Webinar:

A Review of Partnerships between TNCs & Public Agencies

Hosted by:

TRF
TRANSPORTATION
RESEARCH FORUM

&

CHADDICK INSTITUTE
FOR METROPOLITAN DEVELOPMENT

DePaul University

Agenda

- **Chaddick Institute**:
  Overview of 5 different types of partnerships seen across the country

- **Greater Dayton RTA**:
  Sally Brown & Brandon Policicchio

- **Pierce Transit:**
  Penny Grellier

- **HNTB & TRF Chicago**:
  Chris Kopp

- **Shared Use Mobility Center**:
  Colin Murphy

- **Q&A**

Questions? Throughout the program you can submit questions via the "chat" function on the bottom right of your screen.
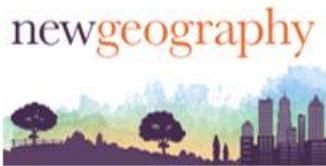
CHADDICK INSTITUTE

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CITYLAB

newgeography

Chicago Tribune

Daily Herald

statescoop

The Columbus Dispatch

PARTNERS IN TRANSIT

A Review of Partnerships between Transportation
Network Companies and Public Agencies in the United States

BY JOSEPH P. SCHWIETERMAN*, MALLORY LIVINGSTON & STIJN VAN DER SLOT
AUGUST 1, 2018

POLICIES FOR PEDALING

Managing the Tradeoff between
Speed & Safety for Biking in Chicago

BY JENNA CALDWELL, RILEY O'NEIL, JOSEPH P. SCHWIETERMAN* & DANA YANOCHA
DECEMBER 12, 2016

UBER ECONOMICS

Evaluating the Monetary and Nonmonetary Tradeoffs of
TNC and Transit Service in Chicago, Illinois

BY JOSEPH P. SCHWIETERMAN* & MALLORY LIVINGSTON | MAY 10, 2018
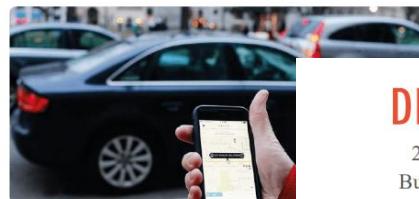
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DePaul University

SPRING 2018 | CHADDICK INSTITUTE P...

DRIVING DEMAND

2018 Outlook for the Intercity
Bus Industry in the United States

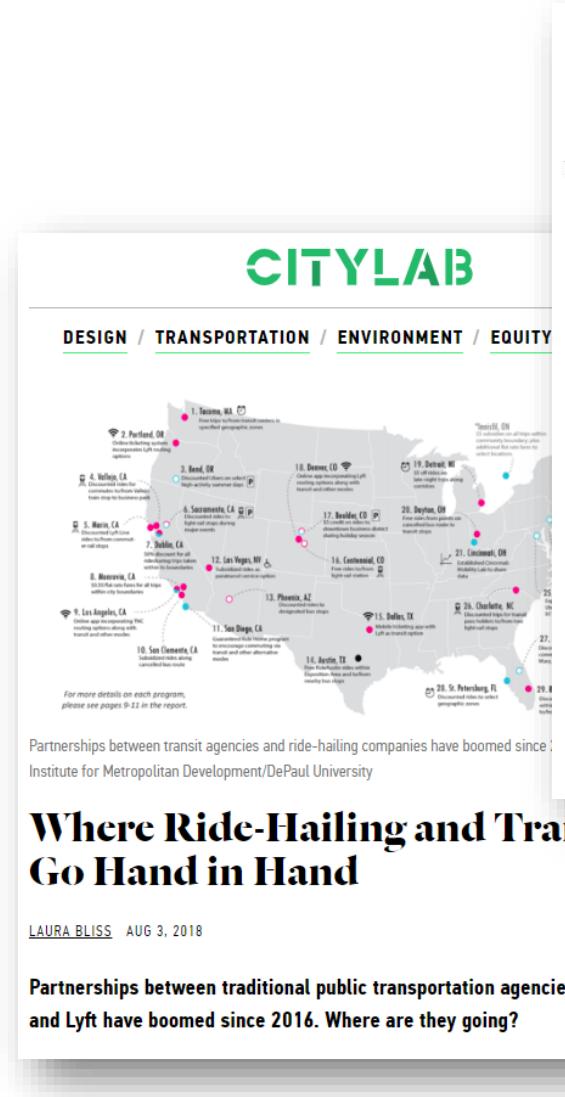BY JOSEPH P. SCHWIETERMAN & BRIAN ANTOLIN | JANUARY 29, 2018

2018

CHADDICK INSTITUTE FOR METROPOLITAN DEVELOPMENT AT DEPAUL UNIVERSITY | POLICY SERIES

Goals of Chaddick Institute study

1. Pull together information about **programs** around the U.S. into a single document;

2. Assess the **status of performance reviews**, audits and published data.

CITYLAB

DESIGN / TRANSPORTATION / ENVIRONMENT / EQUITY

Partnerships between transit agencies and ride-hailing companies have boomed since 2 Institute for Metropolitan Development/DePaul University

Where Ride-Hailing and Transit Go Hand in Hand

LAURA BLISS   AUG 3, 2018

Partnerships between traditional public transportation agencies and Uber and Lyft have boomed since 2016. Where are they going?

PARTNERS IN TRANSIT

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BY JOSEPH P. SCHWIETERMAN*, MALLORY LIVINGSTON & STIJN VAN DER SLOT
AUGUST 1, 2018

2018

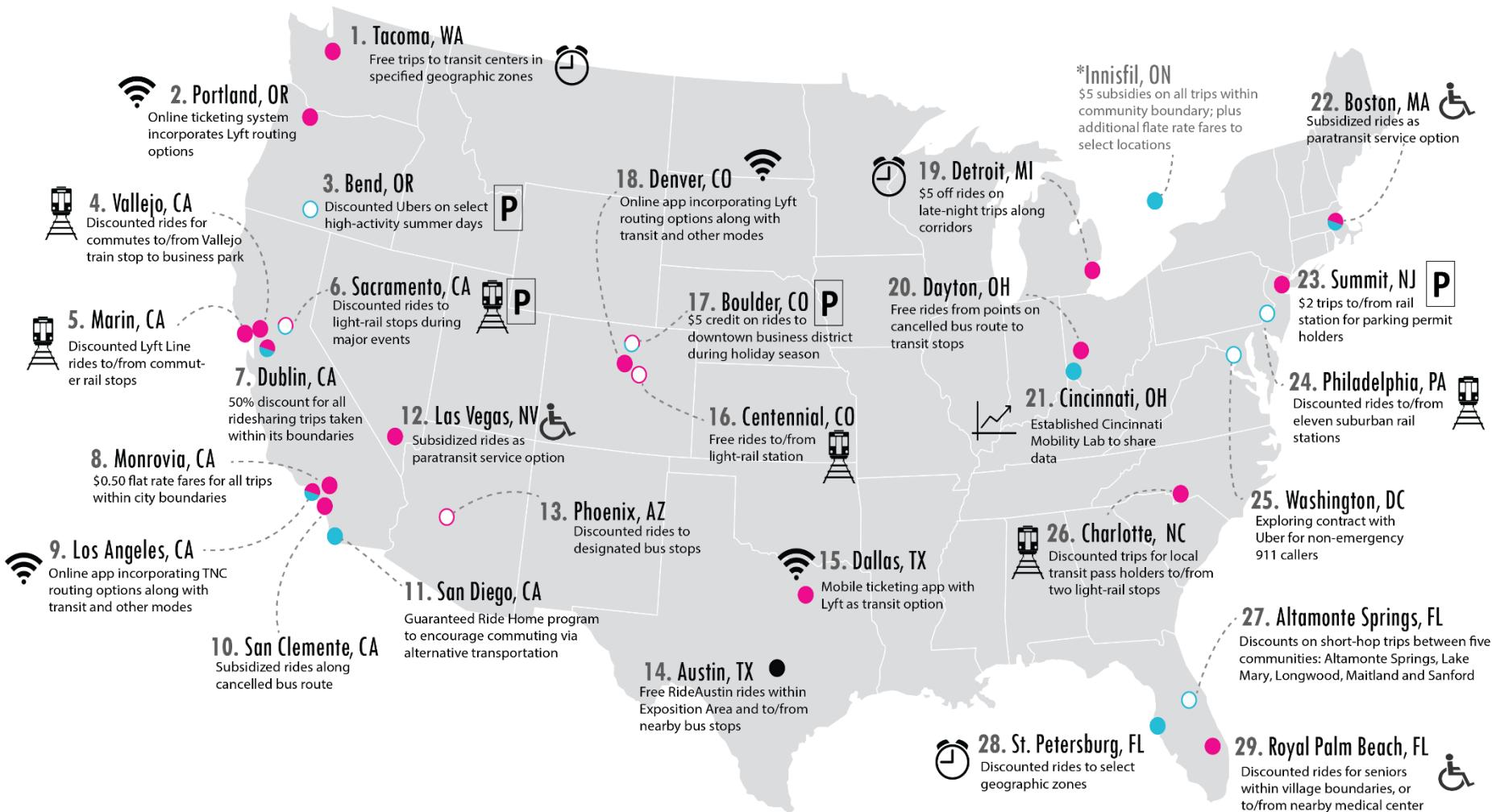CHADDICK INSTITUTE FOR METROPOLITAN DEVELOPMENT AT DEPAUL UNIVERSITY | POLICY SERIES

