

PSTA Mobility on Demand Programs

APTA Sustainability and Multimodal Planning Workshop

What's New and What's Next: Innovative Approaches to Improving Mobility

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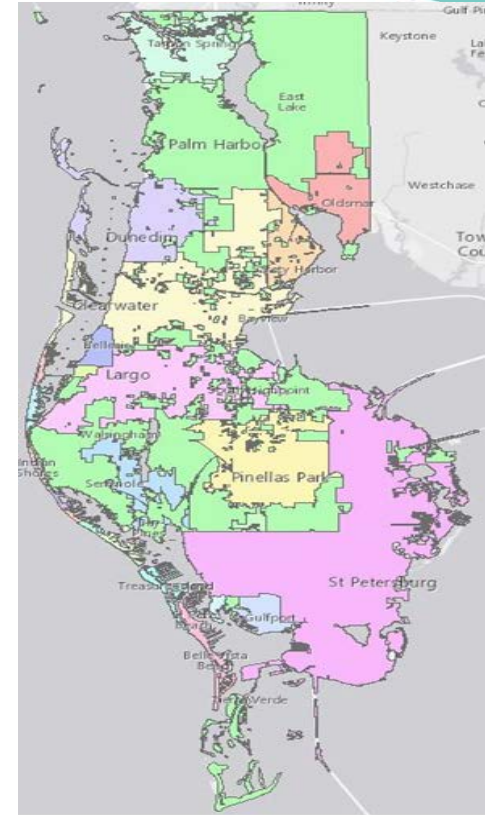


Introduction



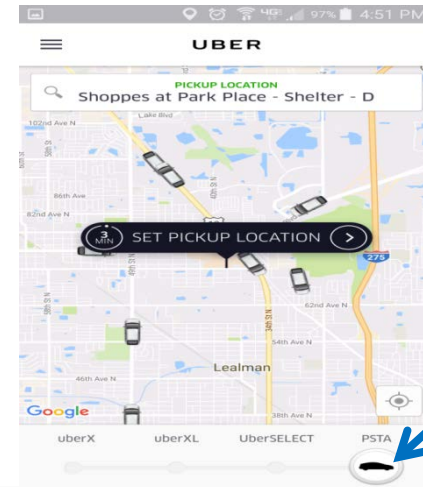
PSTA and Pinellas County

- 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



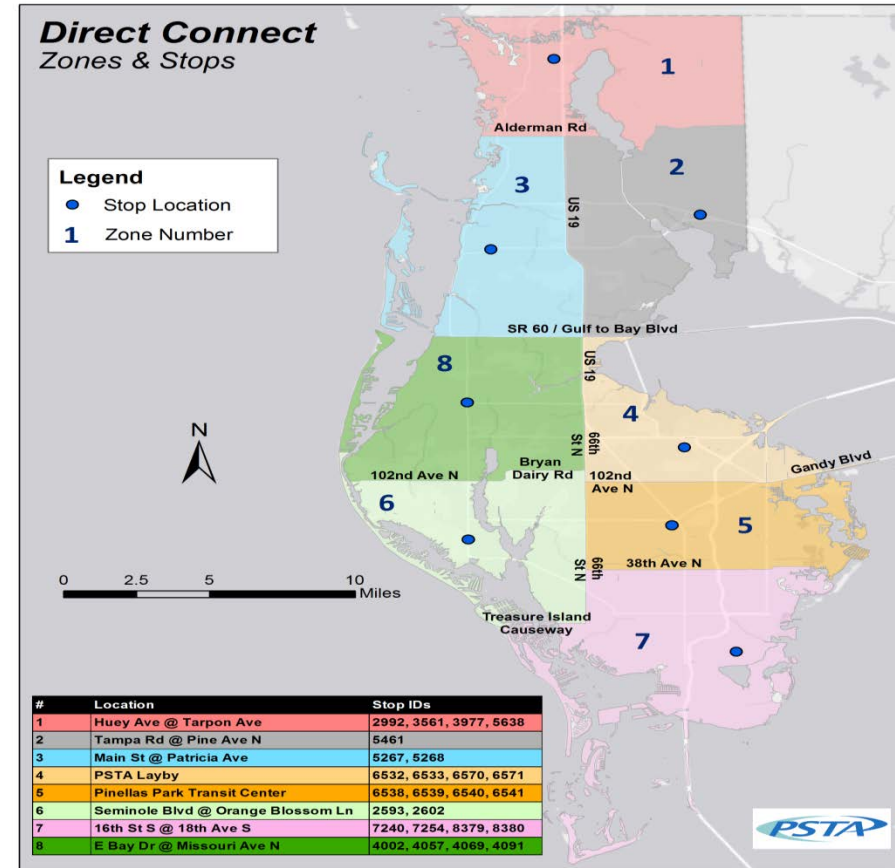
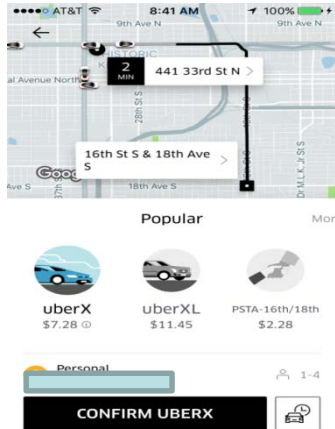
Direct Connect Service

