

DART Contract



Finance Committee Meeting
March 16, 2016
PSTA Auditorium



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



About DART

Demand Response Transportation (DART)

- Provides ADA complementary origin-to-destination service;
- Mirrors local bus service;
- Over 1,000 trips per day for DART customers whose disability prohibits safe bus access;
- HART Comparison: 500 trips per day.



About DART

PSTA's Mobility Staff (aka DART Staff)

- Manages and monitors Care Ride and Yellow Cab;
- Ensures paratransit service and contract compliance;
- Determines rider eligibility;
- Facilitates complaint resolution;
- Ensures compliance and reconciles billing.



Expiring Paratransit Contracts

- Current contracts with Care Ride and Clearwater Yellow Cab are set to expire on September 30, 2016.
- Paratransit operational costs include the following services in the FY '16 budget as indicated below.

Demand Response Transportation (DART)	\$6, 238,000
Transportation Disadvantaged (TD) Door-to-Door	\$95,500
East Lake Shuttle	\$8,500

- Largest PSTA Contracts: \$6.3M annually – more than PSTA’s Health Insurance (\$6.2M) and Fuel (\$5.7M) contracts.
- 2011 Procurement very competitive.

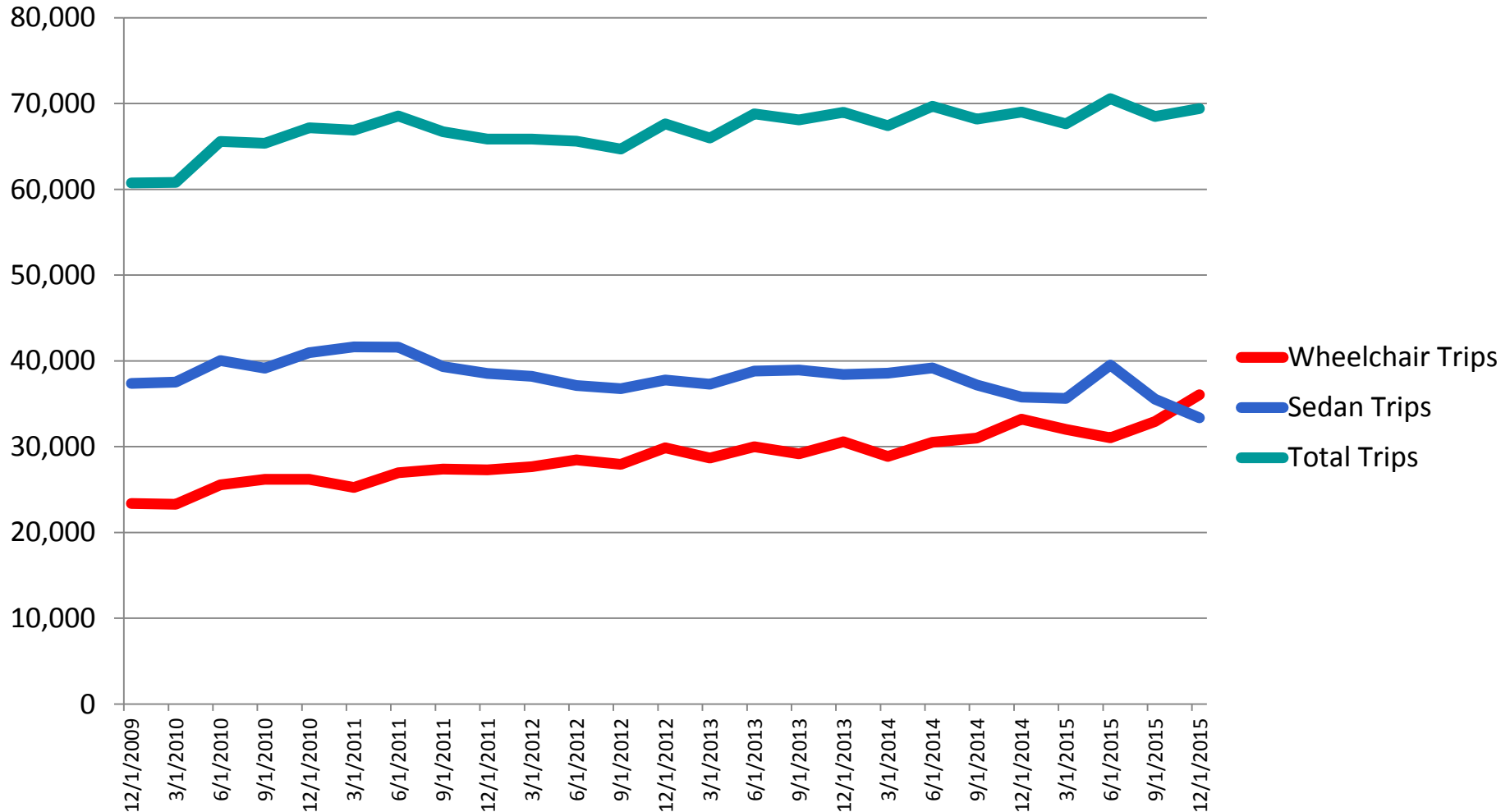
Contract History

- Two (2) distinct paratransit contracts were awarded in 2011 for ambulatory and wheelchair door-to-door trips.
 - Care Ride provides single rides for wheelchair passengers utilizing lift-equipped vans (non-ambulatory).
 - Yellow Cab provides shared-ride service for passengers through the use of taxicabs and passenger vans (ambulatory).
- FY '15, they provided a total of more than 275,000 customer trips.



DART Ridership History by Quarter

For first time, wheelchair trips now exceed ambulatory trips

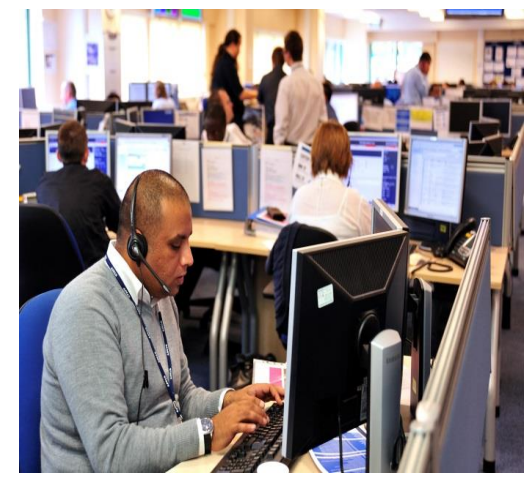


About Wheelchair Service Current Traits



Care Ride™, LLC
Transportation Services

- Care Ride is a Bay Care Health company;
- Provides trips for customers unable to ride in a sedan.
- **Uses only Employee drivers;**
- 90% of surveyed customers “Very Satisfied”;
