San Francisco Paratransit Taxi as a component of ADA Paratransit

10| 17| 2013| CalAct CTA Fall Conference

SFMTA Overview

- Eighth largest transit system in United States, by ridership

- Service Area: 49 square miles

- Service Area Population: 800,000 residents

- 750,000 weekday fixed route boarding's, approx. 150,000 senior/disabled

- 14,000 registered Paratransit riders (5,000 active taxi customers)

- 825,000 annual paratransit trips (312,000 trips on taxi)

SF Paratransit: A Network of Services

- SFMTA has been providing paratransit services since 1978
  - **SF Access**: Traditional ADA-compliant, pre-scheduled, shared ride van services: 26% of total service
  - **Group Van**: Subscription van service for groups of individuals going to a single location, such as adult day health care center: 33% of total service
  - **Taxi**: user-side subsidy: 38% of total service
- SFMTA contracts with a Paratransit Broker, Veolia Transportation, to manage SF Paratransit and they sub-contract with Taxi and Van Companies

SF Paratransit Taxi

- Sedan Taxi service started in 1981
  - 1,587 cabs currently in service
- Wheelchair Accessible Ramp Taxi service started in 1994 with 6 cabs
  - 100 ramp taxis currently in service
- Average trip cost $13.38
- Average trip distance: 3 miles

Benefits of Paratransit Taxi

- **High level of customer satisfaction**
  - Same day service
  - User choice of taxi company
  - Individual trips (not shared)
- **Cost effective for transit agency**
  - Low cost per trip
- **Integration of paratransit into an existing valued service by customers**

Challenges of Paratransit Taxi

- **May be hard to start new or modify existing taxi service: generally there are multiple regulatory bodies**
- **Service quality challenges**
  - Peak time use competition with general public
- **Less control of service**
  - Difficulty achieving standardized training and discipline from company to company
  - Independent Contractors
- **Fraud mitigation necessary**
- **May need to manage demand**
- **Best used in conjunction with an ADA-compliant service**

Why Paratransit Taxi works in SF

- Longevity of program
- Dense service area
- Strong partnership with taxi industry fostered by Paratransit Broker and SFMTA
- One regulatory body which is now part of SFMTA
- Strong Paratransit Coordinating Council involvement
- Debit Card fare payment system provides powerful new tools to better manage program
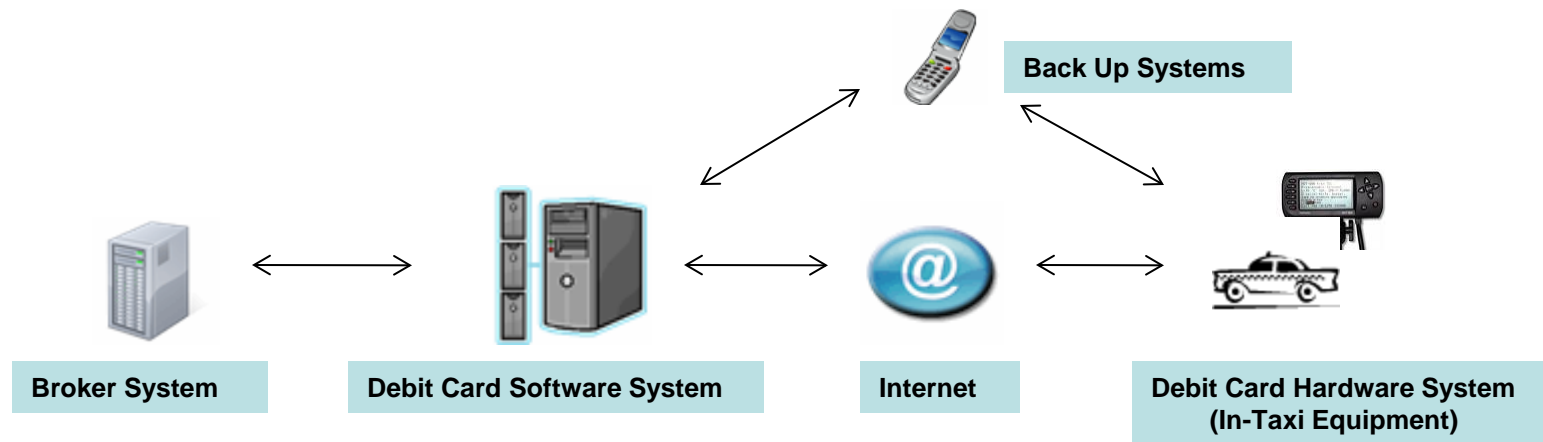
Debit Card Fare Payment System

