

PSTA Autonomous Vehicle Advantage (AVA) Pilot Program to Support Ridership



“Experience AVA” Youtube Link: <https://www.youtube.com/watch?v=DXpzlgWp24k>

“AVA Launch Event” Youtube Link: <https://www.youtube.com/watch?v=RpijkZLcmJM>

On November 23rd, 2020, PSTA officially launched its Autonomous Vehicle Advantage (AVA) Pilot Program. To kick off the start of service, PSTA invited State and Local politicians and the press to take a demo ride and see AVA in action. This event garnered great support for the use of Autonomous Vehicles in Transport with community leaders. Press coverage of this event was overwhelmingly positive. Sixty-two stories were run on the AVA project with 100% positive sentiment. The media coverage alone had a reach of over seventeen million, greatly increasing public awareness about the AVA project and Autonomous Vehicles in general.

1. The target audience for this event was local and state politicians, community leaders, and local media.
2. There has been a hesitancy in adopting autonomous technology, especially when it comes to autonomous vehicles. As PSTA began to explore autonomous technology as a transit solution, it was clear that there was a great deal of work to educate the general public on the value of autonomous vehicles. In November 2020, PSTA launch the AVA Pilot Program. This route features two branded vehicles operating four days a week that takes passengers along the iconic waterfront of St. Petersburg Bayshore Drive.
3. To communicate the advantages of autonomous vehicles, PSTA created the brand AVA (Autonomous Vehicle Advantage) and held a press conference with politicians and community leaders in attendance. It was vital to display the advantages of the technology to these focused audiences to increase community support, and to use local media to get the word out about the safety, economic, and environmental benefits of AVA.
4. This press event was a great success. There was a lot of enthusiasm gained from local leadership about this project. PSTA also received overwhelmingly positive coverage. In November, sixty-two news stories on the topic of AVA, one hundred percent of this coverage was positive and garnished a reach of over seventeen million. All of this positive news coverage resulted in a great awareness in the community of PSTA's innovative efforts to utilize Autonomous Vehicles in public transportation.
5. This entry was submitted because this event marked a huge milestone in agency history; the launch of its first autonomous vehicle project. AVA's press event and demo rides attracted not just the interest of the community but overwhelming support.

PSTA Autonomous Vehicle Advantage (AVA) Pilot Program Videos



“Experience AVA” | November 25, 2020



“AVA Launch Event” | December 4, 2020

PSTA Autonomous Vehicle Advantage (AVA) Pilot Program Event Images



PSTA Autonomous Vehicle Advantage (AVA) Pilot Program Event Images



PSTA Autonomous Vehicle Advantage (AVA) Pilot Program Social Media Stats & Posts



From November 18, 2020 to January 8, 2021

Facebook: 12,230 engagements and 88,470 impressions

Twitter: 1,752 engagements and 82,832 impressions


Instagram: 349 engagements and 3,890 impressions



PSTA Autonomous Vehicle Advantage (AVA) Pilot Program Social Media Stats & Posts

Pinellas Suncoast Transit Authority was live.
November 23, 2020 · 🌐

AVA is here! 🌞

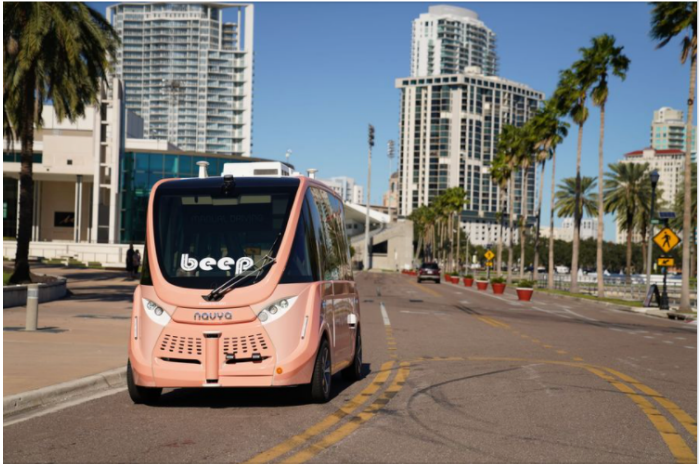



56 20 Comments 14 Shares

Pinellas Suncoast Transit Authority
November 23, 2020 · 🌐

Today, local and state officials joined us in the [City of St. Petersburg, Florida](#) for the launch of Pinellas County's first Autonomous Vehicle, AVA! ✨

She's the first all-electric Autonomous Vehicle in the Tampa Bay region to operate in mixed traffic. We thank our partners, [Beep solutions](#) and the [Florida Department of Transportation](#)....
[See More](#)

67 9 Comments 18 Shares


Pinellas Suncoast Transit Authority
November 24, 2020 · 🌐

AVA is coming to town! 🌞

She'll be around starting tomorrow, November 25, 2020 until Mid-February, 2021.

