Shared Mobility for People with Disabilities – Challenges & Opportunities for Paratransit
Working within the MOD & ADA Framework

Hosted by the Shared-Use Mobility Center

September 26th, 2017

SHARED-USE MOBILITY CENTER

A project funded by the FTA Mobility On Demand Information Knowledge Accelerator

Federal Transit Administration   MOD Mobility on Demand

Important Notes Regarding the Webinar

1. The webinar will be recorded and a link to view it will be provided in the follow-up email

2. The webinar presentations will be written-up and posted on our website

3. Please submit questions through the GoToWebinar service. Q&A will immediately follow the webinar

4. If you need further assistance viewing it please email Rudy Faust, SUMC Research Associate: rudy@sharedusemobilitycenter.org

SHARED-USE MOBILITY CENTER

Making it possible to live well without having to own your own car, by creating a multimodal transportation system that works for all

Why are we doing this?

- Part of our work for the Innovation Knowledge Accelerator that is designed to support the MOD Sandbox Grantees

- Growing number of P3s

At a crossroads

- Potential to improve services to help assure greater access to transportation options

- Important that we assure a high standard of quality and equitable service when including a mix of pubic & private providers

Photo Credit: National Aging and Disability Transportation Center & Cowlitz Indian Tribe

Photo Credit: National Aging and Disability Transportation Center & n4a NADTC

Photo Credit: ADA and the FTA: Improving Transit Access for People with Disabilities (video screen capture). https://www.youtube.com/watch?v=Wr44TwH5WEgc usdotfta. Published on Jul 26, 2017

Webinar Speakers

- **Moderator:** Sharon Feigon, Executive Director, Shared-Use Mobility Center

- **Vision for Shared Mobility:** Gwo-Wei Torng, Director, Office of Mobility Innovation at FTA

- **Working within the Rules & Regulations:** Bonnie Graves, Attorney-Advisor, FTA

- **The Ride On Demand:** Ben Schutzman, Director of Paratransit, MBTA

- **RideKC Freedom:** Jameson Auten, Chief Regional Service Delivery & Innovation, KCATA

Sharon Feigon
SUMC

Ben Schutzman
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Jameson Auten
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Federal Transit Administration

Bonnie Graves
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- **Vision for Shared Mobility and an Integrated Transportation Network:** Gwo-Wei Torng, Director, Office of Mobility Innovation at FTA

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Gwo-Wei Torng
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Vision for Shared Mobility and an Integrated Transportation Network

Mobility on Demand
Innovation and Knowledge Accelerator Webinar

Gwo-Wei Torng
Rik Opstelten
FTA Office of Mobility Innovation

U.S. Department of Transportation
Federal Transit Administration

Overview

Building Universal Mobility Means:
- Advancing Mobility on Demand
- Developing Accessible Transportation Technologies and Options
- Keeping an Eye to the Future
- Ensuring Inclusivity

8

What is Mobility on Demand?

An **integrated and connected multi-modal** network of **safe**, **affordable**, and **reliable** transportation options that are **available to all**

- User-focused
- System Optimized
- Data and Technology Driven

Trends: What's Driving MOD?

Societal Trends
- American population growing, growing older

Technological Trends
- Technology is Transforming our Communities and our Demands
- Consumer Access is Becoming Ubiquitous

Mobility and Environmental Trends
- Being Stuck in Traffic is Costly, Frustrating
- People and Communities Seek Alternative Means of Getting Around

MOD Program Goals

- <u>Explore</u> New Approaches to Mobility
- <u>Prepare</u> the Industry to Delivery Innovative Solutions
- <u>Enable</u> solutions that are connected, equitable and effective

Through:
- MOD Foundational Research
- MOD Performance Metrics
- MOD Sandbox Demonstrations and Evaluations
- MOD Accelerator
- Stakeholder Engagement & Outreach
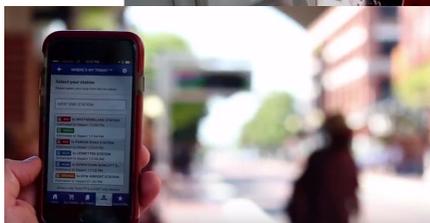- Policies and Practices

Photo Credit: ADA and the FTA: Improving Transit Access for People with Disabilities (video screen capture). https://www.youtube.com/watch?v=Wr44TwHSWEqc usdotfta. Published on Jul 26, 2017

