

An aerial photograph of a city at sunset, showing various buildings, streets, and greenery. The sky is a mix of orange, yellow, and blue. The city is densely packed with buildings of different heights and colors.

Uber + Transit & Micromobility

CATC Transportation Policy Workshop

July 29, 2019

Austin Heyworth
Senior Manager, Public Policy

Uber

Global Scale

The image features a dark blue background with a white dotted world map. The Uber logo is centered in the upper half. Below the logo, three statistics are presented in large white text, each with a corresponding label underneath. The statistics are: 600+ Cities, 65+ Countries, and 11B+ Cumulative Trips.

Uber

600+

Cities

65+

Countries

11B+

Cumulative Trips

Engaged User Base



Uber

75M+

Active riders

3M+

Active drivers

15M+

Trips per day

“

We share many of the same goals as the 600 cities we serve, and are committed to addressing the same challenges: reducing individual car ownership, expanding transportation access and helping governments plan future transportation investments.

Dara Khosrowshahi
CEO, Uber

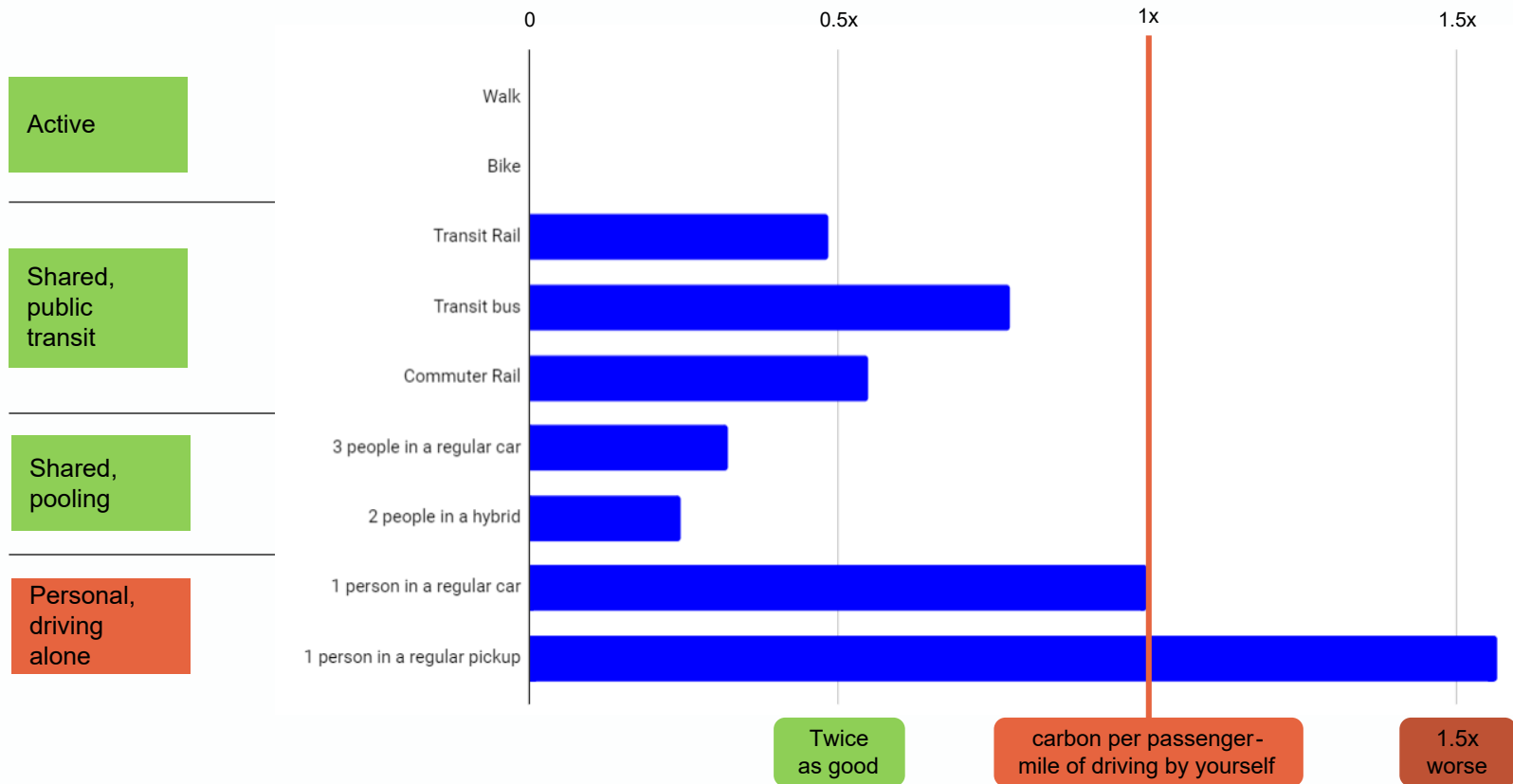


[Photo by Steve Morgan](#)

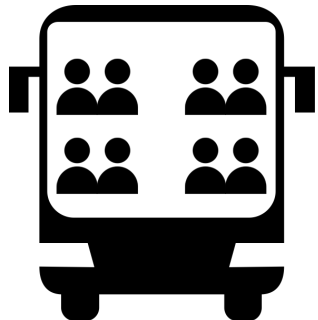


How do we shift movers toward more efficient, shared, & active modes?

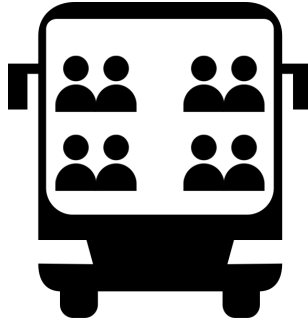
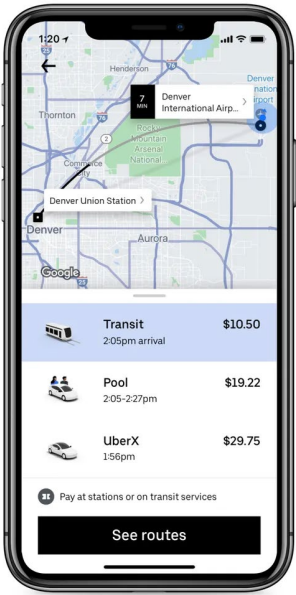
Emissions per passenger -mile comparisons across modes



What if?



