

Partner Today, Develop Tomorrow

The Benefits of Endorsing a Proven Mobile App Provider

Moderator: Lawrence Deeter

- **Jacob Labutka - Transit Planner – PSTA**
- **Sophie Le Blanc - Business Development – Transit App**

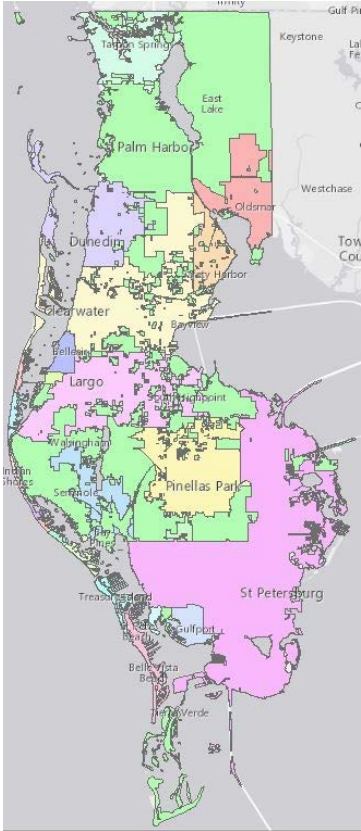


2018 Sustainability & Multimodal
Planning Workshop

- 1 PSTA Overview
- 2 Challenges & Opportunities
- 3 Collaboration
- 4 Benefits
- 5 What's Ahead



Pinellas County Background



- Most densely populated county in Florida
- Population of 970,637 (2017)
- Median age of 46
- 24 municipalities – 22 served by PSTA

PSTA Background

- 41 bus routes
- 12.4 million trips in FY17
- 206 vehicles in service



Challenges & Opportunities



From a-to-b without your own car.

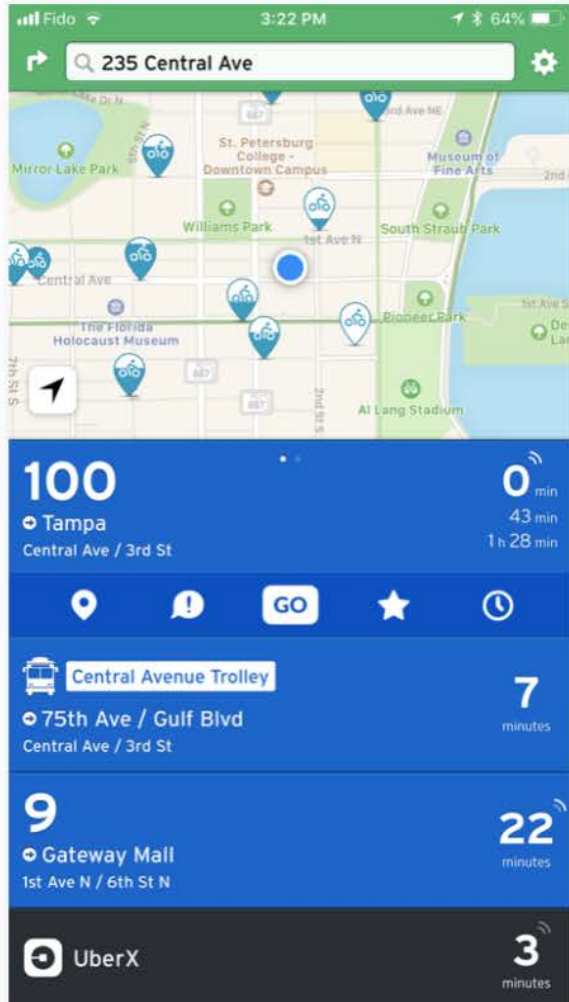
Designed to answer:
“Where’s my ride?”



CHECK
Bike Share

CHECK
Public Transit

REQUEST
Uber



11th St N

3110 1st Ave N

Leave at 4:17 PM Options

PM 4:30 PM 4:45 PM

10-20 min

15 or 18

Leave at 4:17 PM 20 min

20-25 min

18

Leave at 4:26 PM 14 min

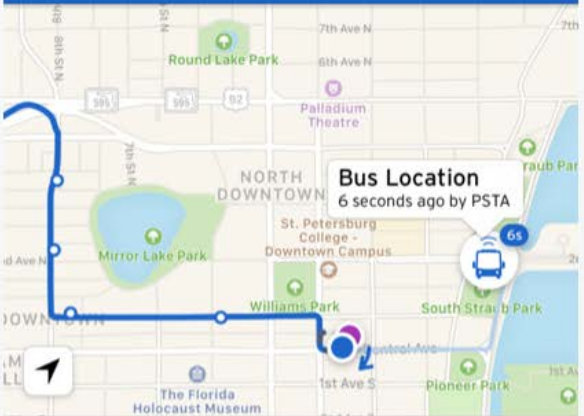
20 min

Leave at 4:34 PM 16 min

UberX 9 min US\$ 6-9

Bike 9 min

Coast Bike Share 13 min



- 2nd Ave N / Beach Drive 3:22 PM
- Central Ave / 3rd St** 3:23 PM
- 1st Ave N / 5th St N 3:24 PM
- 1st Ave N / 7th St N 3:25 PM
- 8th St N / 2nd Ave N 3:26 PM
- 8th St N / 3rd Ave N 3:26 PM
- 4th St N / 62nd Ave N 3:50 PM