Primary Authors

Joseph P. Schwieterman

Mallory E. Livingston

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Legend:

● Lyft partnership (○ if no longer active)
● Uber partnership (○ if no longer active)
● Lyft + Uber partnership (○ if no longer active)
● Other active partnership

P Program designed to alleviate parking shortages

📶 Program allowing for integration of TNC services in route-planning app

♿ Program catering to paratransit-eligible populations and/or the elderly

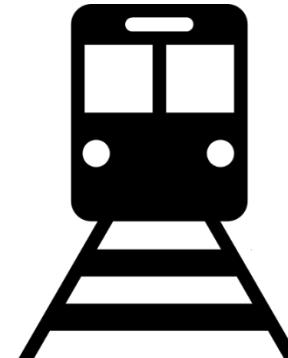🚃 Program primarily designed to promote TNC connections to rail lines

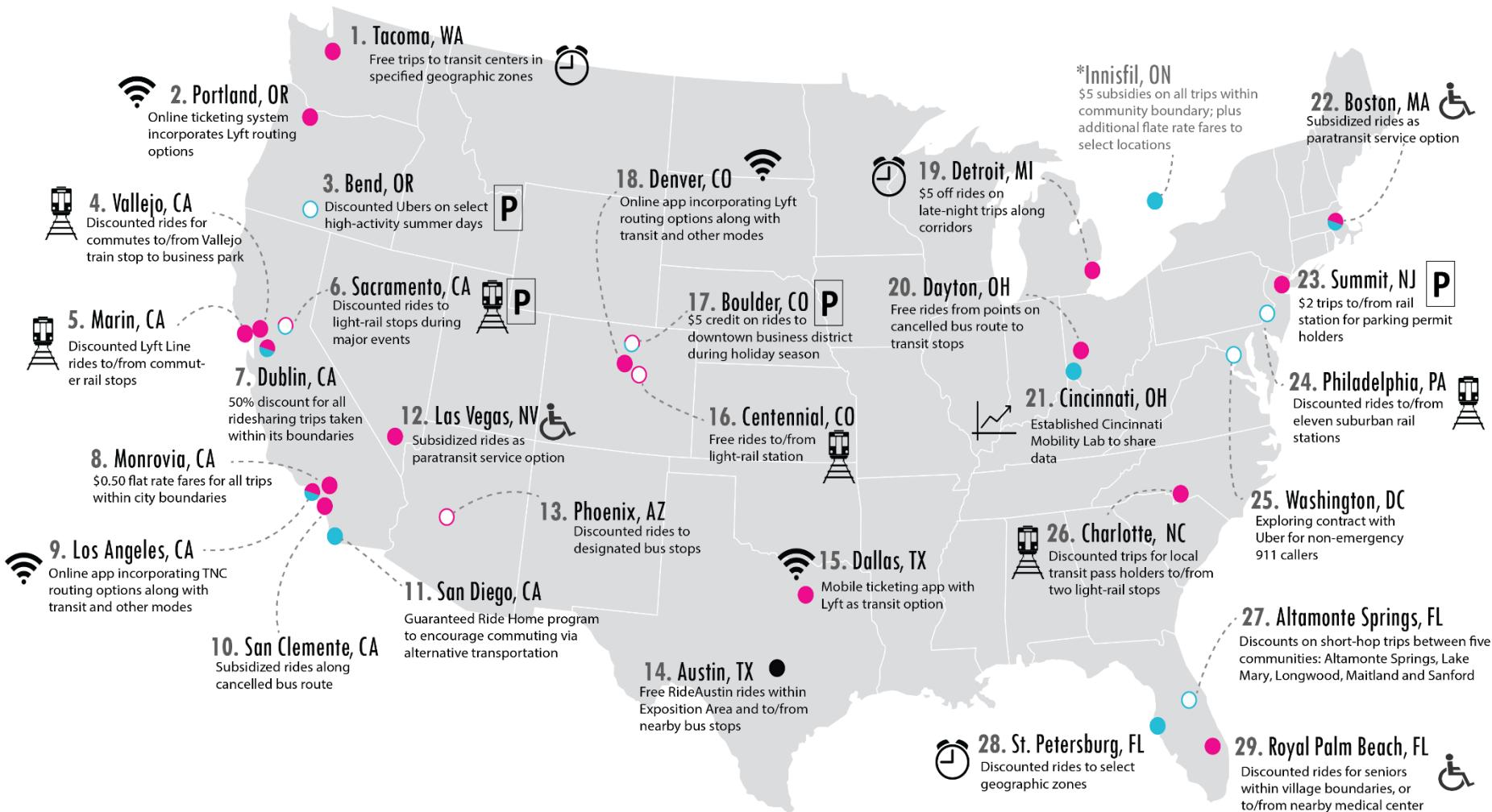📈 Program for increased data-sharing opportunities

⏰ Program limited to select times of day and/or days of the week

5 Categories of Partnerships

1. **Encouraging connections** between ridesharing & transit service and/or fill in the gaps ;

2. **Smartphone apps** to combine ridesharing and transit;

3. **Mitigating parking shortages** and/or forestall investments in parking lots;

4. **Promote mobility for seniors** & those with **impairments**;

5. **Specialty programs** that *indirectly* promote transit use.

