

Pomona Valley
Transportation
Authority

A partnership of the cities of Claremont, La Verne, Pomona and San Dimas

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September 11, 2019

AGENDA
ITEM #2I

MEMORANDUM

To: Pomona Valley Transportation Authority

From: Nicole Campos, Sr. Program Manager

Subject: Get About Service Evaluation FY 2019

Recommended Action: *Receive and file the FY 2019 Get About Service Evaluation.*

I. Major Findings

The major findings in the FY 2019 evaluation are summarized below. Our service improvement plans are detailed ***Item #4 SDA FY19 Implementation plan.***

a) Ridership and Performance-Vans (First Transit Contract)

The dedicated vehicle service operated by First Transit saw its ridership decline by 6.9%. The decrease in ridership has been a steady trend since FY14. PVTA has been analyzing this trend throughout the years and has made several recommendations including adjustments in scheduling and staff schedules however ridership continues to decline. This trend led PVTA to further research alternate service designs that will better serve our passengers. An improved service design has been developed and implementation will begin with the new contract, scheduled start July 2020 the beginning of FY21 once the contract with First Transit expires at the end of this year. ***See Item#4 SDA FY19 Implementation Plan.***

b) Ridership and Performance-Cab Services (Network Cab Contract)

Ridership spiked in FY18. Cab ridership declined in FY19 to levels consistent with previous years. One Step Over the Line ridership decreased by 23% and Ready Now also decreased by 36%. FY19 was the first year with Network Paratransit as the contractor for our on-demand services. The transition from to the new contractor was a difficult process due to employee relations issues inherited from the previous contractor. This low employee moral led to a

that was inherited by the new contractor was unreliable causing confusion and poor dispatching. Network Paratransit has many changes during the term of the contract to improve the service including the implementation of a new scheduling and dispatch software, staff changes, and driver incentives to help boost employee moral and increase driver recruitment. The service has seen a steady increase in on-time performance and a much lower levels of complaints.

c) Customer Service and Passenger Information

Service quality decreased and complaint increase, Mobility Managers worked quickly with the contractors to resolve all complaints and follow ups were done to make sure issues were repeated. In FY19 PVRTA took great measures to improve the quality of service and hired two full time Mobility Manager funded through FTA 5310. The Mobility Managers expanded quality monitoring and customer service mentoring. Quality monitoring and mentoring include the implementation of a new phone script and customer service training method that include one on one sessions and reviews of each of the dispatchers and managers from the Van and Cab services. Quarterly ride-alongs and random call recording reviews of all the services were also conducted. Mobility managers further enable PVRTA to provide customer focused information on transit options and provide more personalized customer service to our riders.

II. Analysis of Operating Data for All Get About Service Components

An analysis of the overall Get About service and all Get About components is presented below.

A. Operating & Financial Performance (All Get About Services)

Operating Data	FY 2016	FY 2017	FY 2018	FY 2019	%+/- 18-19
Ridership	137,809	131,569	136,120	122,658	-9.9%
Wheelchair	22,556	22,969	27,326	23,451	-14.2%
Cost Per Pass.	\$21.43	\$22.67	\$23.63	\$27.20	15.1%
Cost Per Hour	\$84.91	\$89.90	\$93.53	\$97.89	4.7%
Total Expense	\$2,953,039	\$2,983,154	\$3,216,275	\$3,335,932	3.7%

Get About's ridership in FY 2019 decreased by 9.9% compared to FY 2018. This trend of low ridership was seen on all Get About services operated by both contractors. Premium services operated by the cab did spike in ridership in FY2018 and the decrease in 2019 is consistent with levels from previous years. Wheelchair demand on the Get About has also normalized after the increase seen in FY18. Total expenditures rose by 3.7% mostly due to the increase in cost of employee wages and benefits tied to anticipation of a higher minimum wage for First Transit employees. The cost per passenger increased by about 4.7%. Overall expenses ran well below their budgeted levels. Savings were generated from fewer service hours in the First Transit contract and lower gas prices.

