PSTA Mobility on Demand Programs

APTA Sustainability and Multimodal Planning Workshop

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

Vancouver, BC Canada

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July 30, 2018

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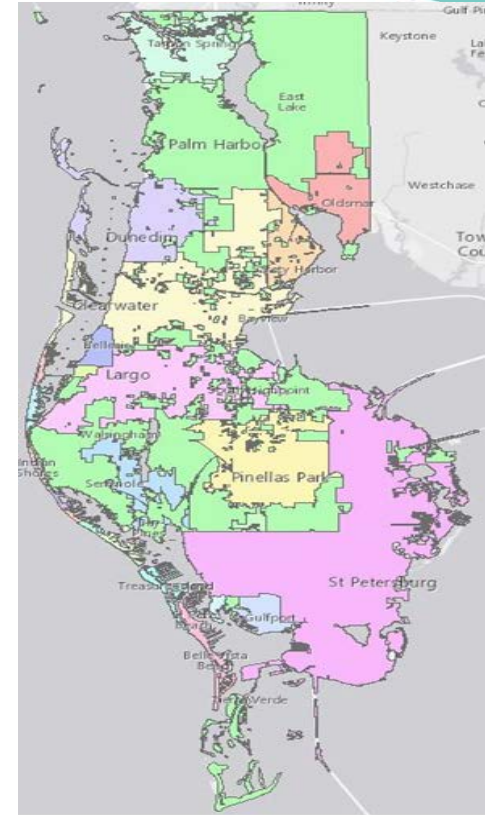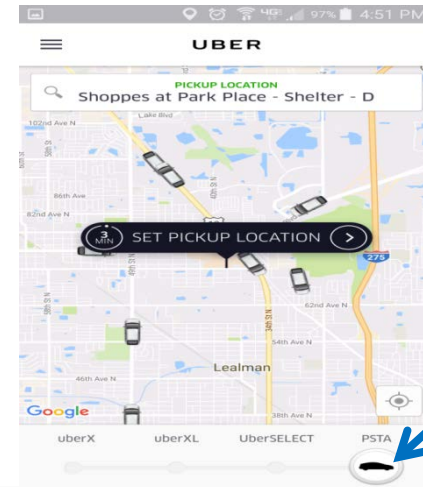
St. Petersburg, Florida

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
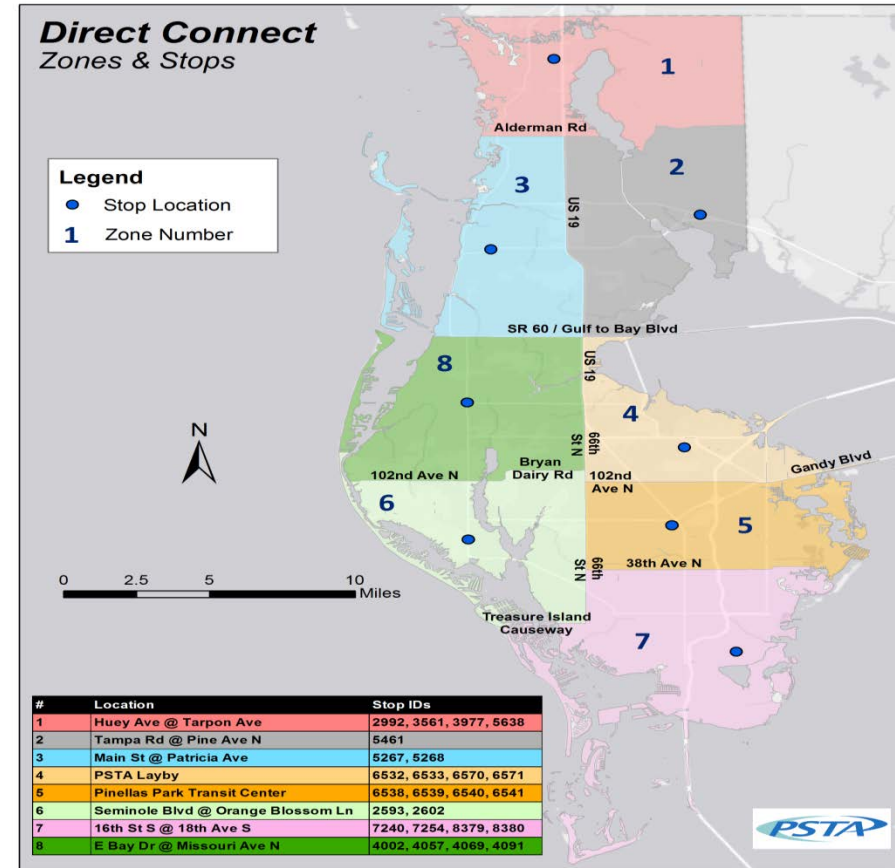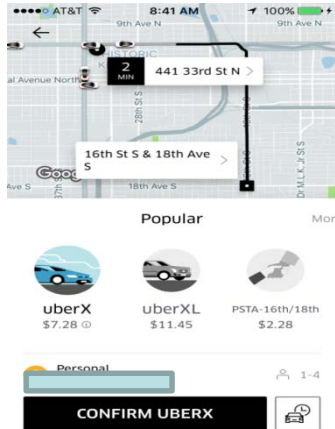- 41 bus routes
- 13.4 million trips in FY16

