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April 2016

Vol 7 No 2

Regional Fare Collection Project Moves Ahead

A new region-wide electronic fare management system will soon streamline the transit ticket-buying process for the whole Tampa Bay region. Riders will buy a card in one county and use it to catch a bus in any of the other seven counties. The solution will not only make it easier for patrons to manage their fares, but it will also speed up boarding times and cut back on time spent counting coins and bills coming out the bus fare boxes.

With this long-overdue upgrade, fare collection will be simpler, easier for patrons, and will also work seamlessly to provide one common fare media for all public transit passengers throughout the region. Transit agencies in Hillsborough, Pinellas, Citrus, Hernando, Manatee, Pasco, Polk and Sarasota Counties – which make up the Regional Working Group (RWG), have been partnering for nearly four years to create this unified fare collection system to improve regional connectivity.

The region-wide fare collection system is one step closer to deployment. For months a partnership coalition of various agencies has cooperated and collaborated to implement forward-looking smart technologies. “The RWG is excited to bring this innovative system to our riders,” said Jeff Seward, HART CFO. “It will move our region into the future of transit fare collection and allow our riders an unparalleled, flexible rider experience. The project will provide great value to our region, improve on-time performance, and reduce costs.”

On March 3rd, the multi-agency RWG met with the technology vendor, INIT Innovations in Transportation, to officially kick-off the final phase of the project. Agency teams and leaders, along with the vendor, confirmed the steps and details and shared status reports to set things in motion for the groundbreaking project. Within 6 to 8 months of the project kick-off riders will be able to use the mobile app across the Tampa Bay area by showing their purchased fare via the phone to the driver. By the end of the project fares will be validated using the new on-board validators that are being installed.

The new \$12 million system will provide seamless and common fare media for passengers throughout the Tampa Bay region and will replace the outdated and less efficient fare collection systems in the area – including the system used by HART for more than 25 years. “With our strong base of out-of-town customers brought in by our nationally acclaimed tourism, the ability to pay fares instantly via smart phones will be a real game-changer,” said Brad Miller, CEO of the Pinellas Suncoast Transit Authority. “Soon your vacation will begin the moment you land at the airport by simply downloading the app, hopping aboard, and the next thing you see will be the white sands of Clearwater Beach.”



South Florida to Introduce New Mobile Ticketing System

Broward and Palm Beach Counties recently issued a Request for Proposals to obtain services to implement new transit fare collection technologies. The two Counties intend to implement this project with coordination from Miami-Dade County (MDT) and South Florida Regional Transit Authority (SFRTA).

The EASY Card system is a fare collection technology currently used by both MDT and SFRTA. The goals of this joint procurement between Broward County Transit (BCT) and Palm Tran are twofold. The first goal is to fully implement a mobile ticketing solution with all necessary equipment and back office support for both agency's bus fleets. The second goal is to have the capability to accept the EASY Card on BCT and Palm Tran buses.

The advancement in transit technology in recent years has pushed mobile ticketing to the forefront. Mobile ticketing technology is a cost effective solution that reduces the need for costly infrastructure investment by conducting transactions via the customers smart phone, reduces the need for the customer to wait in line to purchase fare cards, and helps to gather important rider data.

BCT and Palm Tran believe that the benefits of mobile ticketing technology are significant and critical

to each system's ability to attract new riders and grow ridership in the future. While the introduction of this new technology is a priority, both BCT and Palm Tran also want to take advantage of the existing EASY Card to ride BCT and Palm Tran. It is BCT's and Palm Tran's strategic goal to increase ridership on their public transit systems, and as a means to increase ridership, BCT and Palm Tran envision providing greater fare payment options, convenience and flexibility for their transit riders.

Approximately 235,000 transit riders annually transfer from BCT and Tri-Rail locations to Palm Tran. Approximately 600,000 riders annually transfer from Palm Tran, MDT and Tri-Rail/SFRTA to BCT. To facilitate seamless travel in the three county region, BCT and Palm Tran recognize the need for their public transportation systems to have the ability to accept fares and transfers between each agencies services. The use of the EASY Card between the four transit agencies will improve the customer experience and will assist in attracting additional transit riders.



