SouthWest Transit’s Microtransit Service
2018 APTA State Public Transportation Partnerships Conference
Wednesday, August 15th
Who We Are

- Public Transportation serving southwestern suburbs of Minneapolis: Eden Prairie, Chanhassen, Chaska, Carver, and Victoria
- Over 1,000,000 rides annually
  - 90% Fixed Route
  - 10% Microtransit
- Large majority of ridership is park and ride express trips to/from downtown Minneapolis and the University of Minnesota
- Multiple Real Estate holdings
  - First suburban TOD in the region
- State and National award winner
- Motto - “Expect the Best”
SW Prime Fleet
WHAT IS SW PRIME?

- First of its kind shared ride microtransit service in Minnesota. Service began operating in 2015.
- The general public can request a ride on demand only. No advanced scheduling.
- Curb-to-curb service.
- Serving Eden Prairie, Chanhassen, Chaska, Victoria and Carver (Southdale Transit Center on Saturdays).
- Scheduling software (Ridecell) used to book and route the rides.
WHY PRIME?

- Need for a lower cost local service option (two times rule).
- Prior attempts at traditional circulators/demand-response services were cost prohibitive.
- Increase in demand for first mile/last mile services.
- Need for local service with minimal support staff.
- Technology evolution.
- Tech-savvy service area population.
- Long track record of service innovation.
- Willingness to take a risk.
Service Area Statistics

- Population: 118,588
  (Minneapolis: 413,651)
- 89.8 Square Miles
  (Minneapolis: 58.4)
- 72,095 Jobs
  (Minneapolis: 324,017)
- Average Median HH Income over $100,000
  (Minneapolis: $73,231)
How do I book a PRIME ride?

1. By Phone
2. Using your app; and
3. Using your computer

- Rides booked within 20 seconds.
- Rides are confirmed automatically via text/phone call.
- Track vehicle location live using the app.
- Notifications sent automatically upon vehicle arrival.
### Active Rides

<table>
<thead>
<tr>
<th>Request</th>
<th>Rider</th>
<th>Status</th>
<th>Pickup</th>
<th>Dropoff</th>
<th>Actions</th>
<th>Notification</th>
<th>Comments</th>
<th>Payment</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:21 AM</td>
<td>Jogi Jose</td>
<td>Driver</td>
<td>Unassigned, ETA: calculating</td>
<td>14431 Fairway Dr, 14407 Fairway Dr, Eden Prairie, MN 55344</td>
<td>SouthWest Station, Technology Dr and Prairie Center Dr, Eden Prairie, MN 55344</td>
<td>Add Comment</td>
<td></td>
<td>Fare: $4.00 (Cash)</td>
</tr>
<tr>
<td>8:20 AM</td>
<td>Mana</td>
<td>Driver</td>
<td>8060 Eden Rd, Eden Prairie, MN 55344</td>
<td>SouthWest Station, Technology Dr and Prairie Center Dr, Eden Prairie, MN 55344</td>
<td>8:21 AM Phone call Driver arrived</td>
<td>Add Comment</td>
<td></td>
<td>Fare: $4.00 (Cash)</td>
</tr>
<tr>
<td>8:19 AM</td>
<td>Vinay Yenke</td>
<td>Driver</td>
<td>8675 Marigold Cir, Eden Prairie, MN 55344</td>
<td>Optum Bank, 13625 Technology Dr, Eden Prairie, MN 55344</td>
<td></td>
<td>Add Comment</td>
<td></td>
<td>Fare: $4.00 (Cash)</td>
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<tr>
<td>8:16 AM</td>
<td>Komala Kanagala</td>
<td>Driver</td>
<td>12790 Primrose Ln, Eden Prairie, MN 55344</td>
<td>SouthWest Station, 13550 Technology Dr, Eden Prairie, MN 55344</td>
<td></td>
<td>Add Comment</td>
<td></td>
<td>Fare: $4.00 (Cash)</td>
</tr>
<tr>
<td>8:15 AM</td>
<td>Swetha Bapu</td>
<td>Driver</td>
<td>9990 Wildflower Dr, Eden Prairie, MN 55344</td>
<td>11010 Prairie Lakes Dr, Eden Prairie, MN 55344</td>
<td></td>
<td>Add Comment</td>
<td></td>
<td>Fare: $4.00 (Cash)</td>
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<tr>
<td>8:13 AM</td>
<td>Tyler Boras</td>
<td>Driver</td>
<td>1108 Village Rd, Chaska, MN 55318</td>
<td>115 E 4th St, Chaska, MN 55318</td>
<td></td>
<td>Add Comment</td>
<td></td>
<td>Fare: $4.00 (Cash)</td>
</tr>
<tr>
<td>8:11 AM</td>
<td>Dorshan Kataria</td>
<td>Driver</td>
<td>13775 Chestnut Dr, Eden Prairie, MN 55344</td>
<td>10029 Valley View Rd, Eden Prairie, MN 55344</td>
<td></td>
<td>Add Comment</td>
<td></td>
<td>Fare: $4.00 (Cash)</td>
</tr>
</tbody>
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**Dispatch Screen View**
SW Prime service is available Monday - Friday: 6:30 am (First Pickup) - 6:30 pm (Last Pick Up); Saturday 8am - 6pm (Includes Southdale Mall)

