




Partnering w/ TNC's for Subsidized Demand Response Service, Lessons Learned



**Integrated Mass Mobility –
Partners and Practices**

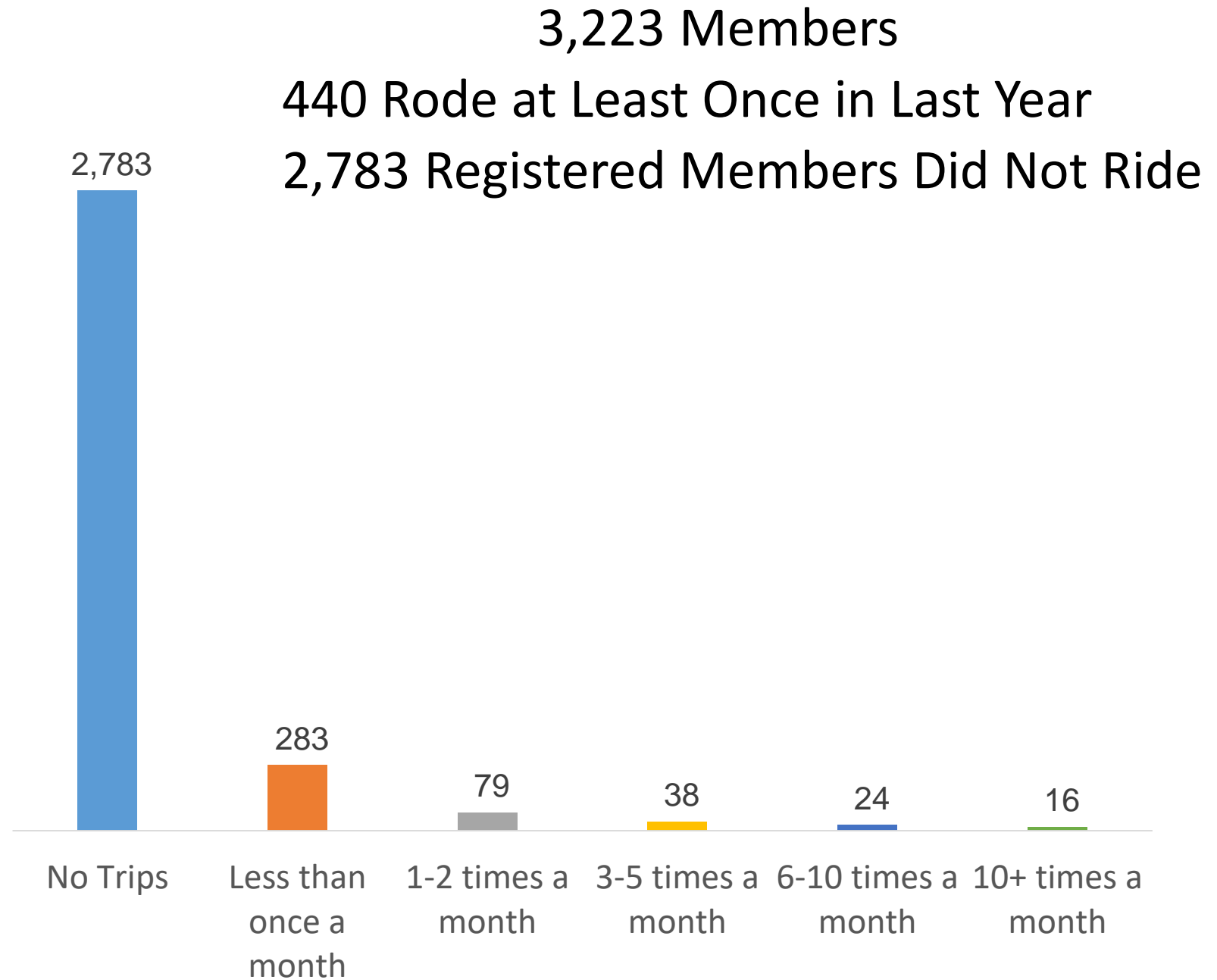
Monday, May 20, 2:00 – 3:30 pm **bigbluebus**

