

NCPTA & NCDOT-PTD PRESENT

“Approaches to Working with TNCs (Transportation Network Companies)”

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- Please use the Chat option to let us know how many people are at your location.
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Question & Answer Session:

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Please visit our website for this presentation, previous presentations and our schedule of future Webinars on exciting topics in today's Mobility solutions.

Lunch & Learn Webinars:

<https://connect.ncdot.gov/business/Transit/Pages/Transit-Lunch-Learn-Series.aspx>

Links for today's presenters:

<https://sharedusemobilitycenter.org/>

<https://charlottenc.gov/cats>

<https://gotriangle.org/>

Thank you and please join us for our next Webinar on July 9th, 2019.



Shared-Use Mobility: Transit/TNC Partnerships



NCDOT Lunch and Learn Series
May 7, 2019

Shared-Use Mobility Center
Sharon Feigon, Executive Director



SHARED-USE
MOBILITY CENTER

Today's Presentation

- About the Shared-Use Mobility Center
- What Is Shared Mobility?
- Learning from Transit + TNC Mobility Pilots
- Public-Private Partnership Considerations
- Potential Challenges

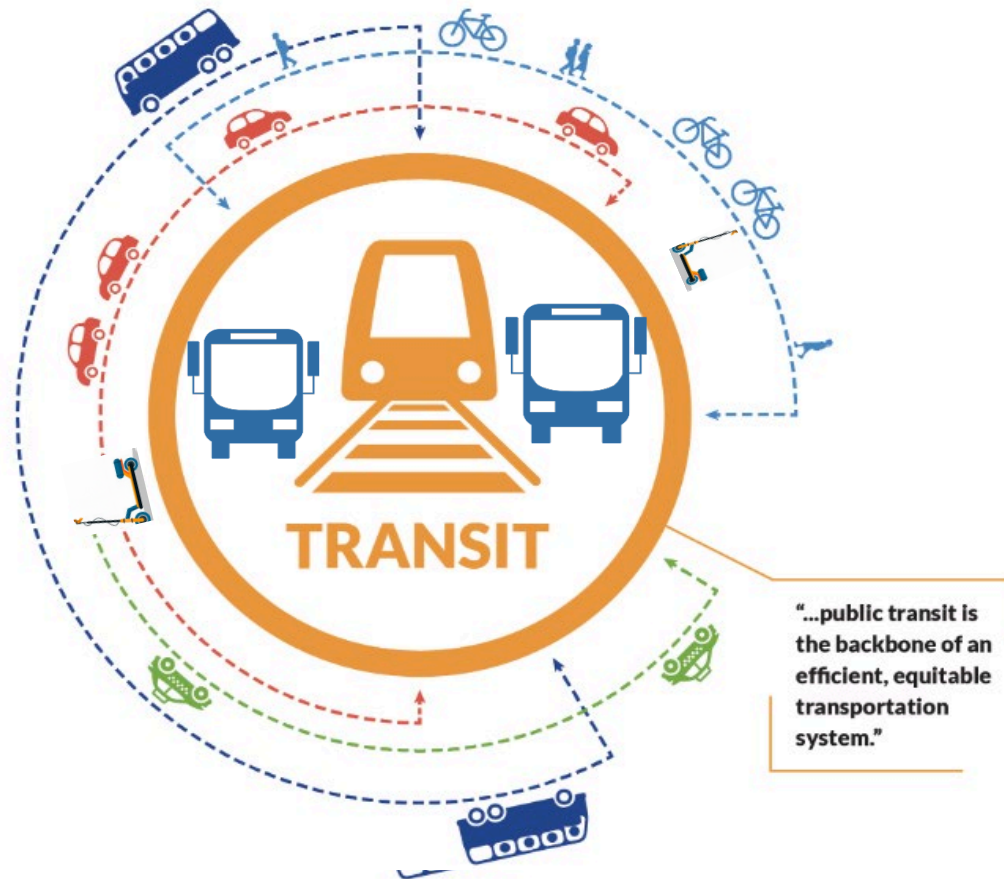


About the Shared-Use Mobility Center

Shared-Use Mobility Center

Creating a multi-modal transportation system that works for all.

Connected. Universal.
Equitable. Environmental.



Our Work

Implementation and Pilots

- FTA MOD Sandbox Innovation & Knowledge Accelerator
- MOD On-Ramp: Business Plans for Pilots in Six Cities
- California Air Resources Board
- Clean Mobility Options Program
- Pilots in rural and suburban
- Mobility Hubs in Bay Area
- Shared Mobility Action Plans

Convene the **public and private sectors** through workshops and Annual Summit

Applied Research

- TCRP: Impacts of TNCs on Transit
- MTC (Bay Area) Study on Strategic Carsharing Expansion
- Study of European Shared Mobility Best Practices

Learning Center

- Policy database
- Case Studies, White Papers, Webinars



MOD Sandbox

Innovation & Knowledge Accelerator

SUMC working with Federal Transit Administration to provide technical assistance, compile best practices, and facilitate knowledge exchange between MOD Sandbox grantees.

Partnerships within the sandbox include:

- First/Last Mile connections (several with TNCs)
- Multimodal App/Payment Integration
- Carpooling/Ridesharing
- Demand Response and Paratransit
- Incentive Strategies
- Expanded Services



MOD Sandbox Projects

First/Last-Mile & Paratransit

Integrated Trip-Planning


The image displays a collection of logos for various transit and mobility services, categorized into three groups:

- First/Last-Mile & Paratransit (Light Blue Box):** PSTA, PIERCE TRANSIT, Metro, VIA, King County METRO, and SOUNDTRANSIT.
- Integrated Trip-Planning (Light Green Box):** lyft, DART, TRI MET, cta, DI VY, UBER, and VTtrans.
- Ride Matching and Incentives (Light Gray Box):** RTA (Regional Transportation Authority), RUBY Ride, BART, ba, scoop, and CITY OF PALO ALTO.

