



# METRO Partners with RideCo to Modernize Public Dial-A-Ride Throughout Houston

Operating a public dial-a-ride service that primarily relied on manual intervention, The Metropolitan Transit Authority of Harris County (METRO) was searching for an alternative solution that could optimize service delivery and improve the overall passenger experience. To address the challenges with the existing service, METRO partnered with RideCo to implement a modernized service that had the capabilities to automate operations using their industry-leading on-demand transit platform.



### SERVICE ZONE STATS

- Acres Homes: 7 sq. mi.
- Missouri City: 18 sq. mi.
- Hiram Clarke: 22 sq. mi.
- Kashmere Gardens: 17 sq. mi.

### PROBLEM

Legacy dial-a-ride platform required manual intervention that impacted efficient and scalable service delivery

### KEY CHALLENGES



Manual scheduling and optimization through call center



Trips booked through the call center and at least 60 min. in advance

## The RideCo Solution

Using RideCo's on-demand transit platform, METRO replaced its existing public dial-a-ride service with the curb2curb program. RideCo's patented routing algorithm, Solver, ensures efficient routing through continuous optimization, delivering an autonomous solution for METRO's challenges with manual dispatching. Passengers have the flexibility to book trips on demand, in advance, or pre-book for multiple days through the Passenger App on their smartphones, web booking portal, as well as through the call center.

Initially providing convenient door-to-door service for Houston residents living in the Missouri City and Kashmere zones, curb2curb has since expanded to two additional service zones in Acres Homes and Hiram Clarke.

### FLEET IMPLEMENTATION

**5 cutaways**      **16 minivans**

- ▶ 14 passengers each
- ▶ 5 passengers each
- ▶ Wheelchair accessible

### FLEET OPERATOR



View next page to see how RideCo improved operational efficiency and delivered a **54% reduction in call center bookings.**

# Service Results

The increase in convenient booking options through RideCo's platform has delivered significant reductions in call center bookings for METRO and wait times for passengers. Through enhanced service delivery, curb2curb continues to achieve steady ridership growth across all service zones, increasing an average 15% quarter over quarter, and moving an average 492 passengers per day.

**54%**

reduction in call center bookings

**67%**

increase in passengers per vehicle hour

**58%**

average shared rides

**11 min.**

average wait time

**88%**

average on-time performance

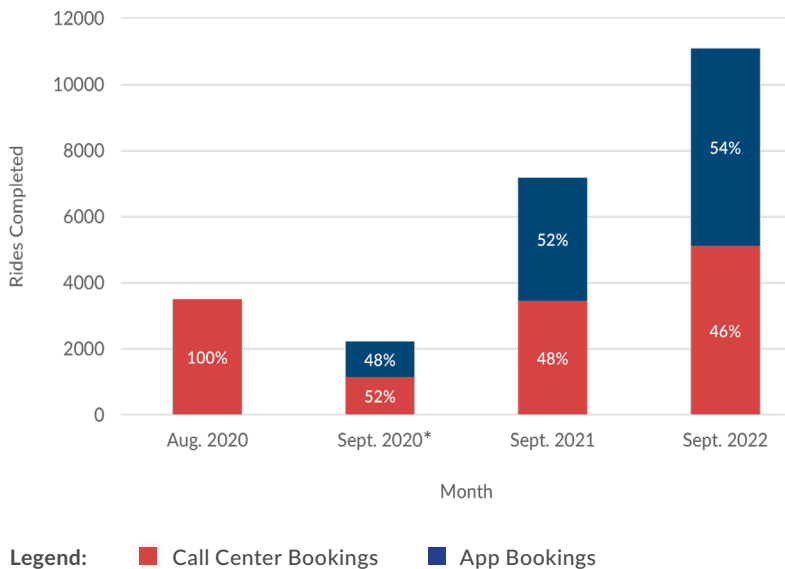
**4.8/5**

average star trip rating

BEFORE	AFTER
Manual scheduling and dispatching	Automated scheduling and dispatching
Static itineraries difficult to amend during service	Dynamic service responsive to real-time changes
No vehicle tracking	In-app and real-time vehicle tracking

RideCo's automated on-demand transit platform eliminated METRO's reliance on manual booking and scheduling, resulting in more efficient and scalable service delivery.

## Completed Rides by Source



\*Partial data. The curb2curb service launched September 8th, 2020.



Houston, Texas

“ With the RideCo app, operators are able to onboard customers on their own. In the past, they would have to call in over the radio and a dispatcher would have to schedule that trip ... and place it on the schedule. This new service has allowed more freedom for the customer and ... the operators to manage their own trips. ”

— Michael Andrade

Director, Paratransit Services, METRO



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