Innovative Partnerships with Public and Private Mobility Companies

Moderator:
Marc Draisen
Executive Director

*Metropolitan Area Planning Council – Boston, Massachusetts*  

*Image source: AAA*
Regional planning agency serving the people who live and work in Metro Boston.

Mission: to promote smart growth and regional collaboration.
Where are you from?

- Canada – Pacific Region (British Columbia)
- Canada – Prairie Region (Manitoba, Saskatchewan, Alberta)
- Canada – Central Region (Quebec, Ontario)
- Canada – Atlantic Region (Newfoundland & Labrador, Prince Edward Island, Nova Scotia, New Brunswick)
- Canada – Northern Territories (Yukon, Northwest Territories, Nunavut)
- United States – West
- United States – Midwest
- United States – Northeast
- United States – South
- Other Location
Please describe yourself

- I work for the public sector
- I work for the private sector
- I work for a transit agency
- I work for a ride-hailing company
- I am in academia
- I am a student
- Other
Have you used a ride-hailing service in the last week (e.g., Uber, Lyft)?

- Yes
- No
Audience Polling

How often do you use ride-hailing services (e.g., Uber, Lyft)?

- Rarely – Less than once per month
- Sometimes – 1 to 3 times per month
- Regularly – 1 to 3 times per week
- Frequently – 4 or more times per week
- Never
Audience Polling

Is your agency/company considering a partnership with a ride-hailing service?

- Yes
- No
- My agency/company already is partnering with a ride-hailing service.
Impacts of Ride-Hailing

- Congestion
- GHG Emissions
- Public Transportation
- Curb Use Demands
- Autonomous Vehicles?

Photo Sources: Boston Herald, Curbed Boston, Independent, Whittier Daily News, Travel Daily Media
Understanding Ride-Hailing

- **Data Collection**
  *Fare Choices, Share of Choices*

- **GHG Emissions**
  *The Growing Carbon Footprint of Ride-Hailing in Massachusetts*

- **Public Transportation**
  *Potential Impacts of Ride-Hailing on the Brockton-Area Transit Authority*

**Timeline**
- February 2018: *Fare Choices*
- May 2018: *Share of Choices*
- July 2019: *The Growing Carbon Footprint of Ride-Hailing in Massachusetts*
- August 2019: *Potential Impacts of Ride-Hailing on the Brockton-Area Transit Authority*
Main Findings about Ride-Hailing

• Ride-hailing is widely adopted as a transportation option, regardless of age or income.

• Substitution of more sustainable modes (public transit, biking, walking) is exacerbating regional roadway congestion.
  If ride-hailing weren’t an option, 42% of survey respondents said they would have taken public transit instead. 12% would have walked or biked.

• Substantial premium paid for convenience, reliability, and speed.
  Nearly two-thirds of trips cost more than $10, and one in five costs more than $20.

• Ride-hailing is adding to the carbon footprint of Massachusetts.
  Estimate that ride-hailing trips consumes over 18 million gallons of gasoline and produced a total of 163,300 metric tons of CO2 equivalents in 2018.
How are local governments, MPOs, transit agencies and TMAs enhancing mobility by integrating ride-hailing services with transit?

Rich Weaver
Co-Director, National Center for Mobility Management/Director, Planning, Policy and Sustainability
American Public Transportation Association - Washington, DC

Paul DesRocher
Planning Coordination Manager
Regional Transportation District (RTD) - Denver, CO

Robyn Bancroft
Strategic Initiatives Advisor
OKI Regional Council of Governments – Cincinnati, OH
Motivation

• The recent growth of Transportation Network Companies has raised the attention of transit agencies to develop mobility partnerships

• Transit agencies are encouraged to follow best practices to aim for successful partnerships
Partnerships with TNCs should consider APTA’s Mobility Platform

- Resourced
- Equitable
- Customer-Centric
- Privacy-Protected
- Sustainable
- Integrated
Recommended steps

1. Define Goals
2. Ensure Social Benefits
3. Secure Funding
4. Design Program
5. Select Partners
6. Ensure Regulatory Compliance
7. Negotiate Agreement
8. Evaluate and Refine
1. Define Goals

