

Ride in Kane Program

# Sponsor Toolkit Resource Guide

August 2015



**Sponsor Toolkit Resource Guide**  
Ride in Kane Program

## Table of Contents

	Page
<b>Ride in Kane Sponsor Toolkit .....</b>	<b>1</b>
<b>Introduction to Ride in Kane .....</b>	<b>1</b>
<b>Sponsor Toolkit.....</b>	<b>3</b>
1. Web Content .....	3
2. Rider’s Guide Content.....	8
3. Eligibility Constraint Options/ Trip Restrictions.....	10
4. No Show/ Late Cancellation Response .....	14
5. Sponsor Cost Allocation.....	16
<b>Appendix A     Ride in Kane 101 .....</b>	<b>1</b>
<b>Appendix B     Trip Purpose by Sponsor.....</b>	<b>1</b>

## Table of Figures

	Page
Figure 1     Program Overview.....	2
Figure 2     Access Alameda website.....	5
Figure 3     Example text for sponsor’s website .....	5
Figure 4     Example text for Sponsor’s website Eligibility and Trip Restrictions.....	6
Figure 5     Example Riders Guide Eligibility and Conditions Content.....	8
Figure 6     Trip restrictions matrix .....	12
Figure 7     Sample Sponsor Cost Allocation (April 2014).....	18

# RIDE IN KANE SPONSOR TOOLKIT

The Ride in Kane (RIK) sponsor toolkit is a resource for new and existing RIK sponsors that provides background information and identifies some best practices when sponsoring local transportation service. Each RIK sponsor is responsible for certain elements of service such as determining their level of financial contribution, specifying customer eligibility and trip restrictions, and maintaining electronic and written communications to their constituents. This toolkit helps new and existing sponsors optimize their participation in the program to maximize available service.

The toolkit contains five themes, please review each theme and incorporate according to your agency's needs. The themes are 1) web content, 2) Rider's Guide content, 3) eligibility constraint options, 4) no show response, and 5) sponsor cost allocation.

## INTRODUCTION TO RIDE IN KANE

Ride in Kane (RIK) offers door-to-door transportation for older adults, people with a disability, and low-income individuals in Kane County. The Kane County Paratransit Coordinating Council (KCPCC) administers the program. The program operates in partnership with Pace Suburban Bus, Kane County, and program sponsors that include human service organizations and local governments. RIK is not an ADA complementary service; rather it provides transportation throughout the sponsors' jurisdictions. Pace Suburban Bus also operates an ADA complementary service that is available along a 1/4 mile buffer of Pace's routes.

Figure 1 illustrates the relationship of key program components. The figure highlights the major functional areas of the RIK program and denotes where individual program partners have specific responsibilities.

- **Program Information.** A central Program Information phone number for general information is included in online and published program information and calls are answered by AID staff/volunteers. Customers are directed to the appropriate sponsor based on their residence location within Kane County. Sponsors confirm an individual's eligibility for the program.
- **Customer Intake/Registration.** Beyond the basic eligibility rules set by the federal funding grants for RIK, each sponsor (city, township, or non-profit) determines basic eligibility criteria. Eligible individuals include sponsor community residents age 60 and over, persons with a disability, and some low-income persons. Eligibility requirements vary with some sponsors restricting access to the program to control costs. Sponsors submit customer registration forms to Pace, which enters them into the scheduling system and enables them to schedule trips using the service.
- **Trip Scheduling.** Registered program users call a centralized Trip Booking and Management phone number to schedule RIK trips. The RIK Call Center is operated by SCR under contract to Pace. Trips are scheduled on one of the Pace-contracted RIK

**Sponsor Toolkit Resource Guide**  
Ride in Kane Program

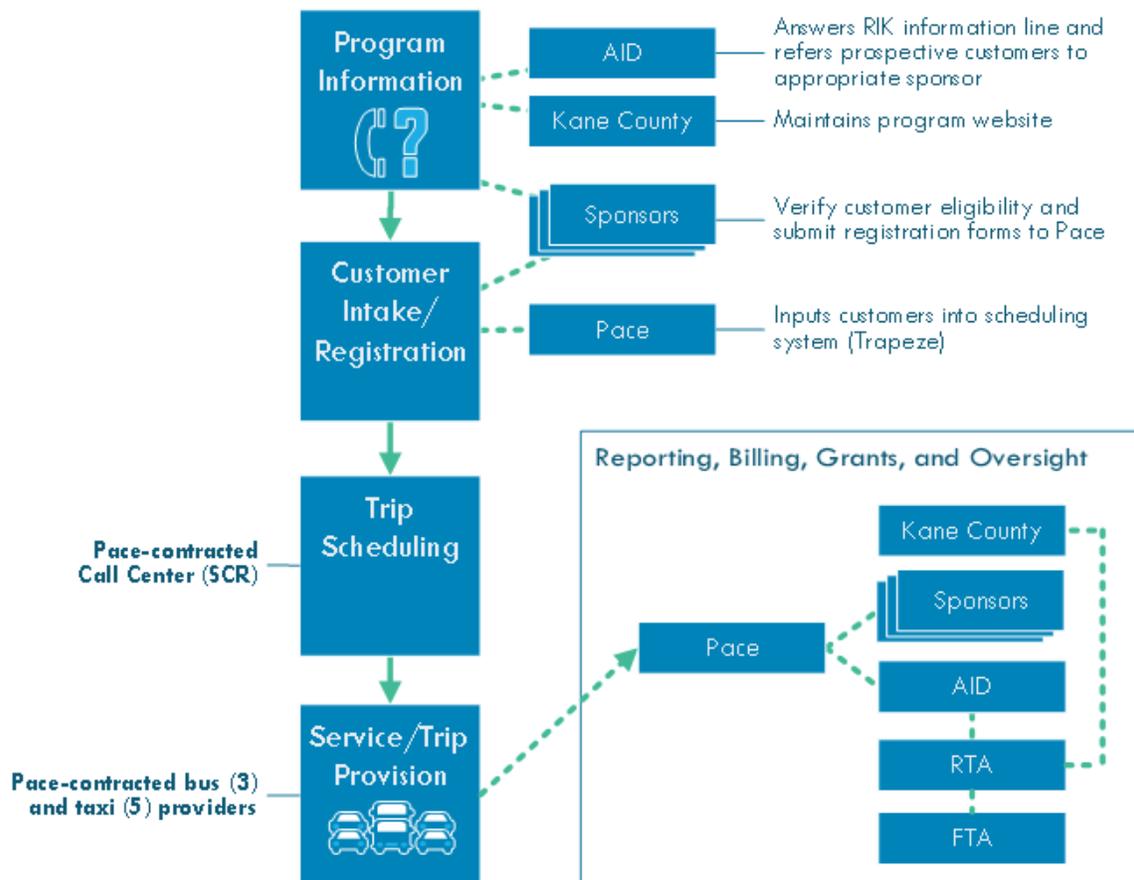
service providers. (For ADA-eligible customers, the Call Center is also able to schedule trips within the Pace ADA service area on ADA Paratransit service).

