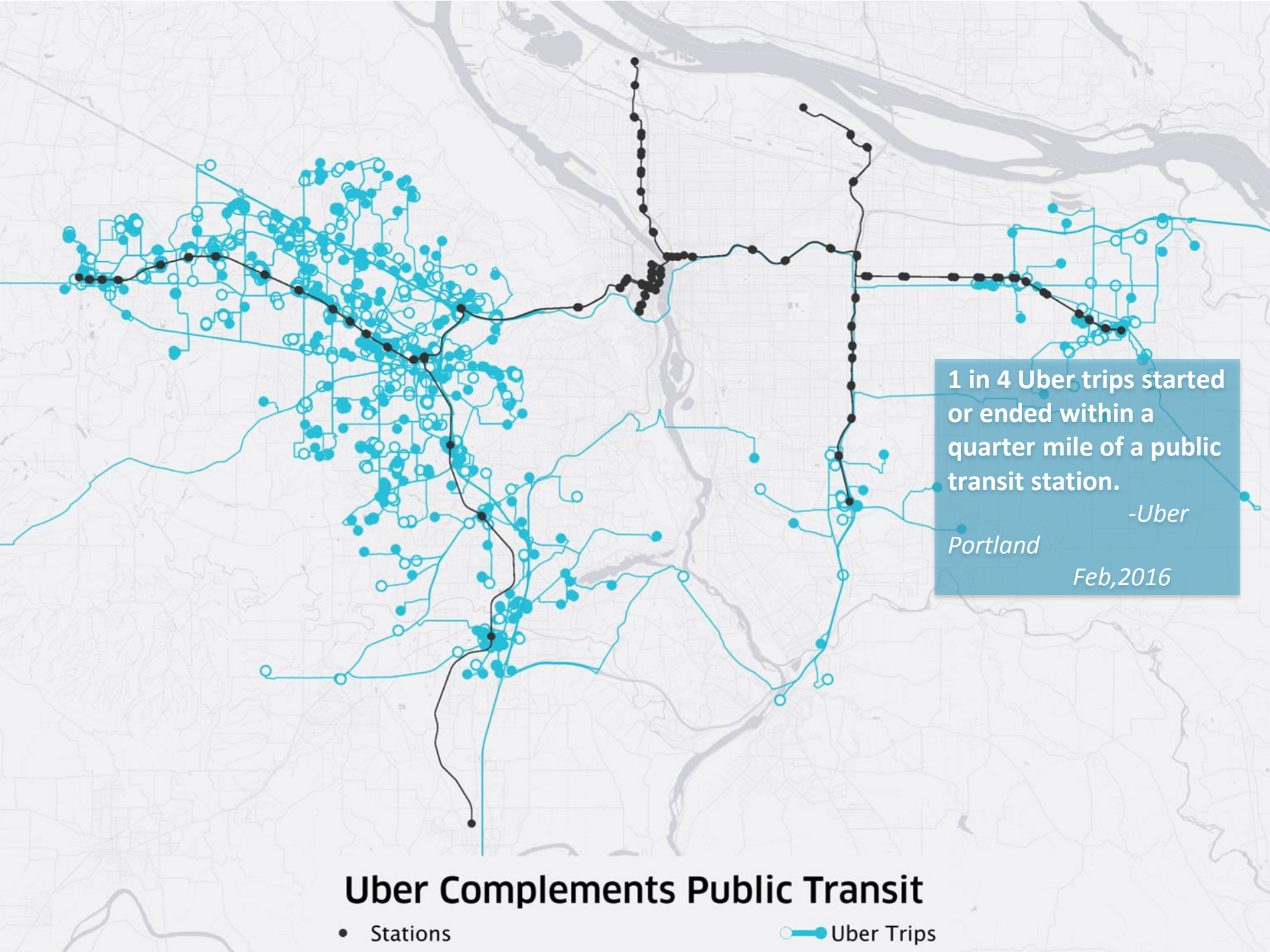