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Program for increased data-sharing opportunities

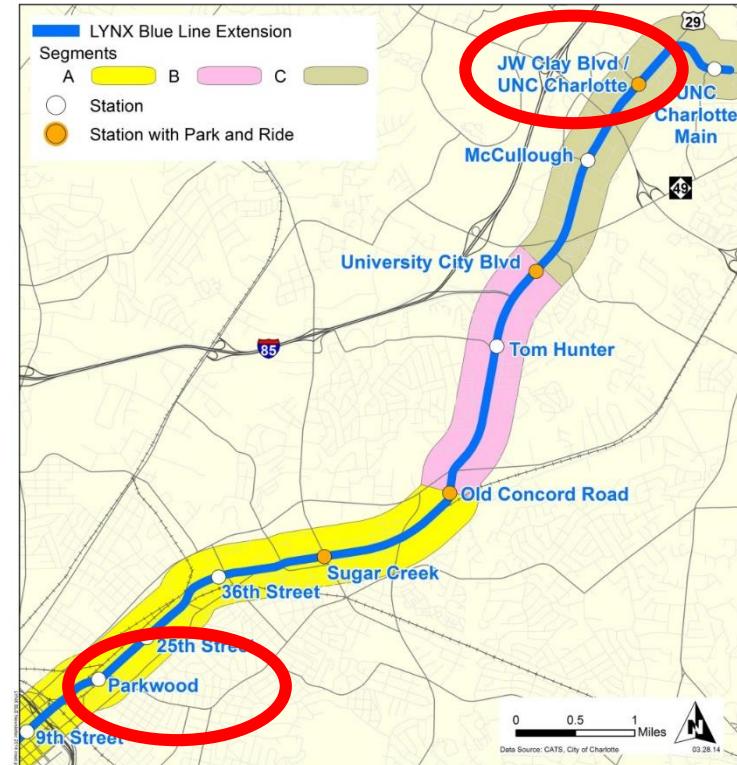Program limited to select times of day and/or days of the week

Charlotte, NC (April 2018)

The Charlotte Area Transit System (CATS) launched **a pilot program with Lyft** to increase mobility in areas w/limited transit.

Rail News: Rail Industry Trends — 4/11/2018

CATS links with Lyft at two light-rail stations

f Share   Tweet   in Share   Email   Share

Pays $4 toward each Lyft trip taken to/from two stations on its Lynx light-rail system: JW Clay/UNC Charlotte and Parkwood.

Rides must end/begin in **geo-fenced area**. Max 40 trips/month for monthly pass holders, and two/month for other pass holders.

LYNX Blue Line Extension
Segments
A B C
○ Station
● Station with Park and Ride

JW Clay Blvd / UNC Charlotte
UNC Charlotte Main
McCullough
University City Blvd
Tom Hunter
Old Concord Road
Sugar Creek
36th Street
25th Street
Parkwood
9th Street

0 0.5 1 Miles
Data Source: CATS, City of Charlotte   03.28.14

Other examples of similar partnerships:
- Solano Transportation Authority (Vallejo, CA)
- Transportation Authority of Marin (Marin, CA)
- Detroit Department of Transportation

2. Development of smartphone apps to encourage incorporating transit and TNCs in trip planning

Portland, OR

Portland's transit agency is integrating Lyft into the "RideTap" system, giving riders real-time access to information about both public transit and Lyft transportation offerings on a single app.

Los Angeles, CA & Denver, CO

Los Angeles and Denver both partnered with Xerox to develop smartphone apps that include a wide-array of travel options, including TNC and public.

Inputs include traveler priorities, such as total carbon emissions, walk speed, and valuation of time
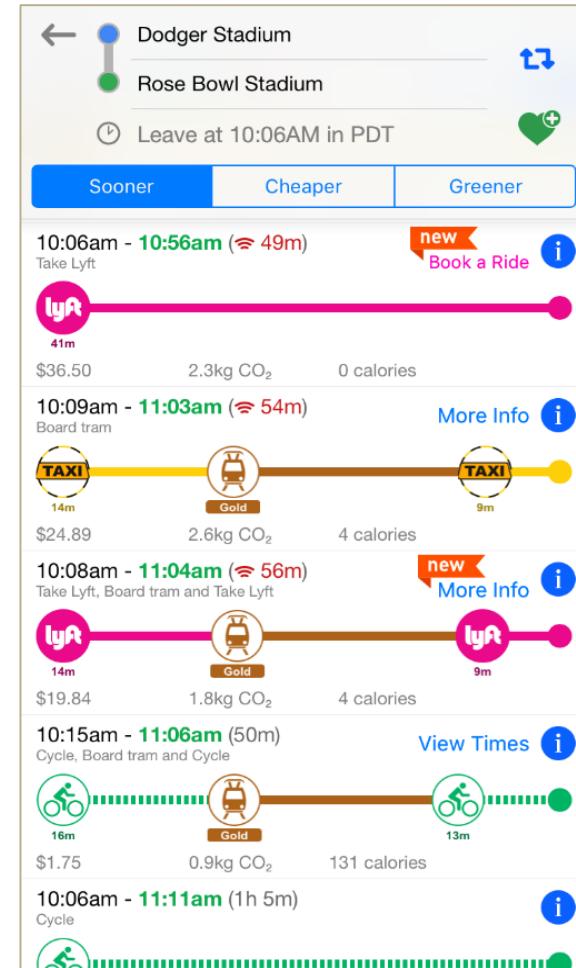
Summit, NJ

This NYC suburb provides $2 weekday Lyft trips to/from its commuter-rail station.

Discounts is limited to residents who have already paid for a parking permit at the station.

This has allowed the community to avoid the cost of building a new lot.
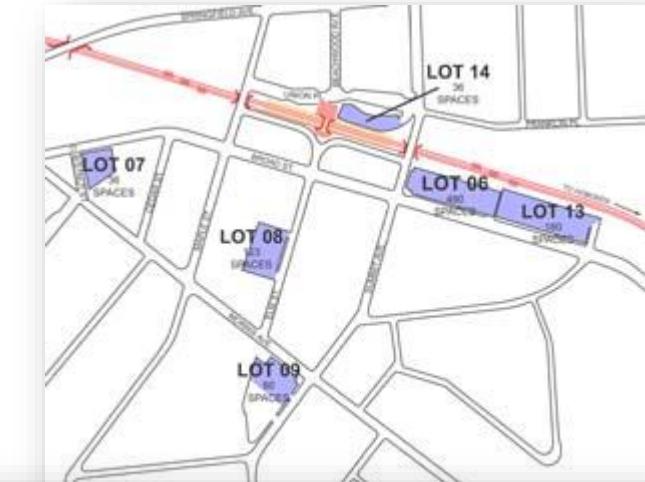
Boston, MA

Gives all Boston-area residents eligible for alternatives to regular MBTA service (e.g., seniors/ disabled) a limited number of Lyft/Uber rides monthly.

Riders pay the first $2 and any amount above $42.

Pick-ups faster than existing para-transit service and prices lower.

Service	THE RIDE	Pilot Program
Fare	$3.15 or $5.25 for premium trips	As low as $2.00
Booking Timeframe	At least 1 day in advance	On demand - Instant request to dispatch
Day-of Wait Time	30-minute window	As low as 5 minutes in core service areas
Trip Reservations	By phone	Via smartphone app or phone call (Lyft only)

Other examples of similar partnerships:
- Las Vegas, NV
- Royal Palm Beach, FL
- Dallas, TX
- Portland, OR

5. Specialty programs that indirectly promote transit use

Mobility Initiative

Partnership between regional transit agencies and Uber established **the "Cincinnati Mobility Lab"**

Gives city experience working with TNCs, and promote better transportation planning over the longer term.

Guaranteed Ride Home Programs

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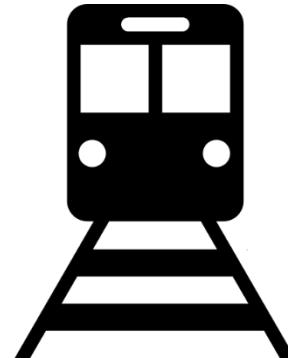- Program for increased data-sharing opportunities
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What's Next?

