



**Massachusetts Bay
Transportation Authority**

The RIDE Update

June 4th, 2018



This presentation will cover:

- An overview of The RIDE's recent service improvements across its key metrics
- An update on the TRAC transition with Transdev
- A summary of recent pilot growth statistics and a go-forward plan for Pilot 2.0

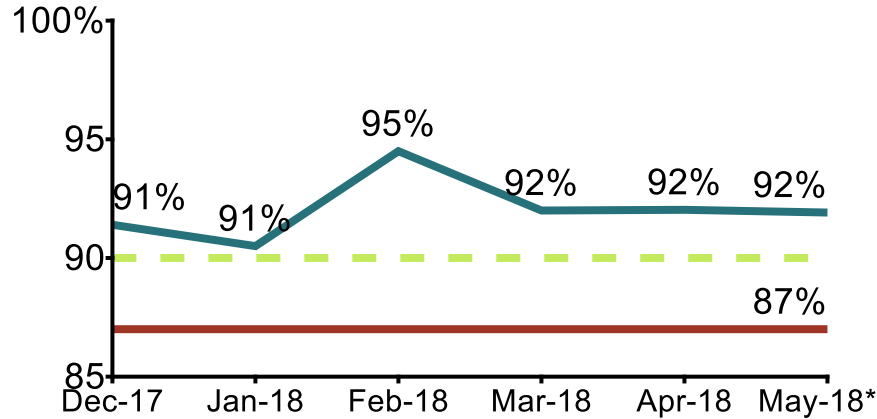
No board action is required at this time.

RIDE PERFORMANCE

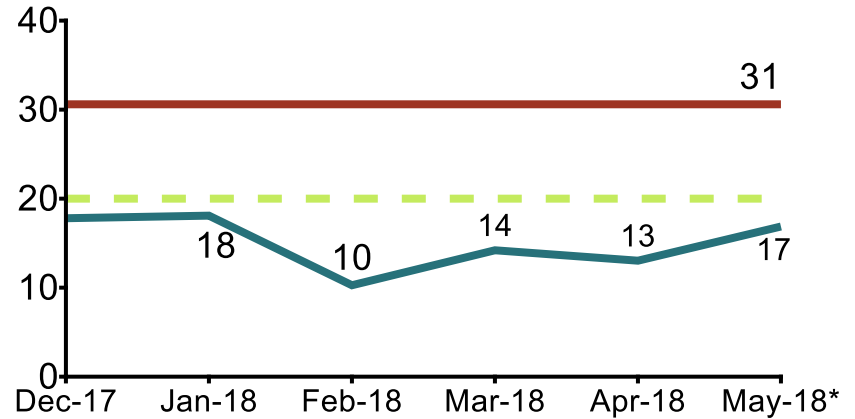
Service has continued to remain strong through the transition period



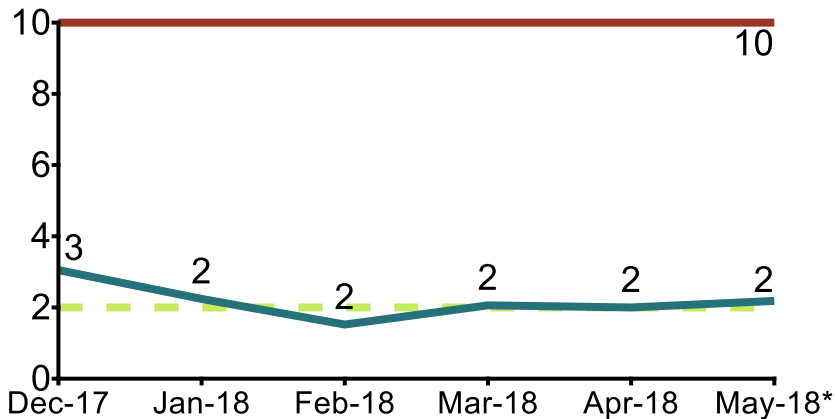
On Time Performance (% within 15 min)



