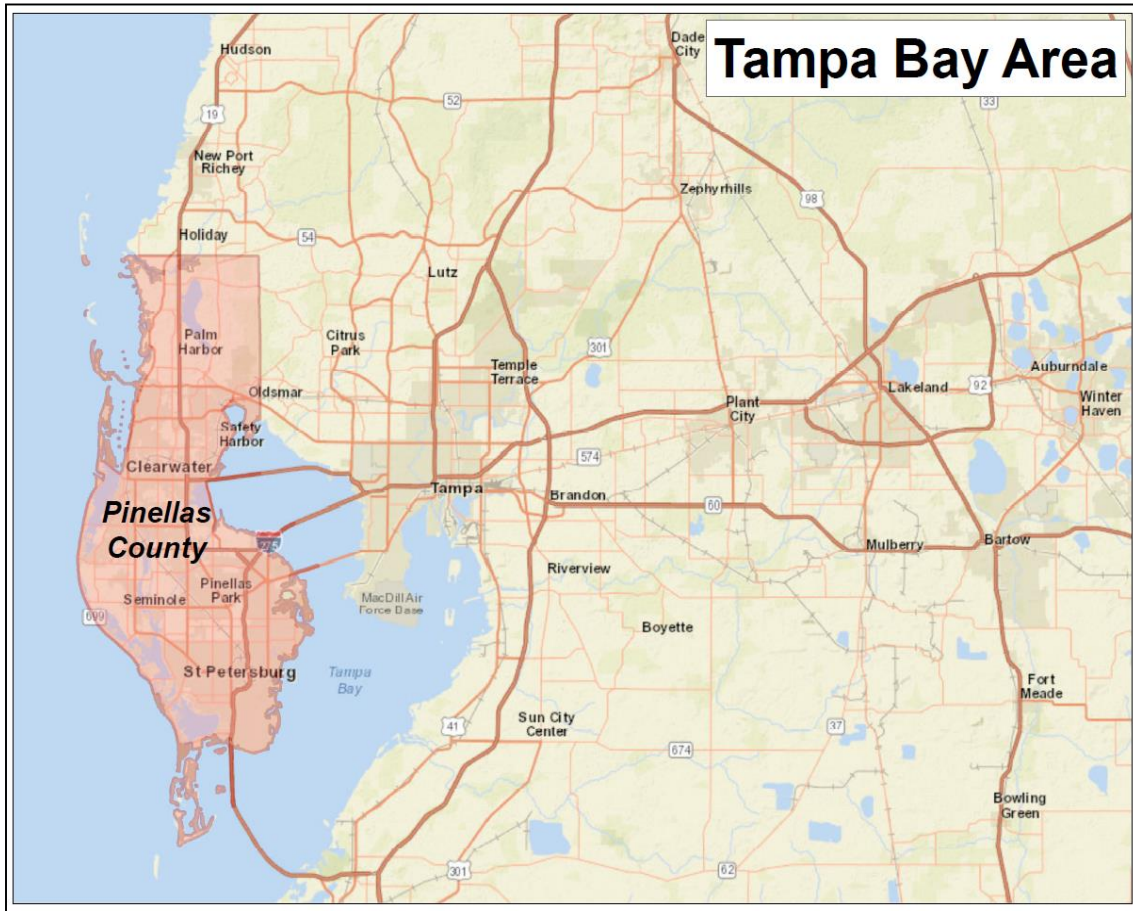




Pinellas Suncoast Transit Authority

2016 MOD Sandbox Grant Awardee

Service Area

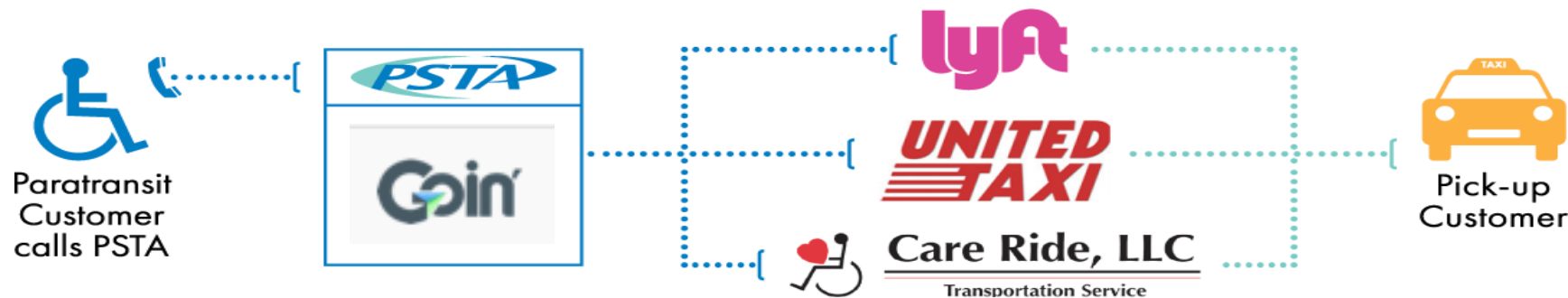


The screenshot shows the GoIn website interface for creating a ride. The browser address bar shows 'www.goin.co'. The page title is 'Create a ride for Jane Doe'. On the left, there is a profile for Jane Doe with a 'Wallet: \$62' and a 'Mobility WheelChair' tag. The main content area shows the ride type as 'On-demand' and the route from '1 Tropicana Dr, St. Petersburg' to '1530 4th St N, St. Petersburg'. A dropdown menu is set to 'Shortest Arrival'. Three ride options are listed:

Duration	Service	Price
6 mins	CareRide	\$30
7 mins	lyft Lyft Access	\$8
8 mins	UNITED TAXI United Taxi	\$14.32

Project Approach

- PSTA is seeking to demonstrate a business model that increases efficiency and cost effectiveness of paratransit services while providing flexible and responsive transportation.
- *Services provided through this proposed grant demonstration will be focused on servicing both ambulatory and wheelchair paratransit customers within the parameters of its existing paratransit services.*
- *Riders book trips through PSTA, whereby the Goin' Software platform will provide provider options based on response time and estimated cost.*



Partnerships

- *PSTA - lead agency on this project,*
 - Planning Department leading coordination efforts and implementation
 - Transportation Department leading operations.
- *PSTA partners*
 - Goin' Software – Technical Development of Software to compare provider options, and dispatch trips
 - Lyft, United Taxi, and CareRide – Transportation Providers
 - Center for Urban Transportation Research – Program analysis and reporting



Anticipated Outcomes

- *We expect to see a significant decrease in response times and cost-efficiency of paratransit services.*
- *Increase in demand for trips with more reliable and responsive paratransit services.*
- *Increase in customer satisfaction as a result of the much improved flexibility related to these services.*
- *The development of replicable performance measures that can be used to gauge success.*