

Uber's Impact on Cities

Paige Tsai
Policy, Research & Economics Team

February 26, 2018



Agenda

1. Uber overview
2. How Uber impacts cities
3. Working with public transit

UBER

Uber overview



70+
Countries

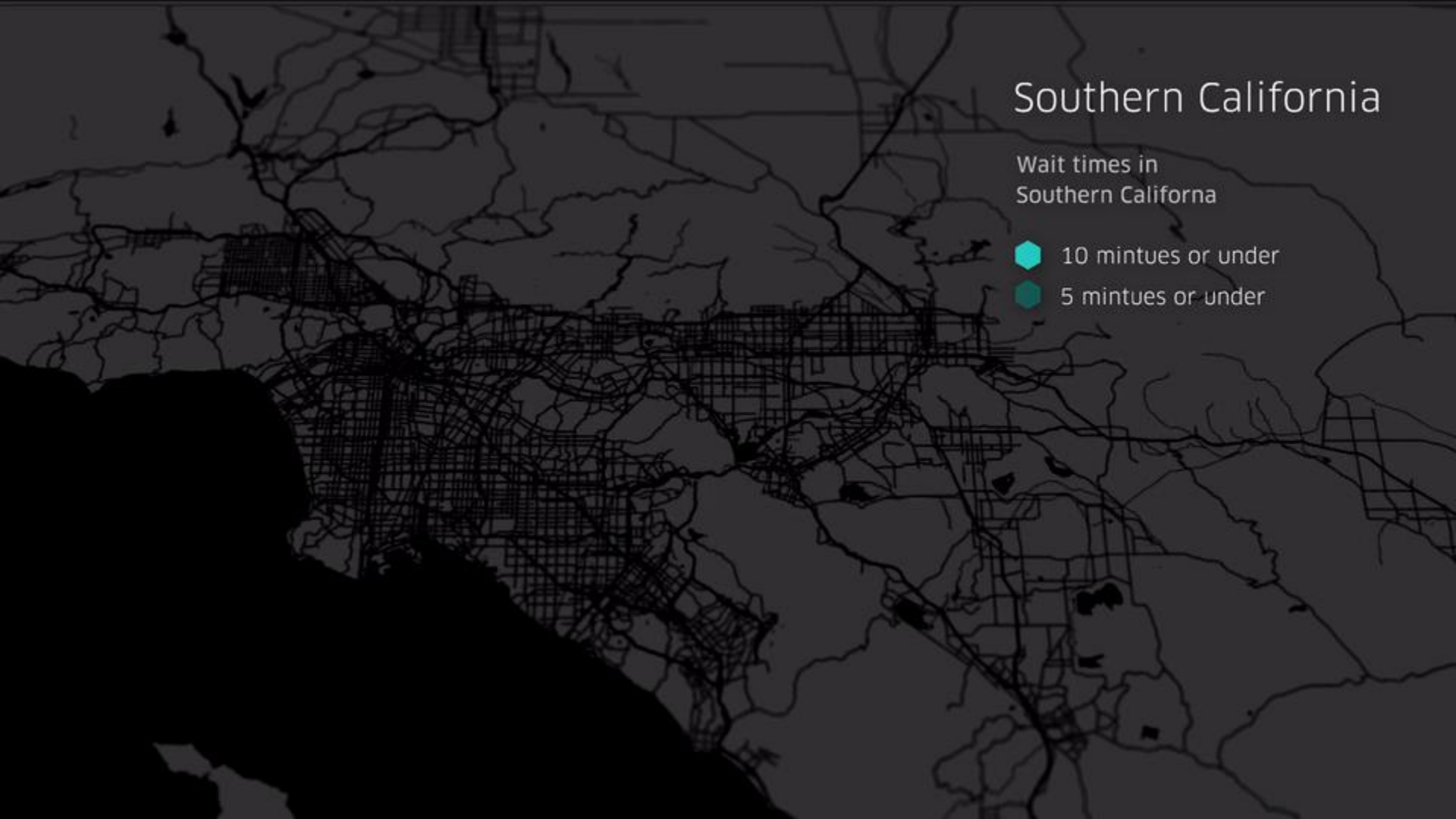
UBER