- 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



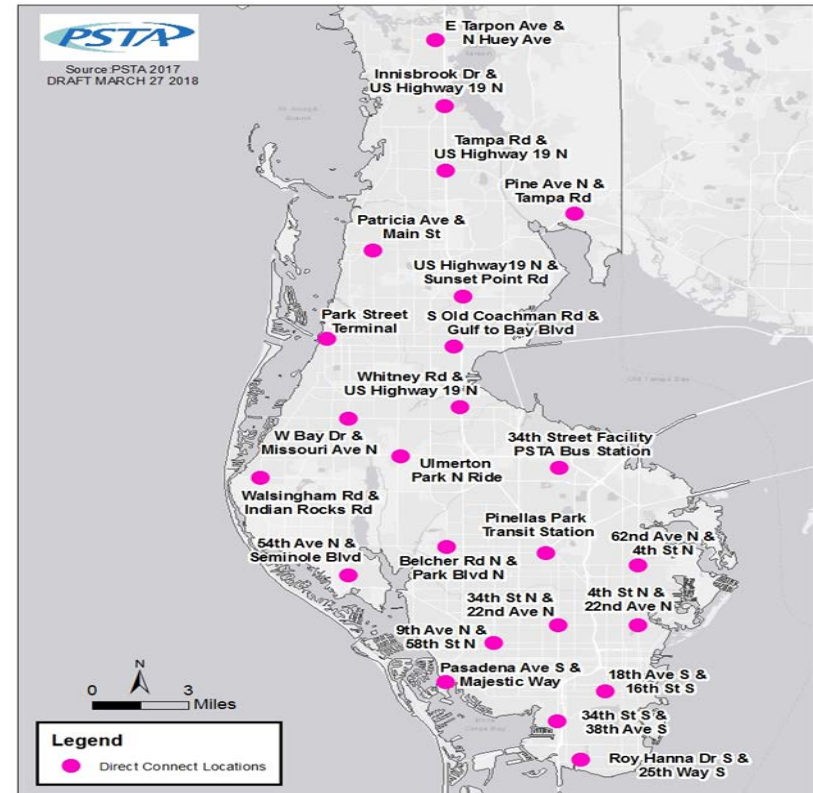
Direct Connect Expansion

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



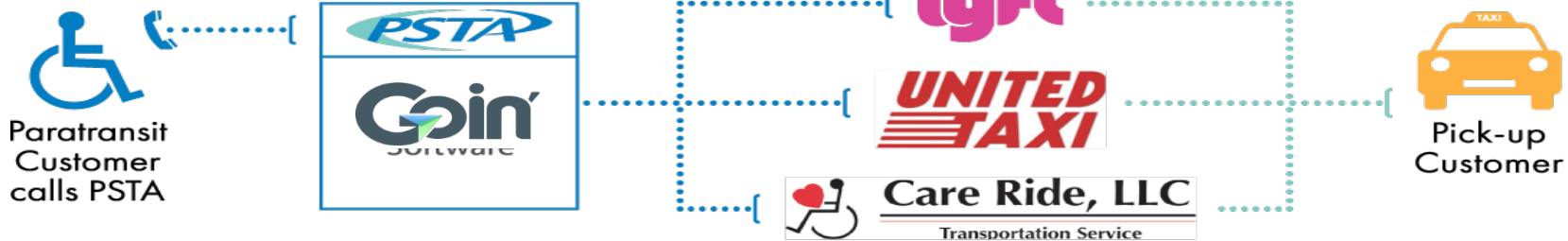
Direct Connect Expansion 2018

- 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



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

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 heading is "Create a ride for Jane Doe".

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

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