TRANSIT IS THE ENDORSED APP OF DOZENS OF AGENCIES



St. Petersburg



Baltimore



Boston

Calgary Transit

Calgary



Edmonton



Louisville



Monterey, CA



Montreal

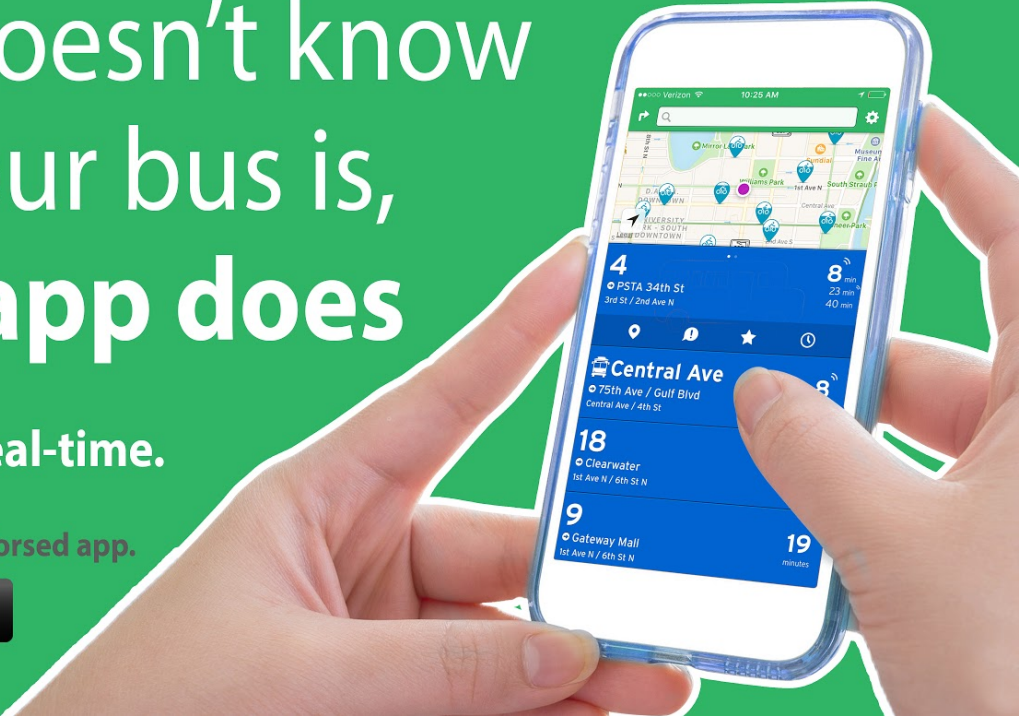
Partnership Launch!

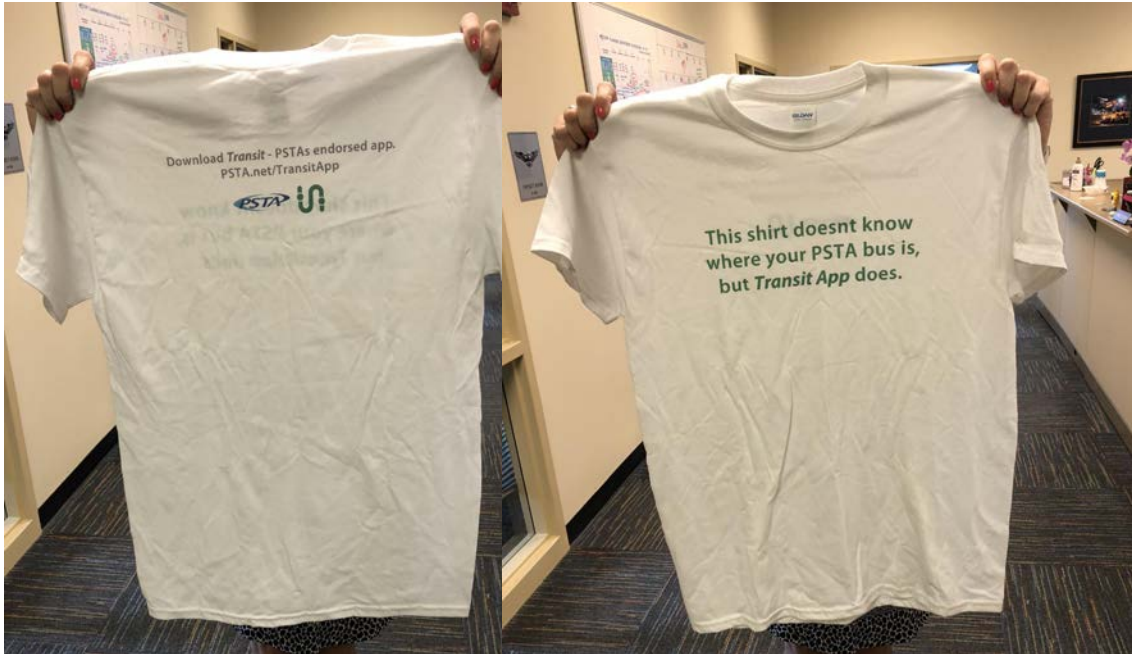


This ad doesn't know
where your bus is,
but our app does

Track your ride in real-time.

Download *Transit* - PSTA's endorsed app.





This sticker doesn't know
where your bus is, but
our app does.

Track your ride in real-time.



Download *Transit* - PSTA's endorsed app.
PSTA.net/TransitApp

This coaster
doesn't know where
the next bus is, but
Transit does.

Download *Transit*,
PSTA's endorsed app.

