



Massachusetts Bay Transportation Authority

The RIDE Update

Fiscal and Management Control Board

October 19, 2020

Ben Schutzman, Chief of Paratransit Services

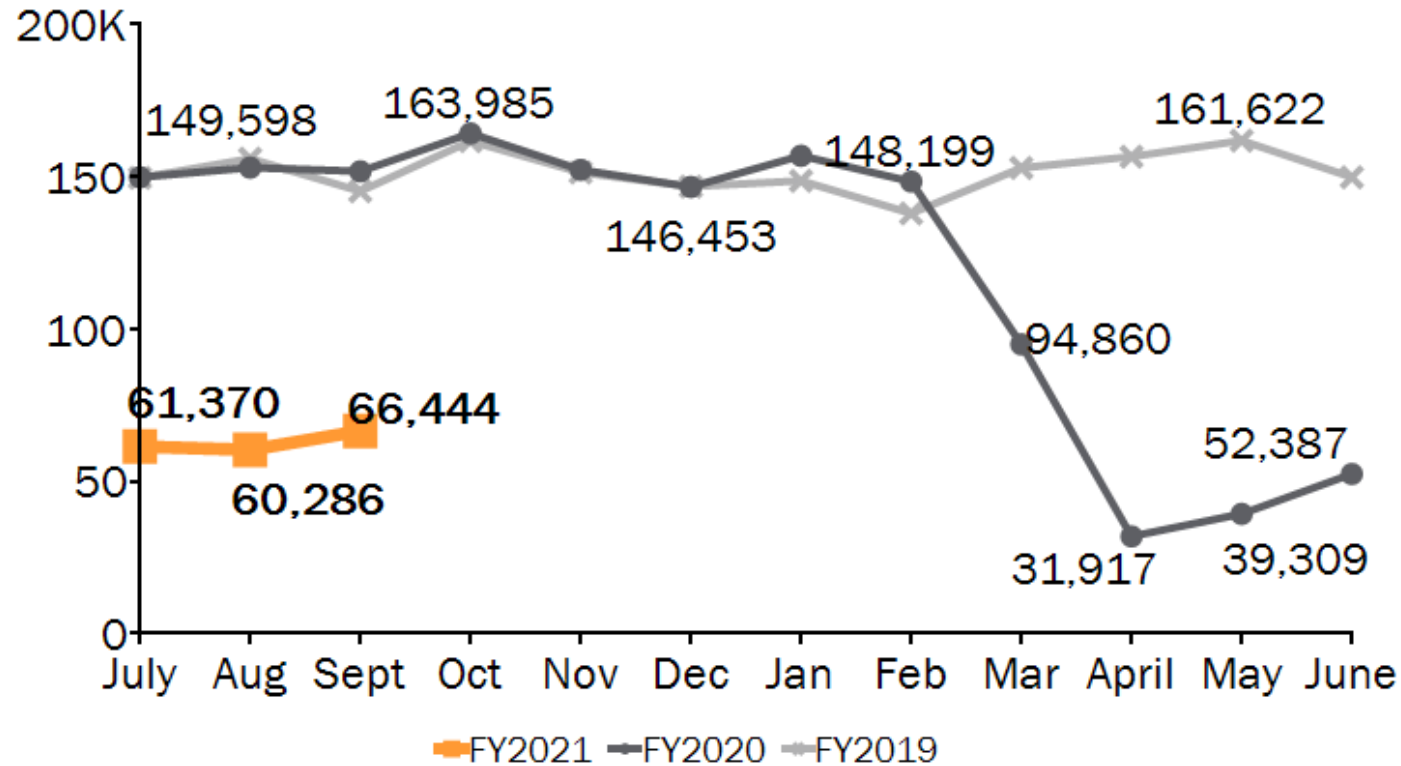
The RIDE's goal is to increase mobility by controlling costs

- The RIDE has been focused for multiple years on a holistic transformation effort to increase customer **mobility** and **customer experience**, while reducing **per-unit costs**
- The RIDE has been executing on a **four-pronged strategy** to achieve this goal:
 - ✓ Centralize all reservations, scheduling, and dispatching activities (2018)
 - ✓ Create a centralized service area with enhanced Dedicated Service Provider (DSP) performance metrics (June 2020)
 - ✓ Implement a new modern software management system with new customer amenities (August 2020)
 - ❑ Utilize Non-Dedicated Service Providers (NDSPs) to increase customer service options (Initial Pilot: 2016 | Revamped Program: Winter 2020)
- Effectively **executing this strategy is more important than ever** in the current environment of lower demand, tighter operating budgets, and an uncertain future
- By **controlling the per-unit cost of service**, The RIDE can invest in service



Customers continue to rely on The RIDE during COVID

One-Way Registered Passenger Trips (Both Dedicated and On-Demand)



