



# PSTA Mobility on Demand Programs

APTA Bus and Paratransit Conference  
Mobility on Demand for All: Facing the Equity Challenge  
Tampa, FL

Bonnie Epstein, Project Planner

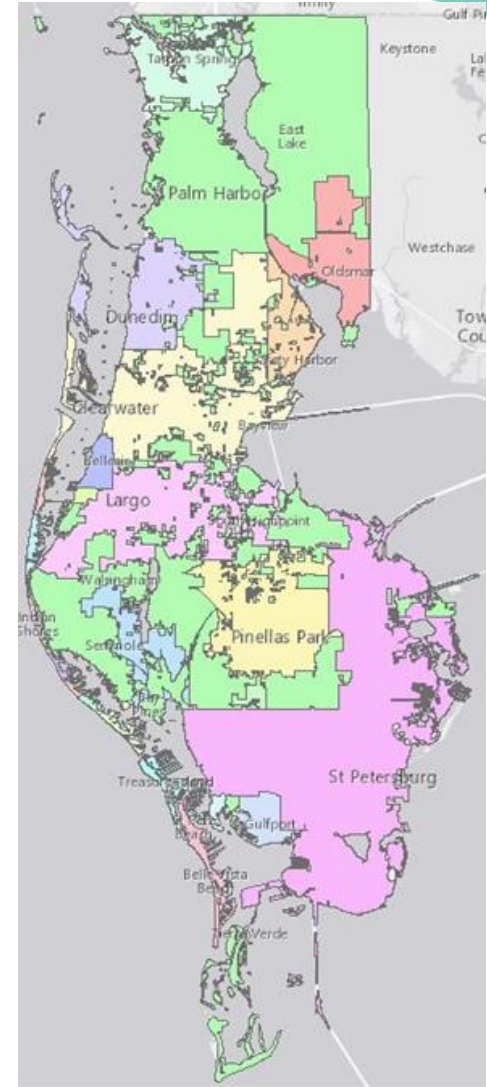
May 8, 2018

Pinellas Suncoast Transit Authority (PSTA)  
St. Petersburg, Florida



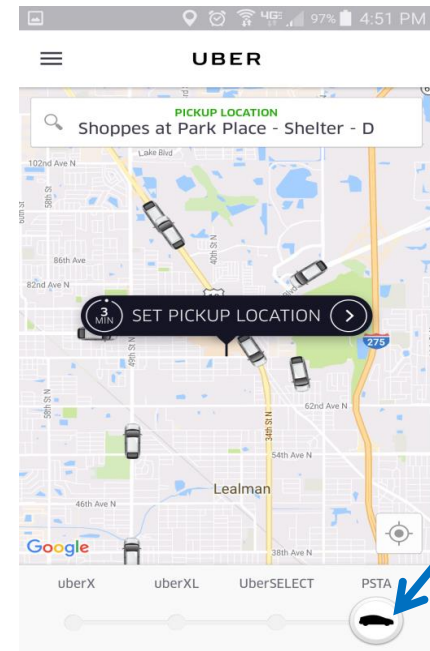
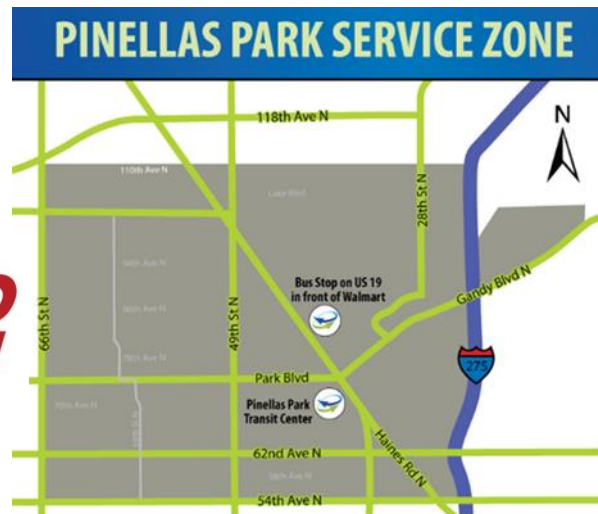
# PSTA and Pinellas County

- 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



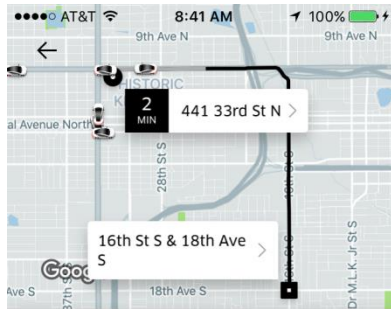
# Direct Connect Service

- First/Last mile connection to the PSTA fixed route system
- 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 Expansion