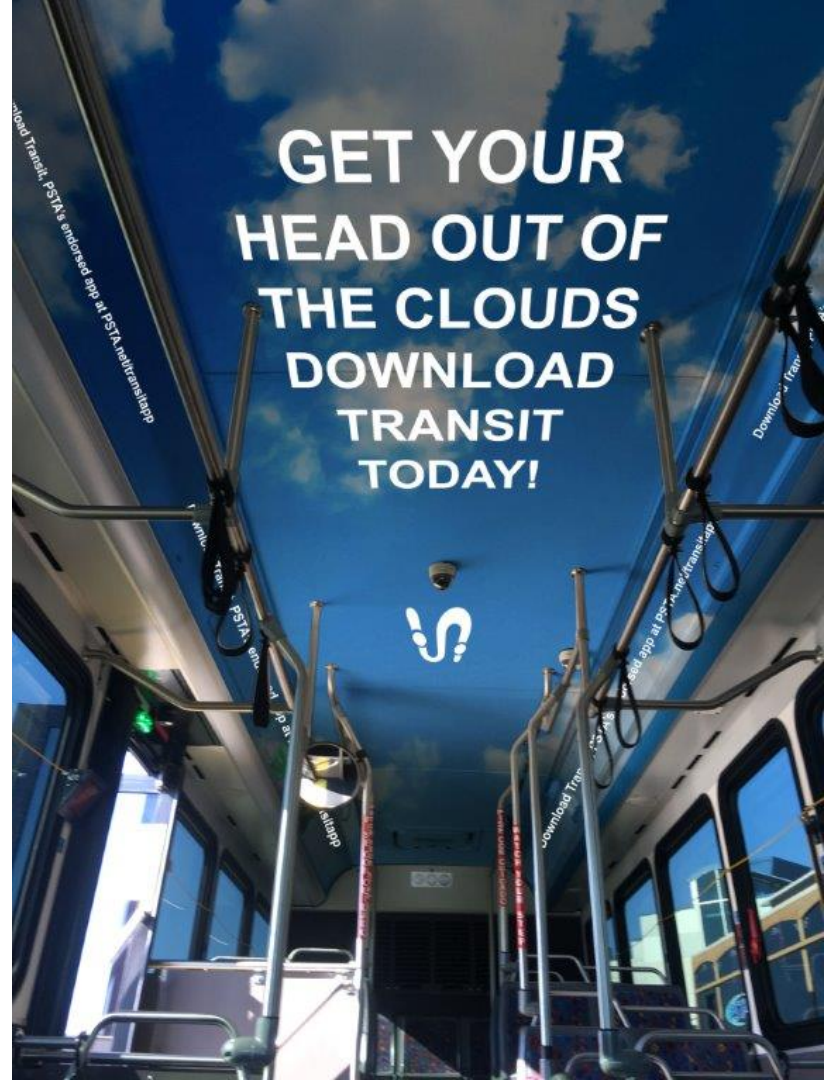


Sure... you can sit there, and read this ad. But, why STALL? Just download our app.

Download *Transit* - PSTA's endorsed app at [PSTA.net/transitapp](#)

While you stand there, think about downloading *Transit* and becoming the urbanite you've always dreamt of being.

Download *Transit* - PSTA's endorsed app. 

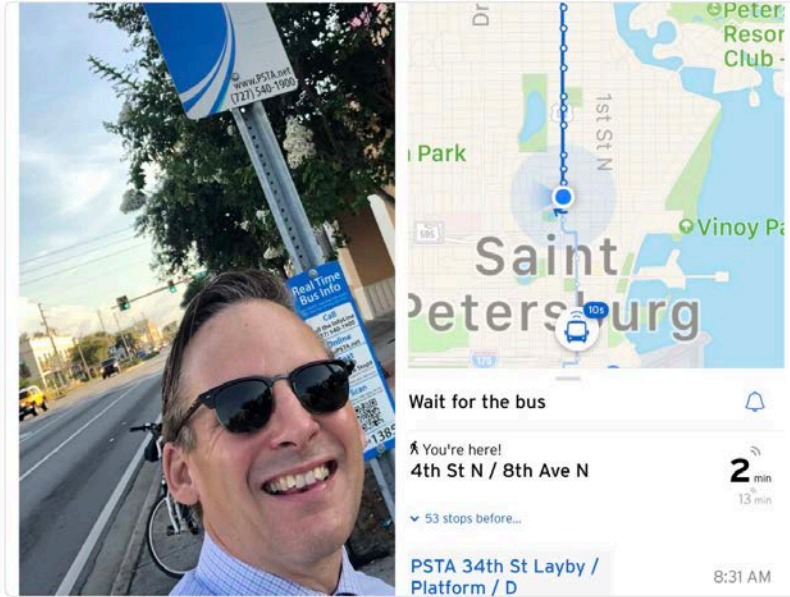




Brad Miller
@BradMillerPSTA

Following

Happy to be back home riding @RidePSTA #transit @transitapp works here just like I used it in every European city I visited on my vacation.