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MOD Sandbox Program

Demonstration Program to Explore MOD Models

- **Explores** innovative approaches to integrate MOD solutions with public transportation
- **Empowers** project teams to deliver high-quality, seamless and equitable mobility options
- **Informs** the MOD program on how to approach MOD

Photo Credit: FTA Mobility on Demand (MOD) Sandbox Program

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Opportunities Identified by MOD Sandbox Awardees

1. Affordable mobility options for work or social activities
2. Address first mile/last mile and low density area service gaps
3. Reduce vehicle miles traveled and congestion while not reducing number of personal trips
4. Increase the utilization of existing investments in public transit/parking facilities
5. Increase mobile ticketing adoption and usage
6. Increase usage of integrated mobility apps to reduce travel and wait times
7. Increase mode share of non-single occupancy vehicle options
8. Increase access to MOD, including low-income users
9. Improve safety, security, and satisfaction of riders
10. Decrease response times and cost of paratransit services for people with disabilities
11. Incorporate shared modes and accessible trips in trip planning
12. Establish best practices and standards for MOD demonstrations

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MOD
MOBILITY ON DEMAND

Desired Outcomes

1. More, more responsive options
2. Person-centered choice
3. Increased cost-efficiency
4. Increased customer satisfaction
5. Replicable model with performance measures

Mobility on demand

Photo Credit: ADA and the FTA: Improving Transit Access for People with Disabilities (video screen capture). https://www.youtube.com/watch?v=Wr44TwH5WEgc usdotfta. Published on Jul 26, 2017

Photo Credit: National Aging and Disability Transportation Center & n4a NADTC

14

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MOBILITY ON DEMAND

Key Challenges

- Vehicle Accessibility
- System/interface accessibility
- Payment equity

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Photo Credit: National Aging and Disability Transportation Center & Mountain Empire Older Citizens

15

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MOD Sandbox Example
Pinellas County, FL

- Work to create efficient, cost-effective, flexible and responsive paratransit service
- Serving those who use wheelchairs, and who don't
- PSTA provided the most appropriate option for each rider through a dispatch system
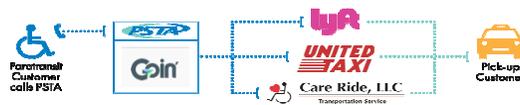
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MOD MOBILITY ON DEMAND

Webinar Speakers

- **Moderator:** Sharon Feigon, Executive Director, Shared-Use Mobility Center

- **Working within the Rules & Regulations - ADA & Paratransit:** Bonnie Graves, Attorney-Advisor, FTA

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MOD
MOBILITY ON DEMAND

Shared Mobility for People with Disabilities -- Challenges and Opportunities for Paratransit

Mobility on Demand
Innovation and Knowledge Accelerator
Webinar

U.S. Department of Transportation
Federal Transit Administration

Bonnie Graves
FTA Office of Chief Counsel

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FEDERAL TRANSIT ADMINISTRATION

The Issues

- Transportation Network Companies (TNCs) seeking to partner with transit
- Transit agencies seeking to partner with TNCs
- Disability community concerns:
  - TNCs lack accessible vehicles
  - Segregated service
  - "Second-class" next day paratransit service for wheelchair users

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19

Basic Principles

- ADA applies regardless of Federal funding
- DOT ADA regulations apply to public and private entities
- Service must be provided in the most integrated setting
- "Stand in the Shoes"
  - Private entities entering into a contract or other arrangement or relationship with public entities are subject to public entity provisions

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20

Service Under Contract
(or Other Arrangement or Relationship)

- Private entities that acquire vehicles for use, *or in contemplation of use* under contract or other arrangement or relationship with a public entity, must acquire accessible vehicles under the same circumstances (49 CFR 37.23(b))

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21

Fixed Route Service

- All vehicles must be accessible to and usable by individuals with disabilities, including wheelchair users (49 CFR 37.71)
- Interaction between passenger and service does not make otherwise fixed route service demand responsive
  - Flag stops

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22

Demand Responsive Service

- Inaccessible vehicles may be acquired if the system, when viewed in its entirety, provides a level of service to individuals with disabilities, including wheelchair users, that is equivalent to service provided to individuals without disabilities
- Equivalent service standards (49 CFR 37.77(c)):
  - Response time
  - Fares
  - Geographic area of service
  - Hours and days of service
  - Restrictions or priorities based on trip purpose
  - Availability of information and reservations capability
  - Any constraints on capacity or service availability

