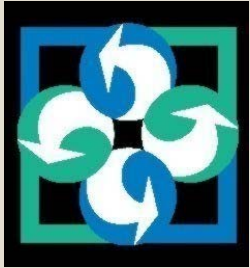


TAXIS IN TRANSIT



Pomona Valley
Transportation
Authority

MISSION STATEMENT
*PVTA provides specialized
transportation services to fulfill the
unmet needs of Pomona Valley
residents.*



George Sparks
October 25, 2010

WHY TAXIS?



- *ON DEMAND SERVICE*
 - *Same Day Service*
- *24/7 Availability*
- *Leveraged into Existing Infrastructure*
 - *Pay only for the service when used*
- *Cost Control—Fixed Unit Costs*

APPLICATIONS OF TAXIS IN TRANSIT

- ***Supplement to Existing Transit Services***

- *SAIL TAXI Voucher Program, Juneau, Alaska*

- *Special Services*

- *CABS Cedar Rapids—Work Trips for the Disabled*

- ***Off Peak Service/Service Beyond the Service Area***

- *R.Y.D.E. Kearny Neb. Transit Cab Ticket Program—
Discounted Cab rides when the transit service is not
transit service is not running*

APPLICATIONS OF TAXIS IN TRANSIT

- *Shared Ride Taxi*
 - *Shared Ride Program in Wisconsin*
 - *Claremont DAR*
 - *San Dimas Dial-a-Cab*
- *Response to Peak Demand*
 - *Peak Period*
 - *Challenging Trips*
 - *Long Trips*



APPROACHES TO USING TAXIS

- ***User Side Subsidy***

- *Market Driven*
- *Liability Limited*

- ***Contracted Service***

- *Subcontractor to primary provider*
- *Separate contractor/brokerage*



Taxi 101



• **Market Economy**

- *Most Often Leased or Owner/ Operator*
- *Trips Must be Attractive to Drivers/Company*

• **Cab Environment**

- *Regulatory Environment*
 - *Open Entry*
 - *Single Franchise*

• **Do Your Research**

- *Need a Good Match Between Your Service Design and the local cab market*

Potential Barriers to Success

• *Administrative and Regulatory Issues*

- *Substance Abuse Testing*
- *Verifying Billings*
- *Reporting*
- *Training of Operators*
- *Background Checks*
- *Insurance*
(Sometimes Mentoring is Required)

