NEGOTIATING TRANSIT-TNC PARTNERSHIPS THAT WORK

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GUIDANCE FROM INDUSTRY LEADERSHIP
TCRP Research Panel

- Transit Practitioners
- Industry Groups
- TNC Staff
- FTA Legal
- Academics
- Transit Union
How should partnerships between transit agencies and TNCs be pursued?
WHAT WE FOUND
“Our agency is always looking for cost-effective ways to provide first-last mile solutions.”

-Transit Agency Rep
"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?

Motivate
Find ways to save money, increase ridership, or demonstrate innovation

Engage
Commence informal talks or issue an RFP

Negotiate
Focus on data sharing, ADA, and Title VI

Operate

Terminate
WHAT’S WORKING WELL?
How have transit agencies approached TNC partnerships thus far?

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

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

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

Operate

Terminate
AND WHERE COULD WE DO BETTER?
How have transit agencies approached TNC partnerships thus far?

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

Engage
Project managers default to TNC contracting template in informal engagements, and skip planning for evaluation
Leads to frustration on data sharing

Negotiate
Transit agencies lack key performance indicators and ability to iterate smartly; can’t “get credit” in NTD

Operate

Terminate
“Is there a better way?”
HOW SHOULD PARTNERSHIPS BE PURSUED?

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

Organize & Plan

Understand the Fundamentals

Plan for Partnership

Launch & Operate

Debrief & Refine
THANK YOU!

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