

DARTS Presentation
General Issues Committee
9:30 Feb 19, 2016

Jessica Brennan

Expansion of Service

- Number of rides increased by 150K
- AODA increase in eligible passengers
- USER: it's low cost door to door service
- USER: Low Price = High Demand
- Performance:
 - DARTS service was lower cost per trip in 2015
 - 90% approval rating from Passengers
- City requesting 75,000 more rides in 2016
- Can we reduce the cost still further?

Demand has increased 33%

Cost of ride has actually gone down!

Year	Passengers	Expense	Cost/Passenger	Change
2011	431,806	\$ 11,937,573	\$ 27.65	
2012	436,419	\$ 12,416,959	\$ 28.45	+2.9%
2013	480,715	\$ 13,680,755	\$ 28.46	0.0%
2014	529,876	\$ 15,369,255	\$ 29.01	+1.9%
2015	579,127	\$ 16,471,759	\$ 28.44	-1.9%

Encourage Reduction of Cancellations,

(Same day, Late Cancels, Cancel at Door, No Shows)

e.g., if we recover just 30% of the **97,491** cancellations, we

Save \$840,309

Ride Type	Count	Cost
Non-Ambulatory	10,372	\$442,573
Ambulatory	19,564	\$397,736
Total	29,936	\$840,309

Reducing Costs

- Expand Van and MV service immediately
- Agreement on wage rates on new vehicle types
- Adopt a realistic savings timeline for 2016+

Connecting with the Passenger

- **Web ...Where's my Ride**....improving passenger readiness
- **Smartphone Apps...** improving passenger readiness
- **Web booking** ... reducing call centre load
- **Next Bus**... high volume site access schedules .. Reduce load/unload times
- **Ride Advise**... Automatic call 5 mins to arrival
- **Wide Area Bus Management** ... Bus off track alarms