TCRP J-11 TASK TRANSIT & TNC PARTNERSHIPS

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In partnership with



Partnership Playbook

Informed Decision Making for Transit Agencies Interested in Partnering with TNCs



RESEARCH TEAM



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How should partnerships between transit agencies and TNCs be pursued?

20 CASE STUDIES



WHAT WE FOUND

Our agency is always looking for costeffective ways to provide first-last mile solutions."

-Transit Agency Rep

 \mathtt{THF}

WHY

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

innovation

How have transit agencies approached TNC partnerships thus far?

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

WHAT'S WORKING WELL?

How have transit agencies approached TNC partnerships thus far?

Operate

Motivate

Engage

Negotiate

Terminate

Transit agencies focusing on core transit service and quality improvements for customers of DAR

Collaboration enables
headway on data sharing,
solutions for WAV, cash pay,
and non-smartphone
customers

Transit agencies
experimenting and ending
engagement if goals can't be
met

...AND WHERE COULD WE DO BETTER?

How have transit agencies approached TNC partnerships thus far?

Operate

Motivate

Engage

Negotiate

Terminate

Project managers
lack clear problem
statements and
there is inconsistent
pilot ownership
within transit
agencies

Project managers default to TNC contracting template in informal engagements, and skip planning for evaluation

Leads to frustration on data sharing

Transit agencies lack key performance indicators and ability to iterate smartly; can't "get credit" in NTD

Is there a better way?

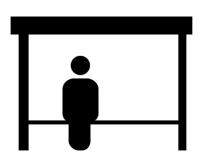
PARTNERSHIP PLAYBOOK

WHAT MAKES A GOOD PILOT?

The ingredients.

FUNCTION

What problem are we trying to solve?



GEOGRAPHY

What areas are hurting for attention?



MODE

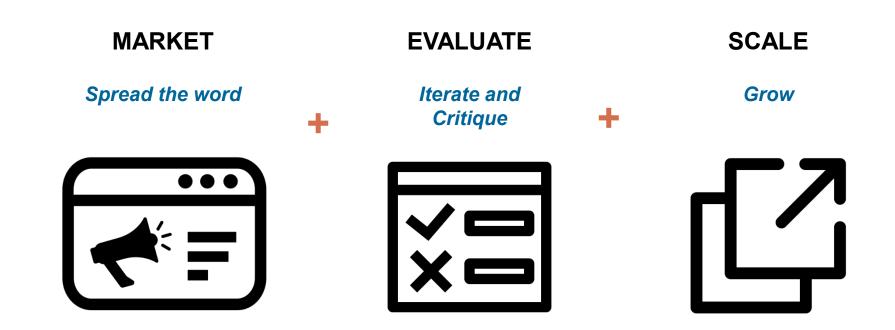
What mode best suits capacity needs





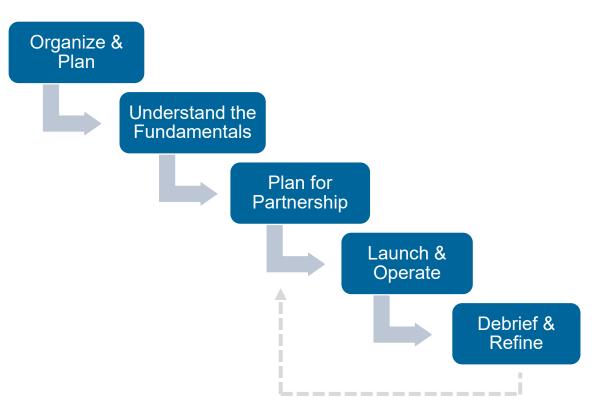


WHAT MAKES A GOOD PILOT? The recipe.



HOW SHOULD PARTNERSHIPS BE

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





THANK YOU!



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