Creating & Implementing Public-Private Shared Mobility Partnerships

Hosted by the Shared-Use Mobility Center

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Sharon Feigon
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Webinar Speakers

• **Moderator:** Sharon Feigon, Executive Director, Shared-Use Mobility Center

• **Carshare:** Justin Holmes, Director, Corporate Communications & Public Policy, Zipcar

• **Bikeshare:** Dani Simons, Director, Corporate Communications and External Affairs, Motivate

• **TNCs:** Paige Tsai, Transportation Policy & Research Associate, Uber

• **Local Government:** Marla Westervelt, Senior Transportation Planner, Policy and Innovation, L.A. Metro, Office of Extraordinary Innovation
Making it possible to live well without having to own your own car, by creating a multimodal transportation system that works for all
Connect public agencies and transit, community and private sectors to scale benefits of shared mobility for all

Conduct innovative research with practical results

Create tools for cities to share policies and best practices

Provide technical assistance for cities creating & testing shared-use pilot projects

Convene the public and private sectors through workshops and conferences
SHARED-USE MOBILITY CENTER: New in 2017

- Private Transit Study
- International Study of Best Practices
- FTA MOD Sandbox Accelerator
- Implementation of LA Mobility Action Plan
- Working with Twin Cities on completing plan and beginning implementation
- Work on Mobility Hubs
- National Conference in Fall 2017 with Implementation Focus
What is a Public-Private Partnership & Why is it Important?

• **What it is:**
  - A contract or agreement between a government entity & a private company

• **What it can potentially do:**
  - Brings new resources to expand service options
  - Takes advantage of new expertise from the private sector (particularly around technology & new business models)
  - Promotes efficiencies that can lead to cost savings and more effective service
  - Allows governments to be proactive to guide & direct the outcomes
  - Provides a supportive environment for pilot projects
Tracking Shared Mobility in North America
Shared Mobility Typology

- Public Transit
- Bikesharing
- Carsharing
- Ride-hailing & Ride-splitting
- Ridesharing/Carpooling
- Microtransit & Shuttles
- Taxis
- Mobility Hubs
Why Do We Need Shared Mobility?

- Reduces reliance on private autos
- Fills gaps in transit, particularly on weekends and late-night service
- Provide first/last mile connections between transit stations and residential areas
- Helps overcrowding on transit
- Can be implemented quickly and with few infrastructural costs
Partnerships across mobility providers encourage multimodality. Our research shows that **people who use 3+ shared modes (supersharers)** report greater transportation cost savings and own half as many cars as people who use transit alone.
Shared Modes and Transit Patterns

Shared modes largely complement public transit, enhancing urban mobility. Transit is most competitive in its own right of way with frequent service.
Public Private Partnerships

**First/Last Mile:** Publicly-subsidized TNC: Uber/Lyft trips and taxis as well within transit service areas (to/from transit hubs)

**Multi-Modal App/Payment Integration:** Integration between transit and shared mobility services being tested in various US cities, includes bikeshare

**Carpooling/Ridesharing:** Tech-based ride-matching on work commutes, voucher programs for emergency rides, priority parking
Public Private Partnerships

**Demand Response and Paratransit:** Microtransit, Vanpools, and Ridesplitting providing on-demand service

**Incentive Strategies:** Parking Cashout, Discounts, Transit Passes

**Expanded Services:** Concierge services address technology user gaps, cash-based payment options, interactive kiosks
How the Shared Mobility Toolkit Can Help

• Access over 700 policies, plans and projects around shared mobility

• Coming soon! the policy database & mapping site is expanding to track new public private partnerships, through funding from:
  • ITS America
  • Federal Transit Administration “Mobility On Demand”

• Toolkit also includes a Benefits Calculator

sharedusemobilitycenter.org/tools

• 700+ policies
• Expanding to include MOD Sandbox projects
Webinar Speakers

**Moderator:** Sharon Feigon, Executive Director, Shared-Use Mobility Center

**Carshare:** Justin Holmes, Director, Corporate Communications & Public Policy, Zipcar
ACCELERATING THE CAR-FREE LIFESTYLE

