

ACTION ITEM



Direct Connect Transportation Alternative Pilot Expansion Agreements



Action: Approve Multiple Contracts with Transportation Network Companies (Uber & Lyft), Accessible Vehicle Providers (CareRide & Wheelchair Transport) and a Taxi provider (United Taxi of Clearwater) to Provide Innovative First-Mile Last-Mile Contracts with a Total Pilot Project Cost Not to Exceed \$100,000 for all Five Service Providers.

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TRAC

Background:

- In February 2016, PSTA became the first transit system in U.S. and likely the world to partner with taxi and transportation network companies to provide a pilot first and last-mile service connections to a PSTA bus stop in Pinellas Park with a taxi option in the East Lake neighborhood.

Expansion:

- Based upon the relative success of the small Pinellas Park pilot program, it is recommended for a second six-month pilot program expanding the options to seven or eight connecting points be launched with now five private transportation providers.
- PSTA staff spent time reviewing the results of the initial pilot program and customer satisfaction. Based upon this review, the second pilot will offset the first \$5.00 of each trip and have increased restrictions on the connecting locations. Additionally, a targeted, but more significant and sustained marketing program will be provided before and during the second pilot launch.

Follow-Up from September Committee and Board Meetings:

- A scaled-back second pilot program with seven or possibly eight connecting points rather than more than 20 is now proposed.
- PSTA has worked with Uber and Lyft to add additional technical restrictions to the program to limit the ability of subsidized users to avoid riding PSTA services as well as be easier for customers to understand how the program works.

Fiscal Impact:

- PSTA's adopted FY2017 budget has \$100,000 for the 12-months of FY2017 for this program. With a goal of providing an average of 50 connecting trips per day for the

six month period, the cost of this second pilot would be about \$45,000 if the goal is achieved.

- Following the second pilot's conclusion in the summer of 2017, a recommendation on expanding the program further or making this program permanent will be made using remaining funds and budgeting for the future program in FY2018.

Recommendation:

- Approve the five contracts with Uber, Lyft, CareRide Wheelchair Transport, and United Taxi with a combined maximum value of \$100,000. Should the value of the five combined contracts equal \$100,000, Board approval of additional support will be required. This additional approval is not anticipated to be needed in FY2017.