



Metro Mobility

Premium On- Demand Service Update

Transportation Accessibility Advisory Committee
June 6, 2018



Premium On Demand - Service Overview

- Optional Same Day Taxi Service since 2004 (aka Premium Same Day (PSD))
- Current contract is with Transportation Plus (5 year thru 12/31/2020)
- Contract rate structure matches taxi rates adopted by city

Features:

- Offers same day service option (added advanced booking since Feb, 2018)
- Service available throughout Metro Mobility service area within established service hours by community
- Not a shared-ride. Customers are brought directly to their destination.
- Fare is subsidized: Customer pays the first \$5, Metro Mobility pays the next \$15. If the total fare exceeds \$20, the customer pays remainder.



Premium On Demand - Service Overview

Know Before You Go:

- Service available throughout Metro Mobility service area (within established service hours by community)
- Booking is 2 step process: 1) trip pre-authorized by service provider; 2) customer calls taxi company to arrange ride
- A limited number of Premium on-Demand vehicles are equipped with ramps and tie-downs for customers that use mobility devices.
- Go To cards are not accepted. Fares must be paid with cash, debit or credit card.
- Service is curb-to-curb. Customers needing driver assistance to/from door, or significant assistance boarding may be better served by Metro Mobility.



Premium On Demand - Ridership

- 75,602 rides in 2017, out of 2.26M entire system (~3% of rides)
- 26,861 rides Jan- April 2018 (~6.6% increase over 2017)
- Average trip length for 80% of trips was 3.7 miles compared to system avg of 9.37 miles
- Average cost to Metro Mobility per ride delivered \$8.47
- Average rate of “No-Show”: 10%



Contract Oversight and Customer Service

- MMSC contract oversight responsibility and accounting processes
 - Single Program Administrator assigned to contract
 - Monthly invoices are reviewed and processed by MMSC staff for payment
 - Complaints that through the service center are entered in the MMSC complaint data base and forwarded onto the taxi company for resolution
- On Time Performance: Data tracking improvements needed
- Customer Complaints: MMSC received 192 system wide in 2017
- Driver Interactions: expectation of excellence
- No Loads:
 - 10% of all rides are No Loads
 - Metro Mobility pays \$5 per for each “No Load”
 - No Loads are not currently tracked as No Show in Metro Mobility system



Next Steps for Program:

- Quality Assurance and Performance Tracking:
 - Metro Mobility Summer Intern assigned work plan: Q/A audit for POD and other supplemental service contracts
 - Verify Service Performance and Service Quality / Customer Experience
 - Identify Current Impact/Cost of No Loads
 - Review No Show/No Load Policy
- Identify and establish best use of technology for booking / trip tracking
 - Trapeze Trip Broker
 - Investigate potential for TSI app integration



Questions?

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