1. More **large transit agencies** will likely roll out partnerships to test the waters;

2. More **formal evaluations** of programs will need to be carried out;

3. More cities will explore options for improving **paratransit service** through partnerships;

4. Greater **integration of trip planning and payment options** for transit/TNC connections.

Questions?

Please enter your questions in the chat box on the bottom of your screen.

You can send questions to the entire group of attendees, or just to the administrators.

Sally Brown
Manager of Alternative Transit Solutions

Brandon Policicchio
Chief Customer and Business Development Officer

Greater Dayton RTA

COMING SOON: Service Expansion & Fare $hare
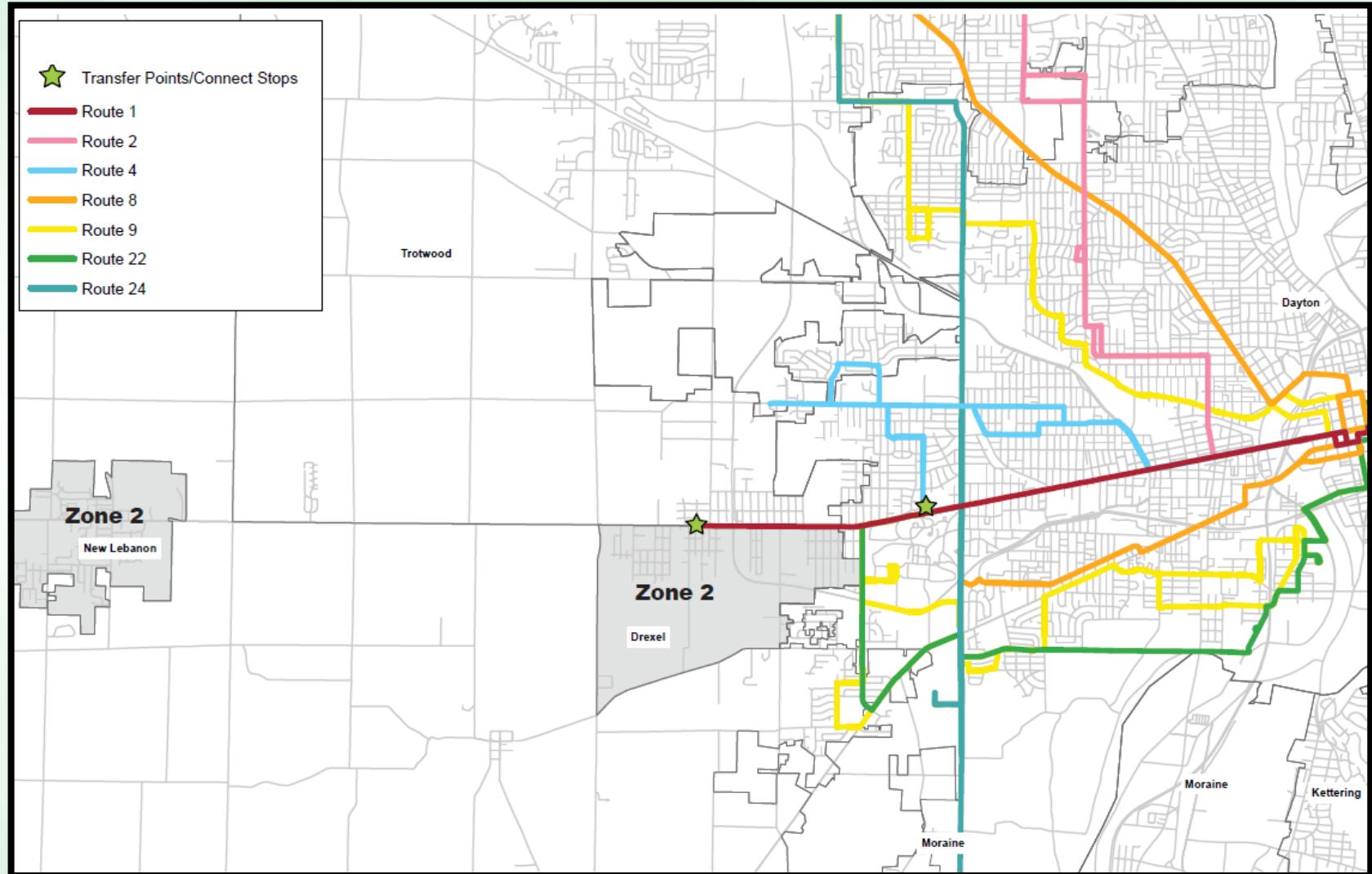
Program Goals