Ride Matching and Incentives

California Air Resources Board (CARB) Pilots: Measuring CO2 Reductions and Equity

- CARB’s “Clean Mobility Options” Program
- LA EV: Based in low-income neighborhoods in central LA; Community Board oversees key aspects of project
- Developing performance metrics for access to fast charging infrastructure
- Electric ridehailing and shuttles for rural California
- Mobility Hubs that provide electric infrastructure and active transportation




ZEV Car Share

- GIG Car Share: Free float ZEV car share
- Envoy: Round trip ZEV car share



Charging Infrastructure

- 10+ Sacramento regional charging sites
- Ultra-fast 50 kW—350 kW charging speeds



ZEV Bus/Shuttle

- UC Davis to Sacramento bus service
- Franklin Blvd. Corridor shuttle service



**SHARED-USE
MOBILITY CENTER**

Shared Mobility Growing

Shared Mobility Growing and Companies Consolidating

600+ cities with TNCs

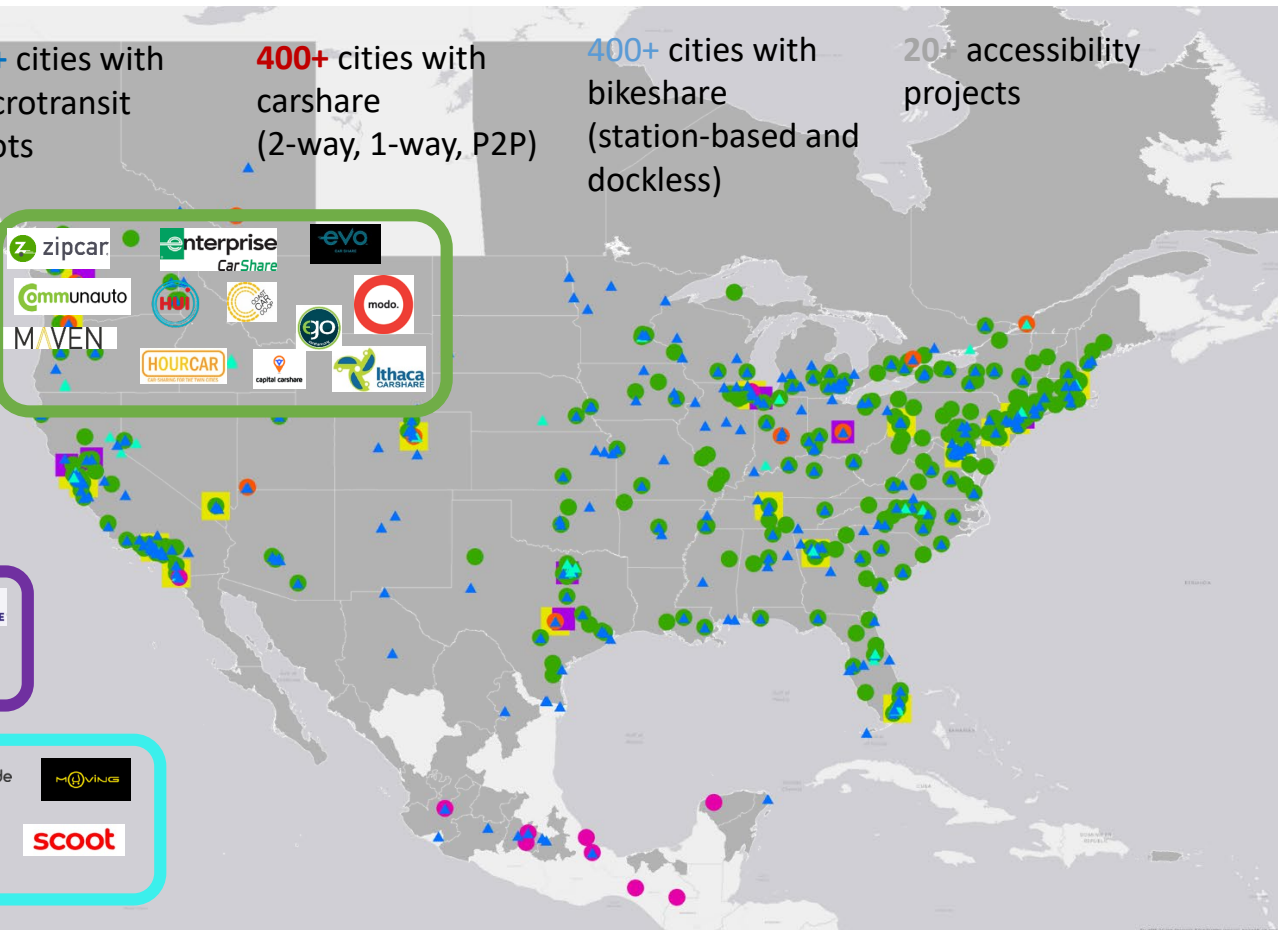
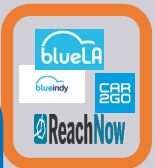
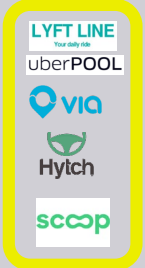
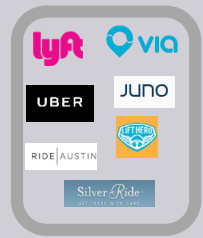
20+ cities with pooled rides

