



SouthWest Transit's On-Demand Service
MPTA - Wednesday, October 18th

SOUTHWEST TRANSIT 



PRIME SWPRIME.ORG
952-SW-PRIME
YOUR LOCAL RIDE AT THE PUSH OF A BUTTON

61050



PRIME
YOUR LOCAL RIDE AT THE PUSH OF A BUTTON

SWPrime.org
952-SW-PRIME



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

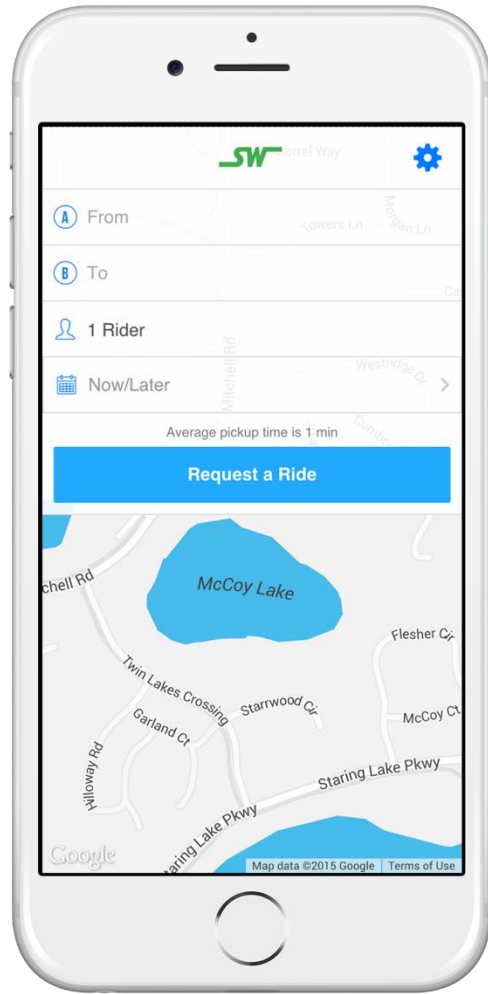
REQUEST BY PHONE APP



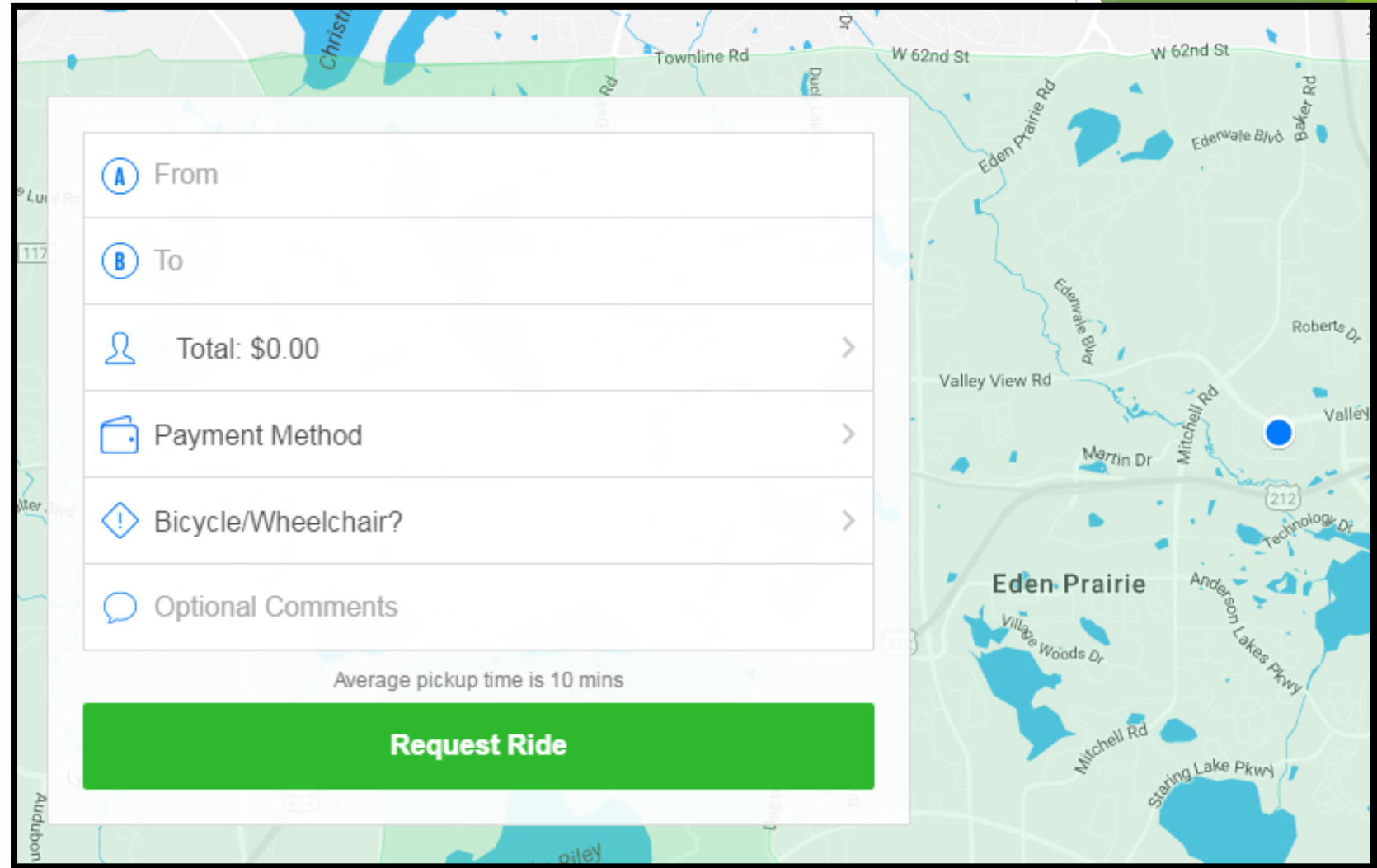
BY PHONE CALL

REQUEST BY CALL

How do I book a PRIME ride?



App Screen View



Computer Screen View