- **Trip Provision.** The Call Center schedules each trip on a Pace-contracted service provider. Trips may be served by minivans, lift-equipped buses, or taxis. Program fares are \$4.00 per ride for the first 10 miles and \$1.50 per mile thereafter.
- **Reporting and Billing.** Pace and AID share reporting and billing responsibilities. Pace provides sponsors with monthly trip detail reports and invoices sponsors for their share of program costs, after reconciling any discrepancies. Pace and AID are primarily responsible for various aspects of billing. The RTA is the recipient of the federal share of program grant funding from the FTA, and passes these funds through to AID or Pace (depending on the grant).

Additional information on each of these functional areas is provided in subsequent diagrams in this section and discussed in more detail in subsequent chapters.

Figure 1 Program Overview

**Functional Program Overview**



The appendix to this toolkit provides additional information on the RIK program

## SPONSOR TOOLKIT

### 1. Web Content

#### Description

Web content includes the main RIK website as well as individual sponsors' websites. This section provides recommendations for updating the main website sponsor websites to better market the program and to improve customer experience when engaging with Ride in Kane.

Uniform, accessible, and informative web content allows riders convenient access to program information. Websites are an increasingly important information portal for external communications and all sponsors should provide general RIK information, phone numbers, and rider's guides. For this presence to be useful, it must be regularly maintained and informative, offer easy navigation, and have scalable and audible options for people with vision impairments.

Currently, Kane County hosts and administrates the main RIK website as part of its Mobility Management function, offering centralized information on special transportation services available in the county. Based on the recommendations below and others, Kane County staff is making changes to the website.

#### Why this is Important

Nationwide trends point to the importance of the internet for all people or all ages and all incomes. This trend will continue. Investing in an updated web presence allows RIK as a program and you as a sponsor to respond proactively to the needs of your constituents.

For sponsors, maintaining current information on your website is an important way for constituents to readily access information about eligibility, to register, and to find contact information.

For websites, accessibility means all people can navigate and understand the website. This includes scalable text size, ability to change colors or contrast, and having documents available for text reader software.<sup>1</sup> For the sponsor websites and for the main RIK website, accessibility is paramount. Ensuring that all features are accessible may be verified through a peer review process among the Sponsor Committee or spearheaded by available staff.<sup>2</sup>

#### RIK main website

The main RIK website should be the principal reference portal for information and contacts for RIK users. As such, the main RIK page should feature:

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<sup>1</sup> The World Wide Web Consortium (W3C) is leading the Web Accessibility Initiative. Instructions for website administrators and programmers is available online: <http://www.w3.org/WAI/>

<sup>2</sup> The federal government's ADA toolkit includes instructions for website accessibility. It is available at <http://www.ada.gov/pccatoolkit/chap5toolkit.htm>. This resource includes instruction for website administrators on how to make sure that websites are developed with accessible coding, designed with color and font settings of each visitor's browser and operating system, and helps guide policies for online accessibility.

- Simple navigation for registered RIK users to access news and information with a focus on the trip reservation and execution process and information about who to contact for various issues such as eligibility, complaints/comments, and other questions.
- For unregistered/potential users, a separate part of the website should provide navigation to their local sponsor's website, frequently asked questions (FAQ) about eligibility, costs, and other basic information about the overall program.

### **Key Components for Main RIK Program Website**

The internet is becoming the principal source of information for people of all ages and abilities. With this shift in the way customers' access information, the maintenance and expansion of the RIK web presence becomes more important. The main RIK program website and sponsors' websites should be maintained and tested so links remain active and up-to-date, clearly guiding users to eligibility requirements, contacts, and other important information. This means routinely updating and testing the main RIK Program's "Sponsors" page and sponsor subpages. Communicate any broken links or needed updates to the webpage administrator.

Other elements to include in a website update or redesign include:

- An FAQ for registered and unregistered users
- Telephone and email contacts to help potential users register and for registered users to quickly access the contact information
- RIK-specific Title VI language
- Updated news and useful information
- Ride in Kane service area map
- Pace ADA Paratransit coverage map
- Information or a link for alternative modes such as walking, biking, carpooling, fixed route service, and community ride sharing opportunities. Additional links may include social services, hours and locations of destinations such as senior centers and other popular locations
- Website should allow users to easily adjust the size of the text and offer an audio interface
- Convenient online comment/complaint form for registered riders

Overall, the look and feel of the website should be easy to navigate while offering more content and useful information to registered and unregistered riders.

### **Examples**

Access Alameda (<http://accessalameda.org>) includes a web portal showing customers the transportation services available to them. Figure 2 shows the three portals available to customers. The ADA Paratransit page includes a navigation menu with an "Am I Eligible for ADA Paratransit?" subpage that provides links for applications, levels of eligibility, and information about travel training.

Figure 2 Access Alameda website



The following basic website language may be adapted to the sponsor's local conditions and needs. All underlined material should be replaced with sponsor-specific language. Please adapt the text in Figure 3 for your website using your sponsor-specific eligibility requirement and contacts.

Figure 3 Example text for sponsor's website<sup>3</sup>

**About Ride in Kane in Your Town**

Ride in Kane is an accessible transportation service available 24 hours-a-day, 7 days-a-week for eligible Your Locality's Name residents. Service is available for residents 65 years and older for any trip purpose.

