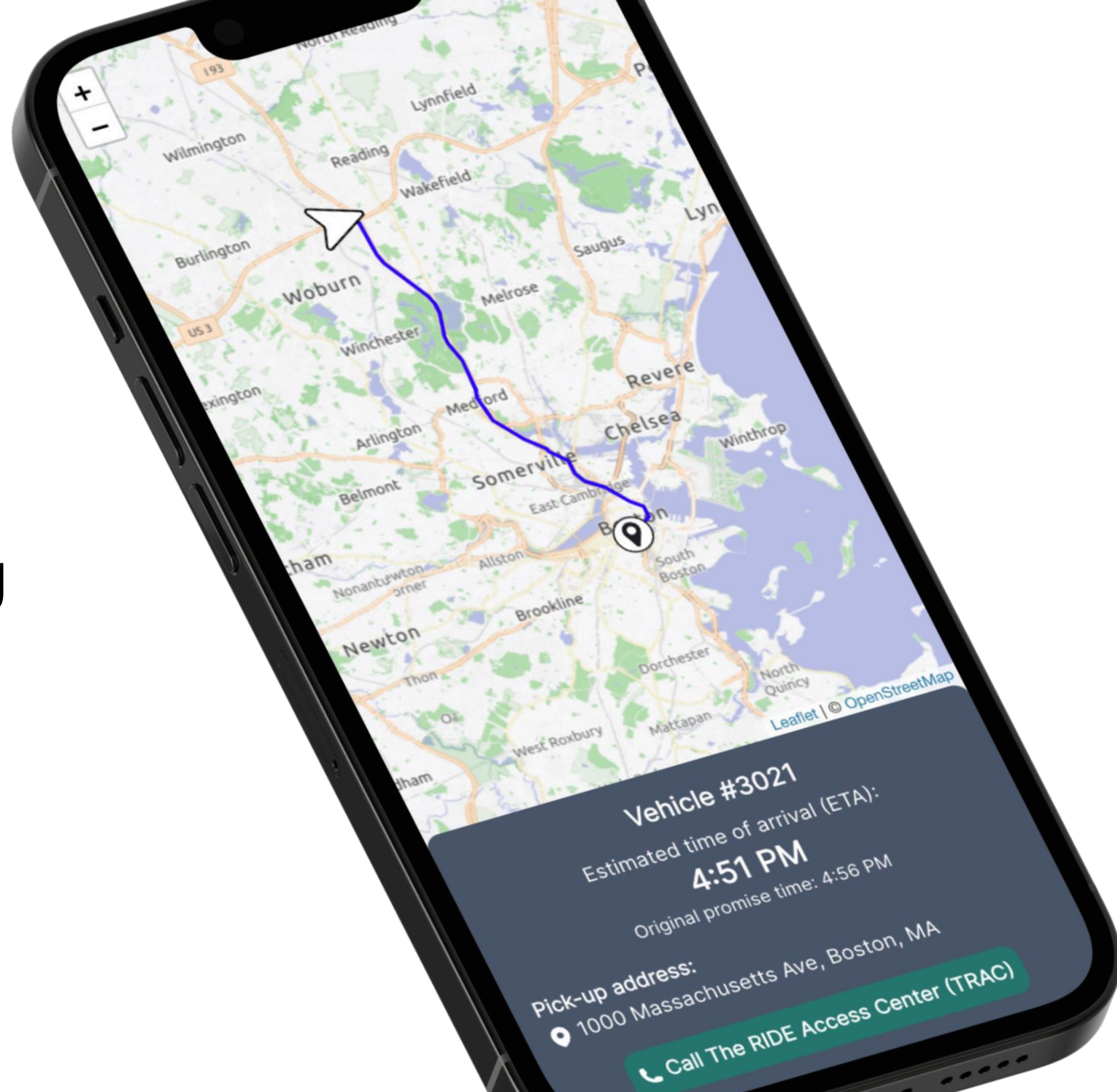




The RIDE

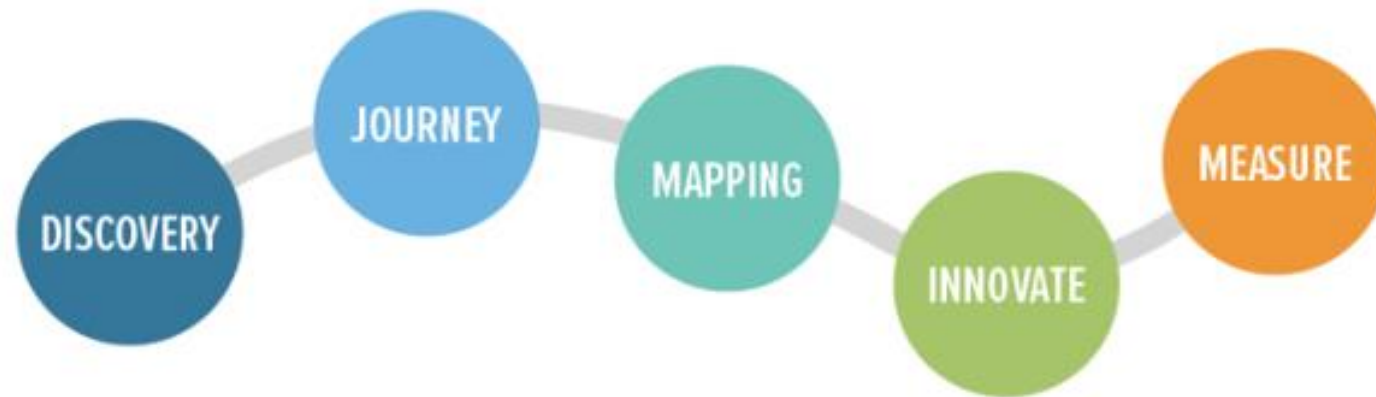
Real-time vehicle tracking with RIDE Along