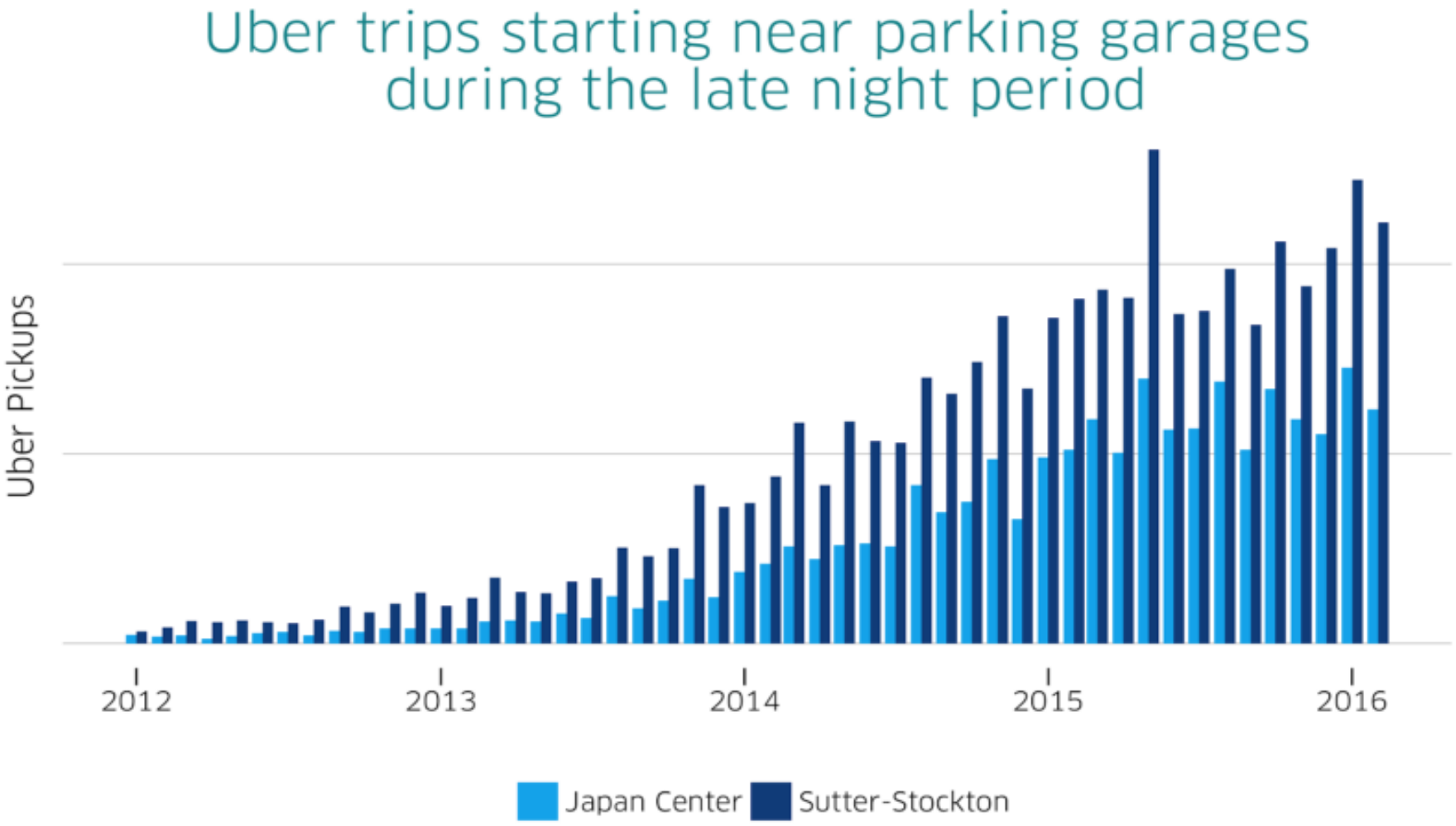
Is Uber a Threat to Public Transit?

