Ridehailing Partnerships with Public Transportation

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Study Motivations

- Growing number of partnerships between ridehailing industry and public transit providers
  - As many as 50 partnerships were planned or implemented by mid 2018, with more anticipated

- Variety of formats and goals across partnerships
  - Some partnerships focus on late night services, others on first-last mile, and still others on augmenting or replacing paratransit

- Partnerships occurring all over the US
  - What factors are motivating *and* informing the formation of these partnerships, as well as the pilot programs they involve?

Each Partnership has a Unique Story

Partnerships Should Fill the **Right** Service Gaps

Dense Urban

Suburban

Rural

Ridehailing Partnerships Study

Preliminary Results

Research Questions

- Are transit agencies communicating with one another about their experiences with these partnerships and pilots? Is this informing the implementation in new areas?

- What kinds of information are transit agencies gathering as they form these partnerships and plan pilots or programs?

- What factors are important, from the perspective of transit agencies, in the evaluation of these partnerships and related programs?

Methods

- Identify partnerships;
  - Using sources, such as the Shared Use Mobility Center policy database
  - Reports on impacts of ridehailing on transit or on partnerships
  - Confirm partnerships through blogs, news sources, or program websites

- Invited approximately 40 transit agencies to participate in a short survey; we selected those partnerships:
  - Implementing programs aimed at providing service to the general population, and
  - Involving a ridehailing company (rather than microtransit)

Survey content

- Section 1: Background
  - types of service,
  - membership in transit associations
  - communication with other agencies.
- Section 2: Partnership knowledge
  - Awareness of other programs,
  - Information gathering activities
- Section 3: Partner selection
  - Important criteria of the ridehailing company
  - Goals of the program
  - Expected partnership characteristics

- Section 4: Partnership details
  - Program format
  - Type of partnership
- Section 5: Evaluation
  - Important criteria for measuring success
  - Level of success on those criteria
  - Views of ridehailing companies

Preliminary Results

- Survey implemented in late 2018

- Email invitation was sent out to participate in an online survey
  - Follow up phone calls were made as needed

- Small sample of 11 agencies
  - due to high level of interest from many academics and others... lots of people asking about these partnerships!

