REDEFINING TRANSIT: PARTNERING WITH UBER AND LYFT

September 7, 2016

GREAT INSIGHTS.
GREATER OUTCOMES.

Tindale Oliver

planning | design | engineering

INTRODUCTION

- Introduction to Ridesourcing
- Ridesourcing Alternatives
- Examples in Action
  - Pinellas County, FL (PSTA)
  - City of Altamonte Springs, Florida

INTRODUCTION

- Presenters:
  - **Laura Everitt**, Associate Director for Transit Solutions, Tindale Oliver
  - **Debs Schrimmer**, Transportation Partners Analyst, Lyft
  - **Tom Maguire**, Uber Tampa & Orlando General Manager
  - **Frank Martz**, City Manager, City of Altamonte Springs
  - **Christopher Cochran**, Senior Planner, Pinellas Suncoast Transit Authority

DEFINITIONS

- **Transportation Network Companies (TNC)** – connects paying passengers with drivers who provide the transportation on their own non-commercial vehicles. All parties connect to the service via website and mobile apps.

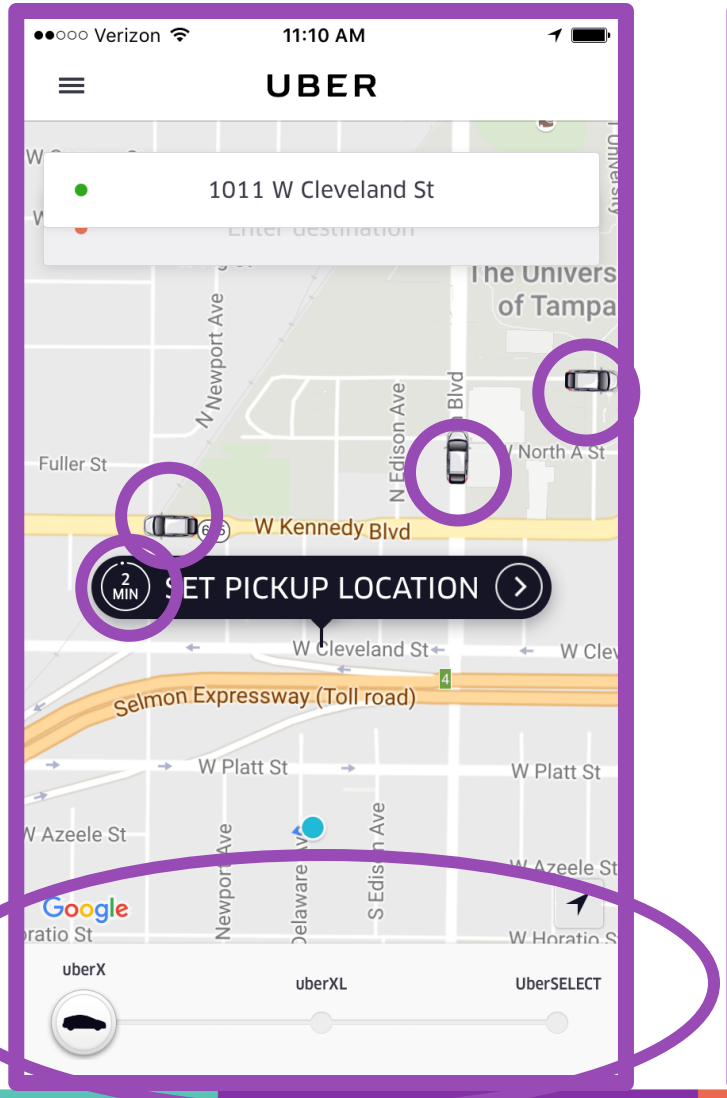
DEFINITIONS

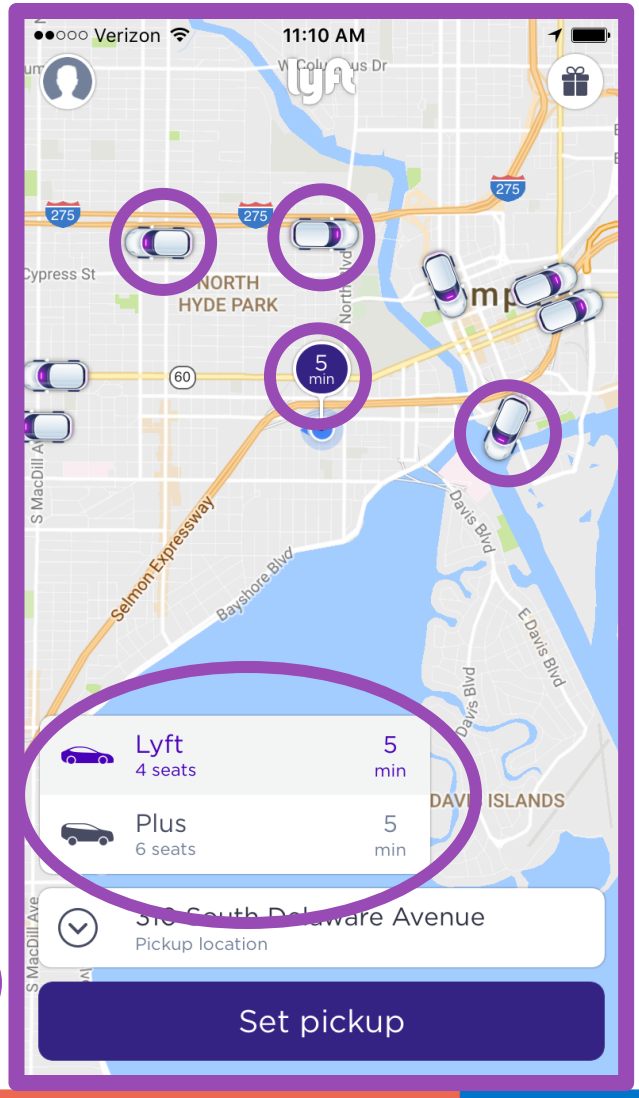
- **Ridesourcing** – the driver's motivation is fare income and does not share a destination with passengers.
- **Ridesharing** – the grouping of travelers in a private vehicle, each heading to a similar destination, with the goal of reducing congestion, travel costs, and vehicle emissions.

DEFINITIONS

- **Geofencing** – a feature in a software program that uses GPS or radio frequency identification to define geographical boundaries; a virtual perimeter for a real-world geographic area.

INTRODUCTION