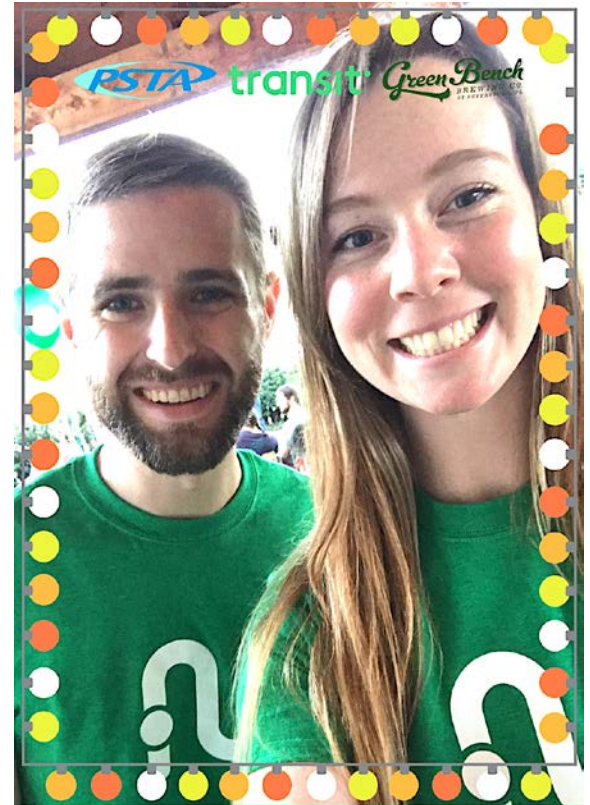


5:05 AM - 16 Jul 2018 from St Petersburg, FL

2 Retweets 15 Likes



1 comment, 2 replies, 15 likes, 0 shares

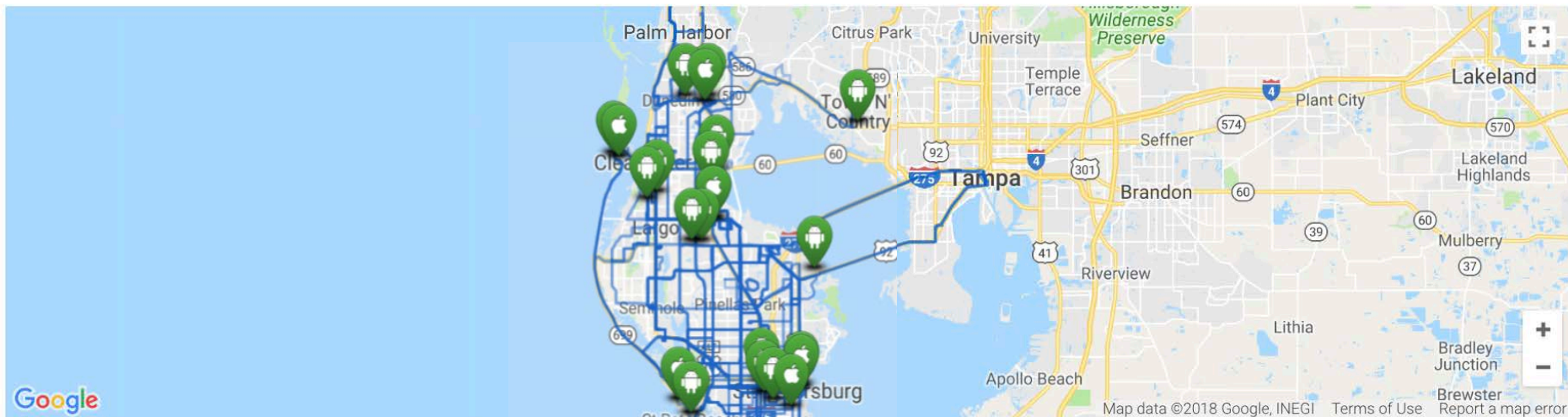


This filter doesn't know where your bus is, but our App does.



Users Active Right Now in

PSTA - Tampa



	Yesterday	Last 7 days	Last 4 weeks
Downloads	47 -11.32%	297 -3.88%	1,308
Users	1,285 +1.74%	2,901 +1.97%	5,039
Sessions	10,601 +2.08%	68,785 +0.56%	289,309
Sessions / users	8.250 +0.33%	23.711 -1.38%	57.414

Most Popular Lines

Yesterday

Line	Views	Clicks
18 St Petersburg / Clearwater	3,180	157
52 Grand Central / Clearwater	2,810	191
79 St Petersburg / Largo Transit Ctn	2,646	96
34 St Petersburg / Largo Transit Center	2,238	119
4 Roy Hanna Dr S / St Pete / PSTA 34th St	1,694	114
14 St Petersburg / Pasadena	1,602	69
59 St Pete / Indian Rocks Beach	1,436	61
CAT Central Avenue Trolley	1,432	57
11 South St Pete / PSTA 34th St	1,348	67
62 Tyrone Square Mall / Boot Ranch	1,340	40
61 Indian Rocks Shopping Ctr / Westfield Shopping Town	1,334	51
20 South St Pete / Tyrone Square Mall	1,331	32
23 St Petersburg / Tyrone Square Mall	1,304	40
7 St Petersburg / Tyrone Square Mall	1,205	21
74 Gateway Mall / Seminole Mall	1,161	34
15 St Petersburg / Gulfport Casino	1,153	15
19 Largo Transit Center / Tarpon Springs	1,141	83

[Create Alert](#)

psta

Bus SBT

Clearwater Beach Transit Center is not displaying in Transit app

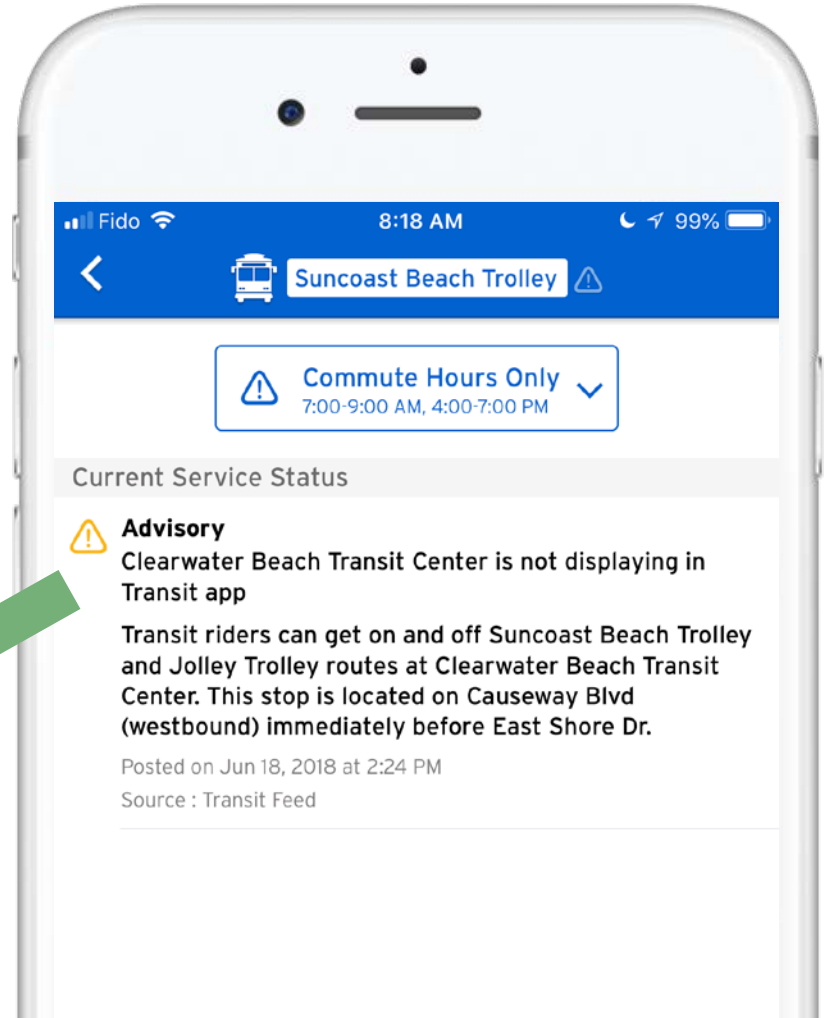
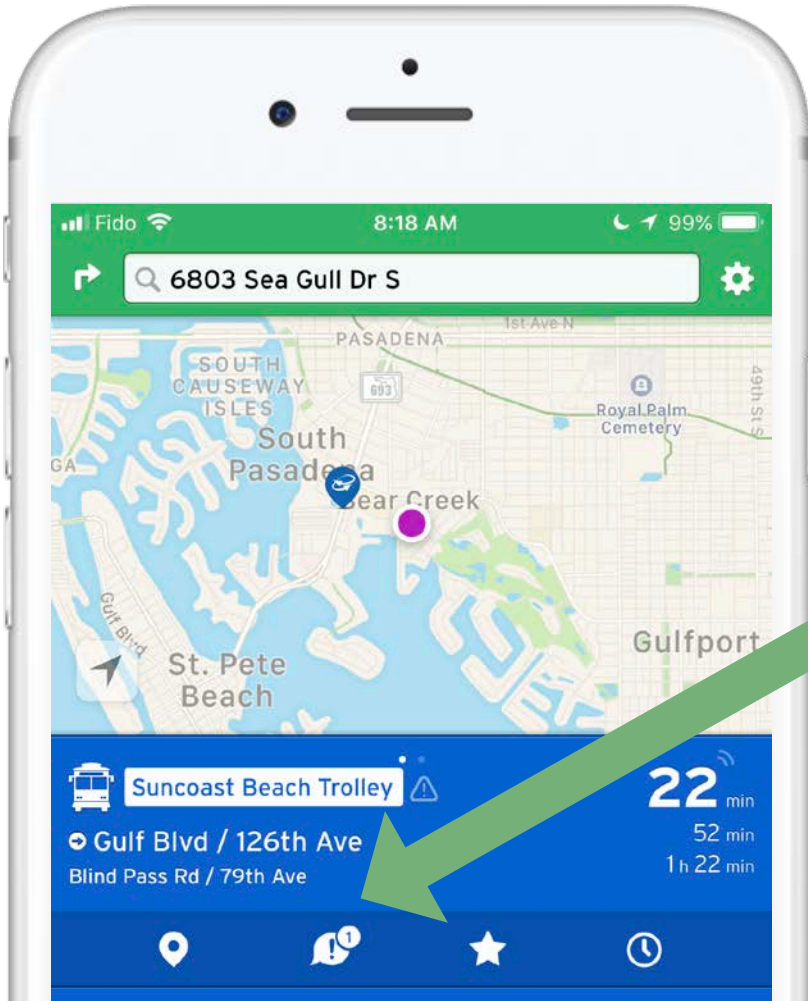
This alert was pushed out to 191 users by `PSTA` on 05/23/2018 at 06:29.
Created by `PSTA` on 05/23/2018 at 06:29.

