



Washington Metropolitan Area Transit Authority

TransportDC One Year Update



Transportation Planning Board (TPB)
January 26, 2016



Service Overview

- MetroAccess alternative for District of Columbia residents eligible for MetroAccess
- Same Day Service (only 1 hour notification required)
- All Intra-DC trips are eligible
- Flat Fare - \$5
- Administered by DC Taxicab Commission (DCTC)
- Two Service Providers:
Yellow Cab and Transco
- Single reservation number:
844-322-7732





Year One Service Statistics

- Service began on October 1, 2014 for trips to/from dialysis facilities.
- Service Expansions:
 - All medical trips (February 2015)
 - All DC destinations (May 2015)
- Year One Trips: 47,621
- Number of Unique Customers: 2,471

Month	Number of Approved TransportDC Trips
14-Oct	421
14-Nov	653
14-Dec	1,027
15-Jan	1,200
15-Feb	1,434
15-Mar	2,023
15-Apr	3,133
15-May	4,587
15-Jun	6,098
15-Jul	7,592
15-Aug	9,334
15-Sep	10,119
Totals	47,621



In-depth Numbers

- Number of TransportDC Customers who were not MetroAccess customers as of September 30, 2014:
433 or 19.2%
- New Customer Impact on TransportDC Ridership:
The 433 customers took **6,838** of the 47,621
(14.4%) TransportDC trips in Year One.
- High Frequency TransportDC Customers:
The 85 highest using TransportDC customers -
those with 100 or more trips - took **16,243**
(34%) of the TransportDC trips.



Metro Perspective of Year One

Successes:

- 1.Coordination**
- 2.Customer Satisfaction**
- 3.Wheelchair Accessible
Fleet Expansion**
- 4.Service Flexibility**
- 5.Lower Demand for
MetroAccess**





Metro Perspective of Year One

Challenges:

1. Ridership

2. New Customers





TransportDC Next Steps

1. Target Specific MetroAccess Customers

DC's 500 Highest Using MetroAccess Customers from the Previous 12 months ending September 30, 2015.

- 281 Did not take a TransportDC trip.
- 219 Took at least one TransportDC trip.

Targeting to include:

- Surveys of each group;
- Creation of a 8-10 person focus group with representatives from each group; and
- Postcard Mailings to all 500 Customers.

2. Automate the Service

Create an app, first for coordinated tracking, and later for customer reservations.





Financial Impact

- DCTC pays service providers \$28 per TransportDC trip
- Customers pay a flat \$5 fare.
- Year One Credits to DDOT MetroAccess Subsidy: **\$2.5 million**

Quarter	Credit to DC Subsidy
1st & 2nd	\$361,891
3rd	\$739,954
4th	\$1,403,750
	\$2,505,595



MetroAccess Sustainability Study

Jurisdictional funded services like TransportDC is one of 11 recommendations in the recently completed MetroAccess Sustainability Study.

- Metro partnered with George Mason University Center for Regional Analysis
 - ✓ Reviewed MetroAccess market share of the region's specialized transportation services;
 - ✓ Reviewed forecasted future MetroAccess demand; and
 - ✓ Developed policy recommendations to manage demand growth for MetroAccess service.



Policy Recommendations

- Improve accessibility of transit stops
- Expand travel training programs
- Enforce trip-by-trip eligibility for all customers
- Expand reduced fare programs
- Ensure that MetroAccess maintains ADA baselines
- Monitor efficiency of MetroAccess system
- Establish regional or sub-regional one-stop shops for specialized transportation
- Pursue partnerships to secure vehicles for local providers
- Encourage consolidation among individual providers
- Provide support for expansion of jurisdictional based services
- Coordinate with state and local governments to ensure consistency with regional policies



Credit: RVTD