



AMERICAN
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Exploring Mobility Innovation – One Pilot at a Time! Pinellas Suncoast Transit Authority's TD Late Shift Program

March 27, 2019

Introduction



Art Guzzetti
Vice President, Mobility
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APTA's Mobility Innovation Pilot of the Month

- Each month, highlight a new service approach
- Tangible take-aways:
 - procurement templates
 - contracts
 - promotional materials
- Documents on Mobility Innovation Hub



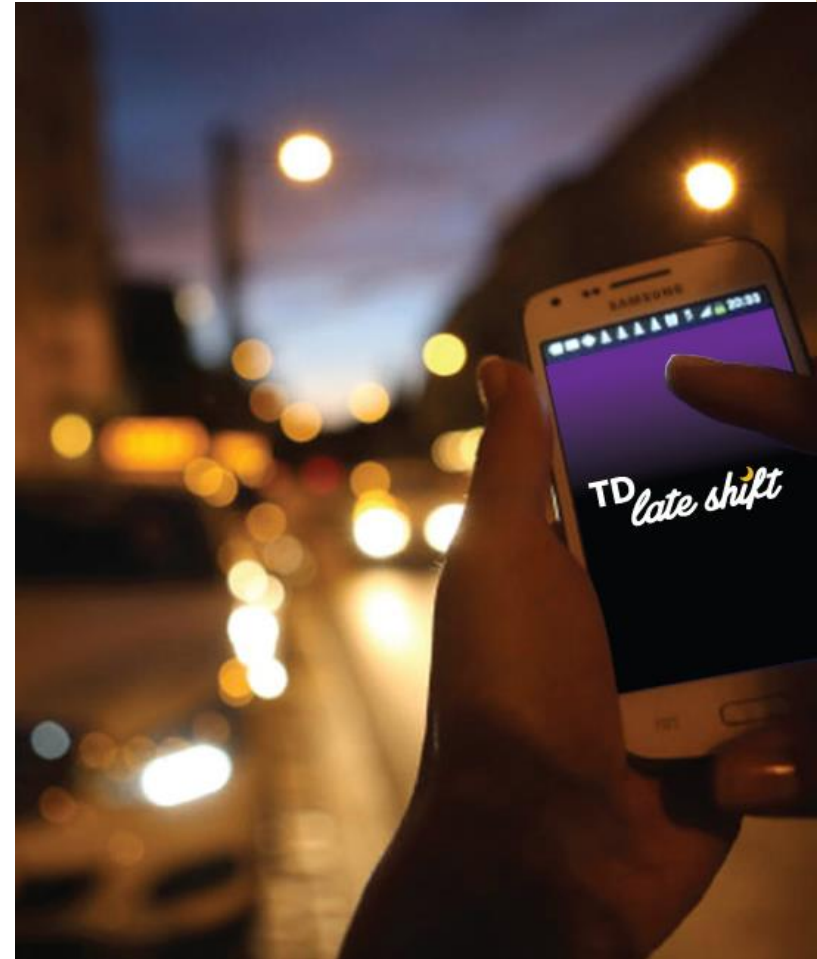
Resources Available

- Contract signed by Uber
- Agreement for origin and destination information
- Monthly ridership data
- Testimonials video
- Program announcements
- Training materials

TD
late shift

A new webinar each month

- **March 27 Webinar – PSTA - TD Late Shift**
- **May 7 – Denver RTD – Transit in TNC apps**
- **June to feature another hot topic!**



Today's Presenters



David Zipper
DZ Strategies,
Washington, DC




Brad J. Miller
Chief Executive Officer, Pinellas
Suncoast Transit Authority,
St. Petersburg, FL



Bonnie Epstein
Senior Planner, Pinellas
Suncoast Transit Authority,
St. Petersburg, FL

Asking Audience Questions

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APTA's Mobility Innovation Hub



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Mobility Innovation Hub

Welcome to APTA's Mobility Innovation Hub!

In an age in which more and more people are using local transportation, consumers and transit agencies alike are identifying a need for more highly coordinated mobility options.