- Identify motivations
- Define the problem to address
- Common goals:
  - Provide first mile/last mile service
  - Offer an alternative to paratransit
  - Serve suburban mobility needs
  - Improve Off-peak service
  - Offer guaranteed mobility service
- Determine potential for TNCs to address the problem
- If received unsolicited proposal, ensure it responds to a transit challenge
- Check for alternative solutions
- Understand TNC’s motivations: attracting new customers, protecting customers’ privacy
- Identify and involve stakeholders
- Define Project Leadership
2. Ensure the project will create social benefits

Consider possible externalities, prepare to measure them and mitigate them

- Increased congestion around transit stops
- Environmental Impacts
- Social Inequity
- Long term deterrence of transit usage

3. Secure Funding

Identify federal, state, and local funding opportunities

- Mobility on Demand (MOD) Sandbox Program
- Integrated Mobility Innovation (IMI)
4. Design Program

Hypothesize target market
- ADA paratransit
- Event attendees
- Specific employees
- Underserved groups
- Shift workers

Specify service components
Registration, request, payment, customer service

Design service model
- Define must-have and nice-to-have features
- Target Market
- Geography and time of the day
- Define nature of program (short term pilot or pilot to permanence)
5. Ensure Regulatory Compliance

American Disabilities Act
- Challenge: Wheelchair Accessible Vehicles at equivalent response time

Social Equity (Title VI)
- Provide alternatives for Trip request and fare payment to unbanked and

Applicable Checks and Testing
- Drug and Alcohol Testing
- Fingerprint checks
- Additional checks due to served population
6. Select Partner(s)

- Offer RFI or RFP (recommended even if already received unsolicited proposals)
- Specify requirements: payment, accessibility, service request, customer service, marketing
- Evaluate proposals and select those that meet or exceed the program goals
7. Negotiate Agreement

- Participate in the formulation of a service agreement
- Ensure goals and motivations are communicated and documented
- Agree on each partner’s responsibilities
- Design communication campaign targeting intended markets
- Define data content and access
Program Evaluation Plan, Data Sharing, and Data Protection

- Define an evaluation plan that protects Personally Identifiable Information (PII) and meets both parties’ needs
- Define a data template and data sharing protocol with TNCs
- Consider applicable Sunshine Laws and ensure no PII is at risk to be public
- Check that the data to be provided allows detailed program evaluation
- Define data-compatible and realistic metrics
- Include customer feedback as part of your Evaluation Plan
Considerations to include in service agreements

- Define both parties’ obligations
  - Execution and approval of marketing activities, both before and during the program
  - Data sharing: contents, frequency, and access
  - Invoicing and fee payment
  - Application of service rules
  - Provision and operation of ADA and Title VI components (if applicable)
  - Customer service

- Extraordinary procedures:
  - Procedures for program refinement and modification
  - Partner Indemnification and its procedures, if violation of agreement
  - Abnormal termination of agreement
8. Evaluate

- Check data compliance
- Evaluate progress and refine through metrics and customer feedback
- Communicate ongoing outcomes with stakeholders
- Decide if the program should stop, refine, or extend according to partnership agreement
Partnerships with TNCs should consider APTA’s Mobility Principles

- Resourced: Secure Funding
- Equitable: Guarantee access to vulnerable populations
- Customer-Centric: Refine using customer feedback
- Privacy-Protected: Ensure Personally Identifiable Information is protected
- Sustainable: Seek overall positive social benefits
- Integrated: Align project goals with overall transit goals
For more information, please visit APTA’s Mobility Innovation Hub at:

www.apta.com/hub
Are You Down with TNCs?
Yeah, You Know RTD!
RTD's light-rail ridership plummets 13.7 percent in the first part of the year
Agency can’t pinpoint single reason, but fares have increased and on-time performance has dropped.
Annual boardings per capita have decreased to 34 in 2017, a 12% decrease since 2008, when boardings per capita peaked at 38.6. This is a trend that has been seen in many peer cities.
First and Last Mile (FLM) Strategic Plan

