



PSTA as a Mobility Manager

CTA Annual Conference

Riverside, CA

Bonnie Epstein, Transit Planner

November 8, 2017

Pinellas Suncoast Transit Authority (PSTA)

St. Petersburg, Florida

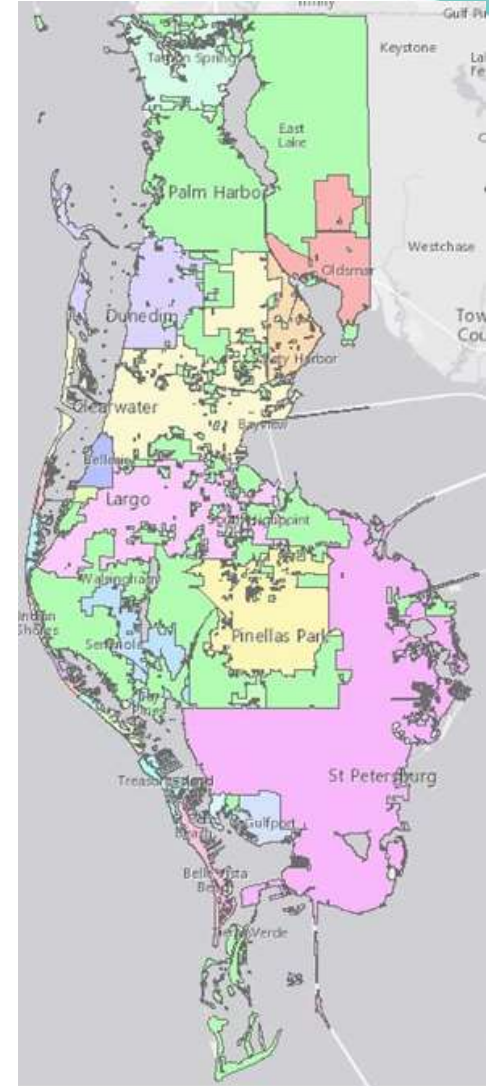


Introduction



PSTA and Pinellas County

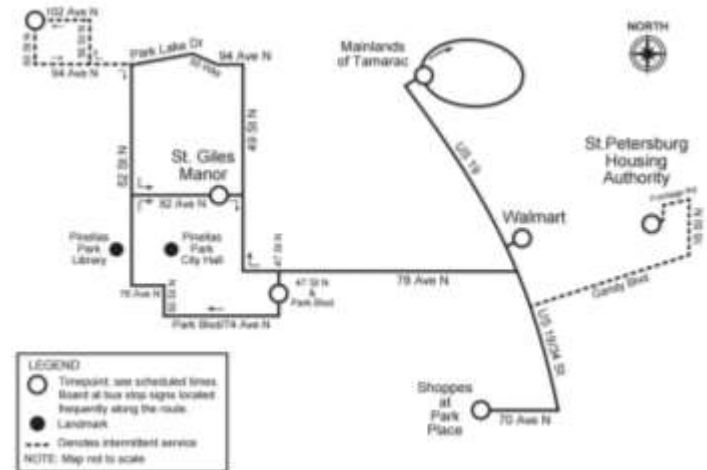
- Population of 949,827 (2015)
- Median age of 46
- 24 municipalities – 22 served by PSTA
- Top business sectors are health services, tourism services, manufacturing, and financial services
- 41 bus routes
- 13.4 million trips in FY16



Direct Connect - Background

- Referendum loss in November 2014
- Budget constraints led to recommendations to eliminate lowest performing routes
- Alternatives needed to be identified for affected riders
- National Industry move to “Mobility Management”