Thomas Standley – DoubleMap

Could Lyft And Uber Put Public Transit Out of Business?
• Forbes, Nov 2014
Is Uber Transit's Enemy Or Its Friend?
• CityLab, Nov 2015
Public Transit Should Be Uber's New Best Friend
• FiveThirtyEight, Aug 2015

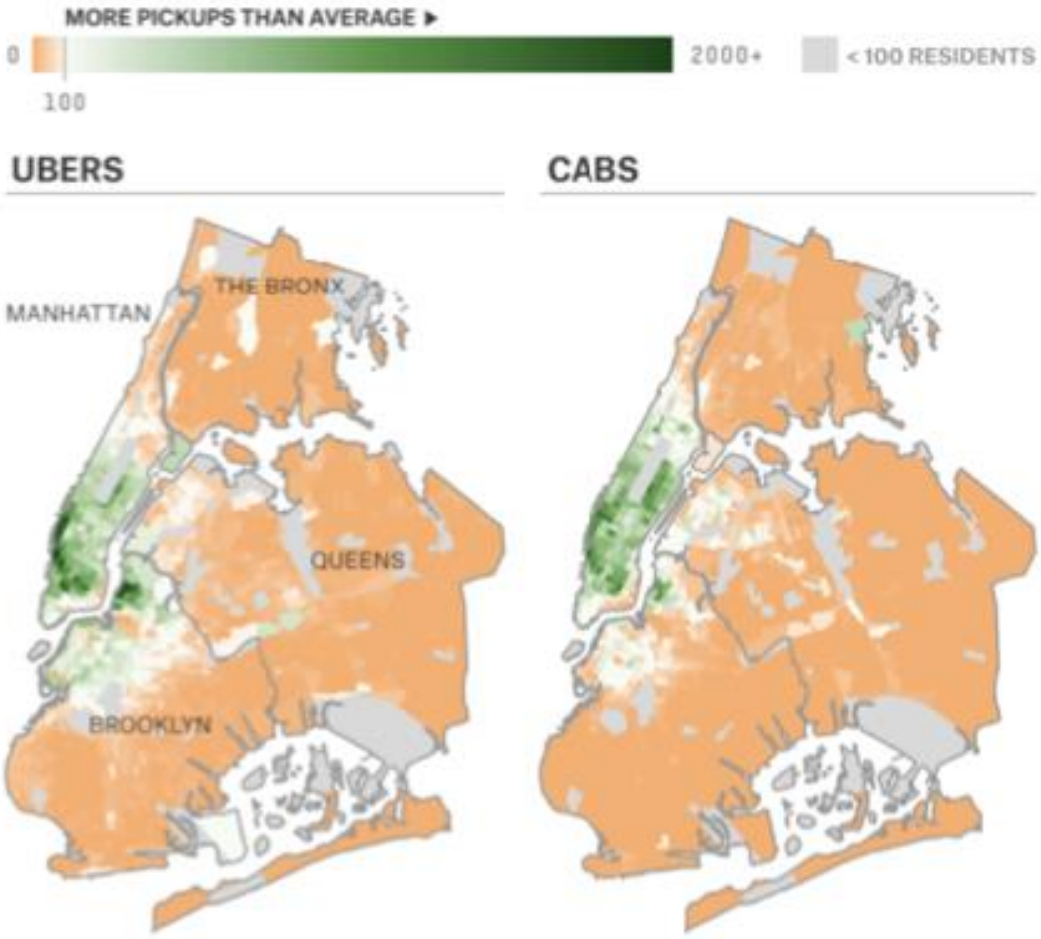

1 in 4 Uber trips started or ended within a quarter mile of a public transit station.
-Uber Portland
Feb,2016
Uber Complements Public Transit
Stations
Uber Trips