• *Lack of Accessible Vehicles*

- *Lease of Agency Vehicles to Provider*
- *Taxi Ordinance*

• *Covering Unattractive Trips*

- *Cherry Picking*
- *Bonuses*



Pomona Valley Transportation Authority

1977 - 2010

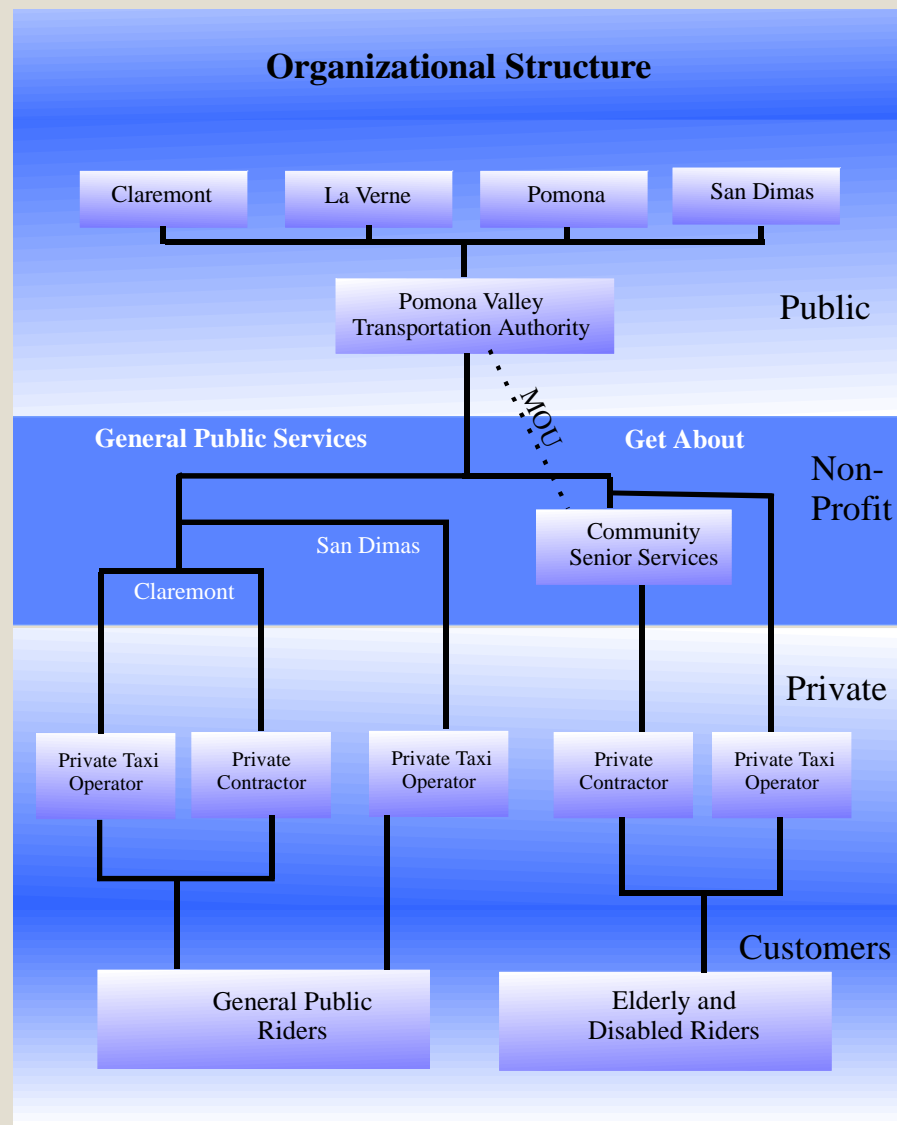


Community Transit Brokerage

- 4 Cities
- 4 Services
- 2 Contractors

Consolidated Fleet & Resources

- Public
- Private
- Non-Profit





PVTA Cab Programs

95,000 Rides in FY 2010

Claremont Dial-a-Ride

Shared ride taxi 1974-1986

Service redesign 1996

Immediate response cab

Group Service

Ridership +125%

Cost Per Pass. -45%

22,000 Passengers FY 1996

48,000 Passengers FY 2010

San Dimas Dial-a-Cab

Started 1987

Ridership grew by 500%

Cost Per Pass. -45%



Get About

Cab Component 1996

Better On-time

Increased productivity

Better service to outlying locations

Patronage by riders using mobility devices has doubled

Cabs carry 33% of all mobility devices

Get About Operating Plan

- *Unique scheduling & dispatch approach*
- *Separate contracts w/primary & cab contractor*
- *PVTA sets cab usage*
- *Primary accepts all requests*
 - *Allocates trips to cabs*
 - *Long trips*
 - *Geographically remote*
 - *Single trips*
- *Accessible cabs*
- *Most rides pre-assigned*



Contract Provisions

(Make it profitable to do the right thing)

- **Primary Contractor**

- Productivity guarantee 4.2
- Limit on cab trips
- PVTA adjusts mix

- **Cab Contracts**

- Meter rates
- Fixed per trip rate

- **Driver Standards**

- Driver training / selection
- Drug testing requirement

- **Performance Standards**

- On-time requirements
- Penalty for late trips
- Bonus for mobility devices



Accessible Cabs

- *Contractor and PVTAs units*
- *Used in regular service*
- *Four year lease*
- *Recovers twice regular cab*
- *PVTA service priority*
- *Minimum usage guarantee*



Recent Improvements

- **Electronically verified billing and on-time**
- **Updated reservation and dispatch system**
 - **Reduction in cost per passenger**
- **New Freedom Project-Get About Ready Now**
 - **Same day service**
 - **Returns—medical , shopping**
- **One Step Over the Line**

