



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.



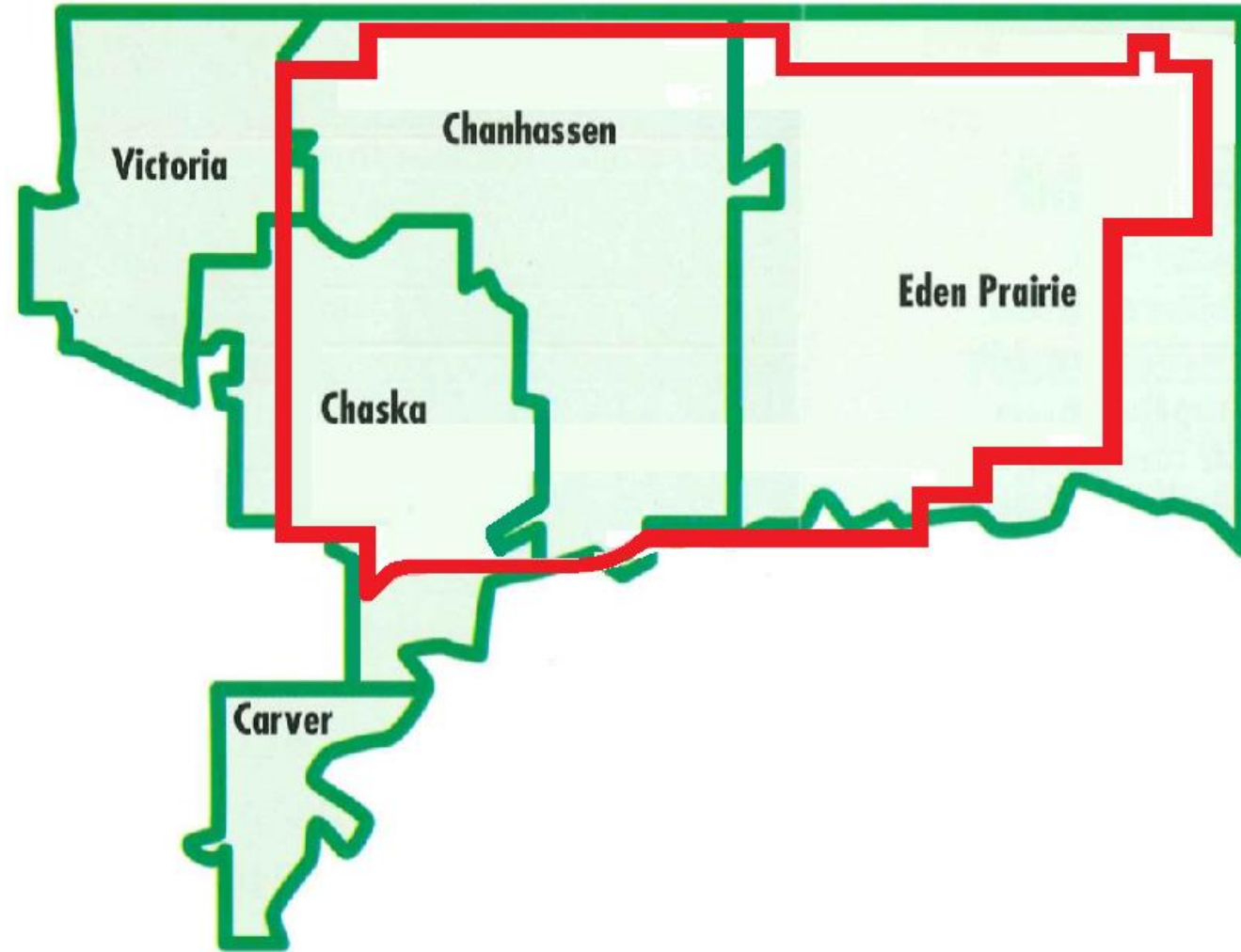
WHY PRIME?