Making shared, electric mobility the default

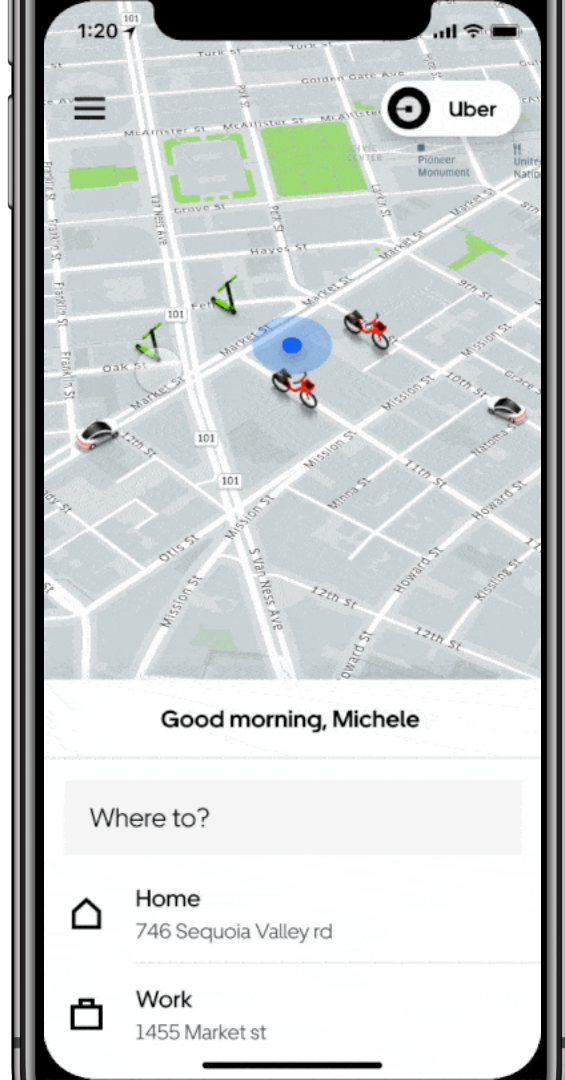
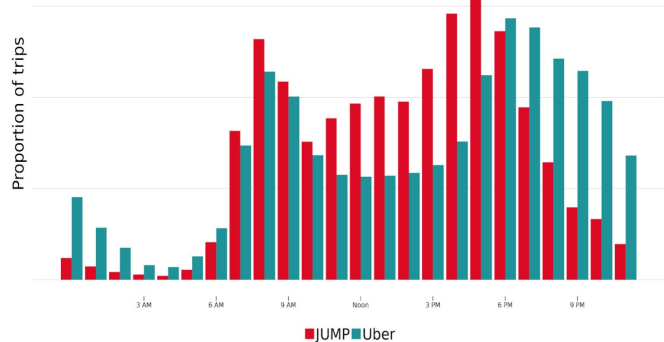


