

AMERICAN PUBLIC TRANSPORTATION ASSOCIATION

### **<b>ƏKCATA**









## Building Collaborative Partnerships: A Route to Future Success

# BUILDING PARTNERSHIPS



# **Building Collaborative Partnerships**

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# **Building Collaborative Partnerships**

## **Team Members**

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Marie Benton, DART

Jameson Auten, KCATA

- Brent Boyd, MTS
- Ben Limmer, Atlanta BeltLine
- Joseph Raquel, Foothill Transit







### CONSULTANTS



PARSONS BRINCKERHOFF

GANNONCONSULT Executive Consultation | Transportation Sector



### **BUSINESSES**



### OTHER









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# **Transit Agency Interviews**

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**WLYNX**°



# **Building Non-Traditional Partnerships**

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**BUSINESSES** & PRIVATE **INDUSTRY** 



# **Building Non-Traditional Partnerships**

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**BUSINESSES** & PRIVATE **INDUSTRY** 

COMMUNITY & SPECIAL **INTERESTS** 



# **Building Non-Traditional Partnerships**

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**BUSINESSES & PRIVATE INDUSTRY** 

COMMUNITY **& SPECIAL INTERESTS** 

**FRENEMIES** 



# **Businesses & Private Industry**

DISNEO

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*"I don't look at (Disney) as competitors. I look at it as an opportunity* to make a good impression of transit." – John Lewis, CEO, Lynx Transit







# **Businesses & Private Industry**











### TORONTO REGION **BOARD OF TRADE**



TRANSFORMING TRANSPORTATION IN THE GREATER TORONTO AND HAMILTON AREA







# **Community & Special Interests**

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# **Frenemies**











"You love your bus pass but not for grocery shopping, longer trips or spontaneous adventures." - zipcar.com

ZIpcar









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# Coopetition















"You need to focus on getting a bigger pie, rather than fighting over the slices of the pie." – Michael Scanlon, CEO, SamTrans



# **The Value Net**















# **The Value Net**

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**CUSTOMERS** 

Riders Businesses Communities Government Employees

### PUBLIC TRANSPORTATION

COMPETITORS

SOV **Other Modes**  COMPLEMENTORS

**Ride**/Bike Share Taxi Pedestrian **HOV Lanes** Rail

**SUPPLIERS** 

Manufacturers Technology Firms **Educational Facilities** Employees





# **How to Build Collaborative Partnerships?**

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"Find out what is important to the movers and shakers - then learn how to frame your message so that it speaks to them." – Deborah Wetter, General Manager, Valley Transit

"You need to understand their pressure points. Come in as a partner and ask how you can help them." – David Beadle, Qualcomm

"The challenge is having a story that shows benefit." – Carolyn Flowers, CEO, Charlotte Area Transit System

