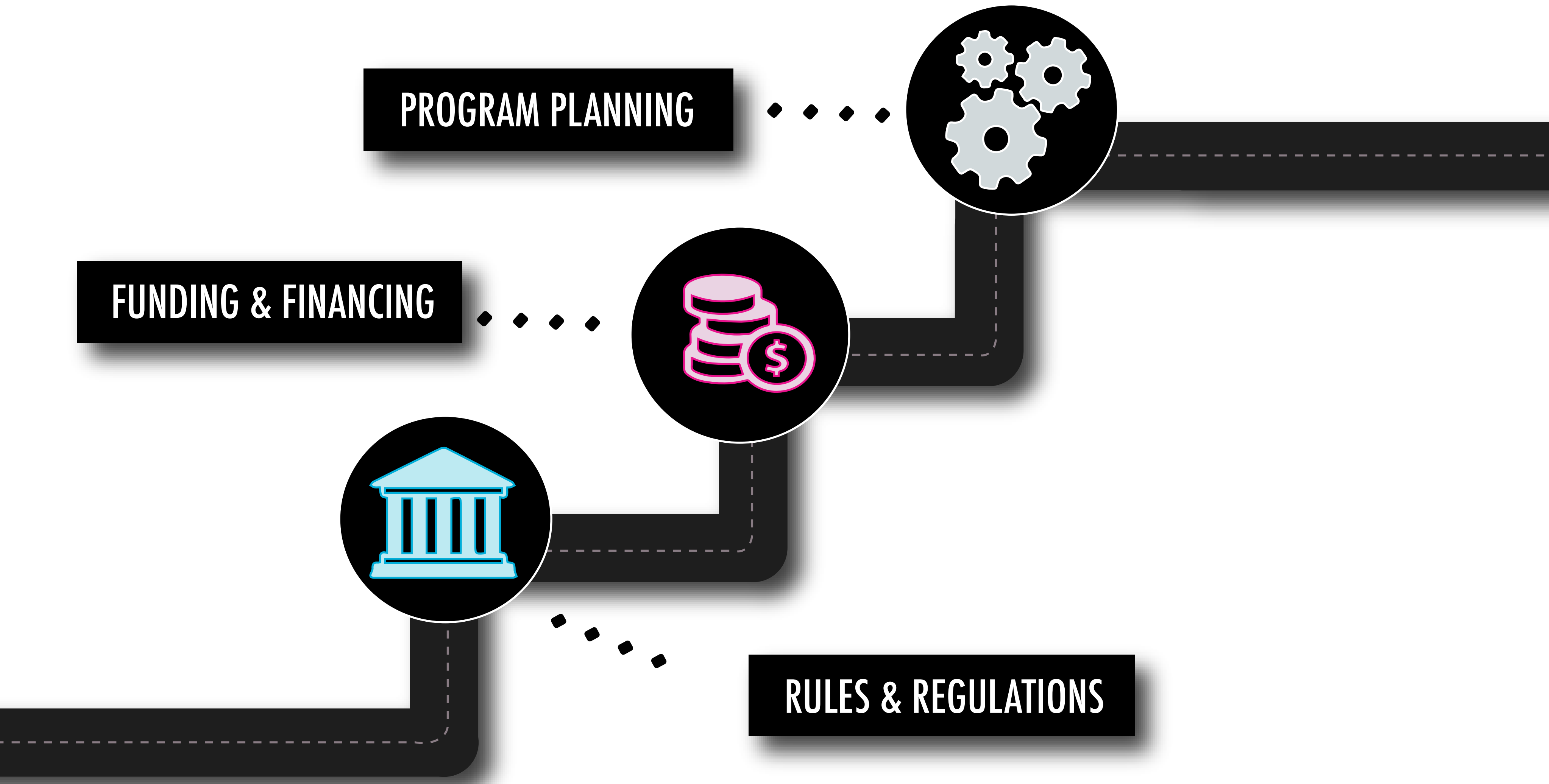
21 KEY TAKEAWAYS



To access the study, published in April 2020, **click here**

21 KEY TAKEAWAYS

01 The demand for wheelchair-accessible vehicles has tended to be lower than anticipated among partnerships not designed primarily to serve seniors and people with disabilities.

02 A Federal Transit Administration memo has clarified some of the uncertainties regarding the applicability of Americans with Disabilities Act requirements.

03 The drug and alcohol testing required of drivers by federal regulation was initially considered to be a potentially significant hurdle, but concerns have diminished due to the “taxicab exemption”.

04 Antidiscrimination requirements under Title VI have not been significant obstacles in most partnerships.

05 A subsidy-only program is often the lowest-cost option among public agency-TNC partnerships. However, it routinely comes at the expense of ready access to driver and customer information and the ability to set certain performance standards.

06 Transit agencies must resist the temptation to pursue on-demand partnerships primarily for the purpose of demonstrating that they are at the forefront of innovative programming.

07 Selecting a service area for pilots usually requires considerable analysis on the part of staff, particularly when boundaries don’t coincide with those of municipalities or transit districts.

08 On-demand programs are poised to become more common in rural and suburban areas.

09 Programs that subsidize rides by a fixed amount per trip—often a flat rate—are often administratively simpler and easier for consumers to understand.

10 For partnerships involving Via, public agencies often make payments based on vehicle-service hours rather than trips provided. These payment schemes tend to involve multi-variable formulas, and they spur Via to launch operations in communities it does not already serve.

21 KEY TAKEAWAYS

11 Transit agencies are exploring strategies to more closely align the options provided to each passenger with their individualized mobility needs, to stretch budgets.

12 The federal government has been an active financial contributor to many on-demand programs, particularly those advancing technological innovation.

13 Local businesses and organizations working to improve mobility are a growing source of funding for on-demand initiatives.

14 On-demand programs created to replace lightly used bus routes can be less costly than these more traditional services. Agency representatives, however, advise caution when exploring a reallocation of public dollars to these programs.

15 Several administrators found that their programs needed more time than originally anticipated for public awareness to grow and promotional efforts to take hold. Pilots are often extended.

16 Most agencies perform major marketing activities, including social media, in-house. Certain tasks, particularly those related to on-street promotion, however, can be effectively performed by TNCs.

17 Successful promotion involves positioning a program as part of a larger transit system rather than a separate initiative. Payment integration and co-branding facilitate this process.

18 On-demand programs, with emphasis on on-line reservations, provide opportunities for agencies to garner new insights about customers.

19 Although dedicated staff time is critical during the initial pilot phase, after a program grows more established, a regular call or meeting between the agency and the TNC partner usually provides sufficient opportunity to effectively communicate.

20 Contrary to some concerns, most program administrators are satisfied with the quantity of data received from private-sector partners.

21 Although the evaluation of programs has lagged, such evaluations are becoming more prevalent. New resources and tools are now available.