

# Last Bus of the Night: Using TNCs to Supplement Fixed Route Service

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Pinellas Suncoast Transit Authority (PSTA)  
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# PSTA and Pinellas County

24  
municipalities  
– 22 served by  
PSTA

43 bus routes

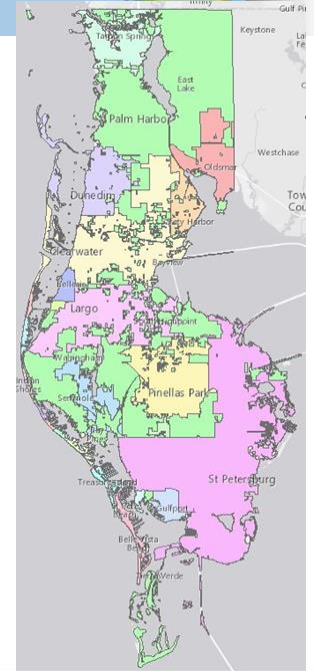
12 million trips  
in FY18

Population of  
970,637

Median age of  
48

*Tourism is Pinellas County's #1 employer*

Other top business sectors are retail, customer service, health services, manufacturing, and finance



# The PSTA Rider

Over 60% are between 18-54

Over 50% have a household income < \$25,000

Majority are employed full time

Majority ride 5 or more days/week, primarily to and from work

Almost all live in Pinellas County 6 months or more within the year

Over 50% have no vehicle nor have a Driver's License



# Transportation Disadvantaged (TD)

*Reduced fare pass program for individuals that qualify*

TD services include:

- 31-Day Bus Pass
- Pre-scheduled Door-to-Door trips
- Limited on-demand Urgent Day trip
- TD Late Shift



# Innovative Ideas



**DirectConnect**  
PINELLAS PARK | EAST LAKE

## Taking You to the Bus Stop

### TRANSPORTATION ALTERNATIVE

PSTA is partnering with Uber and United Taxi to provide access to the public transit network in underserved areas. PSTA will pay half the fare, up to \$3 per ride to and from designated stops within the zone.

Download the app for & available on

Service brought to you by

[PSTA.net/DirectConnect](http://PSTA.net/DirectConnect) • PSTA InfoLine 727-540-1900



*First TNC pilot project in the nation*



# TD Late Shift – Pilot



## Ride Profiles



Personal



PSTA TD Late Shift



Apply for TD Program

Purchase TD 31-Day bus pass

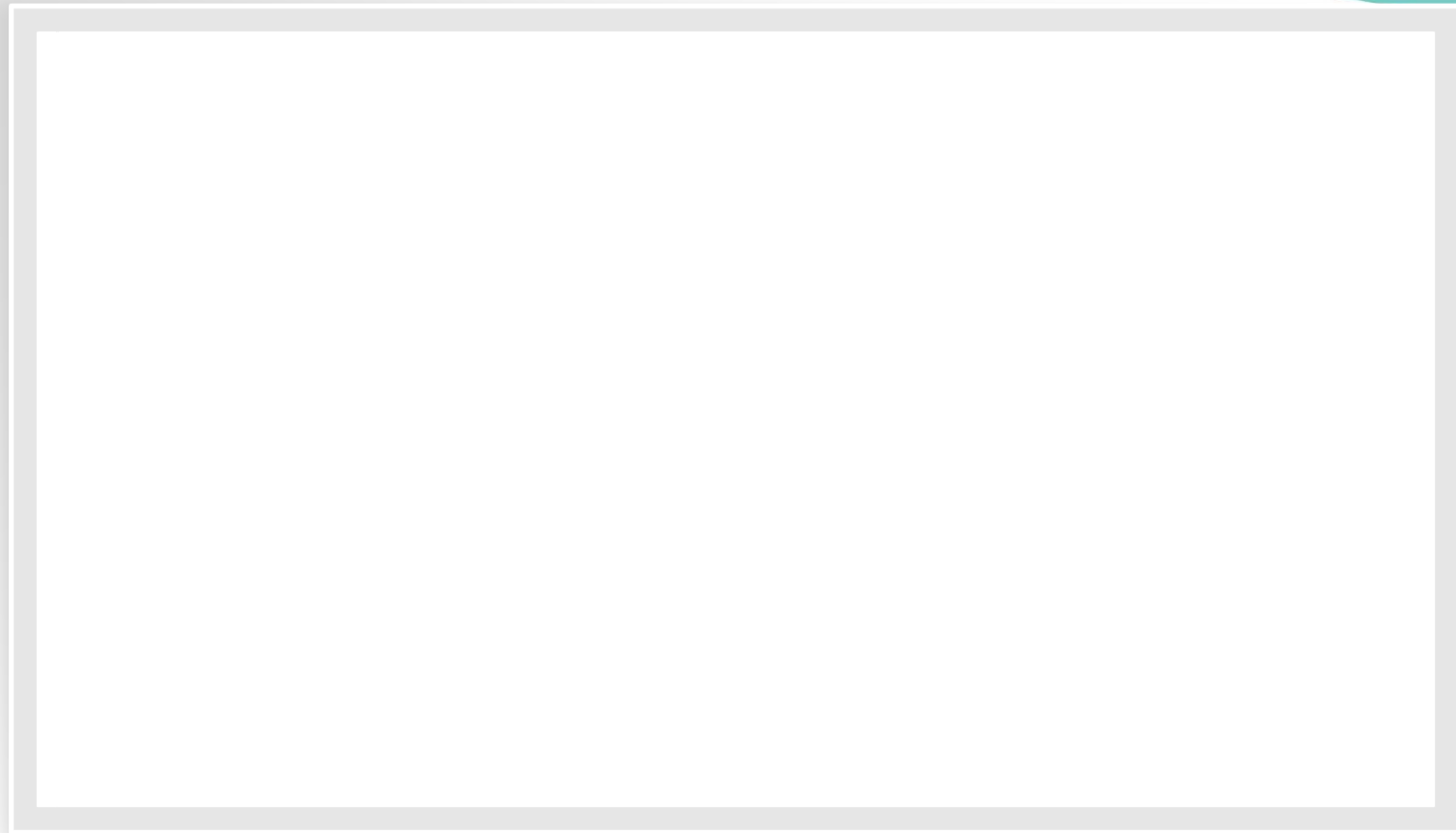
Have a job that ends or begins between 10:00 PM and 6:00 AM

Once approved, riders receive up to 25 trips/month

# Pilot Results

- The original grant of \$300,000 would allow TD Late Shift to provide approximately 1700 rides per month, for a 12 month pilot.
- By its third month, PSTA partners were providing more than DOUBLE the projected ridership, with nearly 3500 rides in October 2016.
- In December 2016, PSTA requested supplemental funding from the TD Commission, and was awarded an additional \$175,000 towards the last 6 months of the pilot.
- TD Late Shift provided more than 27,000 rides during its demonstration pilot.







# Initial Challenges & Success

Funding

Limited O&D  
Data

Staff Time /  
Training

Internal  
Controls

Popularity  
and Ridership

# TD Late Shift 2018

TD *late shift*

## NEW FARES

**STARTING JANUARY 1, 2018**

TD Late Shift can now be purchased with the monthly TD pass for \$20.

**TD BUS PASS: \$11**

**ADD LATE SHIFT: +\$ 9**

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**TOTAL MONTHLY PACKAGE: \$20**

# Metrics/Outcomes FY19

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



# Sustainability & the Future



Scalability

\$\$\$

TD *late shift*



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