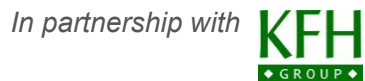


TCRP J-11 TASK TRANSIT & TNC PARTNERSHIPS

International Conference on Demand Responsive and
Innovative Transportation Services

April 16, 2019

Presented by:
Dan Berez



Partnership Playbook

Informed Decision Making for Transit Agencies Interested
in Partnering with TNCs



RESEARCH TEAM



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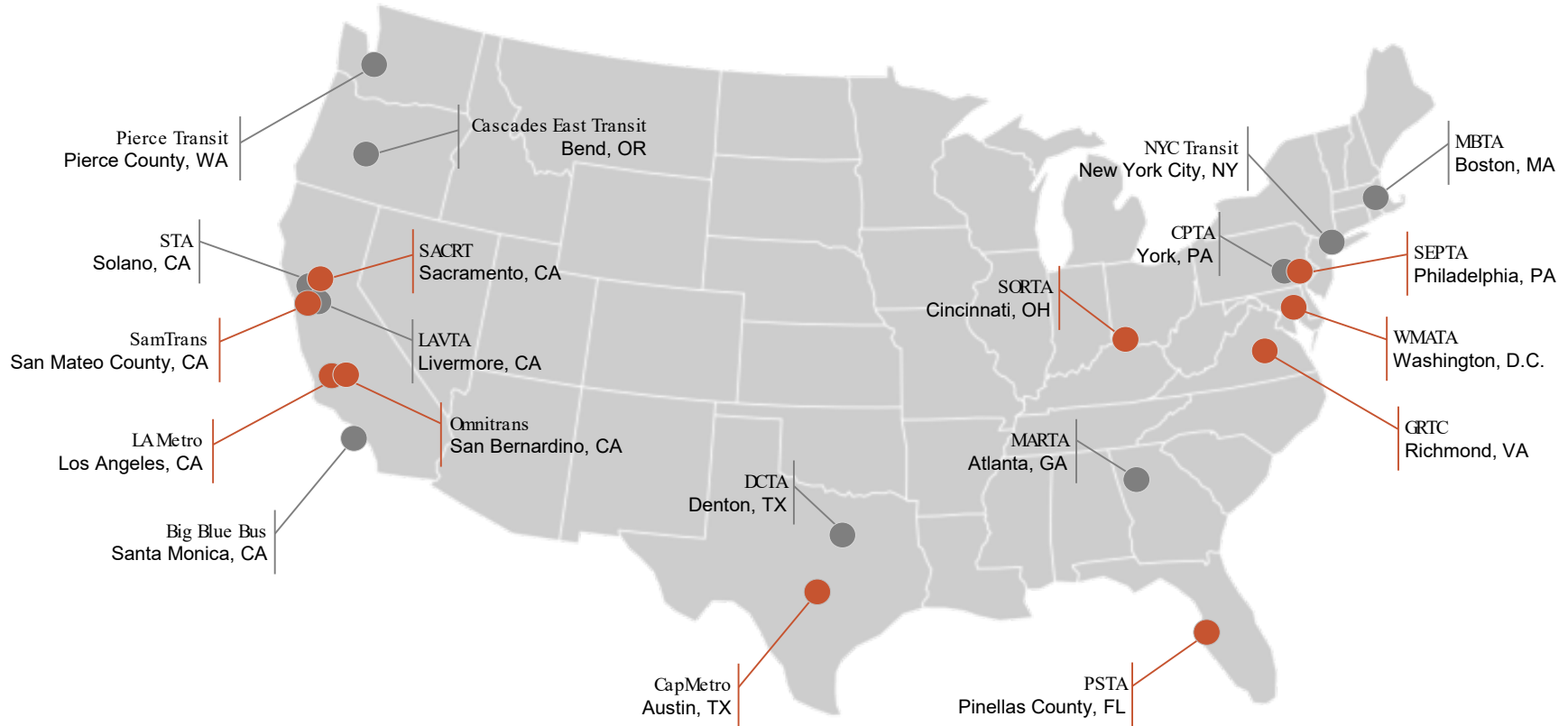


Buffy Ellis
Researcher and Author
KFH Group

“

How should partnerships
between transit agencies
and TNCs be pursued?

