SCOTTSDALE TRANSPORTATION COMMISSION REPORT

To: Transportation Commission
From: Ed Jones, Sr. Transportation Representative
Meeting Date: March 21, 2013
Subject: East Valley Dial-a-Ride Update

ITEM IN BRIEF

Action: Information/Discussion

Background
In addition to Trolley and Valley Metro bus service, the City of Scottsdale sponsors three paratransit services that dovetail to provide a more substantial level of public transit service in the Scottsdale community. At the heart of the paratransit programs is the East Valley Dial-a-Ride (EVDAR) service which provides federally mandated curb-to-curb transport for people with disabilities who are not able to ride fixed-route public transportation vehicles.

A new contract with Total Transit resulted in a transition to a new service delivery model for FY 13. Information presented this evening reflects performance through the first half FY 13. Data continues to indicate productivity improvements, supporting the cost savings achieved. Table 1 below compares first half FY 12 to the same period in FY 13. The table indicates the length of each trip has decreased (distance), and the time to complete each trip has also decreased as evidenced by a 51.8% reduction in hours of service.

Table 1. EVDAR Performance Data

Parameter	First Half FY 12	First Half FY 13	% Change
Total Boardings	19,075	21,467	**+12.6%**
ADA Boardings	11,174	9,597	**-14.1%**
Non-ADA Boardings	7,126	10,970	**+53.9%**
Wheelchair Boardings	3882	3940	**+1.5%**
Avg. Trip Distance (miles)	8.5	7.3	**-14.1%**
Hours of Service	11,109	5,475	**-51.7%**
% of ADA Trips On Time (Goal 95%)	97.9	97.9	**0%**
Passengers per hour	**1.7**	**4.2**	**+147**

While the transition has not been perfect, Scottsdale has received less than 10 service complaints during this period. Comments received by staff continue to indicate our passengers feel EVDAR is now more flexible and the vehicles more comfortable. From a performance perspective, a telephone survey of 601 passengers was conducted by WestGroup Research between December 27, 2012 and January 15, 2013. Scottsdale's

sample size was 98 participants; a response rate of 31 percent was obtained with a margin of error of ± 8.2 percent. This survey compared performance perceptions with data obtained from a similar survey in 2011, with the following result:

- Passengers reported a significant increase in the perception of "always on time" reports for pick-ups, 52 vs. 28 percent in 2011.

- Passengers reported a significant increase in the perception of "always on time" reports for arrivals to destination, 63 vs. 39 percent in 2011.

- Passenger satisfaction levels with representatives, drivers and vehicles remains very strong.

- Passengers using wheel chairs and other mobility aids are highly satisfied with how EVDAR services have met their needs.

Through EVDAR, Scottsdale citizens who are ADA certified, persons with disabilities (Non-ADA), and Senior citizens age 65 and over are afforded two types of door-to-door service with two different fare structures. The two trip types are referred to as ADA and non-ADA. Table 2 compares the fares and city subsidies for each trip type.

Table 2. EVDAR Average Cost per Trip Comparison[1]

Trip Type (one way)	Average Costs Per Trip		
	City Cost	Passenger Fare	Total Trip Cost
EVDAR ADA	$26.12	$3.50	$29.62
EVDAR non-ADA	$28.62	$1.00	$29.62

Table note 1: Data in table is presented for period July 1, 2012 to February 29, 2013. As of March 1, 2013 the ADA fare was increased to $4.00

 The characteristics of each trip type are as follows:

ADA Trip
- Federally mandated to be provided within ¾ mile of all fixed routes
- During same hours as fixed route service
- Passengers must be ADA certified to use
- Trips can be scheduled 1-14 days in advance
- Subscription service allowed (booking reoccurring trips)
- No trips or trip purpose can be denied
- Fare $4.00 per trip (increased March 1, 2013 from $3.50)

Non ADA Trip

- Not Federally mandated
- No ADA certification required
- Trips can be booked 1-7 days in advance
- No subscription service allowed
- Trips allowed with an ADA scheduled trip if space is available (no separate non-ADA trips)
- No trip purpose denied
- Since transition to taxi service - no trips denied and ridership is increasing
- Fare $1.00 + 50 cents per zone per trip

In the previous service delivery model all ADA trips were taken through a reservation system in advance. Non-ADA trips were included on ADA trips based on availability. Utilizing specialized software, routes accommodating requested ADA trips, were built the day before for the number of available vehicles. Non-ADA requests were inserted into these routes as they were being developed. The result was a natural limiting effect on the availability of non-ADA access. If space wasn't available, or the trip destination could not be reached within the ADA request destinations, the trip was denied. Because of the "space available" nature of non-ADA travel, the fare was lowered and coupled with a zone charge.

With the new taxi based model, scheduling has become more of a demand response process, with virtually no limitation on the availability for non-ADA trips. The taxi's are smaller vehicles and do not start from a specific point collecting and distributing along their route. The vehicles are distributed all over the area and simply receive a non-ADA trip call by radio. This impacts the city in two ways: 1) since the fare is less than an ADA trip more individuals are opting to take non-ADA trips even though they are ADA certified; and, 2) these trips are also available to non-ADA disabled residents and seniors 65 years of age or older.

Through the first half of FY13 demand for non-ADA trips has increased 35 percent. To put this in perspective, the city provided 10,970 non-ADA trips for first half of FY 13 compared to 11,334 trips provided for full year FY 12. We are on pace for a year-over-year increase of 100 percent in trip demand. While a portion of this increase can be attributed to ADA certified passengers, and to a smaller extent, Cab Connection migration, the real issue appears to be unrestricted capacity due to the new service delivery method using the taxi system.

