

**National Capital Region
Transportation Planning Board**

**Regional Transportation Information Clearinghouse
Potential Partners Analysis**

November 23, 2009



This document is available in an alternative format upon request. Please contact Wendy Klancher at wklancher@mwkog.org, (202)962-3321 or (202)962-3213 (TDD). Allow 7 working days for preparation of the material

Prepared For

Metropolitan Washington Council of
Governments
National Capital Region
Transportation Planning Board

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1.0 Introduction

The Metropolitan Washington Council of Governments (MWCOG) National Capital Region Transportation Planning Board (TPB) engaged hodgsonConsulting to conduct a number of related studies, including a needs assessment and review of potential partners for a website which will become a one-stop resource to provide information about transportation services offered in the Metropolitan Washington area. This one-stop resource, while available to all, is targeted to the transportation disadvantaged, specifically people with disabilities, older adults and low income commuters, all of whom rely on transportation services to navigate the region.

To avoid duplicating an existing service or resource, TPB asked hodgsonConsulting to evaluate the potential for partnership with other organizations currently working in the region to provide transportation-related information to the targeted populations. This document provides the results of that evaluation.

2.0 Research Methodology

The list of potential partners supplied by TPB staff included: 211 Metro DC; Jewish Council for the Aging; DC Aging and Disability Resource Center; and Senior Navigator. To conduct its analysis, hodgsonConsulting reviewed each partner to determine its site(s)' search capacity and its ease of use for the targeted populations. In addition, hodgsonConsulting conducted interviews with representatives from each of the potential partners, including members of the executive and technical staff. When possible, hodgsonConsulting reviewed the specific database schema and transportation records from each organization; if this information was not provided, hodgsonConsulting conducted research on the organization's site to determine the search criteria and specific number of transportation records available. HodgsonConsulting also compared the transportation records in the potential partner's database with the Inventory of Specialized Services, a listing developed by MWCOG staff of providers that should be included in the final database.

When conducting this research, hodgsonConsulting sought to answer the following questions:

- How can MWCOG create partnerships to best implement this project in a timely and cost-efficient manner, meeting the needs of various project stakeholders with limited available resources?
- What are the technological capabilities of the potential partner organizations and how open are their systems to data integration?
- What data do these organizations maintain, and how do they maintain it?
- How much cross over is there between the potential partner's current system and database with TPB's list of Must Have Criteria and its Inventory of Specialized Services?
- What are the benefits and challenges of joining existing data sources currently maintained by different organizations throughout the region?

- How is each site marketed throughout the region, to both end users and to potential providers?

A detailed report of hodgsonConsulting's research on each potential partner is included in Appendix A.

3.0 Analysis

HodgsonConsulting was asked to evaluate potential partners on both their existing website and their database. While hodgsonConsulting did assess each site's usability and functionality, we based our evaluation of a partner's potential value primarily on the quality of its database, evaluating such things as the number of transportation-specific records in each database and the robustness of that data (how many fields were actually completed for each record), the crossover between TPB's list of "Must Have" search criteria and the search capacity of the database and between the actual records in the database and TPB's Inventory of Specialized Services, and the geographic distribution of the records within the database.

The design and functionality that is required for MWCOG's Regional Transportation Information Clearinghouse is fairly straightforward. The site's required architecture, search criteria, user interface and specific functionality will be carefully detailed in the Needs Analysis and Requirements documentation. Evaluating potential partners on their current site(s)' structure and functionality gives insight into how well they understand TPB's target audience, but it doesn't necessarily indicate how well suited the partner is as a developer of the Regional Clearinghouse.

The requirements will clearly detail how the site should look, feel and operate. TPB needs a developer who can demonstrate skill in executing these requirements and in providing functional, accessible design, but since the majority of partners used third party developers to create their actual sites, the evaluation of their site design and functionality is less relevant.

However, the quality of the data that drives each partner's site is very relevant. Interviews with other regional clearinghouses and with the potential partners showed that creating the initial database and maintaining data accuracy on an ongoing basis was time consuming, but essential to the success of the site. If TPB's goal is to identify partnerships that allow for more timely and cost-effective methods for developing and building the site, then they must find a partner that offers significant crossover, in both database structure and records, with their requirements.

