



**A Rider's Guide**  
**9/5/2019**

# SW Prime Is

- A shared ride public transit service, not a taxi. Other riders may be picked up and dropped off during your ride.
- Small vehicle service for the general public that can be requested on demand.

Curb-to-curb service. A SW Prime rider is allowed to transport a reasonable amount of grocery bags that he or she is able to carry without assistance. Riders should carry no more bags than can reasonably rest on their lap and/or the seat/area next to them. Drivers are requested not to assist with any items brought onto the Prime vehicle as they need to continue serving additional customers.

- An on-demand ride service. Rides cannot be reserved in advance.
- Currently offered within the cities of Eden Prairie, Chaska, Chanhassen, Carver, and Victoria. Plus, Saturday service to Southdale Mall.
- A service of SouthWest Transit, the public transit provider for Eden Prairie, Chanhassen, and Chaska.

# SW Prime Riders Should

- Book all rides by app or over the phone.
- Be ready to board the vehicle within 3 minutes of pick-up notification time.
- Have payment ready when boarding the SW Prime vehicle.
- Have exact change when paying with cash. Drivers do not make change.
- Adhere to safety rules and service requirements.
- Show courtesy and respect to other customers.
- Be 13 years of age or older to ride without an accompanying adult.

# SW PRIME Service Days and Times

- SW Prime service is available between:  
Monday – Friday: 6:30 am (First Pick Up) – 7:00 pm (Last Pick Up)  
Saturday: 10:00 am (First Pick Up) – 4:00 pm (Last Pick Up)

Rides can be requested using the SW Prime smart phone app or by calling 952-SW-PRIME (952-797-7463). A reservationist will be available to assist with phone reservations Monday-Friday: 6:30 am – 6:30 pm. **No new reservations will be taken after 6:30 pm on weekdays.** A reservationist will be available to assist with phone reservations Saturday: 10:00 am– 4:00 pm. **No new reservations will be taken after 3:30pm on Saturdays.**

# SW PRIME Service Area

- SW Prime services riders within the cities of Eden Prairie, Chaska, Chanhassen, Carver, and Victoria
- SW Prime service area includes **Southdale Shopping Center – Gate C on Saturdays only**
- Connections to Downtown/U of M will be made at East Creek Station (Chaska), SouthWest Village (Chanhassen), and SouthWest Station (Eden Prairie).
- Larger facilities in the service area have designated drop-off and pick-up locations:
  - Eden Prairie mall drop-off/pick-up is at the mall entrance between JC Penny and Target stores.
  - SouthWest Transit Station in Eden Prairie pick-up/drop-off is Gate A

## What Does It Cost?

- **Adults:**
  - \$5.25 when using a credit card
  - \$5.00 when using cash
- **Children between 6 and 12 years old, accompanied by a paying adult:**
  - \$4.25 when using a credit card
  - \$4.00 when using cash
- **Seniors, 65 and over, Mondays from 9:00 am to 3:00 pm and Saturday all day:**
  - \$2.00 when using a credit card or cash
- **TAP participants:**
  - \$2.50 when using an SWT issued TAP card only
- **Group Rides (Groups of 3 or more being picked up and dropped off at the same location):**
  - \$4.00 per person when using cash or a credit card
- **Free for kids 5 and under accompanied by a paying adult (18 years of age or older).**
- **Free for Disabled Veterans:** Disabled veterans ride free by showing a Veteran's Identification Card issued by the Dept. of Veterans Affairs with the words "Service Connected" or "SC" below the photo.

## How Do I Book A Ride?

- **2 ways to book a ride**
  - **SW Prime Phone App**
    - Download the SW Prime phone app for free. Go to [swprime.org](http://swprime.org) for a link to download the app to your device.
    - Start the SW Prime App.
    - Enter your Pickup address/location, Drop Off address/location, and how many riders are with you.
    - Select if you use a mobility device (wheelchair, walker, scooter, etc...) or have a bicycle.

- Get an arrival time of your driver with real-time mapping of your driver's location.
- You will receive a text message and/or push notification when your driver arrives.
- **Phone**
  - Call 952-SW-PRIME (952-797-7463): Mon-Fri, 6:30 am-7:00 pm; Sat, 10:00 am – 4:00 pm.
  - Provide the reservationist with your phone number, pickup location, drop off location, and how many riders are with you.
  - Notify the reservationist if you use a mobility device (wheelchair, walker, scooter, etc...) or have a bicycle.
  - You will receive a text message or phone call when your driver arrives.

## How Can I Pay For My Ride?

- Cash – Pay to driver - exact change only.
- Credit Card – Present to driver upon boarding a SW Prime vehicle.
- Riders can save their credit card information on their own secure Prime account
  - With this feature, riders can enjoy their Prime ride free of transactions as the ride will be charged directly to their account.
  - NOTE: When paying online, riders DO NOT need to swipe their card on the bus. There are 2 options for paying with a credit card: online and on board. Riders who do both will be charged twice.
- GoTo/UPass/Metropass cards are accepted on SW Prime **only if transferring between fixed route services and SW Prime**
  - If transferring from fixed route to Prime: request a paper transfer to give to your Prime driver.
  - If transferring from Prime to fixed route: flash your GoTo/UPass/Metropass card to your Prime driver and proceed to pay as usual when boarding the fixed route service.
- Prime Cards – 10-ride cards can be purchased for \$40 from the driver or at the SouthWest Station Customer Service Desk (exact change or personal check with phone number and/or address only). Prime cards are non-refundable.
- Free Ride Coupons – Present the Free Ride Coupon to the driver upon boarding a SW Prime vehicle. Free Ride Coupons only cover the SW Prime Ride.
- Disabled Veterans: Disabled veterans ride free by showing a Veteran's Identification Card issued by the Dept. of Veterans Affairs with the words "Service Connected" or "SC" below the photo.
- Receipts are available upon request to the driver.