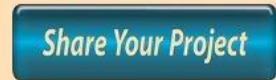
Many transit agencies are embracing the concept of 'mobility management', which is a strategic approach to designing and delivering transportation services that starts and ends with the customer. It begins with a community vision in which the entire transportation network - public transit, private operators, cycling and walking, volunteer drivers, and others - works together with customers, planners, and stakeholders to deliver the transportation options that best meet the community's needs.

Discover Innovative Mobility Projects from Around the U.S. in Action



Other Innovative Mobility Projects:

- Case Studies
- Collaboration Between Transit and Healthcare
- Coordination of Transportation Services
- Mobile Apps/Integrated Payment Platforms
- Peer Exchanges/Mobility Summits
- Pilot of the Month
- Technology



For More Information

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Calendar of Events



Session Presenter



David Zipper
DZ Strategies,
Washington, DC

TD *late shift*

Pinellas Suncoast Transit Authority's TD Late Shift Program

The Takeaway

To help low-income residents travel to and from work when bus service is not available, the public transportation authority of Pinellas County, Florida, created the TD Late Shift program with private partners Uber and United Taxi, and Care Ride (wheelchair provider). Launched in 2016, the program provides fully-subsidized ride hail and taxi trips to or from a place of work during nighttime hours. The program has been very popular with riders, and PSTA has continued it for three years. PSTA is currently exploring ways to extend it to serve additional Pinellas County residents.

TD
late shift

The Setting

Pinellas Suncoast Transit Authority (PSTA) is the public transportation provider for Pinellas County, Florida, with an urbanized population of over 900,000. In 2017, it provided 12.4 million trips on bus and paratransit services.

If a Pinellas County resident makes less than 150 percent of federal poverty guidelines and lacks regular access to a vehicle, he or she can apply to be part of PSTA's Transportation Disadvantaged program (TD), offering an \$11 monthly bus pass (a discount of more than 80% off the regular price).

In February 2016, PSTA launched its first partnership with a ride hail service, a program called Direct Connect. The program is a first-mile, last-mile partnership with Uber and United Taxi that provides up to \$5 off a ride hail trip that is going to or from a designated PSTA bus stop between 6 a.m. and 11 p.m.

The Problem

PSTA bus service on many routes ends between 7 and 9 p.m., with very limited service available later than that. That creates a problem for Pinellas County residents who have a job—or are seeking a job—that requires commuting at night or in the early morning, such as restaurant workers or security guards. Many of these residents have low incomes that qualify them for PSTA's TD program.

But with no public transit service available at night, commuters must rely on friends or family with a vehicle (if they have one) or relatively expensive ride hail or taxi service or walk/bike to or from work in the middle of the night. The lack of affordable transportation options is a burden for limited-income residents who have a nighttime job and a barrier to employment for those seeking one.

Mobility Innovation Hub

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Many transit agencies are embracing the concept of **mobility management**, which is a strategic approach to designing and delivering transportation services that starts and ends with the customer. It begins with a **community vision** in which the entire transportation network—public transit, private operators, cycling and walking, volunteer drivers, and others—works together with customers, planners, and stakeholders to deliver the transportation options that best meet the community's needs.

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Resources

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[Share Your Project](#)

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Calendar of Events



Resources

- APTA's Mobility Principles
- 5 ways city transit agencies have exploited Uber and Lyft
- Shared Mobility and the transformation of Public Transit
- Making The Business Case For Mobility Management
- Bicycle and Transit Integration: A Practical Transit Agency Guide to Bicycle Integration and Equitable Mobility
- The Business Case for Mobility Management
- 3 Revolutions for Public Transit
- Impact of Autonomous Vehicles on Public Sector Transport
- Integrating Shared Mobility into Multimodal Transportation Planning: Improving Regional Performance to Meet Public Goals
- Buses—small, electric, and automated—may be transit's future
- The evolution and spread of fully integrated regional public transport in Germany, Austria and Switzerland
- Mobility as a Service: Concept and Practice
- Mobility as a Service: Putting Transit Front and Center of the Conversation
- Transportation Coordination Listening Session - Coordinating Council on Access and Mobility
- Video: King County Metro - A Mobility Agency

Links to other mobility management related sites

- AARP Public Policy Institute
- Coordinating Council on Access and Mobility (CCAM)
- Community Transportation Association of America
- King County Metro's Innovative Mobility Program
- National Aging and Disability Transportation Center
- National Center for Mobility Management



