

The RIDE

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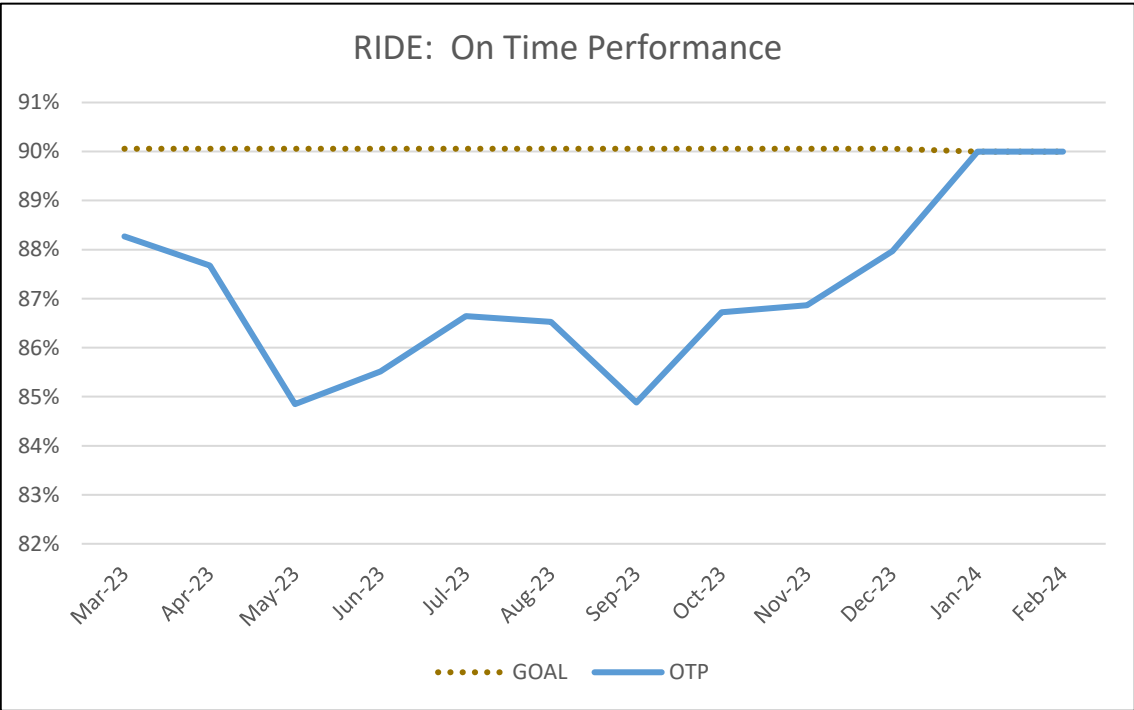
Chief of Paratransit Services