Route 444 – Lowest Performing



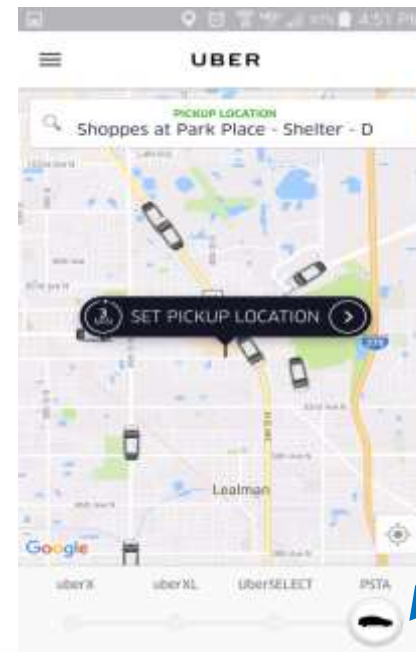
Direct Connect Service

- First/Last mile connection to the PSTA fixed route system
- Provides trips within two specific geographic zones to and from designated bus stops
- Riders choose from Uber, United Taxi, or Care Ride



Direct Connect Service

- People originating within zone can use app or call to get ride within 20 minutes
- Trip must begin or end at designated bus stops which connect riders to multiple PSTA fixed routes
- PSTA subsidizes 50% of ride up to \$3.00



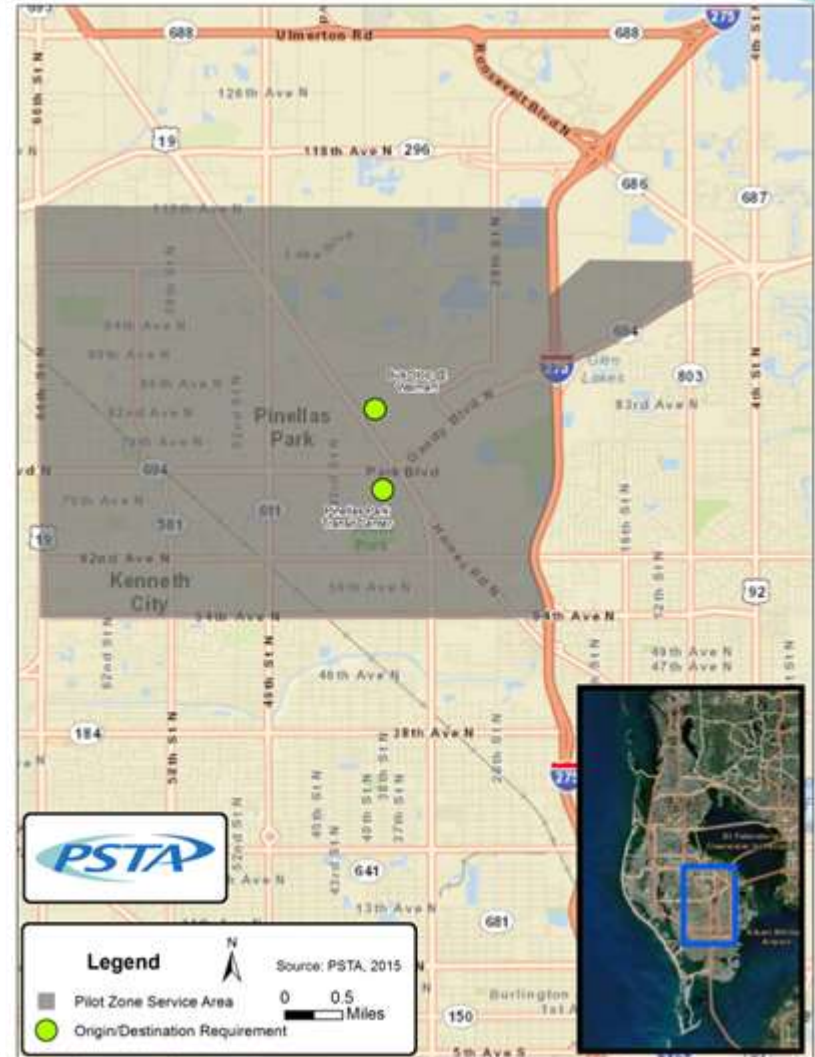
Direct Connect Outcomes

Successes

- First Ever Program
- Groundbreaking Partnerships
- National Recognition
- Demonstration of Expandable Model

