Access Same Day Service Pilot

Access Paratransit Advisory Committee April 24, 2023

Jeremy Trenhaile and Casey Gifford



What is the problem we're trying to solve?

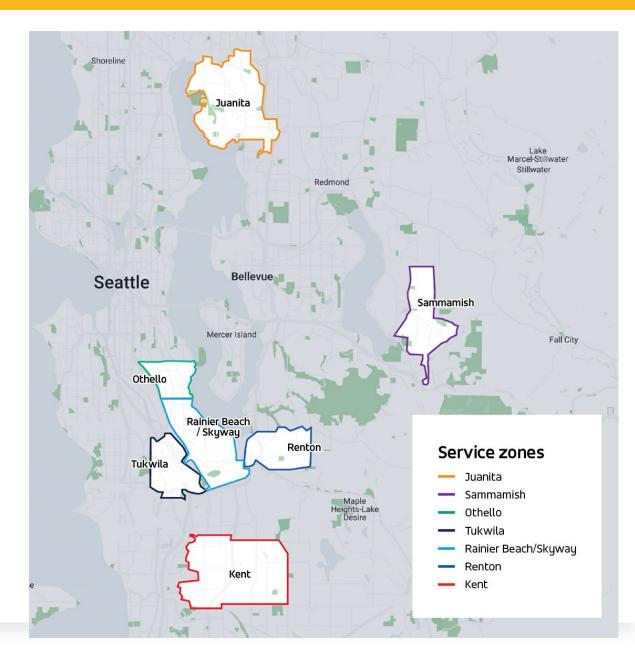
• Access customers have limited or no affordable, accessible, reliable options for taking spontaneous trips or trips that require flexibility.



Metro Flex

- Metro's on-demand service open to the general public
- Costs the same as Metro bus
- Mini vans (rear-loading wheelchair accessible vans available)
- Metro Flex app, call center, or web booker







Pilot Basics

Phase 1

- Launch fall 2023
- 30-60 Access clients
- Metro Flex app, call center, web booker
- Metro Flex vehicles
- Proof of concept, improve based on customer feedback and preliminary evaluation
- Recommended parameters would have served (2022):
 - 47,000 (9%) of Access trips
 - 859 Access clients

Phase 2

- Launch some time in 2024
- More pilot participants
- Metro Flex app, call center, web booker
- Metro Flex vehicles + TNCs & taxis
- Rigorous evaluation (possible randomized control trial)
- Expanded service parameters



Customer Journey Mapping – Self-serve Sign-up

Metro determines a set of customers who currently take qualified trips within the service area on Access. Metro sends out offers to a subset of these customers via phone, email, and mail. Customer signs up for the Same Day Service. This can be done using the Metro Flex app, or by calling in to the Metro Flex phone number. Customer enters in their Access ID number into the promo code field in the app (or tells call center) to verify they are eligible. Customer enters disability information into account.

Customer can request Same Day Service trips.

Customer receives offer from Metro to participate in the Phase 1 Pilot for Same Day Service, this offer includes resources detailing how to create an account and use Same Day Service. Customer receives confirmation that their Same Day Service account has been activated. This confirmation includes the maximum number of Same Day Service trips they may take based on their historical travel. Customer then inputs method of payment to cover fares.



Customer Journey Mapping – Metro Sets Up Account

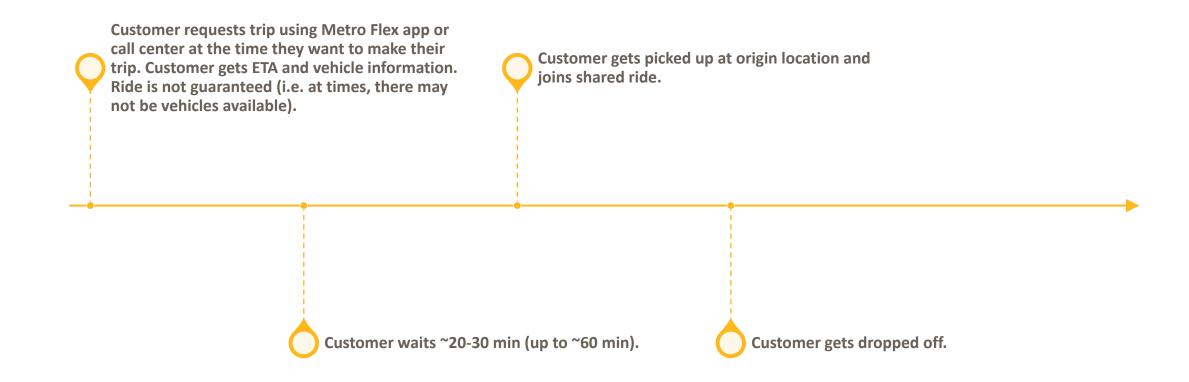
Metro determines a set of customers who currently take qualified trips within the service area on Access. Metro sends out offers to a subset of these customers via phone, email, and mail. Metro signs customer up with Same Day Service through Metro Flex. Metro then sends the customer a confirmation that they have been signed up alongside instructions on how to request rides.