- Enhance the customer experience for all

- Expand accessibility to unserved, underserved areas

- Provide proactive education and marketing efforts

- Reduce or maintain current operating costs

- Promote multi-modal connectivity

- Proactive design for transit network redesign

Mobility Providers

	Accessible	Payment Types Accepted	Operating Cost	Seating Max Capacity	Age Limitations	Availability
rta onnect Paratransit	Yes	Cash	Set	8	No	24/7
Anton's Transportation	No	Cash & Credit	Variable	7	No	24/7
SECURE TRANSPORTATION Driven to Excellence.	Yes	Cash	Set	15	No	Limited
lyft	No	Credit	Variable	7	Yes (18+)	24/7
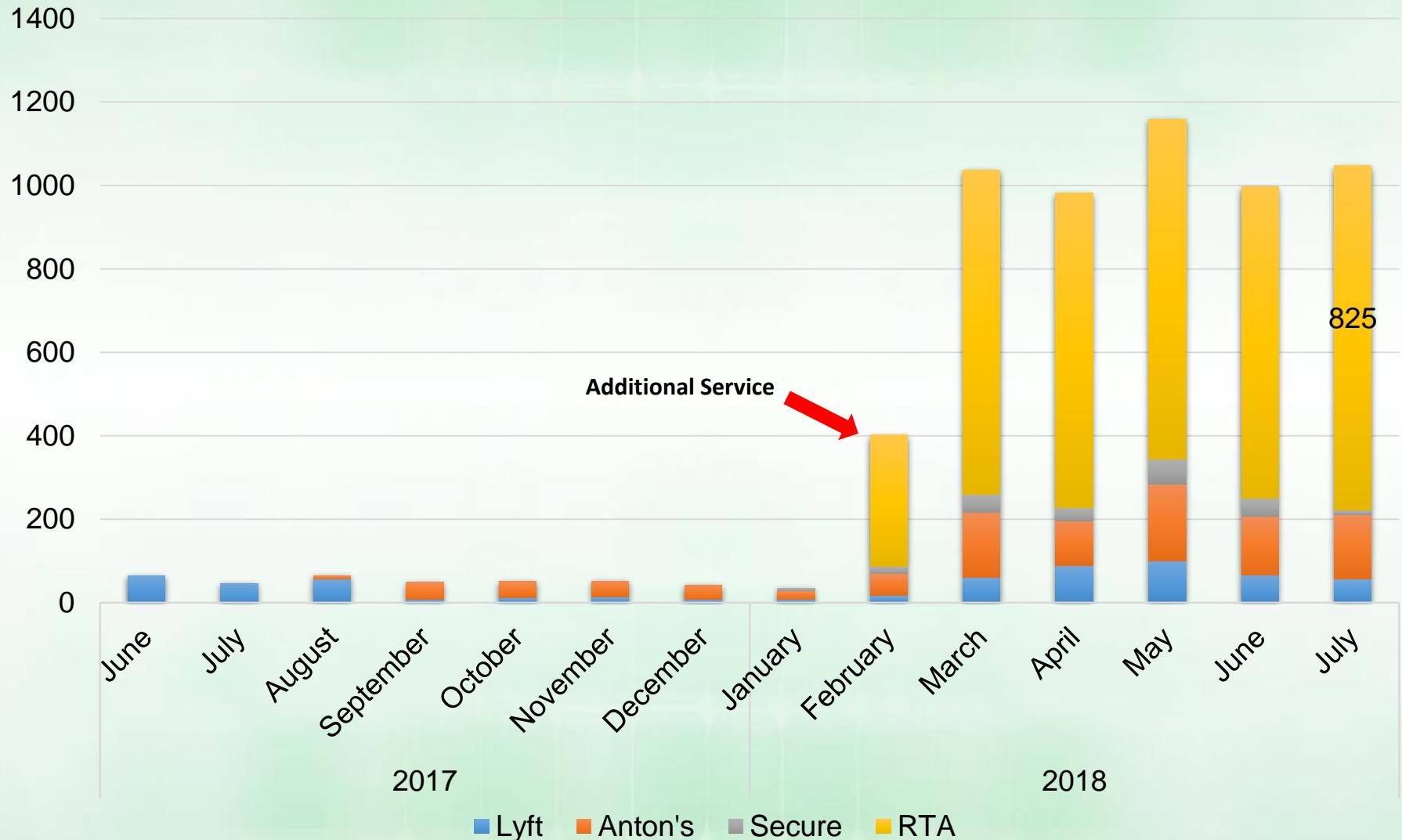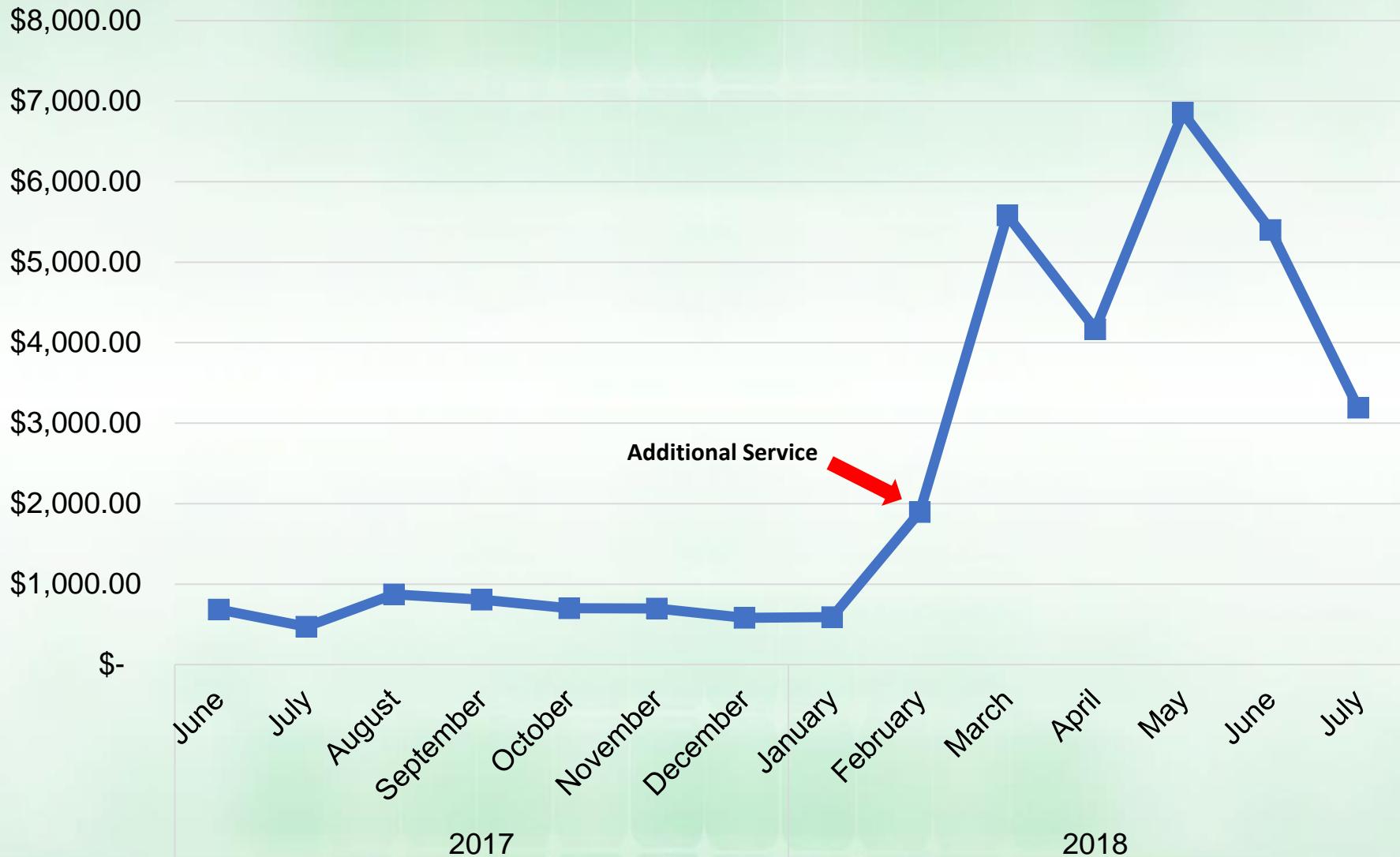
Recommendations

- Understand the why and develop goals to support it

- Identify ways to maximize/incorporate existing resources

- Do your homework with peers, ask FTA for guidance

- Don't get caught up in the "missing data", contract details

- Educate in advance with stakeholders, employees, customers

- Evaluate funding operation with local dollars

- Track ridership locally, if not able to report nationally

- Allow flexibility to tweak program

Outcomes

- Service expanded to unserved, underserved areas

- 99% multi-modal connectivity provided

- Maximized existing resources to further reduce operating costs

- 100% accessible, FTA and Title VI compliant service

- Projected 85% reduction in operating costs for 2018

- 5,500 trips provided, traveling 25,000 miles to date

Penny Grellier
Business Partnership Administrator

Pierce Transit

Limited Access Connections

Pierce Transit

Penny Grellier, Business Partnership Administrator

Limited Access Connections: An Update

- **Motivation**: to overcome Pierce Transit's geographic and span/frequency limitations in our service area

- **Goal**: to provide first and last mile connections to transit hubs and bus stops in areas/times of limited service

- **Partners**: Lyft, Pierce College Puyallup and Sound Transit

- **Challenges**: data sharing with TNC, wheelchair-accessible vehicle provision

- **Current status**: launched May 15, data reports through July 31 from Lyft

Zone descriptions

Commuter connections to/from Sounder station (Puyallup), bus stops (Fife)

Late-night rides home for Pierce College Puyallup students

Midday and weekend rides to Tacoma Dome Station (NE Tacoma)

