



AMERICAN
PUBLIC
TRANSPORTATION
ASSOCIATION

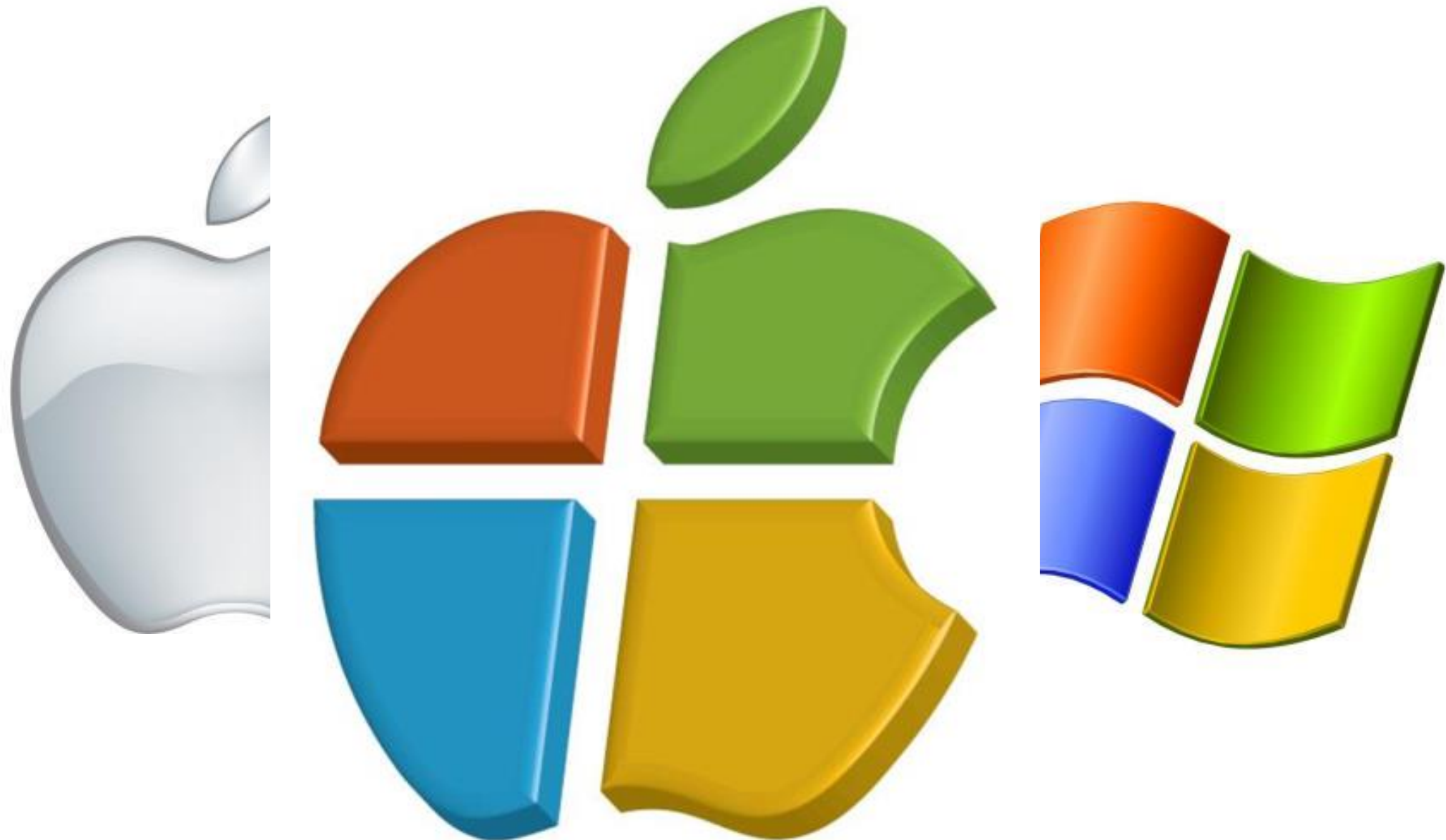
BUILDING PARTNERSHIPS



Building Collaborative Partnerships: A Route to Future Success



Building Collaborative Partnerships





Building Collaborative Partnerships

Team Members

- Jameson Auten, KCATA
- Marie Benton, DART
- Brent Boyd, MTS
- Ben Limmer, Atlanta BeltLine
- Joseph Raquel, Foothill Transit