[Remove](#)**Line**Bus SBT **Agency**PSTA (Tampa) **Effect**Other Effect **Cause**Technical Problem **Start**05/23/2018 09:22 **End****Title**

Clearwater Beach Transit Center is not displaying in Transit app

Details

Transit riders can get on and off Suncoast Beach Trolley and Jolley Trolley routes at Clearwater Beach Transit Center. This stop is located on Causeway Blvd (westbound) immediately before East Shore Dr.



Locales: --

Locale: Image:

Going from TPA to Pinellas County?
 PSTA's weekday 300X is free until Aug 31

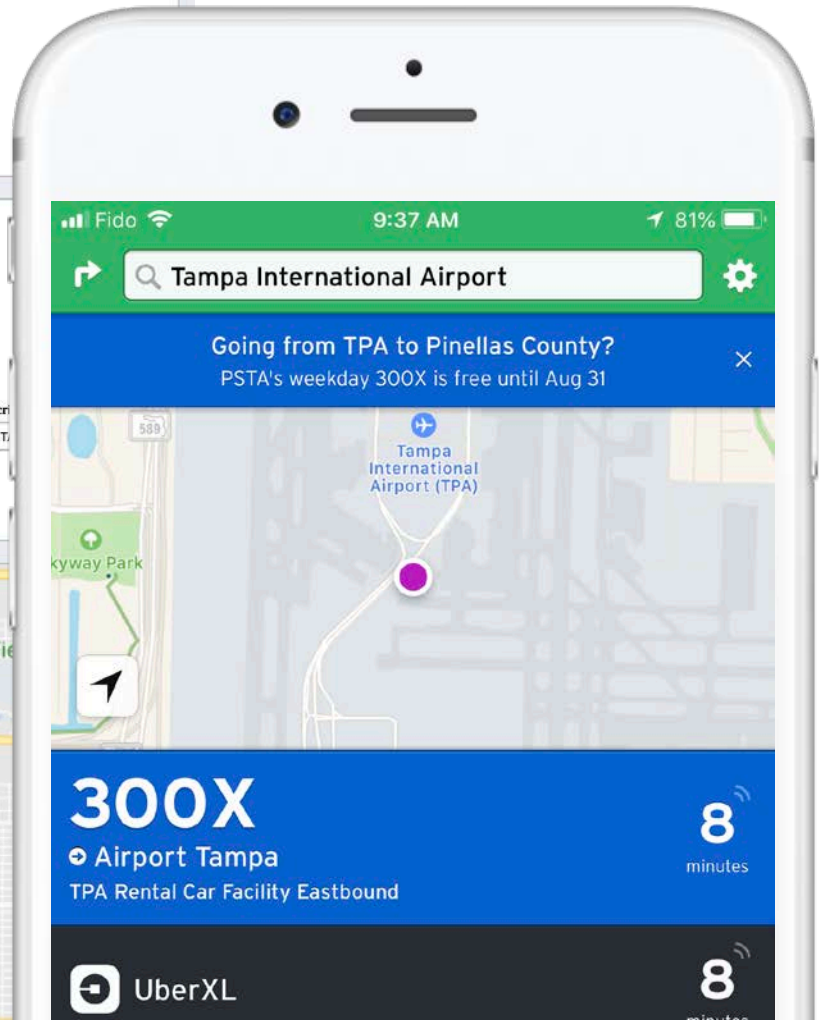
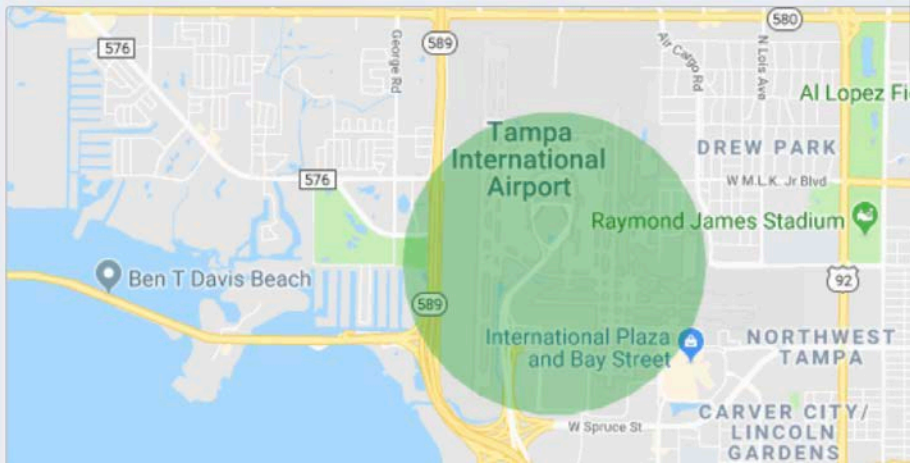
Color: #0163D0 Text: #ffffff