**Am I eligible for Ride in Kane?**

To receive rides through the Ride in Kane program, you must register in person with Your Name at Your Address, or call Your Phone Number. A State ID, driver's license, or birth certificate must be presented at the time of registration. If you are disabled, the source of the diagnosis must be presented at the time of registration. Eligible documentation includes a doctor's note or social service agency document.

Once registered, residents receive a phone number to call for scheduling a ride, accessible through the Ride in Kane website. To learn more about the requirements and using the service, please see the Ride In Kane Rider's Guide at Link to Sponsor's RIK Rider's Guide.

If you need a ride on a regular basis, such as regularly scheduled doctor's visits, you may schedule a subscription service for rides that you need on a regular basis.

The rider's fee per ride is Your Fee Structure Here for each additional mile. The specific costs associated with each ride will be calculated by Pace at the time appointments are scheduled.

**Transportation through the Ride in Kane program will be available for as long as funding allows. If you have any questions, please contact Your Name, Your Phone Number, and Your Email Address.**

*This program is partially funded through a Federal grant. "No person in the United States shall, on the grounds of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance." Title VI of the Civil Rights Act of 1965 (42 U.S.C. 2000d)*

<sup>3</sup> Sample language adapted from the Village of South Elgin's Ride in Kane Registration page, available online at [http://www.southelgin.com/index.asp?SEC=B56C1D14-3215-4609-8D80-0BD4831FEDF9&Type=B\\_BASIC](http://www.southelgin.com/index.asp?SEC=B56C1D14-3215-4609-8D80-0BD4831FEDF9&Type=B_BASIC)

## **Sponsor's website**

Every sponsor should have a uniform set of links to the main website and other demand responsive-related websites.

Sponsor's websites should include local information in an easy to access format. As a program, RIK should adopt accessibility standards for all sponsor's program information webpages. As each sponsor is responsible for their websites, for ease of review, the RIK program should enlist an advocacy group versed in accessible design to test the various sponsor's websites, making recommendations for revisions. Additionally, tailored Rider's Guides should be available on your website.

Each sponsor's page should feature:

- RIK-specific Title VI language
- A link to main RIK website
- Contact phone numbers
- A link to sponsor's Rider's Guide
- Clear communication of the sponsor's eligibility requirements
- Support to potential users when registering by including necessary forms on the website
- A set of FAQ for existing customers and potential customers.

Figure 4 Example text for Sponsor's website Eligibility and Trip Restrictions

**Ride in Kane Eligibility and Restrictions in Your Town's Name**

**Eligibility**

- Residents of Your Town/Sponsor Agency ages 65 and older, and all residents with a disability
- Proof of residency and age are valid driver's license, passport, birth certificate, or similar
- Proof of disability are letter from a doctor or functional assessment.

**Trip Restrictions**

- Trips are restricted to 6 miles
- Trips are restricted for medical only.

**Important Links**

Link to RIK Main Page

Link to RIK Eligibility Page

Link to Pace ADA paratransit page

**Sponsor Toolkit Resource Guide**  
Ride in Kane Program

The checklist below includes the updates each sponsor should make to their websites.

✓	Sponsor's Website Checklist
	Maintain an active link to the main RIK website
	Maintain an active link to your up-to-date Rider's Guide
	Include your contact phone number
	Display your eligibility requirements clearly
	Include access to all required forms online
	Include most-recent RIK-specific Title VI language

## 2. Rider's Guide Content

The Rider's Guide is the reference guide for sponsors and for service users. It introduces the service and detailed procedures for registering with the program, scheduling a ride, and completing trips. To ensure all basic information about the service is available, the Rider's Guide requires uniformity across all sponsors on some service characteristics.

### Description

The Rider's Guide details all policies and procedures for the RIK program. It is the reference given to all riders and, as such, should be as detailed and as usable as possible.

As a sponsor, you should customize the introduction page of the Rider's Guide to detail eligibility requirements, trip restrictions for your riders, and include local contact information. This should be presented in easy to read text boxes presented at the top of the Guides. For products such as the Guides that must be updated routinely by multiple authors, Microsoft Word remains the best product for ease and uniformity of formatting.

Figure 5 provides an example Eligibility and Conditions section that may be added to the Rider's Guide and customized by the individual sponsors. Sponsors may update the underlined text to reflect the eligibility and conditions applied to their sponsorship.

Figure 5 Example Riders Guide Eligibility and Conditions Content



**RIDE IN KANE RIDERS GUIDE**  
**FOR YOUR MUNICIPALITY'S NAME HERE**

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**1. Eligibility and Conditions**  
List your sponsor-specific eligibility and conditions here. For example:

- A. Any trip number conditions/restrictions
- B. Any trip distance conditions/restrictions
- C. Any trip purpose conditions/restrictions
- D. Any age/ability eligibility conditions/restrictions
- E. Any other conditions/restrictions

**2. Register for Transportation Service**  
In order to participate in the Ride in Kane transportation program, you must be a registered rider. ~~To find out how to become a registered rider, contact the Ride in Kane information~~

**Sponsor Toolkit Resource Guide**  
Ride in Kane Program

**Why this is Important**

A customized Rider's Guide provides your constituents with a single-source for all information about the service. The Rider's Guide should include a level of uniformity across all Sponsors, with the differences such as eligibility or trip restrictions clearly stated and presented at the beginning of the document.

✓	Sponsor's Rider's Guide Content Checklist
	Present all information in the Rider's Guide in an accessible format. This includes using a format legible by a text reader and having large print material available. <sup>4</sup>
	Clearly present your eligibility requirements based on age, disability, income, geography, or other criteria
	Clearly present your specific trip restrictions such as distance, number of trips, mode (taxi or other), and other pertinent details
	Prominently display your phone number, email address, and your physical address for constituent contact
	Include the date of the latest revision

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<sup>4</sup> The federal government's ADA toolkit includes direction for accessible printed material. See Chapter 3 of the ADA Best Practices Tool Kit for State and Local Governments, accessible online: <http://www.ada.gov/pcatoolkit/chap3toolkit.htm>

### 3. Eligibility Constraint Options/ Trip Restrictions

#### Description

One means of controlling costs is by restricting the nature and/or quantity of trips. While an ADA complementary paratransit service cannot limit their capacity for providing trips or restrict trips based on their purpose, services such as Ride in Kane **can** employ these strategies to control the number of trips provided and therefore their costs. A number of RIK sponsors use trip restrictions to limit demand, thus reserving available trips for those needing essential travel.