- No new reservations will be taken after 6:00pm
- Each ride is booked separately, meaning each leg of the trip is considered one ride
- $4.00 per adult, per ride.
- $3.00 for kids between the ages 6 and 12 when accompanied by a paying adult (18 years of age or older).
- Free for kids 5 and under when accompanied by a paying adult (18 years of age or older).
- $1.00 for seniors on Mondays
- Free transfers to and from SouthWest Transit express services.
What Makes Prime Efficient?

- Entry level operator wages
- Technology
  - Web requests minimizes booking time
  - Allows for just one dispatcher to oversee system
  - Automatic driver assignment
  - On bus technology that routes trips efficiently
  - Various payment options including online and on-bus credit card transactions speeds up boarding time
- Embedded mid-point transfer (off-peak) to ensure geographical vehicle balance
- Strict No-Show Policy
Prime Performance (2018)

- Average Ride Time: 13.6 minutes
- Average Wait Time: 18.5 minutes
- Average Daily Rides: 355
- Passengers Per In-Service Hour: 3.4
- Peak Buses Used: 12
- Average Subsidy Per Passenger: $8.00
- Ride Booking Method
  - 60% Online
  - 40% Phone
Prime Performance - Daily Feedback From Rider
June 2015 - Today

Daily Feedback Score (1-5)

<table>
<thead>
<tr>
<th>Total Responses</th>
<th>Score</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>5</td>
<td>4592</td>
<td>86.7%</td>
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<tr>
<td>4</td>
<td>3985</td>
<td>8.5%</td>
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<tr>
<td>3</td>
<td>390</td>
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<tr>
<td>2</td>
<td>131</td>
<td>0.70%</td>
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<tr>
<td>1</td>
<td>32</td>
<td>0.70%</td>
</tr>
<tr>
<td>1</td>
<td>55</td>
<td>1.2%</td>
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What’s Next?

- Service Expansion
  - Hours of operation (evenings and weekends)
  - Service area expansion
    - Shakopee
    - 494 Corridor
    - County-Wide Service
- Paratransit Services
- TNC Partnerships
- Electric Vehicles
- AV Demonstrations
What’s Next? - Golden Triangle Autonomous Demonstration

- Eden Prairie’s Golden Triangle Area (GTA)
  - Largest Suburban Business Park in the Twin Cities Metro Area
    - 20,000+ Jobs
    - 9.8 million sqft. of office, commercial, and industrial property.
    - Accounts for 9% of all office/industrial space in the Twin Cities
    - Increased employment density anticipated with SWLRT
  - Large Employers: Optum, SuperValu, Starkey Labs, Evine, Cigna, Lifetouch Studios
  - Majority of jobs outside of ¼-mile buffer of planned SWLRT stations
Questions?

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