- On Demand Transportation
- City of Santa Monica residents only
- 60 years or older, or 18 years or older with a disability
- Weekdays 8am to 6pm
- Limited weekend hours
- Trips within City limits & to 4 medical centers in Los Angeles



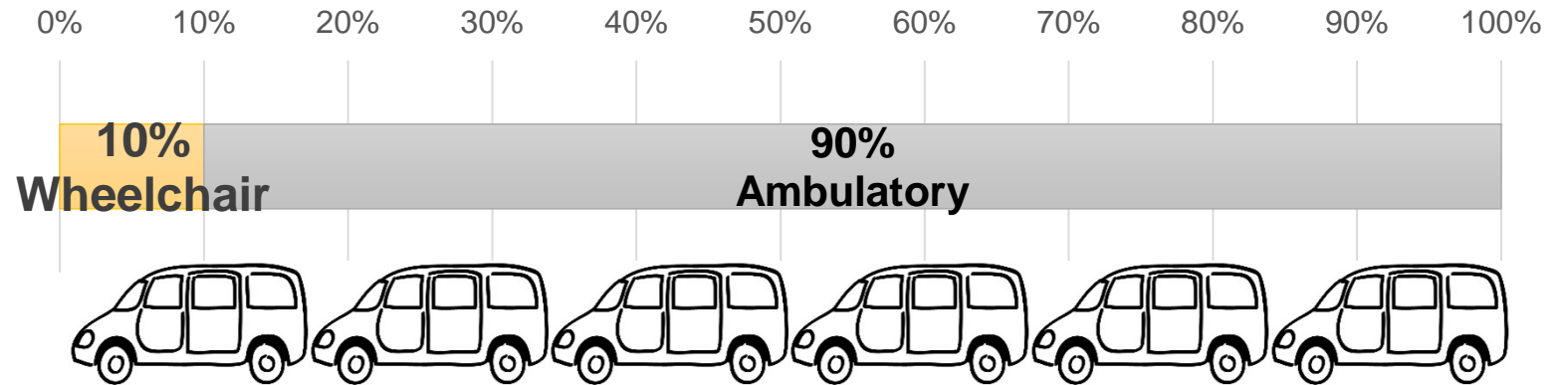
July 2018
Dial-A-Ride
becomes
MODE
(Mobility
on Demand
Every Day)

Dial-a-Ride Ridership Before July 2018



Wheelchair Accessible Vehicle (WAV) Demand

Dial-A-Ride Before July



MODE Launch – 2 WAV's



33% of capacity for 10% of demand

Dial-A-Ride

Vs.

MODE



- 6 WAVs operated by MV Transportation

- 21,384 trips last 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

- 55,000 trips this year
- 250 trips / day
- \$12.06 avg cost per ride



How is MODE Different from Dial-A-Ride?