Uber and Parking



Ubers And Cabs May Not Be So Different

Residential pickup rates from April through September 2014 by census tract, indexed against each service's city-wide average (100)



REUBEN FISCHER-BAUM

SOURCE: TAXI & LIMOUSINE COMMISSION, U.S. CENSUS BUREAU

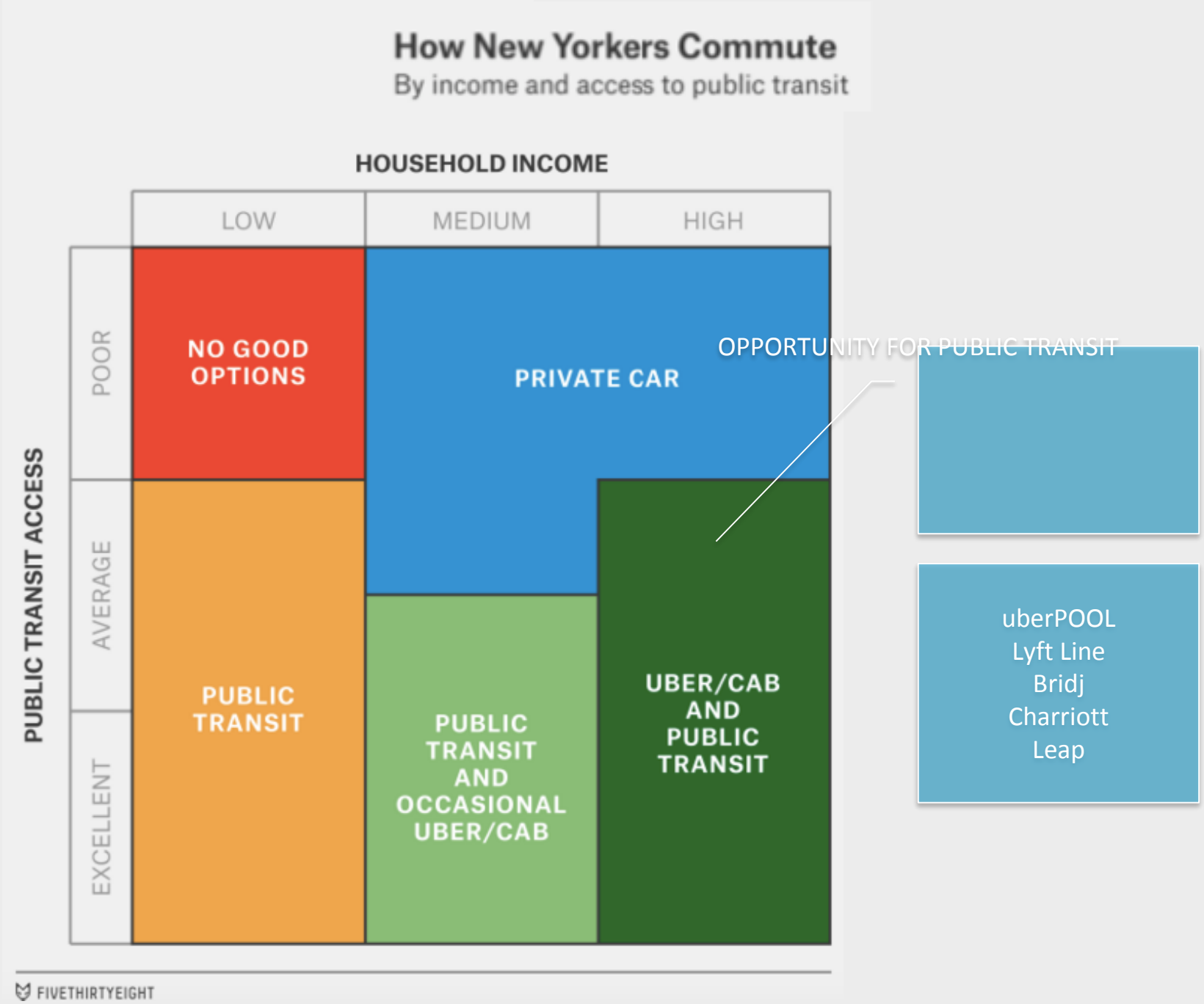
Transit-Heavy Areas Still Use Cabs And Uber