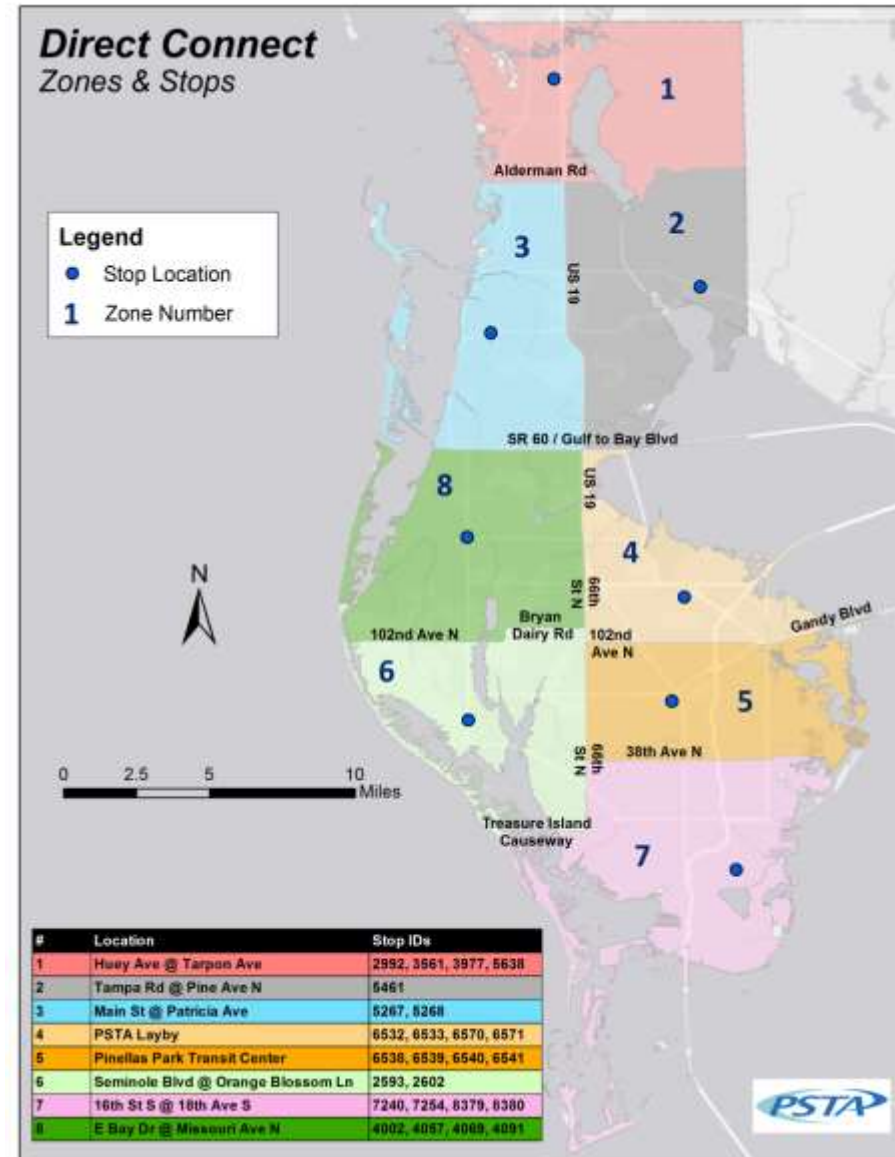
Challenges

- Data
- Technology
- Demographics



Direct Connect Expansion

- From two zones to county-wide
- Fare starting at \$1/trip
- Restrictions to ensure used as intended