AVA's providing FREE rides on Bayshore Drive in downtown St. Pete Wednesday - Sunday from 10:00 a.m. to 10:00 p.m. 🇺🇸
[#ExperienceAVA](#)


Learn more: psta.net/programs/ava



396 19 Comments 41 Shares

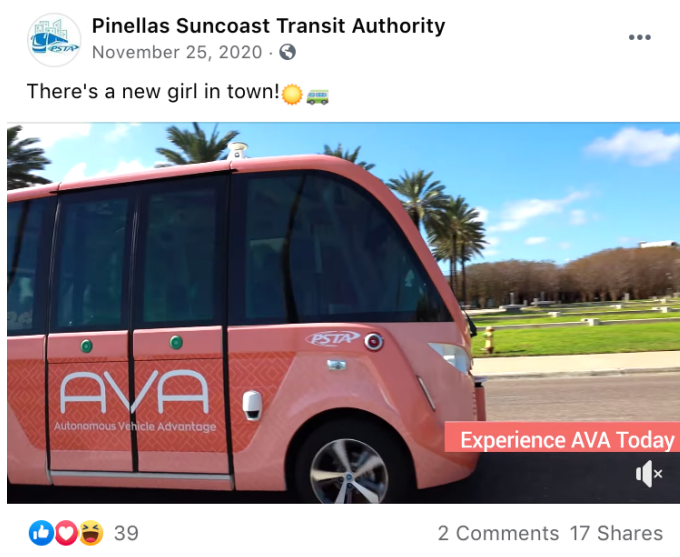
Pinellas Suncoast Transit Authority
November 25, 2020 · 🌐

There's a new girl in town! 🌞 🇺🇸



39 2 Comments 17 Shares

PSTA Autonomous Vehicle Advantage (AVA) Pilot Program Social Media Stats & Posts



PSTA Autonomous Vehicle Advantage (AVA) Pilot Program Social Media Stats & Posts



PSTA Autonomous Vehicle Advantage (AVA) Pilot Program Social Media Stats & Posts



ridepsta ...

ridepsta Just another St. Pete adventure. 🌞

📸 @sarajsanchezz

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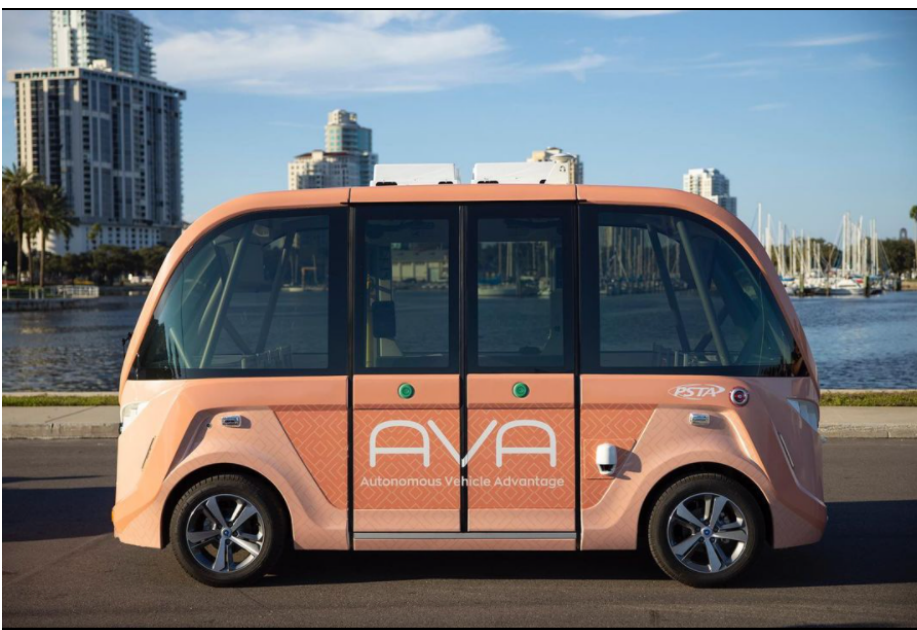
#carfreestpete #experienceava
#autonomousvehicles #alleletric
#stpete #stpetersburg #igerstpete
#sunshinewhere #transit #ridepsta
#ilovetheburg #publictransportation
#instaburg #pinellascounty
#stpetersburgfl #publictransit
#sunshinecity

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♡ 💬 📌

🌐 Liked by **carfreestpete** and 22 others

DECEMBER 21, 2020



ridepsta ...

ridepsta PSTA is proud to introduce AVA, the first 100% electric Autonomous Vehicle to provide rides in Pinellas County, starting with Downtown @stpetefl along Bayshore Drive! 🌞📍 #ExperienceAVA

Thank you to our partners,
@beepavsolutions and @my_fdot.

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🌐 Liked by **carfreestpete** and 86 others

NOVEMBER 19, 2020

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