

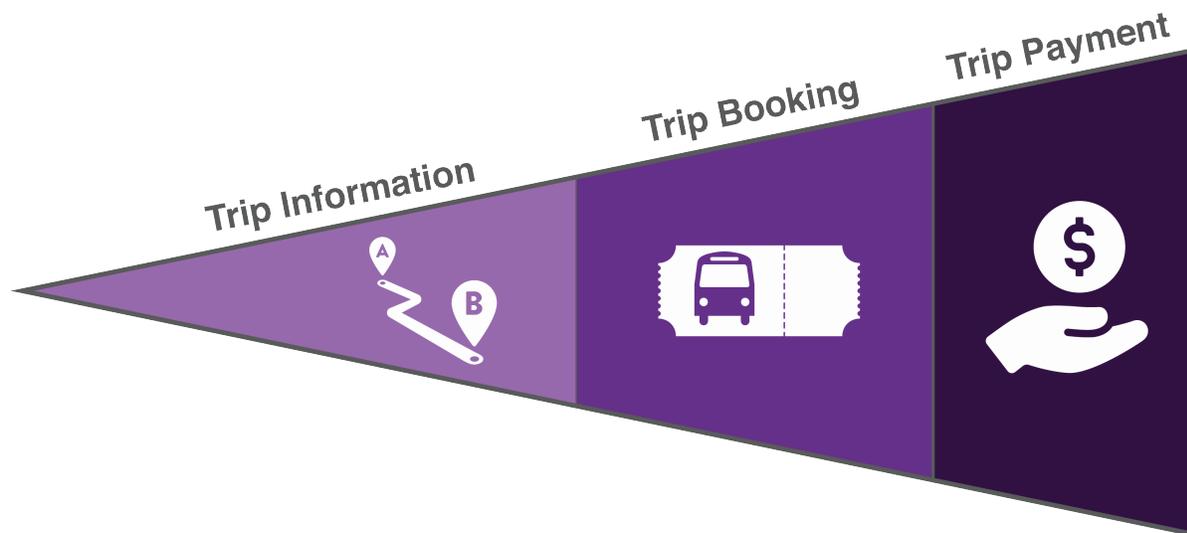
## Spotlight Project for One-Call/One-Click Systems

Project Location: Central Florida (including the Orlando Metro Area)

Project Owner: LYNX

Publication date: February 28, 2020

### Project Background



One-Call/One-Click System Diagram for Central Florida

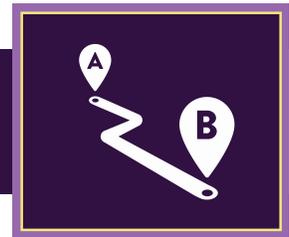
[LYNX](#) is the transit agency for the Orlando metro area, providing extensive bus service, Americans with Disabilities Act (ADA) complementary paratransit service, and on-demand service for the general public. LYNX was the recipient of a [Mobility Services for All Americans](#) (MSAA) grant in 2005, which enabled the agency to design a concept called the Model Orlando Regionally Efficient (MORE) Travel Management Coordination Center (TMCC) in order to better coordinate transportation and technology services in its area. The 2005 round of funding is considered phase 1 within the wider scope of MSAA grants provided, with phases 2 and 3 taking place in 2009 and in 2015, respectively. When LYNX did not receive the phase 2 funding in 2009 to help implement the design created during phase 1 in 2005, LYNX staff members decided to pursue a lighter version of the TMCC that could be funded in-house. This lighter version consisted of online trip booking for some of LYNX’s services and online trip payment for all of LYNX’s services. The agency also pursued itinerary planning efforts for the region, which include LYNX’s services as well as other transportation options in the region. All of these efforts were included in the LYNX Transit Development Plan and the LYNX ITS Plan, functioning as a set of projects with indirect and direct connections that form the OC/OC system for central Florida.