APTA co-operates the National Center for Mobility Management (NCMM). The mission of the NCMM is to promote customer-centered mobility strategies that advance good health, economic vitality, self-sufficiency and community. Check out NCMM's website to find information about all different aspects of mobility management and transportation:

- Calendar of Events
- Blog
- Latest News on "Evolving Mobility"
- Mobility Management Information Practices Database

APTA Mobility Management Committee



This resource center is supported by APTA's Mobility Management Committee. Transit agencies are the best positioned to provide all the different mobility solutions to people—regardless of who they are and where they're going—and put together the best set of multimodal services for the community. Join the APTA Mobility Management Committee to network with other agencies embracing the concept of mobility management.

APTA Mobility Innovation Hub Resources

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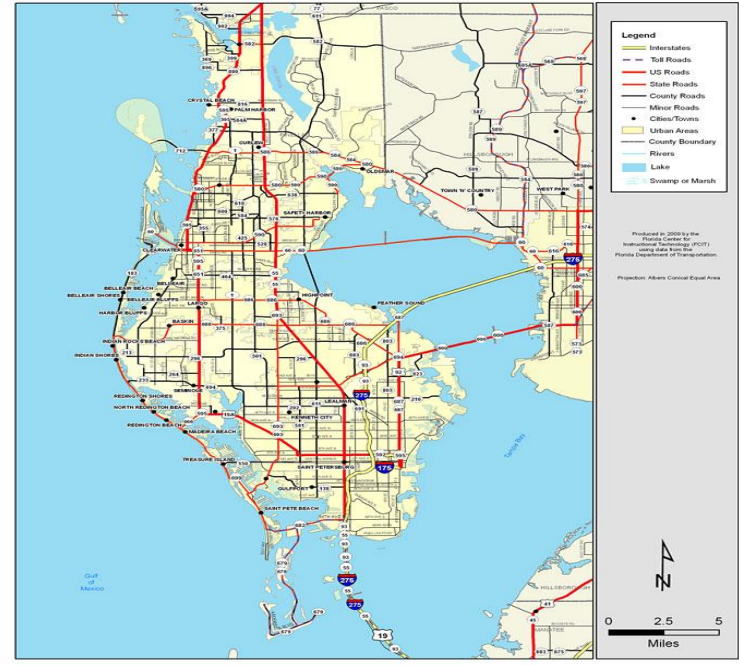
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PINELLAS SUNCOAST TRANSIT AUTHORITY



