NEGOTIATING TRANSIT-TNC PARTNERSHIPS THAT WORK

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PARTNERSHIPS BETWEEN TRANSIT **AGENCIES & TNCS**

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Partnership Playbook



Authored by N in partnership with KFH





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GUIDANCE FROM INDUSTRY LEADERSHIP

TCRP Research Panel



Transit Practitioners



Industry Groups



TNC Staff



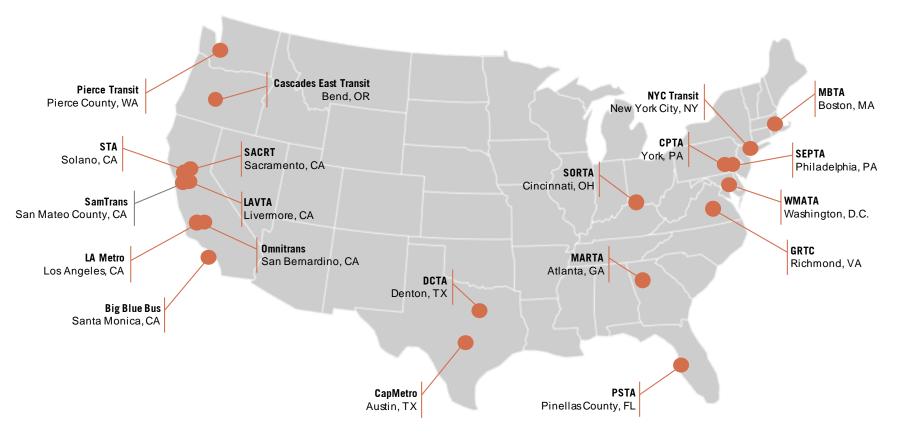




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How should partnerships between transit agencies and TNCs be pursued?

20 CASE STUDIES



WHAT WE FOUND

THE WHY

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

-Transit Agency Rep

THE WHY

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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?

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

WHAT'S WORKING WELL?

How have transit agencies approached TNC partnerships thus far?

Motivate Engage Negotiate

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

Terminate

Operate

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?

Motivate Engage Negotiate

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

Terminate

Operate

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

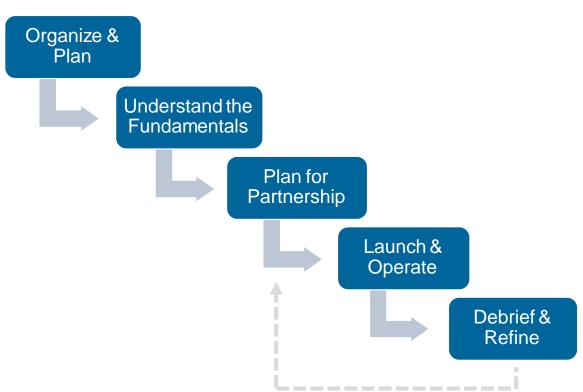
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Is there a better way?

PARTNERSHIP PLAYBOOK

HOW SHOULD PARTNERSHIPS BE PURSUED?

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





THANK YOU!



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