Safety, Health, & Environment Subcommittee

April 11, 2024



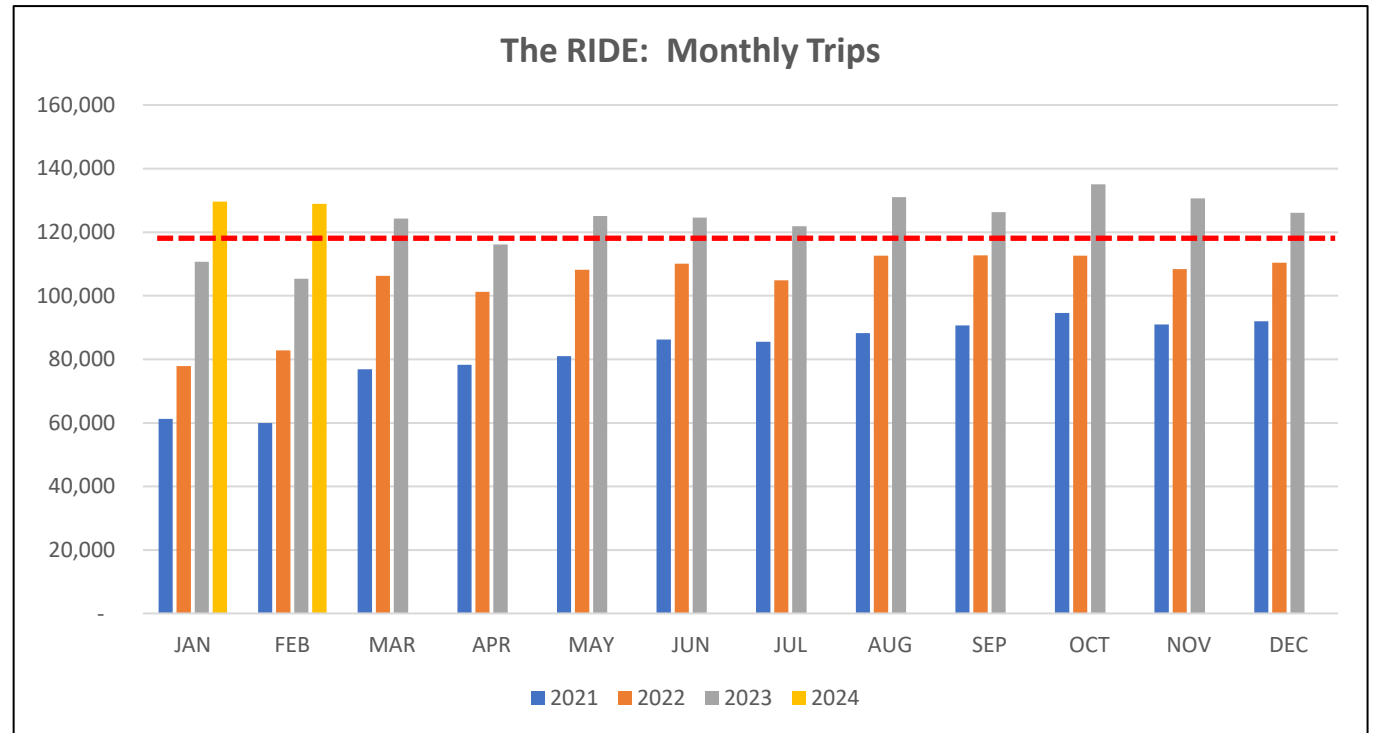
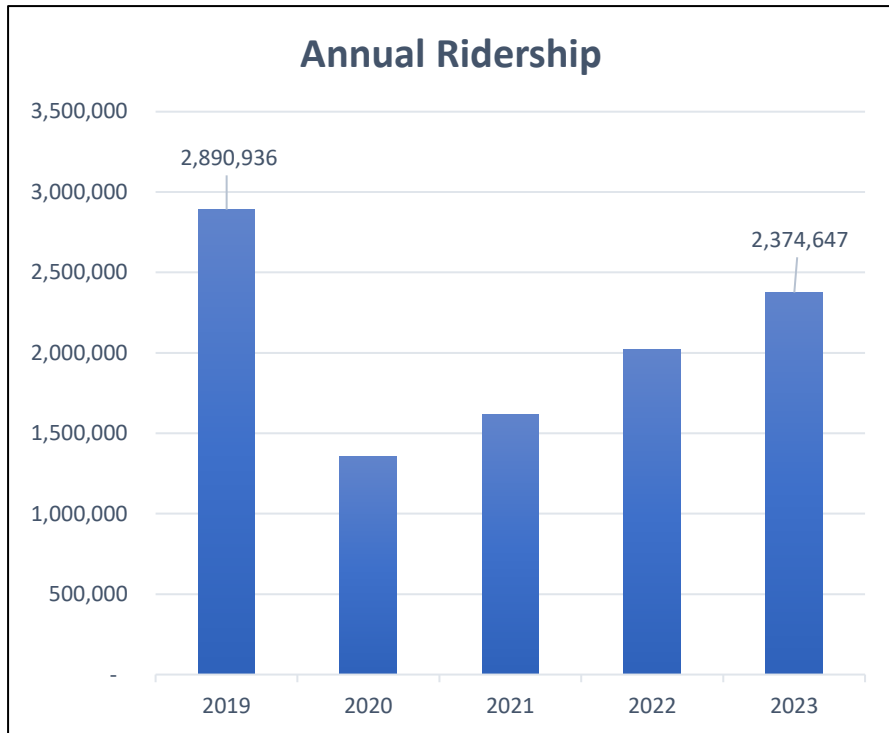
RIDE Service: On-Time Performance