Services Offered by Agencies (N = 11)
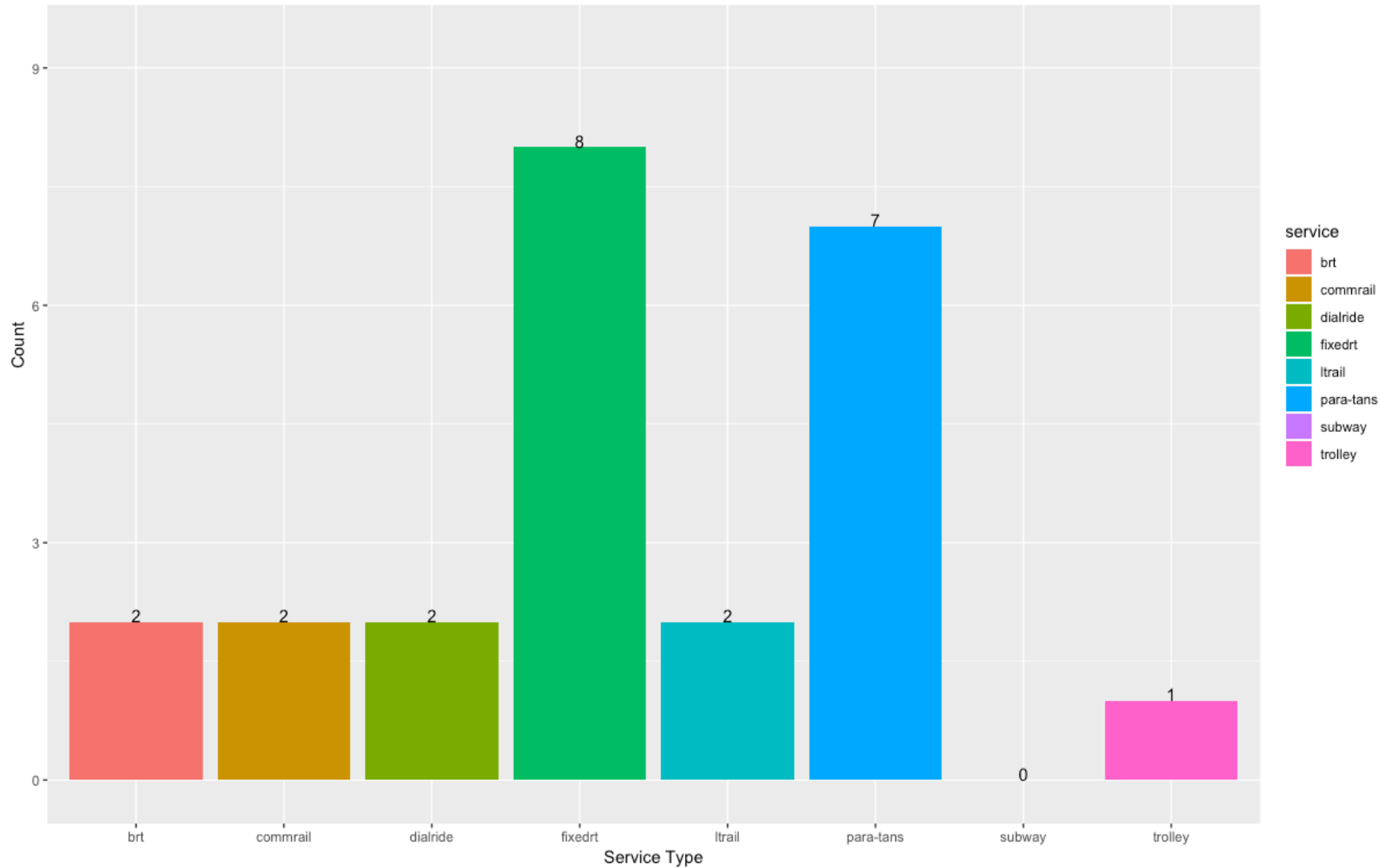
Engagement Activities (N = 11)

