



**Care Ride, LLC**  
Transportation Service

## PSTA's Innovative Partnerships



U B E R

Joint PSTA & HART Meeting  
October 31, 2016



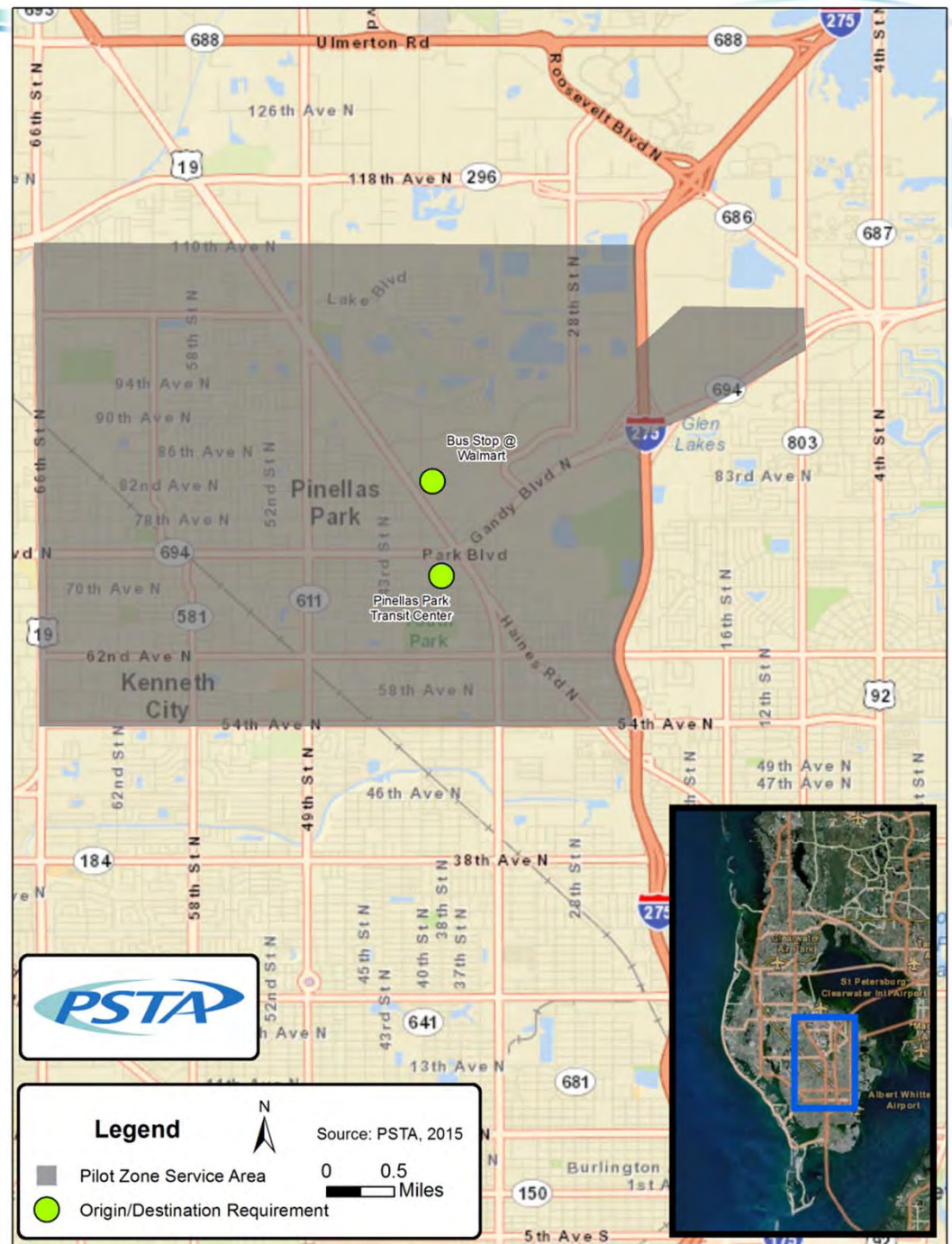
Pinellas Suncoast Transit Authority (PSTA)  
St. Petersburg, Florida