Florida has a [“transportation disadvantaged” program](#), which is a “coordinated state-wide effort which groups riders together for a shared ride service. Transportation services are available in all 67 Florida counties for those who are eligible and have no access to transportation. Federal, State and Local agencies join together to provide necessary transportation to medical appointments, employment, educational and other life sustaining services.” Further, [“transportation disadvantaged”](#) is defined as “... those persons who because of physical or mental disability, income status, or age

are unable to transport themselves or to purchase transportation and are, therefore, dependent upon others to obtain access to health care, employment, education, shopping, social activities, or other life-sustaining activities, or children who are handicapped or high-risk or at-risk.” Because of this pioneering program, Florida is considered a human services transportation coordination leader.

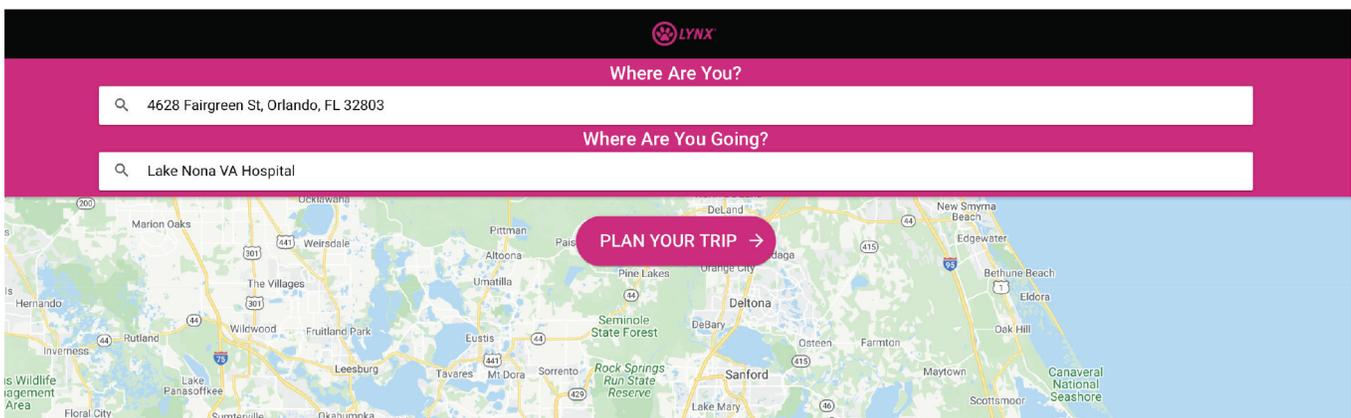
Across Florida, transportation disadvantaged programs are supported operationally by “Community Transportation Coordinators” (CTCs). LYNX serves as the CTC for the central Florida region including Orange, Osceola, and Seminole Counties. LYNX is the provider for multiple demand-response transportation (DRT) services in the region including serving as a CTC, operating ADA complementary paratransit service, and operating general public on-demand service. In 2019, LYNX provided 749,713 “AccessLYNX” trips, which include ADA complementary paratransit and transportation disadvantaged trips. LYNX also provided 141,894 “NeighborLink” (i.e., general public on-demand) trips in 2019.