- ▶ 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)

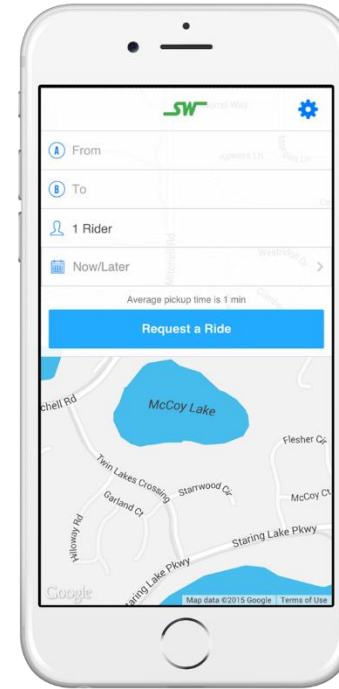


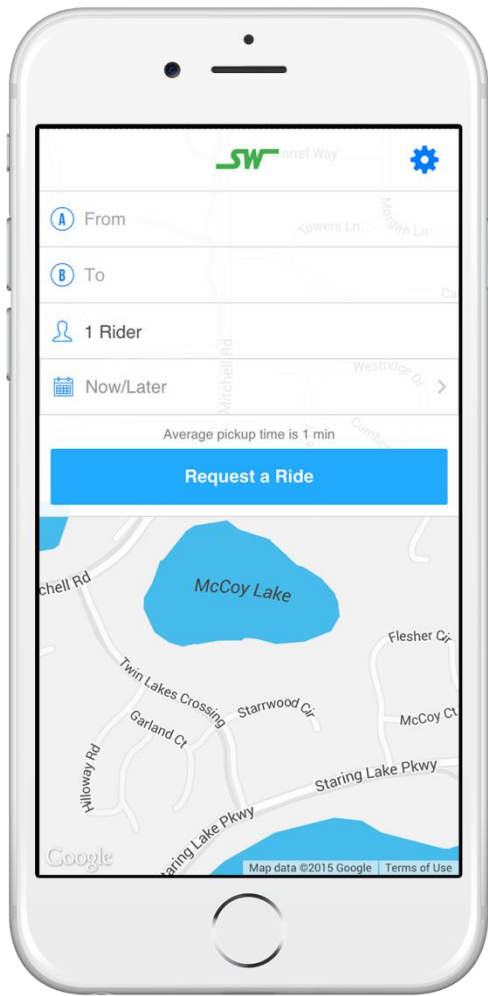


How do I book a PRIME ride?

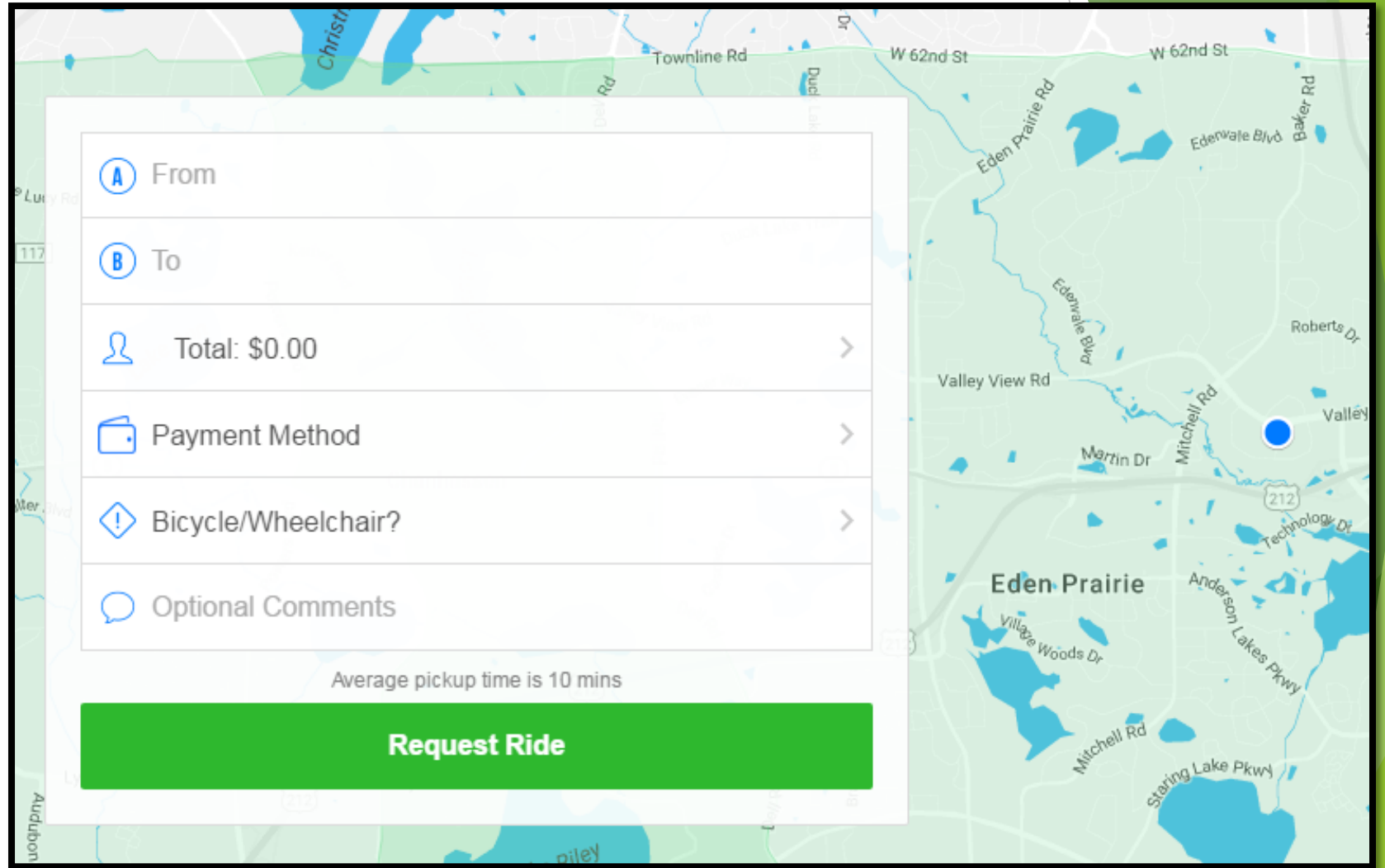
1. By Phone
2. Using your app; and
3. Using your computer