How do I book a PRIME ride?

New Ride

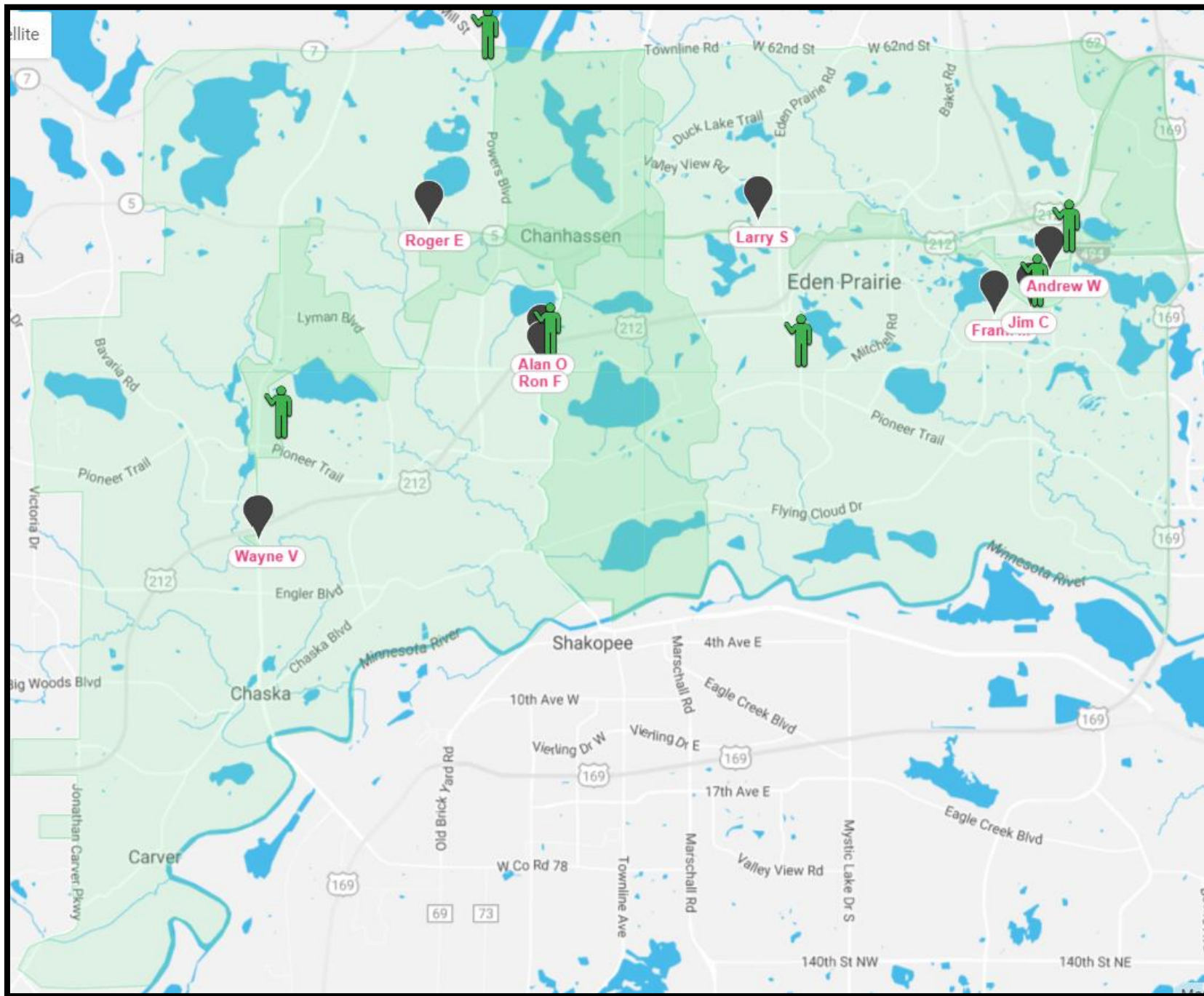
PHONE NUMBER	NAME	FROM	TO	NUM. RIDERS	PAYMENT METHOD	COMMENTS	SPECIAL	
<input type="text" value="(415) 555 1234"/>	<input type="text" value="Name"/>	<input type="text" value="Start Address"/>	<input type="text" value="End Address"/>	<input type="text" value="1 Adult (13+)"/>	<input type="text" value="Select"/>	<input type="text" value="Comments"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="button" value="Create"/>