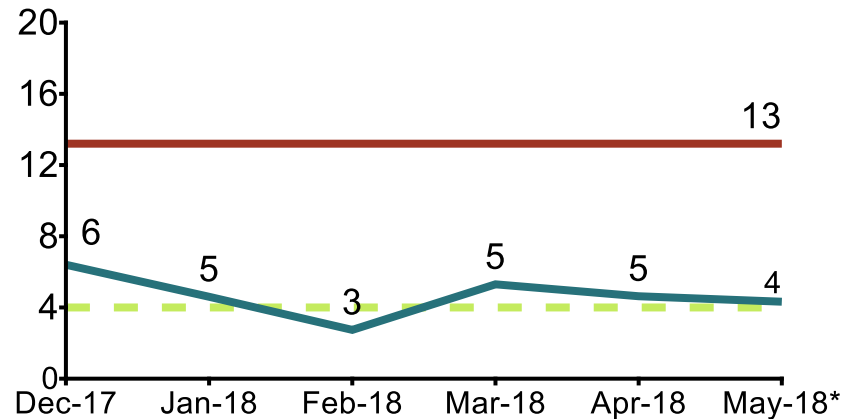
Pick-Up 30+ min Late per 1,000 Trips



Customer Issues per 1,000 Trips



Missed Trips per 1,000 Trips



--- Goal

— Last 5 Months

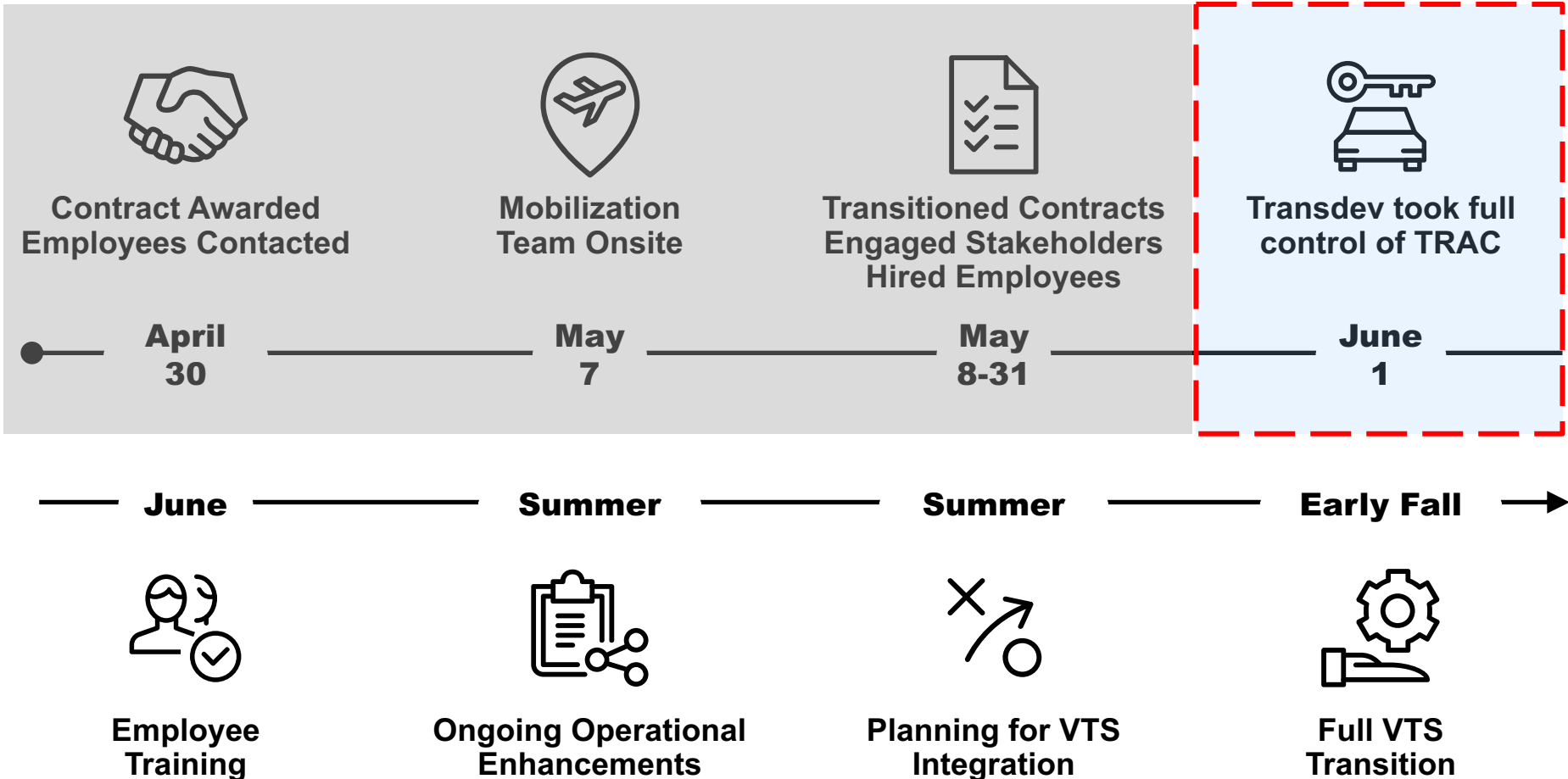
— Worst Performing Month in Past Year

* Preliminary results, data not fully reconciled

Draft for Discussion & Policy Purposes Only

CALL CENTER TRANSITION UPDATE

Transdev invested significant time to make the transition a success





Trip and ridership have continued to grow rapidly since our last update in February

- 6% monthly customer growth with 2,061 enrolled customers as of April
- 7% monthly trip growth with 12,204 trips taken in April
- 42% increase in total paratransit trips taken by pilot customers (both RIDE and pilot)
- 0 – 1% overall savings (program remains cost-neutral)

OPMI and OTA issued a survey to inform the design of “Pilot 2.0”

Customer feedback was solicited on the following:

- **Primary benefits of the pilot:** Scheduling flexibility? Trip duration? Comfort?
- **Behavioral changes:** What types of trips do customers take more of?
- **Price sensitivity:** How might fare increases affect pilot utilization?
- **Continuing preference for RIDE:** Why do some pilot members not use Uber/Lyft?



Expected Timeline

June

- Analyze OPMI customer survey results
- Develop program changes (base fare, trip subsidy, trip allocation, etc.)

Summer – Fall

- Implement TNC-TRAC integration once TRAC has been stabilized
- Design and implement Pilot 2.0 utilizing customer and Taskforce input

Fall and Beyond

- Assess impact of changes on customer mobility and overall savings
- Make continuous improvements and changes to service



Questions?