Connections to trunk routes for Parkland, Spanaway and UP residents
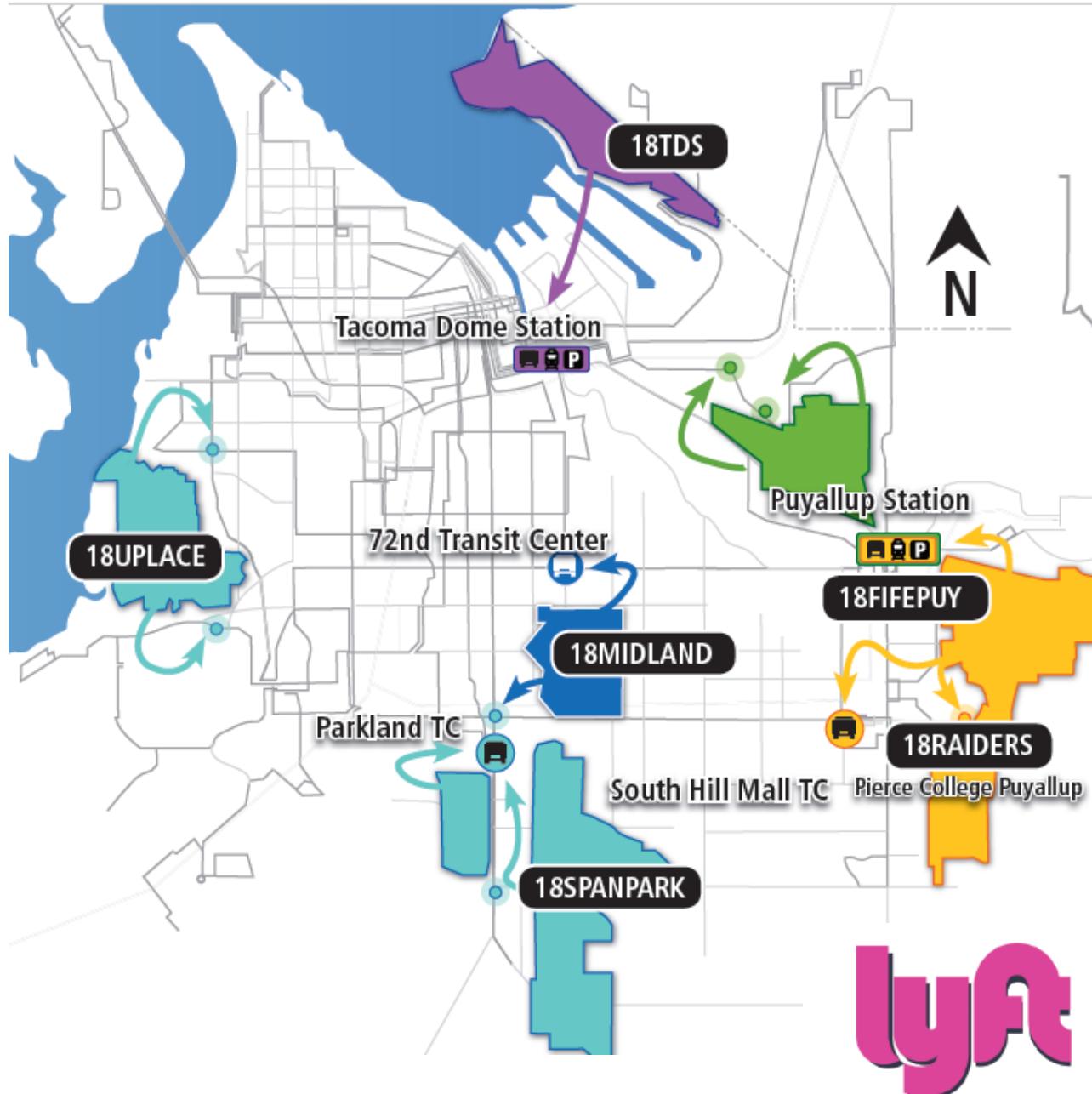
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Chris Kopp
Transportation Planning

HNTB

HNTB

Implications on Transit System Planning

Chris Kopp, AICP CTP

Transportation Planning Practice Leader

HNTB Corporation

Ridership by Mode Group
2008-2016

Premium Modes include
- Commuter Rail
- Heavy Rail
- Light Rail

Traditional Modes include
- Bus
- Trolleybus

American Public Transportation Association

2014-2016

-0.4%

-5.3%

Annual Ridership, billions

2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018

■ Traditional ■ Premium
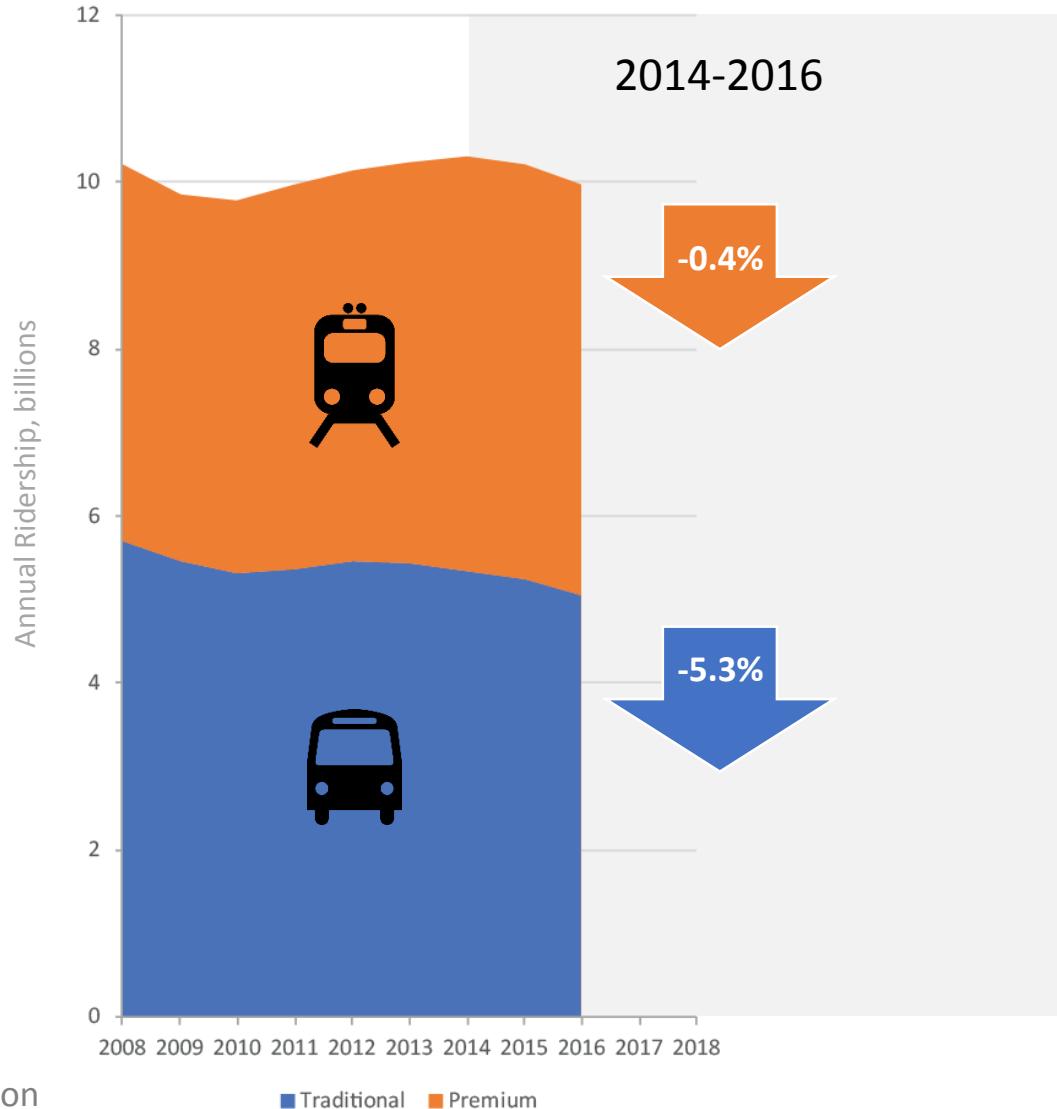
Service Level Adjusted Boardings
2008-2016

Premium Modes include
- Commuter Rail
- Hybrid Rail
- Heavy Rail
- Light Rail
- Streetcar
- Rapid Bus