B. Service Quality (All Get About Services)

Service Quality	FY 2016	FY 2017	FY 2018	FY 2019	Standard
On Time	92%	91%	91.5%	84.5%	92%
No-Shows	2.60%	2.60%	2.48%	3.38%	<3%
Preventable Acc.	0	0	0	0	<4
Complaints	43	30	23	97	<25

Get About's overall on time performance of 84.5% was under our standard of 92%. The van service was under the standard of 90% with 89% YTD for FY19. The cab programs on time for FY19 was 78% well under the standard of 92%, From March to June the on time performance improved with OTP of 91% for the combined Get About service on the cab. The cab had the weakest OTP with rides that were overflow from the dedicated van fleet operated by First Transit. One cause being that rides were not always sent over with ample time to fulfill. Although on time performance was a struggle for the new contractor their ability to make quick changes to improve the service is commendable.

C. Operations and Financial Performance-Van (First Transit Contract)

	FY 2016	FY 2017	FY 2018	FY 2019	%+/- 18-19
Ridership	96,993	90,365	85,108	79,227	-6.9%
Pass Per Hr.	3.9	3.81	3.63	3.35	-7.7%
Cost Per Pass.	\$18.51	\$19.61	\$21.35	\$23.42	9.6%
Cost Per Hr.	\$72.10	\$74.76	\$77.44	\$78.49	1.4%
Service Hrs.	24,901	26,409	26,053	26,396	1.3%
Wheelchairs	14,670	13,899	14,894	15,314	2.8%
Total Expense	\$1,795,310	\$1,772,399	\$1,816,718	\$1,855,388	2.1%

The service operated by First Transit saw its ridership decline by 6.9% in FY 2019. Meanwhile trips on the vans have become less popular, seniors and people with disabilities are still utilizing Ready now for \$4.50. We have begun an outreach tour that includes visiting services that may have a greater need for group transportation. Our goal is to regain passengers by improving the service. An RFP will be released in October with a contract re-design that will improve availability of resources.

Service Quality – Van Contract

	FY 2016	FY 2017	FY 2018	FY 2019	Standard
On Time	91%	90%	90%	89%	90%
No Show	2.60%	2.58%	2.66%	2.90%	<3%
Complaints	8	12	6	17	<16

Service quality measures for the vans have maintained steady with a slight increase of complaints. First transit has managed to meet the on-time performance standard of 90%.

D. All Cab Operations (Includes Regular Get About Cab, One Step & Ready Now)

	FY 2016	FY 2017	FY 2018	FY 2019	%+/- 18-19
Ridership	40,816	41,204	51,012	43,431	-14.9%
Cost Per Pass	\$17.72	\$18.02	\$17.80	\$19.51	9.6%
Wheelchairs	7,886	9,070	12,432	8,137	-34.5%
Total Expense	\$723,153	\$742,392	\$907,770	\$847,429	-6.6%

Total cab ridership decreased by 15%, this may be due to the bumpy transition process to a new contractor. All Get About cab services decreased including Ready Now and One Step programs. The cost per passenger increased by 9.6%, the total cost also decreased by 6.6%. This was the first year with contractor Network Paratransit, the start of the contract was difficult due to the previous contractor's labor dispute and faulty scheduling software. Network quickly made changes to improve the service and ridership trends are positive.

Service Quality-Get About All Cab Components

	FY 2016	FY 2017	FY 2018	FY 2019	Standard
On Time	92%	91%	93%	78%	92%
No Show	2.30%	2.45%	2.16%	4.25%	<3%
Complaints	21	17	17	56	<8

Get About cab's overall on time was 78% this is below our standard of 92%. Complaints were significantly higher. We have spent the last several months implementing the following solutions.

- Network Cab pays drivers daily vs.. the monthly check system previous contractor had in place.
- Drivers have all participated in re-training to ensure picks up are safe and drivers open the door for passengers.
- A new scheduling software was implemented by Network to help smoothen the dispatching process which has been a key factor in improving on-time performance.
- A new experienced lead dispatcher was hired.

These efforts have improved service quality in terms of on time performance and the number of complaints. We expect to see a large service improvement in FY20, the new contract will take effect FY21

E. Evaluation of Get About Premium Services—One Step Over the Line and Ready Now

One Step Over the Line Operating Data

Column1	FY 2016	FY 2017	FY 2018	FY 2019	%+/- 18-19
Ridership	6,377	5,276	6,319	4,822	-23.7%
Cost Per Pass.	\$28.83	\$26.20	\$24.49	\$29.05	18.57%
Fare Revenue	\$26,750	\$17,562	\$18,919	\$7,610	-59.77%
Total Expense	\$183,865	\$162,578	\$154,742	\$145,404	-20.3%
New Freedom Rev	\$70,734	\$54,889	\$63,882	\$63,802	-.12%

One Step Over the Line saw its ridership declined by 23%. The cost per passenger increased by 19%. Due to lower ridership the total expense decreased by 20%.

