

Reach A Ride Website and Call Center

National Capital Region Transportation Planning Board
December 21, 2011



Purpose

- ▶ The purpose of the website and call center is to provide consumers in the National Capital Region improved access to information on transportation options for those with disabilities, senior citizens, limited English proficiency, and low-income commuters.

Funding

- ▶ In 2008, COG/TPB awarded a Job Access Reverse Commute (JARC) grant to develop and deploy the Reach A Ride project in the amount of \$584,000, of which \$117,000 is local match. \$467,000 of the grant is from the Federal Transit Administration (FTA).
- ▶ WMATA provided the majority of the \$117,000 in matching funds for the grant and DDOT, MTA and VDRPT also contributed funds.
- ▶ Future funding may include JARC, matching funds, or private funds.



Background

- ▶ A functional requirements analysis was completed in November 2009.
- ▶ The functional requirements analysis provided website specifications to ensure the highest level of accessibility for people with visual impairments, database specification, and standards for maintaining the data.

Project Development

- ▶ In June 2010 the COG/TPB Alternative Commute Program team became the business owner of the web site and call center.
- ▶ Provider data collection efforts began in December 2010.
- ▶ The database and website were designed, tested, and deployed.
- ▶ COG/TPB staff worked with the American Foundation for the Blind and earned the AFB's Accessibility Assurance Program which is essentially a seal of approval for meeting high standards of accessibility.
- ▶ Focus groups were held in May 2011 with individual users from each of the project target markets.
- ▶ Feedback from the focus groups was used to make changes to the web site.

Project Implementation

- ▶ A call center toll free number was set up and those speaking Spanish will also have access to a Spanish speaking call center agent.
(855)732-2427
- ▶ Callers can also contact the center through a TDD/TTY number, if necessary.
- ▶ Reach A Ride was launched on December 5th with a press event.
- ▶ Marketing campaign began this month.
- ▶ Brochure was produced and distributed.



Web Site Features

- ▶ Quick Search is on Front Page
- ▶ About Us Section Gives Background
- ▶ Advance Search feature allows for more filtering
- ▶ FAQ page
- ▶ Contact page
- ▶ Provider Login page
- ▶ Site is available in Spanish

Web Site Demonstration

- ▶ [Reach A Ride Web Site](#)



Questions?

- ▶ Nicholas Ramfos
- ▶ nramfos@mwkog.org
- ▶ 202-962-3313