10+ cities with microtransit pilots

400+ cities with carshare (2-way, 1-way, P2P)

400+ cities with bikeshare (station-based and dockless)

20+ accessibility projects

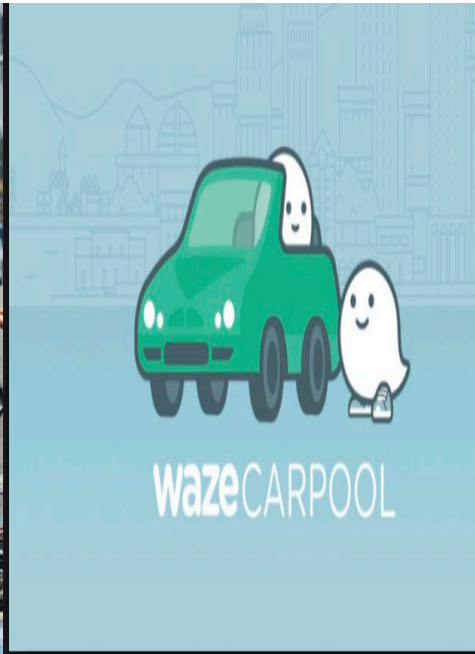


New Models Entering the Market

2017



2018



2019?



But why?



- ❖ Opportunity, innovation, changing demographics and needs
- ❖ Adds more options to improve multimodal ecosystem
- ❖ Fills gaps in service, particularly on weekends and late-night service
- ❖ Provides first/last mile connections between transit stations and residential areas
- ❖ Can be implemented quickly with lower capital costs
- ❖ Encourages sustainable, healthy, and walkable communities

Increased Accessibility

Make transit accessible to people who don't live/work near transit or first/last mile

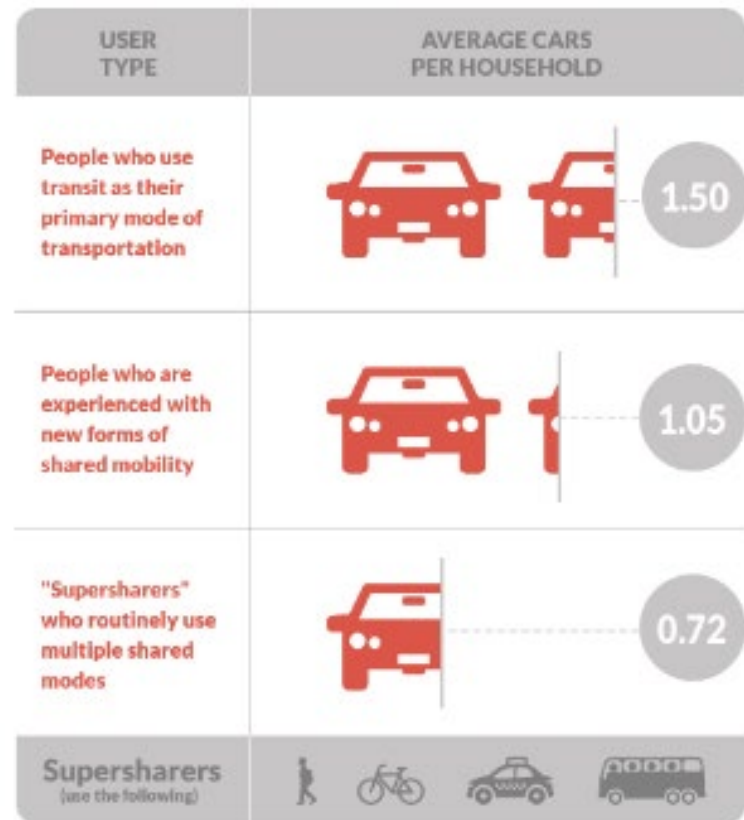


Learning from Transit + Mobility Research

Examining TNC Impacts on Vehicle Ownership, Driving, and Use of other Modes- 2016

TCRP 195 & 196

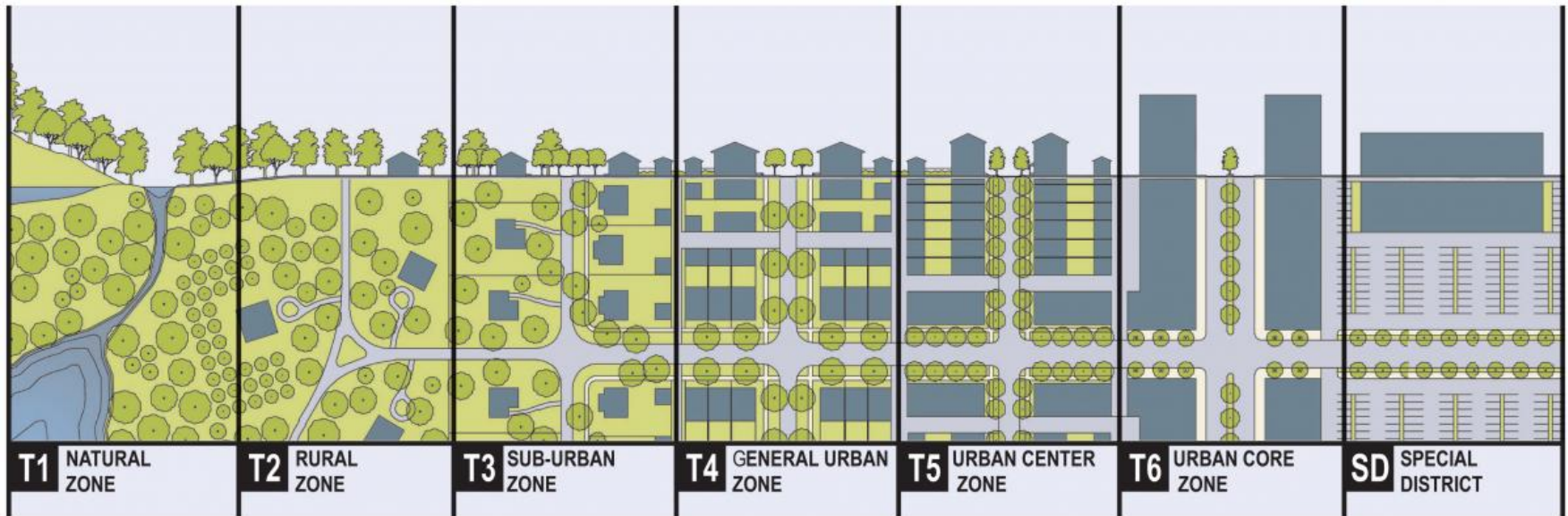
- No clear relationship between the level of rush-hour TNC use and longer-term changes in public transit use
- TNC usage takes place in communities of all income levels
- Most TNC trips in study regions are short and concentrated in downtown core neighborhoods, or to and from airports



