

# Reach A Ride Website and Call Center

TBP Technical Committee  
December 2, 2011



# Background

- ▶ In 2008, COG/TPB awarded a Federal transit Administration Job Access Reverse Commute grant for \$584,000 to develop and deploy Reach A Ride.
- ▶ WMATA provided the majority of matching funds for the grant and DDOT, MTA and VDRPT also contributed funds.
- ▶ A functional requirements analysis was completed in November 2009.



# Background (con't)

- ▶ 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.
- ▶ 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, and low-income commuters.

# Background (con't)

- ▶ 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.

# Background (con't)

- ▶ 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.

# Background (con't)

- ▶ 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.
- ▶ The program will be launching on Monday, December 5<sup>th</sup> through a press event.
- ▶ Marketing campaign will begin later in the month.
- ▶ Brochure currently available.

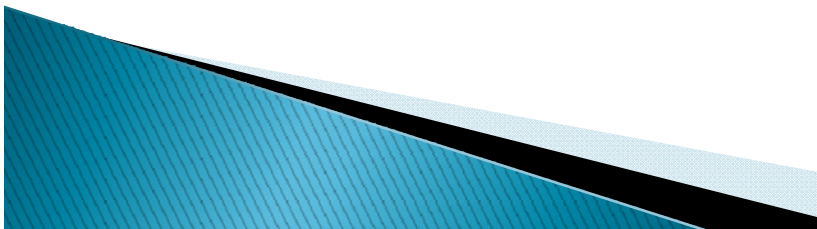
# Web Site Features

- ▶ 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 will be available in Spanish



# Web Site Demonstration

- ▶ [Reach A Ride Web Site](#)





# Questions?

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