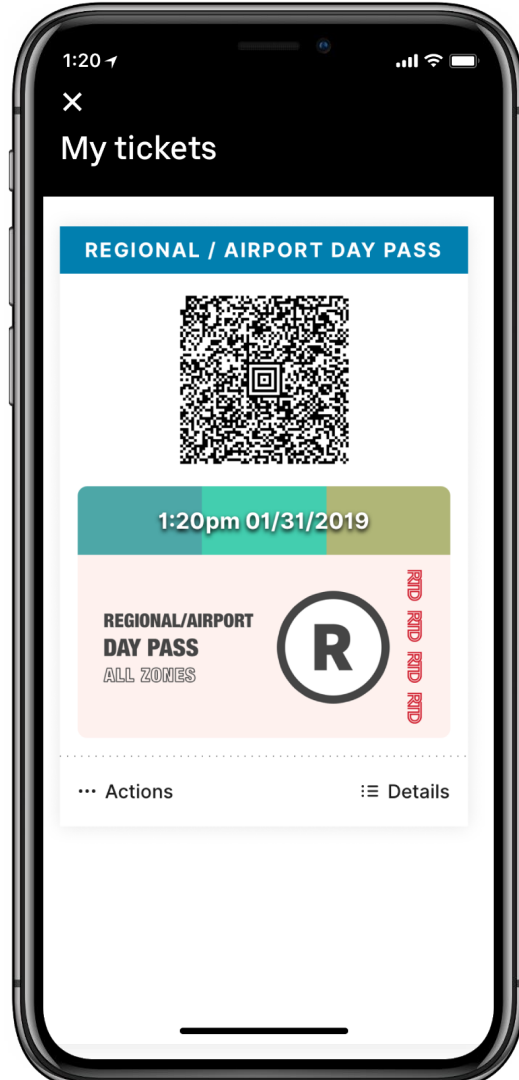
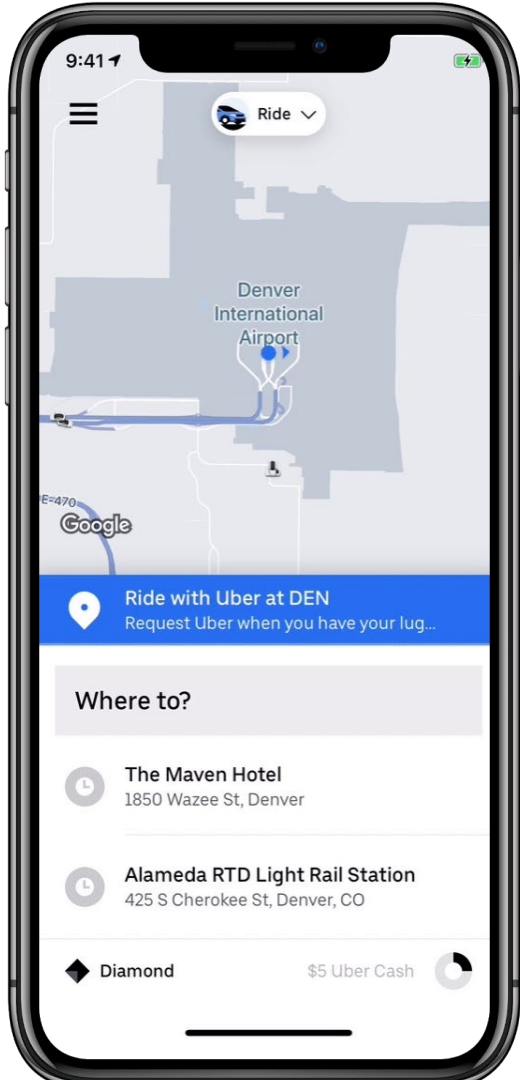
THE SACRAMENTO BEE