As a sponsor, employing these methods may reduce the number of trips provided overall by the service but may also reduce the mobility of your customers. Administratively, each sponsor's Rider's Guide should note the types of trips allowed and list restricted trips, ideally at the beginning of the Guide. This section provides additional information on the following eligibility constraint options, and the matrix in Figure 6 provides an overview of the pros, cons, and potential effectiveness of the restrictions. These descriptions highlight the degree to which RIK provided each trip type in April 2014. Please see Appendix B for more information on trip type by Sponsor.

Consider these based on the demand the trip attributes, the demand for a specific trip type, the needs of your constituents as well as your level of available funding when evaluating possible restrictions. In addition, before considering a restriction on trip type, a Sponsor should first address how new and existing registrations are assigned and coded in the system. Billing should be by trip type and not automatically assigned by how the person was originally registered (e.g. not solely as a user of JARC funding trips).

- **Trip Length Restrictions:** The cost allocation model results in higher costs proportional to distance (see Section 5 on cost allocation). By removing long distance trips, it is possible to save costs. Passenger trip length is the distance from pick-up to drop-off. Limiting the length of trips is a method of cost control available to sponsors. As of April 2014, 40% of all trips were 5 miles or longer, 23% of trips were 7 miles or longer, and 7% of trips were 10 miles or longer.

If a pattern of long trips is present, the sponsor should consider limiting trip length, especially if required services are available locally. If considering a trip length limitation, the trip purposes of those impacted by the change should ensure the limits are not unjustly affecting users accessing needed services.

- **Trip Purpose Restrictions:** Customers will want to travel for a variety of reasons and many of these can be seen as higher or lower in priority for a given sponsor. Limiting the lower priority trip can greatly reduce overall demand. When considering trip purpose restrictions, a sponsor will have to evaluate the magnitude of requests by purpose and make sure their elimination will result in significant savings relative to any burdens placed on their constituents. The following discussion highlight attributes of primary trip purposes.
  - **Social Trips:** Social trips include visits to friends and family and using the service for other non-essential purposes. These trips are very important for people's mental and physical health, but can be considered voluntary or discretionary. As of April 2014, 12% of all trips program-wide were classified as Social trips.
  - **Work Trips:** Work trips can also be vital to riders' well-being and should be accommodated. Currently, work trips are the most common type of trips provided by

the RIK system, representing 49% of all trips in April 2014. In addition, RIK's previous JARC grants provided funds specifically for work-related trips. An important cost control for work trips is to ensure the trip scheduler uses the correct billing code to draw from the appropriate funding source, limiting the cost of the trip on the sponsors.

- **Medical Trips/Essential Travel:** Certain types of trips are vital to riders' health and well-being such as visits to medical appointments, social services appointments, and trips to the grocery store. In general, there should be limited infringements on these trips. As of April 2014, 27% of all trips were medical in nature with 18% of all trips classified as Medical and 9% of all trips classified as Dialysis.
- **Trip Count Restrictions:** Trip count restrictions limit users' access to the service, controlling the total number of trips made, by the day, week, month, or year regardless of trip purpose.
- **Restricted Use of Taxi Service:** The Regional Call Center strives to provide the lowest cost service for each ride. While some sponsors restrict taxi rides, for some trips taxis may provide the lowest cost trip. Taxis also supplement the number of vehicles in operation, allowing timely service when no vans are available or vans are located far from the pick-up location. Taxis also provide service in the evening when vans may not be in operation, or fewer are available.

## **Key Components**

The matrix in Figure 6 below provides an overview of the pros, cons, and potential effectiveness (or limitations to effectiveness) of various eligibility criteria.

**Sponsor Toolkit Resource Guide**  
Ride in Kane Program

Figure 6 Trip restrictions matrix

Restriction Option	Pros	Cons	Effective/ Practical Assessment
<b>Trip length restrictions</b>	<ul style="list-style-type: none"> <li>▪ Long trips are more expensive and limit the number of total trips a vehicle can provide in a day</li> <li>▪ Limiting these long trips reduces costs and allows more trips on the system</li> <li>▪ Program call center is able to reject trip requests based on sponsor-specified thresholds</li> </ul>	<ul style="list-style-type: none"> <li>▪ Riders travelling longer distances may be accessing needed services</li> <li>▪ Trip length restrictions inequitably affect people living in rural areas of the county</li> </ul>	<ul style="list-style-type: none"> <li>▪ Useful in controlling the expense of long distance trips.</li> </ul>
<b>Restricting social trips</b>	<ul style="list-style-type: none"> <li>▪ Possible to reduce the number of total trips provided on the system</li> <li>▪ By reducing the number and distance of trips you can reduce costs</li> </ul>	<ul style="list-style-type: none"> <li>▪ Social trips are important to peoples' participation in society and mental health</li> <li>▪ Equity issue to restrict transportation for people unable to access other modes</li> </ul>	<ul style="list-style-type: none"> <li>▪ Effective means to cap number of trips and reserve available capacity for medical/ essential travel</li> </ul>
<b>Restricting work trips</b>	<ul style="list-style-type: none"> <li>▪ Work trips are often daily or near-daily subscriptions, allowing predictable scheduling</li> <li>▪ Work trips are the most common type of trip provided by RIK, restricting these trips offers significant impact</li> </ul>	<ul style="list-style-type: none"> <li>▪ Access to work trips represents access to a livelihood, restricting these trips impacts people's access to income</li> <li>▪ Work trips are the most common trips offered by the system, demonstrating demand</li> </ul>	<ul style="list-style-type: none"> <li>▪ Effective at controlling costs but goes against primary function of RIK.</li> <li>▪ Applying the appropriate billing code for job access and similar trips is an effective way to control the use of limited, unconstrained funds.</li> </ul>
<b>Trip restricted to medical trips/ essential travel</b>	<ul style="list-style-type: none"> <li>▪ Cost savings</li> <li>▪ Possible cost-sharing with medical facilities</li> <li>▪ Allows more capacity for medical trips and essential travel</li> </ul>	<ul style="list-style-type: none"> <li>▪ Non-medical/ non-essential trips such as social trips are important to peoples' participation in society and mental health</li> <li>▪ Equity issue to restrict transportation for people unable to access other modes</li> </ul>	<ul style="list-style-type: none"> <li>▪ Effective at controlling costs but goes against primary function of RIK.</li> </ul>

