GUIDANCE FROM INDUSTRY LEADERSHIP
TCRP Research Panel

Transit Practitioners
Industry Groups
TNC Staff
FTA Legal
Academics
Transit Union

"How should partnerships between transit agencies and TNCs be pursued?"
20 CASE STUDIES

- Pierce Transit
  Pierce County, WA
- Cascades East Transit
  Bend, OR
- STA
  Solano, CA
- STAM
  San Mateo County, CA
- LA Metro
  Los Angeles, CA
- DCTA
  Denton, TX
- CapMetro
  Austin, TX
- LAVTA
  Livermore, CA
- OmniTrans
  San Bernardino, CA
- DCTA
  Denton, TX
- STA
  Solano, CA

40% TARGET CUSTOMERS OF PARATRANSPORT

- NYC Transit
  New York City, NY
- MBTA
  Boston, MA
- CPTA
  York, PA
- SEPTA
  Philadelphia, PA
- WMATA
  Washington, D.C.
- GRTC
  Richmond, VA
- Big Blue Bus
  Santa Monica, CA
- SACRT
  Sacramento, CA
- LAVTA
  Livermore, CA
- STA
  Solano, CA
- Omnitrans
  San Bernardino, CA
- PSTA
  Pinellas County, FL
- SEPTA
  York, PA
- STA
  Solano, CA
- SACRT
  Sacramento, CA
- SEPTA
  York, PA
- GRTC
  Richmond, VA
- PSTA
  Pinellas County, FL
WHAT WE FOUND

“Our agency is always looking for cost-effective ways to provide first-last mile solutions.”

-Transit Agency Rep

THE WHY
“Showing it is more effective than saying it.”

-TNC rep

<table>
<thead>
<tr>
<th>REGULATORY AND POLICY FINDINGS</th>
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<tbody>
<tr>
<td><strong>FTA Approach</strong></td>
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<tr>
<td>Actively updating</td>
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<td><strong>NTD</strong></td>
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<td>Awaiting FTA ruling for TNC trips</td>
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**TYPICAL STORYLINE**
How have transit agencies approached TNC partnerships thus far?

- **Motivate**
  - Find ways to save money, increase ridership, or demonstrate innovation
- **Engage**
  - Commence informal talks or issue an RFP
- **Negotiate**
  - Focus on data sharing, ADA, and Title VI
- **Operate**
- **Terminate**

**CASE STUDIES**
**GRTC (RICHMOND, VA)**

**Background**
- Same-day service for ADA paratransit riders
- RFP with deliberate focus on ADA and Title VI
- 2 “hybrid TNCs” — UZURV and RoundTrip
  - 2-hour advance reservation
- Drivers receive ADA and sensitivity training; provide door-to-door service when needed
- Extensive data sharing

**Key takeaways**
- “We did our homework”
- Slow approach to ridership growth
- Clear communications about trip costs necessary

**MBTA (BOSTON, MA)**

**Background**
- Same-day service for ADA paratransit riders
- Objective of operating cost savings
- Extensive data-sharing from Uber, Lyft
- ADA and Title VI compliance strategies
  - Call centers, for riders w/o smartphones
  - Wheelchair-accessible vehicles (WAVs)
  - Flexible payment options

**Key takeaways**
- Increased mobility for ADA paratransit riders and lower cost per ride ($15 vs. $40)
- Trip volumes up 43%, cutting into overall cost savings
- Ridership/cost data pre and post-pilot to measure performance outcomes
PSTA (ST. PETERSBURG, FL)

**Background**

- Three partnerships under one agency, PSTA is a transit-TNC pioneer
  - Direct Connect (Uber) – $5 subsidies for first/last-mile connections to bus stops
  - TD Late Shift (Uber) – late-night commuting for low-income shift workers
  - P4 MOD (Lyft) – same-day rides for ADA paratransit riders

**Key takeaways**

- Rising TNC fares limit effectiveness of first/last-mile subsidies
- Identify specific performance metrics and data-sharing needs at program outset
- Focus on transportation-disadvantaged communities – more likely to use transit

"Is there a better way?"
WHAT MAKES A GOOD PILOT?

MARKET

*Spread the Word*

EVALUATE

*Iterate and Critique*

SCALE, ADJUST, or TERMINATE

*Informed Growth*
HOW SHOULD PARTNERSHIPS BE PURSUED?
Do it for a reason, and check whether it's working.

Organize & Plan
Understand the Fundamentals
Plan for Partnership
Launch & Operate
Debrief & Refine

"Should partnerships be pursued?"
THANK YOU!

Terra Curtis
415.284.1544
tcurtis@nelsonnygaard.com
@terracurtis