

UBER

The Impact of On-Demand Ridesharing Services on Transportation in Cities

Paige Tsai, Transportation Policy & Research Senior Associate

OCTOBER 2017



Agenda

1. Uber overview
2. How Uber impacts cities
3. Working with public transit
4. Mobility as a Service

Uber overview

A world map with a dark grey background and teal dots scattered across various continents, primarily concentrated in North America, Europe, and Asia. The dots represent the locations of 70+ countries.

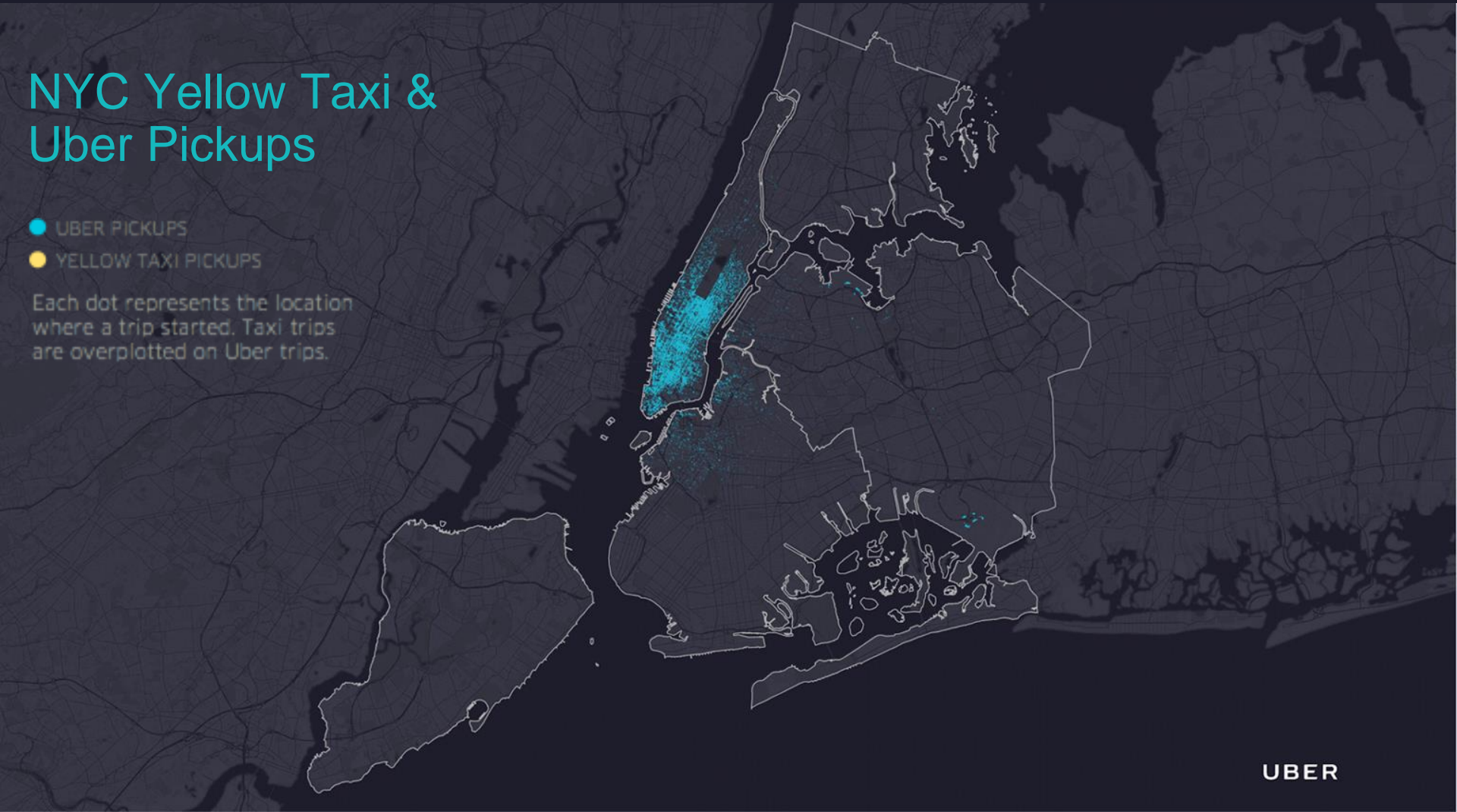
70+
Countries

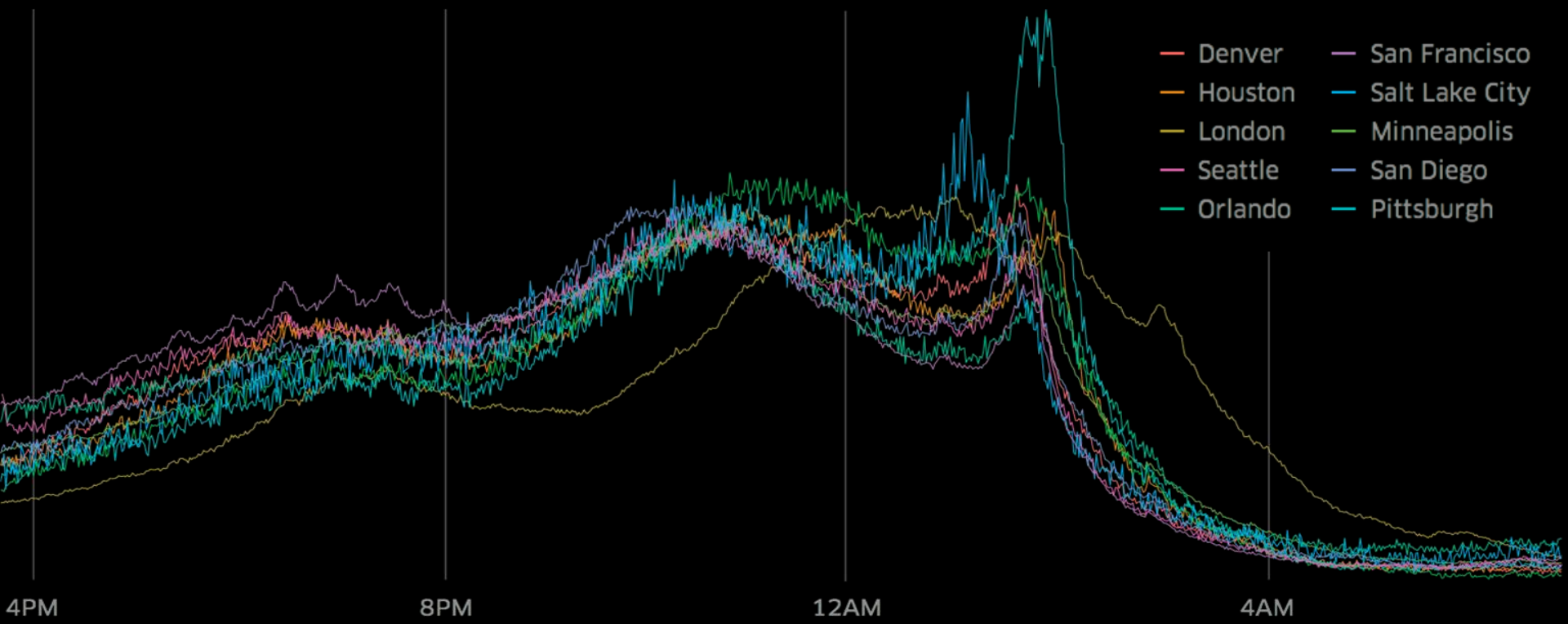
Uber's impact on cities

NYC Yellow Taxi & Uber Pickups

- UBER PICKUPS
- YELLOW TAXI PICKUPS

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





Reducing congestion with uberPOOL

More efficient.

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

More cost-effective.

