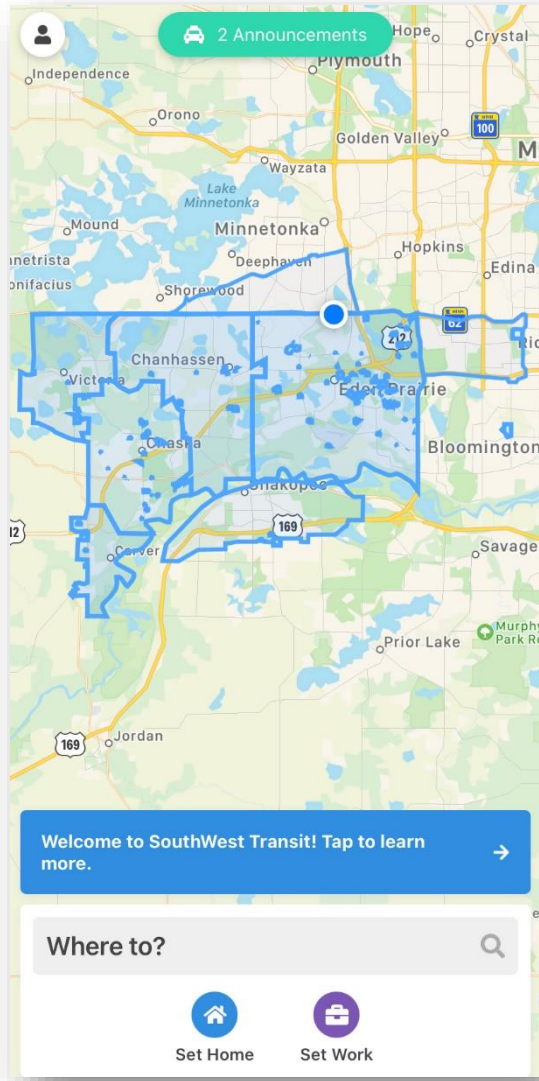




SouthWest Transit's Microtransit Service

# WHAT IS SWT's Microtransit System "Prime"?

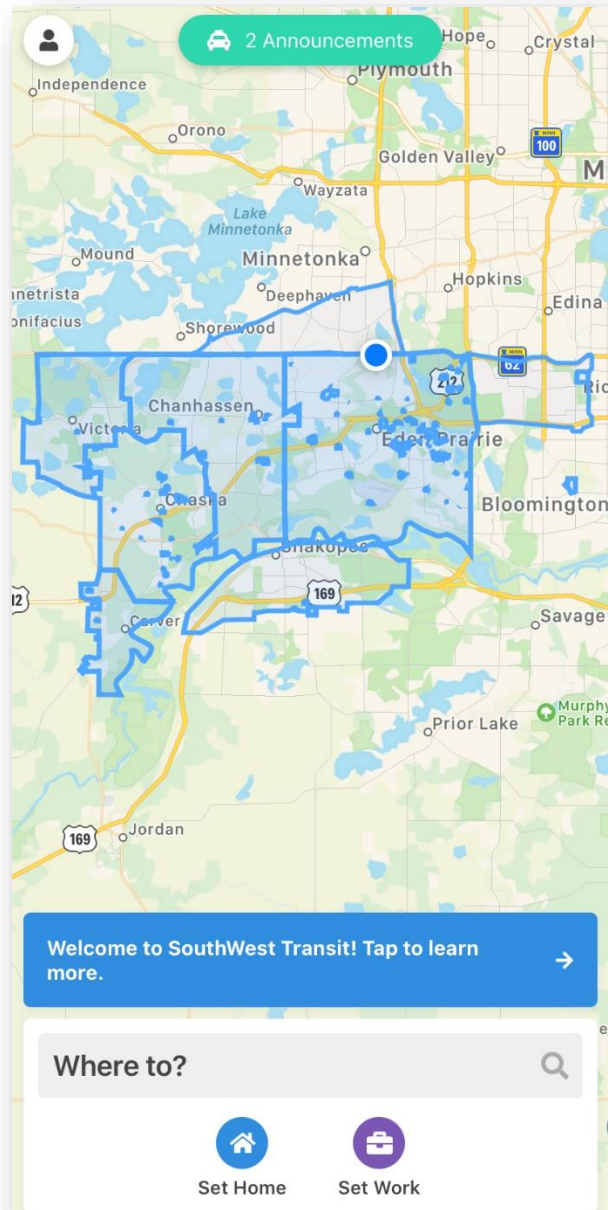


- ▶ First of its kind shared ride microtransit service in Minnesota. Service began operating in 2015.
- ▶ Serving Eden Prairie, Chanhassen, Chaska, Victoria, Carver, Shakopee, and soon 494 Corridor.
- ▶ The general public can request a ride on demand (similar to Uber/Lyft).
- ▶ Scheduling software used to book and route the rides (reduced the number of staff needed to schedule rides).
- ▶ Pickup window under 30 minutes from scheduling a ride.
- ▶ Curb-to-curb service (different than Metro Mobility).
- ▶ Non-COVID riders per trip = 2-5 riders per trip. Batching and transferring (bus to bus) does occur (differs from Uber/Lyft).
- ▶ While technology is used to schedule service, traditional options are available.



## WHY PRIME?

- ▶ Prior attempts at traditional circulators/demand-response services were cost prohibitive.
- ▶ Needed a lower cost local service option - SW Prime is half the cost of other demand response systems operating in the metro area.
- ▶ Most of our service area didn't receive Uber or Lyft service. Currently work with both.
- ▶ Need for first/last mile connection (will be needed even more with SWLRT).
- ▶ Effective for all transit markets and all transportation needs (seniors; transit dependents; employees; youth; general public).
- ▶ Microtransit is a game changer, especially in suburban and rural areas (low cost; easy and quick to adapt to change).



# 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.



# SW PRIME FLEET OPTIONS