Pinellas County Transportation Network



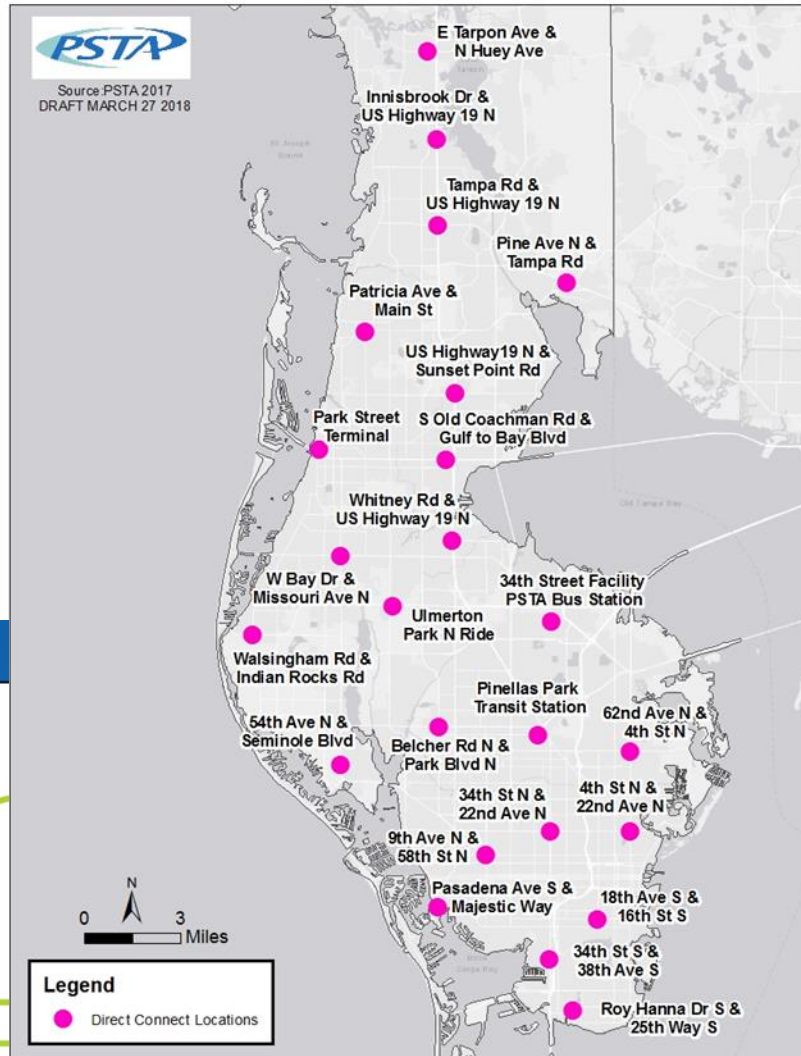
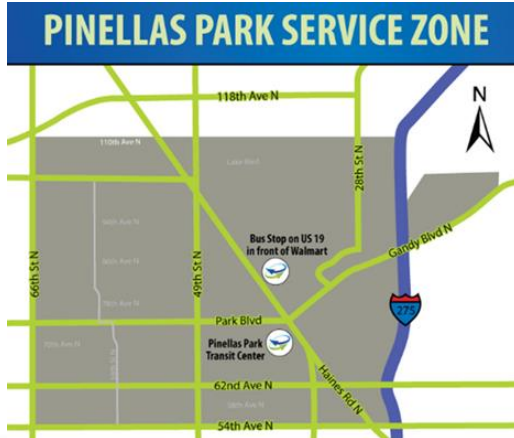
PSTA and Pinellas County

- Population of 949,827 (2015)
- 43 bus routes
- 12 million trips in FY18



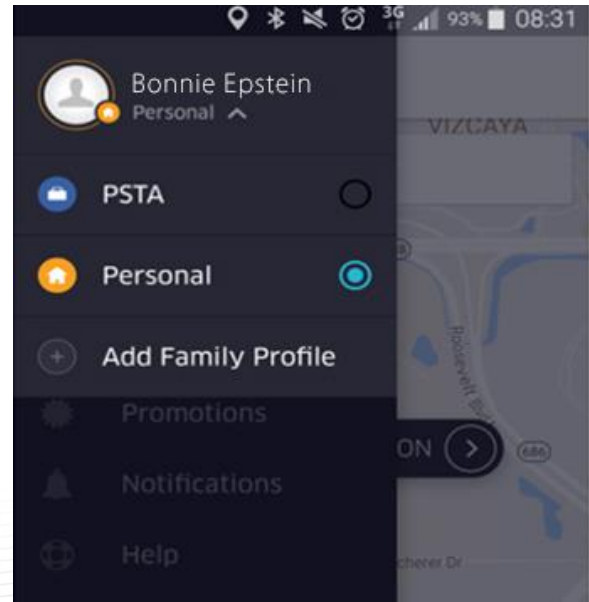
Direct Connect

- First/Last mile connection to the PSTA fixed route system
- Riders use United Taxi, Uber or Wheelchair Transport to get an on demand ride
- Trip must begin or end at one of 24 Direct Connect Locations that connect riders to multiple PSTA fixed routes
- PSTA pays first \$5.00 of the trip