Direct Connect 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
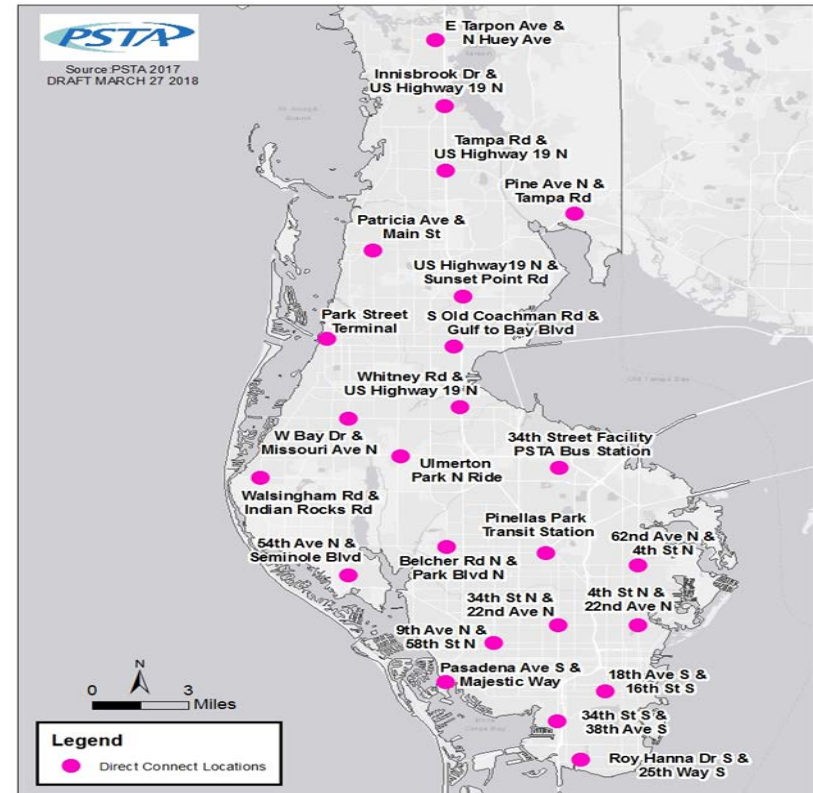
- PSTA subsidizes 50% of ride up to $3.00

Direct Connect Expansion

- From two zones to county-wide

- Fare starting at $1/trip

- Restrictions to ensure used as intended

Direct Connect Zones & Stops

Legend
- Stop Location
1 Zone Number

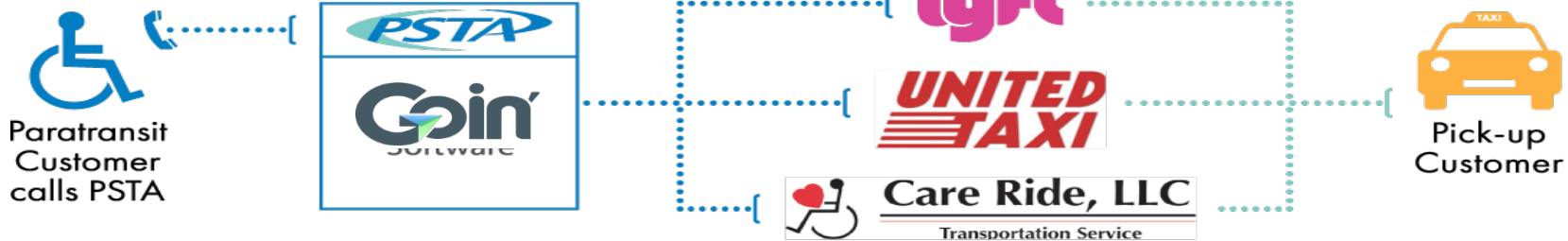| #	Location	Stop IDs
1	Huey Ave @ Tarpon Ave	2992, 3561, 3977, 5638
2	Tampa Rd @ Pine Ave N	5461
3	Main St @ Patricia Ave	5267, 5268
4	PSTA Layby	6532, 6533, 6570, 6571
5	Pinellas Park Transit Center	6538, 6539, 6540, 6541
6	Seminole Blvd @ Orange Blossom Ln	2593, 2602
7	16th St S @ 18th Ave S	7240, 7254, 8379, 8380
8	E Bay Dr @ Missouri Ave N	4002, 4057, 4069, 4091

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

Sandbox Project