

# Initiatives in Senior Transportation

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River Valley Transit



**RIVER  
VALLEY  
TRANSIT**



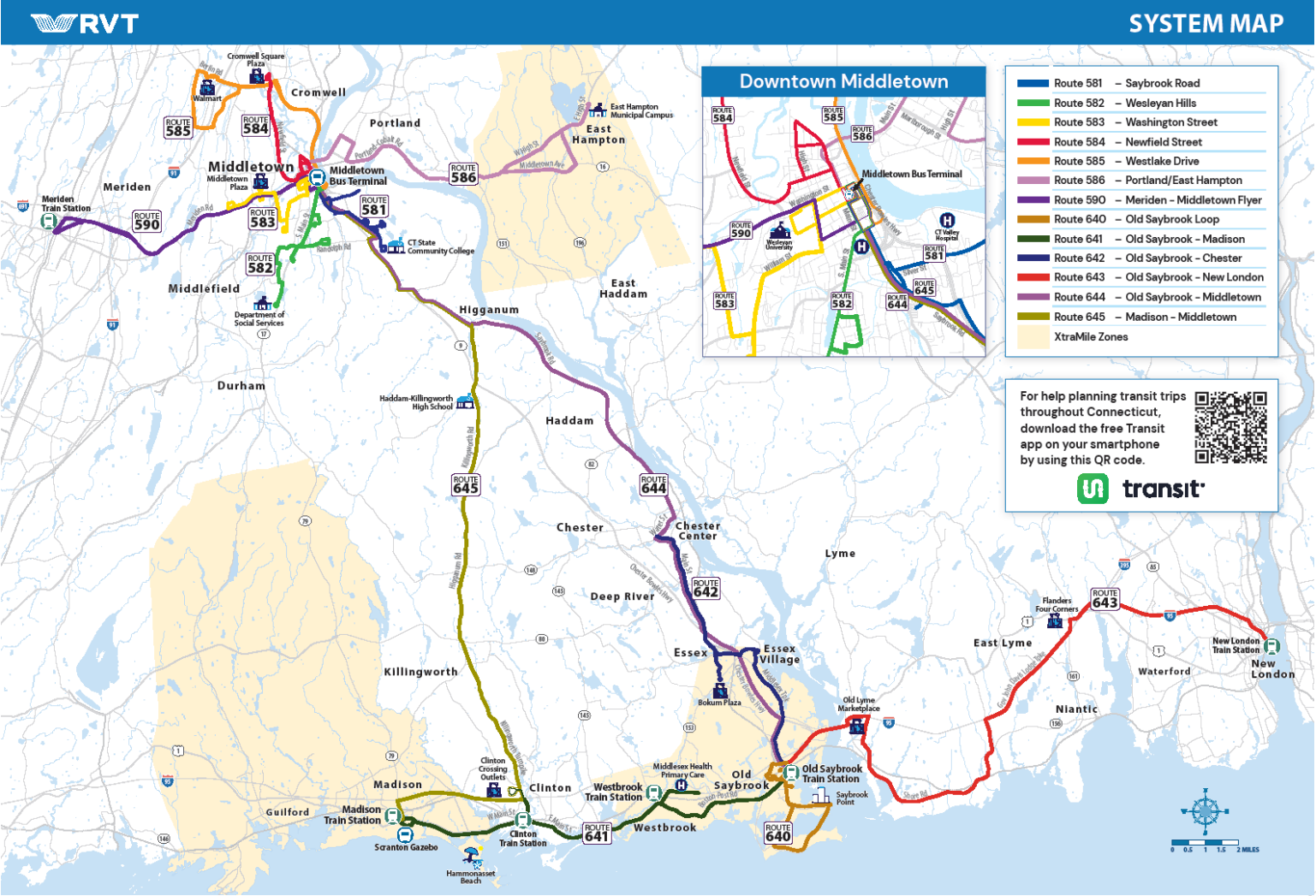


# About Us

- ▶ River Valley Transit is a quasi-municipal entity created under CGS Chapter 103(a) by the 14 towns in Middlesex County to provide public transportation
- ▶ ETD provides different types of service to meet the needs of the region:
  - ▶ Fixed route service
  - ▶ Deviated-fixed route service through more rural areas
  - ▶ General public demand response service
  - ▶ ADA paratransit service for people with disabilities along fixed routes
  - ▶ Subsidized taxi vouchers
  - ▶ Seasonal service to shoreline communities
  - ▶ On-demand microtransit service

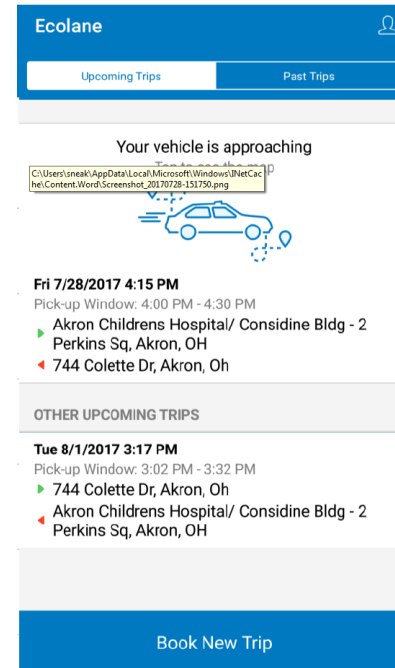


# RVT Service Area



# Dial-A-Ride

- ▶ Curb-to-curb service
- ▶ Regional service covering 16 towns
- ▶ Must book at least day before, but up to two weeks in advance
- ▶ Trips may be booked by phone or in an app
- ▶ Fare of \$3.50, payable in cash, ticket or credit card in app
- ▶ Seniors ride on donation only basis
- ▶ Automated reminder calls the night before and before arrival





