

CITY OF OAKLAND
AGENDA REPORT

FILED
OFFICE OF THE CITY CLERK
OAKLAND

TO: Office of the City Administrator
ATTN: Deborah Edgerly
FROM: Department of Human Services
DATE: May 25, 2004

2004 MAY 13 PM 4:14

RE: INFORMATIONAL REPORT ON EVALUATION AND CUSTOMER
FEEDBACK MECHANISMS FOR OAKLAND PARATRANSIT FOR THE
ELDERLY AND DISABLED PROGRAM (OPED) CONTRACTS.

SUMMARY

This informational report provides City Council with requested information on the evaluation and customer feedback mechanisms for Oakland Paratransit for the Elderly and Disabled Program (OPED) contracts.

FISCAL IMPACTS

This is an informational report. There is no fiscal impact on the General Fund.

BACKGROUND

Oakland Paratransit for the Elderly and Disabled (OPED) offers subsidized paratransit services to residents of Oakland and Piedmont who cannot access public transportation and are 70 years of age and older or 18 years and older with a mobility disability. The City of Oakland offers non-mandated paratransit services with Alameda County Measure B sales tax funds. The City contracts with wheelchair lift van companies, taxi companies and a non-profit shuttle service. Staff invites all taxi companies with 5 or more taxis and wheelchair lift van companies with Oakland eligible permits to apply for a contract yearly. Each recommended company must meet all applicable laws and regulations and comply with City contracting requirements, which include the following: proof of vehicle insurance; workers compensation insurance; drug and alcohol testing for drivers; and driver training. Staff has determined that the recommended companies providing taxi/sedan service and/or wheelchair van service meet the above requirements.

For the last four years, only five taxi companies have been interested in contracting for this service: Friendly Cab, Veterans Cab, Metro Yellow Cab, Yellow Cab and Greyline Cab. These companies provide approximately 25,000 rides per year for seniors and people with disabilities.

Taxi drivers receive their permits from the Oakland Police Department Taxi Detail. To obtain a permit, drivers must take a four hour training class.

Clients use individually issued vouchers and taxi scrip to choose among the contracted vendors. Program clients call the contracted provider directly to arrange for service. Taxi and van contractors provide service to the entire City. Currently, Bay Area Community Services (BACS)

Item 7
Life Enrichment Committee
May 25, 2004

contracts to operate the West Oakland Senior Shuttle program and assists seniors with access to neighborhood stores and services in that community.

Oakland Paratransit for the Elderly and Disabled (OPED) has 1,200 active riders in the program. We also provide transportation for an additional number of riders referred by East Bay Paratransit. OPED has close to 200 individuals on its waiting list. Riders are given the opportunity to purchase a limited number of trips (2 roundtrips per month) with the exception of individuals needing trips for dialysis and cancer treatments (3 roundtrips per week). For the first six months of 2003-04, OPED has provided 12,200 taxi/sedan trips, 9,300 wheelchair-lift van trips, and 4,871 shuttle trips, valued at \$519,029.

OPED riders live throughout Oakland. The chart below provides characteristics of OPED riders. These data do not include riders of the West Oakland Senior Shuttle. OPED does not have a sliding scale and does not require proof of income with the application.

Zip code	
94601	7.5%
94602	7.8%
94603	4.2%
94605	8.7%
94606	9.0%
94607	7.1%
94608	6.8%
94609	7.3%
94610	8.4%
94611	12.3%
94612	7.5%
94618	2.8%
94619	3.4%
94621	6.7%

GENDER:

- Female: 71.3%
- Male: 28.7%

TAXI/VAN

- Van Riders: 21.9%
- Taxi Riders: 78.1%

RACE/ETHNICITY:

- Asian/Pacific Islander 9.1%
- African American 55.0%
- Caucasian 30.0%
- Hispanic 5.8%

INCOME*

*Income data are self reported .

- Below Poverty Income level: 44%
Less than \$775 per month
- 125% of Poverty: 15%
Between \$775 - \$969 per month
- Above 125% of poverty: 40%
Income above \$970 per month

KEY ISSUES AND IMPACTS

OPED serves the most vulnerable residents of Oakland frail seniors and individuals with mobility impairments. These residents rely on paratransit services to get to essential living activities and to life saving medical appointments. OPED's highest priority is on providing quality service for our riders. It is OPED's responsibility to ensure that riders receive excellent service and therefore essential for staff to have an on-going evaluation system.

OPED relies on a variety of mechanisms to assess its service quality.

1. Informal feedback from its 1200 riders via office visits, phone calls, and letters to inform us of their needs, experiences and overall appreciation for this program. The results of the informal feedback during the last year indicate the following:
 - Riders prefer OPED program to the East Bay Paratransit Program (managed by AC Transit and BART) because of the rider's ability to choose a specific provider.
 - Riders would like an increase in allocation of taxi scrip/van vouchers.
 - Riders appreciate the ability to select company and driver.

