



Automation in Paratransit No Show Reduction

We developed a tool to automatically call clients to remind them of their upcoming rides. It was developed to be as simple as possible. The tool allows you to specify which clients to call and then calls each client and reminds them of the time of their first ride of the following day.

We compared No Shows between Clients who were called with the Ride Reminder feature and those who were not.

Percentage of No Shows
from May 2008 to December
2009

Ride Reminded

Trips 4.14%

Un Reminded Trips 7.15%

Reduction **42%**

Because of the nature of the Ride Reminder feature users are encouraged to call only the trips which are more likely to be a No Show, such as the first trip of a new subscription trip or customers who have had multiple No Shows in the last month, this helps reduce costs, but also may mean that no shows among this group could potentially have been higher than the average non-reminded trips.

Another potential benefit of the automated calls is reduced driver wait times, if a client is notified of a change in their initial pickup time in advance, the client can be ready on time, reducing the time a driver and other passengers have to wait for someone to board the bus. Unfortunately the systems using Ride Reminder are not currently tracking board time information so we are currently unable to research it as this time.

