



AMERICAN
PUBLIC
TRANSPORTATION
ASSOCIATION

Partnerships with Transportation Network Companies

Considerations and Steps for Successful Partnerships

August 14, 2019

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

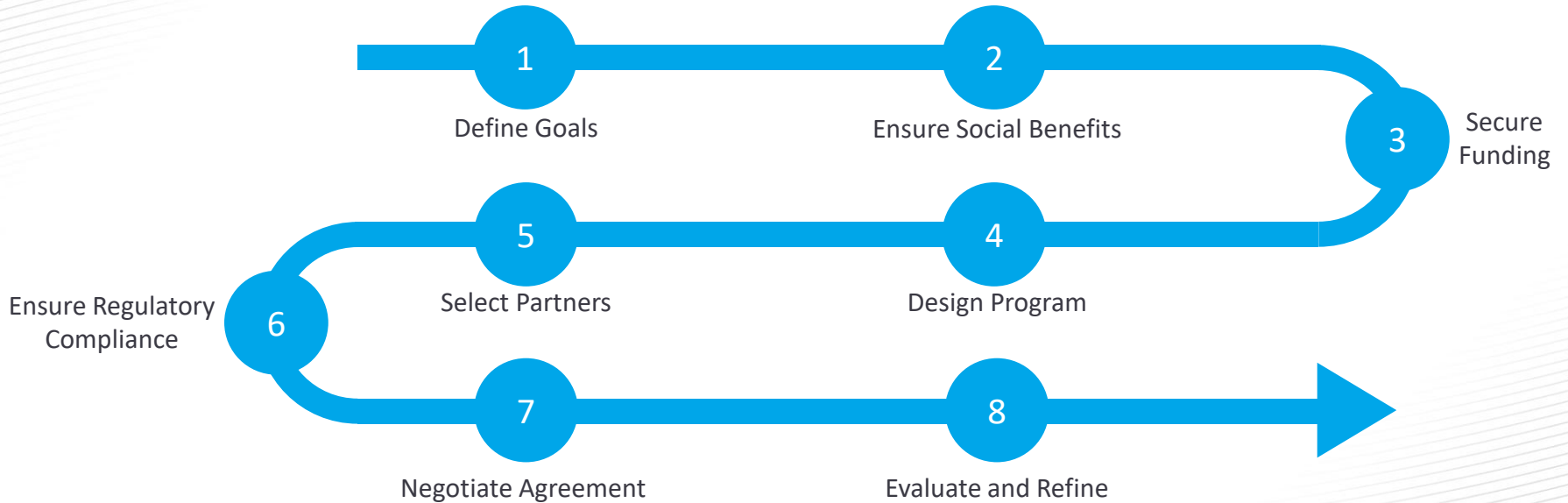


Sustainable



Integrated

Recommended steps



1. Define Goals

- 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



ADA Compliant

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*](http://www.apta.com/hub)