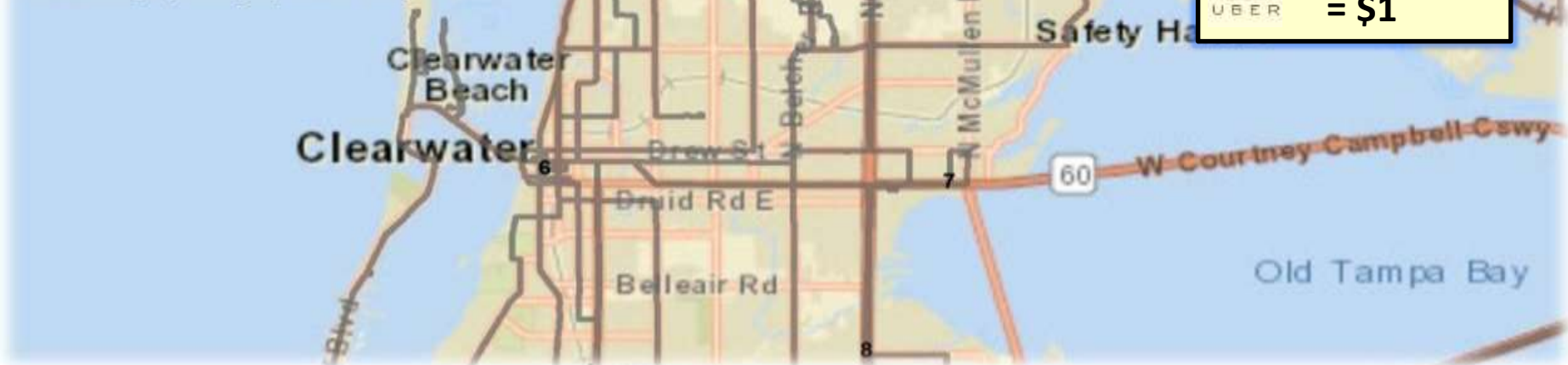


Routes Serving Location

19, 66L
66L, JTTS
19
67, 812
61, 66L, 78, 813
18, 52, 65, 60, 61, 66L, 67, 73, 76, 78, 98, SCBT
60
79
18, 52, 61, 98
300X
4, 11, 52, 59, 97, 98
65
62
4, 9, 16, 58, 74, 75, 100X
11, 34, 52, 74, 75, 97, 444
18
34
73, 79
4, 22
11, Ave S CAT, 79, 90
4, 11, 20
14



Locations can be accessed by bus throughout Pinellas County*
 *may include surge pricing by Uber or Lyft



PSTA = \$2.25

UBER = \$6.00 - \$5
= \$1



Direct Connect Expansion 2018

- Focus on adding direct connect stops to core/frequent routes
- Expand to 24 locations throughout the county
- Remove zone boundaries



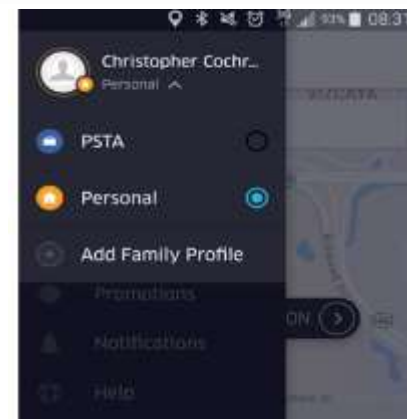
Transportation Disadvantaged (TD) Pilot

- **State TD Commission Mobility Enhancement Grant began July 2016**
 - Using the Direct Connect model to get low wage 2nd & 3rd shifters to/from work when buses are not available, as well as urgent day trips
 - Prove replicability to other counties in Florida



TD Late Shift Pilot -- July 2016

- Must be registered TD customer and use bus for most trips
- Must have a job that ends or begins between 10 pm and 6am
- Offer choice of providers – Uber, United Taxi, Care Ride



TD Late Shift Successes

- Improved economic position of participants
- Improved safety
 - Safe way home late at night when shift ends
 - Uber riders can see who is picking them up and when vehicle approaching from app (can wait inside)
- Improved reliability and pick up time
 - Average response time from Uber trip <5 minutes
 - App users can see where vehicle is

“Allowed me to work late shifts”

“I don’t have to walk home in the dark anymore.”

“It has been really helpful to me not having a care and all and when I work late after the buses stop running and sometimes I get stranded. Thank you for this program it really helps a lot.”