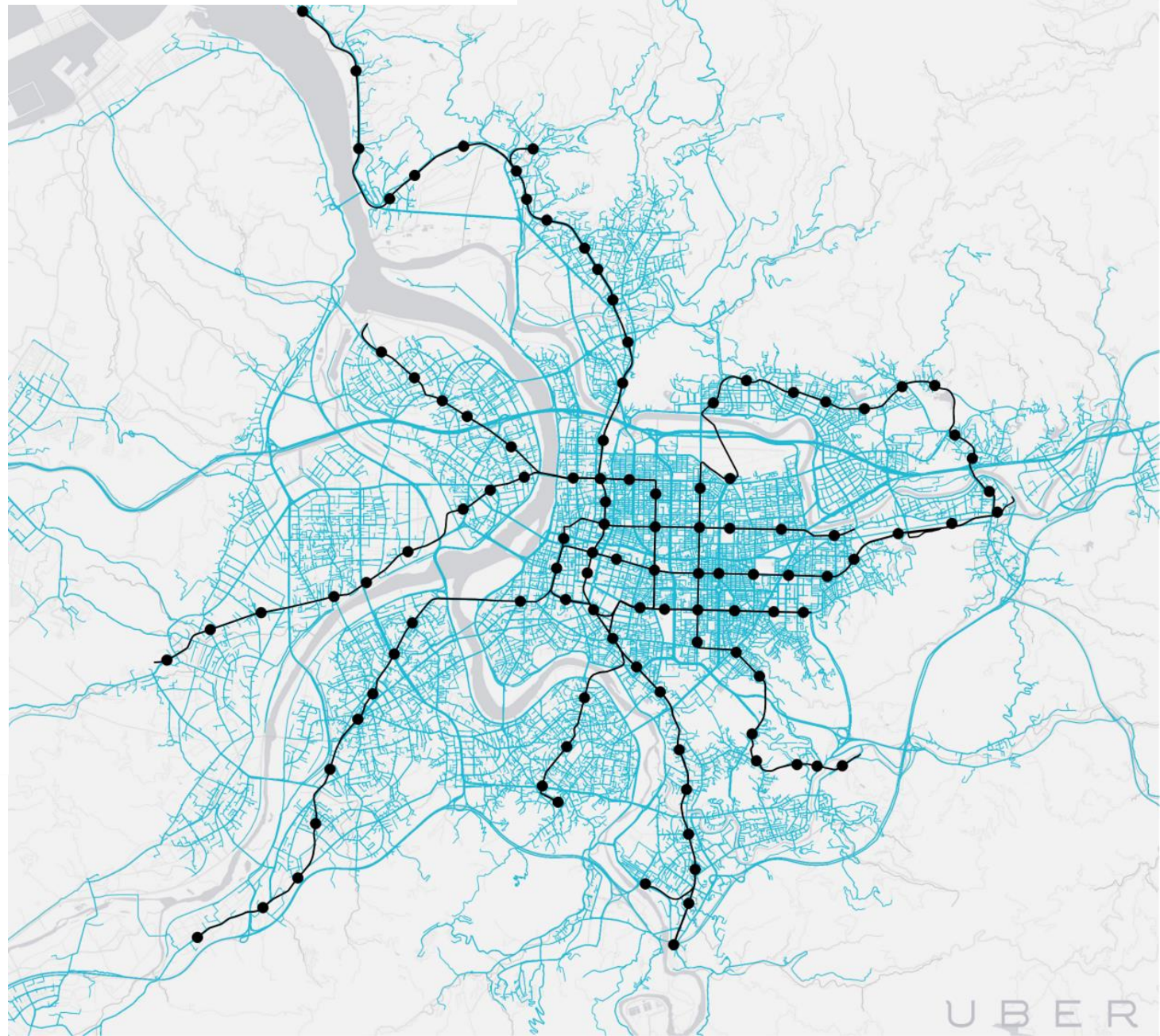
Riders share the cost between them, while adding only a few minutes of time per trip.



uberPOOL makes up 20% of our trips globally today, in cities where it's available