## Trip Information

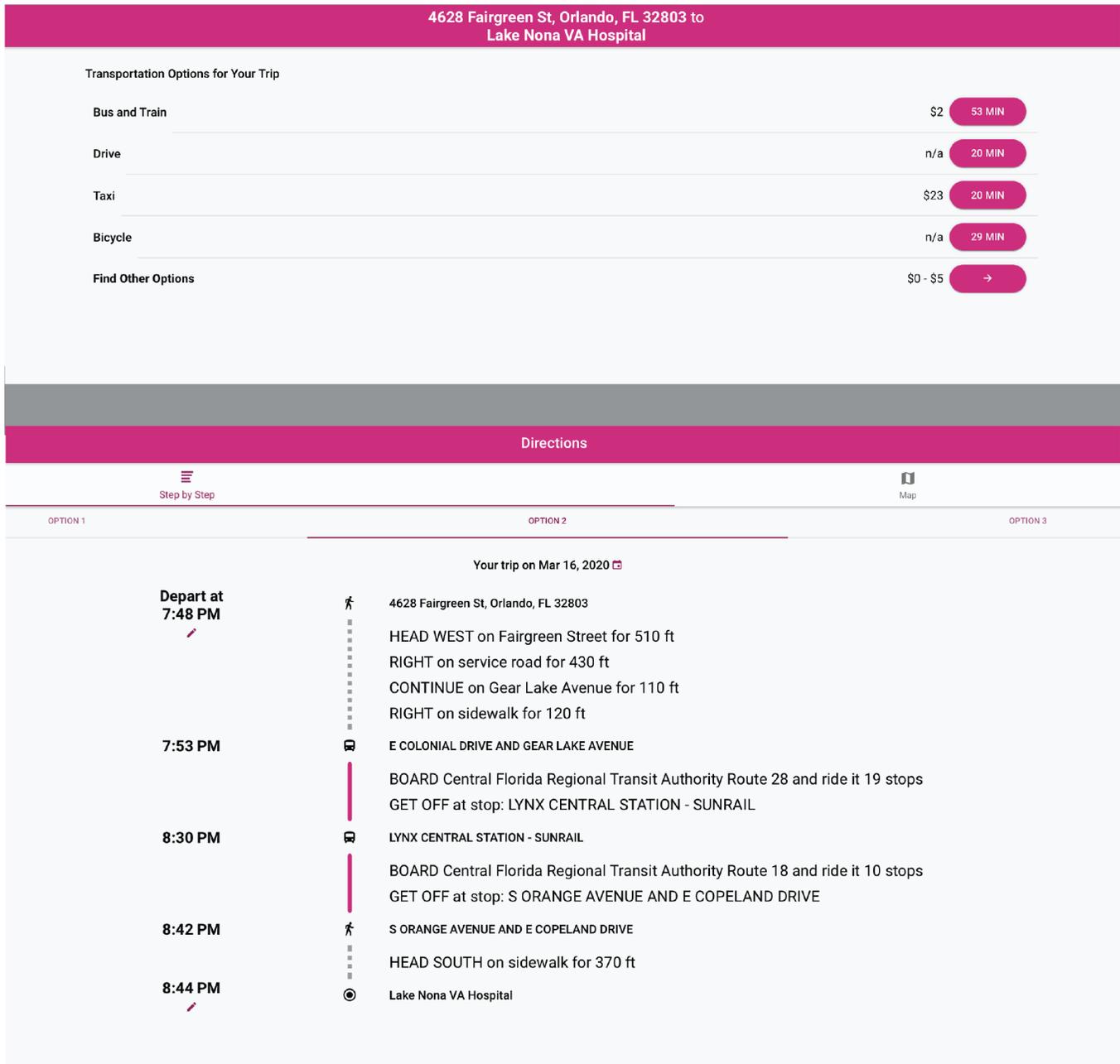


### Itinerary Planning

In addition to MSAA funding, LYNX also gained a [Veterans Transportation and Community Living Initiative](#) (VTCLI) grant in 2011, which resulted in funding the development of an itinerary planner. It was delivered to the public in November 2019 and is available online at [www.lynxconnects.com](http://www.lynxconnects.com). In order to get the word out about the itinerary planner, LYNX has leveraged its social media account. In order to address maintenance needs over the years, LYNX plans to include a professional services line item in the annual budget. Currently, a connection with the Google Maps itinerary planner is available on the “trip planner” page of LYNX’s primary website at [www.golynx.com/plan-trip/trip-planner.stml](http://www.golynx.com/plan-trip/trip-planner.stml) and on the main page at [www.golynx.com](http://www.golynx.com). It is anticipated that in fall 2020, LYNX will add the link of the new itinerary planner currently at [www.lynxconnects.com](http://www.lynxconnects.com) to [www.golynx.com](http://www.golynx.com), bringing the various OC/OC system functions together on the same website.



