

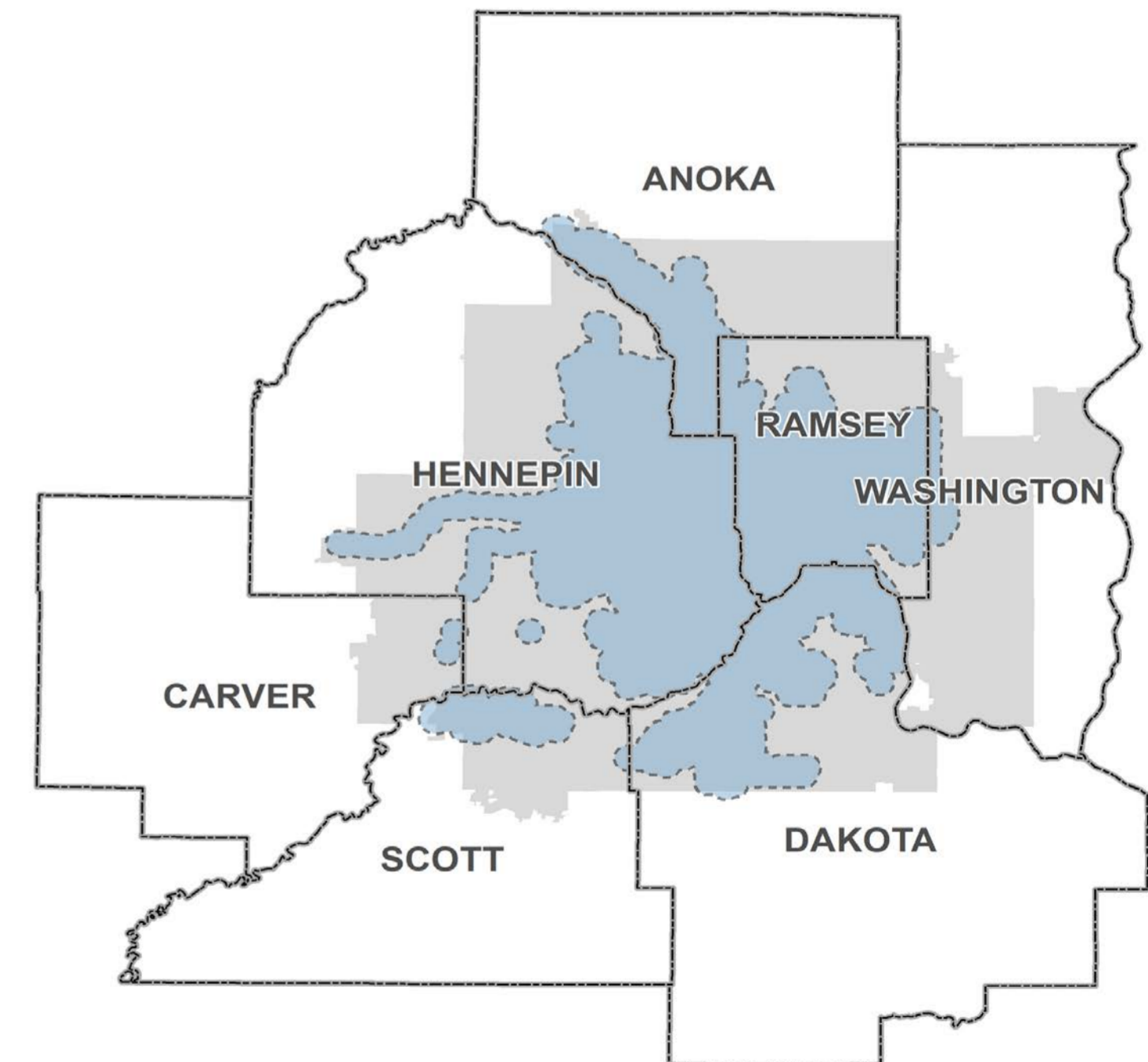


# Metro Mobility On-Demand Services RFP

Christine Kuennen  
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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)