Partnering with transit agencies

UBER COMPLEMENTS EXISTING PUBLIC TRANSPORTATION OPTIONS IN TAIPEI



- METRO STATION
- METRO ROUTE
- UBER TRIPS



SEATTLE, WA:
SDOT



SAN FRANCISCO, CA:
CALTRAIN

SACRAMENTO, CA:
SAC RTD

LIVERMORE, CA: LAVTA

LOS ANGELES, CA:
METRO

SAN DIEGO, CA: MTS



DENVER, COLORADO:
RTD



DALLAS, TX:
DART



DENTON, TX:
DCTA

MINNEAPOLIS, MN:
METRO TRANSIT



TAMPA BAY, FL:
PINELLAS
SUNCOAST
TRANSIT

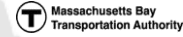



ATLANTA, GA:
MARTA 

CENTRAL FL: CITY
PLANNING



MIAMI, FL: DTPW



BOSTON, MA:
MBTA TRANSIT 

SOUTHEAST
PENNSYLVANIA:
SEPTA
SUMMIT, NJ



CANBERRA,
AUSTRALIA:
ACT



BANGALORE,
INDIA: BMRCL



Global Transit Partnerships Snapshot

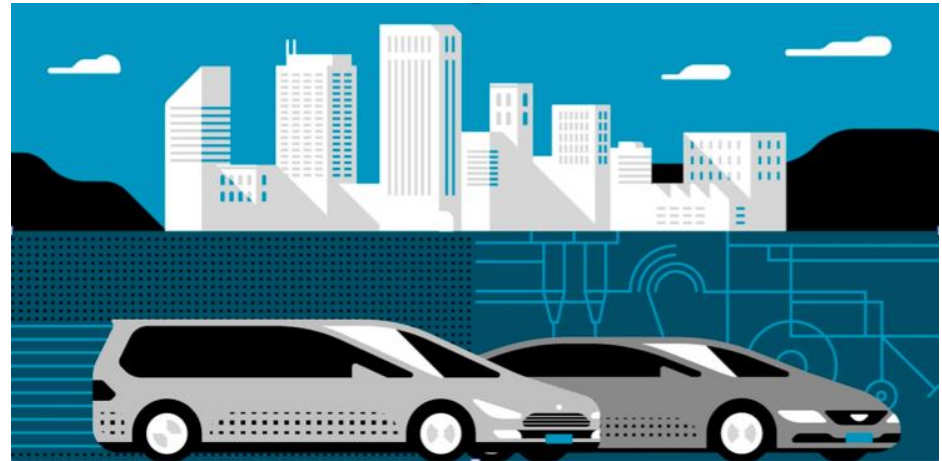
How Uber can help transit agencies

1. Providing access to underserved communities
2. Help fill the gaps in transit
3. Reduce costs of underutilized routes or services



Increasing access to transportation & reducing costs: MBTA

- In September 2016, Massachusetts Governor Baker and leaders in the disability community announced the pilot partnership with MBTA
- Uber to subsidize on-demand transportation option to better serve customers of the RIDE and reduce paratransit costs for the MBTA



Pilot program details: MBTA

RESULTS

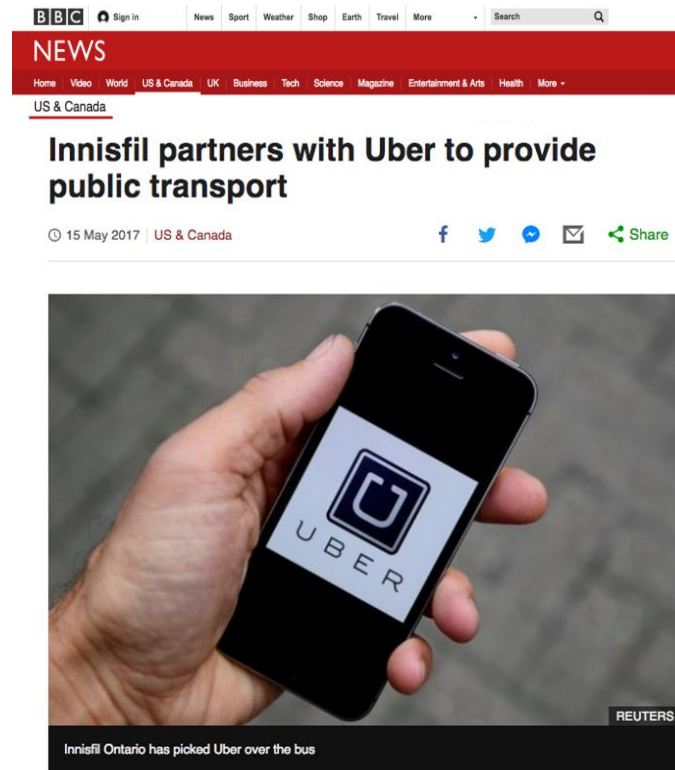
- In just over 5 months, Uber and Lyft have helped connect RIDE customers and drivers to a convenient and safe on-demand transportation option 10,000 times.
- In February 2017, Governor Baker announced the MBTA is opening up the program to everyone who has signed up, including the 200+ people on the waitlist.