TNCs Today: New Data from Chicago- 2019

- Usage widespread and growing
 - Based on trip data from November & December 2018
 - 17 million trips were taken, an average of 286,000 trips/day
- Friday and Saturday nights are most usage
- Heavy usage during rush hours (shared rides 18% or less of all rides)
- Workers in disadvantaged communities spend ~58 additional hours each year commuting compared with the average resident in the region
- Disadvantaged communities have longer trips, median trip length 4.3 miles compared to 3.4 miles and higher rate of shared rides (39% on average were shared).

Where & How TNCs Can Help Meet Transportation Needs



Trip Purposes

- First/Last Mile with Transit
- Medical related trips
- Day-to-day needs
- Social activities
- Entertainment
- Employment

Land Use Zones

- Strongest markets in moderate to high density neighborhoods
- Low Density Solutions generally require subsidies



Learning from Transit + Mobility Pilots

Shared-Mobility Pilots Complementing Transit

Serving areas/routes/hours where transit is hard to run productively

- On-demand
- Low-density areas
- Inefficient routes
- Late night



TD
late shift

Transportation Disadvantaged (TD) riders now have a new way to get home late at night with **TD Late Shift**.

 [Click here for more info](#) 

The complex block features a promotional graphic for 'TD late shift'. On the left, a hand holds a smartphone displaying the app's interface against a blurred city street at night. The main graphic has a black background with a yellow curved border on the right. It includes the 'TD late shift' logo, a descriptive sentence about the service for Transportation Disadvantaged riders, and a call-to-action button with a right arrow icon and the PSTA logo.

Pilots Improving Accessibility

Improving mobility for people with disabilities

- Flexible, on-demand
- Shorter wait times
- Potential cost reduction



Pilots addressing Equity

Reducing cost of transportation

Equity and access to emerging transportation technologies

Concierge Services

- Unbanked, no credit card
- People without smartphones
- People with limited data plans



TNC Pilots & Programs

First/Last Mile & Equity:

- 3 in Pinellas County, Florida: First/last mile and jobs access
- GoMonrovia: TNCs and Bikeshare: First/last mile service in Monrovia, CA – incentives for shared rides
- Two programs: Capital Metro & RideAustin and CapMetro Pickup with Microtransit: First/last mile pilot
- RTA Connect with TNC Dayton, OH: Service to/from selected bus stops to low-density neighborhoods and the military base

- WA State Pierce Transit: Lyft first/last mile to/from transit stops and designated zones

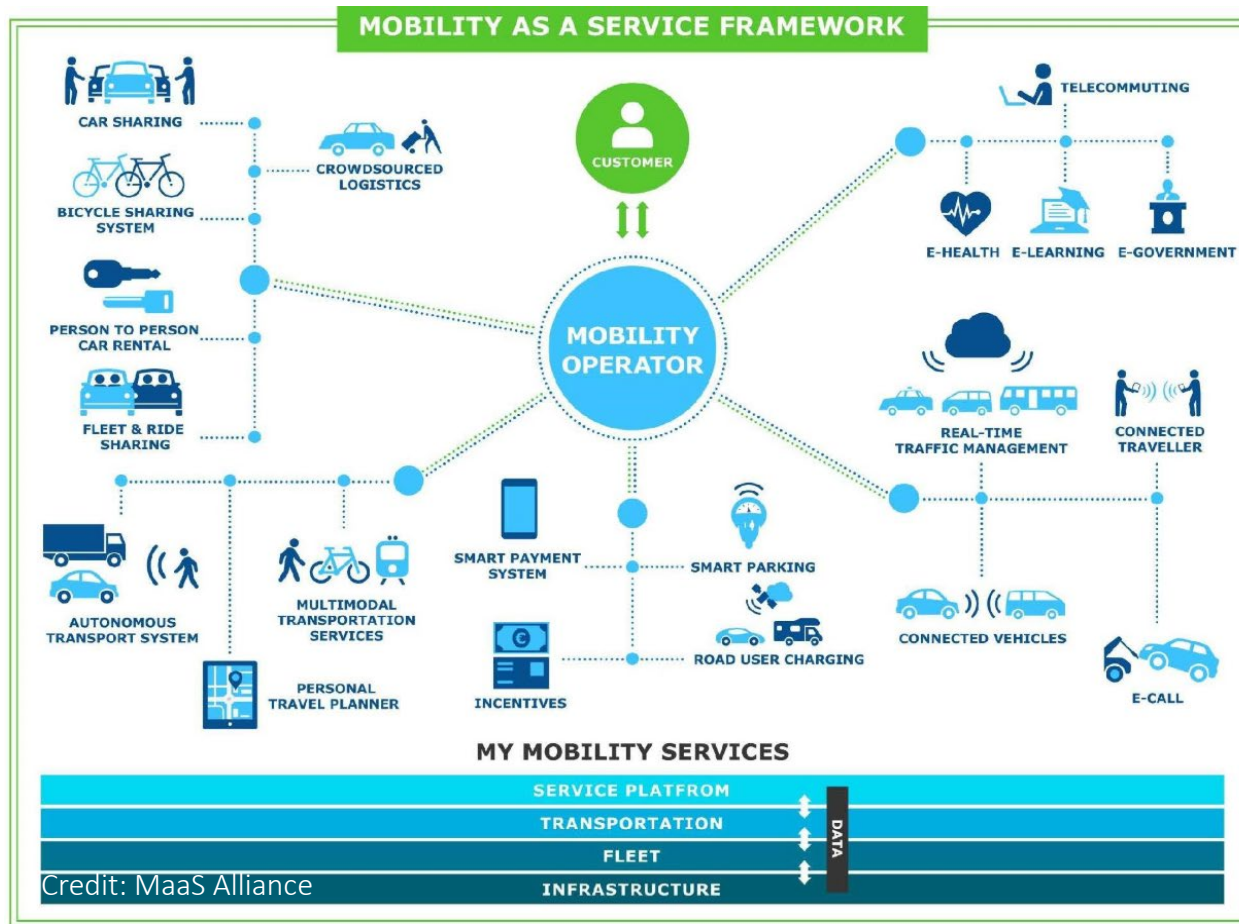
Persons with Disabilities:

- Boston MBTA The RIDE: Paratransit pilot projects with Uber and Lyft (*Recent New Funding from MASSDOT to Subsidize WAV Access*)
- RideKC Freedom On-Demand: ADA and paratransit trips, accessible via app and available universally

App Based Initiatives:

- TriMet trip planning app
- RTD and Lyft “Nearby Transit”

Multi-Modal – Mobility as a Service: TNCs are One Piece of Mobility Solutions



Cities and Regions becoming Mobility Conveners And Brokers offering a suite of options.

Public-Private Partnership Considerations

Lessons Learned from Pilots and Areas for Further Study

Aligning goals between public and private sectors:

- Private mobility startups always changing. Will transit partnerships continue to be important for them?

Project challenges have been mostly legal/psychological/cultural, not technical

- How can trust be built between the sectors?

Marketing is critical to community awareness, rider education, and usage

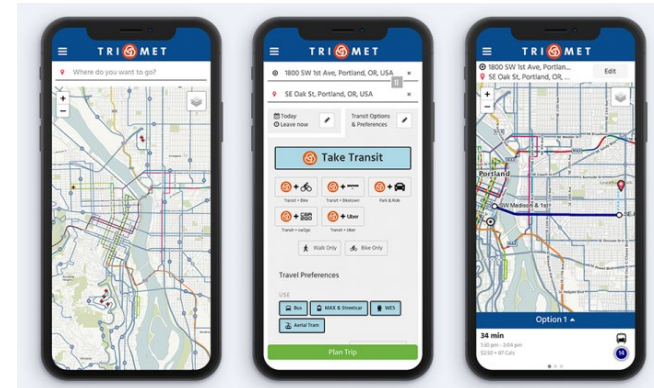
- How can that happen effectively in a small pilot?



Lessons from Trip Planning

Lack of API requirements (i.e. closed APIs)

- Individual negotiations with providers
 - How can this be done more quickly?
- Provider' concerns about competition drive the discussion (e.g. side-by-side)
- No data standards, so every project is doing a one-off agreement over parameters and data ownership
- What does this mean for smaller agencies?



Data Sharing

Data sharing (dis)agreements are a common stumbling block and big source of project delays

Agency Needs

- Planning
- Operations
- Accounting
- Auditing



Provider Concerns

- Trade Secrets
- Competitiveness
- Rider Privacy
- Public Records Disclosures

Right-of-Way Policy Considerations

Competing (and incompatible) needs for curbside access:

- Transit
- Private shuttles
- Taxi and TNC pick up/drop off
- On-street parking / storage
- Delivery services
- Bikeshare, carshare, scooters



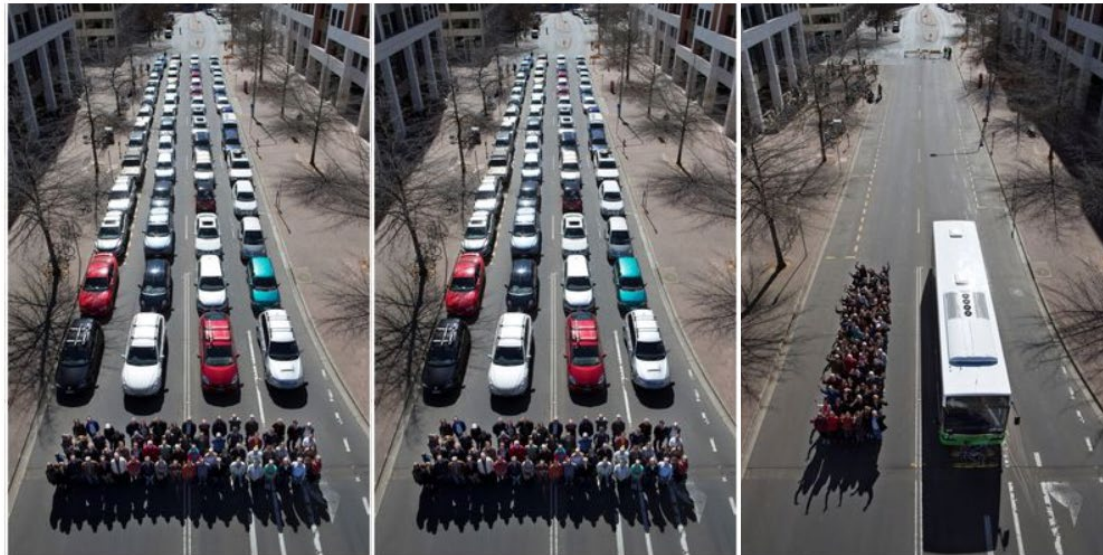
Shared Autonomous Vehicles: TNCs of Future