Customer can request Same Day Service trips.

Customer receives offer from Metro to participate in the Phase 1 Pilot for Same Day Service. Customer completes form (or calls Metro to complete form) accepting the offer and providing basic account information. Customer receives confirmation that their Same Day Service account has been activated. This confirmation includes the maximum number of Same Day Service trips they may take based on their historical travel. Customer then inputs method of payment to cover fares.



Customer Journey Mapping – Taking trips





Selecting Pilot Participants

- Curb to curb and door to door, no hand to hand
- Take trips within service parameters
- Metro will select 350 customers from this population to receive participation offers, including customers who have expressed interest in the pilot



Phase 1 Recommended Service Parameters

- Key components of the service that impact how the service is structured/used by riders
 - Service hours
 - Service area
 - Response times
 - Cost to riders
 - Trip distance
 - Trip caps



Service Hours

Recommendation

- Weekdays 5am-7pm
- Weekends 7am-7pm

- Recommended hours = Metro Flex service hours in Kent (vehicles would be shared)
- Survey data shows 72% of SDS trips desired between 5am-6pm
- Advisory group had mixed opinions on broad hours w/limited reliability vs limited hours w/higher reliability





Service Area

Recommendation

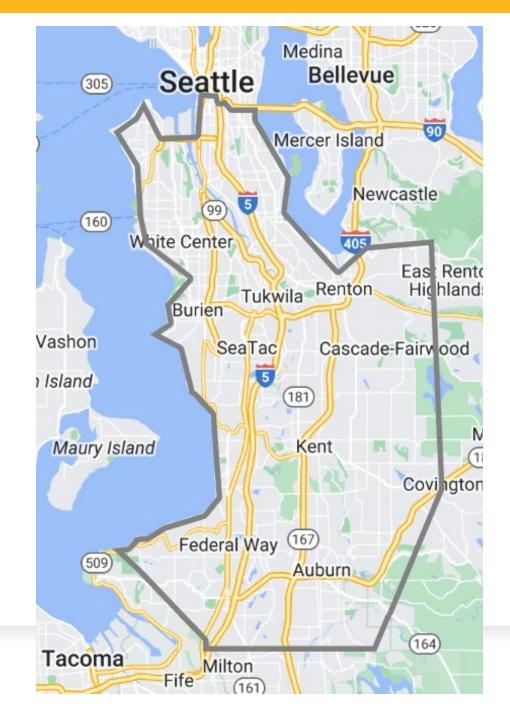
• Trips must start and end within the service area

Reason

King County

METRO

- Desire for large service area
- 60% equity priority areas
- Significant overlap w/Metro Flex service areas = ability to share vehicles
- North = I-90/Jackson (includes King Street Center), west = water, south = county line, east = captures Access hotspots like Covington center

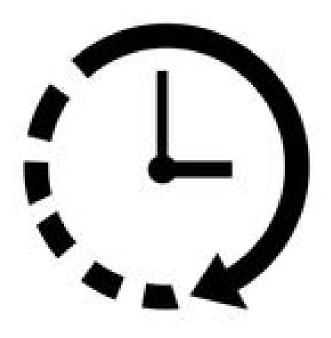


When to Book Rides

Recommendation

- On-demand
- Expect 20-30 min avg wait times, range of 2-60 min
- No advanced pre-booking
- Rides cannot be guaranteed

- Advisory group said on-demand would be ideal; within 2-4 hours would work for most (survey data is similar)
- Metro Flex is on-demand, and on-demand is cheaper and easier to implement than w/prebooking





How Much to Pay/Fare Payment Method

Recommendation

- \$1.75/trip (same as Access; offer low income fare if Access has one)
- Credit/debit/prepaid card
- Up to 3 additional riders, at \$1.75/rider
- PCA and youth ride free

- Advisory group said fare should be simple and the same or less than Access fare
- Payment must be electronic to allow for use of TNCs/taxis in phase 2





How Far to Travel/Trip distance

Recommendation

• 10 mile max distance

- Survey data suggests SDS trip needs are an average of 9 miles, median of 11 miles
- Advisory group said keep it simple, some said we should allow for trips that exceed 10 miles/trip cap, however this adds complexity
- 75% of Access trips in the proposed service area are <10 miles





Trip Caps

Recommendation

 Monthly trip caps would be based on a customer's historic use of Access + SDS (past 6 months). There would be three groups of trip caps:

Access Trips	Access/SDS	SDS Trip
	Trips	Сар
<25%	0-6/month	6/month
25%-50%	7-21/month	12/month
50-100%	22+/month	24/month

• New Access customers would get the lowest SDS trip cap and then after 6 months, would be re-evaluated.

- Survey data shows 2 trips per week would cover 90% of customer needs
- Limits Metro's cost exposure
- Similar to peer agencies w/successful SDS
- Advisory group supported this recommendation





Next Steps

- Update recommendation w/APAC feedback
- Leadership approval
- Contracting and pilot prep
- Pilot phase 1 launch in \sim Q3 2023