Sole Partner Solutions

HodgsonConsulting's analysis shows that none of the potential partners met the test of offering significant crossover between TPB's search criteria, geographic representation, and match to the Inventory of Specialized Services. Access JCA appears to offer the most extensive database, with 272 records from all three regions (DC, MD, and VA). However, JCA's database does not allow for specific searching on many of TPB's "Must Have" search criteria. Senior Navigator's database structure most closely matches TPB's "Must Have" criteria, but their database includes only 82 transportation-related records, the majority (71) of these for providers based in Virginia. 211 Metro DC has the geographic coverage that MWCOG is looking for, however, there is little cross over between the providers

currently in their database and MWCOG's Inventory of Specialized Services and it does not allow for specific searches on many of TPB's "Must Have" search criteria.

In some cases, potential partners had some of TPB's "Must Have" criteria included for a provider, but it was included as a free text field as part of a larger "description" field, rather than as a unique, searchable field. The challenge with free text fields is that they offer a tremendous opportunity for data entry error, and don't provide for consistency in search results. With a free text field, if one provider had "our service is accessible for people in wheelchairs" in their description field, and another had "wheelchairs are welcome" in their description, only the first provider would show up in search results on "wheelchair accessible". Whereas, if "Wheelchair Accessible" were a checkbox that providers were required to select when updating their records, both providers would be returned in the search results.

When evaluating how well the records in each potential partners' database crossed over with TPB's Inventory of Specialized Services, there were no clear winners. At most, it appears that potential partners had only 10-15 providers in common with those listed on TPB's inventory. None of the partners' databases included any of the providers from Prince George's County or Frederick County, Maryland that were on TPB's inventory. In summary, it does not appear that the databases of any of the potential partners are a match with TPB's requirements.

Combined Partner Solutions

If no one partner has the potential to match all, or even most, of TPB's data needs, the next question is whether all of the partners combined provide a suitable dataset. Unfortunately, the answer is still no. As the detailed reports in Appendix A and the summary sheet in Appendix B show, each of the partners collects varied fields and each partner has different methods for updating their data and ensuring data integrity. Any dataset that resulted from simply combining all the data sources together would be inconsistent in depth of information provided, searchable criteria, and data accuracy, and TPB would still not have the data coverage it was

looking for. Combining the records in all of the potential partners provides crossover on only 15 percent of the providers listed on TPB's Inventory of Specialized Services.

4.0 Recommendations

While currently the data from no single partner, or even a combination of all of the partners', will satisfy TPB's requirements, hodgsonConsulting recommends that going forward, one central data source, with a single login for providers, be developed. Participating organizations could pay a fee to support the ongoing development and maintenance of the data set, in return for ongoing feeds of the data.

To create the original data source, MWCOG could combine the records from the existing partners' databases as a starting point. Information for each provider record will need to be confirmed, updated and enhanced to match TPB's data requirements. But, once the dataset was created to TPB's standards, maintaining the data set could be managed by one entity, and data feeds could be provided to all participating organizations, for integration into their databases and systems. Participating organizations could elect to receive a complete data feed, or customize the feed to receive only those records and fields that were necessary for their listing.

Industry standards maintain that one full-time employee (FTE) is needed to maintain every 750 database records. Given the anticipated size of the database, hodgsonConsulting estimates that 0.5 FTE would be needed to maintain the information to the Alliance of Information and Retrieval Standards (AIRS), which requires that all records be updated at a minimum of every 12 months. We estimate that the sustainability of the website requires a budget of \$100,000 per year in order to perform the following necessary tasks: maintenance and updating of the database and website; project administration and management; and fees for server storage, maintenance and use. The cost of initial database development is excluded from this estimate.

The single data source solution offers cost savings for participating organizations. The combined data set would also offer transportation providers economies of scale, since updating their records through the single login would result in the change being reflected in multiple listings. The combined clout of the multiple partner organizations could also be used to market the database and incent more providers to be part of the listing.

Because MWCOG and TPB's data requirements are the most stringent of the partners, it is recommended that they control, either through direct oversight or through contracting, the development and ongoing maintenance of this dataset.

