Call to order
With a quorum present, Brett Glirbas, Chair, called the Public Transit Advisory Board (PTAB) meeting to order at 3:50 p.m.

1. Meeting Procedures
Sam Trebilcock reviewed the meeting procedures.

2. Approval of Agenda: A motion was made by Erik Nelson and a second by Jeri Reed to approve the October 28, 2019 PTAB agenda. The motion passed unanimously.

3. Approval of September 23, 2019 PTAB Meeting Minutes
A motion was made by Jeri Reed and a second by Erik Nelson to approve the September 23, 2019 PTAB minutes as presented. The motion passed unanimously.

4. Public input on non-agenda items:
Lanny Stricherz explained to the Board his opinion of fixed stops and why this should be considered a decrease in service. He went on to say that the buses should stop anywhere along a route. The bus service should serve all locations. He later indicated that too much parking is being provided downtown. If there wasn’t so much parking, more people would take the bus.
Al Boykin Jr. stated that Route 19 is not in service on Saturdays. He thought that the bus stop at Walmart north is too far away from the main entrance of the store. He went on to state that there are no stops between Maple St. and the Walmart north store. He also stated that transfer stations or park and rides could help with commuters from Hartford, Brandon or Harrisburg. He suggested bus routes from these communities.

No further comments were received on non-agenda items.

5. **Transit Core Team Update** (Informational – presentation link included below):

Allie Hartzler presented to the board. She began by explaining that the pilot project is not micro-transit, but an on-demand mass transit service. She referred to a mobility on demand vendors, a list provided in her presentation, to demonstrate a multitude of software vendors. She then showed the following video (https://www.youtube.com/watch?v=P0hxCGW5gw4) to demonstrate how an on-demand pilot could be run. The expectation is that the service could be requested on the phone and not strictly online or through an app. Paratransit would be treated equally in the pilot project. The pilot is intended to be implemented on Saturdays, with corner to corner service utilizing the same eight buses that now operate on Saturdays within 1-4 blocks of a riders request. She then explained as the data is gathered, the defining Key Performance Indicators (KPIs) will be the measurement used to determine the next steps for the service. She explained how reduced miles and time savings could be achieved in the pilot format. Ms. Hartzler announced that they have been awarded a grant for $10,000 that will be used for marketing efforts. In answering questions of the board, she assured the board that the pilot was not intended to remove paratransit riders, but could be a better service should paratransit riders try the on-demand system. She acknowledged that funding for the pilot is available in the 2020 budget and the data collected will determine the expansion to maybe evening service or additional service area.

Public Input:
Cheryl Rath asked about the start date of the pilot, and Ms. Hartzler indicated at this time, a launch date is proposed sometime from June – July 2020.

Sr. Pegge Boehm stated that consideration for the immigrant population and the multitude of languages should be reflected in the decisions made for the pilot. She left a written statement of considerations for the board to review.

Lanny Stricheiz stated that the PTAB board should consider the riders and include them in the decision processes.
Andrine Stricheiz stated that she thinks that the system should concentrate on attracting new riders on the existing system.

Wendy Butler Boysen reported difficulty with the detour route due to construction at E. 21st St. and Cliff Ave. She expressed concern with identification with dynamic stops, and people not standing in the correct spot to be picked up.

Cathy Brechtelsbauer stated that there is more that should be considered in evaluating the success of the pilot than the number of buses, such as the impact on those not dependent on the existing Saturday Service.

Phyllis Arends stated that the recent article in the Argus Leader that used the words “hemorrhaging” when referring to the public transportation system should be retracted. The public transportation system should be considered as part of the economic impact of the city as much as streets. She asked for clarification regarding the budget for the pilot project.

Melanie Bliss read a statement to the board.

Erik Nelson made a motion to defer all other items to the next meeting and the motion was seconded by Sean Garney. The motion passed unanimously.