	Program	Who? Requirements?	What	Where	Partners	Funding	Status	Ridership	Next Steps	Board Action
1	<b>Direct Connect</b>	Everyone ✓ Uber App ○ United App ✓ Credit Card/Cash ✓ Smart Phone ✓ No Preregistration	Connecting to Bus Routes	Pinellas Park  <b>Pilot #2:</b> 7 Key Stops	Uber United Taxi CareRide Lyft WCT  Yellow Cab? Others?	\$100K <b>Local</b> Funds in FY2017	Pilot #1: Success but limited. <b>Pilot #2: Planned 12/1/16</b>	385 Trips in 6-mo. Pilot (3 per day)	Launch Pilot #2: 7 Connect Points Marketing Uber Fixes	<b>Approve Pilot #2 Contracts w/ Partners</b>
2	<b>TD Late Shift</b>	Low Income ○ Uber App ○ United App ✗ Credit Card/Cash ✓ Smart Phone ✓ Preregistration	Late Night Gaps	All Pinellas	Uber United Taxi CareRide	\$300K <b>State</b> Funds until 6/30/17	Great success but mostly taxis.	3,434 Trips since 8/1 (50 per night)	Shift rides to Uber Apply for Year #2 State Funds	None
3	<b>"Sandbox"</b>	People w/Disabilities ✗ Lyft App ✗ United App ✓ Credit Card/Cash ✓ Smart Phone ✓ Preregistration	Real-Time Paratransit	All Pinellas	Lyft United Taxi CareRide C. Mobility Transloc Software CUTR  Uber?	<b>Fed</b> \$500K Funds – 2 Years	Start Date Mid 2017		Get FTA Contract Lyft Tech Launch Date	Approve Contracts in 12/16

# BACKGROUND

- First Ever Program
- Groundbreaking Partnerships
- National Recognition
- Award Winning
- Demonstration of Expandable Model







10/31/2016



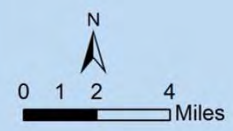
# PILOT #2

REVISED DRAFT SEPTEMBER 2016



Map Number	Location	Routes Serving Location
1	Blaky Ave @ Lemons St E	19, 66
2	Klosterman - Alt 19 - N&S	66L, JTTS
3	US 19 @ Tampa Rd	19
4	Tampa Rd @ Pine Ave N	67, 812
5	Main St @ Patricia	61, 66L, 78, 813
6	Park Street	18, 52, 65, 60, 61, 66L, 67, 73, 76, 78, 98, 5CBT
7	Bayview Avenue @ SR 60	60
8	US 19 @ Whitney Road	79
9	West Bay Dr @ Missouri	18, 52, 61, 98
10	Ulmerton Rd Park and Ride	300X
11	PSTA Landry	5, 11, 52, 58, 97, 98
12	Oakhurst Rd @ 102nd Ave	65
13	Belcher Rd @ 90th Ave N	62
14	Gateway Mall	4, 8, 16, 58, 74, 75, 100X
15	Pinellas Park Transit Center	11, 31, 52, 74, 75, 97, 444
16	Seminole Blvd @ Orange Blossom Ln	18
17	34th St N @ 38th Ave N	34
18	66th St N @ 30th Ave N	73, 79
19	4th Street N @ 22nd Ave N	4, 22
20	5 Pasadena Ave @ Bougainville Ave S	CAT, 79, 90
21	Roy Hanna @ 25th Way S	4, 11, 20
22	12th Ave S @ 15th St S	14