Interviews



CONSULTANTS



BUSINESSES

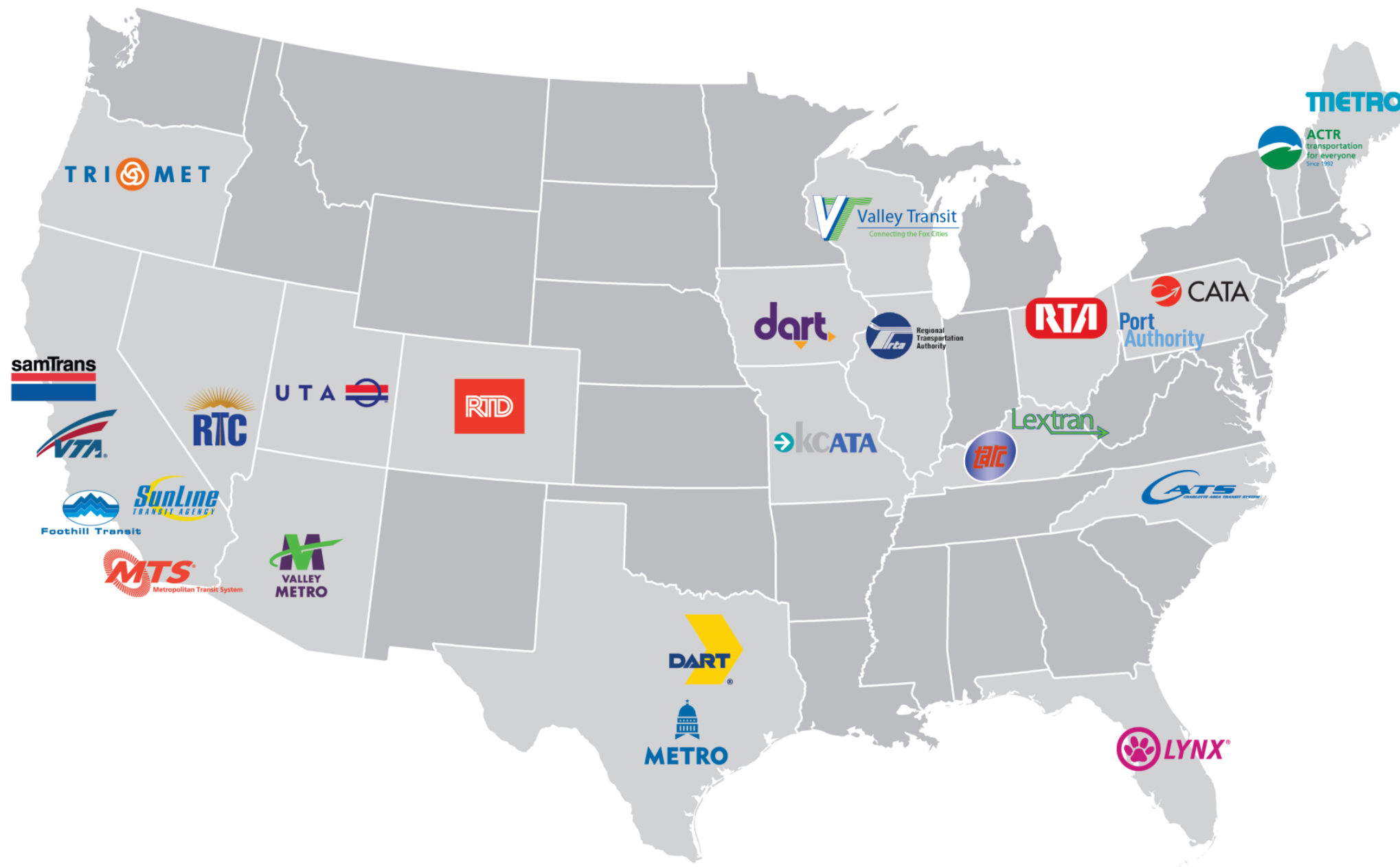


OTHER





Transit Agency Interviews



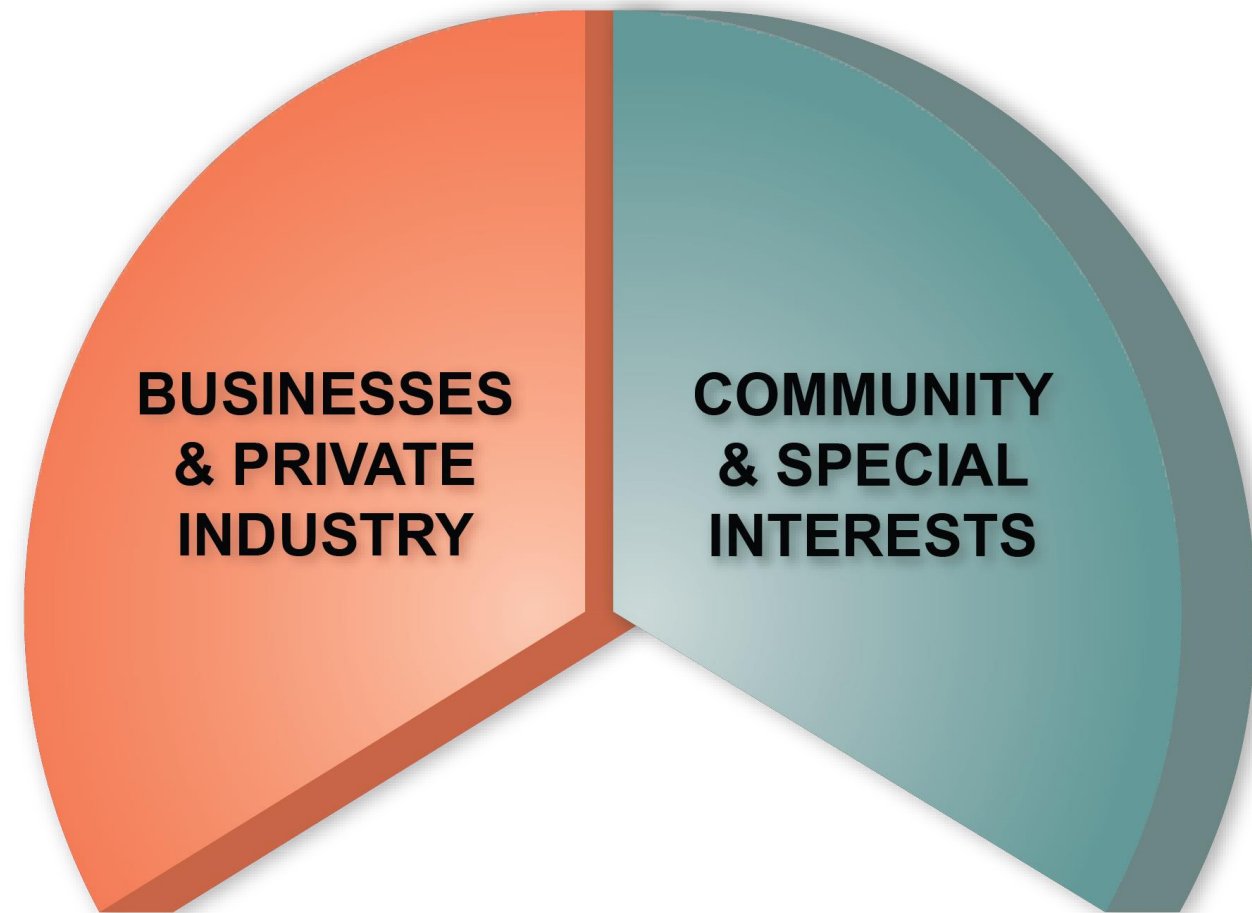


Building Non-Traditional Partnerships