- RIDE OTP Goal is 90%
- 90% OTP achieved in January & February
- Performance attributed to seasonal decrease in demand



Ride Service: Ridership

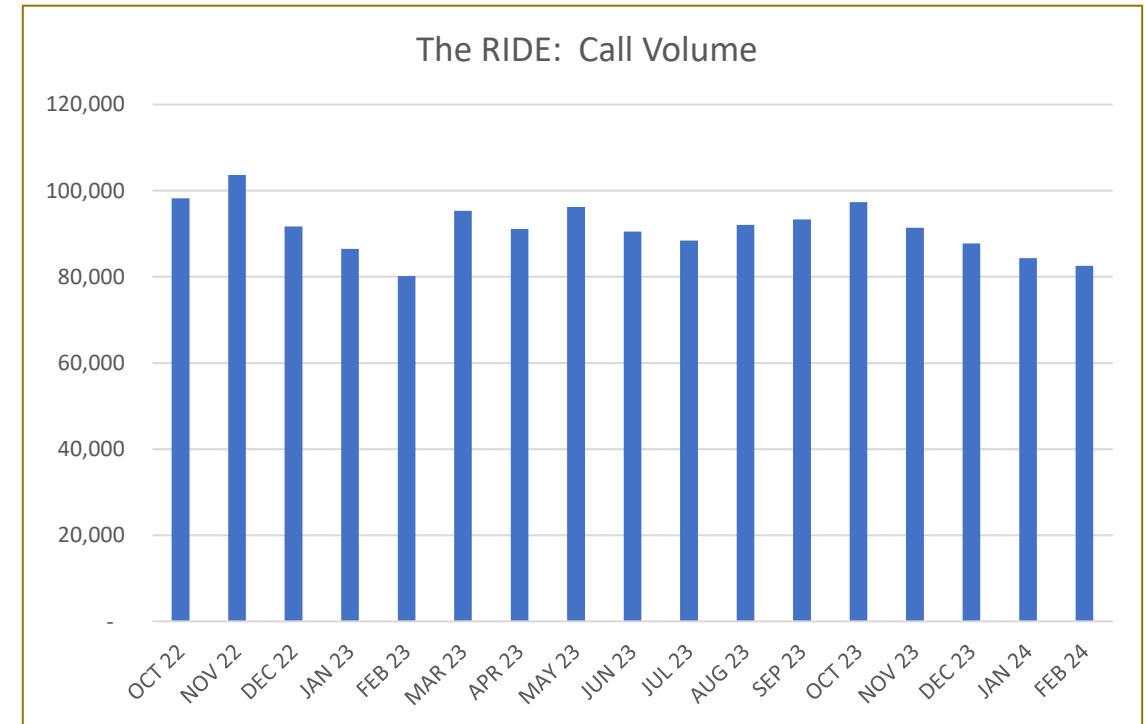
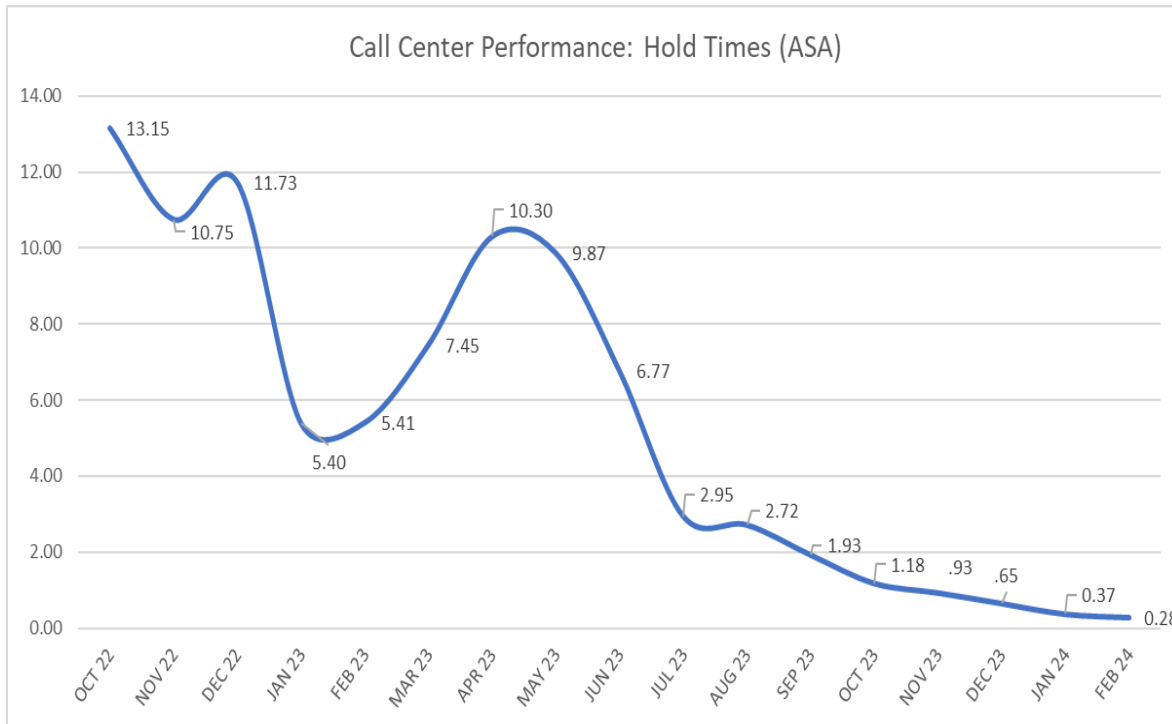