TD Late Shift Challenges & Lessons Learned

- Goals and outcomes will vary between programs
 - Market
 - Geographical area
 - Time of day (other options available)
 - Cost to user (shared cost versus free)
- Technology challenges
- Reporting requirements and data



TD
late shift



Late Shift – Moving Forward

- \$9 monthly co - pay for 25 TD Late Shift rides/month
 - Program sustainability
 - How will this alter number of rides taken and number of people who sign up for the program?

TD *late shift*


NEW FARES

STARTING JANUARY 1, 2018

TD Late Shift can now be purchased with the monthly TD pass for \$20.*

TD BUS PASS:	\$11
ADD LATE SHIFT:	+\$ 9
TOTAL MONTHLY PACKAGE:	\$20




* Price may vary for Pinellas County Health Department Blue Card holders.



Transportation Disadvantaged (TD) riders have a new way to get home late at night with **TD Late Shift**.

For \$20/month,* TD clients can get their monthly TD Pass plus **25 RIDES** to or from work, from 10 p.m. to 6 a.m., and one urgent TD daytime ride.

To sign up, call (727) 540-1900, and choose **TD Late Shift**.



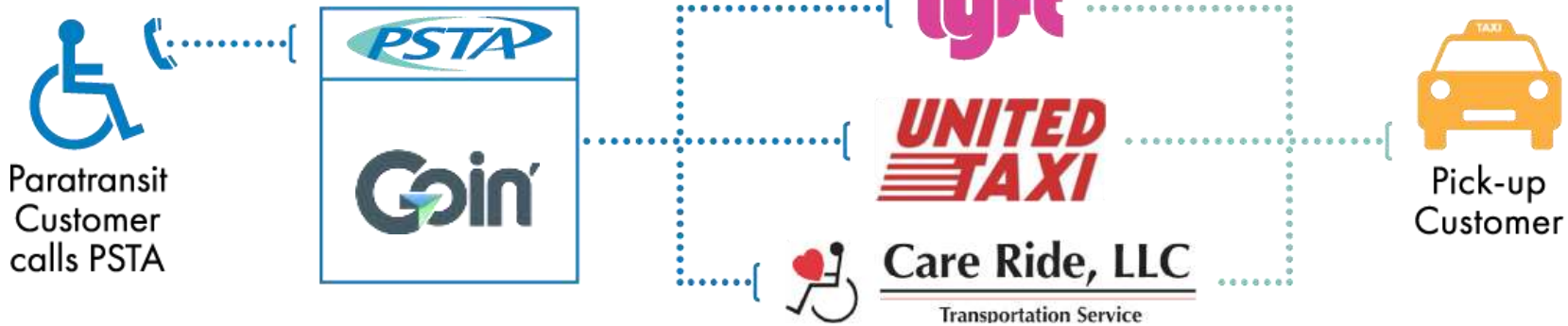
Sandbox Project

- Collaborative federal research grant focused on the use of our TNC partnership model
- One of 11 agencies to receive this grant, and awarded \$500,000
- Will demonstrate the cost effectiveness and reliability of emerging on-demand technologies
- Development of performance measures



FTA Sandbox Project

- Capitalize on success with other TNC programs by partnering with Lyft, United Taxi, and Care Ride.
- Piloting with a portion of PSTA's 12,500 eligible paratransit customers
- Real-time trips to work, school, medical, and shopping areas



Sandbox Project

The screenshot shows a web browser window with the URL www.goin.co. The page title is "Next generation rides as a public utility". The main content area is titled "Create a ride for Jane Doe".

On the left, there is a profile for Jane Doe with a silhouette icon, a "Wallet: \$62" indicator, and a "Mobility WheelChair" label.