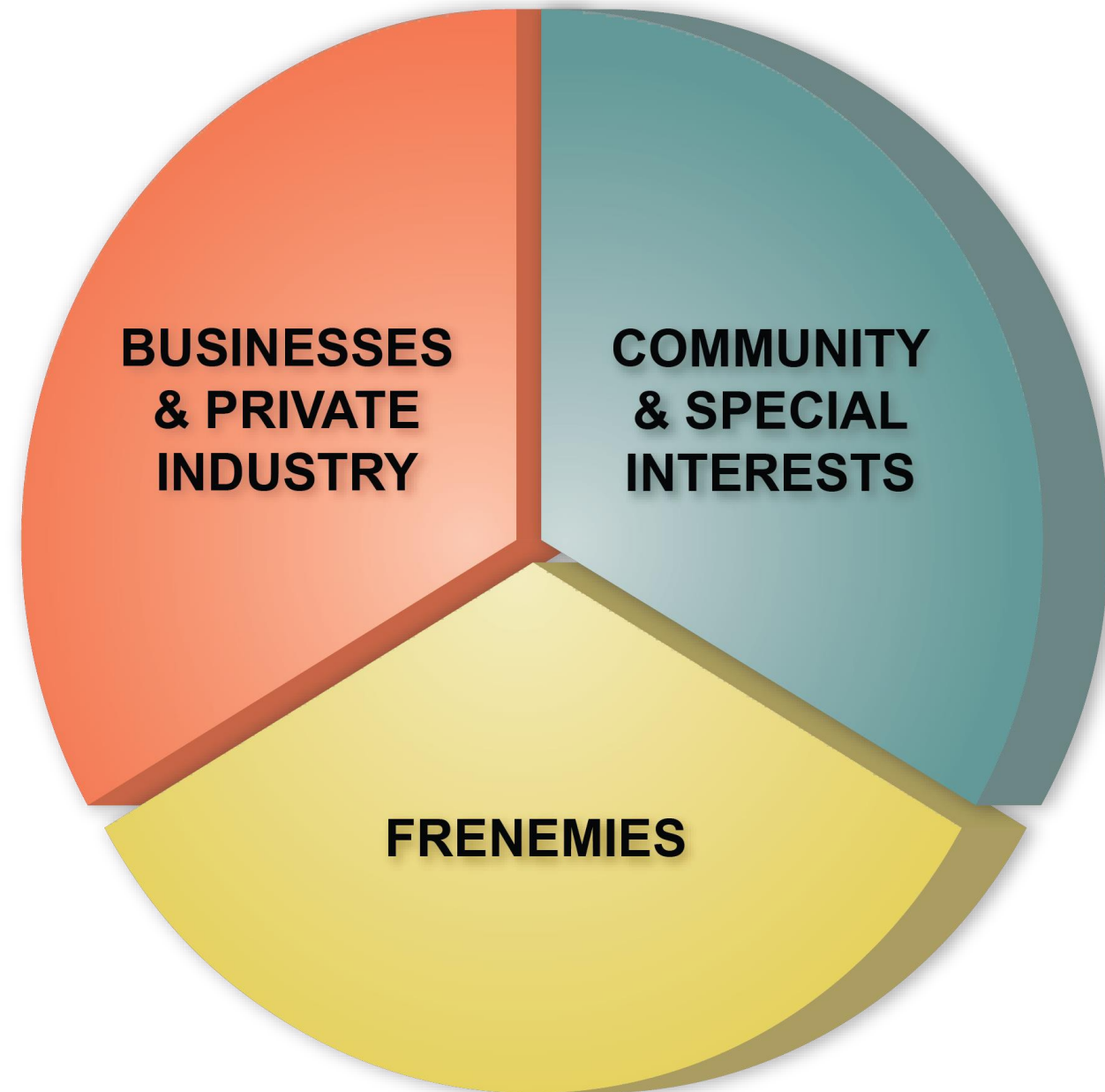


Building Non-Traditional Partnerships





Building Non-Traditional Partnerships





Businesses & Private Industry