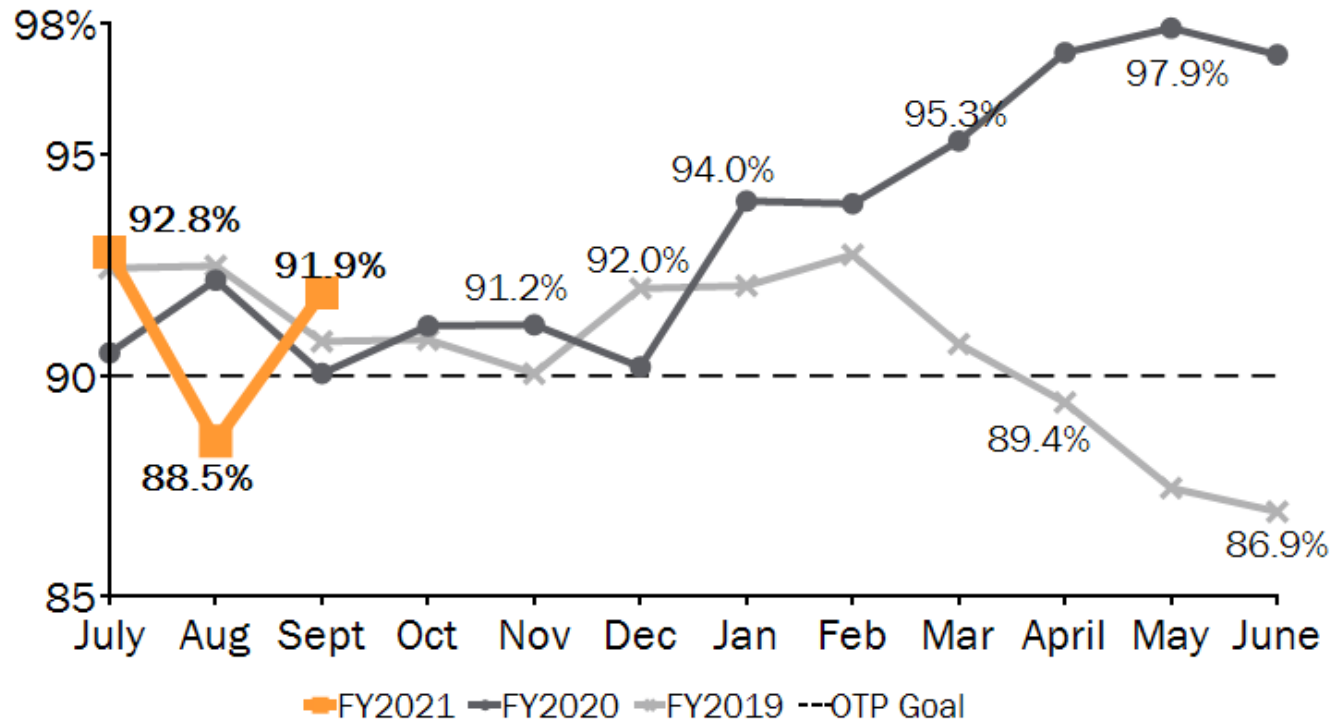
Key Factors / Explanations

- At the peak of COVID, 800 trips were delivered daily
- Ridership at lowest point down by 88%
- Current ridership down by 60%
 - Weekday average trips: 2,098
 - Weekend average trips: 975
- Tracking closely to bus ridership in recovery and future projections
- Continuing to maintain 1 trip per vehicle (no ride-sharing between customers) for customer and driver safety



Overview of Current Service

On-Time Performance (% within 15 min)

