GRTC Transit System
CARE On-Demand Service
RRTPO Meeting
## October 4, 2018

Overview

- Specialized Transportation (SpecTran) provides paratransit service for the elderly and people with disabilities.

- Under the FTA/ADA Guidelines, SpecTran is a complementary service to the local fixed route service.

- CARE/CARE Plus/CVAN serves the City of Richmond and Henrico County.

Overview (cont.)

- From 2014 to 2016 there was steady growth in CARE ridership.
- The steady growth created operational challenges coupled with increased cost and resource constraints.

SpecTran Trip Comparison
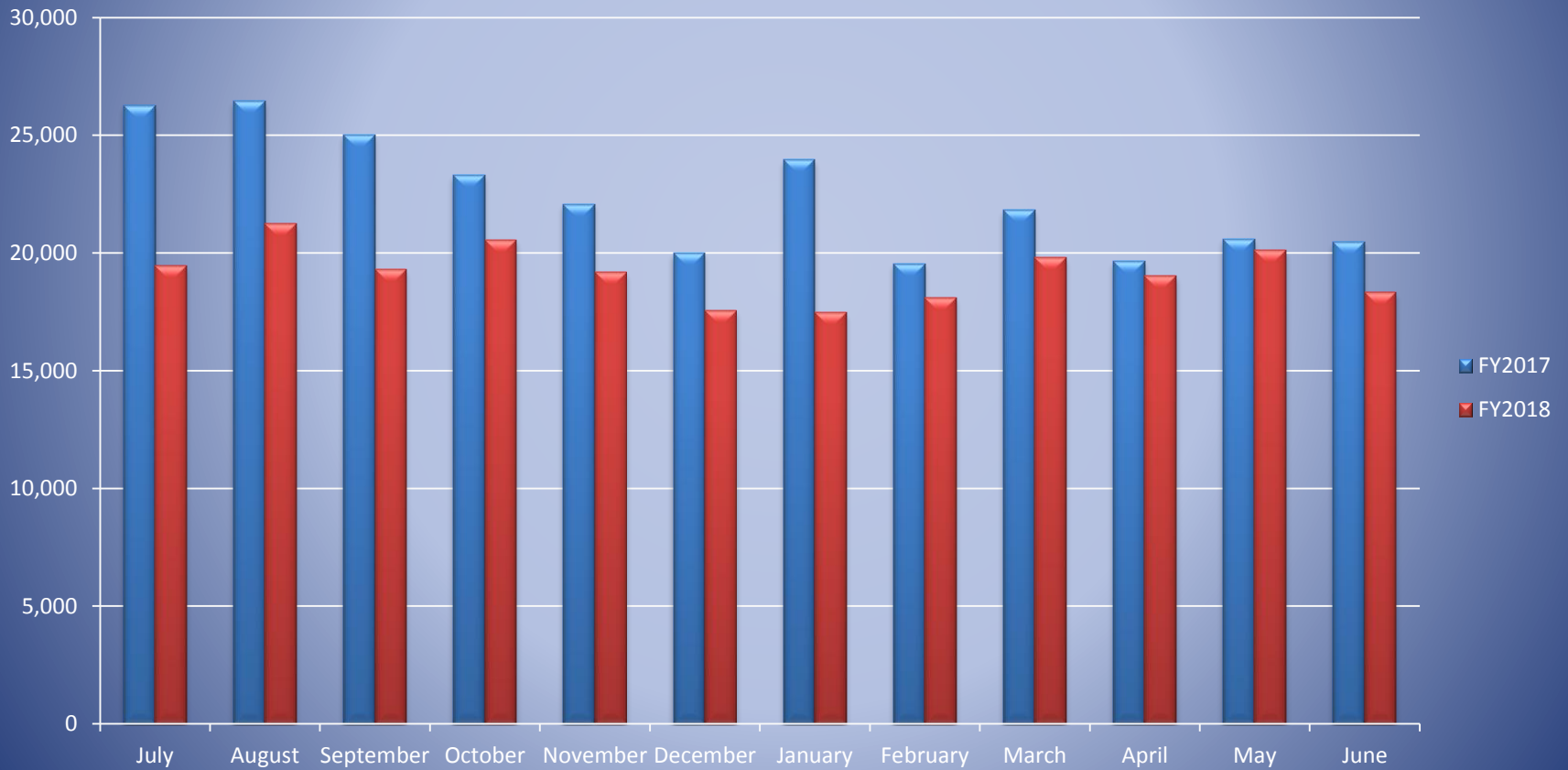
Service Model Process