Currently, just as TPB's Inventory of Specialized Services includes many providers that are not found in other partner's datasets, the datasets of potential partners have many providers listed which are not on the Inventory. TPB will need to weigh the cost of maintaining these additional records against the potential cost-sharing revenue and the increased ability to market to transportation providers that a shared database offers.

APPENDIX A: DETAILED REPORTS ON PARTNER RESEARCH

METRO DC 211

Company Name	211 Metro DC
Site	www.211metrodc.org
Key Personnel	<p>Elliot Harkavy Nonprofit Planning Coordinator Nonprofit Roundtable of Greater Washington eharkavy@eghassociates.com w - 301-652-4511 f – 202-318-0514</p>
Site Overview	<p>The National Capital Region 211 Combined Database project was funded by a grant from the Department of Homeland Security's Urban Area Security Initiative (UASI). The project was convened and directed by the Nonprofit Roundtable of Greater Washington. The combined database is comprised of data contributed by the following organizations.</p> <ul style="list-style-type: none"> • District of Columbia Department of Human Services 2-1-1 Answers, Please! • United Way of Central Maryland • Northern Virginia Regional Commission • 2-1-1 VIRGINIA, a public-private partnership between the Virginia Department of Social Services, the Virginia Alliance of Information and referral systems and six regional nonprofits including CrisisLink. <p>2-1-1 Metro DC adheres to the standards put forth in the Alliance Information and Referral Systems (AIRS).</p> <p>The National Capital Region 211 database is actually a combination of three databases from Virginia, Maryland and DC. Each database has a slightly different data structure and updating process. All updating is done at each regional database; NCR performs a full data refresh whenever it receives new data.</p>
Geographic Distribution	The database covers Virginia, Maryland and DC.
Database	<p>The combined database includes approximately 107 transportation records.</p> <p>The types of transportation providers included are based on inclusion and exclusion provisions listed in the AIRS standards. In general, it does not include information on private transportation such as taxis.</p>
Data Maintenance	<p>To be compliant with AIRS standards, each record must be updated on an annual basis. The goal is to have each record update on a semi-annual basis. Each dataset provider has their own system for updating:</p> <p>In Virginia, providers update their records electronically, but updates do not go live until they are approved by a staff person. Data</p>

	<p>maintenance is provided through a database manager and other staff resources.</p> <p>Maryland has a staff of resource specialists, and uses email, fax and phone call reminders sent to agencies to encourage updating of records. Agencies can also update their records electronically and again changes do not go live until approved by a staffer.</p> <p>A general rule of thumb is that one resource specialist is needed to maintain for every 750 resources. Northern Virginia estimates that data maintenance requires approximately one FTE, which includes time from database manager and resource specialist equivalents. For Virginia as a whole, there are six half time employees, to populate and maintain a 22,000 record database.</p> <p>Reporting functionality includes reports on when data was last updated to assist with the updating/data collection process. Data maintenance is generally reactive—working to update and maintain existing records, rather than proactive search to add new providers.</p> <p>The site has a goal to increase the number of providers/services listed by five percent each year.</p>
Data Integration	<p>The system will support direct system integration with an external system through XML format, csv and xls.</p> <p>Each locality's 211 database is being integrated with NCR (National Capital Region), which already has a process for scrubbing duplicates within the system.</p> <p>The system could support integration in three options:</p> <ol style="list-style-type: none"> 1. Management and development of a site in its entirety. 2. Search and database function management through a site developed and maintained through a third party. 3. Data export for integration into a site build and managed by third party.
Data Duplication	<p>The NCR currently matches on street number and one phone number to manage data duplication.</p>
Backup/Failure Plans	<p>The system is backed up nightly, and is configured for data mirroring. In case of a server crash, NCR has a one hour hardware replacement policy.</p>
Usage Statistics	<p>Based on the National Capital Region database, daily averages for April were:</p> <p>Hits: 3657 Files: 3366 Pages: 2491 Unique visits: 119</p> <p>Visitors were referred from a total of 1995 sites, for a total of 3591 visits, and 274,733 page views.</p>
Match to MWCOG's Needs Assessment	<p>Must have Search Criteria: Address Information: 4/4 Type of Transportation Provided: 0/10 (although information may be in description field). Transportation Options: 6/8</p>

	Accessibility: 0/7 Types of Providers: 11/13 See below for more detail
Marketing Strategies/Resources	The 211 program was marketed through a billboard campaign during the legislative session. In addition, the site is marketed to service providers, through brochures and public speaking and through networking and outreach. 211 is part of the United Way campaign and coordinators take brochures about the program out in the community.
Partnership Opportunities	Interested in exploring partnership opportunities.
Sharing Information	The organization has shared data schema for NCR database.