The ride creation form includes:

- Service type: On-demand
- Vehicle type: WAV
- Origin: 1 Tropicana Dr, St. Petersburg
- Destination: 1530 4th St N, St. Petersburg
- Sort order: Shortest Arrival

Duration	Service	Price
6 mins	CareRide	\$15.50
7 mins	Lyft WAV	\$15.27
8 mins	United Taxi	\$14.32

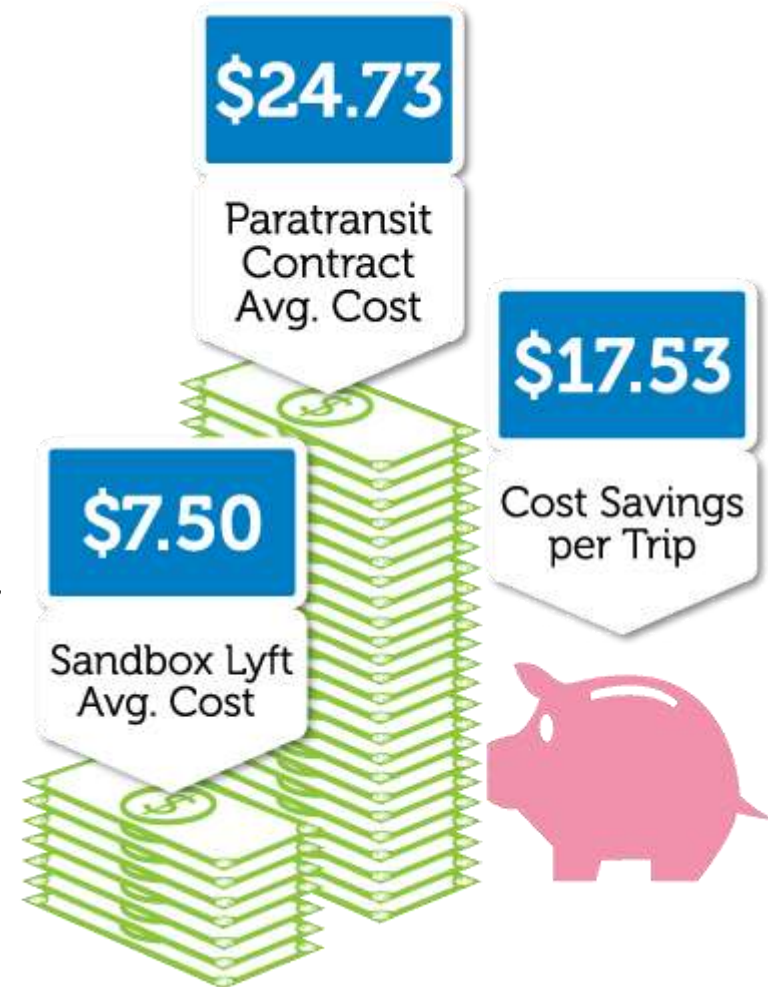
Sandbox Project

GOALS

- Improve Transit Efficiency
- Increase Transportation Effectiveness
- Enhance Customer Service

BENEFITS of *Real-Time Paratransit*

- Cost efficient
- Customers can now make on demand trips instead of scheduling in advance



Sandbox Successes and Challenges to Date

- Selected 9 participants to test the program this month
- API/software integrations taking much longer than expected
- TNC reluctance to integrate with Goin platform
- Data requirements for FTA/ internal planning

PSTA Sandbox MOD Program Participant Information

- Pilot participant trips will begin in mid-November.
- PSTA will be calling within the next month to onboard you to the program.
- The \$4.50 fare will be paid through an e-wallet in the Goin' platform. You will need a credit or debit card to be onboarded to the platform.
- Program hours will be 8:00am to 4:30pm Monday to Friday, and 8:00am to 4:00pm on Saturday (program hours will be expanded at the end of January 2018).
- To schedule an on demand trip, please call (727)-540-1907 and have your pickup and drop off addresses ready to give our dispatcher.
- Regular DART trips can still be scheduled through the normal process. If you have a DART trip scheduled and want to change it to on-demand, you still have to follow the DART cancellation policy.
- Please call (727) 540-1888 and ask for Patrick or Ross if you have any questions, concerns, or comments.



Policy and Other Challenges

- Issues at Federal, State and Local levels
- ADA Equitable Service
- Background Checks & Vehicle Maintenance
- Not everyone likes Disruption