Service Quality-One Step Over the Line

Column1	FY 2016	FY 2017	FY 2018	FY 2019	Standard
On Time	92.8%	88.6%	92.3%	68.1%	92%
No Show	3.10%	2.53%	2.24%	4.77%	<3%
Complaints	4	1	4	8	4

On time performance was below our standard of 92% with 68.1%. Complaints are traditionally under 4 this year we had 8 and they were all related to On-time performance. This service has reservations made by First Transit dispatch and most of the rides are sent over to the cab operator the night before.

Ready Now Operating Data

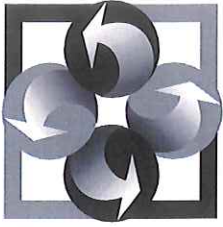
Column1	FY 2016	FY 2017	FY 2018	FY 2019	%+/- 17-18
Ridership	19,175	16,273	22,173	17,587	-20.7%
Cost Per Pass.	\$13.63	\$13.70	\$13.79	\$14.45	4.8%
Fare Revenue	\$45,460	\$40,074	\$48,910	\$29,840	-39%
Total Expense	\$261,339	\$222,970	\$305,675	\$254,133	-16.7%
New Freedom Rev	\$91,568	\$71,380	\$94,318	\$91,380	-3.1%

Ready Now ridership decreased by 21%. Due to the increase in pay rate in the new contract with Network Cab, the cost per passenger increased by 5%, the total cost of the program has decreased by 16% due the decrease in ridership.

Service Quality-Ready Now

	FY 2016	FY 2017	FY 2018	FY 2019	Standard
On Time	92.8%	93.3%	95%	87.7%	92%
No Show	3.10%	2.44%	2.20%	3.41%	<3%
Complaints	4	9	6	19	8

Ready Now on-time performance was 88% this is under our standard of 92%, The service received 19 complaints, this is above our standard of 8 complaints for the year. Network has been gradually improving the on-time performance. Ready Now rides are on-demand, drivers are to pick up passengers 45min after the call is made. Network tends to excel in the on-demand environment with the change in software they have been able to increase on-time performance.



September 11, 2019

MEMORANDUM

To: Pomona Valley Transportation Authority

From: Nicole Campos, Sr. Program Manager

Subject: Claremont Dial-a-Ride & Group Service Evaluation for FY 2019

Recommended Action: *Receive and file Claremont Service Evaluation for FY 2019*

I. Major Findings

The major findings in the FY 2019 evaluation are summarized below. Our service improvement plans are detailed in the ***FY 2019 Action Plan***

a) Ridership and Performance-Claremont Cab

The cab segment saw its ridership continue to decline by 22% with ridership at 14,810 passengers in FY19. Claremont Dial-a-Ride carried as many as 30,563 passengers in FY16. On-time performance declined by 16% in FY19 making it a record low of 79% compared to previous highs of 98% on-time. Many taxi companies have struggled with competing with the ease and on-time performance of TNC's (Uber, Lyft). A strong economy with many appealing jobs and the struggle of losing drivers to the TNC market has made it difficult for taxi companies to meet the demand and stay on-time however, on the 2nd half of the year on time improvements were made. PVTA will be implementing service design changes to further address quality issues. The new contract is scheduled to start July of FY20. *For more details on service improvements please see **Item #4 Service Design Analysis Results.***

b) Group Service Performance

The Group service ridership for FY 2019 was 12,997 this is a 8.8% decrease compared to FY18. The cost per passenger had an increase of 16.7% due to the smaller groups

transported in FY 2019 and the increased cost in the contract. The primary limitation of the service remains a lack of capacity during peak periods that constrain ridership potential. CLASP makes up 85% of the ridership especially throughout the school year. PVTA plans to increase the outreach to potential users to promote using the service during off peak periods and promote the service to larger groups.

c) Customer Service and Passenger Information

Actions taken in FY19 include incorporating recommendation to make using Claremont Dial-a-Ride simpler and easier to navigate. With newly received FTA 5310 funds PVTA was able to hire two full time Mobility Managers. The Mobility Manager program upgraded our customer service and improved outreach with monthly exposure at all senior centers. Mobility Managers serve as an information portal and help people navigate the transportation system. Passengers may now easily access all PVTA programs by dialing one number and navigating our newly designed website.

d) Financial Outlook

In the short-term the finances should remain stable and provide Claremont with the opportunity to expand service and to invest resources in service enhancements in terms of operations, technological improvement and capital investments.

