



Baltimore – UNITED STATES

Paratransit Service

Serving a growing market in the mid-Atlantic region

Contract facts

TRANSIT AUTHORITY:
Maryland Transit Administration (MTA), City of Baltimore and Baltimore County

OPERATOR:
Veolia Transportation

SERVICE NAME:
Mobility/Paratransit

CONTRACT SCOPE:
Turnkey paratransit service

CONTRACT START DATE:
1999

Key figures

POPULATION SERVED:
Greater Baltimore Area

PASSENGERS TRANSPORTED:
910,000 riders per year

VEHICLE FLEET:
200

STAFF:
300 employees

➔ Challenge

Our Baltimore paratransit operations have been steadily expanding their Mobility/Paratransit service to new destinations to a wider geographical area that extends ever further outside the Baltimore beltway. Rapidly increasing fuel prices and the aging of the population have led to a large, unanticipated increase in the number of people certified to ride the service. Concurrently managing this expansion in service area and rapid growth in ridership has been a shared challenge for all three organizing authorities in Baltimore.

➔ Objectives

- Create a more efficient way to provide quality service across a growing coverage area.
- Manage the increasing overall ridership, including seasonal variations.
- Find efficiencies to better manage the cost of providing service.
- Instill a culture of constantly improving passenger care.

➔ Veolia Transport's solutions

Maintain top-quality service while managing rapid ridership growth

- Save fuel by strategically stacking trips by geographic area and using the right sized vehicle for all trips – especially for single-rider trips to outlying areas.
- Use advanced software to schedule, organize and constantly re-prioritize trips for maximum efficiency.

Generate synergy and savings by collaborating with adjacent Veolia Transport operations

- Veolia Transportation operates similar paratransit services in this area and thus is uniquely positioned to combine inter-contract routes, staff and equipment for improved customer service and cost savings.
- Initiate a paratransit taxi service, operated by the area Veolia-owned taxi company, using carefully trained drivers, as a complement to conventional services; advantages include cost savings, convenience, overload relief and the ability to accommodate last-minute trip requests.

Excellent passenger care that exceeds customer expectations

- Actively solicit feedback, advice and ideas from operators after every run, and implement suggestions to improve safety and customer service.
- Proactive operator training to ensure a safe, smooth and comfortable ride for all passengers.
- Random, proactive review of DriveCam clips to verify service quality.

A partner in community development

- Provide summer internships for Baltimore-area high school students to mentor them in business, professionalism and success.
- Help new small businesses become certified as Minority Business Owners (MBEs), and provide ongoing support through mentoring and business opportunities.

Veolia Transportation has invested in 42 new Dodge Sprinters, which emit 56% less CO₂ per vehicle mile than the comparable cutaway vehicles they are replacing.