

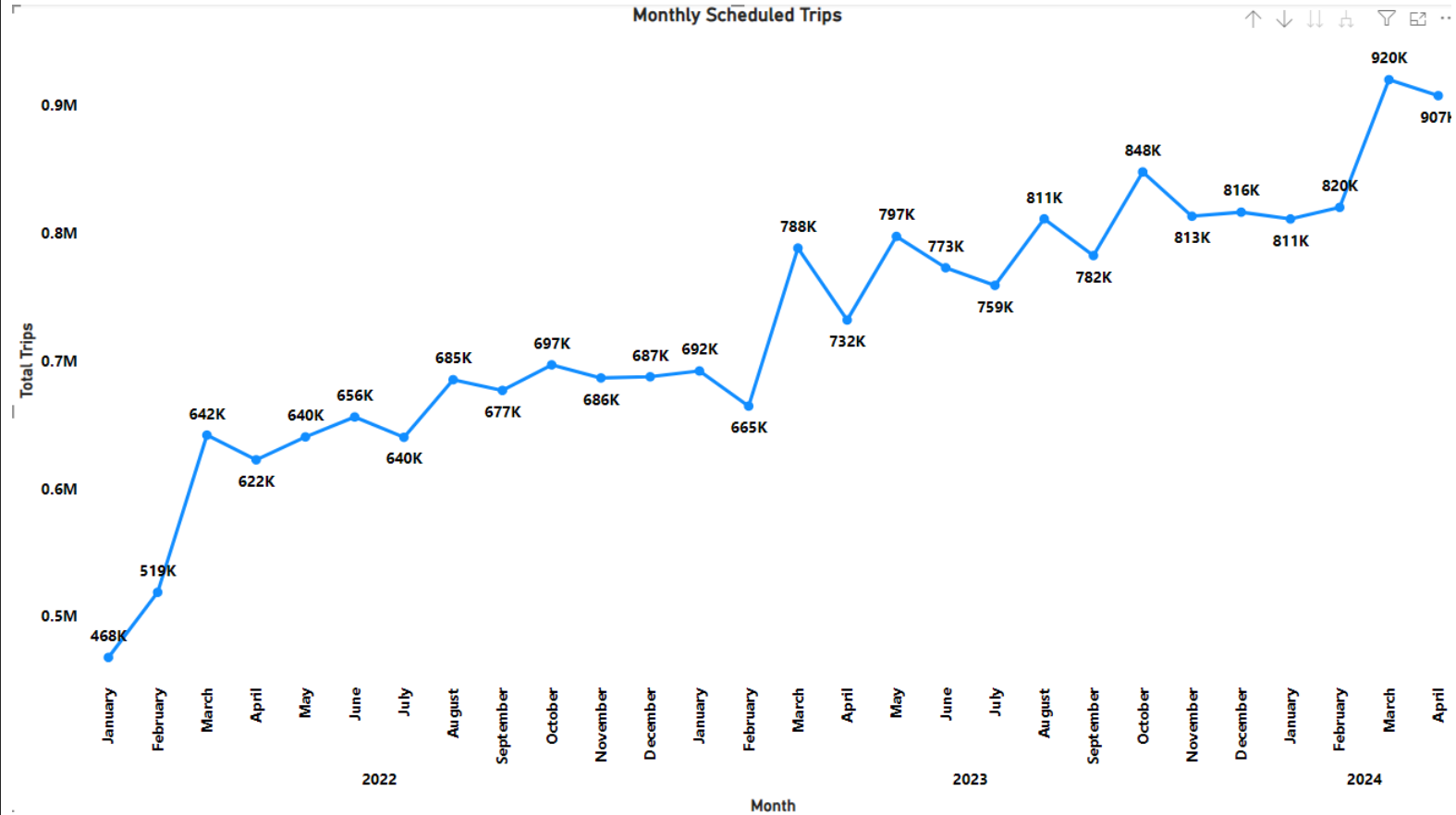
E-Hail Phase 3 and The Next Phase of Access-A-Ride

May 2024



Paratransit Performance at Historic Highs

Record High Trip Volume



Paratransit Performance at Historic Highs

Customers Value Reliability Above All

- Approaching 70% customer satisfaction, all indicators are trending up
- Why?
 - On-time performance
 - Improved broker service with direct rides
 - Enhanced MY AAR app for booking and trip tracking

We are meeting and exceeding our mandate, E-Hail is another tool in the toolbox for certain types of trips



Where Does E-Hail Fit In?

Adding A Flexible and Spontaneous Option

- On-demand service in a taxi or for-hire vehicle
- Customer books directly with provider by app or phone
- MTA subsidizes portion of trip for a set number of trips per month

Current E-Hail Phase 2 Pilot

- Launched August 2023
- 5 taxi and FHV providers available
- Customer pays \$4 initial charge and any amount over MTA subsidy, if applicable
- Two programs:
 - Distance: 25 monthly trips, \$40 MTA subsidy per trip
 - High Volume: 40 monthly trips, \$25 MTA subsidy
- 10,000 customers invited; 1,600 registered



Lessons from E-Hail Phase 2

- Many customers chose not to register for E-hail because of satisfaction with current AAR service
- Customer satisfaction is very high for those using E-Hail: 81% overall satisfaction among participants
- Monthly trip and subsidy allocations reduced E-Hail costs by more than 50% and enabled MTA to expand the benefits to more customers
- On average, active pilot customers take about 15 E-Hail trips per month
- Phase 2 pilot customers continue to use traditional AAR for some trips



Phase 2: August 2023 – present

- Customers: 1,600
- Initial customer fare: \$4
- Monthly trips: 25 or 40
- Monthly per trip subsidy: \$40 or \$25
- Annual MTA cost: \$4.5M per year at \$21 average cost per trip

Phase 3 Plan: Starting July, 2024

- Customers: 1,600 from Phase 2
 - Consider adding new customers starting in the fall
- Initial customer fare: \$4
- Monthly trips: 25 or 40
- Monthly per trip subsidy: \$60
- Estimated annual MTA cost: \$6-\$7M per year at \$35 per trip

E-Hail Phase 3 Proposal



Goals for E-Hail Phase 3

Customers: Flexibility

- Provide flexible transportation to customers who depend on Access-A-Ride the most

Budget: Cost-Effective E-Hail Program

- Phase 2 E-Hail provided a useful tool for customers, within budget parameters
- Benefit is high for most frequent AAR travelers

MTA: Improved Operations

- Access-A-Ride is scheduling up to 36,500 trips per weekday, an all-time record high
- E-Hail Phase 3 can potentially augment existing capacity, cost effectively, to help Access-A-Ride accommodate demand



E-Hail Phase 3 Timeline

Summer 2024: Strategic Improvement

- Expand trip subsidy to \$60 per trip
- Better match customers to trip tiers
- Monitor budget impact with current pilot customers

Fall 2024: Strategic Expansion

- Onboard up to 800 new customers if budget impact is as expected

Fall, 2024 - 2025: Evaluation

- Monitor usage patterns and trip growth under
- Make recommendations to further optimize program



Thank you