II. Operating Performance

A. Operating Data (Combined Cab and Group Services)

Operating Data (Combined Cab and Group Services)

	FY 2016	FY 2017	FY 2018	FY 2019	%+/- 18-19
Ridership	46,777	34,683	31,862	26,667	-16.3%
Cost Per Pass.	\$9.68	\$11.57	\$12.56	\$14.11	31.1%
Total Expense	\$452,811	\$401,227	\$400,177	\$376,387	-5.9%
Complaints	5	12	7	21	200%
No-Shows	1.10%	1.50%	1.21%	1.52%	25.6%
On-Time	97%	94%	94%	80.11%	-14.8%

Ridership and On Time Performance

Claremont total ridership decreased by 21.5%. Claremont ridership has been decreasing since FY17. In FY19 Network Cab took over the contract and experienced a fast turnover rate in employee drivers and inherited a poor scheduling software from the previous cab contractor. These factors negatively impacted the quality of service. Overall on time performance was 80.11% this is below our standard of 92%.

Program Costs

The program cost has declined with the lower ridership. The total program expenses decreased by 5.9%. Expenses may rise with the opportunities to expand service and to invest resources in service enhancements in terms of operations, technological improvement and capital investments. *More details are found in the Item #4 SDA Implementation Plan*

B. Cab Service

	FY 2016	FY 2017	FY 2018	FY 2019	%+/- 18-19
Ridership	30,563	20,839	18,865	14,810	-21.5%
Cost Per Pass.	\$8.65	\$10.12	\$12.68	\$12.58	- 0.7%
Total Expense	\$264,239	\$210,812	\$239,227	\$186,340	-22%
Complaints	5	12	7	18	157.1%
On-Time	98%	97%	94%	79%	-16%

As noted above, cab ridership has declined steadily since FY 2017. The initial reduction was the expected as a result of the 2013 fare increase. Although service improvement such as the addition of a dedicated driver, customer service enhancements and outreach, ridership continue to decline. Poor on-time performance of 79% is known to be a factor in low ridership. Although Network cab has made many positive changes that have been improving on-time performance substantial changes will need to be reflected in FY20.

Cab Ridership Changes

Below is a breakdown of the Claremont Cab ridership by rider type from FY 2017 through FY 2019.

**Claremont Cab Ridership Breakdown
FY 2017 - FY 2018**

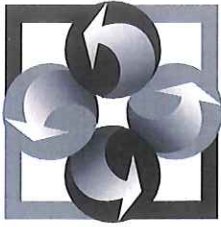
	FY 2017	%	FY 2018	%	FY 2019	%	%+/- 18-19
Disabled	3,416	16.4%	8,584	46%	8,347	56%	-2.8%
Seniors	10,689	51.2%	3,849	20%	2,640	18%	-31.4%
Gen Pub	6,734	32.4%	6,432	34%	3,823	26%	-40.6%
Total	20,839	100%	18,865	100%	14,810	100%	

The cab ridership trend shows a large increase in passengers with a disability and a large decrease in seniors since FY2017. General public riders are still remarkably less than FY 2016. This has been analyzed with the help of AMMA transit solutions. *For more details on service improvements please see Item #4 Service Design Analysis Results.*

C. Claremont Group Service

Operating Data	FY 2016	FY 2017	FY 2018	FY 2019	%+/- 17-18
Ridership	16,214	13,844	12,997	11,857	-8.8%
Cost Per Pass.	\$6.27	\$6.60	\$7.97	\$9.30	16.7%
Pass Per Hour	13.4	13.4	11.91	11.85	-0.5%
Total Expense	\$101,614	\$91,357	\$103,617	\$110,271	6.4%

Group service ridership declined by 8.8%. Group service patronage is primarily dependent on the activities of our primary user groups, the CLASP afterschool program and the senior nutrition program. Ridership to the nutrition program, which has declined over the last several years, remained low. The service's operational performance was quite good. The cost per passenger remains very good at \$9.30 per ride partially due to its productivity of about 12 passengers per hour, which is excellent. The service had solid service quality with 89.3% on time and no complaints.