What's more popular than Uber? Shockingly, Jump bikes

BY TONY BIZJAK

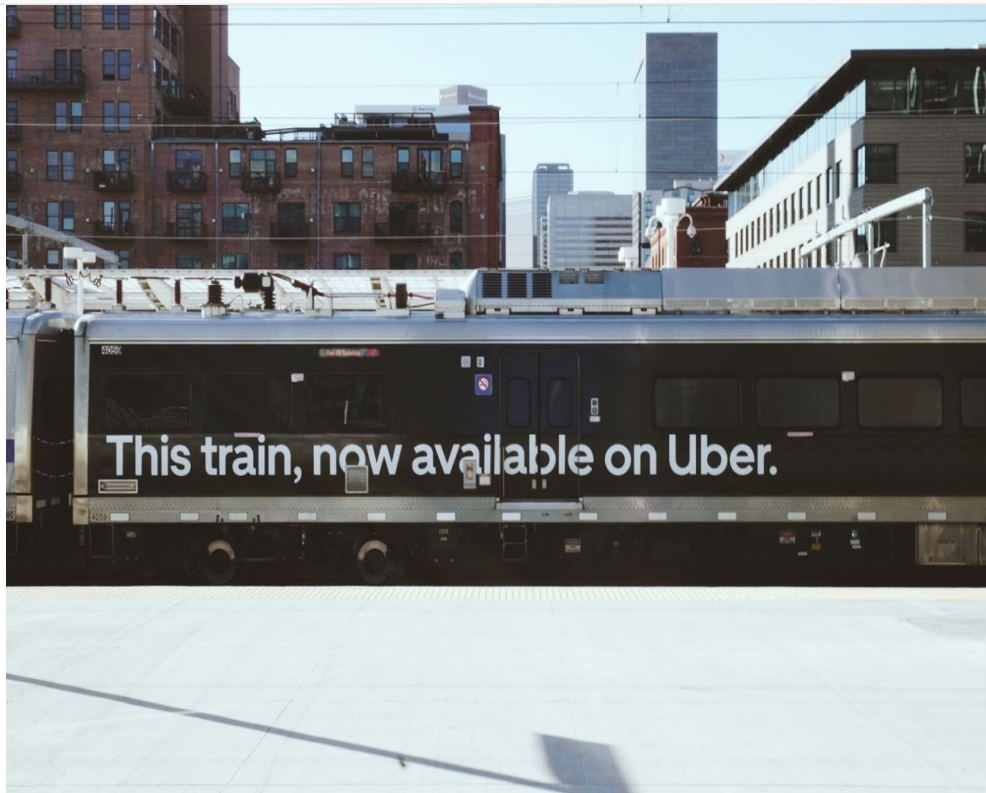
FEBRUARY 25, 2019 02:40 AM, UPDATED FEBRUARY 25, 2019 11:07 PM