Policy Considerations

GOAL: Maximizing the person-throughput vs. vehicle-throughput

Space required to transport 60 people



Car

Autonomous Car

Bus

Resources

Mobility on Demand Learning Center

The Center is a self-guided learning experience for anyone, regardless of expertise—from the general public to transportation professionals—who wants to explore the possibilities of shared mobility.

Quick Search



Or go to [Advanced Search](#)

+By Topic

+By Type of Resource

Other Resources

+Regional Profiles

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Get Started With Learning Modules



[+ All Learning Modules](#)

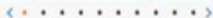
Featured Topics



[+ More Topics](#)

Recent Key Policies in the Learning Center

Woodward 2 Work (W2W) Late Night FMLM Lyft Service, Detroit, Michigan, Plan May 8, 2018	Duckless Bike Share Pilot Project, Chicago, Illinois, 2018 Pilot Program Apr 24, 2018	PassioHealth Rides, Eugene, Oregon, 2018 MOO Partnership Apr 18, 2018	City of Flagstaff and Northern Arizona University Bikeshare, MOO Partnership Apr 16, 2018	Pace Norfolk, Norfolk, Virginia, 2018 MOO Partnership Apr 6, 2018	RPM Shared Service, Rapid, 2018 MPP Mar 15, 2018
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Contribute to the Learning Center

[SUBMIT POLICY](#)

The Learning Center is a community resource that gets better the more we all contribute to it. Send us your ideas for new content!

[DONATE](#)

To support the great tools and resources provided within this site, please consider a donation. Thank you!

Mobility on Demand Learning Center

- Builds off the Shared Mobility Toolkit
- Curated approach to understanding shared mobility
- learn.sharedusemobilitycenter.org

Research on SUMC site

- TNCs
- Carshare
- Bikeshare
- More...



SHARED-USE
MOBILITY CENTER



Thank You!

Sharon Feigon, Executive Director
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FIRST MILE / LAST MILE
PROGRAM

A LITTLE HELP
GOES
A LONG WAY



Charlotte Area Transit System and Lyft, the fastest-growing on-demand transportation service in the US, have partnered in a pilot project to connect riders to the first and last miles of their commute. The collaboration will provide greater connectivity to jobs and education by supplementing affordable transportation on the first and last mile of a person's commute in areas where transit service may be too far away. CATS will provide a \$4.00 contribution toward the Lyft trip fee to/from the Parkwood Station and JW Clay/UNC Charlotte Station for trips taken within a geo-fenced area surrounding both stations. (maps pictured below)

Connect to Your First / Last Mile in these Easy Steps:



Two Ways to Participate

- Purchase a monthly pass via **CATSPass mobile app**. (/cats/bus/Pages/realtime-app.aspx) Within 48 hours, a code will be activated in your Lyft app for use within the geo-fenced area. A monthly pass purchased through CATSPass provides **40 Lyft** trips per month.

OR

- Enter the Lyft Station Code into the app. Riders with a current valid CATS/LYNX pass can enter the Station Code displayed at either participating station



Pick Your Station

A trip must originate or terminate at either of those two station locations AND end or start in the designated geo-fenced area surrounding each station. These areas were selected to fill gaps in the existing transit network in order to provide better access to the region's extended rail system. See attached maps for geo-fenced areas for each station.

- JW Clay / UNC Charlotte Station



Pickup and Drop-off

Locations

Each station will have a Lyft sign installed as illustrated below to designate the location to be picked up and dropped off by Lyft. Your Lyft trip must start or end at one of the two designated stations AND start or end in the geo-fenced area.

into your Lyft app for use within the geofenced areas. This option provides **2 Lyft** trips per month while supplies last.



- For customers needing a wheelchair lift vehicle Call 980-721-3440 to schedule your trip

- Parkwood Station



- JW Clay / UNC Charlotte Station
Pickup/Drop-off Location adjacent to the bus bays located on the backside of the parking deck
- Parkwood Station: along North Brevard Street just off the station area.

While CATS will provide a \$4.00 contribution toward the Lyft fare at participating station, the customer is responsible for paying for any remaining fare in the app. To participate in either option the customer **must have an active Lyft account** to receive the subsidized trips along with commuting to and from one of the designated LYNX stations. This pilot program provides a new and innovative approach to addressing the region's transportation needs and creating a more connected community.