JTA Launches MyJTA App

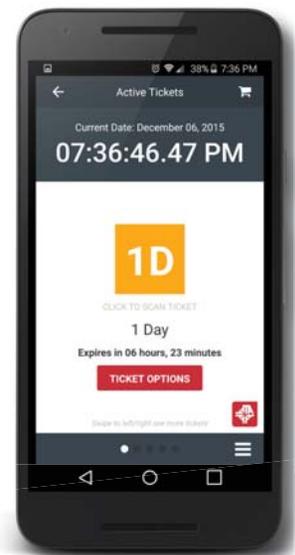
In early 2016, the Jacksonville Transportation Authority launched the MyJTA app, a mobile solution for JTA bus fare purchases.

With My JTA, riders can plan their trip, track JTA transit, and pay for their bus pass all within the app.

The MyJTA app gives riders the convenience of planning their transit journey in a way that works best with their schedule. Users can even track the various transit modes in order to determine the most efficient path to their destination. Riders are able to pay for their transit fares directly through their secure My JTA account using their credit card information. MyJTA users can then use their mobile ticket to board the bus or store their ticket for later use with the app's Ticket Manager feature.

"The Jacksonville Transportation Authority (JTA) is

on the forefront of bringing the latest technology to our customers to increase their convenience and satisfaction as they travel throughout our City," said Kenyatta Lee, Senior Manager of Technology and Innovation at the Jacksonville Transportation Authority. "Customers are now able to get on board, plan, track, and pay using the MyJTA convenient user-friendly application. This is a great addition to JTA's technology platform."



Shared Mobility and the Transformation of Public Transportation

Technology is transforming transportation. The ability to conveniently request, track, and pay for trips via a mobile device is changing the way people get around and interact with cities. A recent report published by the Shared Use Mobility Center examines the relationship of public transportation to shared modes, including bikesharing, carsharing, and ridesourcing services provided by companies such as Uber and Lyft.

Some have predicted that, by creating a robust network of mobility options, these new modes will help reduce car ownership and increase use of public transit, which will continue to function as the backbone of an integrated, multi-modal transportation system.

The objectives of the research analysis, which is distilled from a larger forthcoming study on the same topic, is to examine these issues and explore opportunities and challenges for public transportation as they related to technology-enabled mobility services including suggesting ways that public transit and learn from, build upon, and interface with these new modes.

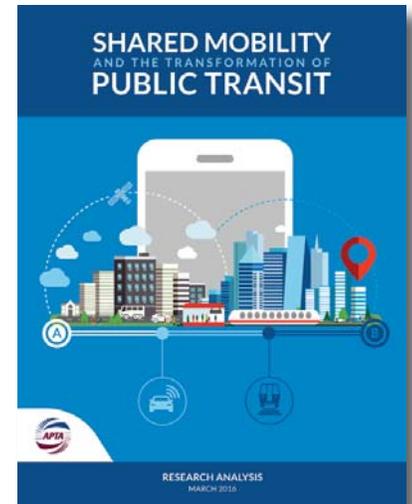
The study draws from several sources, including in-depth interviews with transportation officials, a survey of shared mobility users, and an analysis of transit and ridesourcing capacity and demand. Together, these elements provide a snapshot of a rapidly widening mobility ecosystem and an early moment in its evolution. Following are four key findings of the report:

The more people use shared modes, the more likely they are to use public transit, own fewer cars, and spend less on transportation overall. “Supersharers” – people who routinely use several share modes, such as bikesharing, carsharing (e.g. car2go or Zipcar), and ridesourcing (e.g. Lyft or Uber) – save the most money and own half as many household cars as people who use public transit alone.

Shared modes complement public transit, enhancing urban mobility. Ridesourcing services are most frequently used for social trips between 10 pm and 4 am, times when public transit runs infrequently or is not available. Shared modes substitute more for automobile trips than public transit trips.

Shared modes will continue to grow in significance, and public entities should identify opportunities to engage them to ensure the benefits are widely and equitably shared. Public transit agencies should seize opportunities to improve urban mobility for all users through collaboration and public –private partnerships, including greater integration of services, information and payment methods.