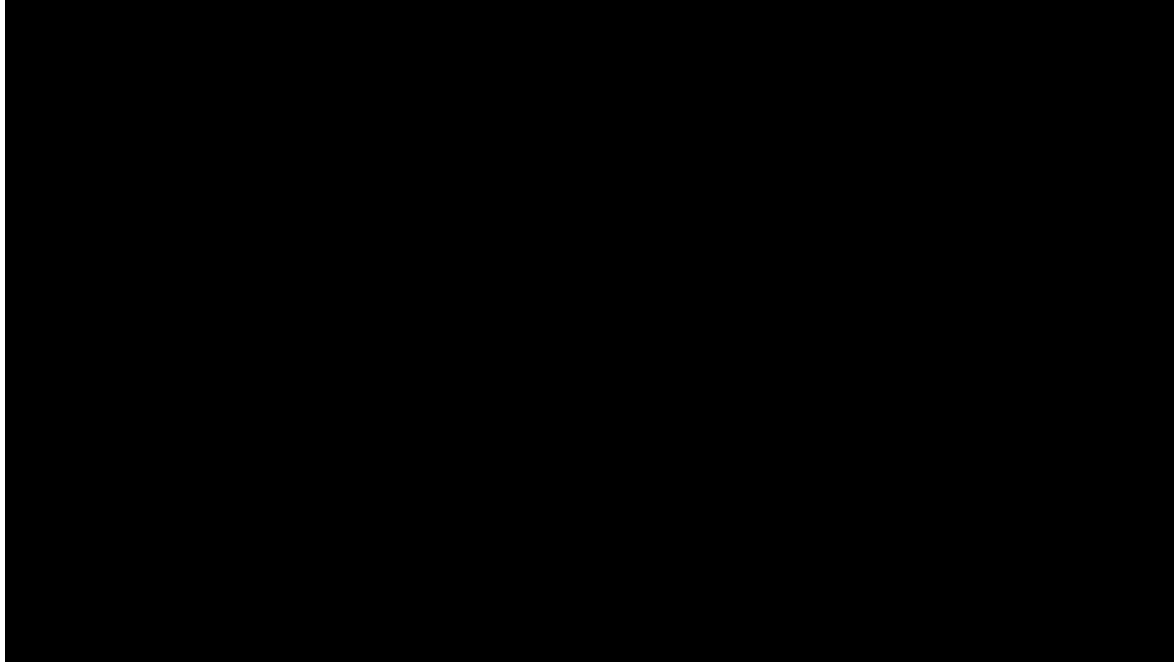


TD Late Shift

- Improved economic position of participants
- Riders must be registered TD customers and purchase the TD monthly bus pass
- Riders must have a job that begins or ends between 10 p.m. and 6 a.m.
- Riders choose between Uber, United Taxi, and Care Ride
- Once approved, riders received up to 25 trips per month to or from work between 10pm and 6am.

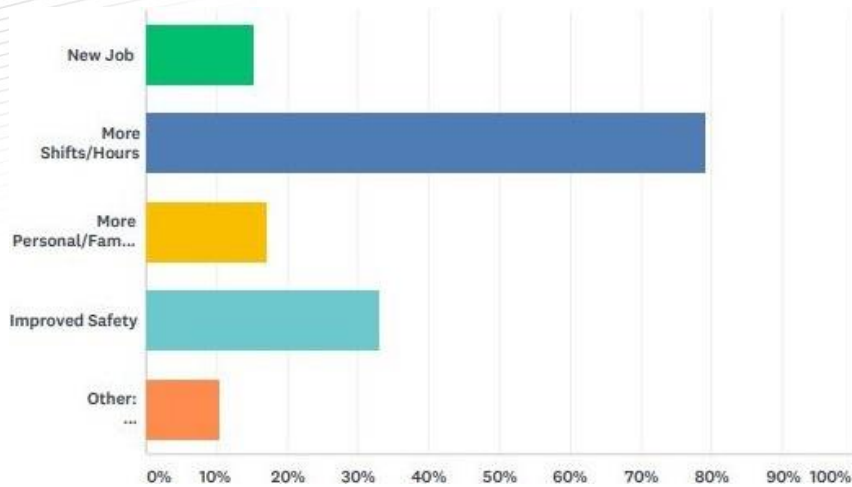


TD Late Shift Video



2017-2018 PSTA TD Late Shift Program Survey

What does this program mean to you?



"I don't have to walk home in the dark anymore."

How would you rate the quality of your PSTA TD Late Shift trips?



"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."

