HART HyperLINK Program

APTA Conference
May 7, 2018
HART HyperLINK

• Launched the first transit operated ride-share program in November 2016
  – Two phased approach
• Promoting first /last mile solutions to multimodal transit in areas where fixed route service had challenges
• Florida Department of Transportation grant funded in the amount of $450,000, with $450,000 matching HART contribution
• Grant funded through June 30, 2020
Customer Experience

- Mobile Application and Call Center provided by contractor
- Walk-up trips allowed
- Customers provide quality of service rating for each trip through application
- Fare established at $3.00 each way. Additional fare required for transit trip
- ADA accessible vehicles available
HART HyperLINK
HART HyperLINK Zone Development

• No established criteria from industry
• Geographical limitations
• Fixed route alternative for low ridership areas
• Service to trip generators in each zone (Hospital, College, VA Hospital, Student Housing, Mall)
• Scheduled service to run one hour before and end one hour after the fixed bus scheduled service
• All trips performed are to and from transit services
• Marketing Plan – HART/Transdev combined efforts
Marketing Efforts

• Varies radio/print/social media promotions
• Annunciator through Commuter Advertising
  – Runs hourly only in the zone
• UATC
  – 12 floor clings with contact information
• Residences and businesses
  – Rack Cards being put in the zones that we have room for rack brochures, including other businesses
  – Door Hangers
• Digital Campaign
  – Geofenced by HyperLINK zone through WFTS and Google AdWords Network
• goHART.org website
  – Promotional carousel on the home page
  – links to: http://gohart.org/Pages/Hyperlink.aspx
Roll-out Lessons Learned

- Contractor personnel problems
- Slow start in several zones. Be patient
- Received feedback from community suggesting changes to program
- Implemented University Zone change December 2016
Tesla Joins HyperLINK

• April 2017 HART unveiled the addition of four Tesla X model vehicles into the program.
• Private / Public partnership provided funding for all electric vehicles lease and operational support
• Utilized in the University/Carrollwood Zones only
Youtube Tesla Unveiling

- [https://www.youtube.com/watch?v=K5QJPXuLrEU](https://www.youtube.com/watch?v=K5QJPXuLrEU)
Be Flexible

• Carrollwood Zone did not produce ridership as expected
• Staff proposed relocation of the zone to Temple Terrace, where fixed route reorganization was going to take place
• Major service model redesign
• October 8, 2017, implemented new Temple Terrace Zone. Eliminated Carrollwood Zone
New Shift in Service Model and Fare Structure

• Allowed travel within the zone, without connecting to transit. Resulted in the creation of a two fare structure system

• Two tier fare structure
  – $1.00 fare when connecting to Transit at designated locations for each zone
  – $3.00 fare when traveling from point to point within the zone (not connecting to Transit)
Ridership Growth
Final Overview

• Service changes and fare restructure result in 50% increase in ridership over September 2018
• Over 44,000 trips performed to date
• Several proposed new zones in the immediate future
• Transdev is creating a dashboard for daily oversight
• RFP process is underway for continue service delivery
Questions?