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23

TNCs – Demand Responsive

- When partnering with a TNC, the public transit agency has the obligation to meet the equivalent service standard.
- This can be met with accessible vehicles provided by:
  - The TNC operator
  - Another operator (e.g., taxis with accessible vehicles)
  - Use of transit agency assets

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24

ADA Paratransit

- FTA permits use of sedans as long as accessible vehicles are dispatched for those who need them
- All paratransit service criteria apply
    - Origin-to-destination service
    - Service area (3/4-mile)
    - Response time (next-day)
    - Fares (2x fixed route fare)
    - No restrictions on trip purpose
    - Hours and days of service (same as fixed route)
    - No capacity constraints

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25

ADA Paratransit

- TNC partnerships represent potential opportunity to reduce paratransit costs
- Disability Community Concerns:
    - TNCs may offer better service as an incentive, but only for ambulatory persons with disabilities
    - Next-day paratransit becomes segregated, second-class service for wheelchair users unless sufficient accessible vehicles are available
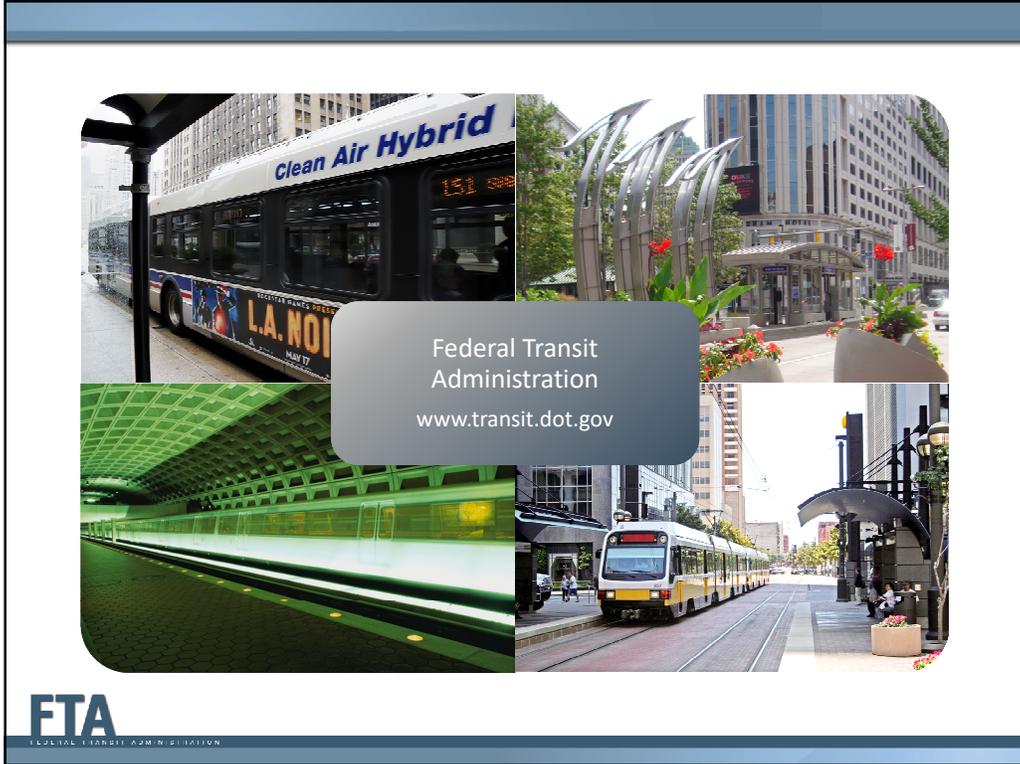
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26

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Webinar Speakers

- **Moderator:** Sharon Feigon, Executive Director, Shared-Use Mobility Center

- **The Ride On Demand – Massachusetts Bay Transportation Authority On-Demand Pilot Project:** Ben Schutzman, Director of Paratransit, MBTA