METRO DC 211 DATABASE ELEMENTS FOR THE SITE

Search Options (Does your site support the search criteria listed below?)	Response
Address	X
County	X
Zip	X
State	X
Type of Transportation Provided (Does your site support/provide for the search options listed below?)	Response *
Employment and Training Related	May be in description
Door to Door	May be in description
Curb to Curb	May be in description
Door Through Door	May be in description
Escorted (Hand to Hand)	May be in description
Fixed Route	May be in description
Wheelchair Accessible	May be in description
Medicaid	May be in description
Non-Medicaid	May be in description
Stretcher	May be in description
Information Available on Transportation Options (Does your site store/display the following information for each Provider?)	Response
Cost	X
Office Hours	
Advance reservation requirements	
Eligibility requirements	X
Hours of service, days of operation	X

Phone number/TTY	X
Website URL	X
Geographic service area	X
Accessibility (Does your site provide the following options to narrow/refine the search for Providers?)	Response
Wheelchair accessible?	May be in description
Service animals allowed?	May be in description
Family/children allowed? Companions/PDAs	
Trip Chaining	
Age ranges	Field Eligibility Requirements
Limitations: number and size of packages, any assistance provided with them	
Are transportation subsidies allowed?	May be in field "Fees"
Transportation Options to be Included (Does your site provide for the following Service Providers?)	Response
Fixed Route	X
ADA Paratransit	X
Other Paratransit	X
Call and Ride Programs	X
Non-profit transportation	X
Private transportation	
Medicaid transportation	X
Employer/Training Program provided transportation	X
Volunteer Programs	X
Accessible Charter bus service	
Deviated fixed route services	X
Commuter Rail (VRE and Marc)	X
Van Pools	X

Much of the fields requested by MWCOG may not be specifically searchable, but can be added to the description so the information is viewable. If the website supports full searching for certain text, this would allow the information to be reviewed.

ACCESS JCA (JEWISH COUNCIL FOR THE AGING)

Company Name	Access JCA
Sites	www.accessjca.org www.cfad.org
Key Personnel	Amy Cole 301-255-4207 acole@accessjca.org
Site Overview	<p>The Jewish Council for the Aging was created in 1973 to provide accessible transportation and a broad mix of information services to elders in need. As part of this services, JCA offers several transportation programs, including Connect-A-Ride (CAR), a grant funded project to provide transportation information and referrals to seniors and adults with disabilities. CAR staff provides transportation information and supportive services to callers (help with subsidy applications for CNR, MA; bus routes to senior centers; outreach to senior communities) and hosts quarterly meetings with transportation providers to work with them on senior-related issues. Smooth Riding is a ride coordination program, an option for seniors in Montgomery County. Elder Bus rents busses and provides transportation to specific JCA programs. JCA's database is available on www.accessjca.org.</p> <p>Caring from A Distance (CFAD) is a partnership between the Jewish Council for the Aging and CFAD, whose goal is to provide education, resources, information and services for caregivers of the aging population and to connect caregivers directly with local service providers.</p> <p>As part of this service, CFAD maintains a database of 4,000 service providers, resources, etc., which are accessible and searchable on their site: cfad.org. CFAD's web site is supplemented by a phone help service, which is staffed from 9:00 am -5:00 pm Monday-Friday.</p>
Geographic Distribution	The database covers Virginia, Maryland and DC.
Database	<p>The database includes 4,000 items, related to a wide variety of senior services. It appears there are 272 resources under the transportation umbrella, which includes information on:</p> <ul style="list-style-type: none"> Ambulance Services (10) Bus Charter Services (2) Bus Transportation System Complaints (2) Disability Related Transportation (39) Driving Evaluation (7) Errand Running/Shopping Assistance (46) Escort Programs (49) Limousine Services (8) Medical Transportation (89) Paratransit Transportation (4) Paratransit Vouchers (5) Public Transportation Authority (1)