Residential pickup rates by number of **subway lines** available to a census tract

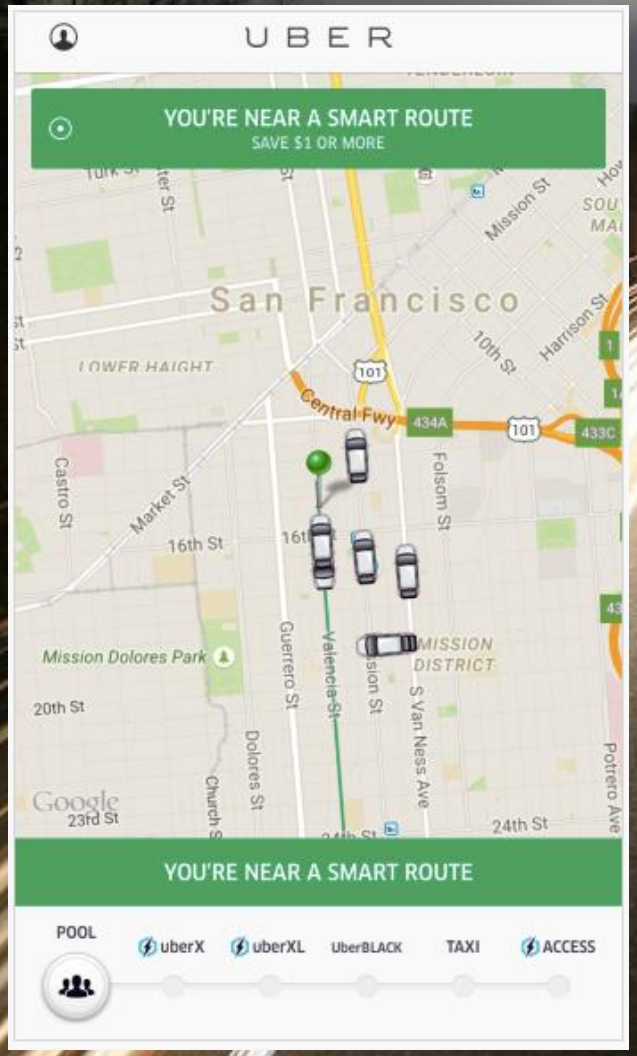
	PICKUP INDEX (100 = AVG.)	
SUBWAY LINES	UBER	CABS
0	36	27
1	79	84
2-3	82	90
4-5	183	185
6-9	556	598
10+	567	490

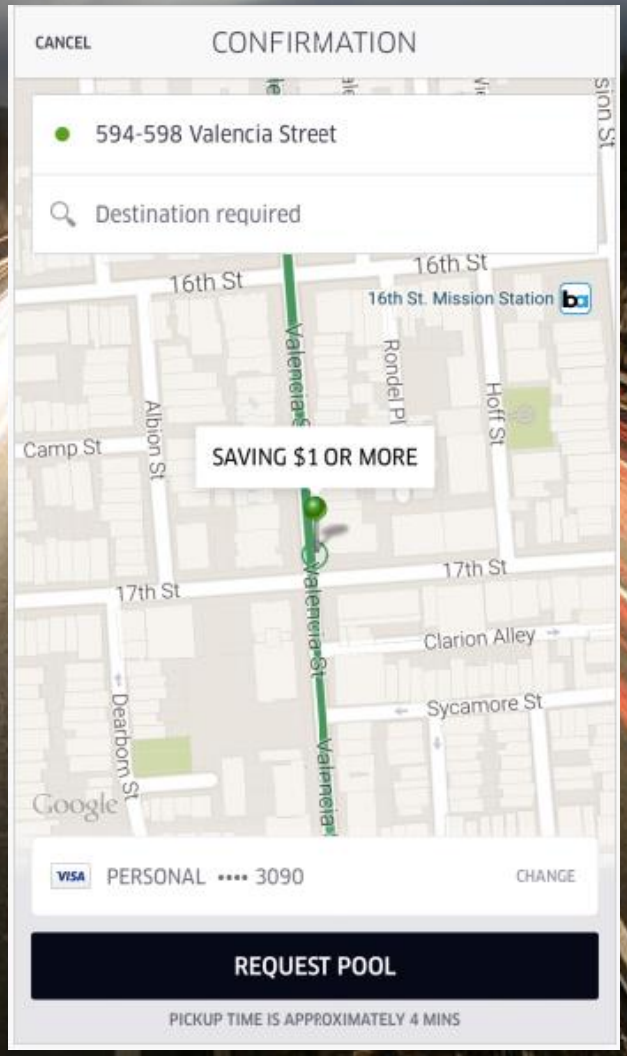
Pickup data from April through Sept. 2014

