



Partnering w/ TNC's for Subsidized Demand Response Service

Lessons Learned

Joint Paratransit Advisory & Planning Committee (PAPCO) & Paratransit Technical Advisory Committee (ParaTAC) Monday, February 24, 2020

Tim McCormick, Big Blue Bus, Santa Monica, CA

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In 2016 Big Blue Bus decided to re-make its traditional Dial-A-Ride

By opening up to Transportation Network Companies (TNC's) like Uber & Lyft

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Why?

Dial-A-Ride was:

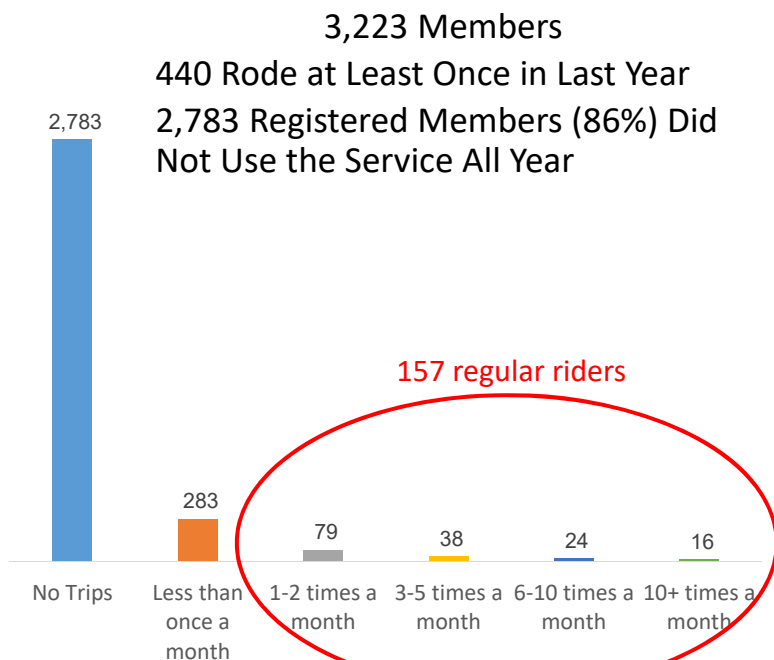
Expensive

Used by Few

Inflexible

Widely Loathed

Dial-a-Ride Ridership Before July 2018



mode
MOBILITY ON DEMAND EVERY DAY

SUPPORTING
YOUNG-AT-HEART SENIORS
BY MAKING YOUR TRAVEL
EASIER, FASTER, AND MORE CO

**In July 2018,
Dial-A-Ride
became MODE
(Mobility on
Demand Every
Day)**

Simultaneous
rebranding &
contract award to
Lyft for
ambulatory trips

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Santa Monica Dial-A-Ride Transportation

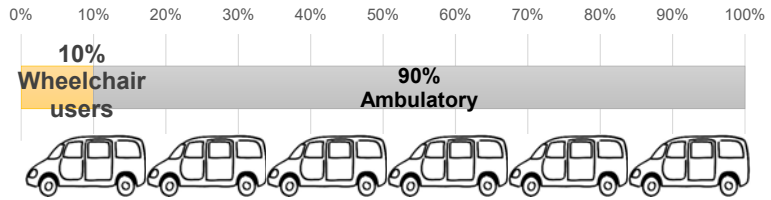
- On Demand
- Residents only
- 60+ years, or 18+ years with a disability
- Weekdays 8am to 6pm, Limited weekend hours
- Trips within City limits, to 4 medical centers outside, & 1 shopping area in Los Angeles
- 50 cent fare

MODE retained all of these features

**Dial-A-Ride
became
MODE
but program
stayed
largely the
same**

Wheelchair Accessible Vehicle (WAV) Demand

Dial-A-Ride Passengers Before July 2018



MODE Launch – 2 WAV’s



Retained 33% of previous wheelchair capacity



Dial-A-Ride

Vs.

MODE



- 6 WAVs operated by MV Transportation

- 21,384 trips in final year
- 78 trips / day
- **\$22.45 avg cost per ride**



- 2 WAVs operated by MV Transportation
- Lots of Lyft cars
- Reservation, scheduling & dispatch by SafeRide, Inc

- 55,682 trips in the first year
- 250 trips / day
- **\$12.06 avg cost per ride**



How is MODE Different from Dial-A-Ride?