Sharon Feigon
SUMC

Ben Schutzman
MBTA

MBTA – THE RIDE
On-Demand Paratransit Pilot

Ben Schutzman

MBTA

29
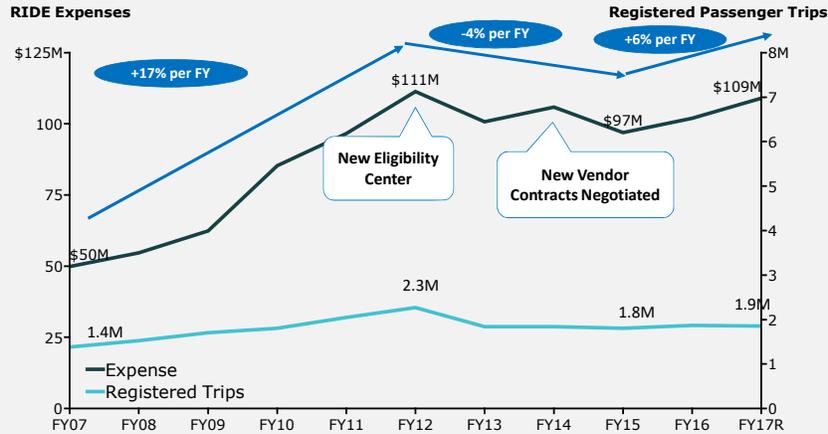
Background of The RIDE

- The RIDE is MBTA's **paratransit service** for those who qualify under the Americans with Disabilities Act (ADA)

- The RIDE's goal is to provide **high-quality** services to the **ADA-eligible population** in the **most cost effective way possible**

- The RIDE is required to provide certain levels of service in compliance with ADA and historically **has gone above and beyond what is required**

- While progress has been made, the RIDE's **average one-way registered passenger trip cost is still $59** (including fixed and variable costs)

30

Growing Costs Despite Interventions

Despite earlier interventions, RIDE costs have continued to grow

RIDE Expenses

Registered Passenger Trips

+17% per FY

-4% per FY

+6% per FY

$111M

$50M

$109M

$97M

New Eligibility Center

New Vendor Contracts Negotiated

1.4M

2.3M

1.8M

1.9M

$125M
100
75
50
25
0

8M
7
6
5
4
3
2
1
0

FY07 FY08 FY09 FY10 FY11 FY12 FY13 FY14 FY15 FY16 FY17R

Expense
Registered Trips

31

On-Demand Paratransit Pilot

The on-demand paratransit pilot in partnership with Uber and Lyft was established in October 2016 to expand customer options and reduce costs

Improve **customer flexibility and mobility**

Test how to **convert trips from the RIDE** to on-demand options

Provide **equal or better service** at a **lower cost**

Identify the financial and operational **feasibility of the new model**

32

16

On-Demand Paratransit Pilot

Procurement process

MBTA put out an RFP on March-16 asking for:

- 1 year pilot
- Test and refine operational and business model to seamlessly integrate On demand non-dedicated vehicles.
- Test one or more proposed solutions
- Confidentially and data sharing agreement
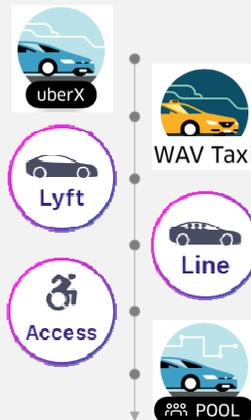- Split payment mechanism

33

How the Pilot Works

The pilot has innovative pricing, modes, and ordering options

Pricing

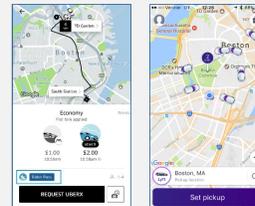Customer pays first $2, MBTA pays next $13, and customer pays remaining fare

| $4 |
| $13 |
| $6 |
| $2 | | $2 |
| Sample $8 Trip | | Sample $19 Trip |

| $6 | MBTA | $13 |
| $2 | Customer | $6 |

Modes

uberX

WAV Taxi

Lyft

Line

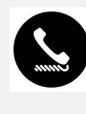Access

POOL

Ordering Options

App-based

Provided Smartphone

Call Center Booking

34

17

Results to Customers

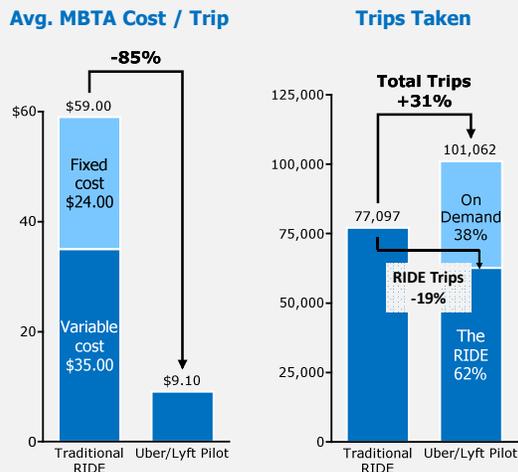**The pilot is designed to offer many new benefits to customers**