**Sponsor Toolkit Resource Guide**  
Ride in Kane Program

Restriction Option	Pros	Cons	Effective/ Practical Assessment
Restricted use of taxi service	<ul style="list-style-type: none"> <li>May effectively constrain the number of trips provided by the system during periods of high demand</li> </ul>	<ul style="list-style-type: none"> <li>Access to taxi service provides additional capacity during periods of high demand or when bus services are not available</li> </ul>	<ul style="list-style-type: none"> <li>Limited effectiveness as Call Center places trips on most cost effective service available at time of trip request.</li> </ul>
Trip count restrictions	<ul style="list-style-type: none"> <li>If administratively feasible, trip count restrictions are a way to regulate costs</li> </ul>	<ul style="list-style-type: none"> <li>May restrict customer's access to transportation needs</li> <li>If all trips are used early in the period, the customer may forgo needed trips</li> <li>Program call center cannot track trip counts for an individual. Sponsors would need to track their customers' trip counts independently.</li> </ul>	<ul style="list-style-type: none"> <li>Limited effectiveness due to administrative challenges</li> <li>For larger sponsors, there is no way to effectively manage and account for trip counts</li> <li>Goes against primary RIK program function</li> </ul>

**Why this is Important**

In an environment of limited funding, it is necessary to ensure that those in the highest need of transportation receive timely access to essential travel. If sponsors need to manage costs, employing appropriate eligibility constraint options allow the sponsors to control the number of trips and the length of trips made on the service. Please refer to Section 5, Cost Allocation, in this document for more information on means of controlling the number and length of trips.

✓	Sponsor's Eligibility Constraint Options/ Trip Reductions Decision-making Flowchart
	Determine the number and types of trips demanded by your constituents, is there a critical mass of trips of one type (social, medical, school, etc.)?
	If any eligibility constraints or trip reductions are needed, use the matrix in Figure 6 to determine the best options
	Calculate the impact on different trip types based on any adopted trip restrictions
	Monitor the impact and efficacy of the adopted eligibility constraint/ trip restriction. Adjust as needed.

## **4. No Show/ Late Cancellation Response**

### **Description**

When a client fails to show up for a trip and a valid cancellation of trip request has not been made, the client is a “no-show.” No-shows are problematic to individual sponsors and to the RIK program as a whole because they block out vehicle and driver time that could have otherwise been more efficiently scheduled for another trip, thereby lowering productivity and increasing costs. As a result, no-shows waste limited funds available to the RIK service and interfere with others’ ability to schedule trips on the service.<sup>5</sup> Late cancellations are those made without at least two hours notice. These cancellations also reduce efficiency and productivity, increasing system costs and inconveniencing drivers, dispatchers, and—most importantly—other customers on the vehicle. Some customers may use RIK as a back up to other rides, cancelling when they secure the other ride.

### **Key Components**

The following components are a suggested procedure to follow to mitigate the impact of no shows on the system.

- Monitor no shows and exercise program-wide no show policies. Below is a suggested no-show policy – similar to the responses outlined in the RIK Rider’s Guide—a version of this may include consequences for late cancellers. Key steps will include monitoring your sponsor-specific no show report from Pace and following the suggested responses.
  - After first no-show, contact the customer and verbally advise them of the no-show policy. Resend a hardcopy of the Rider’s Guide to reinforce the call and include a letter formally detailing the no-show date and time and how it is in violation of program policy.
  - In the case of a second violation, contact the customer again and reiterate the no-show policy. Send a letter formally detailing the no-show date and time as well as previous infraction’s date and time; again state how it is a violation of program policy.
  - After three violations without reasonable excuse, suspend the rider for no less than 14 days and as many as 30 days, subject to an appeals hearing process. Send a letter formally detailing all no-show dates and times.

### **Why this is Important**

No-shows and late cancels reduce the efficiency of the system by blocking out vehicle and driver time. This reduces the number of total rides provided, reducing productivity and increasing system costs. No-shows also inconvenience other riders who may be on-board the vehicles. If a driver waits for a no-show or waits for Dispatch to contact the customer, they may delay future trips and cause those on-board to be late. As a sponsor, it is important to monitor these as they influence the productivity of your contribution.

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<sup>5</sup> Transportation Research Board. 2005. TCRP Synthesis 60, Practices in No-Show and Late Cancellation Policies for ADA Paratransit. Accessed online on February 10, 2015: [http://onlinepubs.trb.org/onlinepubs/tcrp/tcrp\\_syn\\_60.pdf](http://onlinepubs.trb.org/onlinepubs/tcrp/tcrp_syn_60.pdf)

**Example Strategies**

- **Utilize automated technology:** Use automated phone service to call customers the night before an appointment and when the vehicle is on its way help riders to avoid no-shows
- **Have targeted conversations with your constituents:** Call or visit top no-shows/cancellers to better understand their needs and help them understand the importance of cancelling a ride well in advance.
- **Maintain an internal listing of No-Shows:** Maintain a monthly or weekly list of no-shows to help recognize patterns and to proactively identify interventions other than suspensions and fines for consistent no-shows/ cancellers.
- **Administer fine:** Before revoking a customer’s ridership privileges, exact the \$10.00 fine noted in the Rider’s Guide. Apply this fine for no-shows and for late cancellations.
- **Suspend No-Shows:** After three documented no shows that included phone and mail follow-up, administering a reasonable suspension may be the best course of action. In this case, suspend the rider for 14 days and as many as 30 days, subject to an appeals hearing process.
- **Revoke ridership privileges:** When all else fails, it may be necessary to revoke the customer’s ridership privileges. In the case where a rider habitually is a no show or a late cancel and all outreach outlined above has been employed, it may be in your best interest, as a sponsor, to remove the rider from the system.