URL:

Where: Radius (m):

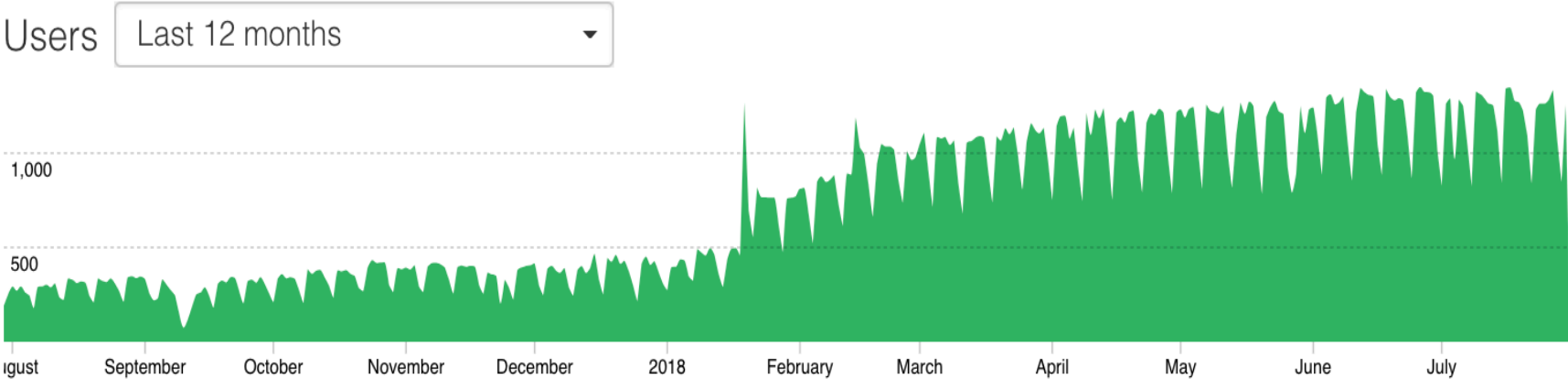
Beta: Priority: App:

Show on: Hide on:



