



Reveal Management Services, Inc.

**Case Study / Kansas City Area Transportation
Authority (KCATA)**

This Case Study has been client approved as published.



Customer Profile

Kansas City (also referred to as KC) is a fifteen-county metropolitan area that spans the border between the U.S. states of Missouri and Kansas. With a population of 2.34 million, Kansas City ranks as the second largest metropolitan area in Missouri and is the largest with territory in Kansas. Alongside Kansas City, the area includes a number of other cities and suburbs, the largest being Overland Park, Kansas; Kansas City, Kansas, and Independence, Missouri, which are all over 100,000 in population. The Mid-America Regional Council (MARC) serves as the Council of Governments and the Metropolitan Planning Organization for the area.

The Kansas City Area Transportation Authority (KCATA) operates local and express routes, demand-response, paratransit, bus rapid transit, and vanpool services throughout the Kansas City region. The mission of the KCATA is to develop, provide, manage, and coordinate public transit options serving regional customers and constituencies in a safe, courteous, efficient and innovative manner.

The KCATA's paratransit services is called Share-A-Fare (SAF). SAF is a transportation program that provides specialized origin to destination service for individuals whose disability prevents them from independently using fixed-route bus service. The service provides complimentary paratransit trips as required by the Americans with Disabilities Act (ADA) throughout the Metro bus service area, as well as some other transportation services for eligible persons in Kansas City, Mo.

The SAF fleet consists of 80 dedicated vehicles, along with contracted taxi services for overflow periods during the peak service hours, providing an average of 1,200 trips per day.

Customer Contact Information:

Kansas City Area Transportation Authority
Jameson T. Auten, MBA
Vice President of Regional Service Delivery
1200 E. 18th Street
Kansas City, Missouri 64108
Phone: 816.346.0886
Email: jauten@kcata.org
Website: www.kcata.org

Business and Technical Situation

The KCATA continually seeks to improve their paratransit and demand-response efficiencies and customer service levels. They have worked with various vendors and assorted products but still felt that they could provide better, more efficient service. Legacy products and services alone have failed to meet their expectations or promises in this regard.

In 2013, KCATA decided to replace their scheduling and dispatching system as staff believed it was ineffective for the services they provide. The new paratransit ITS solution would need to include fully-automatic scheduling and dispatching capabilities, and be capable of integrating with Automatic Vehicle Locating Tablets with cellular capabilities.

The main goals of the ITS solution were: to increase the ability to schedule and provide additional trips; enhance the riders experience with better on-time performance (OTP); improve the data collection and accuracy; and enhance overall reporting capabilities.

In addition to upgrading their current ITS solution to a newer platform and capabilities, KCATA also sought to improve how services were managed. KCATA modified its business model by contracting with Reveal to provide scheduling and same-day dispatching services. This option opened the door to the possibility of changing the manner the SAF services were provided, scheduled, and dispatched. In addition, as demand for services increase KCATA needed assurances that the selected IT solution would provide an effective, efficient means to handle demand. During KCATA's FY 2013, the SAF paratransit services offered to the KC Metro area averaged 1.45 revenue (1st pick to last drop) rides per hour.

Solution

Reveal provided a turn-key solution of Reveal Technology, including provision of scheduling and "LIVE" dispatch services that allowed KCATA to achieve the goals for SAF transportation services. Their Leadership and Quality Assurance Team along with the powerful administrative functionality of Reveal Technology provides KCATA personnel the ability to monitor the transportation services in a manner never before achieved and allows KCATA administrators to focus on providing exemplary customer service to the community.

Reveal began by completing an operations assessment of KCATA's services and how the SAF services were being operated and managed by their provider. Upon completion of the operations assessment, Reveal analyzed the runcut being operated by the service provider and compared it to the actual needs of their paratransit services. Reveal replaced the route structure, completed a new run cut based on historical information and developed better grouping efforts, worked with KCATA personnel and contacted several riders to request adjusting pickup times in order to coordinate better grouping opportunities, incorporated Reveal Technology to generate better automation of drive-able schedules for the drivers, worked with the service provider on a new driver bid for the service provider, utilization of Reveal Technology for all same-day customer service, reservations / cancellations, scheduling, dispatching, PTV and reporting aspects, and incorporation of new Workflow processes designed and implemented for the SAF services, and provide direct management of all weekday dispatch operations between 8 am and 5 pm is provided by Reveal Management Services.

