E-Hail Expansion

June 2023
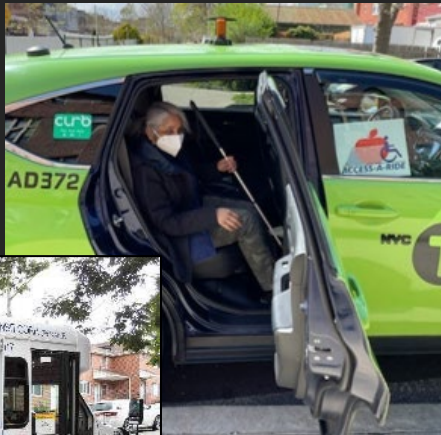
Agenda

Today's Presentation

1. Access-A-Ride Overview

2. E-Hail Overview

3. E-Hail Expansion

What is Access-A-Ride?

"Complementary" Paratransit Service

Under the Americans with Disabilities Act (ADA), transit agencies are required to provide complementary paratransit service

Its intent is to serve as a "safety net" for individuals, who, because of their disabilities, are unable to use fixed-route service

No limits on trip purpose or travel within service area

Federal policy outlines paratransit as a next day, shared-ride service that is "not intended to reflect that of a taxi service"

Federal policy allows paratransit providers to charge up to twice fixed-route fare

Access-A-Ride Performance

Exceeding Pre-Covid Levels

Record Ridership: All-time high of over 2.4 million rides through first 4 months of 2023

Updated Technology: Installation of 600+ iPad GPS units into fleet of 1,200 vehicles, to be complete in July
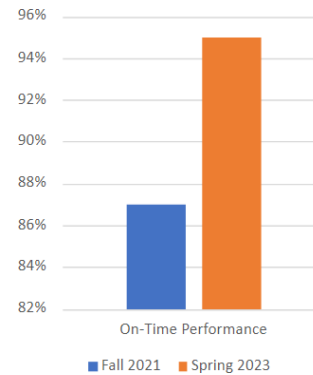
Overcoming Driver Shortage:

- From 24% to 2% vacancy rate on primary carriers

- Over 10,000 taxi and FHV drivers qualified for AAR

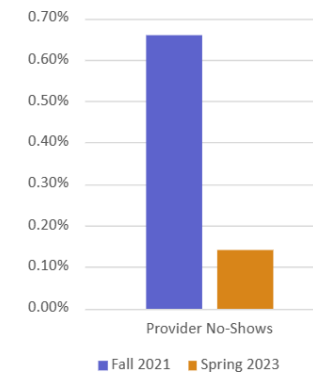- 70% of AAR trips now provided by taxi and FHV drivers

Improving Access-A-Ride
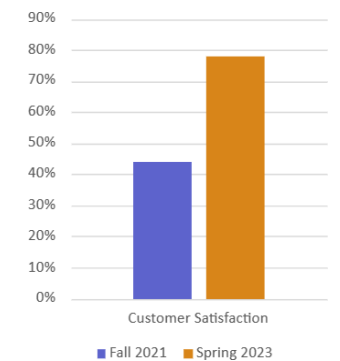
Big Strides in Reliability

Past 18 months

On-Time Performance   Provider No-Shows   Customer Satisfaction

Ongoing Initiatives

- Procuring new scheduling software to reduce shared ride times and further improve on-time performance

- Tighten on-time performance window to 20 minutes

- Improve online booking experience

- Expand E-Hail Pilot Program

What is E-Hail?

A Flexible and Spontaneous Service for ADA Paratransit Customers

- On-demand service in a taxi or for-hire vehicle
- Customer books directly with vendor via app
- Similar to popular app-based services
- Sedans and wheelchair accessible vehicles

Why E-Hail?

To enable access to all that the city has to offer – employment, education, health care, recreation, and social opportunities –and make paratransit part of the integrated accessible transit system.
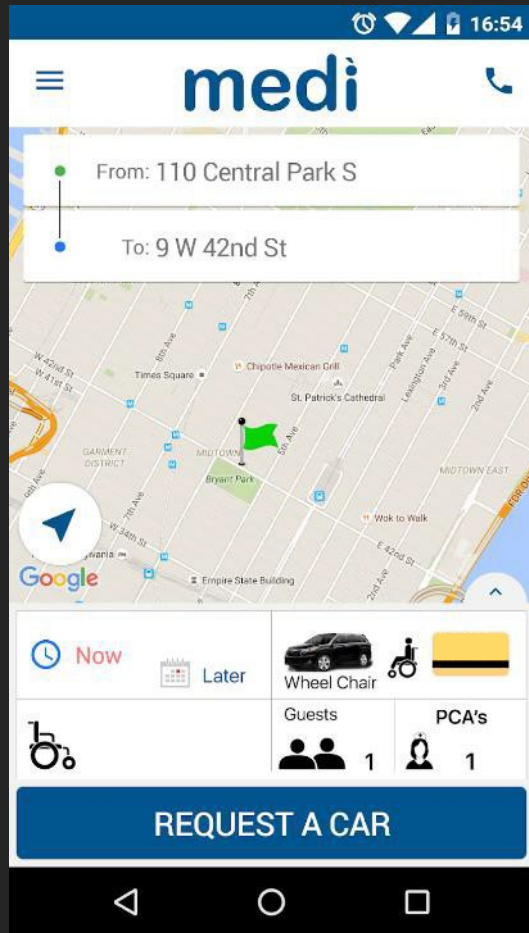
Lessons from Phase 1

Phase 1 Pilot (2017 – Present)

- Test of on-demand concept for 1,200 Access-A-Ride customers
  - Unlimited trips per month
  - Unlimited subsidy per month
  - No plan on data collection, expansion, or budget

- Nearly all participants saw increase in trip frequency
- 81% took 25 or fewer trips per month
- 89% took 40 or fewer trips per month

- $12M - $16M annual budget
- Top 6% of customers use 50% of the budget
  - Annual cost of $98k per top customer

Goals of E-Hail Phase 2

Understand Program Costs and Customer Benefits

Pilot an E-Hail program that is more financially sustainable and more consistent with overall AAR strategic approach:

- A more reliable traditional Access-A-Ride service for everyday trips

- Availability of E-Hail service in addition to traditional Access-A-Ride for added flexibility and spontaneity

- Pilot data will reveal cost and benefits to enable recommendations on the E-Hail program within 1 year

E-Hail Expansion Reflects National Best Practices

Expanding E-Hail to 3,600 total customers
- Add 2,400 randomly selected customers representative of AAR

Adding new on-demand providers
- Arro, Corporate Transportation Group (CTG), The Drivers Cooperative, Uber

Enhancing **flexibility** and **spontaneity** for triple the number of customers beginning August 1
- E-Hail Distance program: $4 co-pay | 25 trips a month for up to $44 each
- E-Hail High Volume program: $4 co-pay | 40 trips a month for up to $29 each
- Continued access to unlimited traditional AAR at the base fare

In-line with more mature on-demand Paratransit programs across the U.S.
- Co-pay, monthly trip allocation, trip subsidy limits
- San Francisco, Boston, Las Vegas

E-Hail Phase 2 Structure

The Future of Accessibility at MTA

Empower our paratransit customers to live their lives with the **reliability**, **flexibility**, and **spontaneity** they need through a reimagined paratransit system alongside an accessible bus and subway system