20 CASE STUDIES



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

REGULATORY AND POLICY FINDINGS

FTA Approach

Actively updating



ADA

Equivalent service



Title VI

Cash and phone options



NTD

Awaiting FTA ruling
for TNC trips



Sunshine Laws

Requirements and
protections vary



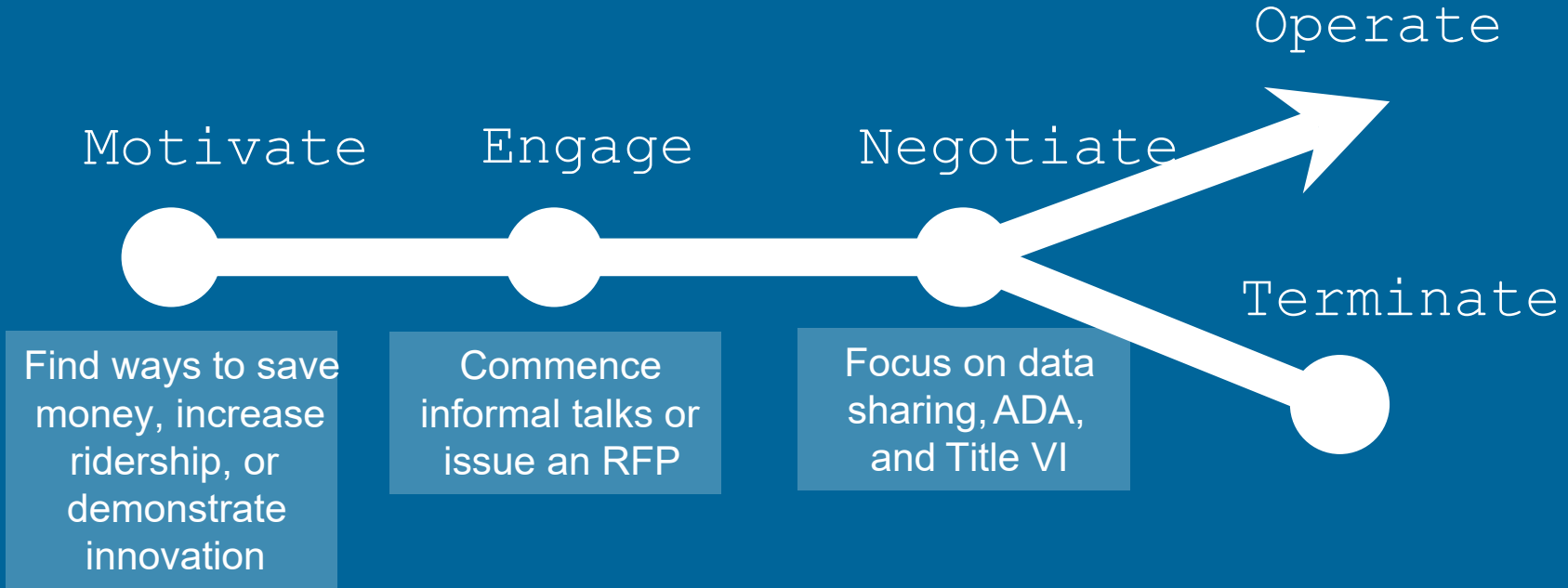
D&A Testing

“Taxicab exception”