Number of agencies at each level of frequency
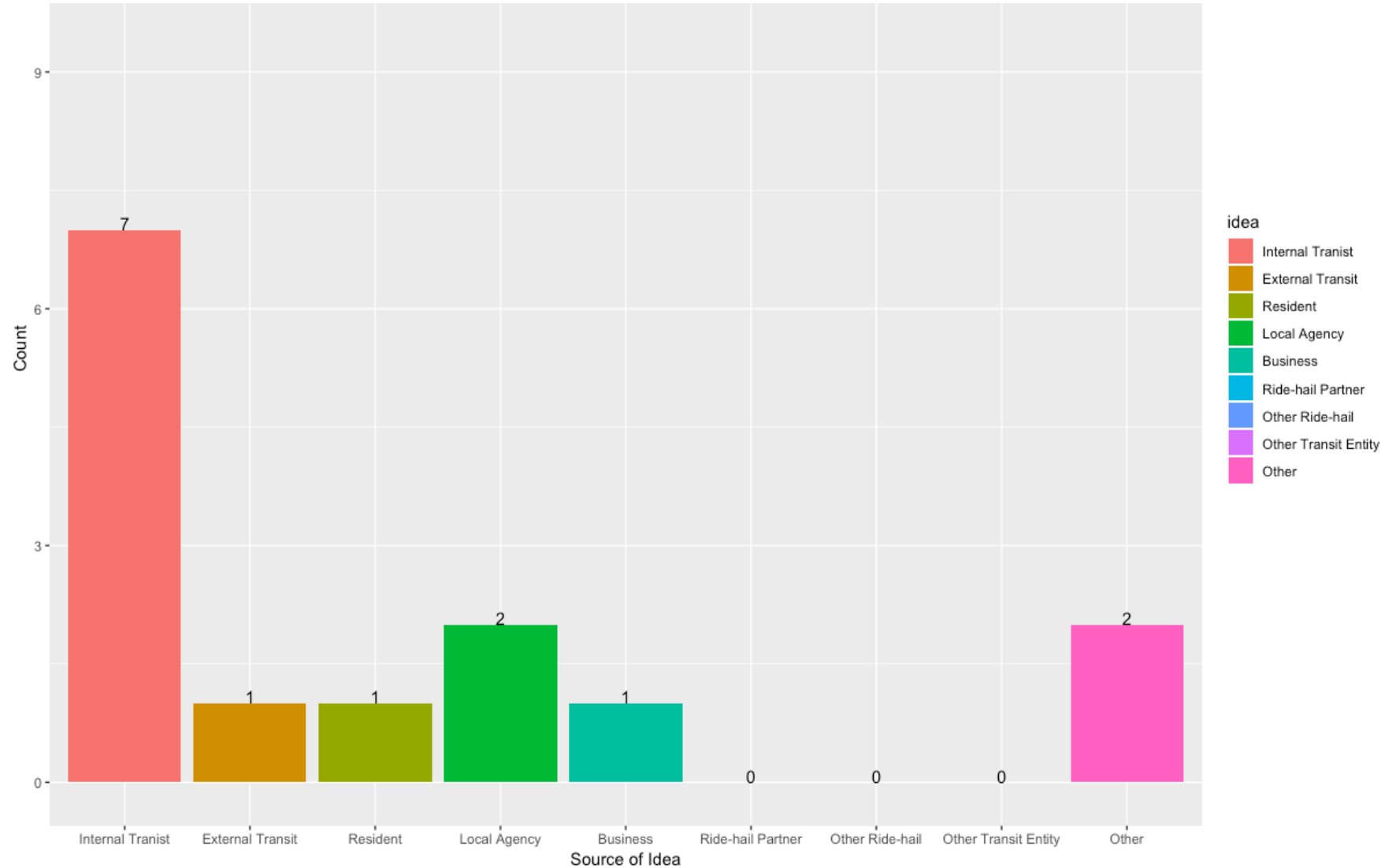

