



Customer Services, Operations, and Safety Committee

Board Information Item IV-C

September 11, 2008

**Successful Implementation of MetroAccess
Door-to-Door Service**

Washington Metropolitan Area Transit Authority
Board Action/Information Summary

<input type="radio"/> Action <input checked="" type="radio"/> Information	MEAD Number:	Resolution: <input type="radio"/> Yes <input checked="" type="radio"/> No
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TITLE:

MetroAccess Door-To-Door Service Update

PURPOSE:

To provide the Board with an update on the implementation of MetroAccess Door-to-Door service.

DESCRIPTION:

MetroAccess implemented door-to-door service on June 30, 2008. Previously, the paratransit service was a curb-to-curb model, where it was necessary for the customer to meet the driver at the curb. Door-to-door service helps ensure that the customer will connect with the driver more reliably, especially at complex or busy locations. Customer safety is enhanced as a result of being escorted and by the driver being able to render additional assistance with packages.

Door-to-door service is intended to provide an overall improvement in MetroAccess customer service. Some of the anticipated benefits of door-to-door service are faster customer boarding times, reduced vehicle dwell time, and a greatly increased level of safety along the customer's path of travel. These benefits will also lead to improved on-time performance.

FUNDING IMPACT:

No impact
on funding

RECOMMENDATION:

None



Successful Implementation of MetroAccess Door-to-Door Service

Presented to the Board of Directors:

**Customer Service, Operations,
and Safety Committee**

September 11, 2008





Major Policy Changes

- Drivers escort customers beyond the curb, to and from the door
- Vehicle wait time was reduced from 10 to 5 minutes
- 100% customer ID check
- Package assistance policy was enhanced





Advantages of Door-to-Door Service

- **Faster boarding process**
- **Safety assistance along path of travel**
- **More reliable connection of drivers with customers at busy or complex pickup locations**
- **Improved overall customer service**





Location Requirements

Door-to-door service can only be provided when:



- **First exterior door is in direct line of sight and no more than 150 feet from the vehicle**
- **There is a safe and accessible path of travel**
- **There is a safe place to park on a public roadway or public parking lot that does not block or impede traffic**



Public Involvement in the Process

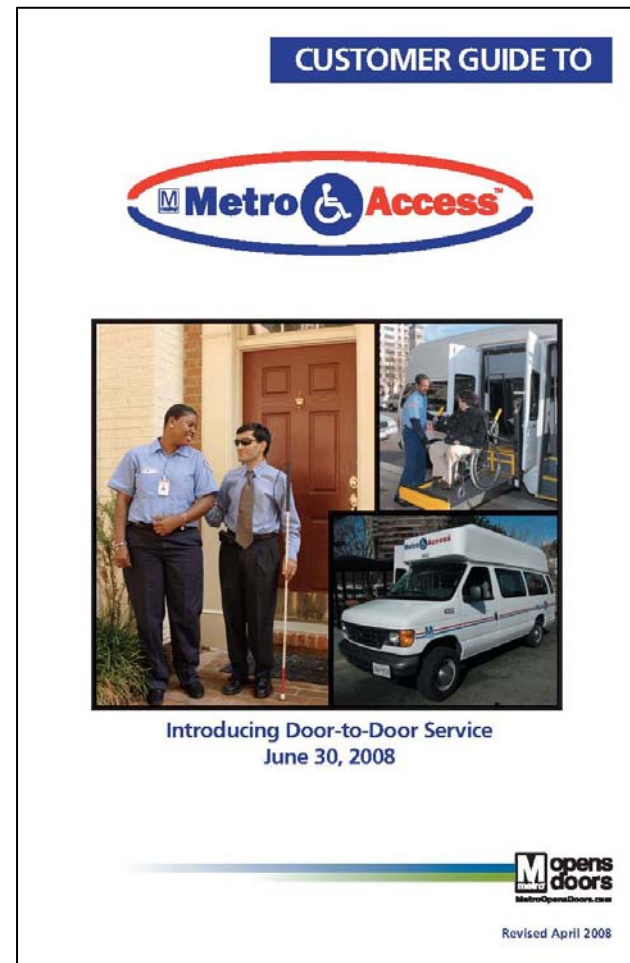
- Recommended by the Board's Ad Hoc Committee including customers and experts
- Advisory committee reviewed procedures prior to implementation
- People with disabilities involved in training of drivers and call center personnel
- Public outreach included customers, disability-related organizations, advisory groups, and jurisdictions





Communicating with Our Customers

- New Customer Guide, newsletter, and brochure mailed directly to all customers
- All literature posted on Metro web site including instructional video
- Recorded information on MetroAccess phone system
- June 30 ride-along demonstration with members of the media





Preliminary Findings



- **Positive customer feedback**
- **Reduction in dwell time**
- **A need for continued driver training**



Next Steps

- **Comprehensive review to take place six months from implementation**
 - **Allows for ample data collection**
 - **Allows employees to become proficient**