- ▶ 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.





App Screen View



Computer Screen View

New Ride

PHONE NUMBER: (415) 555 1234
 NAME: Name
 FROM: A Start Address
 TO: B End Address
 NUM. RIDERS: 1 Adult (13+) ▼
 PAYMENT METHOD: Select ▼
 COMMENTS: Comments
 SPECIAL:

[Create](#)

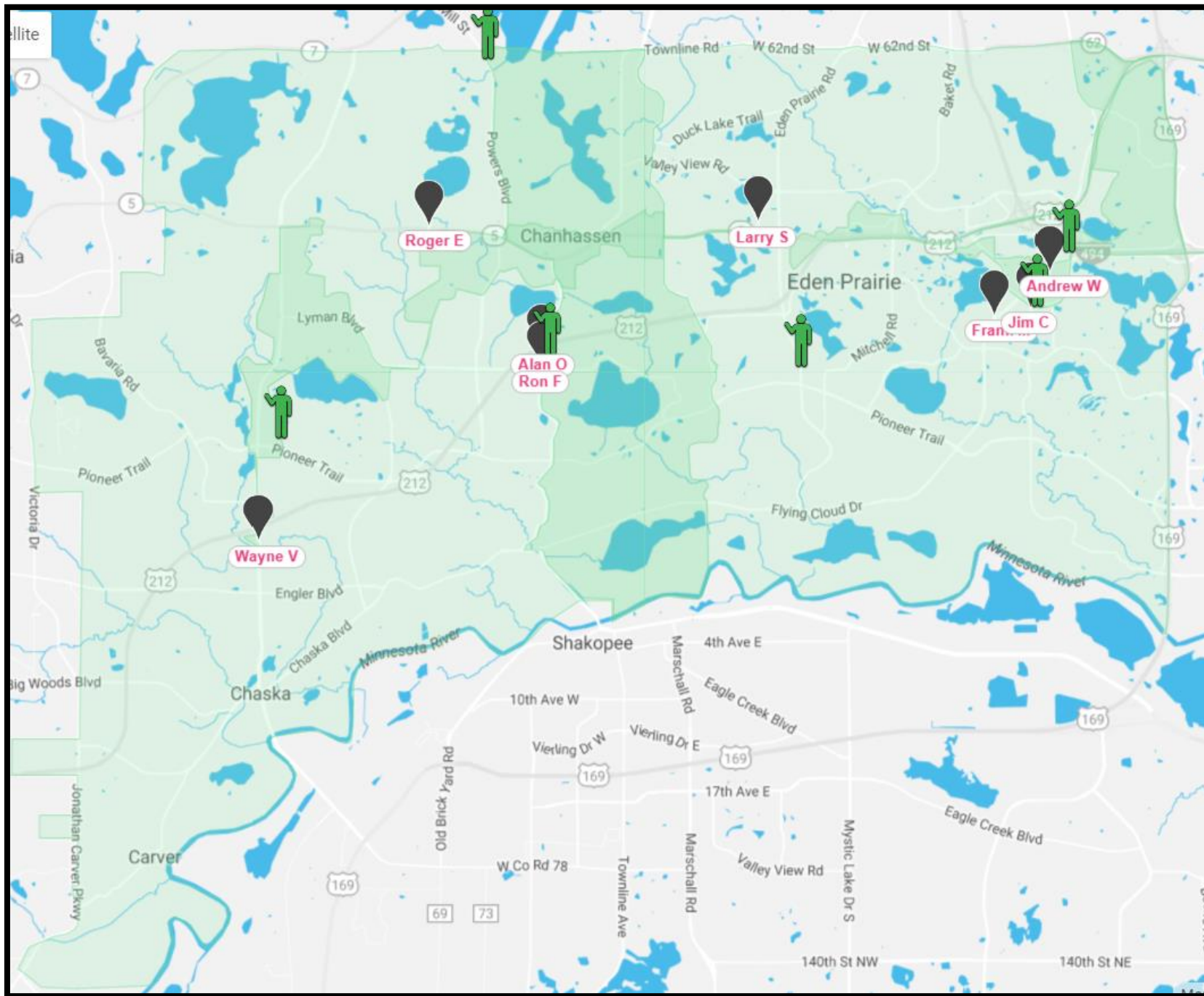
Active Rides







Total Rides: 16 Drivers Online: 9 Drivers Paused: 0 Average ETA: 16 min Status: Normal



| Request | Rider | Driver | Status | Pickup | Dropoff | Actions | Notification | Comments | Payment |
|-----------------------------------|--|-------------------------------------|---|--|--|---------|---|---|----------------------------|
| 8:21 AM ID: 128444 Web | Joji Jose 1 Adult (13+) ▼ +1 612-707-7942 | Unassigned ▼ | Unassigned. ETA: calculating | 14431 Fairway Dr, 14407 Fairway Dr, Eden Prairie, MN 55344 | SouthWest Station, Technology Dr and Prairie Center Dr, Eden Prairie, MN 55344 | | | Dispatcher: Add Comment | Fare: \$4.00 (Cash) |
| 8:20 AM ID: 128443 Dispatch | Maria 1 Adult (13+) ▼ +1 612-220-8086 | Michael C Black Bus (570) | Driver Arrived. Arrived at 8:21 AM | 8090 Eden Rd, Eden Prairie, MN 55344 | SouthWest Station, Technology Dr and Prairie Center Dr, Eden Prairie, MN 55344 | | 8:21 AM Phone call Driver arrived | Dispatcher: Add Comment | Fare: \$4.00 (Cash) |