Frequency of Engagement Activity
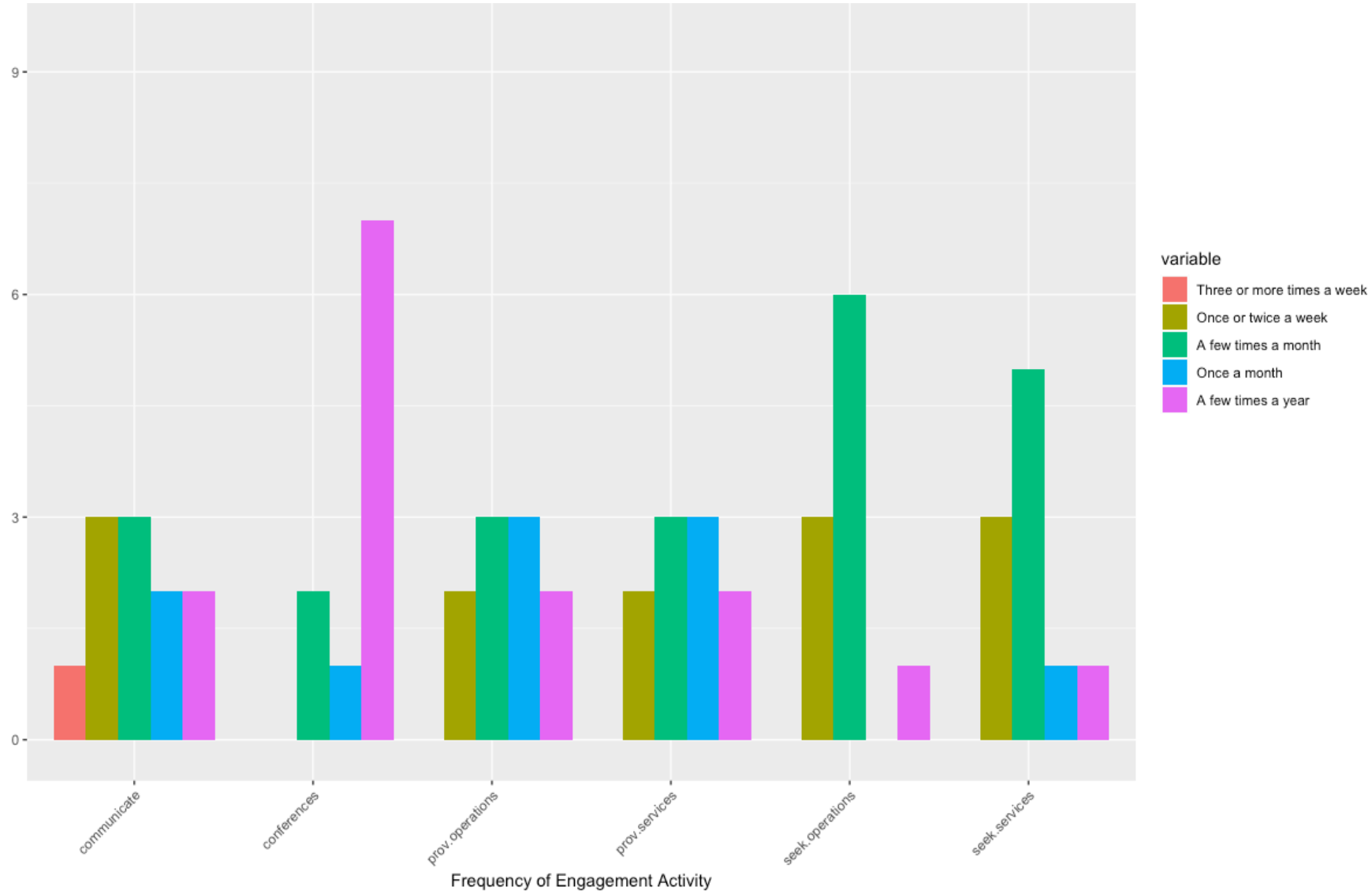
Information Sources Pursued by Agencies (N = 8)

