

CASE STUDY

Setting a New Industry Standard: Behind the Successful Implementation of SEPTA Access



With the challenges and changes that all transit agencies across the continent are facing, **Southeastern Pennsylvania Transportation Authority (SEPTA) set out to take a disruptive approach in future-proofing their transit system** through introducing an innovative mobility solution that better met the needs of SEPTA's paratransit customers today and tomorrow.

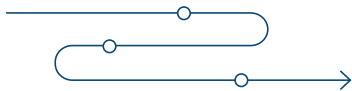
The software systems that have long been used to operate these services have become outdated over time. Without the continuous evolution of these legacy software systems, agencies large and small have been experiencing challenges in operating and delivering efficient service, which significantly impacts the riders who depend on them. But with industry-wide hesitancy surrounding emerging technologies and concerns about change management, many agencies were at a standstill.

In a bold step, SEPTA initiated the process to modernize their paratransit service by releasing a request for proposal to replace their legacy software system with next generation, on-demand transit technology in November 2022. Following a comprehensive evaluation that included several demonstrations of each vendor's solution and technical capabilities, **RideCo was selected as the preferred technology partner in August 2023.**

From the onset, SEPTA wanted to move quickly on the project to improve operations and service delivery, and to accelerate the profound impact of RideCo's on-demand transit technology. With September 2023 as the project kickoff date and January 2024 as the target launch date for SEPTA Access, the aggressive timeline to implement the large-scale paratransit system was an industry first. Working in close collaboration with RideCo, **the collective team delivered the implementation of the largest on-demand transit system running on a cloud-based platform within the United States, in an unprecedented 4.5 months.**

Through the timely implementation of SEPTA Access, other agencies have a preeminent example of how seamless the transition from legacy software to cloud-based technology can be. The partnership between SEPTA and RideCo has proudly set a new industry standard for the implementation of modern paratransit service, one that provides increased access and reliability to improve the everyday mobility of paratransit riders.

SEPTA Access Implementation Timeline



RideCo Selected as SEPTA's Preferred Technology Vendor

1 AUGUST 2023

Following a comprehensive evaluation of numerous competing bids, RideCo is selected as SEPTA's preferred partner with the necessary technology and expertise to support the agency in modernizing their ADA paratransit program, Customized Community Transportation (CCT), and Shared-Ride Program (SRP).

“ [We] are taking definitive steps to enhance mobility for the residents of Philadelphia. SEPTA's partnership with RideCo and the adoption of their software is turning [our agency's] vision into reality—transforming our paratransit system in record time, delivering a better experience for our riders, and enabling us to achieve new milestones at a lower cost.”

— Leslie S. Richards, *Chief Executive Officer and General Manager, SEPTA*

SEPTA Access Project Kickoff

2 SEPTEMBER 2023

The implementation process begins for SEPTA Access, the largest on-demand transit program using next generation, cloud-based technology in the United States.

“ This is the first time I can say that our team is very happy [about] the progress that we're making. We're all excited to do something to get our customers excited about riding CCT again.”

— June Smith, *Senior Director, Service Operations, CCT, SEPTA*

IMPLEMENTATION DETAILS



716 square mile service area



411 total vehicles available



4 direct carriers





Requirements Gathering and Configuration

3 SEPTEMBER - DECEMBER 2023

In close collaboration with SEPTA's cross-functional team, the RideCo Customer Success Team completes a comprehensive project implementation plan based on SEPTA's requirements, with January 2024 as the target date for the phased CCT and SRP launch.

Weekly project management meetings are held to determine service requirements that cover project goals and objectives, service zone design, app configuration, fleet management, vehicle hardware, payment design, data migration, and other custom requirements as identified by SEPTA's team.

During this time, RideCo completes the fare payment integration with SEPTA Key within two months, requiring no additional development effort from Conduent.

“ Since we have so many divisions that are intertwined, ... [we] needed to have a system that seamlessly worked and communicated with each other. [While] other vendors gave us the promise of being able to integrate them, RideCo already came with a solution that we could customize to our needs.”