- Demand is increasing year over year
- 2023 ridership is 82% of Pre-Covid 2019 level

- RIDE ridership spikes in the Spring through the Fall
- Meeting demand will become challenging in March



RIDE Service: Call Center Performance

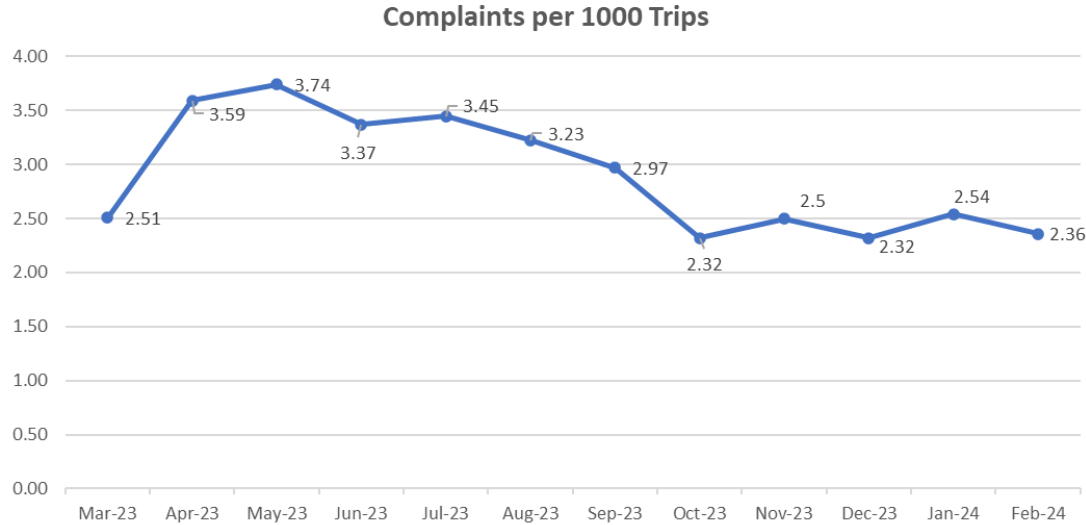


- Call Center Hold Time goal is 2:00
- TRAC improvements in Summer 2023
- Consistently meeting goal since Sept 2023

- Call Volume has decreased from Fall 2023
- Volume decreases as performance improves