Uber gave its Denver-area users easy access to transit info and tickets, and now more are using RTD

City was test market for integration of transit schedules in ride-sharing app



Masabi @Masabi_com

7h

🎉 We're super excited to be in #Denver today with @Uber and @RideRTD to announce that more than 1,200 RTD tickets have been sold through the Uber app with growth averaging 42 percent each week during the rollout period 🎉 😊 😎 Read all about it here 👉 hubs.ly/H0jHT0m0



💬 ↻ 3 ❤️ 10 ⋮

Driving platform efficiency

Rider-driver GPS matching	Pool	Smart routing
“Forward dispatch”	Express Pool	Aggressive driving notifications
Trip swap technology	UberXL	Vehicle-to-trip right-sizing
Pre- & rematch technology	High-capacity Vehicles	Driver TCO optimization
JUMP	Split-fare	Vehicle upgrade initiatives
	Multi-destination trips	Zero-tailpipe modes: EVs, e-bikes and e-scooters

FEWER

FULLER

MORE EFFICIENT

BY DESIGN

$$\left(\frac{\text{Rider Trips}}{\text{Vehicle}} \right) \times \left(\frac{\text{Rider Miles}}{\text{Vehicle Miles}} \right) \times \left(\frac{\text{Fuel}}{\text{Vehicle Mile}} \right) = \frac{\text{impact}}{\text{passenger -mile}}$$

Solutions

Opportunities to partner to deliver innovative transit solutions to your customers.



Accessible transit

Uber can provide accessible transportation options for people with disabilities and special needs with scheduled or on-demand sedans or wheelchair accessible vehicles.

- **Paratransit:** we can partner with you to support existing paratransit programs, or work with you to develop a new offering.



Complementary transit

Extend the reach of public transit.

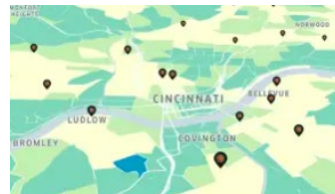
- **First - and last -mile:** help riders get to or from transit stops and hubs.
- **Late -night / guaranteed rides home:** offer riders a TNC alternative when transit isn't an option.
- **Transit / food deserts:** help riders get to where they need to go where transit isn't available.



On-demand public transit

Launch microtransit in your city with Uber's technology powering the trips.

- **Shared rides:** leverage Uber's carpooling technology to offer an on-demand shared transit option - either in a sedan, wheelchair accessible vehicles or high capacity vehicles.



Analytics and insights

Track how your program is running with trip data.

- **Dashboards:** access key metrics and data via a self-serve dash.
- **Data tools:** highlight the impact of transit, and plan smarter policies with Uber's open data and interactive tools.



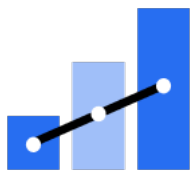
Public transit integration

Help new customers choose transit by including it in the Uber app.

- **Journey planning:** provide real-time transit data and routes in the Uber app
- **Mobile ticketing:** enable riders to purchase public transit tickets in the Uber app (coming in spring)

Potential Transit Benefits

Uber's unique value proposition



Increase ridership

Tap into Uber's extensive active rider base to offer innovative transit solutions via the Uber app.

Leverage Uber's dedicated marketing team has significant experience growing a B2C brand and building awareness for new products.



Lower your costs

Tap into Uber's ability to increase or decrease supply providing services based on demand to reduce the cost of underutilized vehicles.

Use Uber's existing technology to reduce spend on transit software.



Improve customer experience

We'll work with you to meet customer needs,

with a dedicated Account Manager to help implement a great transit program.

By partnering with us, you're getting access to a product team who are focussed on iterating on transit products to better suit your requirements.