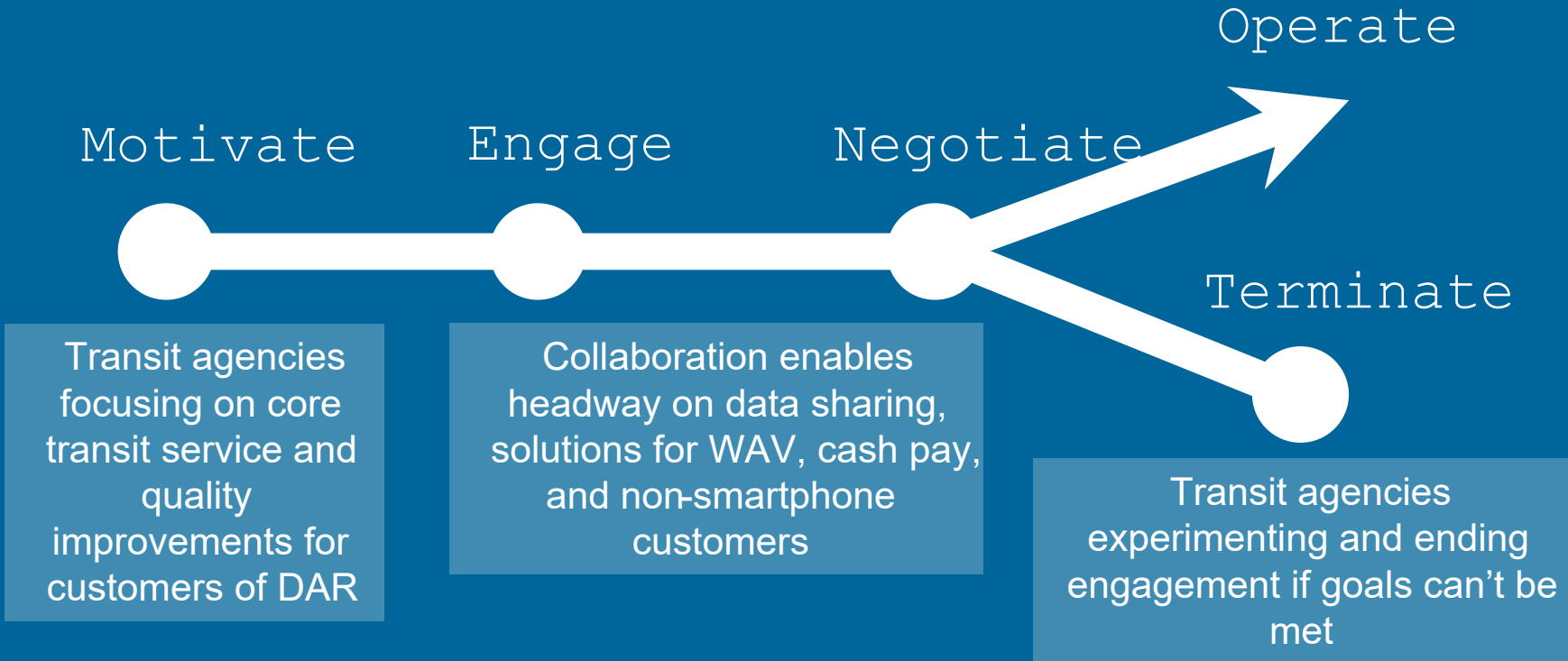
TYPICAL STORYLINE

How have transit agencies approached TNC partnerships thus far?