✓	No Show/ Late Cancellation Policy Checklist
	Monitor and follow-through on adopted No Show/ Late Cancellation policy
	Work with repeat offenders
	Enforce penalties as appropriate

## 5. Sponsor Cost Allocation

As a coordinated transportation service program, Ride in Kane offers sponsors a set of efficiencies by processing trips through a single, centralized ride reservation and service delivery system. This centralized system is also used for other regional programs including ADA complementary paratransit service and other coordinated programs (e.g., Ride DuPage), providing additional efficiencies and cost savings. Costs for the ride reservation and dispatch subsystem are not passed through to individual sponsors, but the costs to deliver individual rides are allocated to each sponsor based on their share of the overall RIK transportation costs.

### Description and Key Components

Pace uses a common cost allocation formula for both Ride in Kane and Ride DuPage. The cost allocation framework was selected after reviewing nine options when implementing Ride DuPage. The selected method takes into consideration the utilization of resources in terms of the number of trips made (fixed cost component per trip) and mileage covered (variable cost based on trip length).

The allocation formula is based on the following elements for each sponsor on a monthly basis using trip-level costs from the contracted bus and taxi providers. Figure 7 provides a sample allocation for April 2014.

- **Operating Costs.** Total bus and taxi costs assigned to each sponsor. This includes a variable component based on trip mileage based on provider and level of shared rides. The distance-based component averaged \$4.22 per mile during April sample allocation example April 2014.
- **Flag Pull Cost.** Fixed cost component of trip cost at \$7.48 per trip in the example. These are based on a review of current taxi costs.
- **Balance of Gross Cost Distributed by Percent of Program Mileage.** Total distance based component of program (equals total operating cost minus total flag pull cost) allocated to each sponsor based on the percent of program mileage incurred.
- **Total Gross Cost.** Total cost allocated to each sponsor equaling flag pull costs and share of distance-based costs. This represents the total, unsubsidized cost to complete sponsor's trips.
- **Net Cost.** Total cost allocated to each sponsor net the revenues collected for their trips.
- **Cost to JARC/NF.** Each sponsor is subsidized by the federal grants providing assistance. One half of the net costs are covered by the grants with the sponsor responsible for the other half.
- **Kane County Subsidy.** Each sponsor is further subsidized by Kane County based on their percent of program mileage for the month. The County's \$115,000 contribution is used to reduce sponsor costs by \$9,600 each month.
- **Net Cost to Sponsor.** Final subsidized cost assigned to each sponsor.

### **Pace Subsidies**

Jurisdictions<sup>6</sup> that provided bus service prior to the formation of Pace currently receive a subsidy from Pace. Annual subsidies recently ranged from \$13,000 for the City of Geneva to \$114,000 for Aurora Township. These subsidies are currently used to offset sponsor RIK costs, deducted when Pace invoices them for transportation service costs and are not a component of the cost allocation model.

### **Why this is Important**

As a sponsor, it is important to understand what is behind your monthly program costs. The cost allocation process shows how each month costs are based on a combination of the number of trips provided to sponsor clients and the distance these trips entailed. If you are seeking to control costs, Eligibility Constraint Options/ Trip Restrictions section of this guide detail options for controlling one or both of these cost contributors.

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<sup>6</sup> Pace subsidies are provided to Aurora Township, City of Batavia, Dundee Township, City of Elgin, City of Geneva, and City of St. Charles.

**Sponsor Toolkit Resource Guide**  
Ride in Kane Program

Figure 7 Sample Sponsor Cost Allocation (April 2014)