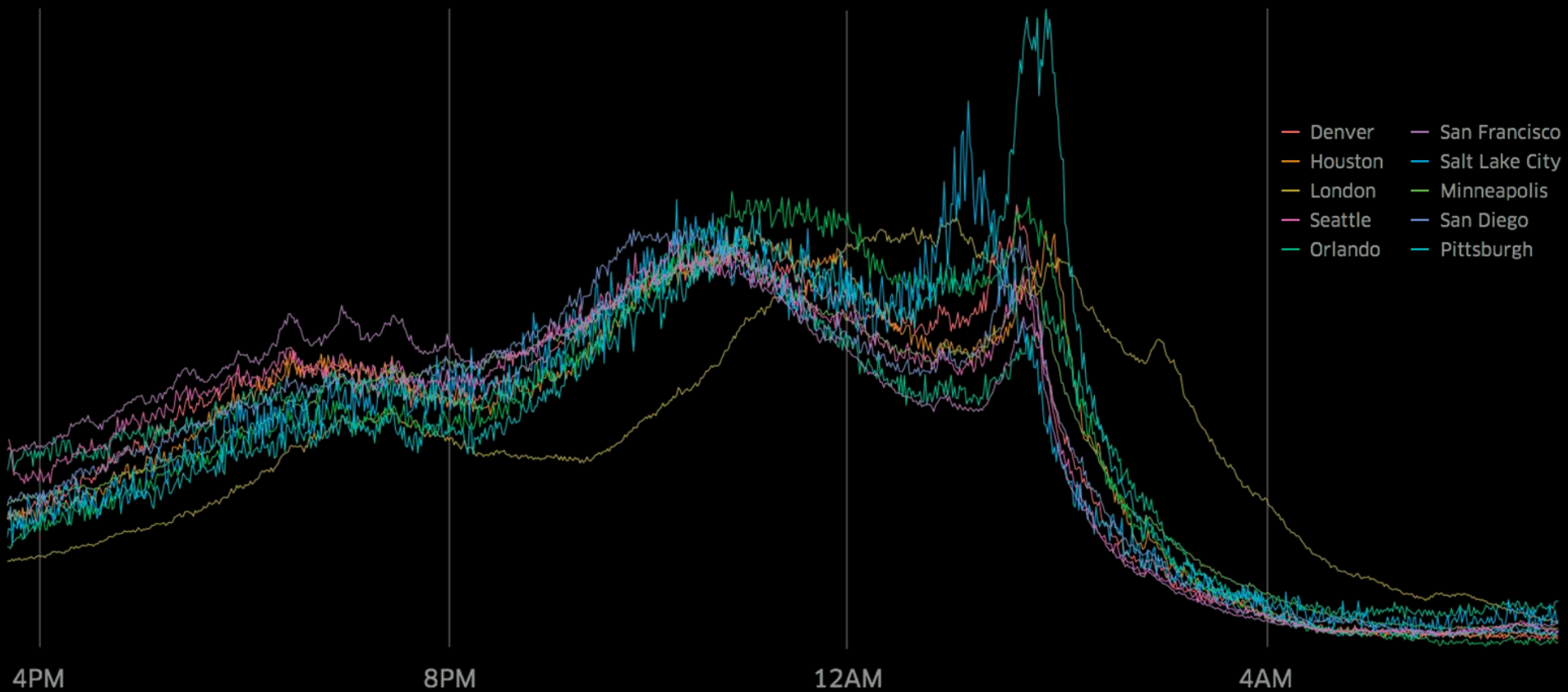
Uber's impact on cities

Southern California

Wait times in
Southern California

- 10 mintues or under
- 5 mintues or under

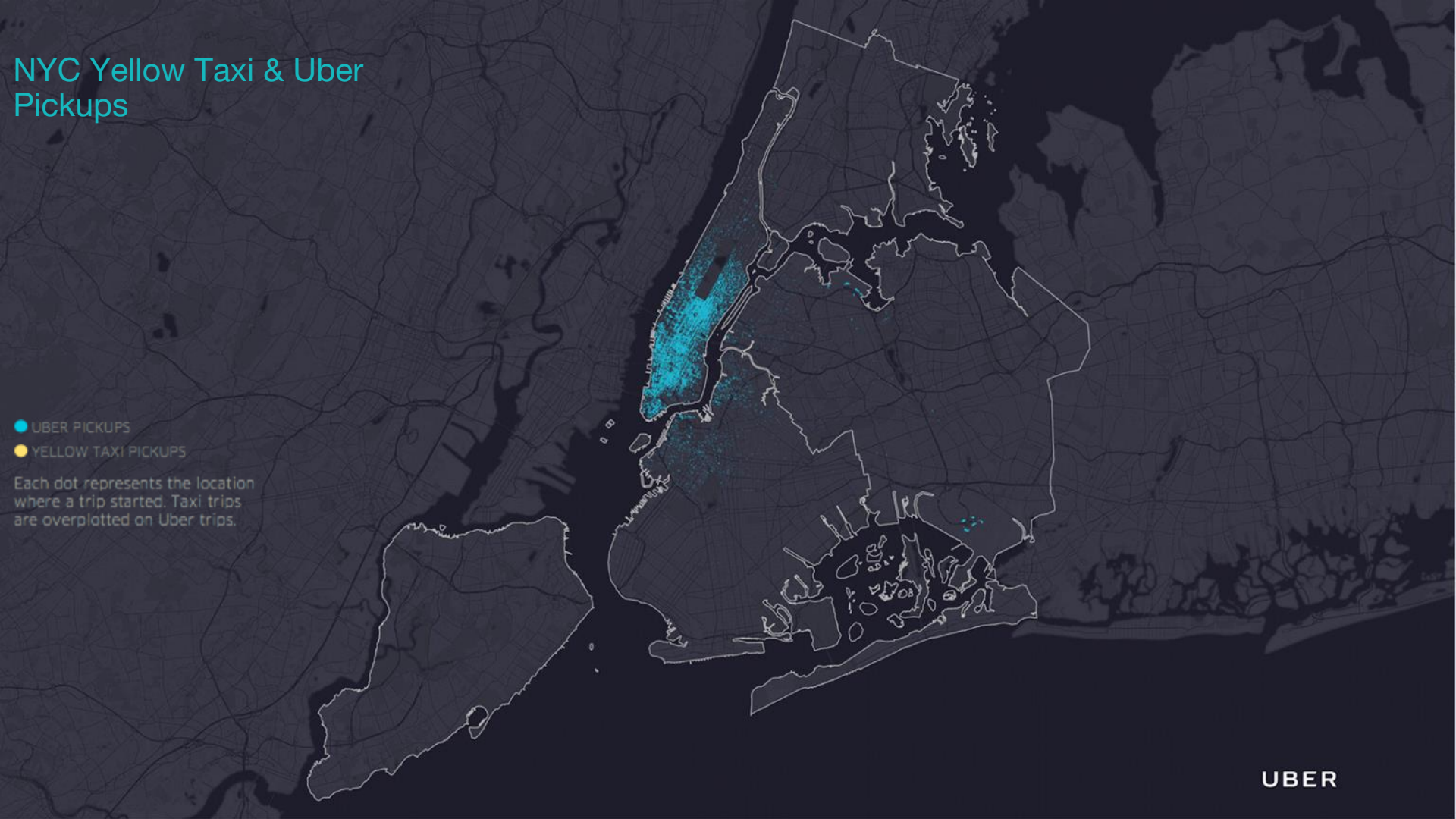




NYC Yellow Taxi & Uber Pickups

- UBER PICKUPS
- YELLOW TAXI PICKUPS