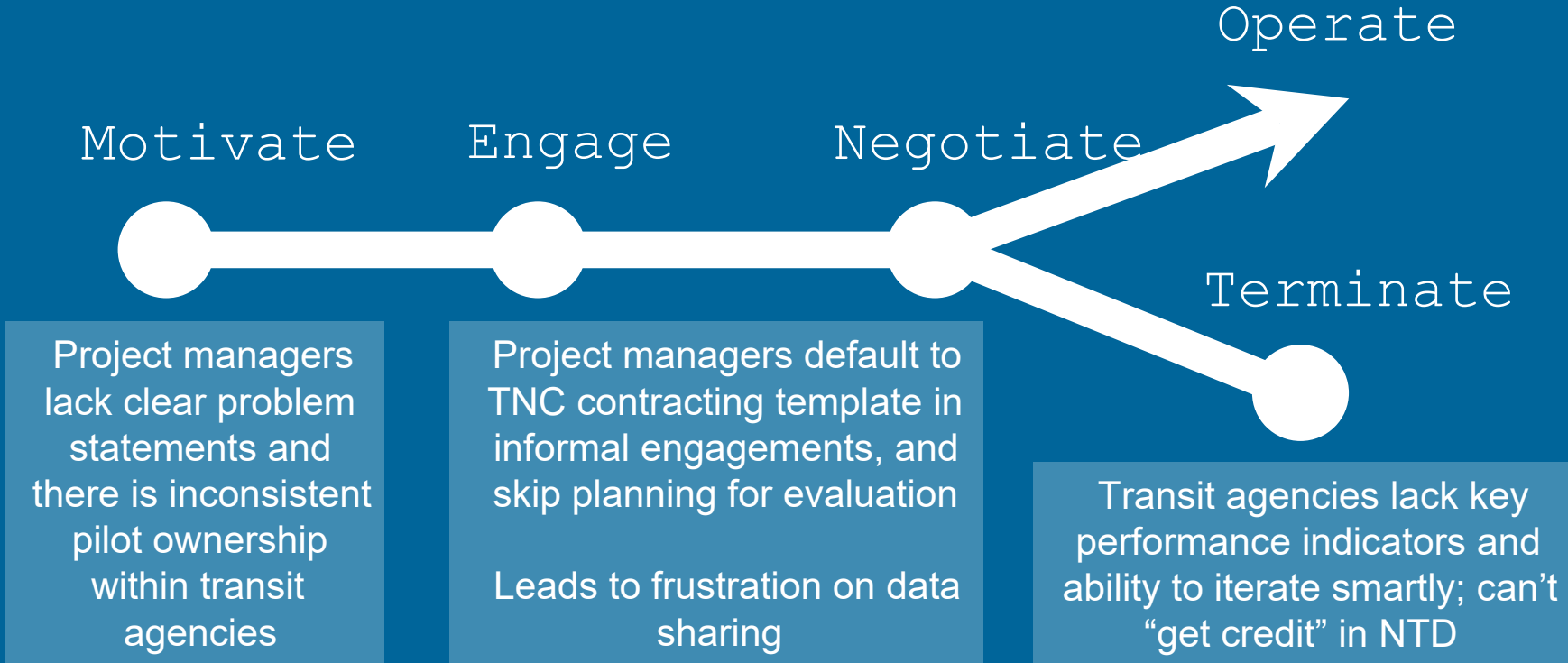
WHAT'S WORKING WELL?

How have transit agencies approached TNC partnerships thus far?



...AND WHERE COULD WE DO BETTER?

How have transit agencies approached TNC partnerships thus far?



“

Is there a better way?

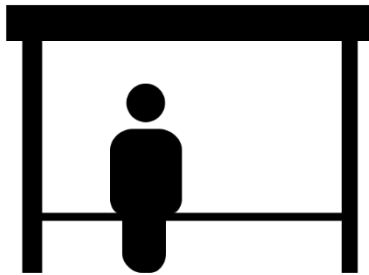
PARTNERSHIP PLAYBOOK

WHAT MAKES A GOOD PILOT?

The ingredients.

FUNCTION

*What problem
are we trying to
solve?*



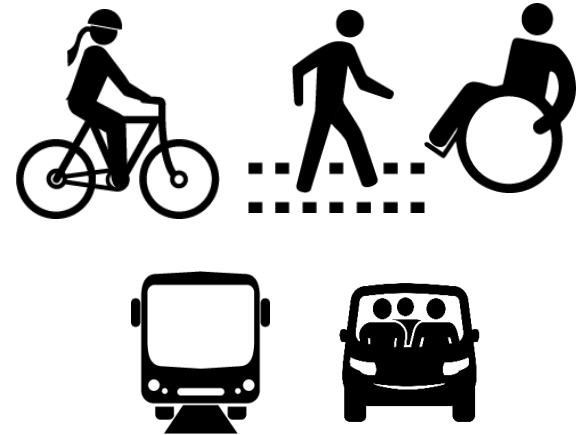
GEOGRAPHY

*What areas are
hurting for
attention?*



MODE

*What mode best
suits capacity
needs*

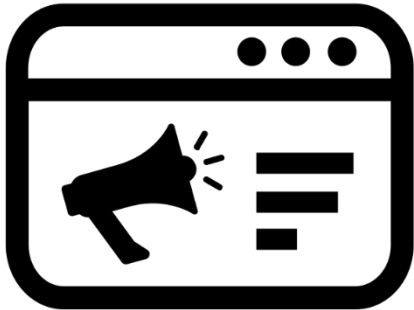


WHAT MAKES A GOOD PILOT?