“This is 70 percent cheaper than our existing service. If it works, we certainly hope that we would expand it while dramatically reducing our total cost per trip.”

– MBTA GM Brian Shortsleeve

Alternative to public transit - Innisfil, Canada

- We announced a transit partnership with the Town of Innisfil in Ontario, Canada to provide its 36,000 residents guaranteed rates and rides through the Uber app. As part of this partnership, the town will provide \$100,000 this year and \$125,000 in 2018.
- For example, Innisfil residents will pay \$3 per person for any trip to or from the Innisfil Recreational Complex and Town Hall area, and the town will cover the remainder of the fare, from \$6 to \$9.
- Residents will also be able to book a trip from Innisfil to anywhere they wish and receive \$5 off their fare.



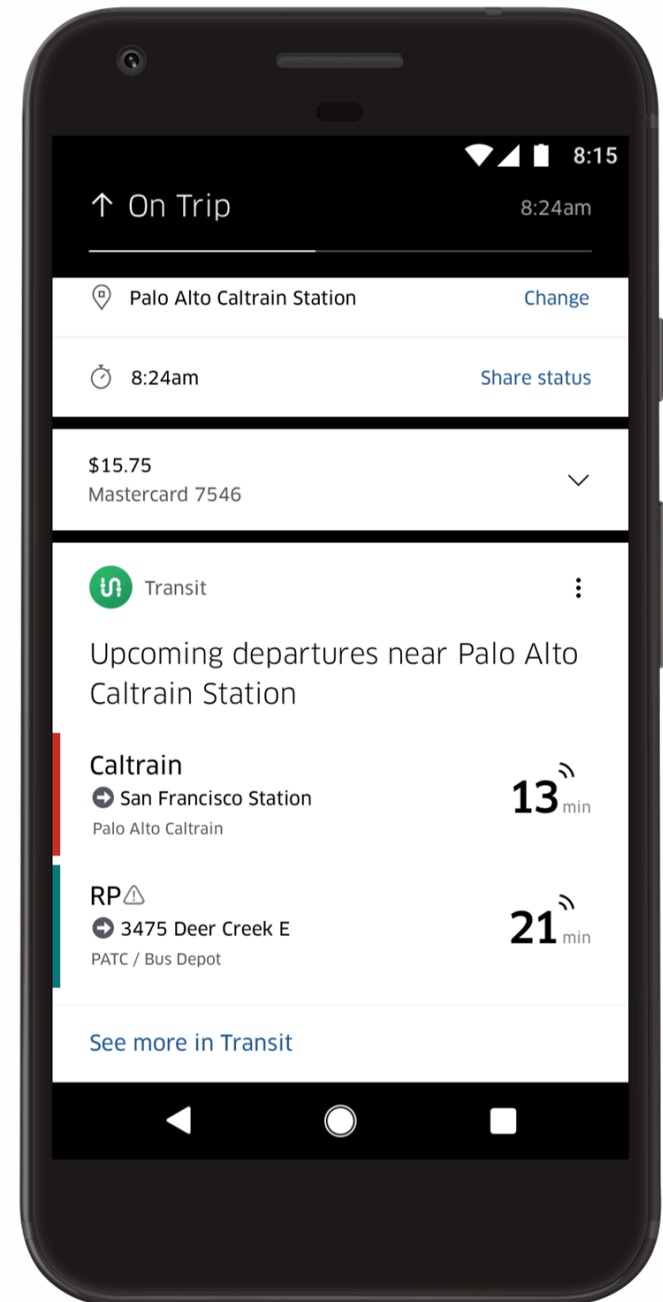
A small Canadian town has launched a first-of-its-kind ride sharing-transit partnership with Uber.

