



# Recommended Transportation Alternative Pilot Program: East Lake & Pinellas Park

PSTA TRAC & Planning Committee  
November 18, 2015

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



## Action Item

- **Approve a 6-Month Pilot Program:**
  - **Transportation Connections to PSTA Services**
  - **Uber, Yellow Cab, United Taxi**
- **Discounted Rides to Connecting PSTA Transit Services**
- **Not to Exceed \$40,000.**

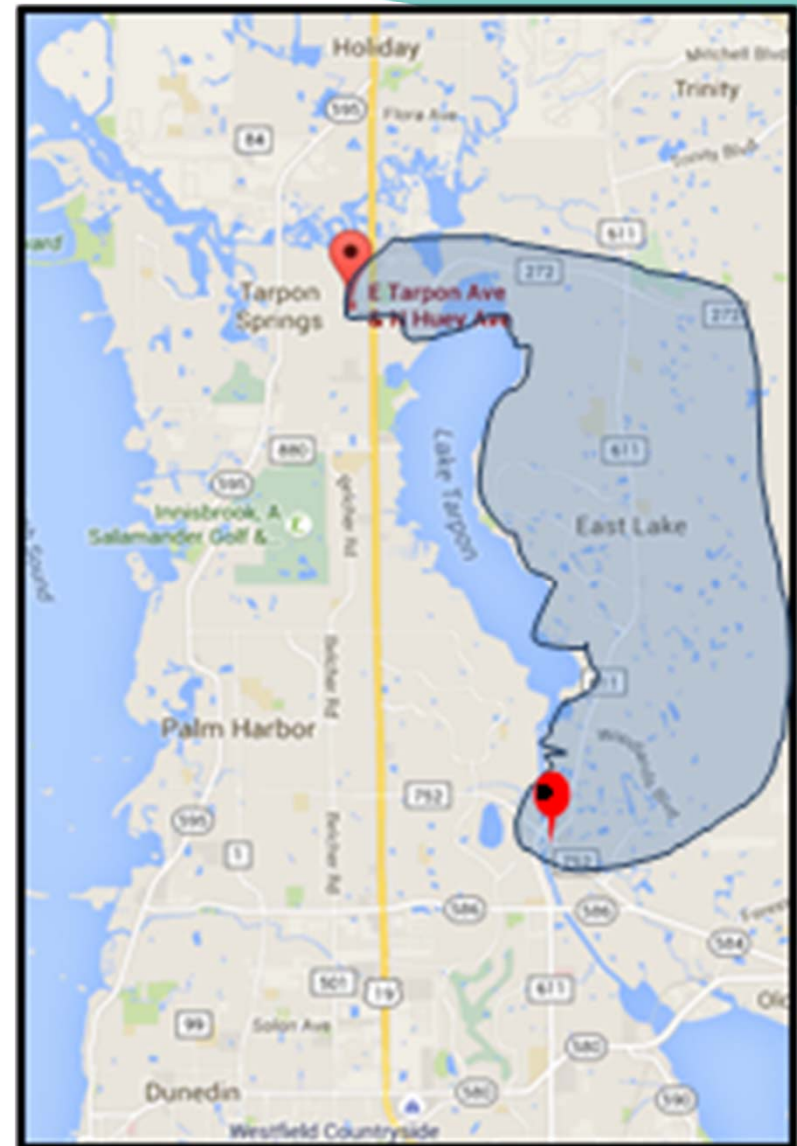


## Pilot Program Details

- **Option A: East Lake Shuttle Reserved Taxi**
  - \$2.25 Bus Fare
  - Must reserve prior day
- **Option B: Same Day Taxi**
  - Approx \$9.00 Cust. Fare
  - Can Pay Cash
  - Can Call Tel Number

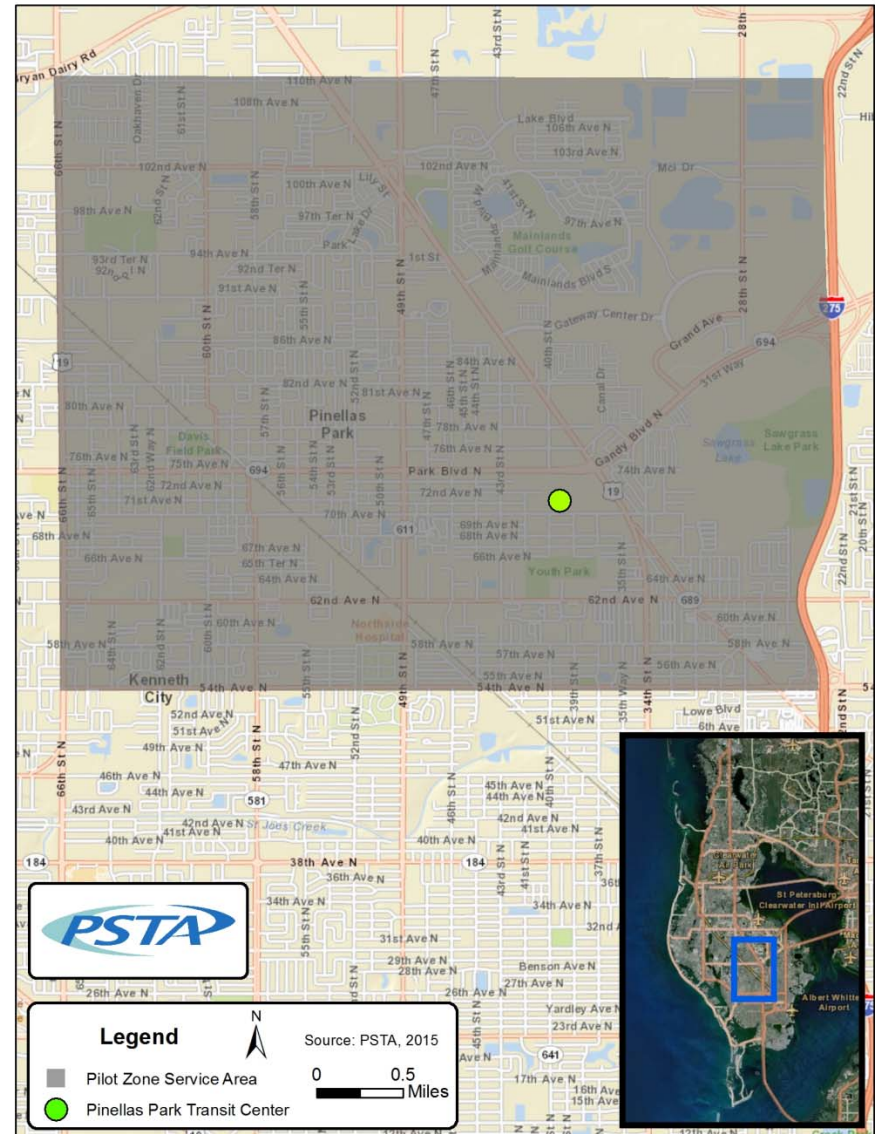
Up to \$3 Discount Only

Available 7AM – 7 PM M-S



# Pilot Program Details

- **Option A: Pinellas Park Same Day Taxi**
    - To/From Pinellas Park Transit Center in Zone.
    - Same Day
    - Can Pay Cash/Call #
  - **Option B: Uber**
    - Estimated \$4.00 Cost to Connect to PPTC
    - Must Use App.
- Only M-S 7AM-7PM



## 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 & Pinellas Park are Perfect Examples 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.”