- Personal checks are not accepted for individual rides, but can be used to purchase a Prime Card provided an address and/or phone number is on the check.
- Gratuities will not be accepted by the driver.

## Transfers

- **Transfers from SW Prime to SouthWest Express Service**
  - Request a transfer from the Prime driver
  - Board the Express bus and place the transfer in the dollar bill feeder.
- **Transfers from SouthWest Express Service to SW Prime**
  - Pay your full fare to the Express driver and request a transfer.
  - Present transfer to SW Prime driver.
- **Transfers between SW Prime and Special Events (Twins, Vikings, State Fair, etc...)**
  - Full fare will be charged for both the SW Prime service and Special Event services.
- SW Prime Transfers are good for 1 hour after the issued time.

## How do I cancel a ride?

- Cancellations can be completed using the SW Prime Phone App.
- You can also cancel by calling Customer Service at 952-SW-PRIME Monday – Friday, 6:30 am to 6:30 pm; Saturday, 10:00 am – 4:00 pm.

## Group Rides

- Group rides are limited by vehicle space.
- One person can book a group up to 6 total riders, pending available seats on the vehicle.
- If you need to book a ride for 7 or more passengers, please call Customer Service at 952-SW-PRIME Monday – Friday, 6:30 am to 7:00 pm; Saturday 10:00 am – 4:00 pm.

# What is a No Show?

- If the vehicle waits at your pickup location for longer than 3 minutes and you are not present, the vehicle will continue on its route and you will be considered a no-show.
- If a ride is no longer needed, failing to cancel a requested ride will result in a no-show.
- If you no-show your ride, you must contact SW Prime to pay \$4.00 for your no-show before you are allowed to ride again. Rides will not be allowed until a previous no-show is paid.

# Can I Bring an Animal?

Service animals are welcome on SW Prime. The animal must be under the control of the rider throughout the trip and while boarding and exiting.

Service animals may sit on the floor or in the rider's lap. Service animals may not sit in a passenger seat.

Pets are not allowed on SW Prime.

## SW PRIME Riders Can Expect

- A safe and reliable ride.
- Courteous and professional customer service staff.
- Professional, well-trained drivers.
- A properly maintained vehicle free of smoke and litter.
- A shared ride, meaning other customers may be picked up and dropped off while you are on board.
- A text message, push notification, or phone call from our automated system letting you know when your vehicle arrives.

### RIDER FAQ:

#### How can I make a request for a ride?

- SW Prime Phone App (Go to [swprime.org](http://swprime.org) for a link to download the app to your device).
- Call the reservation line at 952-SW-PRIME (952-797-7463).

#### How do I know if I've been assigned to a driver?

You will be notified once you've been assigned to a driver via text message or push notification when booking via the SW Prime Phone App. If booked over the phone, the reservationist will let you know your assigned driver and their estimated time of arrival. You can also check out the web or app interface, which will show you real-time updates about your request status.

#### How long does it take for my driver to pick me up?

It depends on how busy the system is at any given time. The app interface will show you an estimated time of arrival, based on your driver's real-time GPS and current trip load. For phone reservations the reservationist will provide you with an estimated time of arrival.

#### Can I track my driver?

You can track your driver with real-time GPS updates within the SW Prime Phone App.

### **Can I make a request for someone else to get picked up?**

No. The SW Prime service is reserved for your personal use. It is important to protect your own user profile by making requests only for yourself. However, you may book group rides up to 6 individuals that must include yourself.

### **How do I contact my driver?**

Contact Customer Service 952-SW-PRIME (952-797-7463) if you have important information to relay to your driver. You cannot contact your driver directly.

### **How will I know when my driver arrives if I don't have a smartphone?**

You will receive a phone call or text message at the phone number you provided to the dispatcher when requesting your ride.

### **What if I need to cancel my ride request?**

To be fair to others, it is important to cancel the request if you no longer need a ride. You can instantly cancel using the SW Prime Phone App or by calling Customer Service 952-SW-PRIME (952-797-7463)

### **If I cancel my ride request, then make another one, will I go to the bottom of the request queue?**

Yes. Every time you cancel and resubmit a request, the process starts all over again. Your request will be put at the end of the queue and then be assigned to the next available driver.

### **Can I change my drop off location after I've already boarded the Prime vehicle?**

No. If you request a new destination mid-ride that is clearly different (in a totally different location than your original request), your request is considered a new ride request and you will be charged full Prime fare for that request. Your ride request will then move to the end of the queue meaning other trips already assigned may be completed prior to your new request at the Prime Dispatcher's discretion.

### **How do I give SW Prime my feedback?**

Be sure to share with SouthWest Transit what you love or what improvements you'd like to see in the technology by sending us an email to [customerservice@swtransit.org](mailto:customerservice@swtransit.org)! You will also have the opportunity to rate your experience through the SW Prime Phone App after the completion of your ride.