| 8:19 AM ID: 128442 Web | Vinay Yenke 1 Adult (13+) ▼ +1 636-364-6220 | Wendi W Black Bus (568) | Driver En-Route. ETA: 12 minutes | 8675 Marigold Cir, Eden Prairie, MN 55344 | Optum Bank, 13625 Technology Dr, Eden Prairie, MN 55344 | | | Dispatcher: Add Comment | Fare: \$4.00 (Cash) |
| 8:16 AM ID: 128441 Web | Komala Kanagala 1 Adult (13+) ▼ +1 309-692-2138 | Hassan J White Bus (61040) | Driver En-Route. ETA: 3 minutes | 12790 Primrose Ln, Eden Prairie, MN 55344 | SouthWest Station, 13550 Technology Dr, Eden Prairie, MN 55344 | | | Dispatcher: Add Comment | Fare: \$4.00 (Cash) |
| 8:15 AM ID: 128440 Web | Swetha Babu 1 Adult (13+) ▼ +1 832-980-4771 | Aaron J Black Bus (816) | Driver En-Route. ETA: 19 minutes | 9990 Wildflower Dr, Eden Prairie, MN 55347 | 11010 Prairie Lakes Dr, Eden Prairie, MN 55344 | | | Dispatcher: Add Comment | Fare: \$4.00 (Credit card) |
| 8:13 AM ID: 128438 Dispatch | Tyler Boraas 1 Adult (13+) ▼ +1 612-387-3117 | Becky H White Bus (61079) | Driver En-Route. ETA: 8 minutes | 1108 Village Rd, Chaska, MN 55318 | 115 E 4th St, Chaska, MN 55318 | | | Dispatcher: Add Comment | Fare: \$4.00 (Cash) |
| 8:11 AM ID: 128437 Web | Darshan Kataria 1 Adult (13+) ▼ +1 469-664-1580 | Mohamed M White Ford (61050) | In Transit. ETD: 12 minutes Arrived at 8:20 AM Picked up at 8:21 AM | 13775 Chestnut Dr, Eden Prairie, MN 55344 | 10025 Valley View Rd, Eden Prairie, MN 55344 | | 8:20 AM Call Status: Answered Phone call Driver arrived | Dispatcher: Add Comment | Fare: \$4.00 (Credit card) |