To date, pilot customers have received...
- Reduced Fares
- Lower Wait Times
- Same-Day Booking
- Faster Trips
- No Need to Share Rides
- Access to wheelchair accessible vehicles
- Options to book trips without an existing smartphone

35

Improved Cost

Per trip costs have decreased by over 80%

Avg. MBTA Cost / Trip

-85%

$60 — $59.00

Fixed cost $24.00

40

Variable cost $35.00

20

$9.10

0 — Traditional RIDE | Uber/Lyft Pilot

Trips Taken

Total Trips +31%

125,000

101,062

100,000

77,097

On Demand 38%

75,000

RIDE Trips -19%

50,000

The RIDE 62%

25,000

0 — Traditional RIDE | Uber/Lyft Pilot

A reduction in more costly RIDE trips more than offsets an increase in total trips – producing a **net savings to the MBTA**

36

18

Decreased Trip Times

The pilot has saved customers over 21,000 hours of trip time

Taking a Trip

Promised Pick-Up 9:01AM	Actual Pick-Up 9:04AM		Drop Off 9:36AM	Appointment 10:00AM

3 min	32 min	24 min

Average trip using The RIDE

		Promised + Actual Pick-Up 9:35AM	Drop Off 9:55AM	Appointment 10:00AM

34 min saved	20 min	5 min

Average trip using the On-Demand Pilot

Lessons Learned – Keys to Success

Keys to Success

1. Strong Project Management
2. Long-term relationship goals
3. Customer/advocate task force
4. Equivalent service for all customers
5. Multiple committed service providers
6. Access to data
7. Testing and iteration

38

Lessons Learned – Key Challenges

Key Challenges

1. Creating clear channels for customer help and feedback
2. Controlling for latent demand of existing riders
3. Increasing adoption of customers with accessibility needs (technology and wheelchair accessibility)

39

Next Steps

Where does The RIDE go next?

Additional Mode of Transport

Provide another mode of service with a taxicab partnership and test pilot

Consolidation Call Center

Streamline multiple reservation and dispatch centers to one location

Dynamic Brokerage Model

Book most cost-effective trip customized to user needs through dynamic broker model

40

20

Summary and Key Points

- The RIDE is a MBTA program designed to provide **federally mandated complementary paratransit** transit service for those who qualify under the Americans with Disabilities Act (ADA)

- The RIDE's faces **high costs** to maintain **high-quality** services to the ADA-eligible population

- To decrease cost and increase efficiency, MBTA has **partnered with rideshare vendors** Uber and Lyft to provide transit service to paratransit customers through a rideshare pilot

- The Pilot has demonstrated strong results in **improved customer experience** and **decreased costs** to the MBTA

- Success from the Pilot can be attributed to **strong leadership and community support** and its **iterative design** and implementation
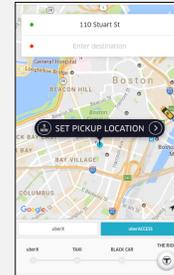
41

Questions

42

Thank you very much!

Request additional information or pose questions to the following:

www.mbta.com/paratransitpilot

RidePilots@mbta.com

43

Webinar Speakers

- **Moderator:** Sharon Feigon, Executive Director, Shared-Use Mobility Center

- **RideKC Freedom – Kansas City Area Transportation Authority (KCATA) Pilot Project:** Jameson Auten, Chief Regional Service Delivery & Innovation, KCATA

**Sharon Feigon**
SUMC

Jameson Auten
KCATA

RideKC Freedom On-demand

RideKC
The What

- Mobile App-based Service
    - App is available for IOS and Android
- Available 24 Hours a Day
- Links RideKC customer accounts to the user interface within the app
    - ADA and Non-ADA accounts
- Customers can build a profile
    - Stores preferred payment and driver information
- Easy to Use
    - Enter pick-up and destination
    - Select Car Type
    - Select Payment Type
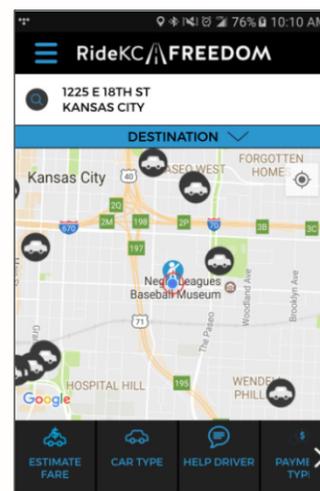
RideKC
Characteristics of the Service

