INTRO: MOBILITY-ON-DEMAND FOR TRANSIT AGENCIES

Emerging Partnership Practices

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SUMMARY

- Mobility on Demand: Rising from Evolving Landscape
- Transportation Network Company (TNC): Respond Fast to the New Trend
- Emerging Partnership Practice
- Issues and Challenges
Changing demographic profile

- Nearly 1 in 7 (43 million) U.S. population are 65+ years old;
- Additional 30 million by 2030.

Fast technology development

- 20% U.S. population with disabilities;
- 43 million Americans live below poverty.

Want convenience and cost saving in mobility options;
- More productive commuting.
MOBILITY ON DEMAND CONCEPTS

- Personalized mobility within a multimodal, integrated, automated, accessible, and connected transportation system
- Federal Transit Administration (FTA) Mobility On Demand Sandbox Program

Image Source: APTA, 2016

Image Source: FTA, 2017
NEW ON-DEMAND SERVICES BY PRIVATE SECTOR

- Business model of Transportation Network Company (TNC)
- New niche for Transportation Network Company: partner with transit

25%
Passengers used Lyft to connect to public transit

22%
Lyft weekend rides happened between 12-5 am

Image Source: Lyft “Friends with Transit” Campaign
OPPORTUNITY FOR PUBLIC TRANSIT AGENCIES

- Enhance a sustainable and reliable service model
- Commit to innovation in human transportation
- Maintain federal compliance

Image Source: Uber and TransLoc
EMERGING PRACTICES

- Nationwide emerging practices of partnership between public transit agencies and private service providers to meet demands for:
  - First/last-mile connection
  - Service gap at night
  - Spiking demand during special events
  - Microtransit
  - Paratransit

- Pilot studies with TNC components boomed in 2016
**FIRST/LAST-MILE CONNECTION**

- Public: Pinellas Suncoast Transit Authority (PSTA), St. Petersburg FL, starting May 2016
- Private: Uber, United Taxi, Wheelchair Transport

**Facts about “Direct Connect” program**
- Zone-based service focusing on transit connection
- PSTA covers $5 per ride
- Every day 6 am - 11 pm
- Platform: mobile app, phone, website
- Payment: credit card, cash
- Reliable ride in minutes
- Promotion: free bus day pass
SERVICE GAP AT NIGHT

- Public: Pinellas Suncoast Transit Authority (PSTA), St. Petersburg FL, starting August 2016
- Private: Uber, Local Taxi, Wheelchair provider

Facts about “Transportation Disadvantaged (TD) Late Shift” pilot program
- Free Rides for low-income workers living in Pinellas County
- Rides must be to a place of employment or residence between 9 pm and 6 am
- Platform: email address & phone no. (Uber for Business), mobile app or call in (Taxi, Wheelchair)

Image Source: PSTA
SPECIAL EVENT

- Public: San Diego Metropolitan Transit System (MTS), July 2016
- Private: Uber
- Facts about this temporary program
  - one-time discount of $5 for UberPOOL riders
  - rides to and from 20 participating MTS Transit Centers
  - during two world-class events July 8-24 2016

*Image Source: MTS*
Public: Kansas City Area Transportation Authority (KCATA), starting March 2016

Private: Bridj

Facts about “RideKC: Bridj” pilot program
- Adding mobility options to areas underserved by transit
- KCATA supplies vehicles and drivers
- Bridj supplies technology
- Weekday 6:30-9:30 am and 3:30-6:30 pm
- Premium service with amenities and competitive fare
  - Free WiFi, guaranteed seat, limited stops, no transfer

Image Source: KCATA
PARATRANSLIT

- Public: Massachusetts Bay Transportation Authority (MBTA), starting Sept. 2016
- Private: Uber, Lyft

Facts about this on-demand paratransit pilot program
- Fare as low as $2
- Instant request to dispatch, short wait time, no need to share rides
- Platform: mobile phone app, call-in (Lyft)
- Drivers are trained in dealing with special-needs populations
- Access to wheelchair accessible vehicle
- Supplement to THE RIDE (MBTA’s traditional paratransit service)

Image Source: MBTA
ISSUES AND CHALLENGES

- Equity and accessibility
- Driver labor union
- Customer support
- Data sharing and privacy
- Balancing risk & opportunity with new partners
- Integrating app technology

Image Source (left): New York Daily News
Image Source (right): CNN