Dispatch Screen View



-  0 Driver Paused
-  1 Driver Free
-  7 Driver on Ride
-  Unmatched
-  Matched
-  Driver Arrived



Aaron J • 0/15



Amy H • 0/15



CJ O • 0/15



Hassan J • 1/8



Larry B • 0/36



Mohamed M • 2/6

1 Dropoff Rujuta

Eden Prairie Center

2 Dropoff Dino

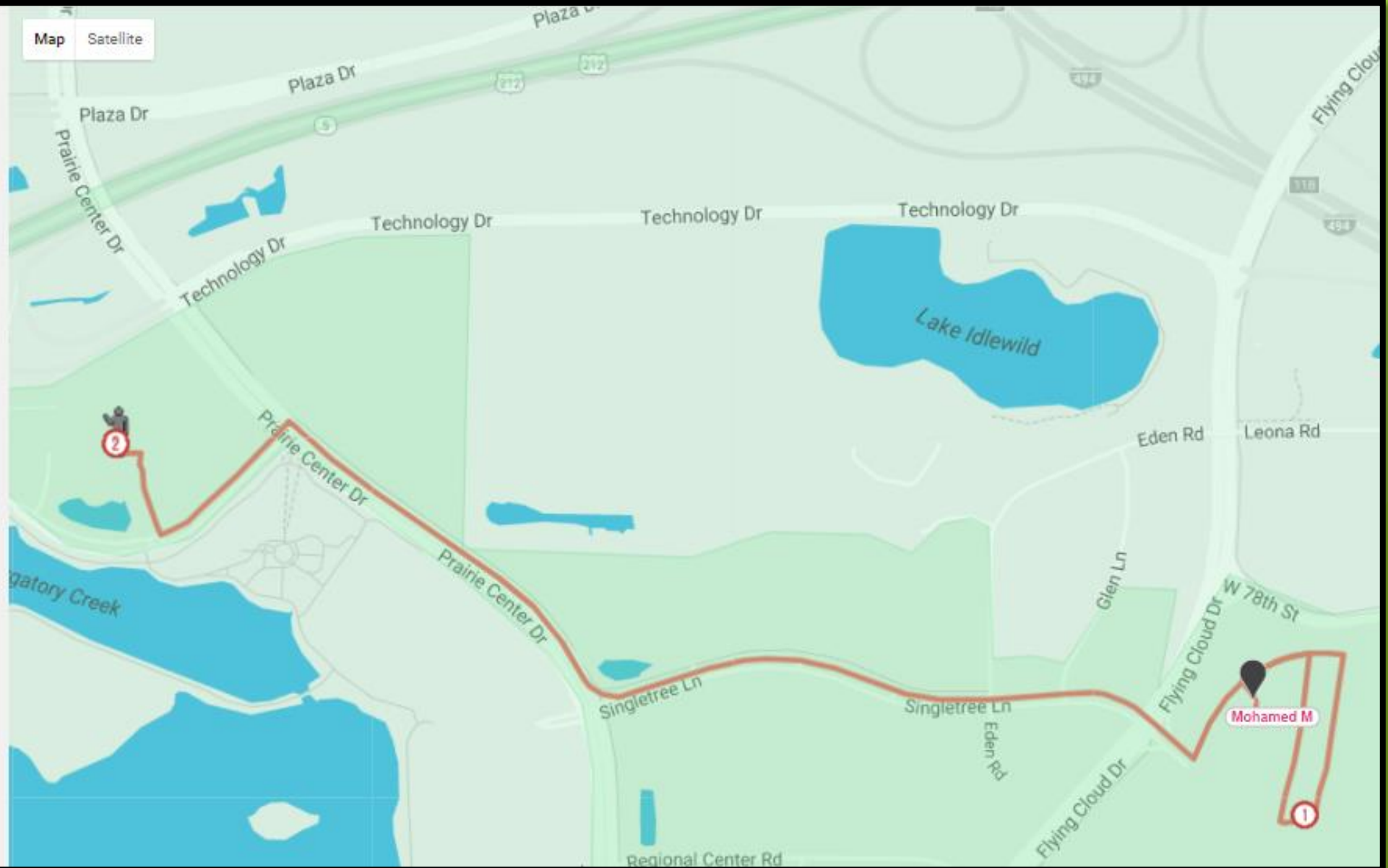
SouthWest Station



Nick G • 1/8



Pavel M • 1/15





SW PRIME SERVICE INFORMATION

- ▶ 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



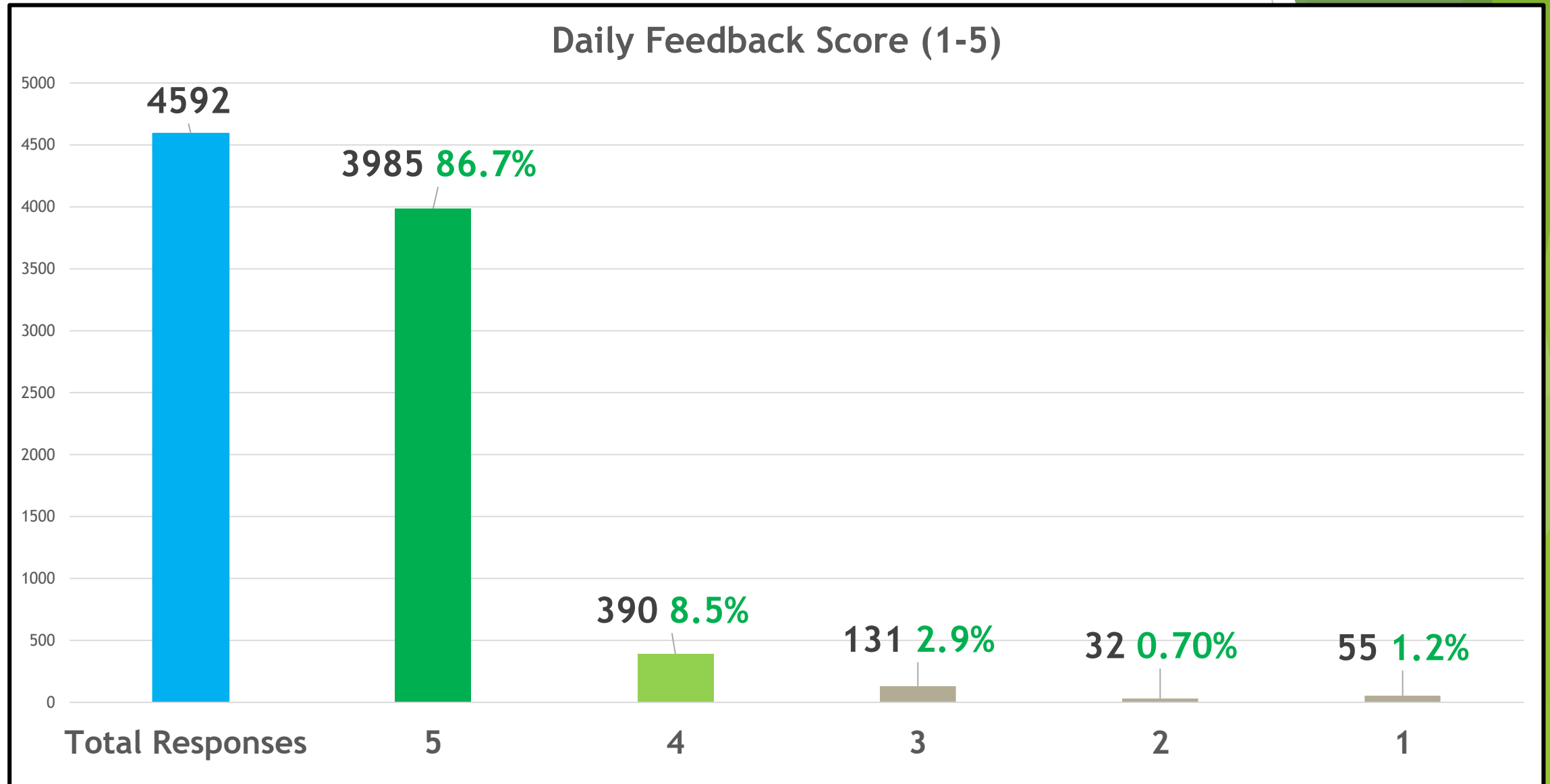
Prime Performance (2018)