Adjournment

Erik Nelson made a motion to adjourn the meeting and Jeri Reed seconded the motion. The meeting was adjourned at 5:15 pm.
Mass Transit On-Demand Pilot
City of Sioux Falls | PTAB Update | October 28, 2019
Agenda

1. Mobility On-Demand Landscape
2. Pilot Details
3. Next Steps
Mobility On-Demand Landscape
Types of Transit Service

ON-DEMAND

FIXED ROUTE
Types of Public Transportation

MICROTRANSIT

MASS TRANSIT
Mobility On-Demand Vendors

- Ecolane
- VIA
- bestmile
- TransLōc®
- moove
- spare
- Routematch
- Pantonium
- shotl
- TripSpark
- Liftango
- RIDE
- TapRide
- D2D
Microtransit: Kansas City

Software
TransLoc

Goal
Reduce the number of cars on the road by providing service in a targeted area

Service
Monday – Friday 6a – 8p; defined service area
Just expanded to Saturdays
$1.50 per trip

Results
$20 per ride, a 7.5% fare recovery rate
Mass Transit: Belleville, Ontario

**Software**
Pantonium

**Goal**
Reduce cost to operate night service

**Service**
Monday – Saturday 9:30p – 11p
$3 per trip

**Results**
$4.60 cost per ride, a 35% fare recovery rate
30 trips per revenue hour
300% increase in ridership
30% decrease in vehicle mileage
300 passengers per night
Current On-Demand VIA Pilots
Sioux Falls: Mass Transit On-Demand Pilot
Mass Transit On-Demand

Pilot Goal

Understand how and if mass transit on-demand transit increases service area and hours while meeting operational and economic requirements.
Mass Transit On-Demand

Pilot Scope

• Design, install, test, market, operate, iterate
• Use existing bus fleet
• Schedule same-day rides via app, computer, or phone concierge service (i.e. 211)
• Shared rides
• Corner-to-corner service using virtual stops
• Launch on Saturdays, iterate if successful
• Current fare, service area, hours
Saturdays
7:45 a.m. – 6:45 p.m.
## Defining Key Performance Indicators

### Customer

- **15 minutes average wait time**
- **80% of rides completed**
- **90% of trips 30 mins or less** (14% decrease from 35 mins**)
- **5 paratransit rides per day***
- **80% 4 out of 5 stars or above**
- **90% of trips within 5 mins or less of quoted time**

### Business

- **20 passengers per vehicle hour** (59% increase from 12.6***)
- **500 unique users** (2% increase from 491****)
- **5 miles per trip** (15% decrease from 5.8*****)
- **$4.29 cost per passenger** (30% decrease from $6.13***)
- **75% Repeat users**

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*As of August 2019 RouteMatch data, of the 806 paratransit riders, 183 are able to walk three blocks, conditional on weather

**Trip Time Estimates from NTD Data.xlsx. 2017

***Sioux Area Metro Annual Report, 2018

****Ridership Survey Summary, 2018

*****Based on 4,050,783 annual miles and 491,182 annual trips
North Cliff >> Empire Mall

TODAY

PROJECTED PILOT

16% decrease in trip time
Rider Perspective:
Added Protection from Inclement Weather

**TODAY**

- Waiting outside at transfer point: 15 minutes

**PROJECTED PILOT**

- Waiting outside at transfer point: 0 minutes

100% decrease in outside waiting time
Rider Perspective:

Saving Residents’ Time

TODAY

55 minutes

PROJECTED PILOT

45 minutes

18% decrease in trip time
Environmental Perspective:
Reduced Miles per Trip

11 miles

9.3 miles

15% decrease in miles per trip
Partnership with Sioux Falls Design Center
Wifi Downtown
# Next Steps

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<th>December</th>
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<tr>
<td>Complete RFP</td>
<td>Formal plan approval</td>
<td>Purchase software, hardware</td>
<td>Develop rider, driver, partner trainings</td>
<td>Create marketing assets</td>
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<td>Finalize pilot plan</td>
<td>Develop simulation plan</td>
<td>Develop marketing plan</td>
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<td>Run pilot simulation</td>
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<td>Build iteration plan</td>
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Thank you!