- Debit Card System automates the fare payment process

- Magnetic swipe debit cards issued to all paratransit users for use as photo identification and electronic payment

- All SF Taxis equipped with In Taxi Equipment (ITE), which includes a smart meter, swipe reader, mobile data terminals & GPS

- Similar to a credit card transaction, the ITE communicates wirelessly with a central server that maintains customer accounts

Primary Goals of the Debit Card System

- Simplify fare payment
- Improve trip monitoring capacity, reduce the potential for misuse and fraud
- Eliminate costs associated with processing and storing scrip
- Automate the billing and reconciliation functions

Debit Card System Components

Back Up Systems

Broker System

Debit Card Software System

Internet

Debit Card Hardware System (In-Taxi Equipment)

- Broker Software (Trapeze PASS CERT): manages customer eligibility information

- Debit Card Software System: manages the accounts for all paratransit taxi users, processes all taxi trip payment transactions, reconciles reimbursements between the Broker and the Taxi Companies

- In-Taxi Debit Card Hardware (ITE): communicates to the DCCS via the Internet

- Back Up Systems: Interactive Voice Response (IVR) System and specific manual forms run on a "knuckle-buster"

Debit Card Implementation Phase I: Software and Hardware

- Work with cab co's to get buy in on project concept

- Define software and hardware system requirements with technical experts

  - Procure Debit Card Software through

    RFP process

  - Develop approved vendor/equipment

    list and preferred equipment option

    through IFB process

- Software modifications to link legacy systems at Yellow Cab Cooperative and Luxor Cab to DCCS

11

Debit Card Implementation Phase II: Soft Launch, Outreach and Training

- Establish program business rules
- Soft Launch Spring 2009
  - Over 200 paratransit taxi riders issued paratransit debit cards
  - Four cab companies participated
- Implementation Team monitored system weekly
- 32 outreach sessions to over 1,000 Paratransit Taxi Customers
- Taxi driver training at each company

12

Debit Card Implementation Phase III: Full Implementation

- December 2009
  - All SF Paratransit Taxi Customers issued debit cards with instructional letter
  - Scrip sales stopped
  - 80% of fleet equipped with ITE
- Weekly monitoring meetings
- Additional Paratransit Broker temp staff hired to handle increase in calls

Issuing a Debit Card

- Paratransit Taxi Customer issued a new debit card when first registered, when re-certified, or when card is lost or stolen

- New card sent in mail with instructional letter, card must be activated (IVR process)

- Functions as ADA ID Card

Taking a Paratransit Taxi Ride

- Paratransit taxi customer adds value to card ($5 per $30 worth of service) on

  purchase date

- Monthly allotment pre-determined

- Pre-pay option

- No more hoarding

Paratransit Taxi Customer Presents Debit Card and Driver Swipes

Final Swipe at End of Trip

Electronic Data Collection

- Trip Data
  - Date
  - Time & Location of pick up and drop off
  - Cab & Driver number
  - Customer information
  - Meter amount
  - Tip 10% of meter amount with a $2.00 maximum (customer's choice)

SFMTA | Municipal Transportation Agency

| Home | Patrons | **Cards** | Reports | Transactions | Activity Logs | Fleets | Security |

| Cards | Load Transactions History | **Add Value** |

Card Number: [ ] ▼ ◢ ▼

Add Value Method: Lobby ▼ Today's Date: 04/13/2010

Patron ID: [ ] ▼ ◢ ▼ Purchase Date: [ ] Next Purchase Date: [ ]

Patron Name: [ ] ▼ ... ▼ Monthly Allotment: [ ] Purchase Window: [ ]

Added during Purchase Window: [ ] Value allowed to Add: [ ]

Current Card Balance: [ ] Reserve Card Balance: $ [ ]

Add Value (Cost): $ [ ] ▲▼ = [ ] ▲▼ (Value) = [ ] ▲▼ (Units)

Deposit: $ [ ]

SubTotal Patron Cost: $ [ ]

Preview Card Balance: [ ] Preview Reserve Balance: $ [ ] = [ ] Future Value

[Load From Reserve]

Total Patron Cost: $ 0.00

Payment Type:

☑ Cash

   Amount: * $ [ ]

☐ Check or Money Order

Total Payment: $

Change Due: $

[Add Value] [Clear]

Sample Geographic Data

Dashboard: A quick look at the data

Transactions Screen

User: iaala_admin@sfmta
Last Log In Date: Tuesday, 13 April 2010 12:52 PM

Logout   Settings   Help

| Home | Patrons | Cards | Reports | **Transactions** | Activity Logs | Fleets | Security |