Virtually unlimited capacity w/ TNC's

New payment & booking options

Increased flexibility

Spontaneity restored

Improved customer experience

Automated systems for reservation & dispatching



Ensuring Equity

Call Center for those w/out smart phones or data plan

Debit accounts for unbanked

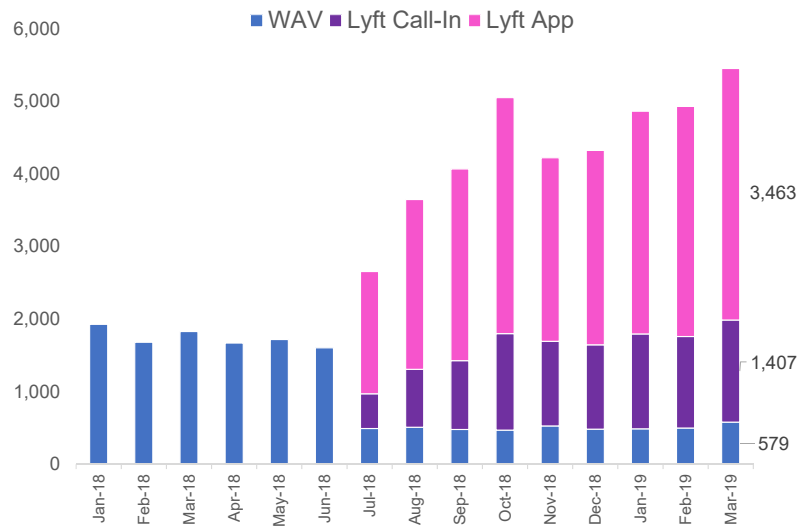
Wheelchair Accessible

Vehicles for advance or live request

Near zero refusals - Less than one a month

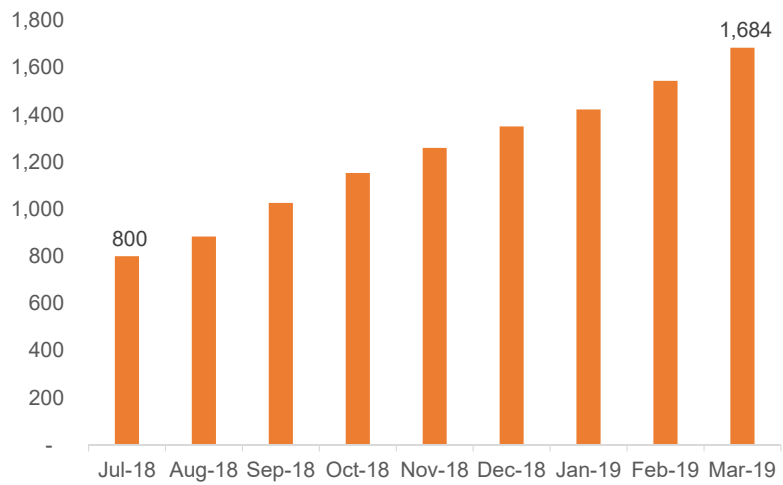
In the first 9 months, MODE Ridership Grew