Mobility as a Service (MaaS)

Uber + Transit Makes it Easy to be Multimodal

“Our integration with Uber is a perfect match, as we both envision a future in which every journey is shared using a combination of transit options.”

Jake Sion, Chief Operating Officer, Transit



Integration with CityMapper

A better connected city.

Reduced costs.

Reduced travel times.

Reduced traffic and parking.



Public Transit Only



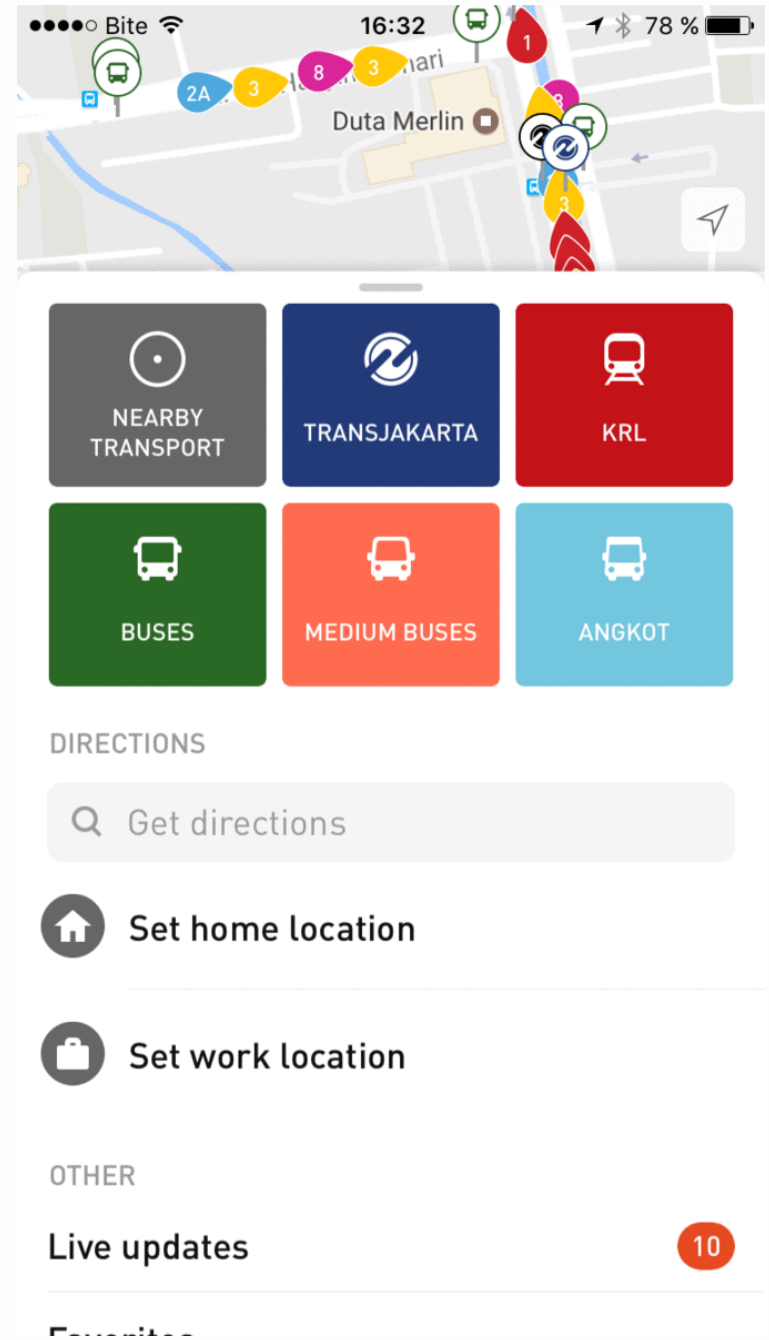
Public Transit + Uber

Integration with TRAFI

TRAFI is the official transport app of Jakarta Smart City — a unit that works under the Communication, Informatics and Public Relations Agency under Jakarta Capital City Government