August Board Meeting
Michele Stiehler, Chief Paratransit Services
August 22, 2024



TID Partnership

- The RIDE partnered with the Technology Innovation Department (TID) to conduct discovery to identify opportunities to improve the customer experience



Customer Self-service Options

Existing:

Two Reminder Phone Calls

2023 Text self-service

Enhancement:

Expand self-service options to include visual display of ETAs



Improves Customer Experience



Builds Trust



ETA Accuracy



Accessible features



Ride Along Features

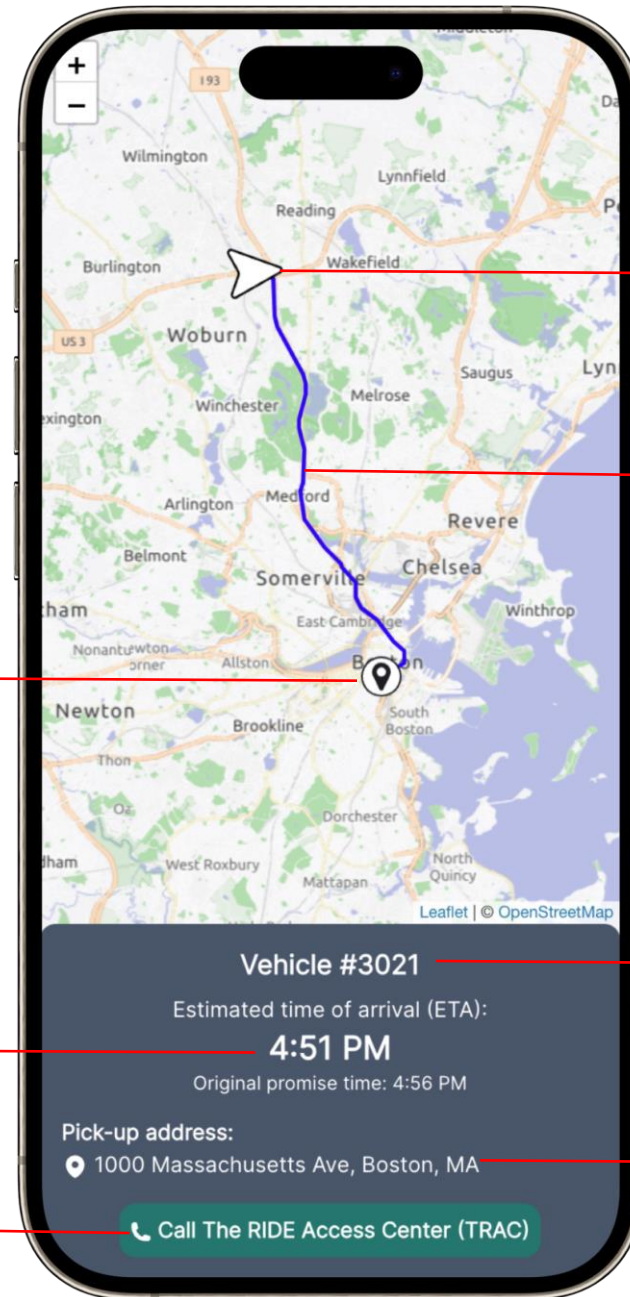
Text message notification

This is The Ride with a message for customer 1111 regarding your upcoming trip. Your RIDE is on the way! To track it: <https://rdng.mbta.com/10101>

If you have any questions, call The Ride at 844-427-7433. Thank you. .

Estimated Time of Arrival

Call TRAC



Vehicle location

Route of vehicle

Pick-up location

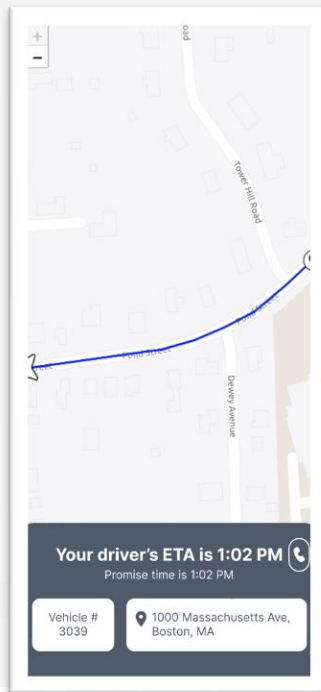
Vehicle number

Pick-up address

Ride Along Release Planning

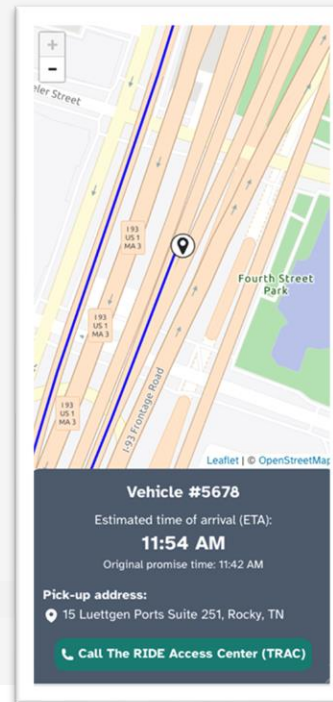
Implementation

July – August 2024



Test Pilot

September 2024



Full Launch

October 2024