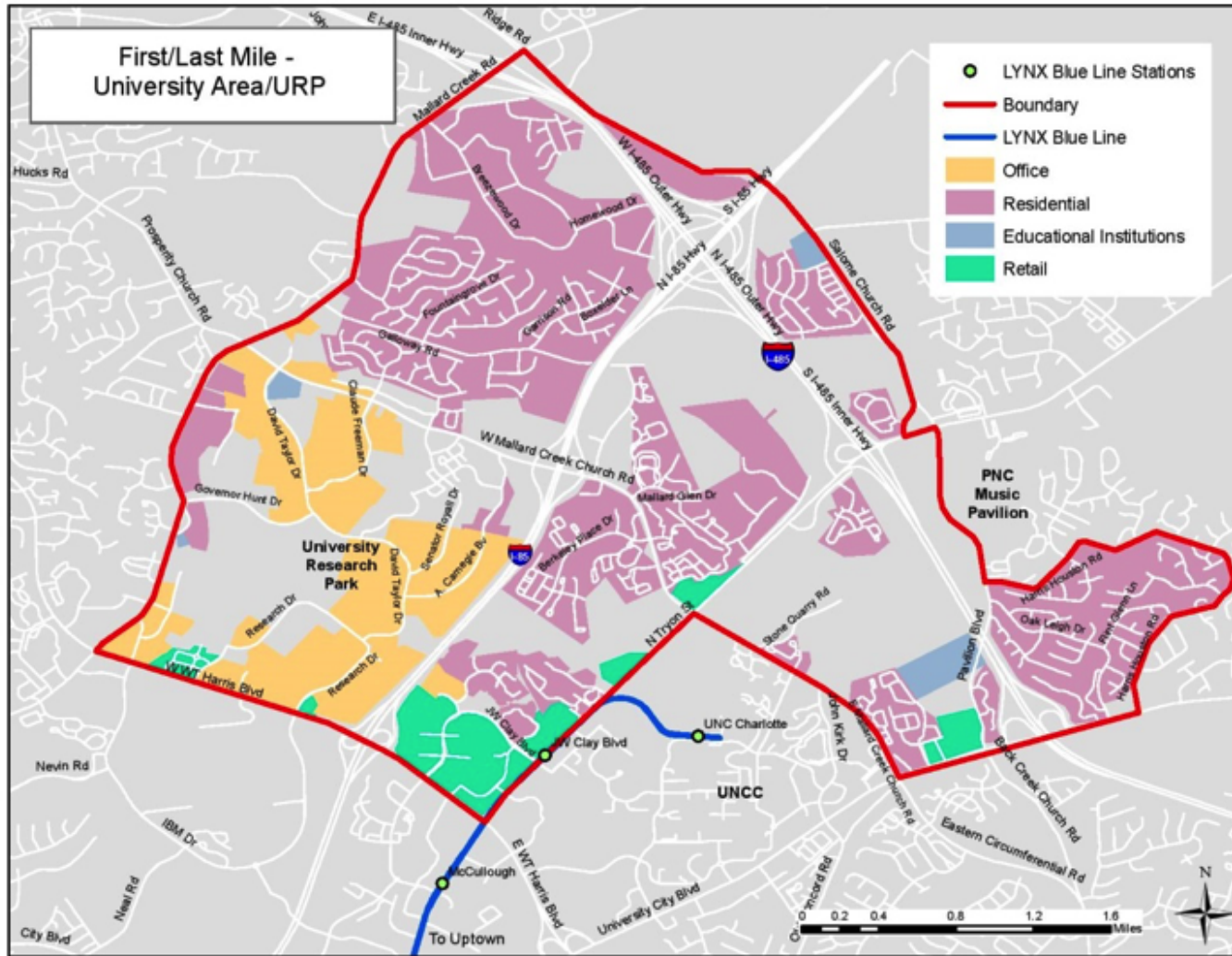


For customers needing a *wheelchair lift* vehicle Call 980-721-3440 to schedule your trip

*100 Station Code trips available for all customers

Geo-Fenced Areas for Each Station:

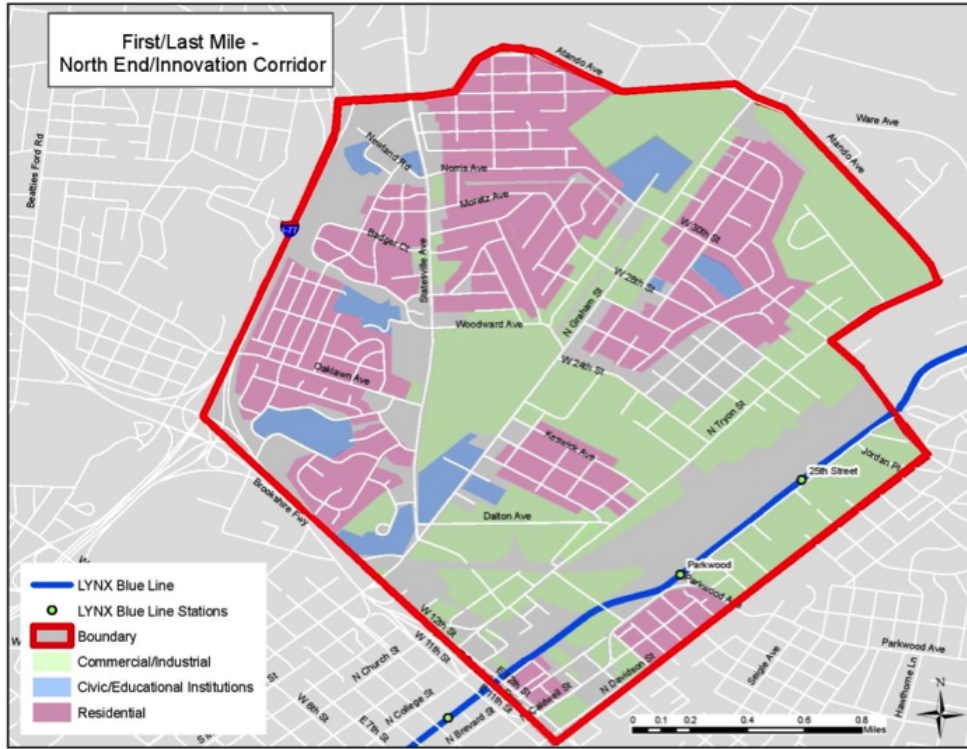
JW Clay / UNC Charlotte Station Area Map



Geo fenced map for use of lyft at JW Clay station.

