Tulsa Transit Improves Paratransit Service Delivery While Reducing Operating Costs by 14%

Metropolitan Tulsa Transit Authority (Tulsa Transit) was previously operating Lift, an ADA paratransit program, using a legacy software provider. Over time, the program faced significant challenges in delivering efficient and modern service due to manual and time-consuming processes that led to poor overall performance. The legacy software was static and inflexible, which limited the agency's ability to improve on service delivery where needed.

When Tulsa Transit was evaluating a technology partner for a microtransit program, they wanted to find a flexible on-demand transit platform that could provide both a streamlined microtransit and paratransit solution. After partnering with RideCo to successfully launch the Micro Transit program, Tulsa Transit re-launched Lift leveraging RideCo's paratransit solution.

PROBLEM

Opportunities to improve service delivery limited by legacy paratransit software

KEY CHALLENGES

Poor service performance with manual scheduling and dispatching

Ineffective data tracking and utilization

Static platform could not facilitate configurations and service optimization

Legacy provider was not engaged

The RideCo Solution

Using RideCo's cloud-based on-demand transit platform, Tulsa Transit has increased efficiency across their entire paratransit operation. With the same vehicle fleet, drivers, and operational staff, the agency is providing higher quality Lift service for their customers while simultaneously reducing costs.

RideCo's dynamic platform also provides Tulsa Transit the opportunity to continuously improve on service delivery through fine tuning program performance. The ongoing and collaborative process of configuring system features and perimeters enables the agency to achieve the right balance between efficiency and enhanced customer service.

LEGEND:

— Lift zone   — Extended Lift zone
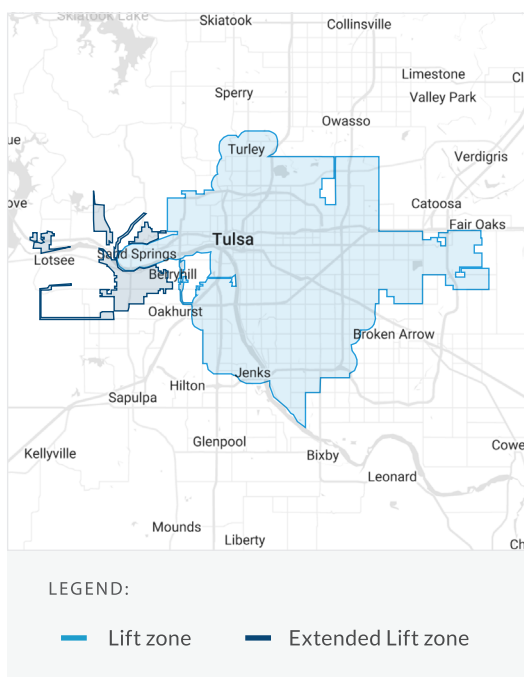
FLEET IMPLEMENTATION

20 cutaways

Vehicle type: ARBOC

SERVICE ZONE STATISTICS

244 sq. mi.
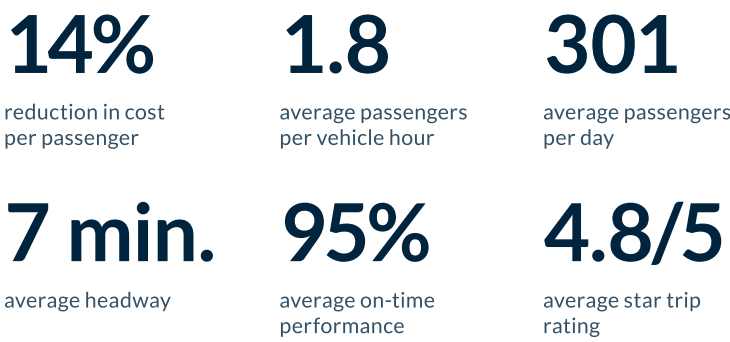
service area

~791,000

population

TECHNOLOGY PARTNER

KUBA

View next page to see how RideCo's paratransit solution **reduced cost per passenger by 14%.**

Service Results

Since relaunching the Lift program, Tulsa Transit has experienced a significant improvement in service performance, **surpassing all of their initial objectives within less than six months**. The agency has also seen a **reduction in cost per passenger** when comparing the first four months using RideCo's paratransit solution to the same time period the previous year using the legacy software.

14%	**1.8**	**301**
reduction in cost per passenger	average passengers per vehicle hour	average passengers per day
7 min.	**95%**	**4.8/5**
average headway	average on-time performance	average star trip rating

LEGACY PROVIDER	RIDECO
$29.39* cost per passenger *Data from June to Sept. 2022*	$25.39** cost per passenger *Data from June to Sept. 2023*
Manual and innefficient scheduling and dispatching	**Automatic scheduling and dispatching with continuous optimization**
Inneffective data tracking and utilization	**Empowered decision making with comprehensive data and reporting**
Legacy provider was not engaged	**Dedicated RideCo project team provides ongoing service recommendations**

RideCo's paratransit solution enables agencies to deliver enhanced, cost-effective service with increased operational efficiency.

TULSA TRANSIT | Tulsa, Oklahoma

" We've embraced change and are seeing the benefits of using RideCo's modern software. What we're getting back from the team is that they absolutely love it—they're seeing the impact of today's paratransit technology and a future for our industry because of it."

— Scott Marr
General Manager, Tulsa Transit