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



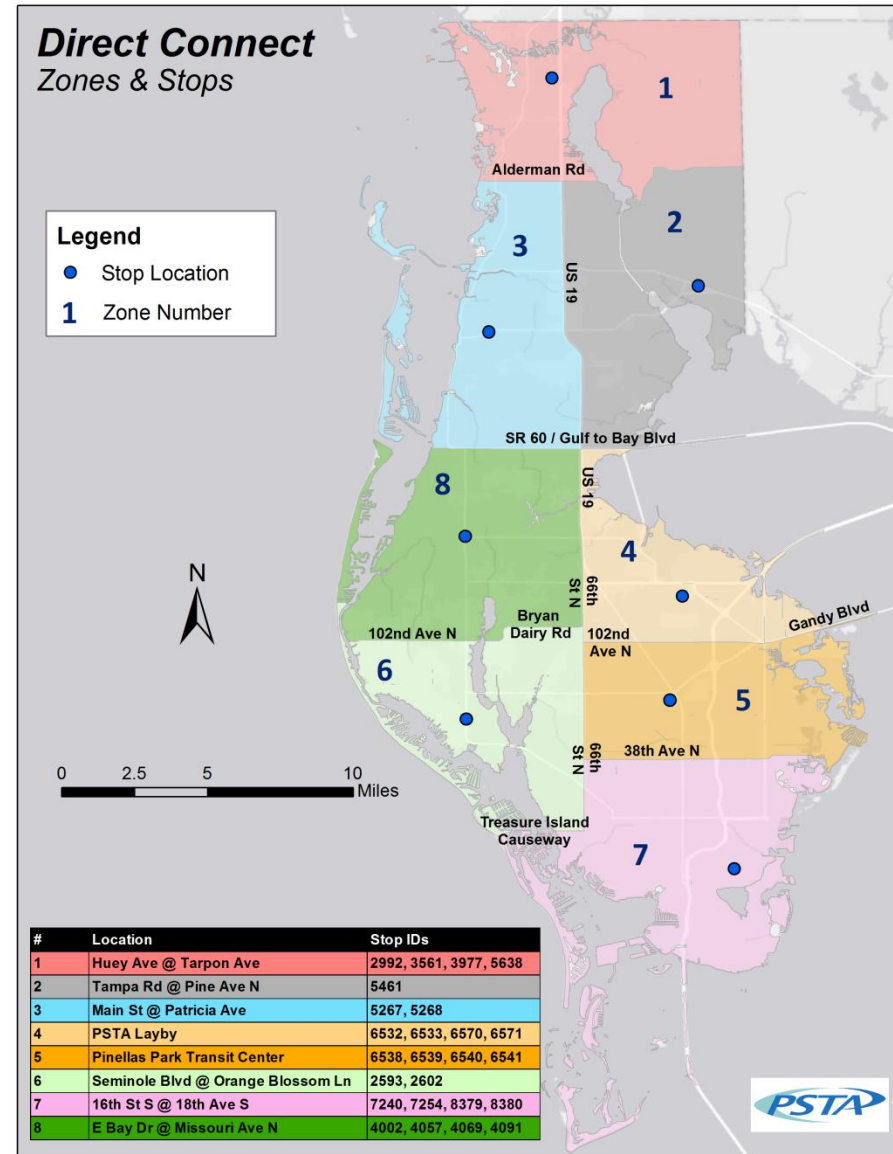
Popular

uberX  
\$7.28

uberXL  
\$11.45

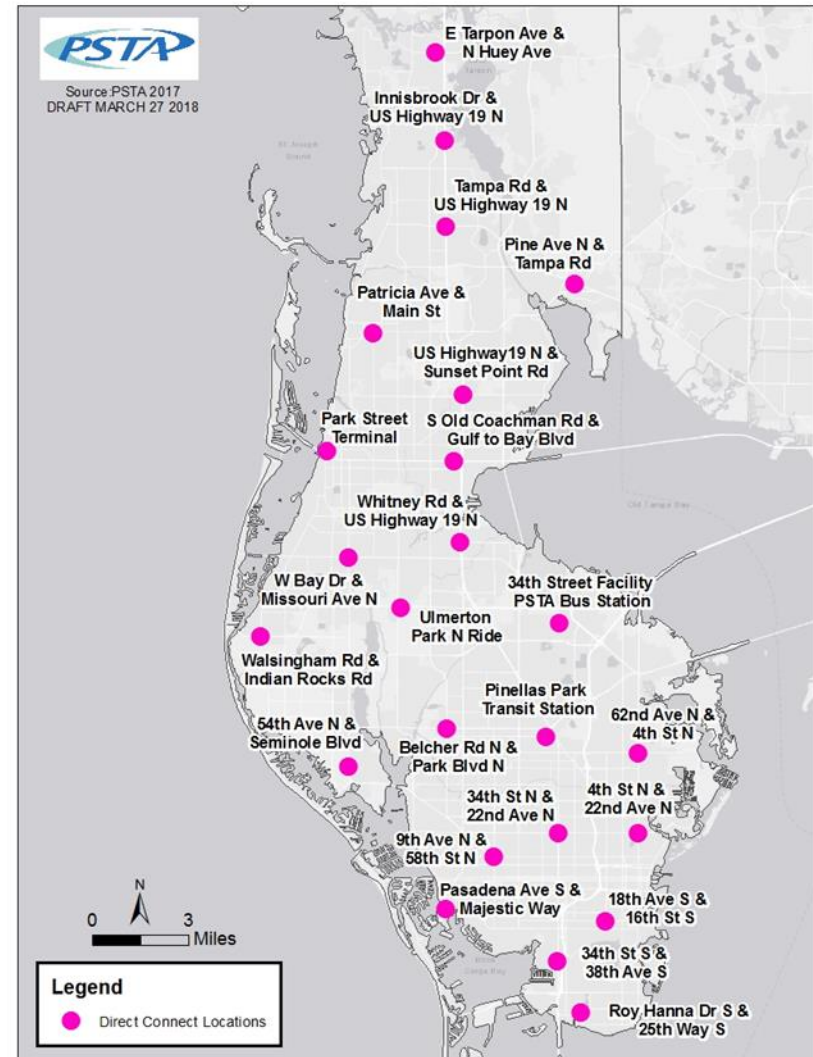
PSTA-16th/18th  
\$2.28

CONFIRM UBERX



# Direct Connect Expansion 2018

- Focus on adding direct connect stops to core/frequent routes
- Expand to 24 locations throughout the county
- Remove zone boundaries
- \$25/ trip for Wheelchair Service



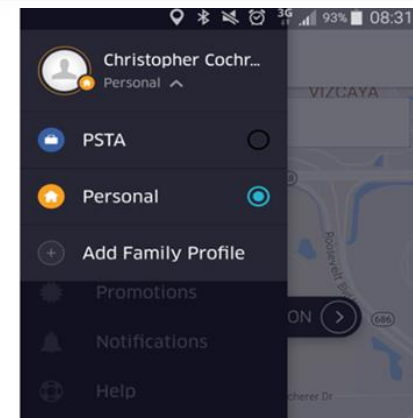
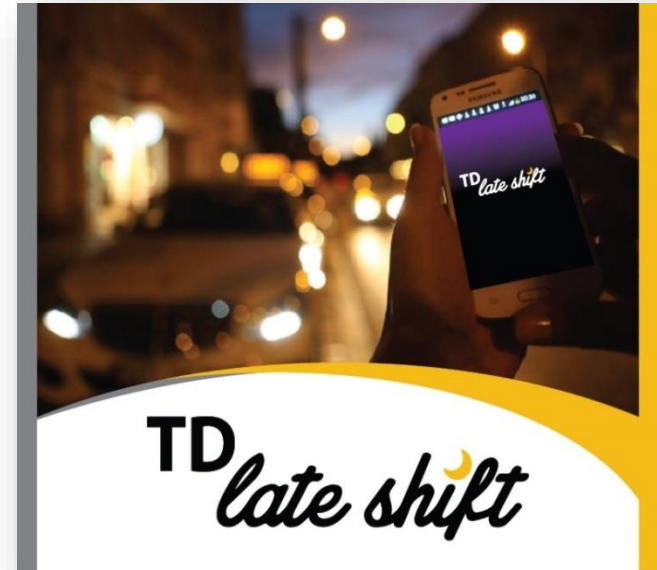
# Transportation Disadvantaged (TD) Pilot

- **State TD Commission Mobility Enhancement Grant began July 2016**
  - Using the Direct Connect model to get low wage 2<sup>nd</sup> & 3<sup>rd</sup> 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.”





# 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*

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
<b>TOTAL MONTHLY PACKAGE:</b>	<b>\$20</b>

\* 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.



# 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

## 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 Project

## Edit rider

Add mobility devices

Does the rider use a mobility assistance device?

Yes  No

Mobility device #1

Select Mobility Category

Ambulatory

Device Type

Ambulatory

Bike

Driver notes (maximum 140 characters)

Make this the primary mobility device for rider



## Edit rider

Add assistance requirement

Does the rider need any assistance?

Yes  No

Assistance requirement #1

Select Assistance Category

Hearing

Assistance type

Deaf – Gestures and written notes

Low hearing – Face person when speaking



# Sandbox Project

Next generation rides as a publ x

www.goin.co

GoIn

Create a ride for Jane Doe

On-demand | WAV

1 Tropicana Dr, St. Petersburg + 1530 4th St N, St. Petersburg +

Shortest Arrival ▾

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

Jane Doe

Wallet: \$62

Mobility WheelChair