- ▶ 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



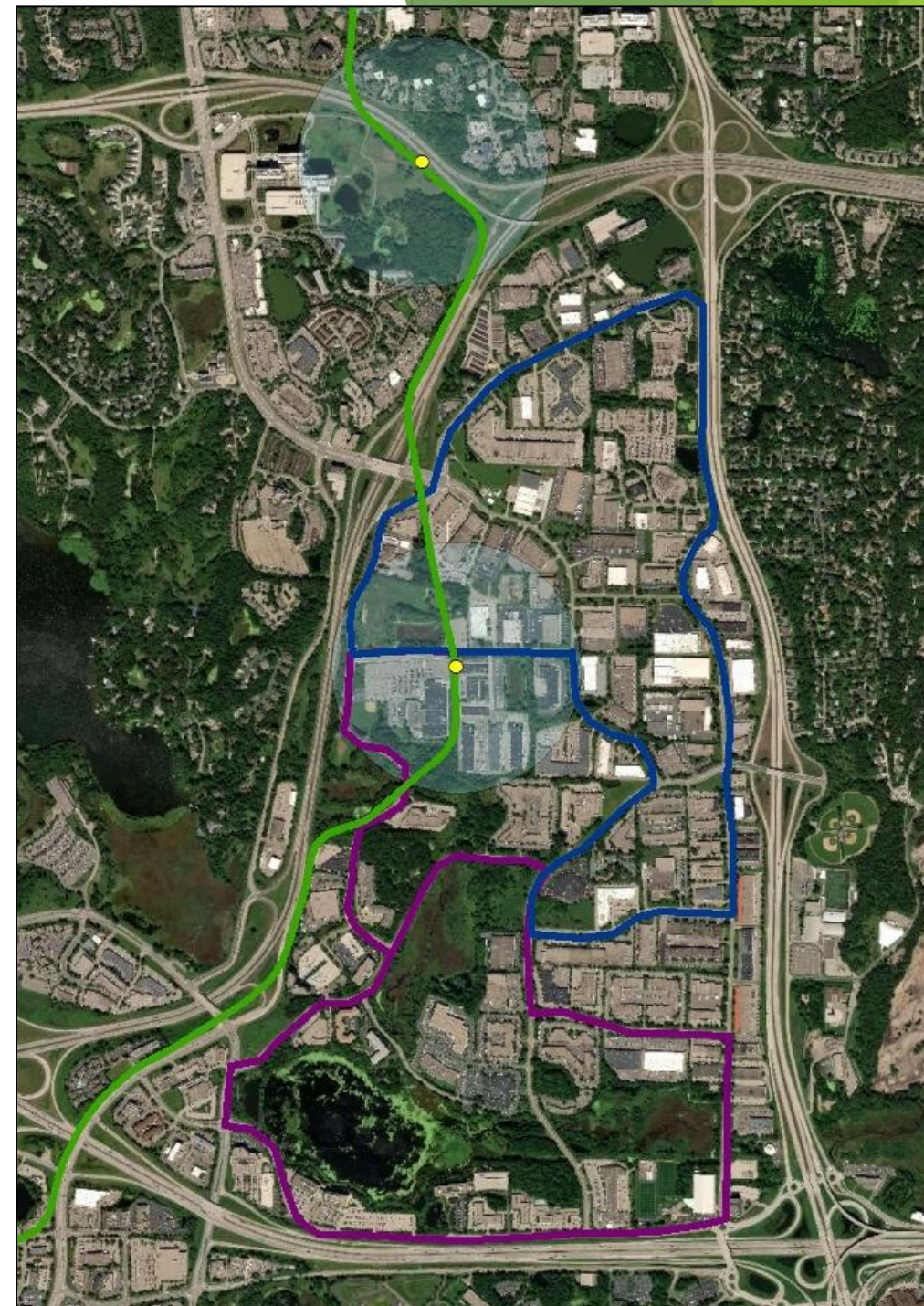


What's Next?

- ▶ **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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