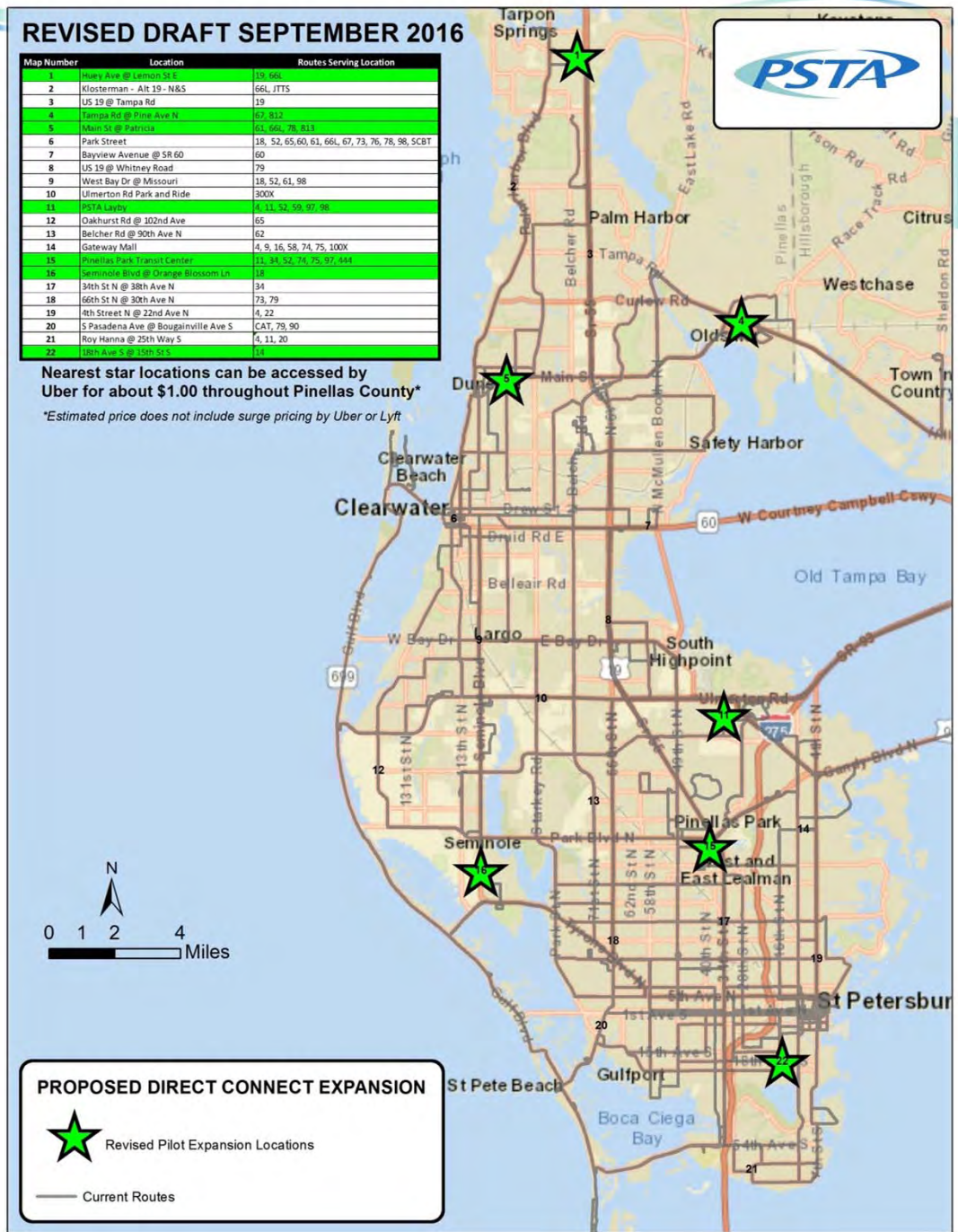
Nearest star locations can be accessed by Uber for about \$1.00 throughout Pinellas County\*  
 \*Estimated price does not include surge pricing by Uber or Lyft



