

UNDER EMBARGO UNTIL:

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New report outlines how cities and transit agencies can work with companies like Uber, Lyft, and Zipcar

New York, NY - A new report released today by TransitCenter, a foundation dedicated to improving urban mobility, outlines how government agencies can more effectively incorporate popular on-demand services like Uber and bikesharing to improve service for transit customers while also addressing some of the transit industry's biggest challenges.

The [report](#), titled *Private Mobility, Public Interest: How public agencies can work with emerging mobility providers*, draws on interviews with more than 100 transportation industry representatives from both public and private sectors. The researchers highlight strategies agencies can use right now to work with emerging mobility providers like Zipcar and Car2Go, bikeshare providers, and on-demand transit providers like Bridj or Via.

"Emerging mobility services are the subject of lots of press attention and speculation, so we wanted to take a rigorous look at the realistic opportunities for public agencies to adapt to them," said David Bragdon, the Executive Director of TransitCenter. "We found that experimentation and collaboration between public agencies and emerging mobility providers can create new opportunities for riders, as long as the public interest is kept in the driver's seat."

"Emerging mobility services can complement buses and trains to make cities across the country more accessible via public transportation," added Zak Accuardi, program analyst at TransitCenter and one of the report's lead researchers. "While Uber and Lyft cannot replace transit, these and other new services can be used to complement and strengthen the greater transportation network."

Based on the insight gleaned from industry and public sector transportation experts, TransitCenter identified four key strategies that transit agencies can use to build a more robust transportation network, with a foundation of high-quality transit:

1. **Partner to reinforce transit's strengths:** emerging mobility services provide agencies with new service models that can help agencies spend money more effectively. New data generated by transportation network companies and bikeshare systems can also strengthen agency planning efforts.
2. **Leverage agency-controlled assets:** Because carshare, bikeshare, and any on-demand transportation services depend on public infrastructure like roads or parking spaces, agencies have a considerable amount of leverage to negotiate partnerships that advance the public interest. Public subsidies can also guide the market toward achieving agency-desired outcomes.
3. **Plan for a streamlined user experience:** By providing high quality data and using open data and technology standards, agencies can make it easier for riders to access and pay for a variety of mobility options.
4. **Be open to new ways of providing useful transit:** Agencies who embrace the opportunities provided by emerging mobility providers will be able to plan more flexibly and provide service more cost-effectively. This will start by being open to and proactive about working with new types of companies, and rapid change in the industry will necessitate substantial experimentation and peer learning.

In addition to these four strategies, the report also provides a path forward for agencies who want to push the envelope further, suggesting they focus on subsidizing customer trips according to agency goals, more efficiently allocating street space to transit and other high-volume transportation options, and experimenting with on-demand transit service.

"Private Mobility, Public Interest captures the challenges facing the industry and remains realistic about emerging mobility while encouraging further experimentation." said David Block-Schachter, Chief Technology Officer at the Massachusetts Bay Transportation Authority and formerly of Bridj. "TransitCenter has provided a clear path forward for public agencies navigating a rapidly evolving mobility landscape."

The report is available for download here:

<http://transitcenter.org/publications/private-mobility-public-interest/>

To speak with experts from TransitCenter about the report findings, please contact Katie Andriulli at kandriulli@mrss.com or (917) 438-4605.

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About TransitCenter

TransitCenter is a foundation committed to improving urban mobility through research, advocacy, and grantmaking that empowers communities, policymakers, and riders. For more information please visit transitcenter.org