SUMC Webinar on Public-Private Partnerships // 2.7.2017

Justin Holmes, Zipcar, director of corporate communications & public policy
MISSION-DRIVEN

Our mission: to enable simple and responsible urban living
our heritage
the zipcar impact

Nearly 1 ton CO₂ reduced per member per year

27% - 43% VMT reduction per household

Up to 13 Personally-owned vehicles off the road

Source: Susan Shaheen, Ph.D., TSRC, UC Berkeley
Smarter transportation for cities on the move

Zipcars live here
parking partnerships
transit agency partnerships
residential development partnerships
governments save big with car sharing

San Mateo and San Francisco are cities that fleet smarter with Local Motion by Zipcar

Baltimore, New York, Houston and Seattle all drive smarter with Zipcar

Save Money  Promote Sustainability  Manage Risk and Security
laying the foundation

 THIS CAR RUNS ON TECHNOLOGY (and magic).
Which future?
SEE YOU ON THE ROAD...

Justin Holmes
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Webinar Speakers

Moderator:  Sharon Feigon, Executive Director, Shared-Use Mobility Center

Bikeshare:  Dani Simons, Director, Corporate Communications and External Affairs, Motivate
Bike Share P3s
Shared Use Mobility Center 2017
Dani Simons, Director of External Affairs
119 bike share systems in US
< 8% have 1000+ bikes
Wide variety of business models

<table>
<thead>
<tr>
<th>Operator</th>
<th>System Name</th>
<th>Location</th>
<th>Bikes</th>
<th>Model</th>
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<td>Citi Bike</td>
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<td>Private shared rev</td>
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<td>Nice Ride</td>
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<td>Bicycle Transit Systems</td>
<td>MetroBike</td>
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<tr>
<td>Motivate</td>
<td>BIKETOWN</td>
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<tr>
<td>DecoBike</td>
<td>Deco Miami</td>
<td>Miami, FL</td>
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</tbody>
</table>
Who is Motivate?
Motivate is the global bike share leader. We partner with governments and brands to deliver bike share in some of the largest, most dynamic cities in the world.
Motivate is growing participation in bike share

26% YoY increase in trips taken across Motivate systems
We’re creating good green jobs

• Over **700 employees** in peak season
• Competitive pay, in most cases **above local living wage**
• All full time jobs include **full health, dental, wellness and bike share benefits**
• Employees in NYC, D.C., Boston and Chicago are unionized
Bike Share & P3s

Best P3s are true collaborations where each partner adds value and the public benefits

Cities contract with us

Contracts help codify public policy goals
   E.g. Station citing, affordable memberships, hiring requirements

Motivate’s expertise in ops, sponsorship and marketing lets cities accomplish more, more quickly than they could on their own
Case Studies

1. Citi Bike
2. Ford GoBike
3. BIKETOWN
Overview: Nation’s first fully privately funded bike share system. 12,000 bikes by end of 2017. Record-setting 14 million trips per year.

City’s Goals/Provisions
- Uniformly high utility / consistently station density, large network
- Great service / Robust SLAs
- Affordable service / discount membership program

What Motivate Provides
- Operations
- Technology management and innovation
- Marketing/membership sales
- Outreach and education
- Sponsorship management
- Financing

By end of 2017 Citi Bike service area will cover 25% of NYC’s population.
Overview: Fully privately funded bike share. Regional system in Bay Area launching late spring 2017 will quickly grow to 7,000 bikes.

MTC’s Goals / Provisions
• Regional network / umbrella contract
• Equitable bike share / 20% of stations in Communities of Concern, affordable membership requirements
• Program fits with local communities / compliance with local City advertising regs

What Motivate Provides
• Station siting including community planning
• Operations
• Technology management and innovation
• Marketing/membership sales
• Outreach and education
• Sponsorship sales & ongoing management
• Financing
Overview: Public and sponsor funding for capital (equip), operator takes revenue risk. Early ridership exceeding expectations.