Traditional Modes include
- Motor Bus
- Trolleybus

National Transit Database

2014-2016

Unlinked Trips / Vehicle Revenue Hours Index, 2008=100

-5.0%

-8.3%

2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018

— Traditional   — Premium
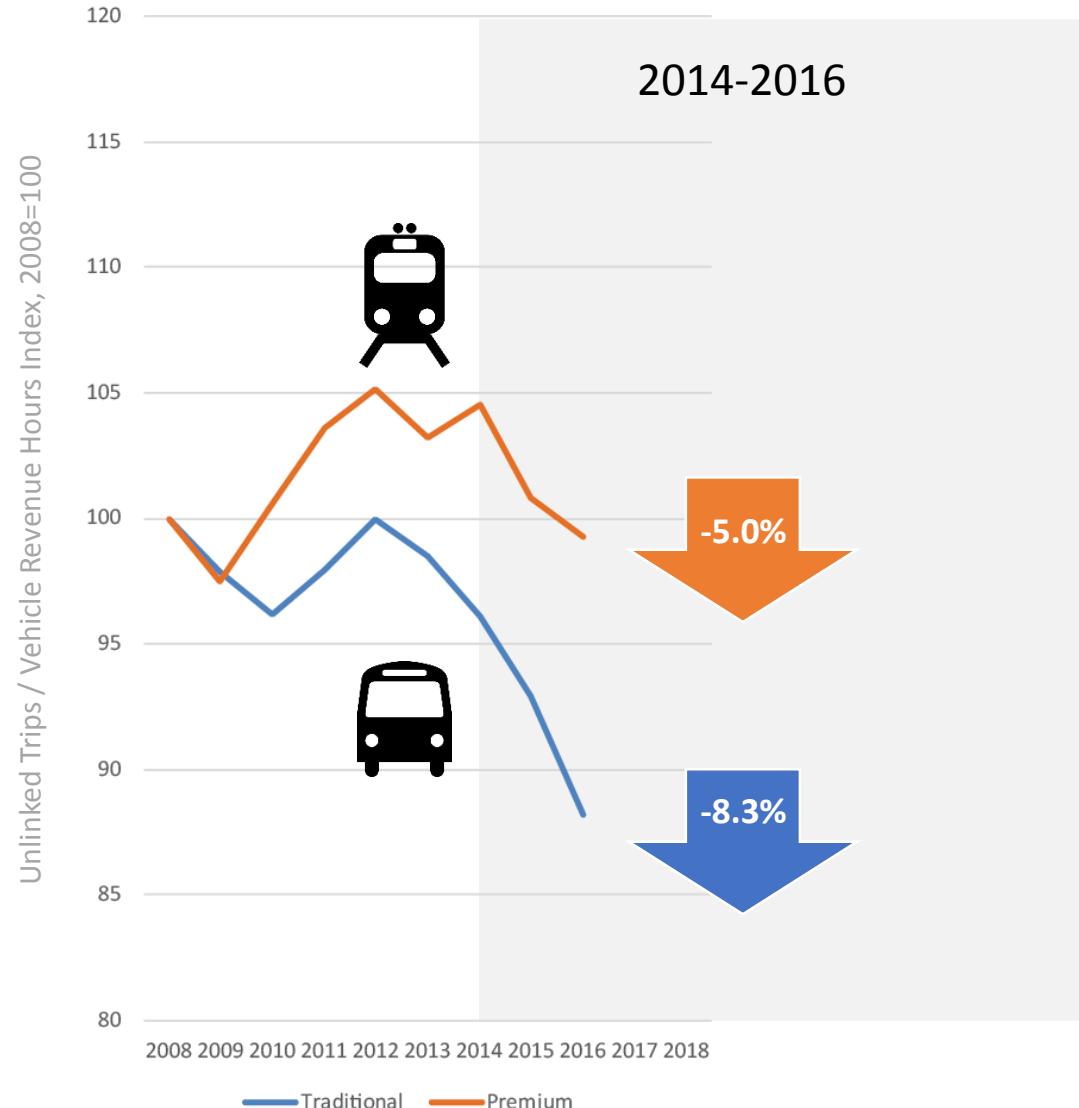
Ridership by Mode Group, Chicago
2008-2018

Premium Modes include
- Metra Commuter Rail
- CTA Heavy Rail

Traditional Modes include
- CTA Bus
- Pace Bus

rtams.org
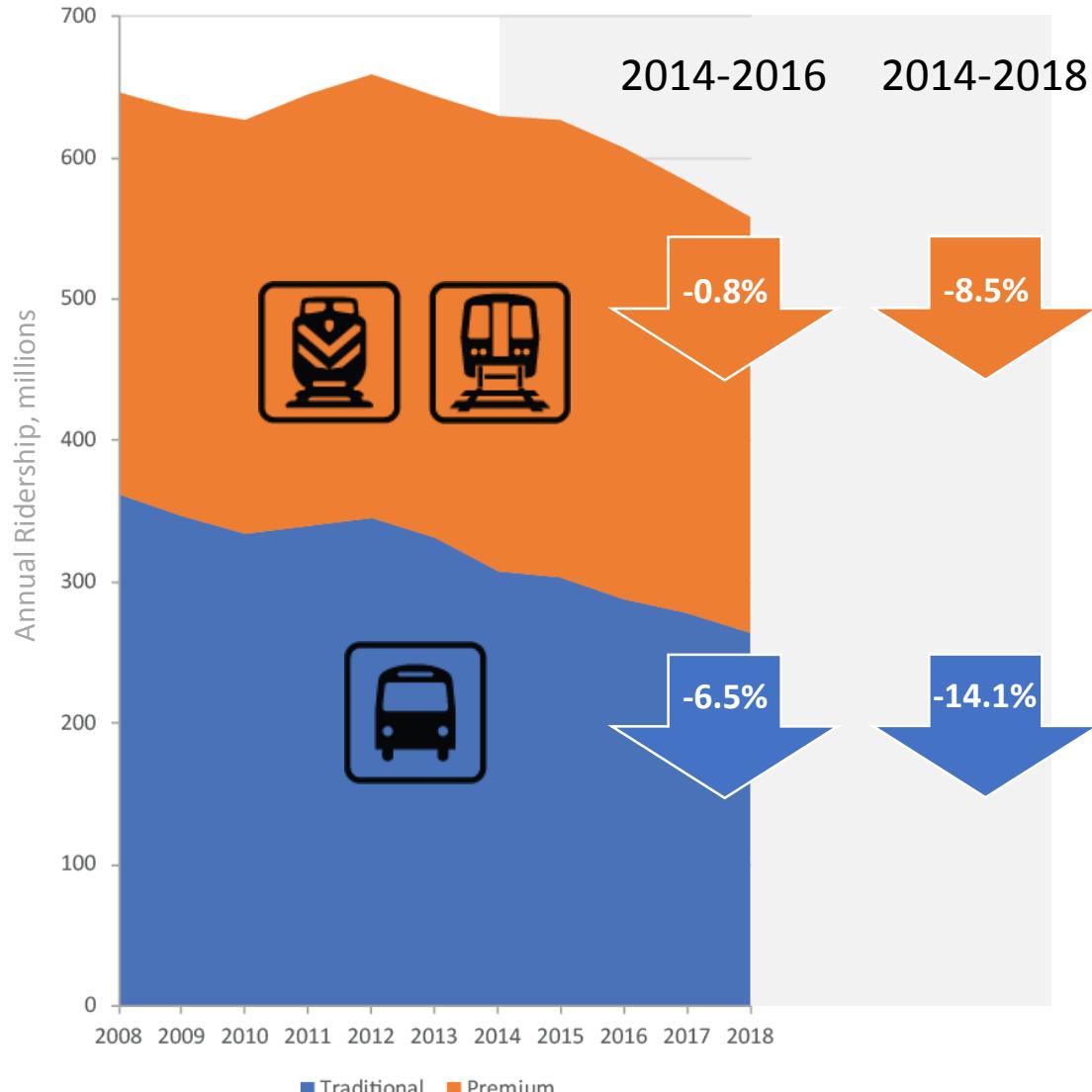
Waymo Early Rider Program
Phoenix, AZ

