SouthWest Transit’s On-Demand Service
MPTA - Wednesday, October 18th
WHAT IS SW PRIME?

- A “shared ride” public transit service.
- The general public can request a ride **on demand** only. No advanced scheduling.
- Curb-to-curb service.
- Serving Eden Prairie, Chanhassen, Chaska, and Carver.
- Off the shelf scheduling software used to book the rides.
3 WAYS TO REQUEST A RIDE.

BY COMPUTER
REQUEST BY COMPUTER OR SMARTPHONE

BY PHONE APP
REQUEST BY PHONE APP

BY PHONE CALL
REQUEST BY CALL
How do I book a PRIME ride?
How do I book a PRIME ride?

<table>
<thead>
<tr>
<th>Active Rides</th>
<th>Total Rides: 11</th>
<th>Drivers Online: 8</th>
<th>Drivers Paused: 0</th>
<th>Average ETA: 12 min</th>
<th>Status: Normal</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Request ID</th>
<th>Status</th>
<th>Pickup Address</th>
<th>Dropoff Address</th>
<th>Actions</th>
<th>Notification</th>
<th>Comments</th>
<th>Payment</th>
</tr>
</thead>
<tbody>
<tr>
<td>129145</td>
<td>Unassigned</td>
<td>8240 Marlot Blvd, 8260 Market Blvd, Chanhassen, MN 55317</td>
<td>2532 Water Tower Pl, Chaska, MN 55318</td>
<td></td>
<td></td>
<td></td>
<td>$4.00</td>
</tr>
<tr>
<td>129144</td>
<td>Vehicle En-Route, ETA: 6 minutes</td>
<td>8590 Magnolia Trail, Eden Prairie, MN 55344</td>
<td>Eden Prairie Center, 8201 Flying Cloud Dr, Eden Prairie, MN 55344</td>
<td></td>
<td></td>
<td></td>
<td>$4.00</td>
</tr>
<tr>
<td>129143</td>
<td>Vehicle En-Route, ETA: 7 minutes</td>
<td>SouthWest Stalion, Technology Dr and Prairie Center Dr, Eden Prairie, MN 55344</td>
<td>Hennepin Technical College, 13100 Collegeview Dr, Eden Prairie, MN 55347</td>
<td></td>
<td></td>
<td></td>
<td>(Cash)</td>
</tr>
<tr>
<td>129142</td>
<td>Vehicle En-Route, ETA: 11 minutes</td>
<td>11100 W 62nd St, 1110 W 62nd St, Eden Prairie, MN 55343</td>
<td>Apollo 6924 Joiner Way, Eden Prairie, MN 55342</td>
<td></td>
<td></td>
<td></td>
<td>(Cash)</td>
</tr>
<tr>
<td>129141</td>
<td>In Transit, ETD: 20 minutes</td>
<td>9731 Mill Creek Dr, Eden Prairie, MN 55347</td>
<td>SouthWest Stalion, Technology Dr and Prairie Center Dr, Eden Prairie, MN 55344</td>
<td></td>
<td></td>
<td></td>
<td>$4.00</td>
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</table>
$4.00 per adult, per ride.

$3.00 for kids between the ages 6 and 12 when accompanied by a paying adult (18 years of age or older).

Free for kids 5 and under when accompanied by a paying adult (18 years of age or older).

$1.00 for seniors on Mondays

Free transfers to and from SouthWest Transit express services.

SW Prime service is available Monday - Friday: 6:30 am (First Pickup) - 6:30 pm (Last Pick Up)

Each ride is booked separately, meaning each leg of the trip is considered one ride.
How the big picture works

- SW Prime service region is split into two zones: Eden Prairie and Chanhassen-Chaska-Carver.
- Trips that cross zone boundaries are forced to transfer Prime vehicles at SW Village P&R to ensure that ‘same zone’ trips can be batched together efficiently.
## 2017 Financial Information

<table>
<thead>
<tr>
<th>Month</th>
<th>Subsidy Per Passengers</th>
<th>Operating Cost</th>
<th>Fare Revenue</th>
<th>Subsidy</th>
<th>Total Passengers</th>
</tr>
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<tbody>
<tr>
<td>January</td>
<td>$7.38</td>
<td>$50,179.07</td>
<td>$12,063.18</td>
<td>$38,115.89</td>
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<td>February</td>
<td>$6.98</td>
<td>$51,320.19</td>
<td>$12,432.63</td>
<td>$38,887.56</td>
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<td>March</td>
<td>$9.16</td>
<td>$80,876.83</td>
<td>$16,516.96</td>
<td>$64,359.87</td>
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<td>April</td>
<td>$9.28</td>
<td>$71,855.56</td>
<td>$15,296.61</td>
<td>$56,558.95</td>
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<td>May</td>
<td>$8.66</td>
<td>$74,027.74</td>
<td>$15,561.81</td>
<td>$58,465.93</td>
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<tr>
<td>June</td>
<td>$8.34</td>
<td>$69,728.00</td>
<td>$15,964.59</td>
<td>$53,763.41</td>
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<td>July</td>
<td>$9.20</td>
<td>$63,805.00</td>
<td>$12,393.00</td>
<td>$51,412.00</td>
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</tr>
<tr>
<td>August</td>
<td>$8.93</td>
<td>$73,515.00</td>
<td>$15,250.00</td>
<td>$58,265.00</td>
<td>6522</td>
</tr>
<tr>
<td><strong>2017 AVGERAGES</strong></td>
<td><strong>$8.49</strong></td>
<td><strong>$66,913.42</strong></td>
<td><strong>$14,434.85</strong></td>
<td><strong>$52,478.58</strong></td>
<td><strong>6145</strong></td>
</tr>
</tbody>
</table>
What Makes Prime Efficient?

- Entry level operator wages
- Technology
  - Web requests minimizes booking time
  - Allows for just one dispatcher to oversee system
  - Automatic driver assignment
  - On bus technology that routes trips efficiently as well as allow credit card transactions that speeds up boarding time
- Mid-point transfer to reduce deadhead miles
Prime Performance - September

- Average Ride Time: 13.6 minutes
- Average Wait Time: 18.5 minutes
- Total Rides: 5,550
- Denials: 0
- Peak Buses Used: 10
- Daily Scheduled Revenue Hours: 92.73
Prime Performance - Daily Feedback From Rider June 2015 - Today

Daily Feedback Score (1-5)

- 3501 100%
- 3038 86.78%
- 308 8.8%
- 95 2.71%
- 25 0.71%
- 36 1.03%

Total Responses: 5 4 3 2 1