- Researched alternative solutions by consulting with other agencies, taxi companies, various service providers, and the FTA.
- Pilot Program was created to provide greater flexibility in meeting CARE customers' mobility needs.
- RFP was posted on October 31, 2016.
- UZURV submitted a bid and started on August 1, 2017.
- Ride RoundTrip submitted a bid and started on December 1, 2017.

UZURV

- UZURV is a Richmond based Reservation Network Company (RNC) founded in 2015 by two Uber Partners, Matt Donlon and Harold Frans.

- The company was created to enhance the on-demand transportation experience.

- Currently operating in 155 cities, UZURV combines the convenience and affordability of on-demand transportation with the security of a reservation service to give riders personal service that matches their specific needs.

- UZURV partners with Lyft and companies with accessible vehicles to provide all customers with equal access to the service.

Ride RoundTrip

- Roundtrip is a medical transport company headquartered in Philadelphia, Pa.

- Delivers medical transportation services to healthcare organizations and patients.

- RoundTrip has an easy-to-use, web-based portal which gives riders, patients, and care coordinators alike a way to quickly book on-demand and scheduled non-emergency medical transportation.

- RoundTrip partners with Lyft and companies with accessible vehicles to provide all customers with equal access to the service.

CARE On-Demand Features

- Care On-Demand enables CARE customers the option to utilize a same-day, direct, non-stop trip.
- Care On-Demand is available to all certified CARE customers.
- CARE On-Demand is an *optional program*; CARE customers are not required to use CARE On-Demand.
- Customers can schedule trips by way of a call center at least two hours in advance. Trips can also be scheduled farther in advance with greater flexibility.

CARE On-Demand Features (cont.)

- Transportation for CARE customers within the Care service area.

- Origin-to-destination service to include curb-to-curb and door-to-door.

- Maintain the ability to bring along one Personal Care Assistant (PCA), guests (space permitting), and a service animal at no additional cost.

- Extended hours of service are also available.

- Customers can request favorite driver(s).