MODE Ridership By Vehicle Type



And MODE Enrollment Grew

Registered Members



3,237 –
60+ living in
poverty

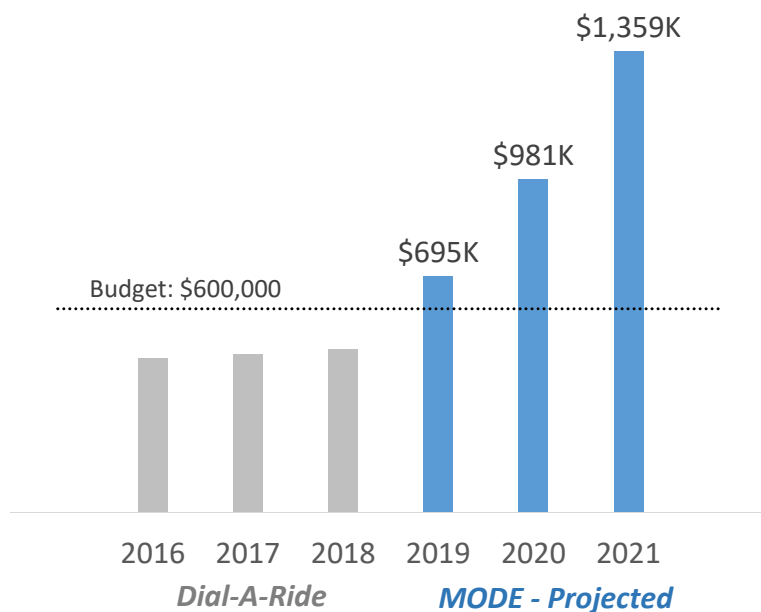
1,684 -
MODE
Members

Expected
Stabilized
Enrollment
+/- 8,000

23,119
Santa Monica
residents over
60 years old

And Yet, We
Were Only
Scratching
The Surface

2016 Census – Santa Monica, CA



Operating
Cost
Projections
Exceeded
Budget

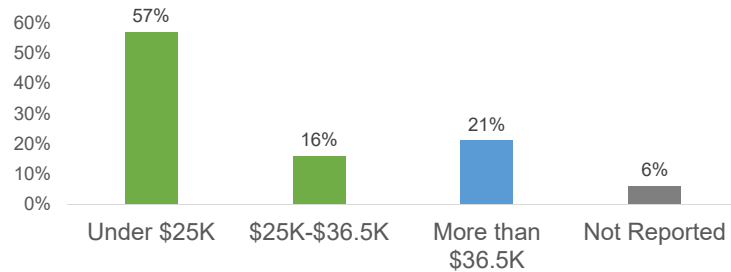


So We Assembled a Stakeholder Group to Make Tough Decisions

Stakeholder Group Point of View:

Protect the most vulnerable, share the opportunity for mobility widely, & stop any frivolous overuse

MODE Members by Self-Reported Income



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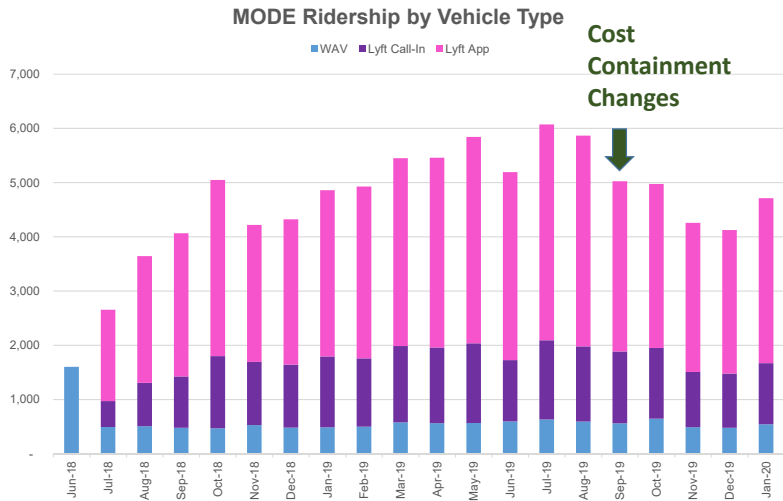
Managing Cost Containment

Stakeholder Group Helped Us Choose

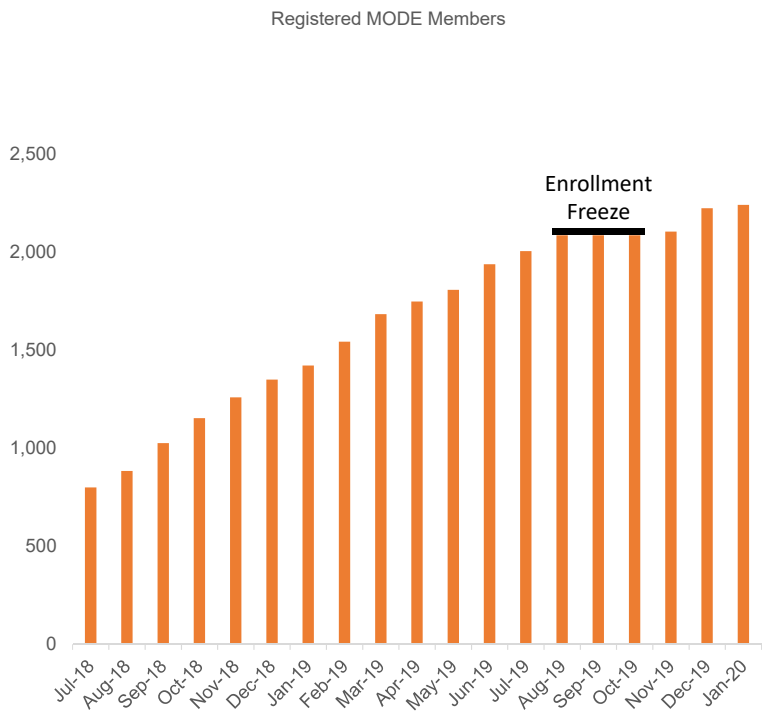
- Implementing Shared Rides on Lyft
- Adjusting Hours of Operation
- Reduced Service Area
- Enrollment Freeze
- Raising Age Requirement
- Reducing trips per month allowance
- Raising Fares
- Differentiating fares by income
- Shifting trips to less expensive options