Extend the reach of transit

Provide services where transit currently isn't available, or at times when it's not available.

Leverage data from a partnership with Uber to feed into future transit planning and better reach customers in future.

An aerial view of a city at dusk, featuring a large river and a bridge. The sky is a mix of blue and orange, and the city lights are visible in the background. The text "See your city in motion at movement.uber.com" is overlaid in the center.

See your city in motion at
movement.uber.com

Case studies

Extending Night Tube

LONDON



Decreased pickups

Increased pickups



On-Demand Public Transit

Innisfil Transit, Canada

In May 2017, Uber launched a partnership with Innisfil to create a dynamic transit network (they had no existing transit system). The partnership involves the town subsidizing every 'Innisfil Transit' trip at a price comparable to other transit networks (C\$3 - C\$5).

Before engaging Uber, the town had hired a consulting firm to help assess their transit needs. They were quoted >\$600k annually to set up a single fixed route bus line in the town.

Uber is able to provide a better service that provides access to transportation for more people, at a fraction of the cost (\$100k in comparison).

This year the town has signed a deal with Uber to expand their partnership by adding two new flat fare destinations.

Further information: [Uber website](#)

This worked for us, and we're thrilled... If we were to try to offer the service that we offer now — so 24 hours a day, to any resident in the municipality — it would cost \$8 million, so there's absolutely no way we could have done that.

Cr Lynn Dollin, Deputy Mayor of Innisfil (via [CBC](#))

 3,400
Riders in the first 8 months

 26,700
Trips in the first 8 months

First/Last Mile and Late Night Service

Pinellas Suncoast Transit Authority (PSTA), Florida

Direct Connect

In February 2016, Uber partnered with the Pinellas Suncoast Transit Authority (PSTA) to create a “first mile, last mile” solution to provide reduced -cost rides to and from designated Direct Connect locations.

Direct Connect includes trips from 24 eligible locations and will be in operation daily, from 6am – 11pm. This makes it easier than ever to affordably combine the convenience of Uber with public transportation.

Transportation Disadvantaged Late Shift

The PSTA Transportation Disadvantaged program is aimed at helping low-income, unemployed residents overcome transportation barriers to employment. With this new program, riders can request up to 23 free rides per month between the hours of 9 p.m. and 6 a.m. Rides must be to a place of employment or residence.

Trips are ordered via PSTA’s call centre, and centrally dispatched through the Uber Central booking platform. PSTA receives data on the trips taken and is billed on a monthly basis.

Accessible Transit

Massachusetts Bay Transportation Authority
(MBTA), Boston

The MBTA pilot program with Uber offers an on-demand transit service to RIDE paratransit customers. You can book trips right from your smartphone, instantly. Riders are able to enjoy the following benefits:

- Fares as low as \$2.
- Shorter wait times.
- Instant, same-day booking.
- Faster trips.
- Access to wheelchair-accessible vehicles.

This program has reduced the average per-trip cost from \$46 to \$13 (overall program); however, it has also increased the popularity of the service, increasing usage significantly. MBTA has estimated a net savings of about 6% resulting from the new service. By capping the per-trip subsidy, they have successfully produced net savings.

“

This pilot is an innovative way to expand the availability of accessible vehicles through the use of existing technology ...

Stephanie Pollack,
MassDOT Secretary and CEO

Accessible Transit

Massachusetts Bay Transportation Authority
(MBTA), Boston

1. Enter your destination

Once activated as an eligible RIDE customer, riders can open the app and enter their destination.

2. Request

Request a ride via the uberX option for a 4-door sedan, the uberPOOL option for a shared ride, or the uberWAV option for a wheelchair accessible vehicle.

3. Ride easy

You'll pay the first \$1 of uberPOOL trips and the first \$2 of uberX and uberWAV trips, and the MBTA will cover the remainder of the fare, up to \$40*. You will cover anything additional and will be shown the total amount you owe at time of request.

