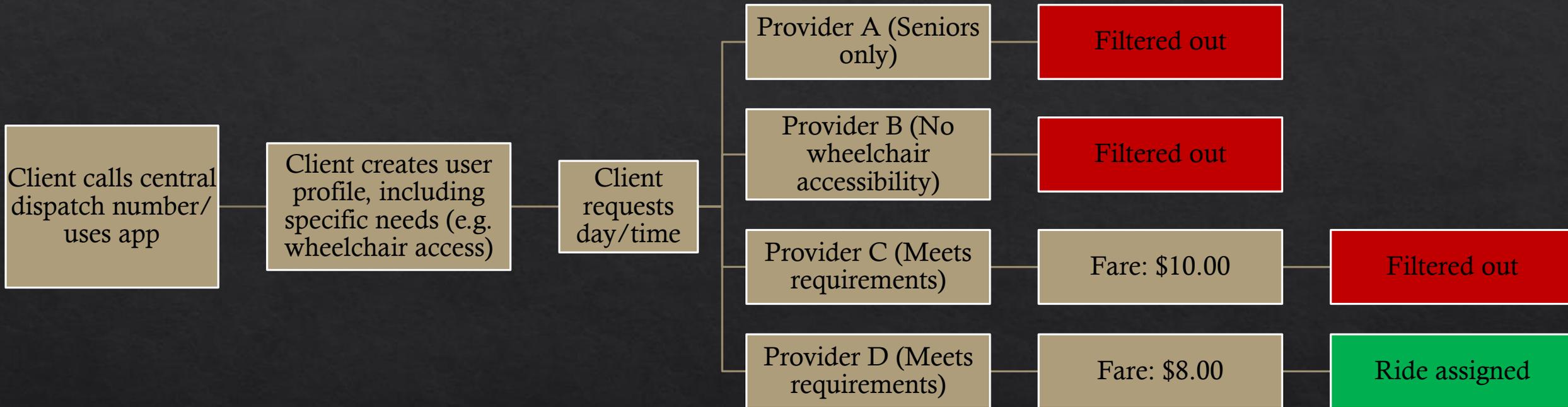
- ◇ Cost-effective and user friendly for riders and providers
- ◇ Riders
  - ◇ One-Call/One-Click solution
  - ◇ Assigns trips to lowest-cost, eligible provider
- ◇ Providers
  - ◇ Save time and/or money without sacrificing quality
  - ◇ Cost-effective providers access larger client pool
  - ◇ Cost-ineffective providers reduce financial burden

# Getting a Ride: Now



- ◇ Limitations:
  - ◇ Not always the best price
  - ◇ Vehicle availability (medical appointments, etc.)

# Getting a Ride: Central Dispatch



- ❖ Prioritizes the rider's needs (cost, availability)
- ❖ Right-sizes ride allocation to most cost-effective providers
- ❖ Reduces system-wide costs

# Software Needs

## Provider Side

- ◇ Multiple providers
- ◇ Automated scheduling/reservation
- ◇ Event tracking
- ◇ Route management
- ◇ Vehicle management
- ◇ Driver management
- ◇ Customer analysis
- ◇ Real-time notifications (to drivers)
- ◇ Mapping & street management
- ◇ On-time performance
- ◇ Customized reports and billing
- ◇ Medicaid integration
- ◇ Mobile OS

## Rider Side (Mobile Service Portal)

- ◇ Real-time bus departure/location information and notifications
- ◇ General and route-specific news alerts
- ◇ Interactive voice reminder/assistant/response
- ◇ Reservations
- ◇ Notifications regarding detours and temporary bus stops

# Current Challenges

- ◇ Medicaid non-emergency medical transportation (NEMT)
- ◇ Contracting
  - ◇ With software provider
  - ◇ Between transportation providers (user fees)
- ◇ Short and long term expenses
  - ◇ Local government contribution
  - ◇ Mat-Su Health Foundation helping with transition costs