Payment Process

- Customer pays initial $6.00.
- GRTC will pay for up to an additional $15.00 of the cost of the ride.
- Any additional cost will be the customer's responsibility. (Total cost of trip is set prior to trip so customer knows in advance.)
- Trip cost is determined by trip mileage, and may be subject to peak time-of-day demand.
- Provider documents trip and fare information to include customer name, trip origin, trip destination, date and time.
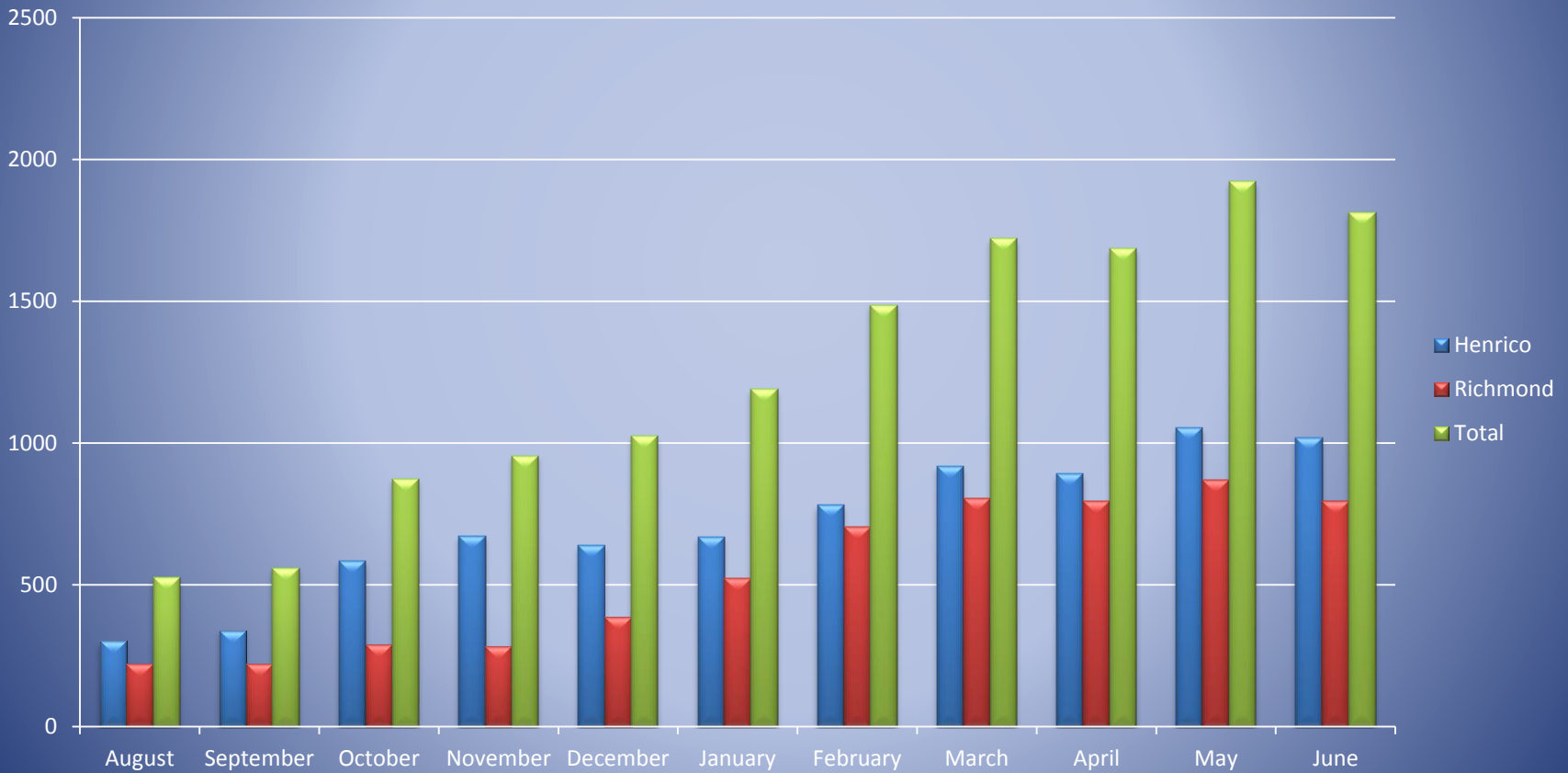- Provider submits documentation to GRTC on a monthly basis for reimbursement.
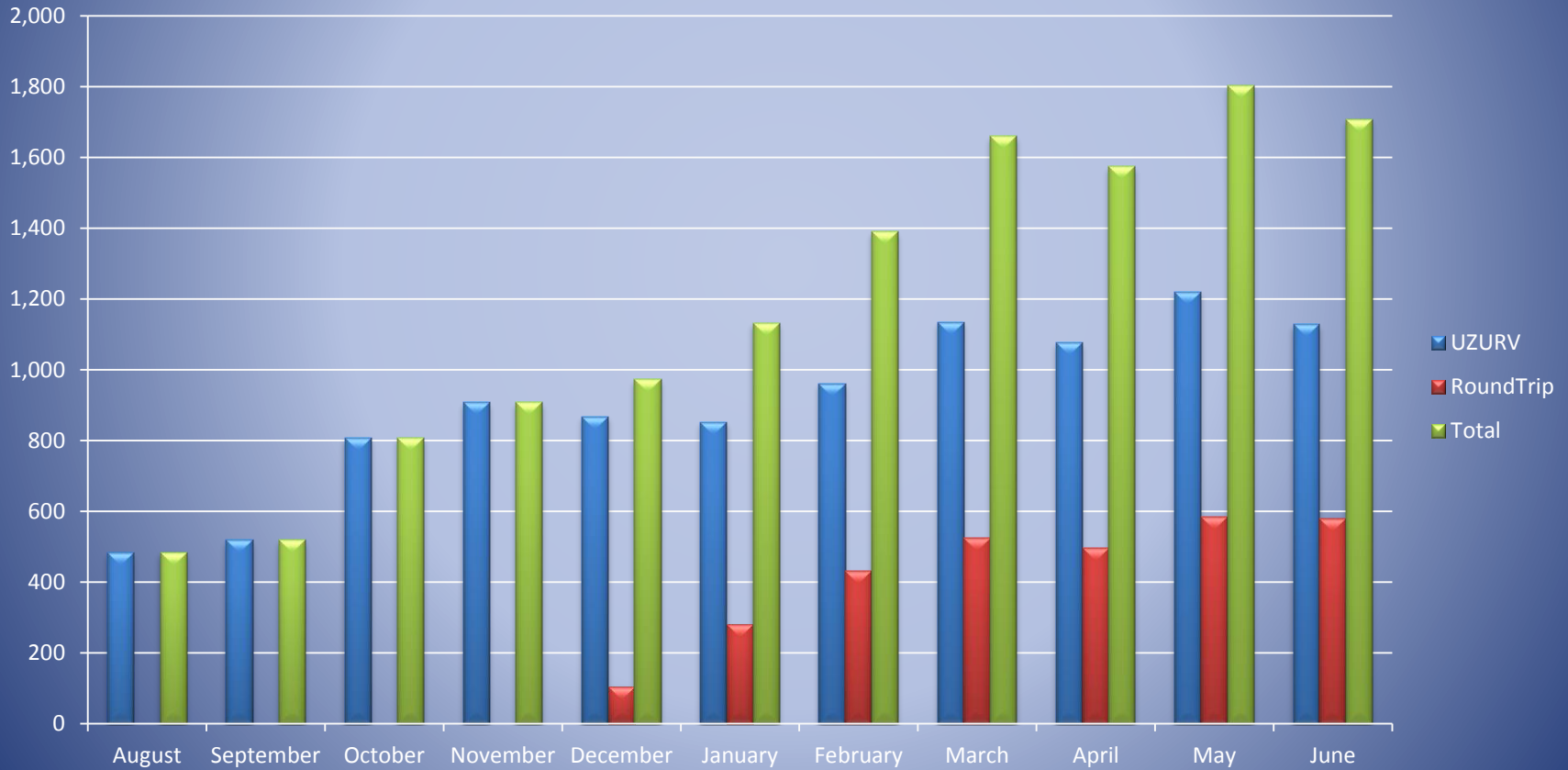
CARE On-Demand Ridership