Active Rides

Total Rides: 11 Drivers Online: 8 Drivers Paused: 0 Average ETA: 12 min Status: Normal

Request	Rider	Driver	Status	Pickup	Dropoff	Actions	Notification	Comments	Payment
9:22 AM ID: 129145 Web	<input type="checkbox"/> <input type="checkbox"/>	Unassigned	Unassigned. ETA: calculating	8240 Market Blvd, 8260 Market Blvd, Chanhassen, MN 55317	2932 Water Tower Pl, Chaska, MN 55318	<input type="button" value="X"/>		Dispatcher: Add Comment	Fare: \$4.00 (Credit card)
9:20 AM ID: 129144 Dispatch	<input type="checkbox"/> <input type="checkbox"/>	Mohamed M White Bus (61079)	Vehicle En-Route. ETA: 8 minutes	8590 Magnolia Trail, Eden Prairie, MN 55344	Eden Prairie Center, 8201 Flying Cloud Dr, Eden Prairie, MN 55344	<input type="button" value="A"/> <input type="button" value="X"/>		Dispatcher: Add Comment	Fare: \$4.00 (Cash)
9:18 AM ID: 129143 Dispatch	<input type="checkbox"/> <input type="checkbox"/>	Hassan J White Ford (61050)	Vehicle En-Route. ETA: 7 minutes	SouthWest Station, Technology Dr and Prairie Center Dr, Eden Prairie, MN 55344	Hennepin Technical College, 13100 Collegeview Dr, Eden Prairie, MN 55347	<input type="button" value="A"/> <input type="button" value="X"/>		Dispatcher: Add Comment	Fare: (Cash)
9:17 AM ID: 129142 Web	<input type="checkbox"/> <input type="checkbox"/>	Nick G White Bus (61040)	Vehicle En-Route. ETA: 11 minutes	11100 W 62nd St, 11190 W 62nd St, Eden Prairie, MN 55343	Applebee's, 8421 Joiner Way, Eden Prairie, MN 55344	<input type="button" value="A"/> <input type="button" value="X"/>		Dispatcher: Add Comment	Fare: (Cash)
9:13 AM ID: 129141 Dispatch	<input type="checkbox"/> <input type="checkbox"/>	Mohamed M White Bus (61079)	In Transit. ETD: 20 minutes <small>Arrived at 9:19 AM</small>	9731 Mill Creek Dr, Eden Prairie, MN 55347	SouthWest Station, Technology Dr and Prairie Center Dr, Eden Prairie, MN 55347	<input type="button" value="A"/> <input type="button" value="X"/>	9:19 AM Call Status: Add Comment	Dispatcher: Add Comment	Fare: \$4.00 (Cash)

Dispatch Screen View



-  0 Driver Paused
-  1 Driver Free
-  7 Driver on Ride
-  Unmatched
-  Matched
-  Driver Arrived