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



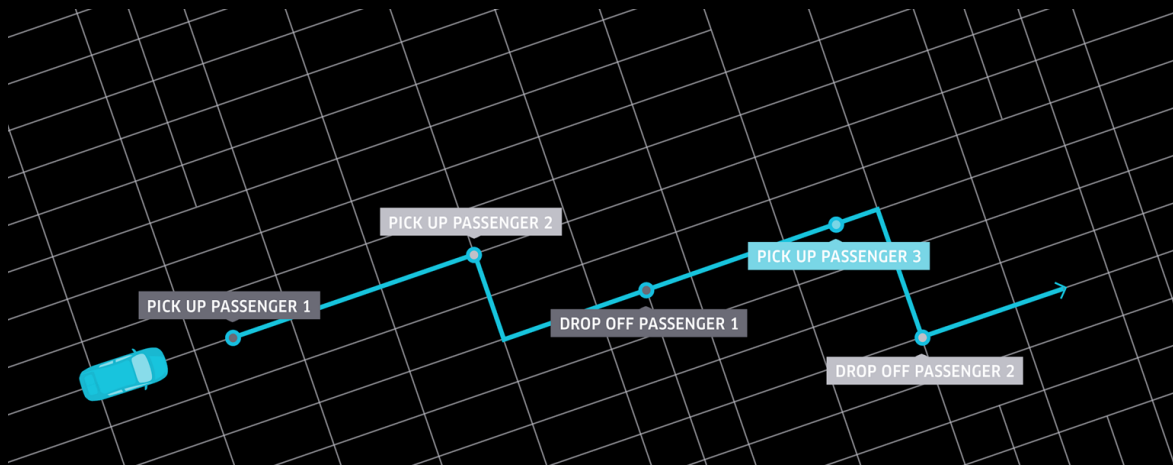
Reducing congestion with uberPOOL

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.





UBER

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

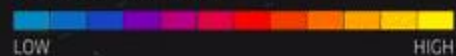
