Metro Mobility On-Demand Services RFP

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Metro Mobility Program Overview

- Shared ride, public transportation service for certified riders who are unable to use regular fixed-route buses due to a disability or health condition.
- 2.38 million annual rides (2018)
- 2013 - 2018 ridership growth = 30%
- Average subsidy per ride $28.68
Alternative Service Contracts

Premium On Demand (formerly Premium Same Day)
Taxi opt-in service since 2004
- Available to any certified customer
- Limited number of accessible vehicles
- Same day or advance booking
- Council pays up to $15 per ride
- 5-year term (2015-2020)

Supplemental (Peak Demand Overflow)
- Alternative for denied rides (non-ADA)
- Contracts expired March 2019 - not renewed
- Low ridership (3,100 annual)
Examining Service Options

Metro Mobility Legislative Taskforce, established in 2017 special legislative session

Goals of Task Force:
• Identify options to increase program effectiveness and efficiency
• Minimize program costs and improve service including through potential partnership with taxi service providers and transportation network companies

Subcommittee Involvement: Cost, Industry Experience, Customer Experience

Key Recommendations:
• Pilot and promote on-demand service provisions
• Study and invest in technology innovations
• Evaluate options for increased flexibility on Metro Mobility Non-ADA trips
## Metro Mobility Taskforce - Service Option Recommendations

<table>
<thead>
<tr>
<th>Provider Type</th>
<th>Base Services</th>
<th>Opt-In Services</th>
<th>Opt-In Services</th>
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<td>ADA</td>
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<td>STS</td>
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<td>Non-ADA</td>
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<td>Medical Assistance Providers</td>
<td>TNC/Taxi</td>
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<td>Limited Lift or Ramp</td>
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<td>Rides Eligible for Federal Formula Funding ($) / mile</td>
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Goals of Pilot

• Explore service market potential
  – Ridership shifts or creating new demand
  – First Mile/Last Mile interest

• Explore program impacts
  – Potential for overall reduction of program costs
  – Program administration needs
  – Data sharing requirements
  – Technology options (faring, trip brokering)

• Measure customer experience
  – Wait times
  – Driver and customer satisfactions ratings
  – Service denials
  – Accessible service delivery
Scoping our Pilot

• Peer agency pilot examples
• Exploratory meetings and research conducted to identify:
  • Market limitations: shared ride, accessible fleet
  • Opportunity to leverage existing technology
  • Data sharing limitations
  • Operating limitations
  • Customer service implications
• Dakota County/Lyft agreement
• Metro Mobility Customer Outreach
Project Overview

- Cross Functional Project Team
  - Metro Mobility Operations and Customer Services
  - Metro Transit Strategic Initiatives
  - MTS Multi-modal Planning
  - Outreach and Communications

- Planning assumptions
  - 12 month pilot period with 2 year option
  - Robust communications/information plan required
  - First year ridership expectations similar to current taxi service (7,219 monthly)
  - Annual ride subsidy estimate: $721,189
  - 25% of ride requests may require lift service
Pilot Project Competitive Process

Request for Proposal - Scope of Work in final stages of development

Service model requirement:

- Available to all customers / entire system
- Accessible fleet with comparable wait times:
  - 2 options for proposal
    - Accessible fleet subcontracted
    - Accessible fleet third party contracted

- Faring/Subsidy/Invoicing structure similar to existing taxi model
- Potential for fixed route transfer fare incentive considered
Questions?

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