- Average PSTA Cost/Trip is just over \$30;
- Call hold times under 1 minute;
- One (1) customer complaints in February 2016;
- On-time performance 97% or better;
- 48 trips in February were >30 minutes past scheduled pick-up time;
- Nearly all trips are unshared and/or non-stop trips.



About Sedan Service



Current Traits

- Yellow Cab purchased by TransDev in Fall of '14;
- **Uses independent contract drivers;**
- 49% of surveyed customers “Very Satisfied”;
- Average PSTA cost/trip under \$10;
- Most trips are shared-ride and include stops for other PSTA customers;
- Steady On-Time Performance at 95% or greater;
- 489 trips in February were >30 minutes past scheduled pick-up time;
- Thirty-seven (37) complaints in February 2016.



Relative Costs to PSTA

DART Contractor	Cost Per Trip
Care Ride	\$30.88
Yellow Cab	\$9.96

Costs are averages for February 2016, excluding \$4.50 passenger co-pay



Procurement Timeline

- April 1 – Issue RFP
- July 27, 2016 – Board Approval
- October 1 (or later) – New Contractors Begin Service



Goals of New Procurement

- Ultimate goal is to procure one or more qualified and responsive proposers to deliver on:
 1. Excellent on-time performance;
 2. Consistent and reliably good customer service and trip performance;
 3. Safe trips in clean, comfortable vehicles;
 4. Efficient operating practices, and;
 5. Cost-effective services responsive to PSTA's needs.



Performance Improvement Items in RFP

Implementing a Quality Assurance Program

- ✓ Areas for improvement will be clearly identified;
- ✓ Performance standards will be set above and beyond the minimums established in present contracts;
- ✓ Performance Incentives, Performance Penalties, and “Earn-back Programs” Expanded.



Parallel Program to Save Costs

- Distinct from DART Contract, DART Customers to be incentivized to use other, less-expensive options to lower Paratransit trip demand and improve customer service.
- Modeled after MBTA (Boston)
 - MBTA pilot rewards paratransit customers when they use lower-cost taxis.

