Massachusetts Bay
Transportation Authority

# The RIDE Software Update

## Fiscal Management and Control Board

**June 10th, 2019**

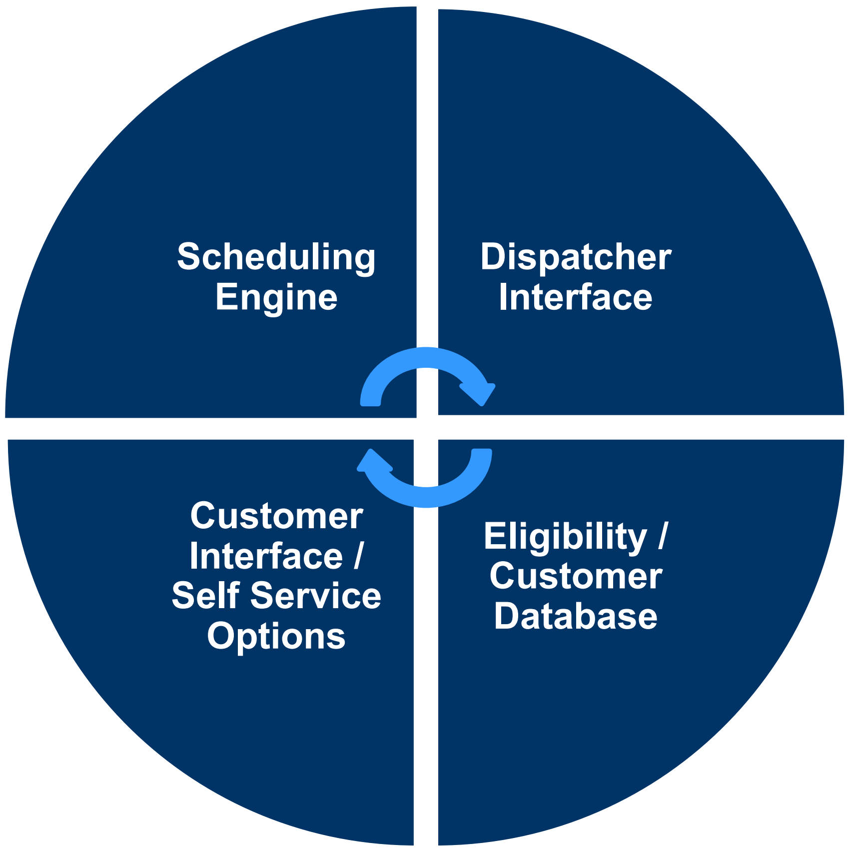
## Executive Summary

This presentation will review The RIDE's software transition, including:

- Overview of the software transition
- Recent project updates
- Customer and stakeholder communications plan
- Potential improvements and areas of concern
- Go-live checklist
- Transition key performance indicators

No board action is required.

## The RIDE selected Routematch in February to install a new software system





**Routematch's new software will drive improved customer experience, enhanced service reliability, and increased productivity and efficiency**

## The transition is under way with involvement from all areas of the operation

- Integrations are being developed with new or existing RIDE systems:
    - Web portal for reservations and account management
    - New payment system
    - Twilio voice response system (IVR)
    - New reporting tool with 200+ transit specific reports
    - MBTA customer service complaint system

- +700 RIDE vehicles have been equipped with new tablets

- +1,000 MBTA, Service Provider, TRAC, TREC, and EdenRed staff in training

## Regular informational updates are being provided to all stakeholders

- Mailing in multiple accessible formats and seat drop prepared
- MBTA website updates to include FAQs, help, and examples
- Updates will be developed for the customer onboarding package
- Ongoing engagement with rider advocacy group R-TAG

- Key notifications being sent to all MBTA, TRAC, and contractor stakeholders:
  - Overview of what's coming
  - Improvements to tools serving riders
  - Training and onsite vendor assistance

## The software is expected to address many customer and operational issues

| Current Issues | | New Tools and Future Solutions |
|---|---|---|
| **On-Time Performance** | | Google maps navigation with real-time traffic and enhanced scheduling engine |
| **Inefficient trip routing** |  | Scheduling engine with re-optimization will reduce costs and improve efficiency |
| **Customer no-shows / ETAs*** | | Enhanced notifications night before, day of, and upon vehicle approach |
| **Late drivers / wrong no-shows** |  | Increased vehicle location updates (every 60 sec.) visible to management |
| **Low web / IVR** usage** |  | Improved web and IVR; future versions will have a new app and SMS updates |

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* **ETAs** are estimated times of arrivals provided by the software system
** **IVR** is interactive voice response which allows the software to interact with the human voice to perform many functions within the call center

## The team is working to address all transition issues impacting customers

Although measures are being taken to mitigate all risks and issues, major transitions always create an increased level of risk and concerns for customers

| Concern | Facts about Change |
| --- | --- |
| 1 **Increased Travel Times** | • Software will now **accurately schedule based on actual comparable fixed route time**, increasing capacity, potentially increasing some travel times, but **not exceeding FTA requirements** |
| 2 **Traveling with Different Passengers / Driver** | • Increased scheduling automation will **improve routing efficiency** and ensure **no preferential treatment**, but will likely **not provide same trip grouping customers might be used to** from past |
| 3 **Longer Hold Times** | • Unfamiliarity with a new system likely will **initially reduce staff efficiency and performance** |
| 4 **Reduced OTP** | • Planned **training**, additional driver and call center **staffing**, significant **testing**, and **phased introduction of new features** should help speed up the staff learning curve |

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| Concern | Facts about Change |
| --- | --- |
| 5 **Confusion with new self-service features** | • Customers will have access to a **new web booking platform**, **future app**, and **IVR** prompts<br>• Proper **communication, education, and training** will be provided |
| 6 **Confusion with new notifications** | • **Three notifications** will be sent prior to driver arrival (vs. current two) to ensure **more timely delivery of accurate travel information**<br>• Customers will be given a **20 minute pick-up window** vs. current "promised time" and ability to be 5 minutes early or 15 minutes late<br>• Customers will be provided **new notifications** to **alert of insufficient balances** and **unused subscriptions** prior to any cancellations |

**A comprehensive go-live checklist and detailed KPIs have been developed to reduce the impact of the identified risks and concerns**

## A go-live checklist will ensure all critical elements are completed

- ❑ Successful **testing of all software and hardware** components including:
  - ❑ Stress testing with multiple concurrent TRAC users, batches, and reports
  - ❑ Testing everyday and complex scenarios with all contractor staff
  - ❑ Field testing tablet hardware with drivers
  - ❑ Testing disaster recovery and business continuity plans
- ❑ Call center staff and drivers **trained to proficiency**
- ❑ **Additional staffing** secured during transition for drivers and call center
- ❑ Routematch **support staff on site** during transition
- ❑ Validation of **accuracy of reporting** for FTA and TRAC reports
- ❑ **Communications sent out** to all customers and key stakeholders

**If all go-live checklist items are not met, the transition will not occur**

# Once live, key performance indicators will help measure the project's success

Key performance indicators (KPIs) will be tracked post go-live and reported at go-live plus 1 month and every 3 months afterwards.

- On-Time Performance
- Productivity
- Cost per Trip
- On-Board Travel Time
- Missed Trip %
- Vehicle Technology Failures
- Call Center Wait Time
- IVR Usage
- Web portal Usage

Any deviations from expectations will be evaluated and addressed.

## Next Steps

- Continue to monitor transition progress, including transition readiness for customers and contractors
- Review go-live checklist prior to final go-live approval (est. late summer)
- Report back on KPIs post go-live