

# The Business Case for TNC Partnerships at TriMet LIFT



# Our Mission, Vision & Goals

## **Vision:**

To do our part in making our community the best place to live in the country.

## **Mission:**

To provide valued transit service that is safe, dependable and easy to use.

## **Values:**

Do the right thing, by being responsive, inclusive and accountable.



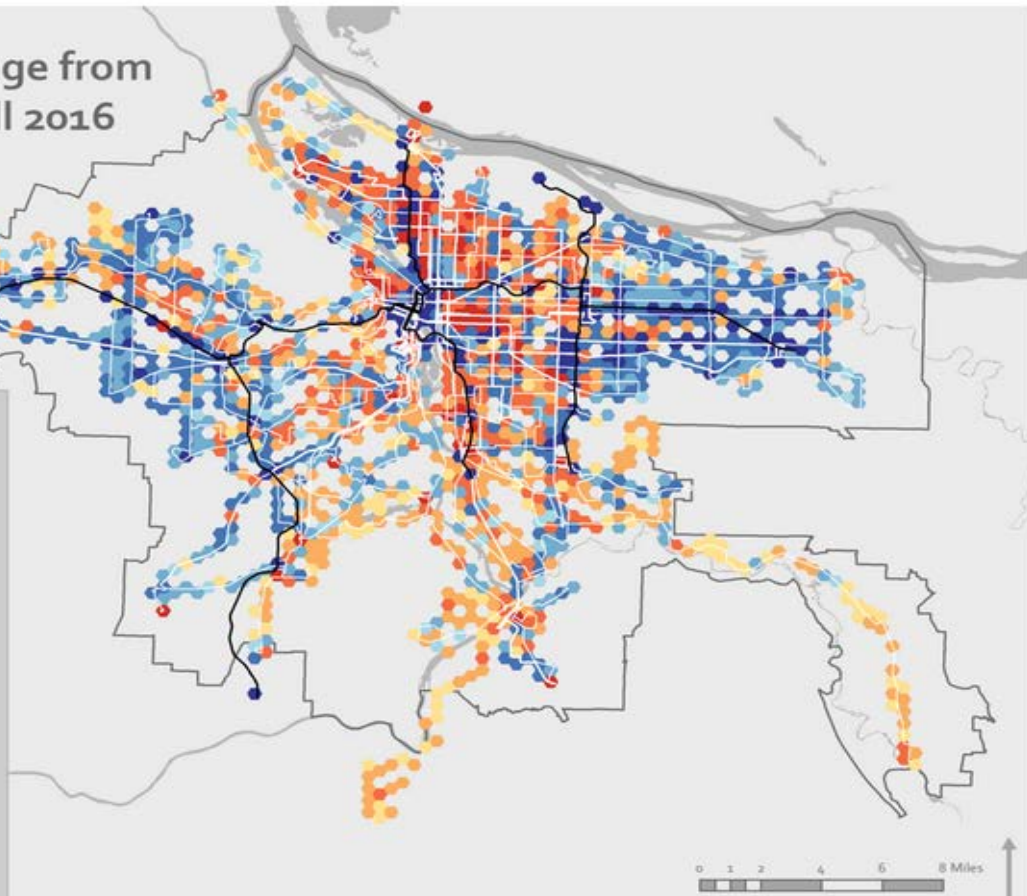
# Ridership change from Fall 2001 to Fall 2016

