Partnerships with Transportation Network Companies

Considerations and Steps for Successful Partnerships
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
For more information, please visit APTA’s Mobility Innovation Hub at:

www.apta.com/hub