September 11, 2019

MEMORANDUM

To: Pomona Valley Transportation Authority
From: Nicole Campos, Sr. Program Manager
Subject: **Evaluation of San Dimas Dial-a-Cab FY2019**

Recommended Action: *Receive and file the San Dimas Dial-a-Cab Service Evaluation for FY 2019*

I. Major Findings

San Dimas Dial-a Cab operated by Network Paratransit ridership decreased by 26.1%. On-time performance was at 76.8% this is well below our standard. Complaints increased from 10 in FY18 to 41 in FY19. Most of the recorded complaints are due to late pickups. Previous data reflects impact service quality can have on ridership, ridership is good when the service quality and on-time performance is steady. FY19 was a transition year between taxi contractors. Network Paratransit inherited a poorly managed company with labor disputes, faulty scheduling software and low employee morale. Network quickly made changes to improve the service including the following:

- Drivers have all participated in re-training to ensure picks up are safe and drivers open the door for passengers.
- A new scheduling software was implemented by Network to help smoothen the dispatching process which has been a key factor in improving on-time performance.
- A new experienced lead dispatcher was hired.

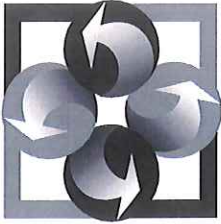
Due to these changes ridership trends are now positive. PVRTA expects to see a significant improvement in FY20. PVRTA has also developed a new service design that will be implemented with the new contract scheduled to start July of 2020. *For more details on service improvements please see **Item #4 SDA FY19 Implementation Plan.***

	FY 2016	FY 2017	FY 2018	FY 2019	%+/- 18-19
Ridership	26,079	20,956	24,396	18,026	-26.1%
Cost Per Pass.	\$13.62	\$14.25	\$14.29	\$16.99	18.9%
Total Expense	\$355,291	\$298,583	\$348,617	\$306,328	-12.1%
Complaints	20	31	10	41	310%
No-Shows	1.7%	2.2%	1.62%	2.3%	42%
On-Time	94.3%	93.9%	93.9%	76.80%	-18.2%

II. Analysis of Operating Data

A. Operations and Service Quality

The cost per passenger went up by 18.9%, due to the decrease in ridership, the total cost decreased by 12%. We expect ridership to trend positively in the years to come.



September 11, 2019

MEMORANDUM

To: Pomona Valley Transportation Authority
From: Nicole Campos, Sr. Program Manager
Subject: **Pomona Group Service Evaluation FY 2019**

Recommended Action: *Receive and file the FY 2019 Get About Service Evaluation.*

I. Primary Findings

In FY 2019 ridership has slightly decreased by 2.2%. Expenses have increased due to the new contractor rates. Cost per passengers increased by 16% and total expenses increased by 11.9%. The passenger per hour rate increased by 13.6%.

II. Service Summary

Operating Data	FY 2016	FY 2017	FY 2018	FY 2019	%+/- 18-19
Ridership	4,426	4,055	3,966	3,326	-2.2%
Cost Per Pass.	\$10.14	\$9.78	\$8.35	\$11.13	16.1%
Pass Per Hour	10.2	11.1	12.53	13.63	8.8%
Total Expense	\$44,868	\$39,663	\$33,103	\$37,030	11.9%

Pomona Group service was originally designed to serve the needs of afterschool activities and summer recreation programs. After the reductions in many of these services resulting from funding cutbacks, ridership has declined from its peak. In FY 19 PVRTA began the use of mobility managers to launch marketing and outreach effort to refocus Pomona Group to serve new needs. Mobility managers have provided the following efforts to improve the service:

1. Developed a new marketing and outreach plan that targets groups with specific travel needs. Produce and distribute a Spanish language version of the updated Pomona Group services brochure.
2. In process of evaluating the Rio Rancho shuttle and update the service design based on the results and rider feedback.
3. The Mobility Manager program has expanded outreach to social service agencies, afterschool programs, recreation programs and related community groups to raise awareness of the transportation services available.
4. Included a survey of social service agencies and other community groups regarding their transportation needs in the mobility manager transportation inventory.
5. Make annual series of presentations to groups including Palomares Park, Washington Park, Youth and Family Master Plan Community Board to update them on the transportation resources available to them.

PVTA has developed a new service design that will be implemented with the new contracted scheduled to start July of FY20. *For more details on service improvements please see **Item #4 SDA FY19 implementation Plan.***