## Ridership change

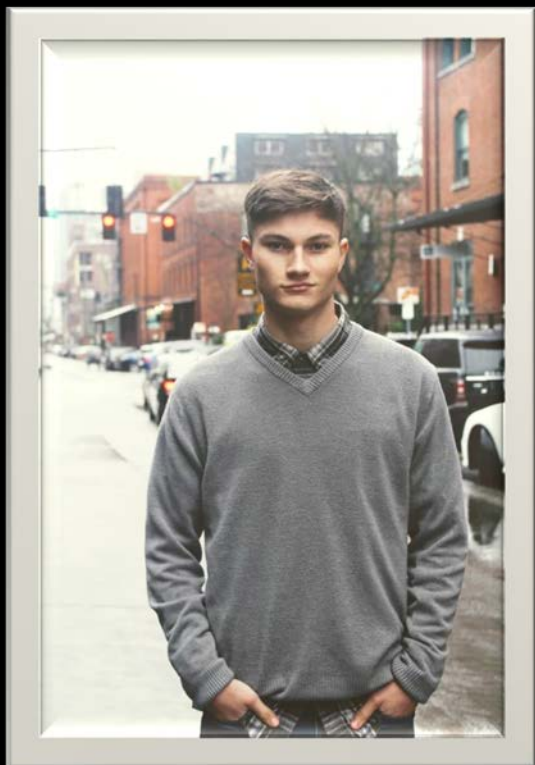
Change in total weekly ons  
and offs\* from 2001 to 2016



\*Stop data were aggregated to  
hexagons for display (1/4 mile per side)



TriMet GIS. Document Path: G:\PUBLIC\GIS\Ridership\stop\_ridership\_change\_map\ridership\_change\_01-sf.mxd. Date Saved: 6/27/2017



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# START



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# From traditional transit to Mobility Manager



- **Mobility management encourages innovation and flexibility to reach the "right fit" solution for customers**
- **plans for sustainability**
- **strives for easy information and referral to assist customers in learning about and using services**
- **continually incorporates customer feedback as services are evaluated and adjusted**






- **Reduce cost per trip for paratransit service**
- **Provide flexible options for customers (same day trips, on-demand trips)**
- **Enhanced customer experience**



# RESOURCES

- **Current efforts internally at TriMet with TNCs and other New Mobility providers**
- **Portland's Private For-Hire Task Force** (PBOT, Providers and Transit)
- **TriMet's Committee on Accessible Transportation**
- **Regional Public and Human Service partner Providers – No Wrong Door approach**





# Breaking Down Barriers to Equitable Access



- **Accessibility** – Inclusion, education and engagement not just outreach
- **Equity** – Unbanked, No Smartphone, Rural/Urban Mix, accessible (dignified) vehicles

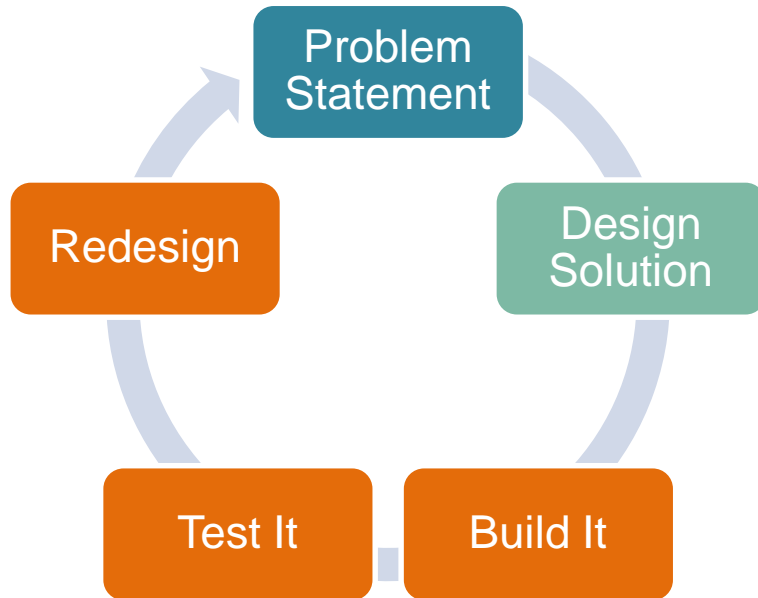
- **Data Sharing**
- **Liability**
- **Regulations/Enforcement**
- **Affordability for Customers,  
not just Efficiencies for  
Agency**



**Informed by an inclusive focus group, develop a Pilot project that aims to:**

- **+ Increased ridership**
- **- Reduced Cost per trip**
- **+ Customer satisfaction rating**
- **+ Increased partnerships**

# Process and Evaluation





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