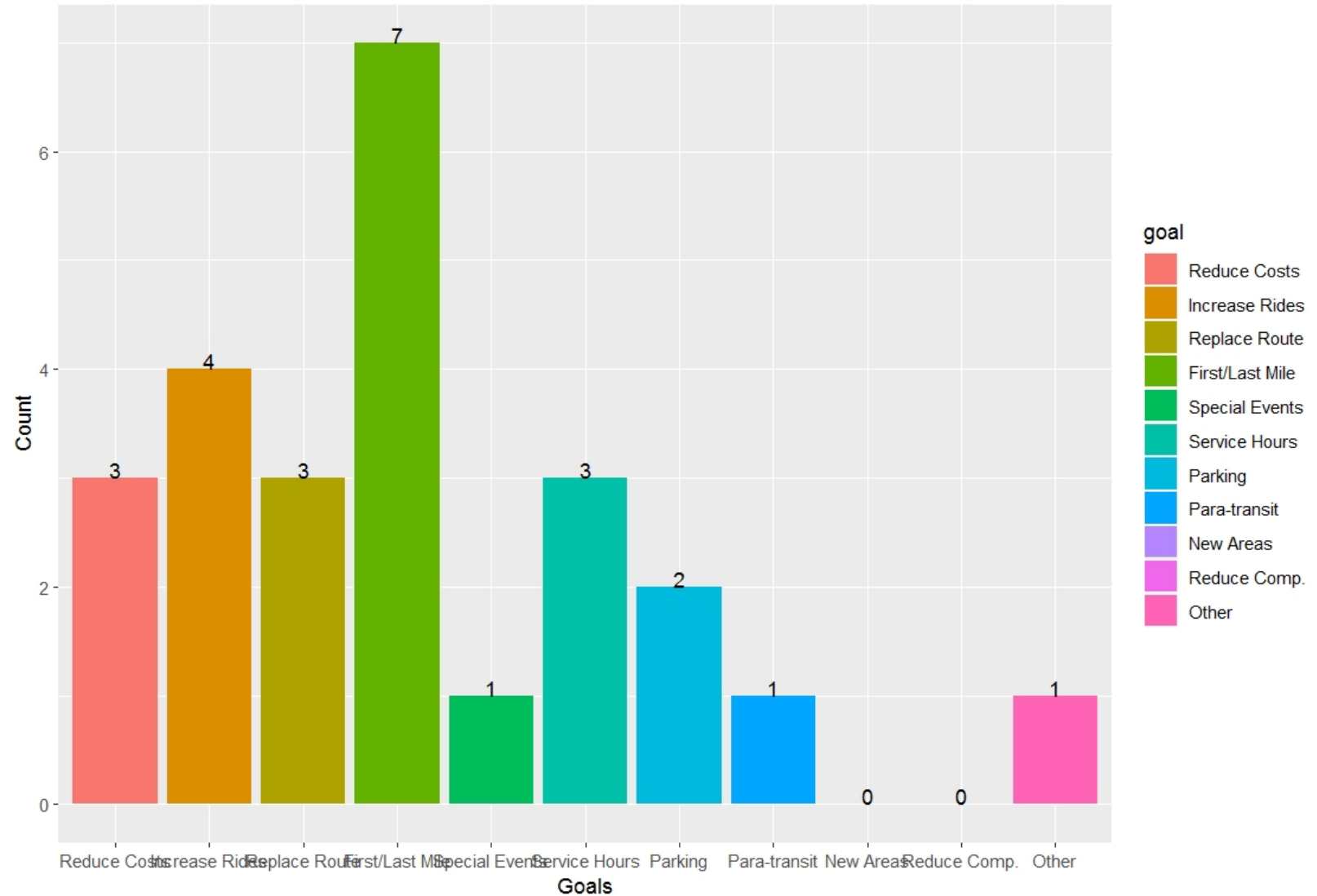Sources from which agencies sought and/or found information (N=8)