TAXI & LIMOUSINE COMMISSION, DATA.NY.GOV


How New Yorkers Commute
By income and access to public transit
HOUSEHOLD INCOME
LOW
MEDIUM
HIGH
PUBLIC TRANSIT ACCESS
POOR
AVERAGE
EXCELLENT
NO GOOD OPTIONS
PRIVATE CAR
PUBLIC TRANSIT
PUBLIC TRANSIT AND OCCASIONAL UBER/CAB
UBER/CAB AND PUBLIC TRANSIT
FIVETHIRTYEIGHT
OPPORTUNITY FOR PUBLIC TRANSIT
uberPOOL
Lyft Line
Bridj
Charriott
Leap

Uber “Smart Routes”





“We have begun testing a new feature to streamline the uberPOOL experience for both riders and drivers. This experimental feature, called ‘Smart Routes’, aims to simplify pick-ups by encouraging riders to request a ride along specific routes in San Francisco. Smart Routes is part of our ongoing efforts to increase the efficiency of driver-partners’ time spent on the road while helping riders save time and money.”

-Uber CEO
Aug, 2015

Source: http://techcrunch.com/2015/08/24/uber-smart-routes/#.pxc8uvn:UVe3

Uber “Flat Fares”

How to get flat fares

1. **Buy**

   Purchase a $20 package to lock in flat fares for up to 20 trips or a $30 package to lock in flat fares for up to 40 trips.

2. **Ride**

   From weekday to weekends, you'll only pay $2 on uberPOOL or $7 on uberX when your trip begins and ends north of Cesar Chavez St. in San Francisco.

3. **Repeat**

   You're all set. Flat fare pricing is valid September 1 through September 30.

Trips eligible within designated zone. See map for detailed information.

“[In] San Francisco I can choose from a package of 20 trips for $20 or 40 trips for $30 for September...I have either 20 or 30 rides to use at a flat-fare price...If someone takes all 20 rides on UberPool, then they'll be paying a total of $60 for 20 rides, or only $3 a piece. In San Francisco, that's only $0.75 more than the bus and way less than the $5 to $8 I typically pay for an UberPool ride.”

-Business Insider
Aug, 2016

Source: http://www.businessinsider.com/uber-is-quietly-testing-flat-pricing-2016-8

Lyft “Shuttle”

“Lyft has a new offering in testing called Shuttle, which is part of its Lyft Line commuter ride sharing option, and which operates along a set route with specific pickup and drop-off points. The trial for Shuttle is currently an offer in San Francisco and Chicago, and is intended to offer increased reliability for users who tend to travel the same path every day. Shuttle also includes fixed rate fare, which are not impacted by Prime Time, where increased demand causes normal Lyft pricing to rise”

TechCrunch
March 2017

Source:https://techcrunch.com/2017/03/29/lyft-shuttle-is-an-experimental-new-lyft-line-feature-that-works-like-a-bus-route/

Uber and Parking

"In Washington, D.C., the consequences are tremendous. Already, apartment buildings that used to have waiting lists for parking spaces now have empty spaces.