The recipe.

MARKET

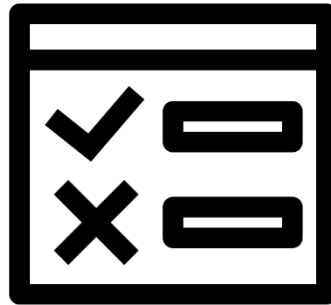
Spread the word



+

EVALUATE

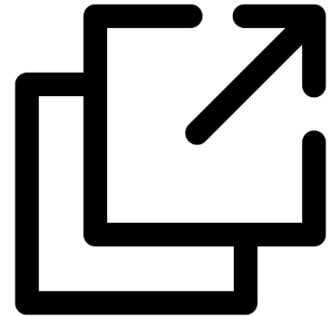
Iterate and Critique



+

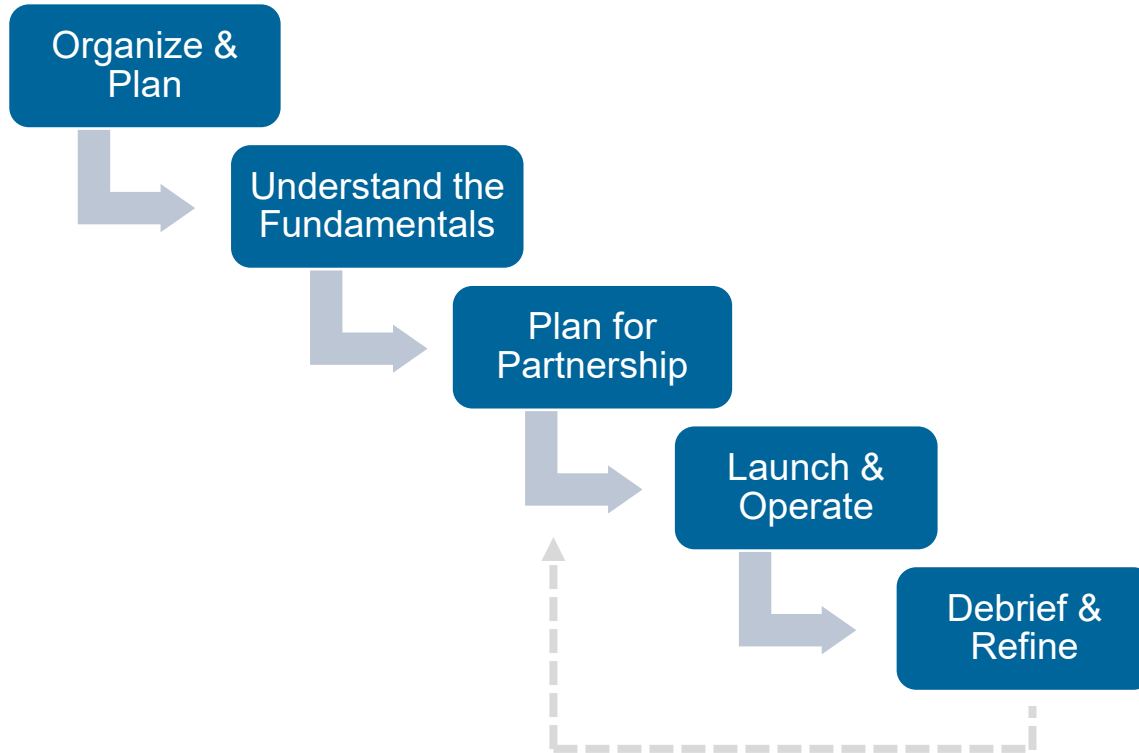
SCALE

Grow



HOW SHOULD PARTNERSHIPS BE PURSUED?

Do it for a reason, and check whether it's working.



THANK YOU!



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