CARE On-Demand Ridership
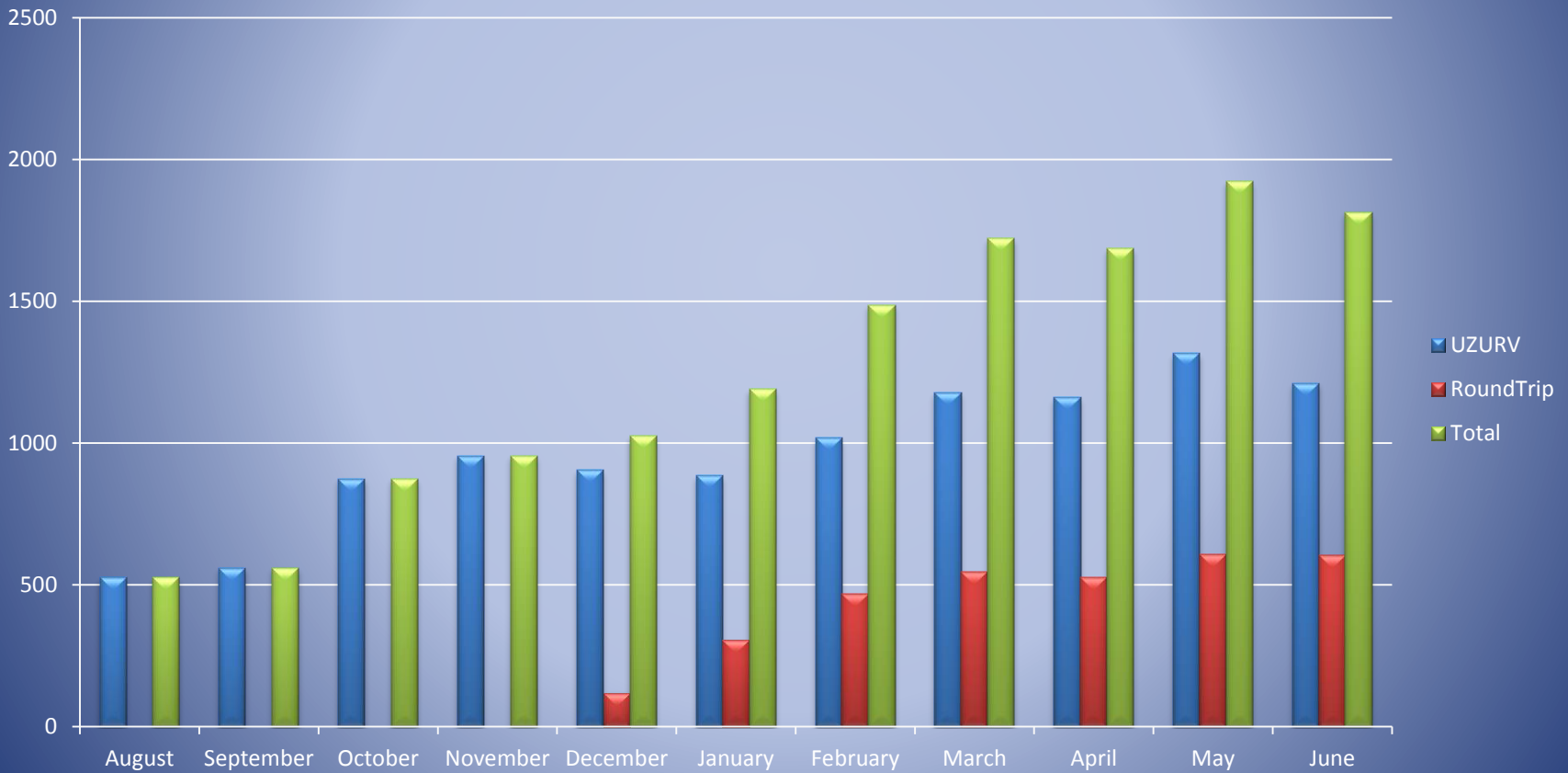
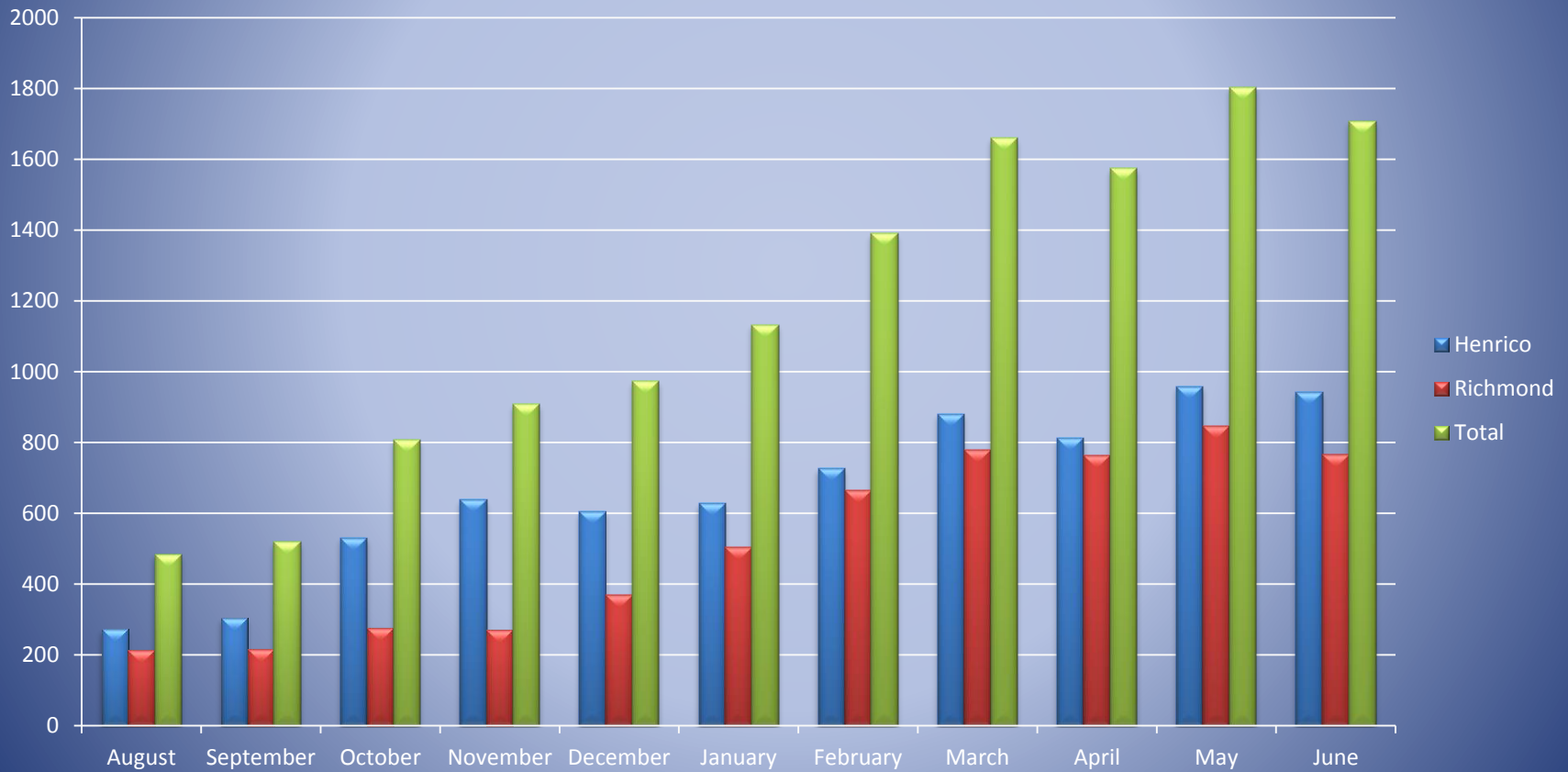# CARE On-Demand Ridership By Jurisdiction

CARE On-Demand Trips

CARE On-Demand Trips By Jurisdiction

CARE Trips vs. CARE On-Demand Trips

Month	CARE Trips	CARE On-Demand Trips	CARE & CARE On-Demand Total Trips	Percentage of CARE On-Demand Trips
August	21,232	484	21,716	2.23%
September	19,308	519	19,827	2.62%
October	20,559	808	21,367	3.78%
November	19,178	908	20,086	4.52%
December	17,568	972	18,540	5.24%
January	17,459	1,132	18,591	6.09%
February	18,109	1,391	19,500	7.13%
March	19,800	1,659	21,459	7.73%
April	19,014	1,575	20,589	7.65%
May	20,106	1,803	21,909	8.23%
June	18,326	1,708	20,034	8.53%

Next Steps

- Continue to monitor the pilot program
- Solicit feedback from customers and stakeholders
- Extension of the current contracts

Questions