



PSTA's FTA MOD Sandbox Pilot: Integrating Cross-Disability Access into DRT App Design & Service Delivery

Ross Silvers, Pinellas Suncoast Transit Authority (PSTA)
Justin Bergener, Goin

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

FTA Mobility on Demand Sandbox Grant

- Capitalize on success with other TNC programs by partnering with Lyft, United Taxi, and Care Ride.
- Piloting with a portion of PSTA's 12,500 eligible paratransit customers
- Connect more with our riders through Goin's mobility management platform.



MOD Grant Goals



Goals

- Improve paratransit Efficiency
- Increase Transportation Effectiveness
- Enhance Customer Service



BENEFITS of *Real-Time Paratransit*

- Cost efficient
- Customers can now make on demand trips instead of scheduling in advance



MOD Marketplace



*Liberty
Wheelchair*

Challenges = Opportunities

- Riders love ADA Paratransit with Access for All.
- Range of driver and vehicle service levels: paratransit, taxi and TNC
- Can unmet on-demand trips be Equitable &

DART has 98%
on-time
performance



Only 7% Would
Consider taking
a Free Ride on
a fixed route
bus



83%
Recommend
ADA
Paratransit



Avg. Age of 73;
Most not app
savvy



One Call...



Mobility On-demand Project

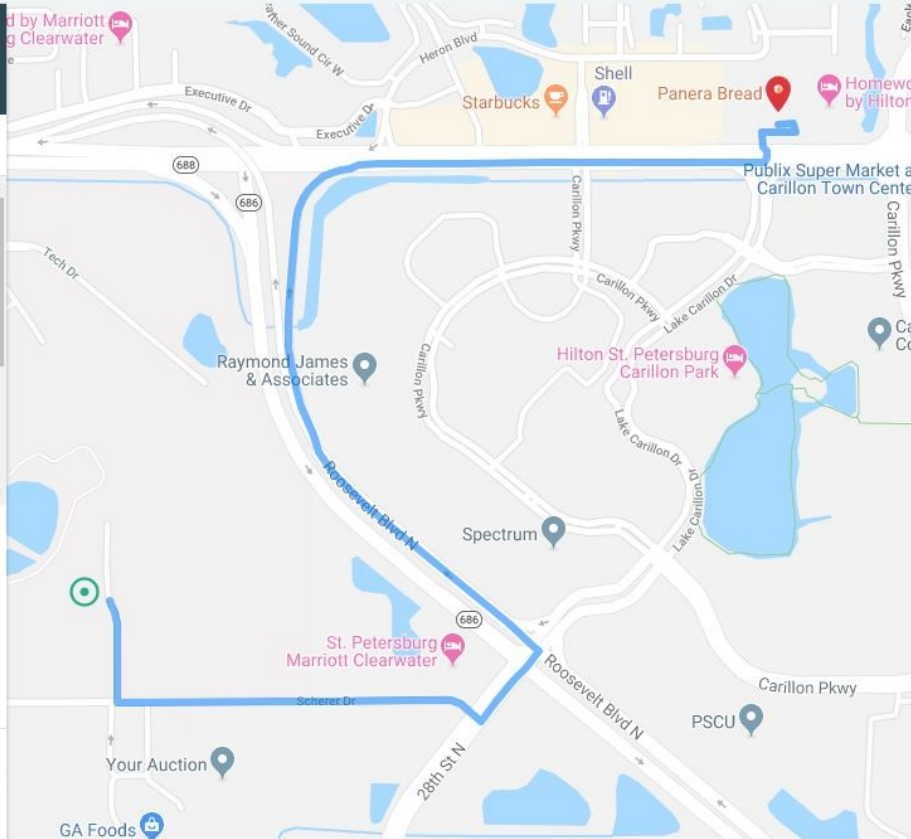
Bonnie Epstein \$30.00
 10/05/2017

← Edit ride setting

	Lyft	2 mins
	Wheelchair Trans. WC	5 mins
	Care Ride	5 mins
	United Taxi	8 mins
	Balance \$30.00	Add funds
	Bonus Balance \$0.00	Add bonus

Cancel Request
Logs

Request Ride



Rides for All



Cross-Disability Access

- Call center for less tech. savvy users
- User app for deaf
- Achieving access for blind users
- Mobility aids and assistance needs
- Fine motor skills
- Location notes and ability to contact driver directly via call or text.

Cross-Disability in Action

Video to be added

Mobility Aid

Edit rider

Add mobility devices

Does the rider use a mobility assistance device?

Yes No

Mobility device #1

Select Mobility Category

Ambulatory

Device Type

Ambulatory

Bike

Driver notes (maximum 140 characters)

Make this the primary mobility device for rider



Edit rider

Add assistance requirement

Does the rider need any assistance?

Yes No

Assistance requirement #1

Select Assistance Category

Hearing

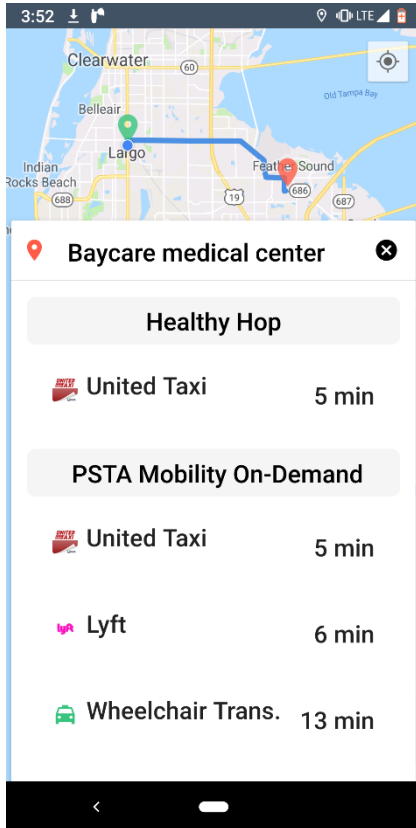
Assistance type

Deaf – Gestures and written notes

Low hearing -- Face person when speaking



Accessible App Design



Healthy hop

Thank you

Questions?

rsilvers@psta.net

justin@goin.org