

SOUTHWEST TRANSIT 

State of the Agency 2019

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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.



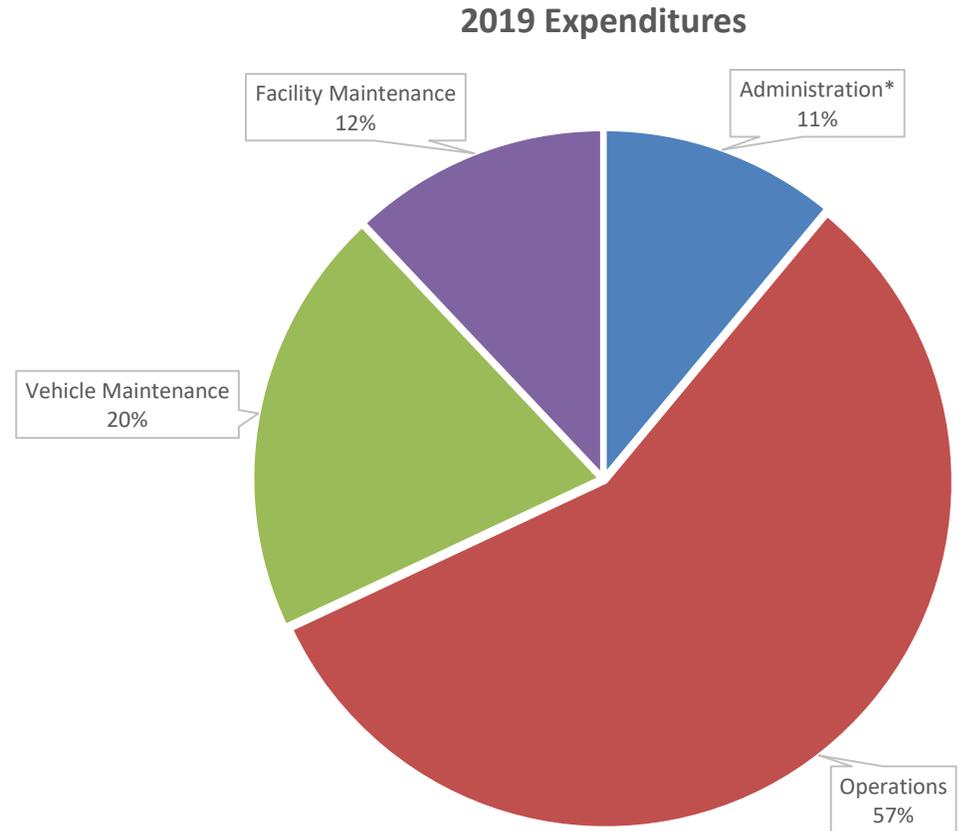
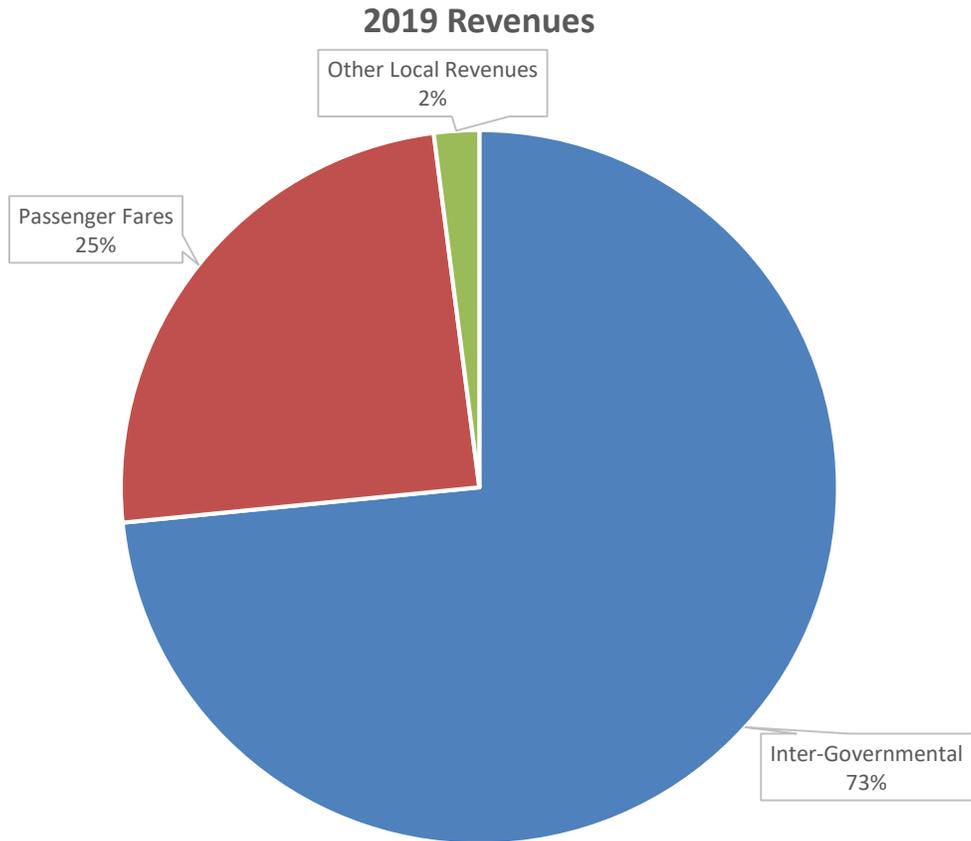
- Achieved Record State Fair Ridership - 114,423 riders.
- Had over 12,000 riders to MN Arboretum Holiday light display.
- Completed facility Maintenance Plan.
- Brought Dispatch In-House.
- Renewed First Transit contract.
- Implemented New Phone Application with Mobile Ticketing.
- Brought in MCI Low Floor Buses (First in the nation).





MCI Low Floor Coach

2019 Revenues and Expenditures



**2019 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 regions 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.