“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

THE BIG MOVE

TRANSFORMING TRANSPORTATION IN THE
GREATER TORONTO AND HAMILTON AREA



Community & Special Interests





Frenemies



zipcar®

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– zipcar.com



Frenemies





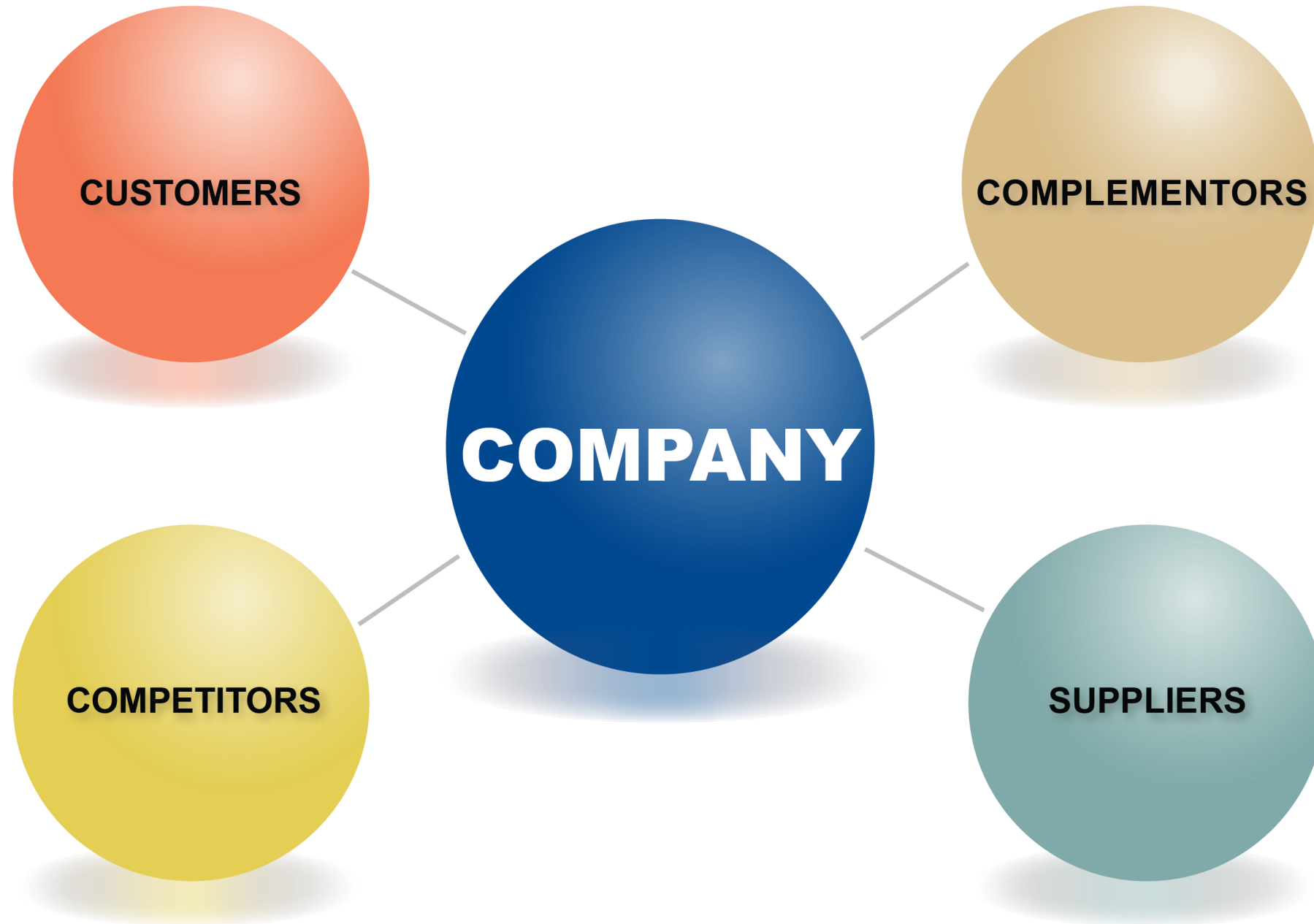
Coopetition



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