As a part of the partnership, Uber and TRAFI will conduct several activities including co-marketing efforts through online (social media, blog, e-mail, live feeds) and offline channels

TRAFI will also feature Uber prominently within their application to represent the ridesharing industry in Indonesia



ECO MOBILITY: Integration with self-driving vehicles

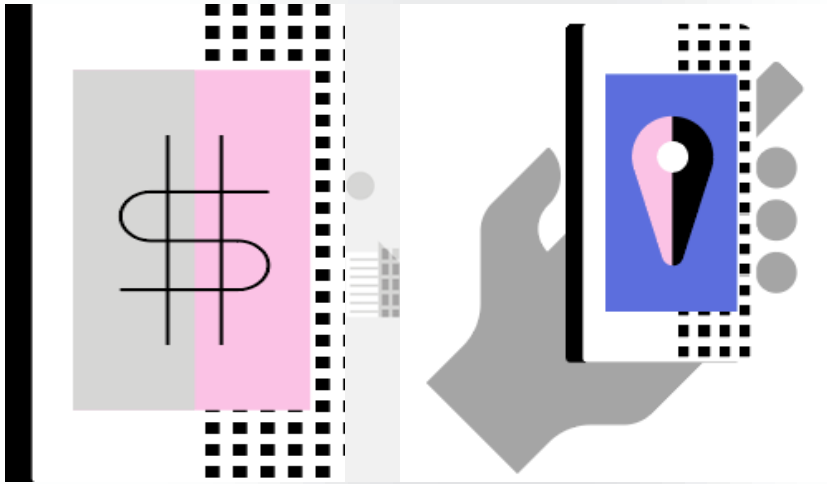


Real-time tracking.

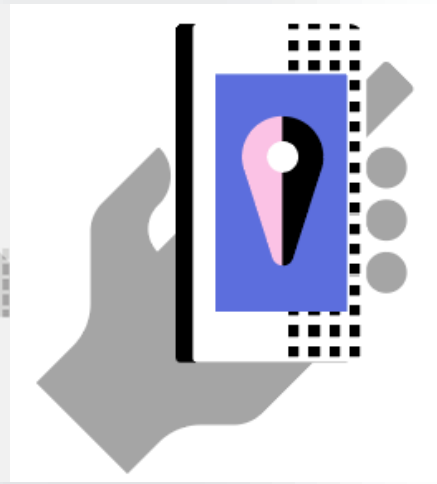
Users can track where the EZ10 bus is currently at on their UBER App.



MaaS: Opportunities and Challenges



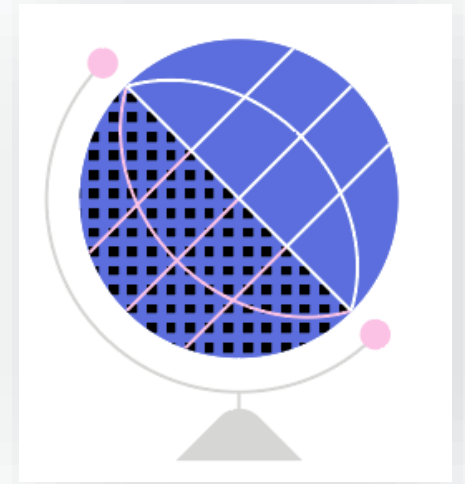
Payment
Integration



Intuitive User
Interface



24/7 Availability



Widespread Adoption

Thank you

Paige Tsai

UBER