2. OPED conducts a telephone survey each month of randomly selected riders to gain additional qualitative information. OPED staff survey 30-50 paratransit riders to help determine on-time performance and to get overall feedback. The survey was created to help collect information for Measure B and the Paratransit Advisory and Planning Committee (PAPCO). (See Attachment A: OPED telephone survey.) Since July 2003, OPED has surveyed approximately 300 riders overall. The results of the surveys over the last 8 months indicate the following:
 - On time performance is very good overall:
 - 93% on time
 - 4% late
 - 3% no show
 - The data collected do not suggest any statistical difference in on time performance between the 5 different taxi contractors.
 - Most riders use both East Bay Paratransit and OPED to meet their transportation needs.

SUSTAINABLE OPPORTUNITIES

Economic:

Contracts are with local vendors. Vendors subscribe to the City's Living Wage Ordinance.

Environmental:

Vendors provide transportation for a population that cannot use public transportation and does not have access to private vehicles.

Social Equity:

Vendors provide transportation services that provide many residents with access to services and activities. Access to services will improve the quality of life for paratransit participants.

Deborah Edgerly

DHS - Informational report on evaluation and customer feedback mechanism for OPED contracts

4

DISABILITY AND SENIOR CITIZEN ACCESS

The Oakland Paratransit Program ensures transportation access for people with disabilities and senior citizens to City programs and community-based services and activities.

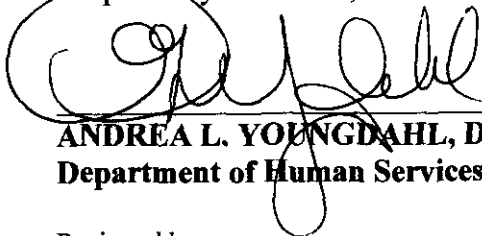
RECOMMENDATION(S) AND RATIONALE

Staff recommends that the City Council accept this informational report.

ACTION REQUESTED OF THE CITY COUNCIL

That the City Council accept this informational report on the evaluation and customer feedback mechanisms for Oakland Paratransit for the Elderly and Disabled Program (OPED) contracts.

Respectfully submitted,




**ANDREA L. YOUNGDAHL, Director
Department of Human Services**

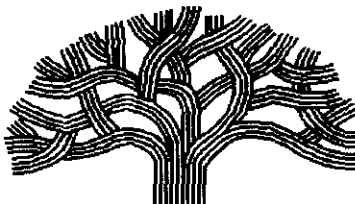
Reviewed by:
Brendalynn Goodall, Manager
Aging and Adult Services

Prepared by:
Jeffrey C. Weiss
Oakland Paratransit Supervisor

**APPROVED FOR FORWARDING TO THE
LIFE ENRICHMENT COMMITTEE:**


Office of the City Administrator

ATTACHMENT A



**City of Oakland
Department of Human Services
Oakland Paratransit for the Elderly and
Disabled (OPED)
150 Frank H. Ogawa Plaza Ste 4353
Oakland, CA 94612-2092
Tel: (510) 238-3036**

Date called: _____ Provider Name: _____

Client Name: _____

I. D. #: _____

Hello Mr./Mrs./Ms. _____

My name is _____. I am calling from the City of Oakland's Paratransit for the Elderly and Disabled Program. We want to confirm that our riders are receiving the proper service. Therefore, I would like to ask you a few questions regarding your paratransit service. The City of Oakland contracts with taxi cab companies and wheelchair-lift van companies to provide paratransit services.

It should take approximately 3-5 minutes to complete this survey. Is now a good time for you?

If yes, begin the survey.

Before we begin, I would like to verify your address. (Have client state address or read information on rider's card. Update if needed.)

1. How many rides have you taken this month using taxi scrip or van vouchers?

2. For each of those trips, were you picked up:

On time: _____

Early: _____

Late: _____

Not pick up/No show: _____

3. Did you reach your destination on time, early or late?

4. Has there been a time this month when the driver did not arrive?

5. Overall, how would you describe the driver's attitude?

6. What would you estimate your average ride time to have been per trip?
(Example: 10 minutes, 15 minutes, 20 minutes, etc.)

7. Are you aware of the complaint policy? Yes ___ No ___
(If no, please review the policy with them)

8. Have you made a complaint or a commendation in the last month?

9. What were the circumstances? Please describe.

10. Are you registered with East Bay Paratransit and do you use their service? Yes ___ No ___
11. Have you been satisfied with their service? Yes ___ No ___
If no, why?
12. Do you have any recommendations for how the service might be improved?

This concludes our survey. I would like to thank you for taking the time to answer the questions. Your information is important to us and greatly appreciated. We are hoping to begin taking names from the waiting list in July 2004. Should you have any questions for us regarding Oakland Paratransit, please call 238-3036.