	<p>Ride Sharing Programs (5) Senior Center Bus Services (5)</p> <p>The numbers above appear to include duplicate records in some areas, and some information which is not applicable. For example, shopping assistance includes information on markets that provide delivery service. The site has keyword-based search functionality, but does not provide advanced search functionality.</p>
Data Maintenance	<p>Any user who creates a user name/password has the ability to add or edit information to current records on the site, as well as to delete records and add new records to the site. Providers can also edit their records at any time. The database is maintained in IRis 3.0.</p> <p>On a quarterly basis, provider records are updated through a combination of staff and volunteer work. The database tracks when each record was last updated. Staff estimates that it takes 5-10 minutes to update each record, when accounting for time needed to call or email provider, verify accuracy of the data in the record, and make updates to the database.</p>
Data Integration	The database does support external data integration. Currently data is exported to Caring From a Distance.
Data Duplication	The site has a system in place to manage data duplication.
Backup/Failover Strategy	The server is backed-up nightly to an external hard drive and there is duplicate off-site storage.
Usage Statistics	Usage for Connect-A-Ride, JCA's phone based program (which may roughly parallel overall site statistics) for Jan – March 2009 included 455 users total, 425 from Montgomery County; 30 outside of Montgomery County. There are no additional usage statistics available.
Match to MWCOG's Needs Assessment	<p>Must have Search Criteria:</p> <p>Address Information: 3/4</p> <p>Type of Transportation Provided: 0/10</p> <p>Transportation Options: 6/8</p> <p>Accessibility: 1/7—only 1 is specifically searchable, more information may be included in the description field.</p> <p>Types of Providers: 9/13</p>
Marketing Strategies/Resources	Site is marketed through the Jewish Council for the Aging activities, and through connected community outreach.
Partnership Opportunities	Willing to explore partnership opportunities.

ACCESS JCA– DATABASE ELEMENTS FOR THE SITE

Search Options (Does your site support the search criteria listed below?)	Response
Address	YES
County	NO
Zip	YES
State	YES
Type of Transportation Provided (Does your site support/provide for the search options listed below?)	Response
Employment and Training Related	May be in description
Door to Door	May be in description
Curb to Curb	May be in description
Door Through Door	May be in description
Escorted (Hand to Hand)	May be in description
Fixed Route	May be in description
Wheelchair Accessible	May be in description
Medicaid	May be in description
Non-Medicaid	May be in description
Stretcher	May be in description
Information Available on Transportation Options (Does your site store/display the following information for each Provider?)	Response
Cost	YES—in text form
Office Hours	No
Advance reservation requirements	May be in description
Eligibility requirements	YES
Hours of service, days of operation	YES
Phone number/TTY	YES
Website URL	YES
Geographic service area	YES

Accessibility (Does your site provide the following options to narrow/refine the search for Providers?)	Response
Wheelchair accessible?	May be in description
Service animals allowed?	May be in description
Family/children allowed? Companions/PDAs	May be in description
Trip Chaining	May be in description
Age ranges	May be in description
Limitations: number and size of packages, any assistance provided with them	May be in description
Are transportation subsidies allowed?	May be in description
Transportation Options to be Included (Does your site provide for the following Service Providers?)	Response
Fixed Route	YES
ADA Paratransit	YES
Other Paratransit	YES
Call and Ride Programs	YES
Non-profit transportation	YES
Private transportation	YES
Medicaid transportation	YES
Employer/Training Program provided transportation	?
Volunteer Programs	YES
Accessible Charter bus service	YES
Deviated fixed route services	?
Commuter Rail (VRE and Marc)	?
Van Pools	?