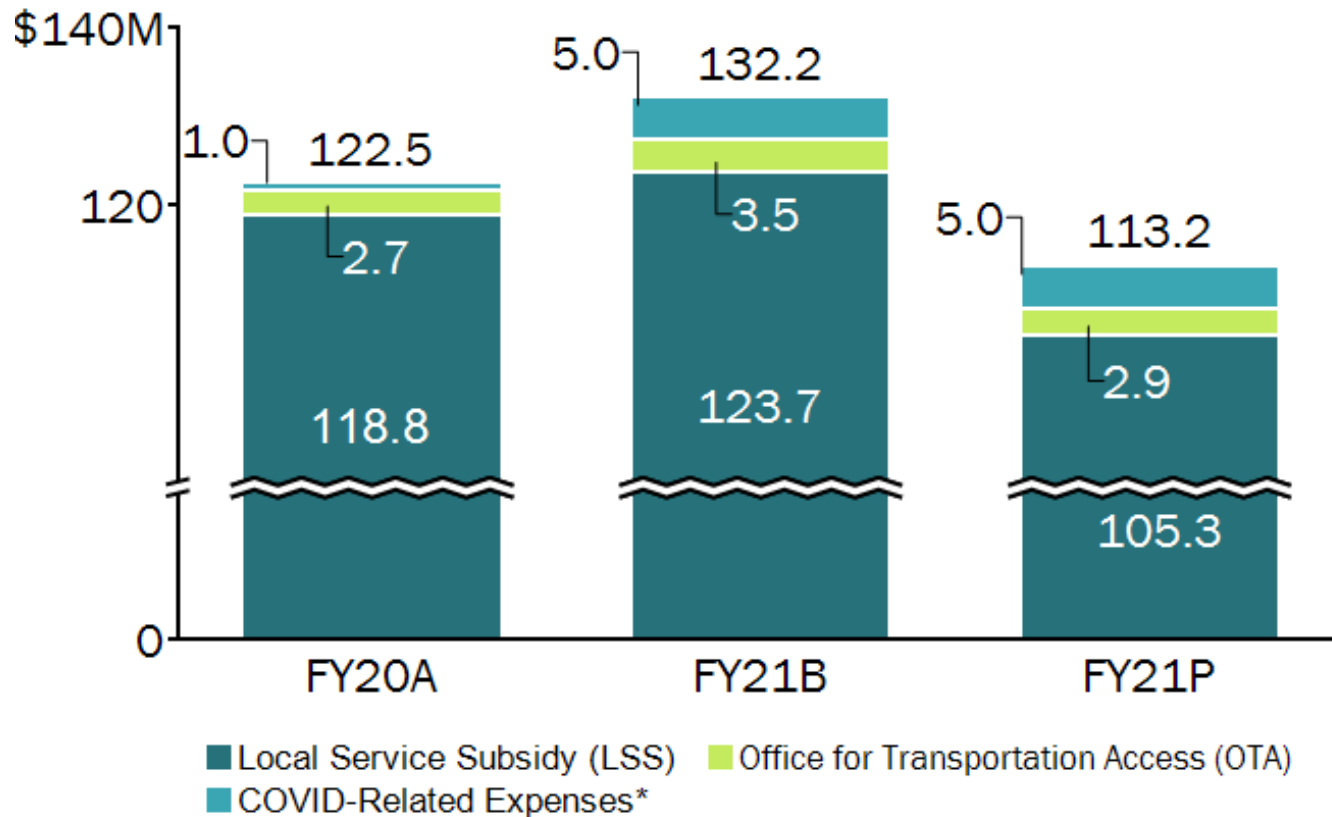


Key Factors / Explanations

- **COVID:** OTP increased due to low ridership and no reduction in driver hours
- **Driver Strike:** July OTP dropped due to a week-long strike for 50% of the workforce
- **Software Transition:** August OTP dropped due to the transition on 8/15, rebounded in September, and continued to improve in October (est. 92.1%)
 - Other performance metrics have tracked in a similar way to OTP
 - While these metrics are above service level goals they are still below pre-transition COVID levels

The RIDE is expected to be under budget in FY21

Paratransit Budget (OTA and LSS)



Key Factors / Explanations

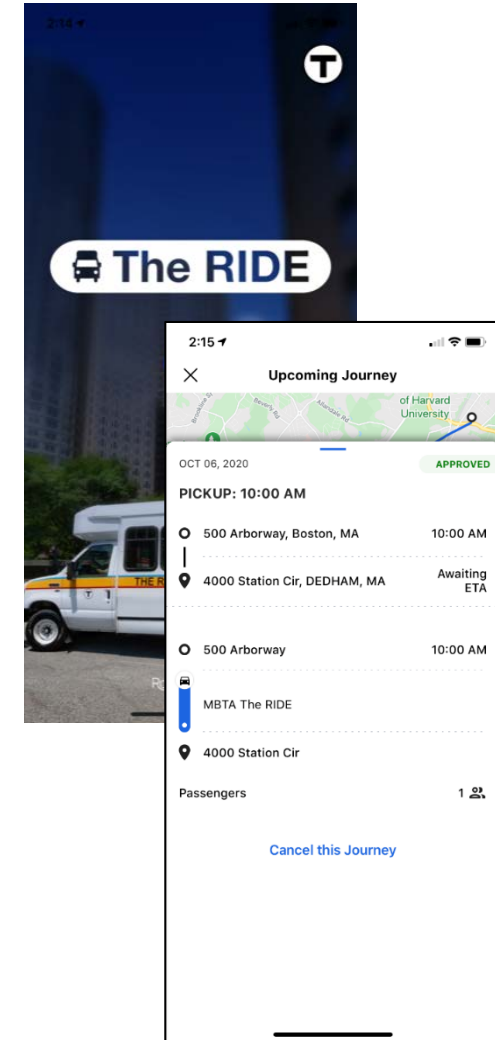
- Lower ridership requires fewer service hours to still provide high OTP
 - FY21B: 3.7% ▲ in ridership and 19.1% ▲ in service hours vs. FY20B
 - FY21P: 53.6% ▼ in ridership and 14.4% ▼ in service hours vs. FY20B
- Lower ridership for on-demand pilots
- Reduction in fuel price and usage
- Delay in implementing other initiatives

* COVID-related expenses in FY20 were not at the department level. In FY21 these expenses were moved to The RIDE's budget.