Portland’s Goals / Provisions
- Nation’s greenest, most innovative bike share
- Equitable bike share / hiring provisions and affordable memberships
- Enhancing Portland’s reputation as active, creative, inventive, inclusive.

What Motivate Provides
- Operations
- Technology management and innovation
- Marketing/membership sales
- Outreach and education
- Sponsorship sales & ongoing management

BIKETOWN launched in 2016 and is already supporting local business, tourism and reducing car trips. Motivate has helped bring in additional sponsorship revenue which has created a larger system and takes operating risk off city.
Best Practices

- City sets public policy and frames expectations
- Private sector does what it does well - sponsorship, marketing, ops
- Huge potential for ridership
- Low impact on City budget
- True collaborative relationship between private operator and cities
Thank You!
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Webinar Speakers

**Moderator:** Sharon Feigon, Executive Director, Shared-Use Mobility Center

**TNC’s:** Paige Tsai, Transportation Policy & Research Associate, Uber
ENHANCING MOBILITY

Uber + Transit

Paige Tsai
Transportation Policy & Research
Agenda

Uber overview
How Uber impacts cities
Our work with transit agencies
Uber Overview
70+ Countries
How Uber Impacts Cities
5 Ways Uber Impacts Cities

1. Increasing mobility options in underserved communities
2. Reducing congestion & pollution
3. Improving safety with technology
4. Providing an alternative to private car ownership
5. Extending the reach of public transit
NYC YELLOW TAXI & UBER PICKUPS

Each dot represents the location where a trip started. Taxi trips are overplotted on Uber trips.
Frida

Friday night closing time

Uber requests

- Amsterdam
- London
- Paris
- Stockholm
- Warsaw

4PM  8PM  12AM  4AM
Reducing congestion with uberPOOL
More people in fewer cars.

More efficient.
Drivers spend more time per hour earning money on longer trips—without the downtime between passengers

More cost-effective.
Riders share the cost between them, while adding only a few minutes of time per trip.
uberPOOL makes up 20% of our trips globally today, in cities where it’s available
Separate trips

uberPOOL trips
Improving road safety

We are constantly developing and testing new solutions to predict, prevent and reduce safety risks.

Some examples of ongoing tests include:

- **GPS and accelerometer data** identifies hard braking and fast acceleration.

- **Gyrometer data** identifies small movements and inform if a phone mount is being used.

- **Facial matching technology** confirms that the driver using the app matches the account on file.
The more people use shared modes, the more likely they are to use public transit, own fewer cars, and spend less on transportation overall.
An alternative to private car ownership

By getting more people into fewer cars, we can provide a more affordable alternative to car ownership.

- Most negative impacts of current urban mobility patterns stem from the extraordinarily inefficient use of the private car
- 32% of London Uber riders in London say they are less likely to own a car because of Uber
Extending public transit
Extending Night Tube

LONDON

Decreased pickups  Increased pickups
Working with transit agencies
Nation-wide Transit Authority Partnerships

We have learnings from partnerships across the country and now know what works for improving first mile / last mile logistics.

**SAN FRANCISCO, CA: CALTRAIN**
- Partnership promoting uberPOOL to/from Caltrain during Super Bowl 50

**LOS ANGELES, CA: METRO**
- Exclusive partnership promoting uberPOOL to/from new stations

**SAN DIEGO, CA: MTS**
- $5 off all uberPOOL trips to/from stations

**DALLAS, TX: DART**
- API integration with the DART app - call a ride after buying a ticket

**ATLANTA, GA: MARTA**
- Free first rides to/from MARTA stations

**MINNEAPOLIS, MN: METRO TRANSIT**
- City-sponsored free rides when needed most

**BOSTON, MA: MBTA PARATRANSIT**
- $13 subsidy from the MBTA for eligible paratransit riders

**ATLANTA, GA: MARTA**
- Free first rides to/from MARTA stations

**TAMPA BAY, FL: PINELLS SUNCOAST TRANSIT**
- $3 subsidies for Uber rides during outages, discounts all trips for low-income riders.