**PROPOSED DIRECT CONNECT EXPANSION**

Revised Pilot Expansion Locations

Current Routes



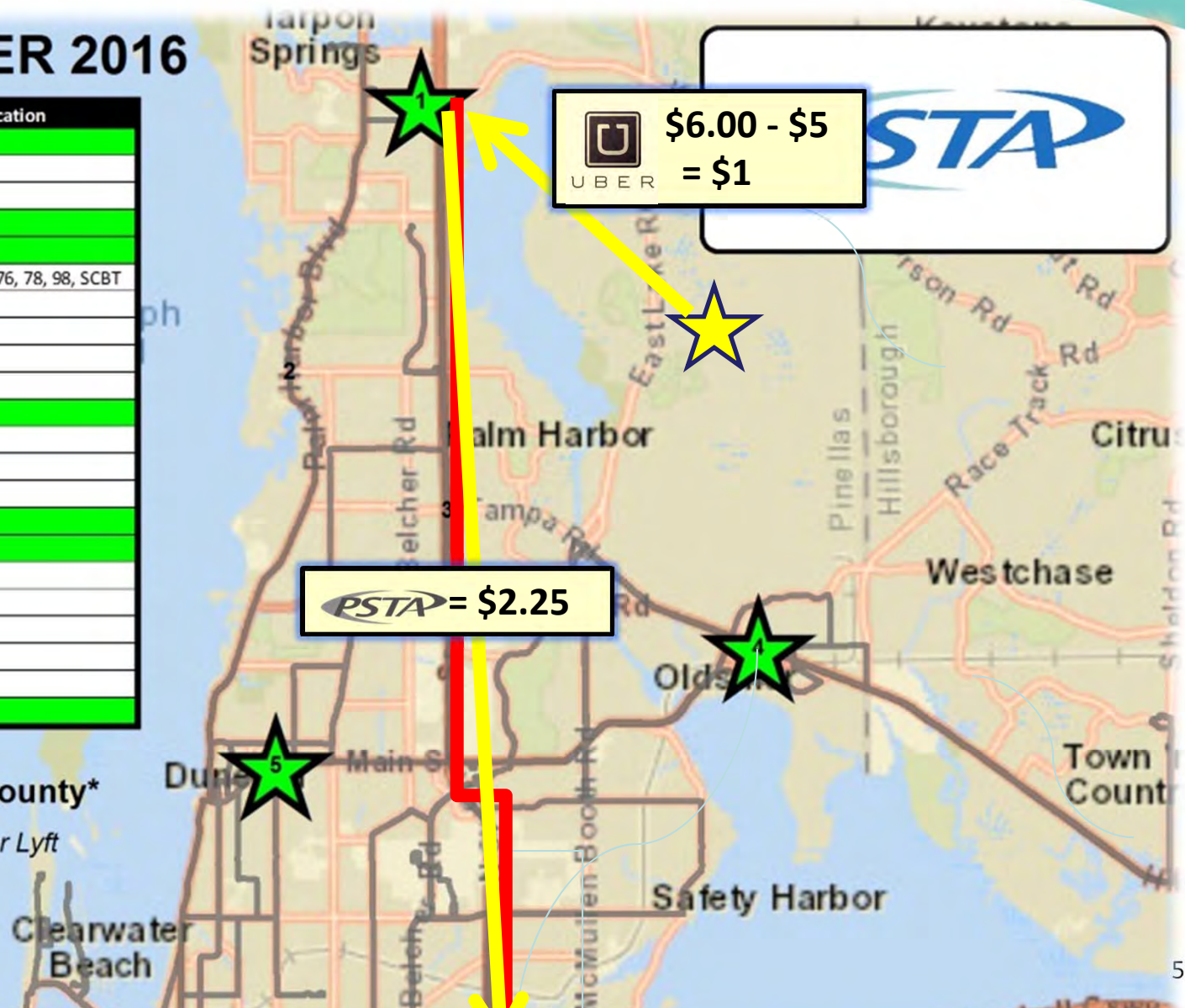
# PILOT #2

START SEPTEMBER 2016

Routes Serving Location	
19, 66L	
66L, JTTS	
19	
67, 812	
61, 66L, 78, 813	
18, 52, 65, 60, 61, 66L, 67, 73, 76, 78, 98, SCBT	
60	
79	
18, 52, 61, 98	
300X	
4, 11, 52, 59, 97, 98	
65	
62	
4, 9, 16, 58, 74, 75, 100X	
11, 34, 52, 74, 75, 97, 444	
18	
34	
73, 79	
4, 22	
Wille Ave S CAT, 79, 90	
4, 11, 20	
14	

Routes can be accessed by Uber/Lyft throughout Pinellas County\*

\*Does not include surge pricing by Uber or Lyft





# Filling Late Night Transit Gaps



**TD**  
*late shift*

Transportation Disadvantaged (TD) riders now have a new way to get home late at night with **TD Late Shift**.

 [Click here for more info](#) 

# Improved Paratransit at Lower Cost