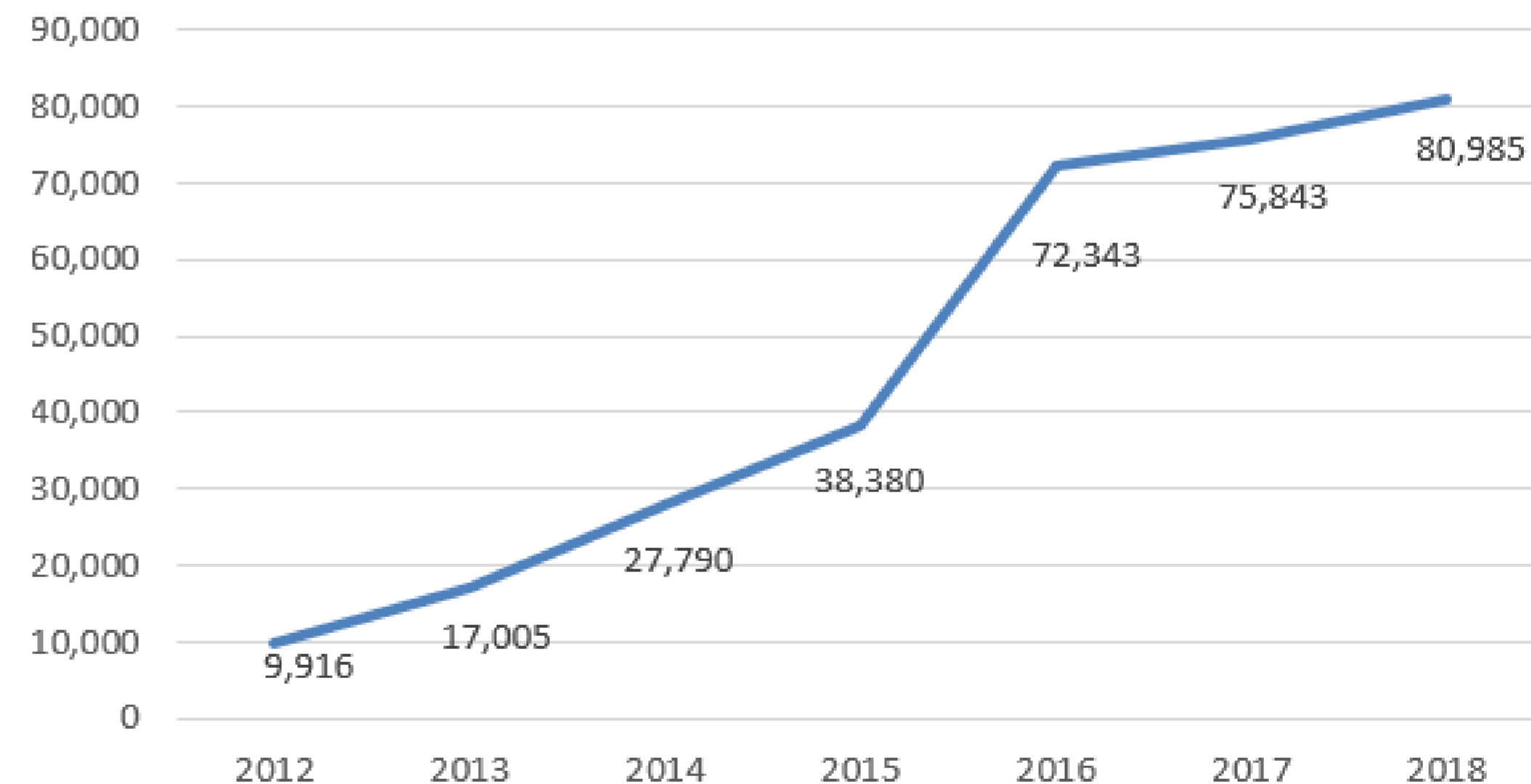
Taxi opt-in service since 2004

- 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)

Premium On Demand Ridership





# 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

	Base Services		Opt-In Services			
	Metro Mobility		Shared Options		Premium Options	
	ADA	Non-ADA	STS	Not-STS	STS	Not-STS
Provider Type	Public Transit Dial-a-Ride	Public Transit Dial-a-Ride	Medical Assistance Providers	TNC/Taxi	Medical Assistance Providers	TNC/ Taxi
Service	Door through first Door	Door through first Door	Door through first Door	Curb to Curb	Door through first Door	Curb to Curb
Trip booking	Advanced Reservation	Advanced Reservation	On Demand or Advanced	On Demand or Advanced	On Demand or Advanced	On Demand or Advanced
Service Denials	None	Subject to Capacity	Subject to Capacity	Subject to Capacity	Subject to Capacity	Subject to Capacity
Safety and Training	Highest Level	Highest Level	Stringent	Less Stringent	Stringent	Less Stringent
Fleet	Lift Equipped	Lift Equipped	Limited Lift or Ramp	Limited Lift or Ramp	Limited Lift or Ramp	Limited Lift or Ramp
Rides Eligible for Federal Formula Funding (\$ .42/mile)	Yes	Yes	Yes	Yes	No	No

# 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



Could Uber and Lyft push to make paratransit efficient and affordable?

By Angela Urban - July 28, 2017



# 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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