

# Implementing Brokered Transportation

## A first hand account from San Diego County



FACT

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# San Diego County Transportation Scenario

- > 4,000 sq mile area
- 2 major transit agencies NCTD, MTS
- 150 transportation entities
- 7 volunteer driver based services
- 16 cities some have scrip /dial-a rides/volunteer services
- seniors and persons with disabilities underserved
- No countywide specialized services



# FACT background and mission

- Formed in 2005
- Based in Oceanside, CA
- Grassroots collaboration turned nonprofit
- Designated in 2006 to coordinate transportation by MPO (SANDAG)
- Governed by 9 member board



## FACT services

- Seniors, persons with disabilities, income disadvantaged
- One call one click
- Dial-a-ride
- Provide referrals
- Brokered transportation



# Brokerage rationale

- Part of approved Business Plan
- FACT's coordination mandate
- Numerous transportation options
- Cost effective



# Brokerage Characteristics

- Pilot – Escondido, Poway, Rancho Bernardo
- Extended service area planned
- Funding – combination of local, federal, county grants
- 4 taxicabs, potential nonprofit contractors
- Riders – mainly agency clients
- In house, staffed by FACT



## Implementation Timeline

- Dec 2010 Business Plan approved
- Sep 2010 NCTD approved brokered paratransit\*
- Jan 2011 implementation plan
- Jul 2011 Board meeting discussion
- Aug 2011 Board workshop
- Sep-Dec 2011 CSUSM student team study project
- Oct 2011 Service Development Committee meeting
- Dec 2011 Approval of plan
- Jan 2012 Implementation
- Mar 2012 Inauguration



# Planning

- Involved regional stakeholders
- Service Development Committee – MPO, Transit, Aging, Regional Ctr., Adult Day Cares..
- Board workshop to review brokerage models
- Vendor outreach, one-on-one discussions
- Discussions with seniors services providers
- Discussions with peers!





# Getting buy in - it takes a county

- FACT Board (!)
- SANDAG (planning agency)
- Meetings with NCTD and MTS (transit agencies)
- Volunteer driver coalition members – other service providers
- Taxicab services – negotiated rates
- Advisory committees etc.
- Consumer agencies – senior centers, adult day care



# Implementation issues

- Contract requirements, esp. insurance
- Procurement process
- Demand & marketing
- Staffing
- Software
- Resistance to referrals from riders and caseworkers
- Perceptions re. “competition”



# Benefits

- Leverage existing services & infrastructure
- Increased business for existing service providers
- Safety net for riders
- Potential for coordination with more agencies
- Lower trip cost



# Dial-a-ride contract expenses

Cost of 5-mile trip:

- Before brokerage      \$39
- After brokerage      \$9



# Brokerage rate sheet for 5 mile trip

<b>Contractor</b>	<b>\$</b>
<b>1</b>	<b>\$9</b>
<b>2</b>	<b>\$12</b>
<b>3</b>	<b>\$20</b>
<b>4</b>	<b>\$30</b>



Thanks!