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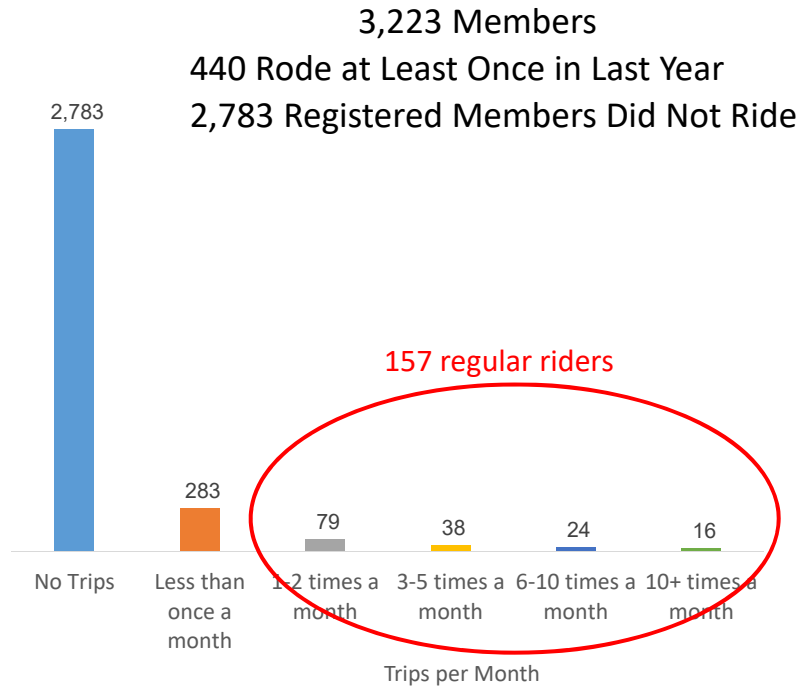
**MODE
Ridership
Declined
But is Now
Rising Again**



**But
Membership
Continues to
Grow**

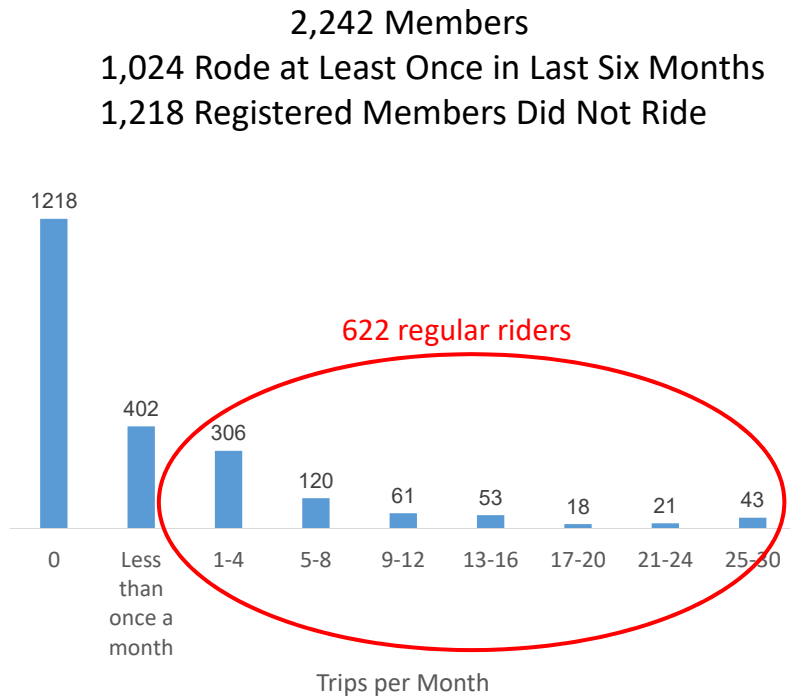


Dial-a-Ride Ridership Before July 2018



MODE Ridership Now

296% increase in the number of people travelling at least once a month





TNCs don't typically offer fixed pricing

Lessons Learned

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A mandatory 20-minute one-on-one program orientation with each passenger saves time later

Lessons Learned

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Using shared rides saves 25% of TNC costs & was relatively well received

Lessons Learned

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Lessons Learned

Ambulatory users who usually use Lyft ask us for a WAV when they need assistance. There is an assistance gap between WAV & regular Lyft



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Some members have told us that TNC riding has been a rare chance to regain independence, freedom, spontaneity, & social status

Lessons Learned



TNC's are a game changer in terms of increased customer satisfaction & usage, and decreased cost per ride

Lessons Learned



There is no going back now for us



Thank You

timothy.mccormick@smgov.net



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