FLORIDA EXAMPLES

- Hillsborough County
- UF Safe Ride
- Alachua County Eldercare
- Pinellas County
- Altamonte Springs
- Miami-Dade Transit

INTRODUCTION

SHARED MOBILITY AND THE TRANSFORMATION OF PUBLIC TRANSIT

KEY FINDING 1

The more people use shared modes, the more likely they are to use public transit, own fewer cars, and spend less on transportation overall.

KEY FINDING 2

Shared modes complement public transit, enhancing urban mobility.

Source: *Shared Mobility and the Transformation of Public Transit*, American Public Transportation Association (APTA), March 2016.

SHARED MOBILITY AND THE TRANSFORMATION OF PUBLIC TRANSIT

KEY FINDING 3

Shared modes will continue to grow in significance, and public entities should engage with them to ensure that benefits are widely and equitably shared.

KEY FINDING 4

The public sector and private mobility operators are eager to collaborate to improve paratransit using emerging approaches and technology.

Source: *Shared Mobility and the Transformation of Public Transit*, American Public Transportation Association (APTA), March 2016.

POTENTIAL USES

- First mile/last mile
- Bookend service hours
- Emergency ride home programs
- Paratransit services
- Flexibility for passengers
- Congestion reduction

CHALLENGES

- Legality
- Resistance from unions & taxi companies
- Insurance
- Propriety of information
- Assistance for users without smart phones
- ADA accessibility
- National Transit Database reporting

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