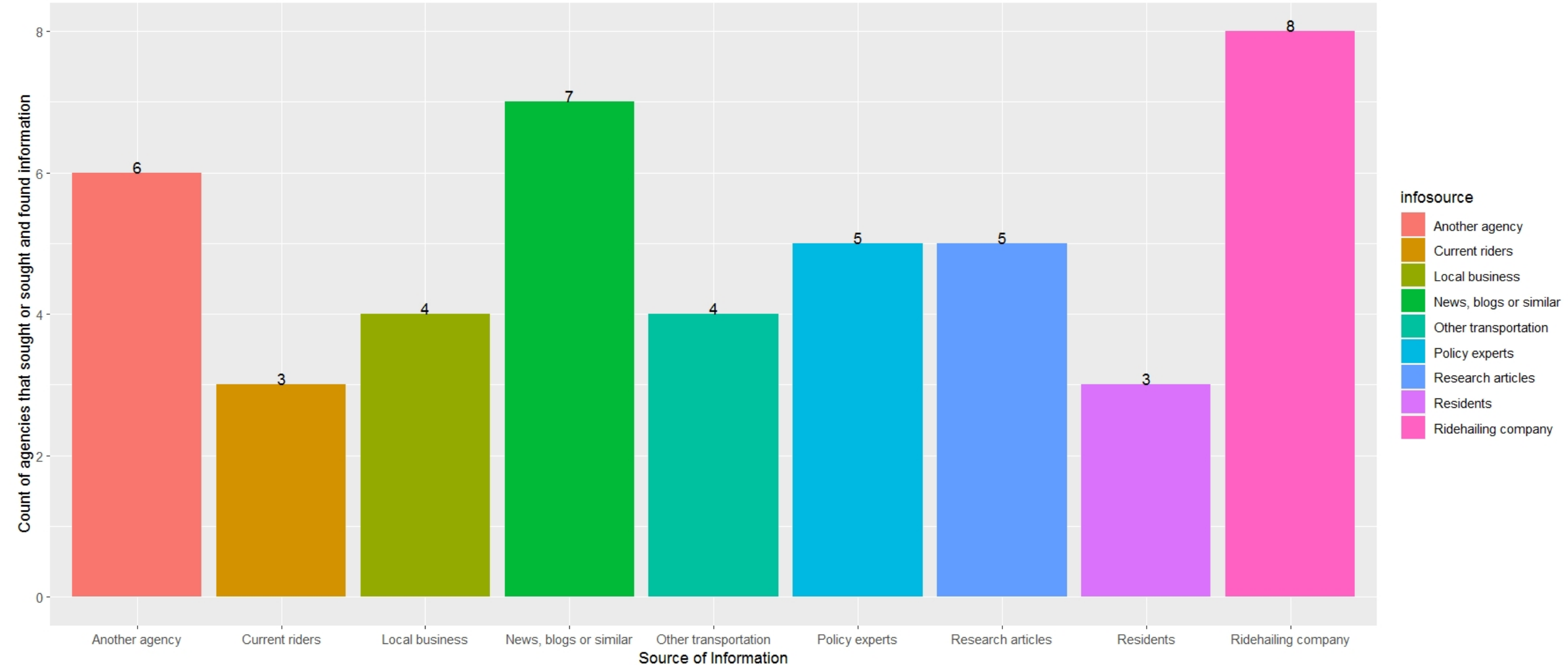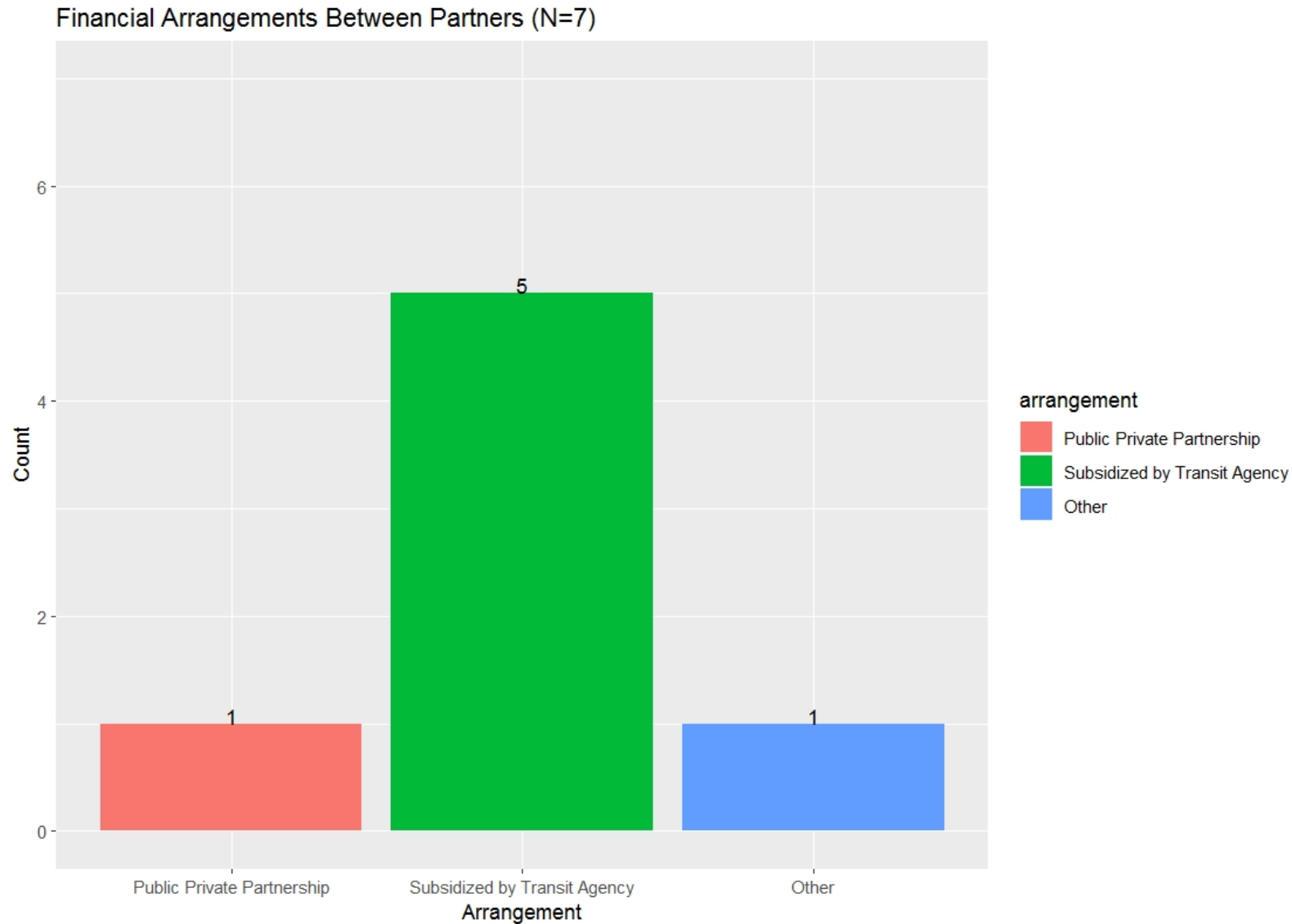
Source of Partnership Idea (N = 11)

