



SouthWest Transit's Microtransit Service



# Who We Are

- ▶ Public Transportation serving southwestern suburbs of Minneapolis: Eden Prairie, Chanhassen, Chaska, Carver, and Victoria
- ▶ Over 1,000,000 rides annually
  - ▶ 80% Fixed Route
  - ▶ 10% Microtransit
  - ▶ 10% Special Events
- ▶ 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”



# 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 (Spare) used to book and route the rides.

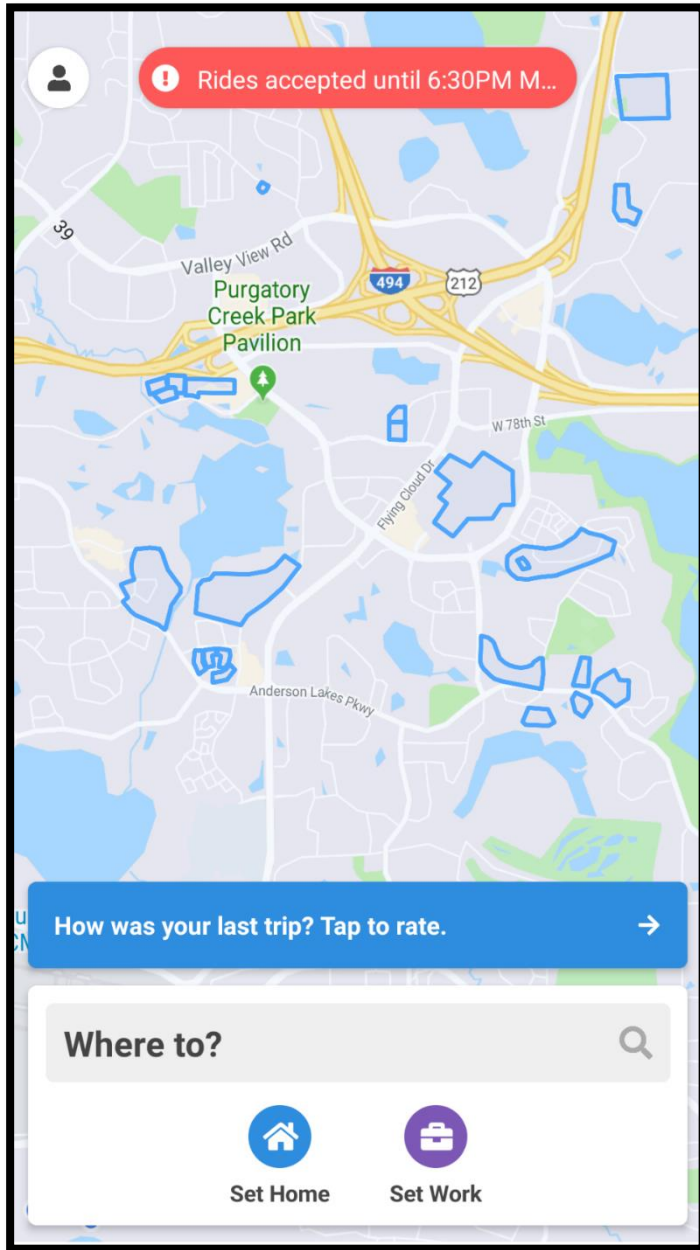
# WHY PRIME?

- Need for a lower cost local service option.
- 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 (Political Champions).



