Building Collaborative Partnerships: A Route to Future Success
Building Collaborative Partnerships
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Team Members

- Jameson Auten, KCATA
- Marie Benton, DART
- Brent Boyd, MTS
- Ben Limmer, Atlanta BeltLine
- Joseph Raquel, Foothill Transit
Transit Agency Interviews
Building Non-Traditional Partnerships
Building Non-Traditional Partnerships

BUSINESSES & PRIVATE INDUSTRY

COMMUNITY & SPECIAL INTERESTS
Building Non-Traditional Partnerships
"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
Community & Special Interests
Frenemies

“You love your bus pass but not for grocery shopping, longer trips or spontaneous adventures.”
– zipcar.com
“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

CUSTOMERS

COMPETITORS

COMPANY

COMPLEMENTORS

SUPPLIERS
The Value Net

CUSTOMERS
- Riders
- Businesses
- Communities
- Government
- Employees

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?

“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