— **Stephanie Caldwell**, *Manager, Financial Analysis, CCT, SEPTA*

RideCo University and On-Site Training for SEPTA and Carrier Staff

4 JANUARY 2024

SEPTA's phased training program launches with access to RideCo's online learning portal, RideCo University. On-site training sessions follow, delivered in person by RideCo's dedicated Customer Success Team, and covering every aspect of RideCo's platform to ensure reservationists, dispatchers, operators, and administrators are completely proficient and confident with the technology.

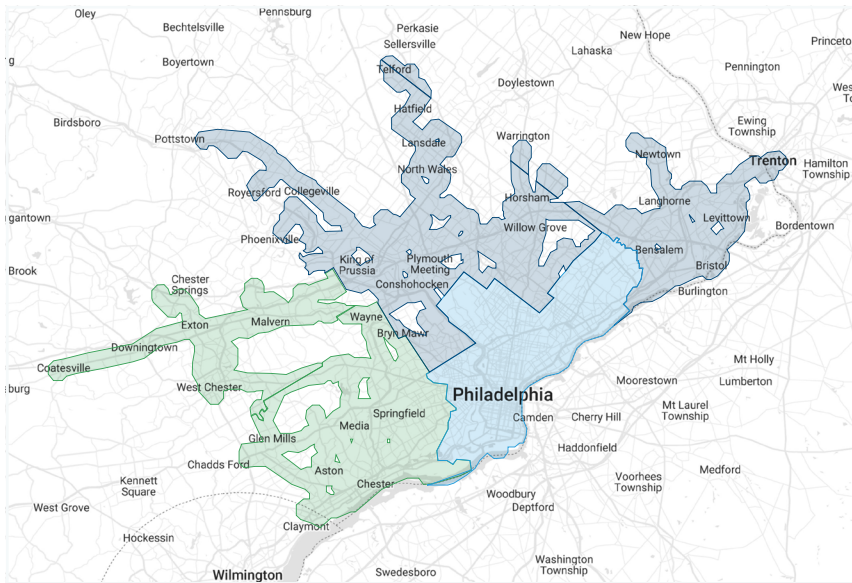
“ [RideCo University] is the tool that was given to us to prepare us for [on-site training]. It's easy to navigate. Now that we're here, trying it more hands on, ... I think RideCo did an excellent job of preparing us for it.”

— **Michelle Yarde**, *Assistant Director, CCT Control Center, SEPTA*



“ Some people [do better with] book learning, some [do better with] hands-on learning. What RideCo's training [program] is doing, is accommodating everybody.”

— **Chase Campbell**, *Director, Paratransit Scheduler, CCT, SEPTA*



LEGEND: PHASE 1 PHASE 2 PHASE 3 & 4

SEPTA Access Goes Live with Phased Launches

SEPTA Access launches across Philadelphia metropolitan area using a phased approach over a six-week time period. Each phase is rolled out with individual carriers across specific service zones, facilitating a seamless transition for SEPTA staff, carriers, and all CCT and SRP customers.

Phase One Launch with Easton Coach Company in Bucks County and Montgomery

5 JANUARY 2024



Phase Two Launch with Krapf Transportation in Chester County and DELGO Community Transit in Delaware County, Followed by Phase Three with Easton Coach Company in Philadelphia

6 FEBRUARY 2024



Phase Four and Final Launch with Total Transportation Corp. in Philadelphia

7 MARCH 2024



“ The modernization of [SEPTA Access] has been one of the fastest large-scale deployments in SEPTA history. ... We are thrilled to immediately see such a positive impact on the operators and SEPTA support staff. SEPTA team members have been energized and excited about launching this initiative— RideCo’s software along with their team’s relentless focus on our success, empowers us to operate more efficiently. ”

— Cassandra West, Assistant Chief Operating Officer, CCT, SEPTA



Your agency can revolutionize how you operate and deliver paratransit service. Discover the transformative impact of next generation, on-demand transit technology by contacting letschat@rideco.com or by visiting rideco.com.