RIDE Service: Complaints

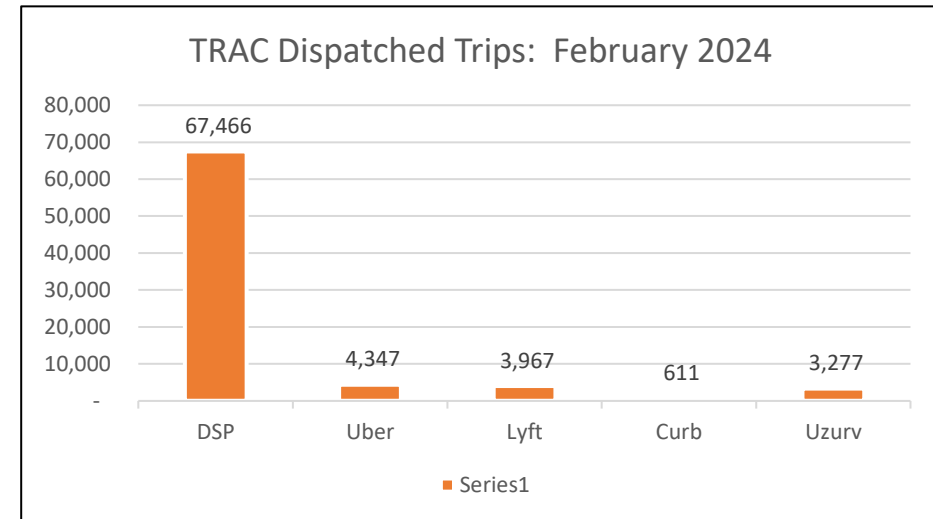
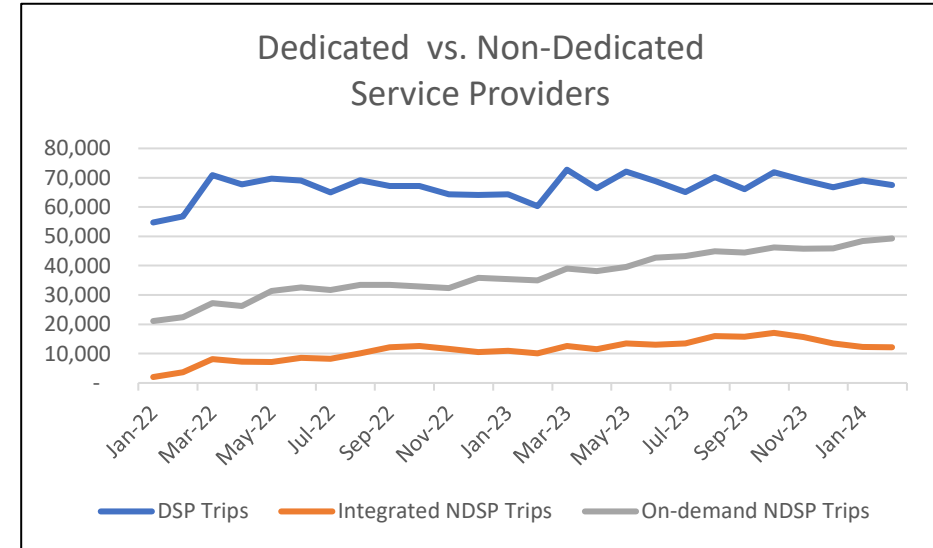


- Complaints have declined since Spring 2023
- All RIDE complaints are fully investigated
- Complaints are tracked and trended