The public sector and private operators are eager to collaborate to improve paratransit service using emerging approaches and technology. While a number of regulatory and institutional hurdles complicate partnership in this area, technology and business models for the shared mobility industry can help drive down costs, increase service availability and improve rider experience. [Access the complete report](#)



Registration is Open

2016 FPTA/FDOT/CUTR Professional Development Workshop and Transit Safety Summit

www.regonline.com/2016PDWandSafetySummit

Registration Deadline: May 20, 2016

Learn more about the Transit Planning
Network Sessions on page 6.

Altamonte Springs Now Provides Support for all Uber Trips

The City of Altamonte Springs has officially launched a one year pilot project with Uber and is now paying 20 percent of the cost of all trips that begin and end within City limits. As an added value to encourage SunRail ridership, all trips starting or ending at the Altamonte Springs SunRail station (provided the whole trip remains within City limits) receive a 25 percent subsidy. This convenient service eliminates worry over finding parking at popular venues, allows individuals who can't drive the ability to get around the City and provides solutions to urgent situations such as car repair, health care, etc.

To use the new feature, riders must enter the promo code "ALTAMONTE" in the app and choose the

Altamonte option to receive the discounted service. The app recognizes if the user is within City limit. The subsidized portion of the ride is automatically deducted from the rider's cost of the trip.

The City's partnership goals are to:

- Help alleviate traffic congestion by promoting ridesourcing through Uber
- Improve connectivity to regional transit
- Meet changing transportation needs of the community
- Offer flexible transportation options
- Assess ways that technology and ridesourcing can be utilized to meet future transportation needs.

As Jacksonville Opens One BRT Phase, FTA Funds Another

In late 2015, Jacksonville, Florida, a heavily transit-dependent community, opened the first segment of its First Coast Flyer bus rapid transit system (BRT). The Green Line, one of five First Coast Flyer phases, now offers service from the Rosa Parks Transit Station near Jacksonville's downtown north to Interstate-295.

Fast Lane, the Official FTA Blog, readers might remember that it was little more than a year ago when Secretary Foxx was in Jacksonville for the groundbreaking of the Flyer's first phase of Downtown Improvements, funded in part by our FTA. And, it was only March of this year that the FTA and Jacksonville Transit Authority finalized a second grant, Small Starts funding for the now-open Green Line corridor, officially the Flyer's second phase.

No sooner had the Green Line opened on Monday when the FTA added \$19.1 million in Small Starts funding for the Flyer's third phase, the Southeast Corridor.

Jacksonville is Florida's most populous city. And, it's growing. The city is also home to several U.S. Navy facilities, as well as a large community of retired veterans, active-duty personnel, and their families. As Jacksonville is also the largest city in the U.S. in terms of its geographic area, we can add to its challenges the task of helping people—many of whom do not drive—travel over relatively long urban distances.

The 9.4-mile Green Line features transit signal priority, real-time passenger information, off-board fare collection, and energy-efficient low-floor compressed natural gas buses that stop at major destinations including the Florida State College at Jacksonville, the Jacksonville VA Outpatient Clinic, UF Health of Jacksonville, and the Gateway Town Center.



The 11.1-mile Southeast line will have five stations, connect to the Green Line in downtown Jacksonville, and provide enhanced access to southeast corridor employment centers, schools, St. Luke's Hospital, retail destinations, and recreational activities.

When completed in 2019, the entire First Coast Flyer BRT system will cover 57 miles. It will be a great way to keep Jacksonville moving Beyond Traffic.

Written by: Todd Solomon, Dec 10, 2015

HART and TransDev to Partner on Innovative First Mile, Last Mile Solution

The HART Board voted during the March 7th meeting to partner with TransDev, an international transportation company, on a pilot program aimed at providing a First Mile/Last Mile solution.

TransDev's service will connect users to HART transit hubs within 3 miles of pickup. HART and TransDev have identified 3 initial zones: Brandon, Carrollwood and the University Area/North Tampa. The selected areas are under-served areas with a large population, making it a great opportunity to be more relevant to people's lives and hopefully bring more riders into the HART network.