To manage the cost involved with this increase in capacity, each jurisdiction has the ability to set rules governing non-ADA EVDAR service. For example, Chandler restricts the number of non-ADA trips they provide by a monetary amount and Mesa has discontinued non-ADA service in favor of their trip reimbursement, cab coupon, and Platinum Pass bus card programs. Scottsdale continues to provide unrestricted non-ADA service within the defined service area.

The non-ADA fare topic is being reviewed by the East Valley Partners in an effort to control costs and provide fair service for all. Recently, consensus was reached on a graduated fare increase of $1.00 per year over the next three years, and a change from zones to a mileage based fare system for non-ADA. This will eventually bring the non-ADA fare in line with ADA fares, eliminating ADA certified ridership migration and encouraging non-ADA ridership to consider other available transportation options such as Scottsdale's Cab Connection program and traditional fixed route service. If approved, these changes are scheduled to take effect July 2013.

Other Paratransit Issues Being Discussed Regionally

Smart Card: RPTA initiated an RFP resulting in a single proposal to provide Smart Card technology for EVDAR and the East Valley Ride Choice Taxi Program. This proposal is expected to be presented to the Valley Metro Board in late March 2013. The RPTA estimates implementation of the new payment system next fiscal year, July 1, 2013. To date, the initial service buy-in and cost per transaction charges have limited City of Scottsdale interest in participating in this program; however, once the RPTA has launched this program, Scottsdale will monitor program costs and provide an update to the Commission once 6 months of data is available.

Regional Service Consolidation: Currently, several Dial-a-Ride systems operate in various cities throughout the valley. A Regional Paratransit Study (2008) recommended consolidating all Dial-a-Ride services. While cities are beginning to consolidate their services by partnering with other cities like EVDAR, each system is different. A passenger's ride is not a seamless experience with transport in one vehicle from beginning to end. When a trip involves transport through two territories, the passenger must schedule a trip with each service provider, and transfer to the second system's vehicle to complete their trip. For example, veterans from the City of Scottsdale who take EVDAR from Scottsdale to the Veterans Administration medical campus (Indian School Rd. and 7th Street), must schedule and transfer from an EVDAR vehicle to a City of Phoenix vehicle to complete their trip, and transfer again for the return trip.

The RPTA continues to discuss a seamless transport system with the City of Phoenix. To resolve the issue, a financing plan must be agreed on. Either each city will pay for the portion of the trip within their city limits, or each city will pay the total cost of transport for each of their residents, regardless of which system transports.

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East Valley Dial a Ride Program Update

Scottsdale Transportation Commission
March 21, 2013

Paratransit Service Definition

- Specialized Curb-to-curb Service For People With Disabilities Who Are Not Able To Ride Fixed-route Public Transportation Vehicles

- Federal Requirement related to Americans with Disabilities Act (ADA)

  - Provided within ¾ mile of fixed-route service

  - Available same hours as fixed route service

COS Paratransit Programs

- East Valley Dial a Ride (EVDAR)
  - Curb to curb service
- Cab Connection
  - City taxi vouchers
- Reduced Fare ID Card Application Intake
  - Provided at both Senior Centers
  - Used to obtain reduced fares on EVDAR non-ADA trips and fixed route bus service

CITY OF SCOTTSDALE

EVDAR FY13 New Program

- Contract with Total Transit (TT) includes:
  - 50% of service provided TT's own Discount Cab
  - Operation of call center (receives calls, schedules trips)
  - 45% provided by other transportation providers
  - 5% provided by nonprofit agencies (ex. Mark Center)

Scottsdale EVDAR Performance
July 2011 Vs. July 2012

Parameter	First Half FY 12	First Half FY 13	% Change
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Avg. Trip Distance (miles)	8.6	6.5	-14.1%
Hours of Service	1,791	601	-51.7%
% of ADA Trips On Time (Goal 95%)	97.9	97.9	0%
Passengers per vehicle hour	1.7	4.2	+147%

CITY OF SCOTTSDALE

EVDAR Transition Progress

- Increased Productivity
- Few Scottsdale Comments/Complaints
    - Feedback Received Indicates Passengers Feel EVDAR is More Flexible and More Comfortable
- 2013 Survey Results Validate Comments

CITY OF SCOTTSDALE

EVDAR Services Available

ADA Service

- Federal mandated, Within ¾ mile fixed route
- Passengers certified to use
- Trips scheduled 1-14 days in advance
- Subscription service allowed (booking reoccurring trips)
- No trips denied
- Fare $4.00

Non ADA

- No Federal mandate
- No certification
- No subscription service
- Trips allowed based on space availability (previously within an existing ADA scheduled trip);
- No <u>no trips denied</u>
- Fare $1.00 + 50 cents per zone

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Smart Card Technology

- RPTA Introducing Smart Card for East Valley Ride Choice Taxi Program
  - Estimated implementation - July 2013
  - Scottsdale to monitor and reassess potential of including Cab Connection as cost becomes better defined

Regional Service Delivery Work

- 2008 Regional Paratransit Study Recommended Seamless Transport
    - Passengers traveling through multiple DAR systems must schedule each portion a trip with each system and be transported by each system's vehicle to complete their trip – requires transfer
    - EVDAR and City Of Phoenix discussing options for providing seamless transport between Cities.

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Topics to Continue Monitoring

- EVDAR Fares, ADA Vs. Non-ADA
- Potential Migration Of Cab Connection Participants to Dial-a-Ride Due to Lower Passenger Cost
- Smart Card Program Implementation
- Seamless Transport Across Provider Areas

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