

First Steps for Exploring First-Last Mile Cooperation Agreements

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Basic Problems

- Gap between transit service and the actual origins and destinations of potential riders
- High cost of alternative transportation
- Difficulty transferring
- Each mode requires a different way to pay

San Diego MTS – 2016 - Plan



- Comic-Con & MLB All-Star Game
 - Downtown congestion and parking
- Plan – TNC ride to/from 20 MTS transit centers / rapid transit stations
- Rides discounted \$5
- MTS provided advertising space, co-branding & co-marketing

San Diego MTS – 2016 – Issues

- Differences in objectives
 - MTS – marketing & address a specific need
 - TNC – marketing opportunity
- All out of pocket costs funded by TNC
- Success, but limited assessment of impact
 - Ballpark number of trips
 - TNC's detailed data is proprietary

SEPTA – 2016 - Plan

- Regional Rail access
 - Lack of parking
 - Limited feeder bus service
- Plan – 11 Regional Rail stations
- Rides discounted 40%, up to \$10
- SEPTA provided advertising, co-branding & co-marketing



SEPTA – 2016 - Issues

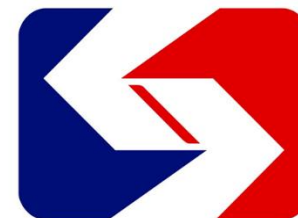
- Differences in objectives
 - TNC – marketing opportunity
 - SEPTA – exploring a partnership
- All out of pocket costs funded by TNC
- No assessment of impact
 - SEPTA does not do daily ridership counts
 - TNC's data is proprietary

Recurring Themes

- Strong business case
- Funding of costs
- Differences in objectives
- Data
 - Measuring impacts
 - Planning for the future

SEPTA – Future Ideas

- Discussing a Phase 2 with Uber
- Business case still exists
- SEPTA considering sharing cost
- Looking for more detailed data sharing



LA Metro – Future Ideas



- Mobility Sandbox project
- Three service zones & accessible vehicles
- Looking to align interests
 - Cost sharing / Subsidized rides
 - Data sharing
- Future payment with account-based smart card system

Themes for the Future

- Clarifying the agency goals and how success is measured
- Sharing of costs to get sharing of data
- Sharing a payment medium – open payments or account based
- Longer term arrangements