Goals of Partnerships

Goals of Transit Agencies (N=7)

Financial Arrangements with Partner

Importance of Assessment Criteria (N = 7)

Count of agencies reporting each level of importance for criteria

variable
- Not at all important
- Moderately important
- Very important

Criteria for Measuring Success
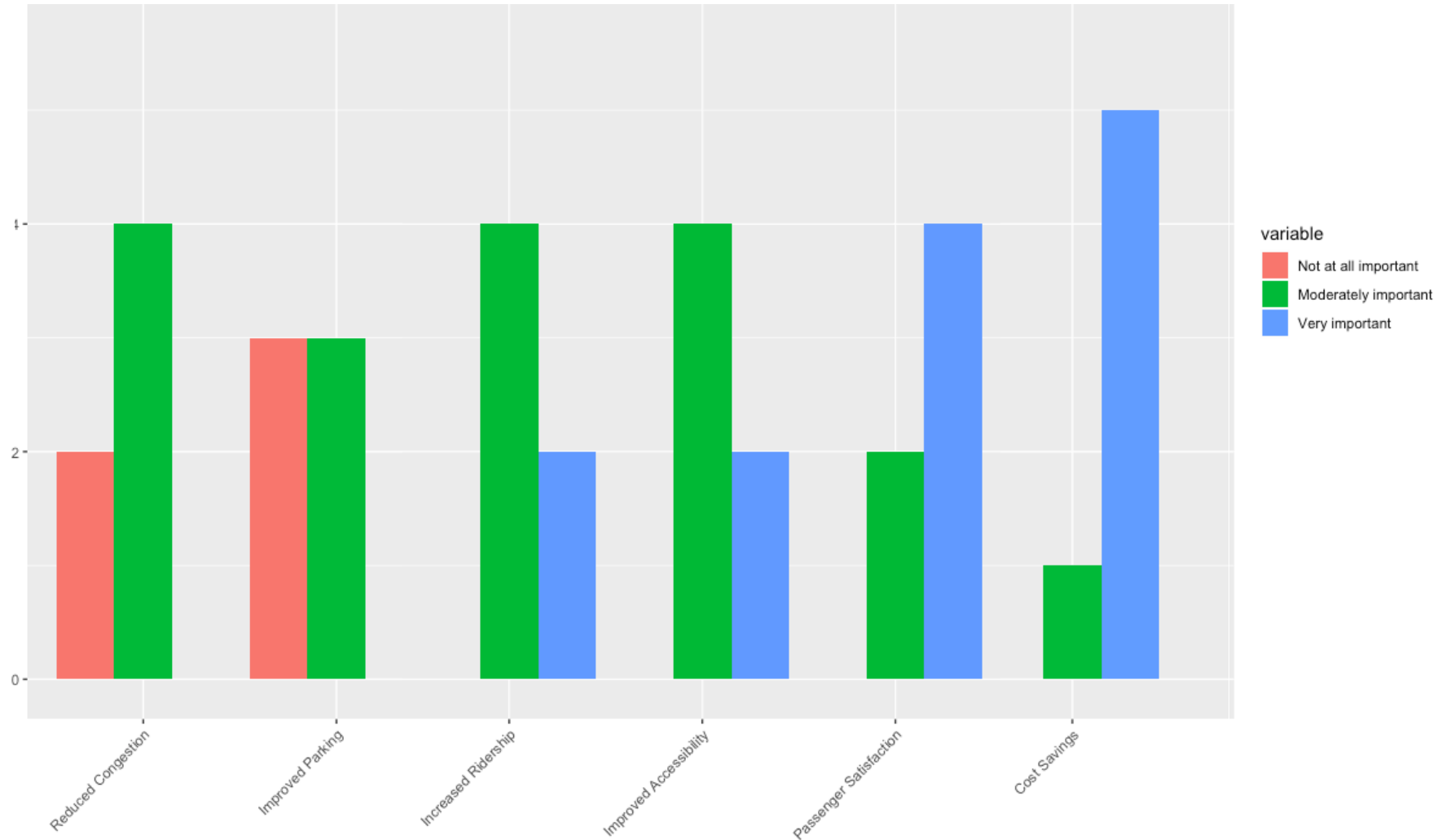
Next Steps