To make RTD more accessible, to more people, more of the time.
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<tr>
<th></th>
<th>URBAN CORE</th>
<th>URBAN</th>
<th>SUBURBAN-MIXED</th>
<th>SUBURBAN-RESIDENTIAL</th>
<th>RURAL</th>
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<td>Employment Density</td>
<td>Very High</td>
<td>High</td>
<td>High</td>
<td>Low</td>
<td>Very Low</td>
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<tr>
<td>Residential Density</td>
<td>Medium to Very High</td>
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<td>Medium</td>
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<td>Very Low</td>
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<tr>
<td>Transit Frequency</td>
<td>Very High</td>
<td>High</td>
<td>Medium</td>
<td>Low</td>
<td>Very Low</td>
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<tr>
<td>Percentage of Boardings</td>
<td>25%</td>
<td>23%</td>
<td>36%</td>
<td>15%</td>
<td>1%</td>
</tr>
<tr>
<td>% of Transit Locations</td>
<td>2%</td>
<td>12%</td>
<td>46%</td>
<td>37%</td>
<td>3%</td>
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</table>
Key FLM Plan Strategies & Tools

- Improvements & Reuse of Existing Infrastructure
- New Infrastructure
- FLM General Guidance
- Transportation Demand Management
- Transportation Services
The Amazon Effect
Irony! The Best Way to Buy RTD Tickets Is From Uber

By Andy Bosselman | Jul 9, 2019 | 18
Project Timeline

Nov. 2017
RTD Launches new Mobile App with ticketing and real-time transit info

Apr 2018
Masabi and RTD begin partnership discussions with Uber

Jan 2019
Real-time transit data and routes in Uber app

May 2019
RTD first city to sell transit tickets in Uber app (beta)

June 2019
Trip planning and ticketing in Uber app released to all Denver users

July 2019
Mobile accts for 10% of total fare revenue
RTD Mobile Ticketing

In partnership with masabi
In-app journey planning

Select your product

Route list

Selected route

Route details
In-app mobile ticketing

- Buy tickets
- Select a ticket
- Activate ticket
Scooter Partnerships
Most people in Metro Denver drive to work. Travel patterns have not changed much between 2006 and 2016. Transit mode share has decreased from 5% to 4%. Opportunity Zone!
TNC Partnerships – Good, Bad and Ugly

**THE GOOD**
- Increase “visibility” of transit in TNC apps
- Capitalize on tech skills and investment
- Helps fill first/last mile gaps in transit deserts

**THE BAD**
- Increase VMT and congestion, thus slowing transit
- Drivers not trained or paid same as transit oprs.
- Inequity for cash paying and disabled customers

**THE UGLY**
- Uber states that transit agencies are competition in its IPO (later changes position/language).
- No control to prioritize policy over profits
Paul DesRocher, AICP
Manager, Planning Coordination
paul.desrocher@rtd-denver.com

RTD First and Last Mile Plan and Uber/Lyft Partnerships
Innovative Partnerships with Public and Private Mobility Companies

The Greater Cincinnati/NKY Experience

Tuesday, September 10, 2019 | 2-3:30pm
Cincinnati Mobility Lab

Mission

Create a partnership between local governments, planners, transit agencies, and Uber to discover scalable solutions on how Uber can better partner with cities.
1) Cincinnati Curb Study
2) Uber Transit Study
3) Uber Movement Data
1. **Area-Wide Circulation Changes** – Includes wayfinding and signing to direct motorists in the area to avoid the congested block of Walnut Street when the project is complete.

2. **Curb Space Designation Changes** – Changes to the curb space along the block would allow for better use of the curb to provide additional mobility, which increases the likelihood of the travel lanes to be fully used for the design.

3. **Policy-Related Changes** – Includes review and potential changes to the city’s valet permit program, enforcement of passenger loading in non-designated spaces, and other changes that require input from various City agencies prior to implementation.
1) Cincinnati Curb Study

2) Uber Transit Study

3) Uber Movement Data
Urgency

Ridership 2012 - 2017

TANK Peer Average Chatt Charlotte Rich VA Knox Lex Akron Nashville Canton Cincin Louisville Toledo

-9% -14% -15% -15% -16% -16% -1% -10% -18% -19% -25%
To what extent could Uber assist in removing these barriers?
1) For which markets is:
   • Uber providing services that SUPPORT regional transit demand?
   • Uber serving as a COMPETITOR to transit?

2) What’s the average costs/trip offered by transit agencies in the two buckets above?

3) Can the potential of strategies like integrated ticketing, easier first/last mile connections and others be quantified in terms of RIDERSHIP?

4) What are the important DIFFERENCES between Uber users and public transit users? What are the characteristics of those who use both on the same trip?

5) Where are there GAPS IN SERVICE COVERAGE for Uber and the transit agency and which service could best be employed to fill this gap, or should both services have a role?

