

A Delicate Balance

Keeping the CFO and the Customer Happy



The Rapid Service Area and Agency Size



Service area population: 482,740

Service area square miles: 185

6 member cities

Fixed-route unlinked passenger trips in 2011: 10,516,177

Vehicles operated in maximum service: 106

Paratransit

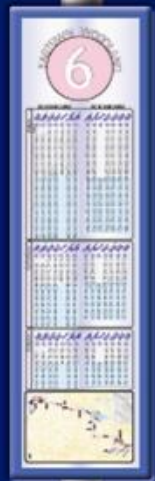
Unlinked passenger trips in 2011: 288,261

Vehicles operated in maximum service: 56



CFO

- ❖ He likes to keep cost per trip down
- ❖ He doesn't like customers calling him with complaints
- ❖ He likes having a contract for paratransit service
- ❖ He doesn't like paying too much for the contract
- ❖ He likes us to encourage the best form of transportation appropriate
- ❖ He's proud of what we have built
- ❖ When the CFO is happy – we're all happy!
- ❖ And that includes customers!!!



How do you get what you want?

First, think then re-think

- ❖ What are you trying to accomplish?
- ❖ What resources do you have available?



Accomplish

- ❖ Keep and exceed ADA standards
- ❖ Maintain trips costs
- ❖ Empower staff
- ❖ Keep paratransit in perspective with fixed-route
- ❖ Provide excellent customer service



Resources

- ❖ Paratransit contract
- ❖ Staff
- ❖ Facilities
- ❖ Customers
- ❖ Knowledge of ADA and local service customs



Paratransit – Provider Contract

- ❖ Contract calls for provider to supply:
 - ❖ Drivers
 - ❖ Dispatchers
 - ❖ Maintenance
 - ❖ Facility

- ❖ Contract calls for The Rapid to supply:
 - ❖ Vehicles
 - ❖ Call center staff and includes:
 - Where's my ride calls
 - Complaints
 - ❖ Scheduling



Vehicles

The Rapid

- ❖ Regular replacement plan
 - ❖ Keeps low fleet age
- ❖ same vehicles
- ❖ same parts
- ❖ Installed ITS equipment

This helps the contractor by:

- ❖ Keeping maintenance costs lower
 - ❖ allows for maintenance historical knowledge
 - ❖ Parts inventory
- ❖ Communication with Rapid maintenance



Call Center

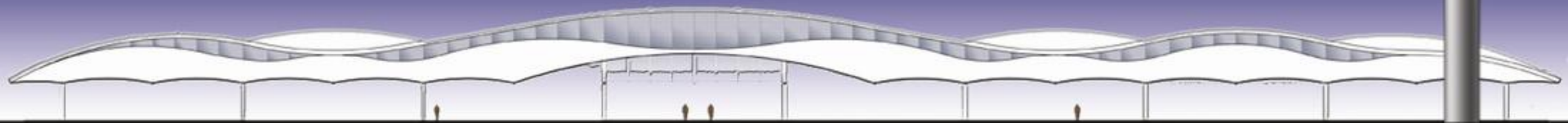
The Rapid

Using staff productively:

- ❖ Rotate customer complaint calls
 - ❖ all staff understands importance of taking orders correctly
- ❖ learn to deal with difficult situations
 - ❖ all staff know the importance of the service standards
- ❖ Know how many late trips – computer print outs vs. customer calls

Contractor

- ❖ Saves contractor from having to staff for phone calls
- ❖ Can't hide problems



Scheduling

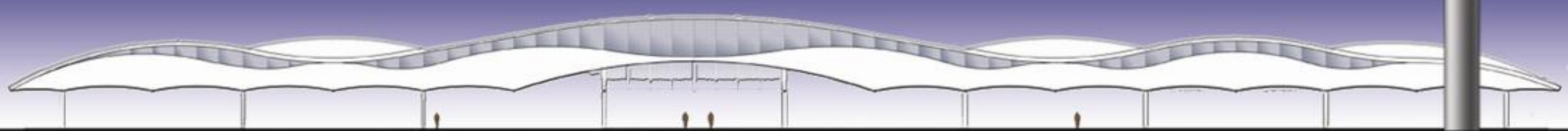


The Rapid

- ❖ Have control over what happens on a daily basis
- ❖ We start each day with 100% on-time performance with very few unscheduled trips
 - ❖ We know what we start with so can tell where we end up
- ❖ Learn to understand MDTs and AVLs
- ❖ trip scheduling software
 - ❖ Learn to use to your advantage, i.e. violations

Contractor

- ❖ Schedules on the fly due to daily circumstances
- ❖ Need good dispatchers
- ❖ Have software violations to guide decisions



Statistics

(for those of you who like them!)

Paratransit trips (2008 through 2011):

Contract rate increased 9%

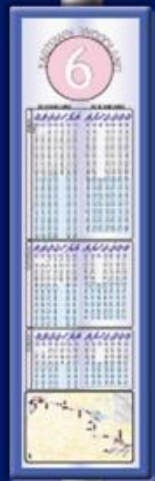
Unlinked passenger trips increased 12.8%

Cost per unlinked passenger trip decreased 2.7%

Cost per passenger mile decreased 0.6%

Over 95% on-time performance

Fewer than one half complaint per 1,000 trips



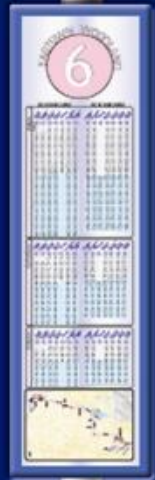
Reaching Out To Riders



Customer Service

❖ Paratransit Riders

- ❖ We have a rider on the Board of Directors
 - ❖ We have a Consumer Advisory Council member on the paratransit provider RFP review committee
 - ❖ Annual provider updates at CAC meetings
 - ❖ Had riders on Transit Master Plan Advisory Committee
-
- ❖ Use riders to assist with driver training
 - Safety meetings
 - classes go to rider's home or other location



Training Class with Volunteer



THE RAPID #1
Outstanding Transit System




776-1100
www.ridetherapid.org



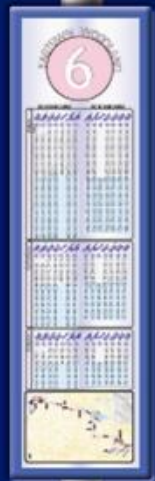
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Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
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More Options To Enhance Customer Service

- ❖ Telephone surveys performed weekly
 - ❖ Limited extra cost
 - ❖ Random selection of driver and route or specific selection
- ❖ Senior Mentors
 - ❖ Have reached out to more than just seniors
- ❖ Travel Trainer
 - ❖ In Special Services Department vs. Marketing
 - ❖ Speak only about fixed-route and paratransit *together*



ADA Eligibility Assessments

- ❖ Performed at Administration Building and RCS
- ❖ Use real time buses and drivers and passengers
- ❖ Use real time weather



Street Characteristics



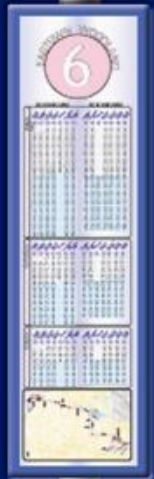
Bus Platform



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DATE	AM	PM
11/11/10	6:00	6:00
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11/28/10	6:00	6:00
11/29/10	6:00	6:00
11/30/10	6:00	6:00



THANK YOU



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