Total Uber trips



uberPOOL trips



TRAFFIC VOLUME



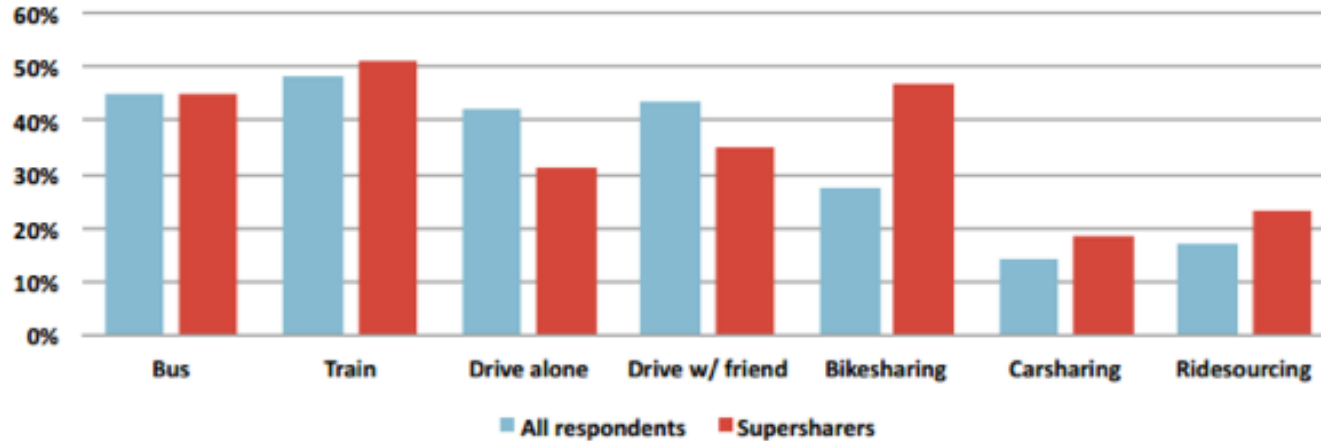
UBER

Partnering with transit agencies

Emerging mobility providers can augment transit service in dense corridors—during off-peak hours or as a feeder service, for example. — *TransitCenter*