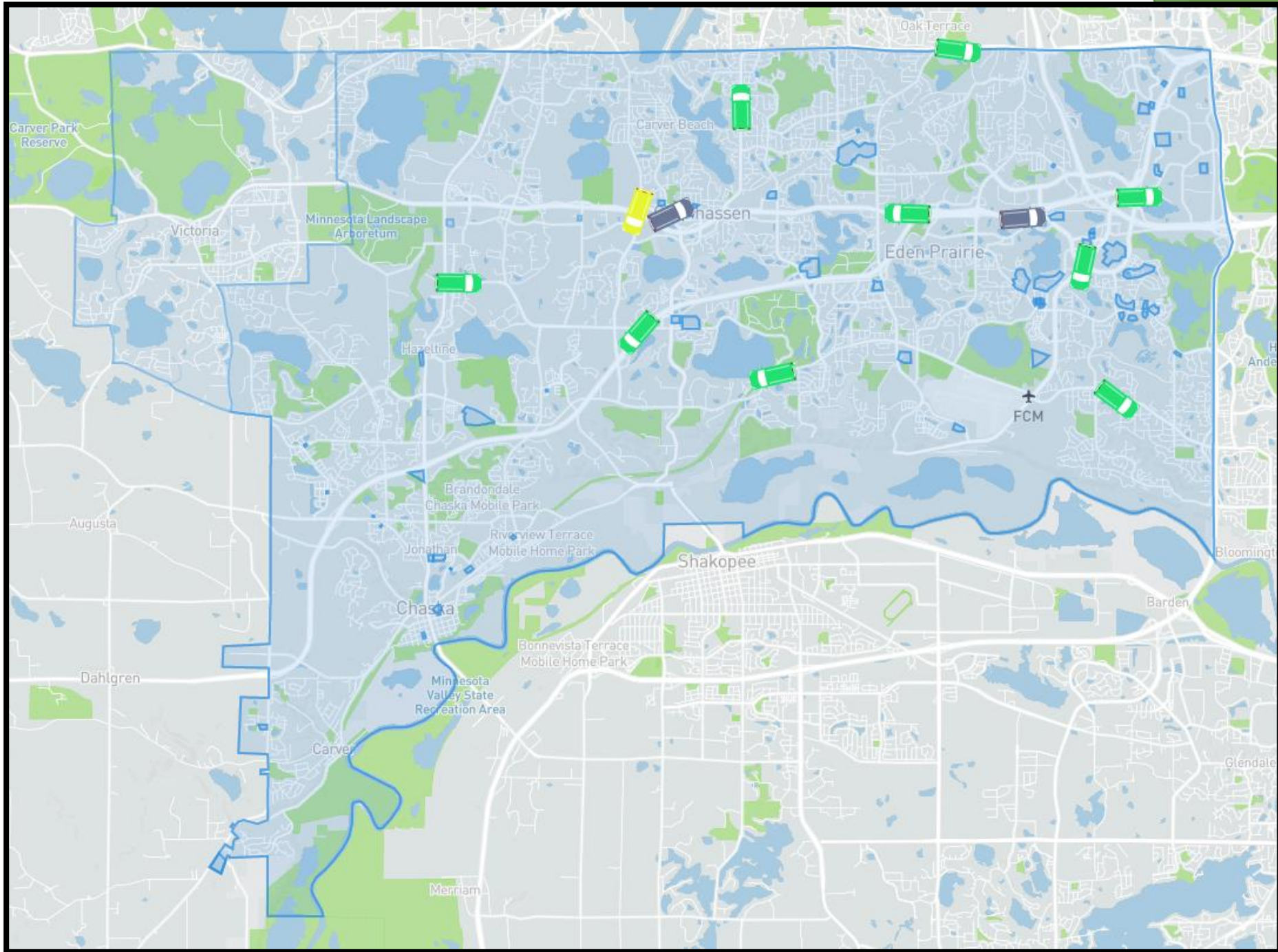
# SW PRIME FLEET

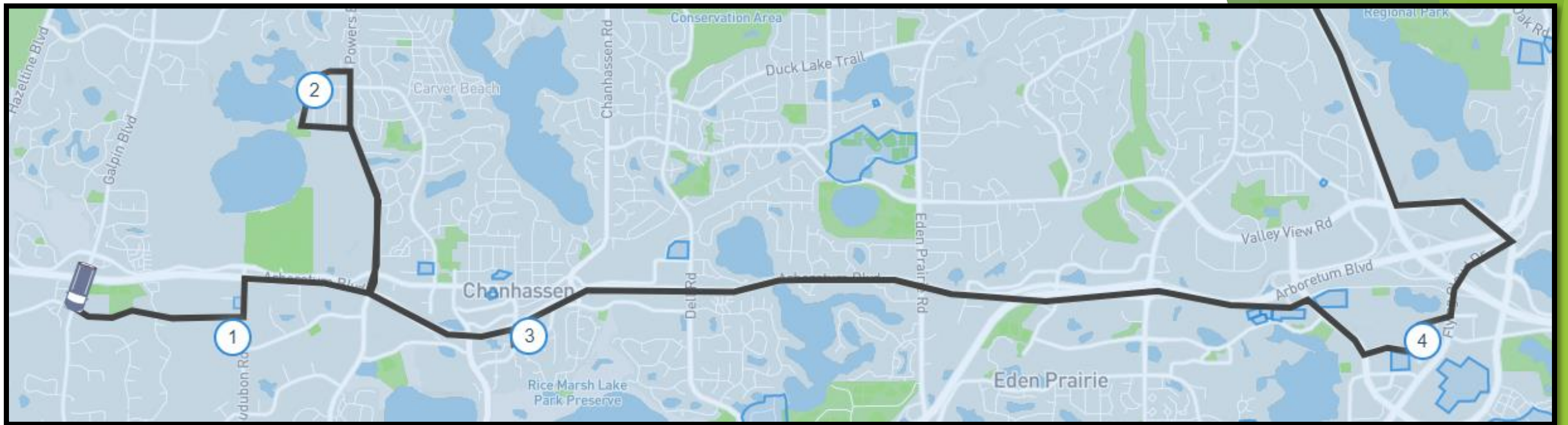




# How do I book a PRIME ride?

1. By Phone
2. Using your app
  - ▶ Rides booked within 20 seconds.
  - ▶ Rides are confirmed automatically via SMS message.
  - ▶ Track vehicle location live using the app.
  - ▶ Notifications sent automatically upon vehicle arrival.





Vehicle

61079

Duty

[View Duty Information](#)

Driver

Scott P

Upcoming Requests

STOP	USER	TYPE	ETA	VIEW
1	KW Kirsten	Pickup	2:26 PM	<a href="#">View</a>
2	KW Kirsten	Dropoff	2:31 PM	<a href="#">View</a>
3	JV John	Pickup	2:39 PM	<a href="#">View</a>
4	JV John	Dropoff	2:51 PM	<a href="#">View</a>



# Prime Performance September 2019

- ▶ Average Ride Time: 9.43 minutes
- ▶ Average Wait Time: 17.14 minutes
- ▶ Average Daily Riders: 409
- ▶ Passengers Per In-Service Hour: 2.93
- ▶ Peak Buses Used: 14
- ▶ Avg Subsidy Per Passenger: \$8.63
- ▶ Ride Booking Method
  - ▶ 65% Online
  - ▶ 35% Phone



# Lessons Learned

- ▶ The Algorithm Is Important
  - ▶ Suburban vs. Urban
  - ▶ One size does not fit all
- ▶ Service Area - Don't Be Too Restrictive
- ▶ Operating On-Demand and Scheduled Rides Together Can Be Problematic
- ▶ Administration
  - ▶ Increased negative customer interactions has led to increased admin staff time
  - ▶ Less staff required compared to traditional Dial-a-Ride
  - ▶ Ensure proper fraud protections are in place
- ▶ Ridership Demographics Are Similar to Dial-a-Ride
- ▶ Don't let First Mile-Last Mile Be the Only Consideration
- ▶ Microtransit Can Be the Public Transit Form of TNCs (Depending On Service Area)
- ▶ Be Willing To Take Risks
  - ▶ Trial and error
  - ▶ Make changes on the fly