Screenshot of LYNX’s Itinerary Planner



Screenshots of LYNX's Itinerary Planner

## Real-time Information

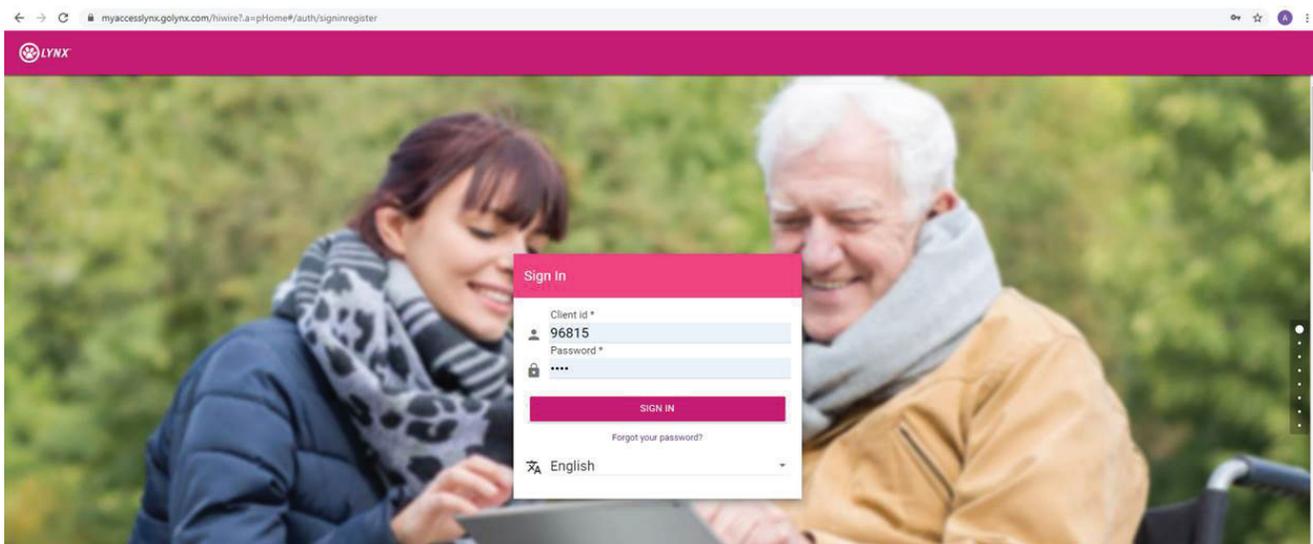
In an effort complementary to itinerary planning, LYNX also has [bus tracking services](#). While the itinerary planner provides trip itineraries (i.e., from static data on planned routes), the bus tracking services provide real-time updates (i.e., real-time data on actual vehicle locations). The two support a user by helping them first figure out which itinerary works best and then being able to check more precisely when the transit vehicle will arrive.



## Reservation Service

Over the years, LYNX has considered ways to keep all services running as efficiently as possible for both the users and the agency. In the past, all ADA complementary paratransit and transportation disadvantaged passengers were required to call the “Mobility Services” call center to book trips. This call center handles a range of call types in addition to ADA complementary paratransit and transportation disadvantaged trip booking, often for people who cannot use the other web-based services LYNX provides. LYNX staff members were well-aware that any efforts made to reduce call volume would help the call center function as efficiently as possible, keeping call counts and call times to a minimum while focusing calls on people who could not access information online.

LYNX staff members embarked on a deployment of the [WebACCESS online reservation platform](#) for both ADA complementary paratransit and transportation disadvantaged trip booking, together called [Access LYNX](#), as an effort to keep the call center functioning as efficiently as possible while providing a user-friendly option for online trip booking. The first version of WebACCESS was delivered to the public in March 2016. Improvements were made to the software, and an updated version was delivered in September 2018. While WebACCESS currently works in connection with one provider, LYNX, it supports two different types of services—both ADA complementary paratransit and transportation disadvantaged services. When a person who is eligible for either or both services (i.e., has completed a confirmed application) wants to book a trip, they have two options. They can either call the “Mobility Services” call center or log on to the WebACCESS reservation platform. Their WebACCESS account contains details about their eligibility, applicable funding sources, and past trips. Through WebACCESS, they can book their trip and receive an immediate confirmation. The WebACCESS software compares the trip request and details entered with the user’s eligibility for ADA complementary paratransit and/or transportation disadvantaged service along with fleet capacity and other scheduling considerations.



