



LAVTA/Wheels Quarterly Report

PAPCO
October 22, 2012



Background

- American Logistics Company (ALC) begins providing LAVTA's Dial A Ride service as of July 1, 2011
- ALC Business Model
 - ALC provides dispatching, reporting, drug/alcohol testing, and management oversight over subcontractors
 - Community-based transportation providers are subcontracted as drivers/vehicles
 - National call center subcontractor performs reservations



Wheels Quarterly Statistics

Performance Metric	Q1 Fiscal Year 2013		
	July	August	September
Total Ridership	3,721	3,796	3,796
Passengers Per Revenue Hour	1.9	1.8	1.7
On Time Performance	94%	91%	93%



Performance Issues

- Main areas of concern
 - Booking problems
 - On-time performance



ALC Response

- Booking problems
 - Assigned a dedicated group of reservationists for LAVTA calls
 - Tried out few call-center organizational strategies before settling on a “hybrid model”
- On-time performance
 - ALC hired a local account manager for the LAVTA service area
 - Trains and hires drivers
 - Serves as a flex driver
 - Provides customer relations



ALC Response (cont.)

- Driver Recruitment Process and Training
 - Thorough screening of drivers
 - Identification of the 'care gene'
 - 40 hours of training
 - Basic training (4 hours)
 - Passenger safety and defensive driving techniques (14 hours)
 - ADA review and customer sensitivity (14 hours)
 - "Behind the wheel" training (8 hours)
 - Spot-checking drivers
- Individualized approach to complicated trip demands



LAVTA Response

- Added a monetary incentive and penalty system for ALC based on the number of valid customer complaints received
- Constant monitoring of customer service complaints to identify and address trends
- Changed Dial-A-Ride greeting
 - Encourage riders to report any issues to customer service phone line
- Customer surveys
 - Two phone surveys
 - Comment Card pilot program



Customer Satisfaction Survey Ratings

Service Aspect	September 2011		April 2012		August 2012	
	Mean	Median	Mean	Median	Mean	Median
Reservation	4.11	4	4.29	5	4.14	4
Pickup	4.14	4	3.97	4	4.41	4
Ride	4.22	4	4.08	4	4.57	5
Dropoff	4.28	4	4.28	5	4.59	5
Overall rating	4.15	4	4.11	5	4.52	5

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- ## Additional Programs
- In partnership with ACTC
 - Scholarship program for low income Dial-A-Ride riders
 - Programs partially funded by federal New Freedom grant
 - Same-day Para-Taxi service
 - 85% reimbursable up to \$20/trip
 - \$200 monthly reimbursement limit per person
 - Free Travel Training
 - Free wheelchair marking and tether strapping



Questions?