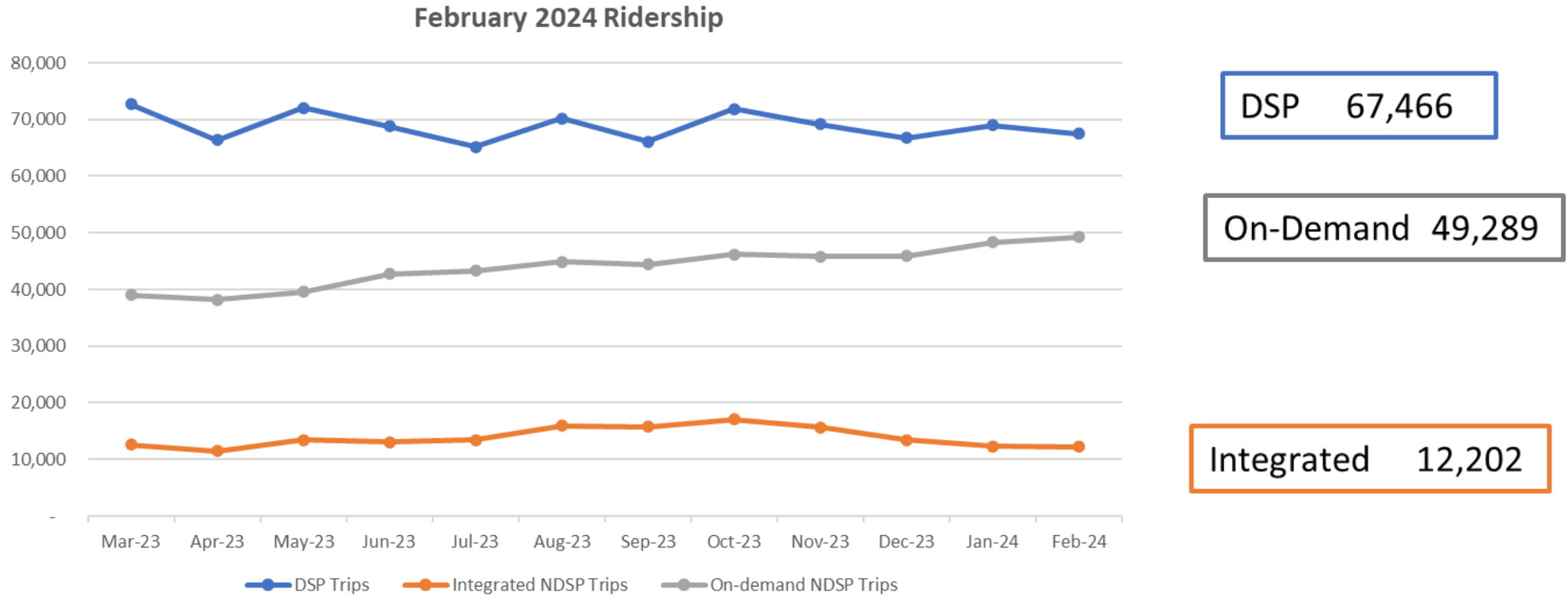


RIDE Service: RIDE FLEX

- RIDE Flex is an optional program that allows customers to take Non-ADA trips with Uber and Lyft
 - Provides Limited on-demand subsidized trips to customers
 - Allows TRAC to shift trips as needed to address challenging periods of demand
- Demand for RIDE Flex subsidized trips has grown significantly
- TRAC use of trip shifting remains steady
- TRAC-shifted trips are expected to decline further once DSPs are fully staffed



