Pinellas Suncoast Transit Authority
Direct Connect Pilot Program
Emerging Technologies
Fulfilling First and Last Mile Needs

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

PSTA Profile
- 950,000 people
- 14.9M trips in FY2015
- 210 Buses
- 608 Employees
- 42 Routes
- 348 Square Miles of Service Area
DIRECT CONNECT PILOT BACKGROUND

- Path Forward Strategic Plan
- October 2015 Service Cuts
  - Board directive to identify viable transportation alternatives in areas with fixed out service reductions.
- Uber partnership used in Gainesville, FL identified as a unique and viable model
- PSTA Pilot Program includes Uber, United Taxi, and CareRide

PROPOSED PILOT STRUCTURE

- On-demand service
- Riders begin or end at a designated PSTA bus stop
- PSTA pays 50% of fare up to $3.00
- Pinellas Park (444)
- East Lake (North County Connector)
PLANNING

- What critical issues are likely to encounter along the way?
  - Customers
    - Who needs the service
    - Ensuring equal access
  - Funding
    - $150,000 in service cuts October 2015
    - $40,000 pilot budget from these savings
  - Contract and legal
    - Liability parameters
    - Current legal limitations as a public agency
    - What kind of data can we obtain from our partners
    - “Voucher” system and invoicing
  - Identify key project supporters
  - Working closely with partner staff
    - Technology engineers
    - Operations staff
    - Marketing staff

MARKETING

- Branding
- Outreach
- Ribbon Cutting
- Board Member Support
- Direct Marketing Efforts
- Press Release
NEXT STEPS

- Measuring Success
  - Usage
  - Customer Feedback
  - Budget
- Expansion to Paratransit
- Other Technologies

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First & Last Mile Pilot
April 11, 2016
HART Profile

Hillsborough County & Tampa – approx 1.3 million people
1,136 square miles
Urban to rural
~200 buses local, express & BRT, flex van across 46 routes
Streetcar
9 transit centers

Problem Statement

Constantly asking - How do we most effectively provide transportation within our service area?

- We do not have a compact geography, first and last mile a real obstacle to incorporating transit use to transportation habits
- Many places lacking bike & pedestrian infrastructure
- Not a particularly safe place to walk and bike
- Needed here as much as anywhere
HART Approach

- Pilot 3 mile zones for one year
- App or call center
- Delivery to or from transit hub
- Private transportation contractor
- Trip booking infrastructure, vehicles, drivers

Operations Overview

- Shared ride
- Dynamic ride-matching algorithm
- Guaranteed LOS
- Next available or subscription based
- Transit supportive feature set
Process Flow

1. **App Download** or Call Toll-Free Number
2. **Registration**
3. **Booking**
4. **Vehicle en Route**
5. **Boarding**
6. **Arrival**
Transit Supportive Feature Set

Customize experience around first/last mile transit

• Return trip bookings
• Bus connection optimization
• End to end trip planning

What’s the Market?

Very little market research
We know anecdotally some passengers use service this way
How do our current first and last mile trip segments play out?
Current Rider Profiles

- **General Market Mobile Device Ownership Summary**
  - Smart phone: 44.4%
  - Regular Cell Phone: 35.3%
  - Smart phone, Tablet: 10.1%
  - None: 10.1%
  - Regular Cell Phone, Tablet: 1.2%
  - Regular Cell Phone, Smart phone: 1.1%
  - Tablet: 0.1%

- **Transportation Options Other Than Bus**
  - Walk: 11.1%
  - Drive: 46.3%
  - Ride with Someone: 11.2%
  - Bicycle: 7.4%
  - Taxi: 6.6%
  - Someone Else Makes This Trip: 19.3%
  - Other: 0.2%

Current Rider Profiles

- **Access Mode to First Bus Stop**
  - Walked: 96.2%
  - Driven and Parked: 4.4%
  - Rideshared: 0.4%
  - Other: 0.1%

- **Egress Mode after Alighting Last Stop**
  - Walk: 94.4%
  - Bicycle: 0.4%
  - Drive: 9.4%
  - Will be Picked Up: 0.4%
  - Rideshared: 0.1%
  - Other: 0.1%
New Rider Market Potentials

Vendor is paid per trip, has vested interest in developing ridership

Brand development

Joint communications channels

Ability to tightly integrate the service into other HART offerings such as Local, Flex, Express, MetroRapid

Proposed marketing elements; traditional, digital, outreach
Greater Control = Higher Risk

Need to market may not be greater in any other public transportation service

More personal responsibility than with any other service that we just put out on the street and go

Cannot suffer from failure to build awareness

Business model necessitates adoption

Pilot project – judged on performance

Productivity will determine if customers will use service as conceived or if it’s a flop or needs tweaking

We are trying to change travel behavior

What is the narrative to drive adoption?

Business Models Compared

TNC Trip Subsidy:
- High LOS on street
- Using existing capacity
- Some customers may already be using
- Name brand
- Low risk
- LOS is not guaranteed
- Questions about QA & ADA
- Variable pricing vulnerability

Turnkey Service Contract:
- Branded within family of services
- Price, LOS and QA guarantees
- Coordination with fixed route
- Subscription opportunities
- Cost
- PTC issues
- Higher risk
- Adoption to be sustainable
Contact Us

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