



# **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...



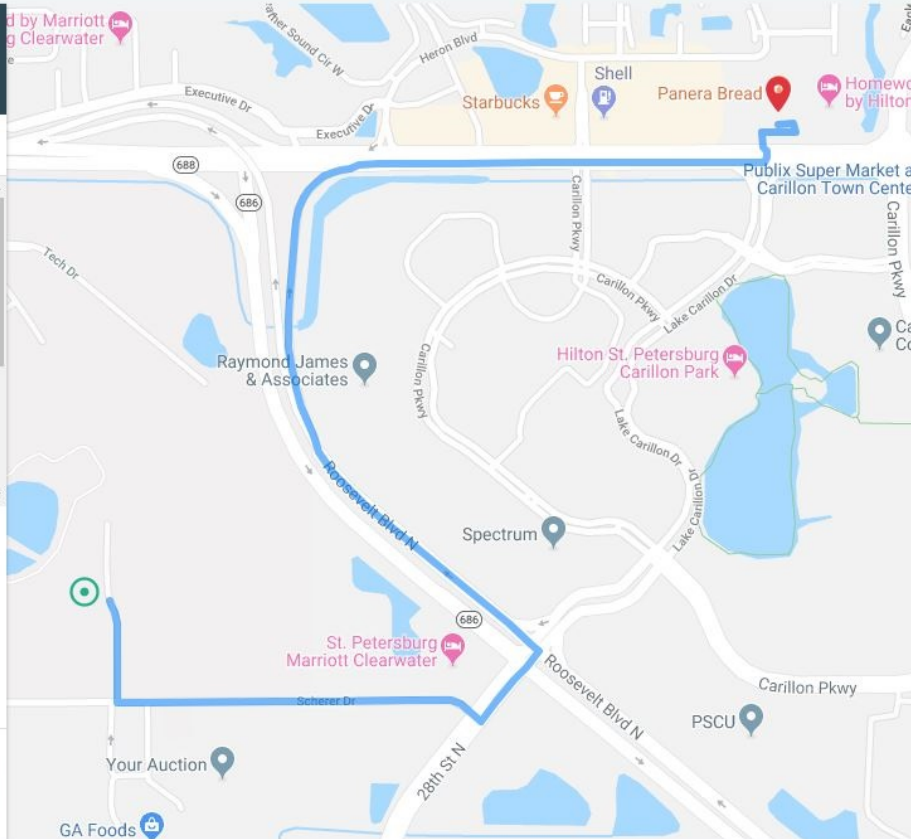
# Mobility On-demand Project

**Bonnie Epstein** **\$30.00**  
10/05/2017

< Edit ride setting

	<b>Lyft</b>	2 mins
	<b>Wheelchair Trans. WC</b>	5 mins
	<b>Care Ride</b>	5 mins
	<b>United Taxi</b>	8 mins
	<b>Balance</b> \$30.00	Add funds
	<b>Bonus Balance</b> \$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

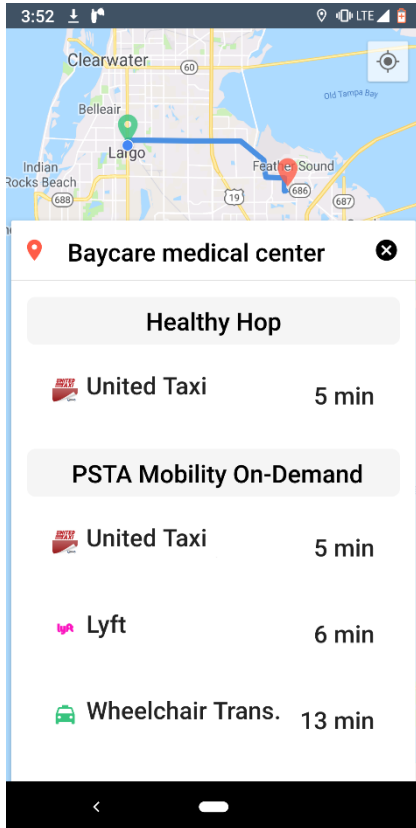
Assistance type

Deaf – Gestures and written notes

Low hearing -- Face person when speaking



# Accessible App Design



# Healthy hop

# Thank you

Questions?

[rsilvers@psta.net](mailto:rsilvers@psta.net)

[justin@goin.org](mailto:justin@goin.org)