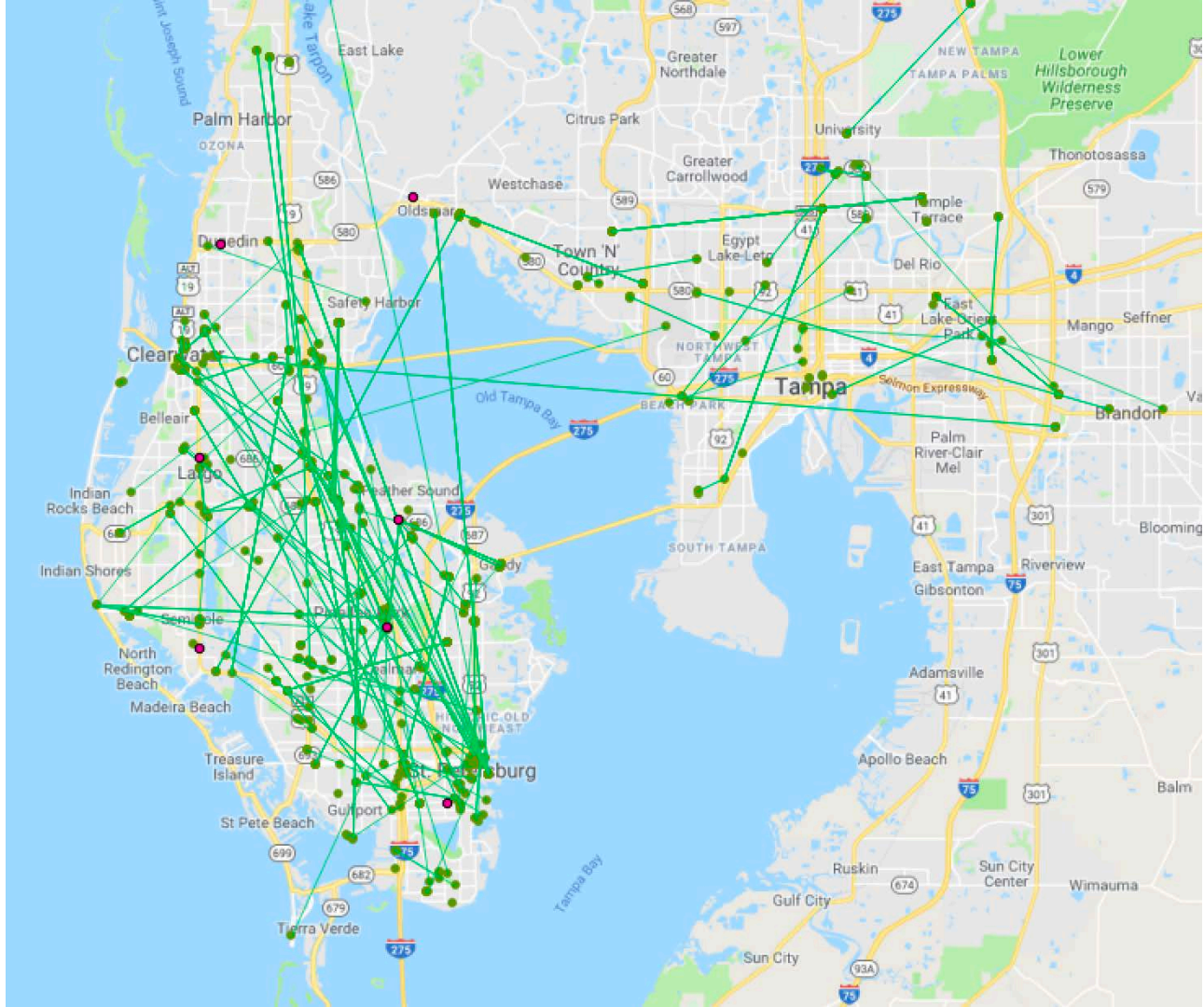
500% growth

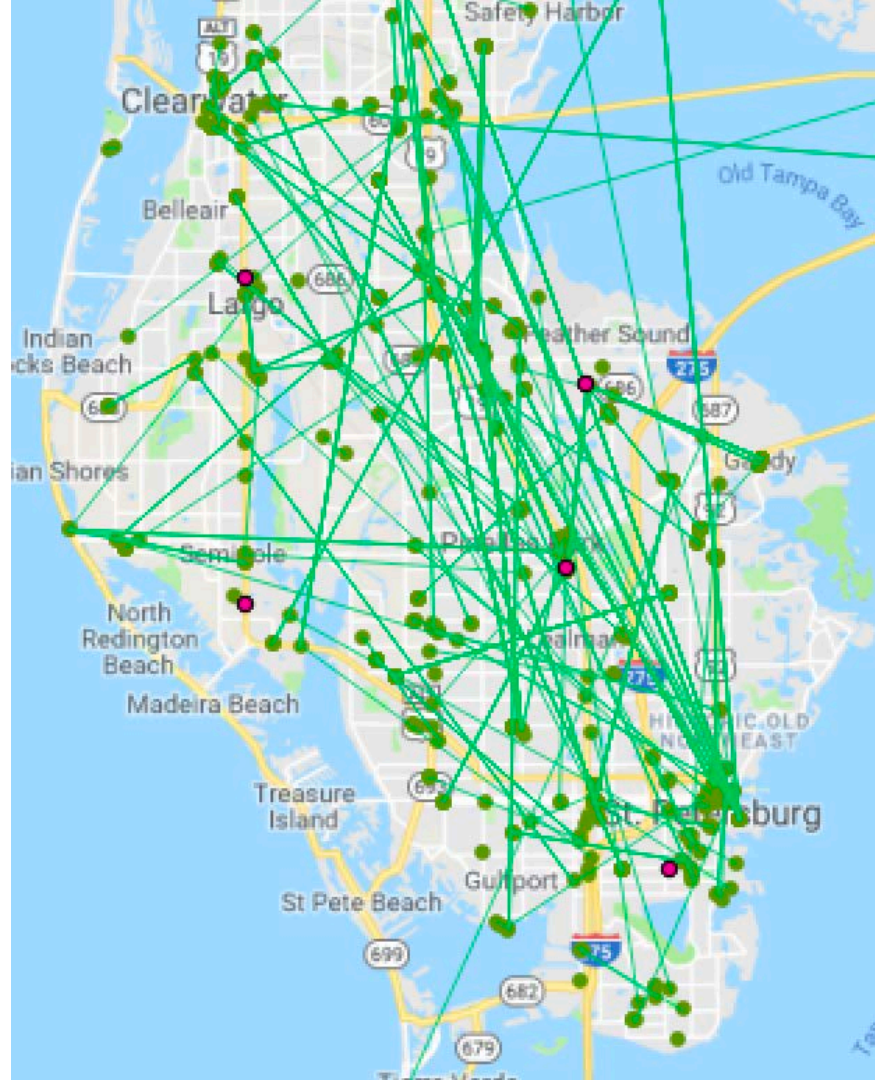
in PSTA riders using the app





**Planners
Love Data**



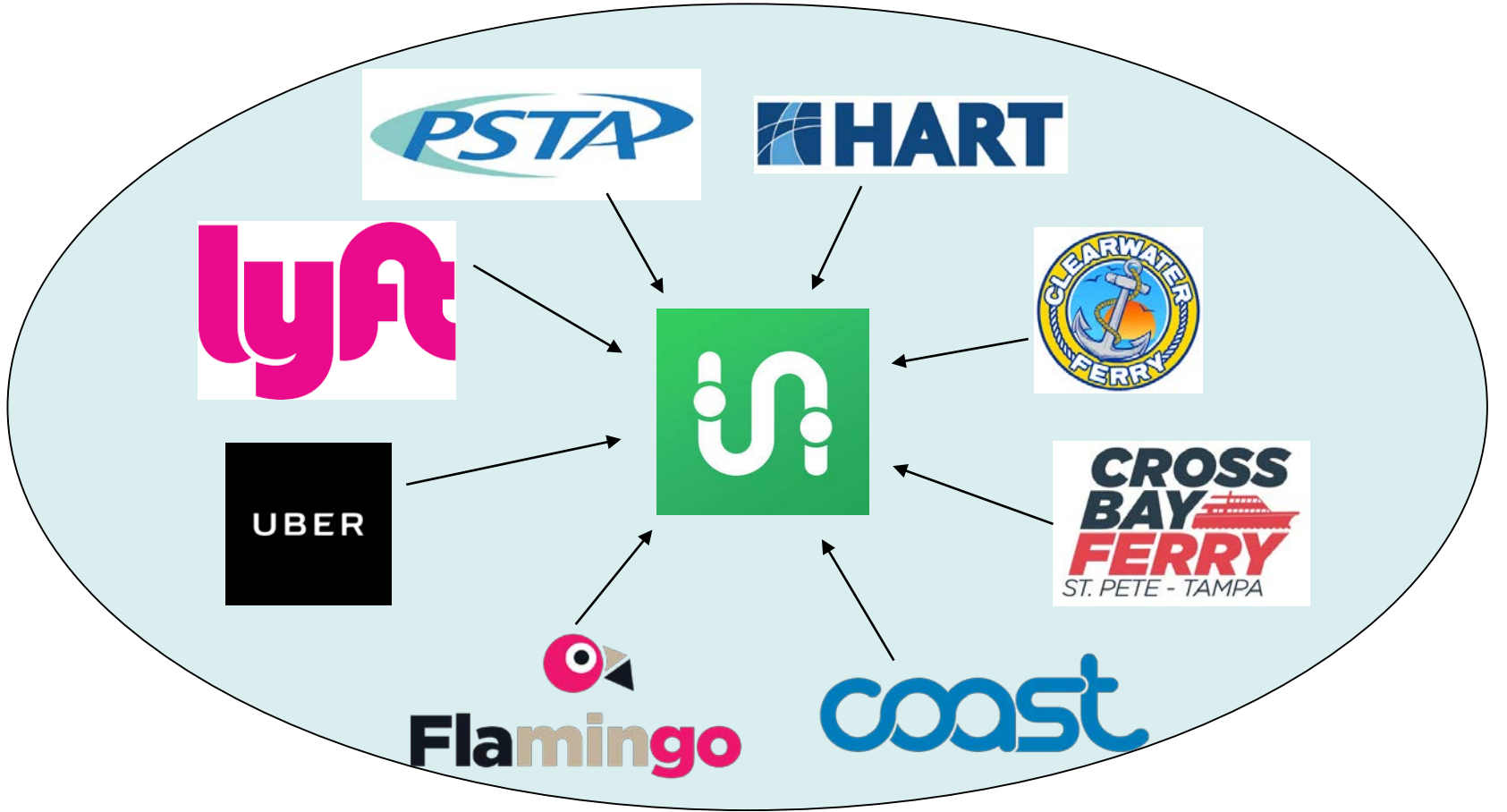


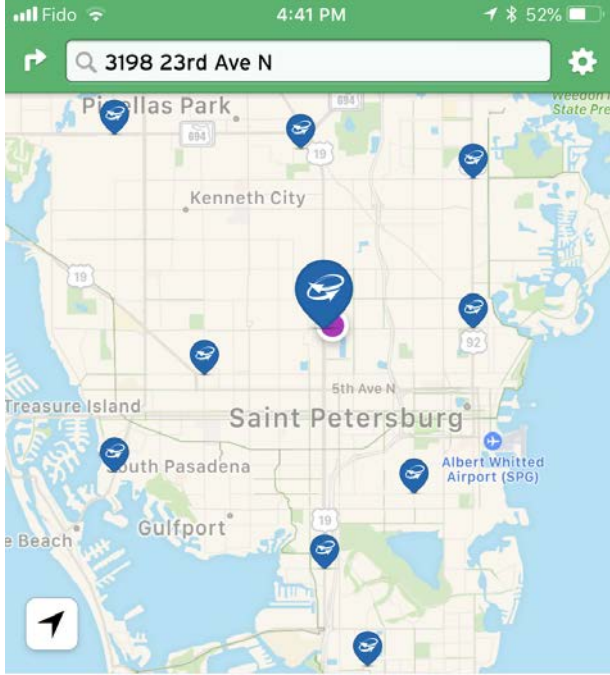
What's Ahead

The logo for PSTA (Pinellas Suncoast Transit Authority) features the word "PSTA" in a blue, italicized sans-serif font, enclosed within a blue oval shape.The logo for HART (Hillsborough Area Regional Transit) consists of a blue globe icon to the left of the word "HART" in a bold, blue, sans-serif font.The Lyft logo is rendered in a bright pink, rounded, sans-serif font.

Each mode has a separate app with distinct payment systems.

The Uber logo is the word "UBER" in white, uppercase, sans-serif letters, centered on a solid black square background.The logo for Cross Bay Ferry features the words "CROSS BAY" in bold black letters above "FERRY" in bold red letters. Below