DC AGING AND DISABILITY RESOURCE CENTER

Company Name	DC Aging and Disability Resource Center
Site	www.adrcdc.org
Key Personnel	Dr. John Thompson Director Aging and Disability Resource Center John.thompson@dc.gov 202-535-1290 Anne Williams: 202-741-5887
Site Overview	<p>The DC ADRC was developed by the DC Office on Aging to promote the integration of long-term care information and referral services, benefits and options counseling services, and access to publicly and privately financed services and benefits for those in need of long-term supports and their families.</p> <p>The ADRC serves the needs of the District's adults age 60 and over as well as persons with disabilities age 18 and over. Also available the ADRC are resources and support for families, caregivers and professionals in the healthcare and social service industries.</p> <p>A web-based resource, the site does not offer phone support. Search capability and an online directory of service providers are available on the site. Transportation is not a major search category, but can be used as a key word in searches.</p>
Geographic Distribution	The database covers Virginia, Maryland and DC.
Database	The database currently includes 53 transportation providers in the metropolitan Washington DC area, including: 12 from Virginia 28 from DC 13 from Maryland
Data Maintenance	The site does not currently have a plan ongoing maintenance of data.
Data Integration	The system does not currently support direct external system integration. A custom integration layer could be built should a partnership agreement be reached. The DC ADRC does not currently integrate with any partners.
Data Duplication	System in place to manage data duplication.
Backup/Failover Strategy	The database is backed up nightly. Database mirroring is in effect.
Usage Statistics	Usage statistics not provided.
Match to MWCOG's Needs Assessment	<p>Must have Search Criteria:</p> <p>Address Information: 3/4</p> <p>Type of Transportation Provided: 0/10</p> <p>Transportation Options: 2/8</p> <p>Accessibility: 0/7</p> <p>Types of Providers: 4/13</p> <p>More information may be included in the description field.</p>
Marketing Strategies/Resources	The site is marketed through the DC ADRC web site and the DC mayor's offices.

Partnership Opportunities	DCARC requires more information to determine if partnering is an option.
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DC ADRC DATABASE ELEMENTS FOR THE SITE

Search Options (Does your site support the search criteria listed below?)	Response
Address	YES
County	
Zip	YES
State	YES
Type of Transportation Provided (Does your site support/provide for the search options listed below?)	Response
Employment and Training Related	May be in description
Door to Door	May be in description
Curb to Curb	May be in description
Door Through Door	May be in description
Escorted (Hand to Hand)	May be in description
Fixed Route	May be in description
Wheelchair Accessible	May be in description
Medicaid	May be in description
Non-Medicaid	May be in description
Stretcher	May be in description
Information Available on Transportation Options (Does your site store/display the following information for each Provider?)	Response
Cost	
Office Hours	
Advance reservation requirements	
Eligibility requirements	
Hours of service, days of operation	
Phone number/TTY	YES
Website URL	YES

Geographic service area	
Accessibility (Does your site provide the following options to narrow/refine the search for Providers?)	Response
Wheelchair accessible?	May be in description
Service animals allowed?	May be in description
Family/children allowed? Companions/PDAs	May be in description
Trip Chaining	May be in description
Age ranges	May be in description
Limitations: number and size of packages, any assistance provided with them	May be in description
Are transportation subsidies allowed?	May be in description
Transportation Options to be Included (Does your site provide for the following Service Providers?)	Response
Fixed Route	YES
ADA Paratransit	YES
Other Paratransit	?
Call and Ride Programs	?
Non-profit transportation	YES
Private transportation	YES
Medicaid transportation	?
Employer/Training Program provided transportation	?
Volunteer Programs	?
Accessible Charter bus service	?
Deviated fixed route services	?
Commuter Rail (VRE and Marc)	?
Van Pools	?

