



First Mile/ Last Mile Service

New North Transportation Alliance
May 11, 2016

The First and Last Mile Problem

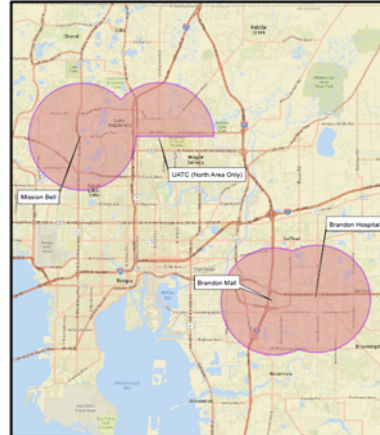
The extra time and hassle commuters face when they're going from home to a transit station and then from the station at the other end of the trip to a final destination



Innovative technology in transportation can help address this problem

Service Profile

- Zones being piloted to determine effectiveness
- Deliver customers to and from transit hubs
- \$3 customer pay up to 3 mile trip
- Balance of cost from HART FDOT grants

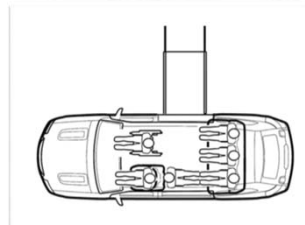


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Fleet

- Vendor resources required to perform service as specified
- Dedicating at least 11 Vehicles – fleet will be tied to demand
- 8 Minivans and 3 MV-Is
- 27% of the fleet is wheelchair capable
- Contractor has additional vehicles available as needed



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Contractor Profile

- Vehicle operations and technology services
- International operations totaling 48,000 vehicles
- Pinellas County Yellow Cab / PSTA Paratransit
- Supershuttle



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How Does it Work?

- Next available vehicle & advance booking
- Apple iOS & Google Android smartphone apps
- Call center



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The diagram shows three steps in a horizontal line: 1. App Download (with a smartphone icon), 2. Registration (with a calendar icon), and 3. Booking (with a calendar icon showing '31').

App Download
or Call Toll-Free Number

Registration
Information collected from passenger at sign-up
Name
Email
Cell number
Home address
Credit card number
Special needs
Notification options

Booking
Option A: Next available
Pick-up location
Drop-off location
Special requests
Link to transit planner
Time - ASAP
Option B: Advance booking (two hours before pick-up)
Pick-up location
Drop-off location
Special requests
Link to transit planner
One-way, round trip

HART
www.goHART.org

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The diagram shows three steps in a horizontal line: 1. Vehicle en Route (with a car icon), 2. Boarding (with a person and car icon), and 3. Arrival (with a location pin icon).

Vehicle en Route
Display vehicle on map
Driver cell number
Vehicle number
Dispatch number
("Where's my ride?")
When vehicle is five minutes away send notification
SMS, in-app, email

Boarding
Credit card charged \$3
Driver collects \$3 cash
Other passengers picked up en route to shared destination

Arrival
Passenger can rate driver one to five stars
Transit information displayed
Prompt to book return trip

HART
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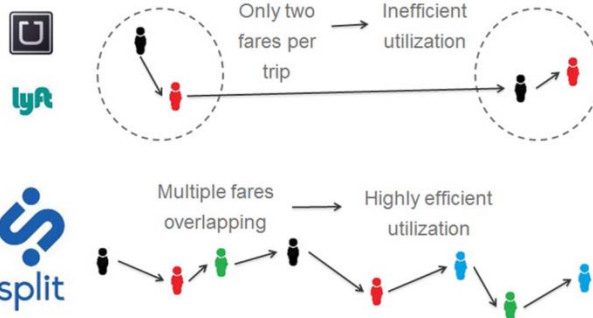
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Equity of Access

- Call center for those not using smartphone app
- Regional Dispatch Center for SuperShuttle in Pinellas County
- HART will have dedicated Customer Service Agents

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On Demand Shared Ride



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Quality Assurance

- Pre-employment drug screen
- Background check
- Driving record and reference check
- Training:
 - Customer Service
 - HART Rules & Regulations
 - Defensive Driving
 - ADA & Passenger Sensitivity
- CFR 49 Part 40 - Drug and alcohol requirements



Driver Ratings

5% Call Back

3 day vendor resolution

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Cooperative Marketing Effort

- Vendor is paid per trip, has vested interest in developing ridership
- Brand development
- Ability to tightly integrate the service into other HART offerings such as FLEX, Express, MetroRapid

Potential Options:

Traditional

Flyer, postcard, miniposter, animation, powerpoint, bus ads, door hangers

Digital

Social media, web and mobile sites

Outreach

'Boots to the ground', press, partnerships

*Subject to agency approval

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Innovation

Integrating with trip planner technology, the app will determine which bus route they need to connect with and route their journey for them, anywhere in the area

Offer a pickup time that ensures the customer arrives at the bus stop just before the vehicle departs – using advance booking

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Questions?