Screenshot of LYNX’s WebACCESS Online Reservation Platform

myaccesslynx.golynx.com/hiwire?.a=pHome#/main/booktrip

**LYNX**

MICKEY MOUSE  
Client id - 96815

- My profile
- Sign out
- Trips
- Book trip
- General info
- Feedback
- Help

Language selection

### Book trip

**Pickup details**

Pickup Address \*  
(C5) 700 BACKSTAGE LN, BAY LAKE, FL, 32830

**Dropoff details**

Dropoff Address \*  
(CE) 4950 LB MCLEOD RD, ORLANDO, 32811

**Date and time**

Trip date \*  
Tue, Jan 28

Trip type  
Pick me up at Pic 4:

myaccesslynx.golynx.com/hiwire?.a=pHome#/main/confirmtrip

**LYNX**

MICKEY MOUSE  
Client id - 96815

- My profile
- Sign out
- Trips
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- General info

### Confirm booking

**Please do not refresh the page until the trip is confirmed**

**Trip details**

Date	Wed, Jan 29
Requested pickup time	4:45 PM
Requested return pickup time	8:30 PM
Additional passengers	1. Personal care attendant - Wheelc
I will be bringing	No mobility aids
Booking purpose	Shopping

(C5) 700 BACKSTAGE LN, BAY LAKE, FL, 32830 To (CE) 4950 LB MCLEOD RD, ORLANDO, 32811

**Booking confirmation**

Your trip is booked but will be scheduled at a later time. The booking confirmation numbers are 14849503 and 14849504.

[BOOK ANOTHER TRIP](#) [TRIP DETAILS](#) [VIEW TRIPS](#)