In addition the installation and use of the Suite of Reveal Workflow Technologies for all reservations, automated scheduling, dispatching and reporting provides KCATA with the optimal technology that has increased their OTP and productivity to levels never before achieved. With the use of Reveal Technology, along with Scheduling and Same-Day Dispatch Services of their SAF services KCATA has been able to exceed their goals in providing quality customer service to the KC Metro area at a more reasonable and manageable expense, stated to be nearly 10% below their budget and at levels never before achieved.

Reveal has brought a unique approach to how the SAF system operates. Mike Wade, Reveals' CIO stated, "Our integrated approach to providing managed services and the technology platform allow us to execute systems and workflows very effectively. We actually have staff that provides scheduling and dispatch services for KCATA. They are experts in our solutions so it really makes a lot of sense".

Benefits

The key benefits Reveal provided for KCATA are:

- Greater Operation Control
- Emphasis on Quality Customer Service with less complaints
- Increase in overall ridership of 6%, attributed to better customer service
- GPS verified productivity of 1.73 rides per revenue hour, a 14% increase
- Verified total miles reduction of 17%
- Verified reduction of deadhead miles of 31%
- Budgeted a 3% decrease in overall cost to provide SAF services due to change in Technology and how services were provided; Achieving a 7% reduction since changing the service model

Due to the Reveal Technology and the new Service Model Solution KCATA integrated into their SAF transportation services, the KCATA is now reviewing and exploring the possibility of utilizing their new model and integrating services with other transportation agencies within and throughout the entire Kansas City region in order to locate new capabilities and synergies that the entire region can benefit from.

Company Profile

Reveal is a Technology and Operations Management firm built by a results driven team of professionals. We provide the technology transit agencies and private contractors need to manage their operations in the most cost effective manner, as well as offer direct management oversight regarding Quality Assurance and Call Center Management, or consulting services to develop and implement the “Right” Workflow process solution.

Reveals’ focus is using Reveal Technologies to partner with all sized agencies as well as private contractors and align our solutions with their transportation business needs. We deliver value to each and every one of our clients by offering simple and easy to use software applications that a 5th grader can use. We introduce and implement Workflow through the use of Reveal Technologies in order to identify and analyze the issues. Then, use our expert operations experience to establish Workflow practices to resolve issues which decreases the overall cost to provide transportation services for our clients.

Our attention is on developing and delivering the right solutions to our existing customers as well as our new customers in the provision of all facets of transportation, including but not limited to Fixed Route, Commuter Express, Demand Response and Paratransit, Non-Emergency Medical, Taxi, and College Campus Transportation.

Our team is well versed in the demographics of Johnson County and has been working with the JCT staff since 1995. We are uniquely qualified to quickly and accurately respond to the transportation needs and Information Technology Services desired by JCT.

We have come to be known for our practical tools that assist companies in delivering service in a more cost-conscious manner.

Reveal is a Missouri based Corporation with corporate offices located at 10551 Barkley, Suite 506, Overland Park, Kansas 66212. We are a full-service contract management and software development firm specializing in improving transportation efficiencies, performance, productivity and reducing transportation

operating and labor costs through unprecedented technology and services. We have proudly and successfully worked within the transportation industry since 1982, creating a positive impact in productivity, labor, operations, technology, management and customer service. We assist transportation providers and agencies in identifying and creating new and improved transportation opportunities for their communities served and their budgets.

Company Contact Information:

Scott Schoessel, President
Reveal Management Services, Inc.
10551 Barkley Street, Suite 506
Overland Park, Kansas 66212
Phone: 1-800-651-7029
Direct: 417-353-0054
Fax: 1-913-766-3450
Email: ss@revealservices.com
Website: www.revealservices.com

Customer Quotes

Jameson T. Auten, MBA

KCATA Vice President of Regional Service Delivery

“Choosing to work with the Reveal team was one of the best business decisions of my career. Their leadership team is extremely knowledgeable about how to run a successful transportation company- which results in a much better, efficient use of tax payer dollars. Working with a company that will not compromise professionalism or integrity is a trait that allows Reveal to provide candid and frank assessments, based on real data that results in improved service delivery and financial efficiencies. The use of Reveal Technology mixed with their scheduling and dispatch services has allowed our paratransit services productivity to increase from 1.45 to over 1.7 rides per hour and not compromise customer service.”

Michael Graham

KCATA Vice President of Finance/CFO

“SAF has never been more financially sound. We budgeted to operate our SAF services at a 3% reduction due to our service model change and have achieved an additional 7% reduction overall YTD.”

Mark E. Huffer,

KCATA CEO

“Reveal has worked very closely with KCATA leadership, staff, partners, and the community to provide technology tools to improve both the service offering and the cost efficiencies. This is very exciting and seldom seen in our industry.”