14-Apr	Bus Ops Cost	Bus Rev	Bus Trips	Taxi Ops Cost	Taxi Rev	Taxi Trips	Total Ops Cost	Total Rev	Total Trips	Flag pull Cost per Trip	Total Service Mileage	Total Service Mileage %	Balance of Gross Cost Dist. by Mileage %	Total Gross Cost	Net Cost	Cost to JARC/NFI	Kane County Subsidy	Net Cost to Sponsor	Average Miles per Trip	gross cost per trip	net cost per trip	sponsor cost per trip
AURORA J	\$10,076.08	\$1,093.75	666	\$393.72	\$106.25	26	0	\$1,200.00	692	\$5,176.16	1932.8	4.58%	\$8,161.88	\$13,338.04	\$12,138.04	\$6,069.02	\$439.31	\$5,629.71	2.79	\$19.27	\$17.54	\$8.14
AURORA N	\$48,415.65	\$5,853.00	1713	\$4,183.80	\$666.00	159	0	\$6,519.00	1872	\$14,002.56	7581.3	17.95%	\$32,014.52	\$46,017.08	\$39,498.08	\$19,749.04	\$1,723.17	\$18,025.87	4.05	\$24.58	\$21.10	\$9.63
BATAVIA J	\$2,701.07	\$300.50	74	\$0.00	\$0.00	0	0	\$300.50	74	\$553.52	443.1	1.05%	\$1,871.13	\$2,424.65	\$2,124.15	\$1,062.08	\$100.71	\$961.36	5.99	\$32.77	\$28.70	\$12.99
BATAVIA N	\$24,943.54	\$2,872.00	682	\$6,795.10	\$1,239.50	260	0	\$4,111.50	942	\$7,046.16	5702.7	13.50%	\$24,081.52	\$31,127.68	\$27,016.18	\$13,508.09	\$1,296.18	\$12,211.91	6.05	\$33.04	\$28.68	\$12.96
DUNDEE J	\$6,159.79	\$732.00	183	\$1,011.29	\$176.00	44	0	\$908.00	227	\$1,697.96	1610.8	3.81%	\$6,802.13	\$8,500.09	\$7,592.09	\$3,796.04	\$366.12	\$3,429.92	7.1	\$37.45	\$33.45	\$15.11
DUNDEE N	\$5,397.81	\$822.25	210	\$1,376.38	\$221.00	44	0	\$1,043.25	254	\$1,899.92	1361.1	3.22%	\$5,747.69	\$7,647.61	\$6,604.36	\$3,302.18	\$309.37	\$2,992.81	5.36	\$30.11	\$26.00	\$11.78
ELGIN J	\$8,535.57	\$1,608.00	402	\$757.07	\$164.00	41	0	\$1,772.00	443	\$3,313.64	2001.6	4.74%	\$8,452.41	\$11,766.05	\$9,994.05	\$4,997.03	\$454.95	\$4,542.08	4.52	\$26.56	\$22.56	\$10.25
ELGIN N	\$45,273.60	\$6,509.00	1594	\$9,603.74	\$2,129.50	298	0	\$8,638.50	1892	\$14,152.16	8505.8	20.14%	\$35,918.52	\$50,070.68	\$41,432.18	\$20,716.09	\$1,933.30	\$18,782.79	4.5	\$26.46	\$21.90	\$9.93
ST CHRLS/GEN J	\$0.00	\$0.00	0	\$0.00	\$0.00	0	0	\$0.00	0	\$0.00	0	0.00%	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	0	\$0.00	\$0.00	\$0.00
ST CHRLS N	\$19,354.90	\$2,213.25	543	\$4,159.81	\$988.00	130	0	\$3,201.25	673	\$5,034.04	4086.7	9.68%	\$17,257.43	\$22,291.47	\$19,090.22	\$9,545.11	\$928.87	\$8,616.23	6.07	\$33.12	\$28.37	\$12.80
AID J	\$0.00	\$1,340.00	372	\$7,171.64	\$1,001.25	242	0	\$2,341.25	614	\$4,592.72	3975.2	9.41%	\$16,786.58	\$21,379.30	\$19,038.05	\$9,519.03	\$903.53	\$8,615.49	6.47	\$34.82	\$31.01	\$14.03
AID N	\$0.00	\$477.00	179	\$4,197.31	\$552.00	156	0	\$1,029.00	335	\$2,508.80	2240.4	5.30%	\$9,460.82	\$11,966.62	\$10,937.62	\$5,468.81	\$509.23	\$4,959.59	6.69	\$35.72	\$32.65	\$14.80
TRHSJ	\$0.00	\$0.00	0	\$0.00	\$0.00	0	0	\$0.00	0	\$0.00	0	0.00%	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	0	\$0.00	\$0.00	\$0.00
TRHSN	\$0.00	\$0.00	0	\$0.00	\$0.00	0	0	\$0.00	0	\$0.00	0	0.00%	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	0	\$0.00	\$0.00	\$0.00
HESED J	\$0.00	\$0.00	0	\$0.00	\$0.00	0	0	\$0.00	0	\$0.00	0	0.00%	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	0	\$0.00	\$0.00	\$0.00
HESED N	\$0.00	\$0.00	6	\$0.00	\$0.00	0	0	\$0.00	6	\$44.88	35.6	0.08%	\$150.33	\$195.21	\$195.21	\$97.61	\$8.09	\$89.51	5.93	\$32.54	\$32.54	\$14.92
ELGIN TWP J	\$0.00	\$0.00	0	\$0.00	\$0.00	0	0	\$0.00	0	\$0.00	0	0.00%	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	0	\$0.00	\$0.00	\$0.00
ELGIN TWP N	\$0.00	\$115.00	28	\$181.46	\$27.50	5	0	\$142.50	33	\$246.84	185	0.44%	\$781.22	\$1,028.06	\$885.56	\$442.78	\$42.05	\$400.73	5.61	\$31.15	\$26.84	\$12.14
GENEVA N	\$8,158.06	\$1,279.00	292	\$0.00	\$0.00	0	0	\$1,279.00	292	\$2,184.16	1094.1	2.59%	\$4,620.19	\$6,804.35	\$5,525.35	\$2,762.68	\$248.68	\$2,514.00	3.75	\$23.30	\$18.92	\$8.61
SOUTH ELGIN J	\$0.00	\$0.00	0	\$0.00	\$0.00	0	0	\$0.00	0	\$0.00	0	0.00%	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	0	\$0.00	\$0.00	\$0.00
SOUTH ELGIN N	\$4,508.40	\$646.50	163	\$760.83	\$160.50	27	0	\$907.00	190	\$1,421.20	946.4	2.24%	\$3,996.48	\$5,417.68	\$4,610.68	\$2,305.34	\$215.11	\$2,090.23	4.98	\$28.51	\$24.27	\$11.00
ST. CHRLS. TWP J	\$0.00	\$0.00	0	\$0.00	\$0.00	0	0	\$0.00	0	\$0.00	0	0.00%	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	0	\$0.00	\$0.00	\$0.00
ST. CHRLS. TWP N	\$2,276.93	\$235.50	53	\$957.15	\$103.50	18	0	\$339.00	71	\$531.08	533.8	1.26%	\$2,254.15	\$2,785.23	\$2,446.23	\$1,223.11	\$121.33	\$1,101.78	7.52	\$39.23	\$34.45	\$15.62
SOCIAL SRVCS J	\$9,234.43	\$0.00	0	\$0.00	\$0.00	0	0	\$0.00	0	\$0.00	0	0.00%	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	0	\$0.00	\$0.00	\$0.00
SOCIAL SRVCS N	\$6,174.68	\$0.00	0	\$0.00	\$0.00	0	0	\$0.00	0	\$0.00	0	0.00%	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	0	\$0.00	\$0.00	\$0.00
Kane County Subsidy	\$0.00	\$0.00	0	\$0.00	\$0.00	0	0	\$0.00	0	\$0.00	0	0.00%	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$9,600.00	0	\$0.00	\$0.00	\$0.00
<b>TOTAL</b>	<b>\$201,210.51</b>	<b>\$26,096.75</b>	<b>7160</b>	<b>\$41,549.30</b>	<b>\$7,535.00</b>	<b>1450</b>	<b>242759.8</b>	<b>\$33,631.75</b>	<b>8610</b>	<b>\$64,402.80</b>	<b>42236.4</b>	<b>100.00%</b>	<b>\$178,357.01</b>	<b>\$242,759.81</b>	<b>\$209,128.06</b>	<b>\$104,564.03</b>	<b>\$9,600.00</b>	<b>\$94,964.03</b>	<b>4.91</b>	<b>\$28.20</b>	<b>\$24.29</b>	<b>\$11.03</b>

# **Appendix A Ride in Kane 101**

## PROGRAM BACKGROUND, FACTS AND ANSWERS TO QUESTIONS

Ride in Kane was established in 2008 through a coordinated effort of the Kane County Paratransit Coordinating Council (KCPCCC). The program is a partnership between Kane County, The Association for Individual Development (AID), Pace Suburban Bus and several local sponsors. AID is the program administrator and grant recipient.