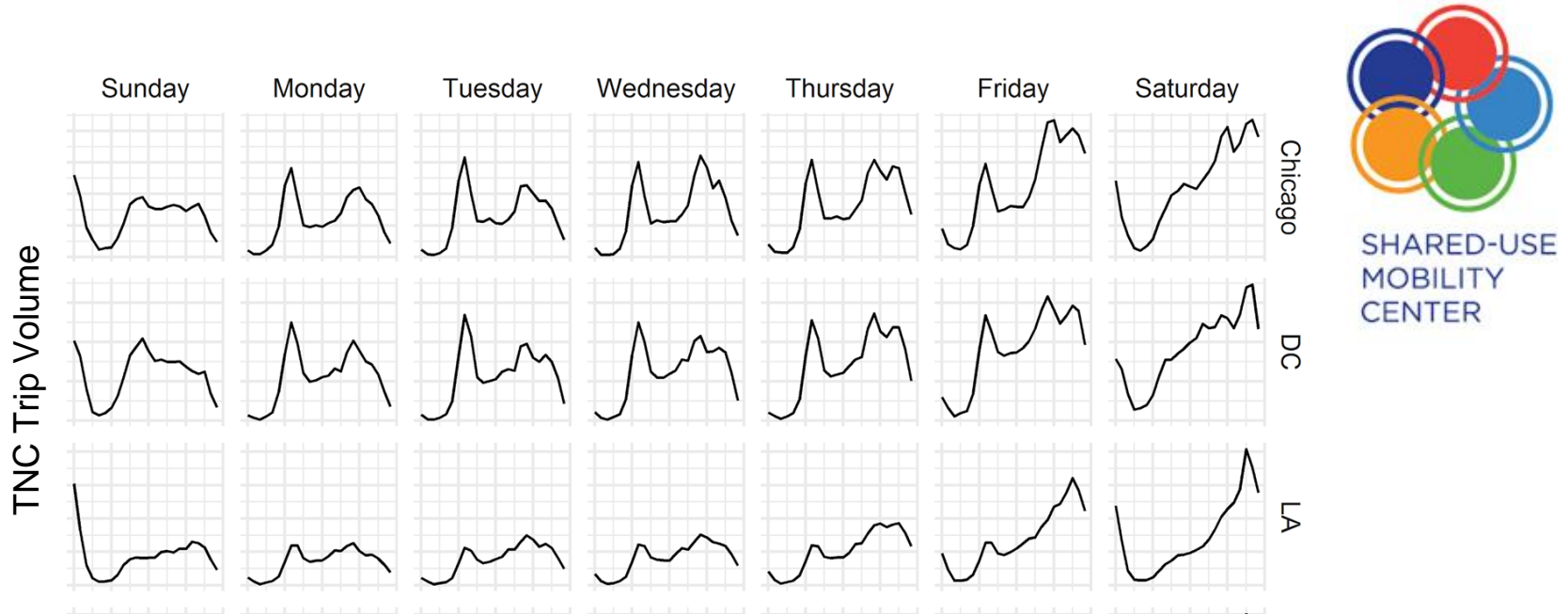
Frequent ride-hailing users are less likely than other Americans to own a car – but also rely heavily on a range of other transit options — *Pew Research Center*

Figure 2:
Frequent use (once or more per week) by mode—supersharers v. all respondents²



The American Public Transportation Association did a study in March 2016 that concluded that Uber users are more likely to use public transit.

- 50% of Uber users ride a train or metro regularly
- 45% frequently use the bus



A 2018 study by SUMC finds that peak use of transportation network companies (TNCs) like Uber and Lyft comes on weekends and evenings, not during rush hours when public-transit use is highest.

Global Transit Partnerships Snapshot



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



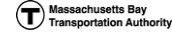
DALLAS, TX: DART



DENTON, TX: DCTA



MINNEAPOLIS, MN: METRO TRANSIT



BOSTON, MA: MBTA TRANSIT



SOUTHEAST PENNSYLVANIA: SEPTA
SUMMIT, NJ

ATLANTA, GA: MARTA



CENTRAL FL: CITY PLANNING

TAMPA BAY, FL: PINELLAS SUNCOAST TRANSIT



MIAMI, FL: DTPW



CANBERRA, AUSTRALIA: ACT



BANGALORE, INDIA: BMRCL



How Uber can help transit agencies

- 1. Help fill the gaps in transit
- 1. Providing access to underserved communities
- 1. Alleviate the demand for parking
- 1. Reduce costs of underutilized routes or services



Alleviating the demand for parking: Summit, NJ

During commuting hours, residents enrolled in the existing parking program, can ride Uber to an NJ Transit hub for free. Residents who aren't enrolled, are charged a flat \$2.