SENIOR NAVIGATOR

Company Name	Senior Navigator
Sites	www.seniornavigator.org www.disabilitynavigator.org www.virginiannavigator.org provides search capability on www.easyaccess.virginia.gov
Key Personnel	Katie Roeper 804-525-7740 kroeper@seniornavigator.org Erika Yssel 804-525-7734 Erika@seniornavigator.org
Site Overview	<p>Developed by 501c3 nonprofit organization, the Senior Navigator site has been in existence for 8 years. It was originally built for seniors and their care givers. In 2006, Senior Navigator expanded to create a site for people with disabilities. Recently, they were contracted to integrate with VA EasyAccess to provide search for services capabilities for the site. This part of that portal can be accessed through www.virginiannavigator.org). While SeniorNavigator focuses on Virginia (providers are within the state or a 30 mile radius of Virginia), the long term intent is to take the site and the SeniorNavigator concept national.</p> <p>Core of the sites include:</p> <ol style="list-style-type: none"> 1. Database: Includes 22,000 service providers, 21,000 within Virginia vicinity. 2. Educational assets: The Senior Navigator site has 800 articles/information resources by subject matter experts focusing not just on "what" of services but "why" and "how". 3. Community Outreach Team: Senior Navigator has a staff of people active in the community whose job is to present Senior Navigator's face to the community and to investigate and update the data on site. They also have partners in the community (libraries, senior centers, etc.) who are a liaison between end users and the site and who help promote usage.
Geographic Distribution	The database covers Virginia, Maryland and DC.
Database	<p>Over 22,000 items total, for a target population that includes seniors, people with disabilities and low income.</p> <p>82 records relating to transportation in the metropolitan region. Virginia-based: 71 Maryland-based: 3 DC-based: 8</p> <p>Types of providers include private non-profit, private for-profit, public agency and transit district providers, including buses, rail, shuttles, trolleys and ride sharing options. The majority of the providers listed in their database are fixed route providers.</p>

<p>Data Maintenance</p>	<p>Data can be updated by providers, but getting compliance is a challenge. When provider updates are submitted, they must be approved by a Senior Navigator data specialist who reviews the information for accuracy and edits for consistency before updates are pushed live.</p> <p>Senior Navigator provides high staff support for data maintenance, employing two full time data specialists and one part time data specialist as well as one full time data manager who is focused mainly on big picture issues such as taxonomy and identifying where the dataset has gaps in service.</p> <p>Senior Navigator also employs five community specialists who work 20 hours/week, who provide outreach to the community and build awareness for Senior Navigator. Fifty percent of these community specialists' job is specific to data collection/accuracy review.</p> <p>Recently Senior Navigator has had good success motivating transportation providers to keep their data current by aligning their data collection with Virginia's Transportation Agency DRPT. The Transportation Agency was cobranded on the letters regarding data collection, and their participation increased compliance.</p>
<p>Data Integration</p>	<p>The system currently does not support direct system integration with an external system. Senior Navigator's reason for maintaining a closed system is to retain control over search functionalities in case back end changes are made.</p> <p>The current integration options are currently being supported:</p> <ol style="list-style-type: none"> 1. Management of site in its entirety: Senior Navigator will design, develop and support a new site. 2. Independently built site, with look and feel and search page managed by Senior Navigator (i.e. VA Easy Access). The site would be managed by MWCOG, but transportation providers search page will be developed and maintained by Senior Navigator. 3. Data export to excel: Senior Navigator will provide an excel export for integration into a site built and managed by MWCOG. <p>Currently Senior Navigator integrates with VA Easy Access</p>
<p>Data Duplication</p>	<p>System in place to manage data duplication.</p>
<p>Backup/Failover Strategy</p>	<p>Contract with host server is for no less than 99% uptime, with notice for any maintenance downtime given at least 24 hours in advance.</p>

Usage Statistics	In 2008 the Senior Navigator site had 592,000 visits. Over the past eight years the site has had a consistent increase in both unique and repeat visitors.
Match to MWCOG's Needs Assessment	Must have Search Criteria: Address Information: 4/4 Type of Transportation Provided: 7/10 Transportation Options: 8/8 Accessibility: 4/7 Types of Providers: 5/13—although may be more as they don't classify providers by type See below for more detail
Marketing Strategies/Resources	Senior Navigator uses partners and community outreach team to market the site in the community. In addition, they have developed 35 media resources in the community that publish an "Ask an Expert" column on a weekly basis with content fed by SeniorNavigator.
Partnership Opportunities	Senior Navigator is very open to the idea of a partnership/collaboration. The sites developed for Virginia are examples of partnership. Senior Navigator can tailor site design, navigation and content to client specifications. Senior Navigator has not had experience yet exporting data for someone to integrate directly into an external site, but they are open to that possibility.
Additional comments	Senior Navigator appears to integrate significant user research and needs assessment into the ongoing development of the site. Focus groups and requirements gathering continue on an ongoing basis and the general philosophy seems to be one of continual updates and improvements to the site.

