



DART Customer Service Update

Planning Committee Meeting
September 16, 2015

Pinellas Suncoast Transit Authority (PSTA)
St. Petersburg, Florida



PSTA's DART Paratransit Service

- ADA Mandated Service for People with Disabilities Who Can Not Ride PSTA Bus Services.
- Privatized for more than 20 years.
- Provides upwards of 1,000 trips per day for DART customers.

Transit Agency	2013 Annual Trips	Cost Per Trip	FY16 Budget
PSTA	316,000	\$18.87	\$6M
HART	141,000	\$33.54	\$5M



PSTA's DART Staff (2.5 FTE)

- Rider Eligibility/ADA Compliance Monitoring
 - Determines and processes applications for rider eligibility;
 - Ensures ADA compliance and records statistical data for reporting;
- Contractor Oversight
 - Oversees and manages the contractors providing service;
 - Reconciles payment information for accounts payable;
 - Works with Contractors to Respond to Customer Service Issues.

Day-to-Day Customer Interaction Is Entirely With Private Contractors and Customers.



Customer Service Issues

- **Care Ride Wheelchair Accessible Van Service** – None
- **Yellow Cab** – 66% of Trips
 - 2011-2014 Consistent with Prior Taxi Companies.
 - \$2K-\$10K in Monthly Performance Penalties Assessed.
 - Yellow Cab Management Turnover/Sale to TransDev in late 2014 increased customer service issues.



Innovative Management Response

1. Temporary shift of customers to Care Ride
2. Streamline Operator and Vehicle Approvals
3. Customer Service Incentive Program
 - If Contractor shows improved performance, they can “earn back” previously assessed performance penalties.
 - Cost: \$0. Only penalty payments returned.



Yellow Cab/TransDev Improvements

1. Specific Customer Complaint Tracking System;
2. Increased Management Oversight;
3. Newer Vehicles and improved vehicle maintenance;
4. Recruiting and hiring of more qualified DART drivers;
5. Increased training for TransDev staff;
6. Upgraded phone system with improved features to improve customer call handling.
7. Improvements in routing and dispatching processes.



Measuring Success

- On time performance (OTP) for DART is defined as pick-up within 30 minutes following time scheduled.
 - ✓ OTP has remained steady at 95% or greater.
- Complaints Down
 - ✓ From 8 per day to 1 per day.
- Telephone Customer Service Improved
 - ✓ Call hold time has decreased 89%.
 - ✓ ETA's are much more reliable, making customers confident about when their trip will arrive.



Then and Now...

CATEGORY	Spring 2015	August 2015
Customer Call Hold-Time	Up to 18 minutes	Up to 2 minutes
Complaints	Up to 8 per day	1 per day
On-Time Performance	95.3%	95.6%
Compliments	2 per month	1 per week
Driver Pool	55	60



The Future

- Contracts End September 30, 2016
- RFP Issue Planned for February, 2016
- PSTA Budget Forecasts Anticipate Increased Costs.
- New Contracts will Include Incentive Program.