The border consists of north tryon street to Mallard Creek Church Road, moving east along Mallard Creek Church Road to highway 29 to Pavillion road. West on Pavillion road to highway 29. West on Salome Church Road / ridge road to Mallard Creek road. South on Mallard Creek Road to W T Harris boulevard. East on W t Harris boulevard to north tryon street. North on North tryon street to JW Clay Boulevard

Parkwood Station Area Map



Geo fenced map for use of Lyft at Parkwood Station.

The border begins at North Brevard at Parkwood Street. West on 16th Street bordering Brookshire Freeway to I-85 north. I-85 north to Altondo Avenue. East on Altondo Avenue to North Tryon Street. South on North Tryon Street to Matherson Street. Matherson to North Brevard going back to the Parkwood Station

(/Pages/Home.aspx)



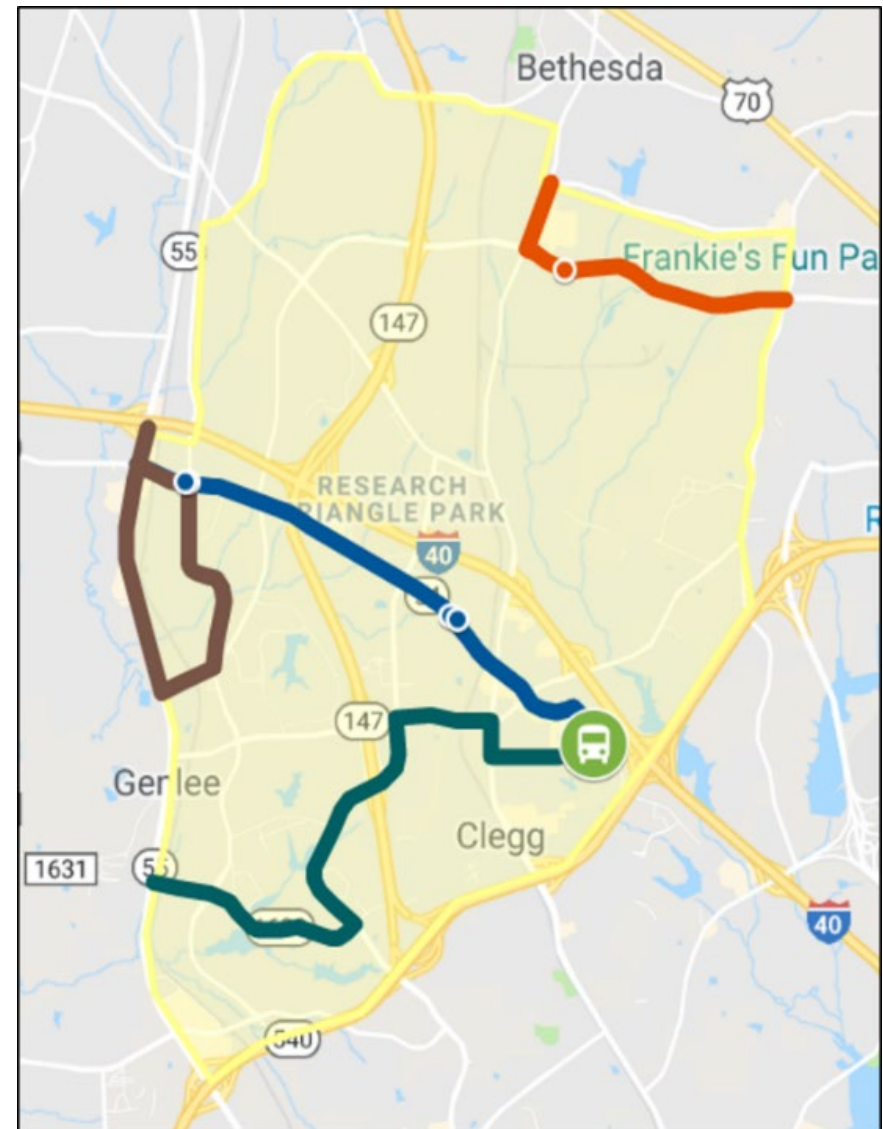
Transit Connect RTP

*Lunch and Learn Webinar Series
Approaches to Working with TNCs
May 7, 2019*

MAINTAIN COST EFFECTIVENESS

Transit Connect

- New pilot program
 - Replacing agency-operated on-demand shuttles
- Uber and/or Lyft partnership
- Up-to \$10 subsidy per trip
- Qualified trips begin or end within 100 feet of specific fixed-route transit stops:
 - Regional Transit Center
 - NC 54 @ Alston Ave
 - NC 54 @ New Milenium Way
 - TW Alexander Dr @ Stirrup Creek Dr



Transit Connect

- Uber
 - Voucher program
 - Customers download link and accept data-sharing terms
- Lyft
 - Promo Code
 - Concierge dashboard for customers with no smart phone
- ADA Considerations
 - Contract with 3rd party private ADA taxi
 - Offer agency-operated ADA-accessible shuttles as second option (must reserve in advance)
- Goals
 - First/last mile connection
 - Increase ridership within (and to) Regional Transit Center



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