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

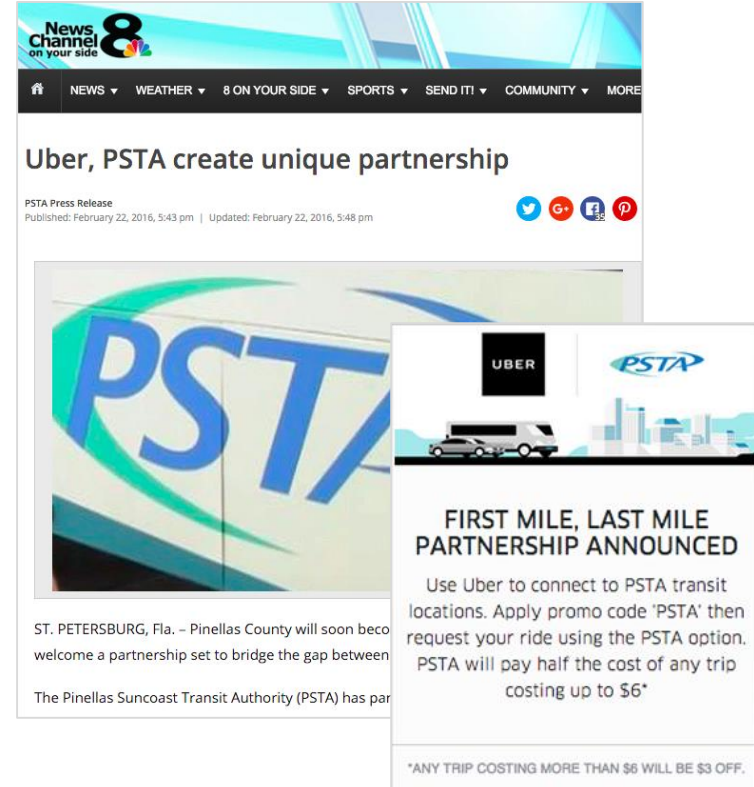


Extending the reach of transit: Pinellas County

Uber and the Pinellas Suncoast Transit Authority are working together to promote sustainable options for the residents of Pinellas County.

Uber and PSTA have two unique partnerships:

- First Mile / Last Mile Partnership: PSTA will pay half the cost of any trip (up to \$6) to or from a designated PSTA public transit stop.
- Transportation Disadvantaged: TD Late Shift, a program that will let economically disadvantaged riders request up to 23 free rides per month, during hours when transit is closed. Has completed 5K rides to-date.



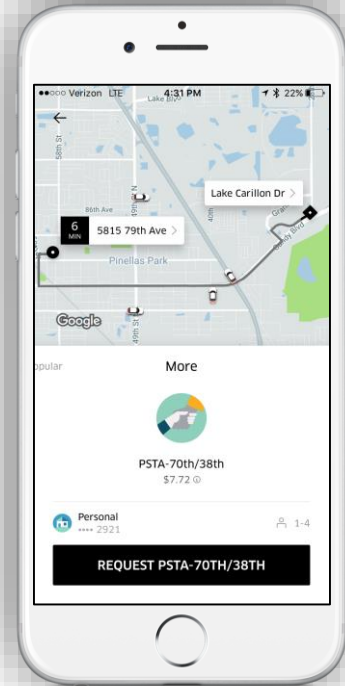
Alternative to public transit - Innisfil, Canada

- 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.



Uber's technology makes partnering easy

- In-app messaging to showcase partnership and encourage local utilization
- Transit 'view' incorporated within the Uber app for maximum visibility, if desired
- Geo-fence technology to target transit stops and other important areas directly within the Uber app
- Custom subsidy structure to allow agencies to pay all or part of the fare



UBER