Dropoff details

Screenshots of LYNX's WebACCESS Online Reservation Platform

**Trip details**

Date: Wed, Jan 29

Status: ● Unscheduled

Total Fare: \$8.50

Booking purpose: Shopping

Additional passengers: 1. Personal care attendant - Wheelchair

Space Type: Wheelchair

Route: (C5) 700 BACKSTAGE LN, BAY LAKE, FL, 32830 To (CE) 4950 LB MCLEOD RD, ORLANDO, 32811

Booking id: 14849503

Pickup details: Requested pickup window: 4:45 PM to 5:16 PM, (407) 555-5555

Dropoff details: (407) 712-2673

**LYNX**

MICKEY MOUSE  
Client id - 96815

My profile

Sign out

Trips

**Book trip**

General info

Feedback

Help

Language selection  
English

Trips

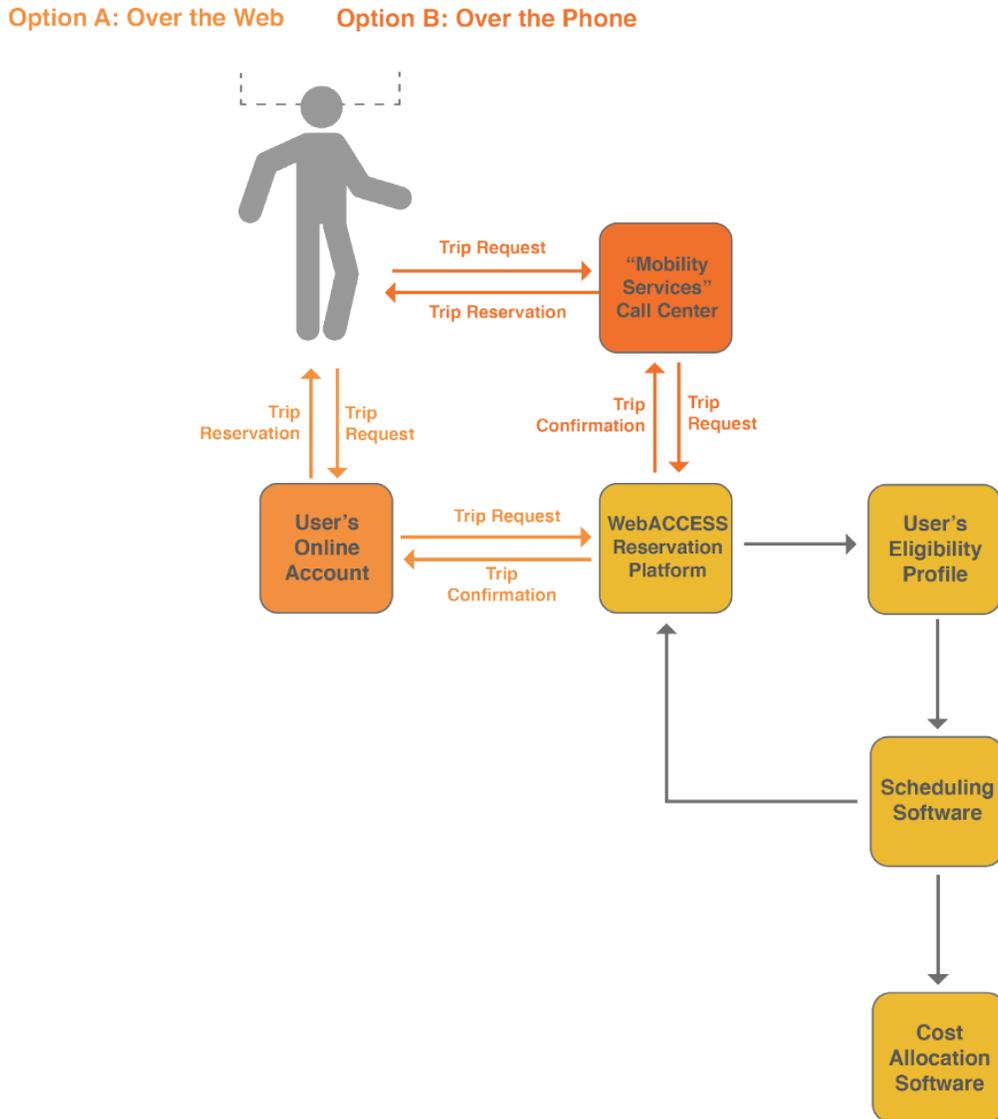
January 2020

Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	31	1	2	3	4
5	6	7	8	9	10 ● CUSTOMER HOME 12:15 PM	11
12	13	14	15 ● CUSTOMER HOME 5:45 AM ● (CS) 1800 DENN JOHN...	16 ● CUSTOMER HOME 11:45 AM ● (CS) 700 BACKSTAGE ... 11:50 PM	17	18
19	20 ● (CF) 3003 W VINE ST, ... 8:30 AM ● (CS) 1800 DENN JOHN...	21 ● 1700 South Orange Blo... 7:45 PM ● 1700 South Orange Blo... 3:45 PM	22 ● CUSTOMER HOME 4:00 PM ● CUSTOMER HOME 4:30 PM ● (CF) 3003 W VINE ST, ... 8:45 PM	23	24 ● 1500 Amber Leaf Circl... 2:00 PM ● 1500 Amber Leaf Circl... 3:30 PM ● 1486 Buena Vista Drive... 4:30 PM ● 125 E PINE ST., ORLAN... 5:00 PM	25
26	27	28	29	30	31	1

Screenshots of LYNX's WebACCESS Online Reservation Platform

Unless there is a trip denial, the trip is scheduled and a confirmation is sent to the user. The reservation also confirms the trip fare, as explained in the “trip payment” section. A record is generated in the system regarding how costs should be allocated for the future trip across one or more funding sources. After the trip is completed, the cost allocation details are confirmed and added to the financial accounting component of the software for tracking purposes.

When a user calls the “Mobility Services” call center to book a trip, a similar process occurs. The main difference is that the user’s trip request details are taken verbally and entered into the software. Trips are ultimately coordinated with five different contractors—each with their own vehicle fleet. To better understand points of access to WebACCESS, see the graphic below.



Graphic Showing Points of Access to LYNX’s WebACCESS Online Reservation Platform

LYNX’s on-demand service for the general public, called [NeighborLink](#), also provides online booking. NeighborLink’s trip booking platform and WebACCESS are two separate platforms, and the DRT services for NeighborLink and WebACCESS are kept mostly separate from an operational standpoint. LYNX is exploring options for uniting dispatch processes for ADA complementary paratransit and NeighborLink services for future potential implementation.