- More detailed analysis to explore:
  - Does information gathering influence the format of the programs or other outcomes?
  - Do the details of the partnerships, or other factors affect how successful they are?

- Second survey or interviews with additional transit agencies
  - What factors are influencing the apparent shift in these partnerships from ridehailing to microtransit and paratransit?
  - Is this an emergence of best practices, or more of a trend?

Additional Resources

- Carol Schweiger 2018. Improved Mobility through Blurred Lines. *Journal of Public Transportation*, Vol. 21, No. 1, 2018

- Westervelt, Marla, Joshua Schank, and Emma Huang. 2017. Partnerships with Technology-Enabled Mobility Companies; lessons learned *Transportation Research Record: Journal of the Transportation Research Board*, No. 2649, 2017, pp. 106–112.

- Jarret Walker. 2018. To Predict with Confidence, Plan for Freedom. *Journal of Public Transportation*, Vol. 21, No. 1, 2018

- Shaheen, Susan and Adam Cohen. 2018. Is It Time for a Public Transit Renaissance? Navigating Travel Behavior, Technology, and Business Model Shifts in a Brave New World. *Journal of Public Transportation*, Vol. 21, No. 1, 2018

- Feigon, Sharon and Colin Murphy. 2018. National Academies of Sciences, Engineering, and Medicine. 2018. *Broadening Understanding of the Interplay Between Public Transit, Shared Mobility, and Personal Automobiles*. Washington, DC: The National Academies Press.

- Clewlow, Regina R. and Gouri S. Mishra (2017) Disruptive Transportation: The Adoption, Utilization, and Impacts of Ride-Hailing in the United States. Institute of Transportation Studies, University of California, Davis, Research Report UCD-ITS-RR-17-07

- Metropolitan Area Planning Council 2018. Fare choices; A Survey of Ride-Hailing Passengers in Metro Boston Report #1. An MAPC Research Brief.

- Rayle, Lisa, Susan Shaheen, Nelson Chan, Danielle Dai and Robert Cervero. 2016. Just a better taxi? A survey-based comparison of taxis, transit, and ridesourcing services in San Francisco. *Transport Policy* Vol. 45, 2016.