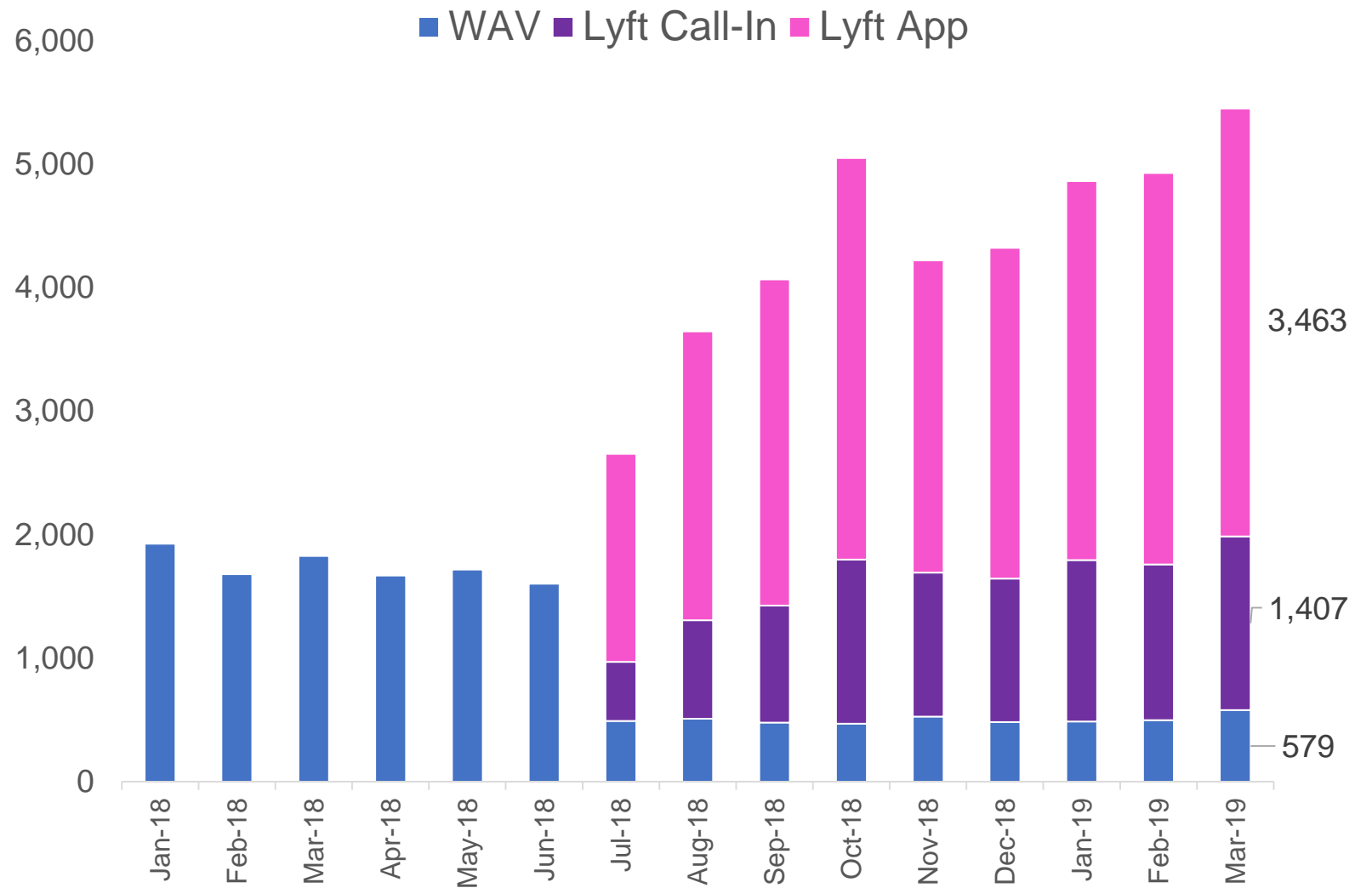
Virtually unlimited
capacity

Lyft app enables new
payment & booking
options

Increased flexibility &
improved customer
experience

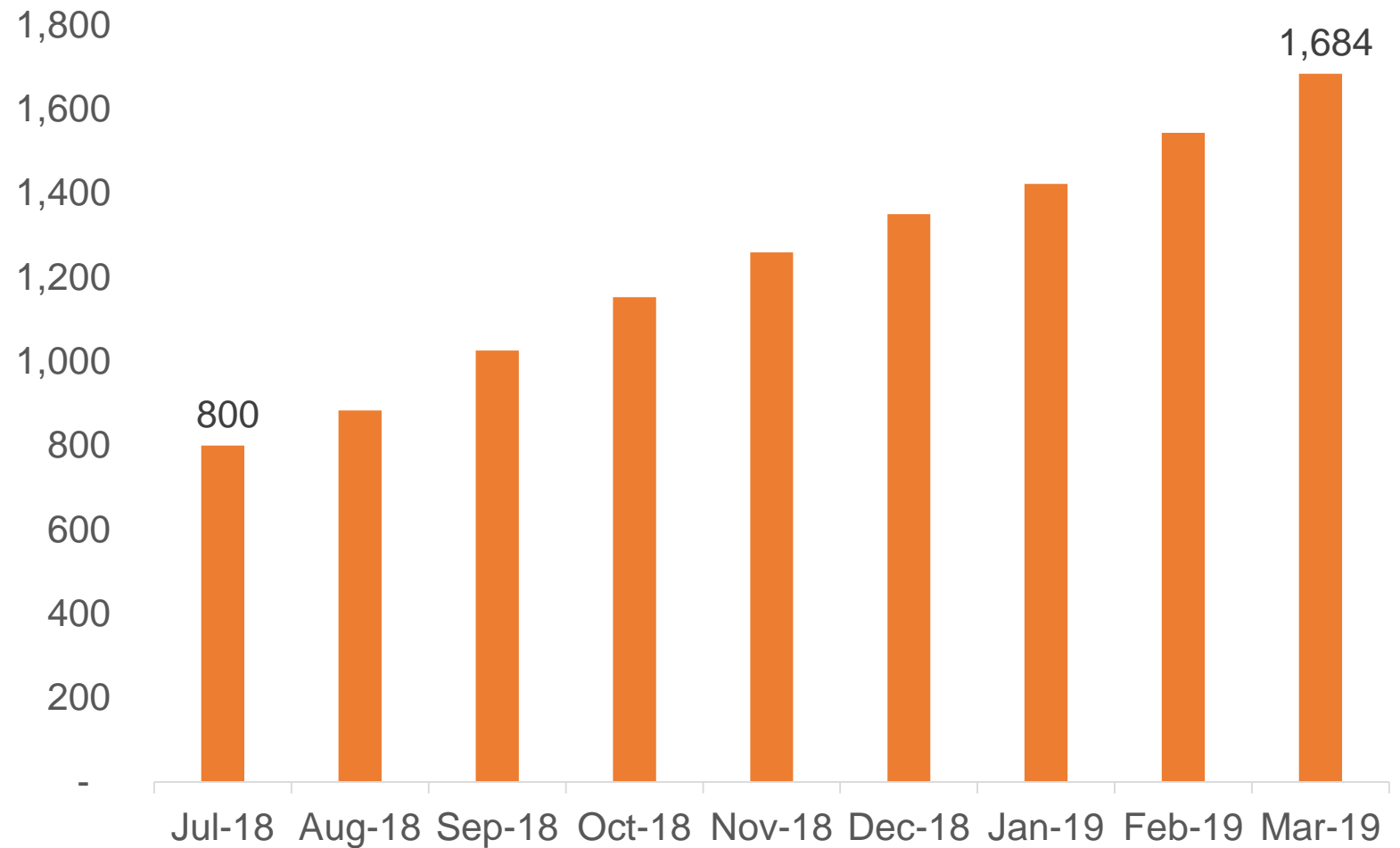
Dial-a-Ride and MODE Ridership

MODE Trips



Registration Continues to Grow

Registered Members

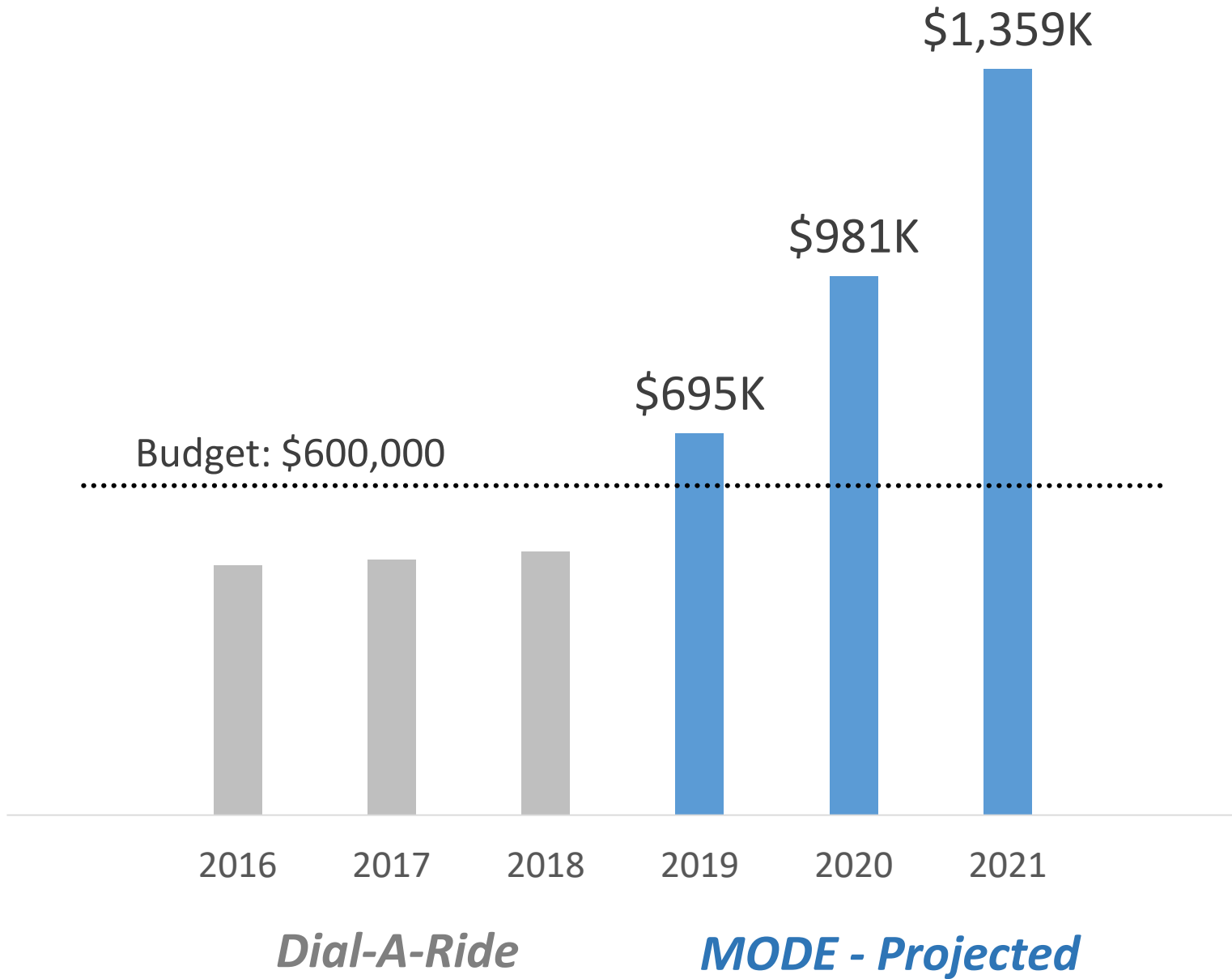


3,237 –
60+ living in
poverty

**1,684 -
MODE
Members**

23,119 residents over 60 years old

Santa Monica 60+ Population



**Projected
Operating
Costs**



Managing Budget Overage

Implementing Shared Rides

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



TNCs didn't bid our first RFP
because we asked for fixed
pricing

Lessons Learned



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

Lessons Learned



Migrating to 100% shared rides saved 25% of TNC costs and was relatively effortless

Lessons Learned

Lessons Learned

There is an assistance gap between WAV and TNC's that pushes riders to the WAV who are not confined to a wheelchair



Be prepared to manage over subscription, increasing utilization, and surging enrollment

Lessons Learned



TNC's are
game
changers for
dial-a-ride
programs in
terms of
increased
customer
satisfaction



Lessons Learned

There is no going
back now



Thank You

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