## General and Specialized Services

Lynx has a mobile fare payment app for all of LYNX’s services called the [LYNX PawPass](#), which supports general services payment as well as specialized services payment for ADA complementary paratransit and transportation disadvantaged services together called “Access LYNX.” The LYNX PawPass was delivered in March 2019. Users of ADA complementary paratransit and transportation disadvantaged services can pay their fare directly through the LYNX PawPass app. When they receive a trip reservation through the WebACCESS reservation platform (or over the phone), they receive details on the fare cost. Then, they can enter the fare details and pay through the LYNX PawPass app before the trip occurs as shown in the LYNX PawPass and Access LYNX [instructional graphic](#). Once on board the vehicle, they can show the driver their active ticket. As mentioned above, once the trip is completed the WebACCESS reservation platform allocates trip costs across one or more funding sources as determined by the user’s eligibility details as a behind-the-scenes accounting and tracking activity.

INTRODUCING THE NEW LYNX PAWPASS MOBILE PAY APP!

HOW TO GET STARTED:

1. Download PawPass in App Store or Google Play.
2. Create account.
3. Enter ACCESS LYNX ID to request approval.
4. Register credit or debit card. Add value to your virtual wallet.
5. Select "ACCESS LYNX" to purchase fare.
6. Enter fare amount for trip.
7. Select fare for trip.
8. Show driver active ticket.

HOP ON THE BUS AND ENJOY YOUR RIDE!

Customers also may access their accounts through [golynx.com/tripapps](http://golynx.com/tripapps) or [lynxpawpass.com](http://lynxpawpass.com) to conduct self-service transactions.

LYNX

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Watch us: [channelLYNX](https://channelLYNX)

Follow us: [instagram.com/golynx](https://instagram.com/golynx)

Visit us: [golynx.com](http://golynx.com)

Call us: 407-841-LYNX (5969)

Instructional Graphic for LYNX’s PawPass App

## Support

The primary support type for LYNX has been funding. As an agency, they benefited from the MSAA phase 1 grant in 2005 of \$400,000 and the VTCLI grant in 2011 of \$1,056,800.

## Challenges, Maintenance, and Future Plans

### Connecting Trips with Correct Funding Sources

When WebACCESS was originally launched, LYNX instructed users to enter their own funding source details. The agency learned that oftentimes a user is not aware of the funding source that applies to them, especially for the transportation disadvantaged program. As a result, there was often a great deal of accounting reconciliation at the end of each month to ensure each ride was connected with the correct funding source—adding a significant amount of administrative time and cost for LYNX. Now when a user begins to book a ride, WebACCESS requires a client identification number, which connects with the correct funding source. Further, LYNX has a single application that helps gain the details needed for both ADA complementary paratransit and transportation disadvantaged services. Once this application has been approved, the user receives a client identification number and can then create an online account with WebACCESS to book trips.

### Wide Range of Organizational Capacities

LYNX worked with regional stakeholders in 2005 in order to develop the TMCC design and concept. The primary stakeholders included Polk County Transit Services (PCTS), the Lakeland Area Mass Transit District (Citrus Connection), and LYNX. Also supporting the design of the project were the Florida Agency for Persons with Disabilities, Area Agency on Aging (Senior Resource Alliance), Florida Department of Children and Families, Seniors First, Seminole Community Mental Health, and Goodwill Industries of Central Florida. There were different levels of knowledge and awareness of technology among the group. LYNX reports that having a wide spectrum of technology-related skills among stakeholders resulted in a tendency among the smaller agencies to quietly agree on the recommendations given by LYNX. LYNX suggests that in similar situations, organizations should ensure there is training included for stakeholders with less technology experience, and that this be provided in an efficient manner to take into account the limited staff availability of smaller agencies. Another option may be to have a consultant play a stronger role with some stakeholders, serving as a representative of sorts for their interests.

### Third-party Integration

LYNX is exploring integration with third-party trip booking and fare payment applications. This would allow users to choose their preferred application for regional transportation to interact with LYNX's transportation services. Facilitating the ability of users to access different apps furthers LYNX's concept of "no wrong door of entry." Integration will involve using standards for data connections to LYNX's reservation and payment systems.

## Related Materials & Contacts

The [Mobility Services for All Americans \(MSAA\) Case Study Report](#) profiles LYNX's TMCC efforts and provides additional information.

For additional information, contact LYNX's Senior ITS Developer, Doug Jamison, at [djamison@golynx.com](mailto:djamison@golynx.com).