Routematch, The RIDE's new software, went live on 8/15

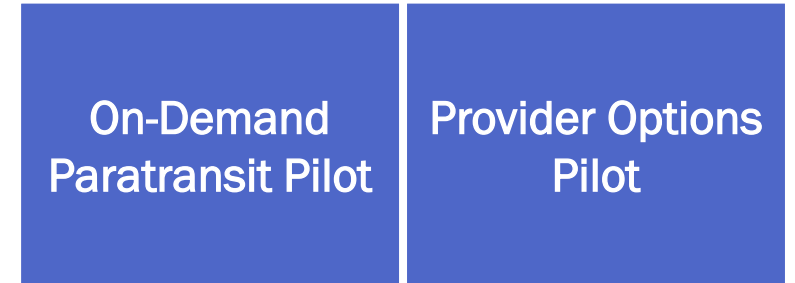
- To ensure a successful transition, implementation was initially delayed 8 months, with a further 6 month delay due to COVID
- Despite an initial drop in On-Time Performance (OTP), service quickly rebounded
 - OTP dropped initially to 77% on August 20th
 - OTP has averaged 92% since the second week in September, with highs above 96%
- Customers and the MBTA are seeing early benefits due to increased communications, an enhanced web portal, and increased efficiency
- Although performance has improved, there is still more work left to be done
 - Embed new processes into Call Center/DSP culture via further training
 - Optimize software and develop new features (including a new customer mobile app)
 - Continue to hold vendor accountable for performance and timely delivery



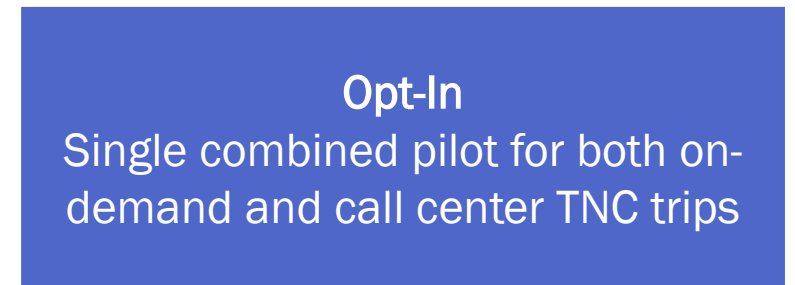
The RIDE is revamping Non Dedicated Service Provider use

- Since 2016, customers have enjoyed the increased flexibility and mobility of the NDSP pilot with Uber, Lyft, and Curb
- To improve efficiency and continue to provide enhanced customer options, The RIDE has procured two uses of NDSPs
 - Standard: Supplement to DSPs to add operational flexibility
 - Opt-In: Replacement to the previous customer-facing pilots
- Both current TNC pilots will be combined as a single customer choice, which will:
 - Maintain a key customer benefit of on-demand service
 - Address #1 customer concern of increasing trip allocations
 - Help control the overall cost of The RIDE
- The revamped NDSP pilot will be discussed further on 11/9

Previous NDSP Usage



Future NDSP Usage



Forging Ahead: Impact on The RIDE

Forging Ahead Planning Matrix

	Serving high transit critical population	Serving low transit critical population
Higher ridership (current or propensity)	Preserve service / access at SDP standards <small>(though individual trips may still be affected)</small>	Consider trade-offs depending on budget availability
Lower ridership (current or propensity)	Consider trade-offs depending on budget availability	Most likely to reduce service levels

* Note this chart is illustrative as the methodology used to identify higher and lower ridership on the fixed route does not apply to The RIDE based on its different operating structure (no set routes) and lower overall ridership levels

Limited Service Adjustments

- Fixed route changes will impact the RIDE, but **will not eliminate RIDE service area**
- Some trips may **move from ADA to Premium service** depending on bus route adjustments
- Hours may also be adjusted to **fully adhere to fixed route** days and times of service
- Other changes are under consideration to **increase efficiency, but preserve service:**
 - Encourage the use of other services/pilots
 - Extend scheduling window from 30 to 40 minutes (similar to a headway adjustment)



Next Steps

- **Performance:** Monitor operational and financial performance
- **Forging Ahead:** Evaluate impact of Forging Ahead on The RIDE
- **DSP Transition:** Continue weekly meetings to hold dedicated service providers accountable
- **Software:** Work to accelerate further improvements and refine development roadmap
- **NDSP Pilot:** Return to the FMCB on 11/9 to provide additional details on the future pilot