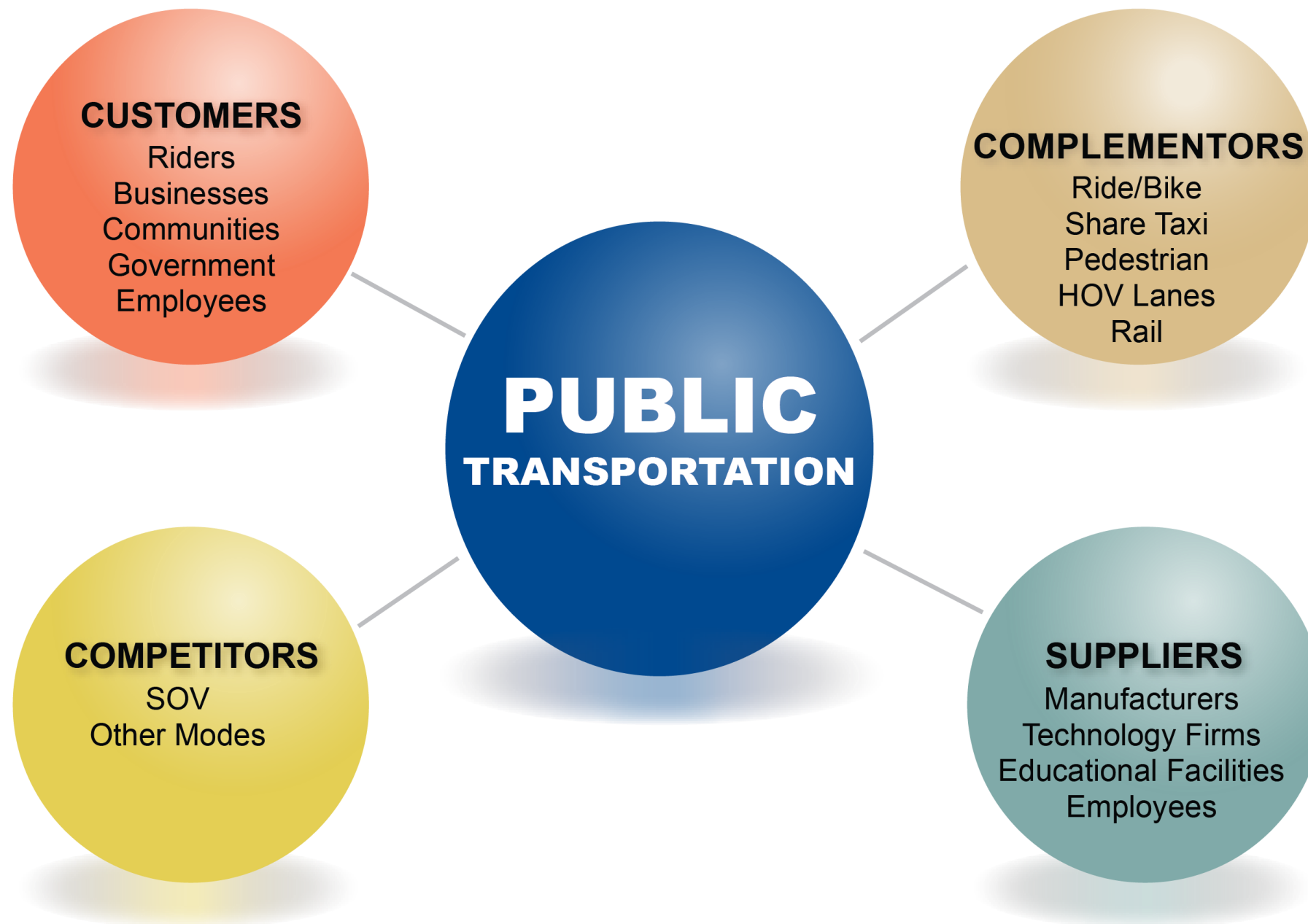


The Value Net





The Value Net





How to Build Collaborative Partnerships?



“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