

Planning for the Integration of Ride-Hailing Services with Transit: The Case of Small Transit Agencies

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Poster Session

Session Description

Ride-hailing programs established through partnerships between transit agencies and transportation network companies (TNCs) is an emerging innovative practice in public transportation services. Literature and practice attest to the potential of these programs. Recent research reports have produced how-to guides and other useful material that can guide transit agencies through the various stages involved in exploring, understanding, defining, and establishing such a program. However, these materials lack adequate representation of programs established within small transit agencies, because very few of the existing case studies are of ride-hailing programs operating in rural and small urban areas or small University/College/campus towns. In this study, to address this gap, we focus on the early planning stages of establishing a ride-hailing program within a small transit agency. We propose a framework based on multi-criteria decision analysis methods that can be used to explore the perceived and actual potential benefits, costs, and performance of different ride-hailing service models. We illustrate this methodology using the case study of Mountain Line Transit Authority, operating in Monongalia County, West Virginia. The results highlight the need for a local exploration of both perceived and actual measures of the benefits and costs of different service models. Concerning the empirical results, the findings universally suggest that any ride-hailing service model is perceived as an enhancement of the existing transit services. Finally, there is a consensus in that the area and the agency will be the least benefited from implementing a late night/early morning ride-hailing service model.

Sponsoring Committee(s)

Standing Committee on Rural, Intercity Bus, and Specialized Transportation; Joint Subcommittee on Paratransit (with AP020 and AP075); Subcommittee on Intercity Bus Transit

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Presentations

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Powerpoint