The pilot will be a flat \$3 fee, with HART picking up the remaining \$7 cost of the up-to 3-mile trip. Riders will be able to choose the next available van or schedule a pickup via advance booking.

Riders will be able to book their trip via an Apple IOS/Google Android smartphone app or a traditional

call center. The app will act similarly to current rideshare apps such as Uber and Lyft, locating you via your phone's GPS.

The app will be integrated with trip planner technology, and will be able to determine which bus route riders need to connect with and plan their trip, anywhere in the area. The app will provide the pickup that best ensures the customer arrives at the bus stop before the bus departs.

TransDev will operate Minivans with roughly 27% of the vans being ADA-accessible. Drivers will have a pre-employment drug screen, background check, driving record/reference check and training in Customer Service, HART rules, etc. Riders will also be able to rate the driver for enhanced transparency.

The pilot project is expected to launch in summer 2016. Should the pilot be successful, the goal is to expand this pilot to other HART services.

Public Private Partnership Increases Transportation Access

The Pinellas Suncoast Transit Authority (PSTA) has partnered with Uber and United Taxi to help address a common barrier to transit use: easy access to bus stops. Transit agencies across the U.S., find that getting riders to a bus stop is the first step in turning them into public transit users.

"Once we make it easy for someone to get to the bus stop, riding the bus becomes a real transportation alternative," says PSTA CEO Brad Miller. "PSTA is always looking for ways to deliver value to our riders and the community, and this partnership with Uber and United Taxi does exactly that."

PSTA's new program, called Direct Connect, allows riders to use Uber (in Pinellas Park) or United Taxi (in Pinellas Park and East Lake) to travel within a specific geographic zone to or from a series of designated bus stops. From there riders connect with the regular PSTA service.

To use Direct Connect, riders can request a ride through a downloadable app (for Uber and United Taxi) or by calling United Taxi directly. Those using the service through Uber are required to create an account, which can be done through the app or on-

line at www.uber.com, via a credit card linked to your account. Riders using United Taxi will have the option of paying for the ride with either cash or credit.



This new and innovative partnership, pioneered by some of the most influential transit experts in the county, is the cornerstone of PSTA's commitment to delivering value and continuing to advance public transit in Pinellas County.

"PSTA is showing true leadership by entering into an innovative partnership that is among the first of its kind in the nation," said Senator Brandes (R- St. Petersburg). "This technology offers a great opportunity to mass transit providers and expands access to transit for Pinellas families. I hope that other providers in our region and throughout the state will follow the lead of PSTA and embrace this technology that Floridians have come to expect in their communities," said Brandes.

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Training & Professional Development

Registration is Open: 2016 FPTA/FDOT/CUTR Professional Development Workshop and Transit Safety Summit
June 6-8, 2016

Embassy Suites–USF • Tampa, FL

www.regonline.com/2016PDWandSafetySummit

Topics of interest to planners include:

Mobile Fare Payment Technology in Florida (Wednesday, June 8)
Looking for ways to modernize your agency's fare collection system? Look no further, we have an app for that!

This session will be providing an overview of the various mobile fare technologies in the market, from the mobile point-of-sale solutions that are validated through visual inspection and to QR code scanning. Examples of existing mobile fare payment systems from around the country and here in Florida will be highlighted. Presentations will include research conducted by CUTR and representatives from HART and BCT will also be part of the panel to discuss their ongoing regional efforts to implement mobile fare collection systems in their regions.

The Role of Transit Agencies in Pedestrian and Bicycle Accessibility (Wednesday, June 8)

This session will provide a discussion on a recent FDOT project that examines the role of transit agencies in providing pedestrian and bicycle accessibility to transit stops and stations. The discussion will focus on practices used by transit agencies that have been successful in coordinating between state and local government agencies on providing access and connections to existing or planned bicycle and pedestrian facilities. In addition to learning about the research, attendees will hear experiences from a transit agency planner and a local government planner about successful coordination efforts.



FDOT is interested in your ideas about resources it can provide in support of your transit planning initiatives and professional development. Please contact Diane Quigley with your suggestions for future training topics or guidance and technical assistance needs.