6) What’s the most optimal way for transit to think about INTEGRATING services like Uber into transit?
“CVG Job Hub” Employee Commute Patterns

- East/KY/OH: 9%
- Local roads: 40%
- South/OH: 41%
- North/KY: 5%
- West/IN: 5%
Drive Time to “CVG Job Hub”

https://jobhubs.oki.org/map/index.html
Transit Travel Time to “CVG Job Hub”
https://jobhubs.oki.org/map/index.html

Average AM (6-9) Travel Time to CVG Hub (minutes)

Persons in Labor Force by Transit Time

12,000 workers reside within 60 minutes via public transit.
TANK/UBER Pilot Concept Plan
PROMOTION

Begin or end your trip at any Direct Connect location to receive the $5 discount on Uber or United Taxi from PSTA.*

Enter promo code UBER2PSTA in the payment tab.

Wheelchair Transport riders receive a $25 discount.

*Pick-up and drop-off must be within 800 feet of the location shown on the map.
**Survey Questions**

- When did you start your last Uber trip (day/time)?
- Where picked-up & dropped-off for your last Uber trip?
- Do you own/lease car? How many?
- Before Uber, how did you take this particular trip?
- What was main reasons chose Uber for this trip?
- **What was the main purpose of your trip?**
- **How complete other parts of your trip (multi-modal)?**
- Age
- Annual Household Income
- Race/Ethnicity
1) Cincinnati Curb Study
2) Uber Transit Study
3) Uber Movement Data
Where does ridesharing fit into the OKI’s long range transportation planning?
Uber's Growing Popularity in Cincinnati

March 2014 to August 2018

Number of Riders

Jan 2014  Jan 2015  Jan 2016  Jan 2017  Jan 2018
Uber pickups by Census Tract in Cincinnati

Cincinnati, Ohio

The color of each cell indicates the magnitude of Uber pickups in that area.

Pickups
Few  Many

Data from July to August, 2018. Completed trips only. Only areas with five or more pickups are shown. Basemap courtesy of CSIM and Mapbox.
Uber dropoffs by Census Tract in Cincinnati

Cincinnati, Ohio

The color of each cell indicates the magnitude of Uber dropoffs in that area.

Dropoffs
Few  Many

Data from July 26th to August 26th, 2018. Completed trips only. Only areas with five or more dropoffs are shown. Basemap courtesy of OSM and Mapbox.
Uber is a popular late night option in Cincinnati.
Uber extends the reach of public transit in Cincinnati

CINCINNATI, OHIO

Lines indicate Uber trips that started or ended near four Park-and-Ride stations in suburban Cincinnati.

- Uber trips
- Park-and-Ride Lots
Uber Travel Times

When is the best time to leave for work or home?

From: 6791 Elbrook Ave, Cincinnati, OH, 45237, USA
To: 720 E Pete Rose Way, Cincinnati, OH, 45202, USA

19 minutes
Average Weekday Travel Time
Best Time: 12 AM (15.7 minutes)
Worst Time: 4 PM (28.7 minutes)

Average Weekday Travel Times by Hour

* Insufficient data to display average travel time for some hours
Count of Hours Reported in 2018*

1

8,760

*Uber restricts data on road segments where less than 5 trips were taken in an hour.

Please note: map symbology updates each time the map is panned or zoomed to show relative concentrations.
1,830 hours reported in 2018 in which at least 5 Uber trips traversed this segment.

Hour of Day  Day of Week

# Days in 2018

0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23

0 50 100 150 200

Count Hours

Sun Mon Tues Wed Thurs Fri Sat
Analysis:
OKI used Uber Speed Dataset to measure On-Street Parking Pilot’s effectiveness to increase safety.
Hamilton Avenue in Northside felt safer with 24-hour parking, residents say

Traffic crashes are down, as well

Posted: 12:00 AM, Dec 18, 2018  Updated: 12:00 AM, Dec 18, 2018

By: Pat LaFleur

So successful:

✓ City made changes permanent
✓ Crashes down 39%!
Take-aways, so far...

- Once recommendations made: up to the local jurisdiction(s) to support and take action – requires bold leadership!
- Any Uber/Transit pilot: must be built upon an efficiently-run transit system
- Exchange of data: the more open and transparent, the greater the opportunity for collaborative innovation