SENIOR NAVIGATOR – DATABASE ELEMENTS FOR THE SITE

Search Options (Does your site support the search criteria listed below?)	Response
Address	YES
County	YES
Zip	YES
State	YES
Type of Transportation Provided (Does your site support/provide for the search options listed below?)	Response
Employment and Training Related	May be in description
Door to Door	YES
Curb to Curb	YES
Door Through Door	YES
Escorted (Hand to Hand)	YES
Fixed Route	May be in description
Wheelchair Accessible	YES
Medicaid	YES
Non-Medicaid	May be in description
Stretcher	May be in description
Information Available on Transportation Options (Does your site store/display the following information for each Provider?)	Response
Cost	YES
Office Hours	YES
Advance reservation requirements	YES
Eligibility requirements	YES
Hours of service, days of operation	YES
Phone number/TTY	YES
Website URL	YES
Geographic service area	YES

Accessibility (Does your site provide the following options to narrow/refine the search for Providers?)	Response
Wheelchair accessible?	May be in description
Service animals allowed?	May be in description
Family/children allowed? Companions/PDAs	May be in description
Trip Chaining	May be in description
Age ranges	YES
Limitations: number and size of packages, any assistance provided with them	May be in description
Are transportation subsidies allowed?	May be in description
Transportation Options to be Included (Does your site provide for the following Service Providers?)	Response
Fixed Route	YES
ADA Paratransit	?
Other Paratransit	YES
Call and Ride Programs	?
Non-profit transportation	YES
Private transportation	YES
Medicaid transportation	YES
Employer/Training Program provided transportation	?
Volunteer Programs	?
Accessible Charter bus service	?
Deviated fixed route services	?
Commuter Rail (VRE and Marc)	?
Van Pools	?

? = their system does not specifically categorize providers based on program types.

APPENDIX B: SUMMARY ANALYSIS OF POTENTIAL PARTNERS

Summary Sheet: Potential Partners

Sites	Metro DC 211	Access JCA	DC ADRC	Senior Navigator
Geographic Distribution	VA, MD, DC	VA, MD, DC	VA, MD, DC	VA, MD, DC
Database	107 transportation provider records	272 transportation records	53 transportation provider records 28 DC, 13 MD, 12 VA	82 transportation provider records 71 VA, 3 MD, 8 DC
Data Maintenance	Each region has its own process and staff. Records updated at least annually, goal of semi-annual.	Quarterly updating, by staff and volunteers	No current plan	Quarterly reminders to providers. In addition to regular updating, have staff that actively recruits additional participants.
Data Integration	Yes	Yes	Unsure	Yes
Match to COG's Needs Analysis	Must have Search Criteria: Address Information: 4/4 Type of Transportation Provided: 0/10 (although information may be in description field). Transportation Options: 6/8 Accessibility: 0/7 Types of Providers: 11/13	Must have Search Criteria: Address Information: 3/4 Type of Transportation Provided: 0/10 (although information may be in the description field). Transportation Options: 6/8 Accessibility: 0/7—although information may be included in the description field. Types of Providers: 9/13—although may be more as they don't classify providers by type	Must have Search Criteria: Address Information: 3/4 Type of Transportation Provided: 0/10 Transportation Options: 2/8 Accessibility: 0/7—although more information may be included in the description field. Types of Providers: 4/13 although may be more as they don't classify providers by type.	Must have Search Criteria: Address Information: 4/4 Type of Transportation Provided: 7/10 Transportation Options: 8/8 Accessibility: 4/7. Types of Providers: 5/13—although may be more as they don't classify providers by type
Data Duplication	Yes	Yes	Yes	Yes
Backup/Failover Strategy	Yes	Yes	Yes	Yes
Marketing Strategies/resources	Marketed through brochures, outreach, public speaking and United Way.	Through the Jewish Council for the Aging activities, and through connected community outreach.	Through the DC ADRC and the DC Mayor's office.	Use partnerships and community outreach team. Developed 35 media resources in the community, and publish weekly column. Quicktip email to 4,500 subscribers.
Partnership	Interested in exploring	Interested in exploring	Unsure at this time	Interested in exploring