



East Lake Transportation Alternative Pilot

**PSTA TRAC & Planning Committee
October 20-21, 2015**

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



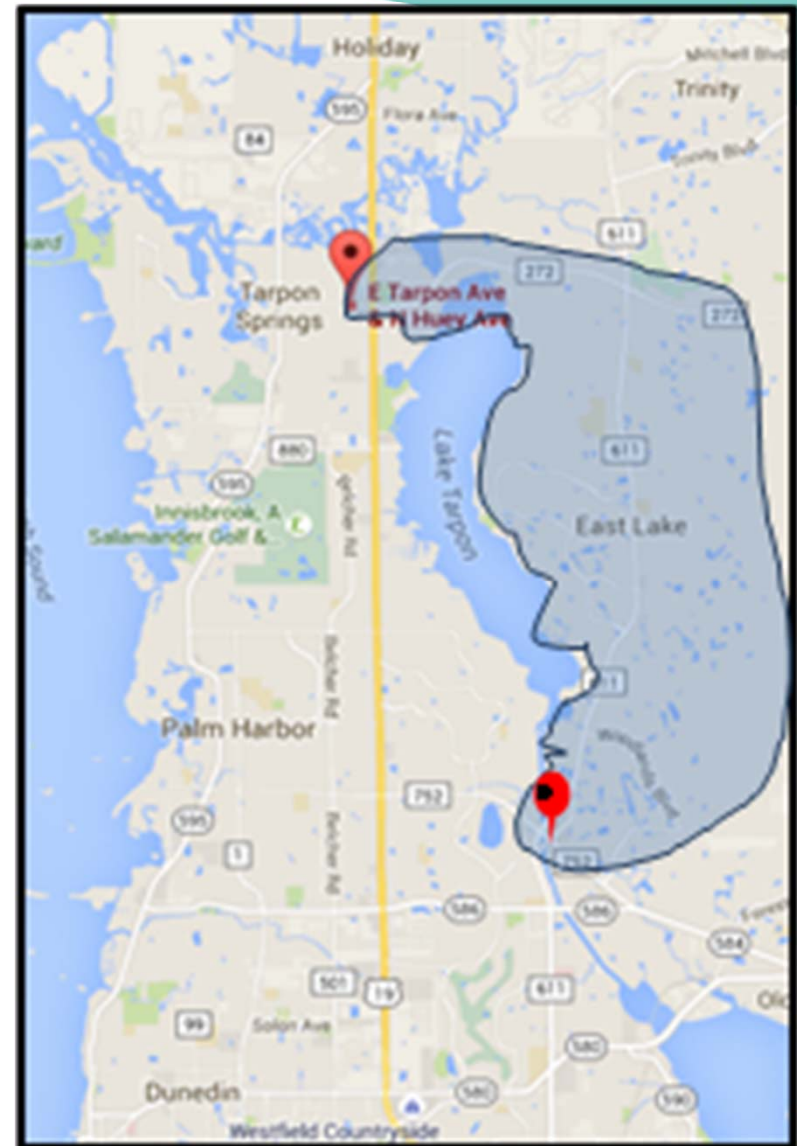
Review

- **Pilot Program Details**
- **Why East Lake?**
- **Taxi & TNC Comparisons**
- **Recommendation**



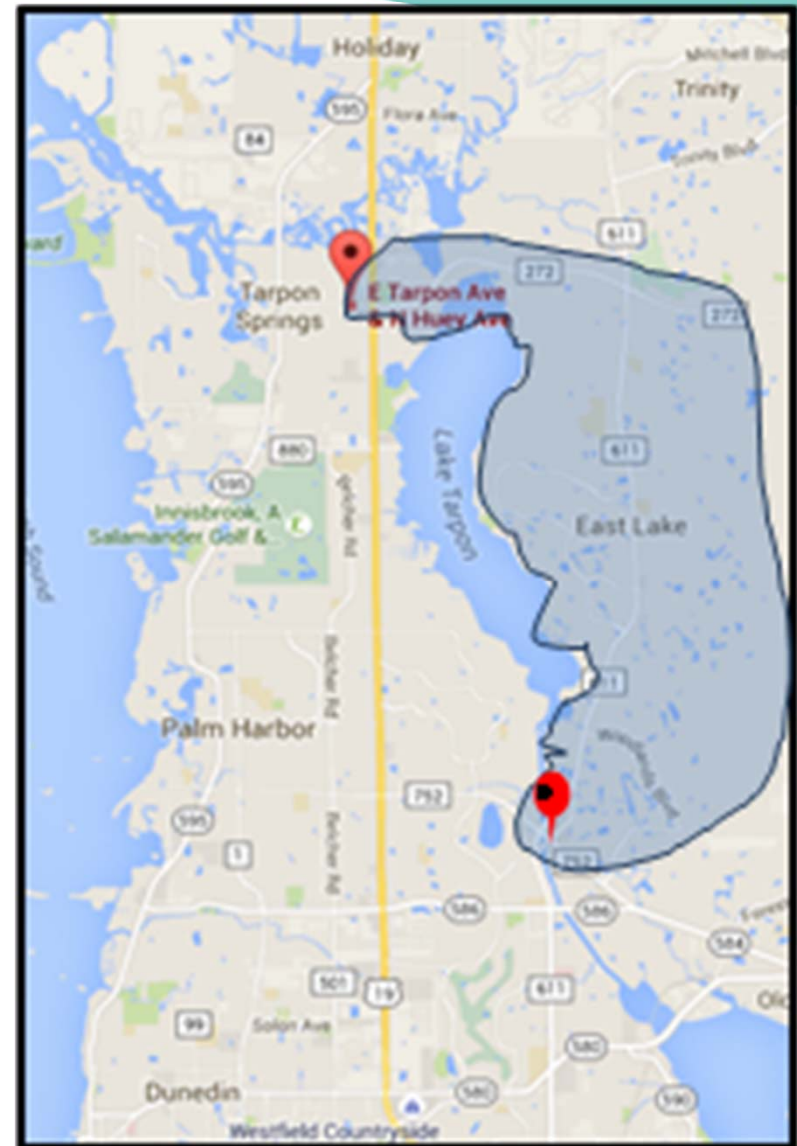
Pilot Program Details

- **Option A: East Lake Shuttle Reserved Taxi**
 - \$2.25 Bus Fare
 - Must reserve prior day
 - Mixed quality record
- **Option B: Same Day TNC**
 - Approx \$4.00 Cust Fare
 - Must use App/Credit Card
- **Option C: Same Day Taxi**
 - Approx \$9.00 Cust. Fare
 - Can Pay Cash



Why East Lake?

- **Largest Pinellas Neighborhood with No Bus Transit**
 - 30K Residents can access transit through Pilot
- **PSTA Board Required Alternatives to Be Identified Where Transit Cut**
 - \$400K Bus eliminated.
 - \$40K Pilot Proposed.
- **Reservation Taxi Shuttle Questioned.**



A Level Playing Field

- PSTA requires same contract to be signed by Taxis and TNCs:
 - Same Insurance Levels Required
 - Same Background Checks Required
 - Same Reporting Requirements.
- 6-Month Review Before Expanding.
- Consider Alternative to East Lake if Not Considered Viable.



Why Do This

- PSTA Provides Transportation Alternatives
- East Lake is Perfect Example of “First Mile/Last Mile” Challenge
- PSTA is one of the most innovative, advanced transportation agencies.
 - No limiting regulatory environment.
 - Strong partnerships with taxi providers in place.
 - Experience/lessons learned with providing customers with “choices.”