[1 2 3 4 5 **6** 7 8 9 10] [Record 76 - 90 of 136 951]

Date From: _____ 12:00:00 AM   DO Date From: _____ 12:00:00 AM   PU Date From: _____ 12:00:00 AM
Date To: _____ 11:59:59 PM   DO Date To: _____ 11:59:59 PM   PU Date To: _____ 11:59:59 PM

Add New | Apply Filter | Reset Filter | Page Size: 15

View	Edit	Route	↑↓Transaction #	↑↓Date	↑↓Approval #	↑↓Transaction Date	↑↓Driver	↑↓Approved	↑↓Taxi Company	↑↓Vehicle	↑↓Patron	
			246018.1	04/13/2010 06:49 PM	075823	04/13/2010 06:47:54 PM	L410627	✓	Luxor Cab	1038	Jane Doe	1941
			246155.1	04/13/2010 06:47 PM	074370	04/13/2010 06:45:48 PM	L470615	✓	Luxor Cab	877	John M. Smith	1941
			270031.1	04/13/2010 06:39 PM	069222	04/13/2010 06:39:40 PM	Y0002976	✓	Yellow Cab	0554	Jason Williams	1941
			270030.1	04/13/2010 06:38 PM	068704	04/13/2010 06:38:55 PM	Y0006219	✓	Yellow Cab	0692	Jane Doe	1941
			15568.1	04/13/2010 06:36 PM	067156	04/13/2010 06:36:42 PM	N9423865	✓	National Cab	0434	Richard Matthews	1941
			270029.1	04/13/2010 06:35 PM	066503	04/13/2010 06:35:45 PM	Y0004160	✓	Yellow Cab	0508	Mary McMurray	1941
			270028.1	04/13/2010 06:35 PM	066131	04/13/2010 06:35:13 PM	Y0005008	✓	Yellow Cab	0485	Jack Johnson	1941
			270027.1	04/13/2010 06:34 PM	065735	04/13/2010 06:34:39 PM	Y0002526	✓	Yellow Cab	0858	Jane Doe	1941
			270026.1	04/13/2010 06:34 PM	065291	04/13/2010 06:34:00 PM	Y0006975	✓	Yellow Cab	0815	Brian Song	1941
			270025.1	04/13/2010 06:33 PM	BALCHK	04/13/2010 06:33:05 PM	Y0007971	✓	Yellow Cab	0066	Robert Stevens	1941
			0.1	04/13/2010 06:32 PM	BALCHK	04/13/2010 06:31:39 PM	L622132	✓	Luxor Cab	232	Jennifer Brown	1941
			270024.1	04/13/2010 06:28 PM	061457	04/13/2010 06:28:27 PM	Y0006581	✓	Yellow Cab	0189	Jane Doe	1941
			245760.1	04/13/2010 06:29 PM	061892	04/13/2010 06:27:50 PM	L431607	✓	Luxor Cab	969	Jason Williams	1941
			6172.1	04/13/2010 06:24 PM	058826	04/13/2010 06:24:42 PM	N9820970	✓	Green	1252	Jack Johnson	1941
			16405.1	04/13/2010 06:24 PM	058593	04/13/2010 06:24:22 PM	N6364022	✓	Desoto Cab	0730	John M. Smith	1941

Debit Card Benefits

- Better monitoring and enforcement of program rules
  - Service area
  - Wait trips
  - Others not allowed to use debit card
  - Over-tipping eliminated
- Improved cost controls for SFMTA
- Administrative benefits
  - Reduction in admin costs for taxi co's
  - Increased Accountability
  - Faster invoicing process
- Driver and passenger benefits – ease of use

Improved Monitoring of Ramp Taxi Program

• Wheelchair pick-up data monitored very closely

• New ramp taxi incentive program implemented

• New ramp taxi enforcement program implemented based on updated Transportation Code regulations

Lessons Learned & Still Learning….

- Taxi Industry support is critical

- Local Weights and Measure need to be part of planning process

- Orientation and training must be on-going for both drivers and passengers

- Old habits are hard to change – program rules now enforceable

- Be aware of the "little things" that can result in system outages

- Pay attention to taxi industry insurance issues

- Practice review of transactions to monitor trends and identify patterns of unacceptable behavior

- Enforce, enforce and enforce – this allows you to remove riders and drivers that abuse the system

- Annette Williams, Manager, Accessible Services

  San Francisco Municipal Transportation Agency

  Tel   415.701.4444

  annette.williams@sfmta.com

- Marc Soto, General Manager, Paratransit Broker

  Veolia Transportation

  Tel   415.351.7010

  marc.soto@veoliatransdev.com