- Availability
  - Pilot service area is in two zones (KCMO)
- Cost to Customer
  - ADA: $3 for 8 miles, $2/mile after
  - 65+: $5 for 8 miles, $2/mile after
  - General Public: $10 for 5 miles, $2/mile after
- Service Parameters
  - Subsidized trips are limited to 4 trips/day
  - Unsubsidized trips can be take as often as one wants
- Unique Customer Benefit
  - Up to as many guests as the vehicle can handle at no additional cost

RideKC Freedom On-Demand Service Area

LEGEND
RideKC Freedom On-Demand App Service Area
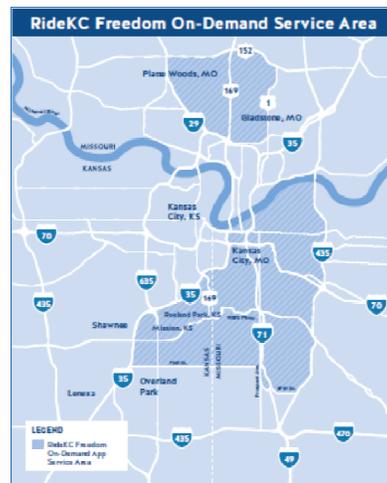
RideKC
The Benefits

- Increased Customer Satisfaction
  - Another tool for customers to move around
  - As the name suggests...more Freedom
- Increased Efficiency
  - A more direct, more engaging service
- Increased Cost Savings
  - Less cost per trip to operate
    - Over 40% savings per trip
  - Retail trips will act as a revenue generator
    - 5% of total retail fares each month

RideKC FREEDOM

RideKC
By the Numbers

- Over 11,000 trips in first 4 months!
  - From 1,134 trips in May to 4,368 trips in August
  - In August, broke 1,000 trips per week
- Savings of over $100,000 over traditional paratransit costs
- Cost per trip is down by more than 40%
  - From $27.13 to $15.80
  - Product of lower cost per trip and revenue generation

RideKC
Survey Results

- 50% of customers went through eligibility in the past year
- 75% of customers said Freedom On-demand has impacted their mode choice
- 75% approval rating in how well the app and scheduling process functioned
- Reasons for using the service (in order):
  - Medical, Food and Grocery, Personal Errands, Visiting Family/Friends, Social Leisure and Work Commute

RideKC
What do the customers think?

- The Good
  - Drivers and call center agents are courteous
  - I can go where I want, when I want
  - I like having more transportation options
  - I no longer need to carry cash
- The Bad
  - Drivers could use some work in better understanding the program
  - Need more wheelchair accessible taxis, I wait too long
  - I wish the app would tell me the total cost on booking, not just my co-pay (fare) amount

RideKC
Procurement and Contracting

- Procurement
  - Used existing paratransit contract – same provider
    - Contract included "same day" service provision
  - For future service/additional TNC, will have to go to bid
- Contract
  - 3rd party developed app
    - MT Data's White label
  - Shared development cost
  - Full data sharing agreement
    - Origin-destination
    - High fidelity

RideKC
Identified Challenges

- Driver Training
  - The drivers required more training than initially thought
    - App-based driver interface, via onboard tablets
  - Benefit: Drivers became guides for struggling customers
- Customer Comfort
  - Many customers had challenges linking paratransit account to app
  - Marketing and messaging is key!
- Wheelchair Accessible Capacity
  - A few instances where wheelchair customers had to wait longer than ambulatory riders
  - Provider agreed to increase wheelchair capacity
    - In the process of putting 51 accessible vehicles into operation

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RideKC

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Sharon Feigon
SUMC

Funding & Resources
Content provided by the NCMM and Easterseals, Co-Director, Judy Shanley

Funding

- Section 5310 grants
- Health Care Access and Mobility
- NCMM Challenge Grants
- Other Federal Agencies
  - Corporation for National & Community Service

Resources

- Rides to Wellness Implementation Guide
- Healthcare Access Design Challenge Program
- Exploring Data and Metrics of Value at the Intersection of Health Care and Transportation
  - TRB Meeting, 2016
- Transportation Solutions for Caregivers

Thank you!

Questions?

www.sharedusemobilitycenter.org/tools

Photo Credit: Coast Transit Authority