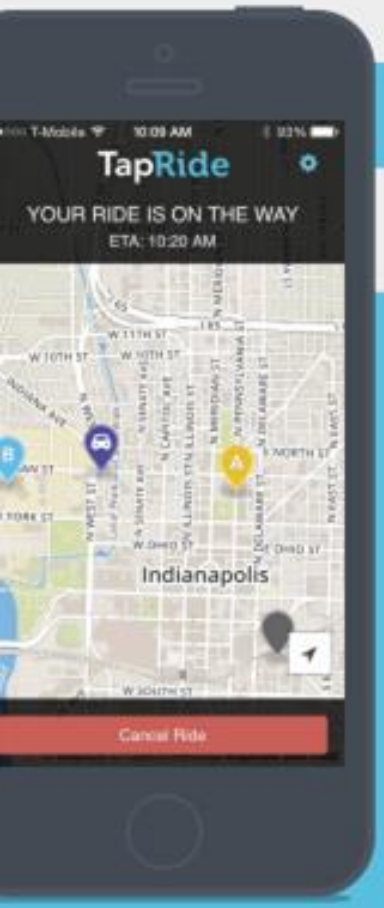
Many downtown buildings in Washington have some 20 percent less income from parking than before Uber and convenient short-term car rentals came about."

- *The American Conservative, January 2015*

"Just a few months after being nearly broke, Lehigh Valley International Airport has millions of dollars in the bank and it's seeing its highest passenger counts in four years. Yet, its parking revenues have fallen $220,000 under budget so far this year.
Even though more passengers are using the airport, fewer of them are parking in the lots. Rather than plunking down the $22 a day rate to leave their cars in the lot, at least some passengers are pinging the phone of one of the growing number of Uber drivers roaming the streets of the Lehigh Valley.

- *The Morning Call, October 2016*

Sources: http://www.theamericanconservative.com/urbs/five-ways-uber-changes-the-city/
http://www.mcall.com/business/mc-lehigh-valley-airport-uber-20160902-story.html

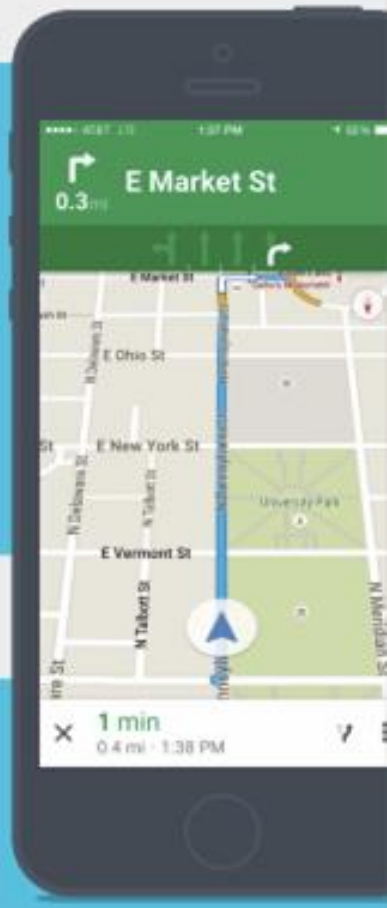


For Riders

Request a ride with a tap and watch it arrive in real-time.

For Drivers

Receive pickup assignments in real-time and turn by turn navigation on how to get there.



For Dispatchers

Manage all activity from a dispatcher dashboard.

For Administrators

Optimize your system efficiency through reporting capabilities - know your busiest time of day, and average wait time.

King County
METRO
Kitsap Transit
Connecting Communities
Beavers
VTA
NEVADA
RTD
MICHIGAN
LYNX

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