The program uses taxis, minivans and small buses to provide access to daily needs, especially medical, work and human services. The program offers mobility at a much lower cost than other available transportation options and provides a centralized paratransit transportation service to people throughout the County. The service is for eligible, registered riders based upon sponsor for seniors (65 and older), people with disabilities and low income persons traveling to and from work and related activities

### **HOW WE OPERATE:**

- RIK provides curb to curb, non-fixed route demand-response paratransit service utilizing smaller vehicles and buses which are handicapped accessible. Special wheelchair and mobility aid vehicles are part of the fleet.
- RIK provides prearranged trips to and from locations throughout Kane County and surrounding areas. For many clients, this program is their only transportation alternative.
- RIK paratransit service operates 24 hours a day, 7 days a week, year round. Reservations are made by registered sponsor-based clients to a centralized call center operated by Pace.
- Clients pay a \$4.00 per-trip fare for the first 10 miles, then \$1.50 per mile after that. Even for a round trip, \$8.00 is still far under market cost, especially for wheelchair accessible vehicles.
- Authorized trip types, locations and total number of trips per client are set by individual sponsors.

### **WHO SPONSORS RIDE IN KANE:**

Sponsors are community partners who commit to provide the local match to allow their constituents to use Ride in Kane. Sponsor commitments vary from a few hundred dollars to several hundred thousand dollars. The financial commitment is charged down as each rider uses the service.

Each sponsor determines eligibility and registers their clients. RIK has approximately 6,000 registered clients, with about 1,000 of those using the service each month taking about 10,000 trips throughout Kane County and surrounding areas. Sponsors set their own restrictions on rides within the overall set of guidelines for age, disability or income.

The program is administered and coordinated by the Association for Individual Development (AID). AID is the grant recipient of the Federal Transit Funds, and monitors and reports to the Regional Transportation Authority on the status of the program. AID also interacts with Pace Suburban Bus, which operates the fleet and supplies the drivers. Pace also operates the Regional Call Center which clients use to schedule rides.

**Sponsor Toolkit Resource Guide**  
Ride in Kane Program

Additional program support is provided by Kane County with an annual subsidy supplied to offset local match and staff to provide Mobility Management support.

**Government Partners:** (as of July, 2015)

- Aurora Township
- Batavia Township/City of Batavia
- Blackberry Township
- Dundee Township Partners
- Campton Township
- City of Elgin/Senior Service Associates
- City of Geneva
- City of St. Charles
- Elgin Township
- St. Charles Township
- Village of Campton Hills
- Village of South Elgin

**Community Service Partners:**

- Association for Individual Development
- Hased House
- Senior Service Associates, Inc.
- Mental Health Mental Retardation Inc.

**Trip Types:**

Each sponsor decides which trip types are authorized for their registered riders

- 50% of the trips are work related
- 27% of the trips are for medical needs – dr appointments, rehabilitation or dialysis
- 14% are for social or senior service needs
- 6% are for personal care or shopping

**Basic Funding Facts:**

Current funding is received from the FTA via the RTA and requires a 50% match in local funds. 2014 funds total \$4.6 million, with \$2.3million Federal/\$2.3million local match.

Demand for the program has grown to a point where the available federal and local funds are not able to keep up. Several sponsors have restricted the number of trips, the trip type or even type of vehicle and time of day to try to maintain equitable service to all eligible clients.

Current costs for each trip-\$25.43 total average cost-\$11.00 average trip cost for sponsor

**Support and Links:**     [www.rideinkane.org](http://www.rideinkane.org)

Kane County Mobility Mgmt Staff:  
Jennifer Becker  
630 444 2957  
[beckerjennifer@co.kane.il.us](mailto:beckerjennifer@co.kane.il.us)

AID Mobility Management Staff:  
Krystal Spracklen  
847 931 2303  
[\(kspracklen@the-association.org\)](mailto:kspracklen@the-association.org)

## Appendix B Trip Purpose by Sponsor

Table 1 Trip Purpose by Sponsor - April 2014

	Library	School	Personal Care	Shopping	Senior Center	Social	Human Services	Dialysis	Medical	Work	Total
AID	0%	0%	0%	0%	2%	10%	0%	1%	5%	83%	100%
Aurora Township	0%	3%	0%	5%	2%	11%	1%	15%	17%	45%	100%
Blackberry Township	0%	1%	0%	14%	5%	8%	0%	3%	24%	45%	100%
Dundee Township	0%	0%	3%	1%	0%	1%	0%	0%	20%	75%	100%
Elgin Township	0%	0%	6%	6%	0%	6%	0%	0%	61%	21%	100%
Hesed House	0%	0%	0%	0%	0%	0%	0%	0%	100%	0%	100%
St. Charles Township	0%	0%	0%	0%	4%	1%	0%	34%	25%	35%	100%
Batavia (City)	0%	7%	1%	6%	1%	18%	0%	2%	15%	49%	100%
Elgin (City)	0%	2%	2%	7%	1%	15%	0%	8%	20%	44%	100%
Geneva (City)	1%	9%	2%	4%	0%	12%	0%	18%	29%	25%	100%
St. Charles (City)	0%	6%	0%	5%	1%	16%	0%	10%	26%	34%	100%
South Elgin (City)	0%	27%	0%	0%	0%	0%	0%	20%	11%	41%	100%