"Allowed me to work late shifts"

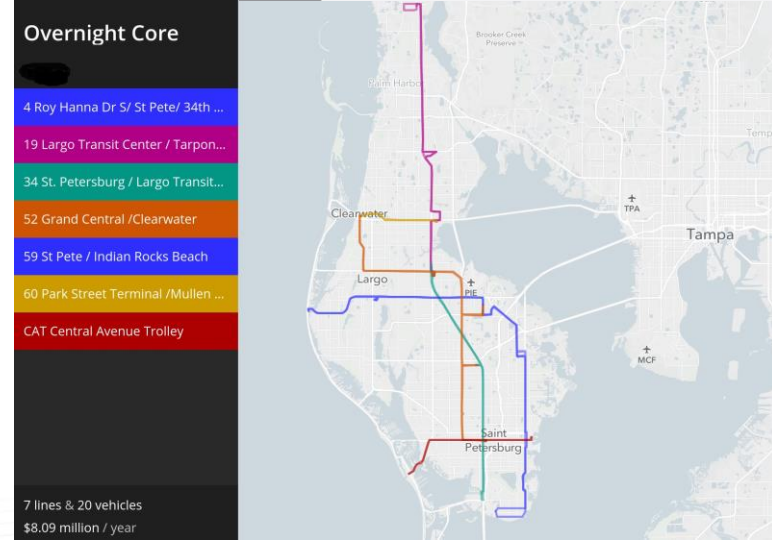
TD Late Shift Metrics

- Average Number of Trips per Month – 3,456 trips
- Average Number of Riders per Month - 288 riders
- Average Number of Trips Riders Take Per Month – 12.3
- Average Cost per Trip (ambulatory) - \$14.93
- Average Cost per Trip (wheelchair) - \$30.00
- Average Monthly Cost - \$52,786
- Average Yearly Cost - \$633,432
- Average Response Time – 7 minutes



System Stats

-  Lines
7
-  Vehicles
20
-  Cost per Year
\$8,089,748
-  Service Hours
10pm - 6am
-  Route Frequency
60 minutes



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Audience Q&A with Today's Speakers



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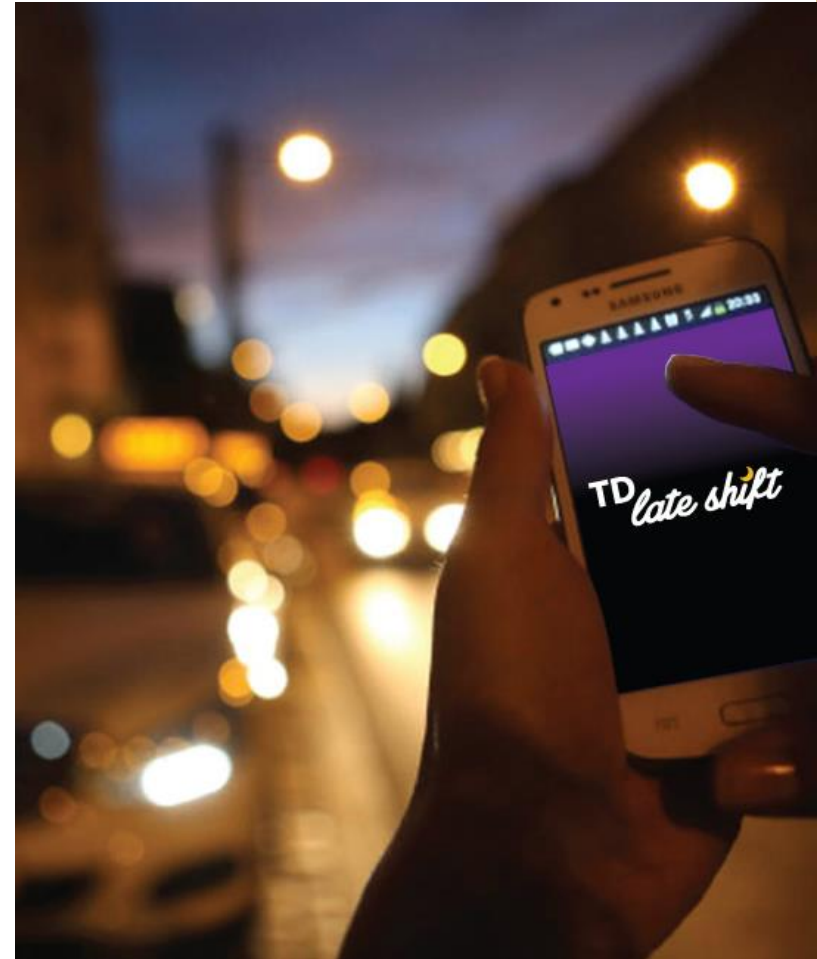
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