**CENTRAL FL: CITY PLANNING**
- 5 Cities subsidizing 20%-25% off of rides.
Partnering with transit
Pinellas Suncoast Transit Authority (Pinellas Park, FL)

Partnering details:
● PSTA will pay half the cost of any trip costing up to $6 to and from designated transit stops

“Once we make it easy for someone to get to the bus stop, riding the bus becomes a real transportation alternative”

– Brad Miller, CEO for the PSTA.
Providing an alternative to building a parking lot
City of Summit, New Jersey

Partnership details

- During commuting hours, residents enrolled in the existing parking program, can ride Uber to a NJ Transit hub for FREE!
  - Residents who aren’t enrolled, are charged a flat $2.

"As an alternative transportation option, ridesharing is not new. But our program is the first of its kind in the United States to use ridesharing technology as a parking solution. Our innovation has the potential to shape how municipalities think about and implement parking options in the future."

- Summit Mayor Nora Radest
On-demand transportation for paratransit users
Massachusetts Bay Transit Authority

Partnership details:
- Rider covers first $2 of each trip; MBTA covers up to an additional $13 of each fare

“Partnering with Uber is an excellent opportunity to bring cutting edge services to our customers. Uber’s customized app and willingness to provide smartphones to those who would otherwise be without access demonstrates the power of their platform. We are excited to partner with such an innovative company.”

-MBTA General Manager Brian Shortsleeve
What if all trips were shared?

ITF-OECD: How will shared mobility affect the livability of our cities?

- Congestion disappeared and traffic emissions were reduced by one-third.

- Mobility would be more affordable, thanks to the highly efficient use of vehicle capacity.

- There would be more room for public parks, broader sidewalks and bicycle lanes.

- 95 percent less public space would be required for parking.
Thank you

Interested in forming a partnership in your city?

Email transit@uber.com
Webinar Speakers

**Moderator:** Sharon Feigon, Executive Director, Shared-Use Mobility Center

**Local Government:** Marla Westervelt, Senior Transportation Planner, Policy and Innovation, L.A. Metro, Office of Extraordinary Innovation
OEI is an incubator and implementer of innovative, out-of-the-box, and untried ideas for LA Metro
LA Metro

- County level planner, funder, builder, operator, and maintainer.
- Most populous county in the United States, with over 10 million residents
- More than 40 operators in the county
MEASURE M PASSED!

Current

Future
Why Partner?
Marketing Partnership with Uber

- LA Metro + Uber partnership for opening of the Expo Line extension
- Features:
  - Discounts for uberPOOL rides to/from stations
  - Co-branded marketing
  - Data sharing
  - No exchange of money
  - Temporary
> Mobility on Demand, First and Last Mile Partnership with Lyft

> Microtransit Pilot
Mobility on Demand

- FTA’s Mobility on Demand Sandbox Pilot
- $8 million awarded to 11 agencies
- Regulatory waivers
Mobility on Demand

- First and last mile service delivery partnership with LA Metro, Lyft, Foothill Transit, and Access Services
- Analogous project with Seattle Sound Transit
- $1.3M grant
Goal: Ensure Equity and Access

- Partnership with WAV providers, managed by Lyft and informed by Access Services data
- Fare payment integration, two approaches
- Concierge request service
- Shared rides
On Demand Dynamic Route Micro-Transit

- Small vehicles, seating 5-7 passengers
- Operating during the day, not just rush hour
- Opportunity to serve in areas that don’t lend themselves to arterial
HOW TO PARTNER

• There is no “silver-bullet” for partnerships
• Identify performance outcomes and goals
• Identify ways in which to share both risk and rewards (in a partnership)
• Unsolicited Proposal/Performance Based Procurement strategy
LESSONS LEARNED

> Best practices (and business models) have not yet been defined; test lots of options
> Public agencies have a lot more to leverage than they think
> Be intentional in project design and roll out
> Communicate early and often with labor
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Questions?
Please type your questions into the comment box.

Please email Albert Benedict, SUMC Research Manager for further questions about the toolkit, at: albert@sharedusemobilitycenter.org
Thank you!

Presentations will be available in follow up email and on the toolkit website at: sharedusemobilitycenter.org/tools

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