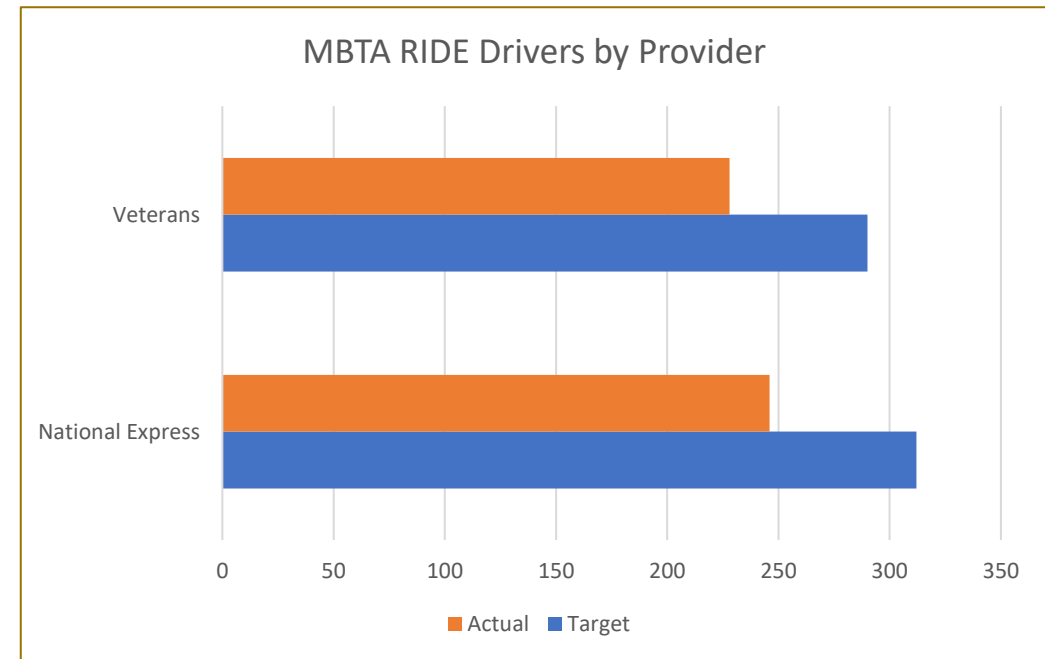
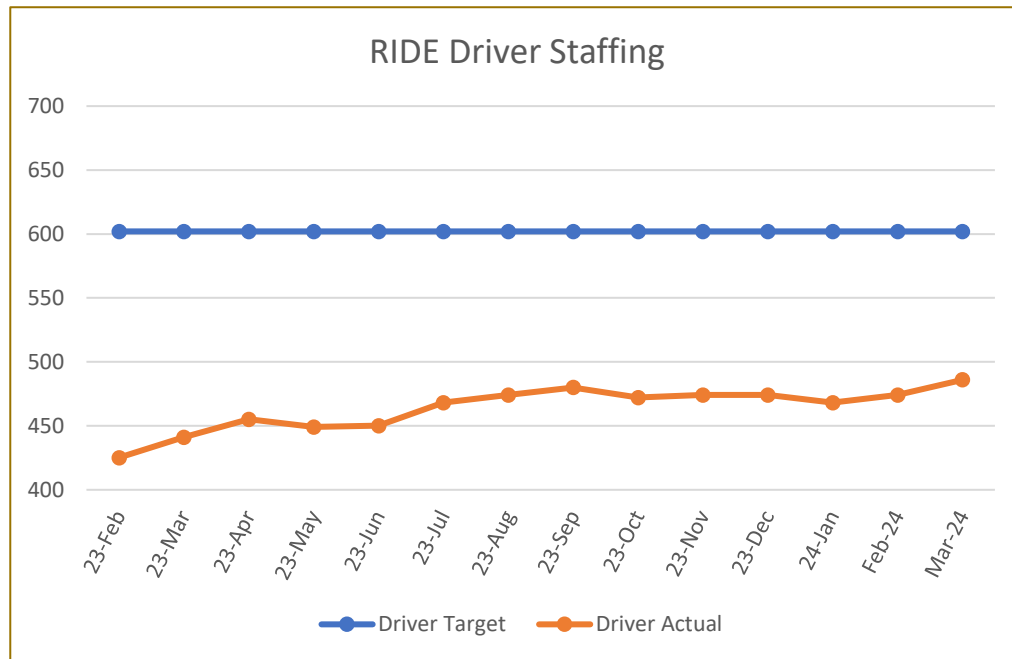
RIDE Service: February Ridership



- RIDE Flex: On-Demand and Integrated trips combined are 61,491 or 48% RIDE trips in February
- The RIDE subsidizes the provision of WAVs for Uber and Lyft within The RIDE service area
 - Both RIDE customers and non-RIDE customers benefit from the increase of WAVs in the area



RIDE Driver Staffing



- Providers have been unable to fully staff Post-Covid
- 602 drivers needed to address current demand
 - Difficulty with recruitment and retention

- Staffing levels are tracked and reported daily
- Providers report:
 - Call outs, Disability status, sick time, FMLA usage



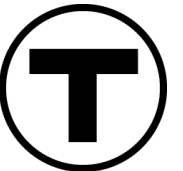
RIDE Driver Recruitment

2023

- Streamlined hiring process
- Updated job descriptions
- Hiring & Referral bonuses
- Billboard & Website advertising
- Targeted Mailers
- System-wide hiring hotline
- Expanded labor pool
- Participation in Job fairs
- HR on the Go attendance
- Reduced Hiring age to 18
- Open House events
- Introduced Part Time operators

2024

- Negotiated MBTA funded wage increases for service providers to pass to drivers
- Enlisted assistance from Chief Customer & Employee Experience Team to amplify hiring efforts
- Develop metrics to measure success of recruitment methods
- Daily reports by Providers on staffing levels
- Outreach to former drivers that have separated
- Providers are reporting a spike in applicants since news of wage increase



Thank You

Questions?

