Goals

- Examine how Transportation Network Companies are being used to address first and last mile connections and address gaps in the transportation network

- Review Case Studies of TNC Partnerships with municipalities and transit agencies

- Identify challenges and barriers to implementing partnerships with municipalities and transit agencies

- Identify appropriate opportunities for municipalities and transit agencies to complement existing transit service and improve overall mobility with TNC partnerships
Transportation Network Companies (TNCs) – Definitions

- A person, corporation, partnership, sole proprietorship, or other entity that is licensed and operating in New York state exclusively using a digital network to connect transportation network company passengers to transportation network company drivers who provide TNC prearranged trips. (*NYS Vehicle & Traffic Law § 1691*)
Transportation Network Companies (TNCs) – Common Characteristics

- Customized, flexible, on-demand service
- Accessible through an app on mobile device
- Seamless payment system
- Some shared ride options available
- Legislation allowed TNCs to operate anywhere in NYS beginning June 29, 2017 (Previously only permitted in NYC)
Case Studies Categories

- Connections to Train Stations and Bus Stops
- Replacement of Under-Utilized Fixed Route Bus Service
- Off Peak Jobs Access
- Technology Platforms
- Market Expansion
- Paratransit
Challenges/Barriers to Potential Partnerships

- Americans with Disability Act
- Equity Concerns
- Operating Arrangements/Vehicle Constraints
- Data Sharing
- Labor Union Issues
- Potential Negative Externalities
  - Increase in Traffic
  - Decline in Transit Ridership
Case Study – Access to Train Station
Summit, NJ

- City of Summit contracted with Uber and Lyft to provide service to commuter railroad station
- Open to commuters going to and from RR station in Summit
- Relieved demand on parking
Case Study – Access to Train Station
Philadelphia, PA (SEPTA)

• First partnership between Uber and a public transit agency

• Rides to/from 11 train stations completely subsidized by Uber

• SEPTA paid for co-branded advertising
Case Study – Access to Bus Stops/Off-Peak Jobs
St. Petersburg/Clearwater, FL
(PTSA - Pinellas Suncoast Transit Authority)

- Direct Connect program provided subsidized trips to/from select bus stops using Uber in 10 square mile area
- Subsidized from elimination of low performing route
- Late Shift program for economically disadvantaged riders when transit not available
Case Study – Replacement of Underutilized Fixed Route Bus Service
City of San Clemente, CA

- Partnership with Lyft to provide service along two corridors once served by discontinued bus routes.

- Used Lyft’s Geofencing technology (defines a service boundary or area where trips must occur to qualify for the service)

- Funded through a grant from Orange County Transportation Authority using non-federal funds
Case Study – Replacement of Underutilized Fixed Route Bus Service
Livermore Amador Valley Transit Authority Dublin, CA

- LAVTA partnership with Uber & Lyft through grant from Alameda county
- Additional partnership with a local taxi company to provide ADA trips with accessible vehicles
- GoDublin replaced one underutilized bus route
- Intent was for most trips to serve BART Railroad station
Case Study – Technology Platforms
Austin Capital Metro - Pickup

• Partnership with Via to develop a mobile app for shared rides and ride matching within a geofenced area

• Operates in area once served by an unsuccessful route deviation service

• Call-in option for riders without smartphones

• Utilizes existing Capital Metro Fleet of 9-passenger mini-buses (paratransit vehicles)
Case Study – Market Expansion with Micro-Transit
Kansas City Area Transportation Authority

- Partnership between Ford and Bridj using 14-passenger vans
- Purpose was to improve connectivity between two neighborhoods without direct transit service
- Used union labor and ADA accessible vehicles
- Project discontinued – low ridership, lack of marketing, high automobile mode share in the region
Case Study – Paratransit
Massachusetts Bay Transportation Authority

- Partnership with Uber & Lyft to provide paratransit trips
- Book rides through smartphone app
- Provided call center option for riders without cell phones
- Some similarities with Westchester’s ParaTaxi program
- Provided more trips at less cost
Lessons Learned

• Potential models for Westchester County:
  ➢ Access to train stations
  ➢ Access to corporate parks
  ➢ Market expansion

• No “one size fits all model” exists

• Providing improved mobility remains the key goal

• Best practices continue to evolve

• Close coordination with all stakeholders is essential
For More Information

www.westchestergov.com/transportation

Craig Lader
Principal Planner – Westchester County Department of Public Works and Transportation
cmla@westchestergov.com