Aaron J • 0/15



Amy H • 0/15



CJ O • 0/15



Hassan J • 1/8



Larry B • 0/36



Mohamed M • 2/6

① Dropoff Rujuta

Eden Prairie Center

② Dropoff Dino

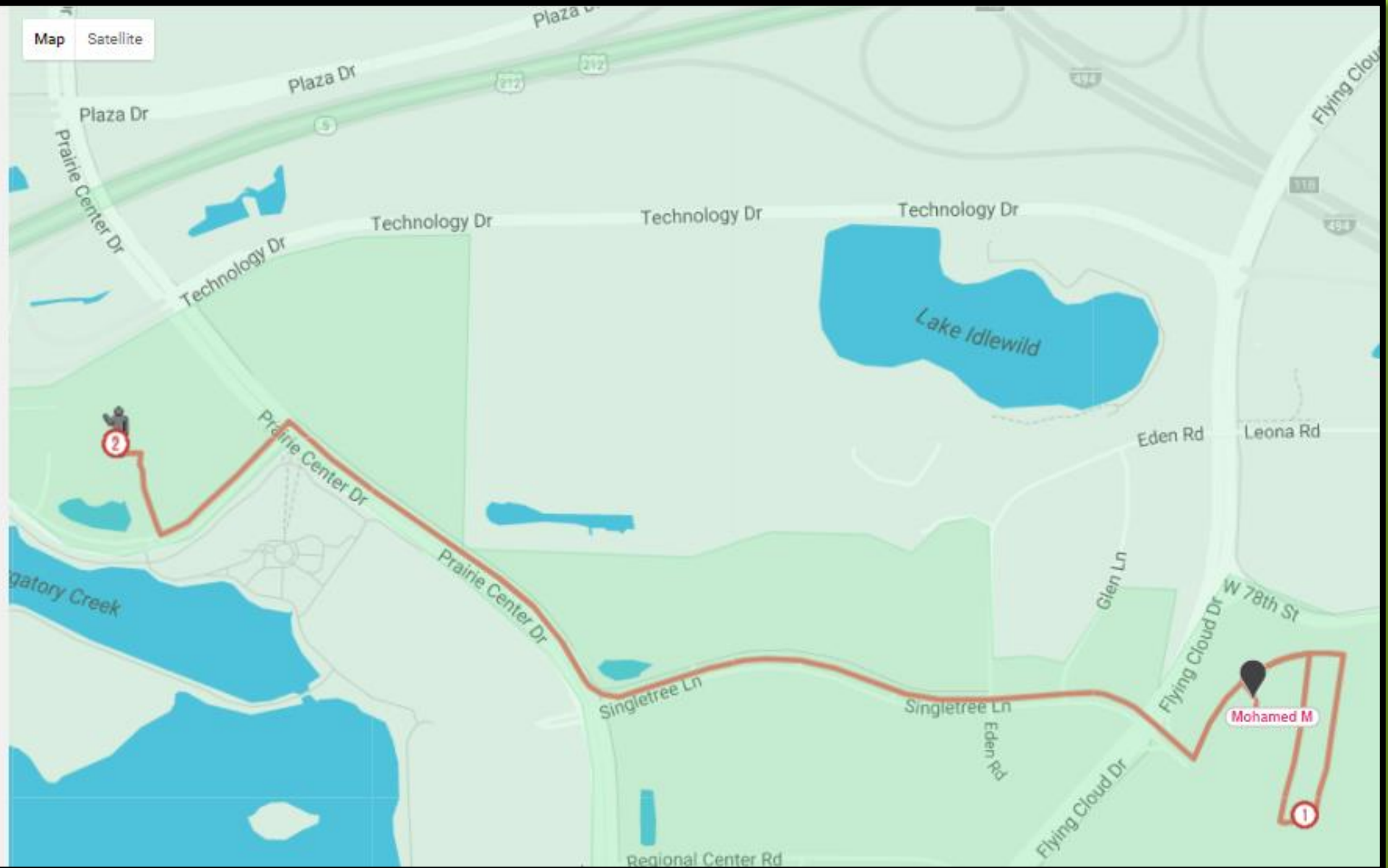
SouthWest Station



Nick G • 1/8



Pavel M • 1/15





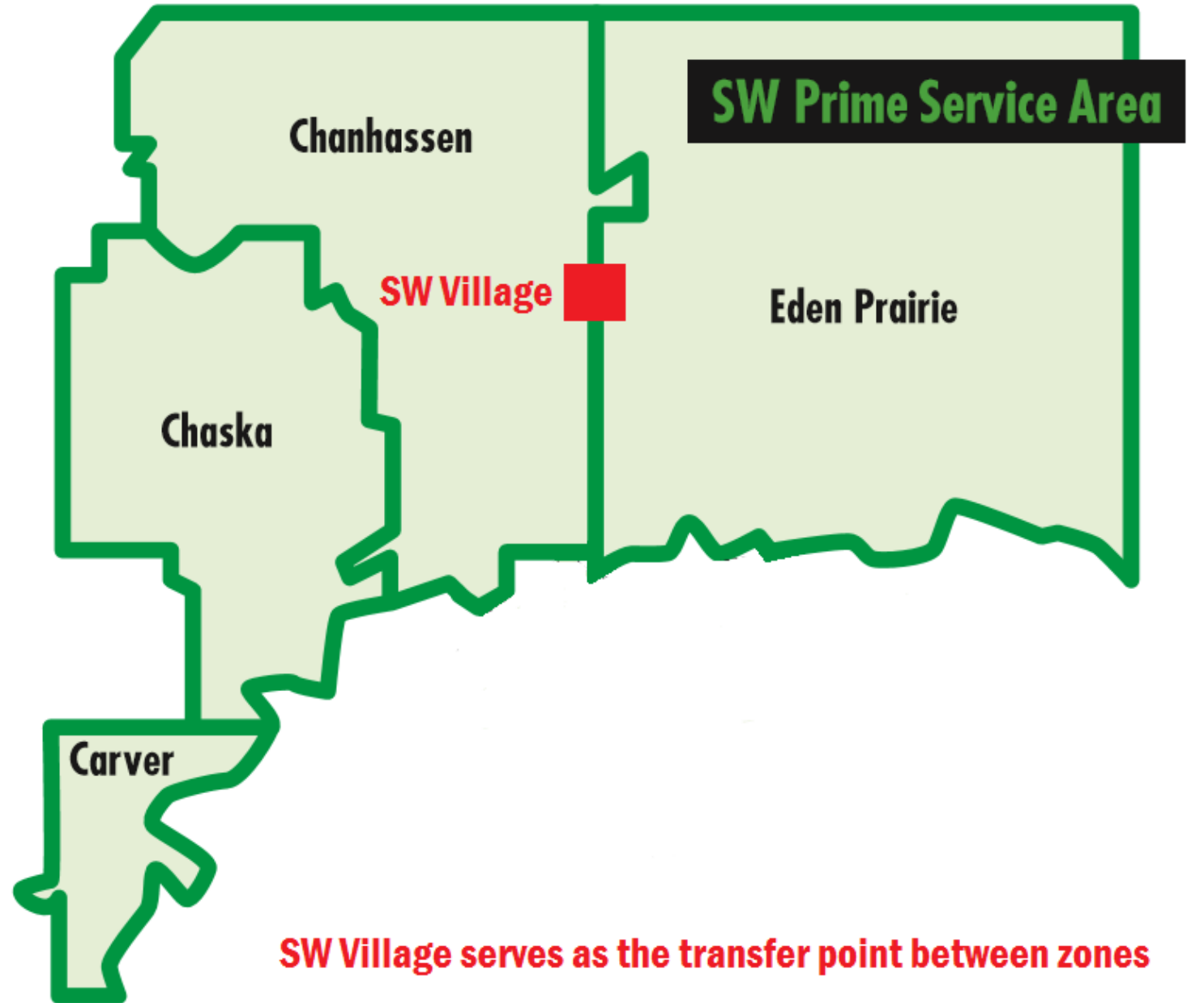
SW PRIME SERVICE: TIMES & FARES

- ▶ \$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

Month	Subsidy Per Passengers	Operating Cost	Fare Revenue	Subsidy	Total Passengers
January	\$7.38	\$50,179.07	\$12,063.18	\$38,115.89	5162
February	\$6.98	\$51,320.19	\$12,432.63	\$38,887.56	5575
March	\$9.16	\$80,876.83	\$16,516.96	\$64,359.87	7025
April	\$9.28	\$71,855.56	\$15,296.61	\$56,558.95	6093
May	\$8.66	\$74,027.74	\$15,561.81	\$58,465.93	6750
June	\$8.34	\$69,728.00	\$15,964.59	\$53,763.41	6443
July	\$9.20	\$63,805.00	\$12,393.00	\$51,412.00	5587
August	\$8.93	\$73,515.00	\$15,250.00	\$58,265.00	6522
2017 AVGERAGES	\$8.49	\$66,913.42	\$14,434.85	\$52,478.58	6145



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