# Deviated-Fixed Routes

- ▶ Routes that operate on a regular schedule and route but will deviate with a reservation
- ▶ Deviations may be up to  $\frac{3}{4}$  mile off the regular route
- ▶ Deviations must be booked on day in advance
- ▶ Provided in more rural areas of the district
- ▶ Provide regional connections
- ▶ Fare of \$3.50 per trip, donation only for seniors
- ▶ Can be more cost effective than demand response services or traditional fixed routes with ADA paratransit

# XtraMile

- ▶ Several local businesses needed a first/last mile connection to Shoreline East in Old Saybrook
- ▶ Suburban nature of region means no dense core of employers
  - ▶ A train station shuttle would have long headways to serve all employers
- ▶ Need for innovative transportation solutions to address declining ridership
- ▶ Microtransit, a shared transportation service that uses technology to offer flexible, on-demand rides in smaller vehicles accomplished all.



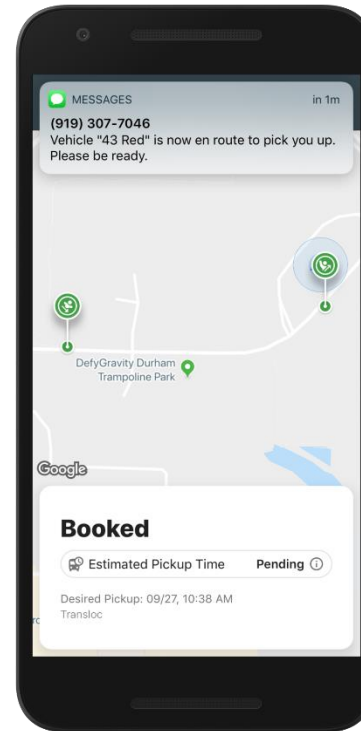
# XtraMile

- ▶ On-demand service, no prior reservation required
- ▶ Can provide curb-to-curb trips or can designate virtual bus stops
- ▶ Trips can be booked:
  - ▶ In XtraMile App
  - ▶ Online
  - ▶ By Phone
- ▶ All vehicles are wheelchair accessible
- ▶ Fare of \$1.75 per trips
  - ▶ Credit cards accepted in app
  - ▶ Cash accepted on board
  - ▶ Seniors ride for donation only in Middlesex and New London county



# XtraMile

- ▶ Bus schedules are constantly
- ▶ Customers receive real-time updates and location of the vehicles in the XtraMileApp
- ▶ Customers without app receive SMS messages when bus is nearby and when it has arrived
- ▶ Customers are asked to rate each trip and provide feedback
- ▶ While designed to be on-demand, trips may be booked up to one day in advance
- ▶ Average wait time of 15 minutes or less





# XtraMile Service Area

- ▶ First zone launched in May of 2019 in the Old Saybrook area
  - ▶ Curb-to-curb zone covering Old Saybrook, most of Westbrook and portions of Essex
- ▶ Middletown zone launched in August 2022 around Wesleyan University
  - ▶ Stop based zone connecting Wesleyan to shopping areas and downtown
  - ▶ Operates only during the Wesleyan fall and spring semester
- ▶ Guilford/Madison zone launched in May 2024
  - ▶ Curb-to-curb zone covering entire towns of Guilford and Madison
- ▶ East Hampton zone launched in May 2024
  - ▶ Curb-to-curb zone covering most of East Hampton

# XtraMile Results

## ► Ridership

- Old Saybrook zone provides over 18,000 trips annually
- Middletown zone provides over 1,000 trips per month
- Guilford/Madison zone providing over 1,000 trips per month
- East Hampton zone providing 150 trips per month

## ► Rider Experience

- Average wait under 15 minutes
- Average 4.9 star trip rating

## ► Demographics

- 25% of users are new to ETD
- More “choice riders” with only 31% without access to a car
- Over 425 trips provided each month to seniors in Old Saybrook/Westbrook zone alone

# Taxi Vouchers

- ▶ Subsidized taxi vouchers for seniors and people with disabilities
- ▶ Customer pays half the cost of a trip
- ▶ Trip is booked directly with the taxi provider
- ▶ Trips provided anywhere within CT
- ▶ Trips available 24/7
- ▶ Partner with some towns and our mobility manager to provide match to those with financial need



# Tap & Ride CT

- ▶ ETD works to improve all services through technology
- ▶ Dial-A-Ride customer communication
  - ▶ Night before reminder and arrival notification calls
  - ▶ SMS text messaging arrival times
  - ▶ Smartphone app for trip booking with real-time location
  - ▶ Credit card payment capability
  - ▶ Agency portal to track client trips
- ▶ Automatic vehicle location for fixed routes
- ▶ Mobile fare payment
  - ▶ Contactless payment option
  - ▶ Fare capping to give best value
  - ▶ New fare types - Day pass and 5 day pass

# Mobility Management

- ▶ ETD regularly works with the regional mobility manager for outreach
- ▶ Joint presentations to groups
- ▶ Referrals to assist individuals with challenging transportation needs
- ▶ Assistance with half fare cards
- ▶ Assistance with matching the taxi vouchers
- ▶ Specialized trainings
  - ▶ Using bikes on transit
  - ▶ Using the mobile app