this, it says "ST. PETE - TAMPA" in a smaller black font. A red silhouette of a ferry is positioned behind the word "FERRY".The Flamingo logo includes a stylized pink and black bird head icon above the word "Flamingo" in a bold, sans-serif font, where "Flam" is black and "ingo" is pink.The Coast logo is the word "coast" in a blue, lowercase, rounded sans-serif font.





4 minutes

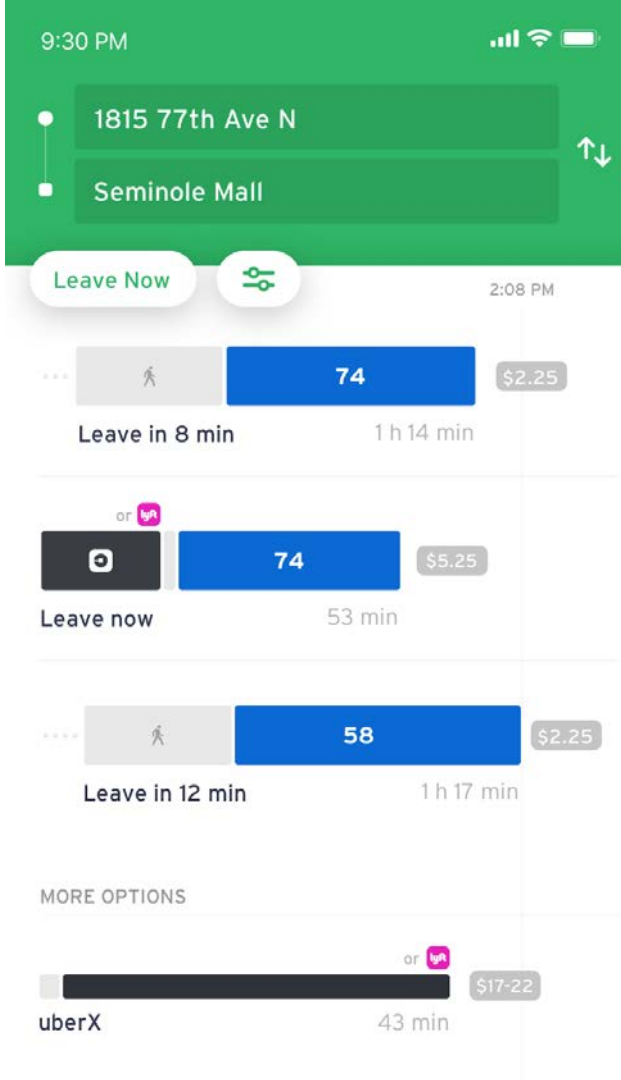
34th St N / 22nd Ave N

Connect to: 22, 34

Get Directions



What is Direct Connect?

Direct Connect Integration



Multimodal Trip Planning & Fare Integration

...  **74** **\$2.25**
Leave in 8 min 1 h 14 min

or   **74** **\$5.25**
Leave now 53 min

  or  **\$17-22**
uberX 43 min

Customer Benefits

Real-time Information

Multi-modal Trip Planning

Integrated Fare Payment



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transit

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