Waymo

Colin Murphy

Director of Research & Consulting

Shared Use Mobility Center

FTA MOD Sandbox Program: SUMC's Innovation & Knowledge Accelerator
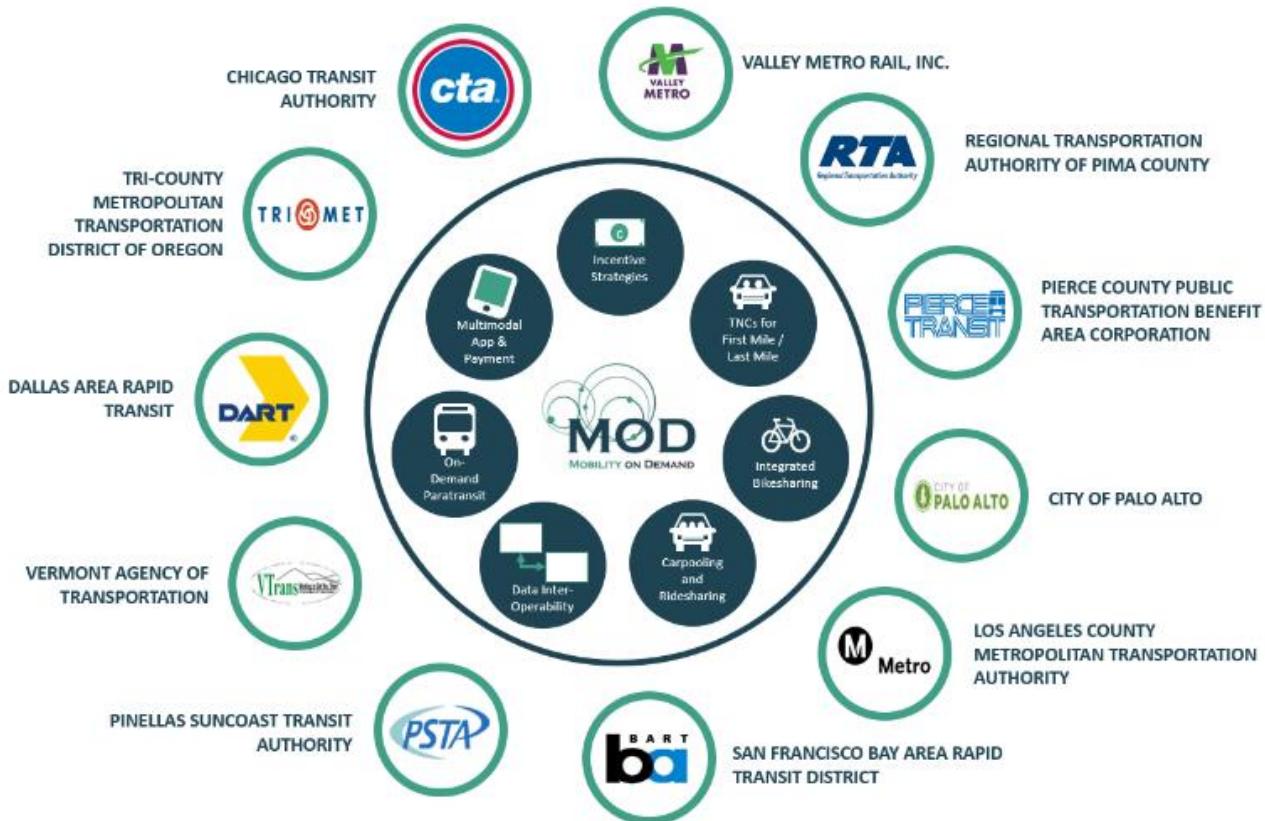
11 pilots, 12 agencies
- First/Last Mile
- Multi-Modal App & Payment Integration
- Carpooling & Ridesharing
- Demand Response and Paratransit
- Incentive Strategies
- Expanded Services
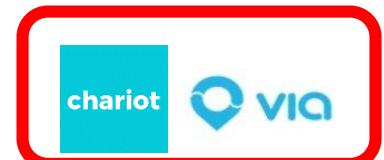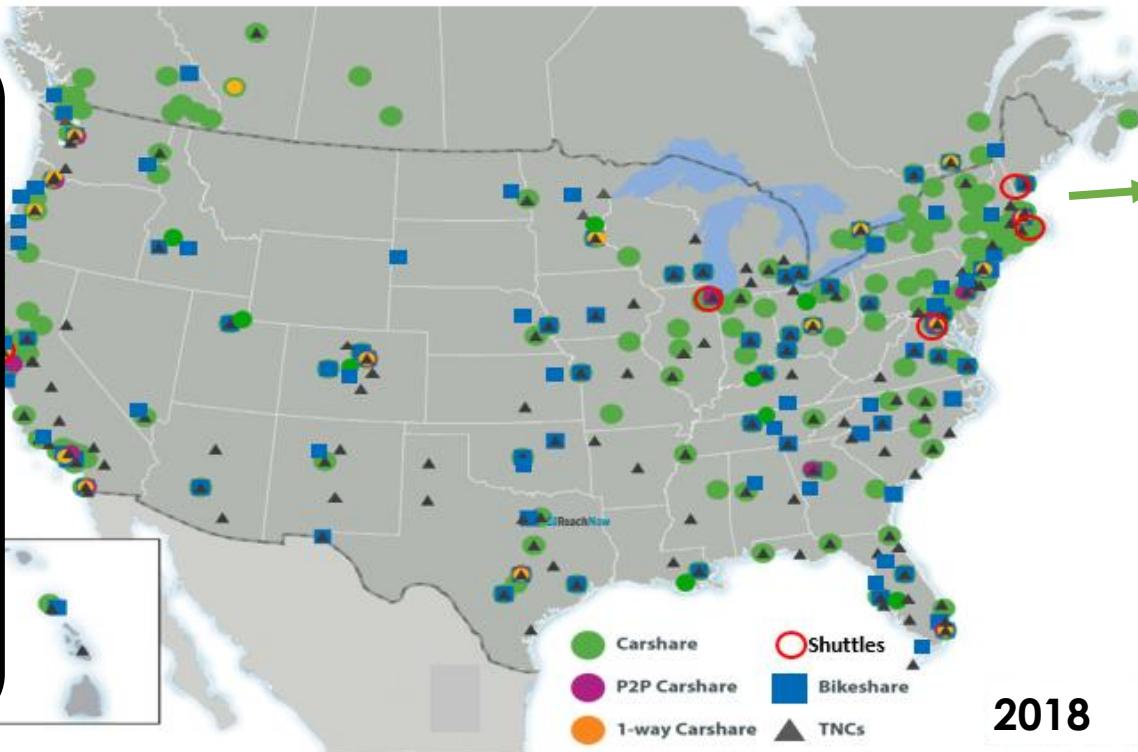
Growing Numbers of Shared-Mobility Companies

~400 cities with carsharing

~300 cities with bikesharing

~600 cities with TNCs

Carshare
P2P Carshare
1-way Carshare
Shuttles
Bikeshare
TNCs

2018

SHARED-USE MOBILITY CENTER

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