State of the Agency 2019
SOUTHWEST TRANSIT
2019 Highlights

• Achieved an On-time Performance of 99%.
• Achieved Goal of Chargeable Accidents below .75/100k Traveled (46% reduction over 2018).
• Achieved Road Calls Per Mile at 1/60,274 (Goal 1/45,000).
• Achieved a Customer Satisfaction 99.9%.
• Maintained Total System Subsidy under $8.
• Maintained Healthy Fund Balance of +30%.
• Implemented Prime MD.
• Prime Ridership Increased 6%.
• Added 10 new vehicles.
• Restructured express services.
• Finalized Maintenance agreement with SWLRT.
• Completed Cyber Security Assessment.
• Began Garage Office Expansion.
• Completed Temp. Passenger Station at SouthWest Station.
• Implemented New Prime Software.
• Achieved Record State Fair Ridership - 114,423 riders.
• Had over 12,000 riders to MN Arboretum Holiday light display.
• Completed facility Maintenance Plan.
• Brought Dispatch In-House.
• Renewed First Transit contract.
• Implemented New Phone Application with Mobile Ticketing.
• Brought in MCI Low Floor Buses (First in the nation).
MCI Low Floor Coach
2019 Revenues and Expenditures

2019 Revenues

- Inter-Governmental: 73%
- Passenger Fares: 25%
- Other Local Revenues: 2%

2019 Expenditures

- Operations: 57%
- Administration*: 11%
- Facility Maintenance: 12%
- Vehicle Maintenance: 20%
- Other Local Revenues: 2%
- Inter-Governmental: 73%

2019 Total Revenues & Expenditures: $12,380,272

*Administration expenses include expenses attributable to other departments (legal, construction management, contract work, etc.)
2020 Initiatives

- Advocate for funding increase or redistribution
- Expand Prime MD into new service areas
- Implement 494 Service
- Complete garage office construction & address vehicle storage need through expansion/purchase 2nd facility for vehicles
- Resolve State Fair ‘fare’ issue
- Maintain 125% ratio for drivers to work pieces
- Pursue electric vehicle initiative
- Pursue autonomous vehicle demonstration
- Improve community outreach and awareness of SWT services and initiatives
- TAM and EPP plan updates
- IT – ticket vending, video conferences, vehicle annunciators
- Address succession of key staff
A Decade of Improvements 2010-2020

- Consistently provided over 1 million passenger trips annually.
- Constructed two new transit stations and ramps (Chanhassen Station and East Creek Station) and assisted with the development of the Carver Transit Station.
- Increased annual ridership to the Minnesota State Fair from 60,000 rides to over 115,000, making SouthWest Transit the most used public transit gate at the Fair.
- Initiated a Rider Advisory Committee to provide input on service plans, marketing efforts, as well as policies such as the regions only “cell-phone quite zone”.
- As fuel prices began to escalate, SouthWest Transit initiated a ‘mid-day” park out of vehicles in the downtown area, saving the agency over $150,000 annually.
- Developed the regions first phone app which provided real-time route/trip information.
- SouthWest Transit was the first regional transit agency to equip 100% of its vehicles with WIFI.
- Changed color scheme and Branding Strategy.
A Decade of Improvements 2010-2020

• Implemented the daily downtown transit ambassador program to assist passengers and to monitor traffic and weather conditions in the downtown zone.
• Brought 97 new vehicles into our operations including the regions first low floor MCI coach vehicles, Prevost coach buses, and Braunability vans.
• Partnered with a national advertising agency to annually wrap 15 vehicles which has brought over $2 million in additional revenue to the agency over the past ten years.
• Provided transit service to numerous special events such as Minnesota Vikings, Twins, and Golden Gopher Football games, summer adventure series, major concerts, Minnesota Landscape Arboretum seasonal events, and two national/international events the 2018 Super Bowl at U.S. Bank Stadium, and the 2016 Ryder Cup at the Hazeltine National Golf Club in Chaska.
• Completed the agency’s Strategic, Emergency Preparedness and Asset Management Plans.
• Partnered with a private developer to construct 45 townhomes at our second transit-oriented development SouthWest Village.
• Implemented the region’s most successful rider rewards program – SW Perks.
• Began the SouthWest Rides bike rental program as part of our “last mile” service offering.
A Decade of Improvements 2010-2020

- Hosted two transportation summits for area businesses and local governmental agencies.
- Implemented a driver reward program based on performance, reliability and customer service.
- Began a weekly shuttle/shopping bus service for seniors.
- Started a travel training program to help reduce the stress and fear seniors and ESL individuals have when riding the bus for the first time.
- Negotiated the sale of the SouthWest Station to the Metropolitan Council. This action paves the way for the regional LRT system and SouthWest Transit operations to co-exist and complement each other’s operations in Eden Prairie.
- Expanded the office, vehicle storage and parking at our garage facility.
- Implemented the region's first micro transit system and on-demand non-emergency medical transportation system “Prime and Prime MD”. Besides being innovative, both are the most cost-effective demand response services operating in the region and have become a model that is being employed nationally.
- Over the decade the agency received numerous awards related to financial excellence, safety, innovation, customer service, and operational excellence.